



ALAN HALLMAN
MAYOR

MIKE RAST
ALDERMAN AT LARGE

BRETT REICHERT
COUNCILMAN AT
LARGE

MARK ADAMS
COUNCILMAN WARD I

CHLOE ALEXANDER
COUNCILMAN WARD II

HAPEVILLE CITY COUNCIL
2022 STRATEGIC PLANNING RETREAT

Epicurean Atlanta
1117 West Peachtree Street
Atlanta, GA 30309

May 21, 2022 9:00 AM

MINUTES

1. **CALL TO ORDER:** by Mayor Hallman at 9:00 am
2. **ROLL CALL:** All Members of Council were present, which constituted a quorum.
 - ✓ Alan Hallman
 - ✓ Mike Rast
 - ✓ Brett Reichert
 - ✓ Mark Adams
 - ✓ Chloe Alexander
3. **WELCOME:** Mayor Hallman welcomed all to the Hapeville City Council 2022 Strategic Planning Retreat.
4. **NEW BUSINESS:**
 - 4.I. Introduction - City Growth

The introduction regarding City growth was presented to Council by City Planner Dr. Lynn Patterson. Please see the attached [presentation](#). Planning Highlights, Opportunities and Future Directions for the City of Hapeville.
 - 4.II. Planning /Zoning /Comprehensive Plan

This discussion regarding planning, zoning and the comprehensive plan was a general dialogue between staff and Council. Staff and the governing body created an action plan to address all matters and concerns. [Please see the facilitator's report.](#)
 - 4.III. Roads /Traffic /Parking

This discussion regarding roads, traffic, and parking was a general dialogue between staff and Council. Staff and the governing body created an action plan to address all matters and concerns. [Please see the facilitator's report.](#)
 - 4.IV. Keeping Interest in Hapeville

This discussion regarding keeping interest in hapeville was a general dialogue between staff and Council. Staff and the governing body created an action plan to address all matters and concerns. [Please see the facilitator's report.](#)
 - 4.V. Future Vision

This discussion concerning future vision of the city was a general dialogue between staff and Council. Staff and the governing body created an action plan to address all matters and concerns. [Please see the facilitator's report.](#)

5. **PUBLIC COMMENTS:** No public comments were given at this meeting.
6. **EXECUTIVE SESSION:** *When Executive Session is Required one will be called for the following issues: 1) Litigation O.C.G.A. §50-14-2; 2) Real Estate O.C.G.A. §50-14-3(b)(1); or 3) Personnel O.C.G.A. §50-14-3(b)(2).*

MOTION: Councilman Adams made a motion to go into executive session at 2:09 PM for personnel matters, Councilman Alexander seconded. **Motion carried 4-0.**

MOTION: Alderman Rast made a motion to exit executive session at 2:36 PM and enter back into strategic planning retreat meeting. Councilman Alexander seconded. **Motion carried 4-0.**

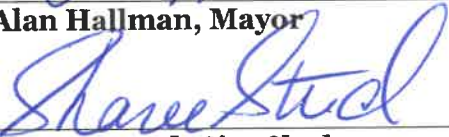
7. **ADJOURN::**

MOTION: Councilman Reichert made a motion to adjourn at 5:00PM, Councilman Adams provided a second. **Motion carried 4-0.**

Respectfully submitted,



Alan Hallman, Mayor



Sharee Steed, City Clerk

Planning Highlights, Opportunities and Future Directions for the City of Hapeville

City of Hapeville Retreat

Lynn M. Patterson, PhD

May 21, 2022

Fundamental Questions

- Where has Hapeville been?
- Where is Hapeville headed?

Hapeville's Strengths and Weaknesses

Strengths

- Small town charm / sense of community
- Location
- Safety
- Arts emphasis
- Downtown

Weaknesses

- Lack of Retail and Commercial
- Schools
- Parking
- Sidewalks
- Increasing traffic
- Infrastructure limitations
- Housing affordability



Current Directions and Projects



Willingham, 2,000 SF
Retail

925 Virginia Ave,
22,000 SF Mixed

Towne Place Suites,
112 Rooms

Embassy Suites,
174 Rooms

Holiday Inn Express,
112 Rooms

SCP, 5,000 SF Retail

SCP, 20,000 SF
Commercial (future)

Chick Fil A, 11,200 SF
Retail

Cancer Center, 13,200
SF

APCU, 130,000 SF
Office

Porsche Service Center, Track Expansion,
Classic Car Restoration and Garage



Commercial Development Projects in Hapeville

Stillwood Farms,
57 S/F

North Central, 68 T/H

Willingham, 25 T/H

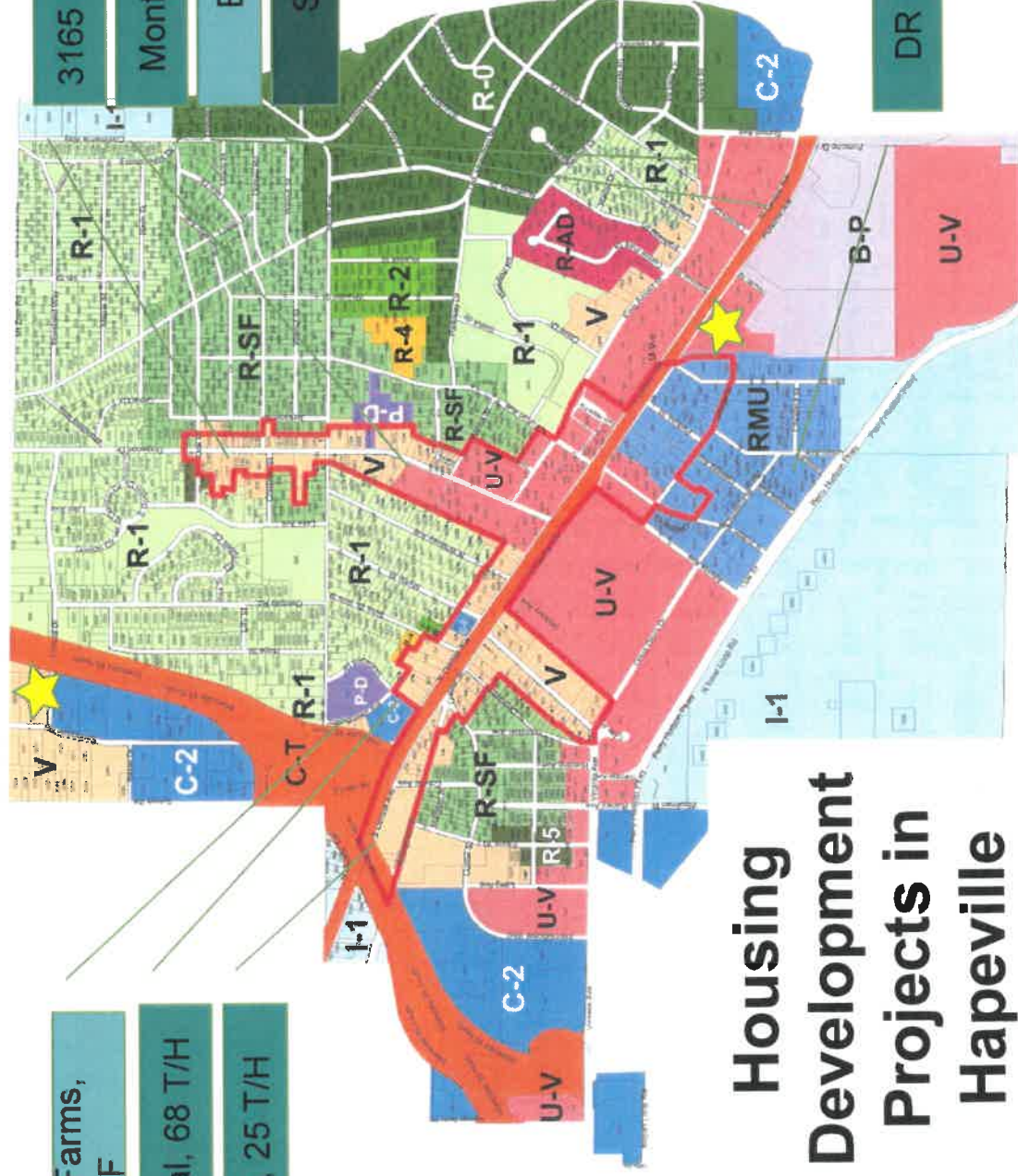
3165 Dogwood, 25 T/H

Monte Hewitt, 60 T/H

EPIC, 25 S/F

SCP, 284 M/F

DR Horton, 115 T/H



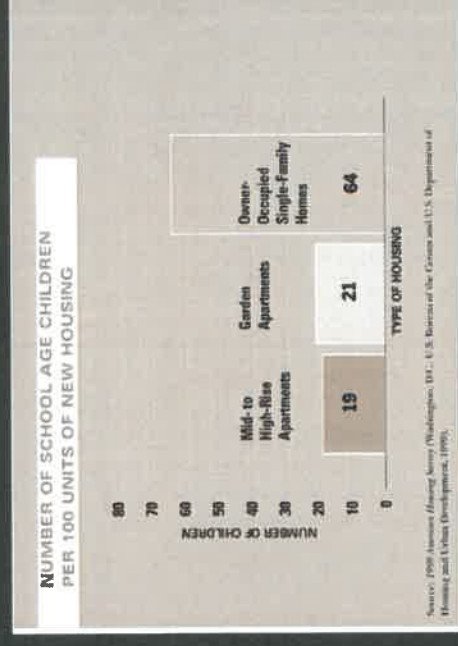
Housing Development Projects in Hapeville

Multi-Family Myths and Misconceptions

1. ULI: “Higher-Density Development | Myth and Fact”
https://uli.org/wp-content/uploads/ULI-Documents/HigherDensity_MythFact.ashx .pdf
2. Harvard: “Overcoming Opposition to Multifamily Rental Housing”
https://www.jchs.harvard.edu/sites/default/files/rr07-14_obrinsky_stein.pdf
3. ULI: “The Economics of Inclusionary Development”
<https://uli.org/wp-content/uploads/ULI-Documents/Economics-of-Inclusionary-Zoning.pdf>
4. MIT: “The Impact of Multifamily Development on Single Family Home Prices in the Greater Boston Area”
<http://dspace.mit.edu/bitstream/handle/1721.1/32097/62119691-MIT.pdf?sequence=2>
5. George Mason: “Examining the Impact of Mixed Use/Mixed Income Housing Developments in the Richmond Region”
http://cra.gmu.edu/pdfs/research_reports/recent_reports/Richmond_PHA_April_2010.pdf

Multi-Family Myths and Misconceptions

- Overburdens public schools, public services and infrastructure
- Lowers single family property values
- Lower income households
- Creates traffic and congestion
- Increases crime rates



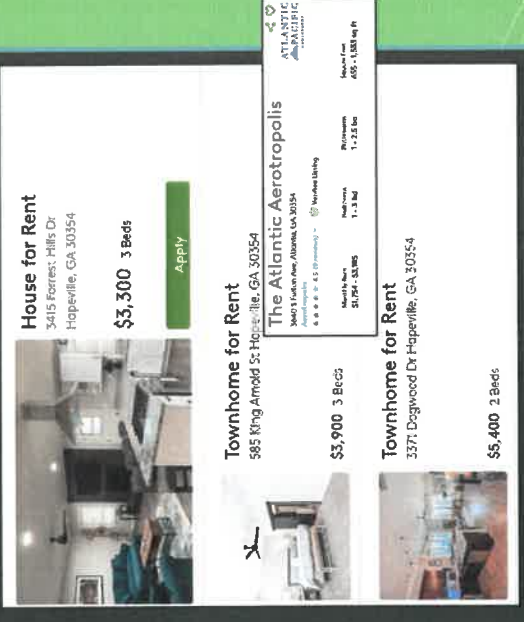
https://uli.org/wp-content/uploads/ULI-Documents/HigherDensity_MythFact.ashx_.pdf

Housing Affordability in Hapeville

What does the Census tell us (2020)

- Population – 6,653
- Median Household Income – \$64,235
 - Median Monthly Income – \$5,352
- Poverty as percent of population – 18.8% (US, 11.4%)
- Housing and Transportation Costs
 - **Housing costs not to exceed \$1,605/month**
 - Housing Costs (with Mortgage, 2020) - \$1,316/month*
 - Housing Costs (without Mortgage, 2020) - \$360/month
 - Transportation costs on average \$1,016 (19% of income)
- Owner occupancy – 52.6% (US, 64.4%)

43% of Household Income
is spent on Housing and
Transportation



The screenshot displays three rental listings on a real estate website. The first listing is a 'House for Rent' at 3415 Forrest Hills Dr, priced at \$3,300 for 3 beds. The second is a 'Townhome for Rent' at 585 Ring Arnold St, priced at \$3,900 for 3 beds. The third is another 'Townhome for Rent' at 3371 Dogwood Dr, priced at \$5,400 for 2 beds. A sidebar on the right features 'The Atlantic Aerotropolis' with a 'New Listing' badge and details about the property's location and features.

Property Type	Address	Price	Bedrooms
House for Rent	3415 Forrest Hills Dr, Hapeville, GA 30354	\$3,300	3 Beds
Townhome for Rent	585 Ring Arnold St, Hapeville, GA 30354	\$3,900	3 Beds
Townhome for Rent	3371 Dogwood Dr, Hapeville, GA 30354	\$5,400	2 Beds

PEOPLE			
Population			
1	Population Estimates, July 1 2021, (V2021)	NA	331,893,745
2	Population estimates base, April 1, 2020, (V2021)	NA	331,449,281
3	Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	NA	0.1%
4	Population, Census, April 1, 2020	6,553	331,449,281
5	Population, Census, April 1, 2010	6,373	308,745,538
Age and Sex			
6	Persons under 5 years, percent	9.2%	8.0%
7	Persons under 18 years, percent	28.0%	22.3%
8	Persons 65 years and over, percent	8.9%	16.5%
9	Female persons, percent	44.7%	50.8%
Race and Hispanic Origin			
10	White alone, percent	34.4%	76.3%
11	Black or African American alone, percent (a)	37.3%	13.4%
12	American Indian and Alaska Native alone, percent (a)	0.0%	1.3%
13	Asian alone, percent (a)	2.9%	5.9%
14	Native Hawaiian and Other Pacific Islander alone, percent (a)	0.0%	0.2%
15	Two or More Races, percent	18.0%	2.8%
16	Hispanic or Latino, percent (b)	27.1%	18.5%
17	White alone, not Hispanic or Latino, percent	24.8%	60.1%
Population Characteristics			
18	Veterans, 2016-2020	315	17,835,456
19	Foreign born persons, percent, 2016-2020	20.7%	13.5%
Housing			
20	Housing units, July 1, 2019, (V2019)	X	136,684,244
21	Owner-occupied housing unit rate, 2016-2020	52.6%	64.4%
22	Median value of owner-occupied housing units, 2016-2020	\$150,300	\$229,800
23	Median selected monthly owner costs -with a mortgage, 2016-2020	\$1,316	\$1,621
24	Median selected monthly owner costs -without a mortgage, 2016-2020	\$380	\$509
25	Median gross rent, 2016-2020	\$1,153	\$1,095
26	Building permits, 2021	X	1,736,982

Areas in Need of Direction From Council

- Wise Growth
- Housing Affordability
- Retail and Commercial
- Short Term Rentals
- Adequate Infrastructure
- City Services, Staffing, and Funding



Discussion and General Comments

Thank you!





**City of Hapeville
Mayor and Council Retreat Report
Epicurean Atlanta,
1117 West Peachtree Street,
Atlanta, GA 30309
May 21, 2022**

Retreat Attendees:

Alan Hallman	Mayor
Mark Adams	Councilman, Ward 1
Chloe Alexander	Councilwoman, Ward 2
Brett Reichert	Councilman – At-Large
Mike Rast	Alderman
Tim Young	City Manager
Sharee Steed	City Clerk
Adrienne Senter	Planning and Economic Development Manager
Lynn Patterson	City Planner
Lee Sudduth	Dir. of Community Services
Rick Glavosek	Chief of Police

AGENDA

8:00 AM – 9:00 AM	Breakfast
9:00 AM – 9:15 AM	Introduction
9:15 AM – 10:15 AM	Planning / Zoning / Comprehensive Plan
10:15AM – 10:30 AM	Break
10:30 AM – 12:00 PM	Roads / Traffic / Parking
12:00 PM – 1:00 PM	Lunch
1:00 PM – 1:45 PM	Keeping Interest in Hapeville
1:45 PM- 2:00 PM	Break
2:00 PM- 3:00 PM	Keeping Interest in Hapeville <i>cont....</i>
3:00 PM- 3:15 PM	Break
3:15 PM- 4:45 PM	Future Vision
5:00 PM	Adjourn



Joint Agreement/Collaboration between Council and Staff to effectively achieve the goals of the City of Hapeville. Items are captured here are agreed upon as the future goals of the City of Hapeville.

Future Plans for the City of Hapeville

Opportunities to create:

- Scalable Retail and Marketplace
- Sidewalk Project to create a “walking city”
- A Town Center (a place for gathering)
- Moderate to Affordable Housing Policy
- Landscape projects across the City

What Council Needs from Staff:

- Options for Affordable Housing (July 2022)
- An Active Status Project List – Add to Green Sheet for monthly updates
- Zoning Maps with definitions
- Clarification of Lot Size Requirements

What Staff Needs from the Council

Policies related to:

- Wise growth
- Housing affordability
- Direction for Retail and Commercial development

City Attorney to provide Legal Clarification for:

- Short Term Rental
- Housing Affordability

Established Timeline: July 2022 – December 2022

Projects Ending:

TSPLOST (Phase I) - All funds are now fully encumbered

Projects to be completed:

- Citywide street paving for Coville, Willingham and other areas of need

Future Projects:

TSPLOST (Phase II) – High Priority

- King Arnold – Street Scape (Lee)
- I-85 Sound Wall (Mayor)
- South Central and Virginia Ave
 - o Railroad – Driver and Pedestrian Safety

Public Spaces – FY 23 - 24

- George Hudson area/Maddux Park (Lee)
- Bring to ADA Compliance
- Create a Walking Trail



- Add Lighting – (Lighting can be done in incoming weeks/months)
- Add a Splash Pad
 - o Name naming of the Splash Pad upon completion at the end of Summer 2022
- **Erect a City Marker Sign**
 - o I-85 Placemaking sign (Lee)

Areas of Concern: ROADS/TRAFFIC/PARKING

Create ordinances to address areas of congestion in the Aerotropolis/Downtown vicinities

- Hire an additional Code Enforcement Officer to assist with traffic management and enforcement
- Institute No Parking and Limited Parking in high traffic areas.
- Implement Paid Parking to address Rideshare neighborhood freeloading

PUBLIC POINTS OF INTEREST

- **Rail Road Depot**
 - o Address Human Resource
 - Post and hire an employee within 30 days (City Manager)
- **Container**
 - o Establish boundaries and structures for operation
 - o – First draft of policy document by May 31,2022.
 - o Convene a meeting with Main Street (less than 30 days)
 - o Prepare and send a letter to Main Street to inform them of Council decision (City Manager)
- **Alley**
 - o Develop an application process for the use (scheduling) of the Alley – June 2022
 - o Establish Use Time and Space
(For Discussion/Approve/ by Council – July 2022 Meeting)

Future Vision – Development Areas

- **Build a new City Hall**
 - o Central to downtown by pedestrians
 - o Adjacent to green space/landscape
 - o Add Parking – 2 to 3 floors
- **Create a new City Center that encompasses City Hall**
2 – 5-year Plan
- **Entrepreneurial Village**
 - o **Dearborn Plaza**
 - Create a Proforma – August 2022
- **Convene a meeting with the Development Authority (following creation of Proforma) – Chloe**



- Transition or Reproduce a permanent space i.e., (**Guard Shack**) – Bring in the history of Hapeville into a new space or pay homage to Ford

Village Church

- Further investigation needed to determine revenue potential

Dogwood/North Avenue

- Pursue possible collaboration with Market 166
- Explore development opportunities within 6 months

Tree Canopy

- **Explore working with Trees Atlanta**
- Strengthen tree ordinance to have Developers replant trees or reduce tree removal

Bike Lane/Paths

- Increase bike lanes and pike paths into future development projects
- Review signage for bike lanes and paths around pick criterium route(s)

Golf Cart

- Remove Golf Cart ordinance to remove golf cart City map.

ACTION PLANS

WHAT	WHO	WHEN
FUTURE PROJECTS		
TSPLOST (I): Projects Ending Coville, Willingham (& other areas of need)	Dir. Com. Servs.	Summer 2022
Legal Clarification for: - Short Term Rental - Housing Affordability	City Attorney	July 2022 – Dec. 2022
PUBLIC SPACES		
- Erect a City Marker Sign - I-85 Placemaking sign	Dir. Com. Servs.	TBD
- Add a Splash Pad	Dir. Com. Servs.	Sept 2022

○ Name naming of the Splash Pad upon completion		
- George Hudson area/Maddux Park (Lee) - Bring to ADA Compliance - Create a Walking Trail - Add Lighting – (Lighting can be done in incoming weeks/months)	Dir. Com. Servs.	FY 2023 – 2024 FY 2023 – 2024 FY 2023 – 2024 Summer 2022
AREAS OF CONCERN		
ROADS/TRAFFIC/PARKING		
Create ordinances to address areas of congestion in the Aerotropolis/Downtown vicinities - Hire an additional Code Enforcement Officer to assist with traffic management and enforcement - Institute No Parking and Limited Parking in high traffic areas. - Implement Paid Parking to address Rideshare neighborhood freeloading	City Attorney/Council City Manager Police Chief/Dir. Com. Servs. Police Chief/Dir. Com. Servs.	FY 23 – 24 July 2022 FY 23 FY 23
PUBLIC POINTS OF INTEREST		
- Rail Road Depot ○ Additional staff needed ▪ Post and hire an employee	City Manager	Within 30 days
- Container ○ Establish boundaries and structures for operation ○ First draft of policy document	City Manager City Manager	 May 31, 2022

○ Convene a meeting with Main Street ○ Prepare and send a letter to Main Street to inform them of Council decision	City Manager City Manager	Less than 30 days Less than 30 days
- Alley ○ Develop an application process for the use (scheduling) of the Alley ○ Note: Application to be submitted to City Clerk ○ Establish Use Time and Space (For discussion/Approve by Council)	City Manager/Council Alexander Full Council/City Manager	June 2022 July 2022
FUTURE VISION – DEVELOPMENT AREAS		
WHAT	WHO	WHEN
- Build a new City Hall ○ Central to downtown by pedestrians ○ Adjacent to green space/landscape ○ Add Parking – 2 to 3 floors	City Planner	2 – 5 Year Plan
- Entrepreneurial Village ○ Dearborn Plaza ▪ Create a Proforma - Convene a meeting with the Development Authority (following creation of Proforma) - Transition or Reproduce a permanent space i.e., (Guard Shack) – Bring in the history of Hapeville into a new space or pay homage to Ford	Council - Alexander Council - Alexander Dir. Com. Servs.	August 2022 Sept. 2022 FY 23 FY 24

Village Church - Further investigation needed to determine revenue potential		TBD
Dogwood/North Avenue - Pursue possible collaboration with Market 166 - Explore development opportunities	City Manager/Council - Alexander	Within 6 months
Tree Canopy - Explore working with Trees Atlanta - Strengthen tree ordinance to have Developers replant trees or reduce tree removal	City Planner	Dec. 2022
Bike Lane/Paths - Increase bike lanes and pike paths into future development projects - Review signage for bike lanes and paths around pick criterium route(s)	Dir. Com. Servs.	FY 23 – FY 24
Golf Cart - Remove Golf Cart ordinance to remove golf cart City map.	Dir. Com. Servs./City Attorney/City Clerk	June 2022

Reflections

- Board shared personal thoughts and observations from their time together at the conclusion of the 1 Day Retreat

Other

- Evaluation of retreat
- Tentative schedule for 2022 retreat: (Time to be determined)