

LAWRENCEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

November 24, 2003

Members Present: Gene Wasserman, John Heard, Kathy Monroe, Danny Gravitt, Marie Beiser, Carter Gorman and Mike Reedy

Minutes of the October 27 meeting were read and approved.

The Lawrenceville Tourism and Trade Association was discussed. Tony Powell reviewed for the members how the LTTA would be structured. Discussion turned to what we are looking for in potential appointees. It was decided that several things should be considered such as: enthusiasm, marketing expertise, leadership skills, and Internet skills.

Fourteen applicants had applied as of November 24.

Kathy Monroe, Marie Beiser and Mike Reedy volunteered to spearhead the application process and create a brief mission statement for the LTTA as well as three questions for all applicants to answer. The applicants would receive these in the mail or at their e-mail address.

Emory Morseberger announced that he had reserved the Historic Courthouse grounds for one weekend a month beginning in July to December 2004. (Bookings are usually made well in advance due to popularity and limited availability) He foresees holding events to promote the downtown and its businesses.

Zoning amendments were discussed. John Heard proposed that the Planning Board and Mayor and Council consider limiting the size of retail buildings in the future. The DDA is presently working to revitalize the downtown square and surrounding area in hopes of promoting the smaller "Mom and Pop" merchants. The big box stores may only hurt this effort. Peachtree City has a zoning ordinance requiring stores to be no more than 30,000 square feet. This ordinance has held up in court. Of course, it was noted that earlier stores above this size would be grandfathered in. John Heard made a motion that the City Council approves an ordinance to limit "big box" retail stores to 30,000 square feet in Lawrenceville modeled after the Peachtree City ordinance. DDA members approved unanimously.

Bill Tunnell discussed the revitalization plan next. He plans to have an existing phase by December 31, 2003 and the full plan will be available by March 31. He proposed a meeting asking people what they see the issues being and what do the people think Lawrenceville ought to be. This meeting will be for information and opinions. Several pictures will be presented for the public comment.

It was decided that the public meeting "Kick Off Meeting" would be held on Tuesday, January 6, 2004 from 5:00 pm to 7:00 p.m. The DDA will hold a meeting afterwards at 7pm.

Saturday, December 17 from 9:00 to 1:00 would be a work session with DDA members and City Council, etc.

Alycen Whiddon from TSW made a short presentation with pictures of the four sides of the square. Traffic flow has been calculated, parking places counted, and character of the neighborhoods judged. TSW is trying to capture the essence of what distinguishes this area from other similar places.

John Heard reported that he had met with Charlotte Nash and Brian Allen at the county. At present there will be no plan to fund a transit bus to the downtown area. The fare is \$1.50 one way and the round trip price of \$3.00 did not seem feasible for a lunch trip.

A thought was given to a rubber tired trolley in the future to fill the void of bus transportation from main centers of work population such as the GJAC.

The DDA set Monday December 15 at 7pm as its next meeting time and placed the LTTA application process on its agenda to discuss in greater detail and perhaps appoint members.

Meeting adjourned.