



CITY OF
WATKINSVILLE

2024 MAYOR & COUNCIL RETREAT

February 5, 2024

AGENDA

- 9:00 AM** **Welcome** (Mayor Brodrick)
- 9:05 AM** **Enneagram Activity** (Karen Heintzman)
- 11:30 AM** **Vision & Values for Watkinsville** (Mayor Brodrick)
- 12 PM** **LUNCH**
- 12:30 PM** **Strategic Plan Initiatives & Funding – 2024 Plans**
(Manager Dickerson)
- 1 PM** **Long Term Planning & Visioning of Future Projects, Policies, & Programs** (Mayor Brodrick)
- **Historic Preservation Report** (Council Members Campbell and Tucker)
 - **Ideas from Council for Future Focus** (All)
 - **Other Items from Council**
- 2 PM** **Retreat Ends**

NOTE: All reports shared are in draft form. No final action is taken at the Retreat. The Retreat is open to the public; however, public comments are received at Council's discretion.



WATKINSVILLE

COME · CONNECT · CREATE

MAYOR & COUNCIL

Vision: Create Georgia's Most Compelling Community by honoring our history, building community, and creating opportunities for citizens to engage and do business with one another every day.

Tagline: Come. Connect. Create.

The Watkinsville Way:

We will be a Connected Community. We will seek to create connections for our citizens through thoughtful design of our built environment, hosting award-winning and well attended community events, installing a modern technology infrastructure, and fostering connectivity between neighborhoods with non-automotive infrastructure.

We will honor our history while welcoming innovation and accommodating change. From public art to historic homes, we will honor our history and creativity while planning carefully for the future. Our community is anchored on a walkable historic downtown with an evolving mix of restaurants, retail shops and offices.

We will provide opportunities for all. As a welcoming and inclusive community, we will make all ages and types of citizens safe and comfortable by offering a mix of housing types, special events, and businesses that support different populations and create infrastructure that allows our citizens to age in place.

Our Values:

- Efficiency
- Transparency
- Inclusivity
- Creativity
- Kindness
- Connectivity

**Strategic Initiatives in Priority Order
City of Watkinsville**

2/1/2024

Updated for 2024 Mayor & Council Retreat

KEY: DCA PROPOSED Short-Term Work Program, 2023-2027

Areas of Influence:

- ED** - Economic Development
- LU** - Land Use
- I** - Infrastructure
- GOV** - Government Operations
- CE** - Community Engagement

Priority	Area of Influence	DCA Short-Term Work Program Reference	Description	Status Completed, In process, Ongoing, or Move forward (→)	Notes	Funding Source	Estimated Budget
HIGH (#1 OVERALL)	I14	13	Explore and/or Activate Adopted Transportation Plan elements not already identified, including connecting sections of existing infrastructure and construction of roundabouts and/or traffic calming mechanisms	COMPLETED sidewalks: New High Shoals, Industrial Blvd.; IN PROCESS sidewalks: S. Main, Simonton/Mulberry - Goal 2026	IMPLEMENT TRANSPORTATION STUDY RECOMMENDATIONS, SUCH AS SAFE ROUTES TO SCHOOL, SIDEWALKS, BIKELANES, ETC. IN THE INTERIM, DIRECT STAFF AND PUBLIC SAFETY ADVISORY COMMITTEE TO INVESTIGATE SHORT-TERM IMPROVEMENTS. INCLUDES LU4, I16, AND I17.	SPLOST III, TSPLOST, possible GTIB Loan/Grant	\$4 M - \$5 M
HIGH (TIED #2 OVERALL)	ED19	11	Develop a Downtown Master Plan	COMPLETED: Reimagination of Rocket Field. IN PROCESS: Hwy53/Mars Hill - County estimates 2035	SHOULD INCLUDE MARS HILL PHASE 3 EXPANSION, BIKE RACKS, DOG WATERING STATIONS (COULD BE AN ADD-ON TO EXISTING WATER FOUNTAINS), COMPLETE REIMAGINATION OF ROCKET FIELD (E.G.: DOG WATERING STATIONS, PLAY SPACE FOR CHILDREN, STAGE, FIELD AND SIDEWALK LIGHTING, NEW SCORER'S BOX/CONCESSION STAND/RESTROOMS).	General Fund, Grants, Private Investment, SPLOST III	\$65,000
HIGH (TIED #2 OVERALL)	LU13	2	Establish a Greenspace Program	COMPLETED: Purchase 100-Acre Thomas Farm, Donation of 17-Acre Trove parcels. IN PROCESS: Activate 100-acre Thomas Farm Master Plan.	PURCHASE CURRENTLY AVAILABLE PRIVATELY HELD GREENSPACES TO DEVELOP FOR PUBLIC USE.	General Fund, SPLOST III, ARPA Funds	\$5 M - 8 M
HIGH (TIED #2 OVERALL)	LU18	1	Consider Historic Preservation Ordinance	IN PROCESS: 2024	UGA Professor Reap has class helping city with development of HPO.	General Fund	\$2,000

Priority	Area of Influence	DCA Short-Term Work Program Reference	Description	Status Completed, In process, Ongoing, or Move forward (→)	Notes	Funding Source	Estimated Budget
HIGH (TIED #2 OVERALL)	LU4	6	Explore Rail Trail Opportunity	<u>IN PROCESS</u> : Unknown	POTENTIAL TO BE TRANSFORMATIVE FOR CITY.	County, FEDERAL or STATE GRANTS	UNKNOWN
HIGH (TIED #3 OVERALL)	ED21	5	Explore Truck Bypass	<u>IN PROCESS</u> : 2023 - 2024	WORK ON MANAGING VEHICULAR TRAFFIC ALONG GATEWAYS/ROADWAYS ENTERING CITY; ENHANCE AND IMPROVE LOOK. 2021: MAYOR ASSIGNED COUNCIL MEMBERS CAMPBELL AND THOMAS TO WORK ON HWY 15 TRUCK BYPASS. <u>UPDATE: GDOT CONDUCTED FEASIBILITY STUDY IN FALL 2023.</u>	TSPLOST , GDOT, FHWA	UNKNOWN
HIGH (TIED #3 OVERALL)	I5	10	Consider Improvements to Stormwater Conveyance Systems	COMPLETED : Water Street drainpipe upgrade, Colham Ferry Ext crossover pipe replacement. <u>IN PROCESS</u> : 2024 work includes Jackson St crossover pipe replacement.	ENGAGE CITY ENGINEER TO ASSESS AND EVALUATE THE EXISTING STORMWATER CONVEYANCE SYSTEMS FOR IMPROVEMENTS	SPLOST III, General Fund	UNKNOWN
HIGH (TIED #3 OVERALL)	LU1	9	Activate Harris Shoals Park Master Plan	COMPLETED : MASTER PLAN - MARCH 2021. PHASE 1: FALL 2023. <u>IN PROCESS</u> : PHASE 2: SPRING 2025	MASTER PLAN ADOPTED IN 2021	SPLOST III, General Fund	\$1 M
	CE10		Support existing events that pull people to Watkinsville and increase cultural connectivity – Christmas Parade, Tree Lighting, Trick or Treat, First Friday, Farmer’s Market, History day events.	<u>IN PROCESS</u>	CONSIDER FLAG DAY AND/OR JULY 4TH (SMALL) HOMETOWN PARADE AROUND ROCKET FIELD AND CONNECT TO HARDEN HILL SIDEWALK; WORK WITH COMMUNITY PARTNERS (WTTA, WELCOME CENTER, UNG) TO TAKE THE LEAD ON SOME OF THESE EVENTS. <u>FY2024 - CREATIVE PLACEMAKING EVENT AT ROCKET FIELD IN OCTOBER 2023; BBQ AND BAKE OFF PLANNED FOR SPRING 2024.</u>	GENERAL FUND, PRIVATE SECTOR, GRANTS	
	CE11	14	Explore establishment of local history museum in partnership with the Oconee Cultural Arts Foundation	2027	TIE TO ED19.	General Fund, Grants	UNKNOWN
	CE5		Develop a "check in" and "exit interview" process for downtown businesses.	→	ESTABLISH GENERIC SURVEY FORM AND/OR HAVE ADMIN COORDINATOR DO "EXIT" INTERVIEW; CONSIDER ANNUAL SURVEY OF BUSINESSES TO OBTAIN QUANTITATIVE DATA ABOUT CITY AND THEIR LEVEL OF SATISFACTION. TIE TO ED19.	GENERAL FUND	

Priority	Area of Influence	DCA Short-Term Work Program Reference	Description	Status Completed, In process, Ongoing, or Move forward (▶▶)	Notes	Funding Source	Estimated Budget
	CE6		Develop a community calendar and execution strategy for community events.	<u>IN PROCESS</u>	ADMIN COORDINATOR TO WORK ON CALENDAR; PREFERENCE IS TO HOLD ONE MEANINGFUL MONTHLY ACTIVITY - COLLABORATION WITH OTHER COMMUNITY PARTNERS; STAFF TO PROVIDE A LIST OF ANNUAL EVENTS (COST FOR EACH, PARTICIPATION #S)	GENERAL FUND	
	CE7		Events, social media, project updates and volunteer strategy. In conjunction with improved communication action item.	<u>IN PROCESS</u>		GENERAL FUND	
	GOV15		Leverage efficiency from new website and share with community	<u>IN PROCESS</u>	FIND WAYS TO CONTINUE TO PROMOTE WORK OF CITY (MONTHLY REPORTS - POLICE REPORTING (TRAFFIC CALMING SIGN REPORT, # TICKETS, ETC.), PUBLIC WORKS PROJECTS, BUS LICENSE, PERMITS ISSUED); CITIZEN INTERACTION WITH CITY ON WORK REQUESTS	GENERAL FUND	
	GOV24		Pursue certification of Police Department	<u>STAFF IN PROCESS OF REASSESSING</u>	INVOLVES ESTABLISHING STANDARDS AND POLICIES FOR PD TO TRIGGER 3 YEAR CERTIFICATION (GEORGIA ASSOCIATION OF CHIEFS OF POLICE) EFFORT	GENERAL FUND	
	GOV26		City Charter Amendments	<u>IN PROCESS:</u> * NOTE: COUNCIL APPROVED NEW CHARTER DECEMBER 2021	IN MARCH 2020, MAYOR SMITH PROVIDED COUNCIL WITH A DRAFT NEW CITY CHARTER. COUNCIL DISCUSSED THE FOLLOWING TENTATIVE TIMELINE: JULY 2021 ROUGH DRAFT, AUGUST 2021 FINAL DRAFT, SEPTEMBER/OCTOBER PUBLIC HEARINGS/MEETINGS, NOVEMBER 1ST COUNCIL READ, DECEMBER 2ND COUNCIL READ, JANUARY 2022 GA LEGISLATIVE SESSION	GENERAL FUND	
	GOV27		Community clean up opportunities - obtain estimate for roll offs; collaborate with Keep Oconee County Beautiful and/or other community organizations to reuse items	<u>IN PROCESS</u>	EPD REQUIRES CLEAN UPS PER THE CITY'S NPDES MS4 PERMIT.	GENERAL FUND, PRIVATE SECTOR, GRANTS	
	GOV7		Review and update non-land use city codes (e.g.: public art, etc.)	▶▶	SEE ALSO LU8	GENERAL FUND	
	GOV9	4	Relocate Public Works Department facilities.	2025	STAFF CONFIRMED COUNTY WILL <u>NOT</u> BE ABLE TO LEASE/SHARE COUNTY ROAD DEPARTMENT FACILITIES FOR CITY USE - POSSIBLE LOCATION OF PUBLIC WORKS ON 100-ACRE THOMAS FARM. EVALUATE EXISTING PUBLIC WORKS BUILDING AS PART OF THE DOWNTOWN MASTER PLAN EFFORT. TIE TO ED19.	General Fund, SPLOST	UNKNOWN

Priority	Area of Influence	DCA Short-Term Work Program Reference	Description	Status Completed, In process, Ongoing, or Move forward (→)	Notes	Funding Source	Estimated Budget
	I1		Sewer Line A	COMPLETED: SEPTEMBER 2023	CITY HAS AN INTERGOVERNMENTAL AGREEMENT WITH OCONEE COUNTY TO OBTAIN EASEMENTS AND CONSTRUCT SEWER LINE.	SPLOST I, II	\$1.4 M
	I13		Street lights and signs (Way finding, market and welcome signage); repair and replace as needed	COMPLETED: NOVEMBER 2023	UPDATE: SEE ALSO I15. TIES TO ED19 AND I4.	General Fund, SPLOST II, III	
	I15		Establish a Street Light Policy	<u>IN PROCESS</u>	CONSENSUS TO HANDLE VIA AN ADMINISTRATIVE POLICY AND PROCEDURE STATEMENT AND MAKE AVAILABLE ONLINE TO PUBLIC.	General Fund	
	I16	8	Construct Mulberry/Simonton Bridge Road Pedestrian Connector to Downtown	<u>IN PROCESS:</u> 2025	CONSTRUCT A 10-FOOT WIDE SIDEPATH/SIDEWALK ALONG SIMONTON BRIDGE ROAD TO PROVIDE PEDESTRIAN CONNECTIVITY TO DOWNTOWN	GTIB LOAN/GRANT, SPLOST III, TSPLOST	\$4 M
	I17	7	Evaluate Road Capacity of Barnett Shoals Road and Create/Implement Design	2024-2025	CONSIDER PEDESTRIAN AND BICYCLE IMPROVEMENTS ALONG BARNETT SHOALS ROAD TO ENHANCE CONNECTIVITY	TSPLOST, County, Grant	\$1 M
	I6		City Hall Improvements (est. \$75k for Admin and Police – funding needs to be identified)	COMPLETED: JULY 2023	CONSIDER GROUPING WITH HARRIS SHOALS PARK IMPROVEMENTS (RENOVATE OUTSIDE BATHROOMS, REPLACE WATER FOUNTAIN AND ENTRANCE DOORS, ENHANCE LANDSCAPING); IDEA FLOATED TO MOVE CITY HALL TO MAIN STREET. TIE TO ED19	SPLOST III	
	LU11	12	Consider Establishing Arts Council	2025	PARTNER WITH OCAF; WORK TO FUND ONE PIECE A YEAR TO WORK TOWARDS A CITYWIDE COLLECTION (COULD CONSIDER ADDING A REQUEST OF NEW DEVELOPERS TO CONTRIBUTE X% TO CITY PUBIC ART PROGRAM). TIES INTO ED19.	GENERAL FUND, SPLOST III, GRANTS	\$3,000
	LU14	3	Establish a citywide beautification program.	COMPLETED: ENTRANCE SIGNS & LANDSCAPING - DECEMBER 2023. <u>IN PROCESS:</u> MAIN STREET BEAUTIFICATION	NEED TO CONSIDER IMPROVING ENTRANCE SIGNAGE AND PLANTINGS ALONG ENTRY CORRIDORS. TIES INTO ED19.	General Fund, Grants, SPLOST III	\$30,000
	LU17		Cemetery expansion onto nearby land; Consider discussing with local funeral homes about partnerships; Enhance and improve property	REMOVED	NOT ALLOWABLE WITH DEED RESTRICTIONS ON NEIGHBORING 100-ACRE THOMAS FARM.		

Watkinsville Key Initiative Planning Gantt Chart

Category/Area of Influence	Specific Area and Responsible Committee	Key Project	Subdependency	Priority Level	Funding Source(s)/Budget	Responsibility	Status																								
								J-24	F-24	M-24	A-24	M-24	J-24	J-24	A-24	S-24	O-24	N-24	D-24	J-25	F-25	M-25	A-25	M-25	J-25	J-25	A-25	S-25	O-25	N-25	D-25
Transportation and Mobility (Committee: Garrett and Thomas)																															
ED21		Explore Truck Bypass		HIGH (TIED #3 OVERALL)	GDOT, State	City, State, County elected officials, GDOT	GDOT has requested it be added to long range plan; attended several public meetings; likely to be added to MACORTs planning document; the additon releases \$500K to plan for potential route. <u>UPDATE: GDOT CONDUCTED FEASIBILITY STUDY IN FALL 2023.</u>																								
LU4		Explore Rail Trail Opportunity		HIGH (TIED #2 OVERALL)	County, Municipalities, Private	City, County elected officials	Continuing to evaluate approach																								
I14		Evaluate Road Capacity of Barnett Shoals Road and Create/Implement		High (Wire Park coming online;	City TSPLOST, County, Private	Mark Campbell, City Staff	Planning ongoing; meet with affected property owners in July. Bike lanes not moving forward; discuss potential future approaches with the county to improve safety and increase non-car access to Wire																								
I14		Construct Mulberry/Simonton Bridge Road Pedestrian Connector to Downtown			GTIB LOAN/GRANT, SPLOST III, TSPLOST		Preliminary engineering is underway. Estimated costs is \$4m for paved fully accessible path with 1-2 pedestrian bridges																								
Parks, Greenspace and Environment (Committee: Tucker and Massey)																															
LU1		Activate Harris Shoals Master Plan		HIGH (TIED #3 OVERALL)	City SPLOST III																										
			Begin Phase II work				Includes Ghiradini Garden, parking improvements																								
I5		Stormwater Improvements		HIGH (TIED #3 OVERALL)	City SPLOST III		Address as issues arise																								
LU13		<i>NEW!</i> Activate 100-Acre Thomas Farm Master Plan		HIGH (TIED #2 OVERALL)	Grants, SPLOST III, ARPA Funds, General Fund																										
Economic Development and Downtown Planning (Committee: Campbell and Tucker)																															
ED19		Develop Downtown Master Plan		HIGH (TIED #2 OVERALL)	City SPLOST III, possibly ARP funds																										
			Assist property owners and businsses with RURAL Zone designation tax credits			DDA Director, RURAL Zone Committee	RURAL Zone designation is 5 years from 1/1/2024 - 12/31/2028																								
			Leverage improved pedestrian infrastructure with 4 additional gathering spaces to create community			DDA Director, City Parks, City Public Works	In process																								