



come to tomorrow
MORROW, GEORGIA

Regular Council Meeting

September 13, 2016

Public Package

CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCIL

Mayor Jeffrey DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Hang Tran
Councilman Larry Ferguson
Councilman Christopher Mills

**Please return to
be viewed by
others**

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come to morrow
MORROW, GEORGIA

CITY OF MORROW

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Work Session Agenda



CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCIL MEMBERS

Mayor Jeffrey A. DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Hang Tran
Councilman Larry Ferguson
Councilman Christopher Mills

September 13, 2016

Work Session

5:30 pm

General Discussions

1. Report from Zoning Administrator pertaining to a Conditional Use Application
2. Police & Fire Standard Operating Procedures
3. Monthly Financial Reports
4. CCMA Christmas Party
5. Approval of SPLOST Purchase: Patrol Cars



CITY OF MORROW

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Monthly Financial Reports

CITY OF MORROW, GEORGIA
SUMMARY OF BUDGET TO ACTUALS
PERIOD ENDED AUGUST 31, 2016

GENERAL FUND	BUDGETED	ACTIVITY	FAVORABLE	PERCENT
REVENUES	AMOUNT	TO DATE	(UNFAVOR)	TO DATE
			VARIANCE	
General Property Taxes	\$ 2,388,618.00	\$ 24,214.67	\$ (2,364,403.33)	1.01%
Franchise Taxes	678,081.00	14,531.91	(663,549.09)	2.14%
General Sales and Use Taxes	1,959,225.00	-	(1,959,225.00)	0.00%
Alcoholic Beverage Taxes	118,772.00	21,213.57	(97,558.43)	17.86%
Business Taxes	1,272,605.00	50,976.63	(1,221,628.37)	4.01%
Licenses and Permits	241,353.00	8,946.45	(232,406.55)	3.71%
Intergovernmental Revenues	53,530.00	-	(53,530.00)	0.00%
Charges for Services	270,080.00	30,362.30	(239,717.70)	11.24%
Fines and Forfeitures	1,193,760.00	151,507.87	(1,042,252.13)	12.69%
Investment Income	4,103.00	-	(4,103.00)	0.00%
Miscellaneous Revenue	33,304.00	1,337.00	(31,967.00)	4.01%
Other Financing Sources	532,733.00	-	(532,733.00)	0.00%
Total Budgeted Revenues	<u>\$ 8,746,164.00</u>	<u>\$ 303,090.40</u>	<u>\$ (8,443,073.60)</u>	<u>3.47%</u>

APPROPRIATIONS

Mayor and Council	\$ 349,016.00	\$ 11,132.36	\$ 337,883.64	3.19%
City Clerk	74,778.00	11,078.00	63,700.00	14.81%
City Manager	170,883.00	19,097.29	151,785.71	11.18%
General Administration	91,965.00	19,556.45	72,408.55	21.27%
Finance	260,665.00	27,289.38	233,375.62	10.47%
Law	180,000.00	160.00	179,840.00	0.09%
Information Technology	91,228.00	8,298.84	82,929.16	9.10%
General Buildings	103,463.00	5,120.19	98,342.81	4.95%
Municipal Court	433,633.00	19,394.11	414,238.89	4.47%
Police	2,388,835.00	266,191.74	2,122,643.26	11.14%
Fire	2,322,940.00	326,047.66	1,996,892.34	14.04%
E-911 Communications	100,000.00	-	100,000.00	0.00%
Capital Outlay (2014 SPLOST)	-	60.00	(60.00)	N/A
Public Works	1,089,753.00	118,393.42	971,359.58	10.86%
Planning and Zoning	120,749.00	12,346.41	108,402.59	10.22%
Economic Development	532,987.00	9,022.92	523,964.08	1.69%
Tourism	52,671.00	5,778.07	46,892.93	10.97%
Debt Service	315,664.00	19,787.83	295,876.17	6.27%
Other Financing Uses	136,383.00	-	136,383.00	0.00%
Total Budgeted Appropriations	<u>\$ 8,815,613.00</u>	<u>\$ 878,754.67</u>	<u>\$ 7,936,858.33</u>	<u>9.97%</u>

Salaries and Benefits to be distributed:

<i>Morrow Conference Center</i>	-	8,989.47	(8,989.47)	N/A
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**CITY OF MORROW, GEORGIA
SUMMARY OF BUDGET TO ACTUALS
PERIOD ENDED AUGUST 31, 2016**

	<u>BUDGETED AMOUNT</u>	<u>ACTIVITY TO DATE</u>	<u>FAVORABLE (UNFAVOR) VARIANCE</u>	<u>PERCENT TO DATE</u>
<i>E-911 SPECIAL REVENUE FUND</i>				
<u>REVENUES</u>				
Charges for Services	\$ 47,573.00	\$ 19,511.75	\$ (28,061.25)	41.01%
Other Financing Sources	104,269.00	-	(104,269.00)	0.00%
Total Budgeted Revenues	<u>\$ 151,842.00</u>	<u>\$ 19,511.75</u>	<u>\$ (132,330.25)</u>	<u>12.85%</u>
 <u>APPROPRIATIONS</u>				
E-911 Communications	<u>\$ 151,842.00</u>	<u>\$ 60,199.04</u>	<u>\$ 91,642.96</u>	<u>39.65%</u>
 <i>HOTEL TAX SPECIAL REVENUE FUND</i>				
<u>REVENUES</u>				
Selective Sales and Use Tax	<u>\$ 925,000.00</u>	<u>\$ 194,614.91</u>	<u>\$ (730,385.09)</u>	<u>21.04%</u>
 <u>APPROPRIATIONS</u>				
Tourism	\$ 954,688.00	\$ -	\$ 954,688.00	0.00%
Other Financing Uses	520,312.00	-	520,312.00	0.00%
Total Budgeted Appropriations	<u>\$ 1,475,000.00</u>	<u>\$ -</u>	<u>\$ 1,475,000.00</u>	<u>0.00%</u>
 <i>RENTAL VEHICLE EXCISE TAX SR FUND</i>				
<u>REVENUES</u>				
Selective Sales and Use Tax	<u>\$ 41,500.00</u>	<u>\$ -</u>	<u>\$ (41,500.00)</u>	<u>0.00%</u>
 <u>APPROPRIATIONS</u>				
Other Financing Uses	<u>\$ 41,500.00</u>	<u>\$ -</u>	<u>\$ 41,500.00</u>	<u>0.00%</u>
 <i>PRODUCT DEVELOPMENT SR FUND</i>				
<u>REVENUES</u>				
Other Financing Sources	<u>\$ 173,437.00</u>	<u>\$ -</u>	<u>\$ (173,437.00)</u>	<u>0.00%</u>
 <u>APPROPRIATIONS</u>				
Tourism	<u>\$ 348,437.00</u>	<u>\$ -</u>	<u>\$ 348,437.00</u>	<u>0.00%</u>

**CITY OF MORROW, GEORGIA
SUMMARY OF BUDGET TO ACTUALS
PERIOD ENDED AUGUST 31, 2016**

	<u>BUDGETED AMOUNT</u>	<u>ACTIVITY TO DATE</u>	<u>FAVORABLE (UNFAVOR) VARIANCE</u>	<u>PERCENT TO DATE</u>
<i>SANITATION ENTERPRISE FUND</i>				
<u>REVENUES</u>				
Charges for Services	\$ <u>1,005,686.00</u>	\$ <u>150,906.78</u>	\$ <u>(854,779.22)</u>	<u>15.01%</u>
<u>APPROPRIATIONS</u>				
Sanitation	\$ 896,328.00	\$ 79,716.15	\$ 816,611.85	8.89%
Other Financing Uses	<u>109,358.00</u>	<u>-</u>	<u>109,358.00</u>	<u>0.00%</u>
Total Budgeted Appropriations	<u>\$ 1,005,686.00</u>	<u>\$ 79,716.15</u>	<u>\$ 925,969.85</u>	<u>7.93%</u>
<i>MORROW CENTER ENTERPRISE FUND</i>				
<u>REVENUES</u>				
Charges for Services	\$ 209,000.00	\$ 25,957.39	\$ (183,042.61)	12.42%
Miscellaneous Revenue	5,000.00	-	(5,000.00)	0.00%
Other Financing Sources	<u>32,114.00</u>	<u>-</u>	<u>(32,114.00)</u>	<u>0.00%</u>
Total Budgeted Revenues	<u>\$ 246,114.00</u>	<u>\$ 25,957.39</u>	<u>\$ (220,156.61)</u>	<u>10.55%</u>
<u>APPROPRIATIONS</u>				
Morrow Center	<u>\$ 246,114.00</u>	<u>\$ 27,580.27</u>	<u>\$ 218,533.73</u>	<u>11.21%</u>

**CITY OF MORROW, GEORGIA
 DETAIL OF CASH AND CASH LIKE ACCOUNTS BY FUND
 AS OF AUGUST 31, 2016**

	<u>TOTAL</u>	<u>GENERAL FUND</u>	<u>SPECIAL REVENUE FUND</u>				<u>CAPITAL PROJECTS</u>		<u>SANITATION</u>
			<u>E-911</u>	<u>HOTEL MOTEL</u>	<u>PRODUCT DEVELOP</u>	<u>RENTAL CAR EXCISE</u>	<u>2008 SPLOST</u>	<u>2014 SPLOST</u>	
CASH IN BANK:									
111110 PNC Bank - Operating Acct	\$ 1,192,761.10	\$ 57,181.62	\$ 40,834.78	\$ 776,446.79	\$ 202,736.80	\$ -	\$ -	\$ -	\$ 115,561.11
111118 RBC Sanitation Deposits	3,322.17	-	-	-	-	-	-	-	3,322.17
111124 Regions Bank - SPLOST 2008	740,798.93	-	-	-	-	-	740,798.93	-	-
111126 Regions Bank - SPLOST 2014	889,329.34	-	-	-	-	-	-	889,329.34	-
INVESTMENTS:									
111305 Local Government Invest Pool	2,584,068.36	2,584,068.36	-	-	-	-	-	-	-
INTERFUND CASH BALANCES									
121900 Due To / From	-	(42,236.79)	42,236.79	-	-	-	-	-	-
	<u>\$ 5,410,279.90</u>	<u>\$ 2,599,013.19</u>	<u>\$ 83,071.57</u>	<u>\$ 776,446.79</u>	<u>\$ 202,736.80</u>	<u>\$ -</u>	<u>\$ 740,798.93</u>	<u>\$ 889,329.34</u>	<u>\$ 118,883.28</u>



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MORROW, GEORGIA

CITY OF MORROW

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SPLOST Purchase

4 Patrol Vehicles



2017 Ford Police Interceptor SUV:

- EcoBoost 3.5L V6 Twin Turbo all-wheel drive SUV to include all MAJOR STANDARD EQUIPMENT.
- Black paint scheme
- Center Console
- Carpeted floor mats
- RAM computer desk
- Whelen Vertex's, Clear/Blue in all 4 headlights/taillights
- Wig Wag headlight flashers
- Interior rear deck blue LED bar
- Interior visor light bar blue LED entire windshield length
- Blue LED marker lights 2 on front side bumper and 2 on rear side bumper
- Blue LED tag lights Xs 2
- Whelen 100/200W Siren/Speaker Switch
- Whelen 100W Black 122dB Speaker



CITY OF MORROW

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Meeting Agenda



CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCIL MEMBERS

Mayor Jeffrey A. DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Hang Tran
Councilman Larry Ferguson
Councilman Christopher Mills

Regular Meeting

September 13, 2016

Agenda

7:30 pm

CALL TO ORDER: Mayor Jeffrey A. DeTar
PLEDGE OF ALLEGIANCE: All
MOMENT OF SILENCE: Mayor Jeffrey A. DeTar

1. ROLL CALL:

2. CONSENT AGENDA:

1. Approval of August 23, 2016, Regular Meeting Minutes
2. Approval of August 23, 2016, Work Session Minutes
3. Approval of September 1, 2016, Special Called Meeting Minutes (Council Retreat)
4. Approval of Attorney Invoice Fincher Denmark & Minnifield invoice # 3148 dated August 11, 2016 in the amount of \$4,187.17 for period July 1, 2016- July 31, 2016

3. MEETING AGENDA:

1. Approval of September 13, 2016 Meeting Agenda

4. AWARDS & RECOGNITION:

1. Top Gun Award
-Sgt. Bradley Smith
2. Trophy Round
-Sgt. Richard Thrasher
(Presented by Police Chief James Callaway)

5. PUBLIC COMMENTS ON AGENDA ITEM:

Public Comments on Agenda Items are limited to only the discussion of new business items on



tonight's Agenda. Please fill out a comment card and turn it into the City Clerk if you wish to make a comment.

6. OLD BUSINESS:

1. Path System Phase III- Pond & Co
2. CIVENTUM Proposal
3. Digital Marquee
4. Budget Adjustments
First Reading of Ordinance 2016-06

AN ORDINANCE AMENDING THE CITY BUDGET FOR FISCAL YEAR 2015-2016 FOR THE CITY OF MORROW; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE AN EFFECTIVE DATE; AND FOR OTHER PURPOSES

(Presented by Emory McHugh, Finance Director)

7. NEW BUSINESS (Actionable Items):

1. Surplus Property
(Presented by Anou Sothsavath, Public Works Director, James Callaway Police Chief & Elton Poss, Battalion Chief)
2. RFP Retail Development Services - Retail Strategies

8. ORDINANCES/ RESOLUTIONS:

1. First Reading of Ordinance 2016-07- Floodplain

AN ORDINANCE TO AMEND CHAPTER 4 (“FLOOD DAMAGE PREVENTION”) IN TITLE 8 (“PLANNING AND DEVELOPMENT”) OF THE CODE OF ORDINANCES, CITY OF MORROW, GEORGIA, BY REPEALING THE CURRENT LANGUAGE IN SAID CHAPTER IN ITS ENTIRETY AND ENACTING NEW REGULATIONS IN LIEU THEREOF; TO PROVIDE FOR SEVERABILITY; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE AN ADOPTION DATE; TO PROVIDE AN EFFECTIVE



DATE; AND TO PROVIDE FOR OTHER LAWFUL PURPOSES.

(Presented by Anou Sothsavath, Public Works Director)

9. GENERAL COMMENTS:

General Comments are any comment that you want to make during Council Meeting. Please fill out a comment card and turn it into the City Clerk if you wish to make a comment.

10. EXECUTIVE SESSION:

1. To discuss legal matters

11. ADJOURNMENT:



CITY OF MORROW

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Previous Meeting Minutes



CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCILMEMBERS

Mayor Jeffrey DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Hang Tran
Councilman Larry Ferguson
Councilman Christopher Mills

Regular Meeting

August 23, 2016

Minutes

7:40 pm

Mayor Jeffrey DeTar called the Regular Council Meeting of the Morrow City Council to order at 7:40pm on August 23, 2016. The meeting took place in the Council Chambers of the Morrow Municipal Complex located at: 1500 Morrow Road, Morrow, GA, 30260.

Mayor Jeffrey DeTar asked everyone to stand for the Pledge of Allegiance followed by a moment of silent reflection.

ROLL CALL:

Mayor Jeffrey DeTar asked **City Clerk Yasmin Julio** to call the roll.

City Clerk Yasmin Julio called the roll and those present were **Mayor Jeffrey DeTar, Mayor Pro Tem Jeanell Bridges, Councilman Christopher Mills, Councilman Larry Ferguson, and Councilwoman Hang Tran**. She stated there was a quorum present.

CONSENT AGENDA:

Mayor Jeffrey DeTar called for a motion to approve the consent agenda.

1. Approval of August 9, 2016, Regular Meeting Minutes
2. Approval of August 9, 2016, Work Session Minutes
3. Approval of Attorney Invoice - Fincher Denmark & Minnifield FAA invoice # 3122 dated July 14, 2016 in the amount of \$1,181.72 for period June 1, 2016- June 30, 2016

MOTION AND VOTE: **Mayor Pro Tem Jeanell Bridges** made the motion to approve the consent agenda with an amendment to the work session minutes under General Discussion of Items, Fire Chief line one the words "handed out" be changed to "presented verbally", seconded by **Councilman Larry Ferguson**. The motion passed unanimously, 4-0.



MEETING AGENDA:

Mayor Jeffrey DeTar called for a motion to approve August 23, 2016 Meeting Agenda.

MOTION AND VOTE: **Councilman Larry Ferguson** made the motion to approve the meeting agenda, seconded by **Councilman Christopher Mills**. The motion passed unanimously, 4-0.

PRESENTATIONS:

1. Planning and Zoning Board Meeting Recap

(Presented by Martha Tracy, P&Z board Secretary)

- Marti advised that Boba Theory new owner Hien Huynh made a surprise speech at last P&Z board meeting
- Board spoke about potential code enhancement for extended stays
- Mayor presented board member Jack Bell with a proclamation
- AMC almost complete with construction project
- Berry Plastics has relocated out of city however new company called Musket has purchased the property
- Marti also recognized new homeowner Lynne Scott who recently moved into Harbin Terrace

NEW BUSINESS:

1. Path System Phase III

(Presented by Andrea Greco, Pond & Co)

- Andrea presented Mayor and Council with a Power Point presentation

2. Health Fair/ BPSOS MOU

(Presented by Councilwoman Hang Tran)

Mayor Jeffrey DeTar called for a motion to approve this item.

MOTION AND VOTE: **Councilman Hang Tran** made the motion to change the dates within the MOU to reflect the current dates along with the correction on page 2 from BBSOS to BPSOS and give Mayor authority to executive MOU, seconded by **Mayor Pro Tem Jeanell Bridges**. The motion passed unanimously.

3. SPLOST Project List

(Presented by City Manager Sylvia Redic)



-
- City Manager Sylvia Redic mentioned that she and staff will be putting together a potential Capital Improvement plan for remainder of SPLOST funds for Mayor and Council to review

4. Ambulance Selection

(Presented by Elton Poss, Battalion Chief)

Mayor Jeffrey DeTar called for a motion to approve this item as recommended by Battalion Chief Poss.

MOTION AND VOTE: Mayor Pro Tem Jeanell Bridges made the motion, seconded by Councilman Christopher Mills. The motion passed unanimously, 4-0.

PUBLIC COMMENTS ON AGENDA ITEMS:

Citizen Comments:

Dorothy Dean

GENERAL COMMENTS:

Citizen Comments:

Bonita Crawford

Dorothy Dean

Staff Comments:

Police Chief James Callaway

Council members Comments:

Councilman Christopher Mills

Councilman Larry Ferguson

Councilwoman Hang Tran

Mayor Jeffrey DeTar

ADJOURNMENT:

Mayor Jeffrey DeTar called for a motion to adjourn the August 23, 2016 Regular Council Meeting.

MOTION AND VOTE: Councilman Larry Ferguson made a motion, seconded by Mayor Pro Tem Jeanell Bridges. The motion passed unanimously, 4-0.

The Regular Council Meeting was adjourned at 9:05pm.



Approved this 13th day of September, 2016.

Attest

Yasmin Julio, City Clerk

CITY OF MORROW, GEORGIA

Jeffrey A. DeTar, Mayor

Seal



CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCIL MEMBERS

Mayor Jeffrey A. DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Hang Tran
Councilman Larry Ferguson
Councilman Christopher Mills

August 23, 2016

Work Session Minutes

6:30 pm

Mayor Jeffrey DeTar called the Work Session to order at 6:30pm on August 23, 2016. The meeting took place in the Council Chambers of the Morrow Municipal Complex located at: 1500 Morrow Road, Morrow, GA, 30260.

Those present were **Mayor Jeffrey DeTar, Mayor Pro Tem Jeanell Bridges, Councilman Larry Ferguson, and Councilwoman Hang Tran. Councilman Christopher Mills** joined the meeting at 7:18pm.

General Discussions of Items

1. RFP- Retail Development Services

- **Retail Strategies CEO Robert Jolly presented a PowerPoint presentation to Mayor and Council members**

2. FAA Litigation

- **City Attorney Steve Fincher advised Mayor and Council on 4 strategies which are being used to win the FAA litigation**
 - **Strategy #1 Convince FAA they are wrongfully interpreting statute**
 - **Strategy #2 Propose legislation through Congress**
 - **Strategy #3 Convince FAA taxes not collected on ad valorem should be offset by FAA tax collection**
 - **Strategy #4 Monies spent by entities can be allocated towards aviation projects**
- **Attorney Marshal Mitchell stated that this must be resolved by the end of 2017**
- **City Attorney Steve Fincher a public relations campaign may also be something to look into**
- **Morrow receives approximately 300k in Fuel tax**

3. Council Retreat

- **Less formal 2 hour mini retreat scheduled for Thursday, September 1, 2016 at 6:30pm**



-
- **Items to be discussed will be strategic planning**
 - **Request made by Mayor that all members of council think about "What the city goals should be?"**

Attorney Invoice for Review

1. Fincher Denmark & Minnifield invoice # 3148 dated August 11, 2016 in the amount of \$4,187.17 for period July 1, 2016- July 31, 2016

The Work Session ended at 7:30pm.

Approved this 13th day of September, 2016.

Attest

CITY OF MORROW, GEORGIA

Yasmin Julio, City Clerk

Jeffrey A. DeTar, Mayor



CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCILMEMBERS

Mayor Jeffrey DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Hang Tran
Councilman Larry Ferguson
Councilman Christopher Mills

Special Called Meeting

September 1, 2016

Minutes

6:37 pm

Mayor Jeffrey DeTar called the Special Called Meeting of the Morrow City Council to order at 6:37pm on September 1, 2016. The meeting took place at the Morrow Municipal Complex located at: 1500 Morrow Road, Morrow, GA, 30260.

PRESENT: Mayor Jeffrey DeTar
Mayor Pro Tem Jeanell Bridges
Councilman Larry Ferguson
Councilwoman Hang Tran
Councilman Christopher Mills

General Discussion:

Mayor and Council members discussed the Mission, Vision and Goals for the city with 10 tentative goals discussed;

1. Street light conversion to LEDS
2. Exit 233 Landscaping
3. Mobile website/app
4. Online payments
5. Jester's Creek Path Expansion
6. Path System Boardwalk repairs
7. Sign Code Update
8. Reynolds Road Property - subdivision, rehabilitation
9. Citizen Committee with task list related to what to do with city properties
10. Website redesign

ADJOURNMENT:

Mayor Jeffrey DeTar adjourned the meeting.

Approved this 13th day of September, 2016.

CITY OF MORROW, GEORGIA



Attest

Yasmin Julio, City Clerk

Jeffrey A. DeTar, Mayor

Seal



come to tomorrow
MORROW, GEORGIA

CITY OF MORROW

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Path System Phase III

Pond & Co Proposal

Responsive People. Real Partners.Architects
Engineers
Planners3500 Parkway Lane
Suite 600
Norcross, GA 30092P 678.336.7740
F 678.336.7744
www.pondco.com

April 4, 2016 (revised April 13)

Sylvia Redic
City Manager
City of Morrow
1500 Morrow Road
Morrow, GA 30260**Re: Additional Services for City of Morrow Phase III Jester's Creek Pedestrian Path System**

Dear Ms. Redic,

Pond & Company (Pond) is submitting this proposal for additional services for several items that will be required to complete the Jesters Creek Pedestrian Path System, Phase III.

These include items to be completed by Pond, CCR Environmental (Environmental Subconsultant), and Moreland Altobelli (Geotechnical Subconsultant)

The additional services cover the following items:

Task 1: Categorical Exclusion (CE) documentation

- Deletion of two trail spurs requested by City of Morrow resulted in numerous required changes to the documentation to the text and figures CE document by CCR.
- The GDOT reviewer of the CE document provided comments that were over and above typical comments on CE documents and based on personal preference in wording or sentence structure rather than actual mistakes in the document. Currently, Moreland is not allowing our environmental consultant to discuss these comments with the reviewer and wants us to address them without discussion.
- CCR (subconsultant) used one of several accepted GDOT Ecology Reporting Ecology Reporting templates. The reviewer of this CE document has required us to meet the format of a different template than was used, requiring significant revisions.

Task 2: Geotechnical Services

Geotechnical services will be necessary for the design and construction of the bridge in this phase of the project

- Geotechnical borings at bridge (50' depth). 2 each with D50 and D95 grain size analysis tests to assist with scour data.
- Bridge Foundation Investigation report per GDOT required standards.

The trail extensions (Phase II that include a small boardwalk bridge across a creek, a boardwalk through wetlands and a boardwalk ramp to the hotel site along 75), will require geotechnical work in order to complete design. Geotechnical services can be completed at a later date, but if desired can be completed at this time. The services, if included, would be as follows:

- Two geotechnical borings (20' depth) and D50/D95 tests at short boardwalk bridge.
- Two geotechnical borings (20' depth) and D50/D95 tests at boardwalk on Phase II.

Morrow Jesters Creek Path System Additional Services

- One geotechnical boring (20' depth) at Phase III boardwalk area.

Geotechnical services for the bridge were originally included as a part of the contract services under Database Development. While services for field run survey were minimized due to the sharing of survey data provided by Clayton County Stormwater Authority / Brown & Caldwell in conjunction with the Stream Restoration project, environmental services have been increased on the project within the Environmental Document phase due to the need for a full Environmental Assessment. So as not to modify the contract previously, we, with approval from you, shifted budget from survey to environmental tasks. The net remaining available funding for geotechnical services within the Database Development Phase is \$2,300. Additional funds are needed for the required geotechnical services; please refer to Professional Fees below.

Task 3: Floodplain Analysis and Reports

Phase A: C-LOMR and LOMR submissions

The original design intent was to review the floodplain and floodway information and for the bridge and trail to span the floodway. However, the Clayton County Water Authority is in the process of updating the FEMA model including floodway and flood elevations. The preliminary model and maps in the update that we have received show the floodway and floodplain elevations as being higher and considerably wider than the previous version. Once this model and associated maps are approved in the near future, the new conditions will make it unfeasible to place a bridge that will span the floodway and be above the 100 year floodplain. The Phase I bridge and sections of the Phase II and Phase III boardwalk will be within the floodway and floodplain boundaries. Therefore additional studies and coordination with FEMA will be required.

Phase 1: Pond will provide a FEMA Conditional Letter of Map Revision (C-LOMR) Submittal including a flood study to FEMA for the project. Our Services will be as follows:

- Fill out necessary forms for a C-LOMR and submit package including flood study to FEMA;
- Respond to comments from FEMA

Our deliverable for Phase I includes all submittal documents required by FEMA for a C-LOMR. The City of Morrow will also receive one copy of the submittal package to FEMA for their records. The CLOMR study will be completed at the time of bridge and boardwalk design. Because the boardwalk will be subjected to 100 year flood events, the boardwalk is likely to suffer some damage. Without excessive engineering and significantly added cost, the boardwalk cannot be made to withstand catastrophic flood events. The in-house flood study will include Phase I, Phase II and Phase III trail routes and structures to ensure constructability and impacts. Note that the study submitted to FEMA will only include Phase I structures due to phasing. CLOMR will be submitted to FEMA after draft floodplain maps (coordinated through CCWA) are formally adopted.

Phase B: (If Required) FEMA Letter of Map Revision (LOMR) Submittal.

A LOMR may be required after completion of the project to document the post-construction floodplain. Our services will be as follows:

- From as-built survey of constructed project, the post construction conditions will be entered into the design HEC-RAS model to ensure that there is no increase in floodplain elevation on adjacent properties;

Morrow Jesters Creek Path System Additional Services

- Fill out necessary forms for a LOMR and submit package to FEMA; and
- Respond to comments from FEMA.

Our deliverable for Phase II includes all submittal documents required by FEMA for a LOMR. The City of Morrow will also receive one copy of the submittal package to FEMA for their records.

After trail and bridge are constructed, Pond will follow up with a LOMR including the as built conditions as required by FEMA.

Task4: Project Timeframe Extension, Additional Coordination for coordination with CCWA, and route change investigation.

The project duration has been extended beyond the original timeframe. The Clayton County Water Authority has requested that no design or flood studies be conducted until their FEMA floodplain mapping public comment period has been completed. The coordination process and schedule have added approximately 1 year to the project timeframe, additional coordination and meetings. There have also been work involved in investigating trail route modifications during this time period. We are requesting additional services for additional work and coordination on this project through this extended duration.

Professional Fees

This contract amendment covers the effort and expenses associated with CE, Geotechnical Services, CLOMR and LOMR and Extended Project Timeline. These items were not included in the original scope and fee, therefore Pond requests the original contract for the City of Morrow Phase III Jesters Creek Trail (original total \$166,412) be increased by a total of \$45,610 for a new total of \$212,022. All terms and conditions of the contract dated July 16, 2012 remain unchanged.

Task 1	Categorical Exclusion Revisions	\$3,330.00
Task 2	Geotechnical services	
	Bridge borings, tests and BFI, 5 boardwalk borings (includes \$2300 credit)	\$12,110.00
Task 3	C-LOMR and LOMR submissions	
Phase A	FEMA Conditional Letter of Map Revision (C-LOMR) Submittal	\$6,000.00
Phase B	FEMA Letter of Map Revision (LOMR) Submittal.	\$13,500.00 (Contingency)
Task 4	Additional Timeframe and Coordination	\$10,700.00
Total		\$45,610.00*

Morrow Jesters Creek Path System Additional Services

***NOTE:** Services shown do not include:

- Additional permitting fees required by FEMA for LOMR and CLOMR submittal reviews.
- As built survey after project is constructed.

Schedule Assumptions:

- It is assumed that the public comment period for the revised flood map will be complete by July 10th, 2016 and that any comments will not affect the design of the bridge and boardwalk.
- FEMA C-LOMR Submittal: It is assumed that the C-LOMR approval process through FEMA will take between 12 to 16 weeks. It is anticipated that the C-LOMR will be submitted after the updated FEMA maps are formally approved which will be in by mid-2017.
- FEMA LOMR Submittal: Once the as-built information is received, it will take approximately 4 weeks to complete the as-built model within HEC RAS. It is assumed that the LOMR approval process through FEMA will take between 12 to 16 weeks. It is anticipated that the LOMR work will be conducted before 2020.

Morrow Jesters Creek Path System Additional Services

Submitted by:
POND & COMPANY



Andrea Greco, PLA, ASLA

Senior Project Manager
Title

4/13/16
Date



Ron Osterloh, PE

Vice-President

4/13/16
Date

CLIENT:

Name

Title

Date



come to tomorrow
MORROW, GEORGIA

CITY OF MORROW

7

CIVENTUM Proposal

Proposal



— RAISING THE STANDARD —

Designated Marketing Organization for the City of Morrow, GA August 2, 2016

Contact;

Robb Miltner

Sr Consultant

Civ-entum

(c) 904.382.4930

Robb@civ-entum.org

About Civentum

Civentum's Mission & Vision:

Our mission is to champion communities to attract new visitors, business and residents by repositioning their marketing strategy, while recommending redevelopment opportunities.

We vision our communities as desired neighborhoods where people wish to live, work and play and are dynamic and solvent enough to quickly respond to market changes and trends as to always be a desired destination.

Location:

Our office is located at:

50 Hurt Plaza
Suite 920
Atlanta, GA 30303

We pledge a continuous presence in all communities we serve.

Primary Contact:

Robb Miltner, Sr Consultant
Civentum
(c) 904.382.4930
Robb@civentum.org

Our Executive Team



Robb Miltner **Senior Consultant**

Cell: 904.382.4930

Email: Robb@civentum.org

Role for Morrow, GA

Robb would act as the Executive Director for the Morrow DMO, guide all DMO employees and coordinate efforts between city officials and employees. He would act as the DMO's ambassador for the area hotels, businesses, residents, educational institutions and organizations wishing to do business within Morrow. He would also lead efforts to further develop the DMO and bring opportunities for city officials to consider that would provide positive economic impact.

Background

As the former Marketing & Business Development Specialist for the Georgia World Congress Center in downtown Atlanta, Robb has extensive experience in creating convention revenue and economic impact for cities. Robb also serves as a consultant for the East Coast Builders Conference and the Atlanta Home Show.

Other past experiences include revenue management and VIP/special events services for Norwegian Cruise Lines in Hawaii, manager for Drury Inns & Suites in Atlanta and a logistics manager/translator for the NFL-European League in Germany. Robb is currently completing his MBA in Marketing Research & Real Estate Development at Georgia State University.

Our Executive Team



Keisha Carter Public Relations & Communications Officer

Cell: 770.820.4084

Email: Keisha@civentum.org

Role for Morrow, GA

Keisha would be charged with providing public relations and overall communications for the DMO. Her network would make her instrumental in attracting outside political and corporate support for DMO initiatives. As the communications officer she would be instrumental in developing the social media and advertising strategy for Morrow and its integration into the overall marketing plan.

Background

Keisha is the owner and principal consultant for Razor Solutions Group; a public affairs, fundraising, communications, political event planning and campaigning firm located in Atlanta, Georgia.

She has engaged in more than 50 political campaigns over the last 16 years. She has worked in key political positions for former Congressman Ben Chandler (D-KY), Kentucky Lt. Gov. Daniel Mongiardo, Georgia Lt. Gov. Mark Taylor, Hillary Clinton's presidential campaign, Atlanta City Council Pres. Ceasar Mitchell, Fulton County Chairman John Eaves as well as numerous other state, local and federal candidates.

Her clients seek her out for her knowledge in the fields of communications, public relations, crisis management, lobbying and policymaking. She is well versed in federal and state campaign finance and ethics laws.

Proposal's Scope

For Council Approval – What you are voting on.

Timeline

As agreed, Civentum is bidding on a one year contract for the DMO of Morrow, Georgia with annual extensions.

Deliverables (Page 6)

This section will outline the deliverables Civentum pledges to the City of Morrow within their first year of operation.

Pro Forma Statement (Page 7)

This section provides the proposed outlay of the funds designated for the first year of operation for the DMO.

For Council Consideration – Projects Civentum will develop and then operate with additional management fees upon each project's approval by City Council.

Initiatives (Page 8)

This section outlines a non-exhaustive list of initiatives Civentum will work on in order to further the development of positive economic impact goals for the City of Morrow.

Initiative Example (Page 9)

This section provides an example of an initiative Civentum has already outlined and is able to begin negotiations on behalf of the city upon selection as the DMO.



Deliverables

Below is a list of Civentum's deliverables for the first year utilizing DMO funds as outlined by the Pro Forma Statement on page 7.

60 Day Deliverables

- **Create the Morrow Convention Authority** by consolidating the Morrow Center, Tourism Center and Olde Town Morrow.
- **Create a Full Time Authority Admin. Assistant Position** by consolidating the tourism center part-time positions.
- **Form the Hospitality Council** (DMO, Morrow Center GM, Authority Salesperson, Local Hotel Sales Managers, Spivey Hall Marketing Dept., Thunder Tower Marketing, Clayton County CVB, etc.)
- **Draft Economic Impact Reports.**

120 Day Deliverables

- **Finalize a Marketing Plan** to include GDOT signage, billboards as well as mobile, social and print ads and consider cost-sharing, co-branding efforts with local hotels, attractions, businesses, etc. to maximize overall effectiveness.
- **Form a Hotel & Attraction Plan** to improve the ratings and search engine rankings.

180 Day Deliverables

- **Execute the Marketing Plan** as outlined above.
- **Execute the Hotel & Attraction Plan** as outlined above.
- **Launch Mobile Website** as the budget allows.

On Going

- Monthly **Hospitality Council Meetings.**
- Monthly **Economic Impact Reports** published.
- Marketing, Promoting & **Leasing of Morrow Convention Authority Spaces** by Authority/DMO staff.
- **Pursuit of DMO Initiatives** (See Page 8)

Pro Forma Statement

Pro Forma Statement	
Civentum (dba) City of Morrow DMO	
Year 1	
Anticipated Annual Funds Allotted for DMO Operations	\$ 436,000.00
Less: Expenses Currently Supported by the General Fund (Eligible for DMO Funding)	
Tourist Center Operating Expenses (Utilities, Personnel, Mortgage)	\$ (151,000.00)
Freedom Fest	\$ (30,000.00)
Christmas in the Park	\$ (7,000.00)
	<u>\$ (188,000.00)</u>
Add: Credit for Tourist Center Personnel Expenses *See Notes	<u>\$ 23,231.00</u>
	\$ 23,231.00
Less: Civentum Operations	
Salaries	
DMO Executive Director	\$ (65,000.00)
Morrow Center Authority Sales Representative	\$ (45,000.00)
Morrow Center Authority Administrative Assistant *See Notes	\$ (35,000.00)
	<u>\$ (145,000.00)</u>
Operational Expenses	
Advertising (GDOT Signage, Billboard, Digital and Print)	\$ (70,000.00)
R&D	\$ (4,000.00)
Hospitality Council	\$ (4,000.00)
Office Supplies	\$ (4,000.00)
	<u>\$ (82,000.00)</u>
Civentum Management Fee (10%)	<u>\$ (43,600.00)</u>
	\$ (43,600.00)
	Surplus/(Deficit): \$ 631.00
<p>Note: As recommended the part-time positions (salaries) of the Tourism Center would be consolidated into a full-time Morrow Center Authority Administrative Assistant position. This position would support the Executive Director, Authority Sales Representative and the Morrow Center Manager with the marketing, selling and operational activities of the Authority. Just under \$12,000 in additional DMO funds have been designated to enhance the administrative salary.</p>	

Initiatives

Below is an unexhausted list of initiatives Civentum will aim to develop without the use of DMO funds.

As proposals result from these initiatives, Civentum would present these as actionable projects for the approval of city council. Each proposal would outline how it would generate funds or economic impact for the city and include a pro forma statement and any management fees, if applicable.

It is the desire that these proposals would generate funds from existing city assets to assist in making the Authority whole, thereby returning general funds back to the city or to be used to further invest in other initiatives.

See the initiative example on page 9.

Sample List of Initiatives

- **Create New Signature Events** with existing local attractions such as Spivey Hall, Thunder Tower West, etc.
- **Create Exhibit Hall Space** at the Morrow Center to attract conventions and consumer shows, such as a South Metro Atlanta Home Show with SEMCO Productions.
- **Develop Long-Term Growth Plans** by coordinating efforts with GDOT, MARTA, real estate developers, etc. to create live, work, play Transit-Oriented Developments (TODs) that would attract new residents, businesses and visitors.
- **Transform the Morrow Tourism Center** into a special events center to better serve the hotels within walking distance and reposition it as the Morrow History Center to better promote the history of Morrow/Clayton County and the state archives at Clayton State University.
- **Transform Olde Town Morrow** into a park/outdoor event space complementing the Morrow Convention Authority efforts.
- **Monetization of Buildings/Assets** under the Authority.
- **Increase Catering Revenues** under the Authority.

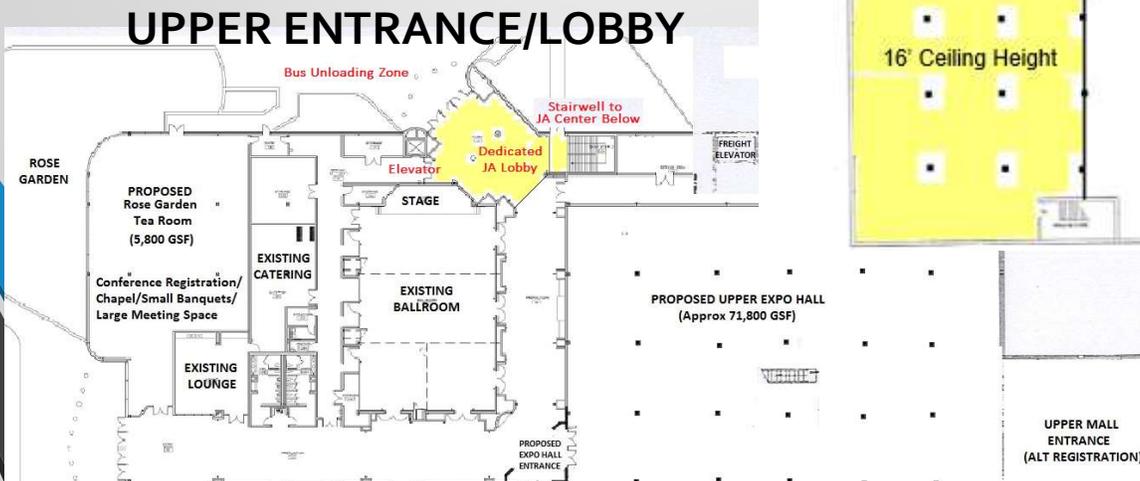
Initiative Example

Clayton County Junior Achievement Center at the Morrow Center

Background: Founded nationally in 1919 and locally in 1949, Junior Achievement (JA) is the world’s largest organization dedicated to educating students in grades K-12 about financial literacy, work readiness, and entrepreneurship, reaching more than 10 million students across the globe.

Junior Achievement Center - Morrow Center					
Pro Forma Statement					
	FY 1	FY2	FY 3	FY 4	FY 5
Gross Rent	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00
Signage	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Gross Rev	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00
Tenant Improvements	\$ (37,500.00)	\$ -	\$ -	\$ -	\$ -
Est Utilities	\$ (65,000.00)	\$ (65,000.00)	\$ (65,000.00)	\$ (65,000.00)	\$ (65,000.00)
Subtotal	\$ 107,500.00	\$ 145,000.00	\$ 145,000.00	\$ 145,000.00	\$ 145,000.00
Mgt Fee	\$ (26,875.00)	\$ (36,250.00)	\$ (36,250.00)	\$ (36,250.00)	\$ (36,250.00)
Est. Net Income	\$ 80,625.00	\$ 108,750.00	\$ 108,750.00	\$ 108,750.00	\$ 108,750.00

Due to immediate programming needs, JA is seeking approximately 25,000 gsf of space for 5-7 years to develop a footprint in South Metro Atlanta.





CITY OF MORROW

8

Digital Marquee

Morrow Public Works

1500 Morrow RD, Morrow GA 30260

Anou Sothsavath
Public Works Director



Phone
770.968.5497

Fax
770.968.5498

www.cityofmorrow.com

August 31, 2016

Mayor & Council,

On January 12, 2016 work session meeting, the Public Works department presented information on a Digital Message Center. Mayor and Council authorized the Public Works department to obtain proposals from sign companies. The public works team along with Councilwoman Tran accepted (5) five proposals for the digital message center project.

After careful evaluation the staff recommends the Mayor and Council select Clayton Signs to perform the digital message center project.

The proposal received from Clayton Signs met all the requirements in the proposal. Some major key notes from the specification from Clayton Signs are:

- Est. 1965 and located, locally in Lake City, GA
- 4'-5" x 8'-3" 16MM sign
- RWF High Speed connectivity
- 5 year warranty

Respectfully Submitted,



Anou Sothsavath
Public Works Director

Digital Message Center Comparison

Vendor	Clayton Signs	Excel Trading	Henry Inc.	Multimedia Tech	Sta-Brite
Message Center Size	4'-5" x 8'-3"	4'-5" x 7'-8"	4'-2 1/2" x 7' 4 1/4"	4'-2" x 10'-5"	4'-2' 1/2" x 7'-4' 1/4"
Display Manufacturer	Watchfire	House Brand	Espco	n/a	Formetco
Manufacturer location	Made in Danville, IL	n/a	Components from overseas assembled Clanton, AL	n/a	Components from overseas assembled USA, Duluth GA
Pixel Pitch	16MM	16MM	16MM	20MM	16MM
Connectivity	RWF High Speed Modem	Wireless	Wireless	Wireless	RWF High Speed
Cabinet Finish	Automotive Grade Finish	Powder Coated Finish	Customer choice, powder coated, matte finish, etc.	n/a	Customer choice, powder coated, matte finish, etc.
Screen Colors	Min. 18.0 Quadrillion	16.7 Million	n/a	281 Trillion Colors	281 Quintillion Colors
Pixel Colors	1R 1G 1B	1R 1G 1B	2R 1G 1B	2R 1G 1B	1R 1G 1B
Display	8 lines/25 characters at 4"	10 lines /15 characters	10 lines/29 characters at 4.5"	n/a	10 lines/23-29 characters at 4.4"
Supported File Types	AVI, Animated Text & Graphics	AVI, Bitmap, JPEG, etc.	Windows AVI, PPT, etc.	n/a	JPEG, AVI, MPEG4, XVID
Warranty	5 years	3 Years + additional 2 years at no charge	5 years	5 years	5 years
Installed Locations	First Baptist Church - 147 Church St, Jonesboro 30236 TitleMax - 3825 Jonesboro Rd, Atlanta 30354	Deep South Graphics - 131 Edge Pointe, Byron 31008 North Atlanta Urgent Care - 2700 Clairmont Rd, Atlanta 30329 Eastminister Presbyterian Church - 5801 Hugh Howell Rd, Stone Mountain 30087	City of Conyers - 1184 Scott St. SE, Conyers 30012	Federal Law Enforcement Training Center - 1131 Chapel Crossing Rd, Brunswick 31525	South Point Shopping Center - Exit 218 Ga Hwy 20, McDonough 30253 City of Locust Grove - 3644 GA-42, Locust Grove 30248
Installation Cost	\$1,400	\$1,200	\$962	\$4,999.99	With Total Cost
Total Cost	\$38,489.33	25,750	\$28,747	\$37,288.80	\$22,800



5198 North Lake Drive
Lake City, Georgia 30260

(404) 361-3800 Local
(866) 579-1330 Toll Free
(404) 361-7038 Fax

PROPOSAL

Proposal #: 16764

Proposal Date: 04/25/16
Customer #: 7521
Page: 1 of 4

CLAYTON SIGNS, INC. (Proposal w/Deposit Invoice)

SOLD TO:	JOB LOCATION:
MORROW-CITY 1500 MORROW ROAD MORROW GA 30260	Morrow-city 1500 Morrow road Morrow GA 30260 REQUESTED BY: Anou Sothsavath

CLAYTON SIGNS, INC. (HEREINAFTER CALLED THE "COMPANY") HEREBY PROPOSES TO FURNISH ALL THE MATERIALS AND PERFORM ALL THE LABOR NECESSARY FOR THE COMPLETION OF:

1	QUOTE #27981 4'-5" X 8'-3" full color 16MM twin pack electronic message center with RWF high speed long distance modem.	\$37,086.33	\$37,086.33
1	QUOTE #25170 Install EMC on existing bell tower.	\$1,400.00	\$1,400.00

ALL MATERIAL IS GUARANTEED TO BE AS SPECIFIED, AND THE ABOVE TO BE IN ACCORDANCE WITH THE DRAWINGS AND OR SPECIFICATIONS SUBMITTED FOR THE ABOVE WORK AND COMPLETED IN A WORKMANLIKE MANNER FOR THE SUM OF:

TOTAL PROPOSAL AMOUNT: \$38,486.33

TERMS: 50.0% DOWN AT CONTRACT SIGNING, BALANCE UPON COMPLETION

(INTEREST OF 0.1% PER MONTH WILL BE ADDED TO PAST DUE ACCOUNTS)

THIS PRICE DOES NOT INCLUDE ELECTRICAL HOOKUP, PERMITS, ENGINEERING OR TAX UNLESS SPECIFICALLY STATED.

NOTE: THIS PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED WITHIN 30 DAYS. WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED.

ANY ALTERATION FROM THE ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS, WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE TO BE PAID BY THE PURCHASER.

TERMS AND CONDITIONS

1. PERMITTING – THE SELLER AGREES TO APPLY FOR THE NECESSARY CITY OR COUNTY PERMITS FOR THE INSTALLATION OF THE ABOVE DESCRIBED SIGN/SIGNS, BUT THE PURCHASER ASSUMES THE RESPONSIBILITY OF SECURING SAID PERMITS FOR SAME AND IF SECURING ANY NECESSARY PRIVATE PERMITS. IT IS FURTHER UNDERSTOOD THAT THE SELLER IS NOT RESPONSIBLE FOR THE DELAYS DUE TO SECURING CITY PERMITS.
2. IN CASE OF DISCREPANCY BETWEEN THE CONTRACT AND THE SKETCH DESCRIBED HEREIN THE SPECIFICATIONS OF THIS CONTRACT SHALL PREVAIL. IT IS EXPRESSLY AGREED THAT THE SELLER IS NOT BOUND BY ANY STIPULATIONS, REPRESENTATIONS OR AGREEMENTS NOT EMBODIED IN THIS CONTRACT.
3. IT IS AGREED THAT THE SELLER SHALL NOT BE HELD LIABLE FOR LOSS OR DAMAGE ON ACCOUNT OF DELAYS DUE TO STRIKES, FIRES, GOVERNMENTAL OR MUNICIPAL LAWS, RULES OR REGULATIONS OR ACTS OF PROVIDENCE, NOR FOR LIABILITY TO SECURE SPECIFIED MATERIAL, OR TO MAINTAIN SAID DISPLAYS OR ANY PART THEREOF BY REASON OF ANY LEGISLATION HERETOFORE OR HEREAFTER ENACTED BY THE FEDERAL GOVERNMENT OR ANY STATE OR MUNICIPAL

COMPANY INITIALS _____

CUSTOMER INITIALS _____



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Lake City, Georgia 30260

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(866) 579-1330 Toll Free
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PROPOSAL

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Customer #: 7521
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GOVERNMENT, OR ANY RULES OR REGULATIONS MADE BY ANY DEPARTMENT OF THE FEDERAL, STATE OR MUNICIPAL GOVERNMENT, OR OTHER CAUSE. INSTALLATION PRICES QUOTED ARE SUBJECT TO REVISION WHERE EXCESS OF ROCK OR OTHER UNFORESEEABLE FOUNDATION CONDITIONS ARE ENCOUNTERED.

- 4. IT IS EXPRESSLY AGREED THAT THE SELLER IS NOT BOUND BY STIPULATION, REPRESENTATIONS OR AGREEMENTS NOT EMBODIED IN THIS CONTRACT. IT IS EXPRESSLY AGREED THAT THE SELLER IS NOT RESPONSIBLE FOR DELAYS DUE TO WEATHER, AVAILABILITY OF MATERIALS OR SHIPPING.
- 5. PAYMENT – UPON COMPLETION OF THE ABOVE WORK HEREBY PROMISED TO PAY TO CLAYTON SIGNS, INC. THE AGGREGATE SUM INDICATED IN THIS CONTRACT AS THE TOTAL PLUS ANY PERMIT FEES. PERMIT FEES WILL BE CHARGED AT A RATE OF COST OF THE PERMIT PLUS A FEE OF \$60.00 PER HOUR STAFF TIME TO SECURE THE PERMIT.
- 6. COLLECTIONS - AND SHOULD IT BECOME NECESSARY TO PLACE THIS CONTRACT WITH AN ATTORNEY FOR COLLECTION, SUIT OR OTHER LEGAL ACTION. I/WE HEREBY AGREE TO PAY ALL COSTS OF COLLECTIONS, SUITS OR OTHER LEGAL ACTION INCLUDING ATTORNEY’S FEES OF 15%. INTEREST SHALL BE CHARGED AT 1 ½% PER MONTH ON UNPAID BALANCE. IT IS EXPRESSLY AGREED THAT THE SAID/SIGNS SHALL REMAIN UNDER THE OWNERSHIP AND CONTROL OF THE SELLER UNTIL FULL AMOUNT OF CONTRACT IS PAID TO SELLER, AND IT IS FURTHER AGREED THAT IF PURCHASER FAILS TO RESOLVE DEBT AS PRESCRIBED, ANY LOSS THAT SELLER MAY INCUR WILL BECOME A LIABILITY PAYABLE BY PURCHASER.
- 7. WARRANTY – SELLER WARRANTS ALL PRODUCTS AGAINST DEFECTIVE WORKMANSHIP AND MATERIALS FOR ONE (1) YEAR FROM THE DATE OF SHIPMENT OR INSTALLATION, IF INSTALLATION IS EFFECTED BY SELLER. SOME COMPONENTS MAY BE COVERED PAST ONE YEAR BY A MANUFACTURER’S WARRANTY. REPLACEMENT AND/OR SERVICING OF ALL SIGN COMPONENTS WILL BE COVERED FOR ONE (1) YEAR, AFTER ONE (1) YEAR, NORMAL REPAIR OR REPLACEMENT SERVICE CALLS ARE CHARGED AT ITS CURRENT HOURLY RATE.
- 8. SALES TAX – ALL APPLICABLE TAXES PAYABLE UNDER THE LAWS OF THE STATE INTO WHICH THE PROPERTY IS TO BE DELIVERED OR INSTALLED AND MENTIONED HEREIN SHALL BE ADDED TO THE PRICE QUOTE, UNLESS SUCH TAX IS PAID DIRECTLY BY PURCHASER OR SHOWN TO BE INCLUDED IN SAID QUOTE. PURCHASER SHALL BE RESPONSIBLE FOR ALL SALES TAXES DUE, INCLUDING ANY CHANGES IN TAX RATE AT THE TIME OF INVOICING.
- 9. ELECTRICAL – ALL LIGHTED SIGNS ARE CONFIGURED TO USE 120 VOLT SERVICE. ALL NECESSARY ELECTRICAL WIRING WILL BE THE RESPONSIBILITY OF THE PURCHASER, PER THE SPECS SHOWN IN THE DRAWINGS, UNLESS NOTED IN ABOVE CONTRACT. ANY DISCONNECTION OF EXISTING ELECTRICAL WIRING MUST BE PERFORMED PRIOR TO THE PROJECTED INSTALLATION DATE BY SELLER. SELLER WILL PROVIDE PRIMARY ELECTRICAL LEAD (USUALLY REFERRED TO AS A WHIP) FOR PURCHASER’S ELECTRICIAN TO CONNECT TO THAT IS NOT TO EXCEED 6 FEET IN LENGTH.

PURCHASER RECOMMENDS THAT ALL ELECTRICAL SIGNAGE BE WIRED ON A DEDICATED CIRCUIT AND NOT WIRED INTO CIRCUIT WITH OTHER ELECTRICAL PRODUCTS. SELLER IS NOT RESPONSIBLE FOR DAMAGE MADE TO THE SIGN OR COMPONENTS OF THE SIGN, BECAUSE OF IMPROPER VOLTAGE CONNECTED TO THE SIGN.

- 10. CLAYTON SIGNS, INC. IS RELEASED FROM LIABILITY FOR ANY DAMAGE TO EXISTING LANDSCAPE PLANTINGS DURING PERFORMANCE OF INSTALLATION OR SERVICE WORK UNLESS DETAILED IN THIS PROPOSAL. ADDITIONAL CHARGES MAY BE INCURRED IF REMOVAL OR REPLACEMENT OF SAID PLANTINGS IS REQUIRED BY THE SELLER’S CREW MEMBERS WHEN NOT PROVIDED FOR IN THE ABOVE PROPOSAL.

ROUGH GRADE OF +/- 2” AND COMPACTION OF 2,000 PSI MINIMUM ARE TO BE PROVIDED BY OTHERS WHERE APPLICABLE BEFORE INSTALLATION OF SIGNS. DIRT REMOVED FOR FOOTINGS WILL BE SPREAD AROUND SIGN WHERE APPLIABLE. REMOVAL OF DIRT FROM SITE IS NOT INCLUDED IN THE COST OF THIS PROPOSAL.

FREE AND CLEAR ACCESS TO INSTALLATION SITE WITH LIFTS AND INSTALLATION EQUIPMENT MUST BE AVAILABLE. SELLER ASSUMES AN 80’ CRANE IS ADEQUATE TO REACH APPLICABLE SITE WITH ADEQUATE LIFTING ABILITY.

QUOTED INSTALLATION CHARGES SUBJECT TO CHANGE DUE TO UNFORESEEABLE ROCK, LEDGE, WATER OR FOUNDATION CONDITIONS, AS WELL AS ERRORS IN BRICK OR MASONRY WORK FABRICATED OR SUBCONTRACTED BY CUSTOMER WITHOUT SUPERVISION BY SELLER, ENCOUNTERED UPON INSTALLATION. AN ADDITIONAL COST BASED ON OUR LABOR, PLUS 100% OF SUBCONTRACT LABOR AND MATERIALS WILL BE ADDED TO THE ABOVE SHOWN PRICING.

SELLER ASSUMES THAT ALL SIGNAGE WILL BE PROTECTED FROM OTHER CONTRACTOR TRADES AFTER INSTALLATION. SELLER IS NOT RESPONSIBLE FOR COST OF REPAIRS DUE TO DAMAGE BY OTHERS.

- 11. WHEN PIER DRILLING IS NECESSARY, THE COMPANY WILL CONTACT DIG TESS TO LOCATE PUBLIC UTILITIES. LOCATION OF PRIVATE UTILITIES IS SOLE RESPONSIBILITY OF THE CUSTOMER. IN THE EVENT ROCK IS ENCOUNTERED IN THE DRILLING PROCESS, TO THE POINT WHERE SPECIAL EQUIPMENT IS REQUIRED, ADDITIONAL MONIES MAY BE REQUESTED IN WRITING BY THE COMPANY.

IT IS AGREED THAT THIS CONTRACT SHALL BE CONSTRUED ACCORDING TO THE LAWS OF THE STATE OF GEORGIA.

THIS PROPOSAL DOES NOT BECOME EFFECTIVE UNTIL SIGNED AND DATED BY THE COMPANY.

THIS CONTRACT IS VALID FOR 30 FROM THE DATE SUBMITTED.

COMPANY INITIALS _____

CUSTOMER INITIALS _____



5198 North Lake Drive
Lake City, Georgia 30260

(404) 361-3800 Local
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(404) 361-7038 Fax

PROPOSAL

Proposal #: 16764

Proposal Date: 04/25/16
Customer #: 7521
Page: 3 of 4

THE ABOVE PRICES, SPECIFICATIONS, AND CONDITIONS ARE SATISFACTORY AND ARE HEREBY ACCEPTED. YOU ARE AUTHORIZED TO DO THE WORK AS SPECIFIED. PAYMENT WILL BE MADE AS OUTLINED ABOVE.

SALESPERSON: _____

DATE: _____

ACCEPTED BY: _____

TITLE: _____

SIGNATURE: _____

DATE: _____

COMPANY INITIALS _____

CUSTOMER INITIALS _____



5198 North Lake Drive
Lake City, Georgia 30260

(404) 361-3800 Local
(866) 579-1330 Toll Free
(404) 361-7038 Fax

DEPOSIT INVOICE

Invoice #: DP16764

Inv Date: 04/25/16
Customer #: 7521
Page: 4 of 4

SOLD TO:	JOB LOCATION:
MORROW-CITY 1500 MORROW ROAD MORROW GA 30260	Morrow-city 1500 Morrow road Morrow GA 30260 REQUESTED BY: Anou Sothsavath

ORDERED BY	PO NUMBER	SALESPERSON	PAYMENT TERMS	
Anou Sothsavath		Brandon Guest	DEPOSIT DUE UPON CONTRACT ACCEPTANCE	
QTY	DESCRIPTION		UNIT PRICE	TOTAL PRICE
1	QUOTE #27981 4'-5" X 8'-3" full color 16MM twin pack electronic message center with RWF high speed long distance modem.		\$37,086.33	\$37,086.33
1	QUOTE #25170 Install EMC on existing bell tower.		\$1,400.00	\$1,400.00
TOTAL PROPOSAL AMOUNT				----- \$38,486.33
*** FINAL INVOICE AMOUNT MAY VARY UPON COMPLETION ***				
PLEASE PAY THIS DEPOSIT AMOUNT:				\$19,243.17



CITY OF MORROW

9

Budget Amendment Ordinance 2016-06

**CITY OF MORROW
STATE OF GEORGIA**

ORDINANCE NO. 2016-06

AN ORDINANCE AMENDING THE CITY BUDGET FOR FISCAL YEAR 2015-2016 FOR THE CITY OF MORROW; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE AN EFFECTIVE DATE; AND FOR OTHER PURPOSES

WHEREAS, the City of Morrow, Georgia (“City”) is a municipal corporation duly organized and existing under the laws of the State of Georgia and is charged with providing public services to residents located within the corporate limits of the City;

WHEREAS, the governing authority of the City are the Mayor and Council thereof;

WHEREAS, the City has adopted its original operating budget for fiscal year 2015-2016;

WHEREAS, Article VI, Section 6.28 of the City’s Charter provides that all changes in the appropriations contained in the current operating budget shall be made by ordinance; and

WHEREAS, the City Council wishes to amend the fiscal year 2015-2016 budget with the budget amendment marked accordingly and attached hereto.

THEREFORE, BE IT, AND IT IS HEREBY ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF MORROW:

SECTION 1. Adoption by Reference. The document attached hereto as Exhibit “A” is incorporated herein by reference and is hereby adopted as an amendment to the Budget for Fiscal Year 2015-2016 for the City of Morrow, Georgia.

SECTION 2. Public Record. This document shall be maintained as a public record by the City Clerk and shall be accessible to the public during all normal business hours of the City of Morrow.

SECTION 3. Approval of Execution. The Mayor is hereby authorized to sign all documents necessary to effectuate this Ordinance.

SECTION 4. Attestation. The City Clerk is authorized to execute, attest to, and seal any documents which may be necessary to effectuate this Ordinance, subject to approval as to form by the City Attorney.

SECTION 5. Codification and Severability.

(a) It is hereby declared to be the intention of the Mayor and Council that all sections, paragraphs, sentences, clauses and phrases of this Ordinance are and were upon their enactment believed by the Mayor and Council to be fully valid, enforceable and constitutional.

(b) It is hereby declared to be the intention of the Mayor and Council that to the greatest extent allowed by law each and every section, paragraph, sentence, clause or phrase of this Ordinance is severable from every other section, paragraph, sentence, clause or phrase of this Ordinance. It is hereby further declared to be the intention of the Mayor and Council that to the greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this Ordinance is mutually dependent upon any other section, paragraph, sentence, clause or phrase of this ordinance.

(c) In the event that any section, paragraph, sentence, clause or phrase of this Ordinance shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise unenforceable by the valid judgment or decree of any court of competent jurisdiction, it is the express intent of the Mayor and Council that such invalidity, unconstitutionality or unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional or otherwise unenforceable any of the remaining sections, paragraphs, sentences, clauses, or phrases of the Ordinance and that to the greatest extent allowed by law all remaining sections, paragraphs, sentences, clauses, or phrases of the Ordinance shall remain valid, constitutional, enforceable, and of full force and effect.

SECTION 6. Repeal of Conflicting Provisions. Except as otherwise provided herein, all ordinances or parts of ordinances in conflict with this Ordinance are hereby repealed.

SECTION 7. Effective Date. This Ordinance shall become effective immediately upon its adoption unless otherwise stated herein.

ORDAINED this ____ day of _____, 2016.

CITY OF MORROW, GEORGIA

JEFFREY A. DETAR, Mayor

ATTEST:

YASMIN JULIO, City Clerk

(SEAL)

APPROVED AS TO FORM:

STEVEN FINCHER, City Attorney

EXHIBIT "A"

CITY OF MORROW, GEORGIA
GENERAL FUND
PROPOSED BUDGET ADJUSTMENTS
FISCAL YEAR ENDED JUNE 30, 2016

	ORIGINAL BUDGET AMOUNT	ADJUSTMENT BEING PROPOSED		PROPOSED ADJUSTED BUDGET	FY 2016 BUDGET IMPACT
		INCREASE	DECREASE		
		CR	DR		
<u>ADJUSTMENT No. 1: Reclassify Debt Service Appropriation</u>					
EXPENDITURES / APPROPRIATIONS:					
100 700 01565 00058 581300 Principal On Other Debt	\$ 452,000	\$ -	\$ (452,000)	\$ -	
100 100 01595 00057 571050 Urban Redevelop Agency	-	452,000	-	452,000	
Totals	<u>\$ 452,000</u>	<u>\$ 452,000</u>	<u>\$ (452,000)</u>	<u>\$ 452,000</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>					<u>\$ -</u>

ADJUSTMENT No. 2: Compliance with DCA Uniform Chart of Accounts

EXPENDITURES / APPROPRIATIONS:

100 100 01310 00051 511100 Full-Time Salaries	\$ 205,109	\$ -	\$ (64,709)	\$ 140,400	
100 100 01310 00051 512100 Disability Insurance	120	-	(60)	60	
100 100 01310 00051 512110 Health Insurance	16,811	-	(4,730)	12,081	
100 100 01310 00051 512120 Dental Insurance	2,160	-	(360)	1,800	
100 100 01310 00051 512300 Medicare	2,974	-	(938)	2,036	
100 100 01310 00051 512400 Retirement Contributions	15,471	-	(2,741)	12,730	
100 100 01310 00051 512700 Workers' Compensation	841	-	(245)	596	
100 100 01510 00051 512400 Retirement Contributions	27,086	-	(8,717)	18,369	
100 200 02650 00051 511100 Full-Time Salaries	116,871	-	(49,871)	67,000	
100 200 02650 00051 512100 Disability Insurance	180	-	(120)	60	
100 200 02650 00051 512110 Health Insurance	9,356	-	(9,356)	-	
100 200 02650 00051 512120 Dental Insurance	1,080	-	(720)	360	
100 200 02650 00051 512130 Life Insurance	252	-	(168)	84	
100 200 02650 00051 512300 Medicare	3,620	-	(1,550)	2,070	
100 200 02650 00051 512700 Workers' Compensation	1,049	-	(749)	300	
100 100 01500 00051 511100 Full-Time Salaries	-	114,080	-	114,080	
100 100 01500 00051 511300 Overtime	-	500	-	500	
100 100 01500 00051 512100 Disability Insurance	-	180	-	180	
100 100 01500 00051 512110 Health Insurance	-	14,086	-	14,086	
100 100 01500 00051 512120 Dental Insurance	-	1,080	-	1,080	
100 100 01500 00051 512130 Life Insurance	-	168	-	168	
100 100 01500 00051 512300 Medicare	-	2,488	-	2,488	
100 100 01500 00051 512400 Retirement Contributions	-	11,458	-	11,458	
100 100 01500 00051 512700 Workers' Compensation	-	994	-	994	
Totals	<u>\$ 402,980</u>	<u>\$ 145,034</u>	<u>\$ (145,034)</u>	<u>\$ 402,980</u>	

Net Change - Appropriation of Prior Year Fund Balance

\$ -

ADJUSTMENT No. 3: Recognition of Private Grant for Fire Department

REVENUES / FUNDING SOURCES:

100 037 37100 03710 371000 Private Source Grants	<u>\$ -</u>	<u>\$ 5,271</u>	<u>\$ -</u>	<u>\$ 5,271</u>	
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EXPENDITURES / APPROPRIATIONS:

100 300 03500 00054 542100 Machinery & Equipment	<u>\$ -</u>	<u>\$ 5,713</u>	<u>\$ -</u>	<u>\$ 5,713</u>	
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Net Change - Appropriation of Prior Year Fund Balance

\$ 442

CITY OF MORROW, GEORGIA
 GENERAL FUND
 PROPOSED BUDGET ADJUSTMENTS
 FISCAL YEAR ENDED JUNE 30, 2016

						ORIGINAL BUDGET	ADJUSTMENT BEING PROPOSED		PROPOSED ADJUSTED	FY 2016 BUDGET
						AMOUNT	INCREASE	DECREASE	BUDGET	IMPACT
<u>ADJUSTMENT No. 4: True Up of Debt Service Expenditures for Bonds and Capital Leases</u>										
EXPENDITURES / APPROPRIATIONS:										
100	700	01565	00058	581100	Principal on Bonds	\$ 75,000	\$ 5,358	\$ -	\$ 80,358	
100	700	01565	00058	582100	Interest On Bonds	30,000	-	(2,374)	27,626	
100	700	01565	00058	581200	Principal on Capital Leases	114,233	75,752	-	189,985	
100	700	01565	00058	582200	Interest on Capital Leases	-	17,695	-	17,695	
100	700	01565	00058	582300	Interest on Other Debt	14,294	-	(14,294)	-	
Totals						<u>\$ 233,527</u>	<u>\$ 98,805</u>	<u>\$ (16,668)</u>	<u>\$ 315,664</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 82,137</u>

ADJUSTMENT No. 5: Compliance with DCA Chart of Accounts

EXPENDITURES / APPROPRIATIONS:

100	100	01310	00053	531105	Office Supplies	\$ 3,000	\$ -	\$ (2,000)	\$ 1,000	
100	100	01310	00052	523400	Printing and Binding	-	500	-	500	
100	100	01310	00052	523500	Travel	6,200	-	(1,500)	4,700	
100	100	01310	00052	523600	Dues and Subscriptions	6,000	-	(1,000)	5,000	
100	100	01500	00053	531105	Office Supplies	-	7,000	-	7,000	
100	100	01500	00052	523400	Printing and Binding	4,000	-	(500)	3,500	
100	100	01500	00052	524000	Postage & Shipping	-	7,500	-	7,500	
100	100	01500	00052	523500	Travel	-	1,500	-	1,500	
100	100	01500	00052	523600	Dues and Subscriptions	-	1,000	-	1,000	
100	100	01510	00052	524000	Postage & Shipping	5,000	-	(5,000)	-	
100	200	02650	00053	531105	Office Supplies	8,880	-	(5,000)	3,880	
100	200	02650	00052	524000	Postage & Shipping	3,500	-	(2,500)	1,000	
Totals						<u>\$ 36,580</u>	<u>\$ 17,500</u>	<u>\$ (17,500)</u>	<u>\$ 36,580</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ -</u>

ADJUSTMENT No. 6: Early Voting Period for Municipal Election

EXPENDITURES / APPROPRIATIONS:

100	100	01400	00052	523700	Education & Training	\$ 400	\$ -	\$ (400)	\$ -	
100	100	01400	00052	523860	Salaries - Contract Labor	1,500	4,630	-	6,130	
100	100	01400	00052	523900	Miscellaneous	1,800	-	(1,800)	-	
Totals						<u>\$ 3,700</u>	<u>\$ 4,630</u>	<u>\$ (2,200)</u>	<u>\$ 6,130</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 2,430</u>

ADJUSTMENT No. 7: Staffing of Morrow Tourist Center

EXPENDITURES / APPROPRIATIONS:

100	100	01500	00051	511200	Part-Time Salaries	\$ -	\$ 32,000	\$ -	\$ 32,000	
100	100	01500	00051	512200	Social Security (FICA)	-	1,985	-	1,985	
100	100	01500	00051	512300	Medicare	-	465	-	465	
Totals						<u>\$ -</u>	<u>\$ 34,450</u>	<u>\$ -</u>	<u>\$ 34,450</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 34,450</u>

CITY OF MORROW, GEORGIA
GENERAL FUND
PROPOSED BUDGET ADJUSTMENTS
FISCAL YEAR ENDED JUNE 30, 2016

						ORIGINAL BUDGET AMOUNT	ADJUSTMENT BEING PROPOSED		PROPOSED ADJUSTED BUDGET	FY 2016 BUDGET IMPACT
							INCREASE	DECREASE		
<u>ADJUSTMENT No. 8: Unemployment Costs Associated with Reduction in Force Initiative</u>										
EXPENDITURES / APPROPRIATIONS:										
100	100	01500	00051	512600	Unemployment Insurance	\$ -	\$ 25,000	\$ -	\$ 25,000	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 25,000</u>
<u>ADJUSTMENT No. 9: Budgetary Impact of Interim Status Resulting from Resignation</u>										
EXPENDITURES / APPROPRIATIONS:										
100	100	07400	00051	511100	Full-Time Salaries	\$ 34,362	\$ 7,238	\$ -	\$ 41,600	
100	100	07400	00051	511300	Overtime	-	1,000	-	1,000	
100	100	07400	00051	512300	Medicare	513	120	-	633	
100	100	07400	00051	512400	Retirement Contributions	3,536	824	-	4,360	
Totals						<u>\$ 38,411</u>	<u>\$ 9,182</u>	<u>\$ -</u>	<u>\$ 47,593</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 9,182</u>
<u>ADJUSTMENT No. 10: Administrative Staffing Costs for Economic Development Efforts</u>										
EXPENDITURES / APPROPRIATIONS:										
100	100	07500	00051	511100	Full-Time Salaries	\$ -	\$ 24,100	\$ -	\$ 24,100	
100	100	07500	00051	512100	Disability Insurance	-	66	-	66	
100	100	07500	00051	512130	Life Insurance	-	110	-	110	
100	100	07500	00051	512300	Medicare	-	410	-	410	
100	100	07500	00051	512700	Workers' Compensation	-	3,971	-	3,971	
100	100	07500	00051	512920	Employee Betterment	-	43	-	43	
100	100	01595	00057	571000	Downtown Develop Auth	35,000	-	(28,700)	6,300	
Totals						<u>\$ 35,000</u>	<u>\$ 28,700</u>	<u>\$ (28,700)</u>	<u>\$ 35,000</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ -</u>
<u>ADJUSTMENT No. 11: Replacement of Broken Fitness Equipment</u>										
EXPENDITURES / APPROPRIATIONS:										
100	300	03500	00054	542100	Machinery & Equipment	\$ -	\$ 9,990	\$ -	\$ 9,990	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 9,990</u>
<u>ADJUSTMENT No. 12: Unbudgeted Refreshment Expenditures</u>										
EXPENDITURES / APPROPRIATIONS:										
100	100	01310	00053	531300	Food	\$ -	\$ 5,000	\$ -	\$ 5,000	
100	100	01500	00053	531300	Food	-	2,000	-	2,000	
Totals						<u>\$ -</u>	<u>\$ 7,000</u>	<u>\$ -</u>	<u>\$ 7,000</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 7,000</u>
<u>ADJUSTMENT No. 13: Higher Than Anticipated Building Activity</u>										
EXPENDITURES / APPROPRIATIONS:										
100	100	07400	00052	521200	Professional Services	\$ -	\$ 5,000	\$ -	\$ 5,000	
100	100	07400	00052	521220	Inspector's Fees	50,000	30,000	-	80,000	
Totals						<u>\$ 50,000</u>	<u>\$ 35,000</u>	<u>\$ -</u>	<u>\$ 85,000</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>										<u>\$ 35,000</u>

CITY OF MORROW, GEORGIA
 GENERAL FUND
 PROPOSED BUDGET ADJUSTMENTS
 FISCAL YEAR ENDED JUNE 30, 2016

	ORIGINAL BUDGET AMOUNT	ADJUSTMENT BEING PROPOSED		PROPOSED ADJUSTED BUDGET	FY 2016 BUDGET IMPACT
		INCREASE	DECREASE		
<u>ADJUSTMENT No. 14: True Up of Health Insurance Costs</u>					
EXPENDITURES / APPROPRIATIONS:					
100 100 01510 00051 512110 Health Insurance	\$ 31,791	\$ -	\$ (12,959)	\$ 18,832	
100 300 03210 00051 512110 Health Insurance	183,200	-	(49,347)	133,853	
100 300 03500 00051 512110 Health Insurance	166,347	-	(44,364)	121,983	
Totals	<u>\$ 381,338</u>	<u>\$ -</u>	<u>\$ (106,670)</u>	<u>\$ 274,668</u>	
<i>Net Change - Offset Against Appropriation of Prior Year Fund Balance</i>					<u>\$ (106,670)</u>
<u>ADJUSTMENT No. 15: True Up of General Insurance Costs</u>					
EXPENDITURES / APPROPRIATIONS:					
100 100 01310 00052 523100 Insurance - General	\$ 166,405	\$ -	\$ (40,000)	\$ 126,405	
100 300 03210 00052 523100 Insurance - General	227,271	-	(50,000)	177,271	
100 300 03500 00052 523100 Insurance - General	88,266	-	(28,961)	59,305	
100 400 04100 00052 523100 Insurance - General	74,052	-	(20,000)	54,052	
Totals	<u>\$ 555,994</u>	<u>\$ -</u>	<u>\$ (138,961)</u>	<u>\$ 417,033</u>	
<i>Net Change - Offset Against Appropriation of Prior Year Fund Balance</i>					<u>\$ (138,961)</u>
<u>ADJUSTMENT No. 16: Higher than Anticipated Legal Fees</u>					
EXPENDITURES / APPROPRIATIONS:					
100 100 01500 00052 521210 City Attorney Fees	<u>\$ 125,000</u>	<u>\$ 40,000</u>	<u>\$ -</u>	<u>\$ 165,000</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>					<u>\$ 40,000</u>
<u>ADJUSTMENT No. 17: Unbudgeted Tourism Expenses not Paid by DMO</u>					
EXPENDITURES / APPROPRIATIONS:					
100 100 01500 00057 571075 Tourism Center Expenses	<u>\$ -</u>	<u>\$ 40,000</u>	<u>\$ -</u>	<u>\$ 40,000</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>					<u>\$ 40,000</u>
<u>ADJUSTMENT No. 18: To Fund Tourism with unused Economic Devel Funds</u>					
EXPENDITURES / APPROPRIATIONS:					
100 100 07500 00052 521200 Professional Services	<u>\$ 40,000</u>	<u>\$ -</u>	<u>\$ (40,000)</u>	<u>\$ -</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>					<u>\$ (40,000)</u>
<u>ADJUSTMENT No. 19: To Fund Tourism with Savings from E-911</u>					
EXPENDITURES / APPROPRIATIONS:					
100 100 01595 00055 551000 Contribution to E-911 Fund	<u>\$ 504,938</u>	<u>\$ -</u>	<u>\$ (30,000)</u>	<u>\$ 474,938</u>	
<i>Net Change - Appropriation of Prior Year Fund Balance</i>					<u>\$ (30,000)</u>
Net Total Budget Adjustments				\$ (30,000)	



come to tomorrow

MORROW, GEORGIA

CITY OF MORROW

10

Surplus Property

Morrow Public Works

1500 Morrow RD, Morrow GA 30260

**Anou
Sothsavath**
Public Works Director



Phone
770.968.5497

Fax
770.968.5498

www.cityofmorrow.com

September 7, 2016

Mayor & Council,

The Morrow Public Works Department has identified surplus vehicles that have been replaced and/or no longer needed to deliver City programs and services. These surplus items will be sold in a public auction or bid process. The items include the following:

1997 Ford F150 Truck VIN 1FTDF17W4VNB76107 (Blown Engine)
2004 Ford F250 Truck VIN 1FTNX20L63EA28819 (Rear Engine Seal)

Staff recommends the Mayor and City Council approve the sale of surplus items.

Respectfully Submitted,



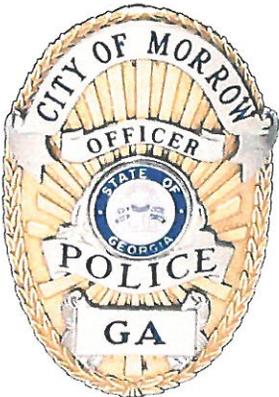
Anou Sothsavath
Public Works Director

Morrow Police Department

6311-A Murphy Drive, Morrow, Georgia 30260

James P. Callaway
Chief of Police

Gregory W. Tatroe
Major



To: Sylvia Redic, City Manager

From: Chief James P. Callaway 

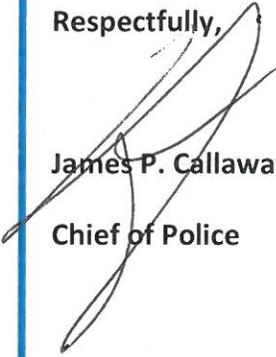
RE: Surplus of Motor Vehicle

08/30/2016

Greetings,

I would like the authorization through City Council to surplus and sell at auction on 2008 Dodge Nitro bearing VIN # 1D8GT28K08W196786. This vehicle has run its useful lifespan with the Police Department. Once the surplus is authorized we will liquidate in on Govdeals.com and those proceeds returned to the Treasury of the City of Morrow pursuant to applicable laws of the State of Georgia.

Respectfully,


James P. Callaway

Chief of Police

6311-A Murphy Drive
Morrow, GA 30260

Phone:
(770) 961-4006

Fax:
(770) 960-3017

www.cityofmorrow.com

City of Morrow

FIRE DEPARTMENT



To: Mayor Detar and Council Members

Date: August 26, 2016

Subject: Surplus Vehicle Disposal Request

The City of Morrow Fire Department requests permission to declare the following vehicle as surplus. The department requests your authorization for Battalion Chief Poss, or his designated representative, to dispose of the property in keeping with applicable laws. The vehicle will be auctioned on govdeals.com.

2004 Ford Excursion S.U.V., G.V.W.R., 8900 lbs., 6.0 liter diesel , Odometer : 66044 miles
V.I.N. # 1FMNU40P44EB68839

Respectfully

A handwritten signature in blue ink that reads "Elton M. Poss".

Elton M. Poss
Acting Fire Chief
Battalion Chief



come to tomorrow
MORROW, GEORGIA

CITY OF MORROW

11

RFP-Retail Development Services



S O U T H L A K E

retail strategies

Leaders of Morrow,

From our team at Retail Strategies, thank you for allowing our firm the opportunity to present our service to you. Retail Strategies leads the industry in research, analytics, real estate experience, quality of materials, depth of team, and the ultimate results of our recruitment efforts in our Client markets. If we are given the privilege to work with and represent Morrow we will task a team of highly experienced and well connected real estate professionals to function as an extension of your staff to identify opportunities and implement proven strategies to connect your community with expanding retailers and prospective developers.

Our partnerships are built on the relationships we have with our Clients and with the retail industry. We hope to have the opportunity to serve Morrow and bring new, vibrant, retail to the community.

Thank you for your time and consideration,
~ The Team at Retail Strategies



2016 Best Places to Work



Matthew Petro
Chief Development Officer
(205) 427-7030
matt@retailstrategies.com



Experience. Retail Strategies will strengthen your retail recruitment effort with experienced, knowledgeable and proven real estate professionals. We have collectively located retailers in 44 states.

Data is only the beginning. We will utilize the data to extract specific actionable items (retail targets and commercial sites) to implement during our recruitment process.

Dedicated. Retail Strategies employs a 5:1 client to staff ratio. We believe it is imperative to have a specific team of dedicated real estate professionals to effectively execute your retail recruitment plan and generate increased interests in your market.



retail strategies

Morrow, GA

Retail Development Services

August 2016

Strictly Private & Confidential

Proposed Team Contact Information



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Clay Craft
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Lana Nicholson
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205-314-0392



Brandon Cummings
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205-314-0393



Ford Fitts
ffitts@retailstrategies.com
205-314-0391



Laura Marinos
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205-314-0386



Madeline Branch
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205-490-2825



Lauren Turriglio
lauren@retailstrategies.com
205-209-4595



Ashton Arrington
ashton@retailstrategies.com
205-209-4597

Our Value Proposition

Attracting new retail to a community is a complex, connection critical, and time consuming endeavor. Before Retail Strategies was founded in 2011, communities who desired to attract retailers often turned to consultants that sold promises of what the information they provide would lead to. Communities who invested in these consultants were often left with research reports, a list of prospects, an unrealistic idea of the timeframe for new retail, and little or no guidance on how to use the tools they were sold.

Retail Strategies was formed to give communities the option to have well connected, experienced, and licensed retail real estate professionals aggressively identify and execute tailored strategies to attract new retailers to the market. Our model is a staff augmentation. We become an extension of your team and will provide world class service to your community. We will utilize best in class data, input licensed real estate professionals in to your market to identify strategic and underutilized real estate assets, devise and implement tailored and achievable strategies, represent you nationally at trade shows, and dedicate professionals to execute your strategy providing the necessary on-going support and communication which will yield tremendous value to your community.

Retail Strategies has the required industry experience, connections, and credibility with retailers, restaurants, developers, and brokers throughout the Country. We connect with industry professionals on a daily basis to promote our Client markets. In total, we have a rolodex of 9,000 retailers with their contact information, site selection criteria, and expansion plans. Due to the experience and reputation of our team there is no retailer that we cannot approach on your behalf.

Being the first to do something isn't as important as getting it right is. There is no shortage of consultants who are happy to engage under any terms a community puts forward. We have several clients that had previously invested in, or were approached by, cheaper alternatives. They'll tell you the difference in the level of quality and service we're providing is far superior and worth the investment

Our process is to utilize industry leading tools and dedicate well connected professionals to your community. Having these professionals on your side, creating a long term partnership, will generate tremendous value for your community and protect your investment in this economic development effort. We invite you to lock arms with our team and it will be our privilege to exceed your expectations.

The Retail Strategies Advantage



Industry Leading Research & Analytics

Retail Strategies utilizes industry leading research, analytic, and GIS platforms to create custom materials for our Clients.



Real Estate Experience

Retail expansion cannot happen without a real estate transaction. Therefore, real estate is, and should be, the ultimate passion of your retail recruitment partner. Our team features over a dozen actively licensed professionals with years of experience navigating the deal making process. Invest in experience. Investing in Retail Strategies will create the best environment for retailers to open their doors in your market.



Adding Experience to Your Team

Retail Strategies has a rolodex of over 9,000 retailer's contact information, expansion goals, and site criteria. Aligning your community with Retail Strategies correlates with excited retailers who will be energized by receiving and discussing a fully vetted expansion opportunity.



Deal Making

Business attraction involves controlled (research, analytics) and uncontrollable variables (real estate, economy). Aligning your community with Retail Strategies inserts real estate professionals to your staff who have years of experience navigating the deal making process. We know how to navigate the hurdles to give your community the best opportunity to take interest and turn it in to new business opening its doors in your community.



Your Retail Advocate

Retail recruitment is a marathon, not a sprint. ICSC, Retail Live, and other industry conference allow opportunities for communities to be promoted; however real estate transactions are typically multi-year processes. Patience and persistent effort is critical to ultimate success. Retail Strategies model is built around being aligned with communities for the long-haul to bring deals out of the ground.

Morrow, GA

Positioned for Growth

The team at Retail Strategies has extensively studied Morrow and believe that it is well positioned to attract new retail development and redevelopment to the community. Our team studied Morrow from our offices in Birmingham, AL leveraging the most sophisticated data and analytical tools in the industry, and by dispatching our real estate professionals to Morrow to drive the market and study it from the eyes of a retailer and developer.

Our initial findings were very positive. With direct access to consumers on I-75 and State Route 54 which provide over 150,000 vehicles per day, Clayton State University, the regional Southlake Mall, a 10-minute drive time population over the 150,000 mark, and real estate that can support retail expansion; Morrow has the ingredients to attract new retail.

If given the privilege of being Morrow's partner our team will deliver:

- In the first 45 days, compile a data profile including properties, assets, weaknesses, strengths, and over all data that is important to retailers when choosing a location.
- Make connections with retailers about Morrow using specific information
- Represent Morrow at the annual ICSC and Retail Live events. Including but not limited to ICSC RECON and ICSC Southeast
- Provide updates regularly on action steps and accomplishments
- Meet with or provide information to Mayor and Council on our efforts
- Build relationships with current businesses for business retention by leveraging data, analytics, and real estate expertise
- Attract retail/restaurants to Morrow

To do this our team will function as an extension of City Staff and will:

- Stay in regular contact with the City Manager
- Demonstrate the number and type of contacts made on behalf of Morrow on a regular basis
- Represent Morrow on a National and Regional level at ICSC and Retail Live conferences
- Use mobile data collection to show opportunities in Morrow throughout the life of our partnership

If we have the privilege of working with and representing Morrow, Retail Strategies will dedicate retail real estate professionals with years of experience in the industry to the community. The goal of our partnership will be to function as an extension of City staff to bring new retail and development to Morrow.



come to morrow

MORROW, GEORGIA

Industry Leaders

Retail Strategies leads the industry in research, quality of materials, depth of team, and the level of service we provide to our Clients. Being an industry leader comes with a responsibility to not only provide tremendous service but to also educate on the trends, expansion, and best practices within the retail real estate industry.

Webinars, Industry Trends, and Retail Expansion

Each month Retail Strategies educates and informs our Clients and the industry on the latest in retail real estate. Thus far in 2016 we have published six original reports on retail expansion and trends. We provide access to Webinars where we interview retailers such as Hibbett Sports, Smashburger, Smoothie King, and several others on industry trends and expansion. Through these discussions our Clients have the ability to hear firsthand from industry professionals which will allow them to be the retail experts within their community.

Educating the Industry

Each year Retail Strategies speaks at dozens of municipal, economic, and retail conferences across the Country and Internationally. Retail Strategies is privileged to be sought after to help educate the public and private sector covering a variety of topics.

ICSC RECON 2016

Retail Strategies has a working relationship with ICSC. We were asked to speak at ICSC RECON and developed a discussion on "Retail as a Catalyst for Economic Development." Below is a picture of our panel discussion at RECON. There is a video of our discussion at ICSC RECON available by following the link below:



Link to Video from RECON: <https://vimeo.com/170732741>

Scope of Services

Retail Strategies is pleased to present this proposal to Morrow, GA. If given the privilege of working hand in hand with Morrow, Retail Strategies will provide a team of highly trained real estate professionals to execute proven strategies that will be tailored to your unique opportunities to attract new, desired, retail to meet your vision for the community.

Morrow, GA Objectives:

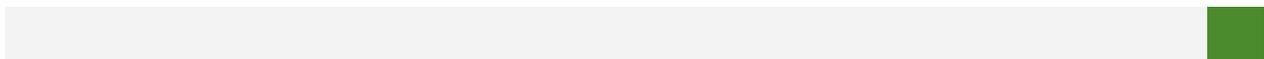
- Identify key, attractive, data points that make areas in Morrow a destination for new retail
- Identify strategic and underutilized real estate assets within Morrow
- Attract desired retail and restaurants to the community
- Identify opportunities, create strategy, and implement the strategy on behalf of Morrow
- Promote and attract development to the community
- Leverage the momentum of current and future projects within Morrow
- Assist in the retention of business and entrepreneurs through research, analytics, and real estate expertise
- Educate City Staff, Community Leaders, & Key Stakeholders on retail trends, expansion, and deal making
- Be represented at Retail Trade Shows nationwide (ICSC & Retail Live)
- Provide feedback, negative or positive, from retailers on why they are or are not considering the market

Discover Process

Data and Analytics	Boots on the Ground Real Estate Analysis	Community Input And Vision
Retail Strategies has partnered with the industry leaders in research and analytics so we can provide the deepest, most thorough, look in to your community and its consumers. Data enables our professionals and your community to leaders to gain a world-class knowledge of critical data points and how they can be used as a tool to promote the community.	Through deploying real estate professionals to your community we are able to identify the key real estate assets within the community. These real estate assets are your product and we spend countless hours identifying who the buyers are. All of the sites are logged and recorded on a GIS platform so they can be fully utilized by your recruitment team.	Our model and strategies are not 'one size fits all' because each community we work with has unique attributes and vision for their future. The professionals who work on behalf of Morrow are here to incorporate the community vision, desired retailers, and feedback to your strategy.

Below are Examples of Information We Investigate to Develop Your Retail Strategy

Trade Area Identification	GAP Analysis	Peer Analysis	Psychographic Analysis	Mobile Data Collection	Consumer Spending Analysis
Real Estate Analysis	Focus Properties	Development Opportunities	Redevelopment Opportunities	Key Intersections	Key Retail Nodes
Retail Competitor Mapping	Market Supply Analysis	Market GLA Analysis	Priority Business Categories	Shopping Center Analysis	Workplace Analysis
Quarterly Population Trends	Community Input	Desired Businesses	Traffic Counts	Industry Trends	Retail Expansion



Data & Analytics

STI: PopStats

Since 1992, Synergos Technologies Inc. (STI) has been providing market-focused companies with many of today's most innovative and confidence-boosting demographic data building blocks. Demographic data building blocks, for example, are a powerful alternative to cookie-cutter data products. Unlike other data, they allow you to unleash your company's maximum market research potential. These data building blocks and others can be applied in uncountable configurations to meet your exact research needs — without limits.

"We have been using PopStats since it first became available for three primary reasons. First, I was impressed that I could get all of my demographic data from one source. Secondly, PopStats was the only product that was updated quarterly, including population counts, ethnicities, incomes, and seasonality. Third, I have great confidence in the source of the data — residential postal delivery."

- Dale Caldwell, Kroger Corp.

Tetrad

Tetrad is Retail Strategies data partner. Tetrad works with retailers across the Country developing and implementing software to fit their needs. Retail Strategies aligned with Tetrad after an exhaustive search of the premier data and software providers throughout the Country. The software developed by Tetrad for Retail Strategies is tailored to help City's identify opportunities and package those opportunities to attract retail in their market.

Below are a Few of the Demographic Data Sources Used



Retail Strategy

Following our Discovery process, your Retail Strategies team will present the findings and provide a **70+ page** comprehensive review on the unique data points, strategic and underutilized real estate assets, retailers who fit your market, and many more topics to give you community and it's leaders the greatest insight into the market. Below are key items covered in the deliverable and presentation.

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Real Estate Assets

An in-market study which identifies within the community various opportunities: strategic focus properties, underutilized assets, development zones, and redevelopment zones

Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home location of consumers that visit a defined shopping area within the community.

Retail Prospects

Your team will present a list of expanding concepts looking for markets just like yours.

GAP Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

Retail Trends & Expansion

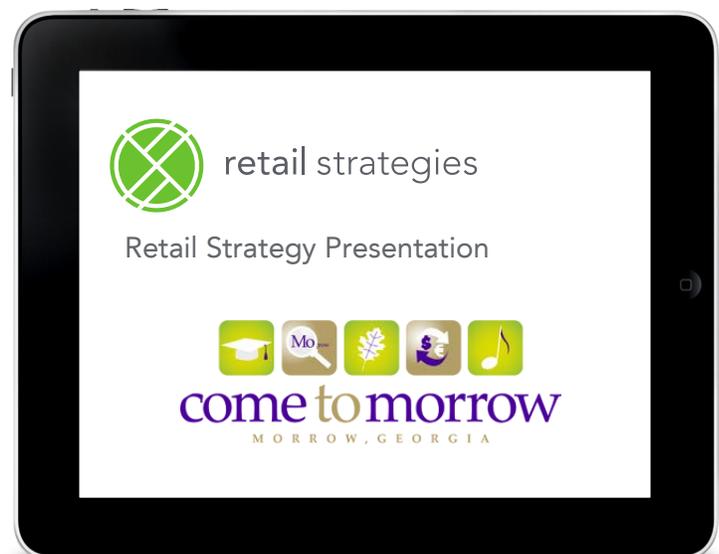
Education on the trends of retail and who is expanding. This information is critical to understand who your market can and will attract.

Psychographic Analysis

Psychographic analysis is demographic short hand. This information was developed to segment consumers by demographics, consumer preferences, and spending patterns

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective



Implementation

Proactive Recruitment

Following the presentation of the the Retail Strategy, we then begin the heavy lifting of retail recruitment. The professionals at Retail Strategies will put your data and underutilized real estate assets to work by connecting them with targeted businesses. Our team has connections nationwide that we will leverage on your behalf. We know who to contact, expansion plans, and site criteria for over 9000 retailers and restaurants.

Property Owners & Brokers

Retail Strategies will connect and network with property owners and brokers in your community. It is mission critical for our team to build relationships with these individuals and provide an understanding that we are here to help and not diminish their return on efforts or investment.

Timeline for New Retail

Retail recruitment is a marathon, not a sprint. Real estate transactions involve multiple parties and every deal will be influenced by uncontrolled variables which may speed up or slow down the timeline for retailers' commitment to new locations.

The bottom line: this process takes time. Patience and persistence are critical. Our team understands the common obstacles of real estate transactions and will implement strategies to bypass these pitfalls. Aligning your community with Retail Strategies best positions your market to attract new retail.

Who We Connect With On Your Behalf

Our Team will be contacting those parties necessary to get deals done:

- Identified city contact(s)
- Local property owners
- Brokers
- Developers
- Investors
- Directors of real estate
- Franchisees
- Local business owners
- Many other decision makers

National Representation

The International Council of Shopping Centers (ICSC) and Retail Live are the leading global trade associations for the retail industry. ICSC and Retail Live help the public and private sectors understand the industry through educational programs, publications, certification programs, and (most popular) Deal Making Conventions. Each year these two organizations put on over twenty conferences for real estate professionals to connect to discuss deals and opportunities. We attend each conference on your behalf to communicate, one on one, the opportunities in your market with the business we are targeting on your behalf.

Exhibiting

Retail Strategies invests in an impactful presence at each trade show that allows exhibitors. Our image at these conferences benefits our Clients because retailers identify that the community has aligned itself with professionals to attract new retail to their communities. Retailers understand that, by meeting with Retail Strategies, they maximize their time and know they will be receiving vetted opportunities that fit their concepts expansion plans.

ICSC RECON 2016

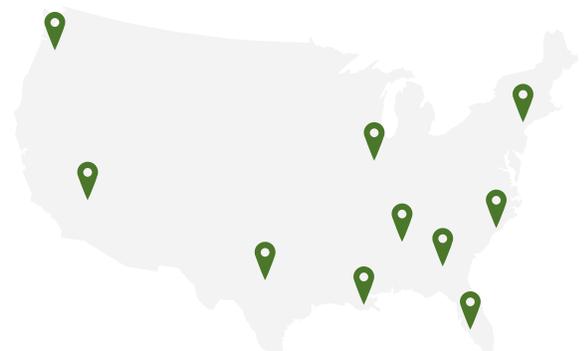
At ICSC RECON 2016 Retail Strategies had over 375 meetings with retailers, brokers, and developers positioning our Clients as a destination for new retail. The show was a tremendous success and our Clients now have new interest in their communities. Below is a picture of our booth at RECON. We also have a video available showing the activity at RECON 2016 by following the link below:



Link to Video from RECON: <https://vimeo.com/170189553>

2016 Retail Real Estate Conferences

Las Vegas	San Diego	Austin (2)
Orlando (2)	Dallas	Nashville
Atlanta	Chicago (3)	New York City
Charlotte	Washington DC	New Orleans



Initial Timeline

Following the execution of our agreement, Retail Strategies immediately begins working to better understand and identify opportunities within the market. The following diagram gives you a brief perspective on the completion dates for the materials that go in to the Retail Strategy. These dates can fluctuate depending on time of year, conference dates, and other opportunities that can benefit your community.



- Contract execution
- Basecamp access
- Portfolio Director contacts client
- "Getting Started" documents are sent



- Research complete
- Market aeriels complete
- Getting Started documents are due



- Prospect list complete
- Custom research complete



- Real Estate Analysis complete
- Marketing Guide complete
- Recruitment Objectives complete
- Focus Properties submitted



- Retail Recruitment Plan complete
- Presentation scheduled



- Retail Recruitment & Strategy Implementation
- National Representation
- Your Research Concierge

Reporting, Invoicing, and Fee Schedule

The initial length of this partnership is 36 months (3 years) following the receipt of the fully executed agreement. The agreement is year to year but we are providing pricing for a total of three (3) years. A timeline for the first 90 days will be provided following a fully executed agreement. We will make a minimum of three trips to Morrow during the partnership.

Project Fees

Morrow, GA

The total fee for completion of work is \$120,000 payable in three installments over the 36-month period:

- \$50,000 upon execution of the agreement
- \$35,000 upon contract renewal date for Year 2. An invoice will be sent 60 days prior to renewal date.
- \$35,000 upon contract renewal date for Year 3. An invoice will be sent 60 days prior to renewal date.

Project fees are due within 30 days of receipt of the invoice. Should Morrow request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by Morrow in advance of commencing any additional work. Pricing valid for 90 days.

“It’s not about what we are going to give you, it’s about what we are going to build together. ”

- Robert Jolly, CEO

Client Responsibilities

Morrow will designate a project liaison who will serve as Retail Strategies’ primary contact during the partnership.

Morrow will provide information relevant to the project such as prior retail studies, current traffic count data, surveys, maps, aerials, infrastructure plans, and any other plans that may influence the development of the Retail Recruitment Plan.

Morrow will provide city or organization logo and contact information as it should appear on the marketing material.

Q & A

Why invest in Retail Strategies?

- Quality
- Service
- Value

Progressive communities across the county have decided to be proactive in their approach to retail and retail recruitment. To effectively identify and attract the desired retail concepts to your community, you need more than data reports, a list of prospects, and prepared marketing packages. Our partnerships involve hands-on, person-to-person contact, with our clients, retail real estate decision makers, property owners, brokers, and a variety of other contacts. Let us connect the dots in this complex industry for you to create the meaningful results for your community.

Technical Proposal

PHASE 1

DATA & ANALYTICS | REAL ESTATE ANALYSIS | COMMUNITY INPUT | RETAIL STRATEGY

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Competition analysis identified target zones trade area(s)
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Aerial imagery of trade area(s)
- Retail competitor mapping/analysis
- Identification of at minimum 30 retail prospects to be targeted for recruitment in the first year of our partnership
- Monthly updates provided on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area
- Analysis of future retail space requirements in relation to the retail market analysis, the market’s growth potential and trends in the retail industry
- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals with 10+ years of collective experience
- Identify/Evaluate/Catalog priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Perform competitive analysis of existing shopping centers and retail corridors
- Active outreach to local brokers and land owners
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Target Zones for Development, Redevelopment, and Leasing
- Focus Properties
- Presented by the Team via Conference Call and/or Skype

PHASE 2

RETAIL RECRUITMENT | IMPLEMENTATION | NATIONAL REPRESENTATION

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client’s designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
- ICSC conference representation- updates provided according to the yearly conference schedule

PHASE 3

RETAIL STRATEGY UPDATES | IMPLEMENTATION UPDATES

- One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
- On Demand Reporting – by partnering with Retail Strategies we become your research arm providing data to our contracting entity as it is requested.
- Retail trends, mergers, and acquisitions

Sample List of Retail Relationships

Below is a small list of the retailers that Retail Strategies has a direct relationship with. If the City requests, we will provide our contact information for any or all entities listed below. There are many more retailers and restaurants that we have direct connections to that are not included on this list. This list should serve as a small sample of the depth of our relationships.



To further show the depth of our relationships and access to industry professionals, below is a sample list of retailers and developers our team met with at ICSC RECON. ICSC RECON is a three-day conference in Las Vegas in May of each year. There are over 12 additional conferences like RECON that we attend each year on behalf of our clients. In total, Retail Strategies had over 350+ meetings with retailers, developers, and brokers at ICSC RECON.

Retailers

ALDI
B&B Theater
Bj's Restaurant and Brewhouse
Café Rio
CATO/VERSONA
Church's
Circle K
Cobblestone
Cookout
Cowboy Chicken
Domino's Pizza
Firehouse Subs
Fresh Market
Hibbett Sports
Jimmy John's
JoAnn's Fabric
Krispy Kreme

Lowe's

Murphy Oil
Newk's
Noodles and co
PetSense
Qdoba
Rose's
Sally Beauty
Slim Chickens
Sonic Drive-In
Sport Clips
Sprouts Market's
Walmart
Wawa
Wendy's
Workout Anytime

Developers

Action Properties
Alberta Development
Armstrong Development
BC Wood
BKR Lamar Properties
Blackwater
Boos Development
Browman Development
BTS Guy - Kevin Koellner
Carolina Holdings
Collett Development
Delaney
Festival Companies
Hutton
Kroeger RE
+ 16 More Developers

Our Team



Prior to Joining Retail Strategies

Our Team Worked For and With the Following Entities in Retail Real Estate



"Our investment in Retail Strategies has been one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider using their services. You will definitely be pleased with their product."

Linda Lewis, Walker County, AL



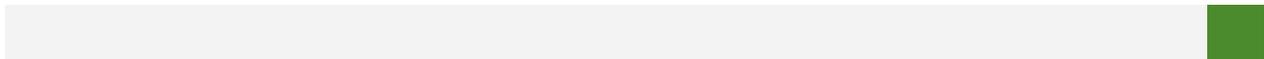
"I have been more than pleased with the work Retail Strategies has done on behalf of the city. Not only has Retail Strategies worked closely with us but they have also worked directly with a local investment group as well as with both local and regional developers to attract retailers to Liberal."

Jeff Parsons, Liberal KS



"What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall."

Ray Forsythe, Moline IL





ROBERT JOLLY

CEO

Robert Jolly co-founded Retail Strategies in 2011 and since then has overseen development of numerous retail projects and has assisted some of the most well-known tenants in the United States with their expansion into new markets.

Robert brings years of experience with previous sales and management positions at Eason, Graham, and Sandner, Inc. and Black and Decker Corporation. He was the Birmingham Commercial Rookie of the Year in 1998, named one of the "Top 40 Under 40" in 2004, and "Who's Who of

Commercial Real Estate" in 2005 and 2010. Over the course of his career Robert has leased, managed, and developed millions of square feet of retail space.

Robert graduated from the University of Alabama majoring in marketing and English. He is a member of ICSC and in 2008 earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute. Robert holds a broker's license in Alabama, Mississippi, Georgia, Florida, Tennessee, Louisiana, South Carolina and Oklahoma.

SAMPLE WORK

Lane Parke – Mountain Brook, AL

27 Acres

100+ Jobs Created

Robert was involved in the identification, development, and leasing of a mixed use luxury retail center in Mountain Brook, AL. Over the course of a decade Robert helped facilitate the deal and help locate several new to market luxury retailers within the property. In addition to retail, the property contains a 5-star hotel and luxury apartments.

Hollywood Video & Movie Gallery

200+ Locations

5 States

During the heyday of movie rental, Robert located Hollywood Video and Movie Gallery at over 200 locations in five States. Roberts travel and deal making lead him to hundreds of markets throughout the Southeast. Many of these markets are our current Clients at Retail Strategies.



MEAD SILSBEE, CCIM

CFO

Mead Silsbree co-founded Retail Strategies in 2011 and brings over a decade of real estate experience to the company. Most recently Mead worked on the retail team at Eason, Graham, and Sandner, Inc. in Birmingham, Alabama. Over the course of his career Mead has leased, managed, and developed millions of square feet of retail space.

Mead graduated from the Randolph-Macon College in Ashland, Virginia where he earned a bachelor's degree in history and economics. In 2008, he earned the coveted Certified Commercial Investment Member (CCIM)

designation from the Commercial Real Estate Investment Institute and is a member of the International Council of Shopping Centers (ICSC).

SAMPLE WORK

29 Seven – Birmingham, AL
Mixed Use Facility
40+ Jobs Created

Mead was involved in the identification, development, and leasing of a mixed use luxury retail center in Mountain Brook, AL. Over the course of a decade Mead helped facilitate the deal and help locate several new to market luxury retailers within the property. In addition to retail, the property contains a 5-star hotel and luxury apartments.

Shoppes of Hinesville - Hinesville, GA
240,000 + square feet
30+ Retailers & Restaurants

Mead's company, Retail Specialists, leases and manages the Shoppes of Hinesville in Hinesville, GA. This center is over 240,000 square feet and features Ollie's Bargain Outlet, Dollar Tree, Petsense, Harbor Freight and Tools, Rent-a-Center, UPS Store, Little Caesars, Shoe Show, and many additional retailers and restaurants.



LACY BEASLEY

PRESIDENT & COO

Lacy serves as *President & COO*. She has been involved in retail real estate since 2005. Her experience with *The Shopping Center Group* and the *Dickson County Chamber of Commerce* prior to joining Retail Strategies provides her with the insight to understand the connections needed from the public and private side of the conversation.

A graduate of Lipscomb University, she earned her double major in Marketing and Management. Beasley is the ICSC TN Government Relations Chair and has served on committees with CCIM, EDAA, and multiple ICSC planning committees. Her articles have been published in *Shopping Centers*

Today, *Site Selection Magazine* and *AL Retail Federation*. She has spoken on retail trends and best practices in retail recruitment to the at more than 75 events including ICSC, American Association of Retirement Communities, American Public Power Association, Tennessee Valley Authority, Electricities of NC, Georgia Power, Southeastern Economic Development Council and state-wide economic development and municipal associations in AZ, LA, OK, TN, AL, MS, KY and GA.

SAMPLE WORK

Shoppes at Eagle Pointe, Cookeville, TN 240,000+ SF of Retail Space, \$45 Million Investment

Lacy worked closely with the City and Developer to overcome hurdles including a wetlands mitigation plan, public-private partnership financial incentive and economic impact analysis. The Shopping Center is anchored by Publix and Academy Sports. It will employ more than 600 people and add \$2.3M annually to the local tax revenue.

Market Research & Tenant Representation Tenant representation broker for Dick's Sporting Goods and Office Depot 2009-2012. GIS & market research for 30 national retailers 2005-2009.

In 2005 when Lacy started at the country's largest tenant representation firm, The Shopping Center Group, she conducted GIS and market research for retailers such as Costco, PetSmart, TJX Companies, Best Buy, Michaels, Party City, Dick's Sporting Goods, JCPenney and Firestone. In 2009, she began acting as the tenant representation broker in Tennessee for Dick's Sporting Goods and Office Depot. In 2012, she stopped working those accounts to focus full time on municipal consulting.



MATTHEW PETRO

CHIEF DEVELOPMENT OFFICER

As Chief Development Officer Matthew leads a team of professionals who identify communities seeking solutions to maximize their real estate assets to attract desired businesses, generate additional revenue streams, and increase the quality of life within their community. Over the course of his career at Retail Strategies Matthew has served and excelled in every position on the team. Matthew has extensive knowledge and experience in retail recruitment and development, market research and analysis, marketing, and relationship management. Matthew has years of experience and a deep knowledge of the needs of communities through working hand in hand with local elected officials, economic development professionals, chambers of commerce, and municipal and County Governments. Matthew's passion to succeed, willingness to help others, and relentless work ethic brings tremendous value to our team and our Clients.

Matthew completed his undergraduate work at University of Alabama achieving a degree in Marketing with a specialization Sales. Matthew is a licensed Real Estate Professional and a member of the International Council of Shopping Centers (ICSC).

SAMPLE WORK

Chick Fil A - Laurens, SC
\$2,500,000+ Average Sales
20+ Jobs Created

Chick-fil-A purchased land in Laurens, SC in 2010 but there had been no official timeframe to begin construction and open a location on their site in Laurens. Retail Strategies partnered with Laurens in 2014 and after four months of leveraging contacts with Chick-fil-A, they announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12th of 2015 and they are currently open for business. The Chick Fil A opening sparked even greater interest in the market by other retailers and restaurants. This win will lead to additional retailers and restaurants opening in the community.

Black Walnut Café – Edmond, OK
Fast Casual Restaurant
20+ Jobs Created

Edmond, OK partnered with Retail Strategies in 2013 to attract new retail and restaurants to the community. During our discovery process we identified an opportunity for new restaurants within the community and several pieces of real estate that would fit a restaurants site criteria. At the 2014 ICSC Texas Conference and Deal Making, Retail Strategies met with Black Walnut Café on behalf of Edmond, OK. At the time Black Walnut Café was looking to expand outside of Texas but was looking at opportunities in over ten different States. Our follow up with Black Walnut Café from the conference provided custom data, analytics, and real estate that enabled Edmond to stand out over the other areas they were considering. Within three months the real estate team for Black Walnut Café was in the market looking at sites we had sent them. They are currently open for business in Edmond, OK.



JOE KUCHARSKI

DEVELOPMENT

Joe has over 25 years of Retail Real Estate experience, helping retailers achieve their goals for expansion. Joe has completed real estate projects for major grocery store chains (SUPERVALU, Food Lion, Weis Markets), specialty retailers (Office Depot), general merchandise retailers (Shopko, Shopko Hometown), and warehouse clubs (Costco Wholesale). The variety of retailers for whom he has completed real estate projects has provided him the opportunity to work in communities ranging in size from large metropolitan areas to small rural towns. In all, Joe has worked on Retail Real Estate projects in 42 different states and Puerto Rico.

Joe has a Bachelor's Degree from Purdue University in Landscape Architecture, with a background in Urban Economics and Urban Planning. He was born in the upper Midwest and had also lived and worked in the Northeast and the mid-Atlantic prior to moving back to the Midwest

SAMPLE WORK

Vice President Northwest Atlantic Costco

Joe was the Vice President at Northwest Atlantic which was the outsourced real estate arm of Costco. Joe was responsible for formulating and executing the expansion strategy for Costco Wholesale in the Southeastern US. Joe successfully lead public/private partnerships in Fort Oglethorp, GA and Augusta Ga, which were critical to get Costco to open in both communities. In addition, he lead the redevelopment of an under-utilized strip center (Farragut, TN) and a vacant mall anchor (Sarasota, FL) for new Costco locations.

Vice President of Real Estate Shopko Shopko Hometown

Joe created the expansion strategy for a new retail concept called Shopko Hometown (small stores in small markets). Joe assembled a Real Estate team, created site criteria, established market parameters and defined expansion strategies. His strategies yielded 53 new Shopko Hometown stores in 2015 alone.



SCOTT VONCANNON

PORTFOLIO DIRECTOR

Scott vonCannon came to *Retail Strategies* from Nashville, TN with an extensive background handling economic and community development marketing initiatives. He brings over 6 years of experience working with State officials, Economic Developers, Chambers of Commerce, and municipalities to help promote business growth within Cities, States and Regions around the Country. Scott graduated from Auburn University with a bachelor's degree in Business Administration with a concentration on Marketing. Scott has been an ICSC member for over 3 years and serves as the *ICSC P3 Retail Private Sector Chair* in Alabama. He also serves on the *AL EDAA Retail Committee*. Scott is a licensed real estate professional and has completed working to obtain his CCIM designation.

Scott has presented on retail trends and best practices to **over 50** municipal, economic development, chamber of commerce and regional groups throughout the Southeast. He has worked with numerous developer, retailers and brokers throughout the Southeast and Sun Belt region. He and his team has assisted in the recruitment of over 45 retailers to our client markets.

SAMPLE WORK

Which Wich & Dunkin Donuts – Augusta, GA
\$1,000,000+ average store sales
10+ Jobs Created

Retail Strategies made contact with representatives from Which Wich and Dunkin' Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group is putting together the 3,400 SF multi-tenant development in downtown Augusta. The franchisee anticipates hiring at least 25 employees for Dunkin' Donuts and another 20 employees to work at Which Wich.

Krispy Kreme – Statesboro, GA
\$2,500,000+ average sales per store
20+ Jobs Created

Retail Strategies has a great relationship with Krispy Kreme and their real estate team. Our president Lacy Beasley met Krispy Kreme at the Charlotte ICSC and they identified Statesboro as a market they needed to be in. After Charlotte ICSC the Retail Development Director for Statesboro immediately began sending sites to Krispy Kreme. Krispy Kreme identified a site where a Title Max building was located at the time. They were able to tie up the land and plan on starting construction in August 2016. This is a great win for the community because they are inputting Krispy Kreme to a main site on their retail corridor. This retailer will increase traffic counts and enable more opportunities for retailers around them to attract dollars to their business.



JOE STRAUSS

DIRECTOR OF RETAIL DEVELOPMENT

Joe joined Retail Strategies in 2014 with a background in real estate. He specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. He brings over 9 years of real estate experience to Retail Strategies. Joe has represented over 60 municipal, economic development, Chambers of Commerce, and regional groups throughout the Southeast and Midwest. Joe has worked with numerous developers, retailers, brokers, and property owners assisting in finding retail tenants in his territory. He and his team has assisted in the recruitment of over 60 retailers to our client markets and have many more in the pipeline for

2017.

Joe graduated from the University of Alabama with a bachelor's degree in Finance and a concentration in Real Estate and got into the business when he was a sophomore at the University. Joe is a licensed real estate professional and is also working on getting his CCIM designation, which is a Certified Commercial Investment Member. He has currently completed CI 101 and CI 102. He has also been a member of ICSC for over 3 years.

SAMPLE WORK

Panda Express – Statesboro, GA
\$1,250,000+ average sales per store
10+ Jobs Created

In May of 2014 Retail Strategies met with the real estate director for Panda Express at the ICSC RECON in Las Vegas. Our team spoke about the market and the Panda Express Real Estate Director identified Statesboro as a market for their strategic growth plan. The Real Estate Director told the Retail Development Director for Statesboro to help them find a site because they were having trouble getting the location they wanted for this market. Retail Strategies followed up with him for the next year sending sites and reaching out to property owners to see if they would sell. At the ICSC Deal Making Conference in Atlanta I met with brokers representing the an available outparcel in front of a new Walmart Neighborhood Market in Statesboro. This broker had a perfect corner lot next to McDonalds and our team told them that Panda Express wanted to be in the market and we thought their site would work. Our team then sent Panda's real estate director and tenant rep brokers that site. They have since then closed on that piece of property and have started construction.

Dunham Sporting Goods – Fort Payne, AL
30,000+ sf of retail space
20+ Jobs Created

In August of 2014 the Portfolio Director and Retail Development Director for Fort Payne reached out to Dunham's real estate director John Palmer to discuss the opportunities in Fort Payne. Retail Strategies had identified Dunham's Sporting Goods, which is headquartered in Michigan, was expanding their footprint in to the Southeastern United States and that Northern Alabama was a focus zone. Fort Payne had a vacant Kmart building and we identified this as a site for Dunham's. After presenting this opportunity the real estate director got back with us and told us he was interested in the market and that specific site. At that time they sent our company an LOI to give to the owner of the vacant Kmart center. Unfortunately, the deal did not work with the property owner. Our team did not give up on this opportunity. Our team approached a development group out of Mississippi who we thought would be interested in the site because Dunham's was interested in locating there. Our team was able to work with them, Dunham's, and the City to make the economics of the deal work. On April 22, 2016 Dunham's had their grand opening in Fort Payne, AL.



CLAY CRAFT

DIRECTOR OF RETAIL DEVELOPMENT

Clay joined Retail Strategies in 2014 with a passion for real estate and helping communities grow. Clay works with developers, brokers, property owners, and retailers across the Country to connect them with opportunities in our Client markets. Clay is a licensed real estate broker and has helped retailers locate in multiple States throughout the Country. Clay graduated from Auburn University in 2010 with a Masters of Landscape Architecture. Clay and his wife Rachel moved to Birmingham in 2012. In his free time Clay enjoys scuba diving, mountain biking and being on the lake.

SAMPLE WORK

Sky Zone – Rockledge, FL

\$1,800,000+ average store sales
15+ Jobs Created

Retail Strategies formed a great working relationship with the leasing broker for an Aldi Anchored Shopping Center in Rockledge, FL and were assisting his recruitment efforts for a 30,000 vacancy next to Aldi. The broker had gotten some traction from Trampoline Park concept called Sky Zone but they were reportedly on the fence about the site and the market. The leasing broker asked us if we could run some custom demographic reports from the site. Our reports showed pent up demand for recreational activities and that consumer expenditures within the trade area aligned with Sky Zone's needs. Sky Zone opened in Rockledge, FL the last week of July 2016.

Another Broken Egg – Jax, Beach, FL

Fast Casual Restaurant,
20+ Jobs Created

When Retail Strategies first made contact with Another Broken Egg Café for Jacksonville Beach, FL they told us they had looked in the market but could not find any real estate that fit what their site criteria. Another Broken Egg wanted to be in the market, but admitted they had settled for a site in an adjacent community. Our team did not give up on this opportunity and sent Another Broken Egg a site in a soon to be redeveloped grocery anchored shopping center. Our team had insider information on the new grocery shopping center was and shared that info with Another Broken Egg. A year later Another Broken Egg had a lease signed at the center we sent them and have just updated their website to say "coming soon" to Jacksonville Beach, FL.



BRANDON CUMMINGS

RETAIL DEVELOPMENT ASSOCIATE

Brandon specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. Brandon is a licensed real estate broker and has helped locate retailers in multiple States throughout the Country.

Brandon graduated from Auburn University with a Bachelor's Degree in Business Administration. He is a Birmingham native. In his free time, he enjoys Auburn football, golf, zip lining, and trying new restaurants.



FORD FITTS

RETAIL DEVELOPMENT ASSOCIATE

Ford is a member of the Retail Strategies team assisting in the research and retail recruitment efforts for municipal clients. He works with business developers and client managers on creating trade areas and research reports for their clients. He brings research experience from working for a strategic advocacy firm in Washington D.C. that served political campaigns, non-profit organizations and corporate clients.

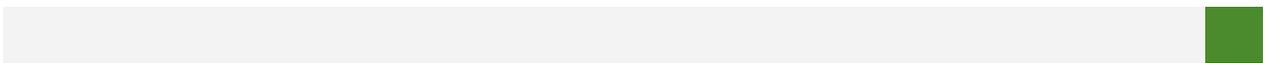
Ford graduated from the University of Alabama with a bachelor's degree in History.



RYDER RICHARDS

CREATIVE DIRECTOR

Ryder specializes in design and websites, while aiding in marketing, social media, and new media. Ryder received his Masters in Fine Art from Texas Christian University and Bachelor's from Texas Tech with a minor in Architecture. He is an internationally exhibiting artist who has taught at the collegiate level for ten years. He has been the director of three art galleries, curated numerous exhibitions, and lectured throughout the nation while maintaining a highly active exhibition record. He writes art reviews for several publications and established the art review site Eutopia: Contemporary Art Review in 2014.





LAURA MARINOS
DIRECTOR OF MARKETING

As the Director of Marketing for Retail Strategies, Laura specializes in GIS mapping, market research, market development plans, site submittal marketing packages, project coordination, event management, and team operations.

Laura also assists in database management, client communication, advanced research and the organization of all digital media.

Laura graduated from the University of Alabama at Birmingham in 2011 with a Bachelor of Science in Marketing. In her free time, she enjoys traveling and spending time with her family and friends.



MADELINE BRANCH
MARKETING COORDINATOR

As Marketing Assistant, Madeline assists in creating market development plans, site submittal packages, GIS reports and aerial maps. She interacts directly with several retail clients and helps in coordinating the efforts of multiple Retail Specialists producers. She is also responsible for helping create marketing packages and other advertising materials for third party property listings.

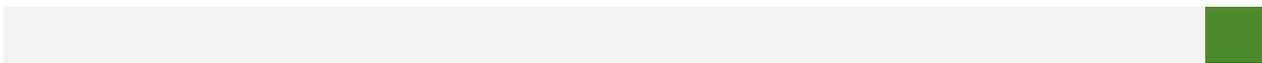
Madeline graduated from Auburn University in 2014 with a Bachelor of Arts degree in Public Relations and a business minor. She enjoys spending time with friends and family, traveling, and being at the lake.



LAUREN ADAIR
INNOVATION

Lauren joined Retail Strategies in 2014 with more than a decade of experience in marketing, events, and non-profit business management. Lauren works with our Clients to identify ways of innovating our service. Her primary goal is to identify ways to make our service better for our Clients.

A native of Marietta, Georgia, Lauren now lives in Birmingham. She moved to Alabama in 2004 to begin her career after graduating from the University of Georgia with a bachelor's degree in Consumer Journalism with a concentration in Advertising.





ASHTON ARRINGTON

GENERAL COUNCIL

Ashton joined Retail Strategies with extensive knowledge and experience in working with state and local elected officials, economic developers, chambers of commerce, political parties, and municipal and county governments. Previously, Ashton worked as Governmental Affairs Coordinator at Maynard Cooper and Gale P.C., one of the Southeast's leading law firms. In this role, she interacted daily with business, community, and political leaders across Alabama on legislative and economic development projects. Ashton also worked as Deputy Finance Director for the successful re-election campaign of Alabama Governor Robert Bentley and in the same capacity on Bentley's Inaugural Committee.

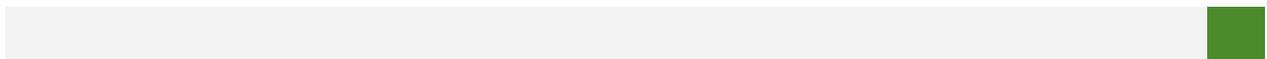
Ashton completed her undergraduate work at The University of Alabama in 2008 with a Bachelor of Arts Degree in Public Relations. She also has a Juris Doctorate from the Birmingham School of Law. She serves as a junior board member for Glenwood Autism and Behavioral Health Center and is a member of the Alabama State Bar.



LANA NICHOLSON

CONTROLLER

Lana joined Retail Strategies in 2011 as Controller. She is responsible for the accounting and operation of the day-to-day business of Retail Strategies. Previously, she served as an Accountant with Culotta, Scroggins, Hendricks & Gillespie, P.C. and brings with her several years of experience in Public Accounting. Lana earned a Bachelor of Science degree in Accounting from University of Alabama at Birmingham in 2010 and is a Certified Public Accountant.



Similar Experience

Retail Strategies provides retail development services to over 100 clients in 20 States. The service we provide each Client is in line with the requests and opportunities made by and in Morrow. Below are examples of the success that our process and service yield to our Clients.

Bartlett, TN – Krispy Kreme



At ICSC Southeast in Atlanta Retail Strategies met with a developer, Deep River Partners (Developer), to discuss the opportunities in Bartlett, TN. A premier suburb of Memphis, Bartlett had many opportunities that we discussed with Deep River Partners. Over the course of eighteen months we had several meetings and conference calls with the developer regarding numerous opportunities in the market. One of the key opportunities was restaurants and destination retail. Krispy Kreme, a consumer destination for donuts identified the area as a target for expansion. Working with Deep River Partners we were able to put a site in front of Krispy Kreme and custom analytics which led to the destination restaurant locating in Bartlett, TN. This “win” for the City has led to many additional retailers and restaurants being interested in locating the market.

Jacksonville Beach, FL – Another Broken Egg



When Retail Strategies first made contact with Another Broken Egg Café for Jacksonville Beach, FL they told us they had looked in the market but could not find any real estate that fit what their site criteria. Another Broken Egg wanted to be in the market, but admitted they had settled for a site in an adjacent community. Our team did not give up on this opportunity and sent Another Broken Egg a site in a soon to be redeveloped grocery anchored shopping center. Our team had insider information on the new grocery shopping center was and shared that info with Another Broken Egg. A year later Another Broken Egg had a lease signed at the center we sent them and have just updated their website to say “coming soon” to Jacksonville Beach, FL.

Moline, IL – Dick’s Sporting Goods



During our Discover phase Retail Strategies identified Sporting Goods as a major opportunity for Moline, IL. The community had GAP/Leakage within Sporting Goods, they had real estate to support a major sporting goods store, and most Peer Communities to Moline had a major sporting goods retailer in the market. Our team reached out to the SouthPark Mall Manager in Moline, IL and identified that Dick’s was interested in an open space within the SouthPark Mall. However, they hadn’t yet committed to the site or community. Working with the Mall Manager, the City, a local Broker, and our contacts at Dick’s Sporting Goods – Retail Strategies provided custom demographics and analytics to show the full opportunity. Over the course of time our team had several communications with the various parties and Dick’s Sporting Goods located in the market.

Augusta, GA – Dunkin Donuts & Which Wich



Retail Strategies made contact with representatives from Which Wich and Dunkin' Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group is putting together the 3,400 SF multi-tenant development in downtown Augusta. The franchisee anticipates hiring at least 25 employees for Dunkin' Donuts and another 20 employees to work at Which Wich.

Lake City, FL – Harbor Freight and Tools



In 2013, Retail Strategies was engaged by the Columbia County-Lake City Chamber of Commerce to provide retail market research and retail recruitment services. Research revealed an \$11.3M gap in the trade area for building materials stores. As part of the strategic planning process, the Retail Strategies team identified a number of retail prospects to fill the gap and immediately began calling on them to discuss the market opportunity. One of the retail prospects, Harbor Freight Tools, expressed strong interest in the market in early 2014. By June of that year, the retailer had contracted with a developer to open a new store in Lake City.

Laurens, SC – Chick Fil A



Chick-fil-A has owned land in Laurens, SC for three years but there had been no official timeframe to begin construction and open a location on their site in Laurens. After four months of leveraging contacts with Chick-fil-A, Chick-fil-A announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12th of 2015 and they expect to be fully operating by October 2015.

Washington, NC – Zaxby's



Due to Retail Strategies' research, a need for quick service restaurants was quickly identified in Washington, North Carolina. Retail Strategies contacted Zaxby's and made introductions to the property owner. Zaxby's has since opened a new location in Washington and is currently fully operational. Zaxby's has committed to Washington and has been very involved in giving back to the community since its opening.

Jacksonville Beach, FL – Chipotle



During our research phase we identified Chipotle as a no brainer fit for Jacksonville Beach. We made multiple contacts with Chipotle tenant reps and Real Estate reps over a one year period regarding Jacksonville Beach. We sent them multiple sites in the market that fit their criteria on A1A and they are opening at the soon to be redeveloped Pablo Plaza Center.

Edmond, OK – Black Walnut Café



Edmond, OK partnered with Retail Strategies in 2013 to attract new retail and restaurants to the community. During our discovery process we identified an opportunity for new restaurants within the community and several pieces of real estate that would fit a restaurant's site criteria. At the 2014 ICSC Texas Conference and Deal Making, Retail Strategies met with Black Walnut Café on behalf of Edmond, OK. At the time Black Walnut Café was looking to expand outside of Texas but was looking at opportunities in over ten different States. Our follow up with Black Walnut Café from the conference provided custom data, analytics, and real estate that enabled Edmond to stand out over the other areas they were considering. Within three months the real estate team for Black Walnut Café was in the market looking at sites we had sent them. While in the market Black Walnut Café identified two additional sites that we ran custom research on. Six months later they had a site under LOI and they are currently open in Edmond, OK.

Rockledge FL – Sky Zone



SKY ZONE
INDOOR TRAMPOLINE PARK

Retail Strategies formed a great working relationship with the leasing broker for an Aldi Anchored Shopping Center in Rockledge, FL and were assisting his recruitment efforts for a 30,000 vacancy next to Aldi. The broker had gotten some traction from Trampoline Park concept called Sky Zone but they were reportedly on the fence about the site and the market. The leasing broker asked us if we could run some custom demographic reports from the site. Our reports showed pent up demand for recreational activities and that consumer expenditures within the trade area aligned with Sky Zone's needs. Sky Zone opened in Rockledge, FL the last week of July 2016.

Jasper, AL – Aldi



In May of 2014 Retail Strategies met with ALDI's real estate director for the southeast Dave Hassen at ICSC RECON in Vegas. The Retail Development Director for Jasper showed him the market and he expressed a lot of interest in it. The Retail Development Director and Portfolio Director followed up with Dave Hassen after the show by sending specific sites. Shortly after the show they identified a site and put it under contract, but the real estate committee turned it down because they had to be at traffic signal for this size of a market. The Retail Development Director and Portfolio Director then reached back out to Dave Hassan and Aldi letting them know we were calling property owners whose sites matched their criteria. Our team made contact with a property owner who had the lot on a hard corner and after talking specifics we identified it had the right amount of acreage for Aldi. Our team then sent that site to the real estate director for ALDI and were initially told that they liked the site. Aldi's tenant rep took over the deal from there to work out the specifics with the land owner. In June 2016 the deal was executed and they plan to open in early 2017.

Clinton, SC – Zaxby's



In August of 2014 the Retail Development Director for Clinton, SC sent sites and market information to the tenant rep for Zaxby's. Zaxby's Tenant Rep's first response was that he did not think there was enough room for a second location since they had one in Laurens, SC which is in the same county. In October of the same year we met with the real estate director at ICSC in Atlanta to talk more about the market. The franchisee at that time was starting to looking at opening more stores and we believed Clinton was a premier location for an expansion store. The real estate director relayed the site information Retail Strategies presented to his franchisee. In March of 2016 they closed on the property and started construction in April 2016.

Fort Payne, AL – Dunham's Sporting Goods



In August of 2014 the Portfolio Director and Retail Development Director for Fort Payne reached out to Dunham's real estate director John Palmer to discuss the opportunities in Fort Payne. Retail Strategies had identified Dunham's Sporting Goods, which is headquartered in Michigan, was expanding their footprint in to the Southeastern United States and that Northern Alabama was a focus zone. Fort Payne had a vacant Kmart building and we identified this as a site for Dunham's. After presenting this opportunity the real estate director got back with us and told us he was interested in the market and that specific site. At that time they sent our company an LOI to give to the owner of the vacant Kmart center. Unfortunately, the deal did not work with the property owner. Our team did not give up on this opportunity. Our team approached a development group out of Mississippi who we thought would be interested in the site because Dunham's was interested in locating there. Our team was able to work with them, Dunham's, and the City to make the economics of the deal work. On April 22, 2016 Dunham's had their grand opening in Fort Payne, AL.

Statesboro, GA – Panda Express



In May of 2014 Retail Strategies met with the real estate director for Panda Express at the ICSC RECON in Las Vegas. Our team spoke about the market and the Panda Express Real Estate Director identified Statesboro as a market for their strategic growth plan. The Real Estate Director told the Retail Development Director for Statesboro to help them find a site because they were having trouble getting the location they wanted for this market. Retail Strategies followed up with him for the next year sending sites and reaching out to property owners to see if they would sell. At the ICSC Deal Making Conference in Atlanta I met with brokers representing the an available outparcel in front of a new Walmart Neighborhood Market in Statesboro. This broker had a perfect corner lot next to McDonalds and our team told them that Panda Express wanted to be in the market and we thought their site would work. Our team then sent Panda's real estate director and tenant rep brokers that site. They have since then closed on that piece of property and have started construction.

Statesboro, GA – Krispy Kreme



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come to tomorrow

MORROW, GEORGIA

CONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation which is engaging in the physical performance of services on behalf of the City of Morrow has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. 13-10-919b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

Name of Project

City of Morrow
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Signature of Authorized Officer or Agent

W. Meed Silsbee II
_____ - CFO
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE
9 DAY OF August, 2016
Christy Robyn Harris

Notary Public
My Commission Expires:





CERTIFICATE OF LIABILITY INSURANCE

8/8/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Bates, Roberts, Fowlkes & Jackson Insurance 1812-6th Avenue, South Post Office Box 101537 Irondale AL 35210	CONTACT NAME: Tina Hannah PHONE (A/C. No. Ext): (205)956-0563 E-MAIL ADDRESS: Tina@batesia.com		FAX (A/C. No): (205)956-6905
	INSURER(S) AFFORDING COVERAGE		NAIC #
INSURED Retail Specialists, LLC & Retail Strategies, LLC 120 18th Street S. Suite 201 Birmingham AL 35233	INSURER A : CINCINNATI INSURANCE CO		10677
	INSURER B : TRAVELERS		25623
	INSURER C : CNA		
	INSURER D :		
	INSURER E :		
INSURER F :			

COVERAGES CERTIFICATE NUMBER: CL162404243 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			EPP0229811	2/1/2016	2/1/2017	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Employee Benefits \$ 1M/3M
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			EPP0229811	2/1/2016	2/1/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Hired/borrowed \$ 1,000,000
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 0			EPP0229811	2/1/2016	2/1/2017	EACH OCCURRENCE \$ 9,000,000 AGGREGATE \$ 9,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	UB-3F575081	12/1/2015	12/1/2016	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Professional Liability			RFB42312593816	4/8/2016	4/8/2017	Per Claim \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

City of Morrow, GA 1500 Morrow Road Morrow, GA 30260	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Thomas Roberts/TINA
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ADDITIONAL COVERAGES

Ref #	Description Uninsured motorist combined single limit	Coverage Code UMCSL	Form No.	Edition Date	
Limit 1 1,000,000	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description Medical payments	Coverage Code MEDPM	Form No.	Edition Date	
Limit 1 5,000	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description Experience Mod Factor 1	Coverage Code EXP01	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium
Ref #	Description	Coverage Code	Form No.	Edition Date	
Limit 1	Limit 2	Limit 3	Deductible Amount	Deductible Type	Premium

Licenses & Professional Certifications



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Our investment in Retail Strategies has been one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider using their services. You will definitely be pleased with their product.

Linda Lewis, Walker County AL



We're pleased with the feedback from retailers and the work Retail Strategies has performed. In just a short time, Hartwell has a detailed report of our community demographics, a market study, and a road map for recruiting retail in the future. We've received good responses and have several interested parties to date. It's getting exciting.

Brandon Johnson, Hartwell GA



Retail Strategies has become a constant resource for our development team. Currently, we leverage their insights and relationships along with their tech savvy approach and local market knowledge. This give us the advantage we need across a number of difficult markets."

Brian Peterson, Fourteen Foods



I have been more than pleased with the work Retail Strategies has done on behalf of the city. Not only has Retail Strategies worked closely with us but they have also worked directly with a local investment group as well as with both local and regional developers to attract retailers to Liberal.

Jeff Parsons, Liberal KS



Backed by a very talented and productive supporting cast, Retail Strategies has produced compelling demographic reports for our retail program, and have updated all information on a consistent basis. Their reputation with various corporate retail professionals and developers gives us "Instant" credibility. When Retail Strategies tells a prospective company that they "really ought to take a strong look" at our City, they do it.

Thomas Robinson, Tullahoma TN



The real estate brokerage community is able to work with Retail Strategies and expose them to the sites we have listed or under development. The company (Retail Strategies) allows us to maximize and multiply our efforts, exposing our Moline locations to potential users across the country.

Jeff Miller, Commercial Broker



What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall.

Ray Forsythe, Moline IL



It's a hard business, but Retail Strategies has a good track record of being able to help communities obtain businesses that are a good fit for them. The company already knows and works with many national and regional retailers to help them find new locations. We expect the contract with Retail Strategies is going to provide an excellent return on our local investment and is an important part of the revitalization of the Union County Development Association."

Wayne Mitchell, New Albany MS



The LDC partnered with Retail Strategies to update previous market analytics, but again, more importantly, to implement a long-term recruitment strategy that recognizes and accounts for the city's changing needs, real estate challenges, and unique demographics. In the first year of this engagement, Retail Strategies has recruited a national, new to market, grocery concept to Lynchburg, assisted with research on several ad-hoc development projects in Downtown Lynchburg.

Marjette Upshur, Lynchburg VA



retail strategies



CITY OF MORROW

12

Floodplain Ordinance

2016-07

1 **STATE OF GEORGIA**

2
3 **CITY OF MORROW**

4
5 **ORDINANCE NO. 2016-07**

6
7 AN ORDINANCE TO AMEND CHAPTER 4 (“FLOOD DAMAGE PREVENTION”)
8 IN TITLE 8 (“PLANNING AND DEVELOPMENT”) OF THE CODE OF ORDINANCES,
9 CITY OF MORROW, GEORGIA, BY REPEALING THE CURRENT LANGUAGE IN SAID
10 CHAPTER IN ITS ENTIRETY AND ENACTING NEW REGULATIONS IN LIEU
11 THEREOF; TO PROVIDE FOR SEVERABILITY; TO REPEAL CONFLICTING
12 ORDINANCES; TO PROVIDE AN ADOPTION DATE; TO PROVIDE AN EFFECTIVE
13 DATE; AND TO PROVIDE FOR OTHER LAWFUL PURPOSES.

14 **WHEREAS**, the duly elected governing authority of the City of Morrow, Georgia
15 (hereinafter the “City”) is the Mayor and Council thereof; and

16 **WHEREAS**, the City has the power to adopt regulations promoting the health, safety,
17 and general welfare of its inhabitants pursuant to the authority granted by the 1983 Constitution
18 of the State Georgia, including but not limited to Article IX, Section II; the authority granted by
19 the General Assembly of the State of Georgia, including but not limited to O.C.G.A. § 36-1-
20 20(a); and the authority granted under the Charter of the City, including but not limited to
21 Section 1.12(b)(11); and

22 **WHEREAS**, the governing authority of the City determines that regulating the
23 floodplain and associated flood plain areas will provide for the health, safety, and welfare of the
24 inhabitants of the City through minimizing the public and private losses due to flood conditions
25 and flood hazard areas by regulating said areas;

26 **NOW, THEREFORE, BE IT AND IT IS HEREBY ORDAINED BY THE MAYOR**
27 **AND COUNCIL OF THE CITY OF MORROW, GEORGIA THAT:**

28
29 **Section One.** Chapter 4 (“Flood Damage Prevention”) in Title 8 (“Planning and
30 Development”) of the Code of Ordinances, City of Morrow, Georgia is hereby amended by
31 striking, in its entirety, the provisions presently found in said Chapter and inserting in lieu
32 thereof the text set forth in Exhibit “A”, which is attached hereto and made a part hereof by
33 reference.

34 **Section Two.** The preamble of this Ordinance shall be considered to be and is hereby
35 incorporated by reference as if fully set out herein.

36 **Section Three.** This Ordinance shall be codified in a manner consistent with the laws of
37 the State of Georgia and the City.

38 **Section Four.** (a) It is hereby declared to be the intention of the Mayor and Council that
39 all sections, paragraphs, sentences, clauses and phrases of this Ordinance are or were, upon their
40 enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.

41 (b) It is hereby declared to be the intention of the Mayor and Council that, to the greatest
42 extent allowed by law, each and every section, paragraph, sentence, clause or phrase of this
43 Ordinance is severable from every other section, paragraph, sentence, clause or phrase of this
44 Ordinance. It is hereby further declared to be the intention of the Mayor and Council that, to the
45 greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this
46 Ordinance is mutually dependent upon any other section, paragraph, sentence, clause or phrase
47 of this Ordinance.

48 (c) In the event that any phrase, clause, sentence, paragraph or section of this Ordinance
49 shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise
50 unenforceable by the valid judgment or decree of any court of competent jurisdiction, it is the
51 express intent of the Mayor and Council that such invalidity, unconstitutionality or

52 unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional
53 or otherwise unenforceable any of the remaining phrases, clauses, sentences, paragraphs or
54 sections of the Ordinance and that, to the greatest extent allowed by law, all remaining phrases,
55 clauses, sentences, paragraphs and sections of the Ordinance shall remain valid, constitutional,
56 enforceable, and of full force and effect.

57 **Section Five.** All ordinances and parts of ordinances in conflict herewith are hereby
58 expressly repealed.

59 **Section Six.** The effective date of this Ordinance shall be the date of adoption unless
60 otherwise stated herein.

61 **ORDAINED** this _____ day of _____, 2016.

62

63 **CITY OF MORROW, GEORGIA**

64

65

66

67

JEFFREY A. DETAR, Mayor

68

69

70 **ATTEST:**

71

72

73

74

Yasmin Julio, City Clerk

76

77 **APPROVED BY:**

78

79

80

81

Steven M. Fincher, City Attorney

83

EXHIBIT A

[See Attached]

84 Title 8 – PLANNING AND DEVELOPMENT
85 CHAPTER 4. – FLOOD DAMAGE PREVENTION

86
87
88 ARTICLE 1. – INTRODUCTION AND GENERAL PROVISIONS

89
90 **Section 8-4-1 – Floodplain Management/Flood Damage Prevention; Findings of Fact.**

91 It is hereby determined that:

92
93 (a) The flood hazard areas of the City of Morrow are subject to periodic inundation which
94 may result in loss of life and property, health and safety hazards, disruption of commerce
95 and governmental services, extraordinary public expenditures for flood relief and
96 protection, and impairment of the tax base, all of which adversely affect the public health,
97 safety and general welfare.

98
99 (b) Flood hazard areas can serve important stormwater management, water quality,
100 streambank protection, stream corridor protection, wetland preservation and ecological
101 purposes when permanently protected as undisturbed or minimally disturbed areas.

102
103 (c) Effective floodplain management and flood hazard protection activities can: (1) Protect
104 human life and health; (2) Minimize damage to private property; (3) Minimize damage to
105 public facilities and infrastructure such as water and gas mains, electric, telephone and
106 sewer lines, streets and bridges located in floodplains; and (4) Minimize expenditure of
107 public money for costly flood control projects associated with flooding and generally
108 undertaken at the expense of the general public.

109
110 (d) Article IX, Section II of the Constitution of the State of Georgia and Section 36-1-20(a)
111 of the Official Code of Georgia Annotated have delegated the responsibility to local
112 governmental units to adopt regulations designed to promote the public health, safety,
113 and general welfare of its citizenry. Therefore, the City of Morrow, Georgia, does ordain
114 this ordinance and establishes this set of floodplain management and flood hazard
115 reduction provisions for the purpose of regulating the use of flood hazard areas. It is
116 determined that the regulation of flood hazard areas and the prevention of flood damage
117 are in the public interest and will minimize threats to public health and safety, as well as
118 to private and public property.

119
120 **Section 8-4-2 – Purpose and Intent**

121 The purpose of this ordinance is to protect, maintain and enhance the public health, safety,
122 environment and general welfare and to minimize public and private losses due to flood
123 conditions in flood hazard areas, as well as to protect the beneficial uses of floodplain areas for
124 water quality protection, streambank and stream corridor protection, wetlands preservation, and
125 ecological and environmental protection by provisions designed to:

126
127 (a) Require that uses vulnerable to floods, including facilities which serve such uses, be
128 protected against flood damage at the time of initial construction;

129

- 130 (b) Restrict or prohibit uses which are dangerous to health, safety and property due to
131 flooding or erosion hazards, or which increase flood heights, velocities, or erosion;
132
- 133 (c) Control filling, grading, dredging, and other development which may increase flood
134 damage or erosion;
135
- 136 (d) Prevent or regulate the construction of flood barriers which will unnaturally divert
137 flood waters or which may increase flood hazards to other lands;
138
- 139 (e) Limit the alteration of natural floodplains, stream channels, and natural protective
140 barriers, which are involved in the accommodation of flood waters; and
141
- 142 (f) Protect the stormwater management, water quality, streambank protection, stream
143 corridor protection, wetland preservation, and ecological functions of natural
144 floodplain areas.
145

146 **Section 8-4-3 – Applicability.**

147 This ordinance shall be applicable to all Areas of Special Flood Hazard within the jurisdiction of
148 the City of Morrow.
149

150 **Section 8-4-4 – Designation of Ordinance Administrator.**

151 The City Manager or other authorized designee is hereby appointed to administer and implement
152 the provisions of this ordinance.
153

154 **Section 8-4-5 – Basis for Establishing Areas of Special Flood Hazard, Areas of Future- 155 Conditions Flood Hazard and Associated Floodplain Characteristics – Flood Area Maps 156 and Studies.**

157 For the purposes of defining and determining “Areas of Special Flood Hazard,” “Areas of
158 Future-conditions Flood Hazard,” “Areas of Shallow Flooding,” “Base Flood Elevations,”
159 “Floodplains,” “Floodways,” “Future-conditions Flood Elevations,” “Future conditions ,”
160 “Floodplains,” potential flood hazard or risk categories as shown on FIRM maps, and other terms
161 used in this ordinance, the following documents and sources may be used for such purposes and
162 are adopted by reference thereto:
163

- 164 (1) The Flood Insurance Study (FIS), dated February 16, 1983 and September 5, 2007, with
165 accompanying maps and other supporting data and any revision thereto. For those land
166 areas acquired by the City through annexation, the current effective FIS and data for
167 Clayton County and the City of Morrow are hereby adopted by reference.
- 168 (2) Other studies, which may be relied upon for the establishment of the base flood elevation
169 or delineation of the base or one-percent (100-year) floodplain and flood-prone areas,
170 including:
- 171 (a) Any flood or flood-related study conducted by the United States Army Corps of
172 Engineers, the United States Geological Survey or any other local, State or Federal
173 agency applicable to the City of Morrow; and

- 174 (b) Any base flood study conducted by a licensed professional engineer which has been
175 prepared utilizing FEMA approved methodology and approved by the City of
176 Morrow.
- 177 (3) Other studies, which may be relied upon for the establishment of the future-conditions
178 flood elevation or delineation of the future-conditions floodplain and flood-prone areas,
179 including:
- 180 (a) Any flood or flood-related study conducted by the United States Army Corps of
181 Engineers, the United States Geological Survey, or any other local, State or Federal
182 agency applicable to the City of Morrow; and
- 183 (b) Any future-conditions flood study conducted by a licensed professional engineer
184 which has been prepared utilizing FEMA approved methodology approved by the
185 City of Morrow.
- 186 (4) The repository for public inspection of the FIS, accompanying maps and other supporting
187 data is located at the City of Morrow City Clerk's Office.

188 **Section 8-4-6 – Compatibility with Other Regulations.**

189 This ordinance is not intended to modify or repeal any other ordinance, rule, regulation,
190 statute, easement, covenant, deed restriction or other provision of law. The requirements of this
191 ordinance are in addition to the requirements of any other ordinance, rule, regulation or other
192 provision of law, and where any provision of this ordinance imposes restrictions different from
193 those imposed by any other ordinance, rule, regulation or other provision of law, whichever
194 provision is more restrictive or imposes higher protective standards for human health or the
195 environment shall control.

196

197 **Section 8-4-7 – Severability.**

198 If the provisions of any section, subsection, paragraph, subdivision or clause of this
199 ordinance shall be adjudged invalid by a court of competent jurisdiction, such judgment shall not
200 affect or invalidate the remainder of any section, subsection, paragraph, subdivision or clause of
201 this ordinance.

202

203 **Section 8-4-8 – Warning and Disclaimer of Liability.**

204 The degree of flood protection required by this ordinance is considered reasonable for
205 regulatory purposes and is based on scientific and engineering considerations. Larger floods can
206 and will occur; flood heights may be increased by manmade or natural causes. This ordinance
207 does not imply that land outside the Areas of Special Flood Hazard or uses permitted within such
208 areas will be free from flooding or flood damages. This ordinance shall not create liability on the
209 part of the City of Morrow or any officer or employee thereof for any flood damages that result
210 from reliance on this ordinance or any administrative decision lawfully made thereunder.

211

212 **ARTICLE 2. – DEFINITIONS**

213

214 **Section 8-4-9- Definitions.**

215 For purposes of this Chapter, certain words and terms used herein shall be defined and
216 interpreted as follows; all other words or terms not defined shall have their customary dictionary
217 definitions:

218 *Addition* means any walled and roofed expansion to the perimeter or height of a building.

219

220 *Appeal* means a request for a review of the Zoning Administrator's interpretation of any
221 provision of this ordinance.

222

223 *Area of Future-conditions Flood Hazard* means the land area that would be inundated by
224 the one-percent-annual-chance flood based on future-conditions hydrology (100-year future-
225 conditions flood).

226

227 *Area of Shallow Flooding* means a designated AO or AH Zone on a community's Flood
228 Insurance Rate Map (FIRM) with a one percent or greater chance of flooding to an average depth
229 of one to three feet where a clearly defined channel does not exist, where the path of flooding is
230 unpredictable and indeterminate, and where velocity flow may be evident. Such flooding is
231 characterized by ponding or sheet flow.

232

233 *Area of Special Flood Hazard* means the land area subject to a one percent or greater
234 chance of flooding in any given year. This includes all floodplain and flood prone areas at or
235 below the base flood elevation designated as Zones A, A1-30, A-99, AE, AO, AH, and AR on a
236 community's Flood Insurance Rate Map (FIRM).

237

238 *Accessory Structure or Facility* means a structure which is on the same parcel of property
239 as the principal structure and the use of which is incidental to the use of the primary structure.

240

241 *Base Flood* means the flood having a one percent chance of being equaled or exceeded in
242 any given year, also known as the 100-year flood.

243

244 *Base Flood Elevation* means the highest water surface elevation anticipated at any given
245 location during the base flood.

246

247 *Basement* means any area of a building having its floor subgrade below ground level on
248 all sides.

249

250 *Building* has the same meaning as *Structure*.

251

252 *Development* means any man-made change to improved or unimproved real estate
253 including but not limited to buildings or other structures, mining, dredging, filling, clearing,
254 grubbing, grading, paving, any other installation of impervious cover, excavation or drilling
255 operations or storage of equipment or materials.

256

257 *Elevated Building* means a non-basement building which has its lowest elevated floor
258 raised above the ground level by foundation walls, shear walls, posts, piers, pilings, or columns.

259

260 *Existing Construction* Any structure for which the "start of construction" commenced
261 before 1973.

262

263 *Existing Manufactured Home Park or Subdivision* means a manufactured home park or
264 subdivision for which the construction of facilities for servicing the lots on which the
265 manufactured homes are to be affixed (including, at a minimum, the installation of utilities, the
266 construction of streets, and either final site grading or the pouring of concrete pads) is completed
267 before 1973.

268
269 *Expansion to an Existing Manufactured Home Park or Subdivision* means the preparation
270 of additional sites by the construction of facilities for servicing the lots on which the
271 manufactured homes are to be affixed (including the installation of utilities, the construction of
272 streets, and either final site grading or the pouring of concrete pads).

273
274 *FEMA* means the Federal Emergency Management Agency.

275
276 *Flood* or *Flooding* means a general and temporary condition of partial or complete
277 inundation of normally dry land areas from:

- 278 (1) the overflow of inland or tidal waters; or
279 (2) the unusual and rapid accumulation or runoff of surface waters from any source.

280
281 *Flood Insurance Rate Map* or *FIRM* means an official map of a community, issued by
282 FEMA, delineating the areas of special flood hazard and/or risk premium zones applicable to the
283 community.

284
285 *Flood Insurance Study* or *FIS* means the official report by FEMA providing an
286 examination, evaluation and determination of flood hazards and corresponding flood profiles and
287 water surface elevations of the base flood.

288
289 *Floodplain* or *Flood-prone Area* means any land area susceptible to flooding.

290
291 *Floodproofing* means any combination of structural and non-structural additions,
292 changes, or adjustments to structures which reduce or eliminate flood damage to real estate or
293 improved real property, water and sanitary facilities, structures and their contents.

294
295 *Floodway* or *Regulatory Floodway* means the channel of a stream, river, or other
296 watercourse and the adjacent areas that must be reserved in order to discharge the base flood
297 without cumulatively increasing the water surface elevation more than a designated height.

298
299 *Functionally Dependent Use* means a use which cannot perform its intended purpose
300 unless it is located or carried out in close proximity to water. The term includes only docking
301 facilities, port facilities that are necessary for the loading and unloading of cargo or passengers,
302 and ship building and ship repair facilities, but does not include long-term storage or related
303 manufacturing facilities.

304
305 *Future-conditions Flood* means the flood having a one percent chance of being equaled
306 or exceeded in any given year based on future-conditions hydrology. Also known as the 100-year
307 future-conditions flood.

308

309 *Future-conditions Flood Elevation* means the highest water surface elevation anticipated
310 at any given location during the future-conditions flood.

311
312 *Future-conditions Floodplain* means any land area susceptible to flooding by the future-
313 conditions flood.

314
315 *Future-conditions Hydrology* means the flood discharges associated with projected land-
316 use conditions based on a community's zoning maps, comprehensive land-use plans, and/or
317 watershed study projections, and without consideration of projected future construction of
318 stormwater management (flood detention) structures or projected future hydraulic modifications
319 within a stream or other waterway, such as bridge and culvert construction, fill, and excavation.

320
321 *Highest Adjacent Grade* means the highest natural elevation of the ground surface prior
322 to construction next to the proposed walls of a structure.

323
324 *Historic Structure* means any structure that is:

- 325 (1) Listed individually in the National Register of Historic Places (a listing maintained by
326 the U.S. Department of Interior) or preliminarily determined by the Secretary of the
327 Interior as meeting the requirements for individual listing on the National Register;
328 (2) Certified or preliminarily determined by the Secretary of the Interior as contributing
329 to the historical significance of a registered historic district or a district preliminarily
330 determined by the Secretary to qualify as a registered historic district;
331 (3) Individually listed on a state inventory of historic places by states with historic
332 preservation programs which have been approved by the Secretary of the Interior; or
333 (4) Individually listed on a local inventory of historic places by communities with
334 historic preservation programs that have been certified either:
335 a. By an approved state program as determined by the Secretary of the Interior, or
336 b. Directly by the Secretary of the Interior in states without approved programs.

337
338 *Lowest Floor* means the lowest floor of the lowest enclosed area, including basement. An
339 unfinished or flood resistant enclosure, usable solely for parking of vehicles, building access or
340 storage in an area other than a basement area, is not considered a building's lowest floor,
341 provided that such enclosure is not built so as to render the structure in violation of other
342 provisions of this ordinance.

343
344 *Manufactured Home* means a structure, transportable in one or more sections, which is
345 built on a permanent chassis and is designed to be used with or without a permanent foundation
346 when attached to the required utilities. The term includes any structure commonly referred to as a
347 "mobile home" regardless of the date of manufacture. The term also includes parked trailers,
348 travel trailers and similar transportable structures placed on a site for 180 consecutive days or
349 longer and intended to be improved property. The term does not include a "recreational vehicle."

350
351 *Mean Sea Level* means the datum to which base flood elevations shown on a
352 community's Flood Insurance Rate Map (FIRM) are referenced. For purposes of this ordinance
353 the term is synonymous with National Geodetic Vertical Datum (NGVD) of 1929 or the North
354 American Vertical Datum (NAVD) of 1988.

355

356 *New Construction* means any structure (see definition) for which the "start of
357 construction" commenced after 1973 and includes any subsequent improvements to the structure.

358

359 *New Manufactured Home Park or Subdivision* means a manufactured home park or
360 subdivision for which the construction of facilities for servicing the lots on which the
361 manufactured homes are to be affixed (including at a minimum, the installation of utilities, the
362 construction of streets, and either final site grading or the pouring of concrete pads) is completed
363 after 1973.

364

365 *Owner* means the legal or beneficial owner of a site, including but not limited to, a
366 mortgagee or vendee in possession, receiver, executor, trustee, lessee or other person, firm or
367 corporation in control of the site.

368

369 *Permit* means the permit issued by the City of Morrow to the applicant which is required
370 prior to undertaking any development activity.

371

372 *Recreational Vehicle* means a vehicle which is:

373

(1) Built on a single chassis;

374

(2) 400 square feet or less when measured at the largest horizontal projection;

375

(3) Designed to be self-propelled or permanently towable by light duty truck; and

376

(4) Designed primarily not for use as a permanent dwelling but as temporary living
377 quarters for recreational, camping, travel, or seasonal use.

378

379 *Repetitive Loss* means flood related damage sustained by a structure on two separate
380 occasions during a 10-year period for which the cost of repairs at the time of each such flood
381 event, on the average, equals or exceeds 25 percent of the market value of the structure before
382 the damage occurred.

383

384 *Site* means the parcel of land being developed, or the portion thereof on which the
385 development project is located.

386

387 *Start of Construction* includes substantial improvement, and means the date the permit
388 was issued, provided the actual start of construction, repair, reconstruction, rehabilitation,
389 addition placement, or other improvement was within 180 days of the permit date. The actual
390 start means either the first placement of permanent construction of the structure on a site, such as
391 the pouring of slabs or footings, the installation of piles, the construction of columns, or any
392 work beyond the stage of excavation; or the placement of a manufactured home on a foundation.
393 Permanent construction does not include initial land preparation, such as clearing, grading and
394 filling; nor does it include the installation of streets and/or walkways; nor does it include
395 excavation for a basement, footings, piers or foundations or the erection of temporary forms; nor
396 does it include the installation on the property of accessory buildings, such as garages or sheds
397 not occupied as dwelling units or part of the main structure. For a substantial improvement, the
398 actual start of construction means the first alteration of any wall, ceiling, floor, or other structural
399 part of a building, whether or not that alteration affects the external dimensions of the building.

400

401 *Structure* means a walled and roofed building (including a gas or liquid storage tank),
402 that is principally above ground, or a manufactured home.

403
404 *Subdivision* means the division of a tract or parcel of land resulting in one or more new
405 lots or building sites for the purpose, whether immediately or in the future, of sale, other transfer
406 of ownership or land development, and includes divisions of land resulting from or made in
407 connection with the layout or development of a new street or roadway or a change in an existing
408 street or roadway.

409
410 *Substantial Damage* means damage of any origin sustained by a structure whereby the
411 cost of restoring the structure to it's before damaged condition would equal or exceed 50 percent
412 of the market value of the structure before the damage occurred. This term also includes
413 Repetitive Loss.

414
415 *Substantial Improvement* means any reconstruction, rehabilitation, addition, or other
416 improvement to a structure, taking place during a 10-year period, in which the cumulative cost
417 equals or exceeds 50 percent of the market value of the structure prior to the improvement. The
418 market value of the building means (1) the appraised value of the structure prior to the start of
419 the initial repair or improvement, or (2) in the case of damage, the value of the structure prior to
420 the damage occurring. This term includes structures which have incurred "substantial damage,"
421 regardless of the actual repair work performed. The term does not, however, include those
422 improvements of a structure required to comply with existing state or local health, sanitary, or
423 safety code specifications which are the minimum necessary to assure safe living conditions,
424 which have been identified by the Code Enforcement Official. The term does also not include
425 any alteration of a historic structure, provided that the alteration will not preclude the structure's
426 continued designation as a historic structure.

427
428 *Substantially Improved Existing Manufactured Home Park or Subdivision* means the
429 repair, reconstruction, rehabilitation or improvement of the streets, utilities and pads equals or
430 exceeds 50 percent of the value of the streets, utilities and pads before the repair, reconstruction
431 or improvement commenced.

432
433 *Variance* means a grant of relief from the requirements of this ordinance.

434
435 *Violation* means the failure of a structure or other development to be fully compliant with
436 the requirements of this ordinance. A structure or other development without the elevation
437 certificate, other certifications, or other evidence of compliance required in this ordinance is
438 presumed to be in violation until such time as that documentation is provided.

439
440 **ARTICLE 3. – PERMIT PROCEDURES AND REQUIREMENTS**

441
442 **Section 8-4-10 – Permit Procedures and Requirements.**

443 No owner or developer shall perform any development activities on a site where an Area of
444 Special Flood Hazard or Area of Future-conditions Flood Hazard is located without first meeting
445 the requirements of this ordinance prior to commencing the proposed activity.

446 Unless specifically excluded by this ordinance, any landowner or developer desiring a permit for
447 a development activity shall submit to the City of Morrow a permit application on a form
448 provided by the City of Morrow for that purpose.

449

450 No permit will be approved for any development activities that do not meet the requirements,
451 restrictions and criteria of this ordinance.

452

453 **Section 8-4-11 – Floodplain Management Plan Requirements.**

454 An application for a development project with any Area of Special Flood Hazard or Area of
455 Future-conditions Flood Hazard located on the site shall include a floodplain management / flood
456 damage prevention plan. This plan shall include the following items:

457 (1) Site plan drawn to scale, which includes but is not limited to:

458 (a) Existing and proposed elevations of the area in question and the nature, location and
459 dimensions of existing and/or proposed structures, earthen fill placement, amount and
460 location of excavation material, and storage of materials or equipment;

461 (b) For all proposed structures, spot ground elevations at building corners and 20 foot or
462 smaller intervals along the foundation footprint, or one foot contour elevations
463 throughout the building site.

464 (c) Proposed locations of water supply, sanitary sewer, and utilities;

465 (d) Proposed locations of drainage and stormwater management facilities;

466 (e) Proposed grading plan;

467 (f) Base flood elevations and future-conditions flood elevations;

468 (g) Boundaries of the base flood floodplain and future-conditions floodplain;

469 (h) If applicable, the location of the floodway; and

470 (i) Certification of the above by a licensed professional engineer or surveyor.

471 (2) Building and foundation design detail, including but not limited to:

472 (a) Elevation in relation to mean sea level (or highest adjacent grade) of the lowest floor,
473 including basement, of all proposed structures;

474 (b) Elevation in relation to mean sea level to which any non-residential structure will be
475 floodproofed;

476 (c) Certification that any proposed non-residential floodproofed structure meets the
477 criteria in Section 8-4-21(2);

478 (d) For enclosures below the base flood elevation, location and total net area of flood
479 openings as required in Section 8-4-20(5); and

480 (e) Design plans certified by a licensed professional engineer or architect for all proposed
481 structure(s).

482 (3) Description of the extent to which any watercourse will be altered or relocated as a result
483 of the proposed development;

484 (4) Hard copies and digital files of computer models, if any, copies of work maps,
485 comparison of pre- and post-development conditions base flood elevations, future-
486 conditions flood elevations, flood protection elevations, Special Flood Hazard Areas and
487 regulatory floodways, flood profiles and all other computations and other information
488 similar to that presented in the FIS;

489 (5) Copies of all applicable State and Federal permits necessary for proposed development,
490 including but not limited to permits required by Section 404 of the Federal Water
491 Pollution Control Act, Amendments of 1972, 33 U.S.C. 1334; and

492 (6) All appropriate certifications required under this ordinance. The approved floodplain
493 management / flood damage prevention plan shall contain certification by the applicant
494 that all development activities will be done according to the plan or previously approved
495 revisions. Any and all development permits and/or use and occupancy certificates or
496 permits may be revoked at any time if the construction and development activities are not
497 in strict accordance with approved plans.
498

499 **Section 8-4-12 – Construction Stage Submittal Requirements.**

500 For all new construction and substantial improvements on sites with a floodplain management /
501 flood damage prevention plan, the permit holder shall provide to the Zoning Administrator a
502 certified as-built Elevation Certificate or Floodproofing Certificate for non-residential
503 construction including the lowest floor elevation or floodproofing level immediately after the
504 lowest floor or floodproofing is completed. A final Elevation Certificate shall be provided after
505 completion of construction including final grading of the site. Any lowest floor certification
506 made relative to mean sea level shall be prepared by or under the direct supervision of a licensed
507 land surveyor or professional engineer and certified by same. When floodproofing is utilized for
508 nonresidential structures, said certification shall be prepared by or under the direct supervision of
509 a licensed professional engineer or architect and certified by same using the FEMA
510 Floodproofing Certificate. This certification shall also include the design and
511 operation/maintenance plan to assure continued viability of the floodproofing measures.
512

513 Any work undertaken prior to approval of these certifications shall be at the permit holder's risk.
514 The Zoning Administrator shall review the above referenced certification data submitted.
515 Deficiencies detected by such review shall be corrected by the permit holder immediately and
516 prior to further work being allowed to proceed.

517 Failure to submit certification or failure to make the corrections required hereby shall be cause to
518 issue a stop work order for the project.
519

520 **Section 8-4-13 – Duties and Responsibilities of the Administrator.**

521 Duties of the Zoning Administrator shall include, but shall not be limited to:

- 522
- 523 (1) Review all development applications and permits to assure that the requirements of this
524 ordinance have been satisfied and to determine whether proposed building sites will be
525 reasonably safe from flooding;
 - 526 (2) Review proposed development to assure that all necessary permits have been received
527 from those governmental agencies from which approval is required by Federal or State
528 law, including but not limited to Section 404 of the Federal Water Pollution Control Act,
529 Amendments of 1972, 33 U.S.C. 1334;
 - 530 (3) When Base Flood Elevation data or floodway data have not been provided, then the
531 Zoning Administrator shall require the applicant to obtain, review and reasonably utilize
532 any base flood elevation and floodway data available from a Federal, state or other
533 sources in order to meet the provisions in Articles 4 and 5 of this Chapter;
 - 534 (4) Review and record the actual elevation in relation to mean sea level (or highest adjacent
535 grade) of the lowest floor, including basement, of all new and substantially improved
536 structures;

- 537 (5) Review and record the actual elevation, in relation to mean sea level to which any
538 substantially improved structures have been floodproofed;
- 539 (6) When floodproofing is utilized for a non-residential structure, the Zoning Administrator
540 or designee shall review the design and operation/maintenance plan and obtain
541 certification from a licensed professional engineer or architect;
- 542 (7) Notify affected adjacent communities and the Georgia Department of Natural Resources
543 (GA DNR) prior to any alteration or relocation of a watercourse and submit evidence of
544 such notification to the Federal Emergency Management Agency (FEMA);
- 545 (8) Where interpretation is needed as to the exact location of boundaries of the Areas of
546 Special Flood Hazard (e.g. where there appears to be a conflict between a mapped
547 boundary and actual field conditions) the Zoning Administrator or designee shall make
548 the necessary interpretation. Any person contesting the location of the boundary shall be
549 given a reasonable opportunity to appeal the interpretation as provided in this ordinance.
550 Where floodplain elevations have been defined, the floodplain shall be determined based
551 on flood elevations rather than the area graphically delineated on the floodplain maps;
- 552 (9) All records pertaining to the provisions of this ordinance shall be maintained in the
553 office of the City Clerk and shall be open for public inspection;
- 554 (10) Coordinate all FIRM revisions with the GA DNR and FEMA; and
- 555 (11) Review variance applications and make recommendations to the Planning and Zoning
556 Board and Mayor and Council.

557

558 ARTICLE 4. – STANDARDS FOR DEVELOPMENT

559

560 **Section 8-4-14 – Definition of Floodplain Boundaries.**

- 561 (1) Studied “A” zones, as identified in the FIS, shall be used to establish base flood elevations
562 whenever available.
- 563 (2) For all streams with a drainage area of 100 acres or greater, the future-conditions flood
564 elevations shall be provided by the City of Morrow. If future-conditions elevation data is not
565 available from the City of Morrow, then it shall be determined by a licensed professional
566 engineer using a method approved by FEMA and the City of Morrow.

567

568 **Section 8-4-15 – Definition of Floodway Boundaries.**

569 The width of a floodway shall be determined from the FIS or FEMA approved flood study. For
570 all streams with a drainage area of 100 acres or greater, the regulatory floodway shall be
571 provided by the City of Morrow. If floodway data is not available from the City of Morrow, it
572 shall be determined by a licensed professional engineer using a method approved by FEMA and
573 the City of Morrow.

574

575 **Section 8-4-16 – General Standards.**

- 576 (1) No development shall be allowed within any Area of Special Flood Hazard or Area of
577 Future-conditions Flood Hazard that could result in any of the following:
- 578 (a) Raising the base flood elevation or future-conditions flood elevation equal to or more
579 than 0.01 foot;
- 580 (b) Reducing the base flood or future-conditions flood storage capacity;

- 581 (c) Changing the flow characteristics as to the depth and velocity of the waters of the base
582 flood or future-conditions flood as they pass both the upstream and the downstream
583 boundaries of the development area; or
- 584 (d) Creating hazardous or erosion-producing velocities, or resulting in excessive
585 sedimentation.
- 586 (2) Any development within any Area of Special Flood Hazard or Area of Future-conditions
587 Flood Hazard allowed under Section 8-4-16(1) shall also meet the following conditions:
- 588 (a) Compensation for storage capacity shall occur between the average ground water table
589 elevation and the base flood elevation for the base flood, and between the average ground
590 water table elevation and the future-condition flood elevation for the future-conditions
591 flood, and lie either within the boundaries of ownership of the property being developed
592 and shall be within the immediate vicinity of the location of the encroachment.
593 Acceptable means of providing required compensation include lowering of natural
594 ground elevations within the floodplain, or lowering of adjoining land areas to create
595 additional floodplain storage. In no case shall any required compensation be provided via
596 bottom storage or by excavating below the elevation of the natural (pre-development)
597 stream channel unless such excavation results from the widening or relocation of the
598 stream channel;
- 599 (b) Cut areas shall be stabilized and graded to a slope of no less than 2.0 percent;
- 600 (c) Effective transitions shall be provided such that flow velocities occurring on both
601 upstream and downstream properties are not increased or decreased;
- 602 (d) Verification of no-rise conditions (less than 0.01 foot), flood storage volumes, and flow
603 characteristics shall be provided via a step-backwater analysis meeting the requirements
604 of Section 8-4-17;
- 605 (e) Public utilities and facilities, such as water, sanitary sewer, gas, and electrical systems,
606 shall be located and constructed to minimize or eliminate infiltration or contamination
607 from flood waters; and
- 608 (f) Any significant physical changes to the base flood floodplain shall be submitted as a
609 Conditional Letter of Map Revision (CLOMR) or Conditional Letter of Map Amendment
610 (CLOMA), whichever is applicable. The CLOMR submittal shall be subject to approval
611 by the City of Morrow using the FEMA Community Concurrence forms before
612 forwarding the submittal package to FEMA for final approval. The responsibility for
613 forwarding the CLOMR to FEMA and for obtaining the CLOMR approval shall be the
614 responsibility of the applicant. Within six months of the completion of development, the
615 applicant shall submit as-built surveys and plans for a final Letter of Map Revision
616 (LOMR).

617

618 **Section 8-4-17 – Engineering Study Requirements for Floodplain Encroachments.**

619 An engineering study is required, as appropriate to the proposed development activities on the
620 site, whenever a development proposes to disturb any land within the future-conditions
621 floodplain, except for a residential single-lot development on streams without established base
622 flood elevations and floodways. This study shall be prepared by a licensed professional engineer
623 and made a part of the application for a permit. This information shall be submitted to and
624 approved by the City of Morrow prior to the approval of any permit which would authorize the
625 disturbance of land located within the future-conditions floodplain. Such study shall include:

- 626 (1) Description of the extent to which any watercourse or floodplain will be altered or
627 relocated as a result of the proposed development;
- 628 (2) Step-backwater analysis, using a FEMA-approved methodology approved by the City of
629 Morrow. Cross-sections (which may be supplemented by the applicant) and flow
630 information will be obtained whenever available. Computations will be shown
631 duplicating FIS results and will then be rerun with the proposed modifications to
632 determine the new base flood profiles, and future-conditions flood profiles;
- 633 (3) Floodplain storage calculations based on cross-sections (at least one every 100 feet)
634 showing existing and proposed floodplain conditions to show that base flood floodplain
635 and future-conditions floodplain storage capacity would not be diminished by the
636 development;
- 637 (4) The study shall include a preliminary plat, grading plan, or site plan, as appropriate,
638 which shall clearly define all future-conditions floodplain encroachments.
639

640 **Section 8-4-18 – Floodway Encroachments.**

641 Located within Areas of Special Flood Hazard are areas designated as floodway. A floodway
642 may be an extremely hazardous area due to velocity flood waters, debris or erosion potential. In
643 addition, floodways must remain free of encroachment in order to allow for the discharge of the
644 base flood without increased flood heights. Therefore, the following provisions shall apply:

- 645 (1) Encroachments are prohibited, including earthen fill, new construction, substantial
646 improvements or other development within the regulatory floodway, except for activities
647 specifically allowed in (2) below.
- 648 (2) Encroachments for bridges, culverts, roadways and utilities within the regulatory
649 floodway may be permitted provided it is demonstrated through hydrologic and hydraulic
650 analyses performed in accordance with standard engineering practice that the
651 encroachment will not result in any increase to the pre-project base flood elevations,
652 floodway elevations, or floodway widths during the base flood discharge. A licensed
653 professional engineer must provide supporting technical data and certification thereof;
654 and
- 655 (3) If the applicant proposes to revise the floodway boundaries, no permit authorizing the
656 encroachment into or an alteration of the floodway shall be issued by the City of Morrow
657 until an affirmative Conditional Letter of Map Revision (CLOMR) is issued by FEMA or
658 a no-rise certification is approved by the City of Morrow.

659 **Section 8-4-19 – Maintenance Requirements.**

661 The property owner shall be responsible for continuing maintenance as may be needed within an
662 altered or relocated portion of a floodplain on the property so that the flood-carrying or flood
663 storage capacity is maintained. The City of Morrow may direct the property owner (at no cost to
664 the City of Morrow) to restore the flood-carrying or flood storage capacity of the floodplain if
665 the owner has not performed maintenance as required by the approved floodplain management
666 plan on file with the City of Morrow.
667

668 ARTICLE 5. – PROVISIONS FOR FLOOD DAMAGE PREVENTION

669

670 **Section 8-4-20 – General Standards.**

671 In all Areas of Special Flood Hazard and Areas of Future-conditions Flood Hazard the following
672 provisions apply:

673 (1) New construction and substantial improvements of structures (residential or nonresidential),
674 including manufactured homes, shall not be allowed within the limits of the future-
675 conditions floodplain, unless all requirements of Section 8-4-16, Section 8-4-17, and Section
676 8-4-18 have been met;

677 (2) New construction and substantial improvements shall be anchored to prevent flotation,
678 collapse and lateral movement of the structure;

679 (3) New construction and substantial improvements shall be constructed with materials and
680 utility equipment resistant to flood damage;

681 (4) New construction and substantial improvements shall be constructed by methods and
682 practices that minimize flood damage;

683 (5) Elevated Buildings - All new construction and substantial improvements that include any
684 fully enclosed area located below the lowest floor formed by foundation and other exterior
685 walls shall be designed so as to be an unfinished or flood resistant enclosure. The enclosure
686 shall be designed to equalize hydrostatic flood forces on exterior walls by allowing for the
687 automatic entry and exit of floodwater.

688 (a) Designs for complying with this requirement must either be certified by a licensed
689 professional engineer or architect to meet or exceed the following minimum criteria:

690 i. Provide a minimum of two openings having a total net area of not less than one
691 square inch for every square foot of enclosed area subject to flooding;

692 ii. The bottom of all openings shall be no higher than one foot above grade; and

693 iii. Openings may be equipped with screens, louvers, valves or other coverings or
694 devices provided they permit the automatic flow of floodwater in both directions.

695 (b) So as not to violate the "Lowest Floor" criteria of this ordinance, the unfinished and flood
696 resistant enclosure shall solely be used for parking of vehicles, limited storage of
697 maintenance equipment used in connection with the premises, or entry to the elevated
698 area; and

699 (c) The interior portion of such enclosed area shall not be finished or partitioned into
700 separate rooms.

701 (6) All heating and air conditioning equipment and components (including ductwork), all
702 electrical, ventilation, plumbing, and other service facilities shall be designed and/or located
703 three (3) feet above the base flood elevation or one (1) foot above the future-conditions
704 flood elevation, whichever is higher, so as to prevent water from entering or accumulating
705 within the components during conditions of flooding;

706 (7) Manufactured homes shall be anchored to prevent flotation, collapse, and lateral movement.
707 Methods of anchoring may include, but are not limited to, use of over-the-top or frame ties
708 to ground anchors. This standard shall be in addition to and consistent with applicable State
709 requirements for resisting wind forces;

710 (8) All proposed development shall include adequate drainage and stormwater management
711 facilities per the requirements of the City of Morrow to reduce exposure to flood hazards;

712 (9) New and replacement water supply systems shall be designed to minimize or eliminate
713 infiltration of flood waters into the system;

- 714 (10) New and replacement sanitary sewage systems shall be designed to minimize or eliminate
715 infiltration of flood waters into the systems and discharges from the systems into flood
716 waters;
- 717 (11) On-site waste disposal systems shall be located and constructed to avoid impairment to, or
718 contamination from, such systems during flooding;
- 719 (12) Other public utilities such as gas and electric systems shall be located and constructed to
720 avoid impairment to them, or public safety hazards from them, during flooding;
- 721 (13) Any alteration, repair, reconstruction or improvement to a structure which is not compliant
722 with the provisions of this ordinance, shall be undertaken only if the non-conformity is not
723 furthered, extended or replaced;
- 724 (14) If the proposed development is located in multiple flood zones, or multiple base flood
725 elevations cross the proposed site, the higher or more restrictive base flood elevation or
726 future condition elevation and development standards shall take precedence;
- 727 (15) When only a portion of a proposed structure is located within a flood zone or the future
728 conditions floodplain, the entire structure shall meet the requirements of this ordinance; and
- 729 (16) Subdivision proposals and other proposed new development, including manufactured home
730 parks or subdivisions, shall be reasonably safe from flooding:
- 731 (a) All such proposals shall be consistent with the need to minimize flood damage within the
732 flood-prone area;
- 733 (b) All public utilities and facilities, such as sewer, gas, electrical, and water systems shall be
734 located and constructed to minimize or eliminate flood damage; and
- 735 (c) Adequate drainage shall be provided to reduce exposure to flood hazards.
- 736
737

738 **Section 8-4-21 – Building Standards for Structures and Buildings Within the Future- 739 Conditions Floodplain**

740 In addition to the requirements in Section 8-4-20, the following provisions shall apply:

- 741 (1) Residential Buildings
- 742 (a) New Construction. New construction of principal residential structures shall not be
743 allowed within the limits of the future-conditions floodplain unless all requirements of
744 Section 8-4-16, Section 8-4-17, and Section 8-4-18 have been met. If all of the
745 requirements of Section 8-4-16, Section 8-4-17, and Section 8-4-18, all new construction
746 shall have the lowest floor, including basement, elevated no lower than three (3) feet
747 above the base flood elevation or one (1) foot above the future-conditions flood elevation,
748 whichever is higher. Should solid foundation perimeter walls be used to elevate the
749 structure, openings sufficient to automatically equalize the hydrostatic flood forces on
750 exterior walls shall be provided in accordance with standards of Section 8-4-20(5)(a).
- 751 (b) Substantial Improvements. Substantial improvement of any principal residential structure
752 shall have the lowest floor, including basement, elevated no lower than three (3) feet
753 above the base flood elevation or one (1) foot above the future-conditions flood elevation,
754 whichever is higher. Should solid foundation perimeter walls be used to elevate a
755 structure, openings sufficient to automatically equalize the hydrostatic flood forces on
756 exterior walls shall be provided in accordance with standards of Section 8-4-20(5)(a).
- 757 (2) Non-Residential Buildings
- 758 (a) New Construction. New construction of principal non-residential structures shall not be
759 allowed within the limits of the future-conditions floodplain unless all requirements of

760 Section 8-4-16, Section 8-4-17, and Section 8-4-18 have been met. If all of the
761 requirements of Section 8-4-16, Section 8-4-17, and Section 8-4-18 have been met, all
762 new construction shall have the lowest floor, including basement, elevated no lower than
763 one (1) foot above the base flood elevation or at least as high as the future-conditions
764 flood elevation, whichever is higher. Should solid foundation perimeter walls be used to
765 elevate the structure, openings sufficient to automatically equalize the hydrostatic flood
766 forces on exterior walls shall be provided in accordance with standards of Section 8-4-
767 20(5)(a). New construction that has met all of the requirements of Section 8-4-16, Section
768 8-4-17, and Section 8-4-18 may be floodproofed in lieu of elevation. The structure,
769 together with attendant utility and sanitary facilities, must be designed to be watertight to
770 one (1) foot above the base flood elevation, or at least as high as the future-conditions
771 flood elevation, whichever is higher, with walls substantially impermeable to the passage
772 of water and structural components having the capability of resisting hydrostatic and
773 hydrodynamic loads and the effect of buoyancy. A licensed professional engineer or
774 architect shall certify that the design and methods of construction are in accordance with
775 accepted standards of practice for meeting the provisions above, and shall provide such
776 certification to the City Manager or his or her designee using the FEMA Floodproofing
777 Certificate along with the design and operation/maintenance plan.

778 (b) Substantial Improvements. Substantial improvement of any principal nonresidential
779 structure located in A1- 30, AE, or AH zones, may be authorized by the Public Works
780 Director or designee to be elevated or floodproofed. Substantial improvements shall have
781 the lowest floor, including basement, elevated no lower than one (1) foot above the base
782 flood elevation or at least as high as the future-conditions flood elevation, whichever is
783 higher. Should solid foundation perimeter walls be used to elevate the structure, openings
784 sufficient to automatically equalize the hydrostatic flood forces on exterior walls shall be
785 provided in accordance with standards of Section 8-4-20(5)(a). Substantial improvements
786 may be floodproofed in lieu of elevation. The structure, together with attendant utility
787 and sanitary facilities, must be designed to be watertight to one (1) foot above the base
788 flood elevation, or at least as high as the future-conditions flood elevation, whichever is
789 higher, with walls substantially impermeable to the passage of water and structural
790 components having the capability of resisting hydrostatic and hydrodynamic loads and
791 the effect of buoyancy. A licensed professional engineer or architect shall certify that the
792 design and methods of construction are in accordance with accepted standards of practice
793 for meeting the provisions above, and shall provide such certification to the Public Works
794 Director using the FEMA Floodproofing Certificate along with the design and
795 operation/maintenance plan.

796 (3) Accessory Structures and Facilities. Accessory structures and facilities (i.e., barns, sheds,
797 gazebos, detached garages, recreational facilities and other similar non-habitable structures
798 and facilities) which meet the requirements of Section 8-4-16, Section 8-4-17, and Section 8-
799 4-18 and are permitted to be located within the limits of the future-conditions floodplain shall
800 be constructed of flood-resistant materials and designed to provide adequate flood openings
801 in accordance with Section 8-4-20(5)(a) and be anchored to prevent flotation, collapse and
802 lateral movement of the structure.

803 (4) Standards for Recreational Vehicles. All recreational vehicles placed on sites must either:

804 (a) Be on the site for fewer than 180 consecutive days and be fully licensed and ready for
805 highway use (a recreational vehicle is ready for highway use if it is licensed, on its

806 wheels or jacking system, attached to the site only by quick disconnect type utilities and
807 security devices, and has no permanently attached structures or additions); or

808 (b) Meet all the requirements for Residential Buildings—Substantial Improvements (Section
809 8-4-21(1)(b)), including the anchoring and elevation requirements.

810 (5) Standards for Manufactured Homes.

811 (a) New manufactured homes shall not be allowed to be placed within the limits of the
812 future-conditions floodplain unless all requirements of Section 8-4-16, Section 8-4-17,
813 and Section 8-4-18 have been met. If all of the requirements of Section 8-4-16, Section 8-
814 4-17, and Section 8-4-18 have been met, all new construction and substantial
815 improvement shall have the lowest floor, including basement, elevated no lower than
816 three (3) feet above the base flood elevation or one (1) foot above the future-conditions
817 flood elevation, whichever is higher. Should solid foundation perimeter walls be used to
818 elevate the structure, openings sufficient to automatically equalize the hydrostatic flood
819 forces on exterior walls shall be provided in accordance with standards of Section 8-4-
820 20(5)(a).

821 (b) Manufactured homes placed and/or substantially improved in an existing manufactured
822 home park or subdivision shall be elevated so that either:

823 i. The lowest floor of the manufactured home is elevated no lower than three (3)
824 feet above the level of the base flood elevation, or one (1) foot above the future-
825 conditions flood elevation, whichever is higher; or

826 ii. The manufactured home chassis is elevated and supported by reinforced piers (or
827 other foundation elements of at least an equivalent strength) of no less than 36
828 inches in height above grade.

829 (c) All manufactured homes must be securely anchored to an adequately anchored
830 foundation system to resist flotation, collapse and lateral movement in accordance with
831 the standards of Section 8-4-20(7).

832

833 **Section 8-4-22 – Building Standards for Structures and Buildings Authorized Adjacent to**
834 **the Future-Conditions Floodplain**

835 For purposes of this ordinance, the term “adjacent to the future-conditions floodplain” include all
836 structures and buildings on a property that contains (partially or entirely) an Area of Special
837 Flood Hazard and all structures and buildings on a property that shares a common property line
838 with another parcel that contains (partially or entirely) an Area of Special Flood Hazard.
839 Structures and buildings adjacent to the future-conditions floodplain shall meet the following
840 requirements:

841

842 (1) Residential Buildings – For new construction and substantial improvement of any
843 principal residential building or manufactured home, the elevation of the lowest floor,
844 including basement and access to the building, shall be at least three (3) feet above the
845 base flood elevation or one (1) foot above the future-conditions flood elevation,
846 whichever is higher. Should solid foundation perimeter walls be used to elevate the
847 structure, openings sufficient to automatically equalize the hydrostatic flood forces on
848 exterior walls shall be provided in accordance with the standards in Section 8-4-20(5)(a).

849 (2) Non-Residential Buildings – For new construction and substantial improvement of any
850 principal non-residential building, the elevation of the lowest floor, including basement
851 and access to the building, shall be at least one (1) foot above the level of the base flood

852 elevation or at least as high as the future-conditions flood elevation, whichever is higher.
853 Should solid foundation perimeter walls be used to elevate the structure, openings
854 sufficient to automatically equalize the hydrostatic flood forces on exterior walls shall be
855 provided in accordance with standards of Section 8-4-20(5)(a). Non-residential buildings
856 may be floodproofed in lieu of elevation.
857

858 **Section 8-4-23 - Building Standards for Residential Single-Lot Developments on Streams**
859 **Without Established Base Flood Elevations and Floodway (A-Zones)**

860 For a residential single-lot development not part of a subdivision that has Areas of Special Flood
861 Hazard, where streams exist but no base flood data have been provided (A-Zones), the Public
862 Works Director shall review and reasonably utilize any available scientific or historic flood
863 elevation data, base flood elevation and floodway data, or future-conditions flood elevation data
864 available from a Federal, State, local or other source, in order to administer the provisions and
865 standards of this ordinance.
866

867 If data are not available from any of these sources, the following provisions shall apply:

- 868 (1) No encroachments, including structures or fill material, shall be located within an area equal
869 to twice the width of the stream or fifty (50) feet from the top of the bank of the stream,
870 whichever is greater.
871 (2) In special flood hazard areas without base flood or future-conditions flood elevation data,
872 new construction and substantial improvements shall have the lowest floor of the lowest
873 enclosed area (including basement) elevated no less than three (3) feet above the highest
874 adjacent grade at the building site. Flood openings sufficient to facilitate automatic
875 equalization of hydrostatic flood forces shall be provided for flood prone enclosures in
876 accordance with Section 8-4-20(5)(a).
877

878 **Section 8-4-24 - Building Standards for Areas of Shallow Flooding (AO-Zones)**

879 Areas of Special Flood Hazard may include designated "AO" shallow flooding areas. These
880 areas have base flood depths of one (1) to three (3) feet above ground, with no clearly defined
881 channel. In these areas the following provisions apply:
882

- 883 (1) All new construction and substantial improvements of residential and nonresidential
884 structures shall have the lowest floor, including basement, elevated to no lower than one
885 (1) foot above the flood depth number in feet specified on the Flood Insurance Rate Map
886 (FIRM), above the highest adjacent grade. If no flood depth number is specified, the
887 lowest floor, including basement, shall be elevated at least three (3) feet above the highest
888 adjacent grade. Flood openings sufficient to facilitate automatic equalization of
889 hydrostatic flood forces shall be provided in accordance with standards of Section 8-4-
890 20(5)(a);
891 (2) New construction and substantial improvement of a non-residential structure may be
892 floodproofed in lieu of elevation. The structure, together with attendant utility and
893 sanitary facilities, must be designed to be water tight to the specified FIRM flood level
894 plus one (1) foot above the highest adjacent grade, with walls substantially impermeable
895 to the passage of water, and structural components having the capability of resisting
896 hydrostatic and hydrodynamic loads and the effect of buoyancy. A licensed professional
897 engineer or architect shall certify that the design and methods of construction are in

898 accordance with accepted standards of practice, and shall provide such certification to the
899 Public Works Director using the FEMA Floodproofing Certificate along with the design
900 and operation/maintenance plan; and

901 (3) Drainage paths shall be provided to guide floodwater around and away from any
902 proposed structure.

903

904 **Section 8-4-25 – Standards for Subdivisions of Land**

905 (1) All subdivision proposals shall identify the Areas of Special Flood Hazard and Areas of
906 Future-conditions Flood Hazard therein and provide base flood elevation data and future-
907 conditions flood elevation data;

908 (2) All residential lots in a subdivision proposal shall have sufficient buildable area outside of
909 the future-conditions floodplain such that encroachments into the future-conditions
910 floodplain for residential structures will not be required; and

911 (3) All subdivision plans will provide the elevations of proposed structures in accordance with
912 Section 8-4-11(2).

913

914 ARTICLE 6. – VARIANCE PROCEDURES

915

916 **Section 8-4-26 - Variance Procedures**

917 The following variance and appeals procedures shall apply to an applicant who has been
918 denied a permit for a development activity, or to an owner or developer who has not applied for a
919 permit because it is clear that the proposed development activity would be inconsistent with the
920 provisions of this ordinance.

921

922 (1) Requests for variances from the requirements of this ordinance shall be submitted to the
923 Planning and Zoning Board of the City of Morrow. All such requests shall be heard and
924 decided in accordance with procedures to be published in writing by the Planning and
925 Zoning Board. At a minimum, such procedures shall include notice to all affected parties
926 and the opportunity to be heard.

927 (2) Any person aggrieved by the decision of the Planning and Zoning Board may appeal
928 such decision by certiorari to Superior Court, as provided in Section 5-4-1 of the Official
929 Code of Georgia Annotated.

930 (3) Variances may be issued for the repair or rehabilitation of historic structures upon a
931 determination that the proposed repair or rehabilitation will not preclude the structure's
932 continued designation as a historic structure, and the variance issued shall be the
933 minimum necessary to preserve the historic character and design of the structure.

934 (4) Variances may be issued for development necessary for the conduct of a functionally
935 dependent use, provided the criteria of this Section are met, no reasonable alternative
936 exists, and the development is protected by methods that minimize flood damage during
937 the base flood and create no additional threats to public safety.

938 (5) Variances shall not be issued within any designated floodway if any increase in flood
939 levels during the base flood discharge would result.

940 (6) In reviewing such requests, the Planning and Zoning Board shall consider all technical
941 evaluations, relevant factors, and all standards specified in this and other sections of this
942 ordinance.

943

(7) Conditions for Variances:

- 944 (a) A variance shall be issued only when there is:
945 (1) a finding of good and sufficient cause;
946 (2) a determination that failure to grant the variance would result in
947 exceptional hardship; and
948 (3) a determination that the granting of a variance will not result in increased
949 flood heights, additional threats to public safety, extraordinary public
950 expense, or the creation of a nuisance.
- 951 (b) The provisions of this ordinance are minimum standards for flood loss reduction;
952 therefore, any deviation from the standards must be weighed carefully. Variances
953 shall only be issued upon determination that the variance is the minimum necessary,
954 considering the flood hazard, to afford relief.
- 955 (c) Any person to whom a variance is granted shall be given written notice specifying the
956 difference between the base flood elevation and the elevation of the proposed lowest
957 floor and stating that the cost of flood insurance resulting from the lowest floor
958 elevation being placed below the base flood elevation will be commensurate with the
959 increased risk to life and property, and that such costs may be as high as \$25 for each
960 \$100 of insurance coverage provided.
- 961 (d) The City Clerk shall maintain the records of all variance actions, both granted and
962 denied, and report them to the Georgia Department of Natural Resources and the
963 Federal Emergency Management Agency upon request.
- 964 (8) Any person requesting a variance shall, from the time of the request until the time the
965 request is acted upon, submit such information and documentation as the Planning and
966 Zoning Board shall deem necessary for the consideration of the request.
- 967 (9) Upon consideration of the factors listed above and the purposes of this ordinance, the
968 Planning and Zoning Board may attach such conditions to the granting of variances as
969 they deem necessary or appropriate, consistent with the purposes of this ordinance.
- 970 (10) Variances shall not be issued “after the fact.”

971
972 ARTICLE 7. – VIOLATIONS, ENFORCEMENT AND PENALTIES

973
974 **Section 8-4-27 – Violations, Enforcement and Penalties**

975 Any action or inaction which violates the provisions of this ordinance or the requirements of an
976 approved stormwater management plan or permit, may be subject to the enforcement actions
977 outlined in this Section. Any such action or inaction which is continuous with respect to time is
978 deemed to be a public nuisance and may be abated by injunctive or other equitable relief. The
979 imposition of any of the penalties described below shall not prevent such equitable relief.

980

981 **Section 8-4-28 – Notice of Violation**

982 If the City of Morrow determines that an applicant or other responsible person has failed to
983 comply with the terms and conditions of a permit, an approved stormwater management plan or
984 the provisions of this ordinance, it shall issue a written notice of violation to such applicant or
985 other responsible person. Where a person is engaged in activity covered by this ordinance
986 without having first secured a permit therefore, the notice of violation shall be served on the
987 owner of the responsible party in charge of the activity being conducted on the site. The notice
988 of violation shall contain:

- 989
- 990 (1) The name and address of the owner or the applicant or the responsible person;
 - 991 (2) The address or other description of the site upon which the violation is occurring;
 - 992 (3) A statement specifying the nature of the violation;
 - 993 (4) A description of the remedial measures necessary to bring the action or inaction into
994 compliance with the permit, the stormwater management plan or this ordinance and the
995 date for the completion of such remedial action;
 - 996 (5) A statement of the penalty or penalties that may be assessed against the person to whom
997 the notice of violation is directed; and
 - 998 (6) A statement that the determination of violation may be appealed to the Mayor and
999 Council by filing a written notice of appeal with the City Clerk within thirty (30) days
1000 after the notice of violation.
- 1001

1002 Any person aggrieved by the decision of the Mayor and Council may appeal such decision by
1003 certiorari to Superior Court, as provided in Section 5-4-1 of the Official Code of Georgia
1004 Annotated.

1005

1006 **Section 8-4-29 - Penalties**

1007 In the event the remedial measures described in the notice of violation have not been completed
1008 by the date set forth for such completion in the notice of violation, any one or more of the
1009 following actions or penalties may be taken or assessed against the person to whom the notice of
1010 violation was directed. Before taking any of the following actions or imposing any of the
1011 following penalties, the City of Morrow shall first notify the applicant or other responsible
1012 person in writing of its intended action, and shall provide a reasonable opportunity, of not less
1013 than ten (10) days (except, that in the event the violation constitutes an immediate danger to
1014 public health or public safety, 24 hours notice shall be sufficient) to cure such violation. In the
1015 event the applicant or other responsible person fails to cure such violation after such notice and
1016 cure period, the City of Morrow may take any one or more of the following actions or impose
1017 any one or more of the following penalties.

1018

- 1019 (1) Stop Work Order -The City of Morrow may issue a stop work order which shall be
1020 served on the applicant or other responsible person. The stop work order shall remain in
1021 effect until the applicant or other responsible person has taken the remedial measures set
1022 forth in the notice of violation or has otherwise cured the violation or violations described
1023 therein, provided the stop work order may be withdrawn or modified to enable the
1024 applicant or other responsible party to take the necessary remedial measures to cure such
1025 violation or violations.

- 1026 (2) Withhold Certificate of Occupancy -The City of Morrow may refuse to issue a certificate
1027 of occupancy for the building or other improvements constructed or being constructed on
1028 the site until the applicant or other responsible person has taken the remedial measures set
1029 forth in the notice of violation or has otherwise cured the violations described therein.
- 1030 (3) Suspension, Revocation or Modification of Permit – The City of Morrow may suspend,
1031 revoke or modify the permit authorizing the development project. A suspended, revoked
1032 or modified permit may be reinstated after the applicant or other responsible person has
1033 taken the remedial measures set forth in the notice of violation or has otherwise cured the
1034 violations described therein, provided such permit may be reinstated (upon such
1035 conditions as the City of Morrow may deem necessary) to enable the applicant or other
1036 responsible person to take the necessary remedial measures to cure such violations.
- 1037 (4) Civil Penalties - In the event the applicant or other responsible person fails to take the
1038 remedial measures set forth in the notice of violation or otherwise fails to cure the
1039 violations described therein within ten (10) days, or such greater period as the City of
1040 Morrow shall deem appropriate (except, that in the event the violation constitutes an
1041 immediate danger to public health or public safety, 24 hours notice shall be sufficient)
1042 after the City of Morrow has taken one or more of the actions described above, the City
1043 of Morrow may impose a penalty not to exceed \$1,000 (depending on the severity of the
1044 violation) for each day the violation remains unremedied after receipt of the notice of
1045 violation.
- 1046 (5) Criminal Penalties - For intentional and flagrant violations of this ordinance, the City of
1047 Morrow may issue a citation to the applicant or other responsible person, requiring such
1048 person to appear in municipal court to answer charges for such violation. Upon
1049 conviction, such person shall be punished by a fine not to exceed \$1,000 or imprisonment
1050 for 60 days or both. Each act of violation and each day upon which any violation shall
1051 occur shall constitute a separate offense.