



## CITY OF STONECREST, GEORGIA

---

### CITY COUNCIL MEETING – AGENDA

3120 Stonecrest Blvd., Stonecrest, GA 30038

Monday, September 25, 2023 at 6:00 PM

---

*Mayor Jazzmin Cobble*

*Council Member Tara Graves - District 1      Council Member Rob Turner - District 2*

*Council Member Alecia Washington - District 3      Mayor Pro Tem George Turner - District 4*

*Council Member Tammy Grimes - District 5*

---

**Citizen Access:** [Stonecrest YouTube Live Channel](#)

- I. CALL TO ORDER:** George Turner, Mayor Pro-Tem
- II. ROLL CALL:** Sonya Isom, City Clerk
- III. INVOCATION:** Rob Turner, District 2 Councilmember
- IV. PLEDGE OF ALLEGIANCE:** Alecia Washington, District 3 Councilmember
- V. APPROVAL OF THE AGENDA**
- VI. REVIEW AND APPROVAL OF MINUTES**
  - [a.](#) Approval of Meeting Minutes - City Council Meeting July 24, 2023
  - [b.](#) Approval of Meeting Minutes - Special Called Meeting August 18, 2023
  - [c.](#) Approval of Meeting Minutes - City Council Meeting August 28, 2023

#### **VII. PUBLIC COMMENTS**

*Citizens wishing to make a public comment may do so in person. Citizens may also submit public comments via email to [cityclerk@stonecrestga.gov](mailto:cityclerk@stonecrestga.gov) by 2 pm on the day of the meeting to be read by the City Clerk.*

*All members of the public wishing to address the City Council shall submit their name and the topic of their comments to the city clerk prior to the start of any meeting held by the City Council.*

*There is a two (2) minute time limit for each speaker submitting or reading a public comment. Individuals will be held to established time limits.*

## **VIII. PUBLIC HEARINGS**

*Citizens wishing to participate and comment during the public hearing portion of the meeting may comment in person. You may also submit your request including your full name, address, position on the agenda item you are commenting on (for or against) via email to [cityclerk@stonecrestga.gov](mailto:cityclerk@stonecrestga.gov) by 2 pm the day of the Public Hearing to be read into the record at the meeting. A zoom link for the meeting will be sent to you.*

*When it is your turn to speak, please state your name, address and relationship to the case..*

*There is a ten (10) minute time limit for each item per side during all public hearings. Only the applicant may reserve time for rebuttal.*

- a. Public Hearing** - SLUP 22-016 1352 Regal Heights Drive - *Ray White, Director of Planning & Zoning*
- b. For Decision** - Ordinance for SLUP 22-016 1352 Regal Heights Drive - *Ray White, Director of Planning & Zoning*
- c. Public Hearing** - SLUP 23-008 6419 Rockland Road - *Ray White, Director of Planning & Zoning*
- d. For Decision** - Ordinance for SLUP 23-008 6419 Rockland Road - *Ray White, Director of Planning & Zoning*

## **IX. CONSENT AGENDA**

## **X. APPOINTMENTS & ANNOUNCEMENTS**

- a.** Appointment to Planning Commission - *Jazzmin Cobble, Mayor*
- b.** Appointment to Charter Commission - *George Turner, Mayor Pro-Tem*

## **XI. REPORTS & PRESENTATIONS**

## **XII. OLD BUSINESS**

- a. For Decision** - Ordinance for SLUP 23-006 6736 Jojanne Lane - *Ray White, Director of Planning & Zoning*

## **XIII. NEW BUSINESS**

- a. For Decision** - MP 23-000002 6718 Varkel Lane - *Ray White, Director of Planning & Zoning*
- b. For Decision** - Approval of Music, Film, Entertainment Study - *Christian Green, Director of Economic Development*

- c. For Decision** - Approval for Stonecrest Development Authority Funding - *Jazzmin Cobble, Mayor*

**XIV. CITY ATTORNEY COMMENTS**

**XV. CITY MANAGER UPDATE**

**XVI. MAYOR AND COUNCIL COMMENTS**

**XVII. EXECUTIVE SESSION**

*(When an executive session is required, one will be called for the following issues: 1) Personnel, 2) Litigation, 3) Real Estate)*

**XVIII. ADJOURNMENT**

*Americans with Disabilities Act*

*The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities and employment practices.*

*If you need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.*



**CITY OF STONECREST, GEORGIA**

**CITY COUNCIL MEETING – MINUTES**

**3120 Stonecrest Blvd., Stonecrest, GA 30038**

**Monday, July 24, 2023 at 6:00 PM**

*Mayor Jazzmin Cobble*

*Council Member Tara Graves - District 1    Council Member Rob Turner - District 2*

*Council Member Alecia Washington - District 3    Mayor Pro Tem George Turner - District 4*

*Council Member Tammy Grimes - District 5*

**Citizen Access:** [Stonecrest YouTube Live Channel](#)

**I. CALL TO ORDER:** Mayor Pro-Tem George Turner

The meeting began at 6:08pm.

**II. ROLL CALL:** City Clerk Sonya Isom

All members were present.

**III. INVOCATION:** Councilmember Rob Turner

**IV. PLEDGE OF ALLEGIANCE:** Councilmember Alecia Washington

**V. APPROVAL OF THE AGENDA**

Councilmember Grimes asked to move Reports & Presentations to follow Review and Approval of Minutes. Mayor Pro Tem would like to add Extension of Moratorium for Truck Parking Gravel Lots to New Business, Item e.

**Motion** – made by Councilmember Rob Turner to approve the agenda for the July 24, 2023 City Council meeting with the stated changes. Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

**VI. REVIEW AND APPROVAL OF MINUTES**

**a.** Approval of Meeting Minutes - Special Called Meeting June 14, 2023

**Motion** – made by Councilmember Tara Graves to approve the Special Called Meeting minutes for June 14, 2023 with the stated corrections. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

- b. Approval of Meeting Minutes - Special Called Meeting June 21, 2023, AM

**Motion** – made by Councilmember Tammy Grimes to approve Special Called Meeting minutes for June 21, 2023, AM. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

- c. Approval of Meeting Minutes - Special Called Meeting June 21, 2023, PM

**Motion** – made by Councilmember Tara Graves to approve Special Called Meeting minutes for June 21, 2023, PM. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

- d. Approval of Meeting Minutes - Special Called Meeting June 28, 2023

**Motion** – made by Councilmember Rob Turner to approve the Special Called Meeting minutes for June 28, 2023. Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

- e. Approval of Meeting Minutes - City Council Meeting June 28, 2023

**Motion** – made by Councilmember Tammy Grimes to approve the City Council Meeting minutes for June 28, 2023 with the stated corrections. Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

**VII. PUBLIC COMMENTS**

*Citizens wishing to make a public comment may do so in person. Citizens may also submit public comments via email to cityclerk@stonecrestga.gov by 2 pm on the day of the meeting to be read by the City Clerk.*

*All members of the public wishing to address the City Council shall submit their name and the topic of their comments to the city clerk prior to the start of any meeting held by the City Council.*

*There is a two (2) minute time limit for each speaker submitting or reading a public comment. Individuals will be held to established time limits.*

Faye Coffield – stated she is hosting a free CPR & 1<sup>st</sup> Aid training course on Wednesday at Salem Library. She also stressed concern about the gas line on Hayden Quarry and addressed some concerns about her willingness to work with Council.

Malaika Wells – congratulated the city on meeting the GMA City of Ethics standard. She also mentioned concerns about ARPA funds not reaching businesses and citizens in a timely manner and would like the report to be made public. Mentioned concern about employee turnover and questions if city has been named in any lawsuits

Pastor YaQuis Shelley – currently using Southeast Complex for women’s kickball league and is requesting additional porta potties at this location.

Read by City Clerk:

Kamia Gonzales – opposes Metro Green and requests the city deny the business license and certificate of occupancy.

Renee Cail – opposes Metro Green and asks that the Council act to stop Metro Green from operating in Stonecrest.

Hickman Family - asking council to file an appeal and stop Metro Green from operating in Stonecrest. Asking council to not allow Metro Green to ever get a business license in Stonecrest.

Lequvia Ousley – inquiring about the ARPA funds disbursement for Alexis Rose, a Stonecrest resident that was approved to receive a grant and is still waiting for the award.

Alexis Rose – stated she is facing eviction due to the delay in disbursement of ARPA funds. Asking city to locate her check.

Jacqueline Bryant – asking that city not release Certificate of Occupancy to Metro Green.

LaTanya Blake – asking that city appeal decision in favor of Metro Green and not grant a business license or certificate of occupancy.

Ellee Thaxton – caseworker for Alexis Rose and wanted to offer suggestion on releasing ARPA funds including requiring signatures when checks are delivered.

Comments from City Manager Scruggs stating there will be an ARPA update at the August Work Session. She also addressed Ms. Rose’s issue and stated the city has tried to reach out and is asking for updated contact information. Ms. Scruggs also stated that although the city has received calls, they have been put in the consultants’ hands, who has been entrusted with the funds for disbursement and to ensure eligibility of applicants.

## VIII. REPORTS & PRESENTATIONS

### a. Presentations – *Councilmember Tammy Grimes*

Presentation by Councilmember Grimes, Mayor Cobble and State Representative Rhonda Taylor to Dr. Charmaine Gray for 33 years of exceptional service as a Primary Care Pediatrician.

Presentation by Councilmember Grimes and Mayor Cobble to Mrs. Lori Robinson for admirable service to the healthcare industry within the Stonecrest community for 36 years and 39 years with Kaiser Permanente.

Presentation by Councilmember Grimes and Mayor Cobble to Mr. Michael Brown, who was issued the Stonecrest Cornerstone Constituent Award.

## IX. PUBLIC HEARINGS

*Citizens wishing to participate and comment during the public hearing portion of the meeting may comment in person. You may also submit your request including your full name, address, position on the agenda item you are commenting on (for or against) via email to cityclerk@stonecrestga.gov by 2 pm the day of the Public Hearing to be read into the record*

at the meeting. A zoom link for the meeting will be sent to you.

When it is your turn to speak, please state your name, address and relationship to the case..

There is a ten (10) minute time limit for each item per side during all public hearings. Only the applicant may reserve time for rebuttal.

**a. Public Hearing - TMOD 23-001 Truck Parking Gravel Lots - Director of Planning and Zoning Ray White**

Mayor Pro Tem George Turner stated that at the Planning Commission Meeting the specific recommendations were that the stakeholders meet with staff to review before a decision is rendered. Mayor Pro Tem suggested a meeting with the stakeholders happen before the Special Called Meeting on July 31, 2023. He is suggesting council approve to defer the public hearing to the Special Called Meeting scheduled for July 31<sup>st</sup> to give staff time to meet with the stakeholders.

**Motion** – made by Councilmember Rob Turner to defer TMOD 23-001 to the Special Called Meeting on July 31, 2023. Seconded by Councilmember Tammy Grimes.

The City Attorney stated that the day the public hearing is advertised is the day the public hearing should be held.

**Motion** - Councilmember Rob Turner withdrew the motion. No second motion needed.

Ray White, Director of Planning & Zoning stated there was a CPI meeting held on May 11, 2023 and Planning Commission meeting held on July 18, 2023. There are approximately 15 truck parking lots within the City of Stonecrest, which consists of 10 gravel lots and 5 paved lots. Staff proposing truck parking fall under these categories: Truck Stop, Truck Terminal or Transportation Equipment and Storage/Maintenance (Vehicle). Mr. White made mention that the TMOD 21-012 (Gravel Parking) has yet to be codified with Municode for the public to view. Mr. White made recommendations for changes and amendments. Staff has made a provision requested by mayor and council and added elements that will bring this TMOD into compliance with the new ordinance that is being presented.

There was a review of existing truck parking lots, truck routes and what has changed, including adding additional uses related to truck parking, adding a fence minimum height and type for street frontage, amending acre requirement of uses and a timeline for the existing truck parking lot to get in compliance with adopted code by business license renewal 2025. There was also mention of amending “unpaved” to “paved”, amending distance required from residential zone parcels, amending inspection requirements and timeline for inspections on an annual basis, and removing F & G from the section.

**Motion** – made by Councilmember Rob Turner to open the public hearing for TMOD 23-001 Truck Parking Gravel Lots. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

**In favor of this item:**

Jimmy Clanton

Faye Coffield

**In opposition of this item:**

Bernard Knight  
Craig Hagen  
Michelle Battle

**Motion** – made by Councilmember Tammy Grimes to close the public hearing for TMOD 23-001 Truck Parking Gravel Lots. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**b. For Decision - TMOD 23-001 Truck Parking Gravel Lots - Director of Planning and Zoning Ray White**

**Motion** – made by Councilmember Rob Turner to defer TMOD 23-001 Truck Parking Gravel Lots until the July 31, 2023 Special Call Meeting. Seconded by Mayor Pro Tem George Turner.

**Motion passed unanimously.**

**X. CONSENT AGENDA**

**XI. APPOINTMENTS**

**XII. OLD BUSINESS**

**a. For Decision - RZ 23-000002 7199 Hayden Quarry - Director of Planning and Zoning Ray White**

Ray White, Planning and Zoning Director stated the petitioner is Battle Law, PC on behalf of Parkland Communities, Inc., which is undeveloped land and the applicant is seeking major modification conditions. A master Home Association agreement will be needed between Crest Ridge Point and Crest Ridge Township. Staff is recommending approval with the 5 stated conditions.

Councilmember Tara Graves questioned some of the conditions listed in the packet. Mr. White confirmed the conditions that are marked through were worked out with the applicant and council. Councilmember Graves also asked if Georgia Power has received everything regarding to land surveying gas lines. Mr. White confirmed that the gas lines are in the right of way of the street therefore they are not on the site. Councilmember Grimes asked about documentation from the utility provider stating that the lines would not interfere. Attorney Denmark clarified it is council’s prerogative to ask for more information before making judgement.

Michelle Battle stated detailed documentation was provided to staff, showing all utility lines, including the gas lines, but it was not included in the presentation. Utility lines are in the right of way that will not impact the site if changes must occur.

Mayor Cobble questioned who would supply the documentation that satisfies the previously asked question. Councilmember Grimes stated the documentation could come from Planning & Zoning staff or the company that surveyed the land. She is seeking clarity on whether it is safe for the project to go forward. Ms. Battle stated she has presented to staff a copy of the survey showing there were no gas lines on the property. Director White will send a copy of the survey to council. Ms. Battle stated Georgia Power cannot give this information. City Engineer Karikaran would like to



see the plan and where the gas lines are located to give his thoughts and assure it is in the right of way.

**Motion** – made by Councilmember Tara Graves to defer this item to the July 31, 2023 Special Called Meeting for decision only . Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

### XIII. NEW BUSINESS

- a. For Decision** - HB 916 Superior and State Court Appellate Practice Act - 2nd Read - *Chief Judge Curtis W. Miller & Court Administrator Mallory Minor*

Mallory Minor, Court Administrator, gave the presentation and stated this is the 2<sup>nd</sup> read for this item, required to put into effect the HB 916 Superior and State Court Appellate Practice Act which will repeal and replace Georgia’s Notice of Appeal review standards.

The City Clerk read the preamble into the records. Ms. Minor states there are no additional changes from the 1<sup>st</sup> read.

**Motion** – made by Councilmember Rob Turner to approve HB 916 Superior and State Court Appellate Practice Act Ordinance. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

- b. For Decision** - City of Stonecrest Access Control - *Procurement Manager Shakerah Hall*

Shakerah Hall, Procurement Manager, gave the presentation and stated the city would like to piggyback off of Georgia’s statewide contract with Com-Tech, to provide access control to all city facilities. The purchase price is: \$80,139.71. Ms. Hall stated that staff will now have keyless entry. This is a recommendation from the city’s security study.

**Motion** – made by Councilmember Tammy Grimes to approve City of Stonecrest Access Control. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

- c. For Decision** - SPLOST II Funding Allocation Resolution - *City Engineer Hari Karikaran*

Hari Karikaran, City Engineer, gave the presentation. He stated that the SPLOST II allocation was previously heard during a work session as well as a public hearing to discuss funding. The staff is recommending street resurfacing paving, transportation and parking improvements, property acquisition and new infrastructure. He is asking for an approval from council to be able to send to DeKalb Attorney’s office to combine our resolution to make a master resolution to approve to go into the November election for the referendum.

Mayor Cobble stated when the resolution is adopted, to include in the motion that approximately \$58,727,000 is the amount in case there is a difference in the cost. The attorney and clerk can make that adjustment to the version that is signed to keep from revisiting for a \$1.00 difference. Be sure to add approximate. It should also be added to the heading of the resolution to match the exhibit.

**Motion** – made by Councilmember Tammy Grimes to approve the SPLOST II Funding Allocation Resolution. Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

**d. For Decision - Public Storage Facilities Moratorium Extension - Mayor Pro Tem George Turner**

Mayor Pro Tem George Turner stated this item was on the agenda for action only but there was not an advertisement in advance. In order to get the advertisement in place, it needed to be pushed to July 31, 2023, which is 1 day beyond the expiration date of the current moratorium. Mayor Pro Tem stated that the 30-day extension will start on July 31, 2023.

**Motion** – made by Councilmember Rob Turner to approve the Public Storage Facilities Moratorium extension. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

**e. For Decision – Truck Parking Gravel Lots Moratorium Extension - Mayor Pro Tem George Turner**

Mayor Pro Tem George Turner recommended extending the Truck Parking Gravel Lots Moratorium for an additional 30 days, effective July 31, 2023. This moratorium will have to be extended to July 31<sup>st</sup> due to the expiration date being July 30<sup>th</sup>.

**Motion** – made by Councilmember Tammy Grimes to approve the Truck Parking Gravel Lots Moratorium extension for 30 days, effective July 31st. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**f. For Decision - Approve Appointment of the General Attorney and Bond Counsel for the SDA per the IGA - Mayor Jazzmin Cobble**

Mayor Cobble stated the IGA that council and the Development Authority have adopted agrees the city will pay for the General Attorney and the Special Attorneys for the Development Authority in exchange for the city appointing its legal counsel. She is recommending approval of the General Attorney and the Bond Counsel for the SDA. Mayor Cobble also mentioned that the SDA members along with herself will not entertain any applications or prospects of business until legal professionals are in place. Mayor Cobble confirmed that the General Attorney will be led by Laryn Barnes Wiggins who represents LF Barnes Law, and her entire firm will be at our disposal, which will be the General Counsel. The Bond Counsel will be Doug Selby, and his firm will also be at the disposal of the SDA.

Councilmember Alecia Washington asked if there was already a General Attorney in place and if council could make recommendations for the Attorney General or Bond Counsel. Mayor Cobble stated no one is currently in place, but these are the recommendations of those to serve in both capacities. She also confirmed council could make other recommendations but would have to vote down the recommendations in order to present others. Councilmember Tara Graves asked where the recommendations came from. Mayor Cobble stated from herself, in addition to legal counsel. Recommendations were given to the SDA and they had a consensus that these are the

best suited.

**Motion** – made by Councilmember Rob Turner to approve the appointment of the General Attorney and Bond Counsel for the SDA per the IGA. Seconded by Councilmember Tammy Grimes.

**Motion passed 3-2 with Councilmembers Tara Graves and Alecia Washington voting Nay.**

#### **XIV. CITY MANAGER UPDATE**

City Manager Gia Scruggs stated a presentation on ARPA funds would be presented by Berry Dunn on August 14, 2023, to give an update. The website shows roads that have been paved during FY 22 and FY23. She also asked that the public do not display misinformation that is not true about current or former city employees in a public manner, to protect the privacy of the employees.

#### **XV. MAYOR AND COUNCIL COMMENTS**

District 1- Councilmember Tara Graves wants to wish teachers and students a wonderful 2023-2024 school year.

District 2 – Councilmember Rob Turner believes the new Superintendent will level DeKalb County up and will be a great school system and wishes for safe and wonderful school year.

District 3 – Councilmember Alecia Washington wants to thank the public for participation in the Stonecrest non-hazardous waste drop off. District 3 will have a book bag give-away on August 2<sup>nd</sup>.

District 5 – Councilmember Tammy Grimes wants to thank the city staff and wants to recognize all that helped with her event and stated the joy that your help brought was amazing and she appreciates everyone.

District 4 – Mayor Pro Tem stressed his concerns about recent killings. If the community has a way to mentor the children to put down weapons and talk it out instead of shooting it out, this will save one.

Mayor – Mayor Jazzmin Cobble mentioned the Bike Trail Meeting as a follow up, and that August 1<sup>st</sup> is our National Night Out 2023. This program partners with the East DeKalb County Precinct to sit down and talk with officers so we can provide safety and protection to the community as well as mentorship. This will take place at Browns Mill Recreation Center. She would also like to thank the public for coming out the Education Fest 2023.

#### **XVI. EXECUTIVE SESSION**

*(When an executive session is required, one will be called for the following issues: 1) Personnel, 2) Litigation, 3) Real Estate)*

**Motion** – made by Councilmember Tammy Grimes to go into Executive Session for personnel and litigation. Seconded by Councilmember Alecia Washington

**Motion passed unanimously.**

**Motion** – made by Councilmember Rob Turner to come out of Executive Session to resume regular scheduled council meeting. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**Motion** – made by Councilmember Tammy Grimes to approve the minutes from the Executive Session. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**XVII. ADJOURNMENT**

**Motion** – made by Councilmember Rob Turner to adjourn this meeting. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

**Meeting adjourned at 10:03pm**

*Americans with Disabilities Act*

*The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities and employment practices.*

*If you need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.*



## CITY OF STONECREST, GEORGIA

### SPECIAL CALLED MEETING – MINUTES

1300 Commerce Drive, Decatur, GA 30030

Friday, August 18, 2023 at 9:30 AM

*Mayor Jazzmin Cobble*

*Council Member Tara Graves - District 1      Council Member Rob Turner - District 2*

*Council Member Alecia Washington - District 3      Mayor Pro Tem George Turner - District 4*

*Council Member Tammy Grimes - District 5*

#### **I. CALL TO ORDER**

The SPLOST II County-City meeting was called to order by Michael Thurmond, DeKalb CEO.

#### **II. AGENDA ITEMS**

##### **A. For Discussion - SPLOST Meeting**

- The meeting began with a welcome by DeKalb CEO, Michael Thurmond and an introduction of attendees. Greetings by Robert Patrick, Presiding Officer of the DeKalb County Board of Commissioners, and Lynn Deutsch, Mayor of Dunwoody and Chair of DeKalb Municipal Association Policy Committee. CEO Thurmond acknowledged State House and Senate delegations for their efforts. Representative Karla Drenner, Georgia House of Representatives, 85<sup>th</sup> District, gave remarks.
- There was an introduction of the DeKalb Board of Commissioners, by Presiding Officer Patrick, including himself as Commissioner of District 1, Commissioner Michelle Long Spears, District 2, Commissioner Larry Johnson, District 3, Commissioner Steve Bradshaw, District 4, Commissioner Mereda Davis Johnson, District 5, Commissioner Ted Terry, District 6 and Commissioner Lorraine Cochran-Johnson, District 7. There were also greetings given by each Commissioner, as well as each Mayor that was present.
- Chief Operating Officer Zachary Williams introduced a presentation addressing the EHOST side of the SPLOST referendum. Budget Director T.J. Sigler spoke of EHOST, stating it is the second part of the referendum question. EHOST stands for Equalized Homestead Option Sales Tax and is a one cent sales tax that provides property tax relief to qualified homeowners in DeKalb County. All properties in DeKalb with an approved homestead exemption qualify for EHOST and will receive a credit on their annual property tax bill. From 2018 to 2022, EHOST saved DeKalb homeowners over \$591 million dollars in property taxes and will be over \$700 million dollars this year. SPLOST II, HB 431 did not impact the EHOST law.

- Viviane Ernstes, County Attorney, gave a presentation with background and context on the draft ballot and six-year IGA. There was a review and discussion of the draft ballot that the county is considering as well as a discussion of the 2017 DeKalb HOST, which was prior to EHOST and SPLOST. It was stated if the EHOST and SPLOST II ballot question does not pass, we go back to HOST, which did not provide the amount of capital the cities or county needed and did not provide the property tax relief that SPLOST II and EHOST provides. It was noted that cities get their own funds to spend on a broad set of categories. The ballot question is written into the state's statute. It was also stated that the SPLOST II tax is not in addition to the SPLOST I tax. The SPLOST I tax will expire, and the SPLOST II tax will replace it.
- DeKalb County CEO Michal Thurman spoke on legacy and the impact of SPLOST on the county. He stated SPLOST II institutionalizes the potential for progress in DeKalb County, all cities, and unincorporated areas. CEO Thurman stated we must think beyond our districts, corporate limits, and recognize we are all connected. The spirit of SPLOST is a common vision, common purpose and common opportunities. Mr. Thurman shared and reflected on a photo that was taken at the groundbreaking ceremony for SPLOST I in 2017, which he stated changed the history of DeKalb County. The photo showed Mayors and Commissioners standing together. Those in attendance at this meeting will come together and take a SPLOST II photo for future generations that will be there for SPLOST III.

### III. ADJOURNMENT

The meeting was adjourned by DeKalb County CEO Michael Thurman.

#### Americans with Disabilities Act

*The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities and employment practices.*

*If you need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.*



## CITY OF STONECREST, GEORGIA

### CITY COUNCIL MEETING – MINUTES

3120 Stonecrest Blvd., Stonecrest, GA 30038

Monday, August 28, 2023 at 6:00 PM

*Mayor Jazzmin Cobble*

*Council Member Tara Graves - District 1    Council Member Rob Turner - District 2*

*Council Member Alecia Washington - District 3    Mayor Pro Tem George Turner - District 4*

*Council Member Tammy Grimes - District 5*

**Citizen Access:** [Stonecrest YouTube Live Channel](#)

**I. CALL TO ORDER:** George Turner, Mayor Pro-Tem

The meeting began at 6:07pm.

**II. ROLL CALL:** Sonya Isom, City Clerk

All members were present.

**III. INVOCATION:** Rob Turner, District 2 Councilmember

**IV. PLEDGE OF ALLEGIANCE:** Alecia Washington, District 3 Councilmember

**V. APPROVAL OF THE AGENDA**

Mayor Cobble asked council to consider moving item J to item A, under New Business.

Mayor Pro-Tem George Turner mentioned that the SPLOST/Bond Resolution is not ready therefore, item I will be pulled from the the agenda and may require a Special Called Meeting to meet deadlines.

**Motion** – made by Councilmember Rob Turner to approve the agenda for the City Council Meeting with the stated adjustments. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**VI. REVIEW AND APPROVAL OF MINUTES**

**a.** Approval of Meeting Minutes - Council Planning Retreat, July 7 and 8, 2023

Councilmember Tara Graves mentioned that she did not attend the Council Retreat and notified the City Clerk's Office that she would not be in attendance. Mayor Pro-Tem George Turner stated she could abstain from this vote. Councilmember Graves replied she would be abstaining due to not attending the retreat.

**Motion** – made by Councilmember Tammy Grimes to approve the meeting minutes for the Council Planning Retreat on July 7<sup>th</sup> and 8<sup>th</sup>, 2023. Seconded by Councilmember Alecia Washington.

**Motion passed 4-0 with Councilmember Tara Graves abstaining due to not attending the retreat.**

**b.** Approval of Meeting Minutes - Special Called Meeting July 10, 2023

**Motion** – made by Councilmember Rob Turner to approve the meeting minutes from the July 10, 2023 Special Called Meeting. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

**c.** Approval of Meeting Minutes - City Council Meeting July 24, 2023

Councilmember Tammy Grimes requested a change to page 5, final paragraph that reads, "Councilmember Grimes confirmed it could come from Planning & Zoning staff or the company that surveyed the land." Councilmember Grimes stated she was asking a question and would like that passage corrected.

Councilmember Tara Graves questioned if the date for the Truck Parking Moratorium Extension was correct. Mayor Pro-Tem Turner stated since there was a dispute with the dates, he requests it is corrected by a review of the audio for confirmation. City Attorney Alicia Thompson stated that the resolution for the current moratorium will end on August 29, 2023, which was an extension from July 30, 2023.

**Motion** – made by Councilmember Tammy Grimes to defer approval of the July 24, 2023 City Council Meeting minutes to the next City Council Meeting, after the audio has been used to clarify the correct dates. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

**d.** Approval of Meeting Minutes - Special Called Meeting July 31, 2023

**Motion** – made by Councilmember Tara Graves to approve the meeting minutes from the July 31, 2023 Special Called Meeting. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

## VII. PUBLIC COMMENTS

*Citizens wishing to make a public comment may do so in person. Citizens may also submit public comments via email to [cityclerk@stonecrestga.gov](mailto:cityclerk@stonecrestga.gov) by 2 pm on the day of the meeting to be read by the City Clerk.*

*All members of the public wishing to address the City Council shall submit their name and the topic of their comments to the city clerk prior to the start of any meeting held by the City Council.*



*There is a two (2) minute time limit for each speaker submitting or reading a public comment. Individuals will be held to established time limits.*

Faye Coffield – Stated Code Enforcement cited her for not paying taxes on her business, even though the business is not located in Stonecrest, she doesn’t like the fact that her neighbors have been interviewed about her and someone contacted the state about her business license and her compliance with being a private investigator. Commented that the mayor’s political campaign signs are in the right-of-way.

Donna Priest-Brown – Mentioned she has obtained a copy of RFQ’s for services. She would like to know the reason for the delays on the 2021 & 2022 audits, processes and analysis and how the manual journal entry findings are being managed since the 2022 audit findings. She would like to observe the process with the Finance Department. Why are city resources being used to analyze Development and Housing Authority funds which are not a part of the city’s accounting portfolio? Were the council members made aware of the outstanding audits for 2021 & 2022.

Malaika Wells – Questioned if sufficient notice was given for the Council Retreat held on July 7<sup>th</sup> & 8<sup>th</sup>, 2023 and why was it not streamed and would like proof of the notice. Why was an RFQ for a real estate agent submitted by the city? And she is asking the city to extend the speaking time for public comments. Also addressed the mayor’s discussion of the Charter Review Commission appointments and would like the mayor to center the needs of the community in her requests.

Geraldine Champion – Mentioned the city showing transparency since being a city, has concerns about money being spent on security, and encouraging the city to change things.

Bernard Knight – Commented on a plat agenda item, stating he supports the item, but the plat has errors. He stated the southwestern corner of the plat takes in 2 pieces of parcel that are not in the City of Stonecrest, but unincorporated DeKalb County.

**Read by the City Clerk:**

Renee Cail - Stated she is concerned about residents in close proximity of the Metro Green Recycling Center which should never have been constructed in a residential area and that seniors, children and those suffering with respiratory/cardiovascular conditions, need to be protected. She is asking the city not to issue any licenses or certificate of occupancy.

**VIII. PUBLIC HEARINGS &**

*Citizens wishing to participate and comment during the public hearing portion of the meeting may comment in person. You may also submit your request including your full name, address, position on the agenda item you are commenting on (for or against) via email to cityclerk@stonecrestga.gov by 2 pm the day of the Public Hearing to be read into the record at the meeting. A zoom link for the meeting will be sent to you.*

*When it is your turn to speak, please state your name, address and relationship to the case..*

*There is a ten (10) minute time limit for each item per side during all public hearings. Only the applicant may reserve time for rebuttal.*

**a. Public Hearing** - RZ 23-003 4700 Browns Mill Road - *Ray White, Director of Planning & Zoning*

Presentation by Ray White, Director of Planning & Zoning. Mr. White conducted a review of requested amendments and staff recommendations, including modifications. Staff are requesting a change in conditions for a parcel that was originally conditioned for 120 single family town homes, to 46 for sale, single family, detached homes. The 4 conditions are to change the number of units, allow sidewalks on both sides of the road, add turning lanes, and include decorative landscaping entrances.

**Motion** – made by Councilmember Rob Turner to open public hearing for RZ 23-003 4700 Browns Mill Road. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**Comments in favor of this item:**

Josh Mahoney

**Comments in opposition of this item:**

Faye Coffield

Malaika Wells

Joy Graham

**Read by the City Clerk:**

Ken Taylor

Josh Mahoney with Battle Law spoke on behalf of the applicant, Ray of Hope, and speaking on the change of conditions. The applicant is asking for a deferral. They are also requesting to change condition 6, condition 7, and delete condition 10, getting rid of the gate requirement. There were concerns at the Planning Commission meeting and they are looking for additional information. There was a traffic study initiated and there should be a report by the middle of next month. The applicant would like to defer the application and allow for the traffic study to come back and also host another community meeting to come to a solution and work with the residents.

**Motion** – made by Councilmember Tara Graves to close public hearing for RZ 23-003 4700 Browns Mill Road. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

**b. For Decision** - RZ 23-003 4700 Browns Mill Road - *Ray White, Director of Planning & Zoning*

Councilmember Rob Turner inquired about the design of the homes. Josh Mahoney stated the design for the homes did not make it into the report, and he will have it at the next cycle. He will also send via email tomorrow morning. Mr. Mahoney also confirmed the property is zoned RSM, surrounding property is R100 and that the property will have a 40-foot frontage. Mayor Pro-Tem asked if the applicant is asking to remove all 10 conditions as the deal was to build senior housing if they were allowed to move from R100. Mr. Mahoney stated they are hoping to get away from that request by approving a new one. Mayor Pro-Tem asked since the senior housing was not constructed, at what point do the conditions default and if there is anything that can be legally done? Attorney Denmark

stated unless there was a timeframe by operation of law it would not naturally convert, and that the city can initiate a re-zoning of property.

Mayor Cobble asked if the current conditions on the property are the ones that the city decides to remove, would it go back to being zoned as R100? Attorney Denmark stated the zoning would not change because it was put in place as permanent. Until the city requests a zoning classification, the zoning will not change. Mayor Pro-Tem stated he spoke with residents who are in the R100 zone, and their concerns are the inconsistencies in the frontage. Mr. Mahoney stated that Ray of Hope has not been able to get any builders to build the townhomes in two decades and if they can get a builder, they will have town homes.

**Motion** – made by Mayor Pro Tem George Turner to defer RZ 23-003 4700 Browns Mill Road 30 days for decision only. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

**c. Public Hearing** - SLUP 23-003 6736 Jojanne Lane - *Ray White, Director of Planning & Zoning*

Presentation by Ray White, Director of Planning & Zoning. There was an overview of future land use/character area, zoning, aerial map, the submitted floor layout and staff recommendations with four conditions. Director White stated the zoning is R100 Residential Medium Lot, located in the Arabia Mountain Overlay Conservation District. Staff is recommending the applicant provide two copies of the completed architectural plan, obtain a city business license and permits required by the State, have at least four parking spots within a driveway, garage or carport and no parking on lawn areas. Staff is recommending approval.

**Motion** – made by Councilmember Tammy Grimes to open public hearing for SLUP 23-003 6736 Jojanne Lane. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**In favor of this item:**

Diselle Swans

**In opposition of this item:**

Faye Coffield

**Read by the City Clerk:**

Pyper Bunch

The applicant stated this is not a Personal Care Home but is considered a Community Living Arrangement. The residents are not mental health clients, and she will have 2-3 clients that are autistic.

**Motion** – made by Councilmember Rob Turner to close public hearing for SLUP 23-003 6736 Jojanne Lane. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

**d. For Decision** - SLUP 23-003 6736 Jojanne Lane - *Ray White, Director of Planning & Zoning*

Councilmember Tammy Grimes asked the applicant who currently lives at the property. Ms. Swans stated she lives at the property along with one client. Ms. Swans also stated that although the neighborhood does not have an HOA, she has had conversations with her neighbors and that in person, they support her. Her last business license was with DeKalb County. Ms. Swans also confirmed she is the business owner, owner of the home, and has been at the property since 2014. Ms. Swans mentioned that the clients are verbal and high functional male clients. Mayor Pro-Tem asked Ms. Swans about the host location and if she would have only three clients. Ms. Swans confirmed this property is the host location and that she would have no more than three clients.

Councilmember Grimes asked Planning & Zoning to state the concerns from both the Planning Commission meeting and CPIM. Director White stated there were comments from the community regarding the clients roaming the neighborhood uncontrolled. Ms. Swans stated her client does not roam. Councilmember Grimes asked Director White if the applicant will only have up to 3 clients, will she still need a Special Land Use Permit? Director White answered, yes. Councilmember Grimes also asked for confirmation that the four conditions have been met. Director White confirmed that the applicant has satisfied the four conditions.

**Motion** – made by Councilmember Tammy Grimes to defer SLUP 23-003 6736 Jojanne Lane 30 days to the next council meeting for decision only. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

Mayor Cobble asked Director White if we typically write conditions that are already stated in the code and how one would differentiate the two, noting her concerns about the applicant being confused. Director White stated they refer to the code for specificity then list the aspects of the code. Mayor Cobble suggested that it is stated that the code is being reiterated. Director White stated the department will be more precise.

**IX. CONSENT AGENDA**

**X. APPOINTMENTS & ANNOUNCEMENTS**

Gia Scruggs, City Manager introduced new leadership team members, Sedrick Swann, Parks and Recreation Director and Patrick Moran, Chief Building Official. City Manager Scruggs also mentioned Keisha Franklin, Finance Director.

**XI. REPORTS & PRESENTATIONS**

**XII. OLD BUSINESS**

- a. For Decision** - TMOD 23-001 Truck Parking Gravel Lots - *Ray White, Director of Planning & Zoning*

Presentation by Ray White, Director of Planning & Zoning identifying what is being added and what is being stricken from the code. There was a review of the recommendations and what has changed.

Mayor Pro Tem Turner asked Director White about the 5-axle requirement from the previous work session for any unintended consequences. Director White stated he did not see any discrepancies with that requirement. Mayor Pro Tem Turner also asked about chain link fences and if the fences can be chain link with slats. Director White said yes. Councilmember Graves asked why the Planning Commission recommended a 30-day deferral. Director White stated they were concerned about transportation and traffic issues and requested clarity on the overall provisions.

**Motion** – made by Councilmember Tara Graves to approve TMOD 23-001 Truck Parking Gravel Lots. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

The preamble of the ordinance was read by the City Clerk.

### XIII. NEW BUSINESS

- a. **For Decision** - MP 22-006 1801 Coffee Road - *Ray White, Director of Planning and Zoning*

Presenter Ray White, Director of Planning & Zoning stated MP stands for Major Plat, which includes three or more combined plats. There was a review of facts, including current zoning and the proposed layout. DeKalb County is included in the routing and did not point out any issues. This property is zoned M, Light Industrial, and is a 5-parcel division. The applicant is asking to combine five lots into one lot. This request is to help move the development forward for use. Staff is recommending approval.

Mayor Pro Tem Turner asked Director White if he had records from when the item was previously brought to council, approximately 2-3 years ago. Director White replied, yes and that there were some concerns about the community overall and the traffic generation. Councilmember Grimes asked why DeKalb had to give their stamp of approval. Director White stated the GIS function is in Dekalb where lots are located and is routine to have DeKalb review.

**Motion** – made by Councilmember Tara Graves to approve MP 22-006 1801 Coffee Road. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

- b. **For Decision** - Shade Structure Installation - *Tameika Porter, Interim Director of Parks & Recreation, Shakerah Hall, Procurement Manager*

Presenter Tameika Porter, Interim Director of Parks & Recreation is requesting approval for Dynamic Shade, LLC to install the shade structure via the single source procurement method in the amount of \$85,590.65.

Councilmember Grimes asked if the 30% markup was in place when this item was presented before and if it is customary. Ms. Porter stated that inflation caused the markup. Gia Scruggs, City Manager stated that when the item was previously brought forth, the request did not include installation. During the attempt to find a qualified vendor to install the shade structures the vendors did not want to install something that they did not purchase, hence the markup.

**Motion** – made by Councilmember Rob Turner to approve the Shade Structure Installation request. Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

**c. For Decision** - Computer Refresh - *Shakerah Hall, Procurement Manager*

Presenter Shakerah Hall, Procurement Manager, is seeking to purchase 41 computers and docking stations for city employees. Three quotes were received and CDW submitted the lowest quote. Ms. Hall confirmed the quote includes a four-year warranty.

Councilmember Graves asked if the \$85,000 was for PCs and software. Ms. Hall replied it is for PCs only. Councilmember Graves asked if the amount included a warranty. Ms. Hall replied yes, the amount included a 4-year warranty. Mayor Cobble asked if there is a fee for the installation. Ms. Hall stated Interdev will perform the installation.

**Motion** – made by Councilmember Rob Turner to approve the Computer Refresh. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

**d. For Decision** - Purchase and Installation of Video Cameras for City Facilities & Parks - *Shakerah Hall, Procurement Manager*

Presenter Shakerah Hall, Procurement Manager, is seeking approval for Comtech to provide video cameras at city facilities and parks. This was a recommendation by the security study. The amount is \$124,179.47 for cameras and installation.

Mayor Cobble asked about cloud storage and the amount of storage. Ms. Hall doesn't have the information available but asked the consultant to make sure there was enough storage to cover the cameras for both parks and facilities. Councilmember Alecia Washington asked if Fairington Park was included and Ms. Hall replied no, Fairington Park was not included. The locations included are: Southeast, the Aquatic Center, Browns Mill and City Hall. Ms. Hall stated that the parks currently included have a building or structure.

Councilmember Rob Turner asked how many cameras would be at each location and how the city will make this determination. Ms. Hall stated the city is purchasing 14 cameras. And the structure will determine the count.

**Motion** – made by Councilmember Rob Turner to approve the Purchase and Installation of Video Cameras for City Facilities & Parks. Seconded by Councilmember Alecia Washington.

**Motion passed unanimously.**

Mayor Pro Tem Turner asked the City Manager to make note for public acknowledgement that the city will discuss cameras at convenience stores to match what DeKalb County is considering.

**e. For Decision** - Adoption of FY24 Budget Calendar - *Gia Scruggs, City Manager*

Presenter Gia Scruggs, City Manager is asking for the adoption of the FY24 Budget Calendar, which was discussed at Work Session. The city is working on budget discussions

with Department Directors and scheduled to have a combined committee meeting with the Finance, SPLOST, Transportation and Parks Committees to go over recommendations for the FY24 Budget. The first proposal will be presented by Mayor and City Manager at the October Work Session.

**Motion** – made by Councilmember Tammy Grimes to adopt the FY24 Budget Calendar as presented. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**f. For Decision** - ARPA Business and Residential Support Funding Request - *Gia Scruggs, City Manager*

Presenter Gia Scruggs, City Manager gave a review of the funding request. The request is for approval of \$100,000 for awards to six small businesses that are now eligible to receive assistance. The request is also for approval of up to \$300,000 for potential assistance for residents that submitted applications but did not provide copies of past due bills. Total funding request is not to exceed \$400,000.

**Motion** – made by Councilmember Tammy Grimes to approve the ARPA Business and Residential Support Funding request. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**g. For Decision** - 2022 Street Resurfacing Contract Change Order - *Hari Karikaran, City Engineer*

Presentation by Hari Karikaran, City Engineer, including a list of roads that were completed in 2022 as well as a review of calculations. The 2022 Street Paving Contract was awarded to Stewart Brothers in 2022 and most of the roads were completed from package 1. Funds were depleted before all streets could be paved. Stewart Brothers is requesting a change order to complete all streets. Total additional funding needed is \$600,707.03. If approved, packages 1 and 4 will be completed by the end of October.

Councilmember Grimes asked for clarity on the NA shown on line 34 of package 4. Mr. Karikaran replied that is a small section of the road that was already paved. He also gave explanation of the bidding process and confirmed the unit price remains the same.

**Motion** – made by Councilmember Tammy Grimes to approve the 2022 Street Resurfacing Contract Change Order. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

The preamble to the resolution was read by the City Clerk.

**h. For Decision** - Southeast Athletic Complex Parking Lot Addition Design Service - *Hari Karikaran, City Engineer*

Presenter Hari Karikaran, City Engineer stated that during major events, people are parking in the grass due to not having enough parking spaces. Four proposals were received and the RFQ committee reviewed the proposals and recommended Planners and Engineers Collaborative Inc., in the amount of \$66,700, to design the parking lot.

Councilmember Rob Turner asked if there was a specific number of additional parking lots. Mr. Karikaran stated there are currently 367 regular spaces and 8 handicap parking spaces. He is hoping to double that and eventually have at least 1000 spaces.

**Motion** – made by Councilmember Rob Turner to approve the Southeast Athletic Complex Parking Lot Addition Design Service. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**i. For Decision - Panola Road Scoping Study - Hari Karikaran, City Engineer**

Presenter Hari Karikaran, City Engineer stated this study dates back to DeKalb County and that after the city was incorporated, DeKalb County promised to assist with the Panola Road Study. There was a review of the roundabout locations at Panola Mill Drive and Black Foot Drive. The next step is for the city to initiate applications for grant funding. The first phase would be from the end of Panola Interchange to Thompson Mill Road.

Mayor Pro Tem Turner asked if adopted now, can changes be made later? Mr. Karikaran replied this is basically a guideline. Councilmember Washington asked if there is no roundabout, will there be another way to regulate the stop light? Mr. Karikaran replied there will be a designated right turning lane and there will be significant improvement. It will also be safer, and the signal timing will be adjusted.

**Motion** – made by Councilmember Tammy Grimes to accept the Panola Road Scoping Study. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

**XIV. CITY ATTORNEY COMMENTS – No comments**

**XV. CITY MANAGER UPDATE**

City Manager Scruggs - The Citizens Academy will start in October and will include an overview of city services, departments, Council, and how the government offices work.

**XVI. MAYOR AND COUNCIL COMMENTS**

District 1, Councilmember Tara Graves - planning a district clean up the weekend of September 23<sup>rd</sup>. Had a great time at the grand opening of Sip and Frost. Go check out some of the new businesses in the city. Have a safe and wonderful Labor Day Weekend.

District 2, Councilmember Rob Turner - have a safe, enjoyable, and relaxing Labor Day.

District 3, Councilmember Alecia Washington – if anyone in District 3 has any questions, please email or call her. Enjoy, be safe and have a great Labor Day weekend.

District 5, Councilmember Tammy Grimes – on September 9<sup>th</sup> for Childhood Cancer Month, she is partnering with Kids Doc on Wheels, Aflac, Cancer Blood and Disorder Center to spread joy to children with cancer. Use the QA code on the flyer to make donations. The City of Stonecrest is not accepting any funds. Still need school supplies and toiletries. Thanks to partners at New Birth who donated over 100 pairs of shoes to the students at Salem Middle school. Parents, register your children. Stay safe,



District 4, Mayor Pro Tem George Turner - acknowledges the requests for a Town Hall in District 4 and he will hold it at the end of September. Be safe and have a nice holiday.

Mayor Cobble – reminder that there are 2 rock star events coming up: September 9<sup>th</sup> Childhood Cancer Event and September 16<sup>th</sup> Screen on the Green and Entrepreneur Expo. Stay engaged and have fun in the City of Stonecrest.

## XVII. EXECUTIVE SESSION

**Motion** – made by Councilmember Tammy Grimes to go into Executive Session for litigation. Seconded by Councilmember Tara Graves.

**Motion passed unanimously.**

**Motion** – made by Councilmember Tammy Grimes to leave Executive Session and return to regular scheduled city council meeting. Seconded by Councilmember Rob Turner.

**Motion passed unanimously.**

**Motion** – made by Councilmember Rob Turner to approve the minutes from the Executive Session. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

*(When an executive session is required, one will be called for the following issues: 1) Personnel, 2) Litigation, 3) Real Estate)*

## XVIII. ADJOURNMENT

**Motion** – made by Councilmember Rob Turner to adjourn the August 28, 2023 City Council meeting. Seconded by Councilmember Tammy Grimes.

**Motion passed unanimously.**

Meeting adjourned at 9:52pm.

### Americans with Disabilities Act

*The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities and employment practices.need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.*



## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: SLUP 22-016 1352 Regal Heights Drive**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION     PUBLIC HEARING     CONSENT AGENDA     OLD BUSINESS
  - NEW BUSINESS     OTHER, PLEASE STATE: Click or tap here to enter text.
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE     RESOLUTION     CONTRACT     POLICY     STATUS REPORT
  - OTHER, PLEASE STATE: Click or tap here to enter text.
- 

**ACTION REQUESTED:**  DECISION     DISCUSSION,     REVIEW, or     UPDATE ONLY

---

**Previously Heard Date(s):** Click or tap to enter a date. & Click or tap to enter a date.

**Current Work Session:** Click or tap to enter a date.

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Ray White, Director Planning and Zoning

**PRESENTER:** Ray White, Director Planning and Zoning

**PURPOSE:** Applicant is seeking a Special Land Use Permit to operate a Personal Care Home, Group.

**FACTS:** The applicant is proposing to operate a Personal Care Home, Group which is classified as a Type II Home Occupation. The property has a frontage on Regal Heights Drive. Within Chapter 27 of the Zoning Ordinance, Section 4.2.41 (Personal care homes and child caring institutions) elaborates on the rules and regulations that applicants must abide by when operating Personal Care Homes.

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve With Conditions

**ATTACHMENTS:**

- (1) Attachment 1 - Staff Report
- (2) Attachment 2 - Ordinance
- (3) Attachment 3 - Click or tap here to enter text.



## CITY COUNCIL AGENDA ITEM

---

- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.

Raymond White  
Director  
Planning and Zoning  
Department



Matthew  
Williams  
Deputy Director  
Planning and  
Zoning  
Department

**TO:** Mayor and City Council

**FROM:** Planning and Zoning Department

**SUBJECT:** SLUP22-016

**ADDRESS:** 1352 Regal Heights Drive

**MEETING DATE:** September 25, 2023

**SUMMARY:** Applicant is seeking a Special Land Use Permit to operate a Personal Care Home, Group.

**STAFF RECOMMENDATION:** Approval with conditions

**PLANNING COMMISSION RECOMMENDATION:** Approval with conditions



SLU22-016

Planning and Zoning Department

**District #1: Tammy Grimes**

<b>PROPERTY INFORMATION</b>	
<b>Location of Subject Property:</b> 1352 Regal Heights Drive	
<b>Parcel Number:</b> 16 131 01 041	
<b>Road Frontage:</b> Regal Heights Dr	<b>Total Acreage:</b> 0.81 +/-
<b>Current Zoning:</b> R-100 (Residential Medium Lot)	<b>Overlay District:</b> N/A
<b>Future Land Use Map/ Comprehensive Plan:</b> SUB (Suburban)	
<b>Zoning Request:</b> Applicant is seeking a Special Land Use Permit to operate a Personal Care Home, Group	
<b>Zoning History:</b> N/A	

<b>APPLICANT / PROPERTY OWNER INFORMATION</b>
<b>Applicant Name:</b> Stella Akolade
<b>Applicant Address:</b> 1352 Regal Heights Drive Lithonia, GA 30058
<b>Property Owner Name:</b> Stella Akolade
<b>Property Owner Address:</b> 1352 Regal Heights Drive Lithonia, GA 30058



**DETAILS OF ZONING REQUEST**

Since the city’s incorporation, the site has been zoned R-100 (Medium Lot Residential). The subject property is currently development as a single-family detached dwelling. The applicant is proposing to operate a Personal Care Home, Group which is classified as a Type II Home Occupation. The property has a frontage on Regal Heights Drive.

The existing structure is a two-story dwelling. There’s the kitchen, dining, family room, office, and attendant’s room located on the first/main floor. One the second level there resides three (3) bedrooms, which includes the two (2) bathrooms. The total square footage is approximately 2478 sq. ft.

The city’s land use policy document does support the proposed operation. The City of Stonecrest 2038 Comprehensive Plan has designated the parcel with the Suburban Zone land use designation. The Suburban intends to recognize those areas of the city that have developed traditional suburban land use patterns while encouraging new development to have increased connectivity and accessibility.

Within Chapter 27 of the Zoning Ordinance, Section 4.2.41 (Personal care homes and child caring institutions) elaborates on the rules and regulations that applicants must abide by when operating Personal Care Homes. General requirements for all person care homes are:

1. If owned by a corporation, partnership, Limited Liability Company, or any entity other than a natural person, the administrator identified in the state license application must reside in the personal care home. If owned by an individual, the individual owner must reside in the group personal care home.
2. Each personal care home must obtain a city license as well as all license(s) and/or permit(s) required by the State of Georgia before beginning to operate. Each personal care home licensed and/or permitted by the State of Georgia must display its state-issued and city-

SLU22-016

Planning and Zoning Department

issued license(s) and/or permit(s) in plain view, visible from the front doorway of the facility.

3. No personal care home may display any exterior signage that violates the sign ordinance in chapter 21 of the Code or the sign provisions in the zoning regulations for the underlying zoning district where the personal care home is located.
4. Personal care homes may apply for an FHA Accommodation Variance as provided for in section 7.5.9 of Chapter 27 (Zoning Ordinance).
5. No city permit for the operation of the personal care home shall be transferable.

Requirements for Personal Care Home, group (up to six persons) must comply with the following:

1. Two copies of complete architectural plans for the subject group personal care home, signed or sealed by a registered architect, shall be submitted to the director of planning prior to issuance of a building permit or business license.
2. Each group personal care home must provide at least four parking spaces within a driveway, garage or carport and must comply with any applicable requirements in article 6.
3. The home must be at least 1,800 sq. ft in size.
4. In order to prevent institutionalizing residential neighborhoods, no group personal care home located in a residential zoning district may be operated within 1,000 feet of any other group personal care home. The 1,000-foot distance requirement is measured by a straight line which is the shortest distance (i.e., "as the crow flies") between the property lines of the two tracts of land on which the group personal care homes are located.

**ADJACENT ZONING & LAND USE**

<b>NORTH</b>	<b>Zoning:</b> RSM (Small Lot Residential Mix)	<b>Land Use:</b> Single-Family Dwelling
<b>SOUTH</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>EAST</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>WEST</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling



**PHYSICAL CHARACTERISTICS & INFRASTRUCTURE**

The site is an existing single-family dwelling with one (1) road frontage (Regal Heights Drive).

**SPECIAL LAND USE PERMIT ZONING CRITERIA**

- 1. Adequacy of the size of the site for the use contemplated and whether or not adequate land area is available for the proposed use including provision of all required yards, open space, off-street parking, and all other applicable requirements of the zoning district in which the use is proposed to be located;
- 2. Compatibility of the proposed use with adjacent properties and land uses and with other properties and land uses in the district;
- 3. Adequacy of public services, public facilities, and utilities to serve the proposed use;
- 4. Adequacy of the public street on which the use is proposed to be located and whether or not there is sufficient traffic-carrying capacity for the use proposed so as not to unduly increase traffic and create congestion in the area;
- 5. Whether or not existing land uses located along access routes to the site will be adversely affected by the character of the vehicles or the volume of traffic generated by the proposed use;
- 6. Adequacy of ingress and egress to the subject property and to all proposed buildings, structures, and uses thereon, with particular reference to pedestrian and automotive safety and convenience, traffic flow and control, and access in the event of fire or other emergency;
- 7. Whether the proposed use will create adverse impacts upon any adjoining land use by reason of noise, smoke, odor, dust, or vibration generated by the proposed use
- 8. Whether the proposed use will create adverse impacts upon any adjoining land use by reason of the hours of operation of the proposed use;
- 9. Whether the proposed use will create adverse impacts upon any adjoining land use by reason of the manner of operation of the proposed use;
- 10. Whether the proposed use is otherwise consistent with the requirements of the zoning district classification in which the use is proposed to be located;





SLU22-016

Planning and Zoning Department

<b>11.</b> Whether the proposed use is consistent with the policies of the comprehensive plan;
<b>12.</b> Whether the proposed use provides for all required buffer zones and transitional buffer zones where required by the regulations of the zoning district in which the use is proposed to be located;
<b>13.</b> Whether there is adequate provision of refuse and service areas;
<b>14.</b> Whether the length of time for which the special land use permit is granted should be limited in duration;
<b>15.</b> Whether the size, scale and massing of proposed buildings are appropriate in relation to the size of the subject property and in relation to the size, scale and massing of adjacent and nearby lots and buildings;
<b>16.</b> Whether the proposed use will adversely affect historic buildings, sites, districts, or archaeological resources;
<b>17.</b> Whether the proposed use satisfies the requirements contained within the supplemental regulations for such special land use permit;
<b>18.</b> Whether the proposed use will create a negative shadow impact on any adjoining lot or building as a result of the proposed building height; and
<b>19.</b> Whether the proposed use would be consistent with the needs of the neighborhood or the community as a whole, be compatible with the neighborhood, and would not be in conflict with the overall objective of the comprehensive plan.

**RECOMMENDATION**

Staff recommends **APPROVAL** with the following condition(s):

1. Applicant must comply and remain in compliance with [Sec. 4.2.41. - Personal care homes and child caring institutions](#); and
2. Applicant must comply and remain in compliance with all International Building Code regarding care facilities within a dwelling.



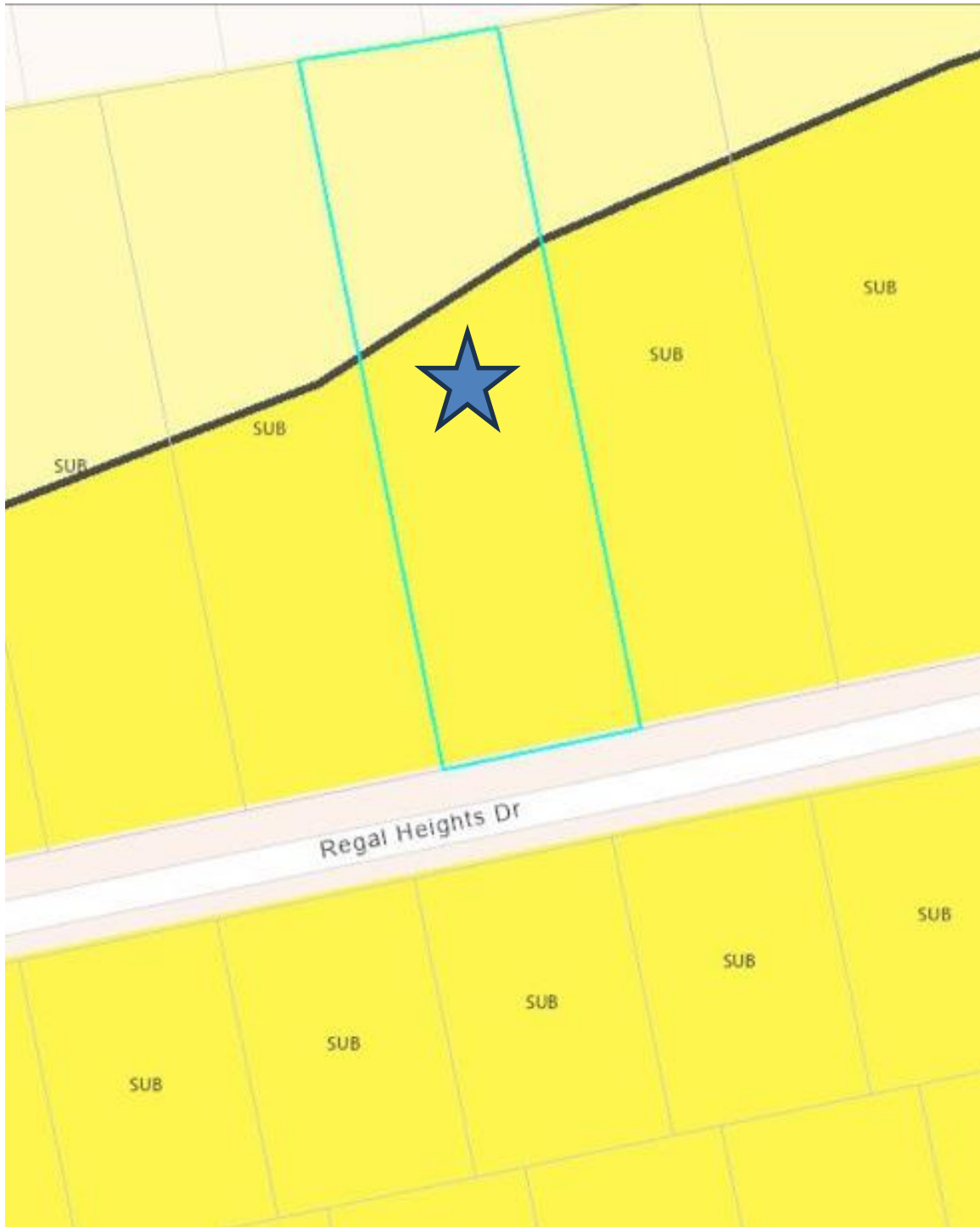
SLU22-016

Planning and Zoning Department

**Attachments Included:**

- **Future Land Use Map**
- **Zoning Map**
- **Aerial Map**
- **Site Plan/Survey**
- **Letter of Intent**

**Future Land Use Map**





SLU22-016

Planning and Zoning Department

## Suburban Neighborhood (SN)

The intent of the Suburban Neighborhood character area is to recognize those areas of the city that have developed in traditional suburban land use patterns while encouraging new development to have increased connectivity and accessibility. These areas include those developed (built out) and those under development pressures. Those areas are characterized by low pedestrian orientation, limited transit access, scattered civic buildings and curvilinear street patterns. The proposed density for areas of this type is up to 8 dwelling units per acre.

SLU22-016

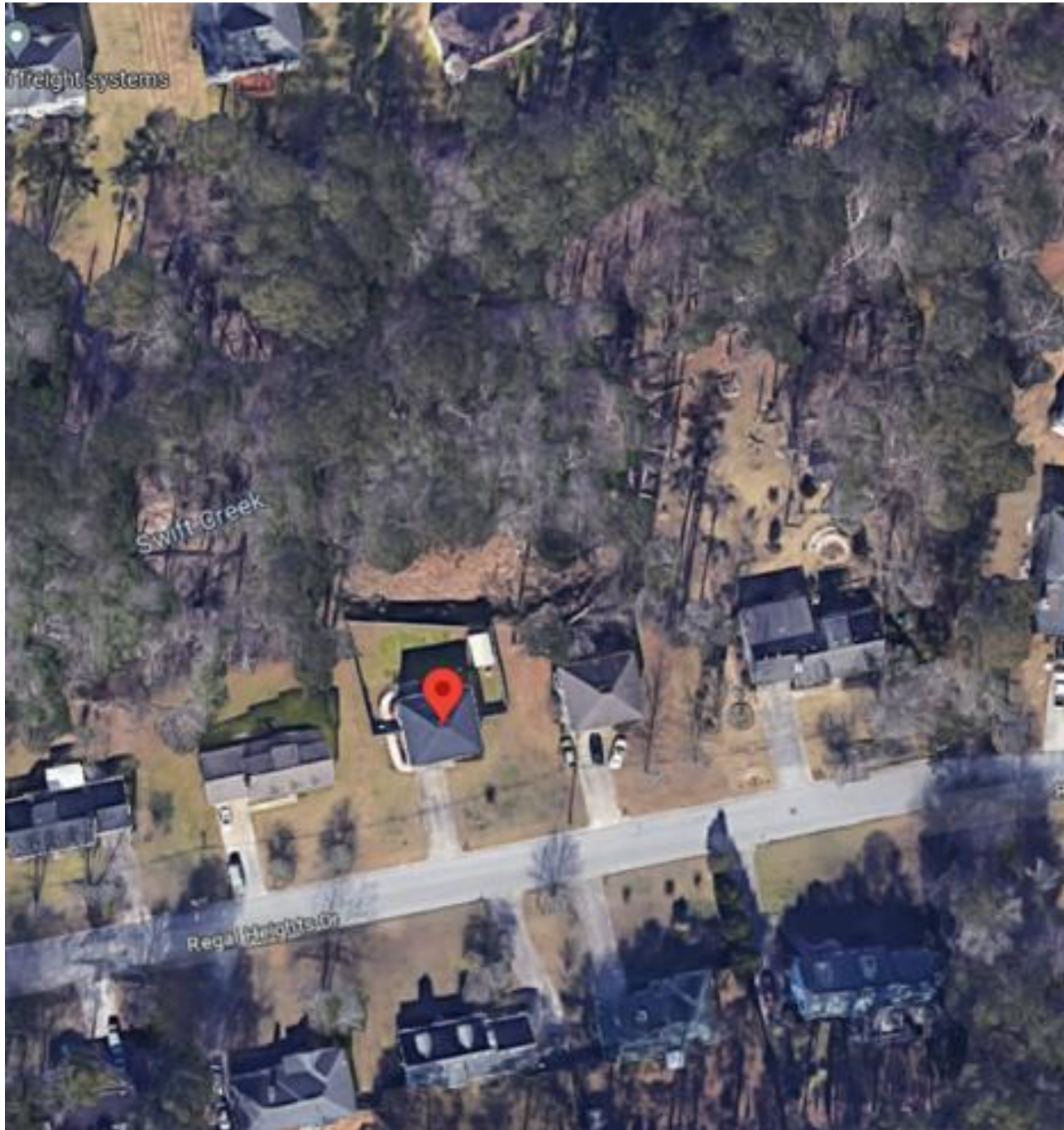
Planning and Zoning Department

## Zoning Map

**R-100**



**Aerial Map**

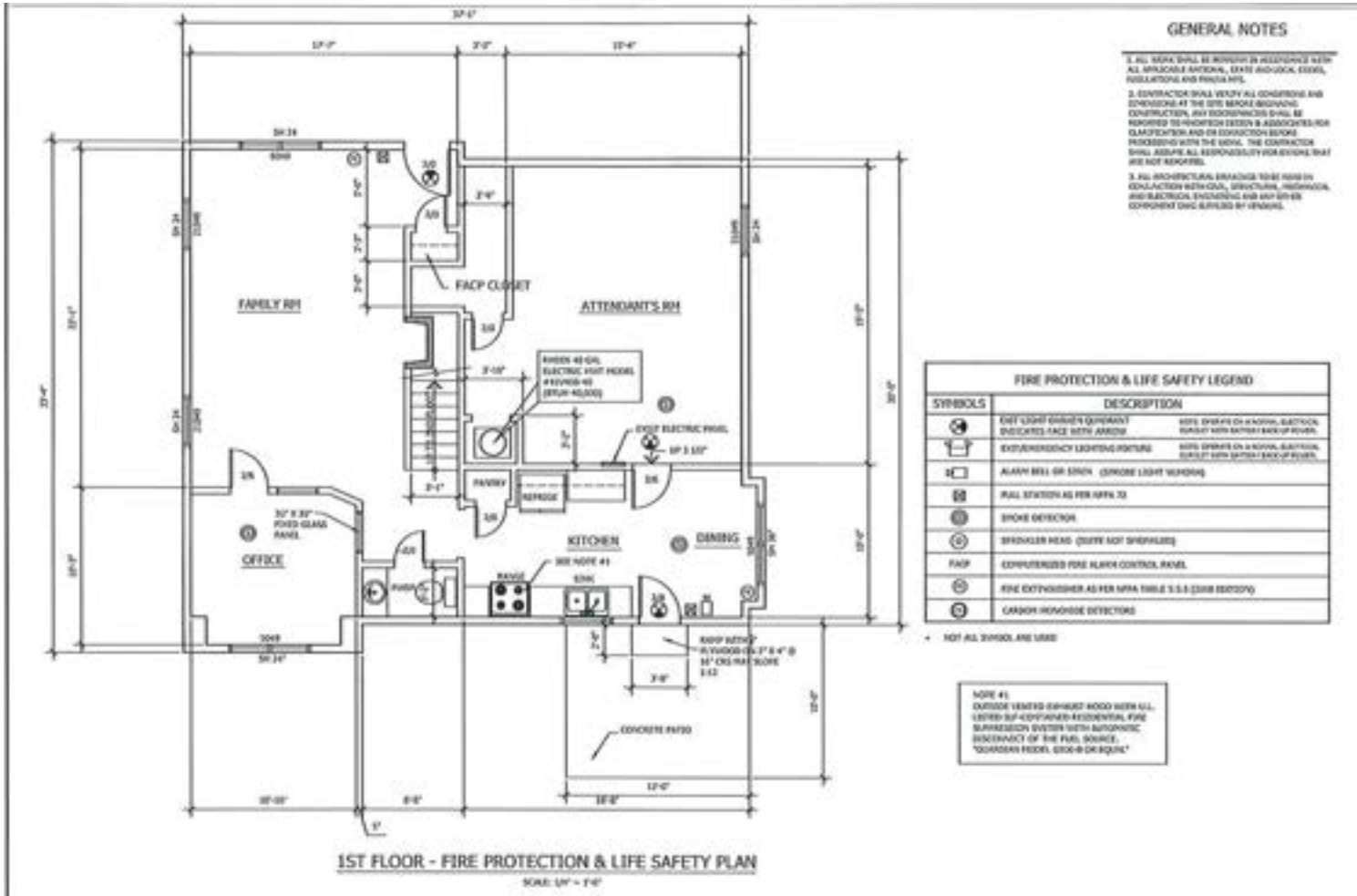


SLU22-016

Planning and Zoning Department

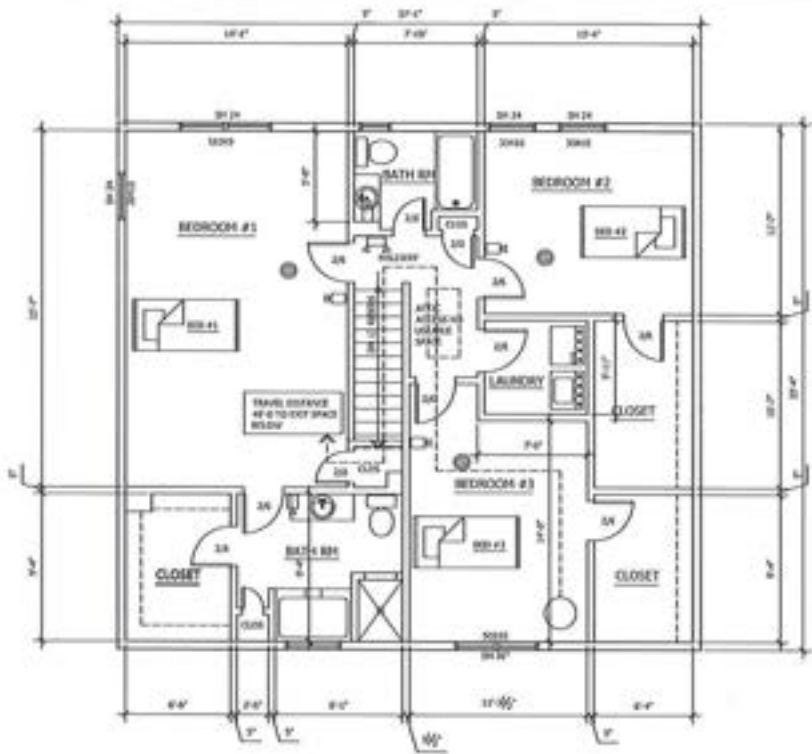


**Submitted Site Plan**



Designed By S. Infante	No. Date	Revisions	Sheet Title <b>FIRST FLOOR PLAN</b>	Project Name & Address <b>FIRE PROTECTION &amp; LIFE SAFETY 1352 REGAL HEIGHTS DRIVE LITHONIA 30058</b>	<b>MACTEC DESIGN GROUP LLC</b> P.O. BOX 1738 Conyers GA 30012 Fax 678-657-0546 Cell 678-862-2424 email: bmcneaney@act.net	Job No. <b>A2</b>
---------------------------	----------	-----------	--	--	--	----------------------





**GENERAL NOTES**

1. ALL WORK SHALL BE PERFORMED IN ACCORDANCE WITH ALL APPLICABLE NATIONAL, STATE AND LOCAL CODES, REGULATIONS AND ORDINANCES.
2. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND SPECIFICATIONS OF THE 100% PERIOD MEASUREMENTS. CONTRACTOR SHALL VERIFY DIMENSIONS SHALL BE PROVIDED TO ARCHITECT/OWNER & SUBMITTALS FOR CLARIFICATION AND OR CORRECTION BEFORE PROCEEDING WITH THE WORK. THE CONTRACTOR SHALL ASSUME ALL RESPONSIBILITY FOR VERIFYING THAT ALL ARE NOT SQUARE.
3. ALL ARCHITECTURAL DRAWINGS SHALL BE MADE IN CONJUNCTION WITH ARCHITECT, STRUCTURAL, MECHANICAL AND ELECTRICAL ENGINEERS FOR ALL OTHER TRADES EQUIPMENT SHALL BE PROVIDED BY OTHERS.

FIRE PROTECTION & LIFE SAFETY LEGEND	
SYMBOLS	DESCRIPTION
	SMOKE DETECTOR (SIGNAL TO FIRE ALARM CONTROL PANEL)
	EMERGENCY LIGHTING FIXTURE
	ALARM BELL OR SIREN (SIGNAL LIGHT BURNING)
	PULL STATION-ALARM ALPHA 32
	SMOKE DETECTOR
	SPRINKLER HEAD (SUITS HOT SPRINKLER)
	COMMERCIAL FIRE ALARM CONTROL PANEL (NOT WIRE)
	FIRE EXTINGUISHER AS PER NFPA TABLE 5.1-1 (GAS EXTINGUISHER)
	CARBON MONOXIDE DETECTOR

\* NOT ALL SYMBOL ARE USED

**SECOND FLOOR - FIRE PROTECTION & LIFE SAFETY PLAN**

SCALE: 1/4" = 1'-0"

<table border="1"> <tr> <td>Designed By</td> <td>A. Anderson</td> </tr> <tr> <td>Reviewed By</td> <td>J. Anderson</td> </tr> <tr> <td>Date</td> <td>FEB 14, 2023</td> </tr> <tr> <td>Scale</td> <td>As Shown</td> </tr> </table>	Designed By	A. Anderson	Reviewed By	J. Anderson	Date	FEB 14, 2023	Scale	As Shown	<p>Sheet Title</p> <p><b>SECOND FLOOR PLAN</b></p>	<p>Project Name &amp; Address</p> <p><b>FIRE PROTECTION &amp; LIFE SAFETY</b> 1352 REGAL HEIGHTS DRIVE LITHONIA 30058</p>	<p>MACTEC DESIGN GROUP LLC</p> <p>P.O. BOX 1778 Cumming, GA 30022 Ph: 678-407-0546, Cell: 678-803-2426 email: mactec@macotec.com</p>	<p>Sheet No.</p> <p><b>A3</b></p>
Designed By	A. Anderson											
Reviewed By	J. Anderson											
Date	FEB 14, 2023											
Scale	As Shown											



SLU22-016

Planning and Zoning Department

## Letter of Intent

STELLA OREKOJA AKOLADE  
1352 REGAL HEIGHTS DR  
LITHANIA, GA 30058  
July 6<sup>th</sup>, 2022

## LETTER OF INTENT.

This is to apply for a special <sup>Land</sup> Administrative Permit to operate a home-based business at the above address.

The intent business is Personal care home, this is to house and care ~~for~~ <sup>for</sup> individuals with IDD (Intellectual Developmental Disabilities). Care givers will be visiting to attend and care for them while they are being cared for.

I will be attending to them in the home.

Thanks  
Stella O. Akolade

**STATE OF GEROGIA  
DEKALB COUNTY  
CITY OF STONECREST**

**ORDINANCE NO. \_\_\_\_ - \_\_\_\_\_**

1 **AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF STONECREST,**  
2 **GEORGIA TO APPROVE SPECIAL LAND USE PERMIT 22-016 ON PARCEL NUMBER**  
3 **16 131 01 041 TO ALLOW THE OPERATION OF A PERSONAL CARE HOME AT 1352**  
4 **REGAL HEIGHTS DRIVE; TO PROVIDE SEVERABILITY; TO PROVIDE FOR**  
5 **REPEAL OF CONFLICTING ORDINANCES; TO PROVIDE FOR AN ADOPTION AND**  
6 **EFFECTIVE DATE; AND TO PROVIDE FOR OTHER LAWFUL PUPOSES.**

7 **WHEREAS,** the governing body of the City of Stonecrest (“City”) is the Mayor and City  
8 Council (“City Council”) thereof; and

9 **WHEREAS,** Article IX, Section II, Paragraph IV of the 1983 Constitution of the State of  
10 Georgia authorizes the City to adopt plans and exercise the power of zoning; and

11 **WHEREAS,** the City Council is authorized by O.C.G.A. § 36-35-3 to adopt ordinances  
12 relating to its property, affairs, and local government; and

13 **WHEREAS,** the City of Stonecrest has been vested with substantial powers, rights, and  
14 functions to generally regulate the use of real property to maintain health, morals, safety, security,  
15 peace, and the general welfare of the City; and

16 **WHEREAS,** the City received an application for the approval of the operation of a  
17 personal care home at 1352 Regal Heights Drive; and

18 **WHEREAS,** pursuant to the City’s Zoning Ordinance applicants who desire to operate a  
19 personal care home must obtain a special land use permit; and

20           **WHEREAS**, the matter was heard in the City’s Community Planning Information Meeting  
21 pursuant to the provisions of the City’s Zoning Procedures Law; and

22           **WHEREAS**, the City has properly advertised and held a public hearing before the  
23 Planning Commission regarding SLUP 22-016, the request for special land use permit to operate  
24 a personal care home at 1352 Regal Heights Drive; and

25           **WHEREAS**, the City has properly advertised and held a public hearing pursuant to the  
26 provisions of Georgia’s Zoning Procedures Law before the City Council prior to the adoption of  
27 this Ordinance; and

28           **WHEREAS**, the Director of Planning and Zoning recommends approval of special land  
29 use permit 22-016 of property located at 1352 Regal Heights Drive; and

30           **WHEREAS**, the health, safety, and welfare of the citizens of the City will be positively  
31 impacted by the adoption of this Ordinance.

32 **BE IT AND IT IS HEREBY ORDAINED BY THE MAYOR AND CITY COUNCIL OF**  
33 **THE CITY OF STONECREST, GEORGIA, as follows:**

34  
35           **Section 1.** SLUP 22-016, the operation of a personal care home for 6 individuals or less  
36 at 1352 Regal Heights Drive, satisfying Section 7.4.6 of Division 4 of Article 7 and Section 4.2.41  
37 of Division 2 of Article 7 in Chapter 27 of the City of Stonecrest Code of Ordinances, is

38 **APPROVED WITH CONDITIONS** as follows:

39           1. Applicant must comply and remain in compliance with Sec. 4.2.41. - Personal care  
40 homes and child caring institutions; and

41           2. Applicant must comply and remain in compliance with all International Building Code  
42 regarding care facilities within a dwelling

43           **Section 2.** (a) It is hereby declared to be the intention of the Mayor and Council that all  
44 sections, paragraphs, sentences, clauses, and phrases of this Ordinance are or were, upon their  
45 enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.

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

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

61           **Section 3.** The City Clerk, with the concurrence of the City Attorney, is authorized to  
62 correct any scrivener’s errors found in this Ordinance, including its exhibits, as enacted.

63           **Section 4.** All ordinances and parts of ordinances in conflict herewith are hereby  
64 expressly repealed.

65           **Section 5.** The Ordinance shall be codified in a manner consistent with the laws of the  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77

78 State of Georgia and the City of Stonecrest.

79

80 **Section 6.** It is the intention of the governing body, and it is hereby ordained that the

81

82 provisions of this Ordinance shall become and be made part of the Code of Ordinances, City of

83

84 Stonecrest, Georgia.

**SO ORDAINED AND EFFECTIVE this \_\_\_\_\_ day of \_\_\_\_\_, 2023.**

**[SIGNATURES TO FOLLOW]**

**CITY OF STONECREST, GEORGIA**

---

**Jazzmin Cobble, Mayor**

**ATTEST:**

---

**City Clerk**

**APPROVED AS TO FORM:**

---

**City Attorney**

- 85
- 86
- 87
- 88
- 89
- 90
- 91
- 92
- 93
- 94





## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: SLUP 23 - 008 6419 Rockland Road**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION     PUBLIC HEARING     CONSENT AGENDA     OLD BUSINESS
  - NEW BUSINESS     OTHER, PLEASE STATE: [Click or tap here to enter text.](#)
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE     RESOLUTION     CONTRACT     POLICY     STATUS REPORT
  - OTHER, PLEASE STATE: [Click or tap here to enter text.](#)
- 

**ACTION REQUESTED:**  DECISION     DISCUSSION,     REVIEW, or     UPDATE ONLY

---

**Previously Heard Date(s):** [Click or tap to enter a date.](#) & [Click or tap to enter a date.](#)

**Current Work Session:** [Click or tap to enter a date.](#)

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Tre'Jon Singletary, Senior Planner of Planning and Zoning

**PRESENTER:** Ray White, Director Planning and Zoning

**PURPOSE:** Applicant is seeking a Special Land Use Permit (SLUP) to operate a Short-Term Vacation Rental.

**FACTS:** Since the city's incorporation, the site has been zoned R-100 (Residential Medium Lot). Furthermore, the subject property resides within the Arabia Mountain Conservation Overlay District. There is an existing 2- story dwelling on the subject property. The layout of the existing dwelling consists of four (4) bedrooms, 1.5-bathroom, family room, dining room, kitchen, outside courtyard, living room, mudroom hallway, laundry room on the main level. Additionally, one (1) bedroom, full bathroom, and living room is located within the basement. The total square footage of the home is approximately 3,122 sq ft. In Section 4.2.58 (Short Term Vacation Rental (STVR)) of Chapter 27 (Zoning Ordinance), it states eleven (11) supplemental regulations regarding petitioner's request.

**OPTIONS:** Approve, Deny, Defer [Click or tap here to enter text.](#)

**RECOMMENDED ACTION:** Approve With Conditions



## CITY COUNCIL AGENDA ITEM

---

### **ATTACHMENTS:**

- (1) Attachment 1 - Staff Report
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.

Raymond White  
Director  
Planning and Zoning  
Department



Matthew  
Williams  
Deputy Director  
Planning and  
Zoning  
Department

**TO:** Mayor and City Council

**FROM:** Planning and Zoning Department

**SUBJECT:** SLUP23-008

**ADDRESS:** 6419 Rockland Rd

**MEETING DATE:** September 25, 2023

**SUMMARY:** Applicant is seeking a Special Land Use Permit (SLUP) to operate a Short-Term Vacation Rental.

**STAFF RECOMMENDATION:** Approval with conditions

**PLANNING COMMISSION RECOMMENDATION:** Approval with conditions



SLUP23-008

Planning and Zoning Department

**District #5: Tammy Grimes**

<b>PROPERTY INFORMATION</b>	
<b>Location of Subject Property:</b> 6419 Rockland Road	
<b>Parcel Number:</b> 16 116 01 016	
<b>Road Frontage:</b> Rockland Road	<b>Total Acreage:</b> 3.17 +/-
<b>Current Zoning:</b> R-100 – Residential Medium Lot	<b>Overlay District:</b> Arabia Mountain Conservation
<b>Future Land Use Map/ Comprehensive Plan:</b> RR (Rural Residential)	
<b>Zoning Request:</b> Applicant is seeking a Special Land Use Permit (SLUP) to operate a Short-Term Vacation Rental.	
<b>Zoning History:</b> N/A	

<b>APPLICANT / PROPERTY OWNER INFORMATION</b>
<b>Applicant Name:</b> Joel Burkholder
<b>Applicant Address:</b> 6419 Rockland Road Lithonia, GA 30038
<b>Property Owner Name:</b> Joel Burkholder
<b>Property Owner Address:</b> 6419 Rockland Road Lithonia, GA 30038



**DETAILS OF ZONING REQUEST**

Since the city’s incorporation, the site has been zoned R-100 (Residential Medium Lot). Furthermore, the subject property resides within the Arabia Mountain Conservation Overlay District. There is an existing 2- story dwelling on the subject property. The layout of the existing dwelling consists of four (4) bedrooms, 1.5-bathroom, family room, dining room, kitchen, outside courtyard, living room, mudroom hallway, laundry room on the main level. Additionally, one (1) bedroom, full bathroom, and living room is located within the basement. The total square footage of the home is approximately 3,122 sq ft.

The subject property is surrounded by R-100 zoned parcels. The purpose and intent of the City Council in establishing the R-100 (Residential Medium Lot-100) District is to provide for the protection of neighborhoods within the city where lots have a minimum area of 15,000 square feet; to provide for compatible infill development in neighborhoods; to provide protections for existing development as new subdivisions are created; to provide flexibility in design on the interior of new development while protecting surrounding development; to ensure that the uses and structures authorized in the R-100 (Residential Medium Lot-100) District are those uses and structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood; to provide for appropriately sized accessible and useable open space in new developments for health, recreational and social opportunities for city residents; and to implement the future development map of the city's comprehensive plan.

The city’s land use policy document does support the proposed operation. The City of Stonecrest 2038 Comprehensive Plan has designated the parcel with the Rural Residential Zone land use designation. The purpose of the Rural Residential category is to provide for areas that are suitable for low-density housing with densities of up to four (4) dwelling units per acre. Single-family detached housing is the most appropriate type of development for this district. Stable Low-Density Residential Districts should be protected from encroachment of higher density or high intensity

uses.

In Section 4.2.58 (Short Term Vacation Rental (STVR)) of Chapter 27 (Zoning Ordinance), it states eleven (11) supplemental regulations regarding petitioner's request. The supplemental regulations are as follows:

- A.** No individual renting the property shall stay for longer than 30 consecutive days.
- B.** The STVR shall not be operated in such a way as to change the residential character of the neighborhood in which it is located and shall comply with the noise ordinance.
- C.** In every dwelling of two or more rooms, every room occupied for sleeping purposes by one occupant shall contain not less than 70 square feet of floor area, and every room occupied for sleeping purposes by two occupants shall contain at least 120 square feet of floor area. Maximum occupancy limits for any overnight guests must not exceed two guests for every bedroom located in the STVR.
- D.** Every Bedroom shall have a window facing directly and opening to the outdoors.
- E.** Every bedroom shall have access to not less than one water closet and lavatory without passing through another bedroom. Every bedroom in an STVR shall have access to not less than one water closet and lavatory located in the same story as the bedroom or an adjacent story.
- F.** There shall also be provided at least one off-street parking space for each bedroom used as a part of the STVR.
- G.** No signs or advertising are permitted to identify or advertise the existence of the STVR, beyond those otherwise allowed for the residential property.
- H.** All STVR units shall be furnished with a telephone that is connected to a landline or similar type connection, including a voice over internet protocol, in order that 911 dispatch may be able to readily identify the address and/or location from where the call is made when dialed.
- I.** A diagram depicting two egress routes shall be posted on or immediately adjacent to every required egress door.
- J.** No individual renting a STVR shall use the STVR for a special event, party, or temporary outdoor event. No owner or operator of a STVR shall permit a STVR to be used for a special event, party, or temporary event.



SLUP23-008

Planning and Zoning Department

**K.** It shall be unlawful to establish, operate, or cause to be operated a STVR in the city within 500 feet of another STVR, bed and breakfast, boarding house, Home stay bed and breakfast residence, hotel/motel, hotel/motel extended stay, personal care home, or child caring institution. Measurements for this subsection shall be made in a straight line without regard to intervening structures or objects, between the closest points on the property lines of the two uses.

ADJACENT ZONING & LAND USE		
<b>NORTH</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>SOUTH</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>EAST</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>WEST</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling



**PHYSICAL CHARACTERISTICS & INFRASTRUCTURE**

The site has an existing dwelling with one (1) road frontage (Rockland Road).

**SPECIAL LAND USE PERMIT ZONING CRITERIA**

- 1. Adequacy of the size of the site for the use contemplated and whether or not adequate land area is available for the proposed use including provision of all required yards, open space, off-street parking, and all other applicable requirements of the zoning district in which the use is proposed to be located;
- 2. Compatibility of the proposed use with adjacent properties and land uses and with other properties and land uses in the district;
- 3. Adequacy of public services, public facilities, and utilities to serve the proposed use;
- 4. Adequacy of the public street on which the use is proposed to be located and whether or not there is sufficient traffic-carrying capacity for the use proposed so as not to unduly increase traffic and create congestion in the area;
- 5. Whether or not existing land uses located along access routes to the site will be adversely affected by the character of the vehicles or the volume of traffic generated by the proposed use;
- 6. Adequacy of ingress and egress to the subject property and to all proposed buildings, structures, and uses thereon, with particular reference to pedestrian and automotive safety and convenience, traffic flow and control, and access in the event of fire or other emergency;
- 7. Whether the proposed use will create adverse impacts upon any adjoining land use by reason of noise, smoke, odor, dust, or vibration generated by the proposed use
- 8. Whether the proposed use will create adverse impacts upon any adjoining land use by reason of the hours of operation of the proposed use;
- 9. Whether the proposed use will create adverse impacts upon any adjoining land use by reason of the manner of operation of the proposed use;
- 10. Whether the proposed use is otherwise consistent with the requirements of the zoning district classification in which the use is proposed to be located;





SLUP23-008

Planning and Zoning Department

<b>11.</b> Whether the proposed use is consistent with the policies of the comprehensive plan;
<b>12.</b> Whether the proposed use provides for all required buffer zones and transitional buffer zones where required by the regulations of the zoning district in which the use is proposed to be located;
<b>13.</b> Whether there is adequate provision of refuse and service areas;
<b>14.</b> Whether the length of time for which the special land use permit is granted should be limited in duration;
<b>15.</b> Whether the size, scale and massing of proposed buildings are appropriate in relation to the size of the subject property and in relation to the size, scale and massing of adjacent and nearby lots and buildings;
<b>16.</b> Whether the proposed use will adversely affect historic buildings, sites, districts, or archaeological resources;
<b>17.</b> Whether the proposed use satisfies the requirements contained within the supplemental regulations for such special land use permit;
<b>18.</b> Whether the proposed use will create a negative shadow impact on any adjoining lot or building as a result of the proposed building height; and
<b>19.</b> Whether the proposed use would be consistent with the needs of the neighborhood or the community as a whole, be compatible with the neighborhood, and would not be in conflict with the overall objective of the comprehensive plan.

**RECOMMENDATION**

Staff recommends **APPROVAL** with the following condition(s):

1. Applicant must comply and remain in compliance with [Sec. 4.2.58. - Short term vacation rental](#);
2. No city permit for the operation of the short-term vacation rental shall be transferable will only be permitted for the owner/operator Joel Burkholder;
3. Applicant must comply and remain in compliance with [ARTICLE VII. - NOISE ORDINANCE](#);
4. Short-term rental units must be properly maintained and regularly inspected by the owner or agent to ensure continued compliance with applicable property maintenance, zoning, building, health, and life safety code provisions.



SLUP23-008

Planning and Zoning Department

5. All marketing and/or advertising for short-term rental units must contain information concerning the occupancy limit of the short-term rental unit, and the maximum parking available on the property. Advertising for more than the allowable occupancy or allowable parking is prima facie evidence of a violation of the city code. Further, failure to include such occupancy limits and maximum parking availability is prima facie evidence of a violation of the city code.



SLUP23-008

Planning and Zoning Department

**Attachments Included:**

- **Future Land Use Map**
- **Zoning Map**
- **Overlay Map**
- **Aerial Map**
- **Site Plan/Survey**
- **Letter of Intent**

**Future Land Use Map**





SLUP23-008

Planning and Zoning Department

## **Rural Residential (RR) Character Area**

The purpose of the Rural Residential category is to provide for areas that are suitable for low-density housing with densities of up to four (4) dwelling units per acre. Single-family detached housing is the most appropriate type of development for this district. Stable Low-Density Residential Districts should be protected from encroachment of higher density or high intensity uses.

# Zoning Map

**R-100**

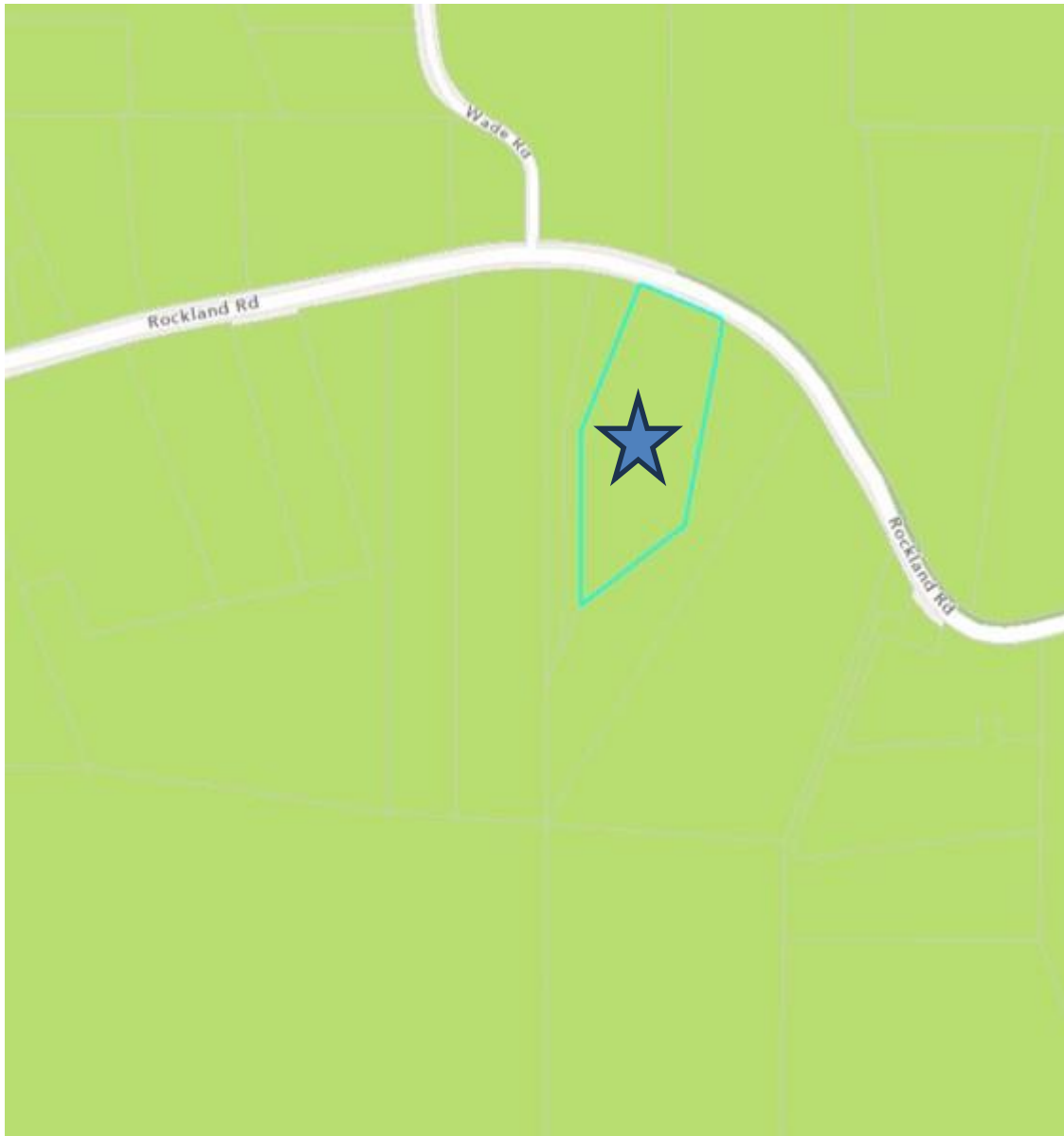


SLUP23-008

Planning and Zoning Department

**Overlay District Map**

**Arabia Mountain Conservation Overlay District**



## Aerial Map





SLUP23-008

Planning and Zoning Department



## Submitted Site Plan



SLUP23-008

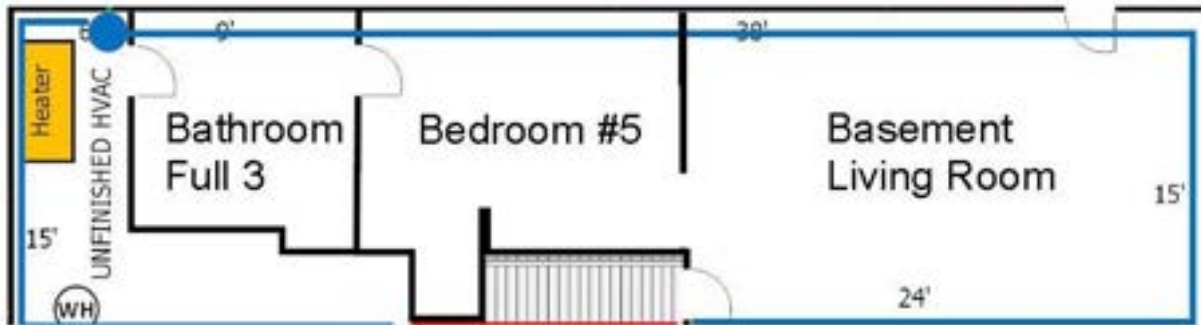
Planning and Zoning Department



SLUP23-008

Planning and Zoning Department

**Joel Buckholder**  
**Customer #316430**





SLUP23-008

Planning and Zoning Department

**Letter of Intent**

Joel Burkholder  
6419 Rockland Rd  
Stonecrest, GA 30038  
joeldburk@gmail.com  
801-243-5909  
6/12/2023

To: The City of Stonecrest  
3120 Stonecrest Blvd  
Stonecrest, GA 30038

Subject: Letter of Intent - Short-Term Rental Permit Application

Dear City of Stonecrest,

I hope this letter finds you well. I am writing to express my intent to apply for a short-term rental permit within Stonecrest/DeKalb/GA. As a responsible homeowner and a member of the community, I understand the importance of complying with local regulations and ensuring the safety and well-being of guests.

I have carefully reviewed the applicable laws, guidelines, and requirements for obtaining a short-term rental permit in the city of Stonecrest, GA. I am committed to adhering to all relevant regulations and maintaining high standards for the rental property. By obtaining a short-term rental permit, I aim to provide a safe and enjoyable experience for guests visiting our area.

We are excited to live here and start to allow people to live at this home again. It's been years since anyone has lived at this address and we are bringing it back to life with our family first living here.

I would like to highlight some key points regarding my short-term rental property:

Property Address: 6419 Rockland Rd Stonecrest, GA 30038

Type of Property: Single-family home

Number of Bedrooms: 4 Bedrooms

Amenities: Hottub, Pool, Theatre room, Electric grill, gated entrance

Safety and Security Measures:

Smoke Detectors are all tied in when one goes off they all do.

Emergency Exits: Walk out basement, side door, garage door and front door.

Property Insurance

Guest Screening

Noise Control: Noise deterrence by measuring a noise alarm inside the home

Home Security system that is alarmed, cameras and full automated.

Fully fenced in property

I am fully aware of the importance of responsible property management and the need to maintain positive relationships with neighbors and the community. I am committed to addressing any concerns promptly and maintaining open lines of communication with local authorities and residents.

I kindly request guidance on the necessary steps and any additional documentation required to complete the short-term rental permit application process. I am available at your convenience to discuss any further details or answer any questions you may have.

Thank you for your attention to this matter. I look forward to working with you to ensure compliance with local regulations and contribute to the vitality of our community.

Sincerely,  
Joel Burkholder

**STATE OF GEROGIA  
DEKALB COUNTY  
CITY OF STONECREST**

**ORDINANCE NO. \_\_\_\_ - \_\_\_\_\_**

1 **AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF STONECREST,**  
2 **GEORGIA TO APPROVE SPECIAL LAND USE PERMIT 23-008 ON PARCEL NUMBER**  
3 **16 116 01 016 TO ALLOW THE OPERATION OF A SHORT-TERM VACATION**  
4 **RENTAL AT 6419 ROCKLAND RD; TO PROVIDE SEVERABILITY; TO PROVIDE**  
5 **FOR REPEAL OF CONFLICTING ORDINANCES; TO PROVIDE FOR AN ADOPTION**  
6 **AND EFFECTIVE DATE; AND TO PROVIDE FOR OTHER LAWFUL PUPOSES.**

7 **WHEREAS,** the governing body of the City of Stonecrest (“City”) is the Mayor and City  
8 Council (“City Council”) thereof; and

9 **WHEREAS,** Article IX, Section II, Paragraph IV of the 1983 Constitution of the State of  
10 Georgia authorizes the City to adopt plans and exercise the power of zoning; and

11 **WHEREAS,** the City Council is authorized by O.C.G.A. § 36-35-3 to adopt ordinances  
12 relating to its property, affairs, and local government; and

13 **WHEREAS,** the City of Stonecrest has been vested with substantial powers, rights, and  
14 functions to generally regulate the use of real property to maintain health, morals, safety, security,  
15 peace, and the general welfare of the City; and

16 **WHEREAS,** the City received an application for the approval of the operation of a short-  
17 term vacation rental at 6419 Rockland Rd; and

18 **WHEREAS,** pursuant to the City’s Zoning Ordinance applicants who desire to operate a  
19 short-term vacation rental must obtain a special land use permit; and



20           **WHEREAS**, the matter was heard in the City’s Community Planning Information Meeting  
21 pursuant to the provisions of the City’s Zoning Procedures Law; and

22           **WHEREAS**, the City has properly advertised and held a public hearing before the  
23 Planning Commission regarding SLUP 23-008, the request for special land use permit to operate  
24 a short-term vacation rental at 6419 Rockland Rd; and

25           **WHEREAS**, the City has properly advertised and held a public hearing pursuant to the  
26 provisions of Georgia’s Zoning Procedures Law before the City Council prior to the adoption of  
27 this Ordinance; and

28           **WHEREAS**, the Director of Planning and Zoning recommends approval of special land  
29 use permit 23-008 of property located at 6419 Rockland Rd; and

30           **WHEREAS**, the health, safety, and welfare of the citizens of the City will be positively  
31 impacted by the adoption of this Ordinance.

32 **BE IT AND IT IS HEREBY ORDAINED BY THE MAYOR AND CITY COUNCIL OF**  
33 **THE CITY OF STONECREST, GEORGIA, as follows:**

34  
35           **Section 1.** SLUP 23-008, the operation of a SHORT TERM VACATION RENTAL at  
36 6419 Rockland Rd, satisfying Section 4.2.58 (Short Term Vacation Rental (STVR) in Chapter 27  
37 of the City of Stonecrest Code of Ordinances, is **APPROVED WITH CONDITIONS** as follows:

38           1. Applicant must comply and remain in compliance with Sec. 4.2.58. - Short term vacation  
39 rental;

40           2. No city permit for the operation of the short-term vacation rental shall be transferable  
41 will only be permitted for the owner/operator Joel Burkholder;

42           3. Applicant must comply and remain in compliance with ARTICLE VII. - NOISE  
43 ORDINANCE;

44           4. Short-term rental units must be properly maintained and regularly inspected by the  
45 owner or agent to ensure continued compliance with applicable property maintenance, zoning,  
46 building, health, and life safety code provisions.

47           5. All marketing and/or advertising for short-term rental units must contain information  
48 concerning the occupancy limit of the short-term rental unit, and the maximum parking available  
49 on the property. Advertising for more than the allowable occupancy or allowable parking is prima  
50 facie evidence of a violation of the city code. Further, failure to include such occupancy limits and  
51 maximum parking availability is prima facie evidence of a violation of the city code.

52           **Section 2.** (a) It is hereby declared to be the intention of the Mayor and Council that all  
53 sections, paragraphs, sentences, clauses, and phrases of this Ordinance are or were, upon their  
54 enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.

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

61 (c) In the event that any phrase, clause, sentence, paragraph, or section of this Ordinance shall, for  
62 any reason whatsoever, be declared invalid, unconstitutional, or otherwise unenforceable by the  
63 valid judgment or decree of any court of competent jurisdiction, it is the express intent of the  
64 Mayor and Council that such invalidity, unconstitutionality or unenforceability shall, to the  
65 greatest extent allowed by law, not render invalid, unconstitutional or otherwise unenforceable any  
66 of the remaining phrases, clauses, sentences, paragraphs or section of the Ordinance and that, to  
67  
68  
69  
70  
71  
72

73 the greatest extent allowed by law, all remaining phrases, clauses, sentences, paragraphs and  
74 sections of the Ordinance shall remain valid, constitutional, enforceable, and of full force and  
75 effect.  
76  
77

78  
79 **Section 3.** The City Clerk, with the concurrence of the City Attorney, is authorized to  
80 correct any scrivener’s errors found in this Ordinance, including its exhibits, as enacted.

81 **Section 4.** All ordinances and parts of ordinances in conflict herewith are hereby  
82 expressly repealed.  
83

84  
85 **Section 5.** The Ordinance shall be codified in a manner consistent with the laws of the  
86 State of Georgia and the City of Stonecrest.  
87

88  
89 **Section 6.** It is the intention of the governing body, and it is hereby ordained that the  
90 provisions of this Ordinance shall become and be made part of the Code of Ordinances, City of  
91 Stonecrest, Georgia.  
92  
93

**SO ORDAINED AND EFFECTIVE this \_\_\_\_\_ day of \_\_\_\_\_, 2023.**

**[SIGNATURES TO FOLLOW]**

**CITY OF STONECREST, GEORGIA**

---

**Jazzmin Cobble, Mayor**

**ATTEST:**

---

**City Clerk**

**APPROVED AS TO FORM:**

---

**City Attorney**

- 94
- 95
- 96
- 97
- 98
- 99
- 100
- 101
- 102
- 103



## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: Appointment to Planning Commission**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION**     **PUBLIC HEARING**     **CONSENT AGENDA**     **OLD BUSINESS**  
 **NEW BUSINESS**     **OTHER, PLEASE STATE:** Click or tap here to enter text.
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE**    **RESOLUTION**    **CONTRACT**    **POLICY**    **STATUS REPORT**  
 **OTHER, PLEASE STATE: Appointment**
- 

**ACTION REQUESTED:**  **DECISION**    **DISCUSSION,**    **REVIEW,** or    **UPDATE ONLY**

---

**Previously Heard Date(s):** Click or tap to enter a date. & Click or tap to enter a date.

**Current Work Session:** Click or tap to enter a date.

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Jazzmin Cobble, Mayor

**PRESENTER:** Jazzmin Cobble, Mayor

**PURPOSE:** To make an appointment to the Planning Commission

**FACTS:** Click or tap here to enter text.

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve Click or tap here to enter text.

**ATTACHMENTS:**

- (1) Attachment 1 - Click or tap here to enter text.
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.



## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: Appointment to Charter Commission**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION**     **PUBLIC HEARING**     **CONSENT AGENDA**     **OLD BUSINESS**  
 **NEW BUSINESS**     **OTHER, PLEASE STATE:** Click or tap here to enter text.
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE**    **RESOLUTION**    **CONTRACT**    **POLICY**    **STATUS REPORT**  
 **OTHER, PLEASE STATE: Appointment**
- 

**ACTION REQUESTED:**  **DECISION**    **DISCUSSION,**    **REVIEW,** or    **UPDATE ONLY**

---

**Previously Heard Date(s):** Click or tap to enter a date. & Click or tap to enter a date.

**Current Work Session:** Click or tap to enter a date.

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** George Turner, Mayor Pro-Tem

**PRESENTER:** George Turner, Mayor Pro-Tem

**PURPOSE:** To make an appointment to the Charter Commission

**FACTS:** Click or tap here to enter text.

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve Click or tap here to enter text.

**ATTACHMENTS:**

- (1) Attachment 1 - Click or tap here to enter text.
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.



---

## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: SLUP 23-003 6736 Jojanne Lane**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION     PUBLIC HEARING     CONSENT AGENDA     OLD BUSINESS  
 NEW BUSINESS     OTHER, PLEASE STATE: Click or tap here to enter text.
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE     RESOLUTION     CONTRACT     POLICY     STATUS REPORT  
 OTHER, PLEASE STATE: Click or tap here to enter text.
- 

**ACTION REQUESTED:**  DECISION     DISCUSSION,     REVIEW, or     UPDATE ONLY

---

**Previously Heard Date(s):** 08/28/23 & Click or tap to enter a date.

**Current Work Session:** Click or tap to enter a date.

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Ray White, Director Planning and Zoning

**PRESENTER:** Ray White, Director Planning and Zoning

**PURPOSE:** Applicant is seeking a Special Land Use Permit to operate a Personal Care Home, Group.

**FACTS:** Click or tap here to enter text.

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve With Conditions

**ATTACHMENTS:**

- (1) Attachment 1 - Staff Report
- (2) Attachment 2 - Ordinance
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.

Raymond White  
Director  
Planning and Zoning  
Department



Matthew  
Williams  
Deputy Director  
Planning and  
Zoning  
Department

**TO:** Mayor and City Council

**FROM:** Planning and Zoning Department

**SUBJECT:** SLUP23-003

**ADDRESS:** 6736 Jojanne Lane

**MEETING DATE:** August 28, 2023

**SUMMARY:** Applicant is seeking a Special Land Use Permit to operate a Personal Care Home, Group.

**STAFF RECOMMENDATION:** Approval with conditions

**PLANNING COMMISSION RECOMMENDATION:** Approval with conditions





SLU23-003

Planning and Zoning Department

**District #5: Tammy Grimes**

<b>PROPERTY INFORMATION</b>	
<b>Location of Subject Property:</b> 6736 Jojanne Lane	
<b>Parcel Number:</b> 16-139-01-038	
<b>Road Frontage:</b> Jojanne Lane	<b>Total Acreage:</b> 24.02 +/-
<b>Current Zoning:</b> R-100 (Residential Medium Lot)	<b>Overlay District:</b> Arabia Mountain
<b>Future Land Use Map/ Comprehensive Plan:</b> SUB (Suburban)	
<b>Zoning Request:</b> Applicant is seeking a Special Land Use Permit to operate a Personal Care Home for 6 or less.	
<b>Zoning History:</b> N/A	

<b>APPLICANT / PROPERTY OWNER INFORMATION</b>
<b>Applicant Name:</b> Tahniqua Williams of Qua-Sell LLC
<b>Applicant Address:</b> 6736 Jojanne Lane Stonecrest, GA 30038
<b>Property Owner Name:</b> Dysell Swans
<b>Property Owner Address:</b> 6736 Jojanne Lane Stonecrest, GA 30038



**DETAILS OF ZONING REQUEST**

Since the city’s incorporation, the site has been zoned R-100 (Medium Lot Residential). The subject property is currently development as a single-family detached dwelling. The applicant is proposing to operate a Personal Care Home for 6 or less, which is classified as a Type II Home Occupation Business. The property has a frontage on Jojanne Lane.

The existing structure is a two-story dwelling. There’s the kitchen, dining, family room located on the first/main floor. One the second level there resides three (3) bedrooms, which includes the master bedroom. The total square footage is approximately 1,825 sq. ft.

The city’s land use policy document does support the proposed operation. The City of Stonecrest 2038 Comprehensive Plan has designated the parcel with the Suburban Zone land use designation. The Suburban intends to recognize those areas of the city that have developed traditional suburban land se patterns while encouraging new development to have increased connectivity and accessibility.

Within Chapter 27 of the Zoning Ordinance, Section 4.2.41 (Personal care homes and child caring institutions) elaborates on the rules and regulations that applicants must abide by when operating Person Care Homes. General requirements for all person care homes are:

1. If owned by a corporation, partnership, Limited Liability Company, or any entity other than a natural person, the administrator identified in the state license application must reside in the personal care home. If owned by an individual, the individual owner must reside in the group personal care home.
2. Each personal care home must obtain a city license as well as all license(s) and/or permit(s) required by the State of Georgia before beginning to operate. Each personal care home licensed and/or permitted by the State of Georgia must display its state-issued and city-issued license(s) and/or permit(s) in plain view, visible from the front doorway of the

facility.

3. No personal care home may display any exterior signage that violates the sign ordinance in chapter 21 of the Code or the sign provisions in the zoning regulations for the underlying zoning district where the personal care home is located.
4. Personal care homes may apply for an FHA Accommodation Variance as provided for in section 7.5.9 of Chapter 27 (Zoning Ordinance).
5. No city permit for the operation of the personal care home shall be transferable.

Requirements for Personal Care Home, group (up to six persons) must comply with the following:

1. Two copies of complete architectural plans for the subject group personal care home, signed or sealed by a registered architect, shall be submitted to the director of planning prior to issuance of a building permit or business license.
2. Each group personal care home must provide at least four parking spaces within a driveway, garage or carport and must comply with any applicable requirements in article 6.
3. The home must be at least 1,800 sq. ft in size.
4. In order to prevent institutionalizing residential neighborhoods, no group personal care home located in a residential zoning district may be operated within 1,000 feet of any other group personal care home. The 1,000-foot distance requirement is measured by a straight line which is the shortest distance (i.e., "as the crow flies") between the property lines of the two tracts of land on which the group personal care homes are located.

**ADJACENT ZONING & LAND USE**

<b>ADJACENT ZONING &amp; LAND USE</b>		
<b>NORTH</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Undeveloped Land
<b>SOUTH</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>EAST</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling
<b>WEST</b>	<b>Zoning:</b> R-100 (Residential Medium Lot)	<b>Land Use:</b> Single-Family Dwelling



<b>PHYSICAL CHARACTERISTICS &amp; INFRASTRUCTURE</b>
The site is an existing single-family dwelling with one (1) road frontage (Jojanne Lane).

<b>MODIFICATIONS AND CHANGES TO APPROVED CONDITIONS OF ZONING CRITERIA</b>
<b>1.</b> Adequacy of the size of the site for the use contemplated and whether or not adequate land area is available for the proposed use including provision of all required yards, open space, off-street parking, and all other applicable requirements of the zoning district in which the use is proposed to be located;
<b>2.</b> Compatibility of the proposed use with adjacent properties and land uses and with other properties and land uses in the district;
<b>3.</b> Adequacy of public services, public facilities, and utilities to serve the proposed use;
<b>4.</b> Adequacy of the public street on which the use is proposed to be located and whether or not there is sufficient traffic-carrying capacity for the use proposed so as not to unduly increase traffic and create congestion in the area;
<b>5.</b> Whether or not existing land uses located along access routes to the site will be adversely affected by the character of the vehicles or the volume of traffic generated by the proposed use;
<b>6.</b> Adequacy of ingress and egress to the subject property and to all proposed buildings, structures, and uses thereon, with particular reference to pedestrian and automotive safety and convenience, traffic flow and control, and access in the event of fire or other emergency;
<b>7.</b> Whether the proposed use will create adverse impacts upon any adjoining land use by reason of noise, smoke, odor, dust, or vibration generated by the proposed use
<b>8.</b> Whether the proposed use will create adverse impacts upon any adjoining land use by reason of the hours of operation of the proposed use;
<b>9.</b> Whether the proposed use will create adverse impacts upon any adjoining land use by reason of the manner of operation of the proposed use;
<b>10.</b> Whether the proposed use is otherwise consistent with the requirements of the zoning district classification in which the use is proposed to be located;



SLU23-003

Planning and Zoning Department

<b>11.</b> Whether the proposed use is consistent with the policies of the comprehensive plan;
<b>12.</b> Whether the proposed use provides for all required buffer zones and transitional buffer zones where required by the regulations of the zoning district in which the use is proposed to be located;
<b>13.</b> Whether there is adequate provision of refuse and service areas;
<b>14.</b> Whether the length of time for which the special land use permit is granted should be limited in duration;
<b>15.</b> Whether the size, scale and massing of proposed buildings are appropriate in relation to the size of the subject property and in relation to the size, scale and massing of adjacent and nearby lots and buildings;
<b>16.</b> Whether the proposed use will adversely affect historic buildings, sites, districts, or archaeological resources;
<b>17.</b> Whether the proposed use satisfies the requirements contained within the supplemental regulations for such special land use permit;
<b>18.</b> Whether the proposed use will create a negative shadow impact on any adjoining lot or building as a result of the proposed building height; and
<b>19.</b> Whether the proposed use would be consistent with the needs of the neighborhood or the community as a whole, be compatible with the neighborhood, and would not be in conflict with the overall objective of the comprehensive plan.

**RECOMMENDATION**

Staff recommends **APPROVAL** with the following condition(s):

- 1.** Applicant must provide two (2) copies of complete architectural plans for the subject group personal care home, signed or sealed by a registered architect, shall be submitted to the director of planning prior to issuance of a building permit or business license;
- 2.** Applicant must obtain a city license as well as all license(s) and/or permit(s) required by the State of Georgia before beginning to operate;
- 3.** There shall be at least four parking spaces within a driveway, garage or carport.
- 4.** There shall be no parking on lawn areas.



SLU23-003

Planning and Zoning Department

**Attachments Included:**

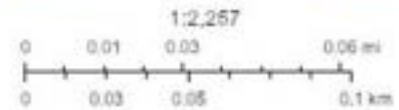
- **Future Land Use Map**
- **Zoning Map**
- **Aerial Map**
- **Site Plan/Survey**
- **Letter of Intent**

**Future Land Use Map**



7/5/2023, 1:53:21 PM

 City Limits	 Institutional
 Stonecrest Parcels	 Suburban

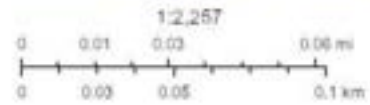


**Zoning Map**



7/5/2023, 1:58:27 PM

-  City Limits
-  Stonecrest Parcels
- Zoning**
-  R-100 - Residential Med Lot



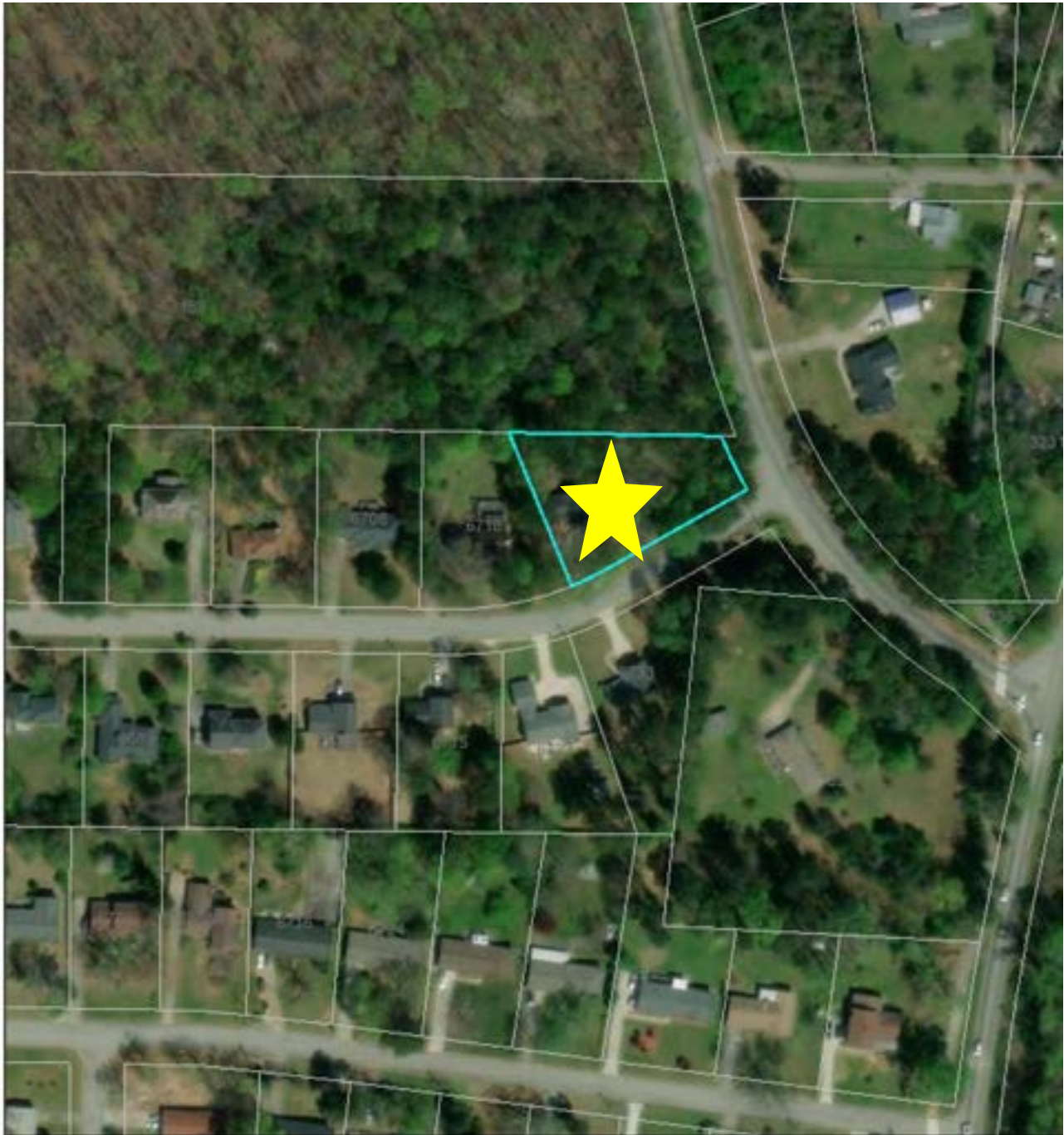
Our Community Maps Contributors: © OpenStreetMap, Microsoft, Esri, HERE, DeLorme, Swisstopo, GeoEye, AeroGRID, IGN, the GIS User Community, EPA, NPS, US Census Bureau, USDA



SLU23-003

Planning and Zoning Department

## Aerial Map



SLU23-003

Planning and Zoning Department



**Submitted Site Plan**

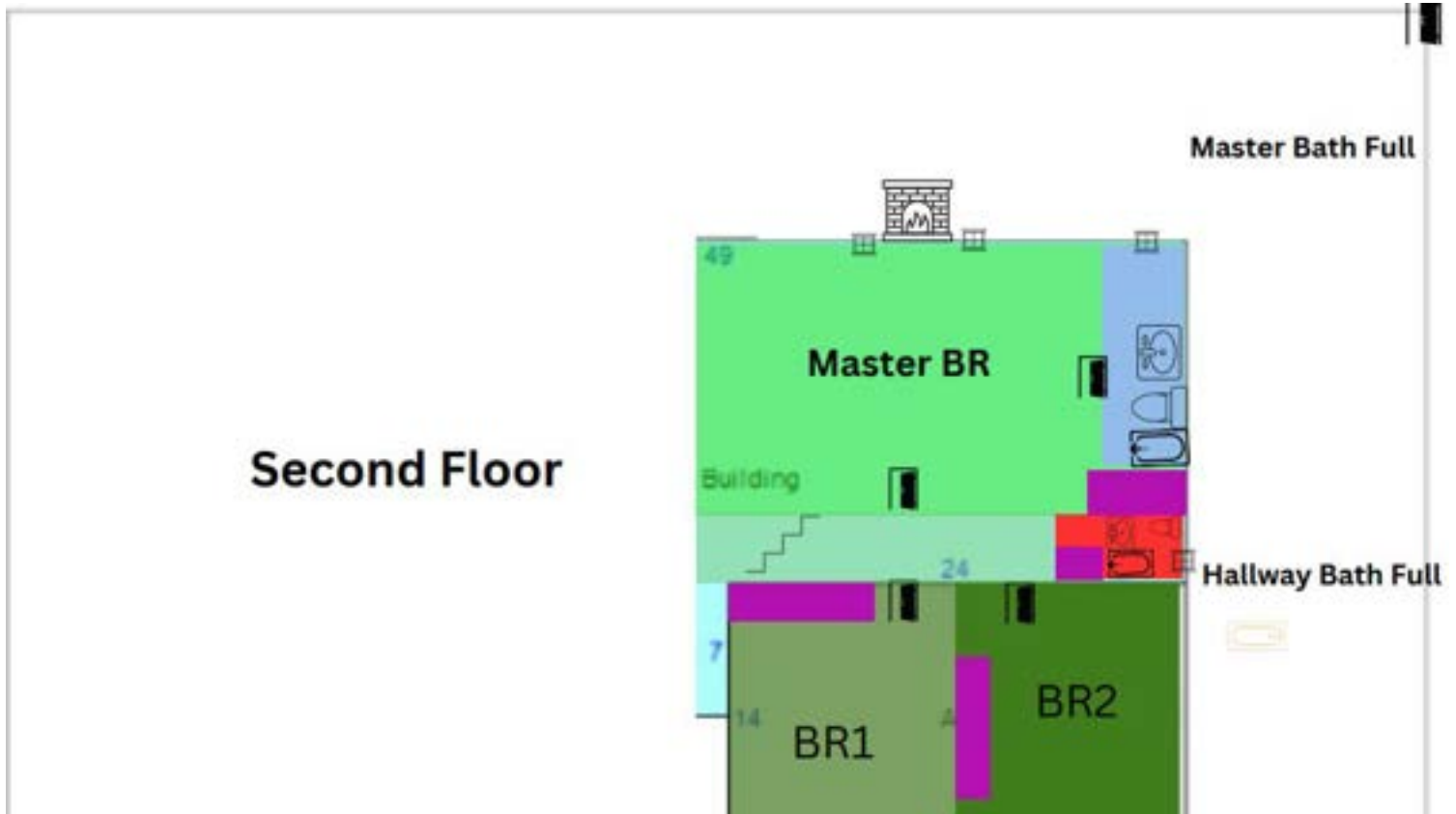
SWANS DYSELL

6736 JOJANNE LN



SLU23-003

Planning and Zoning Department





SLU23-003

Planning and Zoning Department

**Letter of Intent**

## Letter of Intent

(Reapplying permit same address)  
6736 Jojanne Lane  
Lithonia GA 30038

To whom it may concern,

Our Mission is To provide a safe and long term housing opportunity for individuals with Intellectual/Developmental Disabilities. Our residential program is geared to support people with Intellectual Developmental Disabilities by assisting them with their daily living skills, occupational, recreational, educational and spiritual goals. We plan to provide them with opportunities to live independently and in the most integrated setting possible. Following the Person Centered Planning Model, we encourage individuals to become self advocates in all areas of their life.

We are reaching out to the local community for support to give adults an opportunity to build rapport with the local community and participate in a safe way of life. We offer the IDD population an outlet for development and support to be able to express themselves fully without fear of community bias, prejudice, or judgment. Also too, for the community we provide them with information and support to accept individuals with developmental disabilities into their communities.

Our housing program will support the individual, their families/provider and advocates according to the Individual Service Plan. We look at the whole individual and plan to keep them engaged with all of their service providers which include, Family, teachers, employers, doctors, therapists and all others connected to that individual.. Our services will support individuals with complex behavioral or medical needs. The address listed above was approved in the past for a similar permit. We are looking to reapply and offer these services under our business Quasell LLC, with the residence name Quasell Residential, here in Lithonia.

To support our vision, you can visit our website (coming soon) Or you can contact us by phone or email at the information listed below.

Thank you again and we look forward to working with you in building up our community very soon.

Sincerely,

Tahniqua Williams  
Executive Adminstrator  
Qua-Sell LLC  
980-358-1641



**STATE OF GEROGIA  
DEKALB COUNTY  
CITY OF STONECREST**

**ORDINANCE NO. \_\_\_\_ - \_\_\_\_\_**

1 **AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF STONECREST,**  
2 **GEORGIA TO APPROVE SPECIAL LAND USE PERMIT 23-003 ON PARCEL NUMBER**  
3 **16-139-01-038 TO ALLOW THE OPERATION OF A PERSONAL CARE HOME FOR SIX**  
4 **INDIVIDUALS OR LESS AT 6736 JOJANNE LANE STONECREST, GEORGIA 30038;**  
5 **TO PROVIDE SEVERABILITY; TO PROVIDE FOR REPEAL OF CONFLICTING**  
6 **ORDINANCES; TO PROVIDE FOR AN ADOPTION AND EFFECTIVE DATE; AND TO**  
7 **PROVIDE FOR OTHER LAWFUL PUPOSES.**

8 **WHEREAS**, the governing body of the City of Stonecrest (“City”) is the Mayor and City  
9 Council (“City Council”) thereof; and

10 **WHEREAS**, Article IX, Section II, Paragraph IV of the 1983 Constitution of the State of  
11 Georgia authorizes the City to adopt plans and exercise the power of zoning; and

12 **WHEREAS**, the City Council is authorized by O.C.G.A. § 36-35-3 to adopt ordinances  
13 relating to its property, affairs, and local government; and

14 **WHEREAS**, the City of Stonecrest has been vested with substantial powers, rights, and  
15 functions to generally regulate the use of real property to maintain health, morals, safety, security,  
16 peace, and the general welfare of the City; and

17 **WHEREAS**, the City received an application for the approval of the operation of a  
18 personal care home for 6 individuals or less at 6736 Jojanne Lane; and

19           **WHEREAS**, pursuant to the City’s Zoning Ordinance applicants who desire to operate a  
20 personal care home for 6 individuals or less must obtain a special land use permit; and

21           **WHEREAS**, the matter was heard in the City’s Community Planning Information Meeting  
22 pursuant to the provisions of the City’s Zoning Procedures Law; and

23           **WHEREAS**, the City has properly advertised and held a public hearing before the  
24 Planning Commission regarding SLUP 23-003, the request for special land use permit to operate  
25 a personal care home for 6 individuals or less at 6736 Jojanne Lane; and

26           **WHEREAS**, the City has properly advertised and held a public hearing pursuant to the  
27 provisions of Georgia’s Zoning Procedures Law before the City Council prior to the adoption of  
28 this Ordinance; and

29           **WHEREAS**, the Director of Planning and Zoning recommends approval of special land  
30 use permit 23-003 of property located at 6736 Jojanne Lane; and

31           **WHEREAS**, the health, safety, and welfare of the citizens of the City will be positively  
32 impacted by the adoption of this Ordinance.

33 **BE IT AND IT IS HEREBY ORDAINED BY THE MAYOR AND CITY COUNCIL OF**  
34 **THE CITY OF STONECREST, GEORGIA, as follows:**

35  
36           **Section 1.** SLUP 23-003, the operation of a personal care home for 6 individuals or less  
37 at 6736 Jojanne Lane, satisfying Section 7.4.6 of Division 4 of Article 7 and Section 4.2.41 of  
38 Division 2 of Article 7 in Chapter 27 of the City of Stonecrest Code of Ordinances, is **APPROVED**  
39 **WITH CONDITIONS** as follows:

- 40           1. Applicant musts provide two (2) copies of complete architectural plans for the subject  
41 group personal care home, signed or sealed by a registered architect, shall be submitted to the  
42 director of planning prior to issuance of a building permit or business license;



43           2. Applicant must obtain a city license as well as all license(s) and/or permit(s) required by  
44 the State of Georgia before beginning to operate;

45           3. There shall be at least four parking spaces within a driveway, garage or carport.

46           4. There shall be no parking on lawn areas.

47           **Section 2.** (a) It is hereby declared to be the intention of the Mayor and Council that all  
48 sections, paragraphs, sentences, clauses, and phrases of this Ordinance are or were, upon their  
49 enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.

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

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

74           **Section 3.** The City Clerk, with the concurrence of the City Attorney, is authorized to  
75 correct any scrivener’s errors found in this Ordinance, including its exhibits, as enacted.

76           **Section 4.** All ordinances and parts of ordinances in conflict herewith are hereby  
77  
78 expressly repealed.

79  
80           **Section 5.** The Ordinance shall be codified in a manner consistent with the laws of the  
81 State of Georgia and the City of Stonecrest.

82  
83           **Section 6.** It is the intention of the governing body, and it is hereby ordained that the  
84 provisions of this Ordinance shall become and be made part of the Code of Ordinances, City of  
85 Stonecrest, Georgia.

**SO ORDAINED AND EFFECTIVE this \_\_\_\_\_ day of \_\_\_\_\_, 2023.**

**[SIGNATURES TO FOLLOW]**

**CITY OF STONECREST, GEORGIA**

---

**Jazzmin Cobble, Mayor**

**ATTEST:**

---

**City Clerk**

**APPROVED AS TO FORM:**

---

**City Attorney**

- 89
- 90
- 91
- 92
- 93
- 94
- 95
- 96
- 97
- 98



## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: MP 23-000002 6718 Varkel Lane**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION     PUBLIC HEARING     CONSENT AGENDA     OLD BUSINESS  
 NEW BUSINESS     OTHER, PLEASE STATE: Click or tap here to enter text.
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE     RESOLUTION     CONTRACT     POLICY     STATUS REPORT  
 OTHER, PLEASE STATE: Lot Combination
- 

**ACTION REQUESTED:**  DECISION     DISCUSSION,     REVIEW, or     UPDATE ONLY

---

**Previously Heard Date(s):** Click or tap to enter a date. & Click or tap to enter a date.

**Current Work Session:** Click or tap to enter a date.

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Matthew Williams, Deputy Director Planning and Zoning

**PRESENTER:** Ray White, Director of Planning and Zoning

**PURPOSE:** Applicant seeks to combine seven (7) parcels into one (1) parcel

**FACTS:** The applicant seeks to combine seven (7) parcels into one (1) parcel

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve Click or tap here to enter text.

### ATTACHMENTS:

- (1) Attachment 1 - Lot Combination
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.

**SURVEYOR'S NOTES**

This Development Services plat is based on the original survey data provided by the owner. The surveyor has no responsibility for any omissions by engineers or other design professionals on design or county code permits of this project.

**CLOSURE STATEMENT**  
 \* THE FIELD DATA UPON WHICH THIS MAP OR PLAT IS BASED HAS A CLOSURE PRECISION OF 1 FOOT IN 701,110 FEET. THE FIELD MEASUREMENTS WERE MADE IN ACCORDANCE WITH GEORGIA SURVEYING BOARD REGULATIONS PER ANGLE POINT, AND HAD ADJUSTED USING THE COMMONS RULE. THE DATA HAS BEEN CALCULATED FOR CLOSURE AND ITS ACCURACY IS 64.000 IN A SQUARE MILE. Jurisdiction: Permits presuming to give authority to violate or cancel the provisions of the Georgia Surveying Board Regulations.

**EQUIPMENT AND INSTRUMENTS**  
 \* LINEAR MEASUREMENTS AND ANGLE MEASUREMENTS OBTAINED USING A LEICA TS16 ROBOTIC TOTAL STATION. All other data shall not prevent the field survey was completed on 07-06-2023.

**FLOOD ZONE**  
 \* BASED ON GRAPHICAL INFORMATION, THIS PROPERTY IS SITUATED IN FLOOD ZONE "X" (AREAS DETERMINED TO BE OUTSIDE 100 YEAR FLOODPLAIN AS DEPICTED BY THE NFIP FLOOD INSURANCE RATE MAP NO. 13089C0176K, DATED DECEMBER 8, 2016). USER OF THIS INFORMATION IS CAUTIONED THAT MORE PRECISE FLOOD DELINEATION MAY BE NECESSARY TO DETERMINE THE EXACT FLOOD ZONE. Flood Insurance Rate Map No. 13089C0176K, dated December 8, 2016. User of this information is cautioned that more precise flood delineation may be necessary to determine the exact flood zone. Flood Insurance Rate Map No. 13089C0176K, dated December 8, 2016. User of this information is cautioned that more precise flood delineation may be necessary to determine the exact flood zone.

**ZONING**  
 \* SITE IS ZONED: M (LIGHT INDUSTRIAL)

**BUILDING SETBACKS**  
 FRONT: 60 FEET  
 SIDE: 20 FEET  
 SIDE CORNER: 60 FEET  
 REAR: 30 FEET  
 MAX. BUILDING HEIGHT: FIRE DEPARTMENT AND RESCUE SERVICES MUST APPROVE OVER THREE STORIES TO ENSURE ADEQUACY OF FIRE PROTECTION FACILITIES.

\* SURVEYOR MAKES NO WARRANTY AS TO THE EFFECT OF ZONING TO THE CURRENT OR FUTURE USE OF THE SUBJECT PROPERTY. USER OF THIS MAP IS HEREBY CAUTIONED TO CONSULT THE APPROPRIATE GOVERNING BODY FOR FINAL INTERPRETATION CONCERNING ZONING.

**UTILITIES**  
 \* OVERHEAD AND UNDERGROUND UTILITIES THAT ARE SHOWN HEREON ARE BASED UPON FIELD SURFACE OBSERVATIONS AND INFORMATION PROVIDED AT THE TIME OF THE SURVEY. SITE EXCAVATION WAS NOT PERFORMED IN ANY WAY TO MEASURE ANY SUBSURFACE UTILITY OR FEATURE OF ANY TYPE. HOWEVER, DUE TO THE NATURE OF THIS TYPE OF WORK, MES CANNOT GUARANTEE ABSOLUTE ACCURACY OR THAT THERE ARE NO OMISSIONS IN LOCATING UNDERGROUND UTILITIES. THEREFORE MES DISCLAIMS ALL LIABILITY FOR ANY DAMAGES BASED ON UTILITY INFORMATION PROVIDED BY THIS SURVEY. USER OF THIS INFORMATION ASSUMES ALL RISK AND NOTICE IS HEREBY GIVEN THAT "KNOW WHATS BELOW" CALL BEFORE YOU DIG" UTILITY LOCATION SERVICE (811) SHOULD BE NOTIFIED PRIOR TO ANY EXCAVATION OF THE SITE.

**STREAMS, BODIES OF WATER, & WETLANDS**  
 \* ALL STREAMS, BODIES OF WATER, AND WETLANDS MAY BE SUBJECT TO STATE, COUNTY, AND LOCAL BUFFERS OR RESTRICTIONS. SURVEYOR MAKES NO INTERPRETATION REGARDING THESE BUFFERS OR RESTRICTIONS. USER OF THIS MAP IS CAUTIONED TO CONSULT WITH THE APPROPRIATE GOVERNING AUTHORITIES CONCERNING POSSIBLE BUFFERS OR RESTRICTIONS.

**ARCHAEOLOGICAL & HISTORIC**  
 \* UNLESS SHOWN HEREON, NO CEMETERIES, ARCHAEOLOGICAL OR ARCHITECTURAL LANDMARKS ARE KNOWN TO EXIST ON THIS SITE. HOWEVER, SURVEYOR HAS NOT EXCAVATED THE SITE OR CONSULTED WITH A QUALIFIED PROFESSIONAL IN THIS FIELD FOR ABSOLUTE CONFIRMATION.

**CERTIFICATION**  
 \* THIS SURVEY WAS PREPARED FOR THE EXCLUSIVE USE FOR THE CLIENT NAMED HEREON AND REPRESENTS A SPECIFIC SCOPE OF SERVICES.

**REFERENCES**  
 1. PLAT BOOK 99, PAGE 84  
 2. DEED BOOK 1298, PAGE 187  
 3. OTHER REFERENCES SHOWN HEREON.

**LOT COMBINATION NOTES**  
 1. 7 EXISTING LOTS TO BE COMBINED INTO 1 LOT.  
 2. TAX ID: 16 135 01 038 THROUGH 16 135 01 043 TO BE COMBINED AND ADDED TO 16 135 01 038-046.  
 3. RESULTING COMBINED TAX ID TO BE EXISTING PARCEL NUMBER 16 135 01 038-046 WITH STREET ADDRESS TO REMAIN 220 RANDALL ROAD.  
 4. MAIL DELIVERY STATUS TO REMAIN UNCHANGED.  
 5. SITE REMAINS UNDEVELOPED. NO NEW CONSTRUCTION ASSOCIATED WITH THIS LOT COMBINATION. ALL STREETS, EASEMENTS AND UTILITIES SHOWN WERE EXISTING AT THE TIME OF SURVEY.

**LEGEND**

P.O.B.	POINT OF BEGINNING
CTF	CHAIN TOP PIPE FOUND
OTF	OPEN TOP PIPE FOUND
RBF	REBAR FOUND
P.O.C.	POINT OF COMMENCEMENT
⊙	LIGHT POLE
●	POWER POLE
⊙	1/2" IRON AND PLASTIC CAP PLACED
R/W	RIGHT-OF-WAY
WV	WATER VALVE
■	GRATE INLET
NF	NOW OR FORMERLY
FH	FIRE HYDRANT
⊙	SANITARY SEWER MANHOLE
—	SANITARY SEWER LINE
(XXX'X')	RECORD DISTANCE
WM	WATER METER
TRANS	TRANSMISSION LINE
EM	ELECTRIC METER
CO	CLEAN OUT
GM	GAS METER
TP	TELEPHONE PEDISTAL
CMP	CORRUGATED METAL PIPE
RCP	REINFORCED CONCRETE PIPE
HDPE	HIGH DENSITY POLYETHYLENE
EB	ELECTRIC BOX
HYDV	HYDRANT VALVE
COMM	COMMUNICATION
CLF	CHAIN LINK FENCE
HW	HEAD WALL
CMF	CONCRETE MONUMENT FOUND
⊙	MONUMENT FOUND
⊙	STORM JUNCTION BOX

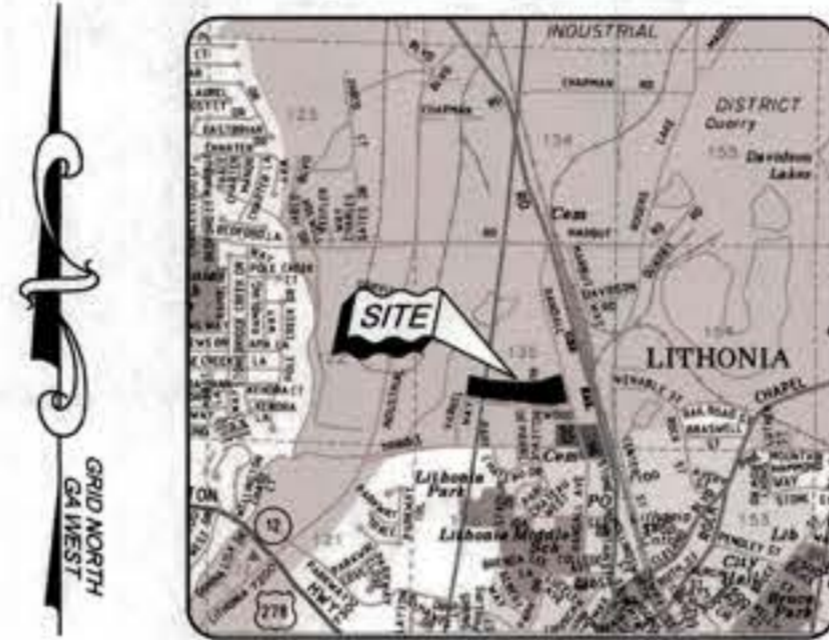
**LOT COMBINATION PLAT OF LOTS 18-26 VAR-KEL, INC., UNIT TWO (PLAT BOOK 99, PAGE 84)**

LAND LOT 135, OF THE 16TH DISTRICT DEKALB COUNTY, GEORGIA CITY OF STONECREST

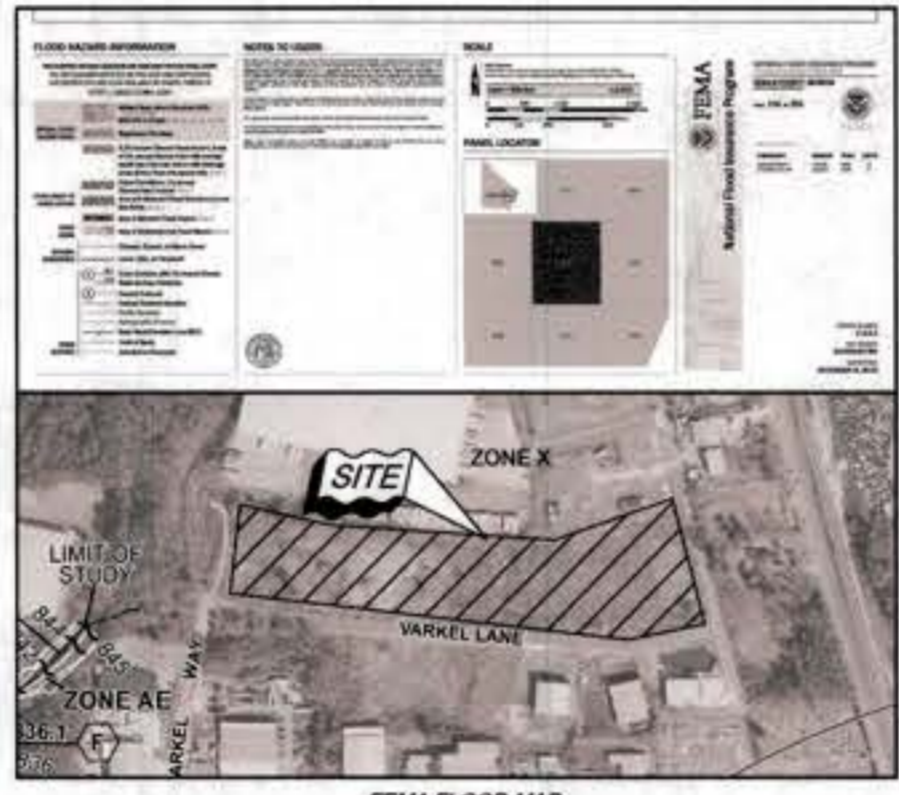
PREPARED FOR:

**CAMERON STONECREST ID, LLC**  
 4064 Colony Road Suite 315  
 Charlotte, NC 28211

**LOCATION MAP**



COPYRIGHT 2010 AERO SURVEYS OF GA, INC. (NOT TO SCALE)



FEMA FLOOD MAP (NOT TO SCALE)

According to the F.I.R.M. of DeKalb County, panel number 13089C0176K, dated December 8, 2016, this property is not located in a Special Flood Hazard Area.

COMBINED LOT AREA:

9.499 ACRES OR 413,784 SQ. FT.

**INDEX OF SHEETS:**

- SHT 1 - COVER SHEET
- SHT 2 - CONSOLIDATION PLAT
- SHT 3 - PROPOSED CONDITIONS PLAN

**AP# 3135755**

FOR USE BY CLERK OF SUPERIOR COURT ONLY

**PLAT APPROVAL**  
 This plat has been submitted to and accepted by the Community Development Department for the City of Stonecrest, GA and has been approved as required by state law and city codes as meeting all conditions precedent to recording in the superior court of this circuit.

Director, Department of Community Development Date

**OWNER'S ACKNOWLEDGEMENT**  
 I, the owner of the land shown on this plat and whose name is subscribed hereto, acknowledge that this plat was made from an actual survey, and for value received the sufficiency of which is hereby acknowledged, do hereby convey all streets indicated as public streets and rights-of-way, and further dedicate to the use of the public forever all alleys, parks, watercourses, drains, easements and public places hereon shown for the purposes and considerations herein expressed. In consideration of the approval of this development plan and other valuable considerations, the owner further releases and holds harmless City of Stonecrest from any and all claims, damages or demands arising on account of the design, construction and maintenance of the property shown hereon, on account of the roads, fills, embankments, ditches, cross-drains, culverts, water mains, sewer lines, and bridges within the proposed right-of-way and easements shown; and on account of backwater, the collection and discharge of surface water, or the changing of courses of streams. And further the owner warrants that he owns fee simple title to the property shown hereon and agrees that City of Stonecrest shall not be liable to him/her, his/her heirs, successors or assigns for any claims or damages resulting from the construction or maintenance of cross-drain extensions, drives, structures, streets, culverts, curbs or sidewalks, the changing of courses of streams and rivers, flooding from natural creeks and rivers, surface waters and any other matter whatsoever. I further warrant that I have the right to sell and convey the land according to this plat and do hereby bind myself and owners subsequent in title to defend by virtue of these presents.

The owner of record of the land shown on this plat and whose name is subscribed thereto in person or through a duly authorized agent, hereby acknowledges that this plat was made from an actual survey, and dedicates to City of Stonecrest, as noted below, the complete ownership and use of all improvements constructed or to be constructed in accordance with this plat, and dedicates to the use of the public forever the following:

Public Street Right-of-Way	0.00	acres
Drainage Easement (Existing)	0.018	acres
Public Access/Pedestrian Easements	0.00	acres
Public Water/Sewer Easements to DeKalb County	0.00	acres

In witness whereof, I have hereunto set my hand this 15th day of AUGUST, 2023.

(SEAL) (Owner): Michael H. Elliott, Jr., PE  
 AUTHORIZED AGENT FOR CAMERON STONECREST ID, LLC  
 County: HENRY  
 My Commission Expires 04/19/25  
 Known:  ID Provided:   
 Type of ID:

Witness: Tracy B-15-2023  
 Notary Public.

**FLOOD HAZARD**  
 The Special Flood Hazard Areas (SFHA) shown herein were determined by the Professional Engineer whose stamp and signature are affixed hereto. The City of Stonecrest does not, by approving this plat, warrant their accuracy, and does not imply that land outside the areas of flood hazard shown will be free from flooding or flood damage. Further, the City of Stonecrest does not by approving this plat nor accepting the public improvements therein, assume maintenance of the flood carrying capacity of the flood areas or watercourses. Maintenance shall remain the responsibility of the owner(s) of the land upon which they exist. The owner of a lot or parcel that contains a flood hazard area is required to submit a site plan to the City of Stonecrest prior to the initiation of any improvements to the lot or parcel. The site plan shall include the location and elevation of the SFHA within the lot or parcel and the existing and proposed improvements. Approval of the site plan by the City of Stonecrest is required prior to the issuance of a building permit.

**DRAINAGE**  
 The owner of record on behalf of himself (self) and all successors in interest specifically releases the City of Stonecrest from any and all liability and responsibility for flooding or erosion from storm drains or from flooding from high water of natural creeks, rivers or drainage features. A drainage easement is hereby established for the sole purpose of providing for the emergency protection of the free flow of surface waters along all watercourses as established by city regulations. The City may conduct emergency maintenance operations within this easement where emergency conditions exist. Emergency maintenance shall be the removal of trees and other debris, excavation, filling and the like, necessary to remedy a condition, which in the judgment of staff and Director, is potentially injurious to life, property, or the public road or utility system. Such emergency maintenance conducted for the common good shall not be construed as constituting a continuing maintenance obligation on the part of the City of Stonecrest nor abrogation of the City of Stonecrest's right to seek reimbursement for expenses from the owner(s) of the property (ies) or the lands that generated the conditions.  
 NOTE: Stream Buffers are to remain in a natural and undisturbed condition.  
 NOTE: Structures, other than approved storm structures, are not allowed in drainage easements.

**SURVEYOR'S ACKNOWLEDGEMENT**  
 In my opinion, this plat, drawn by me or under my supervision, was made from an actual survey, and is a correct representation of the land platted and has been prepared in conformity with the minimum standards and requirements of the Georgia Surveying Board, O.C.G.A. § 20-2-543.

City of Stonecrest and DeKalb County personnel and/or agents shall have free and total access to and across all easements.

DEKALB COUNTY DEPARTMENT OF WATERSHED MANAGEMENT

I certify that the developer has complied with the potable water requirements and the sanitary sewer requirements of the County.  
 This day of \_\_\_\_\_, 20\_\_

**LOT COMBINATION PLAT**  
 OF LOTS 18-26 VAR-KEL, INC. - UNIT TWO PLAT BOOK 99, PAGE 84  
 PREPARED FOR:  
**CAMERON STONECREST ID, LLC**

**PROPERTY INFORMATION**

LAND LOTS: 135
DISTRICT: 16th
SECTION: NA
COUNTY: DeKALB
STATE: GEORGIA
CITY: CITY OF STONECREST

**DRAWING INFORMATION**

DATE: 01-11-2023	REVISIONS: R(1) - 08-15-2023
SCALE: 1"=50'	
DWN: JCS	
CHK: JRG	
JOB NO.: 15291	
FILE: 15291-ALTA-0	

**SURVEYOR'S CERTIFICATE:**  
 As required by subsection (d) of O.C.G.A. Section 15-6-67, this plat has been prepared by a land surveyor. This plat has been approved by all applicable local jurisdictions that require prior approval for recording this type of plat or one or more of the applicable local jurisdictions do not require approval of this type of plat. For any applicable local jurisdiction that requires approval of this type of plat, the names of the individuals signing or approving this plat, the agency or office of that individual, and the date of approval are listed in the approval table shown hereon. For any applicable local jurisdiction that does not require approval of this type of plat, the name of such local jurisdiction and the number of the applicable ordinance or resolution providing that no such approval is required are listed in the approval table shown hereon. Such approvals, affirmations, or ordinance or resolution numbers should be confirmed with the appropriate governmental bodies by any purchaser or user of this plat as to intended use of any parcel. Furthermore, the undersigned land surveyor certifies that this plat complies with the minimum technical standards for property surveys in Georgia as set forth in the rules and regulations of the Georgia Board of Registration for Professional Engineers and Land Surveyors and as set forth in O.C.G.A. Section 15-6-67.  
 James R. Green Date: 08-15-2023  
 (L.S. #2543)



**METRO ENGINEERING & SURVEYING CO., INC.**  
 SURVEYORS - ENGINEERS - PHOTOGRAMMETRISTS  
 PROVIDING PROFESSIONAL SERVICE SINCE 1887  
 1469 Highway 20 West - McDonough, Georgia 30253  
 Phone: 770-707-0777 - Fax: 770-707-0755  
 www.metro-engineering.com

APPROVED

AP 3135755 DATE 08/22/23

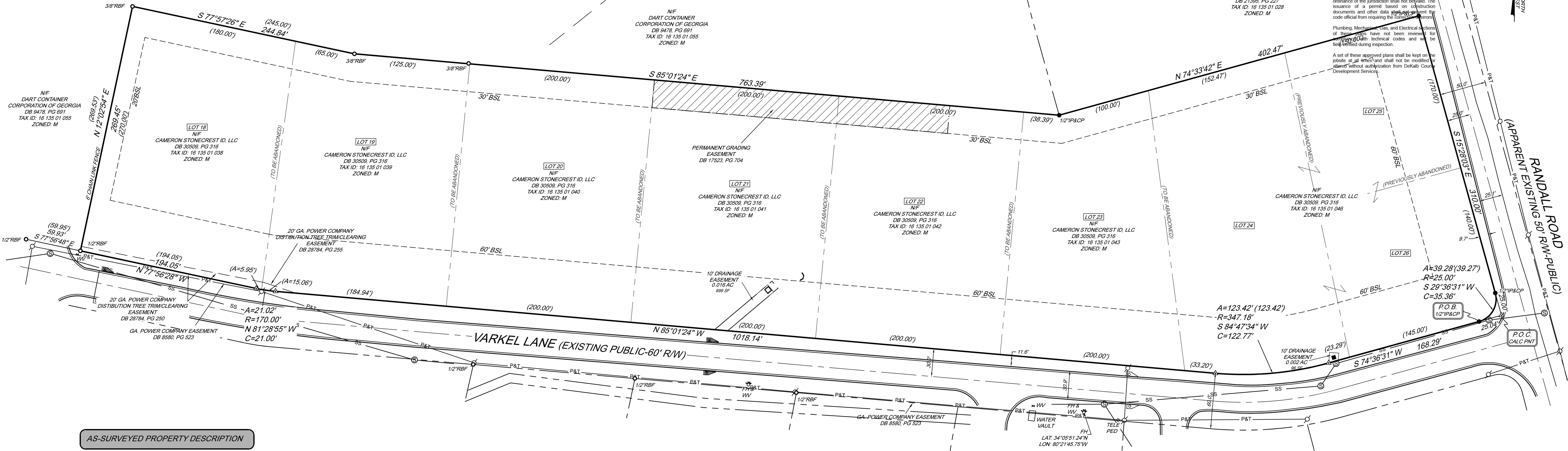
This Department is not responsible for any errors or omissions by engineers or other design professionals on design or county code requirements of this project.

The issuance or granting of a permit shall not be construed to be a permit for, or an approval of, any violation of any of the provisions of applicable code or of any other ordinance of the jurisdiction. Permitting presumes to give authority to violate or cancel the provisions of applicable codes or any other ordinance of the jurisdiction shall not be construed to be a permit for, or an approval of, any violation of any of the provisions of applicable code or of any other ordinance of the jurisdiction.

Plumbing, Mechanical, and Electrical portions of these plans have not been reviewed for compliance with technical codes and will be field checked during inspection.

A set of these approved plans shall be kept on the jobsite at all times and shall not be modified or altered without authorization from DeKalb County Development Services.

FOR USE BY CLERK OF SUPERIOR COURT ONLY



AS-SURVEYED PROPERTY DESCRIPTION

All of that tract or parcel of land lying and being in Land Lot 135, 16th District, DeKalb County, City of Stonecrest, Georgia and being more particularly described as follows:

Commencing at a point located at the intersection of the extended southwesterly right-of-way line of Randall Road (having a 60' right-of-way) with the extended northern right-of-way line of Varkel Lane (having a 60' right-of-way), then running along said extended right-of-way line of Varkel Lane, S 74°36'31" W a distance of 25.04' to a 1/2" iron pin and plastic cap placed and the POINT OF BEGINNING; then running along the northern right-of-way line of Varkel Lane the following metes and bounds: S 74°36'31" W a distance of 168.29' to a point; run southwesterly along the arc of a curve turning to the right with an arc length of 123.42', with a radius of 347.18', with a chord bearing of S 84°47'34" W, with a chord length of 122.77' to a point; N 85°01'24" W a distance of 1018.14' to a point; run northwesterly along the arc of a curve turning to the right with an arc length of 21.02', with a radius of 170.00', with a chord bearing of N 81°28'55" W, with a chord length of 21.00' to a point; N 77°56'28" W a distance of 194.05' to a 1/2" rebar found; then leaving said right-of-way line Varkel Lane and running along the following metes and bounds: N 12°02'54" E a distance of 244.84' to a 3/8" rebar found; S 77°57'26" E a distance of 244.84' to a 3/8" rebar found; S 85°01'24" E a distance of 763.39' to a 1/2" iron pin and plastic cap placed; N 74°33'42" E a distance of 402.47' to a 1/2" iron pin and plastic cap placed on the southwesterly right-of-way line of Randall Road; then running along said right-of-way line of Randall Road, S 15°28'03" E a distance of 310.00' to a 1/2" iron pin and plastic cap placed; then run southwesterly along the arc of a curve turning to the right with an arc length of 39.28', with a radius of 25.00', with a chord bearing of S 29°36'31" W, with a chord length of 35.36' to a 1/2" iron pin and plastic cap placed and the POINT OF BEGINNING.

The above described property contains 9.499 acres or 413,784 sq. ft. The above described property is the same property described in the title commitment issued by First American Title Insurance Company, Commitment No. 334033, dated June 1, 2022.

LEGEND

- P.O.B. POINT OF BEGINNING
CTF CRIMP TOP PIPE FOUND
OTF OPEN TOP PIPE FOUND
RBF REBAR FOUND
P.O.C. POINT OF COMMENCEMENT
L.P. LIGHT POLE
P.P. POWER POLE
I.P. 1/2" IRON AND PLASTIC CAP PLACED
R/W RIGHT-OF-WAY
WV WATER VALVE
GI GRATE INLET
NW OR FORMERLY NOW OR FORMERLY
N/F FIRE HYDRANT
S.S. SANITARY SEWER MANHOLE
S.S. SANITARY SEWER LINE
R.D. RECORD DISTANCE
W.M. WATER METER
T.L. TRANSMISSION LINE
E.M. ELECTRIC METER
C/O CLEAN OUT
G.M. GAS METER
T.P. TELEPHONE PEDISTAL
C.M.P. CORRUGATED METAL PIPE
R.C.P. REINFORCED CONCRETE PIPE
H.D.P.E. HIGH DENSITY POLYETHYLENE
E.B. ELECTRIC BOX
H.V.D.V. HYDRANT VALVE
C.M.M. COMMUNICATION
C.L.F. CHAIN LINK FENCE
H.W. HEAD WALL
C.M.F. CONCRETE MONUMENT FOUND
M.F. MONUMENT FOUND
S.J.B. STORM JUNCTION BOX

COMBINED LOT AREA:

9.499 ACRES OR 413,784 SQ. FT.



SURVEYORS NOTES

- CLOSURE STATEMENT: THE FIELD DATA UPON WHICH THIS MAP OR PLAT IS BASED HAS A CLOSURE PRECISION OF 1 FOOT IN 701,110 FEET AND AN ANGULAR ERROR OF 6 SECONDS PER ANGLE POINT AND WAS ADJUSTED USING THE COMPASS RULE. THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND ITS ACCURACY IS 1 FOOT IN 588,820 FEET.
EQUIPMENT AND FIELD SURVEY STATEMENT: LINEAR MEASUREMENTS AND ANGULAR MEASUREMENTS OBTAINED USING A LEICA TS16 ROBOTIC TOTAL STATION. FIELD SURVEY WAS COMPLETED ON 07-06-2022.
FLOOD ZONE: BASED ON GRAPHICAL INTERPRETATION, THIS PROPERTY IS SITUATED IN FLOOD ZONE "X" (AREAS DETERMINED TO BE OUTSIDE 500 YEAR FLOODPLAIN AS DEPICTED BY THE NFIP FLOOD INSURANCE RATE MAP NO. 13086C0176K, HAVING AN EFFECTIVE DATE OF DECEMBER 8, 2016. USER OF THIS INFORMATION IS CAUTIONED THAT A MORE PRECISE FLOOD DELINEATION MAY BE NECESSARY.
ZONING: SITE IS ZONED M (LIGHT INDUSTRIAL). BUILDING SETBACKS: FRONT: 60 FEET, SIDE: 20 FEET, SIDE CORNER: 60 FEET, REAR: 30 FEET. MAX. BUILDING HEIGHT: FIRE DEPARTMENT AND RESCUE SERVICES MUST APPROVE OVER THREE STORIES TO ENSURE ADEQUACY OF FIRE PROTECTION FACILITIES.
SURVEYOR MAKES NO WARRANTY AS TO THE EFFECT OF ZONING TO THE CURRENT OR FUTURE USE OF THE SUBJECT PROPERTY. USER OF THIS MAP IS HEREBY CAUTIONED TO CONSULT THE APPROPRIATE GOVERNING BODY FOR FINAL INTERPRETATION CONCERNING ZONING.
UTILITIES: OVERHEAD AND UNDERGROUND UTILITIES THAT ARE SHOWN HEREON ARE BASED UPON FIELD SURFACE OBSERVATIONS AND INFORMATION PROVIDED AT THE TIME OF THE SURVEY. SITE EXCAVATION WAS NOT PERFORMED IN ANY WAY TO MEASURE ANY SUBSURFACE UTILITY OR FEATURE OF ANY TYPE. HOWEVER, DUE TO THE NATURE OF THIS TYPE OF WORK, WE CANNOT GUARANTEE ABSOLUTE ACCURACY OR THAT THERE ARE NO OMISSIONS IN LOCATING UNDERGROUND UTILITIES. THEREFORE, WE DISCLAIM ALL LIABILITY FOR ANY DAMAGES BASED ON UTILITY INFORMATION PROVIDED BY THIS SURVEY. USER OF THIS INFORMATION ASSUMES ALL RISK AND NOTICE IS HEREBY GIVEN THAT KNOW WHATS BELOW CALL BEFORE YOU DIG. UTILITY LOCATION SERVICE (811) SHOULD BE NOTIFIED PRIOR TO ANY EXCAVATION OF THE SITE.
STREAMS, BODIES OF WATER, & WETLANDS: ALL STREAMS, BODIES OF WATER, AND WETLANDS MAY BE SUBJECT TO STATE, COUNTY, AND LOCAL BUFFERS OR RESTRICTIONS. SURVEYOR MAKES NO INTERPRETATION REGARDING THESE BUFFERS OR RESTRICTIONS. USER OF THIS MAP IS CAUTIONED TO CONSULT WITH THE APPROPRIATE GOVERNING AUTHORITIES CONCERNING POSSIBLE BUFFERS OR RESTRICTIONS.
ARCHAEOLOGICAL & HISTORIC: UNLESS SHOWN HEREON, NO CEMETERIES, ARCHAEOLOGICAL, OR ARCHITECTURAL LANDMARKS ARE KNOWN TO EXIST ON THIS SITE. HOWEVER, SURVEYOR HAS NOT EXCAVATED THE SITE OR CONSULTED WITH A QUALIFIED PROFESSIONAL IN THIS FIELD FOR ABSOLUTE CONFORMANCE.
CERTIFICATION: THIS SURVEY WAS PREPARED FOR THE EXCLUSIVE USE FOR THE CLIENT NAMED HEREON AND REPRESENTS A SPECIFIC SCOPE OF SERVICES.
REFERENCES: PLAT BOOK 99, PAGE 84; DEED BOOK 13386, PAGE 197; OTHER REFERENCES SHOWN HEREON.
LOT COMBINATION NOTES: EXISTING LOTS TO BE COMBINED INTO 1 LOT; TAX ID: 16 135 01 038 THROUGH 16 135 01 043 TO BE COMBINED AND ADDED TO 16 135 01 038-046; RESULTING COMBINED TAX ID TO BE EXISTING PARCEL NUMBER 16 135 01 038-046 WITH STREET ADDRESS TO REMAIN 2259 RANDALL ROAD; MAIL DELIVERY STATUS TO REMAIN UNCHANGED; SITE REMAINS UNDEVELOPED. NO NEW CONSTRUCTION ASSOCIATED WITH THIS LOT COMBINATION. ALL STREETS, EASEMENTS AND UTILITIES SHOWN WERE EXISTING AT THE TIME OF SURVEY.

CONSOLIDATION PLAT

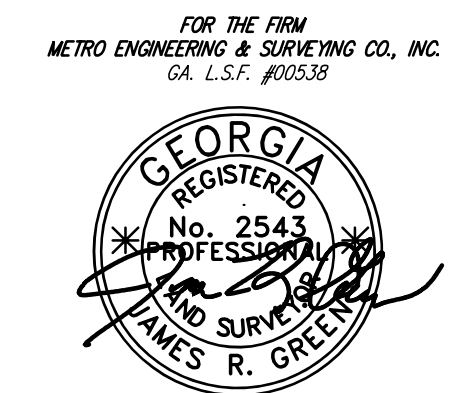
OF LOTS 18-26 VARKEL, INC. - UNIT TWO PLAT BOOK 99, PAGE 84

PROPERTY INFORMATION table with fields: LAND LOTS: 135, DISTRICT: 16th, SECTION: NA, COUNTY: DeKalb, STATE: GEORGIA, CITY: CITY OF STONECREST

DRAWING INFORMATION table with fields: DATE: 01-11-2023, REVISIONS: R(1) - 08-15-2023, DWG: JCS, CHK: JRG, JOB No.: 15291, FILE: 15291-ALTA-0

SURVEYOR'S CERTIFICATE

As required by subsection (d) of O.C.G.A. Section 15-6-67, this plat has been prepared by a land surveyor. This plat has been approved by all applicable local jurisdictions that require approval for recording this type of plat or one or more of the applicable local jurisdictions do not require approval of this type of plat. For any applicable local jurisdiction that requires approval of this type of plat, the names of the individuals signing or approving this plat, the agency or office of that individual, and the date of approval are listed in the approval table shown hereon. For any applicable local jurisdiction that does not require approval of this type of plat, the name of such local jurisdiction and the number of the applicable ordinance or resolution providing that no such approval is required are listed in the approval table shown hereon. Such approvals, affirmations, or ordinance or resolution numbers should be confirmed with the appropriate governmental bodies by any purchaser or user of this plat as to intended use of any parcel. Furthermore, the undersigned land surveyor certifies that this plat complies with the minimum technical standards for property surveys in Georgia as set forth in the rules and regulations of the Georgia Board of Registration for Professional Engineers and Land Surveyors and as set forth in O.C.G.A. Section 15-6-67. James R. Green, 08-15-2023, P.E. S. #2543



METRO ENGINEERING & SURVEYING CO., INC. logo and contact information: 1489 Highway 20 West - McDonough, Georgia 30253, Phone: 770-707-0777, Fax: 770-707-0755, www.metro-engineering.com

APPROVED

AP 3135755  
DATE 08/22/23

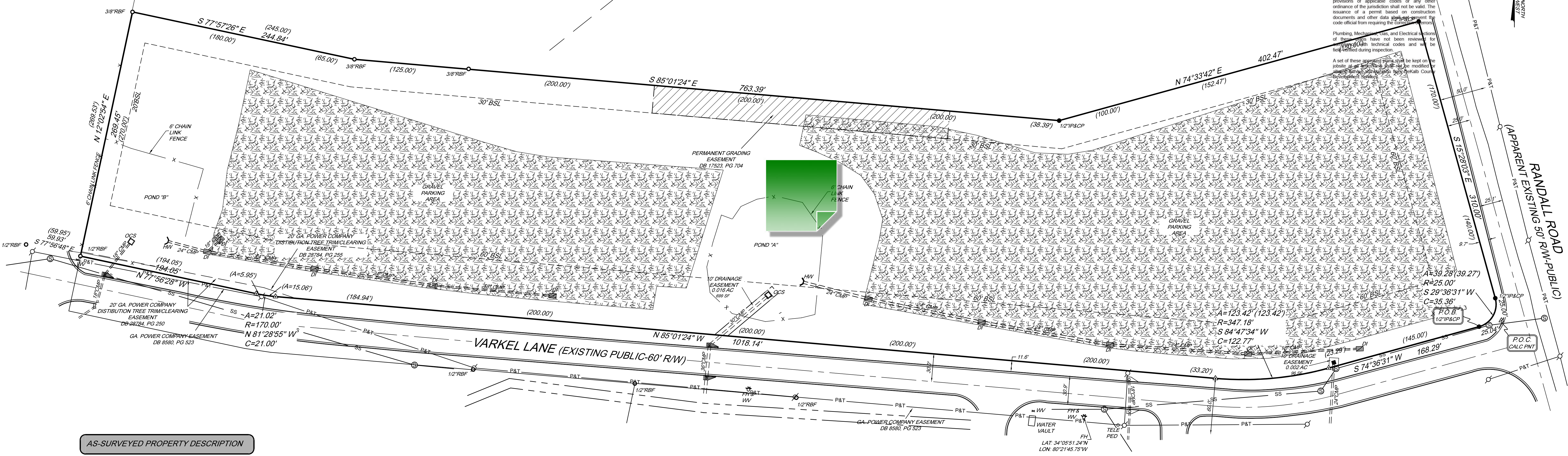
This Department is not responsible for any errors or omissions by engineers or other design professionals on design or county code requirements of this project.

The issuance or granting of a permit shall not be construed to be a permit for, or an approval of, any violation of any of the provisions of applicable code or of any other ordinance of the jurisdiction. Permitting is done on the basis of the information provided by the applicant and the issuance of a permit based on construction documents and other data does not constitute an endorsement or approval of the project or the code official from requiring the construction of the project.

Plumbing, Mechanical, and Electrical portions of this project have not been reviewed for compliance with applicable codes and will be left to the contractor for completion.

A set of these approved plans shall be kept on the jobsite at all times and shall not be modified or altered in any way without the approval of the County Engineer.

FOR USE BY CLERK OF SUPERIOR COURT ONLY



AS-SURVEYED PROPERTY DESCRIPTION

All of that tract or parcel of land lying and being in Land Lot 135, 16th District, DeKalb County, City of Stonecrest, Georgia and being more particularly described as follows:

Commencing at a point located at the intersection of the extended southwesterly right-of-way line of Randall Road (having a 60' right-of-way) with the extended northern right-of-way line of Varkel Lane (having a 60' right-of-way), then running along said extended right-of-way line of Varkel Lane, S 74°36'31" W a distance of 25.04' to a 1/2" iron pin and plastic cap placed and the POINT OF BEGINNING; then running along the northern right-of-way line of Varkel Lane the following metes and bounds: S 74°36'31" W a distance of 168.29' to a point; run southwesterly along the arc of a curve turning to the right with an arc length of 123.42', with a radius of 347.18', with a chord bearing of S 84°47'34" W, with a chord length of 122.77' to a point; N 85°01'24" W a distance of 1018.14' to a point; run northwesterly along the arc of a curve turning to the right with an arc length of 21.02', with a radius of 170.00', with a chord bearing of N 81°28'55" W, with a chord length of 21.00' to a point; N 77°56'28" W a distance of 194.05' to a 1/2" rebar found; then leaving said right-of-way line Varkel Lane and running along the following metes and bounds: N 12°02'54" E a distance of 269.45' to a 3/8" rebar found; S 77°57'26" E a distance of 244.84' to a 3/8" rebar found; S 85°01'24" E a distance of 763.39' to a 1/2" iron pin and plastic cap placed; N 74°33'42" E a distance of 402.47' to a 1/2" iron pin and plastic cap placed on the southwesterly right-of-way line of Randall Road; then running along said right-of-way line of Randall Road, S 15°28'03" E a distance of 310.00' to a 1/2" iron pin and plastic cap placed; then run southwesterly along the arc of a curve turning to the right with an arc length of 39.28', with a radius of 25.00', with a chord bearing of S 29°36'31" W, with a chord length of 35.36' to a 1/2" iron pin and plastic cap placed and the POINT OF BEGINNING.

The above described property contains 9.499 acres or 413,784 sq. ft.  
The above described property is the same property described in the title commitment issued by First American Title Insurance Company, Commitment No. 334033, dated June 1, 2022.

LEGEND

- P.O.B. POINT OF BEGINNING
CTF CRIMP TOP PIPE FOUND
OTF OPEN TOP PIPE FOUND
RBF REBAR FOUND
P.O.C. POINT OF COMMENCEMENT
L.P. LIGHT POLE
P.P. POWER POLE
I.P.P. 1/2" IRON AND PLASTIC CAP PLACED
R/W RIGHT-OF-WAY
WV WATER VALVE
GI GRATE INLET
NW OR FORMERLY NORTHWEST CORNER
NF FIRE HYDRANT
S.S. SANITARY SEWER MANHOLE
S.S.L. SANITARY SEWER LINE
R.D. RECORD DISTANCE
W.L. WATER METER
T.L. TRANSMISSION LINE
E.M. ELECTRIC METER
C/O CLEAN OUT
G.M. GAS METER
T.P. TELEPHONE PEDISTAL
C.M.P. CORRUGATED METAL PIPE
R.C.P. REINFORCED CONCRETE PIPE
H.D.P.E. HIGH DENSITY POLYETHYLENE
E.B. ELECTRIC BOX
H.V.D.V. HYDRANT VALVE
C.M.M. COMMUNICATION
C.L.F. CHAIN LINK FENCE
H.W. HEAD WALL
C.M.F. CONCRETE MONUMENT FOUND
M.F. MONUMENT FOUND
S.J.B. STORM JUNCTION BOX

PROPOSED IMPROVEMENTS SHOWN HEREON ARE TAKEN FROM AS-BUILT EXHIBIT PREPARED FOR DOGWOOD, VARKEL TRUCKING PREPARED BY GASKINS LECRAW DATED 08-01-2023

COMBINED LOT AREA: 9.499 ACRES OR 413,784 SQ. FT.



SURVEYORS NOTES

- CLOSURE STATEMENT: THE FIELD DATA UPON WHICH THIS MAP OR PLAT IS BASED HAS A CLOSURE PRECISION OF 1 FOOT IN 701,110 FEET AND AN ANGULAR ERROR OF 6 SECONDS PER ANGLE POINT...
EQUIPMENT AND FIELD SURVEY STATEMENT: LINEAR MEASUREMENTS AND ANGULAR MEASUREMENTS OBTAINED USING A LEICA TS16 ROBOTIC TOTAL STATION.
FLOOD ZONE: BASED ON GRAPHICAL INTERPRETATION, THIS PROPERTY IS SITUATED IN FLOOD ZONE "X" (AREAS DETERMINED TO BE OUTSIDE 100-YEAR FLOODPLAIN AS DENOTED BY THE NFIP FLOOD INSURANCE RATE MAP NO. 13088C0176K...
ZONING: SITE IS ZONED M (LIGHT INDUSTRIAL).
UTILITIES: OVERHEAD AND UNDERGROUND UTILITIES THAT ARE SHOWN HEREON ARE BASED UPON FIELD SURFACE OBSERVATIONS AND INFORMATION PROVIDED AT THE TIME OF THE SURVEY...
STREAMS, BODIES OF WATER, & WETLANDS: ALL STREAMS, BODIES OF WATER, AND WETLANDS MAY BE SUBJECT TO STATE, COUNTY, AND LOCAL BUFFERS OR RESTRICTIONS...
ARCHAEOLOGICAL & HISTORIC: UNLESS SHOWN HEREON, NO CEMETERIES, ARCHAEOLOGICAL, OR ARCHITECTURAL LANDMARKS ARE KNOWN TO EXIST ON THIS SITE...
CERTIFICATION: THIS SURVEY WAS PREPARED FOR THE EXCLUSIVE USE FOR THE CLIENT NAMED HEREON AND REPRESENTS A SPECIFIC SCOPE OF SERVICES.
REFERENCES: PLAT BOOK 99, PAGE 84; DEED BOOK 1398, PAGE 197.
LOT COMBINATION NOTES: EXISTING LOTS TO BE COMBINED INTO 1 LOT; TAX ID: 16 135 01 038 THROUGH 16 135 01 043 TO BE COMBINED AND ADDED TO 16 135 01 038-046...

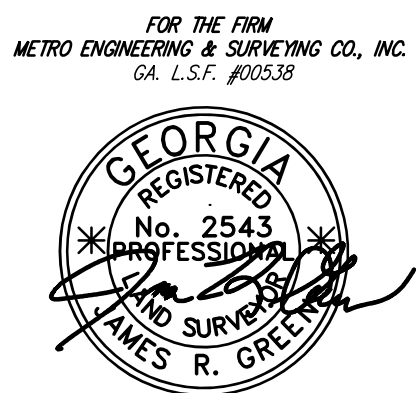
PROPOSED CONDITIONS PLAN

OF LOTS 18-26, VAR-KEL, INC. - UNIT TWO, PLAT BOOK 99, PAGE 84

PROPERTY INFORMATION table with fields: LAND LOTS: 135, DISTRICT: 16th, SECTION: NA, COUNTY: DeKalb, STATE: GEORGIA, CITY: CITY OF STONECREST

DRAWING INFORMATION table with fields: DATE: 01-11-2023, REVISIONS: R(1) - 08-15-2023, CHK: JRG, JOB No.: 15291, FILE: 15291-ALTA-0

SURVEYOR'S CERTIFICATE section including a signature, date (08-15-2023), and professional seal for James R. Green, L.S. #2543.



METRO ENGINEERING & SURVEYING CO., INC. logo and contact information: 1489 Highway 20 West - McDonough, Georgia 30253, Phone: 770-707-0777, Fax: 770-707-0755, www.metro-engineering.com



## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: Approval of Music, Film, Entertainment Study**

---

**AGENDA SECTION:** *(check all that apply)*

PRESENTATION     PUBLIC HEARING     CONSENT AGENDA     OLD BUSINESS  
 NEW BUSINESS     OTHER, PLEASE STATE: [Click or tap here to enter text.](#)

---

**CATEGORY:** *(check all that apply)*

ORDINANCE     RESOLUTION     CONTRACT     POLICY     STATUS REPORT  
 OTHER, PLEASE STATE: **Strategic Plan Approval**

---

**ACTION REQUESTED:**  DECISION     DISCUSSION,     REVIEW, or     UPDATE ONLY

---

**Previously Heard Date(s):** 12/12/22 & [Click or tap to enter a date.](#)

**Current Work Session:** [Click or tap to enter a date.](#)

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Christian Green, Director of Economic Development

**PRESENTER:** Christian Green, Director of Economic Development

**PURPOSE:** Approval of Music, Film and Entertainment Study.

**FACTS:** The Music, Film and Entertainment Study has recently been completed and recommendations was presented to Council on Sept. 12 2023. It is the intent of this request that the City Council approve the findings of the study allowing Economic Development the opportunity to begin work to implement a Strategic Action Plan related to the plan in the future.

**OPTIONS:** Approve, Deny, Defer [Click or tap here to enter text.](#)

**RECOMMENDED ACTION:** Approve The Music, Film and Entertainment Study

**ATTACHMENTS:**

- (1) Attachment 1 - STONECREST FILM, MUSIC & DIGITAL ENTERTAINMENT STRATEGIC PLAN
- (2) Attachment 2 - [Click or tap here to enter text.](#)
- (3) Attachment 3 - [Click or tap here to enter text.](#)





## CITY COUNCIL AGENDA ITEM

---

- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.



**SOUND**  
DIPLOMACY

# STONECREST

## FILM, MUSIC & DIGITAL ENTERTAINMENT STRATEGIC PLAN

CITY OF STONECREST

Final report - draft / August 2023

<b>1. Introduction</b>	<b>3</b>
<b>2. Film, Music and Digital Entertainment Overview</b>	<b>9</b>
2.1 Regulatory Assessment Snapshot	9
2.2 Film, Music & Digital Entertainment Mapping Analysis	26
2.3 Film, Music & Digital Entertainment Economic Impact Assessment	32
2.4 Film, Music & Digital Entertainment Stakeholder Engagement	37
2.5 SWOT	42
<b>3. Strategic Plan</b>	<b>46</b>
3.1 Structural Priority Recommendations	46
Recommendation 1. Strategically Align Existing and Future Initiatives of the Film & Entertainment Commission and Committee to the Stonecrest Film and Entertainment Commission Ordinance 051820	51
Recommendation 2. Identify and Promote Stonecrest's Brand for the Creative Industries	53
Recommendation 3. Create a Dedicated Website for the Film & Entertainment Commission	57
Recommendation 4. Run Dedicated Marketing Campaigns to Celebrate Stonecrest's Brand	62
Recommendation 5. Establish an Entertainment District	66
Recommendation 6. Create a Research and Education Center for Digital Entertainment	71
Recommendation 7. Develop a One Stop Shop for Entertainment Related Licensing and Regulations	79
3.2 Ecosystem Development Recommendations	83
Recommendation 8. Connect the Local Creative Industries	86
Recommendation 9. Partner with the Arabia Mountain Alliance	90
Recommendation 10. Develop Busking Guidelines	92
Recommendation 11. Evaluate Non-Industry Related Spaces for Events	96
Recommendation 12. Develop Safety Initiatives at Night in Relation to Live Entertainment	98
Recommendation 13. Create Tourism Offer around Industry Productions and Events	103
Recommendation 14. Create a database of Stonecrest Creative Businesses and Talent	105
Recommendation 15. Promote Best Practices in Terms of Equity, Accessibility and Diversity within the Creative Ecosystem	107
3.3 Implementation Timeline	113
<b>4. Conclusion</b>	<b>114</b>
<b>5. Detailed Methodology</b>	<b>115</b>
5.1 Economic Impact Methodology	115
5.2 Mapping analysis methodology	118
<b>6. Bibliography</b>	<b>125</b>

# 1. Introduction

## 1.1 About the Project

Stonecrest is in a unique position as a young city to build an identity and reputation incorporating its existing film, music and digital entertainment industries while fostering and cultivating their growth. The City and its Film & Entertainment Commission have an opportunity to benefit from being part of DeKalb County - an area of Georgia that is working hard to strategically place the creative industries at the forefront of economic, social and cultural development - whilst also having the freedom to create its own set of practices, policies and initiatives towards these goals. This allows Stonecrest to maximize DeKalb County's endeavors locally, while standing out for its own efforts.

The city is in a period of exploration as it works to cement itself as a destination for film, music and digital entertainment, positioning itself against nearby established centers of creativity, with the industries that are already in place. However, low engagement with industry stakeholders during the development of this report through limited attendance at and responses to roundtable discussions and invitations, and limited survey responses present an initial and significant challenge for Stonecrest's connection to its local industries, one that must be addressed through communication, education, brand development and supportive policy making.

This report looks at Stonecrest's entire film, music and digital entertainment ecosystems, exploring how the existing industries are working, what the City does to support them, the needs of these industries, and what, through focused strategic planning, the future can look like.

The purpose of this work is to give the City and stakeholders the insights and overview of the current situation so that they are empowered to:

- **Assess the current digital entertainment industry** in Stonecrest and explore how it can be supported and developed in order to attract and retain more talent.
- **Maximize the impact of the Stonecrest Film & Entertainment Commission**, its Advisory Committee and its projected work plan and staffing approach through clear delegation of roles and responsibilities.
- **Create employment and business growth opportunities** through analysis of best practices for industry engagement and professional development.
- **Streamline and optimize all permitting** across city, county and state through reviews of regulatory policies and processes.

- **Cultivate industry training, networking and education** that provides routes to careers and greater awareness of the film, music and digital entertainment industries.
- **Support the creative side of the film, music and digital entertainment industries** as well as the technical side, and cultivate an environment where creative ideas can be realized.
- **Support Stonecrest’s development of the film, music and digital entertainment industries** in alignment with the strategic planning and goals of DeKalb County.

## 1.2 Commitment to Sustainable Development Goals (SDGs)

In 2015, through the United Nations, world leaders agreed to the SDGs. These goals are composed of 17 commitments and 169 targets developed with the aim of building a better world by 2030. These goals have the power to end poverty, fight inequality and address the urgency of climate change. Guided by these goals, it is now up to governments, businesses, civil society and the general public to work together to build a better future for everyone.<sup>1</sup>



<sup>1</sup> Global Goals (n.d.)

Sound Diplomacy's work takes the SDGs into account, with particular focus throughout the Strategic Plan. With member countries ratifying the UN's SDGs, a code and framework to guide sustainable development has been established to influence development arrangements and contractual obligations of donors and grantees. While culture is not explicitly mentioned in the SDGs, it is viewed as a key element of all SDGs. The UN has conducted research to better understand the role culture can play in meeting sustainable development goals, one example being the United Cities and Local Governments' *Culture in the SDGs*.<sup>2</sup>

### 1.3 Foreword by client

[Place holder]

### 1.4 Scope and Methodology

The scope of work for this report has been a process of desk research, stakeholder consultation and data analysis. This was completed in the following stages:

**Regulatory Checklist & Comparative Analysis:** A full analysis of Stonecrest's and, where relevant, DeKalb County's regulatory, programmatic and strategic context. This includes a literature review, and a comparative analysis that analyzes how cities close to Stonecrest (Conyers, Covington, Jackson, Senoia and Stone Mountain) support their film, music and digital entertainment industries. This was undertaken with comprehensive desk research and conversations with the City of Stonecrest.

**Ecosystem Mapping:** A mapping and analysis of all film, music and digital entertainment assets with physical infrastructure/registered addresses in Stonecrest and within a 5km radius of the city. 462 assets were mapped in total. This was undertaken using thorough web-scraping, database reviews by Sound Diplomacy and the City of Stonecrest, and the creation of an [interactive map](#).

**Music Ecosystem Economic Impact Assessment:** A full economic impact analysis looking at direct, indirect and induced impacts of the film, music and digital entertainment sectors in Stonecrest in

---

<sup>2</sup>United Cities and Local Governments (2018)

2019, with additional insights into 2020.<sup>3</sup> This was undertaken using official secondary sources and statistics, complemented by primary research conducted by Sound Diplomacy.

**Stakeholder Engagement:** A survey aimed at the film, music and digital entertainment industries and their audiences formed the first stage of stakeholder engagement. Low response rates led to Sound Diplomacy arranging interviews with key stakeholders to supplement the loss of this data. Interviews were conducted alongside 2 stakeholder roundtable discussions that looked at the challenges, strengths and opportunities for Stonecrest’s film, music and digital entertainment sectors.

**SWOT Analysis:** Analysis of all findings from research stages detailed above collated into a SWOT analysis. This informs the areas of focus in the Strategic Plan and the recommendations.

**Strategic Plan:** A set of actionable recommendations divided across 2 sections:

- Structural Priority Recommendations. A set of 7 high level, detailed recommendations.
- Ecosystem Development Recommendations. A set of 8 recommendations.

Each section includes the context for the following recommendations, and each recommendation includes a timeframe to implement by, who should be responsible for initiating it, the Sustainable Development Goals it corresponds to, and, where relevant, a best practice case study.

NB: To see the detailed versions of the Regulatory Assessment, the Mapping Analysis, and the Economic Impact Assessment, please refer to the Appendices document.

## 1.5 Definitions

### 1.5.1 Definition of the Film, Music and Digital Entertainment Ecosystems

Film, music, and digital entertainment are part of the cultural and creative industries. According to UNESCO, these sectors’ main objectives are “the production or reproduction, promotion, distribution

---

<sup>3</sup> This is due to most of the official data sources having a three-year delay. During the research process, the most up-to-date data available from the County Business Patterns and RIMS II multipliers was from 2020. Nevertheless, we took 2019 as the base year of analysis because 2020 was an atypical year for the cultural and creative industries due to the restrictions enforced by COVID-19.



and/or commercialization of goods, services and activities of a cultural, artistic or heritage-related nature.”<sup>4</sup>

Cultural and creative sectors are inherently part of every city’s ecosystem. This ecosystem is formed by a group of stakeholders, a set of resources, and an environment where they develop their activities and connect with other interdependent ecosystems. In the case of the cultural and creative sectors, their agents are responsible for everything, starting with the creative process to the consumption of the product by audiences or consumers. Some elements within the cultural and creative industries ecosystem are musicians, film and audiovisual producers, music venues, broadcast businesses or record labels, IT suppliers, designers, and web developers.

### 1.5.2 Economics of Film, Music and Digital Entertainment

The economic impact assessment explains the film, music, and digital entertainment sector in Stonecrest by using economic and statistical tools. When repeatedly measured over time it provides insights into the effects and efficiency of public policy and private decision-making.<sup>5</sup> The cultural and creative economy is not limited to the transactions of goods and services in the market, but also includes the movement of non-monetary resources existing within the cultural and creative ecosystem.

The analysis considers three sectors, taking into account the nature of the activities and their relevance:

- **Film Industry:** Film Production, Film Post-Production, Film Distribution, Film Exhibition, Film Supplies & TV/Internet Broadcasting, Media Advertising, Reproduction, Equipment, Food and Services contractors.
- **Music Sector:** Live Music & Touring (venues, promoters, agents), Recording & Publishing, Radio Broadcast, Instruments & Equipment, Music Education, and Other Professional Support (music marketing, PR, etc.).
- **Digital Entertainment:** Digital Design, Programming, Publishing (graphic designers, software publishers, computer programmers, etc.), Digital Hosting and Broadcasting (data processing, internet publishing, and broadcasting, etc).

---

<sup>4</sup>UNESCO (2015)

<sup>5</sup> Decide DeKalb (2017)

## 2. Film, Music and Digital Entertainment Overview

### 2.1 Regulatory Assessment Snapshot

Table 1. City of Stonecrest Statistics

Population: 59,863 <sup>6</sup>
Median Age: 33.6 years <sup>7</sup>
Sex ratio: 54.6% Female/45.4% Male <sup>8</sup>
Per Capita Income in past 12 months (2016-2020): \$26,036 <sup>9</sup>
Median Household Income (2016-2020): \$51,439 <sup>10</sup>
Unemployment: 4.4% <sup>11</sup>

<sup>6</sup> United States Census Bureau (2021)

<sup>7</sup> Data USA (2020)

<sup>8</sup> United States Census Bureau (2021)

<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

<sup>11</sup> Town Charts (n.d.)

Ethnicity: 89.8% Black, 4.9% White, 2.8% Hispanic or Latino, 0.6% Asian, 0.1% American Indian or Alaska Native<sup>12</sup>

Persons with a High School Diploma or Higher (2016-2020): 90.7%<sup>13</sup>

Persons with a Bachelor’s Degree or Higher (2016-2020): 28.3%<sup>14</sup>

Households with a Broadband Internet Subscription (2016-2020): 83.1%<sup>15</sup>

Cost of Living Index: 91.9<sup>16</sup>

Table 2. Stonecrest at a Glance

TOPIC	IN PLACE?	CITY'S POLICY	BEST CASE
Entertainment Education	Yes	K-12 film, music and digital education in Stonecrest is provided by the DeKalb County School District (DCSD). <sup>17</sup>	The Tennessee State of the Arts (SOTA) is a public private partnership between the Country Music

<sup>12</sup> United States Census Bureau (2021)  
<sup>13</sup> Ibid.  
<sup>14</sup> Ibid.  
<sup>15</sup> Ibid.  
<sup>16</sup> Best Places (2022)  
<sup>17</sup> DeKalb County School District (n.d. a)

		<p>The DCSD curriculum provides Visual &amp; Performing Arts and General Music studies to students from kindergarten to 8th grade.<sup>18</sup> In high school, the curriculum includes Arts, A/V Technology, &amp; Communications which offers an Audio/Video Technology and Film Pathway.<sup>19</sup></p> <p>The DCSD curriculum also includes Information Technology which offers Computer Science, Programming, and Web &amp; Digital Design pathways.</p> <p>DCSD’s Music Department services all schools in the county.</p>	<p>Association (CMA) Foundation and the State of Tennessee that provides all public school districts in Tennessee the opportunity to apply for funding to improve or develop their music education programs.</p> <p>The initiative was launched in 2019 following a \$1 million investment, providing three-year grants administered by the Tennessee Department of Education focused on, but not limited to: professional development for music teachers; additional arts and music supplies; or materials and equipment used to address equity challenges, or expansion of local arts educational outreach programs.<sup>20</sup></p>
<p>City-led Funding Support</p>	<p>No</p>	<p>There is no City of Stonecrest-led funding currently in place but Stonecrest creatives and businesses can benefit from the State of Georgia’s creative industry tax incentive programs.</p>	<p>The Scientific and Cultural Facilities District (SCFD) is a special regional sales and use tax across seven counties in the Denver Metro region that collects and distributes funding to nonprofit arts, culture and science groups. It collects a sales tax of one penny for every \$10 spent in the district. The district comprises the counties of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson.</p>

<sup>18</sup> DeKalb County School District (n.d. b.)

<sup>19</sup> DeKalb County School District (n.d. c.)

<sup>20</sup> Tennessee Department of Education (n.d.)

			<p>More than \$66 million was collected and distributed to 300 organizations in 2019, the largest total in the district’s 30-year history. This funding directly supports over 11,800 jobs in the Denver Metro region and creates \$1.9 billion in annual economic activity and \$400 million in cultural tourism.<sup>21</sup></p>
Liquor Licensing	Yes	<p>Alcohol licenses are managed and processed by the City of Stonecrest with the City’s revenue manager as the point of contact. All new license applicants have to apply in person at City Hall but renewals can be processed online via the Citizenserve Online Portal.<sup>22</sup></p> <p>Alcohol can be sold Monday through Friday from 9:00 a.m. until 3:55 a.m. of the following day. Saturday hours are from 9:00 a.m until 2:55 a.m. on Sunday.</p> <p>Policy regarding open containers could only be found for stores, stating that open containers can’t be removed from licensed premises.</p>	<p>In October 2019, Milwaukee moved forward with less-restrictive city codes that allow venues to host all-ages shows and simultaneously serve alcohol to patrons 21 and over.<sup>23</sup> The previous ordinance prevented venues from selling alcohol at all-ages shows unless licensed as a “center for the visual and performing arts.” The requirements of the license were to boast a “culturally significant display of artwork” or have a stage larger than 1,200 square feet – much larger than what most small clubs could realistically accommodate.</p>

<sup>21</sup> Scientific and Cultural Facilities District (n.d.)

<sup>22</sup> Citizenserve (n.d.)

<sup>23</sup> City of Milwaukee (2019)

		Although there is a clear licensing process, measures specifically related to the entertainment sector couldn't be found.	
Event Permitting	Yes	<p>Special event permit applications are reviewed by the City of Stonecrest's Planning and Zoning Department in coordination with DeKalb County Police, Fire, Health Services and Sanitation Departments.<sup>24</sup></p> <p>Although the application process is clearly explained, no information regarding different types of permits for special events was found on the city website, which would be useful for potential applicants.</p>	<p>The website for Indianapolis and Marion County offers detailed information on Special Events Permits.<sup>25</sup> Applications are processed online, through the web-based Citizen Access Portal of the Department of Business and Neighborhood Services, and must be submitted at least 30 days prior to the event. Events anticipating 250-2,500 participants are charged a \$75.00 fee. This amount is \$268.00 for events exceeding 2,500 participants. A user guide has been created which contains instructions on how to apply online.<sup>26</sup> The document offers information on Citizen Access Portal requirements and navigation, as well as step-by-step instructions on how to create an account and submit an application, for which screenshots of the online process are provided.</p>
Film Production Permitting	Yes	All film productions that take place on public property within the City of Stonecrest except for current affairs,	Stonecrest, and DeKalb County's permitting process can be seen as a best case example. It is streamlined in its approach, with the majority of cities having

<sup>24</sup> City of Stonecrest (n.d. a)

<sup>25</sup> City of Indianapolis (n.d. a)

<sup>26</sup> City of Indianapolis (n.d. b)

		<p>newscasts and personal recordings, must apply for a permit.</p> <p>Film Production Permits are managed by the City of Stonecrest Film Liaison through the Apply4 Film App, a DeKalb County portal.<sup>27</sup> The app provides users with their own login accounts where they can apply for permits online and see their existing applications. The only limitation is that it isn't accessible as a mobile app.</p> <p>The Film Application fee is \$110 and the Film Permitting Fee \$200 per calendar month. Other fees include: Filming Permit Rush Fee, On-Site Impact Fee, On-Site Impact Fee Rush and Material Changes Rush Fee.</p>	<p>online application portals and materials through the FilmApp portal, and the DeKalb Entertainment Commission has an interactive jurisdictional map to help scouters find resources for their projects.</p>
Noise Ordinance	Yes	<p>Noise in residential areas is strictly limited to the hours of 11:00 p.m. and 7:00. a.m. unless one of the listed exclusions applies. There are no specific decibel limits set for residential areas in the code of ordinances.<sup>28</sup></p>	<p>Boulder, Colorado's sound ordinance policy is publicly available and contains information on how to measure noise,<sup>30</sup> permitted levels (50 dBA at night for non-vehicular sources), a graduated fine for repeat offenses and considerations of exceptions, specifically mentioning concerts and music festivals. Special events must cease noise by 11pm.<sup>31</sup></p>

<sup>27</sup> Apply 4 (n.d.)

<sup>28</sup> City of Stonecrest (2021a)

<sup>30</sup> Boulder County (n.d.)

<sup>31</sup> City of Boulder (n.d.)

		From 7:01 a.m. until 10:59 p.m. sound is not permitted to exceed 70 dB(A) in commercial areas, 80 dB(A) in industrial areas, and 70 dB(A) or 73 dB(C) in mixed-use developments or 60 dB(A) or 63 dB(C) from the hours of 11:00 p.m. until 7:00 a.m. <sup>29</sup>	Due to the reasonable limits for events (at 65 dBA for mixed-use areas until 11:00 p.m.), even if neighbors complain the police won't issue a fine for a noise ordinance violation to a concert or festival. This encourages event organizers to be responsible and make sure they stay within the grounds of being good neighbors and also allows the community to feel empowered to request desired changes.
Film Ordinance	Yes	Chapter 15, Article XIV in the Stonecrest Code of Ordinances <sup>32</sup> was created to help facilitate film production in the city while protecting the interests of its residents and businesses.  The Ordinance describes the film permitting process, what information must be included in the applications, exceptions from the permitting requirement, the fee schedule and any other responsibilities of a producer once a permit is obtained.	Stonecrest's Film Ordinance can be considered a best case example.
Health and Safety Regulations	No	No health and safety regulations or guidelines for the entertainment sector could be found, other than measures	The Music Victoria <i>Best Practice Guidelines for Live Music Venues</i> address positive examples in key areas and issues related to operating a music venue, from

<sup>29</sup> City of Stonecrest (2021b)

<sup>32</sup> Library Municode (2021)



		related to COVID-19. Research looked into possible initiatives or guidelines connected to venue safety, mental health for those in the creative industries, or health support for freelancers in these industries.	sound management to venue security and safety, and also includes examples of contracts, agreements and live show checklists as appendices. <sup>33</sup> Laws and regulations that apply in Victoria, Australia are mentioned alongside best practice approaches as well as links to other organizations supporting the live music ecosystem.
Environmental Sustainability and Recycling	No	<p>There is no specific sustainability guidance for the entertainment sector. A sustainability plan for the City of Stonecrest was not found.</p> <p>The DeKalb County Sanitation Department is the contracted provider of solid waste collection services for the City of Stonecrest. There is no specific recycling guidance for the entertainment industry on the website.</p>	<p>Green Screen is an online tool supporting environmentally friendly filming in London.<sup>34</sup> Productions that register for the scheme receive a pre-production carbon estimate and an action plan to help reduce emissions. They are also provided with access to resource guides, a bespoke crew memo and a trained Green Steward on set. Productions achieving correct levels are certified with Green, Silver or Gold. A Green Screen stamp is provided to productions that have achieved their goals, which can be used on endroll, company websites and promotional materials.<sup>35</sup></p>

<sup>33</sup> Music Victoria & Live Music Roundtable (n.d.)

<sup>34</sup> Film London (n.d.)

<sup>35</sup> Green Screen (n.d.)

Busking	No	There is no city-wide busking policy currently in place in Stonecrest.	The City of Decatur, northeast of Atlanta, has had positive headlines for its Busking Program. <sup>36</sup> Street performers must acquire a permit in order to take part in busking, but the permit is free and the application can be submitted online through the Decatur Arts Alliance website. Permits are valid for one month and are renewable on the first of the month. Permits are not transferable. Busking is permitted from 10 a.m. - 10 p.m. and permits must be displayed at all times. Performers can collect tips, but cannot solicit them and may set up one 10 x 14” sign to identify themselves. There are also stipulations based on the distance between performers and being neighborly to surrounding businesses.
Audience Development	No	The city lacks specific and dedicated audience development programs that raise local awareness and drive community interaction with the film, music and digital entertainment industries.	TRESA is an online community for those interested in culture. <sup>37</sup> It is organized via an affordable membership scheme, with subscription prices ranging from free to €4 per month. TRESA has over 100,000 users. Members are given access to exclusive cultural offers, with discounts or some free tickets. It has been subsidized by the Spanish government, the Ministry

<sup>36</sup> Decatur Arts Alliance (2022)

<sup>37</sup> TRESA (2021)

			of Culture and Sport, and is supported by the Catalonian government Department of Culture. <sup>38</sup>
Film and Entertainment Office	Yes	<p>The Stonecrest Film &amp; Entertainment Commission serves Stonecrest’s entertainment industry, although it is particularly focused on the film sector. The Commission does not have its own website but is featured on the City website with a list of current members and contact information for the Director of Economic Development.</p> <p>Stonecrest doesn’t have a music-specific office, but the city has partnered with the DeKalb Entertainment Commission, Georgia Film, Music &amp; Digital Entertainment Office, and Location Managers Guild International to position Stonecrest as a leading center for film, culture, and entertainment.<sup>39</sup></p>	Glasgow Life is a Community Interest Company and charity whose charge is to provide cultural and entertainment activities to the people of Glasgow on behalf of the Glasgow City Council. <sup>40</sup> The organization provides programming including arts, music, sports, events and festivals, libraries, community development and learning programmes. The company is both privately funded by donations and supported by the Glasgow City Council.
Entertainment Districts	No	Although the zoning ordinance identifies 4 types of zoning districts (residential single-family districts, medium and high-density residential districts, mixed-use districts, and non-residential districts), in reviewing zoning-related	The Brooklyn Cultural District, located in Downtown Brooklyn, stretches across Downtown Brooklyn, DUMBO, and the Brooklyn Navy Yard. It is home to "cultural groups representing nearly every artistic discipline". <sup>42</sup> Museums, galleries, theaters, venues, as

<sup>38</sup> TRESA (2021)

<sup>39</sup> City of Stonecrest (n.d. b)

<sup>40</sup> Glasgow Life (n.d.)

<sup>42</sup> Downtown Brooklyn (n.d. a)

		<p>policies, no information has been found on cultural or entertainment districts.<sup>41</sup></p>	<p>well as a multi-disciplinary arts and media center are some of the cultural and entertainment assets located in Brooklyn's Cultural District.</p> <p>Downtown Brooklyn Partnership (DBP) together with Dumbo Improvement District (Dumbo) have created the Downtown Brooklyn + Dumbo Art Fund, providing grants for projects that "serve to enhance public space, increase access to cultural programming, and connect the neighborhoods of Downtown Brooklyn".<sup>43</sup></p> <p>Downtown Brooklyn's events calendar enables users to search for events and filter them by date and type of events. Events include: art, classes and workshops, festivals, markets, music and dance, theater, film, conferences, as well as family-friendly events, among others.<sup>44</sup></p>
Agent of Change	No	<p>The City of Stonecrest does not currently have an Agent of Change Policy in place.</p>	<p>In 2018, the City of Toronto approved venue protection measures including the Agent of Change principle. The principle was recommended by the Toronto Music Advisory Council (TMAC)<sup>45</sup> and works to ensure that live music venues can continue to</p>

<sup>41</sup> City of Stonecrest (2021c)

<sup>43</sup> Downtown Brooklyn (n.d. b)

<sup>44</sup> Downtown Brooklyn (n.d. c)

<sup>45</sup> City of Toronto (2021)

			<p>function without noise-related impact on new residential development.</p> <p>According to the City Council decision, new live music venues located within certain mixed-use and regeneration areas will be designed and constructed to minimize noise from the premises and provide acoustic attenuation measures that would protect residential uses.</p> <p>Furthermore, new mixed-use developments located within the same mixed-use and regeneration areas will be designed and constructed to include acoustic attenuation measures on-site, or within the building design, to mitigate noise levels from adjacent indoor live music venues and from outdoor live music venues.<sup>46 47</sup></p>
Transit	Yes	The Metropolitan Atlanta Rapid Transit Authority (MARTA) operates several bus and train routes that allow for travel between Atlanta and the Mall at Stonecrest. Route 86 offers the latest bus service, leaving at 1:15 am on	Philadelphia has had all-night transit options since 1927. By 1949, two subway all-night lines were added to the then 52 all-night transit routes operating. The Southeastern Pennsylvania Transportation Authority (SEPTA), serving Philadelphia and other surrounding counties, currently operates 24 routes providing Nite

<sup>46</sup> City of Toronto (2018a)

<sup>47</sup> City of Toronto (2018b)

		<p>weekdays and 12:37 am on weekends. MARTA fares are \$2.50 per one-way trip.<sup>48</sup></p> <p>The nearest major airport to Stonecrest is the Hartsfield-Jackson Atlanta International Airport.<sup>49</sup></p> <p>The City of Stonecrest has a Transportation Master Plan (2020) that lays out the city’s key transportation needs and an action plan to meet these.<sup>50</sup> The City also has a Transportation Advisory Committee that monitors and assists with any transportation studies and research.<sup>51</sup></p>	<p>Owl Bus Service connecting the region through the night.<sup>52</sup></p> <p>SEPTA launched a pilot in 2014 to assess weekend overnight rail service on the Broad Street and Market-Frankford Lines to complement the weekend Nite Owl bus service on the same route. The high demand for nighttime transport by Philly residents and visitors had led to criticism of over-crowded and delayed Nite Owl buses, while bus stops are also considered less safe than subway stations, therefore welcoming the extension of subway service.<sup>53</sup></p>
Parking / Loading and Unloading Zones	No	There are no policies or incentives for entertainment-related parking measures	The Austin Transportation Department works with the Economic Development Music Office and local venues to distribute permits allowing performers to load and unload in designated Musician Loading/Unloading zones. Musician loading permits are USD \$25 each and are requested and paid for by

<sup>48</sup> MARTA (n.d.)

<sup>49</sup> Atlanta International Airport (n.d.)

<sup>50</sup> City of Stonecrest (2020a)

<sup>51</sup> City of Stonecrest (n.d. c)

<sup>52</sup> SEPTA (n.d.)

<sup>53</sup> Benner, C. (2014)

			<p>the venue.<sup>54</sup> The permit allows musicians/performers to load/unload in any designated musician loading zone for 30 minutes. It is up to the venue to keep track of their permit and get it back from performers when loading/unloading is complete. Permits can only be requested by venues that host live entertainment.</p>
<p>Creative Workspace/ Hub</p>	<p>Yes (under development)</p>	<p>Stonecrest Resorts is currently redeveloping the Sears building at The Mall, under a project called Privi.<sup>55</sup> There will be space for creatives, freelancers and small businesses to work, train and network, as well as meeting spaces and training rooms for private events and meetings, and an art gallery, among others.<sup>56</sup></p>	<p>The Banff Centre for Arts and Creativity encompasses a hub for creative industries including performing arts, visual media, indigenous arts, media &amp; production, and literary arts. Creative studios, a professional development center, and a 330 person auditorium surrounded by 14 meeting spaces can be found in the hub. The Centre has numerous production and rehearsal facilities and is home to the annual film festival. Through education programs, community events, performing arts shows and music programming, The Banff Centre for Arts and Creativity is highly regarded for its role in further developing creative industries and infusing innovation with creativity.</p>

<sup>54</sup> City of Austin (2019)

<sup>55</sup> Stonecrest Resorts (n.d.)

<sup>56</sup> Urbanize Atlanta (2022)

<p>Economic Development Incentives</p>	<p>Yes (state-level)</p>	<p>Stonecrest doesn't have specific economic development incentives for the film, music and digital entertainment industries. However, creatives and businesses can benefit from the State of Georgia's creative industry tax incentive programs, such as the Georgia Music Investment Act,<sup>57</sup> the Georgia Interactive Tax Credit,<sup>58</sup> and the Film Tax Credit.<sup>59</sup></p>	<p>Louisiana Economic Development has created a series of incentive programs for the creative industries which seek to boost business through tax abatements. Incentive programs for the entertainment industry include: Motion Picture Production, Entertainment Job Creation, Digital Interactive Media and Software, Live Performance Production, Sound Recording and Music Job Creation.<sup>60</sup></p>
<p>Cultural Strategy</p>	<p>Yes (county-wide)</p>	<p>The DeKalb Entertainment Commission, Georgia Film, Music and Digital Entertainment Commission, of which the City of Stonecrest is a partner, developed a Five-Year Strategic Plan for Economic Development to strategically position DeKalb within the film, music and digital entertainment industry, attract major productions and promote entertainment growth.<sup>61</sup> The Plan provides reasons for DeKalb county to be able to grow the film, music and digital entertainment industry, and is a tool to face identified challenges such as: lack of a unified vision for the three sectors, inconsistency in local tax credit and</p>	<p>London's Cultural Infrastructure Plan looks to identify what culture means to the city, what the obstacles are for a thriving cultural infrastructure and what can be done to ensure that culture continues to grow and be at the heart of London.<sup>62</sup> The plan includes: a toolkit; a cultural infrastructure map with a range of datasets including transport, planning and demographics; new funding programmes; new research and new policies.<sup>63</sup></p> <p>Making it an open source allows residents, visitors, businesses, developers, architects and investors to</p>

<sup>57</sup> Frazier & Deeter (n.d.)

<sup>58</sup> Georgia Department of Economic Development (2021)

<sup>59</sup> Georgia Department of Economic Development (n.d.)

<sup>60</sup> Louisiana Entertainment (n.d.)

<sup>61</sup> DeKalb County (2017)

<sup>62</sup> Greater London Authority (2019)

<sup>63</sup> Greater London Authority (n.d.)



		incentive programs, increased competition from other regions, lack of infrastructure to retain projects and migration of graduated workforce outside of the county.	also understand this and further support and develop it. <sup>64</sup>
Cultural Tourism Strategy	Yes (county-wide)	The DeKalb Entertainment Commission, Georgia Film, Music and Digital Entertainment Commission, of which the City of Stonecrest is a partner, developed a Five-Year Strategic Plan for Economic Development to strategically position DeKalb within the film, music and digital entertainment industry, attract major productions and promote entertainment growth. <sup>65</sup> The Plan considers film, music and the digital entertainment industry key sectors to increase tourism in DeKalb, citing music tourism as “a priority at the state level for the Office of Economic Development.” <sup>66</sup>	<i>Madeira All Year</i> is an initiative in which the Madeira Promotion Bureau, in partnership with the island’s tourism and commercial sector, conducted an analysis of the main visitor attractions, which has led to the creation of 6 new festivities in Madeira, each celebrating a special asset of this Portuguese archipelago. <sup>67</sup>  Through these new festivities, Madeira has maintained the interest of international audiences and tourism, which provides the city with enough visitors to sustain its economy.
Marketing and promotion	No	No marketing or promotion programs for the entertainment sector have been found	The City of Wisconsin Dells provides grant programs focused on marketing and promotion. The Joint Effort Marketing (JEM) program offers grants for destination marketing, new events, sales promotion, existing events and one time events. <sup>68</sup> The Arts Board

<sup>64</sup> Greater London Authority (2019)

<sup>65</sup> DeKalb County (2017)

<sup>66</sup> DeKalb County (2017)

<sup>67</sup> Região Autónoma da Madeira (2017)

<sup>68</sup> Travel Wisconsin (n.d.)

			provides Creation and Presentation Grants for nonprofit arts organizations to assist with their operations or creation and presentations of arts programming. <sup>69</sup>
Heritage Preservation / Support Programs	Yes	Although the Flat Rock Archives is a good example of heritage preservation and promotion within Stonecrest, <sup>70</sup> no heritage preservation or support programs linked to the entertainment sector have been found.	Bradford Film Heritage is a project intended to showcase Bradford’s contribution to film and television since the late 1800s. <sup>71</sup> The website contains an interactive map pointing locations to films and TV moments shot in Bradford, as well as heritage sites. There is also a page dedicated to tours so users can discover the film history of Bradford. The timeline page divides Bradford’s film history in decades, from 1800 to 2020. By selecting a decade, the most iconic highlights for that period are displayed.

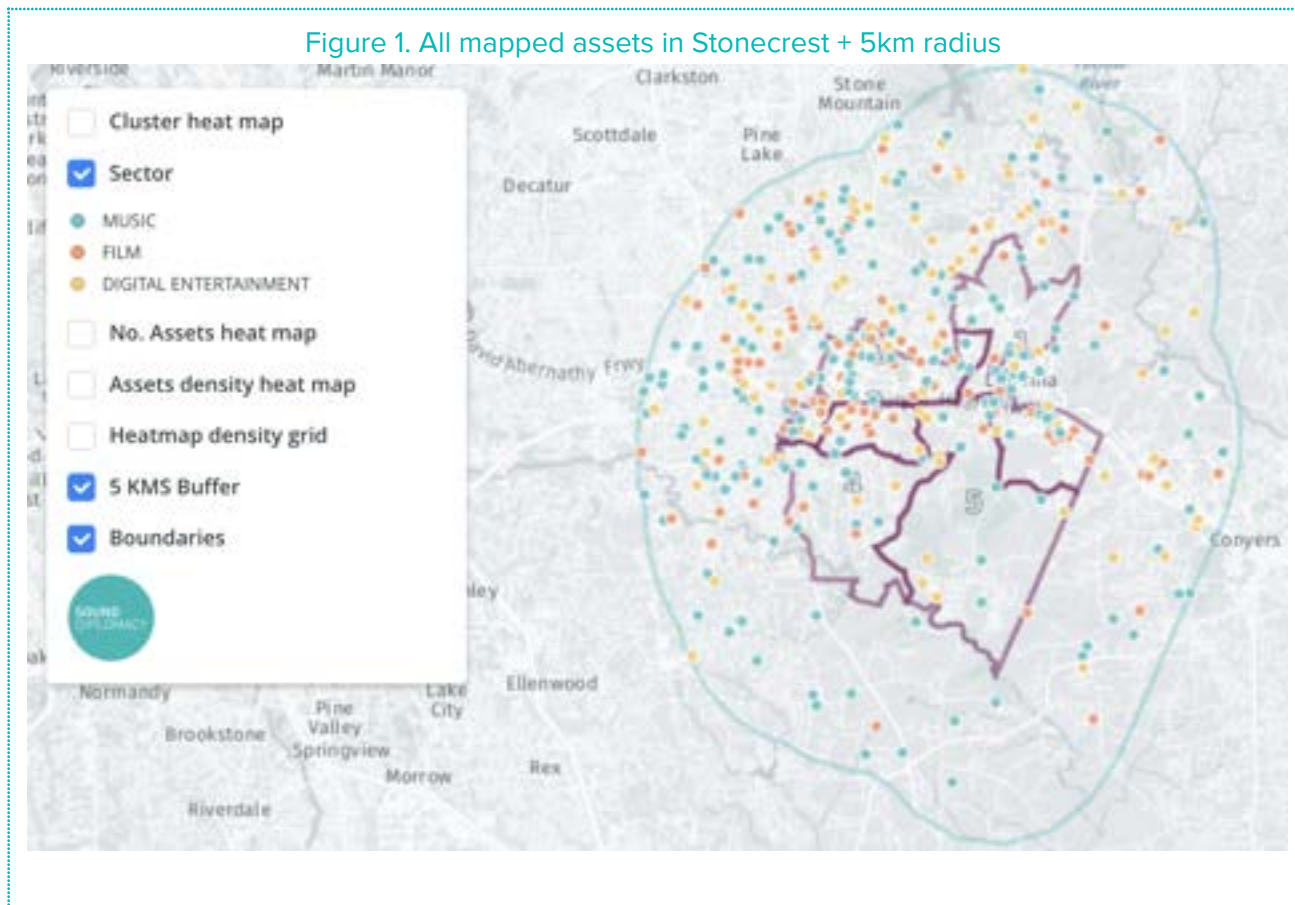
<sup>69</sup> Wisconsin Arts Board (n.d.)

<sup>70</sup> Flat Rock Archives (n.d.)

<sup>71</sup> Bradford Film Heritage (n.d.)

## 2.2 Film, Music & Digital Entertainment Mapping Analysis

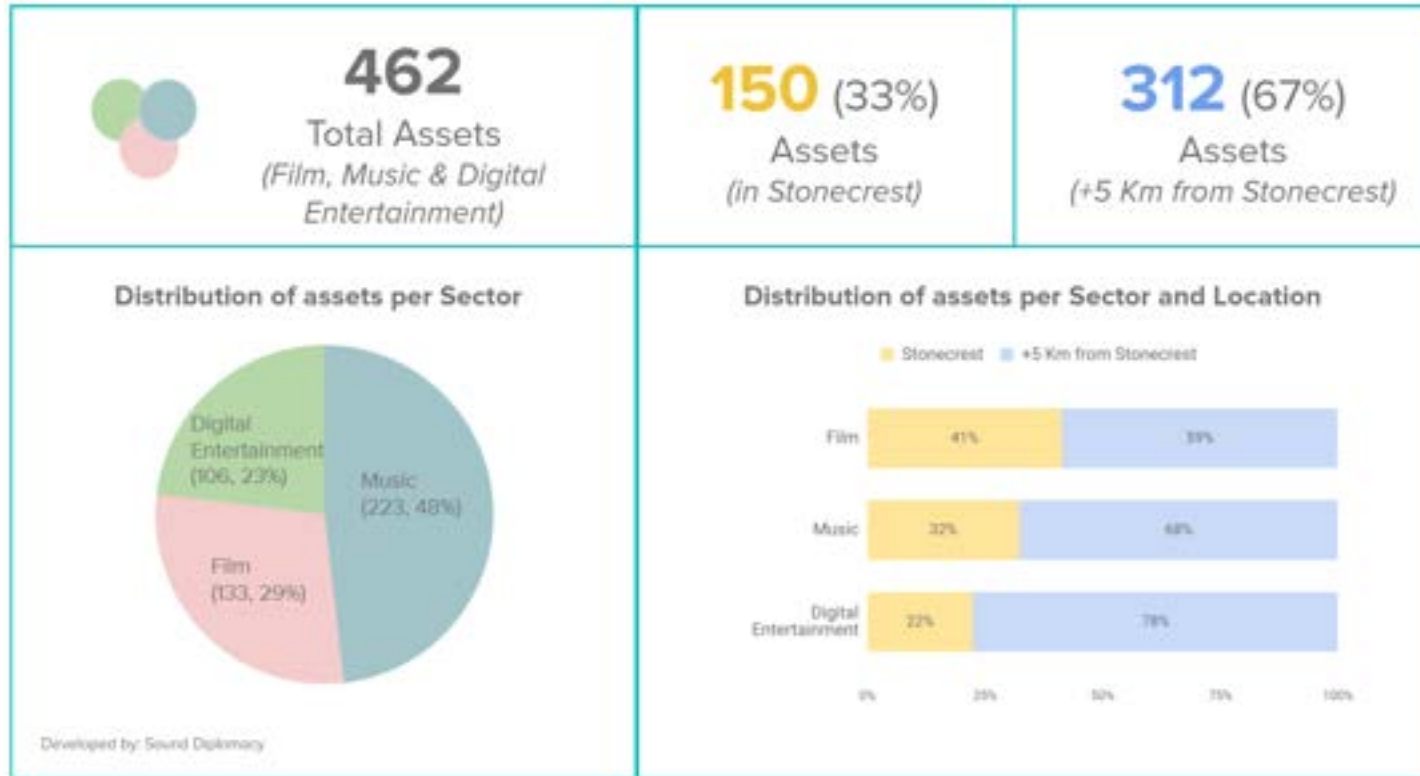
Figure 1. All mapped assets in Stonecrest + 5km radius



All identified assets are included and mapped on this [interactive map](#) tool developed specifically for Stonecrest, GA. The key findings are listed in this section, but to view the full mapping analysis report, please refer to the Appendix.

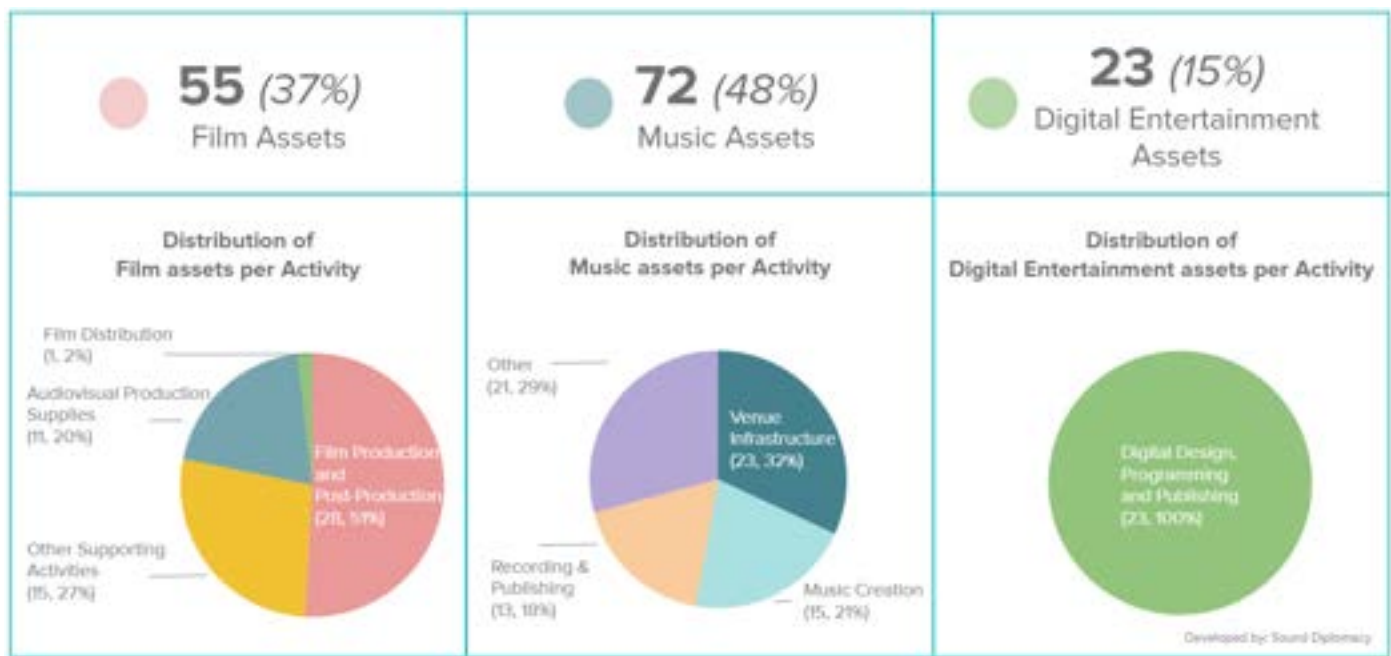
Overview of Film, Music and Digital Entertainment Assets

Figure 2. Overview of Film, Music, and Digital Entertainment Assets in Stonecrest & a radius of +5 km



- **There are 462 assets in the film, music and digital entertainment sectors based in Stonecrest and within a radius of +5 km of the city:** Stonecrest concentrates 150 assets (33%). In contrast, the surrounding 5 km has 312 assets (67% of the total assets). This shows that Stonecrest has several cultural and creative assets located nearby, which can support the activities within the city.
- **Of the 462 assets, the music sector makes up the greatest proportion with 223 (48%):** this is followed by the film sector with 133 (29%), and then by digital entertainment with 106 (23%).
- **Specifically in Stonecrest, there are 150 assets in the 3 sectors:** following the same structure as the entire mapped area, the majority are from the music sector (72 assets, 48%), 55 are from the film sector (37%), and the remaining 23 are from digital entertainment (15%)

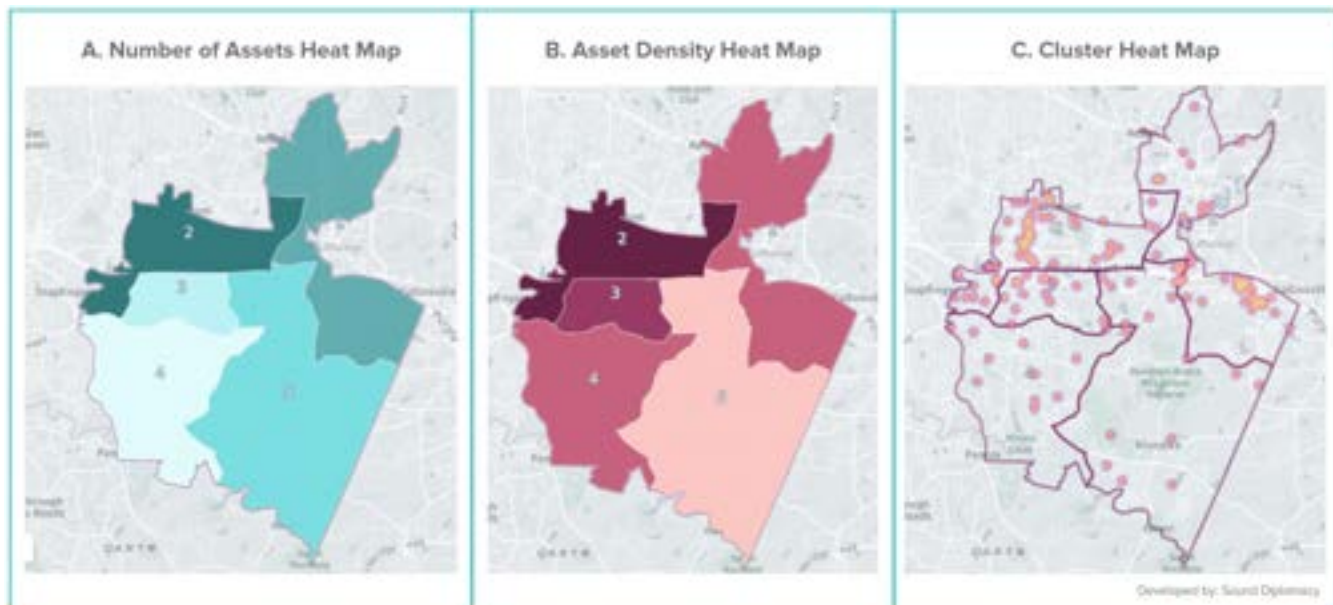
Figure 3. Overview of Film, Music, & Digital Entertainment Assets in Stonecrest



- **Within the music sector, Venue Infrastructure makes up the majority of assets with 23 (32%).** Music Creation follows with 15 assets (21%), Recording & Publishing with 13 (18%), and the remaining 21 (29%), are made up of 6 Radio Broadcasting (8%), 6 Other Support for Live Music & Touring (8%), 5 Instruments/Equipment (7%), 3 Other Professional & Business Support (4%), and 1 Music Education (1%).

- **There are not enough Dedicated Live Music Venues:** Occasional Venues form the majority of the venues category with 14 assets (61%), followed by Multi-purpose Venues, Dedicated Live Music Venues, and Bars, Cafés, and Restaurants with Music, with 3 (13%) each. Moreover, Stonecrest's lack of an arena and proximity to a major music city, Atlanta, may influence the type of programming that can take place. With 60 music venues, including the 50,000 capacity Mercedes Benz Stadium, Atlanta has the infrastructure in place for large scale, high profile events.<sup>72</sup>
- **Stonecrest has a strong presence in the Production Link of the film value chain:** 51% of film assets in Stonecrest are related to the activity of Film Production and Post-Production (28 assets). This is followed by 15 (27%) in Other Supporting Activities (i.e. catering services for Films), 11 assets in Audiovisual Production Supplies (20%), and 1 in Film Distribution (2%).
- **Stonecrest's Digital Entertainment industry with registered addresses is entirely made up of Digital Design talent (creatives within the sector):** From the 23 digital entertainment assets in Stonecrest, all are from the activity of Digital Design, Programming and Publishing.

Figure 4. Spatial Distribution of Film, Music, and Digital Entertainment Assets in Stonecrest



<sup>72</sup> Discover Atlanta (2023)

- **There is a high concentration of assets in District 2:** District 2 has 61 assets (41%), followed by District 1 with 43 (29%), District 5 with 18 (12%), District 3 with 16 (11%), and District 4 with 12 (8%).
- **There are no major clusters in the city, but there is a dispersion of assets mainly in the mid-section of the city from east to west:** assets in District 5 are mainly concentrated in the west side of the District, while those in District 1 are in the south-east of the District.
- **Digital entertainment sector assets are more evenly distributed across the 5 districts, compared to the music and film sectors.** The music and film sectors are mainly concentrated in District 2 (46% and 40% respectively), whereas digital entertainment assets are spread across the Districts with 30% being located in District 5, 26% in District 2, 22% in District 4, 13% in District 1 and the remaining 9% in District 3. Whilst Stonecrest does not have a designated Entertainment District, the majority of restaurants and hotels in the city are also located in District 2, which may be due to the proximity of the I-20 interstate that divides it from District 3. The concentration of assets in District 1 correlates also with a concentration of food and beverage establishments and retail located there, as assets are clustered in and around the Mall at Stonecrest.

## Stonecrest's Position in DeKalb County

- **The music sector has the highest geographic presence both in Stonecrest and DeKalb County** (42% and 43% of all the assets, respectively). However, Stonecrest has a higher proportion of film-related assets (37%) than DeKalb (18%), and in contrast, DeKalb has a higher proportion of digital entertainment-related assets (39%) than Stonecrest (15%).
- Within the music sector, **Stonecrest venue infrastructure makes up the highest proportion of the music-related assets** (32%), whilst in **DeKalb County, the recording and publishing assets make up the highest proportion of the music-related assets** (28%). Nonetheless, venue infrastructure has the second highest proportion of music-related assets in DeKalb County (19%).
- Whilst in **DeKalb County 70% of the music venues are dedicated live music venues, in Stonecrest there are only 13% within the overall music infrastructure.** This shows that even though overall in the county there is a supply of proper technical and quality infrastructure for music performers, given that the venues are specialized in providing exhibition services for live music performances, this is not the specific case for Stonecrest.

- **Both DeKalb County and Stonecrest have a strong offer of assets in the production link of the film value chain.** 51% of the film-related assets are related to film production and post-production activities.



## 2.3 Film, Music & Digital Entertainment Economic Impact Assessment

The following section provides a summary of the Economic Impact Assessment. For the full report, please see the Appendix.

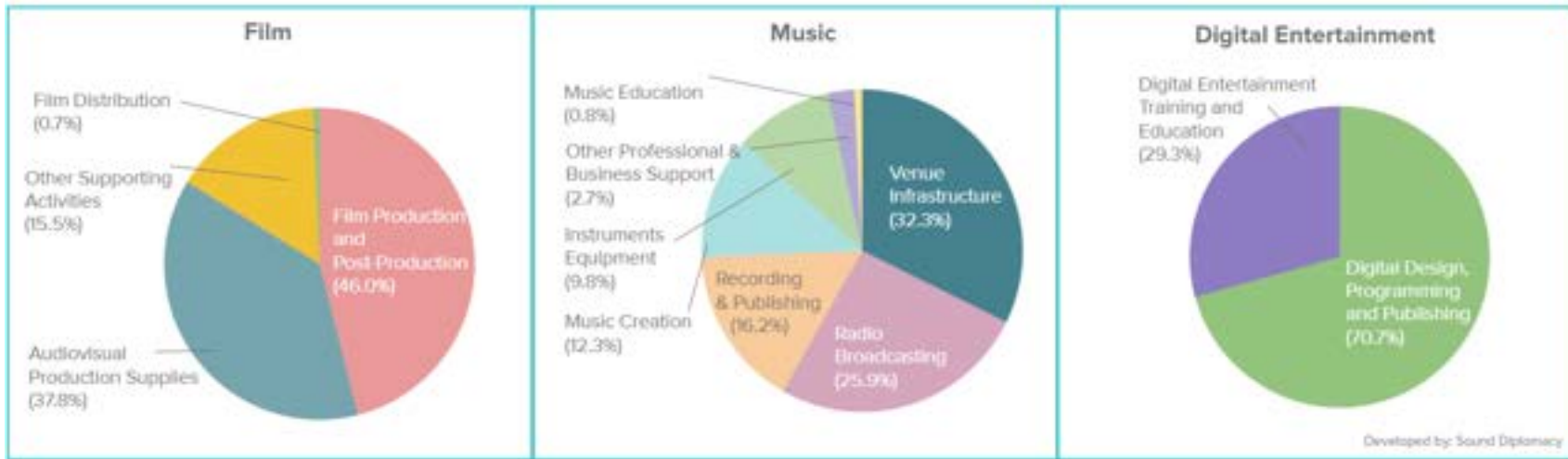
Figure 5. Key Findings: Stonecrest Film, Music and Digital Entertainment Sectors' Economic Impact, 2019



Source: County Business Patterns 2019, BEA RIMS II, Sound Diplomacy Research

- The film, music and digital entertainment sectors in Stonecrest generated a total economic impact of **1,741 jobs**, a **total output of \$371.5 million**, and a total gross value added (GVA) of \$229.8 million in 2019.

Figure 6. Film, Music and Digital Entertainment sectors' direct output share per activity

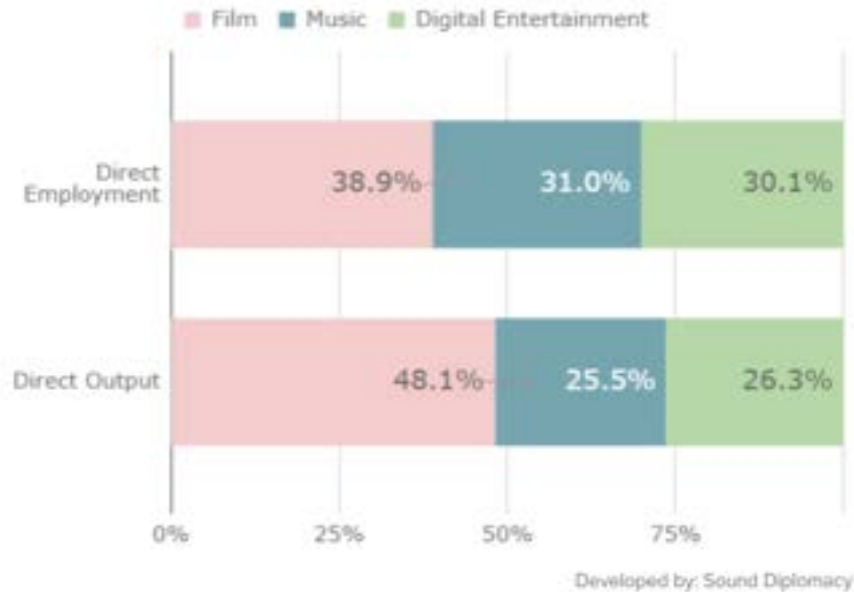


Source: County Business Patterns 2019, BEA RIMS II, Sound Diplomacy Research

- The **direct** economic impact generated by the three sectors equals **1,104 direct jobs**, **\$244.9 million in direct output**, and **152.3 million GVA** in 2019.

- The **film sector generates the highest proportion of the direct economic value (48.1%)**, whilst the music, and digital entertainment sectors generate 25.5% and 26.3% respectively.

Figure 7. Stonecrest Direct Employment & Direct Output by Sector, 2019



Source: County Business Patterns 2019, BEA RIMS II, Sound Diplomacy Research

- For every **\$1,000** of direct output generated by the three sectors studied, there is a **combined indirect and induced effect of \$516.95**.
- With 4.20% of the direct employment, **the film, music and digital entertainment sectors generated a higher percentage of employment than Construction (3.90%)** in Stonecrest in 2019.

- In 2020, the **direct output of the three sectors declined by \$50.9 million** (20.8% reduction to activities in 2019), additionally, 207 jobs were lost in 2020, constituting an 18.6% difference between 2019 and 2020.

### Indirect Impact

- When evaluating the indirect effect for each one of the industries, we find that
  - The **film sector generates an indirect output of \$45.8 million**, and an indirect GVA of \$32.5 million, supporting 210 jobs.
  - The **music sector's indirect output reached \$17.8 million**, an indirect GVA of \$8.2 million and supported 75 indirect jobs.
  - The **digital entertainment sector generates an indirect output of \$19.7 million**, and an indirect GVA of \$10.5 million, supporting 92 jobs.

### Induced Impact

- The **induced output of the film, music, and digital entertainment sectors in Stonecrest reached \$43.3 million, a GVA of \$26.3 million, and supported 260 jobs in 2019**. The data shows that \$1,000 of output is generating an induced impact of \$176 on different industries of the economy.
- The induced output of the **film industry reached \$16.3 million**, with an induced GVA of \$9.8 million, and 106 jobs supported. The **music sector generated an induced output of \$10.2 million**, an induced GVA of \$6.3 million, and 62 jobs supported, and the **digital entertainment sector reached an output of \$16.8 million**, a GVA of \$10.2 million, and 92 jobs supported.

### COVID-19

- In 2020, the economic impact of the film, music, and digital entertainment sectors was heavily influenced by COVID-19. **Overall, the direct output of the three sectors declined by \$50.9 million, or 20.8% less than in 2019**. Most affected were the film and music sectors, with an output decline of 25.4% (\$30.0 million) and 28.2% (\$17.6 million) respectively. The output of the digital entertainment sector remained at a comparable level compared to 2019: with a decline of 5.1% the output loss equalled \$3.3 million.

## Stonecrest's Position in DeKalb County

- The **proportion of direct total employment in DeKalb County exceeds the proportion in Stonecrest with 5.89% and 4.20% respectively**. DeKalb County's employment in the film sector (3.95%) exceeds the proportion in Stonecrest (1.64%), while the **contributions in music (DeKalb: 1.41%; Stonecrest: 1.64%) and digital entertainment (DeKalb: 0.53%; Stonecrest: 1.26%) are greater in Stonecrest**.
- While Stonecrest makes up 7.24% of the population of DeKalb County, Stonecrest's Film, Music & Digital Entertainment industry makes up **4.77% of the direct employment** in this industry in the county. Stonecrest's proportion of the **direct GVA compared to DeKalb County equals 2.68%**. This demonstrates that the concentration of workers and value creation of Stonecrest in these industries is below the average in DeKalb County.
- Comparing each sector separately: Stonecrest's **digital entertainment sector provides 15.9% of DeKalb's direct employment** in the sector and **12.2% of the direct GVA**, the **music sector 6.2% of employment and 2.5% of the GVA**, while Stonecrest's **film sector provides 2.8% of the employment and 1.8% of the GVA**.

## 2.4 Film, Music & Digital Entertainment Stakeholder Engagement

### Film Industry

#### Stonecrest Film & Entertainment Commission

- The Stonecrest Film & Entertainment Commission positions the city as a camera-ready and film-friendly community through its dedication to streamlining the film permitting process, and promoting the local studios, filming locations, resources and professionals.
- Stakeholders expressed recognition for the actions of the Commission, including the film screenings, workshops and panels that were organized over the years.
- There is a lack of awareness about the existence and continued activity of the Stonecrest Film & Entertainment Commission, as a considerable portion of Stonecrest's residents remain oblivious to its presence.

#### Local Film Industry

- More efforts are needed to support smaller productions happening in Stonecrest because independent films and projects do not benefit from the State of Georgia's film and

entertainment tax credits. The city could support them by providing filming sets such as venues, restaurants or court rooms.

## Creative Community

### Creative Community

- Stonecrest hosts a rich creative community and many residents share interest in the film industry and the arts.
- The creative community is very well connected and brings a lot of resources to the city.

### Community Awareness & Engagement

- There are some efforts led by the City (through the Commission) and the community to raise awareness about the creative industries. One example is the Stonecrest Podcast, which aims to raise awareness about the thriving local creative industries. However, there is a significant lack of community engagement and participation in the creative sectors in general.

## Marketing

### Marketing

- Stakeholders attributed the deficiency in community engagement to the absence of dedicated audience development programs and comprehensive marketing campaigns aimed at fostering local awareness and stimulating community interaction within the creative industries.

- The absence of marketing or promotion initiatives for the cultural and entertainment sectors acts as a hindrance, preventing numerous untapped talents from accessing opportunities and integrating into the vibrant creative community.
- Effective communication regarding local opportunities, partners, and events within Stonecrest's creative sectors is missing.
- Stakeholders highlighted that certain cultural events are often only planned and announced a few days before their occurrence, impeding individuals from learning about these events in a timely manner and thus limiting levels of attendance.
- Stonecrest does not have any billboards, and neither does the Mall - Stonecrest's 1,162,000 sq ft shopping center. Billboards would be effective in engaging the community and ensuring timely information updates tailored to its needs.

### Storytelling

- There is a lack of awareness surrounding Stonecrest as a distinct city. A considerable number of residents remain unaware that they reside in Stonecrest, often confusing it with neighboring cities such as Lithonia or Conyers or ignoring the existence of the city's borders.
- As a new city, Stonecrest needs to find its own narrative and share it.
- The establishment of a museum in Stonecrest would serve as a compelling platform to highlight the city's rich cinematic heritage.
- Such a museum, in addition to showcasing advancements in filmmaking, digital storytelling, and imaging, would also culturally exemplify the city's progress and celebrate the individuals who drive the industry.

## Spaces & Places

### Natural Surroundings

- Stakeholders acknowledged Stonecrest's natural environment as a significant asset to the film industry.
- Stakeholders highlighted the city's natural surroundings, including the Arabia Mountain Park, renowned as the preferred filming location due to its expansive walking trail and versatile shooting opportunities.

- The natural richness of the area attracts film professionals and businesses contributing to the economic growth of the region. All of the spaces maintained by the Arabia Mountain Heritage Area Alliance attract film, storytelling and digital professionals to the area, including companies such as Sony and Disney, labels, documentarians, and Sundance award winners. These businesses apply for filming permits from the Alliance, contributing to the economic growth of the region. When these industry professionals visit, they express a keen interest in forging partnerships and offering their voluntary support to ensure the perpetual existence of these pristine natural spaces. For instance, at Davidson Arabia Mountain Nature Preserve alone, the Alliance garners substantial donations ranging from \$25,000 to \$50,000 from these industry benefactors.
- Being affiliated with the National Parks system provides the Arabia Mountain Heritage Area Alliance and Stonecrest with considerable exposure and promotion. Whenever visitors explore other renowned parks such as Niagara Falls, Yosemite, or the Grand Canyon, they are also exposed to information about the Arabia Mountain Heritage Area. Moreover, since all the destinations and attractions within the expansive 40,000-acre area are under the jurisdiction of counties and cities like Stonecrest, these local entities actively engage in marketing efforts through conventions and visitors bureaus.
- Stonecrest stands out as an exemplary residential city renowned for its quality of living, appealing to a diverse range of individuals, including families, millennials, and older adults alike.

### **Infrastructure & Businesses**

- Although the Ours Studios and Stonecrest Studio were underscored as valuable assets for the local film industry, stakeholders also expressed concern regarding the city's insufficient infrastructure to host cultural events and activities.
- Stakeholders emphasized the need for the city to actively promote restaurants and music venues while utilizing the open spaces within the Mall at Stonecrest as venues for hosting diverse cultural and artistic events.
- The lack of infrastructure for dining and accommodation options not only leads foreign productions to neighboring cities, but also hampers their engagement in Stonecrest's economic activities, potentially causing them to opt for alternative filming locations.
- Stakeholders expressed a lack of digital storytelling businesses, parks or studios in Stonecrest to share the area's story.

### **Unexploited Spaces**



- Stakeholders have highlighted the presence of extensive underdeveloped land throughout Stonecrest, which presents valuable opportunities for local talent to exhibit their artistry and organize cultural events.
- The development of residential and commercial infrastructure within these underutilized lands would bolster the growth and sustainability of the film industry.
- The mall currently offers many vacant spaces, including the unoccupied Sam's Warehouse, which presents an expansive 50,000 square feet area, providing ample opportunities for establishing a museum or hosting various cultural businesses or events.
- Stakeholders expressed that the city is missing a Downtown District as Stonecrest does not have a city center.

### Government Coordination & Support for the Creative Industries

- Stonecrest's administration is experiencing a high turnover rate and frequent changes, resulting in confusion among residents regarding the appropriate contacts for specific matters. This lack of clarity makes the film permitting process harder and more time-consuming.
- There has been notable interest from stakeholders regarding the establishment of an additional arts and culture commission or office aimed at supporting the other creative industries and arts within the city. It would serve as a crucial point of contact for agencies like the Alliance, facilitating regular collaboration and ensuring appropriate sharing of federal resources; and support the city's abundant pool of talent and untapped potential.
- More support is needed to establish a comprehensive representation of the Arabia Mountain Heritage Area Alliance as an exemplary destination among the diverse array of locations that can flourish through collaboration with the Film, Music & Digital Entertainment industries.

## 2.5 SWOT

INTERNAL	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>● Stonecrest’s partnership with the DeKalb Entertainment Commission, Georgia Film, Music &amp; Digital Entertainment Office, and Location Manager’s Guild International positions the city as a leading center for film, culture, and entertainment.</li> <li>● The Five-Year Strategic Plan for Economic Development for DeKalb County and the DeKalb County Film, Music and Digital Entertainment Strategy strategically positions the creative industries as high priority in the region.</li> <li>● Sound Diplomacy’s mapping showed that Stonecrest has a strong presence in the Production Link of the Film value chain: 51% of Film assets in Stonecrest are related to the activity of Film Production and Post-Production (28 assets).</li> <li>● To put the level of direct employment into perspective, Sound Diplomacy’s economic impact assessment revealed that the direct employment generated by the three sectors makes up 4.2% of the jobs in Stonecrest. Therefore the level of employment is comparable to the Finance &amp; Insurance sector, which employs 4.41% of all employees in Stonecrest, GA. Employment in the studied sectors is greater than</li> </ul>	<ul style="list-style-type: none"> <li>● Stonecrest doesn’t have a music-specific office nor any arts council.</li> <li>● The Stonecrest Film &amp; Entertainment Commission does not have its own website.</li> <li>● There is no City of Stonecrest-led funding nor any economic development incentives specific to the film, music and digital entertainment industries.</li> <li>● Education in music tech is missing in the city.</li> <li>● Licensing processes specifically related to the cultural and entertainment sectors either do not exist, or are difficult to find.</li> <li>● No health and safety regulations or guidelines for the entertainment sector exist in Stonecrest, other than measures related to COVID-19.</li> <li>● There is no city-wide busking policy currently in place in Stonecrest.</li> <li>● The absence of dedicated audience development programs in Stonecrest leads to limited local awareness and community engagement with the film, music, and digital entertainment industries, hindering the involvement of untapped local talent in the creative community.</li> </ul>

traditional sectors such as Construction (3.90%).

- Stonecrest manages its film industry through an efficient film ordinance and FilmApp, streamlining processes around film production permits.
- Education in Film and TV is a significant fixture in Stonecrest's schools.
- K-12 and high school education in music performance and instrument learning is available and accessible.
- Innovative teaching connected to digital entertainment has increased access to technology in the city.
- DCSD runs a summer school with various online and in-person workshops in the film and digital entertainment sectors.
- The Film Foundation addresses the need for workforce development within the film, music and digital entertainment industry in Stonecrest through practical courses in Film, Music, Theater Production and Artistic Development.
- The Georgia Production Partnership works to protect the Georgia film tax credit, expand its network of members and supporters, and strengthen the creative industries and their workforce.
- Stonecrest's creative community has an important network and brings a lot of talent and resources to the city.
- The roundtables highlighted the Stonecrest Film & Entertainment Commission's significant role in positioning the city as a camera-ready and film-friendly community, streamlining the film permitting process and promoting the local studios, filming locations, resources and professionals,

- There are no marketing or promotion initiatives in place for the cultural and entertainment sectors.
- Stonecrest doesn't have specific guidance to help venues, festivals and film productions become more sustainable.
- No heritage programs exist in connection to film, music or digital entertainment in the city.
- Sound Diplomacy's Mapping revealed that there are not enough dedicated live music venues in Stonecrest, limiting the opportunities for large scale events and concerts held locally.
- Stonecrest's lack of arts centers results in a significant shortage of event venues according to stakeholders, as highlighted in the roundtable discussions.
- Sound Diplomacy's regulatory assessment showed that the City of Stonecrest does not currently have an Agent of Change Policy in place.
- Sound Diplomacy's regulatory assessment revealed that among the 4 types of zoning districts identified by the zoning ordinance, none is being used as a cultural or entertainment district.
- Sound Diplomacy's roundtable discussions revealed a collective desire among stakeholders to broaden the city's focus beyond the film industry and include all creative sectors and individuals across diverse artistic and entertainment areas.
- More efforts are needed to support smaller and independent productions happening in Stonecrest which do not

<p>while also organizing film screenings, workshops, and panels.</p> <ul style="list-style-type: none"> <li>Stonecrest City Council members approved the annexation of a new movie studio complex in 2022 geared toward streaming services.</li> </ul>	<p>benefit from the State of Georgia's film and entertainment tax credits.</p>
<p><b>EXTERNAL</b></p>	
<p><b>OPPORTUNITIES</b></p>	<p><b>THREATS</b></p>
<ul style="list-style-type: none"> <li>The State of Georgia has a number of creative industry tax incentive programs, such as the Film Tax Credit, the Georgia Music Investment Act, and the Georgia Interactive Tax Credit, that Stonecrest's creative industries can benefit from.</li> <li>Stonecrest has excellent transport links due to the Metropolitan Atlanta Rapid Transit Authority (MARTA), and proximity to Route 86, and Hartsfield-Jackson Atlanta International Airport, which provide access to the city and its creative businesses and activities.</li> <li>Sound Diplomacy's review of the City of Stonecrest Comprehensive Plan 2038 showed that the residents' appreciation of Stonecrest's natural resources can be an opportunity to hold cultural outdoor events and activities for residents and visitors to enjoy.</li> <li>The natural richness of the area attracts film professionals and businesses contributing to the economic growth of the region.</li> </ul>	<ul style="list-style-type: none"> <li>Sound Diplomacy's regulatory assessment and the City of Stonecrest Comprehensive Plan 2038 showed that crime is one of the greatest challenges of a growing community as it can deter people from moving to the city.</li> <li>Sound Diplomacy's regulatory assessment and the City of Stonecrest Comprehensive Plan 2038 showed that a complex challenge facing Stonecrest is the affordability of housing for all. This challenge plaguing many creatives can lead to talent drain as they relocate to places with better financial security.</li> <li>Sound Diplomacy's mapping revealed that Stonecrest's proximity to Atlanta, with its larger venues and cultural offerings, may limit the local programming options and attract people to seek cultural experiences in Atlanta instead.</li> <li>COVID-19 heavily impacted the Film, Music and Digital Entertainment industries in Stonecrest, which declined by 20.8% between 2019 and 2020. Most affected were the Film and Music sectors, declining by 25.4% (\$30.0</li> </ul>

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>● Being affiliated with the National Parks system provides the Arabia Mountain Heritage Area Alliance and Stonecrest with considerable exposure and promotion. The Alliance is part of a network of 62 National Heritage Areas across the United States.</li> <li>● Sound Diplomacy's roundtable discussions revealed that Stonecrest stands out as an exemplary residential city renowned for its quality of living, appealing to a diverse range of individuals and talent.</li> <li>● Sound Diplomacy's review of the Stonecrest LCI Plan 2013 showed that the Mall redevelopment project (Privi) is an opportunity that will create a workspace/hub for creatives and cultural freelancers and small businesses.</li> <li>● Sound Diplomacy's roundtable discussions shed light on the abundance of underdeveloped land and spaces in Stonecrest, including in the Mall, which holds potential for engaging artistic projects and events.</li> </ul> | <p>million) and 28.2% (\$17.6 million) respectively.</p> <ul style="list-style-type: none"> <li>● Sound Diplomacy's roundtable discussions unveiled a lack of awareness about Stonecrest as a distinct city, with many residents either confusing it with neighboring cities or disregarding its borders.</li> <li>● Sound Diplomacy's roundtable discussions revealed a lack of dining and hotel options in Stonecrest, which not only leads foreign productions to neighboring cities, but also hampers their engagement in Stonecrest's economic activities, potentially causing them to opt for alternative filming locations.</li> <li>● Sound Diplomacy's roundtable discussions revealed that the city administration is currently experiencing a high turnover rate and frequent changes, resulting in confusion among residents regarding the appropriate contacts for specific matters. This lack of clarity makes the film permitting process harder and more time-consuming.</li> </ul> |
|---|---|

### 3. Strategic Plan

This section summarizes the previous research and provides recommended actions for each area of opportunity to strengthen and grow the film, music and digital entertainment industries in Stonecrest. There are 15 actionable recommendations, with proposed timeframes for implementation, instructions on how to implement, and where relevant, a best practice example from another location. Stonecrest's challenge is to find its own identity that doesn't compete with the nearby established music industry in Atlanta, other cities in Georgia that are strategically developing their music industries such as Macon, nor the major film and television studios around the state. The

independent film industry is estimated to be worth around \$4.8 billion in the US (taking 10-13% of box office revenue).<sup>73</sup> Therefore, two key insights have come from Sound Diplomacy's research and analysis - that Stonecrest has a clear opportunity to develop its unique selling point around 1) digital entertainment with particular focus on education and innovation, and 2) becoming a hub for independent film productions and music businesses through specialized support and initiatives. That being said, Stonecrest must ensure that each industry remains sustainable, but this can come from support for, and partnerships and strategic alignment with neighboring cities and counties.

The recommendations have been divided into two key categories:

1. Structural recommendations - these are priority recommendations that initiators must respond to in order for other actions to be able to take place
2. Ecosystem development recommendations - these are proposed support for and expansion of the creative industries ecosystems

### 3.1 Structural Priority Recommendations

The film, music, and digital entertainment sectors are dynamic and significant supporters of employment and economic development in Stonecrest. The direct employment generated by these three sectors reaches around 1,104 jobs annually, which accounts for 4.2% of employment in Stonecrest. This figure exceeds the contribution of traditional sectors such as Construction, which generates 1,024 jobs (3.9% of local jobs).

---

<sup>73</sup> Indy Film Library (2023)

Figure 8. Employees by Sector, 2019



Source: County Business Patterns 2019, BEA RIMS II, Sound Diplomacy Research

However, the research and stakeholder engagement processes revealed a lack of a unified vision for the film, music and digital entertainment industries in the city, and a collective desire among stakeholders to broaden the city's focus beyond the film industry and include all creative sectors and individuals across diverse artistic and entertainment areas. The Stonecrest Film and Entertainment Commission Ordinance 051820 outlines the duties and responsibilities of the Commission. These include providing strategic guidance and support for the film, music recording and production, and

entertainment industries.<sup>74</sup> While music and digital entertainment are included in the ordinance, these industries do not receive the same focus as the film sector, which became clear when arranging stakeholder conversations, as few representatives of the music industry were involved, despite Sound Diplomacy’s mapping revealing that music assets make up the greatest proportion of creative industry assets in the city (48%). This lack of broad industry support was also noticeable through desk research on local strategies and incentives. Furthermore, although the film sector receives more support and Stonecrest has a strong offer of assets in the production link of the film value chain (with 51% of the film-related assets related to film production and post-production activities - replicating the same findings in DeKalb County as a whole), Sound Diplomacy’s stakeholder engagement revealed a lack of support for independent film productions that do not benefit from the state’s tax incentives. This should be addressed by the Film & Entertainment Commission.

Figure 9. Stonecrest Film, Music and Digital Entertainment Economic Impact, Output, and Employment 2019 breakdown



<sup>74</sup> Stonecrest Film and Entertainment Commission Ordinance 051820 (2020)



In addition, Sound Diplomacy’s mapping revealed that Stonecrest’s proximity to Atlanta, with its larger venues and cultural offerings, may limit the local programming options and attract people to seek cultural experiences in Atlanta instead. Nearby cities such as Atlanta and Covington have already established a strong presence in music, or have directed their focus towards film. In this context, as a young city, Stonecrest needs to find its own narrative and branding to stand out. Sound Diplomacy’s mapping and economic impact assessment reveal that there is already a solid opportunity for Stonecrest’s digital entertainment to stand out locally, with 15% of Stonecrest’s creative assets being related to digital entertainment. Stonecrest’s employment in the digital entertainment sector in Stonecrest exceeds that of DeKalb County as a whole (Stonecrest: 1.26%; DeKalb: 0.53%); and Stonecrest’s digital entertainment sector provides 15.9% of DeKalb’s direct employment in the sector and 12.2% of the direct GVA. Furthermore, stakeholders expressed a desire to see an increase in digital storytelling businesses and studios that can support projects and programs around the city, as well as tell Stonecrest’s heritage and story in innovative ways (such as digital billboards). Digital entertainment could become the unique selling point of Stonecrest’s brand development.

Such a narrative and branding plan would align with the City of Stonecrest Comprehensive Plan 2038.<sup>75</sup> This highlights how Stonecrest aims to be a community that embraces culture and the arts while also being a destination for sports and entertainment. It states that Stonecrest is committed to being a “City of Innovation and Excellence”, through its vision statement: “Community, Commerce and Culture working together as a world-class city.”

Although the majority of stakeholders recognized the Film & Entertainment Commission’s activities during conversations, they also revealed that many Stonecrest citizens are not aware of its existence and continued activity. While some efforts are led by the city through the Commission to raise awareness about the creative industries, there is a significant lack of community engagement and participation in the creative sectors. Moreover, Sound Diplomacy’s roundtable discussions also unveiled a lack of awareness about Stonecrest as a distinct city, with many residents either confusing it with neighboring cities or disregarding its borders.

Stakeholders attributed the deficiency in community engagement and awareness to the absence of dedicated audience development programs and comprehensive marketing campaigns aimed at fostering local awareness and stimulating community interaction within the creative industries. The lack of marketing and promotion initiatives for the cultural and entertainment sectors, as well as the absence of a dedicated website for the Film & Entertainment Commission act as a hindrance, preventing numerous untapped talent from accessing opportunities and integrating into the creative

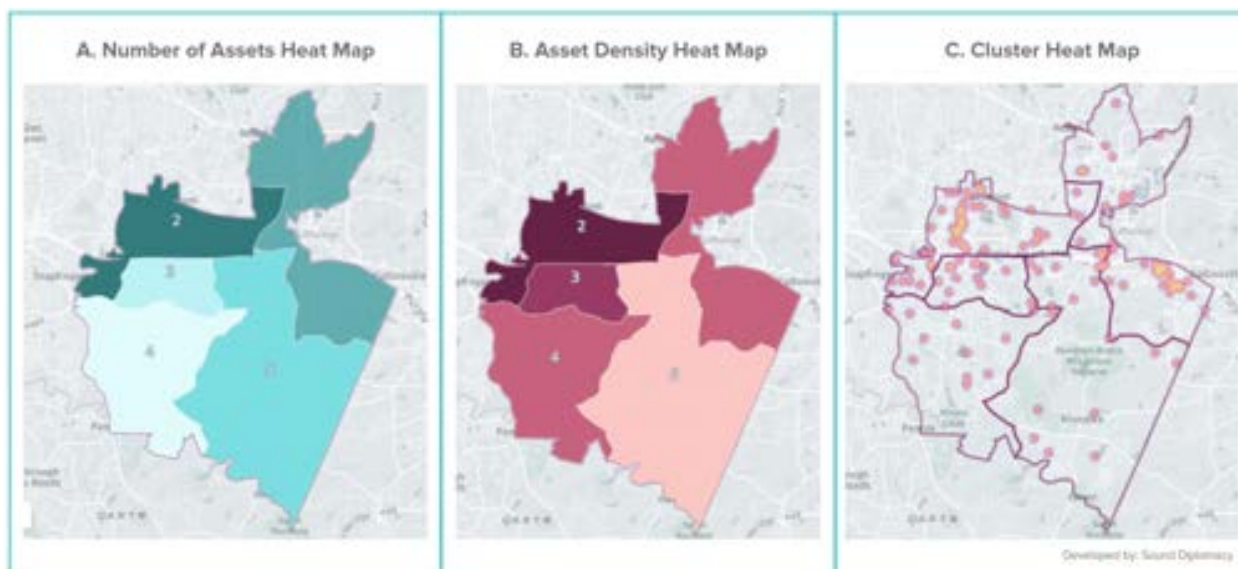
---

<sup>75</sup> City of Stonecrest (2019)

community. Effective communication regarding local opportunities, partners, and events within Stonecrest's creative sectors will be crucial to the development of these industries.

Stakeholders also noted that the city is missing a Downtown District as Stonecrest does not have a city center, and Sound Diplomacy's regulatory assessment revealed that among the 4 types of zoning districts identified by the zoning ordinance, none are being used as a cultural or entertainment district. The DeKalb County, Georgia Film, Music & Digital Entertainment Five-Year Strategic Plan for Economic Development 2017–2022<sup>76</sup> identifies 5 potential locations for entertainment districts, none of which are in the City of Stonecrest. However, Sound Diplomacy's mapping shows that there is a high concentration of assets in District 2, with 61 assets (41% of total mapped assets), followed by District 1 with 43 (29%), which could represent an opportunity to establish an entertainment district and align with the County's strategic goals.

Figure 10. Spatial Distribution of Film, Music, and Digital Entertainment Assets in Stonecrest



Finally, Sound Diplomacy's desk research revealed that licensing processes specifically related to the cultural and entertainment sectors either do not exist or are difficult to find. The roundtable discussions also highlighted this. Moreover, they added that since Stonecrest is a new city, its administration is currently experiencing a high turnover rate and frequent changes. These changes have resulted in confusion among residents regarding the appropriate contacts for specific matters.

<sup>76</sup> DeKalb County (2017)

As a consequence of this lack of clarity, the permitting processes, including those for film, have become harder and more time-consuming.

## Recommendation 1. Strategically Align Existing and Future Initiatives of the Film & Entertainment Commission and Committee to the Stonecrest Film and Entertainment Commission Ordinance 051820

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Supporting Stakeholders:** Film, music and digital entertainment stakeholders

**Timeframe:** Medium term (1-2 years)

**Sector of Focus:** Transversal

Strategically align the work of the Stonecrest Film and Entertainment Commission and Committee to respond to the ongoing needs of the film, music and digital entertainment industries. Ensure that all work undertaken on behalf of the Commission remains relevant to the global industries as well as local issues that impact industry stakeholders living and working in Stonecrest. Part of this will require regular and consistent updates to the Entertainment Commission Ordinance (hereafter referred to as the “Charter”) and reminders of the roles, responsibilities and expectations for the Commission and its Committee in order for the effective fulfillment of duties to preserve and grow the supported industries.

### Implementation actions

- Continue to host monthly Committee meetings with the Film & Entertainment Committee.
- Create Committee working groups that are divided into each sector so that sector-specific tasks can be allocated and focused on by expert-led groups. This would also include distribution of work connected to the implementation of the recommendations in this report. The working groups can have a temporary status to meet specific needs.
- Dedicate one meeting every year to update the Charter, reviewing in advance which initiatives have been successful, where there are gaps in the offer in Stonecrest, looking at cultural trends, and how the city wants to position itself for the following year.
- Establish communication with other film and entertainment commissions (or the like) across DeKalb County, to align strategically and explore opportunities for collaboration.
  - Create a working group with responsible parties in neighboring cities to create best practices and align strategically.

- Connect with other cities to share best practice, and for information and talent exchange.
- Advocate for the sustainability of the film, music and digital entertainment sectors in the city, including the affordability of living and working spaces.
- Ensure open communication in the community to encourage new members of the Committee, paying particular attention to including equal representation from all relevant industries, and take into account diversity and inclusion when appointing members.
- Invite stakeholders from the local film, music and digital entertainment industries to meetings and to sit on working groups to bridge the gap between the City and its industries.
- Invite stakeholders from other industries (hospitality, tourism, education, retail, etc.) to meetings to develop cross-sectoral communication and input.
- Undertake a yearly audience survey to understand and respond to local audiences to ensure initiatives, activities, events and educational opportunities in the city are relevant.
- Work with the City of Stonecrest to expand the direction of support to attract small independent film productions and music businesses through:
  - Allowing independent film productions to use city spaces as filming sets such as venues, restaurants and court rooms, for free
  - Providing permits and licenses to streamline administrative and bureaucratic processes.
  - Offering funding or tax breaks to productions, recordings and businesses collaborating with the local music or digital entertainment industries. For instance, a grant or economic incentive could be offered to film productions using music or digital work from local creatives. This would support the three industries at once.
  - Reach out to production companies local and national to raise awareness of extra support provided to independent films.

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>77</sup>

- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and



<sup>77</sup> United Nations (2022)

growth of micro-, small- and medium-sized enterprises, including through access to financial services.

## Recommendation 2. Identify and Promote Stonecrest's Brand for the Creative Industries

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Supporting Stakeholders:**

- Film, music and digital entertainment stakeholders
- A marketing consultant

**Timeframe:** Medium term (1-2 years)

**Sector of Focus:** Digital Entertainment

As a new city, Stonecrest needs to find its own narrative and to share it, a narrative that acknowledges, protects and promotes the role of the creative industries in Stonecrest's history, heritage, and their impact on the city. This brand should encompass the film, music, and digital entertainment sectors as a cohesive whole, with a particular emphasis on digital entertainment. Neighboring cities such as Atlanta have already established a strong presence in music, or have directed their focus towards film. In order for Stonecrest to forge its own distinct identity, stand out, and fill the digital entertainment gap in the local market, it would be advisable to position itself as an innovative hub for digital entertainment, branding itself accordingly.

To align with this goal, three of the proposed recommendations have a specific focus on Stonecrest's digital entertainment sector:

- Recommendation 4: Run a Marketing Campaign to celebrate Stonecrest's brand
- Recommendation 6: Create a Research and Education Center for digital entertainment
- Recommendation 13: Create Tourism Offer Around Industry Productions and Events

This approach should be complemented by maintaining efforts in the music and film domains, ensuring a baseline presence in line with other cities in these three industries, while concurrently offering additional value in the realm of digital entertainment.

The brand should identify what makes Stonecrest’s cultural offerings unique and successful (existing strong creative and tech communities, renowned films produced in Stonecrest, high-quality talent, film studios, etc.) and promote these traits to local residents, artists and businesses, as well as investors and visitors. The brand should involve local individuals and organizations from diverse backgrounds and professional roles to ensure that it is reflective of the city’s diversity and is endorsed by the creative sector with pride.

### Implementation actions

- Hire a Marketing Consultant to oversee and lead an official strategy utilizing advice and input from the Committee.
- Organize meetings with the Film & Entertainment Commission and its Committee to workshop ideas and define Stonecrest’s brand, including: a title and tagline, logo and typeface, marketing materials including website (**recommendation 3**), social media, posters and banners, branding guidelines. Key stakeholders of the film, music and digital entertainment industries should be invited to get their backing.
- Survey local residents to understand what the city and culture means to them.
- Incorporate the city’s heritage and diverse cultures into messaging.
- Procure the brand identity design prioritizing local studios.
- Set up a social media campaign (**recommendation 4**).
- Organize an initial event to launch the brand, to develop a positive narrative of Stonecrest and its creative industries.
- Create a number of promotional events and activities under the remit of the brand.

### Further considerations

The Stonecrest brand for the creative sectors should be designed with inclusivity in mind, representing the talent and vibrancy of the city’s diverse film, music and digital entertainment industries; and invite people to discover the creative places and projects that Stonecrest has to offer.

The brand should also be used for all the creative initiatives the City organizes and supports, with the logo featured in any communication materials. It should also be attached to any national and international creative tourism campaigns.

### Benchmark: Austin's Music, Film and Media City Brand, US.

**What Is It:** In 2015, Austin achieved a significant distinction, being designated as the first (and only) "City of Media Arts" in the United States by UNESCO (United Nations Educational, Scientific, and Cultural Organization), becoming a member of the UNESCO Creative Cities Network. This prestigious recognition highlights Austin's status as an influential global city known for its dynamic convergence of art, music, and digital technology, solidifying its reputation as a thriving international hub for creative exchange.<sup>78</sup>

**Who Is Responsible:** Austin's UNESCO Media Arts city designation involves a collaborative effort between the Cultural Arts Division of the Economic Development Department and a Community Led Steering Committee.

**What Has It Done:** With its self-proclaimed title as the "Live Music Capital of the World," Austin has successfully cultivated a world-renowned brand around a multitude of elements, reflecting the city's dynamic and diverse cultural ecosystem.<sup>79</sup> This cultural landscape is enriched by the presence of many talents, ranging from individual artists and creators to non-profit arts and culture organizations, which have played a pivotal role in spurring its growth. As Austin's creative sector continues to expand, its vitality is sustained not only by the acclaimed events such as the music, film and interactive South by Southwest (SXSW) festival;<sup>80</sup> Austin City Limits Music Festival<sup>81</sup>; Fusebox International Performing Arts Festival<sup>82</sup> and Fantastic Film Fest,<sup>83</sup> but also by the Love Austin Music Month<sup>84</sup> celebration, the Austin-Toronto Music City Alliance,<sup>85</sup> year-round live music programming, and its vibrant underground music scene. The collective support of venues, funders, leadership, and enthusiastic audiences further enhances Austin's capability to establish and sustain such a distinguished brand, thereby solidifying its position as a premier cultural destination.<sup>86</sup>

<sup>78</sup> Austin Texas Gov. (n.d. a)

<sup>79</sup> South By SouthWest (2023)

<sup>80</sup> Ibid.

<sup>81</sup> ACL Festival (n.d.)

<sup>82</sup> Fusebox (n.d.)

<sup>83</sup> Fantastic Fest (n.d.)

<sup>84</sup> Austin Music Foundation (n.d.)

<sup>85</sup> Austin Texas Gov. (n.d b.)

<sup>86</sup> UNESCO Org (n.d.)

As a member of the UNESCO Creative Cities Network (UCCN), Austin actively engages in promoting creativity and cultural industries both independently and in collaboration with other UNESCO cities. Its efforts focus on strengthening participation in cultural life and ensuring the seamless integration of culture into urban development plans, “connect media artists with innovative companies, bolster the economic stability of the local arts ecosystem, encourage cross-sector creative output, and elevate Austin’s creative community globally”.<sup>87</sup>

A series of City-funded initiatives centered around media art exhibitions, partnerships, exchange programs, and public art projects have been developed as part of the branding strategy and designation:

- SXSU Media Arts Exhibition (2018 & onwards): The Festival Art Program carefully selects artworks from studios, designers, collectives, and individual artists. These works, whether in medium or concept, reside at the convergence of art and technology, generating experiences that stimulate discussions about the significance of visual and digital media arts in culture, technology, and the public sphere.<sup>88</sup>
- Wander (2017 & onwards): a digital choose-your-own-adventure public artwork in downtown Austin.<sup>89</sup>
- Tempo (2014 & onwards): an Art in Public Places Program (AIPP) offers City-owned locations throughout Austin for artistic proposals.<sup>90</sup>
- City to City Artist Exchange Program (2017 - 2021): A project commissioned by the members of UNESCO’s Media Arts Cities.<sup>91</sup>

**Lesson for Stonecrest:** Stonecrest can draw valuable insights from Austin's model to establish a well-defined brand that acts as a central theme for visitors and fosters creativity and growth within the film, music, and digital entertainment sectors. Stonecrest could emulate Austin's approach to promote its own film, music, and digital entertainment ecosystems, with a specific focus on digital media. The effective implementation of branding strategies such as those established in Austin would allow local businesses and entrepreneurs in Stonecrest to benefit from a smoother

<sup>87</sup> Austin Texas Gov. (n.d.)

<sup>88</sup> SXSU (n.d.)

<sup>89</sup> Austin Texas Gov. (n.d. c)

<sup>90</sup> Austin Texas Gov. (n.d. d)

<sup>91</sup> Media Arts Cities (n.d.)



connection to the regional market, seamlessly incorporating Stonecrest's brand into their marketing strategies to blend harmoniously with the city's vibrant environment. Moreover, one crucial aspect contributing to Austin's success lies in the collective support from venues, funders, leadership, and enthusiastic audiences. This united backing strengthens Austin's ability to establish and sustain its distinguished brand, solidifying its position as a premier cultural destination—a goal that Stonecrest should strive to achieve.

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>92</sup>

- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- Target 9: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products



### Recommendation 3. Create a Dedicated Website for the Film & Entertainment Commission

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Supporting Stakeholders:**

---

<sup>92</sup> United Nations (2022)

- Film, music and digital entertainment stakeholders
- A web developer

**Timeframe:** Short term (0-12 months)

**Sector of Focus:** Transversal

A dedicated website will showcase and promote the work of the Stonecrest Film & Entertainment Commission. Create a comprehensive website containing information and links on all the film, music and digital entertainment ecosystems' agents, assets, projects and services available in Stonecrest will enable artists, creatives, industry professionals and businesses to connect with each other and find the resources and services they need. Additionally, this will make it easier for locals and visitors to discover and engage with Stonecrest's local creative industries. In addition, establishing a dedicated website would be a way to promote Stonecrest's branding (**recommendation 2**) and to assist the promotion of local film and digital entertainment productions, studios and filming locations, as well as local musicians, music venues, services, and events/activities. It should also aim to celebrate the rich local creative work and art, providing a spotlight for talented individuals and projects within the community. A significant aspect of its functionality would involve gathering and organizing essential information that is often challenging to access via the one stop shop (**recommendation 7**). This would include licensing details, incentives available, and more.

### Implementation actions

Work with a web developer to build a website that includes:

- An "About" section, presenting the Commission, its missions, initiatives, events, activities, objectives and Committee members.
- A database (**recommendation 14**) of the stakeholders working in the creative industries in Stonecrest, including creatives, businesses, studios, musicians etc.
- An events calendar listing all public and private events to better promote cultural events and concerts, with ticket selling opportunities. Event organizers should be able to submit information about their events to be listed.
- A film section, including:
  - A "Filmed in Stonecrest" section, as already showcased on the Commission's webpage.<sup>93</sup>
  - Links to existing databases and listings (such as Georgia's database of filming locations,<sup>94</sup> and cast and crew vacancies in the local industry).

---

<sup>93</sup> City of Stonecrest (2023)

<sup>94</sup> Georgia USA (n.d. a)

- A section showcasing the special support offered to independent productions (**recommendation 1**).
- The incentives and opportunities for the film sector, such as Georgia's film and entertainment tax credits.<sup>95</sup>
- A music section, showcasing the city's music identity, assets and experiences. It should also include the local incentives and opportunities for the music sector, such as the Georgia Music Investment Act.<sup>96</sup>
- A digital entertainment section, promoting Stonecrest's digital assets, opportunities for participation, education, events and experiences.
- A one stop shop (**recommendation 7**) for all the licensing and regulations applying to the creative industries, including an access to the local film permits application forms which is already on the Commission's webpage.<sup>97</sup>
- Tourism activities connected to the film, music and digital entertainment industries, such as tours, exhibitions, trails, etc. (**recommendation 13**).
- A contact page for any inquiries, and links to any relevant social media accounts.
- A film, music, and digital entertainment marketing toolkit including guidelines on how to effectively promote the Stonecrest creative brand (**recommendation 4**).

### Further considerations

The Film and Entertainment Commission website should be engaging and accessible in design, and actively promote its existence to the local film, music and digital entertainment ecosystems. Some visual designs created by local studios would help establish Stonecrest as a digital entertainment and storytelling hub.

#### Benchmark: Louisiana Entertainment Website, US.<sup>98</sup>

**What Is It:** As the entertainment division of Louisiana's Economic Development state department,<sup>99</sup> Louisiana's Entertainment office<sup>100</sup> is the designated agency that operates infrastructure and tax incentives and promotes local talent on behalf of the film, music and digital media industries. In 2021, the entertainment industry in Louisiana contributed

<sup>95</sup> Georgia USA (n.d. b)

<sup>96</sup> Georgia Music Partners (n.d.)

<sup>97</sup> City of Stonecrest (2023)

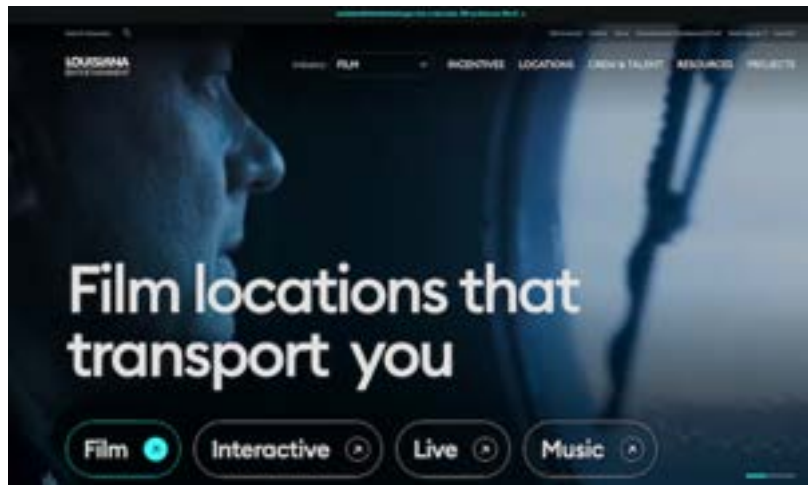
<sup>98</sup> Louisiana Entertainment. (2023a)

<sup>99</sup> Louisiana Economic Development (n.d. a)

<sup>100</sup> Louisiana Economic Development (n.d. b)

significantly to the economy, generating a total of \$366 million in expenditures. However, the website serving as the central hub for this thriving commerce faced challenges in adequately catering to the distinct requirements of its various sectors and failed to effectively portray the dynamic entertainment landscape in the state.<sup>101</sup>

Picture 1: Louisiana Entertainment Website, US.<sup>102</sup>



Since an update to the website in 2022, it now streamlines the research and application process for the state's industry-specific incentive programs, and provides visitors with detailed information necessary to make well-informed decisions in relation to music, film, interactive digital media, and live performances.<sup>103</sup>

**Who Is Responsible:** Louisiana Entertainment Office and Louisiana's Economic Development state department.

**What Has It Done:** Visitors can select from four entertainment sector options: Film, Music, Interactive, or Live Performance. By choosing a sector, they can access content that highlights incentives, locations, crew and talent, business resources, and projects relevant to that particular industry.<sup>104</sup>

<sup>101</sup> Louisiana Economic Development (n.d. c)

<sup>102</sup> Louisiana Entertainment (2023b)

<sup>103</sup> Ibid.

<sup>104</sup> Louisiana Economic Development (n.d. b.)

Utilizing dynamic UX, immersive multimedia, and intuitive resource navigation, the website underwent a redesign to align with its new brand direction and its evolving audience. The website now has a persona-driven user experience, wherein visitors can self-identify upon entry to receive customized content tailored to their preferences throughout their browsing journey.<sup>105</sup>

Interactive maps offer detailed information about local film offices, stages, recording studios, and other relevant locations. A travel distance calculator enables producers to estimate driving times between different cities in Louisiana. Additionally, the website features a comprehensive and searchable database that includes locations, accommodation, talent, crew, and over 50 other essential production resources.<sup>106</sup>

The 'Interactive' section provides comprehensive information about Louisiana's incentives, including its "Media and Software Development Incentive Program," along with detailed incentives available for each industry. This section is further supplemented by subsections for 'Find Interactive Studios' and 'Find Crew & Talent,' in addition to a listing of the latest news articles under 'Interactive News.'<sup>107</sup>

**Lesson for Stonecrest:** A website inspired by the Louisiana Entertainment Website would effectively tackle multiple challenges confronted by the Stonecrest Film & Entertainment Commission. Presenting all this pertinent information in one centralized hub, similar to the Louisiana Entertainment website, creates an opportunity for the Stonecrest Film & Entertainment Commission's website to become a go-to resource for professionals, enthusiasts, and the general public alike, fostering a vibrant and thriving local entertainment ecosystem. Through its user-friendly design and comprehensive content, the website would bridge the gap between the Commission, stakeholders, and the community, promoting collaboration, creativity, and economic growth in the local entertainment industry.

---

<sup>105</sup> Three Sixty Eight (2022)

<sup>106</sup> Biz New Orleans (2022)

<sup>107</sup> Louisiana Entertainment (2023b)

**SUSTAINABLE DEVELOPMENT GOAL:** Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation<sup>108</sup>



- Target 9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

## Recommendation 4. Run Dedicated Marketing Campaigns to Celebrate Stonecrest's Brand

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

### Supporting Stakeholders:

- Film, music and digital entertainment stakeholders
- A marketing consultant

**Timeframe:** Medium term (1-2 years)

**Sector of Focus:** Transversal

Create two dedicated marketing campaigns that:

- Promote Stonecrest as a supporter and destination for independent film productions and music businesses.
- Promote Stonecrest as a leader in digital entertainment.

Official marketing campaigns are needed to respond to the identified lack of communication and promotion regarding the creative industries in Stonecrest. As well as specific focus on the above areas, a marketing campaign would need to:

---

<sup>108</sup> United Nations (2022b)

- Communicate about the city’s brand for the creative industries, and cultural identity (**recommendation 2**).
- Highlight the work of the Film & Entertainment Commission, and promote the proposed website (**recommendation 3**).
- Promote the existing educational and professional development opportunities, allowing Stonecrest to position itself as a city for learning and career development in the creative industries.
- Promote the heritage of Stonecrest, including the influences of different cultures in local events and festivals.
- Define where Stonecrest and its city boundaries lie.
- Enhance community engagement and audience participation in the film, music and digital entertainment sectors.
- Better connect the City with local creative industry stakeholders, and highlight support for them.
- Reflect the diversity of genres, productions, businesses and cultures in Stonecrest.
- Promote the proposed special support offered to independent film production companies (**recommendation 1**).
- Target residents/local workers whilst also targeting visitors, and artists and creative businesses from outside of the region.

### Implementation actions

- Consult with creative industries stakeholders to work together on any branding campaigns, share data and information, and ensure that they share the vision created, and will promote any brand documents. They will need to be involved in all aspects, feeding into the website and database, providing event information, etc.
- Develop a social media campaign with a hashtag that residents and workers can share, widening the reach of the audience.
- The social media campaign should also include engaging content, such as short videos, photo montages, interviews, and playlists representing Stonecrest as a creative city. These should be created by local videographers, musicians, artists and businesses and stakeholders and audiences encouraged to reshare.
- Coordinate efforts with County and State tourism authorities to align the brand and strategy with the overall destination marketing.
- Branded materials and information on activities and services in Stonecrest should be available at hotels, hospitality and retail establishments and other points of interest. Offline promotional activities that integrate the city’s creative brand should include custom graphics

for events and conferences (**recommendation 8**), advertising on dedicated creative sectors platforms, as well as tourist portals like the Explore Georgia website.<sup>109</sup>

- The City should allocate promotional spaces (e.g., digital billboards, transit stops, buses/taxis, temporary fencing at construction sites) for posters and other media related to the creative industries brand and likewise develop a system for people to request and allocate promotional spaces in the city. The campaign should give priority to local artists, promoters, and venues, and its messaging should be inclusive and representative of the City's diversity. The campaign should also be communicated on the City's website.<sup>110</sup>
- The campaign should begin with a launch event, featuring local artists and businesses, with a theme that represents Stonecrest and its creative industries.
- Ensure that all existing media outlets (local news, social media and the Stonecrest Podcast) are involved in the distribution and promotion of this campaign.
- Moving forward, any forthcoming marketing initiatives from partner organizations, or sponsees of Stonecrest should incorporate a comprehensive film, music, and digital entertainment marketing toolkit. This toolkit must include clear guidelines on how to effectively promote the Stonecrest creative brand, complete with illustrative examples of texts, posts, hashtags, images, videos, and music. The toolkit should be available on the Stonecrest Film & Entertainment Commission website (**recommendation 3**) in order to guide local businesses in sharing the Stonecrest brand, and to get local buy-in from residents.

### Benchmark: Year of Chicago Music Marketing Toolkit, US. <sup>111</sup>

**What Is It:** To celebrate its 2020 Year of Chicago Music, the City of Chicago unveiled its first-ever music brand, "Music in the Key of Chicago".<sup>112</sup> This marketing campaign, developed in collaboration with the City of Chicago's Department of Cultural Affairs and Special Events (DCASE)<sup>113</sup> and the local music industry, aimed to raise local awareness significantly.

**Who Is Responsible:** Choose Chicago<sup>114</sup> together with marketing agency FCB.<sup>115</sup>

<sup>109</sup> Explore Georgia (n.d.)

<sup>110</sup> City of Stonecrest (n.d. d)

<sup>111</sup> City of Chicago (n.d. a)

<sup>112</sup> City of Chicago. (n.d b.)

<sup>113</sup> City of Chicago (n.d. c)

<sup>114</sup> Choose Chicago (n.d.)

<sup>115</sup> FCB North America (n.d.)



**What Has It Done:** The campaign incorporated a wide range of promotional channels, including digital billboards, advertising on CTA trains and buses, O'Hare advertisements, radio spots, community outreach, and minority-owned media. Additionally, the campaign extended to the 2021 series, ensuring continued momentum and impact. To further support the marketing efforts, DCASE created a comprehensive Music Marketing Toolkit, featuring key schedule announcements, official hashtags and brand names, a manifesto, and logos. The toolkit also included sample social media posts, emails, and press releases to facilitate consistent and effective communication.<sup>116</sup>

This toolkit helped local organizations encourage and guide their audiences or partners in accurate and succinct advertising. With homogenous images and messages, and a simplified and officially approved set of messages, fans and supporting organizations could easily access necessary information and help successfully market upcoming events in a collaborative effort.

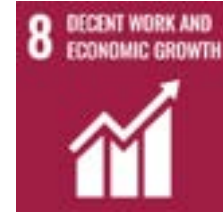
**Lesson for Stonecrest:** Stonecrest should model the Chicago branding toolkit to ensure alignment and maximize the impact of communication. To make the toolkit widely accessible, it is recommended that it be made publicly available online, following the successful model of "Music in the Key of Chicago".

Chicago demonstrates how effective tying city branding to the cultural industries can be. Although this example is specific to music, by adopting a similar approach, Stonecrest can enable local organizations and partners to effectively promote upcoming events under one brand, fostering a collaborative effort through consistent messaging and imagery surrounding film, music and digital entertainment. This unified marketing approach will make it easier for fans and supporting organizations to access pertinent information, resulting in a more successful promotional campaign, and promote how each industry is linked to the other. Moreover, involving fans and individual supporters in the initiative will instill a sense of pride and encourage them to further amplify the campaign's reach.

---

<sup>116</sup> FCB North America (n.d.)

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>117</sup>



- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- Target 9: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

## Recommendation 5. Establish an Entertainment District

**Initiators:** City of Stonecrest City Manager's Office

### Supporting Stakeholders:

- The Stonecrest Film & Entertainment Commission and its Committee
- Stonecrest business community
- Film, music and digital entertainment stakeholders
- Stonecrest Planning & Zoning Department
- Stonecrest licensing department

**Timeframe:** Long term (3+ years)

**Sector of Focus:** Transversal

Establish an entertainment district to align with DeKalb County's strategic planning for more districts around the County, and create a centralized offer connected to culture and recreation in the city. A successful entertainment district would house a variety of music venues, theaters, restaurants, and other entertainment-related establishments. The establishment of a well-defined entertainment

<sup>117</sup> United Nations (2022)

district would facilitate the location of cultural activities to a distinct area, separate from the current Mall location, while helping people better understand the city's borders. An entertainment district would also contribute to the economic growth of the city by attracting tourists, creating jobs, and enhancing cultural activity. By creating an entertainment district, cultural activities would be centered in designated areas beyond just the Mall, providing residents and visitors with a vibrant and dynamic cultural hub, and a clear city center. The following areas have been identified as potential locations for an Entertainment District:

- District 1 - with an existing concentration of food and beverage establishments and near infrastructure/space that can be built upon for cultural purposes (i.e. around the Mall).
- District 2 - where 41% of mapped assets are located, with the majority of hotels and restaurants, and proximity to the I-20 interstate.

### Implementation actions

- Work to establish more lenient sound laws and extended sound curfews in this district (such as curfews to 11.00 p.m Sunday to Thursday and 1.00 a.m Friday to Saturday).
- Create a Board that oversees all planning, communication and administration of tasks to establish a district.
- Hold meetings and roundtables with businesses in the selected area, as well as the local tourism board and planning and licensing departments to design frameworks and regulations for the district, taking into consideration concerns raised by businesses.
- Liaise with residents in the area to help mediate any concerns and ensure ongoing dialogue for open communication to prevent tensions.
- Offer night transport and improved loading zones for special events and around venues.
- Lift parking restrictions or create temporary loading zones for easier load-in/load-out near venues.
- Assess ways to ensure the quality of life for nearby residents is not negatively impacted (clear noise ordinances, community and business forums, open communication from the City)
- Develop branding specific to the entertainment district and its cultural and entertainment offer to promote it as part of the marketing campaign (**recommendation 4**).
- Encourage the organization of interdisciplinary events that bring together different sectors (creative and non) through simplified permit applications, and place particular focus on attracting and approving events that are run by and showcase Stonecrest's diverse cultural scene and give a platform to artists and businesses from various backgrounds and genres.
- Launch the entertainment district with a Stonecrest busking festival (see **recommendation 10**) that showcases local talent and encourages artists from outside of the city to come to busk via a social media campaign/advert.

- Look at the possibility of refurbishing an existing space to turn it into a dedicated music venue within the designated entertainment district.
- Commission local artists to design areas in the public realm to make them interactive, engaging and reflective of Stonecrest’s cultural identity with a particular focus on innovative digital design.
- Explore ways to increase audience engagement, such as ticket discounts for 16-25 year olds at local venues (this ties into DeKalb Entertainment Commission’s plans to create an audience development ticket scheme), “shop local” discounts during special events/festivals to encourage footfall, music, filmmaking and digital media workshops for attendees during special events/festivals, a District newsletter to highlight all events, activities, businesses and programming in the area.
- Designate the entertainment district as an open container zone allowing alcoholic beverages to be consumed outside of allocated establishments. Include branded City of Stonecrest reusable cups and allow businesses to opt in or opt out. Open container laws have already been extended in nearby Chamblee and Decatur following pilot programs during COVID-19, so Stonecrest’s entertainment district should establish the same regulations to encourage movement between businesses, increase footfall and dwell time.

### Benchmark: Pittsburgh’s Cultural District, US.<sup>118</sup>

**What Is It:** Pittsburgh’s Cultural District encompasses a fourteen-square block area in Downtown Pittsburgh, Pennsylvania. The District took shape in the early 1980’s after an industrial decline that saw the vacant downtown area transform into an arts and entertainment zone, with over 14 facilities including performing art centers & galleries, theaters, cinemas, restaurants and retail units. The District has evolved into a vibrant artistic and residential enclave, featuring over a dozen arts venues, such as the Pittsburgh Creative and Performing Arts School, as well as public parks, plazas, and newly developed commercial areas. In line with their focus on community engagement and education, student discounts of up to 50% are offered to help keep the visitor population young and diverse.<sup>119</sup> The Pittsburgh Cultural Trust,<sup>120</sup> a nonprofit organization, offers assistance and provides services to the local arts community. It organizes free quarterly gallery crawls through the Cultural District, internship opportunities, and student and teacher workshops.

Among its facilities is the August Wilson Center for African American Culture,<sup>121</sup> which embodies the diverse dimensions of African American heritage. It has galleries, classrooms, a 486-seat theater, and numerous versatile spaces that can be leased and utilized by the community. These

<sup>118</sup> Positively Pittsburgh (n.d.)

<sup>119</sup> Global Cultural Districts Network (n.d.)

<sup>120</sup> Trust Arts Org. (n.d.)

<sup>121</sup> The August Wilson African American Cultural Center (n.d.)

spaces are dedicated to fostering artistic and expressive endeavors, both in the realms of visual arts and performing arts.

**Who Is Responsible:** The Pittsburgh Cultural Trust,<sup>122</sup> a local nonprofit organization, is the main driver behind the cultural and economic development of the whole district since 1984. It employs a comprehensive approach and vision to urban revitalization, encompassing initiatives like streetscaping, facade renovations, the establishment of cultural facilities, the creation of public open spaces, and art projects to provide education and community engagement programs. The Trust was formed in a bid to continue John Heinz's (chairman of the H.J. Heinz Company) vision for the area following his renovation of Heinz Hall in 1971.<sup>123</sup>

The Trust provides a diverse range of educational events and activities for students, educators, and underserved populations, aiming to cultivate a vibrant and inclusive arts audience for the future. Annually, it engages over 100,000 individuals, including students, educators, and community members in western Pennsylvania, while also providing support to over 1,000 local artists and arts organizations.

Additionally, the Trust holds a prominent position as a global leader in promoting collaboration among performing arts organizations. Through its shared services department, it fosters operational efficiency and cost reduction for six Cultural District organizations. Moreover, the Trust facilitates arts organizations by offering highly subsidized rates for performances and office spaces, allowing them to allocate more resources to their core artistic pursuits.<sup>124</sup>

**What Has It Done:** The District serves as a platform for various creative expressions such as classical and contemporary music, ballet, modern dance, visual art, opera, musical theater, and drama. With approximately 2,000 annual events, this cultural enclave attracts over 2 million patrons annually, resulting in cultural diversity.<sup>125</sup>

Their main cultural institutions include:

- The Benedum Center for the Performing Arts, which houses the Pittsburgh Opera, the Pittsburgh Civic Light Opera, Pittsburgh Ballet Theatre, and Pittsburgh Dance Council.<sup>126</sup>
- Pittsburgh Public Theater with its three-sided stage view.<sup>127</sup>

<sup>122</sup> Trust Arts Org. (n.d. a)

<sup>123</sup> Positively Pittsburgh (n.d.)

<sup>124</sup> Cause IQ (2023)

<sup>125</sup> Positively Pittsburgh (n.d.).

<sup>126</sup> Trust Arts Org. (n.d. b)

<sup>127</sup> Pittsburgh Public Theater (n.d.)

- Theater Square, home to a centralized box office for any performance in the cultural district., a 790-space parking garage and a performing arts theater.<sup>128</sup>
- The August Wilson Center for African American Culture.<sup>129</sup>
- The Byham Theater. A former vaudeville house known as the Fulton Theater.<sup>130</sup>
- The Harris Theater. An art cinema venue that attracts movie enthusiasts who appreciate contemporary and foreign films screened by the Pittsburgh Filmmakers.<sup>131</sup>
- Visual Arts Galleries such as the American Institute of Architects Gallery and Space, Three Rivers Arts Festival Gallery and the Wood Street Galleries.<sup>132</sup>

**Lesson for Stonecrest:** Establishing an entertainment district in Stonecrest, similar to Pittsburgh's model, would effectively address the lack of a structured downtown area in Stonecrest for cultural activities.

The establishment of a designated entertainment district creates an opportunity to promote the further development of diverse entertainment venues with specific policies and guidelines tailored to support late-night cultural activities; a district can come alive with communal events, concerts, and activities, fostering a thriving city atmosphere that benefits both local businesses and the community.

Moreover, entertainment districts' well-defined policies play a pivotal role in preventing conflicts between residents and businesses. By transparently communicating the district's purpose and regulations, zoning can strike a balance, allowing neighbors to embrace and be a part of the activities rather than feeling at odds with them.

---

<sup>128</sup> Trust Arts Org. (n.d. c)

<sup>129</sup> The August Wilson African American Cultural Center (n.d.)

<sup>130</sup> Trust Arts Org. (n.d. d)

<sup>131</sup> Trust Arts Org. (n.d. e)

<sup>132</sup> Positively Pittsburgh (n.d.)

**SUSTAINABLE DEVELOPMENT GOAL:** Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation<sup>133</sup>



- Target 9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

**SUSTAINABLE DEVELOPMENT GOAL:** Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable<sup>134</sup>



- Target 11.3: By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

## Recommendation 6. Create a Research and Education Center for Digital Entertainment

**Initiators:** The Stonecrest Film & Entertainment Commission and Committee

### Supporting Stakeholders:

- City of Stonecrest City Manager's Office
- Film, music and digital entertainment stakeholders
- Stonecrest Economic Development Department

**Timeframe:** Long term (3+ years)

<sup>133</sup> United Nations (2022b)

<sup>134</sup> United Nations (2022c)

## Sector of Focus: Digital Entertainment

Create a Research and Education Center to position Stonecrest as an innovation hub for digital entertainment, that could also serve as a compelling platform to highlight the city's rich cinematic heritage. Consider locating the Center in one of Stonecrest's empty spaces and buildings. This would be an opportunity to support and develop the digital entertainment workforce in and around Stonecrest whilst diversifying it outside of the existing digital design, programming and publishing roles. A Research and Education Center should aim to host:

- A research center for digital entertainment, attracting international researchers, innovators and professionals
- Office/co-working space
- Exhibition rooms for digital arts to showcase Stonecrest's creativity and cultural storytelling, as well as renowned artists
- Educational activities, classes for school children, workshops, training courses
- Event space for conventions/conferences, community use, intimate shows and industry events
- Studio space for recording, broadcasting and teaching

This center for innovation, in addition to showcasing the advancements in filmmaking, digital storytelling, and imaging, would also culturally exemplify the city's progress and celebrate the individuals who drive the industry. By fostering creativity, research, collaboration, innovation and professional growth, a center could attract a diverse audience and contribute to the city's economic and cultural prosperity. This strategic initiative holds the potential to establish Stonecrest as a leading force in the world of digital entertainment.

### Implementation actions

- Using local knowledge and Sound Diplomacy's mapping, identify a space to conduct a pilot program for the Center during the first year. This could be done in the film production studio, Ours Studios, with the intention of identifying a larger, dedicated space for the Center after the pilot program's success, such as Sam's Warehouse. Determining the location should also take into account accessibility, and proximity to major roads, parking and transport hubs to encourage people to visit from outside of the city.
- Work with Decide DeKalb and DeKalb Entertainment Commission to align with workforce and education initiatives of the County.
- Work with digital entertainment experts, cultural stakeholders, educational institutions (including a partnership with Georgia State University), and relevant agents to determine a business model for the Center, assessing which areas of digital entertainment and the creative industries the Center should revolve around, paying particular attention to aligning



with Stonecrest's brand (**recommendation 2**).

- Identify private partnership opportunities to financially support the development and work of a center.
- Work with local digital entertainment stakeholders to build research projects, create educational programs and activities with local educational institutions, develop Stonecrest's cultural story with designers, storytellers, creators, and the City's tourism and heritage teams, and create the exhibition content.
- Raise funds or allocate a city budget to provide research and education grants. Applications for any city grant should be scored with consideration of diversity, equity and sustainability.
- Promote the Center as part of a dedicated marketing campaign (**recommendation 4**), and as a way to strengthen Stonecrest's branding for the creative industries (**recommendation 2**).

### Further considerations

- The film and music sectors have important links to the digital entertainment industry, therefore this Center should also represent a way to connect and showcase Stonecrest's creative industries as a whole (**recommendation 8**), while gaining the status of digital storytelling hub (**recommendation 2**), and attracting researchers, talent, businesses and visitors to the area.
- Link activities and programming to events and productions taking place across the city - for example, running themed broadcasting workshops, creating exhibitions showcasing Stonecrest's urban and rural environments through innovative digital storytelling, and inviting film production workers to be part of Q&A sessions for communities and stakeholders to join.
- Spaces within the Center could be utilized for industry networking events, allowing the creative industries to come together on a regular basis with the aim to increase collaborative working (**recommendation 8**).
- After the first year, evaluate what is working, what isn't and how the Center and its programming and initiatives can be adapted. This will also allow for Stonecrest to assess the space being used and determine whether a permanent location in another part of the city would be more appropriate.
- Ensure that industry stakeholders are involved at every stage of development and planning throughout the Center's lifespan so that it continues to respond to the latest innovation within the creative industries and always remains relevant and places Stonecrest as a leader in digital entertainment research and education.

Furthermore, Stonecrest could consider creating this Research and Education Center for digital entertainment as a partnership with Stone Mountain. Being less than 10 miles apart from each other, both cities have the potential to work together to develop the creative industries within DeKalb

County, and thereby the opportunity to receive funding support from the State of Georgia (see comparative analysis).<sup>135</sup>

**Benchmark: IDEAL– Digital Arts Center – Barcelona, Spain.**<sup>136</sup>

**What Is It:** Opened in 2019, IDEAL is a Digital Arts Center in Barcelona, located in Poblenou District. Originally founded in 1917, the building used to be a cinema (Cine Ideal) which operated until 1984. It reopened again in 1985 and was used as a movie and TV set until 2014.<sup>137</sup>

IDEAL is an arts center dedicated to digital culture; the first of its kind in Spain. It focuses on research, experimenting and creating immersive content using “virtual reality, augmented reality, mixed reality, holography, 360°, among other new narrative media”.<sup>138</sup>



*IDEAL Digital Arts Center, Dalí Cibernètic (2022)*

<sup>135</sup> Georgia Council for the Arts (2023)

<sup>136</sup> IDEAL (n.d. a)

<sup>137</sup> IDEAL (n.d. b)

<sup>138</sup> IDEAL (n.d. c)

The two-floor venue “has almost 2000 m<sup>2</sup> dedicated to the exhibition, production and training of digital immersive arts”.<sup>139</sup> The main floor has an 800m<sup>2</sup> area devoted to large format exhibitions, as well as three multipurpose spaces. The immersive room has a “10m diameter dome for 360° projections”.<sup>140</sup> There are offices and a residency space for artists (Creative Lab). Through this, IDEAL works in collaboration with startups, artists and universities in Barcelona. The residency program is permanent and supports “creators who work with digital formats”.<sup>141</sup>

**Who Is Responsible:** IDEAL is privately owned. Founding partners with an €8.5 million five-year investment are:<sup>142</sup> DigaliX,<sup>143</sup> MIRA Digital Arts Festival,<sup>144</sup> Eyesberg Studio,<sup>145</sup> Magma Cultura,<sup>146</sup> and Minoria Absoluta,<sup>147</sup> as well as the collaboration of international partners Exhibition Hub,<sup>148</sup> Berliner Festspiele,<sup>149</sup> Society for Arts and Technology (SAT),<sup>150</sup> and BASE Milano.<sup>151</sup>

**What Has It Done:** The center has hosted shows as part of Sónar Festival,<sup>152</sup> concerts that combine immersive experiences with music,<sup>153</sup> as has been the case with the renowned Catalan folk-pop band Els Amics de les Arts and their pre-release immersive listening experience in 2020.<sup>154</sup> Moreover, IDEAL has also been the venue for the MIRA.mov series—a collection of immersive screenings curated by the MIRA Digital Arts Festival.<sup>155</sup>

Research and education are also part of IDEAL’s ethos. In collaboration with UPC, IDEAL holds an annual conference on extended reality technologies in education.

<sup>139</sup> Ibid.

<sup>140</sup> MIRA Digital Arts Festival (2019)

<sup>141</sup> Ibid.

<sup>142</sup> Ara (2019)

<sup>143</sup> DigaliX (n.d.)

<sup>144</sup> MIRA Festival (n.d.)

<sup>145</sup> Eyesberg Studio (n.d.)

<sup>146</sup> Magma Cultura (n.d.)

<sup>147</sup> Minoria Absoluta (n.d.)

<sup>148</sup> Exhibition Hub (n.d.)

<sup>149</sup> Berliner Festspiele (n.d.)

<sup>150</sup> Society for Arts and Technology (n.d.)

<sup>151</sup> BASE Milano (n.d.)

<sup>152</sup> Sónar (n.d.)

<sup>153</sup> IDEAL (n.d. d)

<sup>154</sup> Els Amics de les Arts (n.d.)

<sup>155</sup> IDEAL (n.d.)

The permanent residency program also works as a talent incubator. From May 2021 to November 2022, the residency space was occupied by creative tech studio *Universe*,<sup>156</sup> who is developing a prototype for their project focused on “multi-user virtual reality in large spaces”.<sup>157</sup>

Only three months after its inauguration in October 2019, IDEAL had already sold 80,000 tickets for its immersive Claude Monet exhibition, and in 2021 welcomed 200,000 visitors to the Center.<sup>158</sup> In 2020, the center

In September 2022, the center released “Dalí cibernètic”,<sup>159</sup> devoted to renowned Catalan painter Salvador Dalí, which includes “the first collective metaverse dedicated to an artist”.<sup>160</sup> In one of the rooms, visitors use sensors and virtual reality glasses and enter a metaverse with their own avatars. During this 12-minute experience, the public can walk freely inside Dalí’s paintings and even listen “to his voice as a guide”.<sup>161</sup> The exhibition will go on an international tour, taking “Dalí cibernètic” to more than 30 cities over four years.<sup>162</sup> Previous immersive exhibitions dedicated to Frida Kahlo and Gustav Klimt can be visited in 15 cities around the world.<sup>163</sup>

In September 2023, IDEAL is set to inaugurate the Tutankhamun exhibition—an immersive experience that delves into the temples, treasures, and secrets of ancient Egypt. Additionally, the center is planning the premiere of a new metaverse space that offers “access to the tomb of Tutankhamun”.<sup>164</sup>

**Lesson for Stonecrest:** Stonecrest has a significant opportunity to establish an innovation center similar to IDEAL, which would position the city as a leading innovation hub for digital entertainment, just as IDEAL is the leading center in Spain and Southern Europe. Through immersive exhibitions, innovative screenings, and curated events similar to those organized in IDEAL, the center can showcase the

<sup>156</sup> Universe (n.d)

<sup>157</sup> IDEAL (n.d. e)

<sup>158</sup> Ara (2022)

<sup>159</sup> IDEAL (2022)

<sup>160</sup> Ara (2022b)

<sup>161</sup> El Periódico (2022)

<sup>162</sup> 20 Minutos (2022)

<sup>163</sup> Ara (2022)

<sup>164</sup> IDEAL (n.d. f)

city's rich storytelling and branding, fostering a professional, innovative and technology-driven environment.

Taking inspiration from IDEAL's success, the research and education section of Stonecrest's center could offer valuable residency spaces to artists, providing them with opportunities for professional development and training. Additionally, the center could host conferences and networking events, akin to IDEAL's collaboration with startups, artists, and universities in Barcelona, attracting researchers and professionals eager to contribute to the digital entertainment landscape. By organizing a diverse range of events, exhibitions and conventions, the innovation center would facilitate meaningful connections among the three creative industries. This convergence of sectors would create a dynamic ecosystem, attracting visitors and contributing to the city's economic development.

This case study highlights the potential programming that could take place, like the immersive concerts and screenings. These engaging experiences can enhance a city's appeal and reinforce its position as a creative and technologically advanced destination.

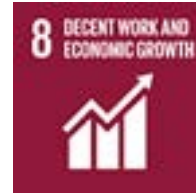
**SUSTAINABLE DEVELOPMENT GOAL:** Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities for All<sup>165</sup>



- Target 4.4: By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
- Target 4.a: Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.

<sup>165</sup> United Nations (2022d)

**SUSTAINABLE DEVELOPMENT GOAL:** Promote sustained, inclusive sustainable economic growth, full and productive employment decent work for all<sup>166</sup>



- Target 8.2: Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labor-intensive sectors.

**SUSTAINABLE DEVELOPMENT GOAL:** Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation<sup>167</sup>



- Target 9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.
- Target 9.5: Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.
- Target 9.c: Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.

<sup>166</sup> United Nations (2022)

<sup>167</sup> United Nations (2022b)

## Recommendation 7. Develop a One Stop Shop for Entertainment Related Licensing and Regulations

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Supporting Stakeholders:** Stonecrest licensing department

**Timeframe:** Short term (0-12 months)

**Sector of Focus:** Transversal

A one-stop shop is a digital platform that those wanting to organize and promote special events will use in order to apply for the correct permit and also browse financial support. A one-stop portal centralizes and simplifies the permit application process, allowing organizers, production teams and promoters to apply for a film or event permit, liquor license, and informing transit, police and fire department officers in one place. There should also be a clear step-by-step guide on how to request permits via the platform available clearly on the site.

The portal can also include local, regional and state-wide and national financial incentives such as grants and tax rebates that they may be eligible for. Such a platform in Stonecrest would ensure every stakeholder of the creative industries is aware of the local regulations and incentives, and could also support them on navigating the processes.

Information will also be required by production companies, event organizers and promoters on alcohol regulations, busking, emergency planning, trash/recycling, health regulations, restrooms, security, sales, insurance, noise, parking, utilities, road closures, park or public facility rentals, etc. Each bureaucratic system across the city and county should be easily accessible and communicated and in-person sessions also need to be made available to better address the individual doubts and questions of inquirers, as each company, business or individual has unique needs and effective approaches, and a bespoke advisory system will ease the bureaucratic process, encouraging more events and productions to take place while building networks.

### Implementation actions

- Collaborate with the licensing departments to list all the regulations and licenses applying to the film, music and digital entertainment sectors. This should include film permits, information on alcohol service laws and sales hours, as well as noise laws and decibel limit information and measurement strategies for events.

- Run a user experience test on the existing system and processes, understanding where people might struggle, and areas for improvement and streamlining.
- Coordinate with and align the format of this platform with the DeKalb Entertainment Commission's planned One Stop Shop.
- Create the online platform with direct application links. All application forms and payments should be accessible online; they should be able to be completed online as well.
- All permitting information and fees should be introduced upfront or on an additional page so that they can be seen before completing an application.
- The [Sustainable Environment Education Series \(SEEDS\) Green Production Guide](#)<sup>168</sup> (or a similar guide Stonecrest wants to adhere to) should be linked to the One Stop Shop to ensure sustainability is embedded in all future planning.
- Include a sign up account that remembers current and past events and applications so that applications can be left and returned to and licenses can be easily renewed.
- Provide a user guide which clearly explains all documentation required for each element of their event.
- The portal can also include local, regional and state-wide and national financial incentives such as grants and tax rebates that they may be eligible for.
- Promote tax deductions to small independent productions (**recommendations 1 and 8**) under the objectives of providing additional support to small-scale film productions, and connecting the creative industries. This can also be facilitated through the proposed database of workers and businesses (**recommendation 14**).
- The One Stop Shop should be promoted and marketed throughout city, county and state permitting sites and include a link to the website.

### Further considerations

- Additional support could be provided to smaller or independent production companies (**recommendation 1**), and showcased on the One Stop Shop. By hosting numerous small-scale productions, Stonecrest would be able to draw the attention of aspiring assistant directors and producers, establishing valuable relationships with them as they advance in their careers. The city could also enhance the appeal to independent filmmakers by providing assistance with bureaucratic procedures such as Georgia tax incentives, licensing, and permits.

---

<sup>168</sup> Green Production Guide (n.d.)



## Benchmark: One Stop Shop - New Orleans, US.<sup>169</sup>

**What Is It:** Events and liquor licensing are run by New Orleans' One Stop Shop for Permits and Licensing. In addition to a dedicated webpage, complete with search engine to ease user navigation to different licensing information and forms, the One Stop Shop is also available via an app which allows users to find licensing information and apply for permits from their mobile devices. Each permit type has its own drop-down menu including:

- Business Permits and Licenses
- Event/Film Permits and Licenses
- Building Permits and Licenses
- Residential Permits
- Hazard Permits

Beneath each specific permit or license, there is information regarding what the document is for, who should apply for it, how to successfully complete the application process, and what to expect following submission. The summary also indicates whether or not the permit or license can be completed online.

**Who Is Responsible:** The City of New Orleans

**What Has It Done:** In 2021, 50 new permits were issued, 23 building permits were acquired, and almost \$1.7 million in construction value has been partially attributed to the ease of the One Stop Shop. In addition, the Shop is available in app form to allow for easier navigation on mobile devices. Fillable PDF applications can be downloaded directly from the app.

**Lesson for Stonecrest:** A one-stop shop for permits and licenses can be a cost-effective way of facilitating application processes and making city officials' work more efficient (due to their being less inquiries and wrongly completed applications). Creating one place for all relevant information ensures that all actors and departments are in alignment with the regulations and expectations for events, and

<sup>169</sup> City of New Orleans (2022)

encourages more film, music and cultural activities in the city - something that would align with County strategies.

By implementing this modern and accessible approach, Stonecrest can bolster efficiency, promote compliance, and support the growth of its creative industries. Emulating New Orleans' successful model would pave the way for a seamless licensing process, benefiting both stakeholders and the city's overarching vision for its entertainment sector.

**SUSTAINABLE DEVELOPMENT GOAL:** Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable<sup>170</sup>

- Target 11.3: By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.



**SUSTAINABLE DEVELOPMENT GOAL:** Ensure Sustainable Consumption and Production Patterns<sup>171</sup>

- Target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



<sup>170</sup> United Nations (2022c)

<sup>171</sup> United Nations (2022d)

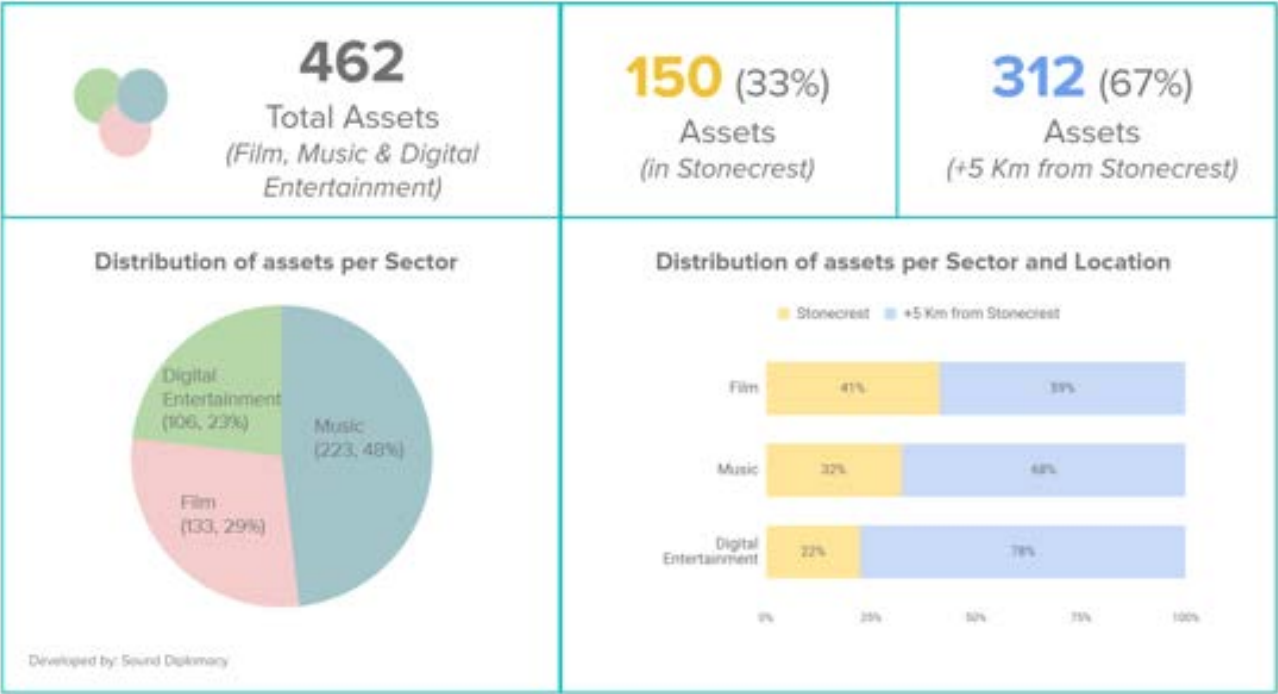
- Target 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- Target 12.8: By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

## 3.2 Ecosystem Development Recommendations

The lack of responses to Sound Diplomacy’s survey, and low attendance to the roundtable sessions revealed a significant issue in the connection that the City has to the film, music and digital entertainment sectors in Stonecrest. The city lacks sufficient integration to facilitate effective networking among the creative industries that necessitate support in fostering interdisciplinary collaboration.

Sound Diplomacy’s mapping revealed that there are 462 assets in the film, music and digital entertainment sectors based in Stonecrest and within a radius of +5 km of the city. This demonstrates an existing industry with many cultural and creative assets located nearby that can support the activities within the city. However, the industries are not yet embedded in Stonecrest’s identity.

Figure 11. Overview of overall Film, Music, and Digital Entertainment Assets in Stonecrest & a radius of +5 km



Stakeholders expressed concern regarding the city's insufficient infrastructure to host cultural events and activities. The roundtable discussions also highlighted Stonecrest's lack of arts centers, which results in a significant shortage of event venues according to stakeholders. Moreover, the DeKalb County, Georgia Film, Music & Digital Entertainment Five-Year Strategic Plan for Economic Development 2017–2022<sup>172</sup> also revealed a lack of infrastructure to retain cultural projects in Stonecrest.

In Stonecrest, occasional venues form the majority of music venues with 14 assets (61%), followed by multi-purpose venues, dedicated live music venues, and bars, cafés, and restaurants with music, with 3 (13%) assets each. This highlights a challenge for the ability to hold quality events in dedicated live music venues. In addition, the Stonecrest LCI Plan 2013<sup>173</sup> reveals there is a lack of park space in the surrounding area that would allow for festivals, performances and other outdoor community gatherings and activities.<sup>174</sup>

<sup>172</sup> DeKalb County (2017)  
<sup>173</sup> DeKalb County (2013)  
<sup>174</sup> Ibid, p.20

However, according to Sound Diplomacy's roundtable discussions there is an abundance of underdeveloped land and spaces in Stonecrest, including around the Mall, which holds potential for engaging artistic projects and events including live music. Nearby, the unoccupied Sam's Warehouse, by Walmart, presents an expansive 140,000 square feet area and is owned by the City, providing ample opportunities for hosting various cultural events.

Moreover, Sound Diplomacy's review of the City of Stonecrest Comprehensive Plan 2038<sup>175</sup> also showed that the residents' appreciation of Stonecrest's natural resources can be an opportunity to hold cultural outdoor events and activities for residents and visitors to enjoy. The Parks and Recreation Master Plan 2020<sup>176</sup> also presents potential opportunities related to the film, music and digital entertainment sectors identified by stakeholder engagement, which consist of creating new programs and event spaces, improving current infrastructure and amenities, and entering strategic partnerships. Community suggestions include programming opportunities related to film and entertainment, special events, jazz concerts, cultural festivals, visual and performing programs, multigenerational programming and artwork in the parks.

Furthermore, the natural richness of the Stonecrest area, including the Arabia Mountain Heritage Area Alliance, already attracts visitors and businesses contributing to the economic growth of the region, and provides outdoor space that could be utilized for cultural uses. Being affiliated with the National Parks system also provides the Arabia Mountain Heritage Area Alliance and Stonecrest with considerable exposure and promotion that could also benefit the tourism offer. The Alliance is part of a network of 62 National Heritage Areas across the United States. Whenever visitors explore other renowned parks such as Niagara Falls, Yosemite, or the Grand Canyon, they are also exposed to information about the Arabia Mountain Heritage Area. However, more support is needed to establish the Arabia Mountain Heritage Area Alliance as a partnership destination for the film, music & digital entertainment industries, working together with the city, not in a silo. Both the creative industries and the Arabia Mountain Heritage Area Alliance have the opportunity to work together to boost each other's profiles externally.

Although Stonecrest's natural environment attracts visitors as well as film productions, and tourism is identified as a key dimension in the DeKalb County, Georgia Film, Music & Digital Entertainment Five-Year Strategic Plan for Economic Development 2017–2022; the city has not established any film, music and digital entertainment-related tourism offer yet. This is particularly apparent when looking at the cities near Stonecrest, such as Conyers, Covington and Jackson, that all utilize their film and TV industries for destination marketing and cultural placemaking. Stonecrest has an

---

<sup>175</sup> City of Stonecrest (2019)

<sup>176</sup> City of Stonecrest (2020b)

opportunity and a need to develop its cultural tourism to position itself competitively against these cities.

Furthermore, activating spaces through initiatives such as busking programs (an aspect that Stonecrest currently lacks) and linking activities, events and initiatives to cultural tourism can also help increase local audiences, visitor numbers, widen the reach of awareness of Stonecrest and what it has to offer, which in turn can attract investment and productions. Public performance and buskers add significant value to the overall reputation of a city. The appeal and vibrancy created through busking is beneficial for the economy, alongside the cultural and social appeal, and should be regulated to ensure it maximizes all three of these areas. Street performances create an atmosphere for visitors and provide an opportunity for artists to hone their craft while earning money. While some have reservations about the sounds they may cause, this can be mitigated with guidelines.

Finally, the City of Stonecrest Comprehensive Plan 2038<sup>177</sup> highlights crime as one of the city's major challenges. However, there are no existing health and safety regulations or guidelines for the entertainment sector in Stonecrest, apart from measures related to COVID-19. Furthermore, the city lacks specific guidance concerning sustainability or diversity and inclusivity. Such guidelines would be essential to support venues, festivals, and film productions in becoming more sustainable and inclusive.

## Recommendation 8. Connect the Local Creative Industries

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Supporting Stakeholders:** Film, music and digital entertainment stakeholders

**Timeframe:** Medium term (1-2 years)

**Sector of Focus:** Transversal

Grow Stonecrest as a host for cultural networking events. The city could host “interdisciplinary” days, inviting stakeholders from different sectors to meet up to learn about each others’ industries and interests, and build up a network to encourage them to connect and collaborate. To align with the recommended city branding as a digital entertainment hub (**recommendation 2**), Stonecrest should also host digital entertainment conventions.

---

<sup>177</sup> City of Stonecrest (2019)

The aim of these meetups would be to create a network of professionals in the area to foster the sourcing of work regionally and increase local business activity. By establishing relationships between the three creative industries, Stonecrest can ultimately encourage communication, information sharing and collaborations.

### Implementation actions

- Identify and invite members of the Stonecrest film, music and digital entertainment industries who the Film & Entertainment Commission has not yet engaged with to open Committee meetings (Sound Diplomacy’s mapping database can help with identification).
- Organize a series of networking meetups to be held on a quarterly basis.
- Collaborate with local stakeholders of the creative industries to identify relevant and topical themes and speakers for networking meetups. The Stonecrest Film & Entertainment Commission should initiate these, with input from as many creative ecosystem stakeholders as possible. Apart from strictly industry topics, the agenda for these can be made more open to include professionals from related fields, such as marketing, tech, law, startups, as well as government-specific topics such as licensing, permitting, policing, planning, etc.
- Identify the space to host these networking events. They could take place in the Research and Education Center for digital entertainment (**recommendation 6**), or local cultural venues and spaces could take turns in hosting the meetups. When it opens, the Exposure Hub Creative Coworking & Studios at the Mall should be utilized.
- Promote the events, and invite relevant stakeholders.
- Ensure diversity of industry, genres, and stakeholders is considered throughout all planning.
- Support planned initiatives of Decide DeKalb and the DeKalb Entertainment Commission to host interdisciplinary networking events by promoting material and offering to host a meeting in Stonecrest at least once a year.

### Further considerations

Meetups should be free and open to the public; featuring talks from local artists, creatives, film, music and digital entertainment professionals, networking events, small showcases, technical visits to film, music and digital entertainment spaces in the city, etc.

### Benchmark: Project Music & Entertainment - Nashville, US.<sup>178</sup>

**What Is It:** The City of Nashville has grown its credibility and reputation as a music city over the decades, but it has been in recent years that it is targeting the growth of its tech sector to support the development of a strong music and entertainment sector. One of its initiatives in this area has been the Project Music & Entertainment (PM&E) startup accelerator, developed by the Nashville Entrepreneur Center. It began in 2015 with its program Project Music, developed in partnership with the Country Music Association (CMA), to connect music, technology, and business leaders and strengthen the development of innovative startups. In 2020, the project broadened its scope to encompass every facet of the entertainment industry, including music, sports, film, esports/gaming, and publishing.<sup>179</sup>

**Who Is Responsible:** Nashville Entrepreneur Center, a private non-profit organization, and the Country Music Association (CMA).

**What Has It Done:** Project Music & Entertainment is a year long program that has nurtured to this point 26 growth-oriented startups in the music and entertainment industry.<sup>180</sup> During the 12-month program, its members gain access to a shared entrepreneurial curriculum and industry education. They also benefit from community experience, engaging with business leaders from the same sector who face similar challenges, and exposure to potential customers and investors.<sup>181</sup>

The Center also has an 'Entrepreneur-in-Residence' to work hand-in-hand with participants and provide mentoring support as they validate and mature their businesses.<sup>182</sup> Although participants do not need to be based in Nashville, the program involves a series of curated events over the course of the year in the city and provides access and connections to advisors and music industry leaders, in exchange of a yearly payment fee of \$3,825 per year, per company.<sup>183</sup>

**Lesson for Stonecrest:** Stonecrest has the opportunity to adopt an approach akin to the City of Nashville's successful model. This strategy would enhance Stonecrest's

<sup>178</sup> Nashville Entrepreneur Center (n.d. a)

<sup>179</sup> Ibid.

<sup>180</sup> Nashville Entrepreneur Center (n.d. b)

<sup>181</sup> Kaytes, Sarah (2020, December 15)

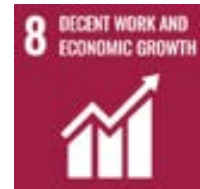
<sup>182</sup> Ibid.

<sup>183</sup> Ibid.



credibility and reputation as a burgeoning digital entertainment hub while simultaneously fostering growth in its music and film sectors and strengthening connections among the three creative industries. It would also facilitate collaborations between film, music, technology, and business leaders, nurturing the development of innovative startups and fostering growth in the music and entertainment industry. Beyond facilitating inter-industry connections, these programs also offer valuable education, training, and professional development opportunities. Participants benefit from community experiences, engage with like-minded business leaders facing similar challenges, and gain exposure to potential customers and investors.

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>184</sup>



- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- Target 8.5: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.
- Target 8.6: By 2020, substantially reduce the proportion of youth not in employment, education or training.

<sup>184</sup> United Nations (2022)

## Recommendation 9. Partner with the Arabia Mountain Alliance

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

### Supporting Stakeholders:

- The Arabia Mountain Alliance
- Film, music and digital entertainment stakeholders

**Timeframe:** Medium term (1-2 years)

**Sector of Focus:** Transversal

Establish a formal cultural partnership between the City of Stonecrest and the Arabia Mountain Alliance to embed the natural heritage area as an exemplary destination in the City's portfolio for the film, music & digital entertainment industries and cultural tourism. This can happen via:

- The creation of an artists residency program. This program would offer an artist development opportunity for Stonecrest creatives, while establishing a partnership between the Arabia Mountain Alliance and the local film, music and entertainment industries.
- Summer film screenings that also include movies, documentaries and shorts that have been produced/shot locally.
- Outdoor music concerts, and acoustic busking programs hosted along walking trails.
- Songwriting camps in the park.
- Film and television tours (**recommendation 13**).

### Implementation actions

- Set up a meeting with Arabia Mountain Alliance to identify the type of projects that could be organized and supported, as well as the time of the year and precise duration and location.
- Assess the possibility of creating an artists residency program focused on showcasing Stonecrest's identity and cultural and natural heritage. The project could end with a public performance, screening or exhibition held in the park or local cultural spaces.
  - Conditions of a residency program could include a requirement for the final piece of work to be inspired/influenced by Stonecrest and its surroundings, and the artist in residence to run a set number of didactic workshops in the proposed Research and Education Center (**recommendation 6**).
  - Ensure that diversity and inclusion is considered when selecting artists (those from marginalized communities).
- All suggestions of events, productions, programming, etc. should ensure they are

considerate of preserving the natural environment and will only be considered if able to do so.

- Create short films about events/activities/programs that can be shared across the US National Park Service marketing pages.
- Promote the project as part of a marketing campaign.

### Further considerations

A program such as an artists residency would educate local musicians in building a successful film, music and digital storytelling career. Lessons could include songwriting, screenwriting, recording, sound production, social media and marketing. Hosting the program in a natural environment such as the Arabia Mountain could enhance creativity. This could be a pilot program in Stonecrest that could be rolled out in other National Heritage Areas across the US.

Furthermore, Stonecrest and the Arabia Mountain Alliance could also partner with the City of Stone Mountain and its Stone Mountain Park to amplify the program's reach, extending its impact to a broader scope within DeKalb County (see comparative analysis). Leveraging Stone Mountain Park's popularity as Georgia's most visited attraction and uniting it with the exposure of the Arabia Mountain park as part of the national parks network, holds the potential to expand the influence of the proposed arts programs across DeKalb County. This partnership would not only broaden the reach of the initiative but would also have the capacity to join economic resources for the endeavor.

**SUSTAINABLE DEVELOPMENT GOAL:** Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities for All<sup>185</sup>



- Target 4.4: By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

<sup>185</sup> United Nations (2022d)

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>186</sup>



- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- Target 8.5: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.
- Target 8.6: By 2020, substantially reduce the proportion of youth not in employment, education or training.

**SUSTAINABLE DEVELOPMENT GOAL:** Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable<sup>187</sup>



- Target 11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage.
- Target 11.7: By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.

## Recommendation 10. Develop Busking Guidelines

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

<sup>186</sup> United Nations (2022)

<sup>187</sup> United Nations (2022c)

## Supporting Stakeholders: Stonecrest Licensing Department

**Timeframe:** Medium term (1-2 years)

### Sector of Focus: Music

Create a comprehensive busking guide, with clear instructions on permitting processes, busking locations and busking etiquette to give Stonecrest's musicians more opportunities to showcase their talent.

### Implementation actions

- Work with the City of Decatur to learn from its busking permit, and consider creating a joint buskers' code.
- Implement a Buskers' Code drawn up by all parties: performers, city government, police, residents and businesses, to provide a framework on the time, locations, performance durations and potential permits needed for busking throughout the city. Common considerations could include:
  - Performances are limited to 45 minutes.
  - Explicit lyrical content or behavior is prohibited.
  - Keep the set varied; do not repeat songs.
  - Keep the volume of any amplified equipment at *just* above surrounding noise levels and be mindful of any changes in those levels that could affect the perception of the performance volume.
  - Always turn music down if requested to by a city official. If the performer is subject to a noise complaint, they should receive a verbal warning. A second complaint will result in the suspension of their permit.
  - Keep equipment tidy and out of the way of surrounding paths.
  - Donations are permitted, but audiences should not be made to feel obligated to pay.
  - Performers must maintain appropriate performance attire and practice responsible social behavior. Intoxicated or aggressive behavior will not be tolerated and will result in an immediate revocation of the permit.
- Create a pilot program to trial the designation of busking zones to reduce the risk of complaints. We recommend the allocation of dedicated stations for performers near key sites for visitors in the entertainment district (**recommendation 5**), ideally with access to electric plugs to allow for music amplification.
- Busking permits, and a timetable of available busking spots and time slots should be published and updated on the website (**recommendation 4**) in real time in accordance with application submissions. Permits should be free or affordable to obtain (no more than \$20).

Performers should be able to apply in a user-friendly and clear online portal no more than one week and no less than 24 hours in advance of their requested time.

- This busking guide should be included in the One Stop Shop (**recommendation 7**),

### Further considerations

The success of the initiative should be measured during the first year of its implementation through consultations with locals and visitors who experienced the program, as well as artists participating in it.

#### Benchmark: Melbourne Busking Regulations and Handbook, Australia.<sup>188</sup>

**What Is It:** Melbourne promotes busking as a key strength of the city's cultural offering. It has developed a set of processes that encourage diverse street performances whilst ensuring it is regulated effectively to protect performers, residents and local businesses.

**Who Is Responsible:** The City of Melbourne

**What Has It Done:** Following the creation of the Melbourne Street Activity Policy 2011, the City of Melbourne undertook a consultation piece in 2017 with buskers, residents, traders and the local community to understand what improvements were needed in the policy.<sup>189</sup> This led to the creation of the Busking Regulations and Handbook. Work included the creation of designated busking locations, divided into 'general' and 'premium' and areas where amplified music is allowed, and where it's not. Premium locations are only available to professional buskers, classified by Melbourne as a performer who busks as their main income source, has a repertoire that would enable performing for at least 30 minutes without repeating a song and has a website or social media channel. All the information that is needed to understand terminology, rules, prices, processes and legislation about busking is compiled in Melbourne's Busking Handbook. This also includes information on guidelines on how to sell merchandise, what types of merchandise are allowed to be sold, and accepted

<sup>188</sup> City of Melbourne (n.d. a)

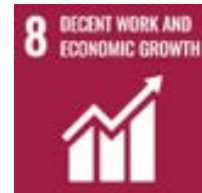
<sup>189</sup> City of Melbourne (n.d. b)

methods of marketing, as well as how to perform with consideration to local businesses and residents.<sup>190</sup>

**Lesson for Stonecrest:** Busking is a simple and effective way to activate public spaces, and engage residents, businesses and visitors with the city's music scene. Street performances can represent an important part of a city's character and culture, as well as a helpful source of income for up-and-coming and even professional artists.

Implementing busking guidelines would serve as a strategic measure for Stonecrest to fortify its music industry and demonstrate the city's commitment to prioritizing and integrating this sector. Ensuring there is music in the streets is also an excellent way of curating a sense that music is embedded into the culture and means that both visitors and residents understand the importance of music to the city.

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>191</sup>



- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- Target 8.9: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

<sup>190</sup> City of Melbourne (2018)

<sup>191</sup> United Nations (2022)

**SUSTAINABLE DEVELOPMENT GOAL:** Industry, Innovation and Infrastructure<sup>192</sup>



- Target 9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

## Recommendation 11. Evaluate Non-Industry Related Spaces for Events

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Supporting Stakeholders:** Stonecrest Planning & Zoning Department

**Timeframe:** Long term (3+ years)

**Sector of Focus:** Transversal

Evaluate all non-industry related spaces in the City of Stonecrest for the purpose of hosting cultural activities and events.

### Implementation actions

- Make a list of city-owned assets that could be used for cultural events and activities. Make this list available online on the website (**recommendation 4**) and promote it. Each site should be surveyed for potential uses. Basic information for each site should include:
  - Location
  - Size
  - Basic layout plans
  - Services available together with photographs for each site (similar to an estate agents sales pack)
  - Landlord responsibilities (lease period, use of electrical grid/water system/internet, rent), tenant responsibilities and leasing conditions (prioritizing events, meeting

<sup>192</sup> United Nations (2022b)



spaces, artist studios, galleries, rehearsal or performance spaces, independent retailers)

- Whether the property will be demolished/redeveloped
- Contract terms including rent, deposit, insurance and potential tenant incentives.
- Create regulations that facilitate temporary leases for local creative organizations in non-traditional spaces. This would allow for more creative and unique audience experiences at events.
- Incentivize landlords to make their properties available through tax breaks, marketing, support with bureaucratic procedures, and administrative support.
- Potential short term tenants for meanwhile uses should apply through an online application, providing information on what they intend to use the space for, how long for, who their target audience is, how they will promote their offer, and their previous experience. Guidance could be provided in a downloadable toolkit.

Many of the actions here would revolve around looking at how existing venues such as music venues, studios, or other spaces, can be used as meanwhile-spaces (facilities which double as event spaces when not being used for their original purpose). Another key action would be to promote cross-marketing through partnerships, either internally to communicate to the local community, or externally to boost tourism.

### Further considerations

- To rectify the lack of dedicated music venues, consideration should be given to transforming one of the City's vacant buildings into a permanent and quality music venue.
- Advocate for the inclusion of digital entertainment and cultural activities, spaces and programming in the development of Priví at the Mall.

Stonecrest is also already examining the opportunity for a small outdoor amphitheater/plaza for community gatherings and events in New Fairington Park.<sup>193</sup> Recommended uses for an amphitheater include:

- Year-round music programming
- Markets and community events
- Film screenings
- Experiential events

---

<sup>193</sup> City of Stonecrest (2020b)

However, Sound Diplomacy also recommends that a full feasibility and market consumption study is undertaken before continuing with plans for an amphitheater to ensure that it becomes a pivotal aspect of the local destination marketing, as well as a staple venue for local residents and industry workers.

**SUSTAINABLE DEVELOPMENT GOAL:** Industry, Innovation and Infrastructure<sup>194</sup>



- Target 9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.
- Target 9.4: By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.

## Recommendation 12. Develop Safety Initiatives at Night in Relation to Live Entertainment

**Initiators:** City of Stonecrest City Manager's Office

**Supporting Stakeholders:**

- Stonecrest Police Department
- The Stonecrest Film & Entertainment Commission and its Committee

**Timeframe:** Medium term (1-2 years)

**Sector of Focus:** Music

The development of safety initiatives is recommended to ensure the security of Stonecrest's visitors and residents at night, and to increase local and visiting audience numbers. To prevent crime and

<sup>194</sup> United Nations (2022b)

enhance night safety for audience members and workers, especially within the live entertainment ecosystem, Stonecrest could consider implementing various initiatives such as charter, training programs, or a night-life street team.

### Implementation actions

- Develop comprehensive policies or guidelines for safety and the NTE. These could include:
  - A Women Safety Charter for organizations operating at night. This Charter could include several principles and guidelines for staff, such as appointing a department or lead staff/committee member who will be responsible for championing and driving forward any actions taken for women’s safety at night; communicating the Charter both online and in participating venues; supporting the staff (make clear the routes for reporting unacceptable behavior while at work and supporting cultural change); supporting the public (communicate routes for reporting unacceptable behavior while using the organization’s service or space at night); providing staff training and any relevant policies and information sharing; auditing participating venues’ spaces and suggesting adaptations to them to promote a safer environment and reduce risk of crime and sexual misconduct.
  - Online resources as well as contacts and helplines to help night time professionals deal with issues such as drugs, alcohol, racism, sexual harassment, mental health and more.
- Work with venues and establishments open at night to train staff on bystander intervention, equipping them with the necessary knowledge and skills to prevent and respond to incidents effectively.
- Reinforce feelings of safety through more lighting, increased security during large-scale events, and clear transport options (including taxi ranks and rideshares) with analysis of transit and the flow of people at night.
- Conduct peer-led audits to assess the safety measures and vulnerabilities within cultural venues and which areas in particular are deemed problematic for night safety.
- Commission local artists to design public spaces to make them interactive, engaging and reflective of Stonecrest’s cultural identity.
- Launch public awareness campaigns aimed at promoting responsible behavior, consent, and bystander intervention.

### Further considerations

Responsibility for implementing these initiatives can be divided between a non-profit organization, similar to Good Night Out Vancouver (see the following case study), with a dedicated board of directors and volunteers, and the city government. Collaboration between the two entities is crucial

to secure funding, develop policies, and provide ongoing support to ensure the success of these initiatives.

### Benchmark: Good Night Out – Vancouver, Canada.

**What Is It:** Good Night Out works towards improving security for patrons and staff. Originally started in London, in September 2017 the organization began by using a group of volunteers (called the Nightlife Street Team) to provide a weekly patrol of the Granville District in Vancouver. Concerns around safety due to lack of transport, binge drinking, and violence has led to the group providing assistance to anyone in need - this involves waiting at bus stops, charging mobile phones, and basic first aid. The program launched in Vancouver in response to a lack of capacity for nightlife venues to appropriately target and handle harassment and sexual assault. According to the organization, provincially and federally there is a lack of policy or guidelines on how the night time economy can implement sexual violence prevention into their operations. One in five sexual assaults are drug or alcohol related and so, by using peer-led audits, research, training and bystander intervention, Good Night Out works to create a safer environment.<sup>195</sup>

**Who Is Responsible:** Good Night Out Vancouver (GNOV) is a non-profit organization with a board of directors and volunteers. In May 2018, the Vancouver City Council passed a motion directing staff to work with Good Night Out to secure a collaborative funding model to support the street team on a permanent basis.

**What Has It Done:** Over the last two years (2022-2023) they held over 90 workshops and 18 'speaking gigs'. The workshops are offered using a 'sliding scale' system, providing six cost-free spots for non-profits facing financial limitations. The sliding scale ranges from CAD\$100 to \$500, depending on certain characteristics of the applying organizations and businesses, such as staff number, public or private status, grants and subsidies received, patron capacity, and available budget for staff training, among others.<sup>196</sup>

Good Night Out has a presence in the music industry, catering to all genres. They offer distinctive training sessions and tools tailored for bands, DJs, tour managers, music festivals, and other related entities. Notable collaborations include working with

<sup>195</sup> Good Night Out Vancouver (n.d. a)

<sup>196</sup> Good Night Out Vancouver (n.d. b)

G Jones, Little Destroyer, Music Managers Forum, Electric Hawk, GRiZ, Saskatchewan Music, Halifax Music Week, the Junos, and other names in the industry.<sup>197</sup>

In 2023, Vancouver’s City Council launched the Last Call Pilot Project in partnership with GNOV.<sup>198</sup> In this ‘first-of-its-kind’ pilot, 8-10 businesses within the service and hospitality industry take part in a one-year program. The initiative offers sexual violence prevention training, policy implementation, reporting infrastructure, and data collection support. Its goal is to empower employees and the public to prevent and report sexual harassment while helping businesses establish effective mitigation systems.<sup>199</sup>

**Lesson for Stonecrest:** Drawing inspiration from the Good Night Out initiative, Stonecrest should commit to providing sexual violence prevention training, implementing relevant policies, establishing robust reporting infrastructure, and ensuring comprehensive data collection support. By actively fostering a secure and inclusive atmosphere, Stonecrest would contribute to a vibrant and safe nighttime entertainment scene for its community members.

**SUSTAINABLE DEVELOPMENT GOAL:** Ensure Healthy Lives and Promote Well-Being for All at All Ages<sup>200</sup>



- Target 3.4: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.
- Target 3.5: Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.

<sup>197</sup> Good Night Out Vancouver (n.d. c)

<sup>198</sup> City of Vancouver (2023)

<sup>199</sup> Last Call Project (n.d.)

<sup>200</sup> United Nations (2022d)

- Target 3.7: By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

**SUSTAINABLE DEVELOPMENT GOAL:** Achieve Gender Equality and Empower All Women and Girls<sup>201</sup>



- Target 5.1: End all forms of discrimination against all women and girls everywhere.
- Target 5.2: Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.
- Target 5.b: Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Peaceful and Inclusive Societies for sustainable Development, Provide Access to Justice for All and Build Effective, Accountable and Inclusive Institutions at All Levels<sup>202</sup>



- Target 16.1: Significantly reduce all forms of violence and related death rates everywhere.
- Target 16.3: Promote the rule of law at the national and international levels and ensure equal access to justice for all.
- Target 16.7: Ensure responsive, inclusive, participatory and representative decision-making at all levels.

<sup>201</sup> United Nations (2022e)

<sup>202</sup> United Nations (2022)

## Recommendation 13. Create Tourism Offer around Industry Productions and Events

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

### Supporting Stakeholders:

- Film, music and digital entertainment stakeholders
- Stonecrest Economic Development Department
- Arabia Mountain Heritage Area Alliance

**Timeframe:** Long term (3+ years)

**Sector of Focus:** Film & digital entertainment

Just as neighboring cities such as Conyers, Covington, Jackson and Senoia have locally developed cultural tourism, Stonecrest should develop a film tourism offer based around movies and television shows that have been filmed there (e.g Respect, Shaft, The Resident, and Greenleaf), including further communication about the content produced in Stonecrest, and film and television guided tours.

Stonecrest could also use the natural richness of its environment and the Arabian Mountain location, already attracting film professionals and businesses, to develop a film and digital storytelling tourism product that also links to the local music industry.

### Implementation actions

- Identify local creative assets, projects and productions to develop tourism products around them such as tours and visits of studios, film sets, streets, parks etc,
- Promote them as part of a dedicated marketing campaign (**recommendation 4**),
- Work with relevant partners to get a position on the Georgia Film Trail.<sup>203</sup>
- Commission local artists to create digital storytelling to showcase the cultural narrative of Stonecrest.
- Work with Priví at the Mall and local stakeholders to create an immersive experience exhibition (see IDEAL case study) at the Priví Art Gallery.
- Keep track of the new projects that could be turned into tourism offers.

---

<sup>203</sup> Explore Georgia (2023)

## Benchmark: Covington's film industry tourism offer – Newton County, Georgia, US.<sup>204</sup>

**What Is It:** Covington promotes its film industry as a major aspect of its tourism marketing. The city showcases famous production sites and offers guided tours to filming locations with behind-the-scenes stories. The Discover Covington Georgia website serves as a comprehensive resource for visitors, providing information about the city, dining options, accommodations, and suggested attractions.

With a primary focus on Covington's film industry, the website prominently features popular movies shot in the area on its homepage and offers a dedicated film section that highlights related visitor attractions and activities. Additionally, the website offers details about available tours and interactive maps that visitors can customize according to their preferences.

**Who Is Responsible:** Discover Covington, a 501c6 business board.

**What Has It Done:** Covington has developed a brand and reputation as the “Hollywood of the South”. Film-related tourism, including the Covington Walk of Stars, which highlights TV and film productions in the area, along with its self-guided television/movie tour, is prominently featured on the 'Film' section of the Discover Georgia website. As part of the Georgia Film Trail, the city is promoted via the State's tourism site.<sup>205</sup> Moreover, the historic buildings and parks in Downtown Covington have served as scenic backdrops for several television productions. These versatile spaces also host concerts and community events throughout the year, with detailed information available on the Events page of the Discover Covington Georgia website. Although data in recent years hasn't been published, an example of Covington's tourism impact can be seen in 2011 figures, when over 19,000 tourists were recorded visiting from 46 states and 28 countries, with the motivation of joining the film location tour of the popular TV program, “The Vampire Diaries”.<sup>206</sup>

**Lesson for Stonecrest:** In light of Covington's successful approach, Stonecrest should draw inspiration and follow suit in identifying and promoting its own film industry assets. By doing so, Stonecrest can capitalize on these resources and transform them

<sup>204</sup> Discover Covington GA (n.d.)

<sup>205</sup> Explore Georgia (2023)

<sup>206</sup> The Covington News (2012)



into attractive tourism products. Such an initiative has the potential to elevate the city's reputation as a well-established film destination, appealing both to film production companies seeking unique filming locations and to visitors interested in exploring the cinematic charm of the city.

**SUSTAINABLE DEVELOPMENT GOAL:** Ensure Sustainable Consumption and Production Patterns<sup>207</sup>



- Target 12.b: Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

## Recommendation 14. Create a database of Stonecrest Creative Businesses and Talent

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Other entities involved:** Film, music and digital entertainment stakeholders

**Timeframe:** Short term (0-12 months)

**Sector of Focus:** Transversal

Develop a database of actors within the overall city's creative ecosystem to provide an essential resource that connects the film, music and digital entertainment industries in Stonecrest, and to support potential productions and cultural projects with external companies in finding the right contacts.

<sup>207</sup> United Nations (2022f)

This database should be hosted on the Stonecrest Film & Entertainment Commission website (**recommendation 3**) and would need to include contact information.

### Implementation actions

- Work with stakeholders to gather information about the creative industries stakeholders, and use Sound Diplomacy’s mapping as a starting point - further information can be gained via a simple Google Form for stakeholders to fill in and submit.
- Create the online database and feature it on the Stonecrest Film & Entertainment Commission website. The database must include information on:
  - Artists
  - Film studios
  - Digital media studios
  - Creative businesses
  - Rehearsal Spaces
  - Record Labels
  - Publishers
  - Producers
  - Recording Studios
  - Promoters
  - Venues
  - Festivals
  - Creative educators and schools
  - Creative Associations and Foundations
  - Music Tech
  - Music Media
  - Entertainment Lawyers
  - Collection Societies
  - Music suppliers (web, design, accountants, equipment rentals, etc.)
  - Sponsors and Partners
  - Other sectors relevant contacts: real estate, education, tourism, etc.
- Include the following contact information, if available: name, email, phone, address, website, services offered.
- Ensure the database is regularly updated.
- Share the database with the DeKalb Entertainment Commission to support them in keeping their DeKalb Cultural Inventory up to date.

Such a resource would also allow Stonecrest’s creative industries to stay in line with neighboring regions such as Rockdale County, which uses an online database of information related to film, television programs, video game, production crews and personnel biographies.<sup>208</sup>

### Further considerations

We also recommend using existing solutions that allow for effective database management and newsletter functionality for updates. Optionally, it’s possible to include a function for the general public to sign up for announcements.

To see a best case example of what the database should strive to depict, please see the case study provided for Recommendation 3 (Louisiana Entertainment Website).

**SUSTAINABLE DEVELOPMENT GOAL:** Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All<sup>209</sup>

- Target 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.



## Recommendation 15. Promote Best Practices in Terms of Equity, Accessibility and Diversity within the Creative Ecosystem

**Initiators:** The Stonecrest Film & Entertainment Commission and its Committee

**Other entities involved:** Film, music and digital entertainment stakeholders

**Timeframe:** Medium term (1-2 years)

<sup>208</sup> Film Rockdale (n.d.)

<sup>209</sup> United Nations (2022)

## Sector of Focus: Transversal

Evaluate the differing needs and circumstances of the diverse communities within the creative ecosystem and pursue strategies to address them. As part of this, promote access and development opportunities for people from a wider diversity of backgrounds, embracing artistic diversity and increasing the variety of film productions, music genres and digital entertainment programmed in the city.

### Implementation actions

- Publish a mission statement that Stonecrest strives for in its film, music and digital entertainment industries in connection to equity, accessibility and diversity so that all existing and prospective partners, workers, residents and investors understand the ethical standpoint of the city.
- Establish an agreement that any new partners, businesses or productions will follow equity and diversity, and ethical working guidelines, and fair pay as determined by Stonecrest.
- Support community initiatives from all across the city, prioritize projects that strengthen collaboration, and encourage participation in the creative ecosystem of members of historically marginalized communities.
- Take diversity and inclusion into consideration when assessing incoming requests for grants, use of public space for events, funding and other incentives, such as: permits and license discounts, discounts on loading/unloading zones, the presence of the venue/event in city tourism campaigns, or other financial incentives.

Among other equity and diversity criteria, Stonecrest should examine:

- Diversity of staff and program in terms of culture, gender, abilities and age
- Audience accessibility in terms of income, culture, gender, abilities and age
- Innovative and non-commercial approach to the current offerings in Stonecrest
- Promotion of Stonecrest artists and Stonecrest as a digital entertainment hub
- Programming a minimum of 25% local musicians for events and venues

These also align with DeKalb County's Diversity and Inclusion initiatives.

### Further considerations

Stonecrest could also follow a Fair Play or similar scheme for the live music sector. Fair Play is a concept that states that musicians must be fairly compensated for their time and skills, and paid

monetarily for each performance rather than playing for ‘exposure’ or a drink/meal at a venue. A Fair Play system is intended to better account for the time and costs associated with rehearsing, transporting instruments, setting up/tearing down and entertaining audience members/customers. Stonecrest could develop a Fair Play guide for artists and give abiding venues a sticker to place in a prominent position, such as the front door (think of it as a food safety rating for music). A list of Fair Play venues should also be listed on the city’s website (**recommendation 3**).

### Equity in Music and Entertainment Task Force and Report, Madison, Wisconsin - US

210



*Adam Tesfaye at Café CODA, a Black-owned jazz club in Madison<sup>211</sup>*

**What Is It:** A result of the establishment of the Task Force on Equity in Music and Entertainment, the Equity in Music and Entertainment Report was published in 2018. The aim was to combat the lack of access to performance opportunities within licensed

<sup>210</sup> Task Force on Equity in Music and Entertainment. (2018)

<sup>211</sup> Cafe Coda. (2023, Mar 17)

commercial venues, such as bars, parks, and festivals, that was experienced by musicians and entertainers of color (and particularly those from the hip-hop community).

While the main focus of the task force was to improve representation of all underrepresented genres of music and entertainment, the impetus for its formation was specifically on hip-hop due to negative associations about its impact on public safety, leading it to remain ‘misunderstood and, at times, feared’.<sup>212</sup> This had resulted in cyclical patterns regarding the programming of hip-hop performances in Madison, evidenced firstly by a surge in local hip-hop performances which drew crowds to performance venues, then the occurrence of a fight or disturbance, leading to venues’ reluctance to program hip-hop shows.

With recognition that the unequal access experienced by performers of color can cause detrimental impact to Madison’s cultural diversity, sense of community, and economy more generally, the report outlines a series of best practices in other cities regarding security, structured events, and arts in education; in addition to proposing 31 recommendations with focus on five areas, including:

- Culture and Community
- Venues
- Equity of Access
- Public Safety and Media Coverage
- Transportation

**Who Is Responsible:** A result of 9 years’ worth of efforts by the hip-hop community in Madison, and 7 years as part of the official mission of the Urban Community Arts Network (a local organization ‘dedicated to supporting sustainability in the Madison music community and advocating for equity in the local arts and entertainment ecosystem’),<sup>213</sup> the Task Force on Equity in Music and Entertainment was convened in June 2017 after unanimous approval by the City of Madison Common Council and held its first meeting in September later that year. As per the resolution submitted for its convening, the task force comprised 11 members representing different sectors of the city and community, including musicians, college students, entertainment promoters, and policymakers.

<sup>212</sup> Ibid.

<sup>213</sup> Urban Community Arts Network (n.d.)

In the 9 years prior to establishing this Task Force, citizens of Madison had already begun to assemble government and private entities, including the Madison Police Department, the Office of the Mayor, the Alcohol License and Review Committee (ALRC), the Madison Arts Commission (MAC), the Division of Civil Rights, and owners of music venues, to explore how Madison’s music and entertainment scene could be made to become more inclusive.

Upon its establishment, the task force had four main aims:<sup>214</sup>

- Identification of the root causes of issues that may detract from equal access to entertainment by all residents and guests including transportation and public perception of safety concerns
- Explore best practices used in other communities, especially those that are home to large populations of college students, young professionals, residents who are active in urban arts that can be adapted to [Madison’s] downtown
- Recommend long-term and short-term strategies to establish an atmosphere of continued communication, which will assure the sustainability of the desired environment and benefits
- Analysis of costs, revenues, and timelines that will support both short term and long term recommendations

As of 2019, this task force is no longer active as it was originally instituted to specifically develop the Equity in Music and Entertainment Report. However, several work groups with foci on areas such as economic impact and tourism have since been established to start the process of implementing the recommendations set out by the report, with more changes expecting to be put in place in 2024.

**What Has It Done:** This report has informed the creation of other related reports, such as Sound Diplomacy’s Music Recovery Framework for the Greater Madison Music City Project. As of August 2022, the city has begun to implement the recommendations set out in the Equity in Music and Entertainment report, including:<sup>215</sup>

- Formalizing plans for a full-time staff position at the Mayor’s office focused exclusively on promoting equity in arts and entertainment
- Creating the Equal Opportunities Commission Certified Partners training to ensure that equity is maintained in all music and entertainment events

<sup>214</sup> Task Force on Equity in Music and Entertainment (n.d)

<sup>215</sup> Sound Diplomacy. (2022)

- Working on an ordinance to add an Affirmative Action Plan to the entertainment license application process
- Implementing grants or sliding-scale fees for arts events that require permits

As of March 2023, the City Department of Civil Rights is also currently developing anti-bias, bi-cultural, and cross-cultural training for all music venues. More generally, as a result of the establishment of both the task force and the report, awareness of these underlying racial issues has also increased, leading to an increase in bookings made at Black-owned venues as well as support for hip-hop artists.<sup>216</sup>

**Lesson for Stonecrest:** Madison’s example proves the importance of awareness, evaluation and resolution for underserved communities. The work has showcased Madison as a supporter of all who form its music industry, and demonstrates the procedures to increase awareness, evaluate, resolve and continue work on supporting unserved communities and strengthening local industry. Stonecrest can learn from this example of how to: identify the underlying triggers of challenges that could hinder universal access to the film, music and digital entertainment industries; and formulate comprehensive strategies and guidelines, encompassing both short-term and long-term perspectives, with the ultimate goal of fostering, acknowledging, and encouraging diversity, inclusivity, and sustainability within the local creative sectors.

**SUSTAINABLE DEVELOPMENT GOAL:** Achieve gender equality and empower all women and girls.<sup>217</sup>



Target 5.c: Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

<sup>216</sup> Karen Reece, in discussion with Sound Diplomacy, 19.04.2023

<sup>217</sup> United Nations (2022e)



**SUSTAINABLE DEVELOPMENT GOAL:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.<sup>218</sup>



- Target 16.7: Ensure responsive, inclusive, participatory and representative decision-making at all levels
- Target 16.b: Promote and enforce non-discriminatory laws and policies for sustainable development

### 3.3 Implementation Timeline

	Short term	Medium term	Long term
<b>Structural Priority Recommendations</b>			
1. Strategically Align Existing and Future Initiatives of the Film & Entertainment Commission and Committee to the Stonecrest Film and Entertainment Commission Ordinance 051820			
2. Identify and Promote Stonecrest's Brand for the Creative Industries			
3. Create a Dedicated Website for the Film & Entertainment Commission			
4. Run Dedicated Marketing Campaigns to Celebrate Stonecrest's Brand			
5. Establish an Entertainment District			
6. Create a Research and Education Center for Digital Entertainment			

<sup>218</sup> United Nations (2022) “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels”. Online at <https://sdgs.un.org/goals/goal16> accessed 08-08-2023

7. Develop a One Stop Shop for Entertainment Related Licensing and Regulations	Orange		
Ecosystem Development Recommendations			
8. Connect the Local Creative Industries		Green	
9. Partner with the Arabia Mountain Alliance		Green	
10. Develop Busking Guidelines		Green	
11. Evaluate Non-Industry Related Spaces for Events			Teal
12. Develop Safety Initiatives at Night in Relation to Live Entertainment		Green	
13. Create Tourism Offer around Industry Productions and Events			Teal
14. Create a database of Stonecrest Creative Businesses and Talent	Orange		
15. Promote Best Practices in Terms of Equity, Accessibility and Diversity within the Creative Ecosystem		Green	

## 4. Conclusion

This work provides the City of Stonecrest with the data to understand the current state of the city and its film, music and digital industries. From conversations with city and industry workers it became clear that the film industry has, until now, been the main focus for city strategies - a finding also reflected by the impact which demonstrates that the film sector generates the greatest proportion of direct economic value (48.1%) compared to music and digital entertainment (25.5% and 26.3% respectively). However, with increased strategic planning for the development of music and digital entertainment to match that of film, Stonecrest can see significant economic, social and cultural results.

The Film & Entertainment Commission has the framework, the administrative support, the motivation and now the ideas to cultivate its creative industries. The tools are all there, Sound Diplomacy has

just provided the proof to justify why the film, music and digital entertainment industries are worth investing in both financially and strategically. Now is the time for Stonecrest to leverage its position in the region and state, formalize and strengthen contacts and partnerships, and turn its attention to developing a cohesive brand that represents the city’s unique identity, one that all residents, stakeholders and partners can be proud of. One that attracts new residents, audiences, stakeholders, businesses and investors. One that establishes Stonecrest as a center for the creative industries in its own right, gaining the success and recognition it deserves.

## 5. Detailed Methodology

### 5.1 Economic Impact Methodology

The economic impact analysis is based on official secondary sources and statistics, complemented by primary research conducted by Sound Diplomacy. It provides a reliable measure of the economic importance of the Film, Music, and Digital Entertainment sectors in Stonecrest, GA on three different scales: direct, indirect, and induced impact.

The results in this report correspond with data from 2019 with additional insights into 2020. This is due to most of the official data sources having a three-year delay. During the research process, the most up-to-date data available from the County Business Patterns and RIMS II multipliers was from 2020. Nevertheless, we took 2019 as the base year of analysis because 2020 was an atypical year for the cultural and creative industries due to the restrictions enforced by COVID-19.

Table 3. Economic Impact Dimensions

ECONOMIC IMPACT	DEFINITION
<b>Direct Economic Impact</b>	The direct impact is the economic activity directly connected to the Film, Music, and Digital Entertainment sectors, such as music venues, recording studios, software publishers, computer programmers, film production companies, etc.
<b>Indirect Economic Impact</b>	The indirect impact is related to the supportive activity of the suppliers of the Film, Music, and Digital Entertainment sectors and is related to local businesses that provide goods and services, such as advertising, legal affairs, food and beverage suppliers.

<b>Induced Economic Impact</b>	Induced impact is created when the direct and indirect workers of the Film, Music, and Digital Entertainment sectors spend their wages on food, transportation, entertainment, etc. in their daily life.
--------------------------------	--

The variables evaluated as part of the Economic Impact Assessment are the Film, Music and Digital Entertainment sectors output, employment and gross value added (GVA).

Table 4. Variables evaluated in the Economic Impact

VARIABLE	DEFINITION
<b>Output</b> <sup>219</sup>	The economic value produced by the sales of goods and services of the Film, Music, and Digital Entertainment sectors. For example, the economic output of music venues, nightclubs, film exhibitors, software developers, etc.
<b>Employment</b> <sup>220</sup>	The number of active jobs in the production of the Film, Music, and Digital Entertainment sectors goods and services in Stonecrest.
<b>Gross value added (GVA)</b> <sup>221</sup>	The output minus intermediate consumption (the costs of all inputs – for example, food and beverage suppliers, legal services, transportation costs, equipment, etc).

## Classifications

In order to define and frame the Film, Music, and Digital Entertainment economy according to the official data available we use **The Classification of Economic Activities of the North American Industrial Code 2017 (NAICS)**, which is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. We have used it to calculate the value of the economic activity in Stonecrest that can be attributed to the Film, Music, and Digital Entertainment economy (see the Appendix).

## Geographical Scope

<sup>219</sup> Bureau of Economic Analysis (2017)

<sup>220</sup> Ibid.

<sup>221</sup> Ibid.

The geographic scope of this assessment is limited to the City of Stonecrest, Georgia.

## Data Sources

Five main data sources have been used to conduct the economic impact analysis in Stonecrest, GA:

Table 5. List of Data Sources

DATA SOURCE	DETAILS
<b>County Business Patterns: 2019, 2020</b>	This source allows the calculation of the number of establishments and employees of the Film, Music, and Digital Entertainment sectors in Stonecrest, GA.
<b>Quarterly Census of Employment and Wages 2019, 2020</b>	This source allows a complementary source on the number of employees in the Film, Music, and Digital Entertainment sectors on a county level.
<b>BEA Regional Economic Accounts GDP by State 2001 - 2020</b>	This source provides GDP data according to the big industries at state and metropolitan levels.
<b>Regional Input-Output Modeling System (RIMS II)<sup>222</sup></b>	RIMS II provides both Type I and Type II regional input-output multipliers to estimate the indirect and induced economic impact of the NAICS economic activities.  Type I multipliers account for the direct and indirect impacts based on the economic dynamics of the Music Ecosystem supply chain. Type II multipliers account for both indirect and induced impacts based on the purchases made by employees of the Film, Music, and Digital Entertainment sectors.
<b>Sound Diplomacy primary data</b>	This data, collected through the mapping of agents, enables us to identify missing data points.

<sup>222</sup> See definitions in the Appendix

## 5.2 Mapping Analysis Methodology

### Overview

This mapping identified film, music, and digital entertainment-related assets in Stonecrest, GA. The mapping was produced using a database built from secondary sources and georeferenced with Sound Diplomacy's proprietary mapping tool.

### Asset Definitions

Below is the classification of the **Film** related assets (see Table 6).

Table 6. Classification of Film Related Assets

ACTIVITY	CATEGORY	DESCRIPTION
Film Production and Post-Production	Film Production and Post-Production	Person (or organization) that oversees the production and post-production of films, motion picture productions
Film Distribution	Film Distribution Agencies	Person (or organization) that oversees the marketing of films, motion picture productions
	Film Video Rentals	Person (or organization) that is engaged in the rental of physical or digital film videos for the private use of individuals.
Film Exhibition	Film Exhibitors (Cinemas)	Establishments that screen films and motion pictures
	Drive-in (Open Air) Motion Picture Theatres	Establishments that screen films and motion pictures in an open space (drive-in cinema)
Film Production Supplies	Motion Picture Film Manufacturers	Establishments engaged in manufacturing sensitized film, paper, toners and photographic chemicals, amongst others

Film Additional Support	Motion Picture Booking Agencies and Others	Individual film companies ranging from film booking agencies, film restoration services, and film libraries
Audiovisual Production and Broadcasting	Television Broadcasters	An organization that distributes television program content (images together with sound), transmitting programs to the public
	Cable Television Networks	Establishments engaged in operating studios and facilities for the broadcasting of programs on a subscription/fee basis
Audiovisual Advertising	Advertising Representatives	Establishments of independent representatives that sell media time or space for media owners
Audiovisual Production Supplies	Television Transmitting Antennas Providers	Establishments that manufacture television broadcast and wireless communications equipment
	Home Theater Audio and Video Equipment Manufacturers	
	Audiotape and Blank Manufacturers	
	Cameras and Television Merchant Wholesalers	
Other Supporting Activities	Food Catering Services	Establishments that provide food catering services to organizations such as film production companies

Below is the classification of the **Music** related assets (see Table 7).

Table 7. Classification of Music Related Assets

ACTIVITY	CATEGORY	DESCRIPTION
Music Creation 223	Independent Musician, Artist or Composer	Independent musicians, artists or composers with physical presence

	Bands, Orchestras & Choirs	Professional and community bands and orchestras, professional and community choirs and singing groups, including church choirs with physical presence
Live Music & Touring - Venue Infrastructure	Dedicated Live Music Venues	Establishments where live music performance is the main focus and with dedicated live music programming
	Multi-purpose Venues	Venues for hire, performing arts theaters, corporate event spaces, smaller sports facilities that host music at least two times a year
	Occasional Venues	Spaces different to venues, that occasionally host live music (e.g. parks, churches)
	Art Venues with Music	Galleries, museums and other 'art' spaces that occasionally host live music
	Arenas	Large capacity venues (over 2,000 seats) that primarily host sports and live music
	Nightclubs	Nightlife establishments with regular DJ nights and occasional live music performances
	Bars, Cafés, Restaurants with Music	Establishments where live music is performed regularly although their prime function is the sale of food and beverages
Live Music & Touring - Other Support	Bookers & Promoters	Registered, tax-paying businesses working in music talent booking and event promotion
	Live Events Producers	Organizations that present and/or produce artistic performances and events

<sup>223</sup> It is important to note assets that are generally linked to Music Creation can be identified but no georeference can be identified as these assets usually don't require/have one defined geographical space to conduct their activities. Therefore, our mapping cannot definitively identify all music creators in and around Stonecrest.



	Festivals	Ticketed or free to attend special events and concert series focusing on, or featuring live music programs and happening over one or multiple days
	Music Managers	Person (or organization) who oversees the business affairs of a musician or band
Recording & Publishing	Music Publishers	Person (or organization) responsible for licensing and administering the composition copyrights of songwriters
	Recording Studio & Rehearsal Rooms	Registered music and audio studios offering music recording, mastering and rehearsal services
	Record Labels	Music labels with physical presence
	Record Stores	Retail outlet that sells recorded music
Radio Broadcasting	Radio Networks	Public, community and commercial music radio networks
	Radio Stations	Public, community and commercial music radio stations
Instruments / Equipment	Instrument Manufacturers	Musical instrument manufacturers
	Musical Instruments & Equipment Stores	Musical instruments, equipment, and record stores, including rentals
Music Education	Academies, Schools, Conservatories, Universities, Colleges with Music Programs	Public and private music schools, and programs
Other Professional & Business Support	Music Publications & Newspapers	Publications, magazines and periodicals specialized in music
	Music PR & Marketing	Registered, tax-paying businesses working in music marketing and social media

	Other Commercial and Administrative Support Organizations for the Music Sector	Individual music companies ranging from accounting or content creation, to photography, event production, sync, publishing and licensing
	Music Associations and Nonprofits	Music associations and nonprofits - associations of artists and/or music industry, music nonprofits and charities

Below is the classification of the **Digital Entertainment** related assets (see Table 8).

**Table 8. Classification of Digital Entertainment Related Assets**

ACTIVITY	CATEGORY	DESCRIPTION
Digital Design, Programming and publishing	Software Publishers	Establishments that work on the activities necessary to produce and distribute computer software
	Graphic Designers	Person (or organization) that is engaged in planning, designing, and managing the production of visual communications such as the design of logos, printed materials, drawings, and illustrations
	Custom Computer Programmers	Person (or organization) that writes, modifies, tests, and supports software in order to fit customers' requirements
	Computer Systems Designers	Person (or organization) that plans and designs computer systems to integrate with hardware, software, and communication technologies
Digital Hosting and Broadcasting	Data Processors and Hosting	Establishments that provide the infrastructure for hosting or the services for data processing
Digital Entertainment Training and Education	Academies, Schools, Universities, Colleges with Digital Training or Education Programs	Public and private schools, and programs for digital skills

Other Professional & Business Support	Other Commercial and Administrative Support Organizations for the Digital Entertainment Sector	Individual companies that support digital entertainment businesses ranging from accounting, PR, and marketing
---------------------------------------	--	---

## 5.2.2 Instructions to use the interactive Film, Music & Digital Entertainment asset map

All categories are included and mapped on this [interactive map](#) tool developed specifically for Stonecrest, GA. In order to provide some insight into the complementary support of assets in areas nearby, the geolocation exercise also included the identification of assets in a radius of +5 km around Stonecrest.

On this zoomable tool, users can see a heat map of assets, by district within the city, and click on individual assets to see more information about each one. Each sector (film, music & digital entertainment) is color-coded and can be singled out or aggregated for a wider view.

The interactive map can be filtered by sector, segment, activity, asset category, District, and location (Stonecrest or in a buffer of 5 km around Stonecrest), by clicking on the sector, segment, activity, asset category, or District name in the menu on the right. To filter categories that do not appear on that menu (grouped as “other”), click on "search in..." and then type the name you want to filter. It is also possible to filter several categories simultaneously.<sup>224</sup>

The interactive map contains three types of heat maps, each of which can be activated with the check box:

- **Cluster Heat Map:** This is a visual aid that shows the clusters or groups of assets across the map.
- **No. Assets Heat Map:** This shows the concentration of assets by District. The darker the blue, the higher the concentration of assets in the District.
- **Assets Density Heat Map:** This shows the concentration of assets per square mile of each District. This allows us to compare the density in the Districts regardless of their size. The darker the red, the higher the concentration of assets in the District based on its size.

<sup>224</sup> If you are facing any issues when opening the map in Carto, please try to eliminate all the cookies from your browsers. Alternatively, try copying the link and opening it in a different tab or browser.

## 6. Bibliography

ACL Festival (n.d.) “Austin City Limits Music Festival”. Online at <https://www.aclfestival.com/> accessed 26-07-2023.

Apply 4 (n.d.) “Apply4 - Filmapp - Stonecrest”. Online at <https://app.apply4.com/filmapp/usa/stonecrest> accessed 11-10-2022

Atlanta International Airport (n.d.) “Homepage”. Online at <https://www.atl.com/about-atl/> accessed 13-10-2022

Ara (2019) “El cinema Ideal del Poblenou es transformarà en un gran centre d'arts digitals”. Online at [https://www.ara.cat/cultura/cinema-ideal-poblenou-transformara-digital\\_1\\_2683063.html](https://www.ara.cat/cultura/cinema-ideal-poblenou-transformara-digital_1_2683063.html) accessed 18-07-2023

Ara (2022) “Els museus aconseguixen el doble de públic que el primer any pandèmic”. Online at [https://www.ara.cat/cultura/museus-aconsegueixen-doble-public-any-pandemic\\_1\\_4233498.html](https://www.ara.cat/cultura/museus-aconsegueixen-doble-public-any-pandemic_1_4233498.html) accessed 18-07-2023

Ara (2022b) “Salvador Dalí com no l'haviem vist mai”. Online at [https://www.ara.cat/cultura/art/dali-cibernetec-esclata-ideal\\_1\\_4494598.html](https://www.ara.cat/cultura/art/dali-cibernetec-esclata-ideal_1_4494598.html) accessed 18-07-2023

The August Wilson African American Cultural Center (n.d.) “The August Wilson African American Cultural Center: about”. Online at <https://awaacc.org/about/> accessed 02-06-2023.

Austin Music Foundation (n.d.) “Love Austin Music Month”. Online at [https://austinmusicfoundation.org/get-involved/love\\_austin\\_-music\\_-month/](https://austinmusicfoundation.org/get-involved/love_austin_-music_-month/) accessed 26-07-2023.

Austin Texas Gov. (n.d. a) “Austin City of Media Arts”. Online at <https://www.austintexas.gov/department/austin-city-media-arts> accessed 26-07-2023.

Austin Texas Gov. (n.d. b.) “Austin-Toronto Music City Alliance”. Online at <https://www.austintexas.gov/department/austin-toronto-music-city-alliance#:~:text=The%20Austin%2DToronto%20Music%20City.Culture%20Division%2C%20and%20private%20industry> accessed 26-07-2023.

Austin Texas Gov. (n.d. c) “Economic Development: Wander”. Online at <https://www.austintexas.gov/page/wander> accessed 26-07-2023.

Austin Texas Gov. (n.d. d) “Economic Development: Tempo”. Online at <https://www.austintexas.gov/department/tempo> accessed 26-07-2023.

BASE Milano (n.d.) [Website]. Online at <https://base.milano.it/en/> accessed 18-07-2023

Benner, C. (2014) “SEPTA’s late-night experiment a ‘huge step forward’ into Philly’s future”. Online at <https://why.org/articles/septas-late-night-experiment-a-huge-step-forward-into-philadelphias-future/> accessed 20-10-2022

Berliner Festspiele (n.d.) [Website]. Online at <https://www.berlinerfestspiele.de/en/berliner-festspiele/start.html> accessed 18-07-2023

Best Places (2022) “2022 Cost of Living Calculator: Stonecrest, Georgia vs United States”. Online at <https://www.bestplaces.net/cost-of-living/stonecrest-ga/stonecrest-ga/55000> accessed 22-09-2022

Biz New Orleans (2022) “State of Louisiana Premieres New Entertainment Industry Website”. Online at <https://www.bizneworleans.com/state-of-louisiana-premieres-new-entertainment-industry-website/> accessed 21-07-2023

Boulder County (n.d.) “County Ordinances”. Online at <https://bouldercounty.gov/government/ordinances/> accessed 24-10-2022

Bradford Film Heritage (n.d.) “About us”. Online at <https://www.bradfordfilmheritage.com/bradford-film-heritage/> accessed 25-11-202

Cafe Coda. (2023, Mar 17). *[No caption.]* [Image]. Facebook. Accessed 20.04.23

Cause IQ (2023) “Pittsburgh Cultural Trust”. Online at <https://www.causeiq.com/organizations/pittsburgh-cultural-trust.251469002/> accessed 06-06-2023.

Choose Chicago (n.d.) “Choose Chicago: Year of Chicago Music”. Online at <https://www.choosechicago.com/year-of-chicago-music/> accessed 21-07-2023.

Citizenserve (n.d.) “Portal Controller”. Online at <https://www.citizenserve.com/Portal/PortalController> accessed 11-10-2022

City of Austin (2019). Musician Loading Permits. Online at <https://www.austintexas.gov/page/musician-loading-permits> accessed 9-12-2022

City of Boulder (n.d.) “Chapter 9 - Noise”. Online at [https://library.municode.com/co/boulder/codes/municipal\\_code?nodeld=TIT5GEOF\\_CH9NO\\_5-9-3EXDESOLEPR](https://library.municode.com/co/boulder/codes/municipal_code?nodeld=TIT5GEOF_CH9NO_5-9-3EXDESOLEPR) accessed 24-10-2022

City of Chicago (n.d. a) “DCASE: Year of Chicago Music”. Online at [https://www.chicago.gov/city/en/depts/dca/supp\\_info/music.html](https://www.chicago.gov/city/en/depts/dca/supp_info/music.html) accessed 13-07-2023

City of Chicago. (n.d b.) “Chicago Made — Music”. Online at [https://www.chicago.gov/city/en/depts/dca/supp\\_info/chicago\\_made6.html](https://www.chicago.gov/city/en/depts/dca/supp_info/chicago_made6.html) accessed 21-07-2023.

City of Chicago (n.d. c) “Cultural Affairs and Special Events”. Online at <https://www.chicago.gov/city/en/depts/dca.html> accessed 21-07-2023.

City of Indianapolis (n.d. a) “Special Events Permits”. Online at <https://www.indy.gov/activity/special-events-permits> accessed 25-10-2022

City of Indianapolis (n.d. b) “Special Event Permit Application User Guide”. Online at <https://citybase-cms-prod.s3.amazonaws.com/1706562f75fe43f4a13923299c0cb852.pdf> accessed 25-10-2022

City of Melbourne (2018) “Melbourne Busking Handbook” Online at <https://hdp-au-prod-app-com-participate-files.s3.ap-southeast-2.amazonaws.com/1215/5857/4072/melbourne-busking-handbook.pdf> accessed 06-07-2023.

City of Melbourne (n.d a) “Busking and street entertainment”. Online at <https://www.melbourne.vic.gov.au/arts-and-culture/film-music-busking/street-entertainment-busking/Pages/melbourne-busking-handbook.aspx> accessed 06-07-2023.

City of Melbourne (n.d b) “Revision of 2011 Busking Guidelines”. Online at [https://participate.melbourne.vic.gov.au/busking-guidelines?\\_ga=2.232699610.453668159.1688635995-29425323.1688635995](https://participate.melbourne.vic.gov.au/busking-guidelines?_ga=2.232699610.453668159.1688635995-29425323.1688635995) accessed 06-07-2023.

City of Milwaukee (2019) “Liquor and Tavern Regulations 90-37.” Online at <https://city.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-1/CH90.pdf> accessed 9-12-2022

City of New Orleans (2022) “City of New Orleans One Stop Permits & Licenses”. Online at <https://onestopapp.nola.gov/> accessed 06-07-2023.

City of Stonecrest (2019) “Comprehensive Plan 2038”. Online at <https://www.stonecrestga.gov/Assets/Files/Departments/ComprehensivePlan/Comp-Plan-2038.pdf> accessed 28-11-2022

City of Stonecrest (2020a) “Transportation Master Plan”. Online at <https://www.stonecrestga.gov/Assets/Files/TransportationPlan/stonecrest-transportation-master-plan-report-draft-08112020.pdf> accessed 13-10-2022

City of Stonecrest (2020b) “Parks and Recreation Master Plan”. Online at [https://www.stonecrestga.gov/Assets/Files/Departments/ParksRecreation/Stonecrest\\_FinalPlan\\_10.9.pdf](https://www.stonecrestga.gov/Assets/Files/Departments/ParksRecreation/Stonecrest_FinalPlan_10.9.pdf) accessed 28-11-2022

City of Stonecrest (2021a) “Chapter 18 - NUISANCES - DIVISION 1. - NOISE IN RESIDENTIAL AREAS”. Online at [https://library.municode.com/ga/stonecrest/codes/code\\_of\\_ordinances?nodeld=CD\\_ORD\\_CH18NU\\_ARTVIINO\\_DIV1NOREAR](https://library.municode.com/ga/stonecrest/codes/code_of_ordinances?nodeld=CD_ORD_CH18NU_ARTVIINO_DIV1NOREAR) accessed 11-10-2022

City of Stonecrest (2021b) “Chapter 18 - NUISANCES - DIVISION 2. - NOISE IN COMMERCIAL AND INDUSTRIAL AREAS AND IN MIXED-USE DEVELOPMENTS”. Online at [https://library.municode.com/ga/stonecrest/codes/code\\_of\\_ordinances?nodeld=CD\\_ORD\\_CH18NU\\_ARTVIINO\\_DIV2NOC OINARMIEDE](https://library.municode.com/ga/stonecrest/codes/code_of_ordinances?nodeld=CD_ORD_CH18NU_ARTVIINO_DIV2NOC OINARMIEDE) accessed 11-10-2022

City of Stonecrest (2021c) “Chapter 27 - ZONING ORDINANCE - Sec. 1.1.11. - Transitional provisions.”. Online at [https://library.municode.com/ga/stonecrest/codes/code\\_of\\_ordinances?nodeld=CD\\_ORD\\_CH27Zoor\\_ART1GERE\\_DIV1GERE\\_PR\\_S1.1.11TRPR](https://library.municode.com/ga/stonecrest/codes/code_of_ordinances?nodeld=CD_ORD_CH27Zoor_ART1GERE_DIV1GERE_PR_S1.1.11TRPR) accessed 13-10-2022

City of Stonecrest (2023) “Film and Entertainment”. Online at <https://www.stonecrestga.gov/FilmandEntertainment.aspx> accessed 05-07-2023

City of Stonecrest (n.d. a) "Planning & Zoning Department". Online at <https://www.stonecrestga.gov/PlanningZoning.aspx> accessed 11-10-2022

City of Stonecrest (n.d. b) "Stonecrest Film & Entertainment Commission". Online at <https://www.stonecrestga.gov/film-entertainment-committee.aspx> accessed 16-11-2022

City of Stonecrest (n.d. c) "Transportation Advisory Committee". Online at <https://www.stonecrestga.gov/transportation-advisory-committee.aspx> accessed 13-10-2022

City of Stonecrest (n.d. d) "Homepage". Online at <https://www.stonecrestga.gov/> accessed 13-07-2023

City of Toronto (2018a) "Summary: City-approved Venue Protection Measures including TOcore and "Agent of Change"". Online at <https://www.toronto.ca/legdocs/mmis/2018/ma/bgrd/backgroundfile-117429.pdf> accessed 17-10-2022

City of Toronto (2018b) "TOcore: Downtown Plan Official Plan Amendment". Online at <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PG29.4> accessed 17-10-2022

City of Toronto (2021) "Toronto Music Advisory Committee". Online at <https://www.toronto.ca/business-economy/industry-sector-support/music/directory/toronto-music-advisory-committee/> accessed 13-10-2022

City of Vancouver Gov. "Creating safe and vibrant nightlife spaces: Vancouver's Last Call Pilot Project takes a stand against sexual violence". Online at <https://vancouver.ca/news-calendar/vancouver-s-last-call-pilot-project-takes-a-stand-against-sexual-violence.aspx> accessed 19-07-2023.

Covington News (2012) "Vampires Keep Bringing in Tourists". Online at <https://www.covnews.com/news/vampires-keep-bringing-in-tourists-money/> accessed 26-07-2023

Data USA (2020) "Stonecrest, GA". Online at <https://datausa.io/profile/geo/stonecrest-ga> accessed 22-09-2022

Decatur Arts Alliance (2022) "Decatur Buskers Program." Online at <https://decaturartsalliance.org/decatur-buskers-program/> accessed 12-10-2022



DeKalb County (2013) “Stonecrest LCI Plan 2013”. Online at

[http://web.dekalbcountyga.gov/planning/wp-content/uploads/2014/01/StonecrestLCI\\_FULL-REPORT\\_FINAL\\_WITH-APPENDIX.pdf](http://web.dekalbcountyga.gov/planning/wp-content/uploads/2014/01/StonecrestLCI_FULL-REPORT_FINAL_WITH-APPENDIX.pdf) accessed 24-11-2022

DeKalb County, Georgia Film, Music & Digital Entertainment (Five-Year Strategic Plan for Economic Development

2017–2022). Online at [https://dekalbentertainment.com/wp-content/uploads/2017/11/DFMDE-Study-FINAL-v5\\_4.pdf](https://dekalbentertainment.com/wp-content/uploads/2017/11/DFMDE-Study-FINAL-v5_4.pdf) accessed 17-11-2022

DeKalb County School District (n.d. a) “Homepage”. Online at <https://www.dekalbschoolsga.org> accessed 22-09-2022

DeKalb County School District (n.d. b.) “Middle School Curriculum”. Online at

<https://www.dekalbschoolsga.org/curriculum/middle-school/> accessed 10-10-2022

DeKalb County School District (n.d. c) “High School Curriculum”. Online at

<https://www.dekalbschoolsga.org/curriculum/high-school/> accessed 10-10-2022

DigaliX (n.d.) “[Website]”. Online at <https://www.digalix.com/en/> accessed 18-07-2023

Discover Atlanta (2023) “Music”. Online at <https://discoveratlanta.com/news/presskit/music/> accessed 7-08-2023

Discover Covington GA (n.d.) “Discover Covington Georgia”. Online at <https://discovercovingtonga.com/> accessed 19-07-2023.

Downtown Brooklyn (n.d. a) “Explore the Brooklyn Cultural District”. Online at

<https://www.downtownbrooklyn.com/brooklyn-cultural-district> accessed 23-11-2022

Downtown Brooklyn (n.d. b) “Downtown Brooklyn + Dumbo Art Fund”. Online at

<https://www.downtownbrooklyn.com/dtbk-dumbo-art-fund> accessed 23-11-2022

Downtown Brooklyn (n.d. c) “Events”. Online at <https://www.downtownbrooklyn.com/events> accessed 23-11-2022

Els Amics de les Arts (n.d.) “First Listening”. Online at <https://www.elsamicsdelesarts.cat/2020/02/primera-escolta/> accessed 07-08-2023.

Eyesberg Studio (n.d.) [Website]. Online at <https://eyesbergstudio.com/> accessed 18-07-2023

Exhibition Hub (n.d.) [Website]. Online at <https://www.exhibitionhub.com/> accessed 18-07-2023

Explore Georgia (n.d.) "Homepage". Online at <https://www.exploregeorgia.org/> accessed 13-07-2023

Explore Georgia (2023) "Georgia Film Trail". Online at <https://www.exploregeorgia.org/itinerary/georgia-film-trail> accessed 26-07-2023

Fantastic Fest (n.d.) "Fantastic Fest: About". Online at <https://fantasticfest.com/about/about-ff> accessed 26-07-2023.

FCB North America (n.d.) "FCB: Homepage". Online at <https://fcbnorthamerica.com/work> accessed 21-07-2023.

Film London (n.d.) "Green Screen". Online at <https://filmlondon.org.uk/filming-in-london/green-screen> accessed 25-11-2022.

Film Rockdale (n.d.) "Film Industry Resources". Online at <https://www.filmrockdale.com/97-2/> accessed 06-07-2023

Flat Rock Archives (n.d.) "About us". Online at <http://www.flatrockarchives.com/about-us> accessed 17-11-2022

Frazier & Deeter (n.d.) "Georgia Music Tax credit on my mind". Online at <https://www.frazierdeeter.com/insights/georgia-musical-tax-credits-on-my-mind/> accessed 10-10-2022

Fusebox (n.d.) "Fusebox International Performing Arts Festival". Online at <https://fuseboxfestival.com/> accessed 26-07-2023.

Georgia Council for the Arts (2023) "Grants recipients and Counties". Online at [https://www.georgia.org/sites/default/files/2022-08/fy23\\_gca\\_grants\\_-\\_recipients\\_and\\_counties.pdf](https://www.georgia.org/sites/default/files/2022-08/fy23_gca_grants_-_recipients_and_counties.pdf) accessed 09-01-2023

Georgia Department of Economic Development (2021) "Georgia Interactive Tax Credit Application." Online at <https://www.cognitoforms.com/GDECD1/GeorgiaInteractiveTaxCreditApplication> accessed 10-10-2022

Georgia Department of Economic Development (n.d.) "Film Tax Incentives." Online at [https://www.georgia.org/sites/default/files/2022-03/georgia\\_film\\_tax\\_incentive\\_brochure.pdf](https://www.georgia.org/sites/default/files/2022-03/georgia_film_tax_incentive_brochure.pdf) accessed 10-10-2022

Georgia Music Partners (n.d.) “We celebrate a milestone but there’s more work to do”. Online at <https://georgiamusicpartners.org/georgia-music-day-what-now-hb155-georgia-music-investment-act-2/> accessed 19-04-2023

Georgia USA (n.d. a) “Filming locations”. Online at [https://ga.reel-scout.com/loc\\_results.aspx?search=&city=Stonecrest&cityid=716](https://ga.reel-scout.com/loc_results.aspx?search=&city=Stonecrest&cityid=716) accessed 21-07-2023

Georgia USA (n.d. b) “Incentives and Applications”. Online at <https://www.georgia.org/industries/film-entertainment/georgia-film-tv-production/production-incentives> accessed 13-07-2023

Glasgow Life (n.d.) [Website]. Online at <https://www.glasgowlife.org.uk/> accessed 15-11-2022

Global Cultural Districts Network (n.d.) “Pittsburgh Cultural Trust, Pittsburgh”. Online at <https://gcdn.net/member/2027/#:~:text=The%20Pittsburgh%20Cultural%20Trust%20with,by%20the%20Pittsburgh%20Post%20Gazette> accessed 06-06-2023.

Global Goals (n.d.) “The 17 Sustainable Development Goals”. Online at <https://sdgs.un.org/goals> 13.07.2023

Good Night Out Vancouver (n.d. a) “GNOV: About”. Online at <https://www.goodnightoutvancouver.com/aboutgno> accessed 19-07-2023

Good Night Out Vancouver (n.d. b) “GNOV: New Workshop Fee Structure”. Online at <https://www.goodnightoutvancouver.com/fees> accessed 19-07-2023

Good Night Out Vancouver (n.d. c) “GNOV: Workshops”. Online at <https://www.goodnightoutvancouver.com/saferspaces> accessed 19-07-2023

Green Screen (n.d.) “About”. Online at <https://www.green-screen.org.uk/about-green-screen> accessed 25-11-2022

Greater London Authority (2019) “Cultural Infrastructure Plan: A Call to Action”. Online at [https://www.london.gov.uk/sites/default/files/cultural\\_infrastructure\\_plan\\_online.pdf](https://www.london.gov.uk/sites/default/files/cultural_infrastructure_plan_online.pdf) accessed 23-11-2022

Greater London Authority (n.d.) “Cultural Infrastructure Plan and Toolbox”. Online at <https://www.london.gov.uk/programmes-strategies/arts-and-culture/culture-and-good-growth/cultural-infrastructure-plan-and-toolbox> accessed 23-11-2022

Green Production Guide (n.d.) “GPG: Unified Best Practices Guide”. Online at [https://greenproductionguide.com/wp-content/uploads/2016/05/2016\\_PGA-Green-Unified-Best-Practices-Guide.pdf](https://greenproductionguide.com/wp-content/uploads/2016/05/2016_PGA-Green-Unified-Best-Practices-Guide.pdf) accessed 21-07-2023.

IDEAL (2022) Dalí cibernètic. Online at <https://idealbarcelona.com/en/agenda/cybernetic-dali/> accessed 18-07-2023

IDEAL (n.d. a) [Website]. Online at <https://idealbarcelona.com/en/> accessed 28-09-2022

IDEAL (n.d. b) “IDEAL” Online at <https://idealbarcelona.com/en/ideal/> accessed 28-09-2022

IDEAL (n.d. c) “Lab”. Online at <https://idealbarcelona.com/en/creative-lab-artistic-residencies/> accessed 28-09-2022

IDEAL (n.d. d) “Sónar at IDEAL”. Online at <https://idealbarcelona.com/en/agenda/sonar-at-ideal/> accessed 18-07-2023

IDEAL (n.d. e). “Residency - Universe”. Online at <https://idealbarcelona.com/en/lab/projecte/residency-antilatency/> accessed 18-07-2023

IDEAL (n.d. f). “Agenda: Tutankamon”. Online at <https://idealbarcelona.com/en/agenda/tutankamon/> accessed 07-08-2023

Indy Film Library (2023) “How big is the indy film market?”. Online at <https://indymovielibrary.com/how-big-is-the-indy-film-market/#:~:text=While%20exact%20figures%20for%20most,13%25%20of%20box%20office%20revenues> accessed 7-08-2023

Kaytes, Sarah (2020, December 15). Music News: Nashville Entrepreneur Center Expands Project Music to All Realms of Entertainment - *Music Row*.

Last Call Project (n.d.) “Last Call: About the Last Call Pilot.” Online at <https://lastcallproject.ca/about> accessed 19-07-2023.

Library Municode (2021) “Stonecrest, Georgia - Code of Ordinances CODE OF ORDINANCES Chapter 15 - LICENSES, PERMITS AND MISCELLANEOUS BUSINESS REGULATIONS ARTICLE XIV. - FILM PRODUCTION”. Online at [https://library.municode.com/ga/stonecrest/codes/code\\_of\\_ordinances?nodeld=CD\\_ORD\\_CH15LIPEMIBURE\\_ARTXIVFIPR](https://library.municode.com/ga/stonecrest/codes/code_of_ordinances?nodeld=CD_ORD_CH15LIPEMIBURE_ARTXIVFIPR)

Louisiana Economic Development (n.d. a) “About Louisiana Economic Development”. Online at <https://www.opportunitylouisiana.gov/about-led> accessed 21-07-2023.

Louisiana Economic Development (n.d. b) “Louisiana Entertainment Enters Era of Growth”. Online at <https://www.opportunitylouisiana.gov/screen-tested> accessed 21-07-2023.

Louisiana Economic Development (n.d. c) “State of Louisiana Premieres New Entertainment Industry Website”. Online at <https://www.opportunitylouisiana.gov/led-news/news-releases/news/2022/09/22/state-of-louisiana-premieres-new-entertainment-industry-website> accessed 21-07-2023.

Louisiana Entertainment (n.d. a) “Incentives”. Online at <https://www.louisianaentertainment.gov/film/incentives> accessed 25-11-2022

Louisiana Economic Development (n.d. b.) “State of Louisiana Premieres New Entertainment Industry Website”. Online at <https://www.opportunitylouisiana.gov/led-news/news-releases/news/2022/09/22/state-of-louisiana-premieres-new-entertainment-industry-website> accessed 21-07-2023.

Louisiana Entertainment (2023a). “Louisiana Entertainment”. Online at <https://www.louisianaentertainment.gov/> accessed 21-07-2023.

Louisiana Entertainment (2023b). “Industry: Interactive”. Online at <https://www.louisianaentertainment.gov/interactive> accessed 21-07-2023.

Magma Cultura (n.d.) [Website]. Online at <https://magmacultura.com/> accessed 18-07-2023

MARTA (n.d.) "Homepage". Online at <https://itsmarta.com/Default.aspx> accessed 13-10-2022

Media Arts Cities (n.d.) "Media Arts Cities: City to City". Online at <https://mediaartscities.com/city-to-city/> accessed 26-07-2023.

Minoria Absoluta (n.d.) [Website]. Online at <https://minoriaabsoluta.com/en/> accessed 18-07-2023

MIRA Digital Arts Festival (2019) "IDEAL, Spain's first Digital Arts Centre". Online at <https://mirafestival.com/en/ideal-spains-first-digital-arts-centre/> accessed 28-09-2022

MIRA Festival (n.d.) "Homepage". Online at <https://mirafestival.com/en/> accessed 18-07-2023

Music Victoria & Live Music Roundtable (n.d.) "Best Practice Guidelines for Live Music Venues". Online at [https://www.musicvictoria.com.au/wp-content/uploads/bsk-pdf-manager/2019/07/BPG\\_Venues\\_2017LR.pdf](https://www.musicvictoria.com.au/wp-content/uploads/bsk-pdf-manager/2019/07/BPG_Venues_2017LR.pdf) accessed 15-11-2022

Nashville Entrepreneur Center (n.d. a) "Project Music & Entertainment". Online at <https://www.ec.co/programs/project-music-entertainment/> accessed 18-07-2023.

Nashville Entrepreneur Center (n.d. b) "Project Music & Entertainment: Portfolio". Online at <https://www.ec.co/portfolio/> accessed 18-07-2023.

Pittsburgh Public Theater (n.d.) "Pittsburgh Public Theater:About the Public". Online at [https://ppt.org/ppt\\_home/about](https://ppt.org/ppt_home/about) accessed 07-07-2023.

Positively Pittsburgh (n.d.) "Pittsburgh's Cultural District". Online at <https://positivelypittsburgh.com/pittsburgh-cultural-district-2/> accessed 02-06-2023.

Região Autónoma da Madeira (2017) "Tourism Strategy for Madeira 2017-2021"

- SEPTA (n.d.) “Lines & Routes. Night Owl Service routes”. Online at <https://www5.septa.org/travel/routes/?service=&keyword=> accessed 20-10-2022
- Scientific and Cultural Facilities District (n.d.) [Website]. Online at <https://scfd.org/> accessed 24-10-2022
- Society for Arts and Technology (n.d.) [Website]. Online at <https://sat.gc.ca/en/sat> accessed 18-07-2023
- Sónar (n.d.) [Website]. Online at <https://sonar.es/en/2023> accessed 18-07-2023
- Sound Diplomacy. (2022). *Greater Madison Music City: Music Recovery Framework*. Retrieved online [here](#). Accessed 22.03.2023
- South By SouthWest (2023) “SXSW: About”. Online at <https://www.sxsw.com/about/> accessed 22-06-2023.
- Stonecrest Resorts (n.d.) “Privi”. Online at <https://www.stonecrestresorts.com/privi> accessed 16-11-2022
- Stonecrest Film and Entertainment Commission Ordinance 051820 (2020)  
<https://docs.google.com/document/d/1tHt8DUi0Rebq2vJ4-Rdu74gheAnZJe2j/edit> accessed 13-07-2023
- SXSW (n.d.) “SXSW Art Program”. Online at <https://www.sxsw.com/exhibitions/sxsw-art-program/> accessed 26-07-2023.
- Task Force on Equity in Music and Entertainment. (2018). *Report to City of Madison Common Council*. Retrieved online [here](#). Accessed 21.03.2023
- Tennessee Department of Education (n.d.) “Arts Education/State of the Arts (SOTA)”. Online at <https://www.tn.gov/education/state-of-the-arts--sota-.html> accessed 24-10-2022
- Three Sixty Eight (2022) “Louisiana Entertainment Site”. Online at <https://www.threesixtyeight.com/work/louisiana-entertainment-industry-website> accessed 21-07-2023
- Town Charts (n.d.) “Stonecrest, Georgia Economy Data”. Online at <https://www.towncharts.com/Georgia/Economy/Stonecrest-city-GA-Economy-data.html> accessed 22-09-2022
- TRESC (2021) “What Is It?”. Online at <https://www.tresc.cat/i/que-es-el-club/> accessed 18-06-2023

Travel Wisconsin (n.d.) “Joint Effort Marketing (JEM) Grant Program”. Online at <https://www.industry.travelwisconsin.com/industry-resources/grants/joint-effort-marketing-jem-grant-program/> accessed 23-11-2022

Trust Arts Org. (n.d. a) “Pittsburgh Cultural Trust: About”. Online at [https://trustarts.org/pct\\_home/about](https://trustarts.org/pct_home/about) accessed 02-06-2023.

Trust Arts Org. (n.d. b) “Benedum Center for the Performing Arts”. Online at [https://trustarts.org/pct\\_home/about](https://trustarts.org/pct_home/about) accessed 02-06-2023.

Trust Arts Org. (n.d. c) “Theater Square”. Online at [https://trustarts.org/pct\\_home/visit/facilities/theater-square](https://trustarts.org/pct_home/visit/facilities/theater-square) accessed 07-07-2023.

Trust Arts Org. (n.d. d) “Byham Theater”. Online at [https://trustarts.org/pct\\_home/visit/facilities/byham](https://trustarts.org/pct_home/visit/facilities/byham) accessed 07-07-2023.

Trust Arts Org. (n.d. e) “Harris Theater”. Online at [https://trustarts.org/pct\\_home/visit/facilities/byham](https://trustarts.org/pct_home/visit/facilities/byham) accessed 07-07-2023.

UNESCO (2015), Cultural times, The first global map of cultural and creative industries.

United Cities and Local Governments (2018) “Culture in the Sustainable Development Goals.” Online at [https://www.agenda21culture.net/sites/default/files/culturesdqs\\_web\\_en.pdf](https://www.agenda21culture.net/sites/default/files/culturesdqs_web_en.pdf) accessed 26-07-2023

UNESCO Org (n.d.) “Creative Cities Network: Austin”. Online at <https://en.unesco.org/creative-cities/austin> accessed 26-07-2023.

United Nations (2022) “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”. Online at <https://sdgs.un.org/goals/goal8> accessed 19-07-2023

United Nations (2022b) “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”. Online at <https://sdgs.un.org/goals/goal9> accessed 19-07-2023



United Nations (2022c) “Make cities and human settlements inclusive, safe, resilient and sustainable”. Online at <https://sdgs.un.org/goals/goal11> accessed 19-07-2023

United Nations (2022d) “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”. Online at <https://sdgs.un.org/goals/goal4> accessed 19-07-2023

United Nations (2022e) “Achieve gender equality and empower all women and girls”. Online at <https://sdgs.un.org/goals/goal5> accessed 19-07-2023

United Nations (2022f) “Ensure sustainable consumption and production patterns”. Online at <https://sdgs.un.org/goals/goal12> accessed 19-07-2023

United States Census Bureau (2021) “Stonecrest city, Georgia.” Online at <https://www.census.gov/quickfacts/stonecrestcitygeorgia> accessed 22-09-2022

Universe (n.d) [Website]. Online at <https://www.univer.se/> accessed 18-07-2023

Urbanize Atlanta (2022) “With a dozen new tenants, Stonecrest mall redo is ‘gaining momentum’”. Online at <https://atlanta.urbanize.city/post/stonecrest-mall-lithonia-development-new-tenants-hotel-gain-momentum> accessed 16-11-2022

Urban Community Arts Network (n.d.) “About Us”. Retrieved online [here](#). Accessed 22.03.2023

Wisconsin Arts Board (n.d.) “Creation and Presentation Program”. Online at <https://artsboard.wisconsin.gov/Pages/Community/CPA.aspx> accessed 23-11-2022

20 Minutos (2022) “El Centre Ideal propone un "viaje inmersivo" por la mente de Dalí en una exposición”. Online at <https://www.20minutos.es/noticia/5004802/0/el-centre-ideal-propone-un-viaje-inmersivo-por-la-mente-de-dali-en-una-exposicion/> accessed 18-07-2023



---

## CITY COUNCIL AGENDA ITEM

---

**SUBJECT: Approval for Stonecrest Development Authority Funds**

---

**AGENDA SECTION:** *(check all that apply)*

- PRESENTATION     PUBLIC HEARING     CONSENT AGENDA     OLD BUSINESS  
 NEW BUSINESS     OTHER, PLEASE STATE: Click or tap here to enter text.
- 

**CATEGORY:** *(check all that apply)*

- ORDINANCE     RESOLUTION     CONTRACT     POLICY     STATUS REPORT  
 OTHER, PLEASE STATE: MOU For SDA Funds
- 

**ACTION REQUESTED:**  DECISION     DISCUSSION,     REVIEW, or     UPDATE ONLY

---

**Previously Heard Date(s):** Click or tap to enter a date. & Click or tap to enter a date.

**Current Work Session:** Click or tap to enter a date.

**Current Council Meeting:** Monday, September 25, 2023

---

**SUBMITTED BY:** Jazzmin Cobble, Mayor

**PRESENTER:** Jazzmin Cobble, Mayor

**PURPOSE:** To receive funding for Stonecrest Development Authority

**FACTS:** MOU between the City of Stonecrest and the Stonecrest Development Authority for funding.

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve Click or tap here to enter text.

**ATTACHMENTS:**

- (1) Attachment 1 - MOU
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.

**MEMORANDUM OF UNDERSTANDING BETWEEN  
THE CITY OF STONECREST AND THE STONECREST  
DEVELOPMENT AUTHORITY**

This Memorandum of Understanding (hereinafter referred to as "**MOU**") is made and entered into by and between **the City of Stonecrest ("the City")**, with principal offices at 3120 Stonecrest Blvd., Stonecrest, Georgia 30038, and the **Stonecrest Development Authority ("SDA")** with principal offices at \_\_\_\_\_ (collectively, the "**Parties**"). This Agreement sets forth the terms, conditions, and obligations of the Parties.

**Recitals**

WHEREAS, on or about \_\_\_\_\_, the City budgeted and remitted to the SDA a loan in the amount of \$100,000.00 for the purposes of funding SDA activities as allowed by O.C.G.A. § 36-62-1, *et seq.*; and

WHEREAS, after the budgeted and approved loan was transferred to the SDA, an unapproved transfer in the amount of \$50,000.00 was transferred from the City to the SDA on or around \_\_\_\_\_; and

WHEREAS, the SDA, under former leadership, received and spent a portion of the unapproved funds; and

WHEREAS, neither the initial loan nor the unapproved funds have been paid back to the City; and

WHEREAS, it is the desire and intentions of the current SDA members to repay the total of \$150,000.00 back to the City to represent a reimbursement of the unauthorized transfer and the repayment of the loan; and

WHEREAS, the SDA does not currently have enough funds in its account to repay the full amount owed to the City; and

WHEREAS, the SDA, under its current leadership, expects and anticipates various projects to generate SDA funds; and

WHEREAS, it is the intention of the SDA Board to use the funds generated by the upcoming projects to repay the City; and

WHEREAS, the Parties desire to enter into this MOU to address, among other things, each party's duties and responsibilities as it relates to the repayment of the funds at issue.

**Terms**

- 1. Purpose:** To effectuate the repayment of monies owed by the SDA to the City.
- 2. Term:** The MOU shall be effective upon the day and date the last payment of the \$150,000.00, which represents the loan and unauthorized transfer, is made by the SDA to the City, but not to extend beyond **December 31, 2026**. The MOU may be terminated or extended by mutual written consent of the Parties to this MOU.
- 3. Responsibilities of the SDA:**
  - 3.1** The SDA will prepare and provide to the City an accounting statement at the time of execution of this MOU and after the successful completion of each project secured by the SDA.

**3.2** The SDA will provide a timeline to the City of when and how the total of \$150,000.00 will be repaid to the City by March 1, 2024. Said timeline shall not extend beyond the term of this MOU. The timeline shall be voted on by the SDA Board before forwarded to the City and the City must approve the timeline by a majority vote.

**3.3** The SDA shall pay its financial obligations required under this MOU within thirty (30) days from the timeline date or this MOU will be void and the City shall have the authority to collect its loan and unauthorized funds by any means allowed under the law, up to and including litigation.

**3.4** The SDA will provide an accounting of its financial activity to be included in the City's annual audit.

**3.5** The SDA, upon request by either the Mayor or the City Manager, shall provide any and all documents relating to its financial activity if said request is outside of the terms of this MOU. However, such accounting shall not be requested more frequently than monthly.

**4. Responsibilities of the City:**

**4.1** The City shall not unduly withhold additional funding to the SDA.

**4.2** The City shall not withhold the SDA's access to the City's financial staff to assist in its preparation of accounting activity.

**4.3** The City shall provide its support to the SDA's statutory activities and projects as to not hinder the SDA's success.

**4.4** Within 30 days of receipt of payment from the SDA, the City shall provide an update of the balance owed to the SDA.

**5. General Provisions:**

**5.1 Amendments:** Either Party may request changes to this MOU. Any changes, modifications, revisions, or amendments to this MOU which are mutually agreed upon by and between the Parties to this MOU shall be incorporated by written instrument, and effective when executed and signed by all Parties to this MOU.

**5.2 Applicable Law:** This MOU shall be construed under and in accordance with the laws of the State of Georgia. The legal venue of this MOU and any dispute arising therefrom shall lie in the appropriate court in DeKalb County, Georgia.

**5.3 Entirety of Agreement:** This MOU contains the entire agreement between the Parties, and supersedes any prior negotiations, representations, and agreements concerning the subject matter of this MOU whether written or oral.

**5.4 Severability:** In the event any provision of this MOU is held to be invalid or

unenforceable for any reason, the remainder of the MOU shall continue in full force and effect, and the Parties may renegotiate the terms affected by the severance.

**5.5 No Prior Assignment of Rights:** The Parties warrant that they have not assigned, pledged, or otherwise transferred any portion of this MOU and that no other person or entity has any interest therein.

**5.6 Liability and Indemnification:** To the extent allowed by law, each Party shall indemnify and hold harmless the other Party, its elected and appointed officials, departments, agencies, boards, authorities, directors, officers, employees, and volunteers against and/or from any and all lawsuits, claims, demands, liabilities, losses and expenses, including court costs, attorneys' fees and any other costs associated and/or related in any way to any claim or litigation for or on account of any action related to such brought by any person and/or estate which may arise, or which may be alleged to have arisen out of or in connection within, the scope of this MOU.

**5.7 Signatures:** In witness whereof, the parties to this MOU through their duly authorized representatives have executed this MOU on the days and dates set out below, and certify that they have read, understood, and agreed to the terms and conditions of this MOU as set forth herein.

**5.8 Counterparts:** This MOU may be executed in multiple counterparts, each of which shall constitute the original, but all of which taken together shall constitute one and the same MOU. PDF signatures shall constitute original signatures.

The effective date of this MOU is the date of the signature last affixed to this page.

**THE CITY OF STONECREST**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Approved as to Form: \_\_\_\_\_  
Attorney for the City

**STONECREST DEVELOPMENT AUTHORITY**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Approved as to Form: \_\_\_\_\_  
Attorney for the SDA