

Christine Hall

FOR ROSWELL CITY COUNCIL

Recap 2021 Community Development Liaison

What makes you optimistic?

- The people, the community, and the family-oriented atmosphere
- The potential for positive growth and investment that exhibits our character and protects or special sense of place
- The unique natural assets like the riverfront and the many parks and recreational amenities
- The opportunities to create and build off an ongoing community conversation

What are your greatest concerns?

- Development and growth pressures leading to poor outcomes
- Increasing congestion and pressures on infrastructure
- Misalignment
- Civility, discourse, division
- Long-term economic resilience

Before the new year of 2022 begins in earnest, it is a good time to pause for a moment to reflect and recap the past year, 2021. I want to begin by thanking you for your support, because representing you, the residents of Roswell, is truly a privilege and that is my primary job as your Council Member.

I remain committed to these principles that anchor my service to you:

- Better, productive lines of communication with residents
- Better accountability to residents for tax dollars spent
- Setting policy that aligns with the vision of the residents

In 2021, I served as the Community Development Liaison. These are some of the areas of focus and action during the year past:

- **Improving the focus on commercial uses in our commercial corridors:**
 - Initiated a text amendment to the UDC that shifts primary focus from residential to commercial uses in commercial corridors. (October 12, 2021, MCC Meeting – Section 4.5 – Allowed Uses)

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- **Making sure mixed-use developments are built with a mix of uses:**
 - Supported “a new approach to ensure mixed-use developments are completed.” After many months of research and public discussion, “construction phasing” guidelines, like those utilized successfully in Alpharetta and other cities, were adopted. The guidelines require developers finish all aspects of future mixed-use developments, not just the residential components.
- **Setting policy that aligns with the residents’ vision:**
 - Served as the liaison to the 2040 Comprehensive Plan Stakeholder’s Committee. The Comprehensive Plan is in practice our high-level “masterplan” for future development. The process involved extensive public outreach and participation throughout 2021 that continues into 2022. (CH4R Post – April 7, 2021) Plan adopted October 12, 2021.
 - Supported the adoption of the City-Wide Strategic Plan after recommending major refinements to focus the plan on resident input received during the public outreach phase (What makes you optimistic? What are your greatest concerns?) Plan adopted June 14, 2021. (CH4R Post March 5, 2021)
 - Supported the 2022 TSPLIT Project List after recommending a greater focus on Pedestrian, Bike, Streetscape & Landscape Projects, like filling in sidewalk gaps that could lead to increased walkability. Roswell voters approved 2022 TSPLIT on Nov 2, 2021, with 57% voting “yes” and 43% voting “no”.
- **Finding solutions for residents:**
 - Met with resident groups to find solutions to on-going neighborhood issues, like the installation of a
 - 4-way stop sign at an intersection with a blind spot, installation of a RFP on a crosswalk making walking to the supermarket safer, addressing noise and use code violations in their neighborhood.
 - Facilitated introductions between a group of citizens and relevant members of city staff that culminated, after much hard work by the community group, in the successful implementation of their project. (CH4R Post – February 28, 2021)
 - Worked with several HOA’s that resulted in an initiative to streamline the ROW (Right of Way) Encroachment Permit Process while maintaining a process for City Council oversight.
- **Supporting our business community:**
 - Initiated an informational presentation to our local business community regarding PPP forgiveness and Phase II opportunities. Worked with representatives of the UGA Small Business Development Center to provide answers to questions about SBA COVID Relief Programs. Coordinated with the city’s partner, Roswell Inc. to schedule the Roswell Coffee Connect workshop on January 29, 2021. (CH4R Post – January 28, 2021)

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The budget process is one of our city's most important responsibilities because we are spending your money, a fundamental fact we need to respect. Again, from my perspective as your representative, a citizen and a CFO in my professional life, I advocated for a budget that was "resident-focused", that adequately funded our maintenance needs, infrastructure and capital investments. A majority of council (4-3 vote), however, did not support adequately trimming operating expenses so that more funding could be directed to priorities important to you.

As you may know, I have from the beginning of my term supported the addition of an Economic Development Director to help position Roswell for economic growth and strength. Funding for this position was approved and the hiring process has begun.

In this new year, economic issues will continue to be a focus, particularly with market challenges like increased inflation and continued rocky patches along the path back to more normal times.

I will continue my vigilant approach with the goal of being a pro-active and fiscally responsible steward of your money.

The residents of Roswell should be the top priority of your elected officials. This is a principle that is very important to me. I would like to hear more from you - your ideas, opportunities, concerns as we begin 2022.

Thank you again for the opportunity to serve you and the city of Roswell. Happy New Year!