



Citizen Financial Review Committee



March 17, 2026



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Agenda

- Approval of Minutes
- Department Discussions
 - Economic & Community Development
 - Planning & Development
 - Code Enforcement
- Next week's Meeting Plan



Community & Economic Development

Jasmine Jackson

Community & Economic Development Director



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Community & Economic Development

The Community & Economic Development Department is dedicated to **cultivating vibrant, resilient, and inclusive communities**. Our mission is to **foster** sustainable growth, **elevate** the quality of life for all residents, and **catalyze** economic prosperity through **innovative strategies and collaborative partnerships**.



CED Org. Chart

Community & Economic Development Director
Jasmine Jackson

Administrative Assistant
Mirinda Daniel

Complex General Manager
Daniela Esteves

(Anchor Tennant)
Aurora Theatre

**Box Office, Patron,
& Concessions**

Technical Services

**Operation
Consultant**
Chiara Perkins

**Rental
Coordinator**
Alaina Holeman

Event Coordinator
David Murphy

**LAC Communications
Coordinator**
Sarah Curtis

Events & Program Manager
Lindsey Broome

**Events
Coordinator**
Milo Sather

**Event
Coordinator**
Elyssa Pate

ReCAST Manager
Marcus Thorne

**Arts
Commission**

Mainstreet

TAD



Key Areas of Focus

- Events & Tourism
- Lawrenceville Arts Center
- Business Engagement, Support, Recruitment & Retention
- Lawrenceville Arts Commission
- Youth Engagement
- Mainstreet Program (Downtown Development Authority)
- Tax Allocation District (TAD)
- ReCAST Program



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Events & Tourism



City Event Planning and Execution

How are city events planned?

- Planning starts in November
- Debrief of the previous year
- Review Community Feedback
- Research from conferences/communities
- Placer AI

Partnered Events (*St. Patty's on Perry, DTL Con-Quest, Around the World, etc.*)

- Staffing
- Financial
- Event Planning

Bands and Booking Agent

- Research artists/bands
- Boogie and Live in the DTL booked first
- Budget, quality/production value, timing of show vs. schedule of performer, feedback from performance references





City Event Planning and Execution

How do we coordinate Mayor/Council welcome and speaking opportunities?

- Curate Event List (typically larger events)
- Provide time, location, and point of contact
- Executive Assistant
- Talking Points – 1 week prior to event

How do we recruit volunteers?

- DTL web page
- Eventy
- Email Blast
- Social Media
- Rack Cards

How do we collaborate with other departments on their events and programs?

- Love Lawrenceville Day
- Summer of Impact
- Recruitment for speakers

Placer Ai



Live in the DTL: Around the World

Visitors By Origin

Lawrenceville Lawn
Luckie St, Lawrenceville, GA

Origin:

Home Location

Metric:

Visits

View:

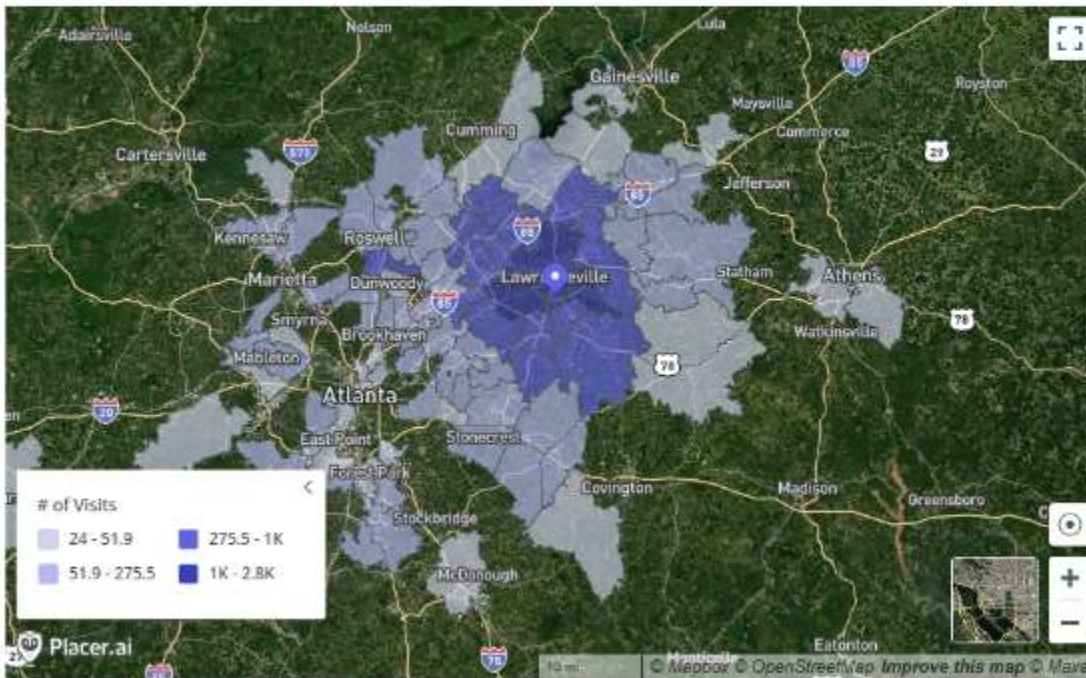
of Visits

% of Visits

YoY Change

Aggregate By:

Zipcode



Zip Code	Visits (% of Total)
30043 Lawrenceville, GA	2.8K (11.8%)
30046 Lawrenceville, GA	2.5K (10.6%)
30044 Lawrenceville, GA	2.2K (9.4%)
30045 Lawrenceville, GA	2.2K (9.4%)
30052 Loganville, GA	1K (4.2%)
30024 Suwanee, GA	865 (3.6%)
30047 Lilburn, GA	836 (3.5%)
30017 Grayson, GA	668 (2.8%)

* Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.



Event Highlights

- 61 events
- 9 partnerships
- 14 Approved Third-Party Events
- 22 Sponsors
- Recruited Atlanta Christkindl Market
- Highest Attended Events
 - Prelude – 22,000
 - Around the World in the DTL (2 days) – 24,500
 - Lawrenceville Boogie – 12,500
- 528 Volunteer Hours
- 396 Vendors





Event Highlights – Atlanta Christkindl Market

- 21 days vs. 32 days in Atlanta
- 370,800 total lawn visits/159,500 downtown visits
- Christkindl market vendors reported a 20-40% increase in sales over 2024 in Buckhead
- (16) downtown businesses participated
- Oma Muller reported an 8% increase in revenue
- Kathe Wohlfahrt Store – Recorded the highest opening weekend among its 11 locations.
- The world's 4th most trending holiday market in 2025
- 48 out of 50 states represented.



What's Next?

- Increase Community Givebacks
- New Events
 - Welcome Atlanta Christkindl Market back
- Expanding business participation
 - Live in the DTL beverage provider
 - First right to vend food at events
- Hotel Partnership (LAC & Special Events)
- Collaborative Events (LAC & Special Events)
- Creative Curation of Sponsorships
 - MomoCon





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Lawrenceville Arts Center



LAC Operations

- The management of the LAC falls under the Community & Economic Development Department.
- The City of Lawrenceville and The Aurora Theatre currently have two agreements in place
 - Lease Agreement
 - Operational Agreement
- The City of Lawrenceville contracts with Aurora for:
 - Patron Services, Box Office, & Concessions
 - Technical Services
- FY 2026 Budget Includes the following Positions:
 - Complex General Manager
 - Events Coordinator
 - Rental Coordinator
 - Technical Manager (hiring)
 - Administrative Assistant for the Community & Economic Development Department
 - Communications Coordinator (in the Communications Dept)



LAC Operations

- As the anchor tenant, the Aurora Theatre receives:
 - Exclusive office space
 - Exclusive storage space
 - Priority scheduling for their annual Producing Shows
 - Priority scheduling for their Educational Programming, such as their Children's Playhouse, Camps, Field Trips
 - Discounted rental rates for Producing Shows
 - Discounted rental rates for Educational Programs
 - Priority Access to the Costume Shop
 - Continue management of patron services, box office, concessions, and technical services
 - Continue management of internal business internet services
 - Continue to develop and curate Aurora Theatre branded marketing, city to support via cross-promotion
 - Viewer access to Momentous – Rental Software Program



LAC Operations

- Filled (5) new staff positions for FY 2026
- Currently hiring for Tech Manager - approved FY 2026 Budget
- Currently hiring for Part-Time Event Support Staff
- Branding Study - Marketing
- LAC 2nd Floor Buildout Project – Office Space for Team
- Business Consultant Plan Strategy – Project Start early to early April 2026
 - Market Study
 - Rental Rate Audits
 - Guide FY 28





Programmatic Updates

Expansion of Resident Company's

Future Season Development

America 250 Mini Festival on Grand Stage (Aug 1, 2026)

- Focus: Celebrating American arts & culture through music, theatre, dance, literature, and more
- Community partners: Aurora, Southern Ballet Theatre, Lawrenceville Symphony Orchestra, Georgia Gwinnett College, Gwinnett County Public Schools, Gwinnett Public Library System

Goal: July Season Announcement for 2026-2027 LAC Presents

- Two recognizable names as season anchors
- 7–12 small & mid-sized ticketed performances
- Comedy series in Grand Stage (January)
- Jazz Club/Speakeasy in Cabaret (February)
- Pre-Show Entertainment in Grand Lobby



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Lawrenceville Arts Commission



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LAWRENCEVILLE *arts*
COMMISSION
WHERE ART IS A WAY OF LIFE

Vision: To foster a sense of **ownership** and **community pride** by promoting the City of Lawrenceville as a livable, sustainable, **vibrant hub for the arts and artists.**

Meet on the 2nd Tuesday at 6 pm – 7:30 pm

Projects

- Creation of Logo (Commission Member)
- Brand Awareness
- Shoehorn Alley
- Depot District Sign
- Lawrenceville Blooms Community Mural (SFEA Award)
- A New Day & In Between Feathers Mural
- Have a Beautiful Day in Lawrenceville Mural
- Sinclair Sculpture
- Magnolias on a Sweet Breeze Community Mural (NEW)





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Art Commission Highlights

- 2 Projects Completed
 - Magnolia on a Sweet Breeze Community Mural
 - Stormwater Rain Barrel Outreach
- (3) Projects in the queue
 - Permanent
 - Temporary
 - Unconventional Spaces
- Future Master Plan



Magnolias on a Sweet Breeze



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Business Engagement





Downtown Development Authority (Mainstreet Program)

Classic Main Street Program since 2015 (1 out of 67)

- Nationally Accredited by the National Main Street Center
- Required to meet the 10 standards
- Standards place an emphasis on historic preservation education & economic development lending itself to an active & vibrant downtown
- Mainstreet Focus:
 - Business Engagement
 - Façade Grant
 - Mainstreet Grants
 - Special Events
 - Public Arts





Business Engagement

- Retail Curation (Downtown Development Authority)
- Business Forums & Workshops
- Lawrenceville Business Alliance
- Partnered & Sponsored Events
- Vendor & Sponsor Opportunities
- DTL Tourism Website
- Marketing Promotions
- Business Support (Grants, DCA Loans, etc.)
- Local & State Partners (Georgia Gwinnett College, Gwinnett Chamber, Gwinnett County, DCA, etc.)



J.P.Morgan

CHASE 





Downtown Highlights

- As of December 31, 2025
 - 2.2 million visits
 - 750.2K unique visitors, spending over 93 minutes on average in downtown
 - 69% of the visitors come from outside Lawrenceville's 4 zip codes
 - Average 2.94 visit frequency (over 10 minutes)
 - Average Dwell Time 93 minutes
 - Highest Hourly Visit – 5 pm – 9 pm
- 4 New Downtown Businesses
- 2 Façade Grants approved, rolling grant cycle





The Lawrence Hotel

- Staff Update
 - General Manager
 - Director of Sales & Booking
- Newly Launched Website
- Scheduled completion for June 2026
- Grand Opening in July 2026





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Youth Engagement





Youth Engagement

- Lawrenceville Legacy Leaders
- Summer of Impact Internship Program
- Love Lawrenceville Day
- Career Days
- Phoenix High School Engagement Summit
- Professional Development Workshops – Work-Based Learning (Central Gwinnett)
- Discovery High School Advisory Council
- Central Gwinnett Advisory Council
- Gwinnett Tech Hospitality Advisory Board
- GCPS Arts & Communications District-wide Advisory Board
- Volunteer Incentive Program
- Mock Interviews
- Student Engagement within city events

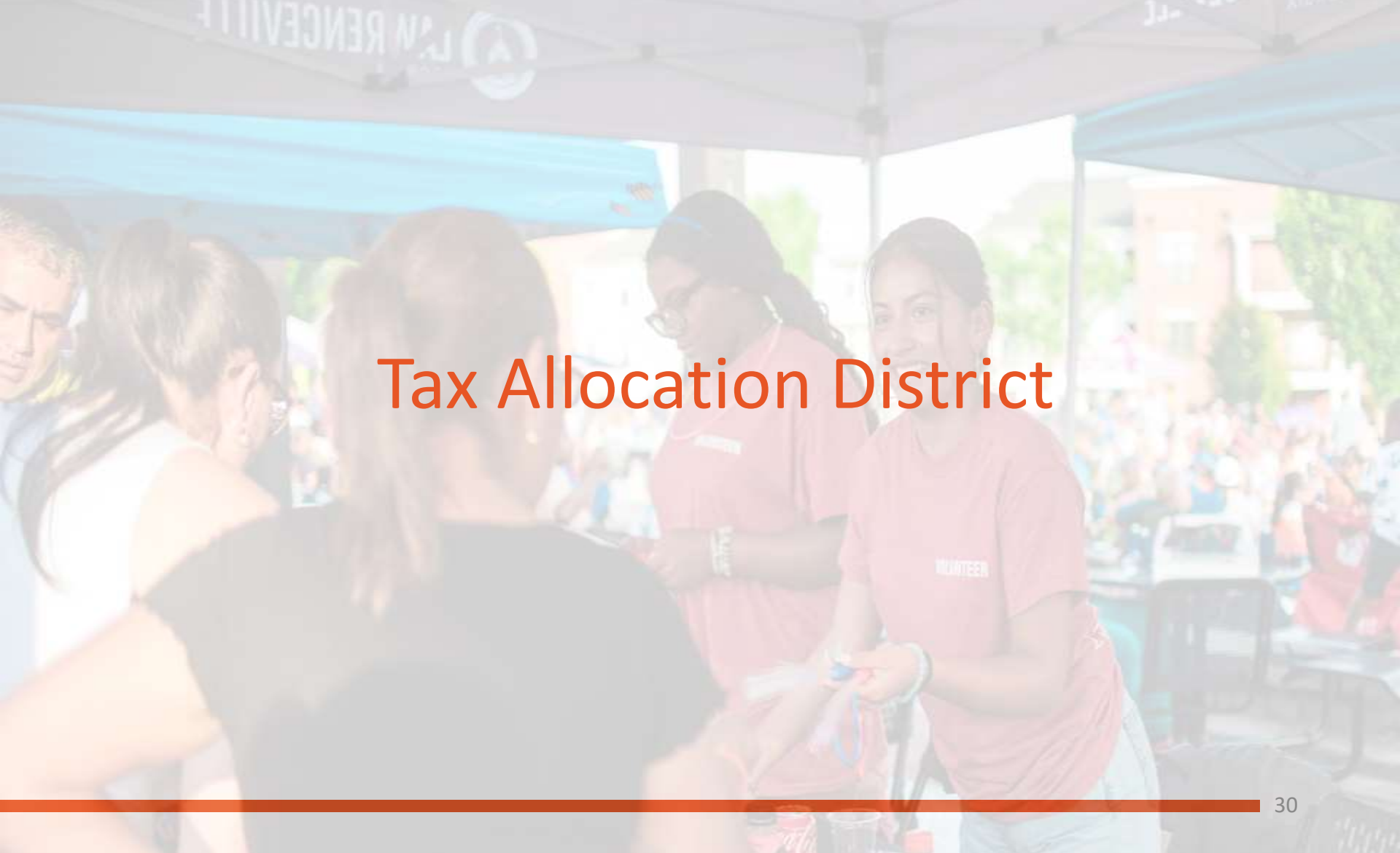




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Tax Allocation District

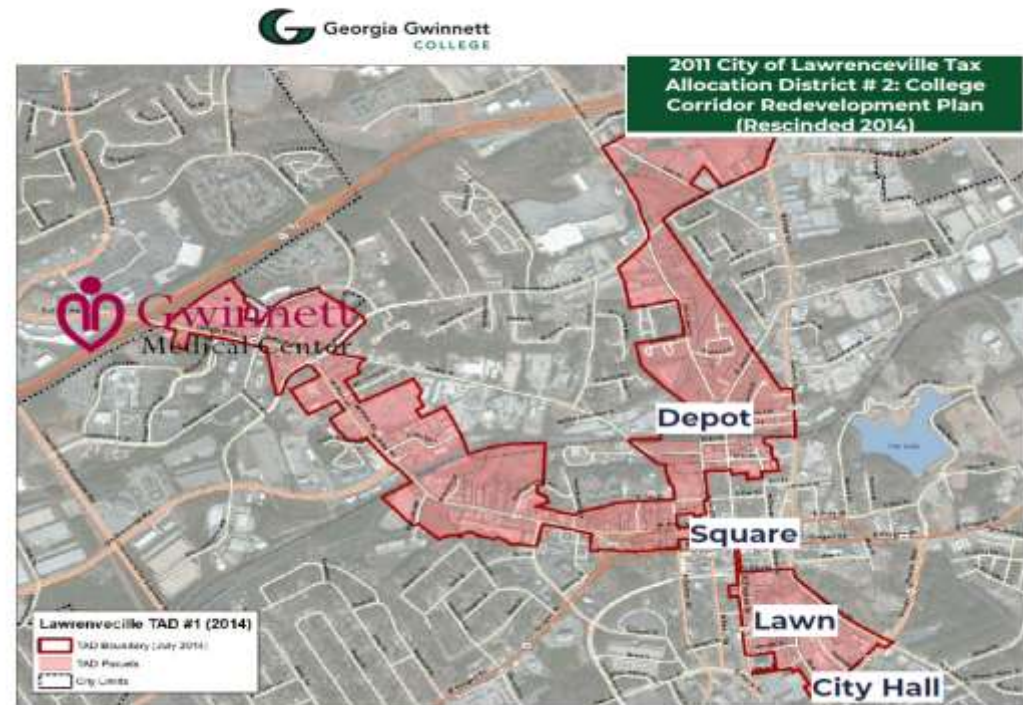




Tax Allocation District

- Redevelopment Plan
- TAD #1 Commercial Corridor
- A designated district made up of identified tax parcels and rights-of-way.
- **Incremental Funding:** Uses tax revenue from new property value growth after the TAD is established.
- Potential Uses
 - Infrastructure, Development Incentive Packages, Public/Private Partnerships, consultants, legal services, and administrative costs.
- Gwinnett County & City of Lawrenceville

2014 Tax Allocation District #1: Commercial Corridors TAD





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ReCAST



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- The **PURPOSE** of the **ReCAST** program is to
 - Assist high-risk youth and families
 - Promote well-being and resilience in communities
 - Promote linkages to trauma-informed behavioral health
- Mission: To connect and empower Lawrenceville youth and families to build a stronger community.
- The overall **GOAL** of the **ReCAST** Program is for local community entities to work together in ways that lead to improved behavioral health, empowered community residents, reductions in trauma, and sustained community change
- \$5,000,000 award (\$1,000,000 annually) for 5 years – **Currently in Year 5**
- 1 of 10 cities awarded nationally





Questions?



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Planning and Development Department Finance Review Committee Presentation

Tuesday, March 17, 2026



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Core Functions & Responsibilities

- Current Planning
- Long-Range Planning
- Public Hearings
- Land Development Permits and Building Permits
- Plan Review and Site Inspections



Why These Functions Matter...

- Ensure orderly growth and development.
- Protect public health, safety, and welfare (via building codes & inspections).
- Maintain property values and promote land-use.
- Support community planning goals (housing, land use, infrastructure) in alignment with the city's longer-term comprehensive/master plans.



Department Structure & Typical Activities

- Accepting and processing permit applications
- Reviewing plans
- Conducting inspections
- Managing updates
- Advising and serving the public



Key Ordinances & Regulatory Codes

- Zoning Ordinance
- Comprehensive Plan
- Subdivision Regulations
- Development Regulations
- Building and Building Regulations
- Property Maintenance Ordinance



How They Work Together

- Land Development or Construction
- Issuing a Building Permit
- Issuing a Certificate of Occupancy
- Conflict between Ordinances



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Questions?



CODE ENFORCEMENT

Finance Committee Presentation



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What is Code Enforcement?

Code Enforcement is the process by which the City of Lawrenceville ensures that property owners, residents, and businesses comply with laws and regulations related to building, zoning, housing, health, safety, and environmental standards.



Why is Code Enforcement important?

Code enforcement helps maintain public safety, protect property values, improve neighborhood aesthetics, and upholds quality of life.



How is Code Enforcement implemented?

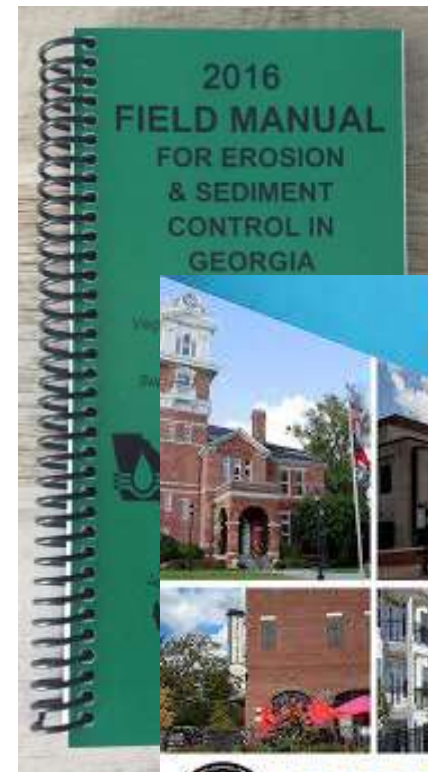
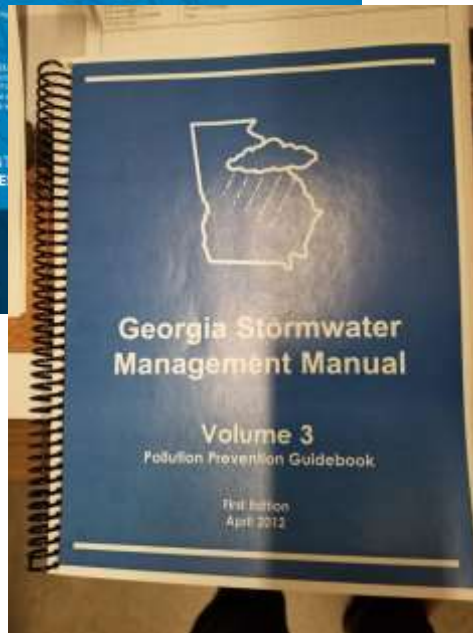
Enforcement is carried out by Code Enforcement Officers, who may issue warnings, citations, fines, or even initiate legal action to bring a property into compliance.



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WHERE DO OUR RULES DERIVE?



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Accent Lighting

E. Accent Lighting Accent lighting for all buildings in all zoning classifications other than AR, RS-180, RS150, RS-60, and RM shall be limited as follows:

Temporary accent lighting shall be allowed beginning November 15th of each year but shall be removed by January 15th of the following year.

ZO Art. 6, sec 603, 7 (E.)

Unsafe Conditions

2. Concrete That has been subjected to any of the following conditions:

2.1 Deterioration

2.2. Ultimate deformation

2.3. Fractures

IMPC, Sec. 306, 306.1.1

Outdoor storage

200.3.56 OUTDOOR STORAGE - RESIDENTIAL Outdoor Storage in residential zoning districts shall be part of and strictly used for the residential purpose of the owner or occupant of the residential zoned property. Outdoor Storage in residential zoning districts shall be governed by the following restrictions and requirements: A. Outdoor storage of appliances, building materials, construction equipment, debris, garbage, glass, materials, merchandise, rubbish, trash, or other similar materials shall not be allowed on any residential zoned property. B. Outdoor Storage shall be stored in an approved accessory structure (see Accessory Structure), an enclosed garage connected to the principal structure, or in the rear or side yard areas. C. Outdoor Storage stored in the rear or side yard area shall be screened with either landscaping or fencing that provides an effective year-round visual screen from neighboring properties and/or public right-of-way; Garbage, rubbish, trash, or other similar items placed outside for collection by an authorized waste hauler not more than 24 hours prior to the designated collection date for a residential zoned property.

ZO Art. 2 Sec. 200.3.56



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Window, skylight and door frames

Every window, skylight, door and frame shall be kept in sound condition, good repair and weather tight

IPMC Sec. 304, 304.13



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Window Signs

Window signs provided that each sign, as measured from its outermost pints, covers less than 20% of the total window area

Article 7, Sec. 704, A10



Case Load Analysis

2025 Open Cases

- Total Open Cases:2490
- Total Closed Cases:2334

Average Case Load Metrics

- Per Officer (Annual): 622.5 cases
- Per Officer month: 51.8 cases



Officer Certification and Training

- Two officers currently hold Level 1 certification with Georgia Association of Code Enforcement
- Two officers are scheduled to complete Level 1 certification this year
- Once officer has completed the final Level III
- With the acceptance of 1 officer, all officers maintain a current Soil and Erosion certifications; including both blue and red card holders
- With the acceptance of 1 officer, all officers are Hazmat trained on the awareness level.



Neighborhood Clean Up



Code Enforcement, in partnership with the Streets and Sanitation Department, hosts “Neighborhood Cleanup” events to help residents properly dispose of large household items. These items often become outdoor storage or contribute to illegal dumping when not removed in a timely manner. By providing this service, Code Enforcement can proactively reduce common trash-related code violations and address potential issues before they escalate. This event have been very well received by Lawrenceville residents. Last year, one cleanup events removed 72.52 tones of trash. Due to the success, we plan to expand the program to four events this year.



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Thank You!

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