



SMALL TOWN STREET EATERY toolkit



MISSISSIPPI STATE UNIVERSITY™
FRED CARL, JR. SMALL TOWN CENTER

SMALL TOWN STREATERY toolkit



This **Small Town Streatery Toolkit** is geared toward small towns, keeping in mind **limited budgets**, **locally available materials**, and **ease of construction** based on volunteer labor. Designed for ease of use that both skilled and unskilled volunteers can implement, this toolkit provides a free resource to create a community-specific, attractive, **quick solution to increase business and creative public spaces**.

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WHAT is a STREATERY?

- Streateries are **small open spaces** constructed in two or more parking spaces that provide **outdoor seating and gathering space** for patrons of local businesses.
- Streateries are relatively **inexpensive, easy, and quick to install**.
- Streateries can be either **temporary** or **permanent**.
- Streateries can be **public** or **semi-public**, allowing the adjoining restaurants to use the space during **designated hours**, or allowing the space to be **open to the public** during all other hours.



These examples show how streateries use outdoor furniture for seating and planter boxes to separate patrons from adjacent traffic.



BENEFITS of a STREATERY

- Streateries provide **safe, healthy**, outdoor gathering and dining space for restaurants whose capacity is limited due to **COVID-19**.
- Streateries provide **economic benefit** to communities by **increasing foot traffic** and spending in the area.
- As lively, charming places of interest, streateries **attract people** to their location.
- Streateries make it possible for businesses in areas with narrow sidewalks to have **outdoor cafes**.
- Streateries provide new, enjoyable **public gathering and meeting places**.



These examples provide extra seating outdoors while offering attractive points of interest along the streets and sidewalks.



STREATERY PROCESS

1

Engage the Community

Page 6

Pitch your idea to local business owners, main street organizations, local leaders, and community members to **get the local community excited** about **and involved** in your project.

Timeline: 1-2 Weeks



2

Address Parking Concerns

Page 7

Address community concerns over the loss of parking spaces. Studies show that **customers on foot** tend to **spend more time and money** in the area than those who arrive by car.

Timeline: Ongoing



3

Gather a Diverse Planning Team

Page 8

Make sure your team includes **local businesses, designers, community advocates, and local officials.**

Timeline: 1-2 Weeks



4

Choose Location

Page 9

Select **one or two potential locations** for your streatery, near **restaurants and walkable** districts. If an Arts and Entertainment District is available, the restaurants' abilities to serve **go-cups** makes these areas ideal.

Timeline: 1 week



STREATERY PROCESS

5

Get City Permission

Page 10

Some towns **require a permit** to install a streatery. Talk to your local municipal leaders to see what is required in your town. A **vote of support** from your city council or board of aldermen may be all that is required.

Timeline: 2 weeks – 1 month



6

Design Your Streatery

Pages 11-18

Work with your design team to maximize the usage of your streatery space. **Choose materials, consider lighting, and prioritize comfort and safety** in your design.

Timeline: 3 weeks – 2 months



7

Build Your Streatery

Page 19

Streateries can be **built by community volunteers, a public works department, or local organizations** depending on the level of construction required. For permanent installations, you will need to plan for **long-term maintenance**. Determine who will keep the place swept and plants watered.

Timeline: 3 weeks – 3 months



8

Promote Your Streatery

Page 20

Post your streatery on social media. Invite local businesses with adjacent storefronts to bring their **products and services outside** to complement the streatery. **Host sidewalk sales, art shows, and food truck events** to utilize the streatery as much as possible.

Timeline: Ongoing



ENGAGE the COMMUNITY

- Community engagement doesn't always mean hosting a meeting. Especially during a pandemic when large gatherings are not safe, **an online survey, a virtual town hall, or social media campaign** can be just as effective.
- Pitch your idea to **local business owners, downtown organizations, local leaders, and community members** to get the local community excited about and involved in your project.
- Those you engage might have **skills or materials they can donate** to help make this project come to life.
- Use the town's **social media accounts** to spread the word and gauge reactions.

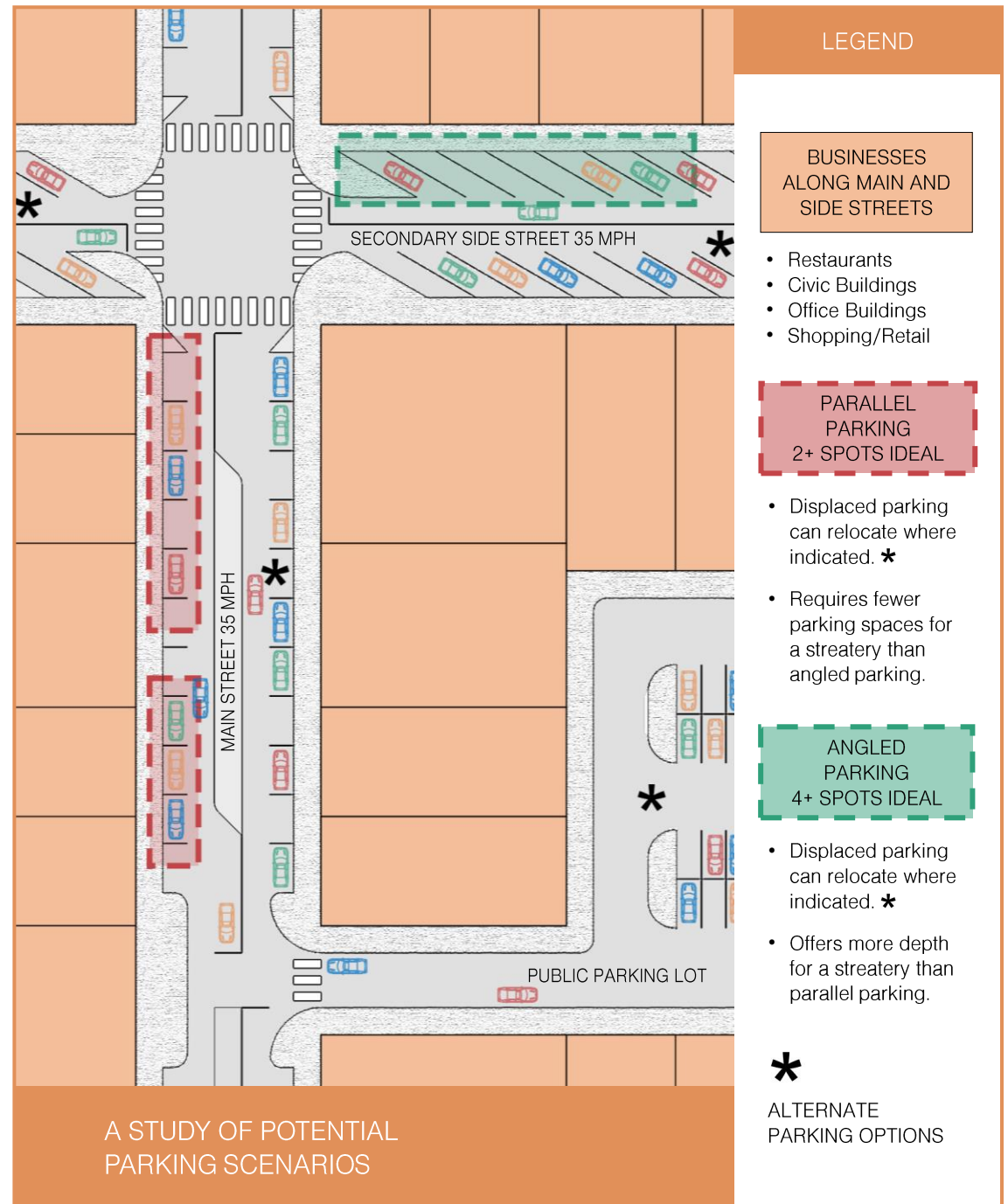


Be creative with your streatory! Your streatory can be made with colorful and creative forms of seating that may excite the community and get them on board.

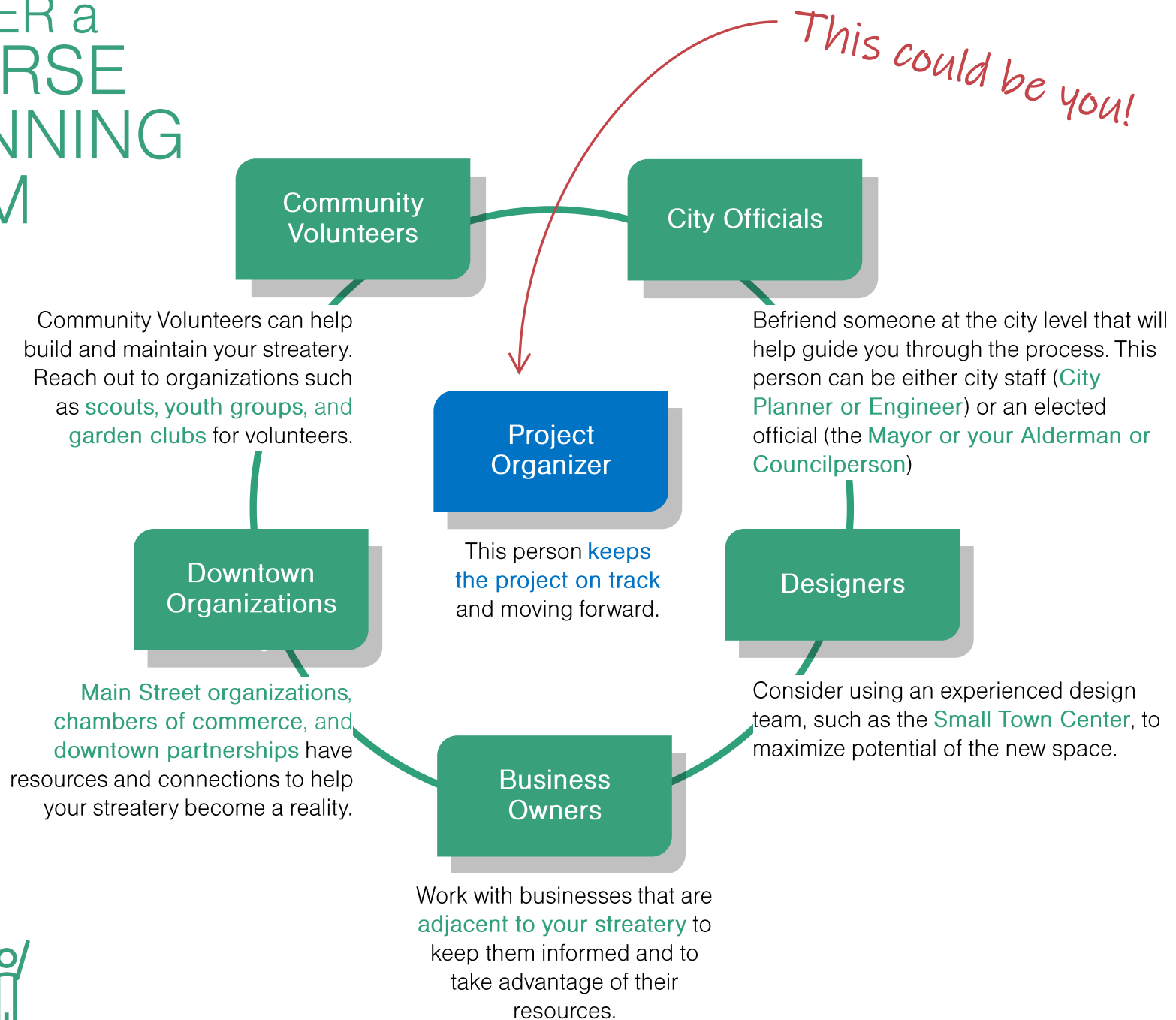


ADDRESS PARKING CONCERNS

- Research shows that customers on foot tend to **spend more time and money in the areas they visit**.
- Public streets and their parking spaces are **assets owned by the city**. Although it is always a good idea to talk to adjacent businesses, extra permissions typically are not needed from private businesses for cities to construct streateries in **publicly owned parking spaces**.
- Delegating and advertising **alternative parking options** can help alleviate business owners' concerns about adjacent parking spaces being repurposed.

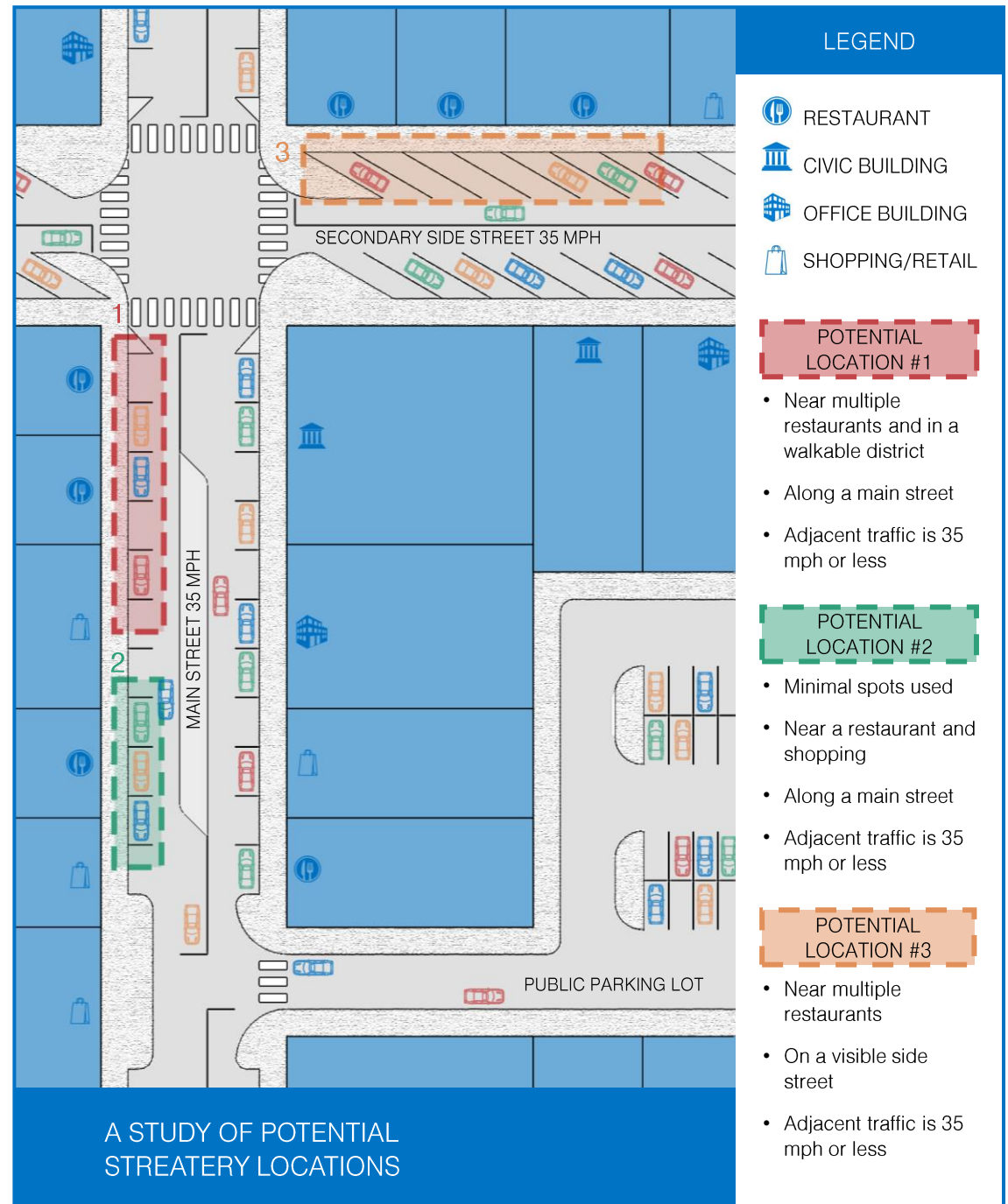


GATHER a DIVERSE PLANNING TEAM



CHOOSE a LOCATION

- Streateries should be near **restaurants and walkable districts**.
- Side streets can provide safer, lower traffic sites, but make sure the **location is seen** and utilized.
- The site should be fairly level to ensure comfort and safety. An **overall site slope of no more than 5%** is recommended. Streateries built with a platform or deck should have a minimum slope of 2%.
- The location should be on along a street with a **speed limit of 35 mph or less**.



GET CITY PERMISSION

- While usually required in larger cities, a **permit may not be necessary** to implement a streatery in small towns. Talk to your local leaders to see what permissions are required. A **vote of support** from your city council or board of aldermen might be all that is required.
- Some communities will require adoption of new policies or ordinances to get the most use from their streatery. Leisure and Recreation District Ordinances, sometimes called **Go-Cup Ordinances**, are the most common of these policies, and they allow streatery users to enjoy the same experience they would have within a restaurant. See example in appendix.
- See example **resolution** image to the right. Your town may be able to implement this type of document as a broad coverage specifically for a streatery.



CITY _____
STATE OF MISSISSIPPI

MONTH DAY, 20__

RESOLUTION No. _____
RESOLUTION OF SUPPORT TO ESTABLISH A STREATERY TO EXPAND SEATING AREAS IN DESIGNATED PARKING SPACES ALONG _____ STREET

WHEREAS, there is a recognized need for increased safe, healthy, outdoor gathering and dining space for pedestrians and patrons of local businesses in the City of X, particularly those whose capacities have been limited due to COVID-19, and;

WHEREAS, streateries provide economic benefits to their communities by increasing foot traffic and spending in the area, and serve as charming places of interest that attract people to their location, and;

WHEREAS, streateries make it possible for businesses in areas with narrow sidewalks to have outdoor cafes, and;

WHEREAS, the streatery will be established within publicly owned parking spaces along a publicly owned road for the benefit of the community as a whole, and;

WHEREAS, the streatery design will include safety elements (such as barriers from traffic) that will promote public safety and protect pedestrians and users of the streatery.

NOW, THEREFORE, BE IT RESOLVED that the City Council / Board of Aldermen of the City of X hereby supports the establishment of a streatery to expand seating areas in designated parking spaces along _____ Street.

RESOLVED this _____ day of _____, 20__

Clerk of the Council

Mayor

SEAL

The diagram illustrates typical parking space dimensions for four different configurations:

- PARALLEL AND 90 DEGREE:** A rectangular space with a width of 20'-0" and a length of 10'-0".
- 45 DEGREE:** A trapezoidal space with a top width of 10'-0", a bottom width of 20'-6", and a height of 10'-0".
- 60 DEGREE:** A trapezoidal space with a top width of 10'-0", a bottom width of 22'-0", and a height of 10'-0".

TYPICAL PARKING SPACE DIMENSIONS



2 ACCESSIBILITY



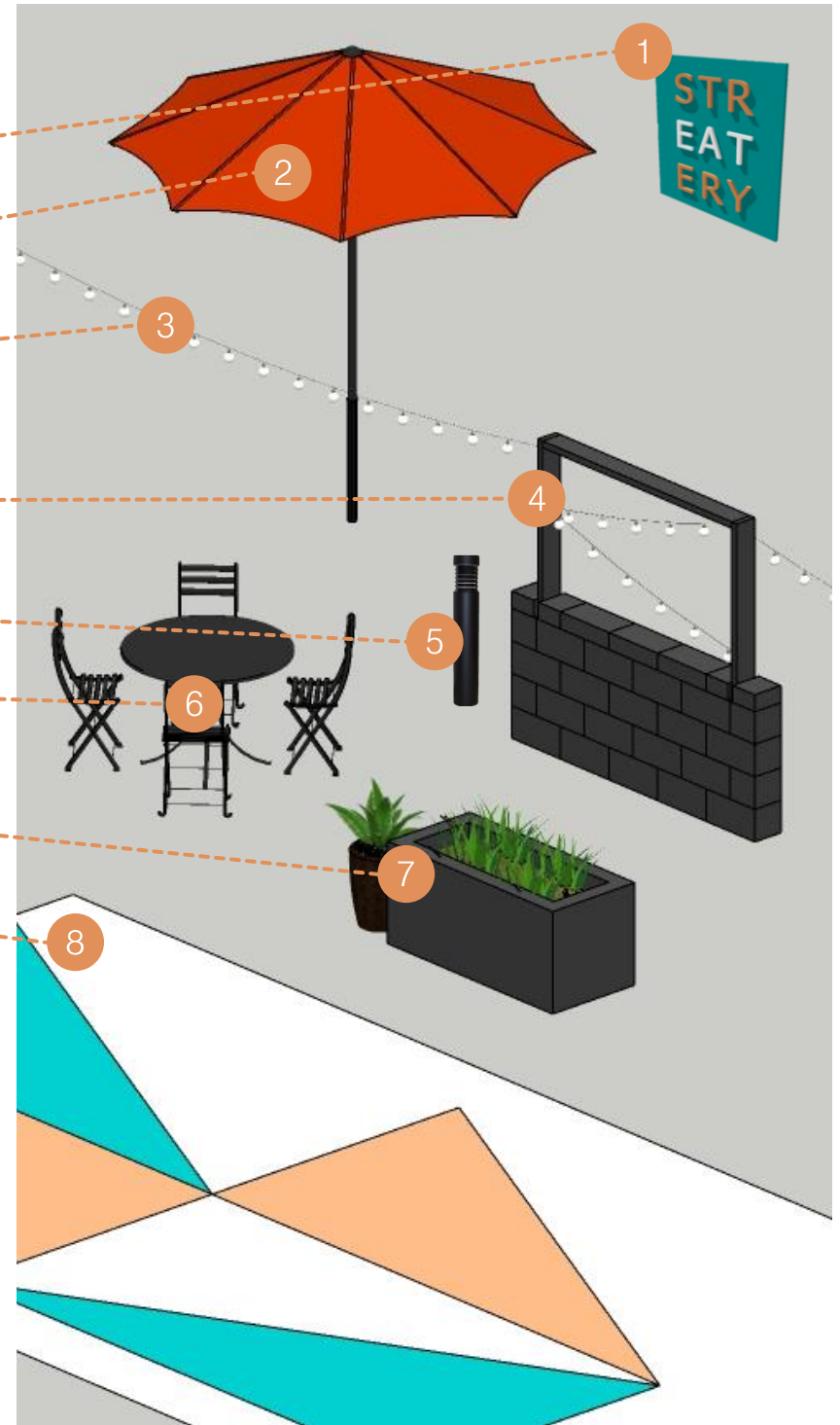
3 SAFETY

4 SECURITY

11

DESIGN ELEMENTS

- 1 Signage
- 2 Shade or Heating
- 3 Lighting
- 4 Walls
- 5 Traffic Separation
- 6 Seating
- 7 Landscaping
- 8 Ground Surface



SIGNAGE

- Streatery signage **must comply with all applicable city codes** and policies and should provide the streatery hours of operation.
- Incorporate signs that **welcome passing pedestrians** and invite them to sit down.
- Painted surfaces can help **personalize your streatery** and showcase the work of a local artist.
- Consider **incorporating the local school's colors** or the town imagery and motto within the design to make the streatery community specific.
- Consider **posting guidelines** to instruct people as to what is expected of them when enjoying the streatery.



Flag Signs



\$15-\$75
per sign

Sandwich Board



\$150-\$200
per sign

Aluminum Signs

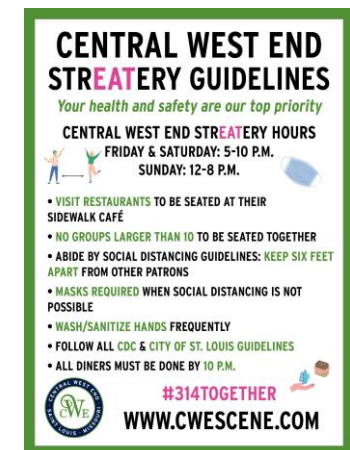


\$50-\$250
per sign

Painted Signage Example



Signage Content Example



SHADE OR HEATING

- For warm climates **consider shade structures** such as umbrellas or canopies.
- For cool climates **consider adding outdoor heating lamps** and/or wind screens.

LIGHTING

- **Evaluate surrounding streetlights** to see if extra lighting is needed for your project.
- String lights are a **quick and easy** way to provide light and ambiance. Verify that electrical outlets or connections are already in place.
- Consider **attaching lights to adjacent buildings**. Contact your local utilities provider to confirm feasibility.



Umbrellas



\$50-\$300
per
umbrella

Canopies



\$30-\$150
per canopy +
structure to
support

Heat Lamps



\$100-\$500
per lamp

Existing Streetlights



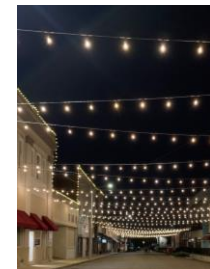
\$0

String Lights



\$600-\$700
per 330 ft +
structure to
support

Attached to Buildings



\$600-
\$700/per
330 ft

WALLS

- Perimeter walls can be made of many different materials. **Be creative!**
- Example case studies shown here are for 9 angled parking spaces, or roughly 1900 sq ft.
- Consider using materials that can be **locally sourced** or are specific to your town.
- Streamline the design** so that it can be easily assembled by volunteers while maintaining a consistent aesthetic.
- Consult with your designer** on finding the best solution for your town and budget.

Wood Barriers



\$3,482.00

Wood and Metal Barriers



\$2,270.00

Concrete Block



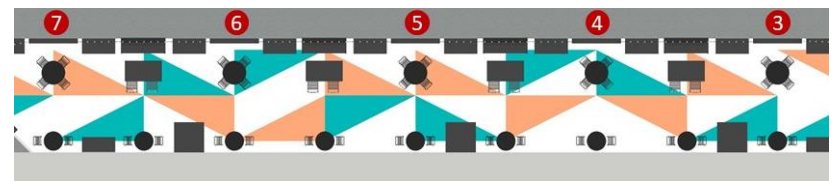
\$1,095.00

Specialized Block Made Locally



\$1,022.00

Case Study Wall Design Using Locally-Source Specialized Concrete Block



A 8X8X16 Stretcher (8C)
Total: 154



B 8X8X16 Full Jamb/Corner Female (8A)
Total: 36



C 8X8X8 Half Jamb/Male
Total: 36



D 4X8X16 Solid Unit
Total: 52



TRAFFIC SEPARATION

- Buffers should be placed **between the streatory and adjacent parking** and travel lanes.
- **Reflective elements** should be installed between the streatory and any adjacent parallel parking spaces.
- **Additional buffers** might be needed if the proposed site is in an area other than on-street parking.
- If you plan on serving alcohol within your streatory, **special design considerations** might be required such as increased fencing and a higher barrier.
- In some instances, the walls of the streatory alone can work as **traffic separation**.



Flexible Bollards



\$15-\$200
per bollard

Fixed Bollards



\$75-\$500
per bollard

Removable Bollards



\$500-\$1500
per bollard

Existing Streetlights



\$40-\$50
per stop

String Lights



\$30-\$80
per top

Attached to Buildings



\$100-\$200
per stop

SEATING

- Consider **built-in seating** so that seating is available when the café furniture is not available.
- Ask if the city already owns any benches or table sets to use in your streatory.

LANDSCAPING

- Planters are useful barriers** that provide separation as well as beauty.
- Consider maintenance.** Self-watering planters use a reservoir and wicking system to keep plants thriving.
- Ask if the city already owns planters to use in your streatory.



Donated Seating



\$0

Furniture Sets



\$150-\$750
per set

Built-Ins



varies

Donated Planters



\$0

Self-Watering Planters



\$20-\$350
per planter

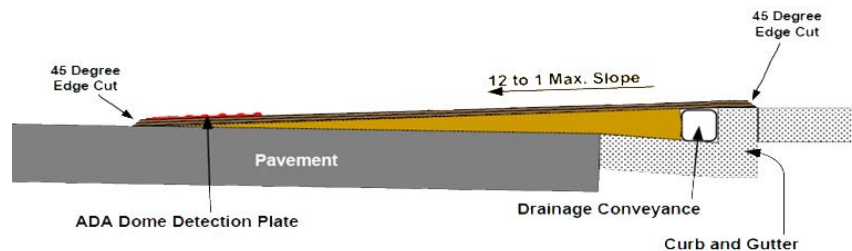
Street Trees



\$350-\$650+
per tree

GROUND SURFACE

- The ground surface of the streatory can be **existing pavement, painted pavement, artificial turf, or decking**.
- When painting pavement, consider using a **measured grid to reflect social distancing standards**. Consider using a stencil or template to make it easier for volunteers to help paint.
- Decking to ramps should not block **stormwater or street drainage**:



- Where your **streatory connects with the curb**, there should be a vertical lip of no more than $\frac{1}{4}$ inch and no more than a $\frac{1}{2}$ inch gap from the curb.



Pavement



\$0
per sq ft

Artificial Turf



\$0.29-\$0.45
per sq ft

Decking



\$30-\$50
per sq ft

Painted Pavement



\$0.30-\$0.75 per sq ft

BUILD YOUR STREATERY

The following resources can help organize the process to implement a streatory in your town:

- A **Checklist** will make sure you don't miss any steps.
- A **Budget** will help you keep track of costs as well as create a record for any future streatory projects.
- A **Schedule** will create a plan and keep things moving along.

See templates for the above in the Toolkit Appendix.

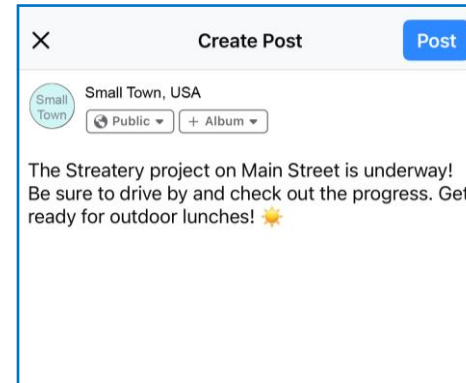


Although the streateries shown here are in bigger cities, small towns can benefit just as much, if not more, from streatory implementation.



PROMOTE YOUR STREATERY

- Use **social media** to share progress of your streatery process during construction and after completion. Encourage adjacent restaurants and businesses to also promote the streatery on social media.
- Consider contacting **local news** stations to film a segment on your streatery and local newspapers to draft a **press release**.
- Invite local businesses with adjacent storefronts to bring their **products and services outside** to complement the streatery. Host sidewalk sales, art shows, and food truck events to utilize the streatery as much as possible.



APPENDIX

STREATERY CHECKLIST

- ☐ ENGAGE THE COMMUNITY
 - ☐ TALK TO ADJACENT BUSINESSES ABOUT THE IDEA OF A STREATERY
 - ☐ PUBLICIZE STREATERY PROJECT ON SOCIAL MEDIA
- ☐ ADDRESS PARKING CONCERNS
 - ☐ TALK TO ADJACENT BUSINESSES AND HEAR THEIR CONCERNS
 - ☐ LOCATE ALTERNATE PARKING FOR ALL SPACES BEING DISPLACED
- ☐ GATHER A DIVERSE PLANNING TEAM
 - ☐ PROJECT ORGANIZER
 - ☐ CITY OFFICIALS
 - ☐ DESIGNERS
 - ☐ ADJACENT BUSINESS OWNERS
 - ☐ DOWNTOWN ORGANIZATIONS
 - ☐ COMMUNITY VOLUNTEERS
- ☐ CHOOSE A LOCATION
 - ☐ WALKABLE DISTRICT
 - ☐ EASILY SEEN
 - ☐ RELATIVELY FLAT SITE
 - ☐ ADJACENT TRAFFIC 35 MPH OR LESS
- ☐ GET CITY PERMISSION
 - ☐ DETERMINE WHAT PERMISSIONS ARE NEEDED
 - ☐ WORK WITH CITY OFFICIALS TO IMPLEMENT A RESOLUTION OR ORDINANCE
- ☐ DESIGN YOUR STREATERY
 - ☐ EMPLOY PROFESSIONALS
 - ☐ FLEXIBILITY? SAFE? ACCESSIBLE? SECURE?
 - ☐ CHOOSE DESIGN ELEMENTS
- ☐ BUILD YOUR STREATERY
 - ☐ IMPLEMENTATION PLAN
 - ☐ SCHEDULE
 - ☐ BUDGET
- ☐ PROMOTE YOUR STREATERY
 - ☐ POST ON SOCIAL MEDIA DURING CONSTRUCTION
 - ☐ ADVERTISE EVENTS AFTER INSTALLATION
 - ☐ HAVE THE LOCAL NEWS DO A SEGMENT OR PRESS RELEASE
- ☐ ENJOY YOUR STREATERY!

Small Town Streatery

Project Budget:

Project Info

Budget Summary

Project Lead:
Start Date:

Budget	Actual	Under(Over)
\$	\$	\$

	Labor	Materials	Flat Fee Costs	Budget	Actual	Under(Over)
Hrs	Rate	Units	\$/Unit	Material	Travel	Other
Professional Services						
Design						
Construction						
Consultants						
Consultant 1:						
Consultant 2:						
Consultant 3:						
Design Elements (See "Design Your Streatery" section of Toolkit)						
Signage						
Sign Type 1:						
Sign Type 2:						
Shade or Heating						
Shade Structures:						
Heating Equipment:						
Lighting						
Lighting Type 1:						
Lighting Type 2:						
Walls						
Wall Type 1:						
Wall Type 2:						
Traffic Separation						
Bollards:						
Other:						
Seating						
Furniture:						
Built-In:						
Landscaping						
Planters:						
Greenery:						
Ground Surface						
Built Ground Surface:						
Painted Ground Surface:						

Small Town Streatery

Project Schedule

Start Week	
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[illegible]

CITY
STATE OF MISSISSIPPI

MONTH DAY, 20__

RESOLUTION No. _____
**RESOLUTION OF SUPPORT TO ESTABLISH A STREATERY TO EXPAND SEATING AREAS IN
DESIGNATED PARKING SPACES ALONG _____ STREET**

WHEREAS, there is a recognized need for increased safe, healthy, outdoor gathering and dining space for pedestrians and patrons of local businesses in the City of X, particularly those whose capacities have been limited due to COVID-19, and;

WHEREAS, streateries provide economic benefits to their communities by increasing foot traffic and spending in the area, and serve as charming places of interest that attract people to their location, and;

WHEREAS, streateries make it possible for businesses in areas with narrow sidewalks to have outdoor cafes, and;

WHEREAS, the streatory will be established within publicly owned parking spaces along a publicly owned road for the benefit of the community as a whole, and;

WHEREAS, the streatory design will include safety elements (such as barriers from traffic) that will promote public safety and protect pedestrians and users of the streatory.

NOW, THEREFORE, BE IT RESOLVED that the City Council / Board of Aldermen of the City of X hereby supports the establishment of a streatory to expand seating areas in designated parking spaces along _____ Street.

RESOLVED this _____ day of _____, 20__

Clerk of the Council

SEAL

Mayor

CITY
STATE OF MISSISSIPPI

MONTH DAY, 202_

AN ORDINANCE TO ESTABLISH A LEISURE AND RECREATION DISTRICT WITHIN THE CORPORATE BOUNDARIES OF THE CITY OF X, MISSISSIPPI, AND DESIGNATE THE GEOGRAPHIC AREAS INCLUDED WITHIN AND BOUNDARIES OF SAID DISTRICT; AND FOR RELATED PURPOSES

WHEREAS, the City of X, Mississippi, is a duly organized and incorporated municipality pursuant to Section 21-8-1, et seq., of the Mississippi Code of 1972 (as amended); and

WHEREAS, during the 2016 Legislative Session, the Legislature of the State of Mississippi enacted House Bill 1223 which permits and authorizes certain municipalities in the State of Mississippi to establish "Leisure and Recreation Districts" and to designate the geographic areas included within and the boundaries of said districts; and

WHEREAS, the Governor signed House Bill 1223 into law, and the same was effective on and after DATE; and

WHEREAS, House bill 1223 requires that an Ordinance which establishes a "Leisure and Recreation District" shall "include a detailed description of the area or areas within the district, the boundaries of the district and a georeferenced map of the district" as well as a description of the "manner in which the municipality will provide for adequate law enforcement and other public safety measures and services within the district"; and

WHEREAS, municipalities which create "Leisure and Recreation Districts" authorize business entities that hold alcoholic beverage permits issued by the Department of Revenue and that are located within the boundaries of the "Leisure and Recreation District" to allow patrons to leave the licensed premises with an open container of alcohol and allow those patrons to carry and consume alcoholic beverages within a designated "Leisure and Recreation District"; and

WHEREAS, the governing authority of the City of X, Mississippi, has determined and hereby finds that the City of X, Mississippi, would benefit from the establishment of a "Leisure and Recreation District" within the City of X, generally in the Mississippi City area, by enhancing pedestrian-oriented areas; and

WHEREAS, the governing authority of the City of X, Mississippi, has further determined that establishment of a "Leisure and Recreation District" in the Mississippi City area would be in the best interests of the City of X; and

WHEREAS, nothing herein is intended to confer any rights or entitlement as the sale of alcohol within an area designated as a "Leisure and Recreation District" is a privilege and not a right and is subject at all times to reasonable regulation; and

WHEREAS, subject to the terms and limitations of House Bill 1223 (2016 Legislative Session) and this Ordinance, the City of X hereby establishes a "Leisure and Recreation District" in the Mississippi City area as more fully set herein.

NOW THEREFORE, BE IT ORDAINED BY THE FOLLOWING AUTHORITY OF THE CITY OF X, MISSISSIPPI, AS FOLLOWS:

SECTION 1. *Creation and establishment of district.* Under the authority granted in Section 1 of House Bill 1223 (2016 Legislative Session), there is hereby established a "Leisure and Recreation District" in the City

of X within the geographic areas and within such boundaries as are set forth and designated herein and as represented on the geo-referenced Map which is attached hereto as Exhibit 1 and fully incorporated herein.

SECTION 2. *Name and boundaries of district.* The “Leisure and Recreation District” established herein shall be known as the “**Mississippi Social District**” (hereinafter “the District”) and shall have the following as its boundaries:

See Exhibit “A” hereto.

SECTION 3. *Outside Consumption of Alcoholic Beverages Permitted: Conditions.* Any on premise **retail** alcoholic beverage **permittee (hereinafter, “permittee”)** located within the District shall comply with all laws, rules and regulations which govern its license type, except that a patron, guest, or member of that licensee may remove an open container of alcoholic beverages and/or wine from the licensed premises and may possess and consume the alcoholic beverage and/or wine outside of the licensed premises anywhere within the boundaries of the District subject to the following regulations:

- A. A person may not enter a licensed premise with an alcoholic beverage, whether acquired at that licensed premises or elsewhere.
- B. A permittee located in the District shall allow alcoholic beverages to be removed from the licensed premises only in a paper or plastic cup, not larger than 16 fluid ounces in size, and no such alcoholic beverages shall be removed from the licensed premises in a can, bottle, glass container, or other container, except as otherwise allowed by law.
- C. No permittee shall allow a patron, guest, or member to exit its licensed premises with more than one open container of alcoholic beverages, and it shall be unlawful for any person to exit such licensed premises with more than one such open container.
- D. Permittees located in the District shall post, at all points of egress from the licensed premises, a map of the boundaries of the District in which it is located. This map shall be provided, either in electronic or paper form, to those permittees by the City upon request of the permittees.
- E. Nothing in this ordinance shall be construed to require a permittee located in the District to allow its patrons to remove alcoholic beverages and/or wine, in open containers, from the licensed premises.

SECTION 4. *Light wine and beer.* Within the boundaries of the District, the removal of light wine and beer in glass containers or bottles from the licensed premises of a permittee is strictly prohibited. However, a permittee may allow light wine and beer to be removed from the licensed premises in a paper or plastic cup, not larger than 16 fluid ounces in size.

SECTION 5. *Public safety measures.* Enforcement of the boundaries of the District shall be the responsibility of the Police Department. In addition, the Police and Fire Departments shall provide public safety services within the District in the same manner it provides those services in the remainder of the City.

SECTION 6. *Definition of alcoholic beverages.* For the purpose of this Ordinance, the term “alcoholic beverages” shall mean any alcoholic liquid, including wines of more than five percent (5%) of alcohol by weight, capable of being consumed as a beverage by a human being, but shall not include light wine and beer, as defined in Section 67-3-3, Mississippi Code of 1972, but shall include native wines.

SECTION 7. The City reserves the right to modify or repeal this Ordinance, and any district designation created hereunder, at any time, with or without notice.

SECTION 8. All ordinances or parts thereof in conflict with this ordinance are hereby declared to be inapplicable within the geographic boundaries of the "Leisure and Recreation District" created herein.

SECTION 9. Upon receiving unanimous vote of the members of the **City Council / Board of Aldermen**, this ordinance shall be in full force and effect immediately, because it serves the public peace, health and safety of the citizens of **CITY** and will immediately encourage enhancement of the tourism industry in the **City of X**. It shall be published according to law, spread on the minutes of the CITY COUNCIL / BOARD OF ALDERMEN, and the Council Clerk shall provide a certified copy of this Ordinance and other required documents to the Mississippi Department of Revenue upon its enactment.

The above and foregoing Ordinance, after having been first reduced to writing and read by the Clerk, was introduced by _____, seconded by _____, and was adopted by the following roll call vote:

AYES

NAYS

ABSENT

WHEREUPON, the President declared the motion carried and the Resolution adopted this the _____ day of _____, 202__.

(SEAL)

ATTEST:

Clerk of the Council

ADOPTED:

President

The above and foregoing Resolution submitted to and approved by the Mayor, this the _____ day of _____, 202__.

Mayor