City Council Meeting & Public Hearing
MARCH 3, 2025
OFFICIAL MINUTES
Office of the City Clerk

ALPHARETTA CITY HALL
COUNCIL CHAMBERS | 2 PARK PLAZA | 6:30 PM

OFFICIAL MINUTES

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the video recording for said meeting is a matter of public record and is available to be viewed at the City Clerk's office during normal business hours or viewed online at https://www.youtube.com/user/alpharettagov.

1. CALL TO ORDER
2. ROLL CALL

- Council Members
  - Mayor Jim Gilvin
  - Mayor Pro Tem Dan Merkel
  - Donald F. Mitchell
  - Brian Will
  - John Hipes
  - Douglas J. DeRito
- Council Members Absent
  - Fergal M. Brady
- Staff
  - Chris Lagerbloom, City Administrator
  - Melissa Tracy, City Attorney
  - Lauren Shapiro, City Clerk
  - Brooke Lappin, Director of Courts
  - Charlie Jewell, Director of Economic Development
  - Cris Randall, Director of Human Resources
  - John Robison, Director of Public Safety
  - Kathi Cook, Director of Community Development
  - Morgan Rodgers, Director of Recreation, Parks, and Cultural Services
  - Pete Sewczwicz, Director of Public Works

- Tom Harris, Director of Finance
- Bret Schroeder, Code Enforcement Manager
- David Cureton, Information Systems Manager
- Deanna McKay, Public Communication & Engagement Coordinator
- Michael Woodman, Planning and Development Services Manager
- Suzanne Swain, Community Services Manager

3. PLEDGE TO THE FLAG

4. WORK SESSION ITEMS

A. North Point Development Framework Plan – Presentation by Starr Whitehouse

- Jacob Lange, with Starr Whitehouse, came forward to present the proposed North Point Development Framework Plan.
- The North Point Development Framework Plan is attached hereto as "Exhibit A."

5. CONSENT AGENDA

A. City Council Meeting Minutes (Meeting of 2/24/2025)

Consideration of approval of the City Council meeting minutes from the meeting of February 24, 2025

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member Hipes offered a motion to approve the Consent Agenda
  - Council Member Mitchell seconded the motion.
  - The motion was approved unanimously (6-0).

6. PUBLIC HEARING

A. Announcement of Public Hearing Procedures

- City Attorney, Melissa Tracy, announced the Public Hearing Procedures.

B. Request For Proposals 25-10 Protest of Award: Applied Research Associates, Inc.

Consideration of an appeal of the Finance Director's written decision of Applied Research Associates, Inc.'s Protest of Award under RFP 25-103.

- City Administrator, Chris Lagerbloom, introduced this item.
- Director of Finance, Tom Harris, came forward to present a history of this item and provided a copy of a December 30, 2024 letter to Applied Research Associates describing the denial of the protest, which is attached hereto as "Exhibit B."
- Danny Seelos (attorney representing Applied Research Associates, Inc.) came forward to protest the award of RFP-25-103 and provided a packet of documents to the Mayor and Council, which is attached hereto as "Exhibit C."

PUBLIC COMMENTS:

- There were no public comments.

❖ Mayor Pro Tem Merkel offered a motion to deny the appeal of the Finance Director's written decision of Applied Research Associates, Inc.'s Protest of Award under RFP 25-103.

  - Council Member DeRito seconded the motion.
  - The motion was approved unanimously (6-0).

7. NEW BUSINESS

A. Task Order: Fiscal Year 2025 Stormwater Pipe Lining Services (Spincast)

Consideration of approval of a task order to Utility Asset Management, Inc. in the amount of $564,687.50 for pipe lining services, under the City's On-Call Stormwater Pipe Lining Services contract and with authorization for the Mayor to execute all necessary documents.

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- The life expectancy for corrugated metal pipes (CMP) is approximately 25 years. Due to the age of much of the City's stormwater infrastructure, many of our pipes have met or exceeded their life expectancy and are in need of repair. City-maintained pipes and structures are inspected on a 5-year cycle.
- Pipe maintenance falls into two categories; full replacement and repairs in place. When pipes are in need of repair but are not to the point of complete failure or replacement, the City has a unique opportunity of extending pipe life expectancy through trenchless lining of the pipe. The trenchless system of lining pipes has been recognized as being the most efficient and cost-effective way of making repairs while minimizing the impact on our residents, roads, and parking lots.
- On March 15th, 2021, the City approved two 5-year pipe lining contracts, one with IPR Southeast and a second with Utility Asset Management (UAM). Each contract is for a specific variation of pipe lining. A contract was formally executed with Utility Asset Management, Inc. on August 18, 2021, for On Call Pipe Lining Services throughout the City of Alpharetta.
- UAM primarily handles pipes 36" in diameter and bigger, utilizing a centrifugal spin-cast application of cementitious materials. UAM, while selected based on multiple criteria for which cost was one factor, is the low-cost provider and the City's contract has insulated our operations from the large cost growth being experienced by many in this industry.
- The City currently has over 200 pipe lining work orders in the queue. Most of the pipes that have been identified meet the criteria necessary for repairs through the contract UAM. The award of this funding will provide for pipe lining throughout the City on some

of our most critical pipes. We anticipate that this funding will cover 1800 linear feet of pipe lining. The attached work order list identifies the pipes to be lined by UAM.

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member DeRito offered a motion to approve a task order for the award of funds in an amount not to exceed $564,687.90 to Utility Asset Management, Inc. for stormwater pipe lining through the City, pursuant to the August 18th, 2021 On-Call Storm Pipe Lining Services Contract by and between Utility Asset Management, Inc. and the City of Alpharetta, and authorize the Mayor to execute all necessary documents.

- Mayor Pro Tem Merkel seconded the motion.
- The motion was approved unanimously (6-0).

B. Memorandum of Understanding: Gwinnett Technical College Police Department

Consideration of approval of a Memorandum of Understanding between The Technical College System of Georgia by and on behalf of Gwinnett Technical College and the City of Alpharetta, and with authorization for the Mayor to execute all necessary documents.

- Director of Public Safety, John Robison, came forward to present this item.
- This Memorandum of Understanding (MOU) establishes a framework for cooperation between Gwinnett Technical College and the City of Alpharetta, allowing them to provide mutual law enforcement assistance during emergencies or criminal cases, as per Georgia law (O.C.G.A. § 36-69).
- In the conditions of assistance, the responding party evaluates the request and decides on the resources (personnel, equipment) it can provide. The senior officer from the requesting party will still oversee operations. The personnel provided through this MOU will have the same legal rights, powers, and protections as they would within their jurisdiction. However, assistance is voluntary, and the responding party can recall aid at any time.
- This MOU shall continue until (a) 50 years from the date of commencement or (b) complete termination. Any party may terminate this MOU for convenience by giving the other parties no less than thirty (30) days' written notice.

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member Will offered a motion to approve a Memorandum of Understanding between The Technical College System of Georgia by and on behalf of Gwinnett Tecnhical College and the City authorize the Mayor to execute all necessary documents.

- Council Member Hipes seconded the motion.
- The motion was approved unanimously (6-0).

C. Agreement between the City of Alpharetta and ZKTeco for Union Hill Overflow Parking

Consideration of approval of an agreement between the City of Alpharetta and ZKTeco for parking during permitted events at Union Hill Park and with the authorization for the Mayor to execute all necessary documents.

- Director of Recreation, Parks, and Cultural Services, Morgan Rodgers, came forward to present this item.
- The covered arena at Union Hill Park has recently been upgraded to serve as the host for events and concerts. The limited parking at Union Hill Park hinders larger events from using the Park. Currently, there are 108 marked parking spaces at Union Hill Park.
- Staff worked with the adjourning business, ZKTeco, to develop an agreement for the use of ZKTeco's parking for events that take place on weekends. ZKTeco has 75 parking spaces that could be used during scheduled events at Union Hill Park.
- This agreement would be used during scheduled events that occur on Friday evenings, Saturdays or Sundays for permitted events only. This agreement would allow for a total of up to 500 people to be in attendance at an event.
- ZKTeco is not asking for any monetary compensation for this agreement. The City would ensure that the event organizers comply with the terms of the agreement.

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member Hipes offered a motion to approve an agreement between the City of Alpharetta and ZKTeco for parking during permitted events at Union Hill Park and authorize the Mayor to execute all necessary documents.

  - Council Member Will seconded the motion.
  - The motion was approved unanimously (6-0).

D. Premises Usage Agreement: Alpharetta First Methodist Church for 2025 Taste of Alpharetta Parking

Consideration of approval of a Premises Usage Agreement between the City of Alpharetta and Alpharetta First Methodist Church, Inc., permitting the use of the Cumming Street Parking Lot for the 2025 Taste of Alpharetta and with authorization for the Mayor to execute all necessary documents.

- Director of Recreation, Parks, and Cultural Services, Morgan Rodgers, came forward to present this item.
- As in years past, the City of Alpharetta is requesting a usage agreement for the Alpharetta First Methodist Church parking lot located at 69 North Main Street, Alpharetta, GA for the annual Taste of Alpharetta event on May 8th, 2025, from 1:00 p.m. to 11:00 p.m.

- Due to the attendance of this event, additional parking, beyond existing public parking, is required to accommodate the attendees of the event.
- There is no charge for the City to utilize this parking lot, unless additional clean up of the property is required, which will be billed at $30.00 per hour.

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member Hipes offered a motion to approve a Premises Usage Agreement between the City of Alpharetta and Alpharetta First Methodist Church, Inc., permitting the use of the Cumming Street Parking Lot for the 2025 Taste of Alpharetta and authorize the Mayor to execute all necessary documents.

- Council Member Will seconded the motion.
- The motion was approved unanimously (6-0).

E. Invitation to Bid 25-007: Mayfield Road Property Demolition and Approval of Intergovernmental Agreement with the City of Milton

Consideration to award a contract for Invitation To Bid 25-007 to Eagle Demolition and Environmental for the Mayfield Road Property Demolition at an amount not to exceed $110,109.00 and with authorization for the Mayor to execute all necessary documents, including the IGA with the City of Milton.

- Director of Recreation, Parks, and Cultural Services, Morgan Rodgers, came forward to present this item.
- In 2017, the City of Alpharetta and the City of Milton entered a joint venture to acquire property located on Mayfield Road with the intent to develop a shared park that would celebrate the rich heritage of both communities.
- The purchase of the properties located at 1470, 1480, and 1490 Mayfield Road was finalized on October 31, 2017, with each city contributing 50% of the negotiated price. Since then, the City of Alpharetta has taken the lead in overseeing the property, with the City of Milton reimbursing 50% of any incurred upkeep costs.
- While a consensus regarding the property's future development has yet to be reached, the structures have deteriorated and become a public nuisance. The three unoccupied houses, as well as twenty-two other structures, including barns and chicken coops, have been deemed unsafe and need to be demolished. Additionally, the site has attracted the homeless population, further compounding the public safety concerns.
- In fall 2023, a site meeting took place between staff from both cities to discuss the scope of work. It was unanimously decided to proceed with the demolition, with the City of Alpharetta taking the lead in procuring design plans and securing the necessary permits. These permits were finalized in the fall of 2024.

- The Department of Recreation, Parks, and Cultural Services, in collaboration with the Finance Department, prepared ITB 25-007, which was issued on December 5, 2024. The bid was advertised on the City's e-procurement platform (Bonfire) and the Georgia Procurement Registry, resulting in 966 vendor invitations. Proposals were received until January 23, 2025, with 13 firms submitting bids.
- The recommended vendor, Eagle Demolition and Environmental, has been selected following the evaluation of the submitted bids. Approval is sought for the award of this contract for the Mayfield Property demolition.
- Vendors provided pricing on the removal of all specified structures and items (to include asbestos removal) outlined in the bid invitation with the lowest being $110,109.00. The City of Alpharetta has agreed to pay 50% of the cost of the project and the City of Milton has agreed to pay 50% of the cost of the project. To which, the City of Alpharetta's total cost will be $55,054.50. These funds have been allocated in the current capital budget.
- This contract is dependent on the City of Milton obtaining approval to cover their 50% share of the demolition costs, as well as the IGA being approved and signed by the City of Milton's Mayor and Council.

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member Hipes offered a motion to approve the award of a contract for Invitation To Bid 25-007 to Eagle Demolition and Environmental for the demolition of the Mayfield Road property in an amount not to exceed $110,109.00 and authorize the Mayor to execute all necessary documents, including the IGA with the City of Milton.

  - Mayor Pro Tem Merkel seconded the motion.
  - The motion was approved unanimously (6-0).

F. **Resolution: Support of Brookside Multi-Use Trail and Funding Opportunities** *Consideration of adoption of a Resolution in support of the application to pursue funding the Brookside Multi-Use Trail Project, directing the City Administrator to pursue partnerships, grant opportunities, and Federal Congressionally Directed Spending, and with authorization for the Mayor to execute all necessary documents.*

- City Attorney, Melissa Tracy, read the resolution title aloud.
- City Administrator, Chris Lagerbloom, came forward to present this item.
- On November 28, 2022, Mayor and City Council adopted Resolution 2160, which incorporated the Brookside Small Area Plan into the City's Horizon 2040 Comprehensive Plan.

- If adopted, this resolution would be incorporated into a future application for federal funding and/or grant applications, as a letter of support for the Brookside Multi-Use Trail Project.

  ❖ Mayor Pro Tem Merkel offered a motion to adopt a Resolution Support of Brookside Multi-Use Trail and Funding Opportunities.

  - Council Member Will seconded the motion.
  - The motion was approved unanimously (6-0).

8. PUBLIC COMMENT

- Anita Freidman (Westside Commons HOA) commented on traffic and security of their neighborhood during concerts at Ameris Bank Amphitheatre.

9. REPORTS

- Mayor Pro Tem Merkel reported that the Public Safety Foundation Chili Cook Off was this past Saturday, and it was a great event.
- Council Member Will reported that he recently attended the Cultivate Event at Innovation Academy (mock interview and business workshops) and was amazed by the students at this school. Additionally, he shared that Alpharetta Detective Brian Smith passed away and his funeral is tomorrow at 11:00 am at Alpharetta First United Methodist Church; he was well loved and served the city for 19 years.

10. EXECUTIVE SESSION (IF NECESSARY)

❖ Mayor Pro Tem Merkel offered a motion to approve to recess to Executive Session.

- Council Member DeRito seconded the motion.
- The motion was approved unanimously (6-0).

- Mayor Gilvin recessed the meeting at 7:56 p.m. for the purposes of real estate and litigation.

❖ Council Member Will offered a motion to approve to recess to Executive Session.

- Council Member Mitchell seconded the motion.
- The motion was approved unanimously (6-0).

- Mayor Gilvin reconvened the meeting at 8:04 p.m.

11. EXECUTIVE SESSION ITEMS TO BE VOTED UPON, IF NECESSARY

A. Option Agreement: 13450 Cogburn Road, Milton, Georgia

Consideration of approval and acceptance of an Option to Purchase Right of Way for land along 13450 Cogburn Road, Milton, Georgia for the Big Creek Greenway between the City of Milton and the City of Alpharetta and with authorization for the Mayor to execute all necessary documents.

PUBLIC COMMENTS:

- There were no public comments.

❖ Council Member Hipes offered a motion to approve and accept an Option to Purchase Right of Way for land along 13450 Cogburn Road, Milton, Georgia for the Big Creek Greenway between the City of Milton and the City of Alpharetta and with authorization for the Mayor to execute all necessary documents.

- Mayor Pro Tem Merkel seconded the motion.
- The motion was approved unanimously (6-0).

12. ADJOURNMENT

❖ Council Member Mitchell offered a motion to adjourn the meeting.

- Council Member DeRito seconded the motion.
- The motion was approved unanimously (6-0).

- Mayor Gilvin adjourned the meeting at 8:07 p.m.

Respectfully submitted,

Lauren Shapiro, City Clerk

EXHIBIT A

THE CITY OF
ALPHARETTA
GEORGIA

North Point Development Framework

Final Report
February 2025

Prepared for:

Department of Community Development

Lead Consultant:

STARR WHITEHOUSE
Landscape Architects
and Planners PLLC

Subconsultants:

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The Vision

EXECUTIVE SUMMARY

This study endeavors to **create a green**, **walkable**, **and vibrant North Point District** over the next 30 years.

It **reorients the district towards Big Creek and the Greenway**, leveraging these important recreational and environmental resources as the centerpiece of North Point's future.

It incentivizes human-scale development, and **sets new standards for converting vehicular landscapes to fine-grained urban realms**.

It **encourages private investment** by demonstrating what is possible, and **guides public policy** by outlining a road map for implementation.

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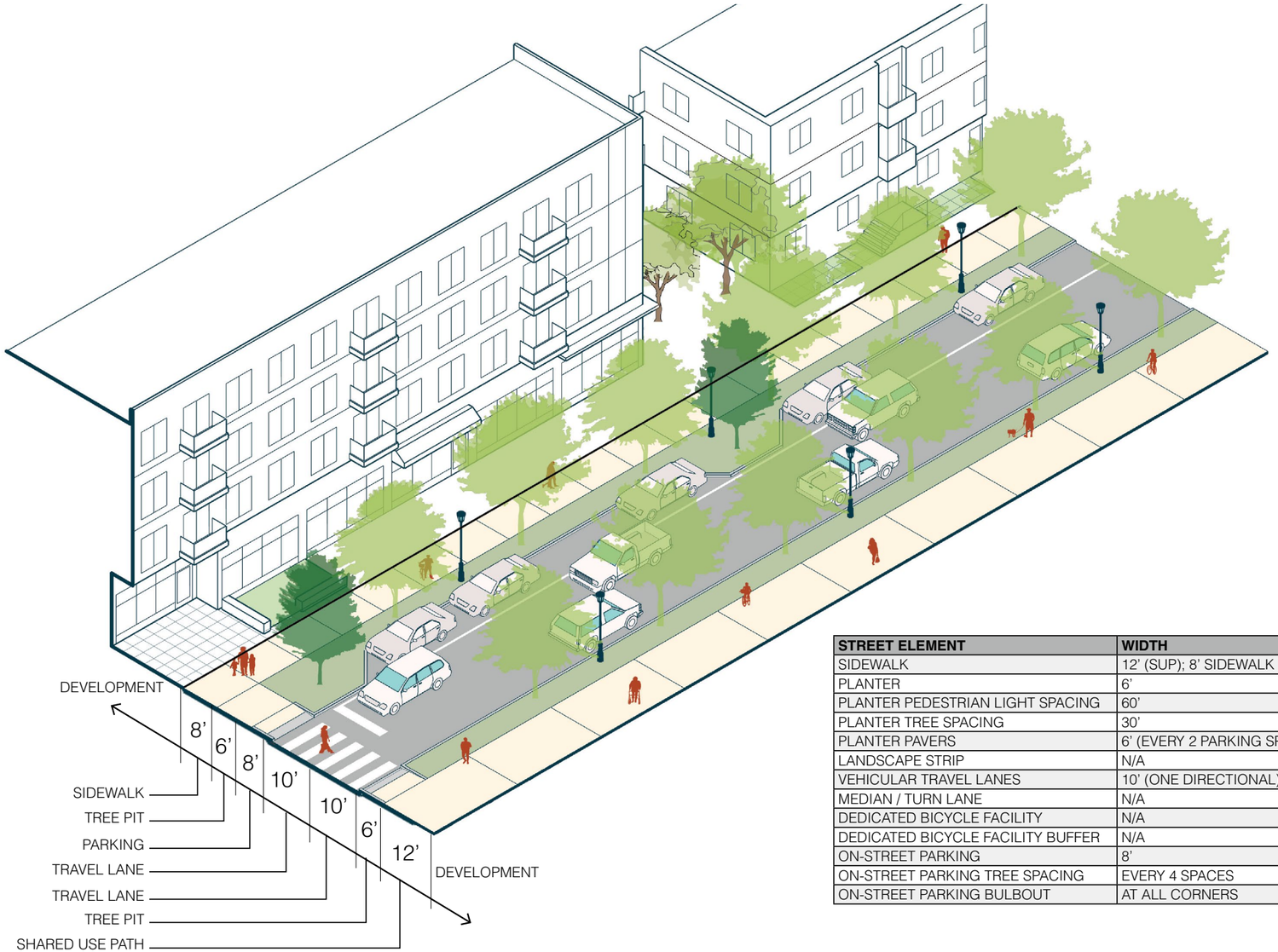
Street Typologies

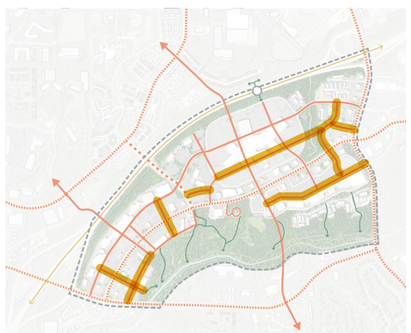
STREET NETWORK

Typical streets are 60 feet wide and serve as the primary street type within the district, designed to provide access to commercial, mixed-use, and residential areas. These streets are calm, neighborhood-oriented streets that are found throughout the district, offering a safe and convenient route for local traffic. Typical streets feature one lane of traffic in each direction, with on-street parking on one side. They are designed with canopy trees, pedestrian lighting, and sidewalks to enhance the pedestrian experience. Additionally, shared-use paths are included to support low-stress bicycling, making these streets accessible and comfortable for all users.

TYPICAL | 60’ WIDTH



STREET ELEMENT	WIDTH
SIDEWALK	12’ (SUP); 8’ SIDEWALK
PLANTER	6’
PLANTER PEDESTRIAN LIGHT SPACING	60’
PLANTER TREE SPACING	30’
PLANTER PAVERS	6’ (EVERY 2 PARKING SPACES)
LANDSCAPE STRIP	N/A
VEHICULAR TRAVEL LANES	10’ (ONE DIRECTIONAL)
MEDIAN / TURN LANE	N/A
DEDICATED BICYCLE FACILITY	N/A
DEDICATED BICYCLE FACILITY BUFFER	N/A
ON-STREET PARKING	8’
ON-STREET PARKING TREE SPACING	EVERY 4 SPACES
ON-STREET PARKING BULBOUT	AT ALL CORNERS



KEY PLAN

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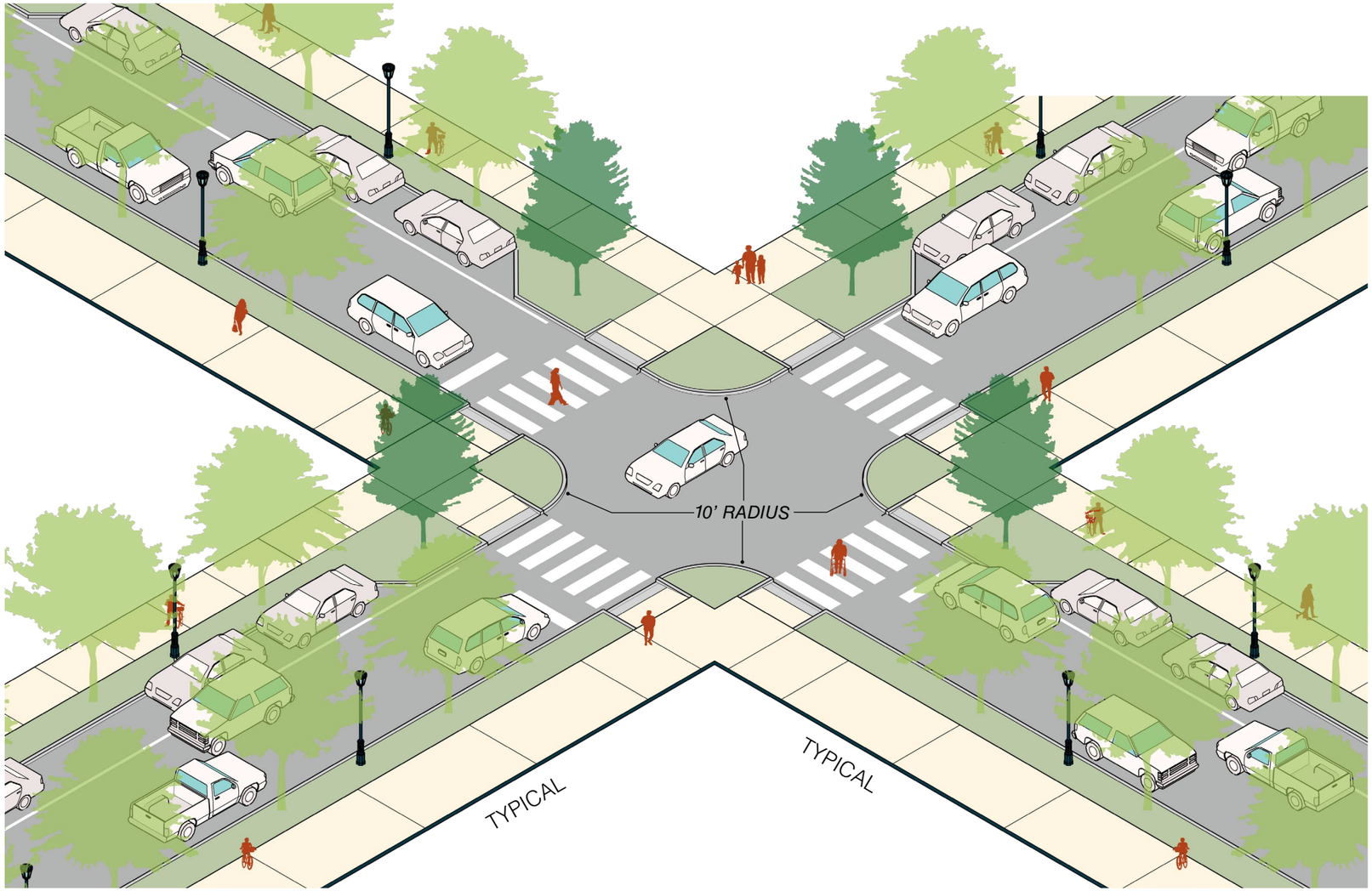
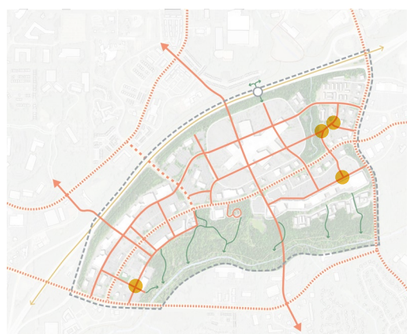
Intersection Typologies

STREET NETWORK

The intersection of two typical streets is most appropriate in neighborhood-scale areas of the district, with a focus on accessibility for all users. A curb radius of 10 feet reinforces this street as a low-speed space for vehicles and enhances pedestrian safety at crossings. As with other street types, bulb-outs are placed at the corners to daylight the crosswalk, which are positioned behind the curb radii to provide more accessible crossings for people with disabilities.

TYPICAL STREET INTERSECTION





KEY PLAN

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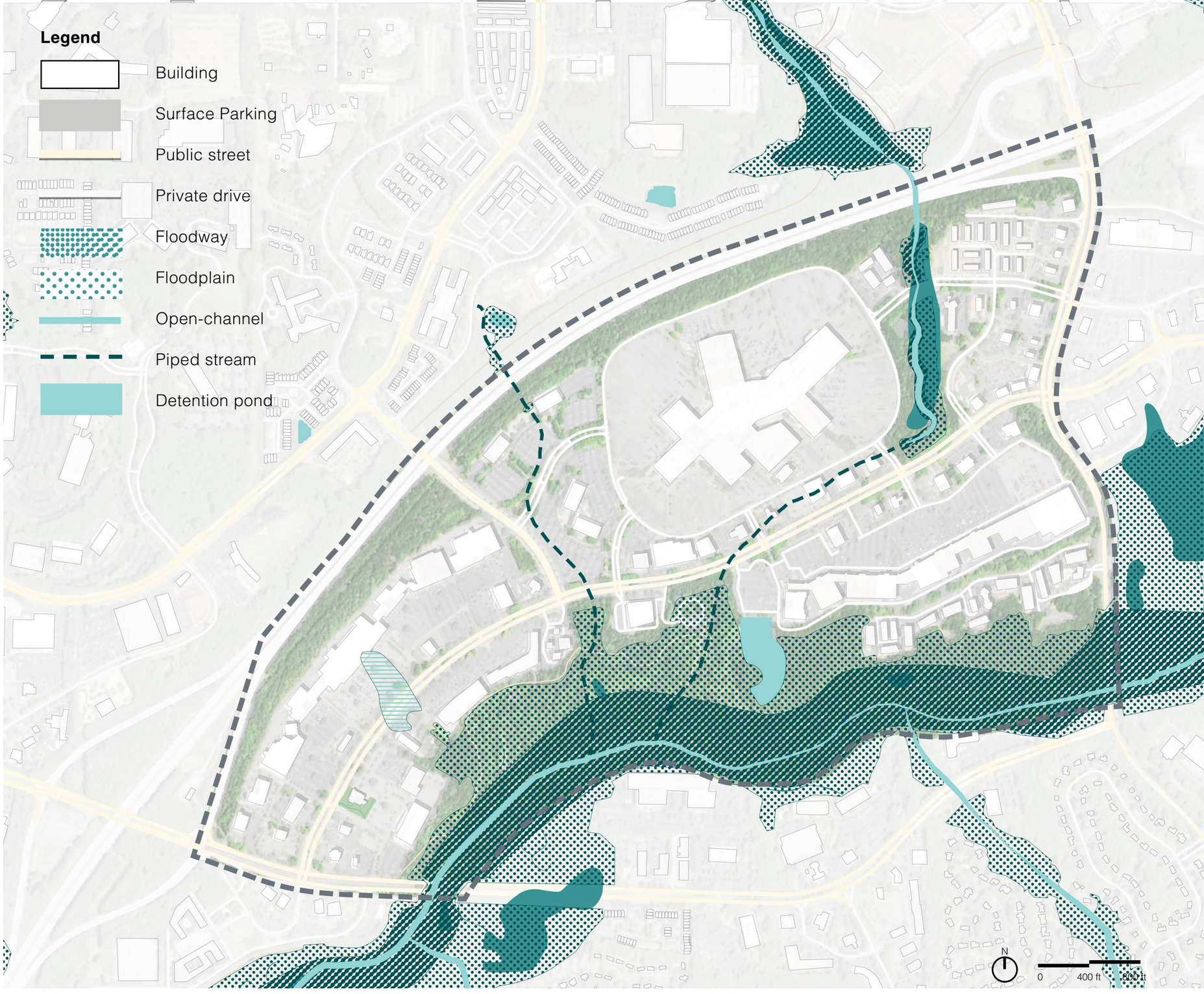
Existing Conditions

OPEN SPACE NETWORK

Highlighting the historic drainage patterns across the district reveals an opportunity to provide public open space. The character of the Big Creek Greenway extends into the district's development zone with new park spaces. Reconnecting piped streams presents the opportunity for a dynamic open space and pedestrian connectivity.



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Parks / Amenity Areas

OPEN SPACE NETWORK

A series of parks dot the district and provide enhanced open space programming to attract activity to the district, create new edge conditions that can catalyze redevelopment, and break-up the massive scale of the district with places for congregation and recreation.

The result is a network of open spaces accessible within a 5 minute walk from any point in the district. The open spaces anchor sub-districts, or neighborhoods, upon which redevelopment will be catalyzed, providing more and better connections from the district to Big Creek.

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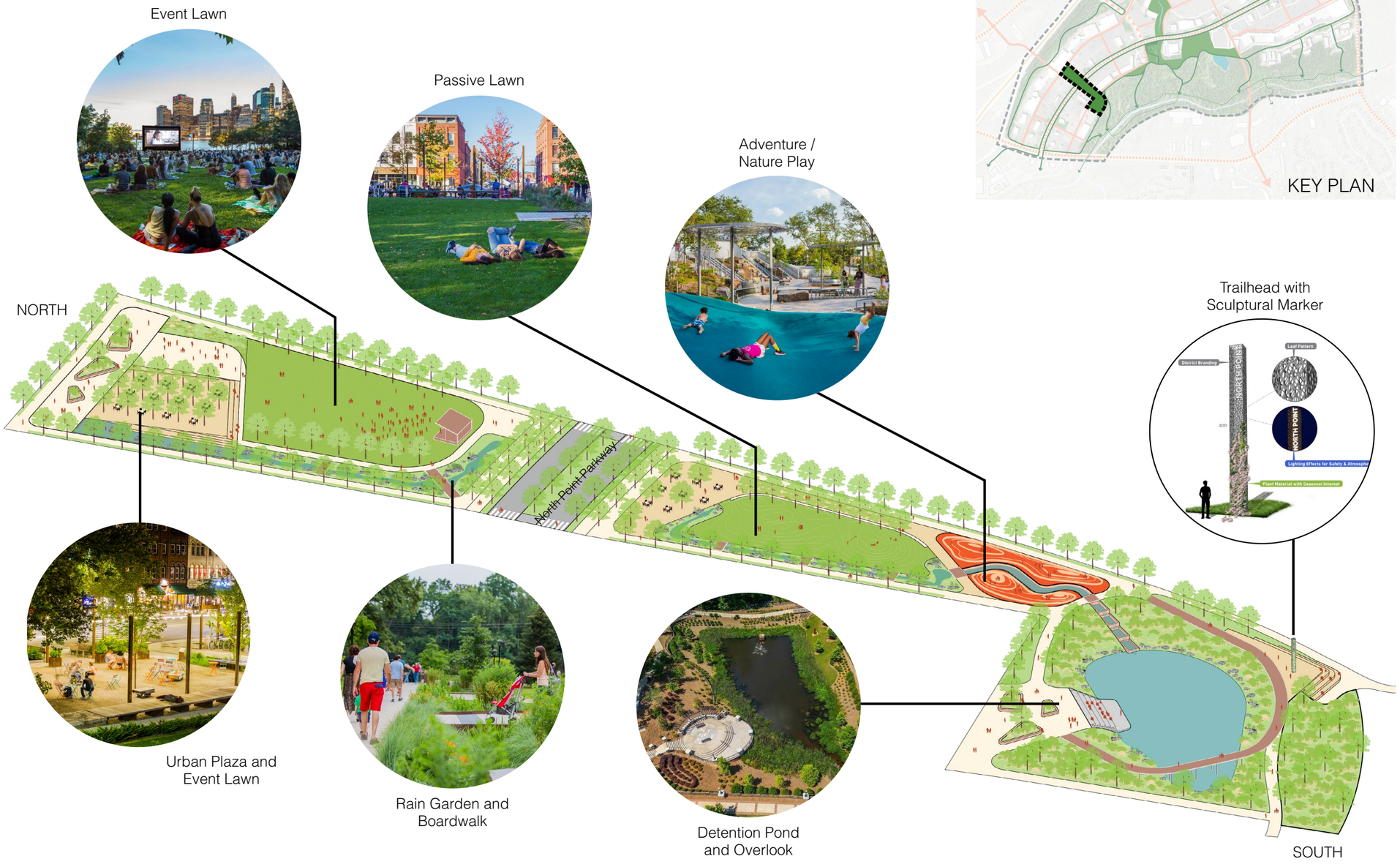
Linear Park

OPEN SPACE NETWORK

The linear park is designed to provide open space to the adjacent commercial, residential, and cultural uses. To the north facing the cultural anchor, an urban plaza, bosque, and large event lawn provides opportunity for social gatherings, concerts, and cultural events. Safe crossings at North Point Parkway connect visitors to the large passive lawn for lounge and play, and adventure playground for children. The park is lined with rain gardens, collecting and managing stormwater with native plantings. The stormwater filters through the gardens to a large detention basin, also collecting water from the surrounding impervious areas. The detention basin becomes a public feature, with an overlook and trail loop, connecting pedestrians to the larger Big Creek greenway system.



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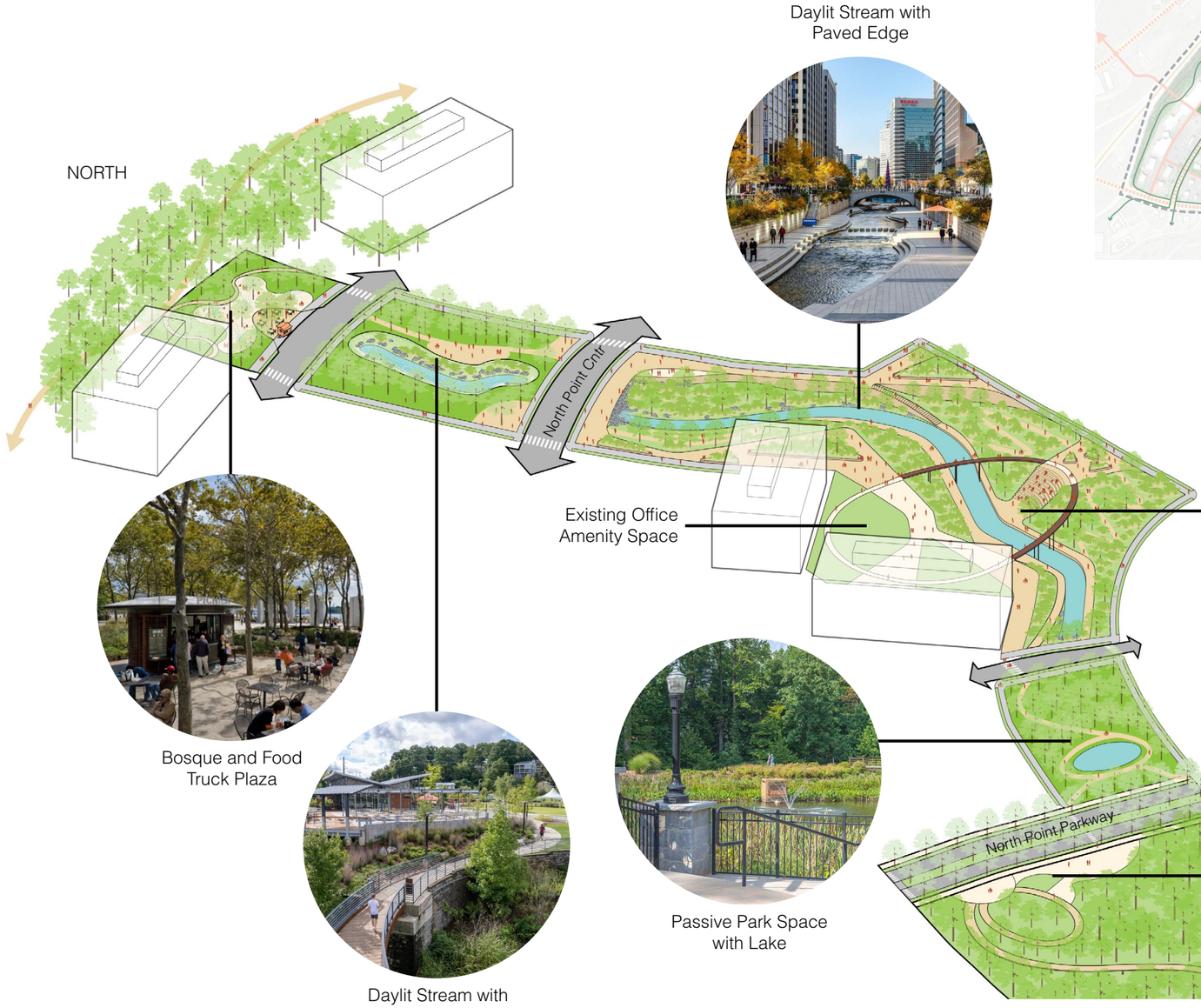
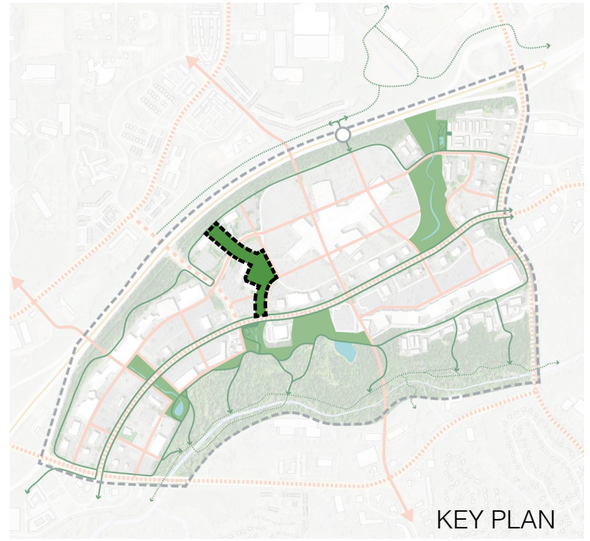
Tributary Park

OPEN SPACE NETWORK

The tributary park transforms a piped stream into an open space asset. The daylit stream flows down the center of the park, collecting into a detention pond at the south end. The stream edges are designed with both hard and soft solutions; paved areas where pedestrians can access the water's edge and steeper vegetated slopes where visitors remain on an elevated overlook. An amphitheater provides seating and views to the waterfront, while connecting to the existing office buildings and amenity space. A bosque and social space is proposed at the northern end of the park, providing space for food trucks and vendors. From the southern end of the park, pedestrians can cross safely over North Point Parkway and connect to the proposed Encore Greenway Park and the Big Creek Greenway.





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Character Areas

REDEVELOPMENT SCENARIOS

Two character areas were explored to test optimal building typologies and densities across the district. A prototypical block size was assigned to each character area. These block sizes were chosen based on site planning considerations and development feasibility. Each block type was used to explore a range of prototypical residential and commercial typologies, which informed two focus area studies explored later in the this framework plan.

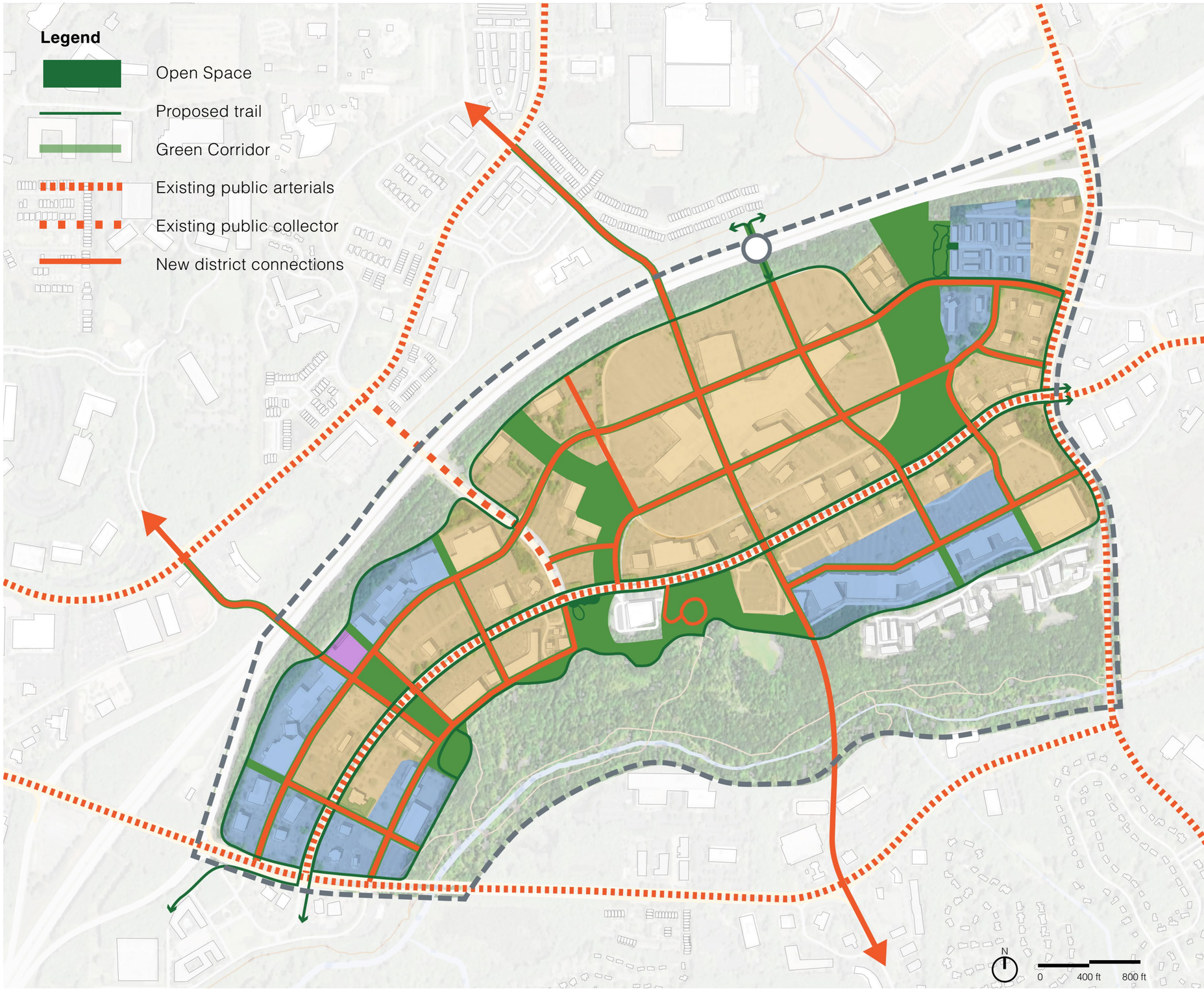
In addition to the character areas, an opportunity for a Cultural/Institutional land use was identified.

A Mid-High Density Commercial/ Residential with catalyst open spaces

B Low-Mid Density Residential with Retail

Cultural / Institutional

Mall redevelopment by other - anchor campus



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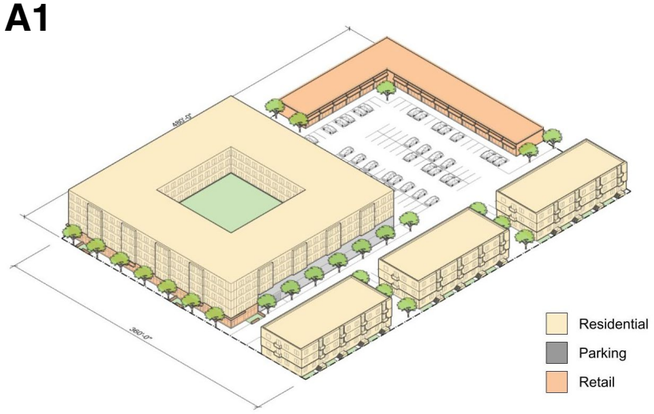
Character Area A: Typologies

REDEVELOPMENT SCENARIOS

Block Type A can support various mixes of larger residential and commercial building typologies. Potential residential uses range from medium-scale residential buildings to larger wrap-around mixed-use buildings with upper-level residential units. The block size can also support larger office or lab buildings. Retail is integrated either at the ground level of mixed-use developments or as standalone street-facing buildings. Parking options tested include surface parking, parking podiums, wrap-around garages, and standalone parking structures.

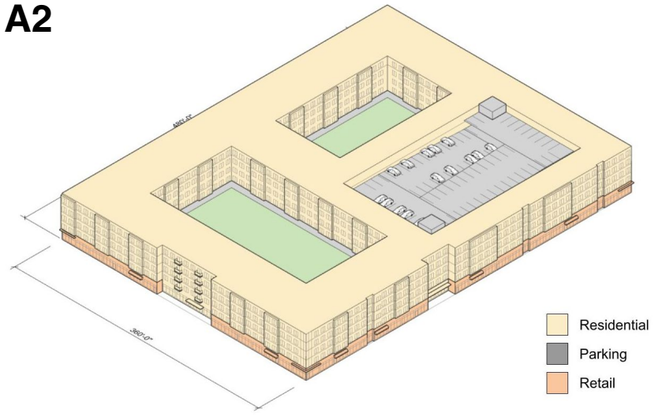
A1



Building Typologies:

- 3 over 2 Mixed-Use Residential: 3 levels of residential with two-level podium with retail and parking
- 3-story, 24-unit residential
- Standalone retail center

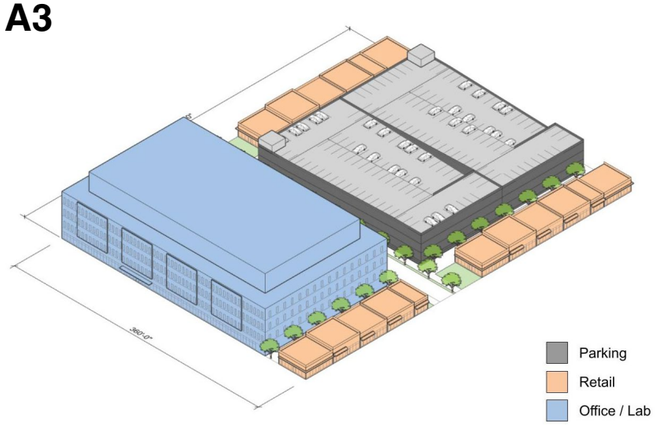
A2



Building Typologies:

- Mixed-Use Residential with parking garage: 4 levels of residential, ground level retail and parking, and an additional 5-level parking garage.

A3



Building Typologies:

- 4-story office / laboratory
- Standalone retail
- Standalone 4-story parking garage

MEDIUM-SCALE MIXED-USE RESIDENTIAL DEVELOPEMENT PRECEDENT: ALPHARETTA LOFTS

WRAP-AROUND MIXED-USE RESIDENTIAL DEVELOPMENT PRECEDENT: VERANDA AVALON

OFFICE/LABORATORY DEVELOPMENT PRECEDENT: DATA SCAN BUILDING, ALPHARETTA TOWN CENTER

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Character Area B: Typologies

REDEVELOPMENT SCENARIOS

Block Type B is suitable for smaller-scale buildings and lower densities. Potential residential typologies include townhomes, walk-ups, and residential buildings. Retail uses can be incorporated within the ground-level spaces of walk-up buildings. Surface parking or smaller attached garages are the most viable parking configurations for these lower-density uses.

B1

Building Typologies:

- 3-story townhomes with attached garage

B2

Building Typologies:

- 3-story townhomes with attached garage
- 2-over-2 stacked townhomes / walk-ups
- 2-over-1: 2 levels of residential over ground-level retail

B3

Building Typologies:

- 3-story, 24 unit residential
- 2-over-2 stacked townhomes / walk-ups
- 2-over-1: 2 levels of residential over ground-level retail

TOWNHOME DEVELOPMENT PRECEDENT: ECCO PARK

2-OVER-2 STACKED TOWNHOME DEVELOPMENT PRECEDENT: THE HATHAWAY

3-STORY CONDO DEVELOPMENT PRECEDENT: 81 THOMPSON STREET

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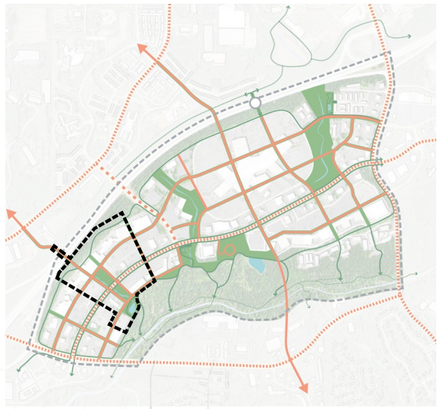
Mansell Crossing

REDEVELOPMENT TEST-FITS

The first study area encompasses a significant portion of Mansell Crossing, a strip shopping center that spans North Point Parkway, alongside several adjacent parcels including a hotel and North Point Village, a similar strip shopping center. This study area was selected to reconceptualize the area around the proposed Linear Park, spanning from the GA 400 trail on the north to the Big Creek Greenway on the south. The development test-fits explore how redevelopment might respond to the dynamic edge conditions of the Linear Park and reinforce the proposed cross-district connectivity concepts, while subsidizing future infrastructure improvements needed to realize the overall vision for the neighborhood.

The existing tenant spaces within Mansell Crossing are significantly set back from the North Point Parkway, separated by a large parking lot. With over six parking spaces provided per 1,000 sf of retail space, far exceeding the parking ratio required by zoning, there is an opportunity for both infill development on portions of the parking lot and broader redevelopment prospects.

EXISTING CONDITIONS



KEY PLAN

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Mansell Crossing

REDEVELOPMENT TEST-FITS

The first phase of redevelopment focuses on the area near the northern half of Linear Park, a major open space amenity creating dynamic street edges to catalyze pedestrian-friendly developments. Redevelopment parcels are chosen to align with the open space and street connectivity network concepts while minimizing the impacts on remaining tenants from the perspectives of visibility and access.

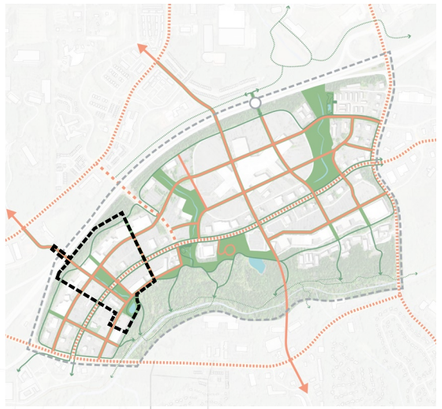
A potential configuration features retail kiosks flanking Linear Park on the east and west sides, and a multi-story cultural anchor, such as a movie theater, capping the north side of the park. The parallel street a block north of North Point Parkway is lined with various retail typologies to extend the pedestrian shopping experience.

This retail hub is complemented by a mix of residential uses. Higher-density developments, such as 3-over-2 buildings, are envisioned on parcels abutting North Point Parkway and Linear Park, whereas smaller-scale townhomes and walk-ups are suitable further from North Point Parkway, along streets with less vehicular traffic.

Residential parking is integrated within the street blocks of the developments, either as surface parking lots or parking podiums. Retail visitor parking is centralized in a standalone parking structure located behind the cultural anchor.

Davis Drive, a key north-south roadway extension across GA 400, could be partially funded through these developments.

INCREMENTAL DEVELOPMENT PHASE 1



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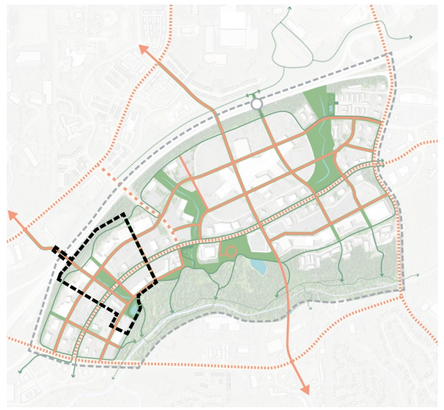
Mansell Crossing

REDEVELOPMENT TEST-FITS

The second phase of redevelopment completes the southern half of Linear Park, unlocking the development potential of the adjacent blocks on the east and west sides. Higher-density developments such as 3-over-2 and 4-over-2 buildings are suitable for these street blocks abutting North Point Parkway. The development scales and heights step down closer to the park, continuing the line of small retail kiosks along the park edges.

INCREMENTAL DEVELOPMENT PHASE 2



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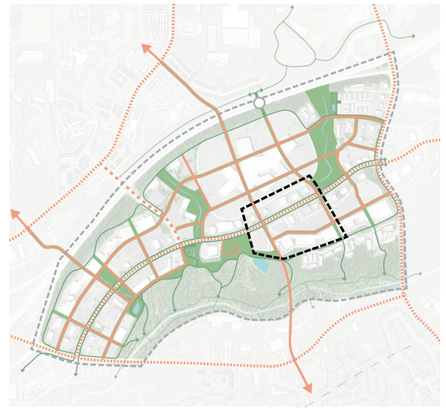
North Point Market Center

REDEVELOPMENT TEST-FITS

The second study area focuses on the western portion of North Point Market Center abutting Big Creek Greenway and the parcels across North Point Parkway from the strip shopping center. The test-fits similarly illustrate how phased redevelopment could integrate with the proposed open space concepts for Big Creek Greenway while shaping roadway connections through the North Point Mall site to the north and across Big Creek to the south.

Similar to Mansell Crossing, North Point Market Center is characterized by significant setbacks from the street. Tenant spaces are separated from North Point Parkway by a large parking lot, which provides over 6 spaces per 1,000 sf retail space. This presents opportunities for both infill development on portions of the parking lot and redevelopment.

EXISTING CONDITIONS



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North Point Market Center

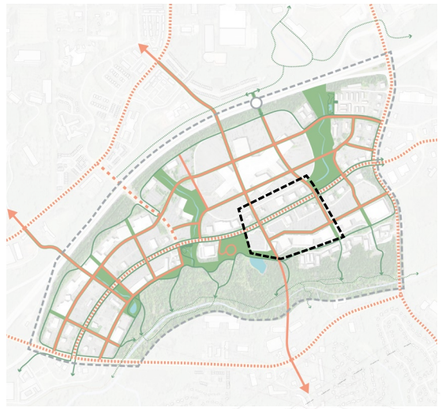
REDEVELOPMENT TEST-FITS

The first phase of incremental development focuses on redevelopment north of North Point Parkway and infill development within North Point Market Center.

The two parcels north of North Point Parkway provide high redevelopment potential, leveraging the improved streetscape of the Parkway as well as the catalytic anchor development planned within the North Point Mall site. These parcels can support developments of various scales depending on the sizes of the parcelized areas. A potential higher-density use is a wrap-around mixed-use development with residential units on the upper levels and a two-story podium, and a potential smaller-scale use is a standalone restaurant. These developments should be aligned to reinforce the Maxwell Road Extension concept to provide a key vehicular connection between North Point District and neighboring areas.

Within North Point Market Center, the first phase focuses on infill development that maintains access and visibility for existing tenants. Out parcels along North Point Parkway can support smaller-scale standalone retail shops and restaurants to reinforce the vision for a more walkable North Point Parkway and extend pedestrian-friendly frontages toward Big Creek Greenway.

INCREMENTAL DEVELOPMENT PHASE 1



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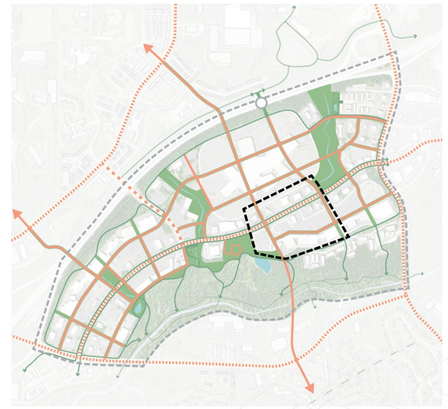
North Point Market Center

REDEVELOPMENT TEST-FITS

INCREMENTAL DEVELOPMENT PHASE 2

The second phase of redevelopment completes the Maxwell Road Extension across Big Creek. This entails redeveloping the tenant spaces currently occupied by Dave and Buster's and Panera Bread, accommodating a denser mixed-use development with residential units on the upper levels, and parking and retail on the ground level.

The realignment of Maxwell Road provides opportunities for a more transformative open space amenity linking the new development with Big Creek Greenway. This quadrant of the study area can be further activated by adding rows of retail and restaurant uses to the street block facing the new open space.



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Framework Plan

CONCLUSION

The North Point Development Framework Plan (pictured on the right) provides a long-term vision for the future of the North Point District.

A grid of proposed streets utilizing existing signalized intersections and parking lot access roads is overlaid across the district to create a series of “superblocks” that can be subdivided into walkable sub-districts as redevelopment occurs. Three of these connections extend beyond the district boundary to integrate with the regional transportation network, thereby increasing access into and out of the district.

A network of trails and parks are layered into the district. The trails leverage and expand upon the existing Big Creek Greenway to improve access to this important regional asset while interconnecting the district with an active transportation network. A series of dynamic park spaces anchor each of the sub-districts, revealing and repairing the pre-development character of the hydrologic systems and acting as catalysts for mixed-use development.

The remaining “white space” is left to the imagination of the private landowners and development community. To aid landowners and developers as they embark on redevelopment, this study offers a series of development typologies ranging from low-mid density residential to mid-density mixed-use and office. A series of phased test fits are included to show how each of the component parts might be integrated to redefine North Point as a green, walkable, mixed-use district that sets a new standard for converting vehicular landscapes to fine-grained urban realms.

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EXHIBIT B

THE CITY OF ALPHARETTA GEORGIA

2 Park Plaza
Alpharetta, GA 30009
Phone: 678.297.6000
www.alpharetta.ga.us

December 30, 2024

VIA CERTIFIED MAIL AND EMAIL

Ruda Hirschfield Papera & Hoffman LLP
c/o Danny Seelos
5555 Glenridge Connector, Suite 800
Atlanta, Georgia 30342
dseelos@rhph.com

Re: Applied Research Associates, Inc. Protest of Award under RFP 25-103 and Request for Stay of the Subject Procurement

Dear Mr. Seelos:

On December 20, 2024, Applied Research Associates, Inc. ("ARA") filed its Protest of Award under RFP 25-103 and Request for Stay with my office, the City's Finance Department. Pursuant to the Procurement Policy for the City of Alpharetta, Georgia ("Procurement Policy"), any proposer who is aggrieved in connection with a Request for Proposals ("RFP") may protest such procurement. However, Article III, Section N of the Procurement Policy provides that a protest "shall be submitted to the Finance Director within seven calendar days of the first date that the aggrieved party knew or should have known of the facts giving rise to the protest." As further explained below, ARA's protest was not timely filed.

On November 20, 2024, the Notice of Award to Spencer Consulting Group, LLC ("Spencer") was uploaded into the City's Bonfire Procurement Portal, which the City uses to facilitate its formal procurement process. The City's Bonfire Procurement Portal specifically provides project details, important events, supporting documentation, and award notices.

When the City receives a public records request under Georgia's Open Records Act *O.C.G.A. § 50-18-70 et seq.*, the City is generally required to respond to the requestor within three (3) business days. However, O.C.G.A. § 50-18-72(a)(10) provides an exception to public disclosure for records that are related to "[p]ending, rejected, or deferred sealed bids or sealed proposals and detailed cost estimates related thereto

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MAYOR Pro Tem
Dan Merkel

COUNCIL MEMBERS
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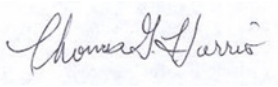
Douglas J. DeRito
John Hipes
Donald F. Mitchell
Brian Will

CITY ADMINISTRATOR
Chris Lagerbloom

until such time as the final award of the contract is made, the project is terminated or abandoned, or the agency in possession of the records takes a public vote regarding the sealed bid or sealed proposal, whichever comes first." Therefore, the first date that ARA knew or should have known the facts giving rise to its protest was November 25, 2025 (i.e., 3 business days removed from the published Notice of Award). Pursuant to the Procurement Policy, ARA's opportunity to protest the subject procurement expired seven (7) calendar days thereafter (i.e., December 2, 2024).

On December 9, 2024, nineteen (19) days removed from the Notice of Award, ARA submitted a public records request to the City. Notably, ARA's records request came after the City executed the subject contract with Spencer. ARA's protest was delivered seventeen (17) days after the protest period expired and is therefore untimely. Accordingly, the City rejects your demand to set aside the award to Spencer.

Sincerely,



Thomas G. Harris, CPA
Director of Finance

Ce: Joshua Jones, Associate Attorney, Jarrard & Davis, LLP
Jeffrey Strickland, Partner, Jarrard & Davis, LLP
Molly Esswein, Partner, Jarrard & Davis, LLP
Lauren Shapiro, City Clerk

EXHIBIT C

THE CITY OF
ALPHARETTA
GEORGIA

2 PARK PLAZA
ALPHARETTA, GA 30009
PHONE: 678.297.6000
WWW.ALPHARETTA.GA.US

December 30, 2024

VIA CERTIFIED MAIL AND EMAIL

Ruda Hirschfield Papera & Hoffman LLP
c/o Danny Seelos
5555 Glenridge Connector, Suite 800
Atlanta, Georgia 30342
dseelos@rhph.com

Re: Applied Research Associates, Inc. Protest of Award under RFP 25-103 and Request for Stay of the Subject Procurement

Dear Mr. Seelos:

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On November 20, 2024, the Notice of Award to Spencer Consulting Group, LLC ("Spencer") was uploaded into the City's Bonfire Procurement Portal, which the City uses to facilitate its formal procurement process. The City's Bonfire Procurement Portal specifically provides project details, important events, supporting documentation, and award notices.

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MAYOR PRO TEM
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BRIAN WILL

CITY ADMINISTRATOR
CHRIS LAGERBLOOM

RHPH Ruda Hirschfeld Papera & Hoffman

Danny Seelos
dseelos@rhph.com
404-467-2287

January 6, 2025

City Council for the City of Alpharetta
c/o Mr. Thomas G. Harris, Finance Director
2 Park Plaza
City Hall (2nd Floor)
Alpharetta, GA 30009

*****VIA HAND DELIVERY*****

Re: Appeal of Rejection of Applied Research Associates, Inc. Protest of Award under RFP 25-103 and Request for Stay of the Subject Procurement

APPEAL OF DECISION AND REQUEST FOR STAY

Dear Mr. Harris:

As you know, this law firm represents Applied Research Associates, Inc. ("ARA") with regards to its Protest of Award under RFP 25-103 delivered to the City of Alpharetta (the "City") on December 20, 2024 (the "Protest"), and we are writing to writing to appeal the rejection of ARA's Protest communicated in your letter dated December 30, 2024 (the "Rejection"). Under the Procurement Policy for the City of Alpharetta, Georgia (the "Procurement Policy"), "[t]he Finance Director's decision may be appealed in writing to City Council within seven calendar days after the date of the Finance Director's written decision."[1] Accordingly, this appeal is timely because it is being filed today, and is, therefore, filed within seven calendar days after the Finance Director's written decision.

[1] Previously submitted as Exhibit B attached to the Protest, at Article III, Section N, incorporated herein.

According to the Rejection, ARA's Protest was denied as untimely because ARA "knew or should have known the facts giving rise to its protest was November 25, 2024", three days after the date the Notice of Award to Spencer Consulting Group, LLC ("Notice of Award") was uploaded to the City's Bonfire Procurement Portal ("Bonfire")[2], as that date was the very earliest ARA could possibly obtain relevant procurement documents via an Open Records Act request made the same day the Notice of Appeal was posted to Bonfire. However, as explained in more detail below, nothing in the procurement materials provided to the RFP offerors or on the Bonfire site itself indicated that award announcements for the RFP would be made solely through Bonfire, much less that RFP offerors had to check Bonfire daily for award announcements or otherwise go without news of them. Nor is there any requirement in the Procurement Policy or elsewhere that an unsuccessful RFP offeror submit an Open Records Act request the same day a notice of award is posted to Bonfire or even the same day the offeror learns it is not the awardee. Imposing these new, unsupported requirements to determine the timeliness of ARA's protest filing is manifestly unreasonable and inconsistent with fundamental due process.

Here, ARA requested additional information immediately upon learning of the Notice of Award, and then ARA filed its Protest within the required seven business days of learning "the facts giving rise to its protest." Those facts, which the Procurement Policy requires to be included in any protest, were not and could not be known to ARA until December 13, 2024, when ARA received the proposals from the other RFP offerors in response to ARA's Open Records Act request. Thus, ARA's Protest submitted on December 20, 2024, was timely filed. For this reason, ARA respectfully requests the City reverse the rejection of ARA's Protest, stay this Procurement pending this appeal as required by the Procurement Policy, and consider ARA's Protest on the merits, as detailed there.

FACTS[3]

Because it had not heard from the City regarding the award, ARA emailed Ms. Beth Rucker on December 6, 2024, asking for an update on the status of the RFP.[4] Ms. Rucker responded on

[2] While the Rejection claims the date was November 25, 2025, ARA understands this to be a typo and has updated the date to reflect 2024.

[3] ARA incorporates herein the facts from its Protest dated December 20, 2024, and does not repeat them herein.

[4] ARA email attached hereto as Exhibit K. Notably, Ms. Rucker did not mention the contract was awarded on November 20, 2024.

December 9, 2024, notifying ARA that Spencer Consulting Group, LLC ("Spencer") had won and attaching the Scoring Summary to her response.[5] ARA then filed its Open Records Request that same day, December 9, 2024, requesting the bid proposals of the two higher-rated contractors, Spencer and BYE UAS Inc., d/b/a Silent Falcon UAS Technologies ("Silent Falcon").

The City responded to that request by providing ARA with the bid proposals from Spencer and Silent Falcon (the "Proposals") on December 13, 2024.[6] ARA then timely filed its Protest on December 20, 2024, seven calendar days after it received the Proposals—which is the only way ARA knew or should have known of the facts giving rise to its Protest.[7] Nevertheless, the City issued its Rejection of ARA's Protest on December 30, 2024, solely on the basis of the Protest's timeliness.

DISCUSSION

The Procurement Manual states a protest must be filed "within seven calendar days of the first date that the aggrieved party knew or should have known of the facts giving rise to the protest."[8] In the Rejection, the City argues that ARA knew or should have known of the facts giving rise to its Protest on November 25, 2024, because that was three business days from the Notice of Award being uploaded to Bonfire.[9] However, the City's argument attempts to impose a number of burdens on ARA that have no basis in the available documentation or communications between the parties, including that: (i) ARA was required to check Bonfire daily for an award announcement; (ii) ARA must have seen the award announcement on the first day it was posted on Bonfire; and (iii) ARA was required to submit an Open Records Act request the same day it saw the award posting. According to the City, had ARA met these new requirements, the City would have timely complied with the Open Records Act and provided the relevant information within three business days, on November 25, 2024. These three newly imposed requirements and the City's false assumption of its timely

[5] Previously submitted as Exhibit H attached to the Protest, incorporated herein.

[6] It is unclear why the City took four business days to respond instead of the required three, but this delay undercuts the City's claim that ARA should have known the relevant facts within three business days of the initial notice of award.

[7] Exhibit B attached to the Protest, at Article III, Section N.2.

[8] *Id.* (emphasis added).

[9] Rejection at 2.

compliance with the Open Records Act do not, however, provide a reasonable basis for determining the timeliness of ARA's protest.

Nothing in the RFP, in the Procurement Policy, or on the City's procurement webpage requires offerors to check for procurement results daily after submitting a proposal. Nevertheless, the Rejection attempts to justify the rejection of ARA's Protest by claiming the City uses Bonfire to provide "project details, important events, supporting documentation, and award notices."[10] However, how the City uses Bonfire is not particularly relevant. Instead, the reasonableness of City's current position depends on what it told ARA and other offerors about how Bonfire would be used.

Unfortunately, the City never communicated this new purported requirement that the offerors for the RFP monitor Bonfire and that the date of posting to Bonfire would be the date used to determine timeliness of any protests. Instead, the RFP merely says that Bonfire will be used to provide documents, upload submission documents, and for contractors to submit questions or comments.[11] The RFP does not, however, indicate that Bonfire will be used for award notices, and the RFP does not otherwise explain how the award notice will be communicated.[12] Additionally, the Procurement Policy does not mention Bonfire at all, and the City's procurement webpage merely notes that the status of Purchasing Opportunities can be accessed through Bonfire.[13] This is a far cry from requiring offerors to log onto Bonfire every day for updates.

Under Georgia law, "[a] fundamental requirement of due process in any proceeding which is to be accorded finality is notice that is reasonably calculated to inform interested parties of an impending hearing and afford them an opportunity to present their objections." Threatt v. Threatt, 860 S.E.2d 883, 885 (Ga. Ct. App. 2021). Because offerors for the RFP were nowhere told award announcements would only be made via Bonfire, an after-the-fact requirement that they check Bonfire on a daily basis for such announcements is unreasonable and cannot provide the basis for determining protest timeliness. Furthermore, without a requirement to check Bonfire daily, any attempt to provide notice via Bonfire is not reasonably calculated to inform interested parties such as ARA, and the notion

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[10] Rejection at 1.

[11] Previously submitted as Exhibit A attached to the Protest, at 1, 5, incorporated herein.

[12] *Id.*

[13] Procurement Information, *City of Alpharetta*, located at https://www.alpharetta.ga.us/government/departments/finance/procurement-information (last visited Jan. 2, 2025).

that ARA should have known about the award on the first day it was posted is similarly unreasonable and certainly does not foreclose ARA's reasonable belief that the City would communicate directly with all offerors concerning the award notice.

Furthermore, there is no requirement that an unsuccessful offeror immediately submit an Open Records Act request seeking procurement-related documents from the City upon learning of the award decision. The City's post hoc imposition of one here to define the "should have known" time as three days after award notice is manifestly unreasonable.

The City's argument essentially boils down to its contention that ARA should have known to check Bonfire every day for the award notice because the City would not communicate it in any other way. According to the City, a protest can only be timely if the protester learns of the award on the first day it is posted on Bonfire and then immediately submits an Open Records Act request, timely receives the documents sought, and then files the protest within seven days of such receipt. In other words, the City's decision essentially rewrites its own Procurement Policy. Instead of providing protests are due "within seven calendar days of the first date that the aggrieved party knew or should have known of the facts giving rise to the protest,"[14] the City's version would make protests due "within seven calendar days of the third business day after the posting of the award notice on Bonfire." If the latter time period accurately defines the protest deadline, the Procurement Policy should clearly say so. It does not.

ARA respectfully submits that the City's position is unreasonable given the facts and circumstances here. In the absence of clear direction to the contrary from the City in its RFP, Procurement Policy, and procurement webpage, it was entirely reasonable for ARA to wait for award notification communicated directly by the City and, upon receiving none within a reasonable amount of time, to reach out to the City directly to ask about the award. That is precisely what happened here. Upon learning of the award decision, ARA immediately sought relevant procurement records from the City. ARA then timely filed its Protest within seven days of its receipt of those records, which for the first time provided the facts giving rise to its Protest by making clear the City's deviation from the RFP by failing to disqualify Spencer and Silent Falcon's proposals. There is, therefore, simply no reasonable basis for the City to reject ARA's Protest in this matter due to a lack of timeliness.

[14] Exhibit B attached to the Protest at Article III, Section N.2.

In addition, in the Rejection the City has denied ARA's request that the City stay this Procurement. However, the Procurement Policy states that upon protest, a procurement "***shall*** be stayed until a final decision by the Finance Director (or City Council, if ***appealed***)."[15] As detailed above, ARA's Protest was timely, and a stay of this Procurement should have been imposed upon the filing of that Protest. Regardless, this appeal is being timely submitted within seven calendar days of the Rejection communicated in the December 30, 2024, written decision, and, therefore, the City ***must*** issue a stay pending the outcome of this appeal.[16]

CONCLUSION

For all the foregoing reasons, the City should issue a stay of the Procurement pending this appeal, reverse its decision to reject ARA's Protest as untimely, consider ARA's Protest on the merits, disqualify both Spencer's and Silent Falcon's proposals for failing to address material aspects of the RFP, cancel the contract award to Spencer, and award the contract instead to ARA, the remaining eligible offeror whose proposal offers the best value under the RFP requirements and evaluation criteria.

Respectfully Yours,

Danny Seelos

Danny Seelos

DTS/dts
Enclosures

Cc: Ms. Beth Rucker/City of Alpharetta (to BRucker@alpharetta.ga.us)
Mayor Jim Gilvin/City of Alpharetta (to jgilvin@alpharetta.ga.us)
Councilman Donald Mitchell/City of Alpharetta (to dmitchell@alpharetta.ga.us)
Councilman Brian Will/City of Alpharetta (to bwill@alpharetta.ga.us)
Councilman Douglas J. DeRito/City of Alpharetta (to ddcrito@alpharetta.ga.us)
Councilman John Hipes/City of Alpharetta (to jhipes@alpharetta.ga.us)

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[15] Exhibit B attached to the Protest at Article III, Section N.3. (emphasis added).

[16] *Id.*

Councilman Fergal M. Brady/City of Alpharetta (to fbrady@alpharetta.ga.us)
Councilman Dan Merkel/City of Alpharetta (to dmerkel@alpharetta.ga.us)
Eric Whytsell/Stinson (to eric.whytsell@stinson.com)
Bailey McGowan/Stinson (to bailey.mcgowan@stinson.com)
Joel Arogeti/RHPH (to jarogeti@rhphllp.com)

Exhibit K

From: Rucker, Beth <BRucker@alpharetta.ga.us>
Sent: Monday, December 9, 2024 10:25 AM
To: Gary Brennan <gbrennan@ara.com>
Cc: Salil Gokhale <sgokhale@ara.com>; Jennifer Mitchaner <jmitchaner@ara.com>
Subject: RE: RFP Number: 25-103 - PAVEMENT ANALYSIS

Hi Gary,

Due to cost being lower than expected, the highest scoring firm was awarded a PO for year 1 and year 3 from the scope of work. I have attached the scoring sheet for your review.

Thank you,

Beth Rucker, **CPPB**
Budget & Procurement Coordinator
City of Alpharetta
Finance Department
2 Park Plaza
City Hall (2nd Floor) | Alpharetta GA, 30009
o: (678) 297-6058 f: (678) 297-6063

From: Gary Brennan <gbrennan@ara.com>
Sent: Friday, December 6, 2024 3:27 PM
To: Purchasing <Purchasing@alpharetta.ga.us>
Cc: Salil Gokhale <sgokhale@ara.com>; Jennifer Mitchaner <jmitchaner@ara.com>
Subject: RFP Number: 25-103 - PAVEMENT ANALYSIS

Mrs. Rucker,

Would it be possible to receive an update on the status of the referenced City of Alpharetta solicitation?

Thank you in advance for your assistance.

Sincerely,

Gary W. Brennan
Staff Proposal Analyst
Applied Research Associates, Inc.
Transportation and Infrastructure Sector
100 Trade Centre Drive, Suite 200
Champaign, IL 61820-7233
T: 217.356.4500 | F: 217.356.3088
www.ara.com

City of Alpharetta, GA

Finance Department
City Hall
2 Park Plaza
Alpharetta, GA 30009
Phone (678) 297-6000
www.alpharetta.ga.us

Procurement Policy

for the

City of Alpharetta, GA

Financial Management Policy
Adopted Date: November 3, 2014
Effective Date: January 1, 2015

I. Introduction

A. Purpose

The purpose of this Policy is to state the City of Alpharetta's (City's) position, regarding procurement responsibility and authority. This Policy clarifies the procurement function and outlines procedures, as well as describes departmental relationships, responsibilities, and participation in the procurement cycle.

B. Objectives

1. To provide a uniform system for procurement;
2. To ensure a system of quality and integrity in procurement;
3. To simplify, clarify, and modernize methods for governing procurement, encouraging advance planning, reducing small purchases and/or emergency purchases, and reducing paperwork where feasible;
4. To maximize open and fair competition, assuring the best value is received for the tax dollars expended;
5. To obtain the best value for the usage of public funds, taking into consideration such factors as, but not limited to, product safety, environmental impact, total cost of ownership, product performance, compatibility issues, and availability of goods/services;
6. To encourage the use of environmentally preferable and economically sustainable goods and services to reduce the City's environmental impact;
7. To enhance public confidence in the City's procurement;
8. To promote the fair and ethical treatment of all suppliers of goods/services; and
9. To encourage active participation by local businesses.

C. Ethics in Procurement

To maintain the public trust, each person involved in the procurement process must adhere to the highest standard of ethics and avoid any appearance that their actions are motivated by private or personal interest. Actions such as the acceptance of gratuities or kickback are expressly prohibited. Unethical actions by employees or vendors will not be tolerated. As a guideline for the City's procurement activities, the National Institute of Governmental Purchasing (NIGP) Code of Ethics and NIGP's Guidelines to the Code of Ethics is included in the Appendix.

performed as part of an energy savings performance contract.

14. *Request for Proposal (RFP):* A method of formal solicitation requesting prospective vendors to submit sealed proposals. The award is made to the responsive and responsible vendor whose proposal is determined to provide the best value to the City based on evaluation criteria provided in the solicitation document (cost is not the primary criteria). When applicable, the RFP should be structured to include best value principles (e.g. total cost of ownership).
15. *Responsible vendor:* A vendor who has the capability in all respects to fully perform the contract requirements and the experience, integrity, perseverance, reliability, capacity, facilities, equipment, and credit which will assure good faith performance.
16. *Responsive vendor:* A vendor who has submitted an ITB/RFP (or any derivation thereof) which conforms in all material respects with all requirements, specifications, terms, and conditions contained therein.
17. *Services*: Intangible commodities purchased by the City to assist in the delivery of goods/services to our customers.
18. *Single source:* A vendor which demonstrates the unique knowledge, skills, and/or performance required to ensure successful consultation, implementation, installation, maintenance, etc. of a requested good/service which is an integral component of the City's existing infrastructure, equipment, and/or operations.
19. *Sole source:* Only one vendor possesses the unique and singularly available capability to provide the goods/services.
20. *User department/division:* The department which has the authority and responsibility for determining the need of goods/services, their related specifications, delivery dates, etc. The user department is responsible for ensuring their procurement is consistent with, and in support of, their budget prior to committing funds.

E. Application of Federal and State Law

It is intended that this Policy shall conform to all applicable provisions of the laws of the United States and State of Georgia, and the provisions hereof shall be so construed wherever possible. In the event any portion of this Policy shall be declared invalid for its failure to conform to state or federal law, such invalidity shall not affect the remaining portions hereof. Notwithstanding any other provision of this Policy, the City may enter into any contract, follow any procedure, or take any action that is otherwise at variance with this Policy if necessary or convenient to receiving funds from the government of the United States, State of Georgia, or other governmental/public entities.

F. Equal Opportunity

The City of Alpharetta hereby gives public notice that it is the policy of the City to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and related statues and regulations in all programs and activities. It is our policy that no person in the United States of America shall, on the grounds of race, color, national origin, sex, age, or disability be excluded from the participation in, be denied the benefits of or be otherwise subjected to discrimination under any of our programs or activities.

G. Public Access to Procurement Information

Interested persons shall have access to information regarding City procurement transactions in accordance with City policy and the Georgia Open Records Act, O.C.G.A. §50-18-70, *et seq*.

H. Unauthorized Purchases

No purchases of materials, supplies, equipment, or services shall be made in the name of the City or one of its departments, except such as required for official use by the City or one its departments. Purchases in the name of the City or a department for a personal use by an individual or for any purpose other than official use are prohibited, and no City funds will be expended or advanced therefore.

k. *Selection of proposer with whom to negotiate.* The user department director and the Procurement Official, after considering the recommendation of the evaluation committee, if applicable, shall select the proposal that is determined to provide the best value to the City. Such selection shall be based on the content of the proposal along with the following criteria:

   i. The proposer's capacity to perform in terms of facilities, personnel, and financial viability;

   ii. The skill, experience, performance, and reliability demonstrated by the proposer in performing contracts of a similar nature;

   iii. The adherence to the scope of work/specifications; and

   iv. The content of the proposal.

l. *Contract negotiations.* Upon recommendation of the Procurement Official, user department director, and evaluation committee (if applicable), contract negotiations shall commence with the proposer. If fair and reasonable compensation, contract requirements, and contract documents can be agreed upon, the user department will prepare an agenda item and make a presentation to the City Council to obtain approval for contract award.

   If contract terms cannot be agreed upon, the Procurement Official shall advise the proposer in writing of the termination of negotiations. After termination, negotiations may be conducted with such other proposer determined to be in the City's best interest (the "alternate proposer"). If contract terms can be agreed upon with the alternate proposer, the user department will prepare an agenda item and make a presentation to the City Council to obtain approval for contract award.

m. *Notice of selection.* The Procurement Official shall notify the selected proposer in writing of their contract award under the RFP.

n. *Rejection of proposals.* The Procurement Official may terminate/reject any and all proposals if it is in the best interest of the City to do so and allowable by law.

o. *Disqualification of proposals.* The following types of proposals shall be disqualified for consideration:

   i. The proposal arrives after the set time of submittal; and

   ii. The proposal is incomplete in any material aspect as determined by the Procurement Official (e.g. found non-responsive).

p. *Waiver of irregularities.* The Procurement Official shall have the authority to waive all nonmaterial irregularities on any and all proposals except timeliness and signature requirements. Nonmaterial irregularities are those irregularities which do not affect price and/or competition.

N. Protests

1. *Right to protest.* Any bidder or proposer who is aggrieved in connection with an ITB/RFP or other solicitation may protest such procurement.
2. *Procedure.* A protest must be made in writing and shall state the reason for the protest. It shall be submitted to the Finance Director within seven calendar days of the first date that the aggrieved party knew or should have known of the facts giving rise to the protest. The Finance Director shall review the protest and issue a written decision as soon as practical after such a review is completed. The Finance Director's decision may be appealed in writing to City Council within seven calendar days after the date of the Finance Director's written decision. The decision of the City Council shall be final.
3. *Stay of procurement during protest.* Procurement which is the subject of a timely protest shall be stayed until a final decision by the Finance Director (or City Council, if appealed). The Procurement Official shall not proceed further with the ITB/RFP or other procurement solicitation which is the subject of the protest until all administrative remedies have been exhausted and a final decision has been rendered. If the Mayor makes a written determination that the execution of a contract without delay is necessary to protect substantial interests of the City, this provision shall not apply to the procurement which is the subject of the protest.

CITY OF ALPHARETTA REQUEST FOR PROPOSALS (RFP)

RFP Number: 25-103
RFP Title: PAVEMENT ANALYSIS

RFP SCOPE OF WORK & PROPOSAL SUBMISSION

1. RFP Period of No Communication

The No Communication period starts on the issue date of this RFP **September 5, 2024**, and lasts until the City Council meeting for contract award recommendation (or until contract award if this isn't required to go before council for approval).

No person or company, their employees, representatives, agents, attorneys, etc. will contact the City's elected officials or any City staff concerning this RFP.

Contacting anyone other than the Procurement Agent named below for this RFP during this time will be reason to remove a proposal from review.

2. Procurement Agent, Single Point of Contact

Beth Rucker is the Procurement Agent and Single Point of Contact for this RFP and is the only contact representing the City for this RFP.

Enter all questions or comments using Opportunity Q&A tab at the Bonfire project web page. Beth Rucker can be reached at 678-297-6052 or purchasing@alpharetta.ga.us.

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009
Attn: Beth Rucker, Procurement Agent

3. Please Note: To all current and previous City of Alpharetta vendors, contractors, and consultants.

Regardless of any previous relationship with our City, you must build out your proposal as requested in this RFP.

Do not neglect to provide requested information or details requested simply because you expect that we already know your work.

Your response to this procurement will be reviewed and evaluated solely on the information provided in your response.

4. RFP Schedule of Events

A. **Proposal Close Date, Deadline for Submissions: October 3, 2024, at 10:00am.** We may change this date during the RFP process. We will post any change in an addendum. Review web page for addenda.

B. Link to Bonfire Project Web Page: https://cityofalpharetta.bonfirehub.com/

C. This project web page has the important dates and all project documents for this RFP.

D. Enter all questions, comments, requests for information before the Questions Due Date using ✉ **Message – Opportunity Q&A** at the project web page.

N. The City currently uses ArcMap Pro and Cityworks 15.8.3.

O. The City reserves the right limit to reduce the scope of the total project if costs exceed the City's budgeted funds for this project.

FOLLOW THIS OUTLINE

How We Want You to Construct Your Proposal

1. Using Bonfire to Submit Proposal

1.1. This is the link to Bonfire Project Web Page to get our documents and to upload your proposal: https://cityofalpharetta.bonfirehub.com/

1.2. We are accepting all proposals by online response only. You must upload completed proposals online before the closing date and time found in Project Details of the project web page for this RFP.

1.3. Don't send proposals by mail, fax, or email. We will not accept paper copy proposals. We will not accept any proposals after the closing time deadline has passed.

1.4. You have not completed your response simply by uploading proposal documents and information. You must successfully upload all the required documents, including filling out any questionnaires, price sheets, or data requests, and then you must click the submit button before the closing time.

1.5. You will receive an email confirmation receipt with a unique confirmation number shortly after you complete your proposal upload. This confirms that you have successfully turned in your proposal with all required information.

1.6. You can update your proposal at any time until the closing time.

1.7. All uploaded items and responses are Sealed and will only be visible by the City after the closing time has passed.

1.8. If the file is 'mandatory' or 'required', you won't be able to complete your proposal until you have met all requirements.

1.9. Uploading large documents may take more time, depending on the size of the file(s) and your Internet connection speed.

1.10. Pay attention to the type and number of files we have asked you to upload.

1.11. The largest upload file size is 1000 MB.

1.12. Don't embed any documents within your uploaded files. They won't be accessible or evaluated.

1.13. Minimum system requirements: Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Java Script must be enabled.

All the following must be on the E-verify affidavit.

- Federal Work Authorization User Identification Number – this is only five to eight numbers.
  - ⊗ No A, B, C's.
  - ⊗ It's different from your Tax ID, Employer Identification, or Social Security Number.
  - ⊗ It won't have a combination of letters and numbers.
- Date of Authorization – this is when you first signed up and got the E-verify number.
- Name of Contractor – your company.
- Name of Project – Same as RFP title.
- Date, City, and State – when and where this form was signed.
- Signature of Authorized Officer or Agent – to be signed.
- Printed Name and Title of Authorized Officer or Agent – the person that signed the form.
- Notarized with seal.

- ***E-Verify side note***: Companies return this form to us incorrectly more often than anything else we request in our RFPs.
- State of Georgia law requires that we have this completed form before we can review a bid or bid.
- A form with errors doesn't fulfill this requirement.
- Top mistakes include:
  - Wrong number or missing information.
  - Not notarized.
  - Not signed.
  - Wrong form returned.

6. Questionnaire

We use a questionnaire to gather important information needed for legal requirements, your acknowledgements, our proposal review, or information needed for writing a contract.

You will fill out the questionnaire provided.

Questionnaire response types are as follows:

- Authorized signer for contract execution in DocuSign: Name, business title, email address, Response Type: Response Type: text entry.

- Corporate secretary for contract execution in DocuSign: Name, business title, email address, Response Type: Response Type: text entry.
- Legal notices contact needed for contracting: Business name and mailing address, contact name, Response Type: text entry.
- Note the employee-number category for your company (all locations). Select either 500 or more employees, 100 or more employees, or less than 100 employees.
- Unique Entity ID / identifier used at SAM.gov, Response Type: alphanumeric entry.
- Acknowledge Addenda, enter the number of addenda received: Response Type: 0, 1, 2, etc.
- Acknowledge Insurance Requirement, Response Type: Yes, No entry.

Procurement Portal

City of Alpharetta, Georgia

THE CITY OF ALPHARETTA GEORGIA

Open Public Opportunities | Past Public Opportunities

Search

Status	Ref. #	Project	Close Date		
OPEN	25-1005	**Alpharetta Park Improvements**	Mar 6th 2025, 10:00 AM EST	3	View Opportunity
OPEN	25-111	**MUNICIPAL SEPARATE STORM SEWER SYSTEM (MS4) INSPECTIONS**	Mar 7th 2025, 10:00 AM EST	4	View Opportunity
OPEN	25-011	**North Park Pond and Forebay Clearing and Dredging**	Mar 13th 2025, 10:00 AM EDT	10	View Opportunity
OPEN	25-010	**Mayfield-Bethany Roundabout Drainage**	Mar 27th 2025, 10:00 AM EDT	24	View Opportunity
OPEN	25-112	**ON-CALL STORM PIPE CLEANING**	Mar 27th 2025, 10:00 AM EDT	24	View Opportunity

Procurement Portal

City of Alpharetta, Georgia

THE CITY OF ALPHARETTA GEORGIA

Open Public Opportunities | Past Public Opportunities

Search

Status	Ref. #	Project		
CLOSED	25-107	**Equestrian Ring Footing and Underdrain Construction & Maintenance**	Feb 20th 2025, 10:00 AM EST	View Opportunity
CLOSED	25-113	**Football Youth Athletic Association**	Feb 20th 2025, 10:00 AM EST	View Opportunity
CLOSED	25-1001	**Disaster Recovery Services**	Feb 6th 2025, 10:00 AM EST	View Opportunity
CLOSED	25-007	**Mayfield Property Demolition**	Jan 23rd 2025, 2:00 PM EST	View Opportunity
CLOSED	25-110	**Firefighter Structural Turnout Gear**	Jan 16th 2025, 10:00 AM EST	View Opportunity
AWARDED	25-105	**Parks Wayfinding and General Signage**	Nov 21st 2024, 10:00 AM EST	View Opportunity
AWARDED	25-109	**On-Call Services: Upfitting & Equipment Maintenance for PS Vehicles**	Nov 14th 2024, 10:00 AM EST	View Opportunity
AWARDED	25-008	**Kimball Bridge Road Pedestrian Lighting**	Oct 31st 2024, 10:00 AM EDT	View Opportunity
AWARDED	25-006	**Construction of Roswell Street Pedestrian Safety Improvements**	Oct 17th 2024, 10:00 AM EDT	View Opportunity
AWARDED	25-1003	**Fire Station 81 Clean Room and Interior Renovations**	Oct 10th 2024, 10:00 AM EDT	View Opportunity
AWARDED	25-005	**Wills Park Equestrian Center Stall Cleaning**	Oct 3rd 2024, 2:00 PM EDT	View Opportunity

? Navigation

AWARDED	25-102	**Winter Holiday Decor**	Sep 12th 2024, 10:00 AM EDT	View Opportunity
AWARDED	25-104	**On-Call Arboricultural Services**	Sep 12th 2024, 10:00 AM EDT	View Opportunity
CLOSED	25-106	**On-Call Classical/Historical Architectural Design Review Services**	Sep 12th 2024, 10:00 AM EDT	View Opportunity
AWARDED	25-002	**FY25 PAVEMENT PRESERVATION**	Sep 5th 2024, 10:00 AM EDT	View Opportunity
CANCELLED	25-004	**Old Rucker Park Improvements**	-	View Opportunity
AWARDED	24-014	**Encore Greenway Park and Gateway Construction**	Aug 22nd 2024, 10:00 AM EDT	View Opportunity
CLOSED	25-001	**FY25 MILLING & RESURFACING**	Jul 22nd 2024, 10:00 AM EDT	View Opportunity
AWARDED	25-101	**Rental Equipment for Events**	Jul 18th 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-022	**NORTH POINT PARKWAY PIPE ASSESSMENT**	Jun 27th 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-122	**Stormwater Repair Unit Price Contract**	Jun 6th 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-121	**Design: Downtown Alpha Loop Connections**	May 23rd 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-1004	**Design Services for Cumming Street Pedestrian Bridge**	May 23rd 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-123	**MID BROADWELL CULVERT DESIGN**	May 23rd 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-119	**On-Call Electrical Services for Special Events**	May 2nd 2024, 2:00 PM EDT	View Opportunity
AWARDED	24-107	**Design Brookside Gateway Feature**	May 2nd 2024, 10:00 AM EDT	View Opportunity
AWARDED	24-020	**Windward Parkway Pedestrian Improvements**	May 2nd 2024, 10:00 AM EDT	View Opportunity

Skip Top Navigation

25-103 - Pavement Analysis

City of Alpharetta, Georgia Back to list

ALPHARETTA GEORGIA

Project Details

Project: Pavement Analysis

Ref. #: 25-103

Type: RFP

Status: AWARDED

Open Date: Sep 5th 2024, 8:30 AM EDT

Questions Due Date: Sep 24th 2024, 2:00 PM EDT

Contact Information: Beth Rucker, Purchasing@alpharetta.ga.us

Close Date: Oct 3rd 2024, 10:00 AM EDT

Days Left: Submissions are now closed

March 2025 prev next

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Project Description:
The City is requesting proposals to provide the necessary services to create a city road rating program. The road rating program must work with the city's current asset management software, Cityworks, through an approved Cityworks API (third party vendor) or directly with the Cityworks framework. The project also includes the creation of Geographic Information System (GIS) Data for each road segment entity and must include attribute data showing at a minimum length, width, number of lanes, thickness of asphalt overlay in concrete gutter, roadway type, condition, rating/score, last inspection date, and name of inspector. Once the road rating program is created, the Contractor will perform one road rating inspection of all public roads within city limits. Event ID: PE-66085-NONST-2025-000000041

2

Important Events:

Status	Event Name	Location	Description		
PASSED	Open Date	Online Portal	Posting date for the Opp ortunity	Sep 5th 2024, 8:30 AM EDT	N/A
PASSED	Questions Due Date	Online Portal	Deadline to submit Ques tions	Sep 24th 2024, 2:00 PM EDT	N/A
PASSED	Close Date	Online Portal	Deadline for Submission s	Oct 3rd 2024, 10:00 AM EDT	N/A

Commodity Codes:

NIGP 96862 **Pavement Data Collection Services**

NIGP 96889 **Traffic Studies and Analysis Services**

Supporting Documentation:

Search

File		Type	Description	
Disclosure-Debarment Required Form.pdf	Documentation	REQUIRED FORM	Sep 4th 2024, 12:24 PM EDT	-
E-Verify Affidavit-Contractor.pdf	Documentation	REQUIRED FORM	Sep 4th 2024, 12:24 PM EDT	-
IRS Form W-9 March 2024.pdf	Documentation	IRS W-9	May 17th 2024, 8:51 AM EDT	-
RFP 25-103 Cost Proposal.xlsx	Documentation	REQUIRED FORM	Sep 4th 2024, 12:18 PM EDT	-
RFP 25-103 Information and Contract T&C.pdf	Documentation	INFORMATION & CONTRACT TERMS AND CONDITIONS	Sep 4th 2024, 12:18 PM EDT	-
RFP 25-103 QUESTIONS-CLARIFICATIONS.pdf	Other	QUESTIONS-ANSWERS-CLARIFICATIONS	Sep 26th 2024, 9:05 AM EDT	-
RFP 25-103 Scope of Work-Submittal Info.pdf	Documentation	SCOPE OF WORK-SUBMITTAL INFO	Sep 4th 2024, 12:18 PM EDT	-
RFP 25-103 Sidewalk Prioritization Rating & ADA Guidelines.pdf	Documentation	SIDEWALK RATING GUIDELINES	Sep 4th 2024, 12:18 PM EDT	-
Road Classification Map.pdf	Documentation	ROAD CLASSIFICATION MAP	Sep 4th 2024, 12:19 PM EDT	-

NOTE To download files, Log in or Register for a Bonfire Account.

2

rmation:

Listed below are the documents and information needed to complete your submission:

RFP 25-103 Pavement Analysis (Q-03BH)	Questionnaire: Excel (.xlsx)	1	REQUIRED	You will need to fill out the provided Response Template for this Questionnaire. Please log in to download the Response Template.
Disclosure Form	File Type: PDF (.pdf)	1	REQUIRED	
E-Verify Form	File Type: PDF (.pdf)	1	REQUIRED	
IRS Form W-9	File Type: PDF (.pdf)	1	REQUIRED	

Requested Documents

Name			Type
Technical Proposal, Project Approach	File Type: PDF (.pdf)	1	REQUIRED
Statements of Qualifications, Project Team, References	File Type: PDF (.pdf)	1	REQUIRED

Cost Proposal

Name	Type			# Files
Cost Proposal	File Type: Excel (.xls, .xlsx)	1	REQUIRED	

Award Notices:

Vendor		Date Awarded	
Spencer Consulting Group, LLC	Nov 20th 2024, 12:00 PM EST	$38,590.00	View Award

Document Takers

Search

Vendors	# Files	Actions
Applied Pavement Technology, Inc.	1	View
Applied Research Associates, Inc.	29	View

[illegible]	[illegible]	View
DeepWalk	1	View
Deltek	9	View
eRepublic, Inc.	1	View
Fugro USA Land, Inc.	9	View
InfraHub	4	View
Infrastructure Consulting Group, LLC	7	View
International Cybernetics Company, LP	9	View
KCI Technologies	8	View
KCI Technologies, Inc.	8	View
Langan	8	View
Legai BUild	6	View
PWXPress	17	View
Roadway Asset Services	12	View
Roadway Management Technologies	1	View
Runway Consulting, LLC	18	View
SevenOutsource	16	View
Shay Enterprise	9	View
Silent Falcon	9	View
Silent Falcon UAS	2	View
Spencer Consulting Group, LLC	13	View
Spicer Group Inc	1	View
	8	View

[illegible]	[illegible]	View
Timmons Group	30	View
Transmap Corporation	2	View
TurnKey Logistics LLC	4	View
xiaoma	8	View

Messages

Public Notices (2*)
()

Vendor Discussions (0)
()

Search

Search...

Project staff
Proposals due tomorrow
Just a reminder that proposals are due tomorrow by 10:00am. All proposals must be submitt...
4:41 PM

Project staff
Questions-Answers-Clarifications Document
Good Morning! A document has been posted containing the answers to all questions receive...
9:07 AM

Click New Public Notice or click a conversation on the left to see message here.

Submission

This project is not open for proposal submissions at this time.