



CITY COUNCIL MEETING & PUBLIC HEARING NOVEMBER 17, 2025

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE TO THE FLAG**
4. **CONSENT AGENDA**
 - A. **City Council Meeting Minutes (Meeting of 11/3/2025)**
Consideration and approval of the City Council meeting minutes from the meeting of November 3, 2025.
5. **NEW BUSINESS**
 - A. **PH-25-17 North Point Development Plan and Tax Allocation District**
The first public hearing for this item occurred during the November 3, 2025 City Council meeting.
Consideration of adoption of a resolution to approve and adopt a Redevelopment Plan to create Tax Allocation District #3 - Alpharetta North Point Activity Center.
 - B. **Purchase Approval: Wireless Access Point Replacement with MGT Impact Solutions, LLC**
Consideration of approval of an agreement with MGT Impact Solutions, LLC under state contract as the reseller to provide wireless access points, and associated implementation services, in the amount of \$118,353.50, and with authorization for the Mayor to execute all necessary documents.
 - C. **Purchase Approval: Renewal of Novacoast Inc.**
Consideration of approval of an agreement with Novacoast Inc. under U.S. General Services Administration contract GS-35F-246BA for asset management and vulnerability mitigation software in the amount of \$113,000.00, and with authorization for the Mayor to execute all necessary documents.
 - D. **Professional Services Agreement and Purchase Approval: Carahsoft Technology Corporation**
Consideration and approval of a Professional Services Agreement between the City of Alpharetta and Carahsoft Technology Corporation for grant management software in the amount of \$45,120.00, and with authorization for the Mayor to execute all necessary documents.
 - E. **Ordinance: Massage and Spa Establishment Text Amendments**
SECOND READING
The first public hearing occurred during the November 3, 2025 City Council meeting.
Consideration of an ordinance proposing modifications to Chapter 10, Article IX of The Code of the City of Alpharetta regarding requirements and procedures governing background checks; to clarify requirements for applications for licensing and permitting; to provide for relevant definitions; to repeal conflicting ordinances; and for other purposes.
6. **PUBLIC HEARING**
 - A. **Z-25-14/V-25-31 10235 Waters Road**
Consideration of a rezoning and variance to allow for the subdivision of a 0.841-acre property into 2 'For-Sale' single-family detached lots. A rezoning is requested from CUP (Community Unit Plan) to R-15 (Dwelling, 'For-Sale', Residential) and variances are requested to Unified Development Code (UDC) Subsection 2.2.5(D) to reduce the front and rear setbacks. The property is located at 10235 Waters Road and is legally described as being located in Land Lot 58, 1st District, 1st Section, Fulton County, Georgia.

B. Z-25-12 Herdee/302 North Main Street

Consideration of a rezoning to allow an existing 2-story building to be used for an office, certain commercial uses subject to a conditional use, and a single-family dwelling unit on 0.357 acres in the Downtown. A rezoning is requested from O-I (Office-Institutional) to DT-LW (Downtown Live-Work). The property is located at 302 North Main Street and is legally described as being located in Land Lot 1197, 2nd District, 2nd Section, Fulton County, Georgia.

C. CU-25-16 Golf Envy/Windward MP Pod 4

Consideration of a conditional use to allow 'Recreation Facilities, Indoor' for Golf Envy in the Terraces at Windward shopping center. The property is located at 3070 Windward Plaza, Suite Q & R and is legally described as being located in Land Lots 1048, 1107 & 1108, 2nd District, 1st Section, Fulton County, Georgia.

D. The following items have been deferred or withdrawn and will not be considered during this meeting.

1. E-25-09 Activate Games Sign Exception

DEFERRED: This item has been deferred to the December 1, 2025 City Council Meeting and will not be considered during this meeting.

Consideration of a sign exception to allow an additional wall sign for Activate Games. An exception is requested to Unified Development Code (UDC) Subsection 2.6.12(E) to allow a third wall sign. The property is located at 3020 Windward Plaza and is legally described as being located in Land Lots 1048, 1107 & 1108, 2nd District, 1st Section, Fulton County, Georgia.

2. Z-25-07/CU-25-15/V-25-20 Alpharetta District Places

DEFERRED: This item has been deferred by the applicant to the December 8, 2025 City Council Meeting and will not be considered during this meeting.

Consideration of a rezoning, conditional use, and variances to allow for 195 'Dwelling, 'For-Rent' units, 20,000 square feet of retail, and 10,000 square feet of restaurant on 3.02 acres in the Downtown. A rezoning is requested from C-2 (General Commercial) to DT-C (Downtown Core) and a conditional use is requested to allow 'Dwelling, 'For-Rent'. Variances are requested to Unified Development Code (UDC) Appendix A: Alpharetta Downtown Code Subsection 2.3.3(E) to modify the Collector Street Commercial/Mixed-Use streetscape requirements and Subsection 3.5.5 to increase the maximum building footprint. The property is located at 0 South Main Street and 131 South Main Street and is legally described as being located in Land Lot 695, 1st District, 2nd Section, Fulton County, Georgia.

3. PH-25-18 Hudson Park – Change of Condition

DEFERRED: This request has been deferred and will not be considered at the November 17, 2025 City Council meeting.

Consideration of a request to change previous conditions of zoning related to the Weatherford House. The proposed change would allow for the construction of a replica of the Weatherford House instead of restoration of the existing structure. The property is located at 193 Canton Street and is legally described as being located in Land Lots 1197 & 1252, 2nd District, 2nd Section, Fulton County, Georgia.

4. Z-25-11 O'Neal/322 North Main Street

WITHDRAWN: This request has been withdrawn by the applicant and will not be considered at this City Council Meeting.

Consideration of a rezoning to allow an existing structure to be used for a dentist office and a single-family dwelling unit on 0.353 acres in the Downtown. A rezoning is requested from O-I (Office-Institutional) to DT-LW (Downtown Live-Work). The property is located at 322 North Main Street and is legally described as being located in Land Lot 1197, 2nd District, 2nd Section, Fulton County, Georgia.

7. PUBLIC COMMENT

8. REPORTS

9. EXECUTIVE SESSION (IF NECESSARY)

10. ADJOURNMENT



STAFF REPORT

Department: City Clerk
Submitted By: Lauren Shapiro
Meeting Date: November 17, 2025

AGENDA ITEM:

City Council Meeting Minutes (Meeting of 11/3/2025)

Consideration and approval of the City Council meeting minutes from the meeting of November 3, 2025.

STAFF RECOMMENDATION:

Approve, as part of the Consent Agenda, the City Council meeting minutes from the meeting of November 3, 2025.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
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EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
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ITEM DESCRIPTION:

City Clerk, Lauren Shapiro, prepared a synopsis of the pertinent information that occurred during the City Council meeting on November 3, 2025.

ALTERNATIVES:

Do not approve as part of the Consent Agenda and consider as a new business item.

ATTACHMENTS:

1. CC Minutes 11.3.2025



City Council Meeting & Public Hearing
NOVEMBER 3, 2025
UNOFFICIAL MINUTES
Office of the City Clerk

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

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. This is not an official record of the Alpharetta City Council Meeting proceedings. Meetings are recorded and available for review at <https://www.youtube.com/user/alpharettagov>.

1. CALL TO ORDER

- Mayor Gilvin called the meeting to order at 6:30 p.m.

2. ROLL CALL

- Council Members
 - Mayor Jim Gilvin
 - Mayor Pro Tem Dan Merkel
 - Donald F. Mitchell
 - John Hipes
 - Douglas J. DeRito
- Council Members Absent
 - Fergal M. Brady
- Staff
 - Chris Lagerbloom, City Administrator
 - John Robison, Assistant City Administrator
 - Molly Esswein, City Attorney
 - Lauren Shapiro, City Clerk
 - Adam Montgomery, Director of Information Technology
 - Brad Denkinger, Fire Chief

- Charlie Jewell, Director of Economic Development
- Kathi Cook, Director of Community Development
- Pete Sewczwicz, Director of Public Works
- Tom Harris, Director of Finance
- Trent Lindgren, Police Chief
 - Deanna Mayor Gilvin announced the appointment of Percy Lidback to the Recreation Board.
 - Mayor Gilvin swore in Percy Lidback to the Recreation Board.
- McKay, Public Communication & Engagement Coordinator

3. PLEDGE TO THE FLAG

4. BOARDS & COMMISSIONS

A. Appointment and Swearing In of Recreation Board Member by Mayor Gilvin

5. CONSENT AGENDA

A. City Council Meeting Minutes (Meeting of 10/27/2025)

Consideration of approval of the City Council meeting minutes from the meeting of October 27, 2025.

B. Monthly Financial Management Report (Month Ending September 30, 2025)

Consideration of approval of the Financial Management Report for the month ending September 30, 2025.

PUBLIC COMMENTS:

- There were no public comments.
- ❖ Council Member Hipes offered a motion to approve the consent agenda.
 - Mayor Pro Tem Merkel seconded the motion.
 - The motion was approved unanimously (5-0).

6. PUBLIC HEARING

A. Ordinance: Massage and Spa Establishment Text Amendments

FIRST READING

Consideration of an ordinance proposing modifications to Chapter 10, Article IX of The Code of the City of Alpharetta regarding requirements and procedures governing background checks; to clarify requirements for applications for licensing and permitting; to provide for relevant definitions; to repeal conflicting ordinances; and for other purposes.

- City Attorney, Molly Esswein, read the Ordinance title aloud and came forward to present this item.
- Earlier this year, the City Council adopted changes to the ordinance to provide for fingerprinting of applicants for massage and spa establishment licenses. The language presented was based on recommendations from the GBI, who coordinates with the FBI for approval to conduct fingerprinting background checks on ordinance applicants.
- However, the GBI has since provided updated guidance and standards in order to receive approval for fingerprinting. The proposed ordinance amendment incorporates those updated recommendations.

PUBLIC COMMENTS:

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to adopt an ordinance proposing modifications to Chapter 10, Article IX of the Massage and Spa Ordinance.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (5-0).

B. PH-25-17 North Point Development Plan and Tax Allocation District

Consideration of a Redevelopment Plan to create Tax Allocation District #3 - Alpharetta North Point Activity Center.

- Director of Community Development, Kathi Cook, came forward to introduce this item.
- Gary Mongeon, from KB Advisory Group, came forward to present the proposed plan.
- Staff retained Bleakly Advisory Group to assist the City in evaluating opportunities that could result from creating a Tax Allocation District (TAD) for the North Point area. The creation of a Tax Allocation District dedicates future taxes over and above the current tax base for a set period to cover the costs of a variety of development activities within the district. Cities and counties across the country are using several different tools, including TAD's, to assist with redevelopment projects for commercial corridors.
- The proposed redevelopment plan presentation is attached hereto as "Exhibit A."
- Bleakly Advisory Group has completed findings for creating a TAD and, if instructed by the Mayor and Council to move forward, will draft the final redevelopment plan outlining the justification, rationale, boundaries, fiscal data and proposed projects that could result from the establishment of the Tax Allocation District.
- The district will help achieve the goals for the North Point Activity Center, as detailed in the 2018 LC Plan, which includes transportation improvements, multi-use trail connections, public greenspace and assistance with redevelopment, subject to council plan approval. Tax Allocation Districts are a mechanism for revitalizing underutilized areas. The redevelopment plan will conform with the Georgia Redevelopment Powers Law (O.C.G.A. Title 36 Chapter 44). The TAD creation will allow the City the

opportunity to make significant infrastructure investments to create the environment and attract private investment for the area.

PUBLIC COMMENTS:

- There were no public comments.
- There was not a motion and vote on this item, as it was the first public hearing.

7. NEW BUSINESS

A. Task Order: Fiscal Year 2026 Stormwater Pipe Lining

Consideration of approval of the award of a task order to Utility Asset Management, Inc. in the amount of \$614,870.55 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.
- During routine inspections of the City's stormwater pipe conveyance infrastructure, the condition of the pipes is evaluated and ranked. Based on that ranking, work orders are entered into the Public Works Asset Management System for repairs. 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, while IPR Southeast handles pipes less than 36" by means of Cured In Place Pipe (CIPP). The contracts allow the City to follow up our inspections by making the necessary repairs prior to the pipe reaching failure. Pricing was received and scored as part of the RFP process. The other component was technical knowledge.

- Included in each of the line item costs above is a factor of 5% to cover bonds, insurance, and point repairs to pipes before lining occurs. The point repairs are necessary since every pipe is not inspected between the time of the initial inspection and when work occurs. Without accomplishing the point repairs before lining, the lining material would not last as long and additional maintenance will need to occur sooner than planned. Adding the 5% to the line item bid brings UAM's cost to \$614,870.55.
- 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 500 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 2,277 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 the award of a task order to Utility Asset Management, Inc. in the amount of \$614,870.55 for pipe lining services, under the City's On-Call Stormwater Pipe Lining Services contract, and to authorize the Mayor to execute all necessary documents.
 - Council Member Mitchell seconded the motion.
 - The motion was approved unanimously (5-0).

B. Franchise Agreement: Google Fiber

Consideration and approval of a Non-Exclusive Franchise Agreement between the City of Alpharetta and Google Fiber Georgia, LLC for the Installation of Network Facilities in the City Public Right of Way and with authorization for the Mayor to execute all necessary documents.

- City Attorney, Molly Esswein, came forward to present this item.
- The City of Alpharetta has jurisdiction and control of rights-of-way throughout the City. Google Fiber desires to install, maintain, operate, and control fiber optic infrastructure network in the City's right of way for offering communications services, including broadband internet and Voice over Internet Protocol services to residents and businesses in the City. Google Infrastructure Network to be installed may consist of equipment and facilities that may include aerial or underground fiber optic cables, lines, wires, or strands; underground conduits, vaults, access manholes and handholes; electronic equipment; power generators; batteries; pedestals; boxes; cabinets; vaults; and other similar facilities.

- If this franchise agreement is approved, it would allow for Google to encroach on and occupy the public right-of-way for the purpose of constructing, installing, repairing, maintaining, operating, and removing network facilities. This agreement does not grant any property interest in the right-of-way.
- The franchise agreement is similar to those with other municipalities throughout Georgia and provides the City with compensation equal to 2% of any service fees charged to retail customers. As with many of the other municipal agreements, this agreement was negotiated with the use of our GMA consultant, Local Government Solutions. The compensation is projected to be in excess of the state law requirements under 46-5-1 for compensation due from broadband companies for use of right-of-way of \$0.05 per linear foot.
- This Franchise is not exclusive. City expressly reserves the right to grant franchises, permits, privileges or other rights to any other party as well as the right in its own name as a municipality to use Public ROW for purposes similar to or different from those allowed Franchisee under this Agreement.
- Jess George (Google Government and Community Affairs for Governments in the East) came forward to speak on behalf of the fiber installation.

PUBLIC COMMENTS:

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve the Franchise Agreement for Google Fiber.
 - Council Member Hipes seconded the motion.
 - The motion was approved unanimously (5-0).

8. PUBLIC COMMENT

- Anitha Katta (9213 Deer Trail, Alpharetta, GA, 30004) came forward to speak about Diwali.
- Shrirang Nene (11030 Bolster Court, Suwanee, GA 30024) came forward to speak about hindu events.
- Subrabha Jois (3262 Chestnut Oak Drive, Marietta, GA 30004) came forward to speak about HSS USA Georgia chapter.
- Radhika Suda (920 Reece Road, Alpharetta, GA 30004) came forward to speak about a gentleman speaking against HSS.

9. REPORTS

- Council Member Mitchell encouraged everyone to vote tomorrow on Election Day.

- Council Member DeRito shared that the City of Alpharetta has some tremendous people and encouraged everyone to come out and exercise their right to vote tomorrow. He also commented on the benefits of the senior exemptions on the ballot.
- Council Member Hipes shared that the Alpharetta Tree Lighting will be Saturday, November 22nd in Downtown Alpharetta on the Town Green.
- Mayor Gilvin reminded everyone to remember to also vote for the Public Service Commissioner positions also on the ballot, as it is very impactful across the state.

10. EXECUTIVE SESSION (IF NECESSARY)

- ❖ Council Member Hipes offered a motion to recess the meeting.
 - Mayor Pro Tem Merkel seconded the motion.
 - The motion was approved unanimously (5-0).
- Mayor Gilvin recessed the meeting at 7:53 p.m. for the purposes of cybersecurity and pending litigation.
 - ❖ Mayor Pro Tem Merkel offered a motion to reconvene the meeting.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (5-0).
- Mayor Gilvin reconvened the meeting at 8:14 p.m.

11. ADJOURNMENT

- ❖ Council Member DeRito offered a motion to adjourn the meeting.
 - Council Member Mitchell seconded the motion.
 - The motion was approved unanimously (5-0).
- With there being no further items to consider or discuss, Mayor Gilvin adjourned the meeting at 8:15 p.m.

Respectfully submitted,



Lauren Shapiro, City Clerk

EXHIBIT A

Alpharetta Tax Allocation District #3:

North Point Mall and Activity Center

TAD Public Hearing Presentation

Prepared For:



Prepared By:



KB ADVISORY GROUP

November 3, 2025

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03	Overview of Tax Allocation Districts
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The City of Alpharetta has engaged **KB Advisory Group** to prepare a new redevelopment plan to reconstitute a tax allocation district that includes and extends outward from the North Point Mall. The primary purpose of the proposed TAD would be to provide the City with additional economic incentive tools that may be needed to support a large-scale reuse of the mall property that would be in the best long-term economic interest of the City and the surrounding region.

This presentation summarizes key sections of Redevelopment Plan that was drafted to establish the proposed TAD. Findings are based information and valuable input provided by City staff, supplemented by KB's own research, and analysis of the local tax base and area real estate market. A copy of the draft Redevelopment Plan can be downloaded from the City's web site.

KB Advisory Group, Inc.

999 Peachtree Street NE, Suite 400

Atlanta, GA 30309

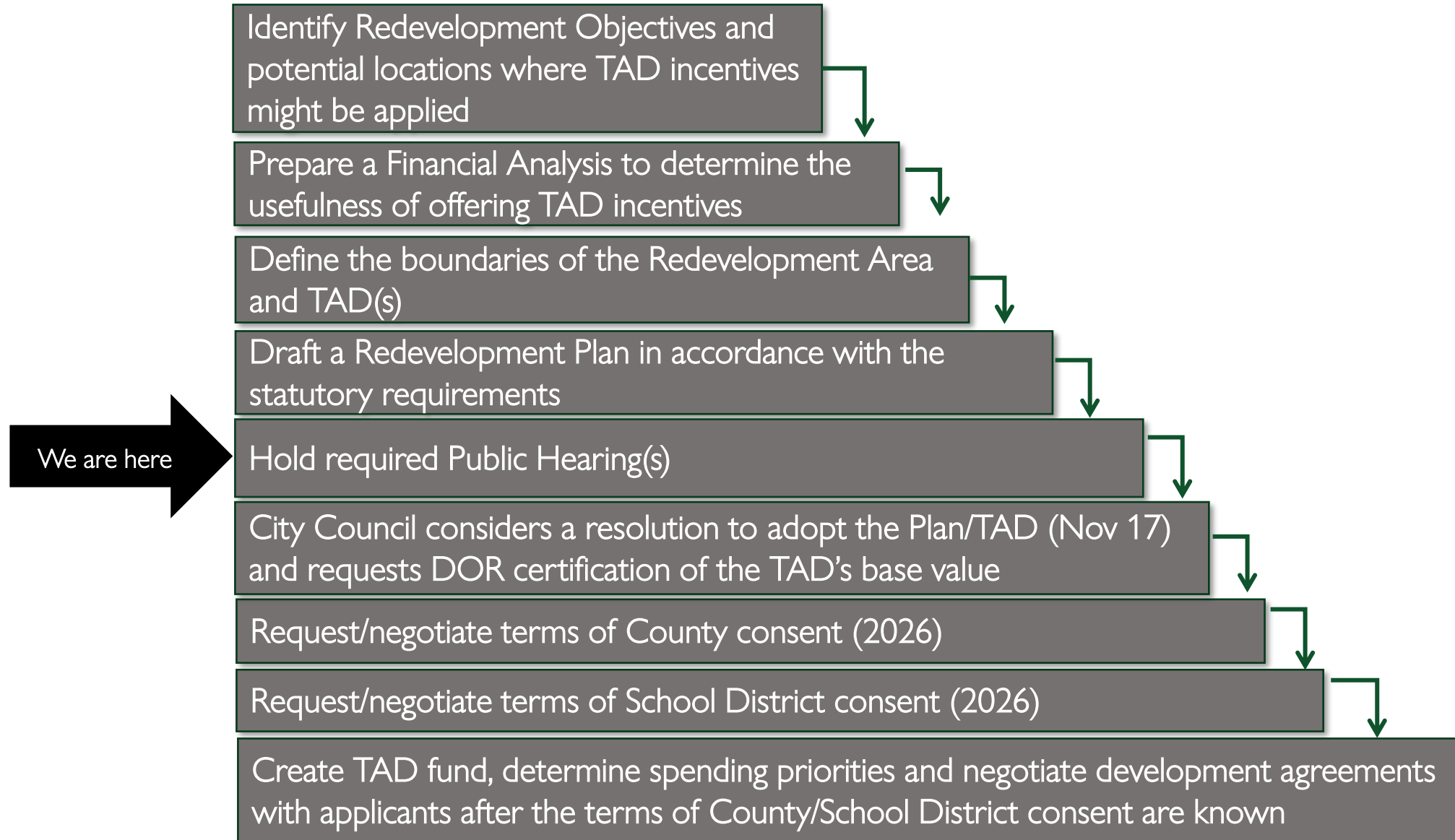
404.845.3550

www.kbagroup.com

Background

- The Redevelopment Powers Law (Chapter 44 of Title 36 of the O.C.G.A.), is Georgia's version of tax increment financing (TIF)
 - TIF enables communities to invest incremental property tax growth on public improvements, or to incentivize development that would not be financially feasible otherwise
 - TADs and TAD incentives are **NOT** to be confused with property tax abatements granted by local development authorities, special service districts or with urban renewal and do **NOT** impact property taxes collected by those entities
- TADs help to finance planned public improvements, accelerate an area's transition and/or stabilize its economic competitiveness
- The City of Alpharetta has the authority to exercise powers authorized or granted municipalities pursuant to the Redevelopment Powers Law, as approved by Alpharetta voters by referendum in 2006

Redevelopment Plan Approval Steps



Contents of the Redevelopment Plan

REDEVELOPMENT PLAN

ALPHARETTA TAX ALLOCATION DISTRICT #3 – NORTH POINT MALL AND ACTIVITY CENTER



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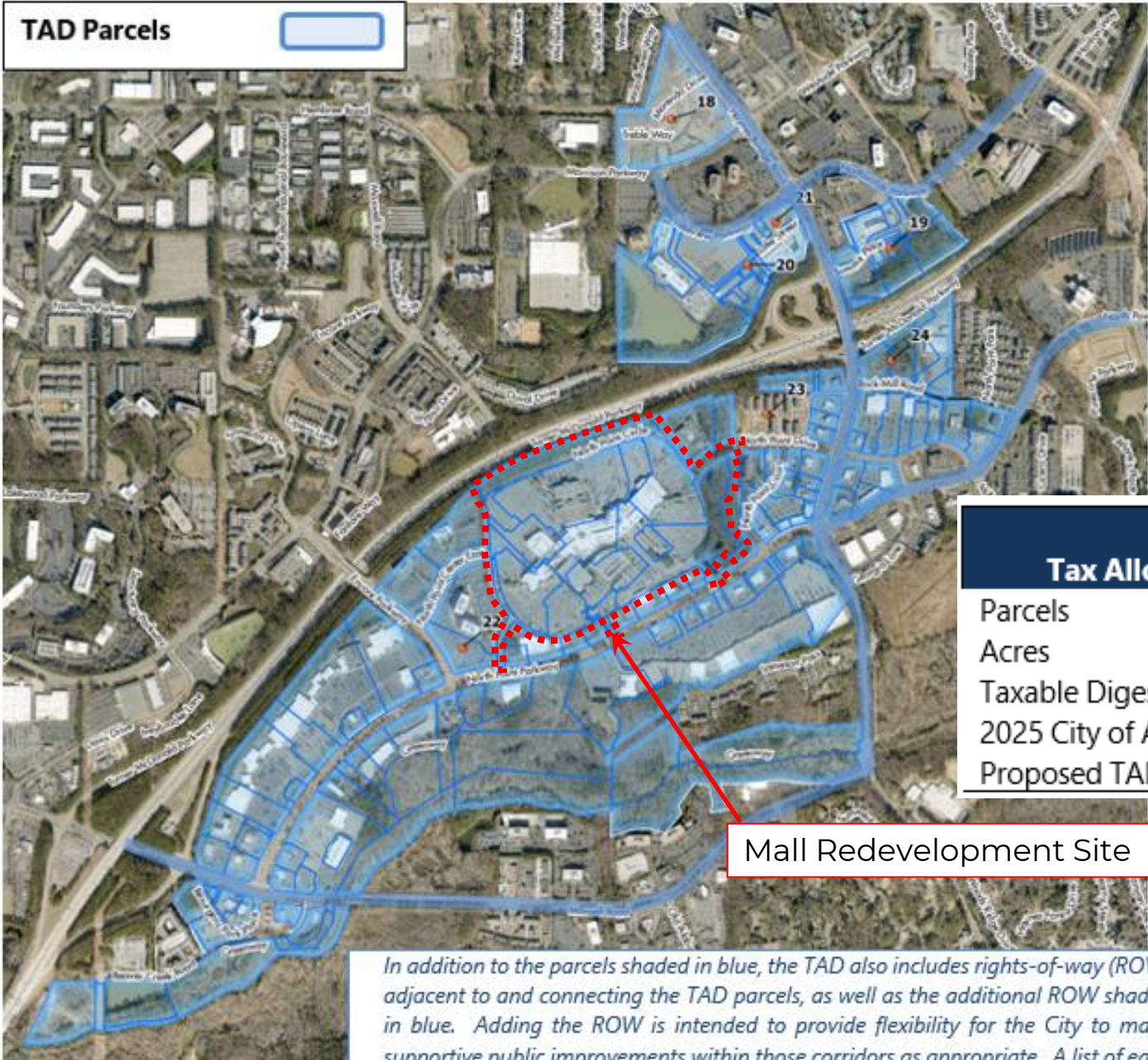
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- TAD boundaries and parcels
- Rationale for the City's use of redevelopment powers
- Plan vision and goals
- Consistency with local zoning and future land use plans
- Base value of the TAD
- Development opportunities and potential projects
- Proposed investments/uses of TAD Fund revenues
- School System Impacts
- Additional statutory requirements



* Headings followed by a letter in parenthesis [e.g. (A)] denote information required per Georgia Code Chapter 36, Title 44.

Tax Allocation District #3 –North Point Mall and Activity Center Boundary Map (L)



- The Proposed TAD #3 contains 150 parcels covering 646.3 acres, with a current (base) tax digest of roughly \$264.7 million.
- The TAD includes 9 parcels that make up the North Point Mall, which cover 94 acres and has an estimated tax digest of just under \$48 million.

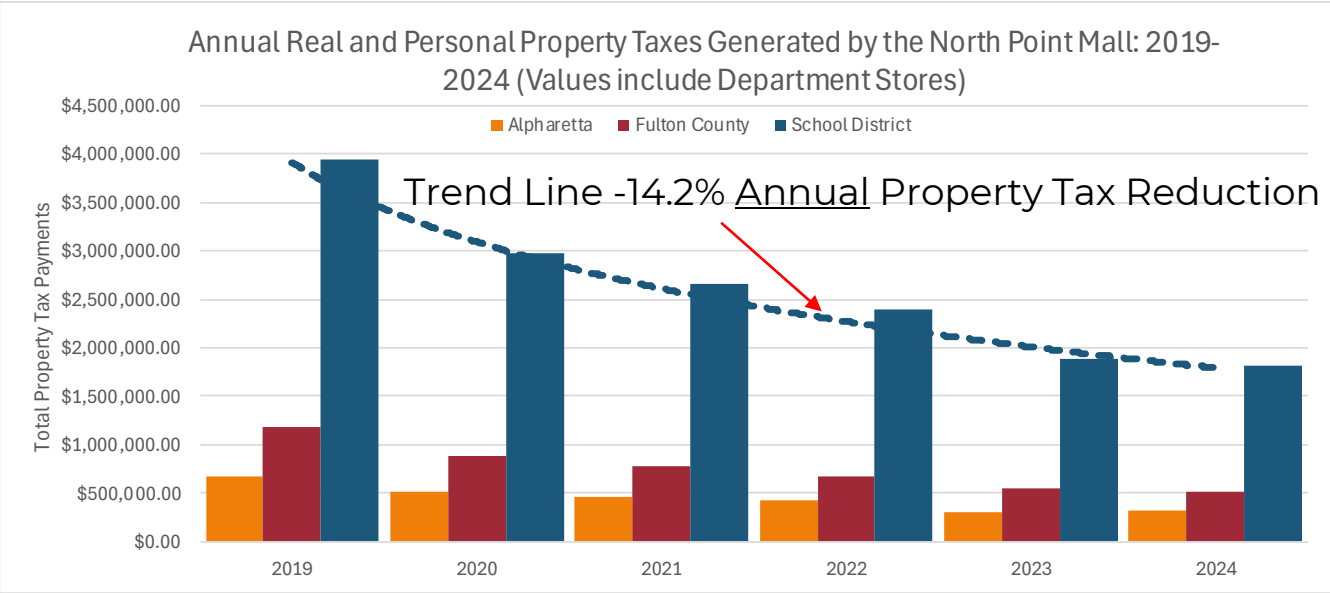
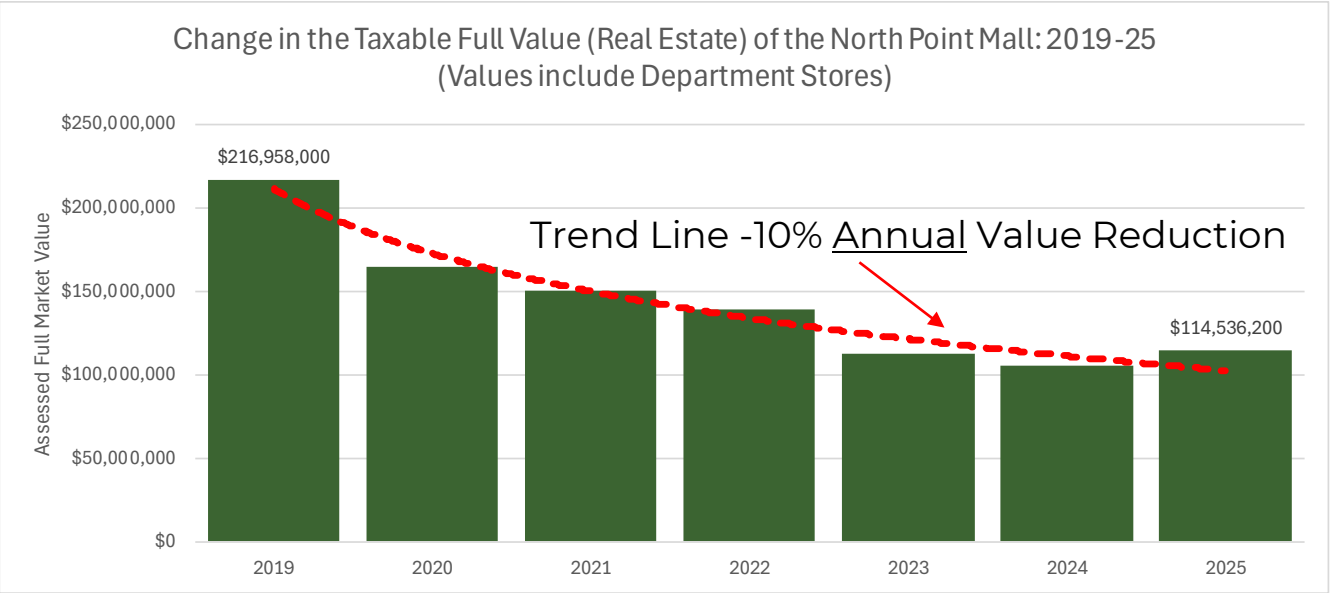
Summary Characteristics	
Tax Allocation District #3 – North Point Mall and Activity Center	
Parcels	150
Acres	646.3
Taxable Digest	\$264,684,050
2025 City of Alpharetta Gross Digest	\$9,419,295,209
Proposed TAD % of Total City Digest	2.81%

In addition to the parcels shaded in blue, the TAD also includes rights-of-way (ROW) adjacent to and connecting the TAD parcels, as well as the additional ROW shaded in blue. Adding the ROW is intended to provide flexibility for the City to make supportive public improvements within those corridors as appropriate. A list of each TAD parcel is included in the appendix.

Rationale and grounds for exercise of Redevelopment Powers

- The Redevelopment area for TAD #3 qualifies based on the existence of “inadequate infrastructure” as defined in the statute with some portions also meeting the definition of a “deteriorating area.”
- Existing infrastructure is generally inadequate to support the City’s vision for North Point – which is to transition to a predominantly mixed-use district. Several prior plans have cited the area’s preponderance of auto-oriented land uses and infrastructure to be “inadequate” in the following areas:
 - infrastructure to support housing in mixed-use developments and a more pedestrian-oriented land use pattern,
 - pedestrian and bicycle-specific infrastructure,
 - public greenspace and/or pedestrian connections, and
 - stormwater utility infrastructure that will allow for greater development density, which will enhance the active transportation network.
- The North Point area also exhibits higher retail and office vacancy compared to the City of Alpharetta as a whole, as well as “slower/declining sales”, “stagnant rents”, and “significantly slower growth in the property tax digest than is occurring in the political subdivision as a whole” – also meeting the definition of a “deteriorating area”.

Rationale and grounds for exercise of Redevelopment Powers



- The assessed full market value of the 9 mall parcels has fallen by \$97 Million (45%) since 2019
- Estimated 2024 City, County and School District property taxes on mall real estate and commercial personal property fell by nearly \$1.9 million (-49%) compared to 5 years ago
- Annual SPLOST, LOST and ELOST collections are likely to have declined by similar or larger percentages
- Distressed regional and super-regional malls are now prevalent throughout Metro-Atlanta and nationally
- Mall redevelopment strategies are requiring increasingly complex, large-scale public/private partnerships

Plan Vision, Goal and Consistency with City Plans

- The vision statement outlined in the City's Horizon 2040" Comprehensive Plan calls for the eventual transition of the North Point Mall and most of the area located within TAD #3 to mixed-use.
 - The City's Future Land Use Map designates North Point as one of six targeted "Development / Redevelopment Priority Areas".
 - The goal is to enhance the area "with improvements, redevelopment and new development that supports a walkable and vibrant mixed-use community destination with places to shop, work, entertain and live."
- The City's vision for North Point was established nearly 20 years ago, starting with the 2007 Livable Centers Initiative Plan and expanded in the 2017 LCI Update, which identified several relevant economic development objectives for the area.
- The North Point Creative Place Making Plan, completed in 2019, and the North Point Development Framework in 2025 clarified the City's vision by developing detailed physical plans and strategies for public and private investments in the area.
- To achieve the community's vision for North Point, TAD #3 is being established to assist the City in financing major public infrastructure investments as well as offer incentives attract private investment to build the type of development desired by residents.

Proposed Redevelopment Projects - North Point Mall

- This table illustrates a potential redevelopment scenario for the North Point Mall that is consistent with comparable mall properties described in the Redevelopment Plan
- In this scenario, the Project's taxable market value at completion approaches \$1.9 Billion in 2025\$
- Future real estate values and resulting development totals can vary widely depending upon the existence and characteristics of an "anchor" for the project

Conceptual Redevelopment Scenario for the North Point Mall Site

North Point Mall Development Component	Estimated Acres	Residential Units/Keys	Commercial SF	Market Value at Build Out [1]	40% Tax Digest [1]
Retail	11.2	-	300,000	\$135,000,000	\$54,000,000
Restaurants/Entertainment/Mixed Use	5.0	-	200,000	\$120,000,000	\$48,000,000
Multi-Family Apartments	51.0	1,350	-	\$536,500,000	\$214,600,000
Office	10.0	-	500,000	\$225,000,000	\$90,000,000
Hotels (450 Keys)	1.2	-	232,500	\$191,250,000	\$76,500,000
For sale flats (Upper Floors in Mixed Use District)	-	550	-	\$356,655,000	\$142,662,000
For sale townhomes	5.0	100	-	\$96,978,000	\$38,791,200
Parking structures, amenities & open space	10.5	-	-	\$225,000,000	\$90,000,000
TOTALS :	94.0	2,000	1,232,500	\$1,886,383,000	\$754,553,200

[1] Estimated future market value ad tax digest of proposed development at completion, based on 2025 values.

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

Other Redevelopment Projects

Summary Development Forecast – Incremental Property Tax Digest

Project Areas	Project ^[1] Acreage	Residential Build Out				Hotel Rooms	Retail SF	Office SF	Total Commercial SF	Structured Parking (Spaces)
		Single-Family	Townhomes	Multi-Family ^[2]	TOTAL					
North Point Mall	94.0	-	100	1,900	2,000	450	500,000	500,000	1,000,000	5,000
Other Project Sites	112.3	39	200	417	656	140	143,500	1,830,000	1,973,500	-
Tax Exempt Parcels	110.0									
Balance of TAD	330.0									
TOTALS:	646.3	39	300	2,317	2,656	590	643,500	2,330,000	2,973,500	5,000

Notes:

[1] Estimated acreage and current (2025) digest values for parcels associated with identified potential development projects.

[2] The multi-family unit count of 1,900 units at the North Point Mall includes both for-rent apartments (+/- 1,350 units) and for-sale condominium flats (+/- 550 units). Multi-family housing within the other projects are all expected to be for-rent apartments.

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

- The Plan identifies three other projects which, if fully implemented, could (including the mall) collectively result in the construction of more than 2,600 housing units and 2.9 million SF of commercial space in retail, hotels, office and mixed-use buildings
 - These potential projects impact roughly 206 acres (32%) of the 650 total taxable acres within the TAD Study Area
- Additional value growth can be expected in the balance of the Study Area, as identified projects are completed and their resulting economic impacts enhance the value of nearby real estate.

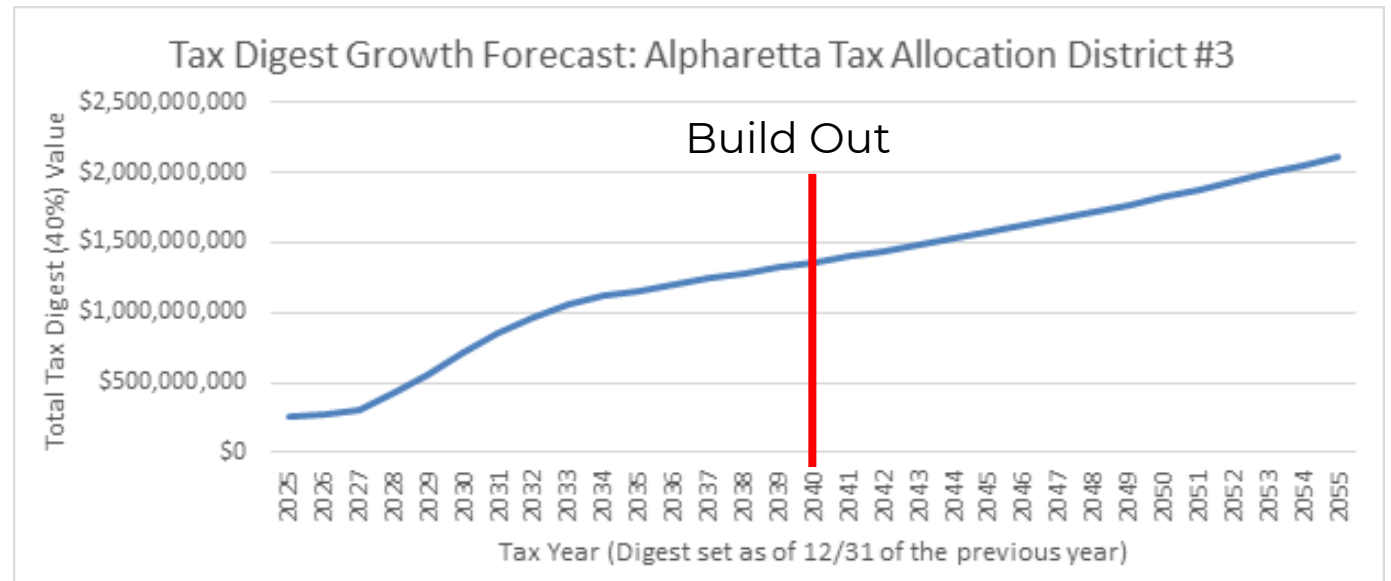
Redevelopment Projects

- By 2040, Redevelopment of the mall plus 3 other planned projects have a potential future value of \$2.6 billion.
- Adding value growth on the remaining acreage in the balance of the TAD increases the District's potential growth to nearly \$3.4 billion, with a resulting digest value of \$1.36 billion
- The resulting incremental increase in tax digest over the TAD base value totals nearly \$1.1 billion (a 412% increase) by 2040
 - The phasing of future digest growth is shown in the graph.

Estimated Base Year and Build-Out (2036) Gross Tax Digest

Project Areas	2025 Base Digest	Estimated Future (2040) Full Value	Estimated TAD Digest at Build Out
North Point Mall	\$47,982,120	\$2,067,484,740	\$826,993,896
Other Project Sites	\$75,523,290	\$527,952,254	\$211,180,902
Balance of TAD	\$141,178,640	\$795,585,225	\$318,234,090
TOTALS:	\$264,684,050	\$3,391,022,218	\$1,356,408,887
Estimated Incremental Digest Growth:			\$1,091,724,837
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- The capacity of a TAD to support investments in buildings and infrastructure is sensitive to the terms of County and School System consent to support redevelopment.

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Net Present Value^[1]	\$186,603,250	\$258,196,511	\$321,983,073	\$378,626,516

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- The number of years and the specific terms in consent agreements could significantly impact this forecast.

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- The proposed public investments/uses of TAD funding assume that the effective contribution of TAD #3 to reduce redevelopment costs will fall within the range of 60% to 75% of estimated maximum TAD revenues.
- This table shows a recommended application of the resulting \$225 to \$280 million toward “Eligible Redevelopment Costs” as defined in the statute.

Proposed Uses of Future TAD Proceeds: Tax Allocation District #3
(Assumes County and School District Participation)

Proposed Uses of Tax Allocation Increment (Totals are in Millions)	Range of Available TAD Funds ^[1]	
	Low	High
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[3] These costs may be reserved for additional TAD projects that are unrelated to the mall’s redevelopment.

Source: City of Alpharetta and KB Advisory Group, Inc.

School System Impact Analysis

- TAD #3 could be expected to house nearly 4,500 residents in total.
- Forecasted FCSS enrollment impacts are limited because only 339 of the units are expected to be single-family or townhome products. Combined, these housing types could add roughly 110 school-aged children.
- The multi-family apartments and for sale condominiums are estimated to have fewer children per unit than older conventional garden walk-up apartments. Combined, these multi-family apartments and for sale flats would potentially add another 83 school-aged children, for a total of 192 at build out of which, 188 would be enrolled in FCSS schools.
 - Future enrollment would be distributed between 2 attendance zones.

Estimated TAD #3 Population and Public-School Enrollment at Build Out

Unit Type	Housing Units	Multipliers		Impacts @ 97% Occupancy	
		Population	School	Population	Enrollment
Multifamily Apartments	1,767	1.67	0.04	2,803	67
Condominium Flats	550	1.80	0.03	941	16
Townhomes	300	2.15	0.33	613	89
Single Family Detached	39	2.85	0.56	106	21
Total at Build-Out	2,656	1.68	0.07	4,462	192
New Public School Children at Build-Out*					188

*Assumes 95% occupancy at build out and 98% of total school aged children will attend FCSS Schools

Other Plan Provisions

- The City Council will serve as the redevelopment agency.
- TAD #3 will commence as of 12/31/25 and remain in existence until all redevelopment costs, including debt service, are paid in full. This repayment is likely to require 25 or more years from certification of the TAD.
- The city reserves the right to issue tax allocation bonds or alternative forms of financing in one or more tranches for terms no longer than 25 years via:
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 - (b) obtaining comparable forms of commercial financing as available, and/or
 - (c) entering into development agreements to reimburse certain tax allocation increments to successful applicants.
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TERMS and LIMITING CONDITIONS

- **Accuracy of Report:** Every reasonable effort has been made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment was based on estimates, assumptions, and other information developed by KB Advisory Group (“KBA”) from its independent research efforts, general industry knowledge, and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives, or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of the report. KBA assumes no responsibility to update the information after the date of the report. The research may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular point in time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described in our research and report, and variations may be material. Therefore, no warranty or representation is made by KBA that any of the projected values or results contained in the work product from this assignment will actually be achieved.
- **Usage of Report:** The research product may not be used, in whole or in part, in any public or private offering of securities or other similar purposes by the client without first obtaining the prior written consent of KB Advisory Group.

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STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Meeting Date: November 17, 2025

AGENDA ITEM:

PH-25-17 North Point Development Plan and Tax Allocation District

The first public hearing for this item occurred during the November 3, 2025 City Council meeting.

Consideration of adoption of a resolution to approve and adopt a Redevelopment Plan to create Tax Allocation District #3 - Alpharetta North Point Activity Center.

STAFF RECOMMENDATION:

Adopt a resolution to approve a Redevelopment Plan to create Tax Allocation District #3 — Alpharetta North Point Activity Center.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
-----------------------------	----------------------

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
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ITEM DESCRIPTION:

Staff retained Bleakly Advisory Group to assist the City in evaluating opportunities that could result from creating a Tax Allocation District (TAD) for the North Point area. The creation of a Tax Allocation District dedicates future taxes over and above the current tax base for a set period to cover the costs of a variety of development activities within the district. Cities and counties across the country are using several different tools, including TAD's, to assist with redevelopment projects for commercial corridors.

Bleakly Advisory Group has completed findings for creating a TAD and, has drafted the final redevelopment plan outlining the justification, rationale, boundaries, fiscal data and proposed projects that could result from the establishment of the Tax Allocation District.

The district will help achieve the goals for the North Point Activity Center, as detailed in the 2018 LC Plan, which includes transportation improvements, multi-use trail connections, public greenspace and assistance with redevelopment, subject to council plan approval. Tax Allocation Districts are a mechanism for revitalizing underutilized areas. The redevelopment plan will conform with the Georgia Redevelopment Powers Law (O.C.G.A. Title 36 Chapter 44). The TAD creation will allow the City the opportunity to make significant infrastructure investments to create the environment and attract private investment for the area.

ALTERNATIVES:

Do not approve a Redevelopment Plan to create Tax Allocation District #3.

ATTACHMENTS:

1. Resolution Establishing TAD 3
2. Alpharetta TAD Public Hearing_11_17_25
3. Alpharetta North Point TAD Redevelopment Plan FINAL_11_17_2025



RESOLUTION CREATING ALPHARETTA TAX ALLOCATION DISTRICT #3 – NORTHPOINT MALL AND ACTIVITY CENTER; DESIGNATING THE CITY OF ALPHARETTA AS THE REDEVELOPMENT AGENCY; ADOPTING A REDEVELOPMENT PLAN; ESTABLISHING THE TAX ALLOCATION INCREMENT BASE; ESTABLISHING THE INTENT TO ISSUE TAX ALLOCATION BONDS OR PURSUE COMMERCIAL FINANCING; AND FOR OTHER RELATED PURPOSES.

WHEREAS, O.C.G.A. Sec. 36-44-1, *et seq.* (the “Redevelopment Powers Law”) provides for the authorization of redevelopment powers and the creation of redevelopment plans and tax allocation districts by municipalities, counties, and consolidated governments in the State of Georgia; and

WHEREAS, the City of Alpharetta, Georgia (the “City”) is authorized to exercise redevelopment powers under the Redevelopment Powers Law by 2006 Ga. Laws p. 3724, as approved by referendum; and

WHEREAS, the Mayor and City Council for the City of Alpharetta are the legislative authority for the City and have been designated as the redevelopment agency (“Redevelopment Agency”) for the City under the Redevelopment Powers Law; and

WHEREAS, the Redevelopment Agency has prepared a Redevelopment Plan (the “Redevelopment Plan”) for the redevelopment of the area described therein (the “Redevelopment Area”) and has submitted the Redevelopment Plan for consideration by the City; and

WHEREAS, the Redevelopment Plan specifies the boundaries of the proposed Redevelopment Area, evaluates the economic conditions affecting such area, proposes a plan for the redevelopment of such area, including redevelopment projects, and proposes a method of financing such projects, including the creation of a tax allocation district and the use of tax allocation increment funding to implement the plan; and

WHEREAS, the Redevelopment Plan proposes the use of tax allocation increment funding derived from ad valorem property taxes on real property within the Redevelopment Area, including the City of Alpharetta (M&O) Millage, the Fulton County School District (M&O) Millage, and the Fulton County (M&O) Millage, and thus the Redevelopment Plan anticipates cooperation with and the consent of the Fulton County Board of Commissioners (the “County”) and the Fulton County Board of Education (the “School District”); and

WHEREAS, upon its adoption by the City, the City will submit the Redevelopment Plan to the County and the School District, and will seek the County’s and School District’s consent to the inclusion of the County and School District’s incremental ad valorem real property taxes generated within the Redevelopment Area for the purpose of carrying out the Redevelopment Plan in accordance with O.C.G.A. § 36-44-9 (b); and

WHEREAS, on November 3, 2025, the City conducted a public hearing on the Redevelopment Plan, which was properly advertised in accordance with O.C.G.A. § 36-44-7 (b); and

WHEREAS, having considered the Redevelopment Plan and any public comments thereon, the Council desires to (a) create an urban redevelopment area and establish the boundary for the Redevelopment Area, (b) adopt the Redevelopment Plan for the Redevelopment Area, (c) create a Tax Allocation District to include the Redevelopment Area and establish the boundary for such Tax Allocation District, (d) establish the tax allocation increment base for the real property in the Tax Allocation District, and (e) establish its intent to issue tax allocation bonds or pursue commercial financing for projects within the Tax Allocation District.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Alpharetta, Georgia, as follows:

Section 1. Legislative Findings. The City hereby finds and declares as follows:

- (a) The Redevelopment Plan (i) specifies the boundaries of the proposed Redevelopment Area, (ii) evaluates the economic conditions affecting the Redevelopment Area, (iii) concludes that such conditions have adversely affected the growth and development of such area, and explains the grounds for a finding by the City that the Redevelopment Area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the redevelopment plan, (iv) proposes a plan for the redevelopment of the area and explains the proposed uses of the Redevelopment Area after redevelopment, (v) describes redevelopment projects proposed by the Redevelopment Plan, estimates the cost thereof, and explains the proposed method of financing such projects, including the creation of a tax allocation district and the use of tax allocation increment funding to implement the plan, and (vi) and otherwise contains all elements required by O.C.G.A. § 36-44-3 (9);
- (b) The Redevelopment Area, as defined in the Redevelopment Plan, on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the Redevelopment Plan; and
- (c) The implementation of the Redevelopment Plan is likely to enhance the value of a substantial portion of the real property within the Redevelopment Area.

Section 2. The City hereby creates the Redevelopment Area as set forth in the Redevelopment Plan. The Boundaries of the Redevelopment Area are hereby defined as the boundaries set forth in Tax Allocation District #3 – North Point Mall and Activity Center Boundary Map within the Redevelopment Plan, as further defined in the Appendix to the Redevelopment Plan. The creation of the Redevelopment Area shall

be effective as of December 31, 2025. The City hereby designates itself as the Redevelopment Agency for the Redevelopment Area.

- Section 3. The City hereby adopts the Redevelopment Plan for the Redevelopment Area. The Redevelopment Plan, including the information required to be included in this Resolution approving the Redevelopment Plan pursuant to O.C.G.A. § 36-44-8, is hereby expressly adopted and incorporated into this Resolution by reference.
- Section 4. The City hereby creates a Tax Allocation District coextensive with the boundaries of the Redevelopment Area, which shall be named "Alpharetta Tax Allocation District #3 – Northpoint Mall And Activity Center" or "TAD #3" (the "TAD"). The boundaries of the TAD are as defined in the Redevelopment Plan, which is shown in Tax Allocation District #3 – North Point Mall and Activity Center Boundary Map and further defined in the Appendix to the Redevelopment Plan, both of which are incorporated herein by reference. The creation of the TAD shall be effective as of December 31, 2025.
- Section 5. The Redevelopment Area and the TAD shall continue in existence for 30 years or until all redevelopment costs, as defined in the Redevelopment Powers Law, including financing costs and debt service on all debt, associated with the implementation of the Redevelopment Plan, are paid in full.
- Section 6. The City hereby establishes the estimated Tax Allocation Increment Base of \$8,199,912 for Tax Allocation District #3, subject to certification by the state revenue commissioner as provided in O.C.G.A. § 36-44-10, which shall be used for computing the tax allocation increment (the "Tax Allocation Increment") in connection with the TAD.
- Section 7. Ad valorem property taxes on real property to be used for computing the Tax Allocation Increment for Tax Allocation District #3 are specified in the Redevelopment Plan and are incorporated herein by reference. Inclusion of ad valorem taxes levied by the County and the School District in the computation of the Tax Allocation Increment is contingent upon the consent of such bodies to the inclusion of their respective shares of ad valorem taxes in such computation. The Tax Allocation Increment shall be used to pay any and all redevelopment costs authorized by the Redevelopment Powers Law, including, but not limited to projects paid directly from the increment and principal of and interest on the Debt. It is the intent of the City to preserve the option of evaluating the inclusion of personal property taxes and sales taxes in the Tax Allocation Increment in the future.
- Section 8. The City intends to issue tax allocation bonds or pursue commercial financing for projects within the Redevelopment Area (the "Debt") from time to time. Such Debt, when issued, may be secured by Tax Allocation Increments derived from Tax Allocation District #3, all or part of general funds derived from Tax Allocation District

#3, and any other property from which bonds may be paid under Code Section 36-44-14, as determined by the City when such Debt is issued. The Mayor, or in the absence of the Mayor, the Mayor Pro Tem, is hereby authorized to execute any and all documents and to take any and all actions required in connection with the issuance of the Debt.

- Section 9. All acts and doings of the Mayor and City Council, and all officers, employees and agents of the City, which are in conformity with the purposes and intent of this Resolution are in all respects hereby approved and confirmed.
- Section 10. The Mayor, or in the absence of the Mayor, the Mayor Pro Tern, is hereby authorized to execute any and all documents and to take any and all actions required to carry out the intent of this Resolution.
- Section 11. This Resolution shall be effective immediately upon its adoption.
- Section 12. All resolutions and parts of resolutions in conflict with this Resolution are hereby rescinded to the extent of any such conflict.

SO RESOLVED this ____ day of November 2025.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

[SIGNATURES CONTINUED ON FOLLOWING PAGE]

[SIGNATURES CONTINUED FROM PREVIOUS PAGE]

COUNCIL MEMBERS*

Mayor Pro Tem Dan Merkel

Council Member Donald F. Mitchell

VACANT

Council Member Post 2

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Fergal M. Brady

(SEAL)

Attest:

Approved as to form:

Lauren Shapiro, City Clerk

David B. Dove, Special Counsel

*At the time this resolution was considered and adopted, Post 2 of the City Council was vacant.

Alpharetta Tax Allocation District #3:

North Point Mall and Activity Center

Second TAD Public Hearing Presentation

Prepared For:



Prepared By:



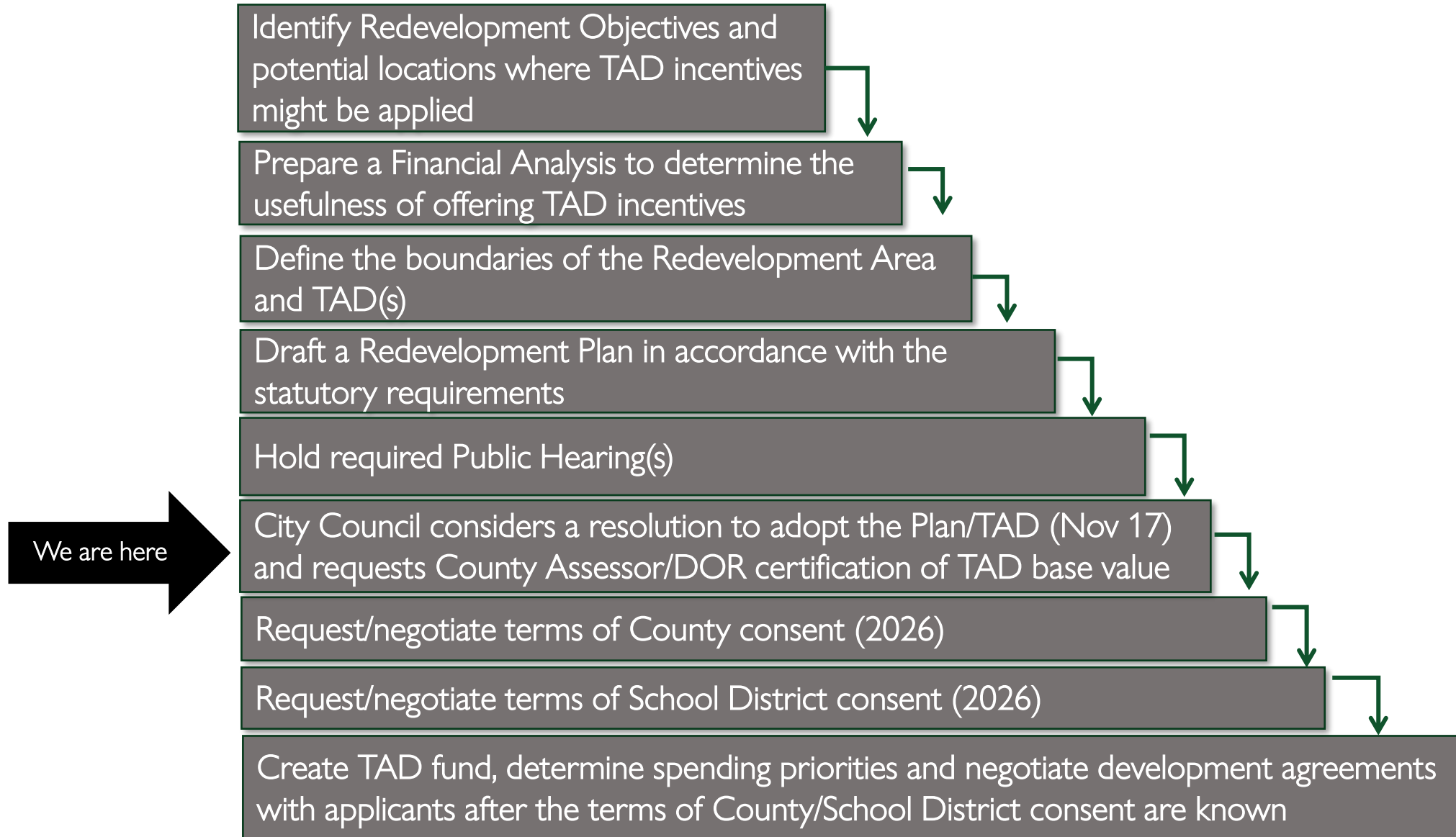
KB ADVISORY GROUP

November 17, 2025

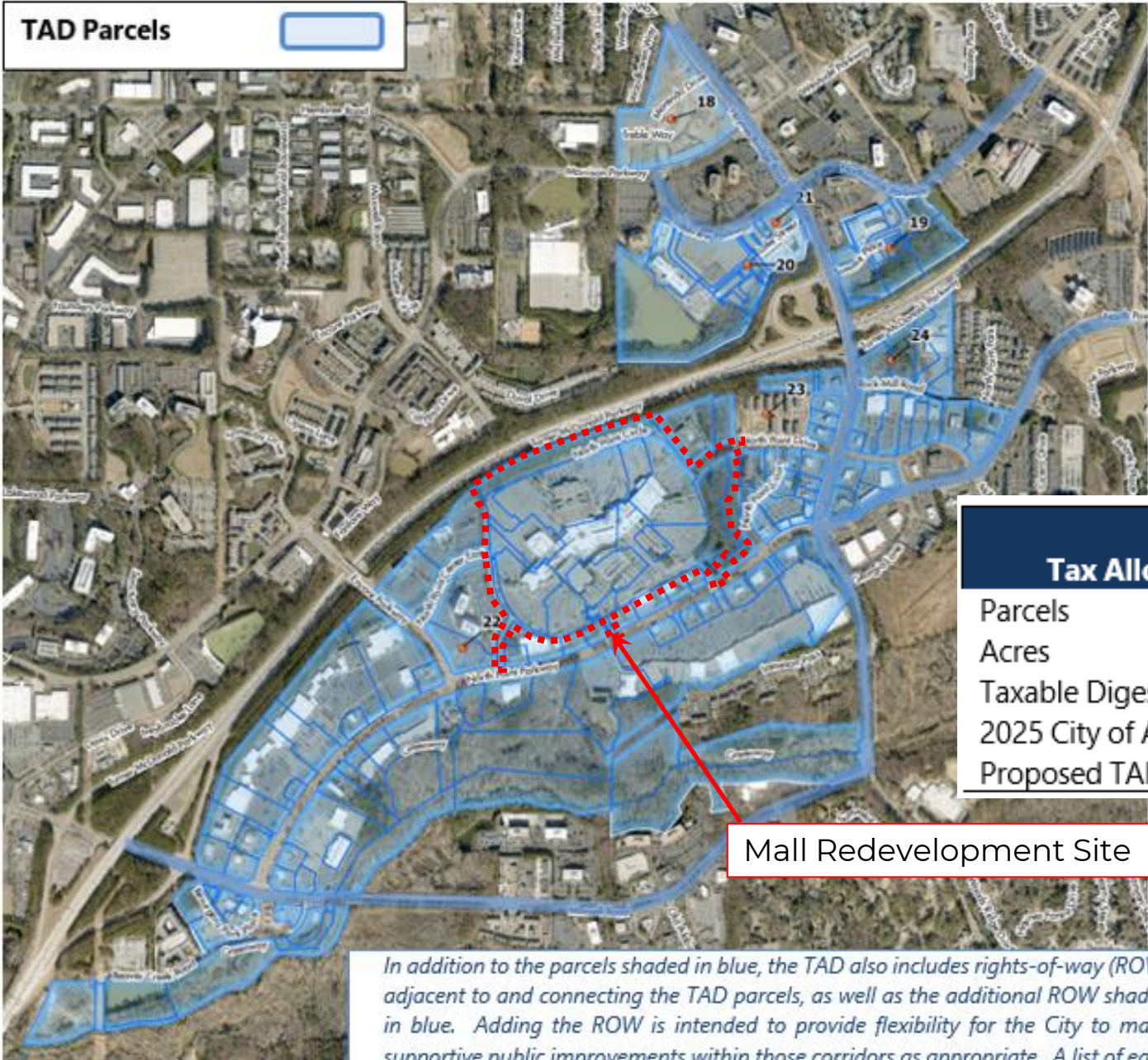
Background

- The Redevelopment Powers Law (Chapter 44 of Title 36 of the O.C.G.A.), is Georgia's version of tax increment financing (TIF)
 - TIF enables communities to invest incremental property tax growth on public improvements, or to incentivize development that would not be financially feasible otherwise
 - TADs and TAD incentives are **NOT** to be confused with property tax abatements granted by local development authorities, special service districts or with urban renewal and do **NOT** impact property taxes collected by those entities
- TADs help to finance planned public improvements, accelerate an area's transition and/or stabilize its economic competitiveness
- The City of Alpharetta has the authority to exercise powers authorized or granted municipalities pursuant to the Redevelopment Powers Law, as approved by Alpharetta voters by referendum in 2006

Redevelopment Plan Approval Steps



Tax Allocation District #3 –North Point Mall and Activity Center Boundary Map (L)



- The Proposed TAD #3 contains 150 parcels covering 646.3 acres, with a current (base) tax digest of roughly \$264.7 million.
- The TAD includes 9 parcels that make up the North Point Mall, which cover 94 acres and has an estimated tax digest of just under \$48 million.

Summary Characteristics	
Tax Allocation District #3 – North Point Mall and Activity Center	
Parcels	150
Acres	646.3
Taxable Digest	\$264,684,050
2025 City of Alpharetta Gross Digest	\$9,419,295,209
Proposed TAD % of Total City Digest	2.81%

Mall Redevelopment Site

In addition to the parcels shaded in blue, the TAD also includes rights-of-way (ROW) adjacent to and connecting the TAD parcels, as well as the additional ROW shaded in blue. Adding the ROW is intended to provide flexibility for the City to make supportive public improvements within those corridors as appropriate. A list of each TAD parcel is included in the appendix.

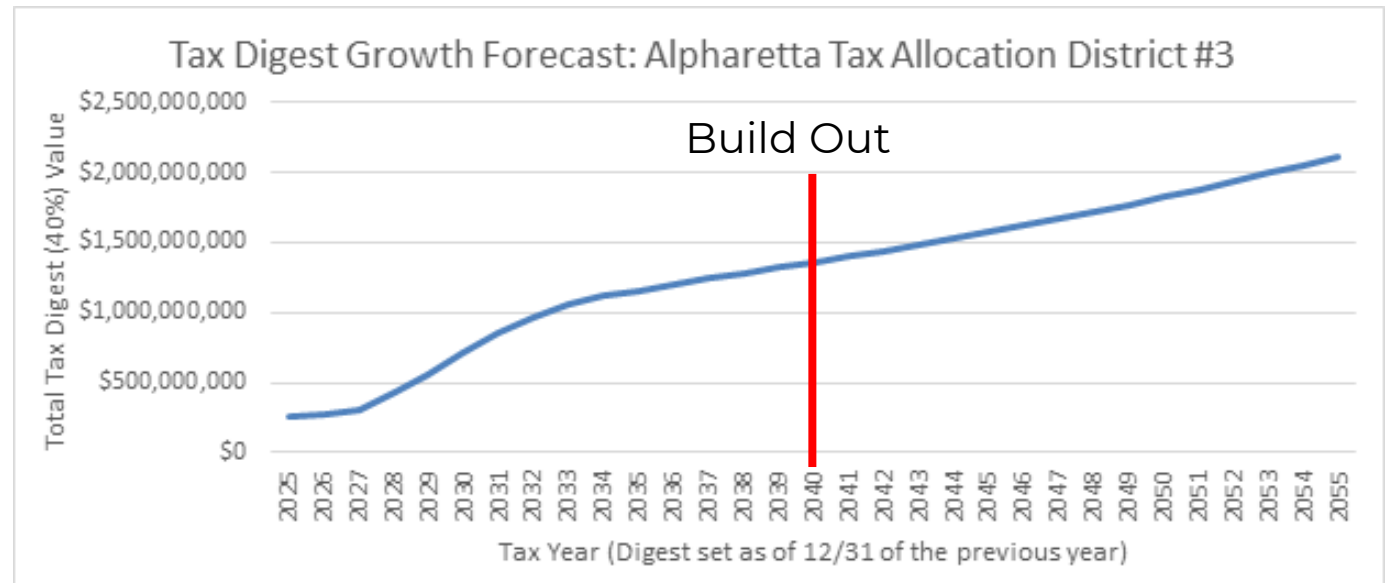
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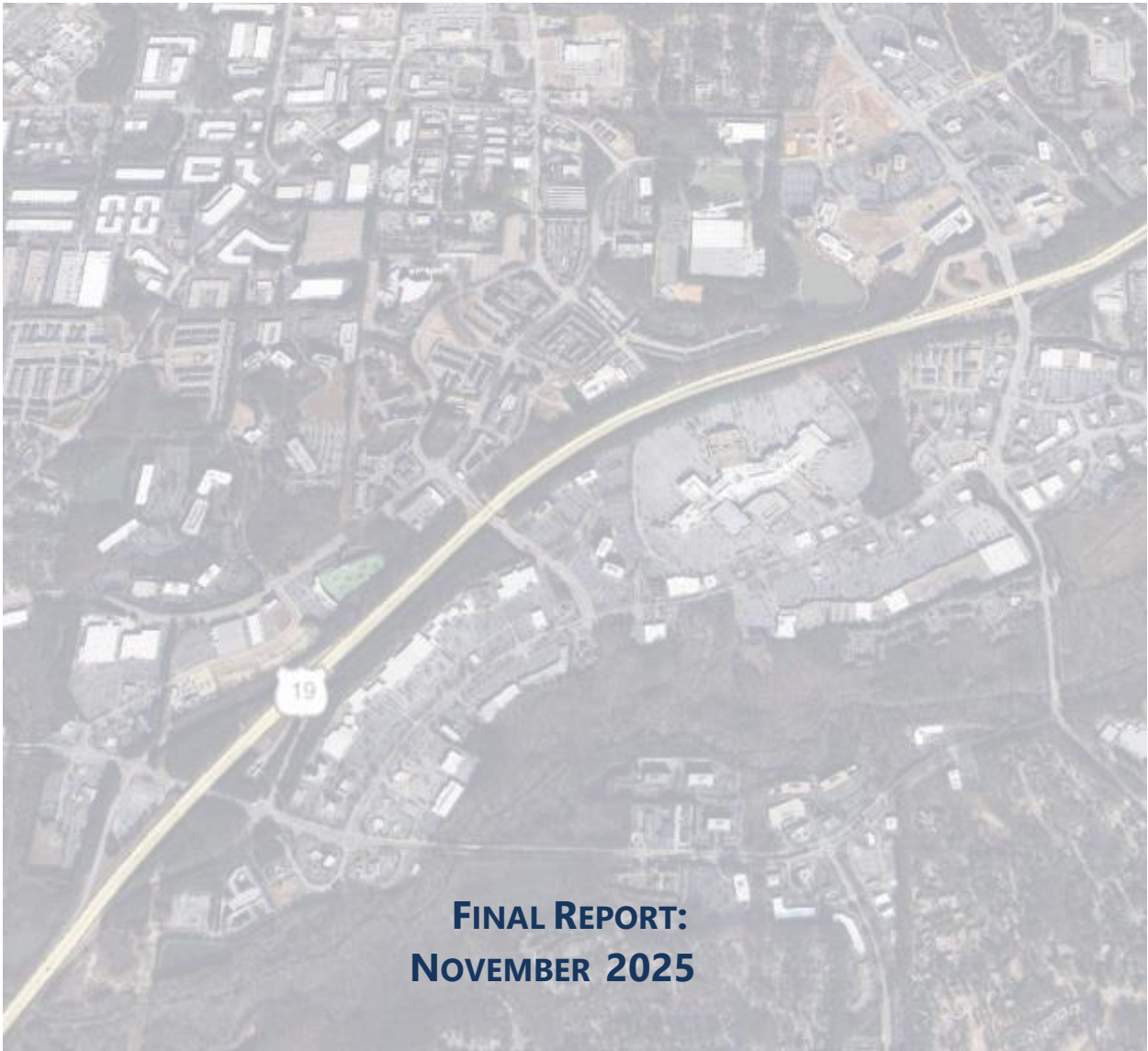
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REDEVELOPMENT PLAN

ALPHARETTA TAX ALLOCATION DISTRICT #3

NORTH POINT MALL AND ACTIVITY CENTER



PREPARED FOR:



PREPARED BY:



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* Headings followed by a letter in parenthesis [e.g. (A)] denote information required per Georgia Code Chapter 36, Title 44.

EXECUTIVE SUMMARY

This Redevelopment Plan (the Plan) has been prepared for the City of Alpharetta to create Alpharetta Tax Allocation District #3 – North Point Mall and Activity Center. This report presents the justification, rationale, boundaries, fiscal data and proposed projects that could result from the establishment of this Tax Allocation District (TAD). This Redevelopment Plan was prepared in conformance with provisions of the Georgia Redevelopment Powers Law (O.C.G.A. Title 36 Chapter 44) that governs the creation of the Tax Allocation Districts in the state. This document has been drafted by KB Advisory Group, Inc. (KB) at the direction of the City of Alpharetta, who is responsible for preparing the Plan.

TAD #3 refocuses attention on the 2019 “North Point Activity Center” redevelopment plan and TAD #2, which were originally designed to provide the City with added financial resources to implement recommendations contained in the North Point Livable Centers Initiative (LCI) Plan, which was completed in February of 2018. TAD #2 was certified just a few weeks prior to the beginning of the COVID pandemic, which had a significant adverse economic impact on existing and proposed commercial-retail projects. The pandemic was followed by successive annual reductions to tax assessments on the North Point Mall and other impacted commercial properties, which in turn lowered the TAD’s tax digest and minimized the City’s ability to leverage tax increment financing. For these and other reasons, TAD #2 was officially dissolved by the Alpharetta City Council in early 2023.

After TAD #2 was dissolved, economic conditions impacting regional and super-regional enclosed shopping malls have continued to deteriorate, both in Metro-Atlanta and nationally, with negative ripple effects on nearby commercial nodes. For this and other reasons detailed in this report, the Alpharetta City Council has authorized the preparation of a new Redevelopment Plan for the area.

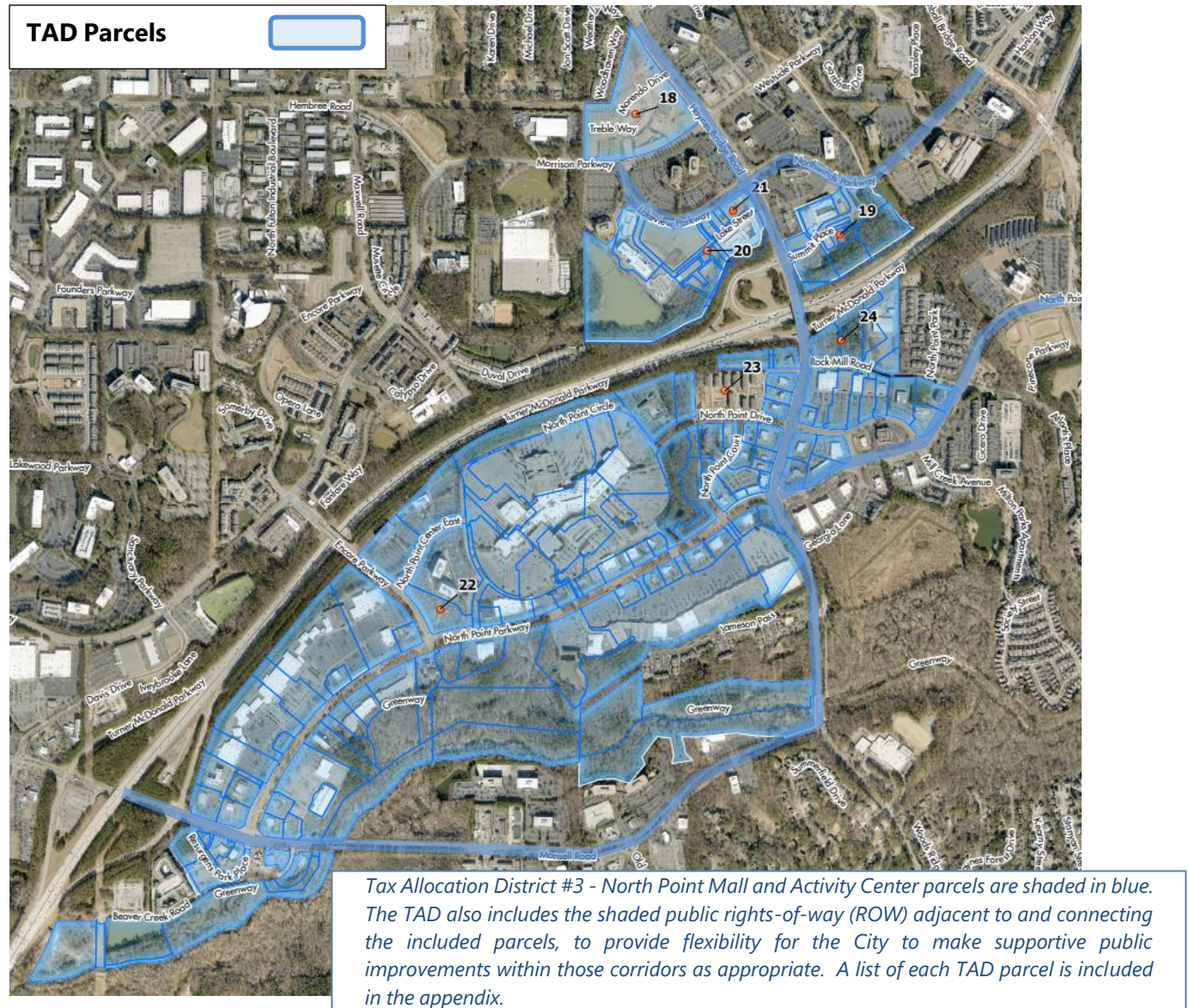
The general boundaries, goals, development opportunities and proposed public improvements, as well as the broad economic/market forces impacting the Redevelopment area are addressed in this report. Previous City plans have also been relied upon to provide the economic justification, rationale, and related background data to designate this Redevelopment area and TAD. This plan also identifies possible development projects with nearer-term potential and defines desired uses of TAD proceeds that would result from implementing those projects. The Redevelopment Plan concludes with a “School District Impact Analysis,” which is a statutory requirement of the Redevelopment Powers Law.

TAX ALLOCATION DISTRICT #3 BOUNDARIES

The Redevelopment area for TAD #3 follows the boundaries of the combined study areas identified in the 2018 North Point Livable Centers Initiative (LCI) Plan. The boundaries of the proposed Tax Allocation District #3 are shown on this map. The TAD was drawn to capture the mall property and surrounding commercial development, as well as locations where funds

generated by the TAD could be spent on supportive public infrastructure and related improvements.

Proposed TAD #3: North Point Mall and Activity Center



The proposed TAD #3 contains 150 tax parcels totaling 646.3 acres, including the North Point Mall, other identified development sites, vacant parcels, and nearby office, retail and hotel properties that could benefit from an intensive redevelopment of the mall site. The TAD excludes existing single-family residential neighborhoods, newer apartments, and some high-valued commercial parcels. The boundaries also incorporate nearby public right of way and locations where trails, parks, streetscape and infrastructure investments are either planned or could be needed in the future. Of the total acreage in the TAD, approximately 110 acres (17%) are tax exempt. The remaining 536 acres have an estimated taxable real estate digest of just

under \$264.7 million, representing roughly 2.8% of Alpharetta's 2025 gross tax digest of more than \$9.4 billion.

<u>Summary Characteristics</u>	
Tax Allocation District #3 – North Point Mall and Activity Center	
Parcels	150
Acres	646.3
Taxable Digest	\$264,684,050
2025 City of Alpharetta Gross Digest	\$9,419,295,209
Proposed TAD % of Total City Digest	2.81%

WHY TAX ALPHARETTA ALLOCATION DISTRICT #3 - NORTH POINT MALL AND ACTIVITY CENTER QUALIFIES AS A TAD

The City of Alpharetta has the authority to exercise all redevelopment and other powers authorized or granted to municipalities pursuant to the Redevelopment Powers Law (Chapter 44 of Title 36 of the O.C.G.A.), as approved by Alpharetta voters by referendum in 2006.

The redevelopment area for TAD #3 meets the statutory definition of a Redevelopment Area under the '**area with inadequate infrastructure**' provisions of the Redevelopment Powers Law. To accommodate mixed-use development in the North Point Area as outlined in the City's 2040 Comprehensive Plan, new infrastructure investments such as parks, green space, pedestrian amenities and stormwater management will need to be completed. Portions of the redevelopment area, particularly North Point Mall and some adjacent commercial properties that depend on the mall, also meet the definition of a '**deteriorating area...that is experiencing physical or economic decline or stagnation**' by exhibiting evidence of three of the six criteria contained in that definition. The most obvious sign of economic decline is the fact that the mall's nine tax parcels have together lost more than \$97 million in full market value over the past 6 years. It is estimated that in 2025, combined real estate and personal property taxes collected from the mall parcels will total more than \$1.9 million (-49%) less than taxes collected from those same parcels in 2019.

CHALLENGES, OPPORTUNITIES, AND VISION FOR THE REDEVELOPMENT AREA

Alpharetta's North Point Activity Center, which is centered on North Point Mall, is an important commercial hub for the citizens of Alpharetta and an important revenue generator for the City, Fulton County and its school district. While North Point continues to be a destination, new nearby competitors are drawing more attention and spending from the area. These competitors are typically more walkable, mixed-use, and pedestrian-oriented than the auto-focused design of North Point. With numerous parking lots and underutilized real estate, the area has become less appealing to consumers seeking a pedestrian-friendly experience. These and other market forces, which are negatively impacting enclosed

shopping malls locally and nationally, have caused property values and sales tax revenues to trend downward since the mall's peak performance period in the 1990s and early 2000s. The City desires to be proactive to help stabilize, transition and improve the area before economic conditions deteriorate to unacceptable levels.

PLAN VISION AND GOAL

The City's "Horizon 2040" Comprehensive Plan that was adopted in October of 2021, along with the 2007 Livable Centers Initiative Plan and the 2017 LCI Update for North Point, identified several relevant economic development objectives for the community that serve as the vision and goal of this Redevelopment Plan. The City's Future Land Use Map identifies the boundaries of the LCI Study Area and also designates North Point as one of six targeted "Development / Redevelopment Priority Areas" within the City. As is also shown on that map, the desired future land use for most of the area located within the proposed TAD #3, including the North Point Mall, is mixed-use. The vision statement outlined in the Comprehensive Plan anticipates the eventual replacement of the North Point Mall in its current form, by calling for enhancing the area "with improvements, redevelopment and new development that supports a walkable and vibrant mixed-use community destination with places to shop, work, entertain and live."

The North Point Creative Place Making Plan, completed in 2019, and the North Point Development Framework in 2025 developed detailed physical plans and strategies for public and private investments that will be needed to achieve the City's vision statement for the area. These proposals will require substantial investments to provide adequate transportation, public infrastructure and other public amenities to create the environment needed to attract the types of private investment that residents desire. This TAD is intended to provide resources to address the challenges facing the North Point area.

POTENTIAL DEVELOPMENT

Already identified development opportunities impact roughly 206 acres or about 32% of the total acreage within the proposed TAD, including the North Point Mall. This represents areas where specific development projects have been proposed and quantified. The future development forecast reflects the addition of approximately 2,650 housing units (multifamily apartments, single-family, townhomes and for-sale condominiums) plus more than 2.9 million SF of new or rehabilitated retail, office and mixed-use development where specific projects and land uses have been quantified. These levels of new construction cannot be achievable absent the major public improvements outlined in the LCI Plans and other initiatives proposed by the City.

Combined, the mall and other planned development projects have a current (2025) estimated full market value of roughly \$308.8 million and a taxable digest value of just over \$123.5 million. By 2040, proposed projects on these sites have the potential to grow to a full market value of nearly \$2.6 billion and a digest value of \$1.04 billion, generating an incremental increase in tax digest of \$914 million (more than \$4.4 million per acre) on those 206 acres.

The balance of 330 privately owned acres within the proposed TAD, where no specific projects or direct investment of TAD proceeds have been analyzed, currently contain \$353 million in full market value. The “halo effect” from development projects is expected to roughly double the value of these other sites by the time all currently identified projects are completed. Combined, the entire TAD has the potential to achieve a more than 400% increase in total taxable digest by 2040.

POTENTIAL TAD REVENUES

Assuming an approximate 10-year phasing schedule of the above planned development and providing a reasonable allowance for “background growth” in the TAD as a whole as implemented projects benefit nearby areas, it is estimated that the area could generate roughly \$1.2 billion in total M&O real estate taxes over a 30-year life of the TAD, assuming millage rates remain fairly constant over the forecast period. Of this amount, it is estimated that \$247.1 million would be collected from the base value of the TAD and continue to flow to the respective taxing jurisdictions’ general funds. The balance of nearly \$953 million would be tax allocation increments accruing to the TAD Special Fund. In addition, the North Point CID could collect nearly \$120.2 million in total property taxes while the TAD is in effect.

For general planning and forecasting purposes it is likely unrealistic to anticipate that 100% of total tax allocation increments generated over the entire length of the TAD will be available to invest in projects. To provide a reasonable estimate of the capacity of this future income stream to fund actual capital investments, such as the principal portion of a bond or private financing, KB applied a 6% discount rate to this cash flow as a proxy for deducting the portion of future TAD revenues that would be dedicated to paying annual interest on debt. The resulting net present value (NPV) is calculated on an annual and cumulative basis and totals a maximum of \$378.4 million over 30 years. Given all of the variables that can impact future TAD revenues, KB estimates the effective net present value contribution of TAD #3 to reduce redevelopment costs is likely to fall within a range of 60% to 75% of that maximum, which translates to roughly \$225 to \$280 million. Achieving this funding range requires that the TAD receive full consent from the County and School District. Actual terms of intergovernmental agreements could significantly reduce this range.

POTENTIAL INVESTMENTS OF TAD PROCEEDS

The total public cost for implementing the potential public improvements described in the LCI plan was at that time estimated at over \$165 million. Some of those improvements have already been completed using other funding sources, but most remain to be addressed and will increase in importance to accommodate a more intensive re-use of the mall site. The purposes and uses of the proposed improvements funded by TAD #3 include:

- Contributions to defray “excess” demolition, structured parking, site development costs or related redevelopment costs for the North Point Mall site, as justified in a financial pro forma.
- Roadway connections to improve the flow of vehicular traffic that will be present in the area after redevelopment.

- Enhancements such as streetscapes, curb and sidewalk improvements, trail connections and public spaces to improve the experience of pedestrians, and other residents and visitors to the district.
- Stormwater management improvements, which could also function as public park/green space and other placemaking initiatives.

This table summarizes the potential application of the resulting \$225 to \$280 million toward eligible redevelopment costs.

Proposed Uses of Future TAD Proceeds: Tax Allocation District #3

(Assumes County and School District Participation)

Proposed Uses of Tax Allocation Increment (Totals are in Millions)	Range of Available TAD Funds ^[1]	
	Low	High
North Point Mall Revopment Incentives ^[2]	\$191.3	\$210.0
Transportation & Infrastructure Improvements ^[3]	\$20.3	\$33.6
Streetscapes, Public Amenities & Place-Making ^[3]	\$13.5	\$36.4
TOTALS:	\$225.0	\$280.0

Notes:

[1] Estimated range of capital costs that could be funded from TAD revenues excluding interest on debt, based on the net present value of projected tax allocation increment.

[2] "North Point Mall Incentives" refer to all "Eligible "Redevelopment Costs" as defined in the statute, to be incurred either within the boundaries of the mall site or to improve access to the site. These costs could include infrastructure, parks, incentives to attract anchor uses and attractions, and other public amenities.

[3] These costs may be reserved for additional TAD projects that are unrelated to the mall's redevelopment.

Source: City of Alpharetta and KB Advisory Group, Inc.

TAD proceeds will be allocated to specific purposes as opportunities present themselves. Potential long-term costs to address these potential issues could also exceed the estimated proceeds that could be financed through TAD increments alone. TAD funds may need to be used strategically to leverage other funding sources. Priorities will also evolve as project planning proceeds, more detailed engineering budgets are prepared, and actual costs become better known. The intent is to employ TAD revenues as available and necessary to make infrastructure improvements financially feasible and to attract uses that would positively impact the Redevelopment area, the city and the regional economy.

SCHOOL DISTRICT IMPACTS

Identified residential development opportunities in this Plan would impact roughly 206 acres or about 32% of the total acreage within the TAD, including North Point Mall. The future development forecast reflects the addition of 2,656 housing units (multifamily apartments and condominiums, for-sale townhomes and single family detached homes) where specific projects and land uses have been quantified. At buildout, residential development is projected to have a total taxable full value of roughly \$1.3 billion and \$495,000 per unit. Both the quantity and price premiums associated with this level of new residential construction are

not achievable without a major public investment in the Mall's redevelopment, plus the major public improvements outlined in the LCI Plans and other initiatives proposed by the City.

As currently projected, the 2,656 new housing units in the proposed TAD could reach build-out by 2040. This could be expected to add nearly 4,500 residents. Forecasted FCSS enrollment is projected to be minimal because only 339 of the units are projected to be single family detached or townhome products at high price points which are less likely to be affordable to families with young children. The remaining 2,317 multi-family units, consisting of 1,767 apartments and 550 for-sale condominiums, are estimated to have fewer children per unit than older conventional garden walk-up apartments, due to both their likely price points, smaller unit sizes and mixed-use urban settings. The forecast indicates that at buildout, 192 residents would be school-aged children of which roughly 188 would be enrolled in FCSS schools at any given time, distributed among 6 schools in two HS attendance zones. On average, fewer than 13 FCSS students would be added annually while new residential development is under construction.

There are no Fulton County Schools located within the boundaries of TAD #3. However, the TAD includes 8.2 acres on three parcels located at 2025 Rock Mill Road, which house the School District's 33,800 SF "Maintenance North" facility that was constructed in 2018. The Haynes Bridge Middle School is located in the southeast corner of the 2017 LCI Study Area and is part of the identified redevelopment area for TAD #3.

The new potential retail development within the proposed TAD will generate sales taxes for the Fulton County School District during years in which a special purpose local option sales tax for educational purposes (ESPLOST) is in effect. Redevelopment of the mall site is expected to reduce the total retail footprint within the site by 1.0 million SF and replace sales taxes from traditional retail stores with revenues from dining, entertainment and other types of sales tax generators. Until a specific proposal and site plan are presented for the mall site, it is very difficult to predict future ESPLOST revenues. It can be assumed that sales tax revenues will be lost in the near term as existing retail space is vacated and the site is redeveloped. But over the long run new uses will generate more ESPLOST revenue over the life of the TAD than are likely to result from allowing recent downward trends to continue.

One indicator of potential ESPLOST revenue to the FCSS from redevelopment of the North Point Mall is suggested in a recent (2023) fiscal impact report on Truist Park and The Battery Atlanta, which covers a 95-acre core area and contains a comparable amount of retail and entertainment space that could be developed at North Point. That report estimated that the Cobb County School District received more than \$4.1 million in ESPLOST revenues from The Battery in 2023.

More detailed findings are provided in the full report below.

INTRODUCTION

This Redevelopment Plan has been prepared for the City of Alpharetta to create Tax Allocation District #3 – North Point Mall and Activity Center. This report presents the justification, rationale, boundaries, fiscal data, and proposed projects that could result from the establishment of this Tax Allocation District (TAD). This Redevelopment Plan was prepared in conformance with provisions of the Georgia Redevelopment Powers Law (O.C.G.A. Title 36 Chapter 44) that governs the creation of the Tax Allocation Districts (TADs) in the state. This plan was prepared for the City of Alpharetta by KB Advisory Group, Inc. (KB).

TAD #3 refocuses attention on the 2019 “North Point Activity Center” redevelopment plan and TAD #2, which were originally designed to provide the City with added financial resources to implement recommendations contained in the North Point Livable Centers Initiative (LCI) Plan that was adopted in 2018. TAD #2 was certified just a few weeks prior to the beginning of the COVID pandemic, which had a significant adverse economic impact on existing and proposed commercial-retail projects. The pandemic was followed by successive annual reductions to tax assessments on the North Point Mall and other impacted commercial properties, which in turn lowered the TAD’s tax digest and minimized the City’s ability to leverage tax increment financing. For these and other reasons, TAD #2 was officially dissolved by the Alpharetta City Council in early 2023.

The main purpose and intent of TAD #2 was to leverage tax allocation increment that was expected to result from several planned residential and mixed-use development projects at the time. TAD funds were proposed to be spent primarily on parks, trails, transportation, infrastructure, pedestrian amenities and related public improvements identified in the LCI Plan. Increasing the nearby housing stock and developing a more walkable environment within North Point would, in turn, help to stabilize retail sales within the district. The Redevelopment Plan anticipated a modest contribution of tax increment financing to help stabilize the North Point Mall itself, based on a repositioning strategy proposed by the owner of the property at that time. However, a major redevelopment of mall property was not the central focus of TAD #2.

Since 2019, economic conditions impacting regional and super-regional enclosed shopping malls have continued to deteriorate, both in Metro-Atlanta and nationally, with negative ripple effects on nearby commercial nodes. Redevelopment strategies for struggling enclosed shopping malls now involve larger, more complex and more expensive options than simply replacing a percentage of vacant retail space with free-standing restaurants, offices or apartments. As presented later in this report, several recent mall redevelopments have secured major investments of public funds using tax increment financing or similar sources.

It has also become apparent that achieving the quality-of-life objectives contained in the 2018 North Point LCI Plan will be influenced either positively or negatively by the future evolution of the North Point Mall. The purpose and objectives of this redevelopment plan have therefore changed from the version that created TAD #2. This Plan is more focused on maximizing the potential local and regional economic benefits which could result from a large-scale redevelopment of the North Point Mall and the surrounding area. By strategically leveraging the use of tax increment financing, the City Council hopes to influence and support future redevelopment of this regionally important property in a manner that is consistent with the community's vision and provides maximum long-term benefits to the surrounding area and to the City as a whole.

The general boundaries, goals, development opportunities and proposed public improvements, as well as the broad economic/market forces impacting the Redevelopment area are addressed in this report. Previous City plans have also been relied upon to provide the economic justification, rationale, and related background data to designate this Redevelopment area and TAD. This plan also identifies possible development projects with nearer-term potential and defines desired uses of TAD proceeds that would result from implementing those projects. The Redevelopment Plan concludes with a "School District Impact Analysis," which is a statutory requirement of the Redevelopment Powers Law.

OVERVIEW OF TAX ALLOCATION DISTRICTS

Tax Allocation Districts (TAD) are Georgia's version of tax increment financing (TIF). Tax increment financing is a redevelopment funding mechanism that reinvests the future taxes from real estate development back into a project as an incentive to attract new private investment into a qualified "redevelopment area".

As described by the Council of Development Finance Agencies. (www.cdfa.net), TIF was created and first used in California in 1952. Hundreds of TIF districts have helped spur urban redevelopment in cities across the country. Today, 49 states and the District of Columbia use some form of tax increment financing.

In 1985, the Georgia General Assembly authorized formation of Georgia's form of tax increment financing called Tax Allocation Districts (TADs). The purpose of a Georgia tax allocation district is similar to tax increment financing in any other state. It uses the increased property taxes generated by new development in a designated redevelopment area to finance costs related to the development such as building construction, demolition, public infrastructure, land acquisition, relocation, utilities, debt service and planning/engineering costs.

A TAD offers local governments the opportunity to promote worthwhile redevelopment projects that would otherwise not be financially viable or are located in areas which would otherwise be unattractive to private investment. Cities and counties throughout Georgia have created TADs to stimulate major new construction and renovation or rehabilitation in underdeveloped or blighted areas.

NOTE: Required information to support creation of the Tax Allocation District is outlined in this text box. The Redevelopment Plan follows this general outline. Section headings followed by a letter in parenthesis [e.g. (A)] refer to the relevant sections in Georgia Code Chapter 36, Title 44, § 3(9) which define the required contents of a redevelopment plan.

Definition and Contents of a Redevelopment Plan

Sec. 36-44-3(9) of the Redevelopment Powers Law defines a redevelopment plan as "a written plan of development for a redevelopment area or a designated portion thereof which:"

- (A) Specifies the boundaries of the proposed redevelopment area;
- (B) Explains the grounds for a finding by the local legislative body that the redevelopment area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the redevelopment plan;
- (C) Explains proposed use safter redevelopment of real property;
- (D) Describes proposed redevelopment projects and explains the proposed method of financing;
- (E) Describes any contracts, agreements, or other instruments which are proposed to be entered into for the purpose of implementing the plan;
- (F) Describes the type of relocation payments proposed to be authorized, if any;
- (G) Includes a statement that the proposed redevelopment plan conforms to the local comprehensive plan, master plan, zoning ordinance, and building codes of the political subdivision;
- (H) Estimates redevelopment costs to be incurred or made during the course of implementing the redevelopment plan;
- (I) Recites the last known assessed valuation of the redevelopment area and estimates the assessed valuation after redevelopment;
- (J) States that if any property to be redeveloped is defined or eligible to be defined as a historic property, such historic property will not be substantially altered in any way that is inconsistent with technical standards for rehabilitation; or demolished unless feasibility for reuse has been fully evaluated;

(Continued on next page)

Nearly 100 Georgia cities and counties have either created or are considering establishing TADs in their communities, demonstrating the economic benefits that TADs can generate. These benefits include:

- **A stronger economic base**—TAD incentives can attract private development that would not otherwise have occurred absent of the District designation.
- **The halo effect**—Several Georgia TADs have generated significant new investment in areas surrounding those tax allocation districts, further expanding positive economic impacts to the host taxing jurisdictions.
- **No impact on current tax revenues**—Redevelopment is effectively promoted without tapping into existing general governmental revenues or levying special assessments on property owners.
- **Expands the local tax base**—By stimulating economic activity, TADs expand the local tax digest, create additional demand for retail sales and as a result, local sales taxes.
- **Is self-financing**—TADs are self-financing, since they are funded by the increased tax revenues from new development within the district.
- **High leverage**—Typically TAD funds represent between 5-15% of project costs, leveraging 7 to 20 times their value in private investment.

Sec. 36-44-3(9) continued:

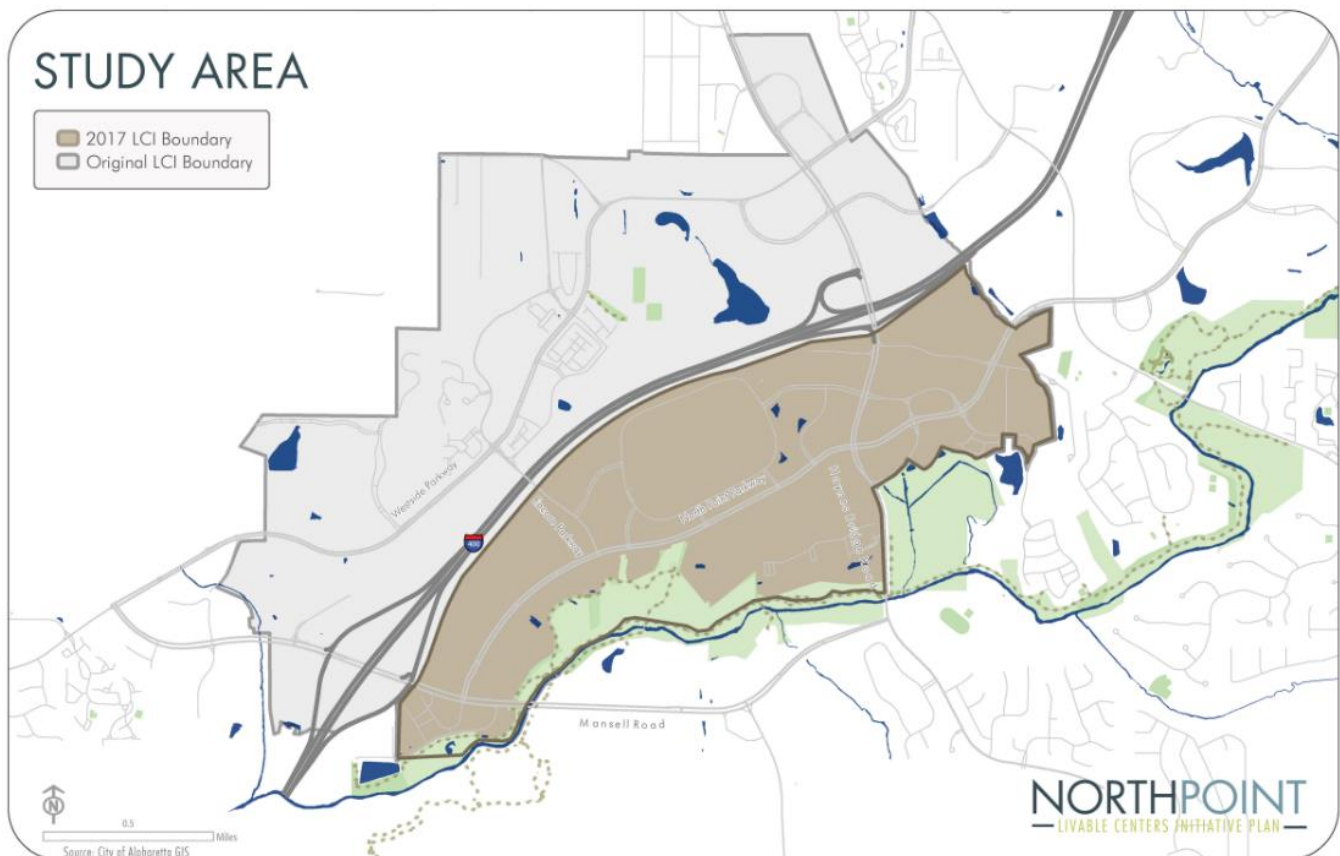
- (K) Specifies the proposed effective dates for the creation and termination of the TAD;
- (L) Contains a map specifying the boundaries of the proposed TAD and showing existing uses and conditions of real property;
- (M) Calculates the estimated tax allocation increment base of the proposed TAD;
- (N) Specifies ad valorem property taxes to be used for computing tax allocation increments, supported by a required resolution;
- (O) Specifies the amount of the proposed tax allocation bond issue or other financing and the term and assumed interest rate for such financing;
- (P) Estimates positive tax allocation increments for the period covered by the term of the proposed tax allocation bonds or other financing;
- (Q) Specifies the property proposed to be pledged for payment or security for payment of tax allocation bonds;
- (R) Includes a school system impact analysis if the plan proposes to include in the tax allocation increment, ad valorem taxes levied by a board of education; and
- (S) Includes such other information as may be required by resolution of the political subdivision whose area of operation includes the proposed redevelopment area.

In summary, a tax allocation district is a financing mechanism that can be used to pay for public infrastructure or reduce private development costs, making an otherwise underutilized area attractive for private investment and development, at no additional cost to local taxpayers. Establishing a TAD does not create a tax increase for either the community or for property owners within the district, nor does it reduce tax revenues to the community below levels that existed at the time the district was certified. In many cases, TADs can increase general fund revenues from new business personal property taxes, added county sales taxes, hotel/motel taxes and business license fees. Other property tax revenues, such as bond issues or special service district taxes, that are not pledged for redevelopment purposes, may also increase and would not otherwise occur absent of redevelopment.

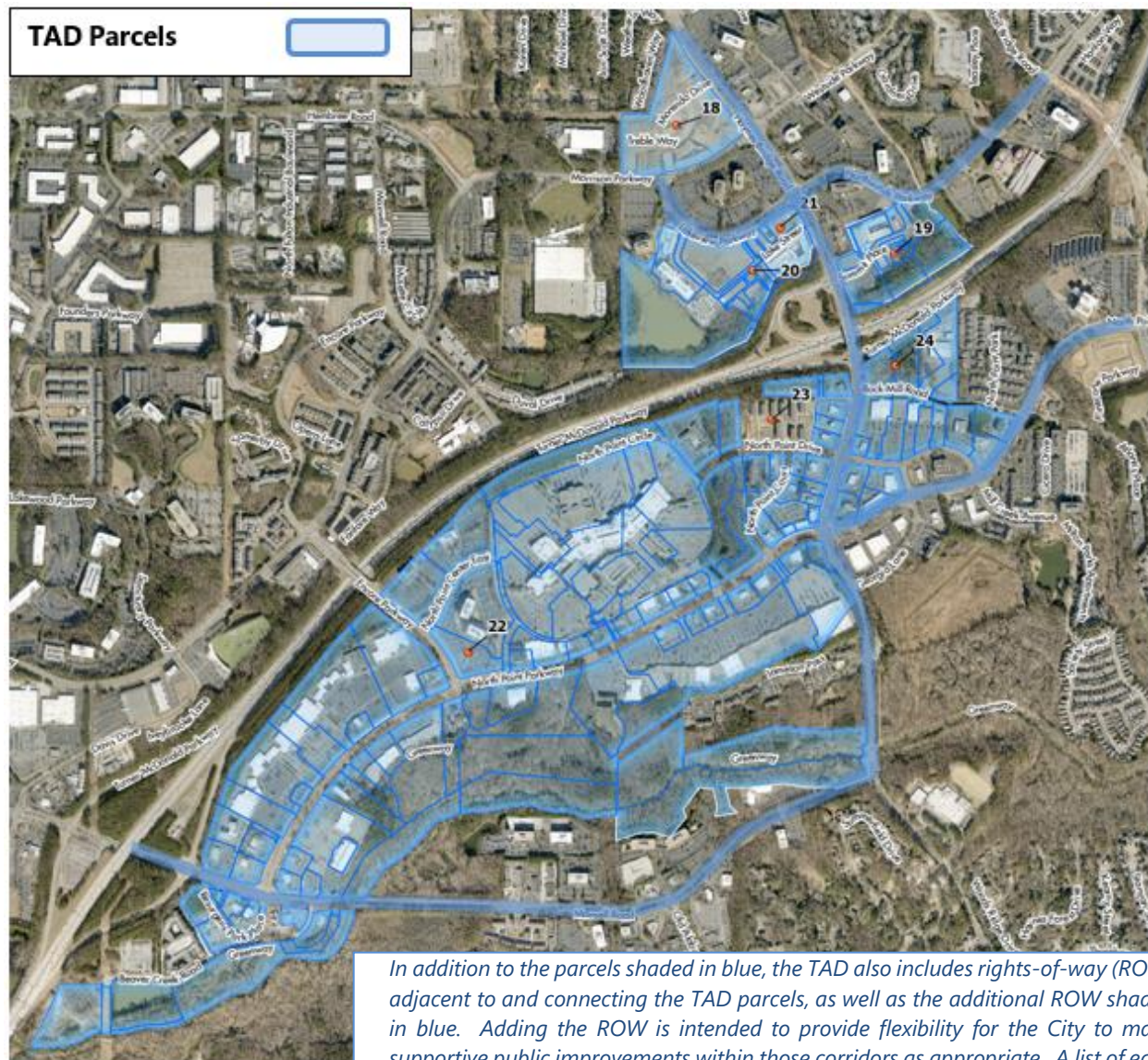
GEOGRAPHIC BOUNDARIES (A)

The Redevelopment area containing the proposed Alpharetta Tax Allocation District #3 – North Point Mall and Activity Center is illustrated in this map. The Redevelopment area is based on the North Point Livable Centers Initiative (LCI) Plan and includes both the “Original LCI Boundary” and the “2017 LCI Boundary” shown here. Most of the tax parcels included within TAD #3 lie to the south of GA SR 400, within the 2017 boundary shaded in brown. The TAD also includes a few development parcels on the north side of the highway along Haynes Bridge Road and Lakeview Parkway. The boundaries and specific tax parcels contained within the proposed TAD #3 are identified on the next page.

North Point Redevelopment Area Map



Tax Allocation District #3 –North Point Mall and Activity Center Boundary Map (L)



Summary Characteristics

Tax Allocation District #3 – North Point Mall and Activity Center

Parcels	150
Acres	646.3
Taxable Digest	\$264,684,050
2025 City of Alpharetta Gross Digest	\$9,419,295,209
Proposed TAD % of Total City Digest	2.81%

Source: Fulton County Tax Assessment data and KB Advisory Group, Inc.

The proposed TAD covers a portion of the Redevelopment area and contains 150 tax parcels totaling 646.3 acres. (This acreage estimate does not include streets, rights of way and other land for which no assessment records are available.) According to 2025 tax assessment records, 13 of those parcels, containing a combined 110.04 acres, are tax exempt. the remaining taxable parcels have a current combined full value of \$751.1 million, with a taxable real estate digest of just under \$264.7 million or 2.8% of the City's total gross tax digest of more than \$9.4 billion. The number of tax parcels, total acreage and tax digest associated with TAD #3 are all smaller than the original North Point TAD #2, due to the removal of several parcels that have been developed within the past 5 years. As discussed later in this report, the TAD boundaries are also similar to the "North Point Development/Redevelopment Priority Area" identified in the City's Future Land Use Map.

GROUNDS FOR EXERCISE OF REDEVELOPMENT POWERS (B)

Tax Allocation Districts (TAD) are authorized in Georgia under the Redevelopment Powers Law, O.C.G.A. Title 36, Chapter 44. In 2006 Alpharetta voters approved a referendum granting the City of Alpharetta authority to exercise all redevelopment and other powers authorized or granted to municipalities pertaining to the designation of Redevelopment areas and the establishment of Tax Allocation Districts within those areas. Section 36-44-3(7) defines a "Redevelopment area" as "an urbanized area as determined by current data from the United States Bureau of the Census or an area presently served by sewer that qualifies as a "blighted or distressed area," a "deteriorating area," or an "area with inadequate infrastructure." The statute then lists the following criteria which define each of these conditions.

(A)A 'blighted or distressed area' is an area that is experiencing one or more conditions of blight as evidenced by:

- (i) The presence of structures, buildings, or improvements that by reason of dilapidation; deterioration; age; obsolescence; inadequate provision for ventilation, light, air, sanitation, or open space; overcrowding; conditions which endanger life or property by fire or other causes; or any combination of such factors, are conducive to ill health, transmission of disease, infant mortality, high unemployment, juvenile delinquency, or crime and are detrimental to the public health, safety, morals, or welfare;*
- (ii) The presence of a predominant number of substandard, vacant, deteriorated, or deteriorating structures, the predominance of a defective or inadequate street layout, or transportation facilities; or faulty lot layout in relation to size, accessibility, or usefulness;*
- (iii) Evidence of pervasive poverty, defined as being greater than 10 percent of the population in the area as determined by current data from the U.S. Bureau of the Census, and an unemployment rate that is 10 percent higher than the state average;*
- (iv) Adverse effects of airport or transportation related noise or environmental contamination or degradation or other adverse environmental factors that the political subdivision has determined to be impairing the redevelopment of the area; or*
- (v) The existence of conditions through any combination of the foregoing that substantially impair the sound growth of the community and retard the provision of housing accommodations or employment opportunities;*

(B) A 'deteriorating area' is an area that is experiencing physical or economic decline or stagnation as evidenced by two or more of the following:

- (i) *The presence of a substantial number of structures or buildings that are 40 years old or older and have no historic significance;*
- (ii) *High commercial or residential vacancies compared to the political subdivision as a whole;*
- (iii) *The predominance of structures or buildings of relatively low value compared to the value of structures or buildings in the surrounding vicinity or significantly slower growth in the property tax digest than is occurring in the political subdivision as a whole;*
- (iv) *Declining or stagnant rents or sales prices compared to the political subdivision as a whole;*
- (v) *In areas where housing exists at present or is determined by the political subdivision to be appropriate after redevelopment, there exists a shortage of safe, decent housing that is not substandard and that is affordable for persons of low and moderate income;*
- (vi) *Deteriorating or inadequate utility, transportation, or transit infrastructure; and*

(C) An 'area with inadequate infrastructure' means an area characterized by:

- (i) *Deteriorating or inadequate parking, roadways, bridges, pedestrian access, or public transportation or transit facilities incapable of handling the volume of traffic into or through the area, either at present or following redevelopment; or*
- (ii) *Deteriorating or inadequate utility infrastructure either at present or following redevelopment.*

WHY NORTH POINT QUALIFIES AS A REDEVELOPMENT AREA

The proposed Redevelopment area for TAD #3 qualifies primarily on the basis of "inadequate infrastructure" with some portions also meeting the definition of a "deteriorating area." Qualifying evidence is provided in this section.

The presence of inadequate infrastructure to support the City's vision for the North Point Activity Center is not equally applicable or prevalent throughout the entire area but clearly meets the intent of the statute. The City of Alpharetta and its citizens have identified the need for infrastructure improvements within the Redevelopment area over the past two decades. An initial planning document, the North Point Livable Centers Initiative (LCI), was completed and adopted by City Council in April 2008, which laid the framework for the vision for the area. That vision was reiterated in the LCI update that was completed in 2017 and adopted in early 2018. The goals, strategies and projects recommended in those plans have since been reinforced in the City's most recent (2021) Comprehensive Plan update.

The original North Point Livable Centers Initiative Master Plan provided a framework for the district's future and resulted in numerous recommended district-wide improvements. The 2018 LCI update expanded on that framework and identified several recurring themes and priorities that emerged from public input sessions, including walkability, placemaking, and

green space. In particular, the area's preponderance of auto-oriented land uses and infrastructure were cited as "inadequate" in the following areas:

- infrastructure to entice a more pedestrian-oriented land use pattern,
- pedestrian and bicycle-specific infrastructure,
- public greenspace and/or pedestrian connections, and
- stormwater utility infrastructure that will allow for greater development density, which will enhance the active transportation network.

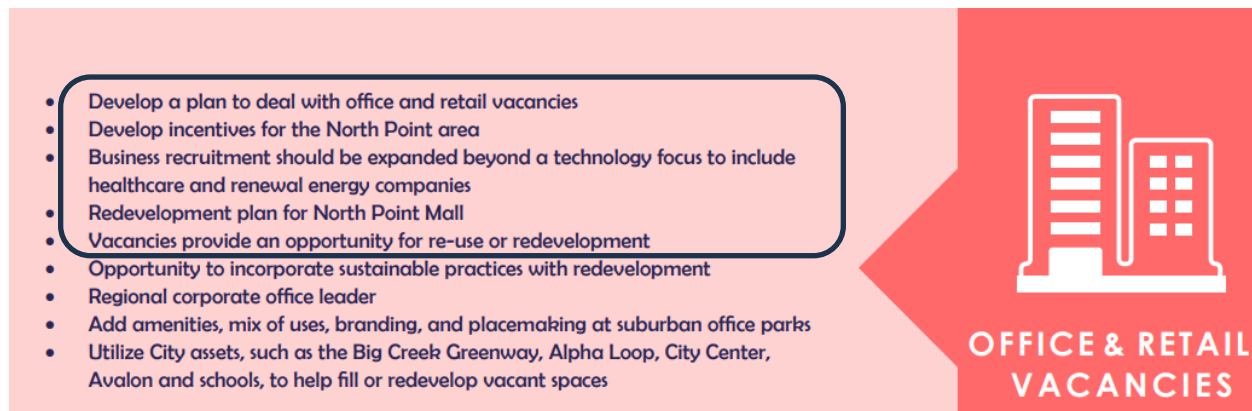
Strategies adopted in the LCI plan called for investments to transform the area "into walkable areas of high-quality retail" in concentrated nodes. Tactics to accomplish this strategy included:

- developing a double-loaded corridor lined with active ground floor buildings,
- developing a focal green space for the area,
- strengthening the local greenspace network,
- transforming underutilized mall parking areas and stormwater detention facilities, and
- creating a multiuse gathering and event space with ties to proposed pathway connections.

In order to accommodate new development and expanded public facilities such as parks, green space, pedestrian amenities and stormwater management within the study area, the 2018 LCI Plan recommended more than \$160 million in infrastructure development projects and related public improvements. TAD #2 was intended to generate future revenues of up to \$65 million toward implementing those improvements, with the balance of costs to be funded by other City sources and through private investment in new residential and mixed-use developments. The COVID pandemic and the later dissolution of TAD #2 eliminated the availability of tax increment financing to accomplish the LCI Plan's objectives. However, the City has since made progress in implementing several projects listed in the LCI Plan using other funding sources.

When the 2018 LCI Plan was developed, the North Point Mall was expected to remain as a destination retail center after the completion of planned physical improvements, the demolition and replacement of vacant department store space with free-standing restaurants, and the limited development of multi-family housing on excess parking areas. The City's Comprehensive Plan at that time, expressed the intent to "preserve the North Point area as a regional destination for shopping, jobs, and entertainment, and enhance the area with improvements and new development that supported a walkable and vibrant community destination with places to shop, work, entertain, and live." As will be addressed later in this report, the future of the North Point Mall is now likely to involve a much more intensive redevelopment of the site, with less presence of retail space and greater emphasis on housing, entertainment, employment and other destination-oriented components. A much larger and more intensive development of the mall site could increase the need to upgrade North Point's inadequate infrastructure even beyond the levels recommended in the 2018 LCI Plan.

By the time the City updated its Horizon 2040 Comprehensive Plan in 2021, stagnant economic conditions at North Point had become more widely recognized by the community, making redevelopment a higher priority. As summarized in the following excerpts from the City's Comprehensive Plan "Office and Retail Vacancies" were identified as a significant "need." North Point was identified as a high priority, including the need for a "Redevelopment Plan for the North Point Mall" and "Development Incentives for the North Point area." One of the Plan's Land use policies calls for [promoting] "redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street." North Point was also listed as the first among six "Development / Redevelopment Priority Areas" that are highlighted in the City's Future Land Use Map.



OFFICE & RETAIL VACANCIES

- Develop a plan to deal with office and retail vacancies
- Develop incentives for the North Point area
- Business recruitment should be expanded beyond a technology focus to include healthcare and renewal energy companies
- Redevelopment plan for North Point Mall
- Vacancies provide an opportunity for re-use or redevelopment
- Opportunity to incorporate sustainable practices with redevelopment
- Regional corporate office leader
- Add amenities, mix of uses, branding, and placemaking at suburban office parks
- Utilize City assets, such as the Big Creek Greenway, Alpha Loop, City Center, Avalon and schools, to help fill or redevelop vacant spaces

Source: City of Alpharetta Horizon 2040 Comprehensive Plan, page 35.

As recognized in the Comprehensive Plan, portions of the Redevelopment area, particularly the North Point Mall and some adjacent commercial properties that depend on the mall, also meet the definition of a "deteriorating area that is experiencing physical or economic decline or stagnation" under items (ii), (iii) and (iv) of the six criteria listed in the definition (only two conditions are required). The most applicable conditions are highlighted below.

- (ii) High commercial or residential vacancies compared to the political subdivision as a whole;
- (iii) The predominance of structures or buildings of relatively low value compared to the value of structures or buildings in the surrounding vicinity or significantly slower growth in the property tax digest than is occurring in the political subdivision as a whole;
- (iv) Declining or stagnant rents or sales prices compared to the political subdivision as a whole.

The Redevelopment area exhibits higher commercial vacancy compared to the City of Alpharetta as a whole. The 2019 TAD #2 Redevelopment Plan documented higher office vacancies in the Redevelopment area. A trend analysis provided by CoStar showed that in Q4 of 2009, office properties within the North Point area had a lower vacancy rate (7.9%) than Alpharetta overall (13.8%). However, by Q4 of 2017 that situation had completely reversed. Whereas the City's overall office vacancy rate had decreased to 10.4% during that 8-year period, office vacancy within the Redevelopment area had increased to 12.2%. North Point's office vacancy rate rose by more than 50% over the period.

Office market conditions within the Redevelopment area and regionally have remained soft since 2019. Older office park developments lacking amenities, which are prevalent at North Point have exhibited the most vacancy and distress post COVID. City land use policies in its Comprehensive Plan address deteriorating office market conditions, particularly at North Point, stating that “retrofitting of suburban office developments with amenities is necessary to increase marketability.” City Land Use strategies call for “allow[ing] mixed use patterns that will create activity nodes in appropriate areas near or within existing suburban office developments.” It is also the City’s policy to “establish regulations and incentives that promote retrofitting suburban office with desirable amenities.” These land use policies are in direct response to evidence that the Redevelopment area exhibits both deteriorating office market performance and “high commercial vacancies compared to the political subdivision as a whole.”

The North Point Mall, which occupies nearly 94 acres and comprises more than 18% of the proposed TAD #3 tax digest, exhibits characteristics of a ‘deteriorating area’ as defined in the statute, including “slower/declining sales”, “stagnant rents”, and “significantly slower growth in the property tax digest than is occurring in the political subdivision as a whole.” According

to Fulton County tax assessment data, the 9 tax parcels that make up the 1.6 million SF North Point Mall, have in fact lost value since 2019. As illustrated in the graphs provided on the next page, the mall’s nine tax parcels have lost more than \$97 million in full market value over the past 6 years. The mall’s combined tax digest decreased by nearly 45% over the period, representing an annual value loss of 9.4%, compounded. KB estimates that combined real estate and personal property taxes collected from the mall parcels in 2025 will total roughly \$2.06 million, which is more than \$1.9 million (-49%) less than taxes collected from these same parcels in 2019. This trend is in sharp contrast to “growth in the property tax digest for the “political subdivision as a whole,” which increased by more than 75% over the same period.

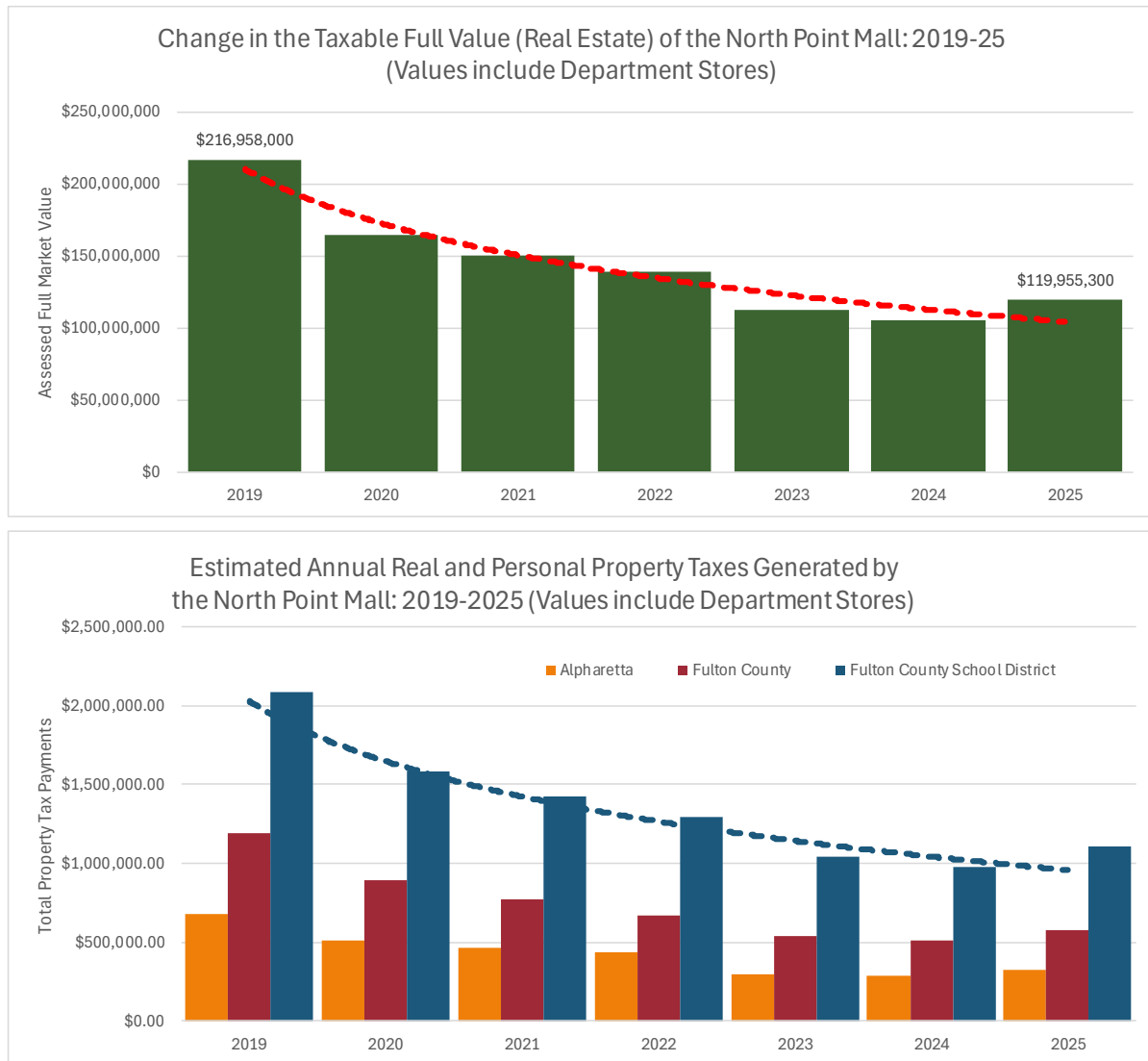
Comparable trend data on mall retail sales are not available. However, in the TAD #2 Redevelopment plan, KB estimated that the North Point Mall generated approximately \$12.9 million in local sales taxes for the County, School District, City, MARTA, North Point CID and regional transportation (TSPLOST) programs in 2018. Given that declining property values are directly correlated to retail sales, it is likely that sales tax collections in 2025 could be \$5.8 to \$6.0 million less than occurred 2018. Annual sales reductions at the North Point Mall are also likely to have negatively impacted sales of nearby shopping centers that rely on customer



“Alpharetta boasts one of the largest concentrations of high-tech firms in a single community. Like other US cities, Alpharetta experienced higher than normal vacancy rates due to Covid-19, as well as a trend toward new office being located within mixed-use/walkable developments. That, along with more employees working from home, is resulting in the desire for office space that is configured with various amenities, or less office space in general...Because of the changes in the market, there is a current need for stronger economic development initiatives geared toward marketing the vast quality of life amenities within Alpharetta.

Horizon 2040 Comprehensive Plan, page 16.

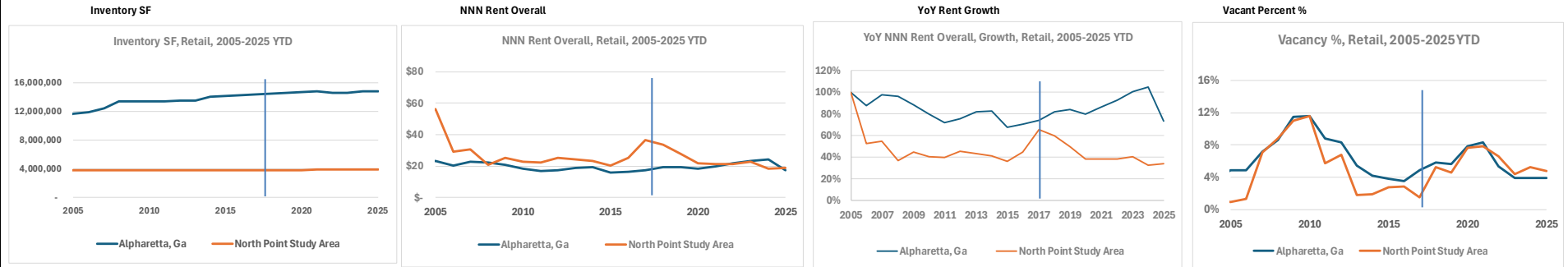
traffic generated by the mall. If recent trends continue, failing to address the “physical or economic decline or stagnation” of North Point’s retail properties will become an increasing fiscal drain on the City, County and School District.



REDEVELOPMENT PLAN
ALPHARETTA TAX ALLOCATION DISTRICT #3 – NORTH POINT MALL AND ACTIVITY CENTER



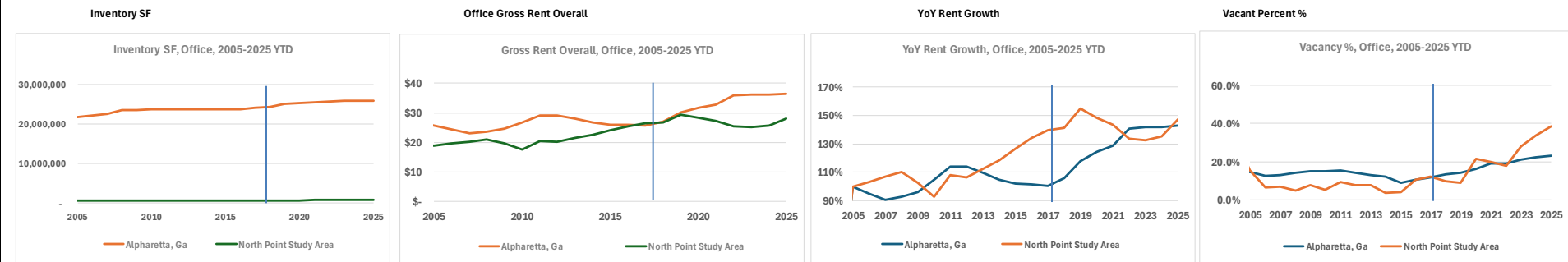
RETAIL



Comparative retail market trend data for North Point and the City of Alpharetta show no net inventory growth within the proposed North Point TAD since 2017 when the LCI Plan was prepared. Overall retail rents at North Point have trended downward and the retail vacancy rate slightly exceeds the City wide average.

RETAIL	Alpharetta, Ga	North Point Study Area
Inventory Bldgs	849	79
Inventory SF	14,754,914	3,842,230
Vacant Percent %	3.90%	4.80%
NNN Rent Overall	\$17.09	\$18.94
Under Construction Bldgs	2	-
Under Construction SF	54,600	-

OFFICE



Comparative office market trend data for North Point and the City of Alpharetta also show no net inventory growth within the proposed North Point TAD since 2017. Gross office rents at North Point are trending below the City average and office vacancy is nearly double the City wide average.

OFFICE	Alpharetta, Ga	North Point Study Area
Inventory Bldgs	812	9
Inventory SF	25,763,146	719,307
Vacant Percent %	23.10%	38.40%
Office Gross Rent Overall	\$36.58	\$28.00
Under Construction Bldgs	3	-
Under Construction SF	53,278	-

Source: CoStar

PROPOSED LAND USES AFTER REDEVELOPMENT (C)

PLAN VISION AND GOAL

The City's "Horizon 2040" Comprehensive Plan that was adopted in October of 2021, along with the 2007 Livable Centers Initiative Plan and the 2017 LCI Update for North Point, identified several relevant economic development objectives for the community that serve as the vision and goal of this Redevelopment Plan. The North Point Creative Place Making Plan, completed in 2019, and the North Point Development Framework in 2025 continued the LCI work by developing more detailed visual representations of what could be achieved.

The City's Future Land Use Map contained in the latest comprehensive plan is presented on the next page, followed by exhibits appearing in the LCI Update and Framework Plan. The City's Future Land Use Map identifies the boundaries of the LCI Study Area and also designates North Point as one of six targeted "Development / Redevelopment Priority Areas" within the City. As is also shown on that map, the future land use for most of the area located within the proposed TAD #3, including the North Point Mall, is proposed to transition to mixed-use over time.

This excerpt, which appears on page 59 of the Comprehensive Plan, summarizes desired future land uses for North Point. This vision statement clearly anticipates the eventual replacement of the North Point Mall in its current form, by calling for enhancing the area "with improvements, redevelopment and new development that supports a walkable and vibrant mixed-use community destination with places to shop, work, entertain and live." Although not addressed in depth in the Comprehensive Plan, this vision statement clearly implies that extensive public investment, including offering development incentives to the private sector, will be necessary to achieve the City's transformative vision for North Point.

1. NORTH POINT

Preserve the North Point area as a regional destination for shopping, jobs and entertainment, and enhance the area with improvements, redevelopment and new development that supports a walkable and vibrant mixed-use community destination with places to shop, work, entertain and live. Future development should emphasize connectivity, uses that generate a high level of activity and transit-oriented development that anticipates the extension of MARTA transit service to the area. The area should be supported by a range of housing types and transportation modes. A focus should be placed on expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and multi-use trails and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community. Expand entertainment uses and capitalize on amphitheater location.

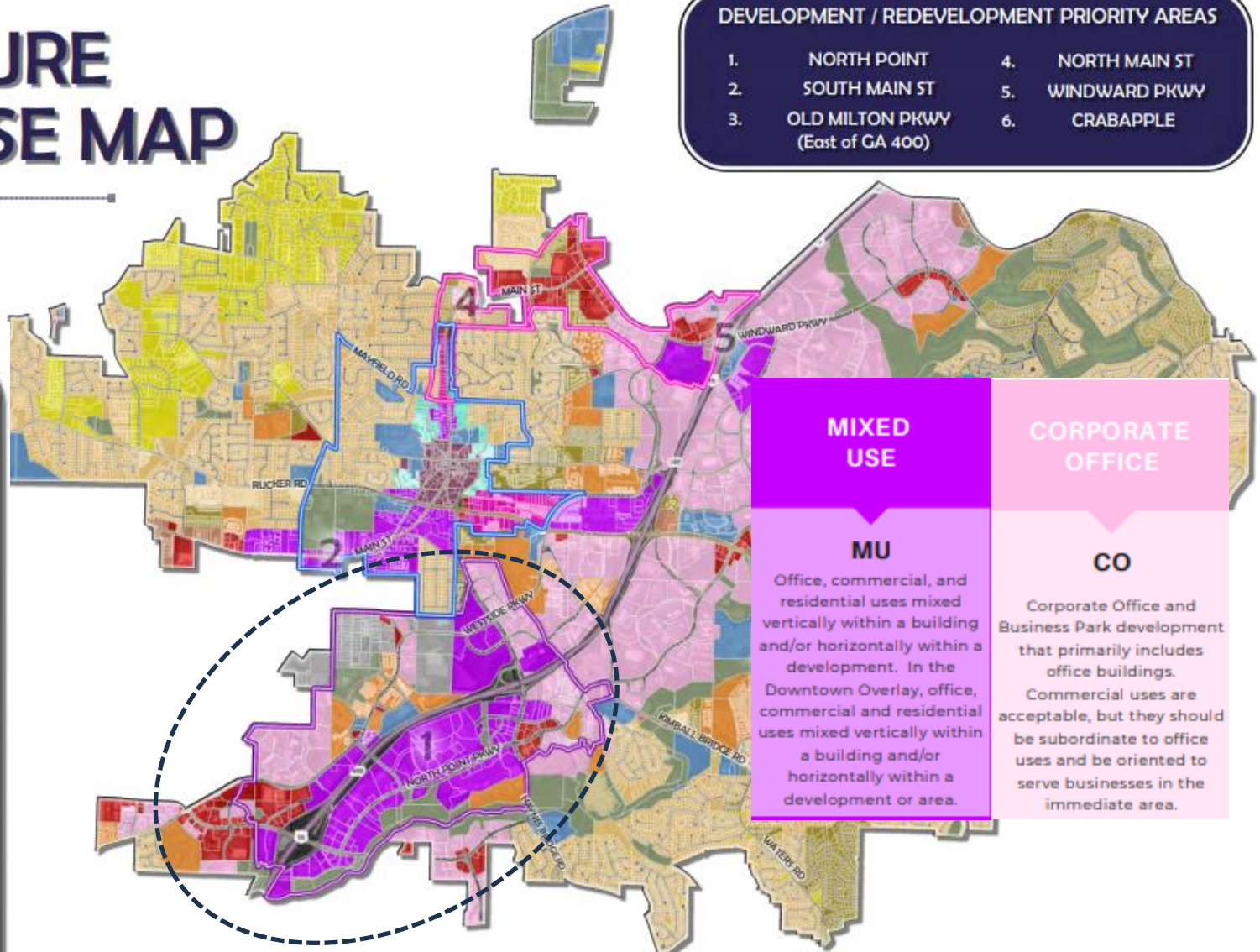
ISSUES & OPPORTUNITIES

- Potential for redevelopment of commercial, surface parking lots, or underutilized properties into mixed-use developments
- Extension of MARTA transit (BRT) service to North Point area
- GA-400 offers access from many areas of North Fulton
- Ameris Bank Amphitheatre and North Point Mall are unique, large-scale assets with a regional draw

FUTURE LAND USE MAP

DEVELOPMENT / REDEVELOPMENT PRIORITY AREAS

- | | |
|--|------------------|
| 1. NORTH POINT | 4. NORTH MAIN ST |
| 2. SOUTH MAIN ST | 5. WINDWARD PKWY |
| 3. OLD MILTON PKWY
(East of GA 400) | 6. CRABAPPLE |



The City's Future Land Use Map identifies North Point as a "Development / Redevelopment Priority Area." It also calls for most of the area located in the proposed TAD #3, including the North Point Mall, to transition over time from suburban offices and retail shopping centers to mixed-use developments.

Area Wide Project Initiatives in the 2018 LCI Update that Impact the North Point Mall



The LCI Plan update prepared by Kimley Horn contained several recommendations pertaining to the North Point Mall, including trail connections, transportation improvements, parks and placemaking improvements.



North Point Park Concept Rendering*

The LCI Plan proposed this concept to redevelop a vacant department store and its associated parking area with mixed-use development, a redesigned mall entrance, connectivity improvements and an accompanying park. This plan expected the remainder of the site to continue functioning as an enclosed shopping mall. Market forces since 2018, which have negatively impacted enclosed malls regionally and nationally, indicate that a much more intensive redevelopment of North Point will be required in the future.

*Concept sketches are for illustrative purposes only and are not development proposals. They are intended to show one potential option for future development and are indicative of the types and character of investments that are consistent with plan goals, objectives, and strategies.

2025 North Point Development Framework Plan

The North Point Development Framework Plan, completed in January of 2025, provides a long-term vision for the future of North Point as a green, walkable, mixed-use district. The study offered a series of development typologies ranging from low-mid density residential to mid-density mixed-use and office. A series of phased test fits were also completed to show how each of the component parts might be integrated into the area's overall transition to a predominantly mixed-use development pattern.

The Framework Plan proposed a street grid using existing signalized intersections and parking lot access to create a series of "superblocks" that can be subdivided into walkable sub-districts as redevelopment occurs. Three connections extend beyond the district boundary to integrate with the regional transportation network.

The Plan also proposed a network of trails and parks to be layered into the district, expanding upon the existing Big Creek Greenway. A series of park spaces anchor each of the sub-districts, to act as catalysts for mixed-use development.

Source: North Point Development Framework, Final Report, page 61.



LAND USES AFTER REDEVELOPMENT

The LCI Plan and the North Point Creative Place Making Plan and the Development Framework Plan that followed focused mainly on improvements to the public realm that would be necessary to (a) incentivize the transition of aging office parks and shopping centers to higher valued mixed-use developments and (b) accommodate the resulting increase in commercial and residential density that would occur after redevelopment took place. TAD #2 was originally intended to be an important funding source for those public improvements, relying on future tax increment from a number of residential development projects that had been approved by the City at that time.

Although TAD #2 failed to provide the expected tax increment financing to help fund that transition, the City has since implemented some of the public improvement projects that were proposed in the LCI Plan, particularly the Alpha Loop Trail, using other funding sources. Some of the private development projects described in the TAD #2 Redevelopment Plan have also been completed or are now under construction, and a handful of new projects have been approved, which could help to generate tax allocation increment for TAD #3. The City is also expecting to receive a redevelopment proposal and site plan for the North Point Mall from the current ownership, but that plan has not been finalized or formally presented as of the date of this report.

Here's what is coming to Alpharetta's North Point Eco-District

THE ALPHA LOOP



In April 2020, the first Alpha Loop section opened linking two of the city's most popular destinations- Downtown Alpharetta and Avalon- to connect the activity centers and provide pedestrian and bicycle connectivity to three separate parks totaling 10 acres. The multi-use trail project is being constructed in segments, and the newest section is about to break ground.

The newest section to start construction will connect Old Milton Parkway and Northwinds Parkway and include an elevated bridge. This 15.2-million-dollar section breaks ground October 24, 2022 and construction is expected to take 15 months.

When completed, the Alpha Loop will connect amenities like Downtown, Avalon, the North Point Eco-District, and the Big Creek Greenway. The Alpha Loop increases the amount of walkable greenspace in Alpharetta and will feature elevated walkways, overlook spaces, pocket parks, and public art. To learn more about the Alpha Loop, visit www.alpharetta.ga.us/AlphaLoop

Local Importance

The anticipated trail system will act as a backbone connecting several distinct job centers within the city. An estimated **15,000 jobs** fall within 1/4 mile of the Alpha Loop's planned alignment.

The trail system's importance to transportation also cannot be understated. Not only will it provide a good option for non-vehicular movement around the city, it will also feed directly into the location MARTA is planning for a future Bus Rapid Transit Station along GA 400.

This 2022 "development update" issued by the City's Department of Economic Development outlines progress and future plans for construction of the Alpha Loop Trail.

Given that there is no definitive plan currently before the City to describe what a mixed-use redevelopment of the North Point Mall site or other shopping center parcels might look like, the City's Community Development Department has done research to identify other recent large-scale mall redevelopment projects that might be representative of North Point, both in terms of overall scale, the mix of land uses in those developments, and the level of public-sector financial support that was provided to the respective developers. KB has relied on that research to describe "Land Uses after Redevelopment." Several representative examples in Georgia other states are highlighted here.

BOULEVARD MALL, AMHERST NEW YORK



The former 904,000 SF Boulevard Mall is located in Amherst, New York. The Town of Amherst has a population of roughly 129,000 and is a suburb of Buffalo in Erie County. The Boulevard Mall opened in 1962 as the first indoor shopping center in the Buffalo area. The mall underwent its last major renovation in 1997 and in 2024, the interior of the mall permanently closed following years of decline. Benderson Development has acquired a portion of the 194-acre former mall property that is adjacent to two University of Buffalo campuses and has announced plans to redevelop the site into a mixed-use center. In 2024 a local news article reported that "while the precise details of the redevelopment vision are still being refined, Benderson aims to align the project with contemporary community needs, including retail, office space, and residential units." Reported project components at that time included:

- Mixed Use Space: Incorporation of retail, dining, and office spaces designed to meet modern commercial standards and community needs.

- **Housing:** Over 1,500 proposed residential units involving a mix of affordable, market-rate, senior, and student housing.
- **Public Spaces:** The creation of walkable areas, gathering spaces, and pedestrian-friendly amenities, contributing to a sense of community and connectivity. Emphasis will be on sustainable design and accessibility that facilitates convenient transit connections and encourages neighborhood interaction.

The project is reportedly receiving a \$31 million investment from New York State for infrastructure improvements to make the site “shovel ready.” These improvements include construction of new sewer mains and a pump station to increase capacity and support the planned residential and commercial development. Other infrastructure improvements address drainage issues affecting surrounding neighborhoods.

Local leaders emphasize that the redevelopment will revitalize a deteriorating commercial area, turning it into a vibrant neighborhood, strengthen the Town’s property tax base, provide new jobs through construction and future commercial operations and support regional housing initiatives with senior, workforce, market-rate, and student options.

STAR CENTRE MALL, MARION, ILLINOIS



Illinois Star Centre, formerly the Illinois Centre Mall, was a 702,900 SF enclosed shopping mall located off I-57 in Marion, Illinois. Marion is a City of roughly 16,000 located in the rural southern part of the state near the Kentucky and Missouri border. The mall opened in 1991 and once featured more than 60 stores anchored by Dillard's, Target and a Sears. The Sears closed in April of 2018, and the entire facility was reportedly vacated by the end of 2023. In May of 2025 the project received the State's first funding commitment of up to \$150 million under Illinois' new "STAR Bonds" program. Sales Tax And Revenue (STAR) Bonds are a version of tax increment financing that pledges incremental state sales tax revenues for economic development and redevelopment projects. It appears that these bonds will finance all or most of the project's construction cost.

Plans call for transforming the facility into a 550,000 SF, tourism-centric destination retail, sports entertainment, and hospitality development with outdoor recreation spaces. Plans also include a large outdoor complex for sports, events and recreation. The project will be anchored by the \$30 million Oasis Fieldhouse, an indoor sports and recreation facility designed to provide versatile, year-round opportunities for athletics and community activities while boosting local tourism and economic growth. Other attractions are expected to include a go-kart track, a bowling alley, indoor pickleball courts, a restaurant, arcade, indoor golf, hotel and restaurants.

There is no residential component in that project.

RIVERGATE MALL, NASHVILLE TN



The Rivergate Mall is located on 57 acres in Goodlettsville, Tennessee, a suburb of Nashville. The mall opened in October 1971, featuring 1,129,035 square feet of gross leasable area, with approximately 80 stores and restaurants, and a food court. The mall site has reportedly been recently demolished and will be developed into a large mixed-use project including housing, retail, restaurants, sports and entertainment facilities, medical office space and hotels. Under the terms of the agreement, the Cities of Goodlettsville and Nashville will be contributing \$42 million in tax increment financing over 25 years. The \$200 million project is reported to be led by Merus LLC in partnership with the Nashville Mayor's office.

The vision for the Site Includes the following components:

- Housing: Multifamily apartments, townhomes for sale, and affordable senior housing units.
- Commercial and Community Spaces: Retail, restaurants, hotels, sports and entertainment facilities, medical and general office spaces.
- Public Infrastructure: Emphasis on walkable streets, and green spaces.
- Transportation & Infrastructure: Integration with Nashville's transit system via a planned multimodal transit facility that will be located on a portion of the development site.

Full build-out is expected to occur in phases over 5 to 10 years. The Project's economic impact is projected to create hundreds of jobs and produce \$100 million in annual earnings. The development is also expected to produce a significant increase in sales taxes and reverse a decade-long decline in property tax revenue totaling a loss of \$10 million annually.

EASTLAND MALL, CHARLOTTE NORTH CAROLINA



Eastland Mall was once a major shopping destination in Charlotte, NC, and is now being redeveloped as Eastland Yards and Eastland Park, bringing new recreational and residential spaces to East Charlotte. The 1.0 million SF mall was the largest mall in North Carolina when

it opened in July of 1975 and was anchored by Belk, J.C. Penney, Ivey's and Sears department stores. Eastland Mall was once notable for featuring an indoor ice-skating rink and the first in-mall food court on the East Coast. The mall also had a movie theater and additional specialty stores.

After a long decline beginning in the early 1990's all of the mall's anchor stores eventually closed and the mall ceased operations in June of 2010. Attempts to sell the property to other retail developers were unsuccessful. The City of Charlotte later purchased the 80-acre property and demolished the mall in 2013.

After 12 years of inactivity, the site is now being redeveloped as "Eastland Yards", a mixed-use redevelopment covering approximately 60–69 acres. The project includes:

- Residential: Single-family homes, townhomes, Eastland Yards apartments, and a senior living facility called Evoke at Eastland.
- Community Amenities: A community park and an indoor/outdoor sports complex.
- Infrastructure: Site infrastructure improvements including water, sewer, electrical services, and new intersections along Central Avenue.

The master developer is the Blythe Development Company, in coordination with Mecklenburg County and the City of Charlotte. In September of 2024 it was reported that the Charlotte City Council "voted to "give the developers more than \$41 million" to advance the project using funding from the City's capital improvement plan and revenue from hospitality taxes. The City's contribution is being targeted toward infrastructure costs, outdoor parks and indoor recreation facilities which together are projected to cost roughly \$67 million, including the developer's contribution.

GWINNETT PLACE MALL, DULUTH, GA



The Gwinnett Place Mall is one of several distressed malls in Georgia that are being redeveloped in part with tax increment financing. Located in nearby Duluth, this mall is now owned in part by Gwinnett County, which has issued two bonds to purchase 87.5 acres, including the inline stores and vacant Sears Department Store. The County's redevelopment plan is outlined in the "Equitable Redevelopment Plan and Site Revitalization Strategy" prepared by the consulting firms VHB and Van Meter Williams Pollack, LLP. The plan's vision, which was shaped by feedback through an intensive public process, includes the following elements:

- Mixed-use development with housing, retail, office space, and green areas.
- Affordable housing units and a cultural arts/community center.
- A 'Global Villages' design concept featuring seven residential villages.
- A central park, plazas, pocket parks and international restaurants, and
- Flexible co-working spaces and small business incubator.
- A new Gwinnett Place Transit Center funded by Federal Transit Administration that is scheduled to be completed by 2032, and
- Bike lanes, pedestrian pathways, and greenway trail integration.

Redevelopment of the mall site is expected to take up to 20 years, aligned with Gwinnett County's 2045 Unified Plan. The County intends to issue a nationwide RFP to attract developers before the end of 2025. In addition to issuing bonds to acquire the property, which may or may

not be repaid by the selected developer, the County is expected to approve a future allocation of tax increment financing through the Gwinnett Place TAD.

GEORGIA SQUARE MALL, ATHENS GA



The 895,000 SF Georgia Square Mall in Athens opened in 1981 and was originally anchored by 4 department stores and 100 in-line tenants, including a movie theater. In 2017 the mall began to experience a rapid physical decline after the closure of 3 of its 4 department store anchors, reaching a 65% vacancy rate in 2022. Athens-Clarke County recognized the need to address the ongoing physical deterioration of the property by establishing the area's first Tax Allocation District in 2020.

The Leaven Group has proposed a \$660 million mixed-use redevelopment plan for the 74.8-acre site. The demolition of the old movie theater and the vacated Sears began in late 2025. A portion of the existing vacant retail space and the lone remaining anchor tenant in the original mall are expected to be renovated and remain as part of a mixed-use development.

The plan includes the demolition of more than half of the existing retail space and the construction of new commercial space and housing units in three phases. Components include:

- Commercial Space: 352,000 SF of commercial space including 190,000 SF of retail and 70,000 SF of office space within remodeled retained buildings, plus a 92,000 SF of new construction in a "retail core" fronting a new central green space.
- Housing Units: 1,188 housing units, including 816 multi-family, 170 active adult and 202 for-sale townhomes. The apartment component will include 99 affordable/assisted units.
- Community Benefits and Amenities: The plan includes 19 acres of greenspace, walking and biking trails, a bus station, and rent-subsidized commercial space for women- and minority-owned businesses.

The project has received a \$189 million commitment of TAD funding over a 30-year reimbursement agreement from Athens-Clarke County's "Mall Area TAD #1." The parties recently signed a "community services agreement" whereby TAD funds were committed in exchange for the developers' completion of the project as proposed, and its delivery of the open space amenities and public benefits committed to in the agreement.

LAKESHORE MALL, GAINESVILLE GA



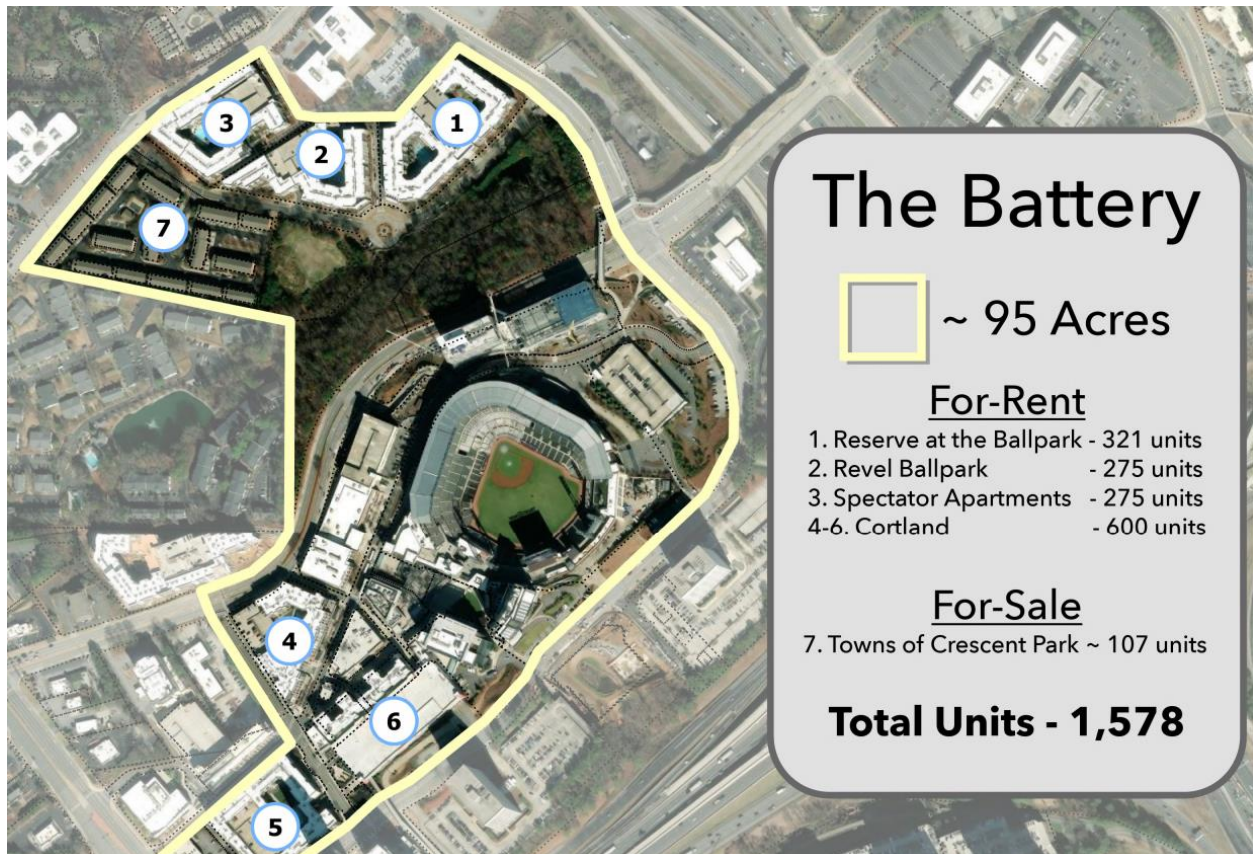
A comparable redevelopment plan has also been approved for the 49-acre Lakeshore Plaza Mall in Gainesville, GA. The 493,000 SF mall opened in 1968 as the largest enclosed mall outside of metro-Atlanta, was renovated and expanded several times in its history, and then began to decline after the closure of Sears and JC Penney in 2018 and 2020.

Branch Properties acquired the property and in early 2025 received rezoning approval from the Gainesville City Council to create a walkable town center. Key project components include 305,000 square feet of retail space, 652 multifamily residential units, 38,200 square feet of outdoor green space, plus additional capacity for a hotel and townhomes in future phases. The plan includes the demolition and relocation of Dicks Sporting Goods within the property and remodeling of an existing Belk Department store with an added exterior entry. The project is expected to break ground in 2026 and take 7 years to build in three phases. The property is located within Gainesville's West Side TAD #3 and discussions are ongoing regarding a potential agreement to provide TAD funding to the project. Specific details are not available at this time.

THE BATTERY ATLANTA

Although not an example of a shopping mall redevelopment project, the \$400 million, 95-acre Battery Atlanta mixed use development, located at Truist Park in Cobb County, is an example of what is achievable in terms of density for a redevelopment site with direct highway access and a major sports anchor. The following illustration highlights existing development on 95 acres surrounding Truist Park, which is a comparable footprint to the North Point Mall.

The Battery Atlanta contains an estimated 2.25 to 3.0 million SF of mixed-use space within a 60-acre core area (excluding the ballpark) that includes 500,000 SF of retail and dining venues, 630,000 SF of corporate office space, 450 hotel rooms, 1,578 residential units, a concert venue and a 750-space parking deck - in addition to Truist Park. According to the Cumberland CID, the Battery and Truist Park attracted 10.3 million visits in 2023, including 8.0 million visits from outside of Cobb County.



The original construction of Truist Park and the Battery's first phase involved a \$300 million County-issued revenue bond with an estimated \$22.0 million annual debt service payment. Proceeds to repay debt service on the bonds include hotel/motel taxes and a \$3.00 additional room night fee, rental car taxes, County general fund and Cumberland Special Service District property taxes generated within the district, and annual stadium rent payments by the Atlanta Braves.

Property values within The Battery increased from \$5 million at the start of construction in 2014, to \$767 million by 2023. By 2022, the \$6.4 million general fund obligation from the County's financing commitment was fully covered by increased property taxes generated within The Battery itself. Although a TAD was not created in this case, annual debt service on the issued County bonds is now fully covered by project-generated funding sources. The slide on the following page, taken from the Braves' most recent published Annual (Fiscal Impact)

Report to the Cobb County Commission, details line-item revenues to the County, School System, Community Improvement District and the State for 2023.

2023 Total Tax Revenue Generated By Truist Park & The Battery	
COBB COUNTY TAX REVENUE - DIRECTLY FROM TRUIST PARK & THE BATTERY	
County Property Tax	\$ 4,267,708
Hotel Motel & Tourism Fee	\$ 2,119,774
Occupation Tax	\$365,979
Liquor by the Drink Tax	\$977,200
Cobb County Sales Tax - SPLOST	\$4,144,513
Total Additional Revenue to the Cobb County Government	\$11,875,174
COBB COUNTY BOARD OF EDUCATION - DIRECTLY FROM TRUIST PARK & THE BATTERY	
Property Tax Revenue from the Battery	\$ 5,741,449
Board of Education Sales Tax - SPLOST	\$4,144,513
Total Additional Revenue to the Cobb County Board of Education	\$9,885,962
UMBERLAND COMMUNITY IMPROVEMENT DISTRICT (CID)	
Property Tax Revenue from the Battery	\$ 1,535,147
STATE OF GEORGIA - DIRECTLY FROM TRUIST PARK & THE BATTERY	
State of Georgia Tax Collections from the Stadium/Battery	\$ 17,066,653
COMBINED TOTAL TRUIST PARK & BATTERY TAX REVENUE	\$ 40,362,966
Annual Braves Rent Revenue	\$ 6,100,000

IMPLICATIONS FOR NORTH POINT

The following common themes can be drawn from these redevelopment examples regarding desired "Land Uses after Redevelopment" with respect to the future of the North Point Mall.

1. Public/private partnerships are mandatory: The above examples involved the contribution of public incentives or bond issues ranging from \$30 to \$300 million. In the case of the Marion Illinois project, it appears that 100% of the project's debt financing may be provided from a State-issued bond to be repaid from sales taxes.
2. Waiting for mall sites to reach "bottom" is more likely to increase than reduce costs to the public sector: Once deterioration reached an unacceptable level, two mall properties had to be purchased by their host local governments, even before making funding commitments for redevelopment. The City of Charlotte incurred costs to acquire, demolish and hold the 80-acre Eastland Mall site for more than a decade before agreeing to contribute an additional \$41 million to support the site's development. Gwinnett County is similarly likely to own a substantial portion of Gwinnett Place Mall for at least a decade and the County's total investment in that project could ultimately exceed \$100 million.

3. Transforming former malls into walkable mixed-use communities with a variety of housing types, commercial uses, open space and recreational amenities is a common theme. With the exception of the Marion Illinois Project, which is being planned as a sports related tourism attraction, the other examples include residential components, mixed-use development and investments in public infrastructure improvements, walkability and recreation. Most examples also blend existing retained/renovated building space with new construction. The LCI and Comprehensive Plan recommendations for North Point are entirely consistent with these other examples.
4. Mall redevelopments can support dramatically increased density. Among the sampled projects with residential uses, all sites will contain substantially more total development square footage at build out than their former retail uses. Public investments in transportation connectivity, utility infrastructure, parks and pedestrian amenities were largely made to accommodate increased density. Achievable density is also partly a function of whether the respective project sites, market areas and proposed uses can support the added cost of structured parking. The Battery appears to be the only example presented above, where structured parking represents a significant share of the total development cost.
5. North Point is a comparatively large redevelopment site. All of the project sites summarized above are on smaller footprints ranging from roughly 40 to 95 acres. With the possible exception of The Battery, the sampled developments are in weaker markets and less accessible locations than the 94-acre North Point Mall. With the potential to assemble other abutting parcels, North Point could eventually become one of the largest suburban mall redevelopment projects in the US in terms of the amount of acreage impacted and the resulting total square footage developed at build out.
6. Some department stores and shoppers goods retail stores may remain, but they will no longer anchor redeveloped mall sites. The examples presented above are expected to retain a much smaller presence of retail space after redevelopment, with the "anchor" uses transitioning to entertainment, recreation and sports, dining and/or on-site office employment. Among the sampled mall redevelopment projects that do not feature strong anchors, the build out is more residentially focused with a smaller retail footprint and extensive new resident amenities.

With the above information presented as background, proposed redevelopment projects within TAD #3 are addressed in the next Section.

PROPOSED REDEVELOPMENT PROJECTS (D)

NORTH POINT MALL

As documented in the previous examples, the process of transforming a 30-year-old traditional auto-oriented enclosed shopping mall into the type of “walkable and vibrant community destination” envisioned in the LCI Plan will require substantial public and private investment. The total potential public



sector cost appears to be driven by two main variables (a) the strength of the location/market and (b) the ambitiousness of the redevelopment plan. Turning the North Point Mall into another residential development with retail and mixed-use elements might be achievable with only a modest public investment. Developing the site to support a regionally significant “anchor” attraction, intensive on-site employment and residential and mixed-uses, is likely to require a level of public investment that is more comparable to The Battery Atlanta. Establishing TAD #3 will give the City more flexibility to influence the future of this regionally significant property.

Developer interest in and planning for the redevelopment of the North Point Mall site is ongoing. The City is expecting but has not yet received (as of the date of this report) a specific redevelopment proposal and site plan for the property. However, the City’s Community Development Department has obtained preliminary estimates of the site’s potential build out, based on its physical capacity to support a representative mix of land uses. Estimates are expressed in terms of residential unit counts and commercial square footage. Relying on that information, KB prepared a conceptual redevelopment scenario for the site that is consistent with the vision outlined in the Comprehensive Plan.

The following scenario requires a substantial investment in structured parking and assumes that the site will be anchored by one or more attractions that will distinguish it in the market and support higher real estate values. It also assumes that the City will have the capacity to invest tax allocation increment to achieve the quality, density and resulting regional economic impact desired by the community. The actual density and mix of land uses could vary significantly from these estimates, which would in turn determine the City’s capacity to provide tax increment financing to support the project. This representative scenario indicates that the 94-acre mall footprint has the physical potential to support the construction of 2,000 residential units and 1.2 million SF of commercial space distributed between existing and new

retail space, restaurant/entertainment uses, hotels and office space. KB estimates that this build-out could have a potential taxable full value (in 2025\$) of nearly \$1.9 billion, achieved over a 10 or more-year timeline.

Conceptual Redevelopment Scenario for the North Point Mall Site

North Point Mall Development Component	Estimated Acres	Residential Units/Keys	Commercial SF	Market Value at Build Out [1]	40% Tax Digest [1]
Retail	11.2	-	300,000	\$135,000,000	\$54,000,000
Restaurants/Entertainment/Mixed Use	5.0	-	200,000	\$120,000,000	\$48,000,000
Multi-Family Apartments	51.0	1,350	-	\$536,500,000	\$214,600,000
Office	10.0	-	500,000	\$225,000,000	\$90,000,000
Hotels (450 Keys)	1.2	-	232,500	\$191,250,000	\$76,500,000
For sale flats (Upper Floors in Mixed Use District)	-	550	-	\$356,655,000	\$142,662,000
For sale townhomes	5.0	100	-	\$96,978,000	\$38,791,200
Parking structures, amenities & open space	10.5	-	-	\$225,000,000	\$90,000,000
TOTALS :	94.0	2,000	1,232,500	\$1,886,383,000	\$754,553,200

[1] Estimated future market value and tax digest of proposed development at completion, based on 2025 values.

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

OTHER REDEVELOPMENT PROJECTS

In addition to the North Point Mall, three significant development projects are in varying stages of planning, permitting or construction within the boundaries of TAD #3. At this time, it is unlikely developers of those projects will request or need direct funding from the TAD. If these early catalyst projects can be successfully developed and do not require financial support from the TAD, the resulting tax increment they produce can be invested elsewhere to build supportive parks, trails, infrastructure and related public realm improvements. Those public improvements could in turn enhance the value of those and other development sites over time.

These “other” projects are summarized on the following pages. As permitted or proposed, the resulting build out could impact roughly 112 acres and result in the construction of more than 1.8 million SF of office space, 650 housing units, 140 hotel rooms and 143,000 SF of new mixed-use development to support office employment. These proposals could take several years to reach build-out and may or may not be developed as currently proposed. They do, however, represent a significant potential source of future tax allocation increment that can be invested where needed within the TAD. Two commercial parcels within these projects are currently owned by the Alpharetta Development Authority as part of 10-year leasehold interest bond agreements between the respective developers and the Authority. Other parcels may be subject to similar agreements in the future. These agreements will delay but not eliminate the eventual receipt of tax allocation increments from those parcels. To account for these potential property tax abatements, and for current high office market vacancy rates at North Point, the TAD digest forecast delays the start and extends the timeline for completing the office components of those projects.

The Gathering

RETAIL AT THE GATHERING			
BUILDING NAME	AREA - INTERIOR	AREA - EXTERIOR	FFE
Building A	6,850 SQFT		
Suite A-1	3,275 SQFT		1094'
Suite A-2	3,575 SQFT		1096'
Building B	7,300 SQFT	920 SQFT	
Suite B-1	2,600 SQFT		1096'
Suite B-2	2,350 SQFT		1094'
Suite B-3	2,350 SQFT		1092'
Building C	4,500 SQFT	1,000 SQFT	1087'
Suite C-1	1,250 SQFT	250 SQFT	
Suite C-2	1,000 SQFT		
Suite C-3	2,250 SQFT	750 SQFT	
Building D	3,780 SQFT	900 SQFT	1079'
Building E	8,400 SQFT	1,280 SQFT	1079'
Building F	7,250 SQFT	1,020 SQFT	1079'
Suite F-1	3,625 SQFT		
Suite F-2	3,625 SQFT	1,020 SQFT	
Building G	5,400 SQFT		1080'
Total	43,480 SQFT	5,120 SQFT	
(all square footages are approximate values)			

The gathering is a mixed-use development on 49 acres that is currently under construction at Haynes Bridge Road and Morrison Parkway. The project is planned to include 39 single-family homes, 140 townhomes and 43,000 SF of commercial/retail space, as shown here.



Lakeview Park

Lakeview Park is an approximate 64-acre development that is projected to include 630,000 SF of office space, 60 townhomes, 255 multi-family units and 32,000 SF of restaurant and retail space. Over half of the site will be public greenspace, with the Alpha Loop going through the site and around the lake.



Northwinds Summit

Northwinds Summit is a mixed-use development on 23-acres located on the north side of GA 400, bounded Haynes Bridge Road and Northwinds Parkway. The project that has been approved for the development of 1.2 million SF office space, 162 multi-family units, a 140-room hotel and 50,000 SF of commercial/retail space.



BALANCE OF TAD #3

Most of the remaining parcels within the proposed TAD #3 that are not discussed above are already developed. This forecast applies assumptions regarding future redevelopment and tax digest growth associated with the remaining 330 privately owned acres where no specific development projects have been proposed. It can be reasonably assumed that additional development and incremental value growth will occur in the balance of the TAD, after investments in the key redevelopment sites are made. While investments could be made on those parcels, they are not likely to be projects that qualify for and/or request TAD funding. In the balance of the TAD where no specific projects or strategies have been proposed, the forecast used for this analysis assumed a 3% annual allowance for future digest growth, after the economic impacts of TAD-supported projects begin to take effect. Estimates of achievable development and resulting tax digest impacts are summarized in the following section.

TOTAL POTENTIAL DEVELOPMENT

This table estimates the combined residential unit counts and commercial development square footage that are associated with mall site, plus other development proposals that have been made for specific sites within the proposed TAD. In summary, these already identified development opportunities, including North Point Mall, impact roughly 206 acres or about 32% of the total acreage within the proposed TAD. The combined future development forecast for this acreage reflects the addition of more than 2,600 housing units (including both rental and for-sale products) and 2.9 million SF of new or rehabilitated office, retail and other mixed-use development. These levels of new construction are not likely to be achieved absent of major public investments to assist the redevelopment of the North Point Mall and fund the extensive public improvements outlined in the LCI Plan and other initiatives proposed by the City.

Summary Development Forecast – Incremental Property Tax Digest

Project Areas	Project ^[1] Acreage	Residential Build Out				Hotel Rooms	Retail SF	Office SF	Total Commercial SF	Structured Parking (Spaces)
		Single-Family	Townhomes	Multi-Family ^[2]	TOTAL					
North Point Mall	94.0	-	100	1,900	2,000	450	500,000	500,000	1,000,000	5,000
Other Project Sites	112.3	39	200	417	656	140	143,500	1,830,000	1,973,500	-
Tax Exempt Parcels	110.0									
Balance of TAD	330.0									
TOTALS:	646.3	39	300	2,317	2,656	590	643,500	2,330,000	2,973,500	5,000

Notes:

[1] Estimated acreage and current (2025) digest values for parcels associated with identified potential development projects.

[2] The multi-family unit count of 1,900 units at the North Point Mall includes both for-rent apartments (+/- 1,350 units) and for-sale condominium flats (+/-550 units). Multi-family housing within the other projects are all expected to be for-rent apartments.

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

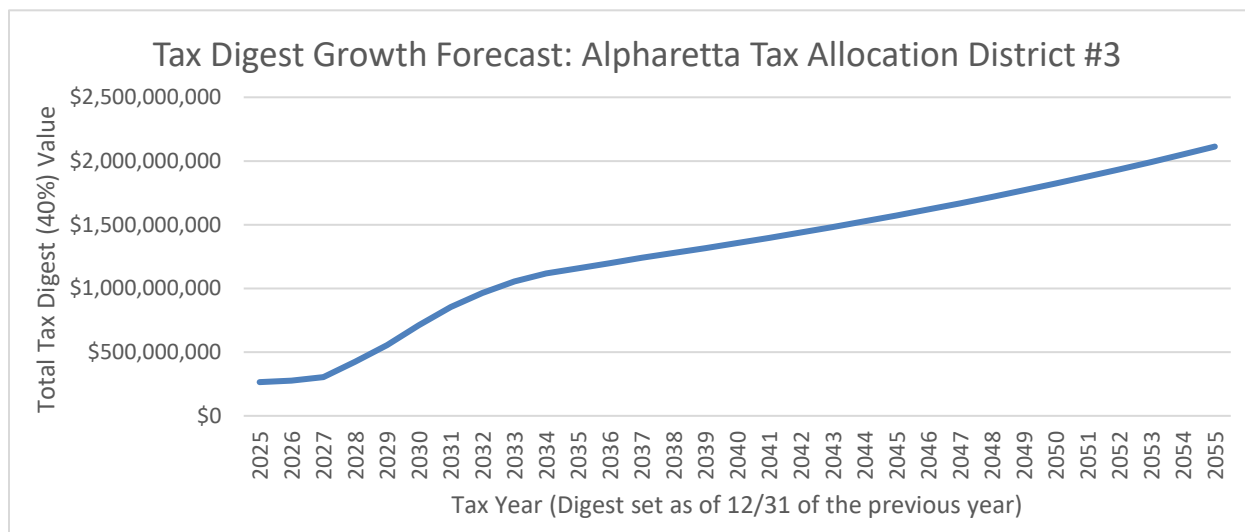
The following table estimates taxable values associated with these development estimates, based on comparable assessed values for similar property types in northern Fulton County (not construction costs). The actual future-year taxable values for these developments will be determined by the Fulton County Tax Assessor.

Estimated Base Year and Build-Out (2036) Gross Tax Digest

Project Areas	2025 Base Digest	Estimated Future (2040) Full Value	Estimated TAD Digest at Build Out
North Point Mall	\$47,982,120	\$2,067,484,740	\$826,993,896
Other Project Sites	\$75,523,290	\$527,952,254	\$211,180,902
Balance of TAD	\$141,178,640	\$795,585,225	\$318,234,090
TOTALS:	\$264,684,050	\$3,391,022,218	\$1,356,408,887
Estimated Incremental Digest Growth:			\$1,091,724,837
Percent Change			412%

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

Combined, the mall and planned developments have a current (2025) estimated full market value of roughly \$308.8 million and a taxable digest value of just over \$123.5 million. By 2040, proposed projects on these sites have the potential to grow to a full market value of nearly \$2.6 billion and a digest value of \$1.04 billion, generating an incremental increase in tax digest of \$914 million (more than \$4.4 million per acre) on those 206 acres.



The balance of 330 privately owned acres within the proposed TAD, where no specific projects or direct investment of TAD proceeds have been analyzed, currently contain \$353 million in full market value. The "halo effect" from development projects is expected to increase the value of these other sites to an estimated \$795.6 million or roughly double the value of existing conditions. This estimate results in total gain in tax digest of \$177 million (\$536,500 per acre) on those remaining parcels. Combined, the entire TAD has the potential to achieve a more than 400% increase in total taxable digest by 2040. This forecast assumes that public improvements needed to support a major redevelopment of the mall and accommodate the area's transition to a mixed-use district would be completed in a timely manner.

CONTRACTUAL RELATIONSHIPS (E)

Pursuant to O.C.G.A. §34-44-3(a), the City Council of Alpharetta will act as the redevelopment agent and will exercise redevelopment powers as needed to implement this plan. In doing so, the Council, acting directly or through a designee such as a City development authority, may conduct the following activities and enter into the following contracts:

1. Coordinate implementation activities with other major participants in the redevelopment plan and their respective development and planning entities, including Fulton County and other stakeholders, as well as with City or County authorities and various Alpharetta departments involved in implementing this redevelopment plan.
2. Enter into development agreements with private developers to construct infrastructure and vertical developments to implement the redevelopment plan.
3. Negotiate and enter into commercial financing agreements and intergovernmental agreements as needed.
4. Coordinate public improvement planning, design and construction among City, County and State agencies and departments.
5. Prepare (either directly or through subcontract to other appropriate entities) economic and financial analyses, project-specific feasibility studies and assessments of tax base increments in support of the issuance of tax allocation bonds or other forms of financing by the City.
6. The City will enter into contractual relationships with qualified vendors for the provision of professional and other services required in qualifying and issuing the bonds or other forms of financing, including, but not limited to, legal, underwriting, financial analysis and other related services.
7. The City will perform other duties as necessary to implement the redevelopment plan.

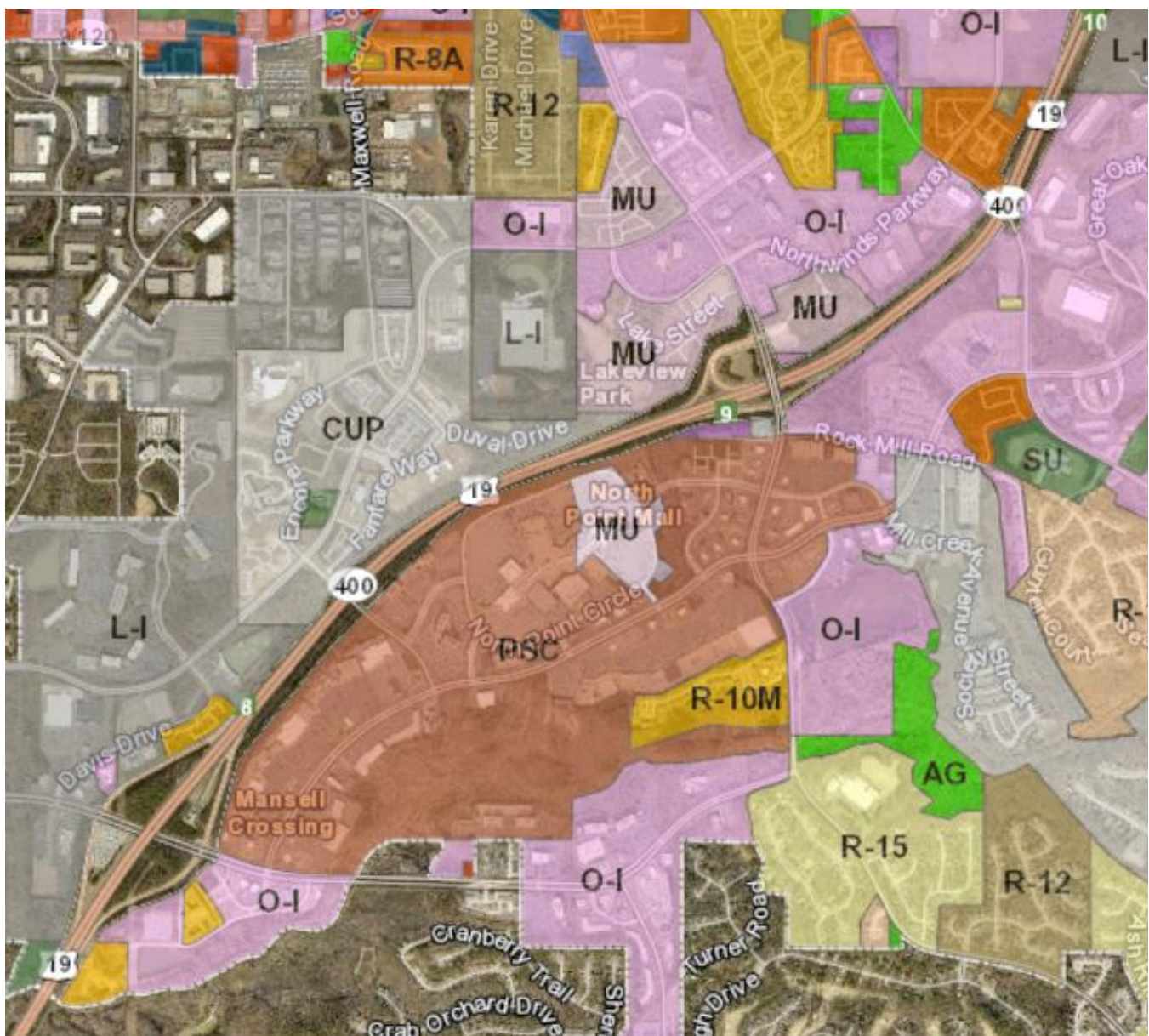
RELOCATION PLANS (F)

As is currently foreseen, no demolition of housing units is anticipated or required within the proposed Tax Allocation District. In the future should the relocation of existing homes or businesses be required, relocation expenses may be provided under applicable federal, state, and local guidelines if public funds are used for property acquisition and such funding sources require relocation benefits to be offered.

ZONING & LAND USE COMPATIBILITY (G)

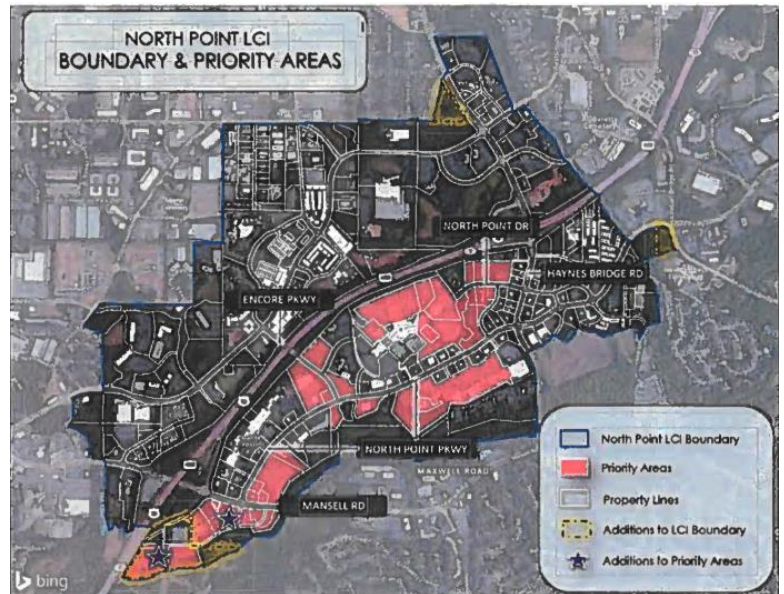
The Redevelopment Powers Law requires that a proposed redevelopment plan conform “to the local comprehensive plan, master plan, zoning ordinance, and building codes of the political subdivision.” This section of the City’s Zoning Map shows that the Redevelopment area contains several categories of commercial and residential zoning, including single- and multi-family housing. TAD #3 specifically, is zoned for Planned Shopping Center, Office-Institutional and Mixed-Use development. This map, as well as the Future Development map presented previously, identify allowed current and proposed future land uses within the redevelopment area and TAD.

Applicable Section of the City of Alpharetta’s Official Zoning Map



TAD #3 also lies within the boundaries of the North Point Overlay District. The stated purpose of the overlay district is to “support implementation of the North Point Livable Centers Initiative Plan and the City’s Comprehensive Plan.” That purpose is summarized in the following policy guidelines, which are imposed in addition to those of the underlying districts shown on the zoning map (emphasis added).

- North Point is a focal point for high-quality development and redevelopment in the City of Alpharetta as established in the North Point Livable Centers Initiative Plan and the City of Alpharetta 2040 Horizon Comprehensive Plan.
- North Point should be a live-work-play district featuring a balanced mix of uses that complement the city's overall mix.
- Development and redevelopment should incorporate environmental stewardship and sustainability.
- Redevelopment of large areas of surface parking can accommodate growth and expand the transportation system.
- The existing greenway system should be enhanced and expanded as an amenity.
- A range of useable and interconnected open spaces including parks, squares, playgrounds, and preserved environmentally sensitive areas should be distributed throughout North Point.
- Development should adequately accommodate automobiles while respecting the pedestrian and the design of the public realm.
- Interconnected networks of streets should be designed to disperse traffic and reduce the length and number of automobile trips.
- Development patterns should make walking and bicycling safer and more pleasant.
- Buildings and landscaping should contribute to the physical definition of streets and open spaces.
- The harmonious and orderly development and redevelopment of North Point should be secured through these regulations.



This map outlines “Priority Areas” where the City Council may authorize residential density over what the underlying district allows by conditional use.

The LCI Plan, which the Overlay District is designed to support, developed four guiding principles for future development in North Point which later led to the area’s designation as a development/redevelopment priority area and the above language that appears in the North Point Zoning Overlay. These guiding principles include:

- Create a “park once walk everywhere” walkable environment
- Create multimodal connections parallel to North Point Parkway
- Induce redevelopment of large areas of surface parking and
- Improve the area’s retail balance.

Proposed redevelopment sites and projects presented earlier in this report are thus consistent with both existing zoning and the City’s Future Land Use Map. This Redevelopment Plan fully conforms to the local comprehensive plan, master plan, zoning ordinance, and building codes of the City of Alpharetta.

METHOD OF FINANCING / PROPOSED PUBLIC INVESTMENTS (H)

FINANCIAL ANALYSIS OF POTENTIAL PROJECTS

This section estimates potential revenues from redevelopment projects in TAD #3, over the life of the district, assuming both Fulton County and the Fulton County Public Schools pledge their respective M&O millage to the TAD. Including such a forecast is a requirement of the statute. The following forecast presents a maximum estimate of the amount of future tax allocation increment that could be generated over the life of the TAD based upon (a) the characteristics of real estate within the district’s boundaries, (b) current/anticipated market conditions, (c) the nature of development desired by the City and allowed by zoning, (d) the characteristics of known development projects that are in various stages of planning within the district, (e) County assessment practices and the likely taxable value of completed development, (f) current applicable millage rates and (g) the expected economic impact of public investments of TAD proceeds on future real estate values within the district. The forecast does not consider the potential terms of intergovernmental agreements with the County and School District, which alter impact the amount of tax increment contributed by those jurisdictions.¹

There are obviously other factors that can impact this forecast which are more difficult to anticipate, such as future business cycles, changes in applicable millage rates, and future investments in competitive projects located outside of the TAD or outside the City of Alpharetta, over which the City has no control. Time lag effects in the assessment process can reduce/delay the receipt of property taxes from new development by as much as two years depending on the timing of new construction. Office, commercial and certain multi-family projects within the TAD may also qualify, and developers may apply for leasehold interest tax abatements from County or City development authorities which, if awarded, could reduce and delay the collection tax allocation increments over the first ten (and in some cases more) years after completion of those projects. While the following forecast is realistic, it cannot

¹ The Fulton County School District and school districts in other parts of Georgia have requested and cities have agreed to rebate portions of their respective millage rates as a payment in lieu of taxes, reducing the effective millage rate pledged to the TAD. The following section assumes that Alpharetta will NOT be asked to rebate County or School District Tax Increments as a payment in lieu of taxes, but financial models possess the capability to incorporate such assumptions.

incorporate all potential variables and should be viewed as one reasonable projection of future revenues which could become available to pay eligible redevelopment costs.

The forecast is presented in the next two tables. The first table compares base year conditions to 2040, the estimated year when the build out of the projects describe earlier in this report is expected to be achieved. The second table forecasts annual revenues over a potential 30-year life of the TAD, by jurisdiction. The annual forecast incorporates the 15-year phasing schedule and provides a reasonable allowance for “background growth” in the TAD as a whole, as implemented projects benefit nearby areas.

Real estate taxes levied on existing properties within the proposed TAD should raise an estimated \$8.2 million in total general fund real estate taxes to the City, County, and School District, combined in 2025.² (Another \$794,000 should be collected by the North Point Community Improvement District (CID).) Total general fund taxes levied on real estate currently average \$12,700 per total acre over the entire TAD, including \$1.3 million and \$2,050/acre to Alpharetta. The next table summarizes resulting real estate taxes collected if valuations estimated in the above-described projects are achieved within 15 years. By 2040, these same areas could generate \$40.5 million in combined City, County, and School District general fund real estate taxes, resulting in \$32.6 million in revenues to the City’s TAD #3 Special Fund. This estimate excludes bond millage and additional taxes on business personal property, which could conservatively add another 25% or more to the estimated real estate taxes from new commercial development within the TAD.

Estimated Potential Tax Allocation Increment at Build Out (2040)

Jurisdiction	Current Millage Rates	Base Digest Conditions	2040 Forecast Conditions	Incremental Change
Fulton County Incorporated	8.870	\$2,347,748	\$11,556,455	\$11,340,694
School M&O	17.080	\$4,520,804	\$22,463,976	\$21,837,549
City of Alpharetta	5.030	\$1,331,361	\$6,507,001	\$6,431,081
North Fulton CID	3.000	\$794,052	\$4,069,227	\$3,835,635
TAD TOTALS: (Excluding CID)	30.980	\$8,199,912	\$40,527,432	\$39,609,324
2040 TAD Fund Revenues:			\$32,619,075	

Sources: Alpharetta Department of Community Development and KB Advisory Group, Inc.

The following table details annual TAD revenue estimates. Annual revenues to the TAD fund are expected to result from the combination of new construction, the rehabilitation of existing commercial property, and the general value growth these investments could cause among other nearby properties. KB estimates that the area could generate roughly \$1.2 billion in total M&O real estate taxes over a 30-year life of the TAD, assuming that millage rates remain fairly constant over the forecast period. Of this amount, it is estimated that \$247.3 million would be collected from the base value of the TAD and continue to flow to the respective taxing

² This total includes the M&O portion of real estate taxes only. Commercial personal property and CID taxes are excluded.

jurisdictions' general funds. The balance of nearly \$953.6 million would be tax allocation increments accruing to the TAD Special Fund. In addition, the North Point CID could collect nearly \$120.2 million in total property taxes while the TAD is in effect.

Alpharetta TAD #3: Estimated of Potential Future Tax Allocation Increments

Non Discounted and Discounted to Net Present Value: 2025 - 2055

Tax Year	TAD Pmt	TAD	M&O	Tax Allocation					Cumulative	Discounted		Cumulative
Ending	Due	Digest	Real Property	Increment	Annual Tax Allocation Increment ^[3]				Tax Allocation	NPV of TAD Increment @ [1]		Increment
31-Dec	31-Jan	Forecast ^[2]	Tax Collections	Ratio	County	School District	City	Total	Increment	6.00%	NPV	(Discounted)
2025	2026	\$264,684,050	\$8,199,912	-	\$0	\$0	\$0	\$0	\$0	100.0%	\$0	\$0
2026	2027	\$275,287,383	\$8,525,800	0.039	\$94,020	\$181,058	\$53,314	\$328,391	\$328,391	100.0%	\$328,391	\$328,391
2027	2028	\$304,842,007	\$9,433,282	0.132	\$355,752	\$685,233	\$201,696	\$1,242,681	\$1,571,072	100.0%	\$1,242,681	\$1,571,072
2028	2029	\$425,451,426	\$13,160,604	0.378	\$1,423,619	\$2,742,370	\$807,072	\$4,973,061	\$6,544,133	94.3%	\$4,691,567	\$6,262,639
2029	2030	\$554,428,499	\$17,151,185	0.523	\$2,565,879	\$4,942,681	\$1,454,653	\$8,963,213	\$15,507,346	89.0%	\$7,977,227	\$14,239,866
2030	2031	\$710,574,586	\$21,876,311	0.628	\$3,927,667	\$7,575,248	\$2,224,624	\$13,727,539	\$29,234,884	84.0%	\$11,525,906	\$25,765,772
2031	2032	\$853,465,558	\$26,128,405	0.690	\$5,154,089	\$9,955,058	\$2,916,093	\$18,025,240	\$47,260,124	79.2%	\$14,277,679	\$40,043,451
2032	2033	\$965,311,427	\$29,411,551	0.726	\$6,100,650	\$11,797,967	\$3,448,419	\$21,347,036	\$68,607,161	74.7%	\$15,951,747	\$55,995,198
2033	2034	\$1,055,380,210	\$31,958,727	0.749	\$6,837,986	\$13,245,127	\$3,860,526	\$23,943,639	\$92,550,799	70.5%	\$16,879,320	\$72,874,519
2034	2035	\$1,117,715,794	\$33,644,110	0.763	\$7,328,008	\$14,216,649	\$4,132,258	\$25,676,916	\$118,227,715	66.5%	\$17,076,615	\$89,951,134
2035	2036	\$1,157,569,017	\$34,757,893	0.771	\$7,649,326	\$14,849,672	\$4,311,325	\$26,810,324	\$145,038,039	62.7%	\$16,821,129	\$106,772,263
2036	2037	\$1,198,923,087	\$35,942,334	0.779	\$7,989,419	\$15,516,420	\$4,501,572	\$28,007,411	\$173,045,450	59.2%	\$16,577,544	\$123,349,807
2037	2038	\$1,241,306,280	\$37,153,849	0.787	\$8,337,096	\$16,198,459	\$4,695,969	\$29,231,524	\$202,276,974	55.8%	\$16,322,730	\$139,672,537
2038	2039	\$1,278,545,468	\$38,268,464	0.793	\$8,654,994	\$16,816,116	\$4,875,030	\$30,346,140	\$232,623,114	52.7%	\$15,985,968	\$155,658,505
2039	2040	\$1,316,901,832	\$39,416,518	0.799	\$8,982,429	\$17,452,303	\$5,059,462	\$31,494,194	\$264,117,308	49.7%	\$15,651,649	\$171,310,154
2040	2041	\$1,356,408,887	\$40,527,432	0.805	\$9,301,376	\$18,080,448	\$5,237,251	\$32,619,075	\$296,736,383	46.9%	\$15,293,095	\$186,603,250
2041	2042	\$1,397,101,154	\$41,743,254	0.811	\$9,648,069	\$18,754,367	\$5,432,461	\$33,834,898	\$330,571,281	44.2%	\$14,965,208	\$201,568,458
2042	2043	\$1,439,014,189	\$42,995,552	0.816	\$10,005,164	\$19,448,504	\$5,633,528	\$35,087,196	\$365,658,477	41.7%	\$14,640,661	\$216,209,119
2043	2044	\$1,482,184,614	\$44,285,419	0.821	\$10,372,971	\$20,163,465	\$5,840,626	\$36,377,062	\$402,035,539	39.4%	\$14,319,695	\$230,528,814
2044	2045	\$1,526,650,153	\$45,613,981	0.827	\$10,751,813	\$20,899,875	\$6,053,937	\$37,705,625	\$439,741,164	37.1%	\$14,002,527	\$244,531,342
2045	2046	\$1,572,449,657	\$46,899,417	0.832	\$11,120,083	\$21,625,882	\$6,259,064	\$39,005,029	\$478,746,194	35.0%	\$13,665,170	\$258,196,511
2046	2047	\$1,619,623,147	\$48,306,400	0.837	\$11,521,205	\$22,405,967	\$6,484,840	\$40,412,012	\$519,158,205	33.1%	\$13,356,696	\$271,553,207
2047	2048	\$1,668,211,841	\$49,755,592	0.841	\$11,934,360	\$23,209,455	\$6,717,389	\$41,861,204	\$561,019,409	31.2%	\$13,052,521	\$284,605,728
2048	2049	\$1,718,258,197	\$51,248,260	0.846	\$12,359,910	\$24,037,047	\$6,956,914	\$43,353,872	\$604,373,281	29.4%	\$12,752,776	\$297,358,504
2049	2050	\$1,769,805,943	\$52,785,707	0.850	\$12,798,227	\$24,889,467	\$7,203,626	\$44,891,319	\$649,264,600	27.8%	\$12,457,570	\$309,816,074
2050	2051	\$1,822,900,121	\$54,369,279	0.855	\$13,249,693	\$25,767,459	\$7,457,738	\$46,474,891	\$695,739,490	26.2%	\$12,166,999	\$321,983,073
2051	2052	\$1,877,587,124	\$56,000,357	0.859	\$13,714,703	\$26,671,792	\$7,719,474	\$48,105,969	\$743,845,459	24.7%	\$11,881,142	\$333,864,215
2052	2053	\$1,933,914,738	\$57,680,368	0.863	\$14,193,663	\$27,603,254	\$7,989,063	\$49,785,980	\$793,631,439	23.3%	\$11,600,065	\$345,464,280
2053	2054	\$1,991,932,180	\$59,410,779	0.867	\$14,686,992	\$28,562,660	\$8,266,738	\$51,516,391	\$845,147,829	22.0%	\$11,323,819	\$356,788,100
2054	2055	\$2,051,690,146	\$61,193,102	0.871	\$15,195,121	\$29,550,848	\$8,552,744	\$53,298,714	\$898,446,543	20.7%	\$11,052,445	\$367,840,545
2055	2056	\$2,113,240,850	\$63,028,895	0.875	\$15,718,494	\$30,568,682	\$8,847,331	\$55,134,507	\$953,581,050	19.6%	\$10,785,971	\$378,626,516
TOTALS:			\$1,200,872,739		\$271,972,778	\$528,413,535	\$153,194,738	\$953,581,050			\$378,626,516	

Notes:

[1] 6.00% discount rate is applied starting in 2027

[2] Estimated annual Project Tax Digest achieved at each estimated tax year.

[3] Assumes full pledge of County and School District M&O real estate taxes over the entire forecast period.

Source: KB Advisory Group, Inc.

To provide a reasonable estimate of the capacity of this future income stream to fund actual capital investments, such as the principal portion of a bond or private financing, KB applied a 6% discount rate to this cash flow as a proxy for deducting the portion of future TAD revenues that would be dedicated to paying annual interest on debt. The resulting net present value (NPV) is calculated on an annual and cumulative basis and totals \$378.6 million over 30 years. This NPV suggests that under reasonably favorable market conditions, the TAD might pay for

up to \$378 million in capital costs if 100% of the increment could be leveraged over the full 30 years. The following table breaks this estimate down into varying time periods.³

Estimated Cumulative and Net Present Value of TAD #3 Increment

Jurisdiction	15 Years	20 Years	25 Years	30 Years
Fulton County Incorporated	\$84,702,309	\$136,600,409	\$198,463,804	\$271,972,778
School M&O	\$164,254,810	\$265,146,904	\$385,456,299	\$528,413,535
City of Alpharetta	\$47,779,264	\$76,998,881	\$111,819,387	\$153,194,738
TOTALS:	\$296,736,383	\$478,746,194	\$695,739,490	\$953,581,050
Net Preset Value^[1]	\$186,603,250	\$258,196,511	\$321,983,073	\$378,626,516

^[1] NVP estimated by applying a 6% discount rate to annual TAD revenues starting in 2027.

Sources: Alpharetta Department of Community Development and KB Advisory Group, Inc.

The amount of project funding this revenue stream could deliver depends upon multiple factors, including the number of years to repay the financing, interest rates at the time of issuance, as well as debt coverage ratios and reserve requirements imposed by lenders. Changing these inputs produces differing estimates of financing or bonding potential. A number of realistic alternative scenarios could be to produce results that vary by a factor of +/- 20% depending on future market conditions or whether the City provided a credit enhancement to secure a lower interest rate. Issuing TAD bonds or other types of debt instruments might enable the City to front-load more improvements than would be possible without issuing debt.

From the projected tax allocation increments, it is also possible that the City could be asked to rebate a portion of County or School increment back to those jurisdictions as payments in lieu of taxes (PILOT payments), effectively lowering the net millage rate contributed by those jurisdictions to the TAD. This analysis made no specific assumptions for this possibility. To the extent that rebates are requested from initial TAD proceeds rather than later year proceeds after redevelopment has occurred, the amount of financing that could be leveraged by the TAD is reduced accordingly.

Given all of the above variables, KB estimates the effective net present value contribution of TAD #3 to reduce redevelopment costs is likely to fall within a range of 60% to 75% of the \$378 million maximum amount estimated in the above table. Applying this range suggests that TAD #3 could effectively fund \$225 to \$280 million in eligible redevelopment costs.

³ For general planning and forecasting purposes it is likely unrealistic to anticipate that 100% of total tax allocation increments generated over the entire length of the TAD will be available to invest in projects. Typical 20 to 25-year financing instruments will be leveraged based on tax increment that can be realistically generated and anticipated within the first 10 years of the TAD's existence. Forecast tax digest growth beyond year 20 or 25 is not likely to be leveraged as a financing source for long-term investments extending beyond the termination date of the TAD. In practice, "excess" tax increments generated toward the end of the life of a TAD, which are not needed for debt service payments, tend to be either rebated back to the taxing jurisdictions or applied to retire debt early, enabling the TAD to be dissolved prior to the stated termination date in the redevelopment plan.

PROPOSED PUBLIC INVESTMENTS/USES OF TAD FUNDS

The Redevelopment Powers Law gives Georgia's communities wide latitude in determining the use of tax allocation increment to support redevelopment. As enumerated in Section 36-44-3, the following are all "eligible redevelopment costs" for the use of TAD funds:

- Construction of building(s) for business, commercial, industrial, governmental, educational, charitable, or social use
- Renovation, rehabilitation, reconstruction, repair or demolition of any existing building
- Creation of public housing
- Creation of public works or public facilities
- Preservation of historic structures Creation or improvement of public spaces
- Creation or improvement of mass transit facilities
- Development or improvement of telecommunications infrastructure
- Creation or improvement of pedestrian access and safety
- Property acquisition, site preparation, demolition, environmental remediation and
- Infrastructure and utility relocation, rehabilitation or installation.

The existing infrastructure in the North Point redevelopment area is inadequate to support the community's vision for the area. Having TAD #3 in place will help to fund infrastructure projects that are necessary to improve the transportation network (streets and sidewalks), enhance parks and open space and provide stormwater management for future area development. Much of this investment is likely to be focused within and near the North Point Mall site. It is also possible that the City could be asked to support the mall's redevelopment by offsetting a portion of demolition or other "excess" costs that otherwise make the proposed plan financially unfeasible.

The total public cost for implementing the potential public improvements as described in detail in the LCI plan, including construction and improvement of the necessary public infrastructure, was at that time estimated at over \$165 million, which the City intended to fund, at least partially, using TAD #2. Some of those improvements have already been completed using other funding sources, but most remain to be addressed and will increase in importance to accommodate a more intensive re-use of the mall site. The purposes of the proposed public improvements funded by the TAD would include:

- Contributions to defray "excess" demolition, structured parking, site development costs and related "Eligible Redevelopment Costs" as defined in the statute and justified in a financial pro forma.
- Roadway connections to improve the flow of vehicular traffic that will be present in the area after redevelopment.
- Enhancements such as streetscapes, curb and sidewalk improvements, trail connections and public spaces to improve the experience of pedestrians, and other residents and visitors in the district.
- Stormwater management improvements, which could also function as public park/green space and other placemaking initiatives.

The following proposed public investments/uses of TAD funding assume that the effective contribution of TAD #3 to reduce redevelopment costs will fall within the range of 60 to 75% of the \$378.6 million maximum estimated in Section H of this report. This table summarizes the potential application of the resulting \$225 to \$280 million toward Eligible Redevelopment Costs.

Proposed Uses of Future TAD Proceeds: Tax Allocation District #3

(Assumes County and School District Participation)

Proposed Uses of Tax Allocation Increment (Totals are in Millions)	Range of Available TAD Funds ^[1]	
	Low	High
North Point Mall Redevelopment Incentives ^[2]	\$191.3	\$210.0
Transportation & Infrastructure Improvements ^[3]	\$20.3	\$33.6
Streetscapes, Public Amenities & Place-Making ^[3]	\$13.5	\$36.4
TOTALS:	\$225.0	\$280.0

Notes:

[1] Estimated range of capital costs that could be funded from TAD revenues excluding interest on debt, based on the net present value of projected tax allocation increment.

[2] "North Point Mall Incentives" refer to all "Eligible "Redevelopment Costs" as defined in the statute, to be incurred either within the boundaries of the mall site or to improve access to the site. These costs could include infrastructure, parks, incentives to attract anchor uses and attractions, and other public amenities.

[3] These costs may be reserved for additional TAD projects that are unrelated to the mall's redevelopment.

Source: City of Alpharetta and KB Advisory Group, Inc.

TAD proceeds will be allocated to specific purposes as opportunities present themselves. Uses of TAD proceeds may include supporting on- and off-site development (including parks, streets, sidewalks, roads, signage, site preparation, utility improvements, storm water management and environmental remediation) and paying for public amenities that cannot otherwise be afforded. Potential long-term costs to address these potential issues could also exceed the estimated proceeds that could be financed through TAD increments alone. TAD funds may need to be used strategically to leverage other funding sources. Priorities will also evolve as project planning proceeds, more detailed engineering budgets are prepared, and actual costs become better known. The intent is to employ TAD revenues as available and necessary to make infrastructure improvements financially feasible and to attract uses that would positively impact the Redevelopment area, the city and the regional economy.

As previously noted, the calculations and estimates made above provide one reasonable forecast of achievable future redevelopment within the TAD, resulting in gains in the area's real estate tax digest, corresponding tax allocation increments, supportable TAD financing proceeds and potential uses for those proceeds to reduce redevelopment costs. Numerous combinations of equally reasonable inputs and assumptions could be applied to produce marginally different results. This report sets an achievable expectation for the TAD's future financial performance, which is intended to help the City make current and future decisions. The timing of future investments of TAD proceeds, the method(s) of funding, underwriting

criteria applied to bond financing (if used) and all related decisions will be made by City officials in charge of such decisions, at the appropriate times.

ASSESSED VALUATION (I) & TAX ALLOCATION INCREMENT BASE (M)

The Redevelopment Powers Law specifies that this plan “recites the last known assessed valuation of the redevelopment area and estimate the assessed valuation after redevelopment.” These estimates were presented in earlier sections of this Redevelopment Plan and are restated here.

Alpharetta Tax Allocation District #3 –North Point Mall and Activity Center identified in this plan contains 150 parcels totaling 646.3 acres, with an estimated taxable real estate digest in the City of Alpharetta of \$264.68 million. Of the total acreage in the TAD, approximately 110 acres are exempt from taxation as of 2025. A complete list of TAD parcels is provided in the appendix.

Pursuant to the Redevelopment Powers Law, upon adoption of the Redevelopment Plan and the creation of the tax allocation district, the City of Alpharetta will request that the Georgia Commissioner of Revenue certify the tax base of Tax Allocation District #3 –Alpharetta North Point Activity Center as of December 31, 2025, as the base year for the district. Values presented herein could change before the district is certified.

Summary Forecast Estimate – Incremental Property Tax Digest

Project Areas	2025 ^[1] Base Digest	Estimated TAD Digest at Build Out
North Point Mall	\$47,982,120	\$826,993,896
Other Project Sites	\$75,523,290	\$211,180,902
Balance of TAD	\$141,178,640	\$318,234,090
TOTALS:	\$264,684,050	\$1,356,408,887
Estimated Incremental Digest Growth:		\$1,091,724,837
Percent Change		412%

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

The above table estimates the combined impact of implementing the redevelopment projects summarized above over a multi-year period. At build out, the combination of forecasted new construction, rising land value, and the increased average value of building improvements per square foot are estimated to raise the total taxable market value (FMV) of the TAD to more than \$1.3 billion at completion. This analysis estimates that the TAD’s overall real estate tax digest could increase by more than 400% over existing conditions at build-out, which is estimated to be achieved by 2040.

HISTORIC PROPERTY WITHIN BOUNDARIES OF TAD (J)

No historic properties are within the boundaries of the proposed Tax Allocation District. The City acknowledges that no historic properties will be substantially altered in any way inconsistent with technical standards for rehabilitation; or demolished unless feasibility for reuse has been evaluated based on technical standards for the review of historic preservation projects, which technical standards for rehabilitation and review shall be those used by the state historic preservation officer.

CREATION & TERMINATION DATES FOR TAD (K)

Tax Allocation District #3 – North Point Mall and Activity Center, will be created effective December 31, 2025. The Redevelopment Powers Law provides that the district will be in existence until all redevelopment costs, including debt service, are paid in full. This repayment is likely to require 25 or more years from certification of the TAD.

TAD BOUNDARIES EXISTING USES OF REAL PROPERTY (L)

The proposed boundaries for Alpharetta Tax Allocation District #3 – North Point Mall and Activity Center appear in Section A of this Redevelopment Plan. The TAD boundaries include the respective tax parcels listed in the appendix and the associated public ROW adjacent to the TAD parcels. For any section of ROW that abuts a TAD parcel and/or is used as a boundary in the TAD map, the entire section of ROW is intended to be included inside the TAD boundary in order to maintain flexibility to use TAD proceeds for public improvements to those rights of way, if desired by the redevelopment agency.

AD VALOREM PROPERTY TAXES FOR COMPUTING TAX ALLOCATION INCREMENTS (N)

As provided in the Redevelopment Powers Law, the taxes that will be included in the tax increment base for the tax allocation district are based on the following authorized millage rates:

Alpharetta North Point Redevelopment Area Millage Rates	
City of Alpharetta (M&O) Millage:	5.03
Fulton County Schools (M&O) Millage:	17.08
Fulton County (M&O) Millage:	8.87
TOTAL Millage Rate	30.98

Levies for bonded indebtedness and Special Service Districts (SSD) are not included in the calculation of the millage rates for TAD purposes.

The proposed TAD represents 2.81% of Alpharetta's estimated 2025 tax digest and may be subject to change. This amount is well below the 10% maximum value threshold for all TADs

in a single taxing jurisdiction, as prescribed in the Redevelopment Powers Law. This means that should the City Council choose, it could add additional tax digest to one or more future TADs. The total digest the City can place in TADs would also increase as the City's tax digest grows in the future. The base valuation of the proposed TAD is restated as follows:

Estimated Base Property Taxes: Alpharetta TAD #3	
Number of Parcels	150
Fair Market Value (including tax exempt property)	\$751,101,135
Taxable Digest (40%) Value	\$264,684,050
City of Alpharetta (M&O) Millage:	5.03
City of Alpharetta Base Property Taxes Collected	\$1,331,361
Fulton Co. Schools (M&O) Millage:	17.08
Fulton Co. Schools Base Property Taxes Collected	\$4,520,804
Fulton County (M&O) Millage:	8.87
Fulton Co. Base Property Taxes Collected	\$2,347,748
TOTAL Base Property Taxes Collected	\$8,199,913

Property Taxes Collected Within Tax District to Serve as Base Amount:

Total Taxable Digest (\$268,759,560) x Useable Millage (0.03098)* = \$8,199,913

(*This revenue estimate assumes consent by Fulton County and the Fulton County School District.)

TAX ALLOCATION BOND ISSUES (O, P, Q)

AMOUNT OF BOND ISSUE

Upon adoption of this Redevelopment Plan, the City of Alpharetta proposes to issue tax allocation bonds or other financing instruments, in one or more tranches. Estimated supportable levels of future financing could range from \$225 million to \$280 million depending upon whether Fulton County Schools and Fulton County consent to participate, and the terms available at the time of issuance and the types of financing methods used.

TERM OF THE BOND ISSUE OR ISSUES

The City of Alpharetta proposes to issue tax allocation bonds or alternative forms of financing in one or more tranches for terms no longer than 25 years. Upon adopting this redevelopment plan and obtaining consent agreements with Fulton County and the Fulton County School District, the City of Alpharetta proposes to either:

- (a) issue fixed-rate tax exempt bonds;
- (b) obtain comparable forms of commercial financing as available, or
- (c) enter into a development agreement to remit certain tax allocation increments to successful applicants.

Bonds, loans or pay-as-you-go reimbursement agreements will be secured by the positive tax allocation increment from eligible ad valorem taxes levied for these purposes. The actual amount of collected tax increments will depend upon the pace at which the redevelopment plan is implemented and the impact of the redevelopment activities and other economic factors on the tax base in the TAD as a whole.

RATE OF BOND ISSUE

Should Alpharetta issue fixed-rate tax exempt bonds or comparable financing as available, actual interest rates and payment terms will be determined at the time of issuance based upon general market conditions, anticipated development within the TAD, assessed taxable property values, and federal tax law considerations.

PROPERTY TO BE PLEDGED FOR PAYMENT OF THE BONDS

Should the respective taxing jurisdictions consent to participate, and should the City choose to issue bonds or other forms of private financing, such financing will be secured by the positive tax allocation increment from eligible ad valorem taxes on real estate, as levied by the City of Alpharetta, Fulton County, and the Fulton County School System. The City also reserves the option to consider pledging future tax allocation increment from commercial personal property taxes and/or local option sales taxes from new commercial development that did not exist when TAD #3 was certified.

SCHOOL SYSTEM IMPACT ANALYSIS (R)

Georgia's Redevelopment Powers Law was amended during the 2009 legislative session to include a new provision under section 36-44-3(9)(R) for preparation of a "School System Impact Analysis". Required contents listed under Section (9)(R) and (S) are quoted as follows:

"(R) If the plan proposes to include in the tax allocation increment ad valorem taxes levied by a board of education, the plan shall contain a school system impact analysis addressing the financial and operational impact on the school system of the proposed redevelopment, including but not limited to an estimate of the number of net new public school students that could be anticipated as redevelopment occurs; the location of school facilities within the proposed redevelopment area; an estimate of educational special purpose local option sales taxes projected to be generated by the proposed redevelopment, if any; and a projection of the average value of residential properties resulting from redevelopment compared to current property values in the redevelopment area; and (S) Includes such other information as may be required by resolution of the political subdivision whose area of operation includes the proposed redevelopment area." (emphasis added.)

This section presents the school system impacts of the City of Alpharetta Tax Allocation District #3, as required by this section of the statute. Alpharetta is served by the Fulton County School System, ("FCSS" or the "School District") so the following discussion focuses on potential impacts on that school system. It is assumed that this section may be used as a stand-alone document, therefore some of the information previously presented in this plan is repeated here.

THE CURRENT VALUE OF THE PROPOSED TAD VERSES THE FULTON COUNTY SCHOOL DISTRICT TAX DIGEST

The 2025 taxable gross digest for the proposed TAD is estimated at \$264.68 million. According to the Georgia Department of Revenue, the latest published (2024) assessed value of the Fulton School District's gross tax digest totaled \$63.1 billion and its net taxable M&O digest totaled just under \$49.4 billion last year. The current taxable gross digest within the proposed TAD is just over four-tenths of one percent (0.42%) of the School District's total taxable digest and 0.53% of its net M&O digest. The amount of ad valorem school taxes on real estate collected from the properties in the proposed TAD, as determined by the tax assessor on December 31, 2025, will continue to flow to the Fulton County School District throughout the existence of the TAD. (This revenue is estimated to be approximately \$4.5 million in 2025 and has been flat to declining over the past six years.)

Proposed Alpharetta Tax Allocation District #3 – North Point Mall and Activity Center TAD Digest as a Percent of Taxing Jurisdictions*		
Taxing Jurisdiction	Gross Tax Digest	Net M&O Tax Digest
Tax Allocation District #3 – North Point Mall and Activity Center	\$264,684,050	\$264,684,050
Alpharetta (2025)	\$9,419,295,209	\$7,448,695,975
Fulton County (2024)	\$116,498,770,364	\$92,180,976,482
Fulton County School System (2024)	\$63,106,686,995	\$49,398,276,018
TAD #3 Taxable Gross Digest as a % of		
City of Alpharetta	2.81%	3.55%
Fulton County	0.23%	0.29%
Fulton Public Schools	0.42%	0.54%

* This table reports published 2024 Gross Digest values for the county and School System.
Alpharetta's Gross Tax Digest is for 2025.

Source : Georgia Department of Revenue, Local Government Services Division

PROPOSED DEVELOPMENT IN TAD #3

As detailed earlier in this plan, future growth within TAD #3 depends on the assumption that a major redevelopment of the North Point Mall will begin within the next few years, on a scale comparable to the largest examples of redeveloped mall sites nationally. Without the mall's redevelopment, the real estate value of this 94-acre site is likely to continue to decline, the value of surrounding retail and office development will continue to under-perform compared to the rest of the City and resulting property and sales tax revenues to the School District will remain stagnant or decline below current levels.

Identified residential development opportunities in this Plan would impact roughly 206 acres or about 32% of the total acreage within the TAD, including North Point Mall. This represents areas where specific redevelopment projects have been proposed and quantified. The future development forecast reflects the addition of 2,656 housing units (multifamily apartments, for-sale condominium flats, townhomes and single family detached homes) and 2.9 million SF of new or rehabilitated retail/office and mixed-use developments where specific projects and land uses have been quantified. These levels of new construction are not likely to be achievable without a major public investment in the Mall's redevelopment, plus the major public improvements outlined in the LCI Plans and other initiatives proposed by the City.

Combined, these sites have a 2025 estimated current taxable full market (assessed) value of roughly \$308.8 million. By 2040, proposed projects on these sites have the potential to grow to a full market value of nearly \$2.6 billion and a digest value of \$1.04 billion, generating an incremental increase in tax digest of \$914 million (more than \$4.4 million per acre) on those 206 acres. Except for office space, most of this growth is forecast to occur within the 94 acres currently occupied by the North Point Mall. Of this \$2.6 billion total, roughly half is

represented by new residential development, at an average value of \$493,700 per unit across all rental and for-sale housing types.

The remaining 330 privately owned acres within the proposed TAD, where no specific projects or direct investment of TAD proceeds are anticipated, currently contain \$353 million in full market value. The “halo effect” from redevelopment projects is expected to increase the value of those other sites to an estimated \$795.6 million, doubling in value by the time all redevelopment projects are completed. This estimate results in total gain in tax digest of \$177 million on those remaining acres. Combined, the entire TAD has the potential to achieve a more than 400% increase in total taxable digest by 2040. This forecast assumes that public improvements needed to support a major redevelopment of the mall and accommodate the area’s transition to a mixed-use district would be completed in a timely manner.

Summary Forecast Estimate – Incremental Property Tax Digest

Project Areas	2025 ^[1] Parcel Digest	Estimated Future (2040) Full Value	Estimated Gross (2040) TAD Digest
North Point Mall	\$47,982,120	\$2,067,484,740	\$826,993,896
Other Project Sites	\$75,523,290	\$527,952,254	\$211,180,902
Tax Exempt Parcels	-	-	\$0
Balance of TAD	\$141,178,640	\$795,585,225	\$318,234,090
TOTALS:	\$264,684,050	\$3,391,022,218	\$1,356,408,887
Estimated Incremental Digest Growth:			\$1,091,724,837
Percent Change			412%

Sources: Fulton County Tax Assessor, City of Alpharetta and KB Advisory Group, Inc.

ESTIMATED NUMBER OF FUTURE PUBLIC-SCHOOL STUDENTS LOCATED WITHIN THE TAD

The table on the next page presents an estimate of the residents and school-aged children that could be generated within the proposed TAD should all proposed construction occur. The population and school-aged children multipliers are adapted from Center for Urban Policy Research (CUPR) at Rutgers University in a study called “Residential Demographic Multipliers for Georgia.” These resident and school-aged children multipliers reflect the average number of school-aged children by bedroom type for the townhouse and single-family detached housing. KB also obtained multipliers that the FCSS developed for impact analysis of rezoning proposals within Alpharetta. It contained school enrollment multipliers (elementary, middle and high school) for single-family homes and townhomes but not multi-family housing.

Experience with dense, walkable mixed-use developments, including Avalon in Alpharetta and The Battery in Cobb County, indicates that housing units within those settings, particularly apartments, achieve well above average price points and primarily attract empty-nester households, single-person households and young working professionals with few children present. The single-family, townhome and apartment products planned for other locations

within the proposed TAD are likely to be more comparable to existing newer housing in the City in terms of public-school enrollment impacts.

As currently projected, 2,656 new housing units could be constructed in the proposed TAD by 2040, including roughly 2,000 units on the North Point Mall site and 656 units within other projects. Of this total, more than 2,300 units are planned in multi-family structures, including an estimated 1,267 apartments and 550 for-sale flats. Conceptually, the redeveloped mall site can accommodate 1,350 apartments, 550 upper-floor condominiums within the mixed-use section of the project, plus 100 townhomes. Residential development on the balance of the TAD is planned for the north side of GA 400 and is expected to include another 417 apartments, 200 townhomes and 39 single-family detached units.

Resulting population and student enrollment impacts are estimated in this table. Developments within TAD #3 could be expected to house nearly 4,500 residents in total. Forecasted FCSS enrollment impacts are limited because only 339 of the units are expected to be single-family or townhome products. These will also be offered at high price points which are less likely to be affordable to families with young children. Combined, these housing types could add roughly 110 school-aged children. The multi-family apartments are estimated to have fewer children per unit than older conventional garden walk-up apartments, due to their projected price points, smaller unit sizes and mixed-use urban settings. Very few newer condominium flats exist in Alpharetta, but those few examples generate, at most, comparable numbers of public-school students as apartments in multi-story buildings. Combined, these multi-family apartments and for sale flats would potentially add another 83 school-aged children, for a total of 192.

Estimated TAD #3 Population and Public-School Enrollment at Build Out

Unit Type	Housing Units	Multipliers		Impacts @ 97% Occupancy	
		Population	School	Population	Enrollment
Multifamily Apartments	1,767	1.67	0.04	2,803	67
Condominium Flats	550	1.80	0.03	941	16
Townhomes	300	2.15	0.33	613	89
Single Family Detached	39	2.85	0.56	106	21
Total at Build-Out	2,656	1.68	0.07	4,462	192
New Public School Children at Build-Out*					188

*Assumes 95% occupancy at build out and 98% of total school aged children will attend FCSS Schools

KB assumed that 98% of these school-aged children would be enrolled in FCSS schools. The forecast thus indicates that 192 residents would be school-aged children of which roughly 188 would be enrolled in FCSS schools at any given time. Thus, over the next 15 years there would be, on average, an addition of roughly 13 new FCSS students from new development each year. The majority of these new students are likely to reside in the Hembree Springs Elementary, Northwestern Middle and Milton HS attendance zones. Enrollment resulting

from new residential development at the North Point Mall site would be assigned to the Northwood Elementary, Haynes Bridge Middle and Centennial HS attendance zones.

LOCATION OF SCHOOL FACILITIES WITHIN THE REDEVELOPMENT AREA

There are no Fulton County Schools located within the boundaries of TAD #3. However, the TAD includes 8.2 acres on three parcels located at 2025 Rock Mill Road, which house the School District's 33,800 SF "Maintenance North" facility that was constructed in 2018. The Haynes Bridge Middle School is located in the southeast corner of the 2017 LCI Study Area and is part of the identified redevelopment area for TAD #3. New Prospect, Northwood and Mimosa Elementary Schools are the nearest FCSS schools to the TAD and are located just outside of the redevelopment area boundaries.

PROJECTION OF THE AVERAGE VALUE OF RESIDENTIAL PROPERTIES RESULTING FROM REDEVELOPMENT

Based on the expected development within the TAD as outlined above, overall average value of all planned 350 townhomes is estimated at \$1.2 million for single family homes, \$620,000 per unit for townhomes, \$375,000 per unit for multi-family apartments and higher values for the 550 for-sale condominium flats in mixed-use buildings. These inputs reflect, current average pricing of similar new residential construction in the area and produce a total of \$1.3 billion in new residential home value at build out. Most of this increased value represents residential development within the redeveloped mall site and is not likely to occur absent of public investment made possible by TAD #3.

PROJECTION OF EDUCATIONAL SPECIAL PURPOSE LOCAL OPTION SALES TAXES TO BE GENERATED

The new potential retail development within the proposed TAD will generate sales taxes for the Fulton County School District during years in which a special purpose local option sales tax for educational purposes (ESPLOST) is in effect. As was discussed earlier in this report, the 9 tax parcels that make up the 1.6 million SF North Point Mall have lost more than \$97 million in full market value since 2019, resulting in an approximate 50% reduction in FCSS property taxes collected from the site over the past 6 years. Given that declining property values are directly correlated to retail sales, it is also likely that total sales tax revenues to all local jurisdictions in 2025 could be \$5.8 to \$6.0 million less than occurred 2018. Absent of a major redevelopment of the mall property, resulting ESPLOST revenues from the site are likely to continue to decline in the future. In the context of a school district that has received nearly \$235.7 million in ESPLOST distributions over the past year, future revenue losses from the North Point Mall may not be noticeable.

Redevelopment of the mall site is expected to reduce the total retail footprint within the site by 1.0 million SF and replace sales taxes from traditional retail stores with revenues from dining, entertainment and other types of sales tax generators. Until a specific proposal and site plan are presented for the mall site, it is very difficult to predict future ESPLOST revenues. It can be assumed that sales tax revenues will be lost in the near term as existing retail space

is vacated and the site is redeveloped. But over the long run new uses will generate more ESPLOST revenue over the life of the TAD than are likely to result from allowing recent trends to continue indefinitely.

One indicator of potential ESPLOST revenue to the FCSS from redevelopment of the North Point Mall is suggested in a recent (2023) fiscal impact report on Truist Park and the Battery, which covers a 60-acre core commercial area and contains a comparable amount of retail and entertainment space that could be developed at North Point. That report estimated that the Cobb County School District received more than \$4.1 million in ESPLOST revenues from the Battery in 2023.

Finally, it is important to note that developers of retail, office or hotel properties are eligible to apply for leasehold interest tax abatements from the County or City development authorities which, if awarded, would reduce and delay the collection of school taxes over the first ten (and in some cases possibly more) years after completion of those projects. The City intends to encourage developers to work through the mechanism of the TAD rather than seek leasehold interest abatements. However, if the City is unsuccessful and abatements are awarded, the School District's receipt of real property taxes could be delayed regardless of whether the Board of Education consents to participate in the TAD.

APPENDIX

TAX PARCELS (PROPERTIES WITHIN THE TAD)

Tax Parcel ID	Property Address	Owner	Acres	2025 Tax Digest	Class Code
12 239006090095	0 WOOTEN RD	COMPASS LENDER LLC	9.2	\$953,840	I4
12 249006540247	7461 NORTH POINT PKWY	CENTRO WATT OPERATING PTNRSHIP TWO LLC	17.7	\$9,364,260	C5
12 249006540254	7301 NORTH POINT PKWY	CWOP TWO MANSELL VERIZON LLC	1.34	\$992,680	C3
12 250006360479	0 BEAVER CREEK RD	RESURGENS PARK OWNERS ASSOCIATION INC	8.05	\$37,080	C4
12 250006360487	0 BEAVER CREEK RD	DOA REGENCY AFFILIATED LLC	0.753	\$3,480	C3
12 250006360495	0 BEAVER CREEK RD	CITY OF ALPHARETTA	0.35	\$0	E1
12 250006370338	7855 NORTH POINT PKWY	MANSELL PLAZA LLC	2.18	\$1,120,000	C4
12 250006370353	7955 MANSELL RD	TONY S SPORTS GRILL INC	2.69	\$1,023,920	C4
12 250006370395	2365 MANSELL RD	COLE BN ALPHARETTA GA LLC	1.62	\$978,000	C3
12 250006370403	2335 MANSELL RD	CORONADO TOWER LLC	1.55	\$1,093,880	C3
12 250006370411	2335 MANSELL RD	CORONADO TOWER LLC	0.35	\$115,040	C3
12 250006370429	2345 MANSELL RD	URTH VENTURE LLC	1.92	\$746,000	C3
12 250006370437	0 MANSELL RD	RESURGENS PARK OWNERS ASSOCIATION INC	1.49	\$32,200	C3
12 250006370510	0 RESURGENS PARK PL	PPF AMLI MANSELL ROAD FRONTAGE LLC	2.86	\$556,000	C4
12 250006370528	0 RESURGENS PARK PL	PPF AMLI MANSELL ROAD FRONTAGE LLC	2.22	\$407,600	C4
12 250006380287	7731 NORTHPOINT PKWY	MDC COAST 17 LLC	5.23	\$4,318,040	C4
12 250006380345	7895 NORTH POINT PKWY # REAR	GREATER ATLANTA HOTEL LLC	3.59	\$3,926,000	C4
12 250006540211	7491 NORTH POINT PKWY	SMGA LLC	5.98	\$5,034,360	C4
12 250006550228	7601 NORTH POINT PKWY	ORIGINAL GEORGIA FAMILY COMPANY INC THE	0.91	\$574,400	C3
12 250006550236	7660 NORTH POINT PKWY	CENTRO WATT OPERATING PTNRSHIP TWO LLC	12.364	\$2,430,360	C5
12 250006550269	7800 EASTSIDE DR	7800 NORTH POINT PKWY LLC	1.31	\$1,109,800	C3
12 250006550293	7631 N POINT PKWY	CENTRO WATT OPERATING PTNRSHIP TWO LLC	11.68	\$6,120,700	C5
12 250006550312	0 NORTH POINT PKWY	CENTRO WATT OPERATING PTNRSHIP TWO LLC	0.027	\$3,640	C3
12 250006550368	7925 MANSELL RD	MANSELL NORTH POINT L L C	2.1	\$993,520	C4
12 250006550541	7730 NORTH POINT PKWY	STORE MASTER FUNDING III LLC	1.506	\$3,495,080	C3
12 250006560243	2310 MANSELL RD	ARC CAFEUSA001 LLC	1.15	\$646,000	C3
12 250006560250	7900 NORTH POINT PKWY	FAMILY INVESTMENT GROUP LLC	1.3469	\$833,880	C3
12 250006560441	2375 MANSELL RD	HAY FAMILY TRUST THE	1.77	\$791,720	C3
12 250006560458	0 BEAVER CREEK RD	RESURGENS PARK OWNERS ASSOCIATION INC	1.656	\$14,320	C3
12 250006560508	0 MANSELL RD	CITY OF ALPHARETTA	0.1	\$0	E1
12 251006360097	0 BIG CREEK	CITY OF ALPHARETTA	14.78	\$0	E1



12 260007000123	5000 NORTH POINT DR	REEP RTL NPM GA LLC	18.09	\$3,743,480	C5
12 260107000015	0 ROCK MILL RD	REEP RTL NPM GA LLC	5.74	\$31,000	C4
12 261006870276	6800 NORTHPOINT PKWY	ALPHA LAND PARTNERS LLC	4.6	\$2,992,680	C4
12 261006870292	7000 NORTH POINT PKY	BLUE VENTURES LLC	2.9	\$1,237,240	C4
12 261006870326	7001 NORTH POINT PKWY	WACHOVIA BANK OF GEORGIA	1.421	\$780,680	C3
12 261006870334	7131 NORTH POINT PKWY	MANSELL CROSSING LLC ET AL	13.23	\$6,360,000	C5
12 261006870458	100 NORTH POINT CENTER E	BRI 1870 NORTH POINT LLC	6.193	\$7,720,000	C4
12 261006870466	200 NORTH POINT CENTER E	BRI 1870 NORTH POINT LLC	7.72	\$8,340,000	C4
12 261006870474	0 NORTH POINT PKY	BRI 1870 NORTH POINT LLC	2.28	\$4,920	C4
12 261006870482	0 NORTH POINT PKY	CITY OF ALPHARETTA THE	11.86	\$0	E1
12 261006870490	555 NORTH POINT CENTER E	BRI 1870 NORTH POINT LLC	9.829	\$4,587,660	C4
12 261006870508	333 NORTH POINT CENTER E	BRI 1870 NORTH POINT LLC	8.67	\$3,910,770	C4
12 261006880341	4000 NORTH POINT PL	VON MAUR INC	8.23	\$1,789,800	C4
12 261006880358	4500 NORTH POINT PL	REEP RTL NPM GA LLC	4.79	\$3,419,400	C4
12 261006880440	1000 NORTH POINT PKWY	REEP RTL NPM GA LLC	24.2	\$26,918,360	C5
12 261007010435	1000 NORTH POINT PKY	DILLARD DEPARTMENT STORES INC	6.64	\$3,600,000	C4
12 261007020384	6751 NORTH POINT PKY	ALPHA Z-BOY PARTNERS, LLC	1.22	\$977,440	C3
12 261007020392	6731 NORTH POINT PKWY	HOLLYWOOD CAMARILLO PARTNERS L P	1.7	\$3,072,280	C3
12 261007020400	6551 NORTH POINT PKWY	HUBERT PROP LLLP	2.0405	\$778,960	C4
12 261007020418	6503 NORTH POINT PKWY	AMERICAN PRIDE BANK	1.33	\$1,343,680	C3
12 262006550173	7500 NORTH POINT PKWY	JK NORTH POINT LLC	4.64	\$1,858,800	C4
12 262006550181	7300 NORTH POINT PKWY	NORTH POINT VILLAGE I LLC	5.155	\$5,934,880	C4
12 262006560164	0 MANSELL RD REAR	CITY OF ALPHARETTA	8.54	\$0	E1
12 262006860093	0 MAXWELL RD	THOMAS L M JR	3.35	\$2,920	C4
12 262006860192	0 MANSELL RD	CITY OF ALPHARETTA	12.8	\$0	E1
12 262006860200	0 NORTH POINT PKY	CITY OF ALPHARETTA THE	19.7	\$0	E1
12 262006860390	0 NORTH POINT PKWY	CITY OF ALPHARETTA	8.7	\$0	E1
12 262006860416	0 NORTH POINT PKWY	WIGGINS W B JR	2.245	\$129,040	C4
12 262006861364	7300 NORTH POINT PKWY	WIGGINS W B JR	2.453	\$2,653,960	C4
12 262006861372	115 NORTH POINT PKWY	WIGGINS W B JR	2.037	\$1,810,120	C4
12 271007450325	0 HAYNES BRIDGE RD	BROCK BUILT HOMES LLC	24.75	\$7,128,000	C5
12 271007520697	4115 LAKE ST	DEVELOPMENT AUTHORITY OF ALPHARETTA	4.9593	\$17,669,880	C4
12 271007520705	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	0.4627	\$79,000	C3
12 271007520713	0 LAKEVIEW PKWY	TOLL SOUTHEAST LP COMPANY INC	1.0035	\$108,480	C3
12 271007520721	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	0.1262	\$60,840	C3
12 271007520739	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	0.0163	\$7,820	C3



12 271007520747	0 LAKEVIEW PKWY LOT 4D 14	TOLL SOUTHEAST LP COMPANY INC	0.1179	\$640	R3
12 272007430374	1325 NORTH POINT DR	HPTMI II PROPERTIES TRUST	6	\$3,543,200	C4
12 272007430416	6000 NORTH POINT CIR	REEP RTL NPM GA LLC	10.04	\$3,011,240	C5
12 272007430432	0 NORTH POINT DR	REEP RTL NPM GA LLC	5	\$1,400,960	C4
12 272007430440	0 NORTH POINT PKY	BRI 1870 NORTH POINT LLC	3.9	\$21,080	C4
12 272007440514	2271 LAKEVIEW PKWY	DEVELOPMENT AUTHORITY OF ALPHARETTA	4.9716	\$0	U4
12 272007440530	2265 LAKEVIEW PKWY	LWV TPA GA 400 LLC	1.054	\$9,200	C3
12 272007440548	2295 LAKEVIEW PKWY	LWV TPA GA 400 LLC	0.2583	\$54,360	C3
12 272007440555	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	27.0525	\$1,550,480	C5
12 272007440779	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	6.4689	\$698,640	C4
12 272007440787	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	1.9674	\$226,640	C3
12 272007440795	0 LAKEVIEW PKWY LOT 4D 9	LWV TPA GA 400 LLC	1.621	\$225,160	C3
12 272007441488	0 LAKEVIEW PKWY LOT 4D 13	TOLL SOUTHEAST LP COMPANY INC	0.719	\$3,960	R3
12 272007540305	1950 ROCK MILL RD	BRE/ESA P PORTFOLIO LLC	1.985	\$1,954,520	C3
12 272007540313	0 ROCK MILL RD	BRE/ESA P PORTFOLIO LLC	0.2307	\$132,960	C3
12 272007540321	11190 HAYNES BRIDGE RD	HAYNES ROCK LLC	1.32	\$429,920	C3
12 272007540453	10885 HAYNES BRIDGE RD	10885 HAYNES BRIDGE ROAD LLC	1.54	\$646,760	C3
12 272007540461	10905 HAYNES BRIDGE RD	WRE GRIFFIN I LLC	0.889	\$357,160	C3
12 272007540487	10920 HAYNES BRIDGE RD	BANGSIK & SHOOKJA REVOCABLE LIVING TRUST	1.4904	\$1,261,640	C3
12 272007540495	10910 HAYNES BRIDGE RD	BFC PROPERTIES INC ET AL	1.0258	\$560,000	C3
12 272007540503	10900 HAYNES BRIDGE RD	GREENE HOGG NP I LLC	1.173	\$1,240,000	C3
12 273007020355	6500 NORTH POINT PKWY	NPMC RETAIL LC	6.25	\$2,080,000	C4
12 273007020363	6500 NORTH POINT PKY	NPMC RETAIL LC	41.4	\$23,400,000	C5
12 273007410119	6499 NORTH POINT PKWY	SUN TRUST BANK ATL	1.37	\$595,720	C3
12 273007410325	6304 NORTH POINT PKWY	NPMC RETAIL LC	1.14	\$480,000	C3
12 273007410333	6360 NORTH POINT PKWY	NPMC RETAIL LC	1.05	\$440,000	C3
12 273007410341	6400 NORTH POINT PKY	NPMC RETAIL LC	1.5	\$1,000,000	C3
12 273007420175	0 NORTH POINT DR	BRI 1870 NORTH POINT LLC	3.5	\$18,920	C4
12 273007420258	0 NORTH POINT CT	BRI 1870 NORTH POINT LLC	1.06	\$5,720	C3
12 273007420316	6250 NORTH POINT PKWY	NPMC RETAIL LC	1.75	\$931,320	C3
12 273007420381	310 NORTH POINT PKY	SWANN INVESTMENTS L P	1.55	\$1,765,000	C3
12 273007420399	2000 NORTH POINT CIR	REEP RTL NPM GA LLC	1.3	\$2,394,000	C3
12 273007420415	380 NORTH POINT PKY	WALES GEORGIA REAL ESTATE LLC	2.18	\$1,337,960	C4
12 273007420423	6301 NORTH POINT PKY	COLE CP ALPHARETTA GA LLC	1.37	\$810,320	C3
12 273007420431	1000 NORTH POINT PKWY	REEP RTL NPM GA LLC	15.67	\$1,704,880	C5
12 273007430265	1350 NORTH POINT CT	BRE LQ PROPERTIES LLC	3.1	\$2,918,400	C4



12 273007540212	10830 HAYNES BRIDGE RD	ALPHA LAND PARTNERS LLC	0.883	\$424,160	C3
12 273007540220	10890 HAYNES BRIDGE RD	PRAN HAYNES BRIDGE LLC	1.91	\$900,360	C3
12 273007540238	1100 NORTH POINT DR	D & D INVESTMENT ASSOCIATES LLLP	0.82	\$366,360	C3
12 273007540246	2355 NORTH POINT CT	ANSLEY INVESTMENT PARTNERS L P	1.51	\$537,640	C3
12 273007540279	2500 NORTH POINT CT	ALPHA LAND PARTNERS LLC	1.16	\$625,560	C3
12 273007540469	6065 NORTH POINT PKWY	NRP ALPHARETTA SC LLC	2.932	\$1,156,800	C4
12 273007550138	6000 NORTH POINT PKWY	DAYTON HUDSON CORP	10.84	\$4,268,000	C5
12 273007550187	6085 NORTH POINT PKY	BP NORTHPOINT LLC	1.8	\$1,038,680	C3
12 273007550286	0 NORTH POINT CT	NPMC RETAIL LC	1.26	\$13,600	C3
12 273007550294	6010 NORTH POINT PKWY	NPMC RETAIL LC	1.4638	\$960,000	C3
12 273007550302	6110 NORTH POINT PKWY	NPMC RETAIL LC	1.6	\$640,000	C3
12 273007550443	10830 HAYNES BRIDGE RD	ALPHA LAND PARTNERS LLC	0.687	\$384,080	C3
12 273007550450	10800 HAYNES BRIDGE RD	NRP ALPHARETTA SC LLC	0.524	\$1,334,640	C3
12 273007550476	6055 NORTH POINT PKWY	NRP ALPHARETTA SC LLC	0.356	\$818,360	C3
12 274007400449	0 MANSELL RD	CITY OF ALPHARETTA	15.12	\$0	E1
12 274007400464	900 HAYNES BRIDGE RD	CITY OF ALPHARETTA THE	9.87	\$0	E1
12 285007520713	0 HAYNES BRIDGE RD	NORTHWIND SUMMIT DEVELOPMENT L P	3.174	\$439,880	C4
12 285007520721	0 HAYNES BRIDGE RD	P&L SUMMIT BCI LP	0.304	\$14,000	C3
12 285007520846	0 SUMMIT PL	P & L SUMMIT BCI L P	0	\$460,600	C3
12 285007520853	0 SUMMIT PL	P & L SUMMIT BCI L P	0	\$389,800	C1
12 285007530688	0 HAYNES BRIDGE RD	AGANWKH LLC	0.925	\$135,160	C3
12 285007530753	0 HAYNES BRIDGE RD	P&L SUMMIT BCI L P	4.6	\$616,920	C4
12 285007530761	0 HAYNES BRIDGE RD	NORTHWINDS SUMMIT L P	3.33	\$893,800	C4
12 285007530811	0 LAKEVIEW PKWY	TOLL SOUTHEAST LP COMPANY INC	3.3926	\$366,400	C4
12 285007530829	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	0.4868	\$89,280	C3
12 285007530837	0 LAKEVIEW PKWY	LWV TPA GA 400 LLC	0.0841	\$33,640	C3
12 285007980743	0 HAYNES BRIDGE RD	NORTHWINDS SUMMIT L P	4.1	\$26,600	C4
12 285007980776	3000 SUMMIT PL UNIT B	NORTHWINDS LAND LLC	0.372	\$3,748,320	C3
12 285007980784	0 HAYNES BRIDGE RD UNIT C	NORTHWINDS LAND LLC	0.622	\$70,080	C3
12 285007990700	0 HAYNES BRIDGE RD	PLMH NORTHWINDS LP	0.895	\$48,360	C3
12 285007990734	0 HAYNES BRIDGE RD	NORTHWINDS SUMMIT L P	2.444	\$12,440	C4
12 286007540230	970 NORTH POINT DR	CH RETAIL FUND I ATLANTA STONE WALK L L C	2.12	\$2,112,800	C4
12 286007550247	5975 NORTH POINT DR	CH RETAIL FUND I ATLANTA STONE WALK L L C	2.15	\$590,600	C4
12 286007550254	10865 HAYNES BRIDGE RD	NEUSE INCORPORATED	1.99	\$1,134,760	C3
12 286007970262	965 NORTH POINT DR	COLE JO ALPHARETTA GA LLC	3.45	\$3,190,760	C4
12 286007970270	955 NORTH POINT DR	TRAMELL PROPERTIES LLC	1.982	\$2,246,600	C3



12 286007970288	945 NORTH POINT DR	USR REAL ESTATE HOLDINGS LLC	2.05	\$1,552,680	C4
12 286007970296	935 NORTH POINT DR	12915 HIGHWAY 9 LLC	1.473	\$1,103,440	C3
12 286007970312	975 NORTH POINT DR	AVENUE 26 HOLDINGS LLC ET AL	4.63	\$3,146,000	C4
12 286007970338	925 NORTH POINT DR	NATIONAL RETAIL PROPERTIES LP	2.79	\$1,374,720	C4
12 286007970346	915 NORTH POINT PKY	YH ATLANTA GROUP LLC	2.32	\$1,379,040	C4
12 286007970353	5865 NORTH POINT PKY	ATIVYA NP5865 LLC	3.02	\$1,440,000	C4
12 286007981871	0 NORTH FULTON EXPWY	PICKLE & SOCIAL ALPHARETTA LLC	2.45	\$243,320	C4
12 286007981889	0 NORTH FULTON EXPWY	PICKLE & SOCIAL ALPHARETTA LLC	3.798	\$377,160	C4
12 286007981897	0 NORTH FULTON EXPWY	FULTON COUNTY BOARD OF EDUCATION	4.15	\$0	E1
12 286007981905	0 NORTH FULTON EXPWY	FULTON COUNTY BOARD OF EDUCATION	1.69	\$0	E1
12 286007982648	0 NORTH FULTON EXPWY	FULTON COUNTY BOARD OF EDUCATION	2.382	\$0	E1

ALPHARETTA MAYOR AND CITY COUNCIL

MAYOR JIM GILVIN

**POST 1 & MAYOR PRO TEM
DONALD MITCHELL**

POST 2, VACANT SEAT

POST 3, DOUGLAS J. DERITO

POST 4, JOHN HIPES

POST 5, FERGAL M. BRADY

POST 6, DAN MERKEL

FULTON COUNTY BOARD OF EDUCATION

**KRISTIN MCCABE, BOARD PRESIDENT
DISTRICT 5**

**FRANCESCA WARREN, BOARD VP
DISTRICT 4**

**SARA GILLESPIE
DISTRICT 1**

**LILLIE POZATEK
DISTRICT 2**

**KATIE GREGORY
DISTRICT 3**

**KIMBERLY DOVE
DISTRICT 6**

FULTON COUNTY BOARD OF COMMISSIONERS

ROBB PITTS, CHAIRMAN

DISTRICT 1, BRIDGET THORNE

DISTRICT 2, BOB ELLIS

DISTRICT 3, DANA BARRETT

DISTRICT 4, MO IVORY

DISTRICT 5, MARVIS S. ARRINGTON, JR.

DISTRICT 6, KHADIJAH ABDUR-RAHMAN

**DR. MICHELLE MORANCIE
DISTRICT 7**



STAFF REPORT

Department: Information Technology
Submitted By: Adam Montgomery
Meeting Date: November 17, 2025

AGENDA ITEM:

Purchase Approval: Wireless Access Point Replacement with MGT Impact Solutions, LLC

Consideration of approval of an agreement with MGT Impact Solutions, LLC under state contract as the reseller to provide wireless access points, and associated implementation services, in the amount of \$118,353.50, and with authorization for the Mayor to execute all necessary documents.

STAFF RECOMMENDATION:

Approve the agreement with MGT Impact Solutions, LLC under state contract as the reseller to provide wireless access points, and associated implementation services, in the amount of \$118,353.50, and with authorization for the Mayor to execute all necessary documents.

BUDGET & PROCUREMENT:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: YES

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: \$118,353.50

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
Wireless Access Points/30117400-542400-C1519	\$100,000.00
Network and VoIP/30117400-542400-C1103	\$18,353.50

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
Wireless Access Points/30117400-542400-C1519	\$100,000.00
Network and VoIP/30117400-542400-C1103	\$18,353.50

ITEM DESCRIPTION:

As discussed in the Executive Session at the November 3rd Council meeting, this purchase approval was funded in a capital fund for Fiscal Years 2024 and 2025 budgets. Using the Georgia state contract, MGT Impact Solutions, LLC., is recommended for purchase approval to replace our current, end-of-life wireless access point infrastructure. MGT is our preferred vendor and has previously collaborated with the City on network-related projects. This continuity allows for faster and more straightforward implementation, as they are already familiar with our environment. As part of this project, MGT will conduct a more in-depth analysis of our buildings, install and configure the devices, and remove the old devices. The project's infrastructure is anticipated to last for five years before scheduled replacement in Fiscal Year 2031. The anticipated Fiscal Year 2027 operating cost is \$13,000. Today, we budget \$20,000 for support of our current wireless access point system.

Pursuant to Georgia codes 50-18-72 and 50-14-3, the cybersecurity infrastructure details of this renewal do not require public release or discussion.

ALTERNATIVES:

MGT Impact Solutions, LLC is the preferred vendor for this project.

ATTACHMENTS:

1. Q-38293_Redacted
2. City of Alpharetta MGT Proposal_Redacted

MGT Impact Solutions, LLC
1450 Oakbrook Drive Suite 900
Norcross, GA GA
Phone: (844) 552-9373
Fax: (866) 535-3925

Presented To:
City of Alpharetta
2 Park Plaza
Alpharetta, Georgia 30009

Date: 11/3/2025
Valid Until: 12/3/2025
Terms: NET 30

ATTN: Erik Wideman
(678) 297-6243
ewideman@alpharetta.ga.us

Submitted By: Griffin Turner
gtur@mgmt.us

Wireless AP Refresh

Hardware

PART NUMBER	DESCRIPTION	QTY	LIST PRICE	UNIT COST	EXT COST
		97	\$1,195.00	\$597.50	\$57,957.50
		9	\$3,295.00	\$1,647.50	\$14,827.50
		3	\$265.00	\$132.50	\$397.50
		8	\$265.00	\$132.50	\$1,060.00
		9	\$154.00	\$77.00	\$693.00
		1	\$400.00	\$200.00	\$200.00
		2	\$48.00	\$24.00	\$48.00
Hardware Subtotal:					\$75,183.50

Licenses

PART NUMBER	DESCRIPTION	QTY	TERM	LIST PRICE	UNIT COST	EXT COST
		106	1-yr	\$150.00	\$120.00	\$12,720.00
Licenses Subtotal:						\$12,720.00

Professional Services

PART NUMBER	DESCRIPTION	QTY	LIST PRICE	UNIT COST	EXT COST
		97	\$150.00	\$150.00	\$14,550.00
		9	\$1,000.00	\$600.00	\$5,400.00
		1	\$12,500.00	\$10,500.00	\$10,500.00
Professional Services Subtotal:					\$30,450.00

Billing Terms

One Time

Total Cost

\$118,353.50

* Total cost does not include shipping, handling, insurance and taxes where applicable. This Budgetary Quote is not a contract. It is subject to further MGT internal approvals and is not binding on either party.



Wireless Refresh

City of Alpharetta

Submitted by:

GRIFFIN TURNER
ACCOUNT MANAGER
1450 OAKBROOK DRIVE, SUITE 900
NORCROSS, GA 30093
770.225.5300
gturner@mgt.us

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Executive Summary

The City of Alpharetta has requested MGT to provide a solution for replacing their existing Extreme Networks wireless infrastructure with a next-generation [REDACTED] wireless system, designed to improve scalability, visibility, and centralized management through [REDACTED] [REDACTED]

This Statement of Work outlines the methodology, migration scope, deliverables, and customer expectations for this project. MGT's Technology Solutions Group will oversee the wireless network refresh and integration process to deliver a seamless migration with minimal disruption.

Scope of Work

Infrastructure Assessment and Planning

MGT will begin by conducting a comprehensive assessment of the City of Alpharetta's current [REDACTED] wireless deployment.

Assessment Activities:

- Inventory and review of existing [REDACTED] access points, controllers, and related configurations
- Wireless site survey (remote or on-site as required)
- RF spectrum analysis to validate existing coverage gaps and channel interference
- Analysis of current SSID configurations, authentication methods, and VLAN mapping
- Documentation of existing switch and uplink configurations to validate PoE and connectivity

Deliverables:

- Wireless Infrastructure Assessment Report
- Recommended [REDACTED] model placement and quantity
- Migration plan and timeline

[REDACTED] Wireless Deployment

Deployment Activities:

- Unbox, label, and inventory all [REDACTED] equipment
- Install [REDACTED] access points in alignment with heatmap design and RF recommendation
- Validate PoE capabilities and uplink configurations at each access point location
- Configure SSIDs, WPA3/802.1X, VLANs, and segmentation in [REDACTED]
- Migrate authentication services [REDACTED]
- Test wireless performance and client connectivity
- Remove and decommission legacy [REDACTED] APs

Configuration Tasks:

- [REDACTED] onboarding of all access points
- Set up groups, sites, and templates in [REDACTED]
- Apply best practices for role-based access control, segmentation, and zero trust
- Configure [REDACTED]
- Apply firmware updates and compliance templates across the fleet

Deliverables:

- [REDACTED] portal access with appropriate admin credentials
- Wireless configuration documentation (SSID, roles, VLANs, policies)
- Pre and post-deployment validation reports
- Heatmap with final AP placements

Migration to [REDACTED]

Migration Activities:

- Configure [REDACTED]
- Define organizational hierarchy (sites, groups, labels)
- Apply template-based configurations
- Establish monitoring dashboards for AP health, client performance, and security
- Enable event alerting and automated reports
- Conduct knowledge transfer and admin training sessions for City of Alpharetta IT staff

Deliverables:

- [REDACTED]
- Admin training (live or recorded session)
- Best practice guides and management runbooks

Project Timeline

Week	Activities
Week 1	Kickoff Meeting, Site Survey, Data Gathering
Week 2	Configuration and Staging of [REDACTED] APs
Week 3	On-Site Installation and [REDACTED] Onboarding
Week 4	Testing, Tuning, Documentation, and Turnover

Customer Requirements and Assumptions

Customer Requirements

- Network topology and site maps
- Admin access to existing [REDACTED] controllers
- Switch port assignments and VLAN mapping
- Access to wireless authentication infrastructure
- Staff availability for joint testing and knowledge transfer

Assumptions:

- [REDACTED]
- Internet access is available for [REDACTED]
- Any switch upgrades or PoE remediation are outside this SOW unless separately contracted
- The City of Alpharetta will provide escorts and access to all deployment locations
- [REDACTED] licensing [REDACTED] pre-purchased or included in the scope

Cost Proposal

*Defined by Impact. Driven by People.
Dedicated to the Community.*

Our cost proposal reflects our interpretation of the written requirements within your solicitation. With that understanding, we believe a scope clarification discussion during Project Initiation would allow us to confirm our understanding of your requirements and exchange ideas on how to manage the cost of this program. **We take pride in customizing our client's needs — and we will work with you to ensure our fees are aligned with your expectations and budget.**

MGT proposes to complete the City of Alpharetta's project a fixed fee cost. This includes professional fees and other costs (travel, surveys, postage, etc., as applicable). Pricing is firm for 30 days. Payment is required upon completion of the project.

Description		Price
1.0	Quote Q-38293 [REDACTED]	\$87,903.00
2.0	Professional Services	\$30,450.00
GRAND TOTAL [REDACTED]		\$118,353.00

Hardware cost \$87,903 and is quoted using [REDACTED].

Professional Services cost is \$30,450 as continued services as the preferred networking vendor of the City of Alpharetta.

CITY OF ALPHARETTA, GEORGIA

By: _____
Jim Gilvin, Mayor

Date: _____

APPROVED AS TO CONTENT:

Chris Lagerbloom, City Administrator

APPROVED AS TO FORM:

JARRARD & DAVIS, LLP

Rachel Talasaz, City Attorney



STAFF REPORT

Department: Information Technology
Submitted By: Adam Montgomery
Meeting Date: November 17, 2025

AGENDA ITEM:

Purchase Approval: Renewal of Novacoast Inc.

Consideration of approval of an agreement with Novacoast Inc. under U.S. General Services Administration contract GS-35F-246BA for asset management and vulnerability mitigation software in the amount of \$113,000.00, and with authorization for the Mayor to execute all necessary documents.

STAFF RECOMMENDATION:

Approval of the purchase of Novacoast Renewal for \$113,000.00, and with authorization for the Mayor to execute all necessary documents.

BUDGET & PROCUREMENT:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: YES

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
IT Prof Services/523900	\$113,000

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
IT Prof Services/523900	\$113,000

ITEM DESCRIPTION:

As discussed in the Executive Session at the November 3rd Council meeting, this renewal is funded in the Fiscal Year 2026 budget. Using the GSA contract, Novacoast, Inc. is recommended for purchase approval. As a result of additional licenses and a price increase, this renewal is \$9,183.00 higher than the renewal for Fiscal Year 2025.

Pursuant to Georgia codes 50-18-72 and 50-14-3, the cybersecurity infrastructure details of this renewal do not require public release or discussion.

ALTERNATIVES:

To not approve the renewal of the Novacoast agreement.

ATTACHMENTS:

1. City of Alpharetta[75]_Redacted

Novacoast GSA Contract [REDACTED]

Thanks for choosing Novacoast, provider of cybersecurity and Identity & Access expertise for over 25 years.

Service Term	Issue Date
December 1 2025- December 1 2026	October 2 2025

Account Name		
City of Alpharetta		
Authorized Customer Contact	Customer Phone	Customer Email
Erik Wideman	678 297 6034	ewideman@alpharetta.ga.us
Customer Accounts Payable Contact	Customer AP Phone	Customer AP Email
Adam Montgomery	678 297 6035	amontgomery@alpharetta.ga.us

Novacoast Client Executive	Client Executive Phone	Client Executive Email
Jim Brady	217 494 4239	jbrady@novacoast.com
Novacoast Sales Engineer	Sales Engineer Phone	Sales Engineer Email
Larry Stein	800 949 9933 x 4820	lstein@novacoast.com

FULLY MANAGED MSSP SERVICES	SIZING	ANNUAL COST
[REDACTED]	825 DEVICES	\$93,000.00
[REDACTED]	825 DEVICES	\$10,000.00
[REDACTED]	825 DEVICES	\$10,000.00
No Travel required		
TOTAL ANNUAL COST		\$113,000.00

Payment Terms

Novacoast will invoice for all Services upon execution of MSSP Agreement. Services will auto renew for successive twelve (12) month terms unless notice of cancellation is provided, in writing, at least thirty (30) days prior to the close of

the then current Service Term. Payment is due upon receipt of invoice.

Reference Documents

LEGAL REFERENCE DOCUMENTS	LINK
Terms and Conditions	https://novacoast.com/legcfiotnrv
Service Levels Agreement	https://novacoast.com/legwbv8bc09
Service Descriptions – Standard	https://novacoast.com/legrqqv560vs/ssd/
Definitions	https://novacoast.com/legyskd833def/
Fully Managed Service Descriptions -- Please check (✓) those that apply:	
X	[REDACTED]
X	[REDACTED]
X	[REDACTED]
Professional Services -- Please check (✓) those that apply:	
US Professional Services	https://novacoast.com/legrqqv560vs/ps-us/

Authorized Signatures

CITY OF ALPHARETTA		NOVACOAST
	Signature	<i>Eron Howard</i>
	Printed Name	Eron Howard
	Date	10/09/2025

An authorized signature shall constitute acceptance of these services and products in the attached document and is required to schedule Novacoast resources.

Appendix

Fully Managed Service – Product included

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Additional Services

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**ANNUAL AGREEMENT BETWEEN THE CITY OF ALPHARETTA AND
NOVACOAST, INC.**

ADDENDUM NO. 1

This Addendum supplements that certain Annual Agreement and corresponding Terms and Conditions, (collectively known as the “Agreement”) between **NOVACOAST, INC.**, a California corporation with principal office located at 301 North Main Street, Suite 2100, Wichita, Kansas 67202 (“Service Provider”) and the **CITY OF ALPHARETTA**, a municipal corporation of the State of Georgia, acting by and through its governing authority, the Mayor and Alpharetta City Council, located at 2 Park Alpharetta, Georgia, 30009 (“Customer”), of even date herewith, to add the following provisions thereto:

1. Conflicting Provisions.

This Addendum is attached to and is a part of the Agreement described above. The provisions of this Addendum control over any contrary provisions found in the Agreement.

2. Term.

As the Term of this Agreement extends beyond the Customer’s fiscal year, the Parties agree that this Agreement, as required by O.C.G.A. § 36-60-13, shall terminate absolutely and without further obligation on the part of the Customer on June 30th of each fiscal year of the Term, and further, that this Agreement shall automatically renew on July 1st of each subsequent fiscal year absent the Customer’s provision of written notice of non-renewal to Service Provider at least thirty (30) days prior to the end of the then term. As applicable, title to any supplies, materials, equipment, or other personal property shall remain in Service Provider until fully paid for by the Customer.

3. Termination.

Customer may terminate this Agreement for convenience at any time upon providing written notice thereof at least thirty (30) days in advance of the termination date.

4. Sovereign Immunity; Indemnification.

Nothing contained in the Agreement shall be construed to be a waiver of Customer’s sovereign immunity or any individual’s qualified, good faith or official immunities. Any provision of the Agreement requiring the Customer to indemnify the Service Provider is only valid to the extent allowed by Georgia law.

5. Ethics Code; Conflict of Interest.

Service Provider agrees that it shall not engage in any activity or conduct that would result in a violation of the City of Alpharetta Code of Ethics or any other similar law or regulation. Service Provider certifies that to the best of its knowledge no circumstances exist which will cause a

conflict of interest in performing the services required by this Agreement. Service Provider and the Customer acknowledge that it is prohibited for any person to offer, give, or agree to give any City employee or official, or for any City employee or official to solicit, demand, accept, or agree to accept from another person, a gratuity of more than nominal value or rebate or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefor. Service Provider and the Customer further acknowledge that it is prohibited for any payment, gratuity, or offer of employment to be made by or on behalf of a sub-consultant under a contract to the prime Service Provider or higher tier sub-consultant, or any person associated therewith, as an inducement for the award of a subcontract or order.

6. Confidentiality.

Service Provider acknowledges that Customer's disclosure of documentation is governed by Georgia's Open Records Act, and Service Provider further acknowledges that if Service Provider submits records containing trade secret information, and if Service Provider wishes to keep such records confidential, Service Provider must submit and attach to such records an affidavit affirmatively declaring that specific information in the records constitutes trade secrets pursuant to Article 27 of Chapter 1 of Title 10, and the Parties shall follow the requirements of O.C.G.A. § 50-18-72(a)(34) related thereto. Notwithstanding any provision to the contrary, the Customer shall provide advance notice of any disclosure of Service Provider's Confidential Information unless prohibited by law, and shall only disclose as much Confidential Information as is required to be disclosed by any applicable judicial or administrative process, law or regulation.

7. Nondiscrimination.

In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and all other provisions of Federal law, Service Provider agrees that, during performance of this Agreement, Service Provider, for itself, its assignees and successors in interest, will not discriminate against any employee or applicant for employment, any subcontractor, or any supplier because of race, color, creed, national origin, gender, age or disability. In addition, Service Provider agrees to comply with all applicable implementing regulations and shall include the provisions of this Section in every subcontract for services contemplated under this Agreement.

8. Governing Law.

This Contract is governed by the laws of the State of Georgia to the extent that such laws apply to the City as a municipal corporation of the State of Georgia and as a party to this Agreement.

9. Employment of Unauthorized Aliens Prohibited – E-Verify Affidavit.

Pursuant to O.C.G.A. § 13-10-91, Customer shall not enter into a contract for the physical performance of services unless Service Provider shall provide evidence on the forms attached hereto as Addendum Exhibits “A” and “B” (affidavits regarding compliance with the E-Verify program to be sworn under oath under criminal penalty of false swearing pursuant to O.C.G.A. § 16-10-71), that it and its subcontractors have registered with, are authorized to use and use the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91, and that they will continue to use the federal work authorization program throughout the contract period. Service Provider hereby verifies that it has, prior to executing this Agreement, executed a notarized affidavit, the form of which is provided in Addendum Exhibit “A”, and submitted such affidavit to Customer. Further, Service Provider hereby agrees to comply with the requirements of the federal Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603, O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02.

In the event Service Provider employs or contracts with any subcontractor(s) to perform services for Customer, Service Provider agrees to secure from such subcontractor(s) attestation of the subcontractor’s compliance with O.C.G.A. § 13-10-91 and Rule 300-10-1-.02 by the subcontractor’s execution of the subcontractor affidavit, the form of which is attached hereto as Addendum Exhibit “B”, which subcontractor affidavit shall become part of the contractor/subcontractor agreement. Service Provider agrees that the employee-number category designated below is applicable to it:

_____ 500 or more employees
_____ 100 or more employees
_____ Fewer than 100 employees

Service Provider hereby agrees that, in the event Service Provider employs or contracts with any subcontractor(s) in connection with the Agreement and where the subcontractor is required to provide an affidavit pursuant to O.C.G.A. § 13-10-91, Service Provider will secure from the subcontractor(s) such subcontractor(s’) indication of the above employee-number category that is applicable to the subcontractor. If Service Provider does not employ or contract with any subcontractor(s) to perform services for Customer, the provisions of this section related to subcontractors shall not apply. The above requirements shall be in addition to the requirements of state and federal law and shall be construed to be in conformity with those laws.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Customer and Service Provider have executed the Agreement, including this Addendum, effective as of October 9, 2025.

NOVACOAST, INC.

By: Eron Howard
Print Name: Eron Howard
Title: coo

ATTEST:

By: Margaret Savenelli
Print Name: Margaret Savenelli
Title: CLO

CITY OF ALPHARETTA, GEORGIA

By: _____
Jim Gilvin, Mayor

Approved as to substance:

By: _____
Chris Lagerbloom, City Administrator

Approved as to form:

City Attorney Date

EXHIBIT A

STATE OF GEORGIA
COUNTY OF FULTON

CONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of the **City of Alpharetta** has registered with, is authorized to use, and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91.

Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period, and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b).

Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification
Number

Date of Authorization

Novacoast, Inc.
Name of Contractor

Cybersecurity Services
Name of Project

City of Alpharetta
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20__ in _____
(city), _____ (state).

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE _____ DAY OF _____,
20__.

Notary Public

[NOTARY SEAL]

My Commission Expires:

EXHIBIT B

STATE OF _____

COUNTY OF _____

SUBCONTRACTOR AFFIDAVIT

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with **Novacoast, Inc.** on behalf of the City of Alpharetta has registered with, is authorized to use, and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period, and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five (5) business days of receipt. If the undersigned subcontractor receives notice that a sub-subcontractor has received an affidavit from any other contracted sub-subcontractor, the undersigned subcontractor must forward, within five (5) business days of receipt, a copy of the notice to the contractor.

Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification
Number

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20__ in _____ (city),
_____ (state).

Date of Authorization

Signature of Authorized Officer or Agent

Name of Subcontractor

Cybersecurity Services

Name of Project

Printed Name and Title of Authorized Officer or Agent

City of Alpharetta

Name of Public Employer

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE _____ DAY OF
_____, 20__.

NOTARY PUBLIC

[NOTARY SEAL]

My Commission Expires:



STAFF REPORT

Department: City Clerk
Submitted By: Lauren Shapiro
Meeting Date: November 17, 2025

AGENDA ITEM:

Professional Services Agreement and Purchase Approval: Carahsoft Technology Corporation

Consideration and approval of a Professional Services Agreement between the City of Alpharetta and Carahsoft Technology Corporation for grant management software in the amount of \$45,120.00, and with authorization for the Mayor to execute all necessary documents.

STAFF RECOMMENDATION:

Approve a Professional Services Agreement between the City of Alpharetta and Carahsoft Technology Corporation for grant management software (eCivis Grants Network) in the amount of \$45,120.00 and authorize for the Mayor to execute all necessary documents.

BUDGET & PROCUREMENT:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: \$45,120.00

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
10013200-523900	\$45,120.00

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
None	\$0.00

ITEM DESCRIPTION:

Background Information

Staff is seeking approval of a Professional Services Agreement and purchase of eCivis Grants Network Software, through the technology corporation, Carahsoft. If approved, this is the third year that the City would be utilizing software for seeking and managing grants. In 2023, City Council approved the first Carahsoft Cooperative Agreement for purchase of eCivis Grants Network Software and for grants management firm, Witt O'Brien's to research, author, and consult the City regarding its grant applications.

In 2023, there was a start-up cost of \$26,114.77 for one-time implementation of the software and the annual cost of the software was \$40,920.00. In 2024, the annual cost of the software was \$42,966.00. For this year (2025), the total annual cost for this contract renewal is \$45,120.00.

eCivis Grants Network Software

eCivis is a cloud-based software company that will provide their "Grants Network" grant management software that will help simplify finding future grant opportunities and track funding that has been awarded. Instead of spending hours researching grants online through federal and agency websites, the Grants Network software has a search engine that can be customized to fit the city's projects and send notifications to staff once a new grant (that could help fund the city's identified initiatives) has been published.

Additionally, once a grant has been awarded to the City of Alpharetta, the Grants Network software will also

communicate with and import data from the city's finance software. This will help staff quickly monitor funding received and spent and will create reports that are usually required for annual reporting to the issuing agency.

The eCivis Grants Network software is utilized by both city staff and consultants from the City's grant management firm, Witt O'Briens.

Procurement Results

This project is being awarded to Carahsoft under the NASPO ValuePoint program (cooperative purchasing alliance).

NASPO ValuePoint (National Association of State Procurement Officials) is a nonprofit instrumentality of government that assists local and state government agencies in reducing the cost of purchased goods/services through pooling the purchasing power of public agencies nationwide. This is accomplished by competitively soliciting contracts for quality products/services through lead public agencies (e.g., state agencies that issue the underlying formal solicitations). State of Utah, as the lead public agency, competitively solicited the Carahsoft contract and made it available under the terms of the NASPO program.

ALTERNATIVES:

Do not approve the contract and software purchase, and forego the opportunity to utilize grant research and auditing software.

ATTACHMENTS:

1. Carahsoft Contract
2. Carahsoft - eCivis, Inc - 08.19.2025 - Quote 50706932

PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement (the “Agreement”) is made and entered into this ____ day of _____, 2025 (the “Effective Date”), by and between the **CITY OF ALPHARETTA, GEORGIA** (hereinafter referred to as the “City”), a municipal corporation of the State of Georgia, acting by and through its governing authority, the Mayor and City Council, and **CARAHSOFT TECHNOLOGY CORPORATION**, a Maryland corporation (“the Consultant”), having its principal place of business at 11493 Sunset Hills Road, Suite 100, Reston, Virginia 20190. City and Consultant may be referred to individually as the “Party” or collectively as the “Parties.”

WITNESSETH THAT:

WHEREAS, the City desires to employ a Consultant to provide a grants management system (the “Work”); and

WHEREAS, the City finds that specialized knowledge, skills, and training are necessary to perform the Work, as defined below, contemplated under this Agreement; and

WHEREAS, the Consultant has represented that it is qualified by training and experience to perform the Work; and

NOW THEREFORE, the City and Consultant, in consideration of the mutual promises contained herein and other good and valuable consideration, the sufficiency of which is hereby acknowledged, agree as follows:

Section 1. Contract Documents: This Agreement and the following named Exhibits, attached hereto and incorporated herein by reference, constitute the “Contract Documents”:

EXHIBIT A: PRICE QUOTATION

EXHIBIT B: SCOPE OF WORK

To the extent that there may be any conflict among the Contract Documents, the provision operating most to the benefit of the City shall govern.

Section 2. The Work: Consultant shall provide all Work described in the Scope of Work attached hereto as Exhibit “B”. Unless otherwise stated in the Contract Documents, the Work shall include Consultant’s provision of materials, labor, expenses, and any other cost or item necessary to complete the Work.

Section 3. Contract Time:

- A. Time for Performance by Consultant: Consultant understands that time is of the essence of this Agreement and warrants that it will perform the Work in a prompt manner, which shall not impose delays on the progress of the Work.

- B. Term: The Term of this Agreement shall begin on October 25th, 2025 (“Term Commencement”) and end on October 25, 2028, provided that certain obligations will survive termination/expiration of this Agreement, including the Consultant’s indemnification obligations. If the term of this Agreement is over one (1) year, the Parties agree that this Agreement, as required by O.C.G.A. § 36-60-13, shall terminate absolutely and without further obligation on the part of the City on June 30th of each fiscal year of the Agreement, and further, that this Agreement shall automatically renew on July 1st of each subsequent fiscal year absent the City’s provision of written notice of non-renewal to Consultant at least thirty (30) days prior to the end of the then term. As applicable, title to any supplies, materials, equipment, or other personal property shall remain in Consultant until fully paid for by the City.
- C. Termination for Breach and Convenience: Either Party may terminate this Agreement for breach after providing notice of breach and allowing the other party thirty (30) days’ time to cure. In addition, the City may terminate this agreement at any point during the term for convenience, after giving thirty (30) days’ notice to Consultant. Provided that no damages are due to City for Consultant’s breach of this Agreement, upon termination City shall pay Consultant for Work performed to date in accordance with Section 5 herein.

Section 4. Work Changes: Any changes to the Work requiring an increase in the Maximum Contract Price, as defined below, shall require a written change order executed by the City in accordance with its purchasing regulations.

Section 5. Compensation and Method of Payment: City agrees to pay Consultant for the services performed and costs incurred by Consultant upon the City’s certification that the services were actually performed and costs actually incurred in accordance with this Agreement. No payments will be made for unauthorized work. Compensation for services performed and, if applicable, reimbursement for costs incurred shall be paid to Consultant upon the City’s receipt and approval of an invoice, submitted upon completion of the Work, setting forth in detail the services performed and costs incurred. Invoices shall reflect charges incurred versus charges budgeted. The total amount paid under this Agreement for the Work shall not exceed **\$45,120.00** (the “Maximum Contract Price”), except as may be modified pursuant to Section 4 above. The compensation for Work performed shall be based upon the prices set forth in Exhibit “A.” Payment for services shall be due thirty (30) days after the City’s receipt of such invoice. Consultant shall take no calculated risk in the performance of the Work. Specifically, Consultant agrees that in the event it cannot perform the Work within the budgetary limitations established without disregarding sound principles of Consultant’s industry, Consultant will give written notice thereof immediately to the City.

Section 6. Covenants of Consultant

- A. Assignment of Agreement: Consultant covenants and agrees not to assign or transfer any interest in, nor delegate any duties of this Agreement, without the prior express written consent of the City.
- B. Responsibility of Consultant and Indemnification of City: Consultant covenants and agrees to take and assume all responsibility for the Work rendered in connection with this Agreement. Consultant shall bear all losses and damages directly or indirectly resulting to it and/or City on account of the performance or character of the Work rendered pursuant to this Agreement. Consultant shall defend, indemnify and hold harmless City and City’s elected and appointed officials, officers, boards, commissions, employees, representatives, consultants, servants, agents, attorneys and volunteers

(individually an “Indemnified Party” and collectively “Indemnified Parties”) from and against any and all claims, suits, actions, judgments, injuries, damages, losses, costs, expenses and liability of any kind whatsoever, including but not limited to attorney’s fees and costs of defense (“Liabilities”), which may arise from or be the result of an alleged willful, negligent or tortious act or omission arising out of the Work, performance of contracted services, or operations by Consultant, any subcontractor, anyone directly or indirectly employed by Consultant or subcontractor or anyone for whose acts or omissions Consultant or subcontractor may be liable, regardless of whether or not the act or omission is caused in part by a party indemnified hereunder Consultant shall not be required to indemnify the City or its officers, boards, commissions, elected or appointed officials, employees or agents against liability or claims for damages, losses, or expenses, including attorney fees, arising out of bodily injury to persons, death, or damage to property caused by or resulting from the sole negligence of the City or its officers, boards, commissions, elected or appointed officials, employees or agents. This obligation shall not be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person described in this provision. This obligation to indemnify, defend, and hold harmless the Indemnified Party(ies) shall survive expiration or termination of this Agreement, provided that the claims are based upon or arise out of actions or omissions that occurred during the performance of this Agreement.

- C. Independent Consultant: Consultant hereby covenants and declares that it is engaged in an independent business and agrees to perform the Work as an independent Consultant, not as agent or employee of City. Inasmuch as City and Consultant are parties independent of one another, neither has the authority to bind the other to any third person or otherwise to act in any way as the representative of the other, unless otherwise expressly agreed to in writing by both parties. Consultant agrees not to represent itself as City’s agent for any purpose to any party or to allow any employee to do so, unless specifically authorized, in advance and in writing, and then only for the limited purpose stated in such authorization. Consultant shall assume full liability for any contracts or agreements Consultant enters into on behalf of City without the express knowledge and prior written consent of City.
- D. Authority to Contract: The Consultant covenants and declares that it has obtained all necessary approvals of its board of directors, stockholders, general partners, limited partners or similar authorities to simultaneously execute and bind the Consultant to the terms of this Agreement, if applicable.
- E. Insurance:

(1) Requirements:

The Consultant shall have and maintain in full force and effect for the duration of this Agreement, insurance insuring against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the Work by the Consultant, its agents, representatives, employees or sub-consultants. All policies shall be subject to approval by the City Attorney to form and content. These requirements are subject to amendment or waiver if so approved in writing by the City Manager.

(2) Minimum Limits of Insurance:

The Consultant shall maintain limits no less than:

- (a) Commercial General Liability of \$1,000,000 combined single limit per occurrence with comprehensive coverage including but not limited to coverage for bodily and personal injury, sickness, disease or death, injury to or destruction of property, including loss of use resulting therefrom.
- (b) Professional Liability of \$1,000,000 limit for claims arising out of professional services caused by the Consultant's errors, omissions, or negligent acts.
- (c) Workers' Compensation limits as required by the State of Georgia and Employers Liability limits of \$1,000,000 per occurrence or disease.

(3) Deductibles and Self-Insured Retentions:

Any deductibles or self-insured retentions must be declared to and approved by the City in writing so that City may ensure the financial solvency of Consultant; self-insured retentions should be included on the certificate of insurance.

(4) Other Insurance Provisions:

The policy is to contain, or be endorsed to contain, the following provisions:

(a) General Liability Coverage.

- (i) City and City's elected and appointed officials, officers, boards, commissioners, employees, representatives, consultants, servants, agents and volunteers (individually "Insured Party" and collectively "Insured Parties") shall be named as additional insureds as respects: liability arising out of activities performed by or on behalf of Consultant; products and completed operations of Consultant; premises owned, leased, or used by Consultant. The coverage shall contain no special limitations on the scope of protection afforded to the Insured Parties.
- (ii) The Consultant's insurance coverage shall be primary noncontributing insurance as respect to any other insurance or self-insurance available to the City, its officials, employees, agents or volunteers. Any insurance or self-insurance maintained by the City, its officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
- (iii) Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its officials, employees, agents or volunteers.
- (iv) Coverage shall state that the Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought.

- (v) Coverage shall be provided on a “pay on behalf” basis, with defense costs payable in addition to policy limits. There shall be no cross-liability exclusion.
- (vi) The insurer agrees to waive all rights of subrogation against the City, its officials, employees, agents and volunteers for losses arising from work performed by the Consultant for the City.
- (vii) All endorsements to policies shall be executed by an authorized representative of the insurer.

(b) Workers' Compensation Coverage.

The insurer will agree to waive all rights of subrogation against the City, its officials, employees, agents and volunteers for losses arising from Work performed by the Consultant for the City.

(c) All Coverages.

- (i) Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.
- (ii) Policies shall have concurrent starting and ending dates.
- (iii) Policies shall include an endorsement incorporating the Indemnification obligations assumed by the Consultant under the terms of this Agreement.

(5) Acceptability of Insurers:

Insurance is to be placed with insurers with an A.M. Best's rating of no less than A:VII.

(6) Verification of Coverage:

The Consultant shall furnish the City with certificates of insurance and endorsements to the policies evidencing coverage required by this clause prior to the start of work. The certificates of insurance and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificate of insurance and endorsements shall be on a form utilized by the Consultant's insurer in its normal course of business and shall be received and approved by the City prior to execution of this Agreement by the City. The City reserves the right to require complete, certified copies of all required insurance policies, at any time. The Consultant shall provide proof that any expiring coverage has been renewed or replaced at least two (2) weeks prior to the expiration of the coverage.

(7) Sub-consultants:

The Consultant shall include all sub-consultants as insureds under its policies or shall furnish separate certificates and endorsements for each sub-consultant. All coverage for sub-consultants shall be subject to all of the requirements stated in this Agreement, including but not limited to naming the parties as additional insureds.

(8) Claims-Made Policies:

The Consultant shall extend any claims-made insurance policy for at least six (6) years after termination or final payment under the Agreement, whichever is later.

(9) Consultant's Duty to Provide Notice of Reduction in Coverage:

Consultant shall provide written notice to City at least thirty (30) days prior to any reduction, suspension, voiding, or cancellation of coverage. Consultant shall require the same notice to the City in all subcontractor contracts.

- F. Licenses, Certifications and Permits; Standard of Care: Consultant covenants and declares that it has obtained and will maintain all diplomas, certificates, licenses, permits or the like required by any national, state, regional, city, and local boards, agencies, commissions, committees or other regulatory bodies to perform the Work. Consultant shall comply with applicable legal requirements and meet the standard of care and quality ordinarily expected of its industry. Consultant shall employ only persons duly qualified in the appropriate area of expertise to perform the Work described in this Agreement.
- G. Acknowledgment of Restriction on Gratuities: The Consultant and the City acknowledge that it is prohibited for any person to offer, give, or agree to give any City employee or official, or for any City employee or official to solicit, demand, accept, or agree to accept from another person, a gratuity of more than nominal value or rebate or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefor. The Consultant and the City further acknowledge that it is prohibited for any payment, gratuity, or offer of employment to be made by or on behalf of a sub-consultant under a contract to the prime Consultant or higher tier sub-consultant, or any person associated therewith, as an inducement for the award of a subcontract or order.
- H. Ownership of Work: All reports, drawings, specifications, and other items prepared or in the process of being prepared for the Work by Consultant ("materials") shall be the property of the City and the City shall be entitled to full access and copies of all materials. All copyrightable subject matter in all materials is hereby assigned to the City and Consultant agrees to execute any additional documents necessary to evidence such assignment. This provision shall prevail over contrary language in any exhibit attached hereto.
- I. Consultant's Representative: Brittney Vance shall be authorized to act on Consultant's behalf with respect to the Work as Consultant's designated representative.

- J. Notice: All notices, writings or correspondence as required by this Agreement shall be in writing and shall be deemed received, and shall be effective, when: (1) personally delivered, or (2) on the third day after the postmark date when mailed by certified mail, postage prepaid, return receipt requested, or (3) upon actual delivery when sent via national overnight commercial carrier to the party at the addresses given below, unless a substitute address shall first be furnished to the other party by written notice in accordance herewith:

NOTICE TO THE CITY shall be sent to:

City Administrator
Attn: Chris Lagerbloom
2 Park Plaza
Alpharetta, GA 30009

With a copy to: Jarrard & Davis, LLP
222 Webb Street
Cumming, GA 30040

NOTICE TO THE CONSULTANT shall be sent to:

Carahsoft Technology Corp.
Attn : Brittney Vance
11493 Sunset Hills Road
Suite 100
Reston, VA 20190

- K. Confidentiality: Consultant acknowledges that it may receive confidential information of the City and that it will protect the confidentiality of any such confidential information and will require any of its sub-consultants, agents and/or staff to likewise protect such confidential information.
- L. Meetings: Consultant shall meet with City's personnel or designated representatives to resolve technical or contractual problems that may occur during the term of the contract, at no additional cost to City.

Section 7. Miscellaneous

- A. Governing Law. This Agreement shall be governed by the laws of the State of Georgia. Any action or suit related to this Agreement shall be brought in the Superior Court of Fulton County, Georgia, and the Consultant submits to the jurisdiction and venue of such court.
- B. Entire Agreement. This Agreement constitutes the entire Agreement between the parties with respect to the subject matter contained herein; all prior agreements, representations, statements, negotiations, and undertakings are superseded hereby. Neither party has relied on any representation, promise, nor

inducement not contained herein. Should any article(s) or section(s) of this Agreement, or any part thereof, later be deemed illegal, invalid or unenforceable by a court of competent jurisdiction, the offending portion of this Agreement should be severed, and the remainder of this Agreement shall remain in full force and effect to the extent possible.

- D. No Personal Liability. No member, official or employee of the City shall be personally liable to the Consultant or any successor in interest in the event of any default or breach by the City or for any amount which may become due to the Consultant or successor or on any obligation under the terms of this Agreement. Likewise, the Consultant's performance of services under this Agreement shall not subject the Consultant's individual employees, officers or directors to any personal liability. The parties agree that their sole and exclusive remedy, claim, demand or suit shall be directed and/or asserted only against the Consultant or the City, respectively, and not against any employee, officer, director, or elected or appointed official.
- E. Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.
- E. Sovereign Immunity. Nothing contained in this Agreement shall be construed to be a waiver of the City's sovereign immunity or any individual's qualified good faith or official immunities.
- F. Nondiscrimination. In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and all other provisions of Federal law, the Consultant agrees that, during performance of this Agreement, Consultant, for itself, its assignees and successors in interest, will not discriminate against any employee or applicant for employment, any subcontractor, or any supplier because of race, color, creed, national origin, gender, age or disability. In addition, Consultant agrees to comply with all applicable implementing regulations and shall include the provisions of this Section G in every subcontract for services contemplated under this Agreement.

(signature page to follow)

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed under seal as of the date first above written.

**CONSULTANT: CARAHSOFT TECHNOLOGY
CORP., a Maryland corporation**

Signature: _____

Print Name: _____

Title: _____

[CORPORATE SEAL]

Attest:

Signature: _____

Print Name: _____

Title: _____

CITY OF ALPHARETTA, GEORGIA

By: _____
Jim Gilvin, Mayor

Approved as to Substance:

By: _____
Chris Lagerbloom, City Administrator

Approved as to form:

By: _____
Jennifer McCall, City Attorney

EXHIBIT “A”

PRICE QUOTATION

GOVERNMENT - PRICE QUOTATION



CARAHSOFT TECHNOLOGY CORP

11493 SUNSET HILLS ROAD | SUITE 100 | RESTON, VIRGINIA 20190
 PHONE (703) 871-8500 | FAX (703) 871-8505 | TOLL FREE (888) 66CARAH
 WWW.CARAHSOFT.COM | ECIVIS@CARAHSOFT.COM

carahsoft.

TO: Chris Lagerbloom
 City Administrator
 City of Alpharetta
 2 Park Plaza
 Administration
 Alpharetta, GA 30009

EMAIL: clagerbloom@alpharetta.ga.us

PHONE: (678) 297-6010

FROM: Brittney Vance
 Carahsoft Technology Corp.
 11493 Sunset Hills Road
 Suite 100
 Reston, Virginia 20190

EMAIL: Brittney.Vance@carahsoft.com

PHONE: (571) 662-3094

FAX: (703) 871-8505

TERMS: Contract Number: 99999-SPD-T20190814-0001
 NASPO Master Contract Number: AR2472
 Contract Term: 08/14/2019 to 09/15/2026
 Shipping Point: FOB Destination
 Credit Cards: VISA/MasterCard/AMEX
 Remit To: Same as Above
 Payment Terms: Net 30 (On Approved Credit)
 Sales Tax May Apply

QUOTE NO: 50706932
QUOTE DATE: 08/19/2025
QUOTE EXPIRES: 10/24/2025
RFQNO:
SHIPPING: ESD
TOTAL PRICE: \$45,120.00
TOTAL QUOTE: \$45,120.00

LINE NO.	PART NO.	DESCRIPTION	COOP	QUOTE PRICE	QTY	EXTENDED PRICE
YEAR3						
	AR2472-PRE-B100250M-R2	Grants Network Grantee Pre-Award - Between \$100-250 Million - Renewal 2 eCivis - PRE-B100250M-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$16,454.81	\$16,454.81	COOP	\$16,454.81
2	AR2472-PRES-B100250M-R2	Grants Network Grantee Pre-Award - State Research - Between \$100-250 Million - Renewal 2 eCivis - PRES-B100250M-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$7,130.42	\$7,130.42	COOP	\$7,130.42
3	AR2472-POST-B100250M-R2	Grants Network Grantee Post-Award - Between \$100-250 Million - Renewal 2 eCivis - POST-B100250M-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$26,876.1900	\$21,534.7700	COOP	\$21,534.77
4	AR2472-GN-USR-R2	Grants Network - Users - Renewal 2 Unlimited eCivis - GN-USR-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$274.25	NSP	COOP	\$0.00
YEAR 3 SUBTOTAL:						\$45,120.00
SUBTOTAL:						\$45,120.00
TOTAL PRICE:						\$45,120.00
TOTAL QUOTE:						\$45,120.00

EXHIBIT B

PROJECT OVERVIEW

To meet the goals of the City of Alpharetta, eCivis will rapidly deploy eCivis cloud-hosted, Commercial-off-the-shelf (COTS) Software-as-a-Service (SaaS) full lifecycle grants management system. eCivis will implement its proprietary grants management systems configured for City of Alpharetta authorized internal users to administer the grants management process and provide City of Alpharetta with direct management, accountability and oversight of federal funds in compliance with 2 CFR 200. eCivis will also include services for its solution with all relevant systems without impact to existing processes, developing, and providing appropriate comprehensive training of personnel, and all other applicable implementation and support services.

SOFTWARE-AS-A-SERVICE / COMMERCIAL-OFF-THE-SHELF

eCivis is a cloud-hosted, Commercial-off-the-shelf (COTS) SaaS grants management platform. The system is compatible with any hardware device that provides Internet access via a modern web browser and requires minimal internal IT support beyond the initial implementation.

eCivis is specifically built for managing the full grants management lifecycle and will standardize and streamline processes so that City of Alpharetta staff can save time, increase transparency, reduce redundancies, data entry, mitigate compliance risk, and improve organizational collaboration and knowledge.

eCivis provides ongoing innovation with continual updates, leading to:

- Consistently updated software features and functions.
- Improved data sharing with systems
- Uniform Grant Guidance training, indirect cost support and fund maximization, and access to additional learning resources
- Improved internal control and regulatory requirements compliance

Products and Services

PRODUCT(S):

- Grantee Pre-Post Award

SERVICE: Pull Integration (Client FMS to eCivis)

INTRODUCTION

The purpose of this integration is to import grant expenditure and revenue data to align with grant awarded budgets. Grant expenditures will be aligned at the “GL Code” level to identify specific grant transactions expended against an awarded grant budget category.

DESCRIPTION

1. FMS data will be mapped to the following eCivis fields:

eCivis Grants Network data		
field:	Required:	Definition:
extGrantID	Yes	Unique identifier for a single grant in the financial system
extGrantName	No	Name or description of the grant in the financial system
extProjectID	Yes	Unique identifier for a single project in the financial system
extProjectName	No	Name or description of the project in the financial system
transID	Yes	Unique identifier for each transaction, usually generated in the client’s financial system
transName	Yes	Name or description from the financial system. Could be a vendor name, or some other piece of data defining the transaction
transPostDate	Yes	Entry date, date of when the actual entry posted in the financial system, it can be entered manually or automatically generated by the system
transPerfPeriodStartDate	No	Date of receipt, or date that goods or services was provided
transPerfPeriodEndDate	No	Date of receipt, or date that goods or services was provided

accountNumber	Yes	G/L code or account code to reference budget line item of transaction
dollarAmount	Yes	Amount of transaction
dollarClass	Yes	Category of the dollar amount. USE "105" for each transaction related to grant expenditures and "201" for each transaction related to a reimbursement received for a grant.
dollarTransNumber	No	Number associated with the dollar classification, or other description of transaction

2. Mapped data will be exported from the client FMS in a .csv file
3. Client will set up and test sFTP connectivity to eCivis and perform as many sample file uploads as needed
4. The CSV file will be scheduled for upload every 24 hours

ASSUMPTIONS

1. No additional data can be sent in the CSV file that is not listed in the description portion of this service
2. Client has unique identifier(s) in their FMS to isolate grant related transaction to a specific grant award Client will send as many sample file as needed by the eCivis team until such a time as the data and file pass validation logic and go / no go assessments
3. Client is responsible for setting up sFTP automation of a daily CSV file which is then pushed to eCivis through sFTP connectivity
4. Client will coordinate code promotion and deployment between client FMS and Grants Network.
5. Client is responsible for testing the non-eCivis side of all interfaces and for performing end-to-end tests in conjunction with the eCivis team
6. Client is responsible for creating a historical .CSV file, if applicable, which includes all grant related expenditures for a specific period of time as determined by the COR and the eCivis team.

7. Client will be responsible for understanding and detailing non-eCivis system file structure and providing timely and accurate file downloads, managing third party vendor relationships, and ensuring an adequate test environment in those systems to which eCivis interfaces
8. Client is responsible for developing the SQL or other method to extract and push the required data to eCivis Grants Network.
9. Client is responsible for the integrity of their financial data.
10. Client utilizes financial accounting practices that comply with state and federal regulations related to grant management/project management.
11. Any deviation from the SOW above will require an adjustment of cost estimates
12. Start date of the project and duration/timeline will be determined after execution of a contract

SERVICE: Data Migration

The purpose of this service is to migrate existing grantee award data into eCivis Grants Network.

1. City of Alpharetta is responsible for collecting grant data from the appropriate staff
2. Data Migration will utilize only the fields included in the eCivis standard data migration form (see Appendix A)
3. Data Migration includes only open and active grant awards

SERVICE: Single Sign On

eCivis supports Single Sign On (SSO) integration with Grants Network using popular identity providers. We partner with Auth0 to support a variety of enterprise connection types:

- OpenID Connect
- Microsoft® Active Directory™/LDAP
- Microsoft® Azure® AD™
- SAML (Service Provider Initiated)

This document has been assembled to provide an overview of the **SSO SAML integration** between a client's Azure Active Directory (AD) service and eCivis Grants Network™.

DESCRIPTION

Grants Network provides a username (email address) / password authentication scheme, standard across SaaS applications. When a client wants to control access to Grants Network within their domain eCivis permits Single Sign-On (SSO). This provides the following benefits:

1. The client is in control of eCivis access. When a user needs to be deactivated, this becomes a client Information Technology (IT) function.
2. The client sets the password policy, including complexity rules and refresh rate.
3. Client users only need to remember one set of credentials across the enterprise.

During setup, the eCivis Implementation team works with the client's IT department to define and configure their active directory implementation. This document covers Azure Active Directory authentication via Security Assertion Markup Language (SAML) 2.0.

The following configuration steps encompass the implementation:

1. eCivis Implementation works with the client to identify users and appropriate authorization levels.
2. eCivis provides the Client with an Identifier (Entity ID) and Reply URL (Assertion Consumer Service URL).
3. The Client IT creates a "Non-Gallery" enterprise application in their Azure AD organization. Upon request, the eCivis implementation team can provide an eCivis logo for the enterprise application.
4. The client adds authorized users to a security group associated with the enterprise application.
5. The Client IT configures SAML SSO for the new application using the details provided in step 2.
6. The Client IT sends the SAML Signing Certificate (Base64) and Login URL to eCivis.

7. The Client and eCivis Implementation Team verify setup and configuration.
8. The Client IT assigns additional users to the application, as needed, to allow access to Grants Network.

GOVERNMENT - PRICE QUOTATION



CARASOFT TECHNOLOGY CORP

11493 SUNSET HILLS ROAD | SUITE 100 | RESTON, VIRGINIA 20190
 PHONE (703) 871-8500 | FAX (703) 871-8505 | TOLL FREE (888) 66CARAH
 WWW.CARASOFT.COM | ECIVIS@CARASOFT.COM

carahsoft.

TO: Chris Lagerbloom
 City Administrator
 City of Alpharetta
 2 Park Plaza
 Administration
 Alpharetta, GA 30009

FROM: Brittney Vance
 Carahsoft Technology Corp.
 11493 Sunset Hills Road
 Suite 100
 Reston, Virginia 20190

EMAIL: clagerbloom@alpharetta.ga.us

EMAIL: Brittney.Vance@carahsoft.com

PHONE: (678) 297-6010

PHONE: (571) 662-3094

FAX: (703) 871-8505

TERMS: Contract Number: 99999-SPD-T20190814-0001
 NASPO Master Contract Number: AR2472
 Contract Term: 08/14/2019 to 09/15/2026
 Shipping Point: FOB Destination
 Credit Cards: VISA/MasterCard/AMEX
 Remit To: Same as Above
 Payment Terms: Net 30 (On Approved Credit)
 Sales Tax May Apply

QUOTE NO: 50706932
QUOTE DATE: 08/19/2025
QUOTE EXPIRES: 10/24/2025
RFQ NO:
SHIPPING: ESD
TOTAL PRICE: \$45,120.00
TOTAL QUOTE: \$45,120.00

LINE NO.	PART NO.	DESCRIPTION	COOP	QUOTE PRICE	QTY	EXTENDED PRICE
YEAR 3						
1	AR2472-PRE-B100250M-R2	Grants Network Grantee Pre-Award - Between \$100-250 Million - Renewal 2 eCivis - PRE-B100250M-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$16,454.81	\$16,454.81	COOP 1	\$16,454.81
2	AR2472-PRES-B100250M-R2	Grants Network Grantee Pre-Award - State Research - Between \$100-250 Million - Renewal 2 eCivis - PRES-B100250M-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$7,130.42	\$7,130.42	COOP 1	\$7,130.42
3	AR2472-POST-B100250M-R2	Grants Network Grantee Post-Award - Between \$100-250 Million - Renewal 2 eCivis - POST-B100250M-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$26,876.1900	\$21,534.7700	COOP 1	\$21,534.77
4	AR2472-GN-USR-R2	Grants Network - Users - Renewal 2 Unlimited eCivis - GN-USR-R2 Start Date: 10/25/2025 End Date: 10/24/2026	\$274.25	NSP	COOP 1	\$0.00
YEAR 3 SUBTOTAL:						\$45,120.00
SUBTOTAL:						\$45,120.00
TOTAL PRICE:						\$45,120.00
TOTAL QUOTE:						\$45,120.00



City of Alpharetta Grants Management System

Statement of Work August 15, 2023

This information is confidential. Use of this information is strictly for the development and submission of a Statement of Work (SOW) by eCivis, Inc.





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1.0 PURPOSE

This Statement of Work (SOW) ensures expectations are documented and understood by all entities engaged in this project. The following sections include: project overview, responsibilities and assumptions, software-as-a-service/commercial-off-the-shelf, project scope, tasks to be accomplished/functions to be performed, products and services, out of scope for this project, eCivis responsibilities, eCivis project management contacts, project schedule and key milestones, and cost assumptions.

2.0 PROJECT OVERVIEW

To meet the goals of the City of Alpharetta, eCivis will rapidly deploy eCivis cloud-hosted, Commercial-off-the-shelf (COTS) Software-as-a-Service (SaaS) full lifecycle grants management system. eCivis will implement its proprietary grants management systems configured for City of Alpharetta authorized internal users to administer the grants management process and provide City of Alpharetta with direct management, accountability and oversight of federal funds in compliance with 2 CFR 200. eCivis will also include services for its solution with all relevant systems without impact to existing processes, developing, and providing appropriate comprehensive training of personnel, and all other applicable implementation and support services.

3.0 City of Alpharetta RESPONSIBILITIES AND ASSUMPTIONS

The projected deployment date and project implementation start date will be determined after a contract is executed after which City of Alpharetta can commit to the implementation schedule and the following responsibilities and assumptions:

1. City of Alpharetta shall provide a designated single point of contact for the duration of planning and implementation engagement.
2. City of Alpharetta shall engage in bi-weekly status meetings with eCivis to go over current progress, issues, resolutions, and other agenda.
3. City of Alpharetta shall provide all required data calls by the dates agreed upon in the project plan



Staffing

ROLE	RESPONSIBILITY	NAME, Title	Contact Information Mailing Address Email Telephone
GMS IMPLEMENTATION TEAM			
eCivis Project Manager	Responsible for planning, executing, monitoring, controlling, and closing the project. Responsible for the day-to-day management, coordination, planning, problem solving, and implementation of requirements to achieve task completion as presented in the Integrated Project Plan. Accountable for the project scope, project team, resources, and success of the project.		
eCivis Solution Architect	SME on GMS System, Responsible for System Configuration.		
eCivis Trainer	Responsible training, coordinating the training schedule, providing training materials.		
City of Alpharetta Grants Team Lead	Primary decision maker and contact for business requirements and deployment planning		
City of Alpharetta Grants Team SME	Review and approve business and systems configuration requirements		
City of Alpharetta PMO Project Manager	Co-responsibility for the Integrated GMS Project Plan and Reporting. Maintain SharePoint project page. Track and report budget status.		
SUPPORT POST-IMPLEMENTATION TEAM			
eCivis Executive Sponsor	Responsible for ensuring that the project's goals are aligned with the needs of the customer. Champions the project by		



ROLE	RESPONSIBILITY	NAME, Title	Contact Information Mailing Address Email Telephone
	gathering support, communicating goals, and overcoming resistance. Provide ongoing direction to the project team during a project's lifecycle.		
eCivis Sr. Customer Success Manager	Responsible for the ongoing user support and adoption of GMS.		
eCivis Customer Support Lead	Provide technical support to GMS users.		
City of Alpharetta Technical Support Manager	IT infrastructure support		
City of Alpharetta Application Support	IT application support		
City of Alpharetta Help Desk	Support GMS trouble management processes and application performance reporting.		

4.0 SOFTWARE-AS-A-SERVICE / COMMERCIAL-OFF-THE-SHELF

eCivis is a cloud-hosted, Commercial-off-the-shelf (COTS) SaaS grants management platform. The system is compatible with any hardware device that provides Internet access via a modern web browser and requires minimal internal IT support beyond the initial implementation.

eCivis is specifically built for managing the full grants management lifecycle and will standardize and streamline processes so that City of Alpharetta staff can save time,





increase transparency, reduce redundancies, data entry, mitigate compliance risk, and improve organizational collaboration and knowledge.

eCivis provides ongoing innovation with continual updates, leading to:

- Consistently updated software features and functions.
- Improved data sharing with systems
- Uniform Grant Guidance training, indirect cost support and fund maximization, and access to additional learning resources
- Improved internal control and regulatory requirements compliance

5.0 PROJECT SCOPE

This project will implement eCivis' grants management solution for City of Alpharetta. The solution will be implemented across all applicable agencies and departments performing grant management functions. eCivis' project approach includes a Master Strategic Timeline that will be finalized upon contract execution.

The project approach is conducted in a hybrid waterfall agile phased-gate approach. A phased - gate approach allows for quick added software value, concurrent active phases, and early user adoption while ensuring critical dependencies are completed. The phases outlined below will support the Project Scope from initial Preparation to Full Product Adoption - Go Live. All Project Scope areas will be incorporated within the Strategic Timeline and will be discussed in more depth to address deliverables and descriptions.

eCivis proposes the following Statement of Work (SOW):

1. Preparation
 - a. Pre Kick Off Meeting
 - i. Review Project Plan Components
 - ii. Communicate Master Project TimeLine
 - iii. Provide Data Call forms
 - b. Project Kick Off Meeting
2. Plan and Design
 - a. Data Gathering
3. Configuration



- a. Grantee Pre/Post-award management
- 4. User Acceptance Testing
 - a. Review all implementation components built, configured, migrated and imported during the build and configuration stage are delivered and operational.
- 5. Project Closeout
 - a. Remote training, training manuals and support
- 6. Go Live

6.0 TASKS TO BE ACCOMPLISHED/FUNCTIONS TO BE PERFORMED

During each phase, work proceeds in several areas and will be performed by both City of Alpharetta and eCivis.

1.0 Preparation

Task	Deliverable	Description
Preparation: Pre-Kickoff Meeting Tasks	Pre Kickoff Presentation Document	eCivis and City of Alpharetta to review master project timeline, scope of work and identify risks.
	Master Project Timeline	• eCivis will email master project timeline to City of Alpharetta • eCivis will email pertinent eCivis staff contact information to City of Alpharetta. • eCivis will schedule required meetings with City of Alpharetta
	All data call forms	eCivis will provide City of Alpharetta with the following data call forms which are due back to eCivis by the time agreed upon in the project timeline: ○ Add User/Department form (Excel Template) ○ Data Migration Information eCivis will record Project Goals and Objectives determined during Pre Kick Off Meeting



Project Kickoff Meeting	Project Kickoff Presentation Document	- Assemble Teams (eCivis and City of Alpharetta resources) - Conduct a formal Project Kick-Off meeting - Review Project Objectives and Master Project Timeline - Record Project Goals and Objectives determined during Kick Off Meeting
--------------------------------	---------------------------------------	--

2.0 Plan and Design

Task	Deliverable	Description
Data Migration	City of Alpharetta to provide ALL completed data call forms to eCivis	City of Alpharetta staff has compiled and completed the following data call forms for eCivis to validate prior to configuration of their Grants Network account: Project/Grant Information (City of Alpharetta compiled all active award data to be migrated to eCivis)
Data Integration	City of Alpharetta to provide ALL completed data call forms to eCivis	City of Alpharetta staff has completed the mapping to eCivis integration fields and provided test data - Completed mapping form - Test data delivered for 13 integration fields - Script created for auto creation/delivery
Department Structure	City of Alpharetta to provide ALL completed data call forms to eCivis	City of Alpharetta staff has compiled and completed the following data call forms for eCivis to validate prior to configuration of their Grants Network account: User information and Department structure

3.0 Configuration

Task	Deliverable	Description
SSO Setup		Implement SSO setup



Data Migration		eCivis will load current and active grant award data from the completed Data Migration Worksheet into eCivis.
Data Integration		Begin regular import on a scheduled basis
Configure		eCivis will load new users and configure the eCivis system

4.0 User Acceptance Testing

Task	Deliverable	Description
Validate imported data	Readiness Assessment	City of Alpharetta staff will review and validate all implementation components built, configured, migrated, and imported during the build and configuration stage are delivered and operational.

5.0 Training

Task	Deliverable	Description
User Training	- Training Manuals, Virtual User Training - Communicate ongoing support details	eCivis will work with City of Alpharetta to complete the following initiatives: *Provide standard user guides and training resources - Provide training for licensed users of Grants Network - Ongoing support details *City of Alpharetta will provide and maintain training resources unique to their specific use case and business processes.



6.0 Go-Live

Task	Deliverable	Description
Go Live	Final Readiness Assessment	Go Live Success and Support Meeting – eCivis will continue to support City of Alpharetta

7.0 Products and Services

PRODUCT(S):

- Grantee Pre-Post Award

SERVICE: Pull Integration (Client FMS to eCivis)

INTRODUCTION

The purpose of this integration is to import grant expenditure and revenue data to align with grant awarded budgets. Grant expenditures will be aligned at the “GL Code” level to identify specific grant transactions expended against an awarded grant budget category.

DESCRIPTION

1. FMS data will be mapped to the following eCivis fields:

eCivis Grants Network data field:	Required:	Definition:
extGrantID	Yes	Unique identifier for a single grant in the financial system
extGrantName	No	Name or description of the grant in the financial system
extProjectID	Yes	Unique identifier for a single project in the financial system
extProjectName	No	Name or description of the project in the financial system



transID	Yes	Unique identifier for each transaction, usually generated in the client's financial system
transName	Yes	Name or description from the financial system. Could be a vendor name, or some other piece of data defining the transaction
transPostDate	Yes	Entry date, date of when the actual entry posted in the financial system, it can be entered manually or automatically generated by the system
transPerfPeriodStartDate	No	Date of receipt, or date that goods or services was provided
transPerfPeriodEndDate	No	Date of receipt, or date that goods or services was provided
accountNumber	Yes	G/L code or account code to reference budget line item of transaction
dollarAmount	Yes	Amount of transaction
dollarClass	Yes	Category of the dollar amount. USE "105" for each transaction related to grant expenditures and "201" for each transaction related to a reimbursement received for a grant.
dollarTransNumber	No	Number associated with the dollar classification, or other description of transaction

2. Mapped data will be exported from the client FMS in a .csv file
3. Client will set up and test sFTP connectivity to eCivis and perform as many sample file uploads as needed
4. The CSV file will be scheduled for upload every 24 hours

ASSUMPTIONS

1. No additional data can be sent in the CSV file that is not listed in the description portion of this service
2. Client has unique identifier(s) in their FMS to isolate grant related transaction to a specific grant award Client will send as many sample file as needed by the eCivis team until such a time as the data and file pass validation logic and go / no go assessments



3. Client is responsible for setting up sFTP automation of a daily CSV file which is then pushed to eCivis through sFTP connectivity
4. Client will coordinate code promotion and deployment between client FMS and Grants Network.
5. Client is responsible for testing the non-eCivis side of all interfaces and for performing end-to-end tests in conjunction with the eCivis team
6. Client is responsible for creating a historical .CSV file, if applicable, which includes all grant related expenditures for a specific period of time as determined by the COR and the eCivis team.
7. Client will be responsible for understanding and detailing non-eCivis system file structure and providing timely and accurate file downloads, managing third party vendor relationships, and ensuring an adequate test environment in those systems to which eCivis interfaces
8. Client is responsible for developing the SQL or other method to extract and push the required data to eCivis Grants Network.
9. Client is responsible for the integrity of their financial data.
10. Client utilizes financial accounting practices that comply with state and federal regulations related to grant management/project management.
11. Any deviation from the SOW above will require an adjustment of cost estimates
12. Start date of the project and duration/timeline will be determined after execution of a contract

SERVICE: Data Migration

The purpose of this service is to migrate existing grantee award data into eCivis Grants Network.

1. City of Alpharetta is responsible for collecting grant data from the appropriate staff
2. Data Migration will utilize only the fields included in the eCivis standard data migration form (see Appendix A)
3. Data Migration includes only open and active grant awards

SERVICE: Single Sign On

eCivis supports Single Sign On (SSO) integration with Grants Network using popular identity providers. We partner with Auth0 to support a variety of enterprise connection types:

- OpenID Connect



- Microsoft® Active Directory™/LDAP
- Microsoft® Azure® AD™
- SAML (Service Provider Initiated)

This document has been assembled to provide an overview of the **SSO SAML integration** between a client's Azure Active Directory (AD) service and eCivis Grants Network™.

DESCRIPTION

Grants Network provides a username (email address) / password authentication scheme, standard across SaaS applications. When a client wants to control access to Grants Network within their domain eCivis permits Single Sign-On (SSO). This provides the following benefits:

1. The client is in control of eCivis access. When a user needs to be deactivated, this becomes a client Information Technology (IT) function.
2. The client sets the password policy, including complexity rules and refresh rate.
3. Client users only need to remember one set of credentials across the enterprise.

During setup, the eCivis Implementation team works with the client's IT department to define and configure their active directory implementation. This document covers Azure Active Directory authentication via Security Assertion Markup Language (SAML) 2.0.

The following configuration steps encompass the implementation:

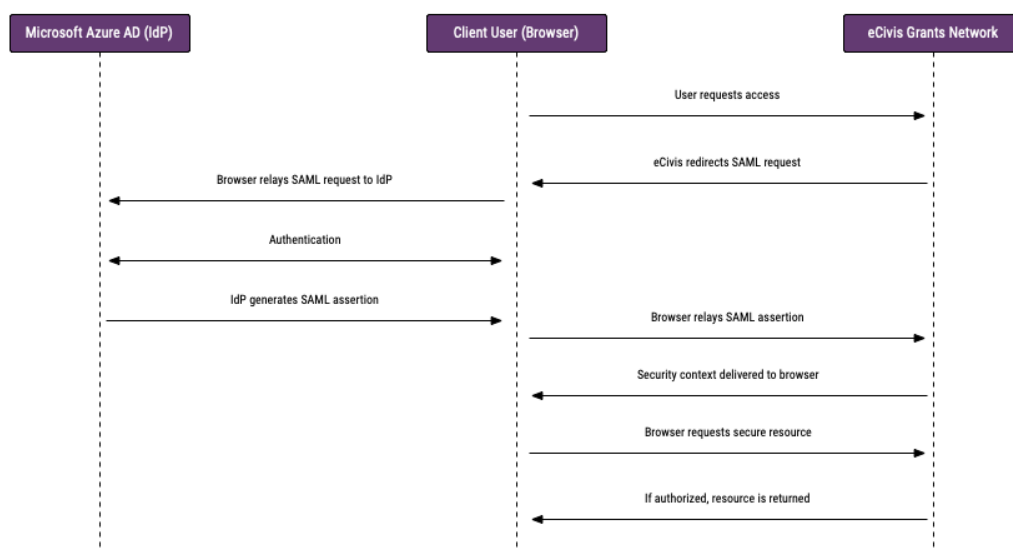
1. eCivis Implementation works with the client to identify users and appropriate authorization levels.
2. eCivis provides the Client with an Identifier (Entity ID) and Reply URL (Assertion Consumer Service URL).
3. The Client IT creates a "Non-Gallery" enterprise application in their Azure AD organization. Upon request, the eCivis implementation team can provide an eCivis logo for the enterprise application.
4. The client adds authorized users to a security group associated with the enterprise application.



5. The Client IT configures SAML SSO for the new application using the details provided in step 2.
6. The Client IT sends the SAML Signing Certificate (Base64) and Login URL to eCivis.
7. The Client and eCivis Implementation Team verify setup and configuration.
8. The Client IT assigns additional users to the application, as needed, to allow access to Grants Network.

Implementation Overview

Azure AD Grants Network Enterprise Application Access SAML 2.0 Workflow



Client users will access Grants Network by visiting <https://gn.ecivis.com>. Based on their username, they will be redirected to the Microsoft IdP workflow. Once the user authenticates on Azure AD, Azure provides a SAML assertion that is passed along to eCivis Grants Network. Grants Network then authorizes the authenticated user providing the proper permissions as defined by the eCivis account setup team. The



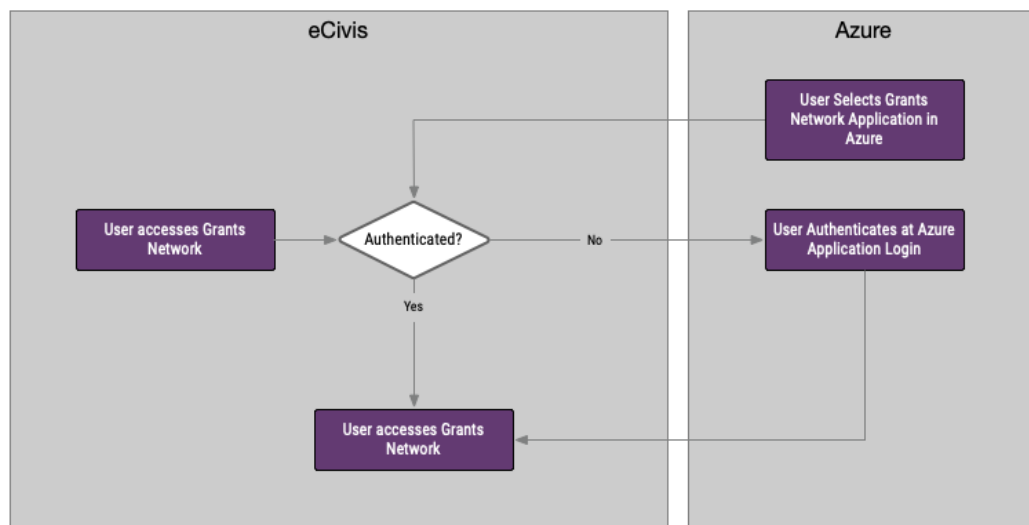
client user will now be granted access to eCivis Grants Network resources permitted by their access level.





The user experience mimics the following flow:

Azure AD - eCivis Grants Network Flow





Reference Documentation

Add an unlisted (non-gallery) application to your Azure AD organization:

<https://docs.microsoft.com/en-us/azure/active-directory/manage-apps/add-non-gallery-app>

Configure SAML-based single sign-on to non-gallery applications:

<https://docs.microsoft.com/en-us/azure/active-directory/manage-apps/configure-single-sign-on-non-gallery-applications>

ASSUMPTIONS

1. The CLIENT has the internal expertise required to complete the process setup
2. The login will be directly at www.ecivis.com
3. SSO applies only to eCivis Grants network. Some administrative tools and external users will not be covered under the SSO process.

8.0 Out of Scope for this project

- Customizations or enhancements that are not mutually agreed upon by eCivis and City of Alpharetta in this statement of work.
- Historical award data
- System integrations that are not mutually agreed upon by eCivis and City of Alpharetta in this statement of work.
- Reporting integration outside of eCivis Grants Network

9.0 eCivis RESPONSIBILITIES

1. eCivis shall provide the following personnel
 - Project Manager
 - Implementation Specialist
 - Customer Success Manager
2. eCivis will provide Master Project Timeline, and software user training resources.
3. eCivis shall provide Service Level Agreement (SLA), which will include:



- 99.9% monthly uptime.
- Single point of contact made via email or by calling a toll-free support number.
- Phone and email Technical Support Monday-Friday 8am-5pm ET
- Access to all patches (patches developed internally by ECivis to address core software issues like security, performance, etc.
- Access to new versions/upgrades
- Seamless modifications/enhancements per month

10.0 eCivis PROJECT MANAGEMENT CONTACTS

The eCivis' Project Manager and Customer Success Manager will be determined after contract execution.

11.0 Project Schedule and Key Milestones

Start date for the project will be influenced by the executed, signed contract. A detailed project plan will be developed after the project kick off meeting.





12.0 APPENDIX A

Grant title*	The proper name of the specific funding opportunity. In some scenarios the proper name of the specific funding opportunity may be identical to the Project name depending on how your accounts are structured in your Financial Management System. (150 character limit)
Department *	The department in which the project is being administrated. Departments must be the same departments that are in your eCivis Grants Network Account. (80 character limit)
Project name*	Every grant in eCivis must be attached to a project. The project name can be anything the grant funding is being used to support. (255 character limit)
Project summary*	A brief description of the project. (1500 character limit)
Project lead*	The single person who is primarily responsible for managing grants related to this project. This person must be a licensed user in eCivis Grants Network.
Project type (Construction or a Non-construction)*	Indicates if the grant is a Construction or a Non-construction project.
Internal project name	The unique name associated with a specific project located in your financial system of record where grants are being managed. This can be the same or a variation of the project title in eCivis. (255 character limit)
Internal project ID**	A unique code associated with a specific project located in your financial system of record where grants are being managed. This value must match the value of the extProjectID field that will be exported/imported daily. (255 character limit)
Internal grant name	The unique name associated with a specific grant located in your financial system of record where grants are being managed. This can be the same or a variation of the grant title in eCivis. (255 character limit).
Internal grant ID**	A unique code associated with a specific grant located in your financial system of record where grant funding is being managed. This value must match the value of the extGrantID field that will be exported/imported daily. (255 character limit)
Competitive or Not Competitive (Yes/No) *	This field distinguishes between non-competitive sources like pass through, formula, or direct funding and competitive funding that had an evaluation or application process.
FY*	The fiscal year in which the funding was made available.
Funding type*	Identifying the funding source as Federal, State, Foundation, Other, County/Regional, Non-Profit or Tribal.
Funding type (Optional)	Indicate whether funding type is a formula grant where award is predetermined by distribution formulas or pass-through funding where is open to discretionary funding decisions.
CFDA# (Optional)	Catalog of federal Domestic Assistance. This is a unique number assigned to every Federal grant opportunity and is essential for ensuring the right funding opportunities in eCivis are identified.
Grantor*	The specific department/office within State or Federal government. Or the specific name of the local or private source. (75 character limit)
Award date*	Indicate the day you received award notification.
Grant award amount*	The amount awarded to you from the funding agency
Match required (Yes/No)*	A simple yes/no answer if a match is required for the grant opportunity.
Cash match amount	The total amount of cash cost share required by the grant. Dollar value required if "Match required"="Yes". (\$0.00 and up)
In-kind match amount	The total amount of in-kind cost share required by the grant. Dollar value required if "Match required"="Yes". (\$0.00 and up)
Contract start date*	The beginning date agreed to with the funding agency when funds can begin to be expended and the project will begin.
Contract end date *	The end date agreed to with the funding agency when funds must be expended and the project complete. This can be extended in cases of an extension.
(Optional) Grant Tag	The grant tag(s) that a template task will be limited to. The template task will only be triggered when the project grant contains the matching tag. Leave blank if this grant will not require specific tagging for tasks.
(Optional) FAIN	Federal Award Identification Number is intended to enhance data quality on USASpending.gov This optional field can also be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "FAIN" will not be changed. (75 character limit)
(Optional) STATE ID	A unique number assigned to a business or organization by the state where the business operates. This optional field can be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "State ID" will not be changed. (75 character limit)
(Optional) Federal FON	Funding Opportunity Number is a unique number used on Grants.gov This optional field can be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "Federal FON" will not be changed. (75 character limit)
(Optional) Organization ID	optional field can be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "Organization ID" will not be changed. (75 character limit)
(Optional) DUNS Number	Dun & Bradstreet or D-U-N-S Number is a unique nine digit identification number, for each physical location of your business. This optional field can be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "DUNS Number" will not be changed. (9 character limit) Note: Specific format (XX-XXX-XXXX)
(Optional) Grantor Contract Number	Varies depending on Organization. This optional field can be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "Grant Contract Number" will not be changed. (50 character limit)
(Optional) Grant Contact	Varies depending on Organization. This optional field can be used to store any data specific to this grant in eCivis Grants Network to later capture in reports but the field name "Grant Contact" will not be changed. (5000 character limit)
* Indicates a required field in eCivis. Placeholder values can be used but will require updating in your live account after implementation.	
** Indicates a required field for client using Data Integration.	



STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Meeting Date: November 17, 2025

AGENDA ITEM:

Ordinance: Massage and Spa Establishment Text Amendments

SECOND READING

The first public hearing occurred during the November 3, 2025 City Council meeting.

Consideration of an ordinance proposing modifications to Chapter 10, Article IX of The Code of the City of Alpharetta regarding requirements and procedures governing background checks; to clarify requirements for applications for licensing and permitting; to provide for relevant definitions; to repeal conflicting ordinances; and for other purposes.

STAFF RECOMMENDATION:

Adopt an ordinance proposing modifications to Chapter 10, Article IX of The Code of the City of Alpharetta regarding requirements and procedures governing background checks; to clarify requirements for applications for licensing and permitting; to provide for relevant definitions; to repeal conflicting ordinances; and for other purposes.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
-----------------------------	----------------------

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
-----------------------------	----------------------

ITEM DESCRIPTION:

Earlier this year, the City Council adopted changes to the ordinance to provide for fingerprinting of applicants for massage and spa establishment licenses. The language presented was based on recommendations from the GBI, who coordinates with the FBI for approval to conduct fingerprinting background checks on ordinance applicants. However, the GBI has since provided updated guidance and standards in order to receive approval for fingerprinting. The proposed ordinance amendment incorporates those updated recommendations.

The first reading of this item occurred during the November 3, 2025 meeting, and there have been no changes since the first reading.

ALTERNATIVES:

Do not adopt an ordinance and delay the opportunity for national background and fingerprinting checks for those providing massage and spa services.

ATTACHMENTS:

1. Ordinance RE Massage and Spa Revisions
2. Massage Ordinance Revisions (Exhibit A)V2



AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA AMENDING ARTICLE IX OF CHAPTER 10 OF THE CODE OF THE CITY OF ALPHARETTA TO AMEND REGULATIONS REGARDING MASSAGE ESTABLISHMENTS AND SPA ESTABLISHMENTS, TO REPEAL CONFLICTING ORDINANCES; AND FOR OTHER PURPOSES

WHEREAS, O.C.G.A. § 36-35-3(a) provides that the governing authority of each municipal corporation shall have power to adopt clearly reasonable ordinances, resolutions and regulations relating to its property, affairs, and local government for which no provision has been made by general law and which are not inconsistent with the Constitution or any charter provision applicable thereto; and

WHEREAS, on April 4, 2016, the City Council for the City of Alpharetta ("City Council") adopted an ordinance establishing regulations for the operation of massage establishments and spa establishments within the City; and

WHEREAS, in the interests of the health, safety, and general welfare of the citizens of the City, the City Council desires to exercise its authority by amending regulations governing massage establishments and spa establishments as set forth in Exhibit A; and

WHEREAS, the City Council provided notice on the amendment contained herein.

NOW THEREFORE, the City Council of Alpharetta, Georgia, hereby ordains changes to its Code of Ordinances as follows:

Section 1: Article IX of Chapter 10, is amended and replaced in its entirety with the text attached hereto as Exhibit A.

Section 2: It is the express intent of the Mayor and City Council that this Ordinance be consistent with both federal and state law. If any provision of this Ordinance or the application thereof to any person or circumstances is held invalid, the invalidity shall not affect other provisions or applications of the Ordinance which can be given effect without the invalid provision or application, and to this end the provisions of this Ordinance are declared severable.

Section 3: All other ordinances shall continue in full force and effect and shall remain unaffected, except where such ordinance, or part thereof, conflicts herewith, in which case such ordinance, or part thereof, is hereby repealed.

Section 4: This Ordinance shall become effective immediately following date of adoption.

SO ORDAINED this ____ day of _____ 2025.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

[SIGNATURES CONTINUED ON THE FOLLOWING PAGE]

[SIGNATURES CONTINUED FROM PREVIOUS PAGE]

COUNCIL MEMBERS*

Mayor Pro Tem Dan Merkel

Council Member Donald F. Mitchell

VACANT

Council Member Post 2

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Fergal M. Brady

(SEAL)

Attest:

Approved as to form and legal
sufficiency:

Lauren Shapiro, City Clerk

Molly Esswein, City Attorney

*At the time this resolution was considered and adopted, Post 2 of the City Council was vacant.

ARTICLE IX. MASSAGE AND SPA ESTABLISHMENTS

Sec. 10-275. Purpose and legislative findings.

The Georgia General Assembly has declared that the practice of massage therapy is an activity affecting the public interest and involving the health, safety, and welfare of the public, and that the practice of massage therapy by a person who is not licensed under the Georgia Massage Therapy Practice Act (O.C.G.A. § 43-24A-1 et seq.) is a public nuisance, and harmful to the public health, safety, and welfare. The city council agrees with those findings. Furthermore, the city council finds that, for many massage establishments, the business in fact is sexual conduct or the intimation of sexual conduct, rather than lawful massage therapy. Such establishments offer massage services as a subterfuge for prostitution, masturbation for hire, and other paid sexual contact, which are harmful to the public health, safety, and welfare. There is difficulty and expense in conclusively distinguishing between such establishments and legitimate massage establishments, but one rational distinction is whether the establishment has a relationship with a corporate or franchising hierarchy, which would tend to safeguard against unlawful sexual activities on the massage establishment premises. It is a purpose of this article to impose licensing requirements to help prevent illegal massage, prostitution, and related sex crimes, yet without hindering legitimate massage establishments operating under a business structure with external oversight that serves that purpose. Pursuant to O.C.G.A. § 43-24A-22 (allowing local regulation of massage businesses and of persons not licensed by the state), it is the purpose of this article to regulate the operation of massage establishments and spa establishments, and to regulate employees of such establishments who are not licensed as massage therapists by the state, as an exercise of the city's police power in order to protect the health, safety and general welfare of the citizens of the city.

Sec. 10-276. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Applicant means any person, firm, corporation, or other legal entity applying for a license to operate a massage establishment or spa establishment, as defined herein, or a person applying for a work permit, as provided for herein.

Corporation means a corporation for profit, including domestic and foreign corporations, as defined in O.C.G.A. 14-2-140.

Employee means any person who performs any service on the premises of a massage establishment or spa establishment, on a full-time, part-time, or contract basis, regardless of whether the person is denominated an employee, independent contractor, agent, apprentice, trainee, or otherwise. The term "employee" does not include a person who is licensed or provisionally permitted pursuant to the Georgia Massage Therapy Practice Act (O.C.G.A. § 43-24A-1 et seq.), or a person exclusively on the premises for repair or maintenance of the premises or for the delivery of goods to the premises.

Hearing officer means the city administrator, or his/her designee, appointed to conduct hearings under this article.

Limited liability company means a limited liability company formed under the laws of a jurisdiction of any state, or formed under Chapter 11 of Title 14 of the O.C.G.A.

Massage or massage therapy means the application of a system of structured touch, pressure, movement, and holding to the soft tissue of the body in which the primary intent is to enhance or restore health and well-being. Such term includes complementary methods, including without limitation cupping therapy, taping techniques, the external application of water, superficial heat, superficial cold, lubricants, salt scrubs, or other topical preparations and the use of commercially available electromechanical devices which do not require the use of transcutaneous electrodes and which mimic or enhance the actions possible by the hands; the term also includes determining whether massage therapy is appropriate or contraindicated, or whether referral to another

health care provider is appropriate. Such term shall not include the use of ultrasound, fluidotherapy, laser, and other methods of deep thermal modalities. Such business shall be located within a zoning category allowing retail use, shall not occupy more than 4,000 square feet and shall not be closer than 2,000 feet to a comparable business. The term "massage" or "massage therapy" shall not include diagnosis, the prescribing of drugs or medicines, spinal or other joint manipulations, or any service or procedure when performed by a person who is licensed by the state to practice chiropractic, physical therapy, podiatry or medicine. Further, the term "massage" or "massage therapy" shall not include the following when lawfully performed by a natural person licensed or certified by the state board of cosmetology while engaged in the practice authorized by such state license (or certificate of registration) in accordance with, and as further regulated by, the state licensing laws set forth in O.C.G.A. § 43-10-1 et seq.:

- (1) Touching of the scalp or face by a state-licensed barber or cosmetologist;
- (2) Touching of the hands or feet by a state-licensed nail technician or cosmetologist; and
- (3) Touching of the face, neck, décolletage, or arms by a state-licensed esthetician or cosmetologist.

It shall be unlawful to establish a massage establishment in the city, unless said establishment is located:

- (1) At least 300 feet from State Route 9;
- (2) At least 300 feet from State Route 120; and
- (3) At least 300 feet from any parcel occupied by a house of worship, public or private elementary or secondary school, public park, state-licensed day care facility, or any residence.

The foregoing minimum distance requirements shall not apply to any massage establishment located within a mixed use development in the MU district. For the purpose of this subsection, measurements shall be made in a straight line in all directions without regard to intervening structures or objects, from the closest point on a boundary line of the massage establishment parcel to the closest point on the State Route 9 or State Route 120 right-of-way, or to the closest point on a boundary line of any parcel containing a house of worship, public or private elementary or secondary school, public park, or residence.

Massage apparatus means any manual, mechanical, hydraulic, hydrokinetic, electric or electronic device or instrument or any device or instrument operated by manual, mechanical, hydraulic, hydrokinetic or electric power for the purpose of administering a massage.

Massage establishment means a commercial establishment where any person offers or engages in massage or massage therapy. The term "massage establishment" shall not include hospitals or other professional health care establishments separately licensed as such by the state.

Member means a person who has been admitted to a limited liability company as a member, as defined in O.C.G.A. § 14-11-101.

Officer means a person elected or appointed to manage the daily operations of a corporation, such as a CEO, president, secretary, or treasurer

Partner means a person who jointly owns and carries on a business for profit in association with one or more other persons.

Partnership means a partnership, whether a general partnership, limited partnership, limited liability partnership, or other similar partnership, formed under the laws of a jurisdiction of any state, or formed under Chapter 8 of Title 14 of the O.C.G.A.

Premises means the real property, or portion thereof, upon which the massage establishment or spa establishment is located, including, but not limited to, the establishment and the grounds, private walkways, and parking lots and/or parking garages under the ownership or control of the establishment.

Shareholder means the person in whose name shares are registered in the records of a corporation or the beneficial owner of shares to the extent of the rights granted by a nominee certificate on file with a corporation.

Spa establishment means a business that provides services requiring a customer to disrobe, which may include non-medical massage, other personal services such as skin, nail, hair treatments, hair removal/waxing, and may have the sale of associated retail products. Such business shall be located within a zoning category allowing retail use, shall not occupy more than 4,000 square feet and shall not be closer than 2,000 feet to a comparable business. The term "spa establishment" shall not include hospitals or other professional health care establishments separately licensed as such by the state.

It shall be unlawful to establish a spa establishment in the city, unless said establishment is located:

- (1) At least 300 feet from State Route 9;
- (2) At least 300 feet from State Route 120; and
- (3) At least 300 feet from any parcel occupied by a house of worship, public or private elementary or secondary school, public park, state-licensed day care facility, or any residence.

The foregoing minimum distance requirements shall not apply to any spa establishment located within a mixed use development in the MU district. For the purpose of this subsection, measurements shall be made in a straight line in all directions without regard to intervening structures or objects, from the closest point on a boundary line of the spa establishment parcel to the closest point on the State Route 9 or State Route 120 right-of-way, or to the closest point on a boundary line of any parcel containing a house of worship, public or private elementary or secondary school, public park, or residence.

Specified criminal activity means any of the following specified crimes:

- (1) Illegal gambling;
- (2) Prostitution, keeping a place of prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, sodomy, aggravated sodomy, rape, child molestation, sexual assault, sexual battery, aggravated sexual assault, aggravated sexual battery, or public indecency;
- (3) Obscenity, disseminating or displaying matter harmful to a minor, or use of a child in a sexual performance;
- (4) Any offense related to any massage establishment or spa establishment or which is related to the regulatory purposes of this article, including controlled substance offenses, tax violations, racketeering, crimes involving sex, crimes involving prostitution, or crimes involving obscenity;
- (5) Any attempt, solicitation, or conspiracy to commit one of the foregoing offenses; or
- (6) Any offense in another jurisdiction that, had the predicate act been committed in Georgia, would have constituted any of the foregoing offenses.

Sec. 10-277. Penalties.

Any person violating any of the provisions of this article shall be punished as provided in section 1-8. Nothing in this section and no action taken hereunder shall be held to exclude such other civil, criminal, or administrative proceedings as may be authorized by other provisions of this Code or any of the laws in force in the city, or to exempt anyone violating this Code or any part of said laws from any penalty which may be incurred.

Sec. 10-278. Scope of regulations.

- (a) All licenses and work permits issued under this article shall constitute a mere privilege to operate or work at the establishment specified in the license or work permit during the term of the license or work permit only, and shall be subject to all terms and conditions imposed by the city, the county and the state.
- (b) This article shall not be enforced against:

- (1) Any natural person who is a physician, chiropractor, physical therapist, or similar professional licensed and regulated by or through the state while engaged in the practice of the profession for which the person is licensed by the state;
 - (2) Any hospital or other professional health care establishment, including a physician's, physical therapist's, or chiropractor's office, separately licensed as such by the state;
 - (3) Any natural person who is a massage therapist licensed by the state under the Georgia Massage Therapy Practice Act (O.C.G.A. § 43-24A-1 et seq.) while engaged in the practice of massage therapy as authorized and regulated under said Act; notwithstanding the foregoing exception, the provisions of this article regulating massage establishments and spa establishments and the operation of such establishments shall be enforced against any such person to the extent such person owns, operates or manages a massage establishment or spa establishment or supervises the employees thereof, unless otherwise expressly excepted herein; or
 - (4) Any other individual or entity expressly exempted from local legislation by the laws of the state.
- (c) Licenses and work permits issued before the adoption of the ordinance from which this article is derived shall continue in effect for their original terms, subject to the regulations provided herein, including the revocation provisions in section 10-284, as amended.
 - (d) All massage establishments, spa establishments, and their employees shall comply with this article upon its adoption, including those that hold a license or a work permit issued before the adoption of the ordinance from which this article is derived.
 - (e) The director of community development may exempt a massage establishment or a spa establishment and its employees from the licensing requirements of sections 10-279 through 10-281 for a specified calendar year. An exemption under this subsection expires on December 31 of the year for which it was granted. Upon the expiration of an exemption, the establishment and its employees are subject to all requirements of sections 10-279 through 10-281. Any request for an exemption shall be submitted in writing to the director of community development and is automatically rejected unless the director of community development grants the exemption. An exemption, if granted by the director of community development, shall be in writing and shall be based upon evaluation of the request according to the following standards:
 - (1) Whether the establishment is part of a chain that operates in multiple locations under common ownership, franchise agreements, or a similar arrangement that involves centralized control or corporate supervision;
 - (2) Whether persons who provide services to customers at the establishment hold state licenses;
 - (3) The establishment's, its owners', and its managers' histories relative to compliance with massage establishment or spa establishment licensing requirements;
 - (4) Whether the location used by the establishment has been free from association with unlawful activity for the last 12 months; and
 - (5) Whether the establishment is managed and operated by a person who has been continually licensed pursuant to the Georgia Massage Therapy Practice Act for at least seven years.

Sec. 10-279. Massage/spa establishment license required; application.

- (a) *Massage/spa establishment license required.* It shall be unlawful for any person or legal entity to operate a massage establishment or a spa establishment in the city without a valid massage/spa establishment license or exemption therefrom. This license requirement is in addition to obtaining an occupation tax certificate pursuant to article III of chapter 42 pertaining to taxation.
- (b) *Application.* An applicant for a massage/spa establishment license shall file in person at the city department of community development a completed application made on a form provided by the city. The application must be executed by the person primarily responsible for the operation of the establishment, sworn to and

signed by the applicant in the presence of a notary public or other officer authorized to administer oaths. If the application is filed on behalf of a partnership, then each partner shall sign the application in the presence of a notary public or other officer authorized to administer oaths. If the application is filed on behalf of a limited liability company with individual persons as members, then each member shall sign the application in the presence of a notary public or other officer authorized to administer oaths. If the application is filed on behalf of a corporation or a limited liability company with corporate members, the majority stockholder, as well as the officer or employee of the corporation primarily responsible for the operation of the licensed premises who is also the named licensee, must sign the application in the presence of a notary public or other officer authorized to administer oaths.~~If the applicant is a partnership, limited liability company, corporation, or other legal entity, the application must also be executed by an officer, member, partner or shareholder, as applicable. Signatures on the application shall be notarized.~~ An application shall be considered complete when it contains the information and/or items required in this subsection, accompanied by the annual regulatory fee:

- (1) The applicant's full legal name and any other names used by the applicant in the preceding five years.
- (2) A signed and sworn affidavit verifying the applicant's lawful presence in the United States as required by O.C.G.A. § 50-36-1. If the applicant is a partnership, limited liability company, corporation, or other legal entity, a signed and sworn affidavit verifying the lawful presence of each person who executes the application on behalf of the applicant.
- (3) A signed and sworn affidavit attesting that the applicant either uses the federal work authorization program in accordance with federal regulations or that the applicant employs fewer than 11 people or otherwise does not fall within the requirements of O.C.G.A. § 36-60-6.
- (4) Current business address and residential mailing address for the applicant.
- (5) The business name, location, legal description, mailing address and telephone number of the establishment.
- (6) If the applicant is a sole proprietor, written proof of age, in the form of a driver's license or a picture identification document containing the applicant's date of birth issued by an agency of a state or of the federal government.
- (7) If the applicant is not a sole proprietor, then the partnership, limited liability company, corporation, or other legal entity shall submit a complete list of the legal entity's:
 - a. Officers;
 - b. Directors;
 - c. Partners, members, or shareholders (natural persons) holding a ten percent or greater ownership interest in such legal entity, or if there is no shareholder (natural person) with at least a ten percent interest, the ten shareholders with the greatest ownership interest;
 - d. Employee or agent primarily responsible for operation of the massage or spa establishment; and
 - e. Written proof of age, in the form of a driver's license or a picture identification document containing the applicant's date of birth issued by an agency of a state or of the federal government for each person listed in subsections (b)(7)a through d of this section.
- (8) A statement of whether the applicant or any person listed in response to subsection (b)(7) of this section has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance;
 - b. Had its license to operate a massage establishment or a spa establishment revoked;

- c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
- (9) A statement of whether the applicant or any person listed in response to subsection (b)(7) of this section has within the previous five years been arrested for, convicted of, or pleaded guilty or entered a plea of nolo contendere to a specified criminal activity as defined in this article, and if so, each specified criminal activity involved, including the date, place, and jurisdiction of each such arrest and/or conviction.
- (10) A statement of whether the applicant or a person listed in response to subsection (b)(7) of this section has in the previous 12 months resided with someone who has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
- (11) If the applicant is a partnership, limited liability company, corporation or other legal entity required to be chartered under the laws of the state or authorized by the secretary of state to do business in the state, such corporation must be chartered under the laws of the state or authorized by the secretary of state to do business in the state and must submit copies of the certificate of organization or incorporation, as applicable, and articles of organization or incorporation, as applicable.
- (12) A sworn and notarized statement of a registered agent who is a resident of the county and who is at least 18 years of age, required to be designated by a licensee to receive any process, notice or demand required or permitted by law or under this article to be served upon the applicant.
- (13) A statement as to whether the applicant is the owner of the premises wherein the establishment will be operated or the holder of a lease thereon for the period to be covered by the license. If the applicant is a lease holder, the following shall be submitted with the license application:
 - a. A copy of the lease; and
 - b. The written consent of the owner of the real property upon which the premises are located which demonstrates knowledge and acceptance of the applicant's proposed operation of a massage establishment or spa establishment on the subject property, grants permission to the applicant to submit the subject application, and acknowledges and represents that such real property owner has read and fully understands the requirements of this article, including, but not limited to, the provisions set forth in section 10-288.
- (14) A survey (dated no more than 180 days prior to submission of the application to the city), certified by a registered surveyor of this state, showing a scaled drawing of the premises to be licensed and the distance in feet from State Route 9, State Route 120, and any parcel occupied by a house of worship, public or private elementary or secondary school, public park, state-licensed day care facility, or any residence, unless the establishment to be licensed is located within a mixed use development in the MU district. For the purpose of this subsection, measurements shall be made in a straight line in all directions without regard to intervening structures or objects, from the closest point on a boundary

line of the massage establishment or spa establishment parcel to the closest point on the State Route 9 or State Route 120 right-of-way, or to the closest point on a boundary line of any parcel containing a house of worship, public or private elementary or secondary school, public park, or residence.

- (15) For every person on the premises who offers, or will offer, services for which a license under O.C.G.A. § 43-24A-1 et seq. is required, a copy of the state license for each such person as well as a color photograph, no smaller than two inches by two inches, showing the face, neck, and shoulders of each such person; or, if there are none, a statement certifying that the application is for the operation of a spa establishment only and that neither the establishment nor any person on the premises offers, or will offer, massage or services for which said person is required to be licensed by the State of Georgia pursuant to O.C.G.A. § 43-24A-1, et seq.
- (16) As a prerequisite to the issuance of a massage/spa establishment license under this article, the applicant shall furnish a complete set of fingerprints for all persons required to sign the application to be forwarded to the Georgia Bureau of Investigation and to the Federal Bureau of Investigation, as specified under O.C.G.A. § 35-3-35(a)(1) and Federal Public Law 92-544. By filing such application, the applicant consents to the City obtaining their criminal history record information (CHRI) from the Georgia Crime Information Center (GCIC) and the Federal Bureau of Investigation (FBI).
- a. The applicant shall bear the cost of: (1) an administrative fingerprinting fee to be charged by the City, which shall be the maximum allowed by statute, which is currently \$20.00, which fee shall include fingerprinting when carried out by the City; and (2) the charge by the GBI and the FBI for the CHRI history at their latest rate, paid to the City by certified or cashier's check, money order, or credit card.
 - b. Once an application, accompanying documents, fingerprints, and the required fees are filed with the City, the City shall transmit said fingerprints and appropriate fees to the GCIC. As provided by law, the GCIC will compare the subject's fingerprints against its criminal file and submit the fingerprints to the FBI for a comparison with nation-wide records, unless submission to the FBI is automatic pursuant to the use of live-scan. The results of the FBI check will be returned based on its current procedure, presently being directly to the City if submissions are made manually to the GCIC, or electronically from both the GBI and FBI where submissions are made electronically to the GCIC.
 - c. In compliance with Federal law 925-544, which provides for the rendering of a "fitness determination," the City shall decide whether the applicant has been convicted of, or is under pending indictment for enumerated disqualifiers, as set forth within this chapter.
 - d. A person who has consented to the City for a criminal history based on fingerprinting record may request and receive a copy of the criminal history record report from the City at no additional charge. Should the person seek to amend or correct the record, he or she shall be responsible for contacting the GCIC as to Georgia records and/or the FBI concerning records from other jurisdictions maintained in its file.

The information provided pursuant to subsection (b) of this section shall be supplemented in writing by certified mail, return receipt requested, to the city department of community development within ten working days of a change of circumstances which would render the information originally submitted false or incomplete.

- (c) *Confidentiality.* The information provided by an applicant in connection with an application for a license under this article shall be maintained by the city department of community development on a confidential basis, and such information may be disclosed to the public only as required under governing law. Any information protected by the right to privacy as recognized by state or federal law shall be redacted prior to any required disclosure under the Georgia Open Records Act or other applicable law.
- (d) *Issuance of license.* Upon the filing of a completed massage/spa establishment license application, the city shall cause to be conducted a criminal background investigation, as set forth above, of the applicant and shall

transmit a summary of the investigation results to the director of community development or his her designee. Within 60 days of the filing of the application, the director of community development, or his /her designee, shall either issue a license to the applicant or issue a written notice of intent to deny the license to the applicant. The director of community development, or his her designee, shall issue the license unless:

- (1) The applicant or a person listed in response to subsection (b)(7) of this section is less than 21 years of age.
- (2) The applicant has failed to provide information required by this article for issuance of a license or has falsely answered a question or request for information on the application form.
- (3) The applicant is neither the owner of the premises wherein the establishment will be operated, nor the holder of a lease thereon for the period to be covered by the license.
- (4) The annual regulatory fee required by this article has not been paid.
- (5) The establishment is not in compliance with the location requirements of this article or of any part of the Code. This provision shall not be grounds to deny a license to a massage establishment or spa establishment that was, in all respects, lawfully operating at the premises prior to the adoption of the location requirements of the ordinance from which this article is derived and that has continued to lawfully operate at the premises.
- (6) The city has revoked a massage/spa establishment license at the premises within the previous 12 months.
- (7) The applicant or a person listed in response to subsection (b)(7) of this section has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
- (8) The applicant or a person listed in response to subsection (b)(7) of this section has within the previous five years been convicted of, or pleaded guilty or entered a plea of nolo contendere to, a specified criminal activity, as defined in this article.
- (9) The establishment does not comply with all applicable building, health, and life safety codes, or the building to be occupied does not have a valid, current certificate of occupancy.
- (10) The applicant or a person listed in response to subsection (b)(7) of this section has in the previous 12 months resided with someone who has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or

- d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
- (11) Reserved.
- (12) The applicant is a partnership, limited liability company, corporation or other legal entity that is required to be chartered under the laws of the state or authorized by the secretary of state to do business in the state, but is not so chartered or authorized.
- (e) *License display.* A license, if issued, shall be issued in the name of the applicant. The license shall be posted in a conspicuous place at or near the entrance to the establishment so that it may be read at any time that the establishment is occupied by patrons or is open to the public.
- (f) *Employee permit display.* Massage establishments and spa establishments shall post each employee's work permit issued by the city in a conspicuous place at or near the entrance to the establishment so that it may be read at any time that the establishment is occupied by patrons or is open to the public.

Sec. 10-280. Regulatory fee; expiration.

- (a) There shall be an annual regulatory fee, consisting of a non-refundable investigative fee and a license fee, for each massage and spa establishment licensed within the city. The investigative and license fees shall be set by the director of community development. The full regulatory fee shall be paid with the license application and shall not be prorated under any circumstances. If the applicant withdraws the application or the license is denied, the applicant shall be refunded the full license fee paid. No refund shall be allowed once the license has been issued.
- (b) All licenses granted hereunder shall be for the calendar year and expire on December 31 of each year. Each renewal application shall be treated as an initial application and the applicant shall be required to comply with all rules and regulations for the granting of licenses as if no previous license had been held, except that renewal applications for which the applicant certifies there are no changes to information and data contained in the original application shall not be required to include information or documents specified in Section 10-279(b)(7), (11), (12), (13), or (14). Existing licensees shall file renewal applications by November 1 of each year for the following license year. Applications received after November 1 shall be subject to a ten percent late fee.
- (c) No license issued pursuant to this article shall be transferable. Upon change of ownership, even if only in part, a new application will be completed and submitted along with all necessary fees.

Sec. 10-281. Employee work permits required.

- (a) Massage/spa establishment work permit required. It shall be unlawful for any person to be an employee, as defined in this article, of a massage establishment or spa establishment in the city without a valid massage/spa establishment work permit issued under the terms of this article, except that a person who holds a valid massage/spa establishment license or who is listed in response to section 10-279(b)(7)a through c in relation to a valid massage/spa establishment license shall not be required to also obtain a massage/spa establishment work permit to be an employee at that particular licensed establishment. A person who works at more than one establishment shall obtain a separate work permit for each establishment. No applicant for a massage/spa establishment work permit shall work at a massage establishment or a spa establishment in the city until the applicant receives, and the establishment posts, the employee's work permit as required by this article. A receipt issued by the city is not a valid massage/spa establishment work permit and does not authorize the person to work in a massage establishment or spa establishment.
- (b) Application. An applicant for a massage/spa establishment work permit shall file in person at the city department of public safety, records division, a completed application made on a form provided by the city. The application must be signed and notarized. Applicants shall make themselves available for photographing. An application shall be considered complete when it contains the information and/or items required in this subsection (b), accompanied by the work permit fee:

- (1) The applicant's full legal name and any other names used by the applicant in the preceding five years.
- (2) Current business address or another mailing address for the applicant.
- (3) Written proof of age, in the form of a driver's license or a picture identification document containing the applicant's date of birth issued by an agency of a state or of the federal government.
- (4) A signed and sworn affidavit verifying the applicant's lawful presence in the United States as required by O.C.G.A. § 50-36-1.
- (5) The name and address of the massage establishment or spa establishment for which the applicant seeks to obtain the work permit.
- (6) A statement of whether the applicant has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
- (7) A statement of whether the applicant has within the previous five years been arrested for, convicted of, or pleaded guilty or entered a plea of nolo contendere to a specified criminal activity as defined in this article, and if so, each specified criminal activity involved, including the date, place, and jurisdiction of each such arrest and/or conviction.
- (8) A statement of whether the applicant has in the previous 12 months resided with someone who has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.

The information provided pursuant to subsection (b) of this section shall be supplemented in writing by certified mail, return receipt requested, to the city department of public safety, records division, within ten working days of a change of circumstances which would render the information originally submitted false or incomplete.

- (c) The information provided by an applicant in connection with an application for a work permit under this article shall be maintained by the city department of public safety, records division, on a confidential basis, and such information may be disclosed to the public only as required under governing law. Any information protected by the right to privacy as recognized by state or federal law shall be redacted prior to any required disclosure under the Georgia Open Records Act or other applicable law.
- (d) Issuance of work permit. Upon the filing of a completed massage/spa establishment work permit application, the city shall cause to be conducted a criminal background investigation of the applicant and shall transmit a summary of the investigation results to the director of public safety or his/her designee. Within 30 days of

the filing of a completed massage/spa establishment work permit application, the director of public safety or his/her designee shall either issue a work permit to the applicant or issue a written notice of intent to deny the work permit to the applicant. The director of public safety, or his/her designee, shall issue the work permit unless:

- (1) The applicant is less than 18 years of age.
 - (2) The applicant has failed to provide information required by this article for issuance of a work permit or has falsely answered a question or request for information on the application form.
 - (3) The work permit fee required by this article has not been paid.
 - (4) The establishment for which the applicant seeks a work permit does not have a valid massage/spa establishment license from the city.
 - (5) The applicant has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
 - (6) The applicant has within the previous five years been convicted of, or pleaded guilty or entered a plea of nolo contendere to, a specified criminal activity, as defined in this article.
 - (7) The applicant has in the previous 12 months resided with someone who has been an owner, director, officer, partner, member, or shareholder of a massage establishment or spa establishment that has, in the previous five years (and at a time during which the person was so related to the establishment):
 - a. Been declared by a court of law to be a nuisance; or
 - b. Had its license to operate a massage establishment or a spa establishment revoked;
 - c. Engaged in or allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment; or
 - d. Has allowed, been convicted of, or plead guilty or entered a plea of nolo contendere to three or more violations of this article within a 12-month period.
- (e) The work permit, if issued, will be valid for a period of one year from the date it is issued. The replacement and additional work permit shall be issued upon payment of one-half of the fee charged for a work permit and will expire the same date as the then-current work permit. A massage establishment or spa establishment employee shall provide the employee's work permit to the establishment for which it was issued to be posted on the premises pursuant to this article.
- (f) The director of public safety, or his/her designee shall issue a written notice of intent to revoke an employee's work permit, following notice and hearing pursuant to this article, and demand its return if the employee has violated the provisions of this article, any state law or applicable local ordinance.

- (g) It shall be unlawful for an employee whose work permit has been revoked to refuse to return the work permit to the city department of public safety, records division, or to alter, conceal, deface, or destroy the work permit.
- (h) The permit fee for a massage/spa establishment work permit shall be established by the director of public safety.

Sec. 10-282. General operating provisions.

- (a) Massage establishments and spa establishments shall keep on file, on the premises of the establishment, a list of all persons who perform any service on the premises of the establishment, their home addresses and home or mobile telephone numbers, their duties and services performed for the massage or spa establishment, whether such persons have massage/spa establishment work permits issued by the city, and whether such persons have licenses or provisional permits issued by the state pursuant to the Georgia Massage Therapy Practice Act. The holder of a massage/spa establishment license must also keep on file, on the premises of the establishment, a copy of the establishment's two most recent license applications. A list of all employees, and most recent copies of their state licenses (if so licensed) and certifications shall be provided to the city department of community development no later than January 15 of each year.
- (b) Massage establishments and spa establishments shall maintain correct and accurate records of each instance that a service is provided, the type of service provided, and the name of the person at the establishment who provided the service. The records shall be subject to inspection by the city manager, the chief of police, and their designees during those times when the establishment is occupied by patrons or is open to the public.
- (c) No massage establishment or spa establishment shall allow any person required to have any state-mandated licenses, or a massage/spa establishment work permit pursuant to this article, to perform any service on the premises until such person has procured such license or work permit. Licensees and all managers and/or supervisors of any massage or spa establishment are required by this article to inspect and verify that each person who performs services on the premises who is required to have a valid state license or city work permit, has the required license or work permit on the establishment premises at all times, and failure to do so shall be a violation of this article.
- (d) Each massage establishment and spa establishment shall have an owner, manager or supervisor on the premises at all hours that the establishment is occupied by patrons or is open to the public. Further, each massage establishment shall have a state-licensed massage therapist on the premises at all hours that the establishment is occupied by patrons or is open to the public. No massage establishment shall hold itself out as being open for business at any time when there is no state-licensed massage therapist on the premises. In addition to the other penalties and remedies provided herein, if during an inspection there is no owner, manager, or supervisor, or, if applicable, state-licensed massage therapist on the premises, the establishment must cease operations and close until an owner, manager or supervisor or state-licensed massage therapist, as applicable, is on the premises.
- (e) Records required to be maintained under this article shall be kept for a minimum of two years. Records shall be made available to the director of community development or his/her designee, during business hours, at the establishment's business location in the city.
- (f) All employees and other persons on the premises, with the exception of customers receiving a massage from a state-licensed massage therapist, shall be completely clothed. For the purposes of this article, the term "completely clothed" means having on the upper portion of the body appropriate undergarments and either a blouse or shirt which shall cover all the upper body, save the arms and neck, and shall mean having on the lower body appropriate undergarments plus either pants or a skirt, and said pants or skirt must cover from the waist down to a point at least two inches above the knee. All clothes worn in compliance with this article shall be entirely non-transparent.
- (g) No customer receiving a massage from a state-licensed massage therapist shall expose his/her genitals, pubic area, anus, buttocks, or the female breast to another person on the premises of a massage establishment or spa establishment. This prohibition does not apply to the showing of the cleavage of the human female

breasts exhibited by a bikini, dress, blouse, shirt, leotard, or similar wearing apparel, provided the areola is not exposed in whole or in part.

- (h) No massage establishment or spa establishment shall be or remain open for business between the hours of 9:00 p.m. and 7:00 a.m. No person shall be or remain inside a massage establishment or spa establishment between the hours of 10:00 p.m. and 6:00 a.m. No massage establishment or spa establishment shall hold itself out as open at a time that the establishment is prohibited, under this subsection, from being open for business.
- (i) A readable sign shall be posted at the main entrance identifying the establishment. Signs shall comply with the sign requirements of this Code.
- (j) Minimum lighting shall be provided in accordance with the building code, as adopted by the city council, and at least one artificial light of not less than 40 watts (or equivalent illumination) shall be provided in each enclosed room or booth.
- (k) Ordinary beds or mattresses shall not be permitted in any massage establishment or spa establishment.
- (l) No massage establishment or spa establishment shall knowingly or recklessly allow any minor (i.e., a person under the age of 18 years) to be or remain inside the massage establishment or spa establishment unless the minor is accompanied by his/her parent, legal guardian, or a person who is at least 21 years of age and has been entrusted with the minor by the minor's parent or legal guardian.
- (m) No person shall knowingly or recklessly touch, manipulate, fondle, or handle in any manner the sexual organs, genital area, or anus of any other person on the premises of a massage establishment or spa establishment.
- (n) Massage establishments and spa establishments shall post and maintain a copy of the human trafficking notice available on the Georgia Bureau of Investigation internet website (as per O.C.G.A. § 16-5-47) in each public restroom for the establishment and in another conspicuous location in clear view of the public and employees where similar notices are customarily posted.
- (o) It shall be unlawful to operate a massage establishment or spa establishment with storefront windows that have material and glazing applied or affixed that reduce light transmission through the windows to less than 32 percent, plus or minus three percent, or increase light reflectance to more than 20 percent.
- (p) Massage establishments, spa establishments, and their employees shall ensure that storefront windows are not blocked by curtains, blinds, posters, advertisements, or any other screening material.

Sec. 10-283. Inspection.

Massage establishments, spa establishments, and their employees shall permit the city manager, director of community development, and/or their designees or agents to inspect, from time to time on an occasional basis, any portion of the establishment premises where patrons are permitted, for the purpose of ensuring compliance with the regulations of this article, during those times when the establishment is occupied by any patron or is open to the public. This section shall be narrowly construed by the city to authorize reasonable inspections of the licensed premises pursuant to this article.

Sec. 10-284. Revocation of license or work permit.

- (a) Revocation for specific violations. The director of public safety and/or community development, or his/her designee shall issue a written notice of intent to revoke a massage/spa establishment license or a massage/spa establishment work permit, as applicable, if:
 - (1) The licensee or work permit holder has failed to maintain the qualifications for holding a license or work permit;
 - (2) The licensee or work permit holder has recklessly given false information in the application for the license or the employee work permit or has failed to supplement the application information as

required by section 10-279(b) or 10-281(b) after a change of circumstances that rendered the information originally submitted false or incomplete;

- (3) The licensee or work permit holder has failed to maintain correct and accurate records as required by this article;
 - (4) The licensee or work permit holder has engaged in or recklessly allowed possession, use, or sale of controlled substances on the premises of the establishment;
 - (5) The licensee or work permit holder has engaged in or recklessly allowed prostitution on the premises of the establishment;
 - (6) The licensee or work permit holder has engaged in or recklessly allowed sodomy, aggravated sodomy, public indecency, prostitution, pimping, pandering, pandering by compulsion, masturbation for hire, or disorderly conduct to occur in or on the premises of the establishment;
 - (7) The licensee or work permit holder has knowingly or recklessly allowed a person under the age of 21 years to consume alcohol on the premises of the establishment;
 - (8) The licensee or work permit holder has violated section 10-282(c);
 - (9) The licensee or work permit holder has knowingly or recklessly allowed any minor (i.e., a person under the age of 18 years) to be or remain inside the massage establishment or spa establishment unless the minor is accompanied by his/her parent, legal guardian, or a person who is at least 21 years of age and has been entrusted with the minor by the minor's parent or legal guardian; or
 - (10) The licensee or work permit holder has recklessly allowed three or more violations of this article within a 12-month period.
- (b) When a notice of intent to revoke a license or employee work permit has been issued, the licensee, any person listed on the licensee's application, or the work permit holder, as the case may be, shall not apply for or be issued any new license or permit under chapter 4, chapter 28, or chapter 42, until such notice has been withdrawn or, if revocation has become effective, until two years after the effective date of revocation.
- (c) When any person listed on a massage/spa establishment license application, any employee of the establishment, or any person who performs massage at the establishment, is arrested for unlawful sexual conduct of any kind alleged to have occurred at the massage establishment or spa establishment, no person listed on the establishment's license application and no employee of the establishment may apply for or be issued any new license or permit for that location under chapter 4, chapter 28, or chapter 42, until the arrestee is cleared or until 90 days following the arrest have passed, whichever occurs sooner.

Sec. 10-285. Hearing; license denial, revocation; appeal.

- (a) When the director of public safety and/or community development, or his/her designee, issues a written notice of intent to deny or revoke a license or employee work permit, the director of public safety and/or community development or his/her designee shall immediately send such notice, which shall include the specific grounds under this article for such action, to the applicant or licensee/work permit holder (respondent) by personal delivery or certified mail. The notice shall be directed to the most current business address or other mailing address on file with the city department of public safety, records division, and/or community development for the respondent. The notice shall also set forth the following: The respondent shall have ten days after the delivery of the written notice to submit, at the office of the director of public safety and/or community development, or his/her designee, a written request for a hearing. If the respondent does not request a hearing within said ten days, the city manager's written notice shall become a final denial or revocation, as the case may be, on the 30th day after it is issued.
- (b) If the respondent does make a written request for a hearing within said ten days, then the director of public safety and/or community development, or his/her designee shall, within ten days after the submission of the request, send a notice to the respondent indicating the date, time, and place of the hearing. The hearing

shall be conducted not less than ten days nor more than 20 days after the date that the hearing notice is issued.

- (c) The city administrator or his/her designee shall serve as the hearing officer for any such appeal.
- (d) At the hearing, the respondent shall have the opportunity to present all relevant arguments and to be represented by counsel, present evidence and witnesses on his/her behalf, and cross-examine any of the city's witnesses. The respondent shall bear the burden of proving entitlement to the license. The hearing shall take no longer than one day, unless extended at the request of the respondent to meet the requirements of due process and proper administration of justice. The hearing officer shall issue a final written decision, including specific reasons for the decision pursuant to this article, to the respondent within five days after the hearing.
- (e) If the decision is to deny or revoke the license, the decision shall advise the respondent of the right to appeal such decision to a court of competent jurisdiction, and the decision shall not become effective until the 30th day after it is rendered. If the hearing officer's decision finds that no grounds exist for denial or revocation of the license, the hearing officer shall, contemporaneously with the issuance of the decision, order the director of public safety and/or community development to immediately withdraw the intent to deny or revoke the license and to notify the respondent in writing by certified mail of such action. If the respondent is not yet licensed, the director of public safety and/or community development shall contemporaneously therewith issue the license or work permit to the applicant.
- (f) If any court action challenging a licensing or work permitting decision is initiated, the city shall consent to expedited briefing and/or disposition of the action, shall comply with any expedited schedule set by the court, and shall facilitate prompt judicial review of the proceedings.

Sec. 10-286. Reserved.

Sec. 10-287. Remedies.

- (a) Any premises, building, dwelling, or other structure in which a massage establishment or spa establishment is operated or maintained in violation of this article is declared to be a public nuisance, and harmful to the public health, safety, and welfare. The city's legal counsel may bring an action in the county superior court to restrain, prohibit, and/or enjoin the use of such premises as a massage establishment or spa establishment in the county superior court.
- (b) The operation of a massage establishment or spa establishment by a partnership, limited liability company, corporation, or other legal entity in violation of this article is declared to be a public nuisance, and harmful to the public health, safety, and welfare. The city's legal counsel may bring an action in the county superior court to restrain, prohibit, and/or enjoin such operation of a massage establishment or spa establishment.
- (c) The operation of a massage establishment by a person in violation of this article is declared to be a public nuisance, and harmful to the public health, safety, and welfare. The city's legal counsel may bring an action in the county superior court to restrain, prohibit, and/or enjoin such operation of a massage establishment or spa establishment.
- (d) It shall not be necessary, in order to obtain an injunction under this section, to allege or prove that there is no adequate remedy at law or to allege or prove any special injury.
- (e) If the court declares a massage establishment or spa establishment to be a nuisance, or if the court issues an injunction against a massage establishment or spa establishment pursuant to this article, the city shall be entitled, on motion, to recover its reasonable attorney's fees and costs incurred in bringing the action.

Sec. 10-288. Real property used for illegal sexual activity; property owner responsibility.

- (a) In accordance with O.C.G.A. § 41-3-13, the municipal court shall have jurisdiction to hear and determine the question of the existence of the nuisance provided for in O.C.G.A. § 41-3-1 and as further defined herein, and, if found to exist, to order its abatement.
- (b) As used in this subsection, the term:
 - (1) "Sex crime-related arrest" means an arrest for unlawful sexual conduct of any kind alleged to have occurred at the massage establishment or spa establishment, including, but not limited to, and citation, summons, accusation or indictment for violations of state laws concerning lewdness, prostitution, sodomy, the solicitation of sodomy, or masturbation for hire; provided, however, that any such arrests which result directly from cooperation between the real property owner and a law enforcement agency shall not be considered a sex crime-related arrest for purposes of this section.
 - (2) "Substantial illegal sexual activity" means activity comprised of three or more separate incidents resulting in sex crime-related arrests within a 24-month period on the same parcel of real property.
- (c) Any owner of real property, regardless of whether such owner is the occupant of the subject premises, who has knowledge that substantial illegal sexual activity is being conducted on such property, shall be guilty of maintaining a nuisance, and such real property shall be deemed a nuisance and may be abated as provided by law.
- (d) The owner of real property shall be deemed to have knowledge of illegal sexual activity occurring on a parcel of real property if the city notifies the owner in writing of two or more separate incidents occurring on the same premises within a 24-month period that result in sex crime-related arrests and, after the receipt of such notice and within 24 months of the first of the incidents resulting in a sex crime-related arrest, one or more separate incidents occur which result in a sex crime-related arrest.
- (e) The provisions of this section are cumulative of any other remedies and shall not be construed to repeal any other existing remedies for related nuisances. Nothing in this section and no action taken hereunder shall be held to exclude such other civil, criminal, or administrative proceedings as may be authorized by other provisions of this Code or any of the laws in force in the city, or to exempt anyone violating this Code or any part of said laws from any penalty which may be incurred.

Secs. 10-289—10-309. Reserved.



CITY COUNCIL STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Prepared By: Michael Woodman

Meeting Date: November 17, 2025

AGENDA ITEM: Z-25-14/V-25-31 BRKT PROPERTIES/10235 WATERS ROAD

The applicant, Barry Dunlop, is requesting a rezoning and variance in order to subdivide a 0.84-acre property into two (2) 'For-Sale' single-family detached lots. A rezoning is requested from CUP (Community Unit Plan) to R-15 (Dwelling, 'For-Sale' Residential) and a variance is requested to reduce front setbacks. The subject property is located at 10235 Waters Road near the northeast corner of Waters Road and Jones Bridge Road.

This item was considered at the November 6, 2025 Planning Commission meeting. There were no public comments. After discussion, the Commission recommended approval subject to the staff recommended conditions. Vote 7-0

STAFF RECOMMENDATION:

Approve Z-25-14/V-25-31 BRKT PROPERTIES/10235 Waters Road, subject to the following conditions:

1. The site, consisting of approximately 0.84 acres, shall be rezoned to R-15 and developed substantially similar to the alternate site plan prepared by Paradigm, dated 9/23/25, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
2. Home elevation style, exterior materials and details shall be similar to the submitted renderings, labeled Exhibit A – Rendering, with final approval by Staff. Primary exterior materials shall be brick and/or stone. Homes shall have 3-sided (front and sides) architecture, materials and details, as approved by Staff.
3. Homes shall be side loaded, and each lot shall be permitted a curb cut on Waters Road.
4. Building setbacks shall be: Front (Waters Road) - 50' for Lot 2 and 65' for Lot 1, Side - 10' (both Lots), and Rear - 35' for Lot 2 and 25' for Lot 1.
5. Developer shall improve Waters Road streetscape with a minimum 6' planter planted with street trees and minimum 6' sidewalk, as approved by Staff.
6. Minimum 10' decorative landscape strip shall be provided along Waters Road, consisting of a mix of trees and shrubs, as approved by Staff.
7. Developer shall plant a mix of evergreen and deciduous trees in the perimeter 5' landscape strips.
8. Trees shall be saved as depicted on the alternate site plan prepared by Paradigm, dated 9/23/25. Tree saves shall be consistent with the submitted Tree Save Inventory, if trees are in good/fair condition, as approved by Staff.
9. Unfinished wood fences and decks shall not be visible from Waters Road.

ITEM DESCRIPTION:

The submitted request, if approved, will allow for the construction of two (2) 'For-Sale' single-family detached lots on approximately 0.84 acres. The proposed density is 2.38 dwelling units per acre. A rezoning is requested from CUP (Community Unit Plan) to R-15 (Dwelling, 'For-Sale' Residential) and a variance is requested to reduce front setbacks. The subject property is located at 10235 Waters Road near the northeast corner of Waters Road and Jones Bridge Road.

The undeveloped property appears to have been previously developed with a single-family detached home that has since been removed. In conjunction with the adjacent subdivision Waters Cove, the subject property was rezoned in Fulton County and later annexed into the City of Alpharetta. The developer of Waters Cove used the allocated density within that subdivision, limiting the subject property to one (1) single-family lot. Surrounding properties are zoned CUP. Akunna Court is under construction and located to the northwest, Waters Cove is located to the north and east, Wrights Mill Common is located to the west, and City of Johns Creek is located to the south. The comprehensive land use plan designation of the property is 'Medium Density Residential', which supports the applicant's proposal.

Unified Development Code (UDC) Subsection 2.2.5 (D) requires a 65' front setback along Waters Road in the R-15 zoning district. The applicant requests a variance to reduce the front setback along Waters Road to 50'. The applicant states that the triangular shape and topography of the property creates a hardship and the requested front setback variance would allow for tree saves in the rear yards. The applicant proposes to offset the front setback variance by increasing the rear setback from 25' to 35', which supports additional tree saves. As shown in the table below, nearby subdivisions have setbacks along Waters Road that are similar or less than the applicant's requested 50' front setback.

Setbacks along Waters Road

Subdivision	Waters Road Setback
10355 Waters Road	50' (variance approval in 2023)
Akunna Court	35'
Hampshire Manor	35'
Milton Park	20' (side corner)
Lauren Hall	20' (side corner)

SITE PLAN

The submitted site plan depicts the 0.84-acre property being subdivided into two (2) single-family detached lots. Lot 1 is 18,775 square feet with 100' of frontage and Lot 2 is 17,902 square feet with 138' of frontage. Homes are oriented to Waters Road and each lot will have access from a new driveway off Waters Road. Garages are depicted to be side loaded. Lots are depicted with a 50' front setback along Waters Road, ten-foot (10') side setbacks and 35' rear setback. A ten-foot (10') landscape strip is required along Waters Road and five-foot (5') landscape strips are required around the perimeter of the 0.84-acre property.

The applicant submitted a tree survey and assessment which identifies four (4) specimen trees on the property, of which none are proposed to be saved on the applicant's proposed site plan. There are several trees depicted to be saved in the front, side and rear yards, with the largest number of tree saves located in the rear yards. The applicant provided an inventory of tree saves for each lot, with Lot 1 having fourteen (14) tree saves totaling 144 caliper inches and Lot 2 having nine (9) tree saves totaling 116 caliper inches. The applicant provided an alternate site plan depicting Lot 1 with a 65' front setback and tree saves in the front yard.

The applicant provided an example rendering of the type of home to be constructed on the two (2) lots. The rendering depicts a two (2) story home in the modern farmhouse style with a Tudor Eclectic influence. The primary exterior material is brick.

TRAFFIC

The proposed project, consisting of two (2) single-family detached homes, would generate approximately two (2) AM Peak Hour trips and two (2) PM Peak Hour trips.

SCHOOLS

Residential development is known to increase school enrollment. However, Fulton County Schools does not provide an impact assessment for residential developments with less than four (4) dwelling units. Impacts to area schools should be negligible with the proposed development.

STANDARDS FOR ZONING CHANGES

The Planning Commission and the City Council shall consider the following standards in considering a rezoning application, giving due weight or priority to those factors particularly appropriate to the circumstances of each application:

- a. Whether the zoning proposal will permit a use that is suitable in view of the zoning use and development of adjacent and nearby property.

Response: The zoning proposal would be suitable as it relates to the use and development of adjacent or nearby properties. The R-15 zoning district would result in lots that are similar in size to surrounding lots.

- b. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property.

Response: The zoning proposal should not adversely affect the existing use or usability of adjacent or nearby properties. The R-15 zoning district would result in lots that are similar in size to surrounding lots.

- c. Whether the zoning proposal will adversely affect the natural environment.

Response: The applicant's proposal should not have significant impacts on the natural environment. A specimen tree and several trees of quality and tree groupings are being saved on the proposed site plan. If approved, it is recommended that additional trees be saved in the front yard of Lot 1, which is reflected on the applicant's alternate site plan.

- d. Whether there are substantial reasons why the property cannot or should not be used as currently zoned.

Response: The future land use designation of the property supports a rezoning to R-15, allowing the property to be subdivided into two (2) lots. The proposed density, 2.38 dwelling units per acre, is much less than the maximum of four (4) dwelling units per acre permitted under the 'Medium Density Residential' future land use designation of the property.

- e. Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of public facilities or services, including but not limited to existing streets and transportation facilities, schools, water or sewer utilities, and police or fire protection.

Response: The applicant's proposal would not have a significant demand on public facilities and services. The request limits the demand on public facilities and services by proposing a density (2.38 dwelling units/acre) that is less than the maximum four (4) dwelling units per acre allowed under the future land use designation of the property.

f. Whether the zoning proposal is supported by new or changing conditions not anticipated or reflected in the existing zoning on the property.

Response: Not applicable.

g. Whether the zoning proposal reflects a reasonable balance between the promotion of the public health, safety, morality or general welfare against the right to unrestricted use of property.

Response: The zoning proposal reflects a reasonable balance and is supported by the future land use designation of the property, which is 'Medium Density Residential'.

h. Whether there are substantial reasons why the property cannot be used in accordance with existing zoning.

Response: The future land use designation of the property supports a rezoning to R-15, allowing the property to be subdivided into two (2) lots. The proposed density, 2.38 dwelling units per acre, is much less than the maximum of four (4) dwelling units per acre permitted under the 'Medium Density Residential' future land use designation of the property.

i. The extent to which the zoning proposal is consistent with the Comprehensive Plan.

Response: The comprehensive land use plan designation of the property is 'Medium Density Residential', which supports the applicant's proposal.

VARIANCE REVIEW CRITERIA

The City of Alpharetta Unified Development Code Article IV, Section 4.5.3 outlines the criteria set forth for granting a variance. The ordinance specifically states..."a variance may be granted upon a finding that":

(1) There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography; or

Response: The property has exceptional conditions related to its unusual shape. The proposed front setback is consistent with setbacks along Waters Road and the front setback variance is offset with an increased 35' rear setback allowing for additional tree saves.

(2) The application of the Ordinance to this particular piece of property would create an unnecessary hardship; or

Response: The application of the Ordinance would create an unnecessary hardship. A 65' front setback would not help save trees in the front yard and would result in additional tree removals in the rear yards.

(3) There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned; or

Response: The property has exceptional conditions related to its unusual shape. The proposed front setback is consistent with setbacks along Waters Road and the front setback variance is offset with an increased 35' rear setback allowing for additional tree saves. If

approved, Lot 2 should have a reduced 50' front setback and 35' rear setback, and Lot 1 should have the required 65' front setback and 25' rear setback to allow for additional tree saves in the front yard.

CONCURRENCES

Staff has reviewed the applicant's proposal against the established review criteria for a rezoning and variance. The proposal is supported by the future land use designation of the property, which is 'Medium Density Residential'. The requested rezoning is appropriate as it relates to the use and development of adjacent or nearby properties. The R-15 zoning district would result in lots that are similar to surrounding subdivisions. If approved, it is recommended that additional trees be saved in the front yard of Lot 1, which is reflected on the applicant's alternate site plan.

The property has exceptional and peculiar conditions related to its unusual shape and the application of the Ordinance would create an unnecessary hardship. The proposed front setback is consistent with setbacks along Waters Road and the front setback variance is offset with an increased 35' rear setback allowing for additional tree saves. If approved, Lot 2 should have a reduced 50' front setback and 35' rear setback, and Lot 1 should have the required 65' front setback and 25' rear setback to allow for additional tree saves in the front yard.

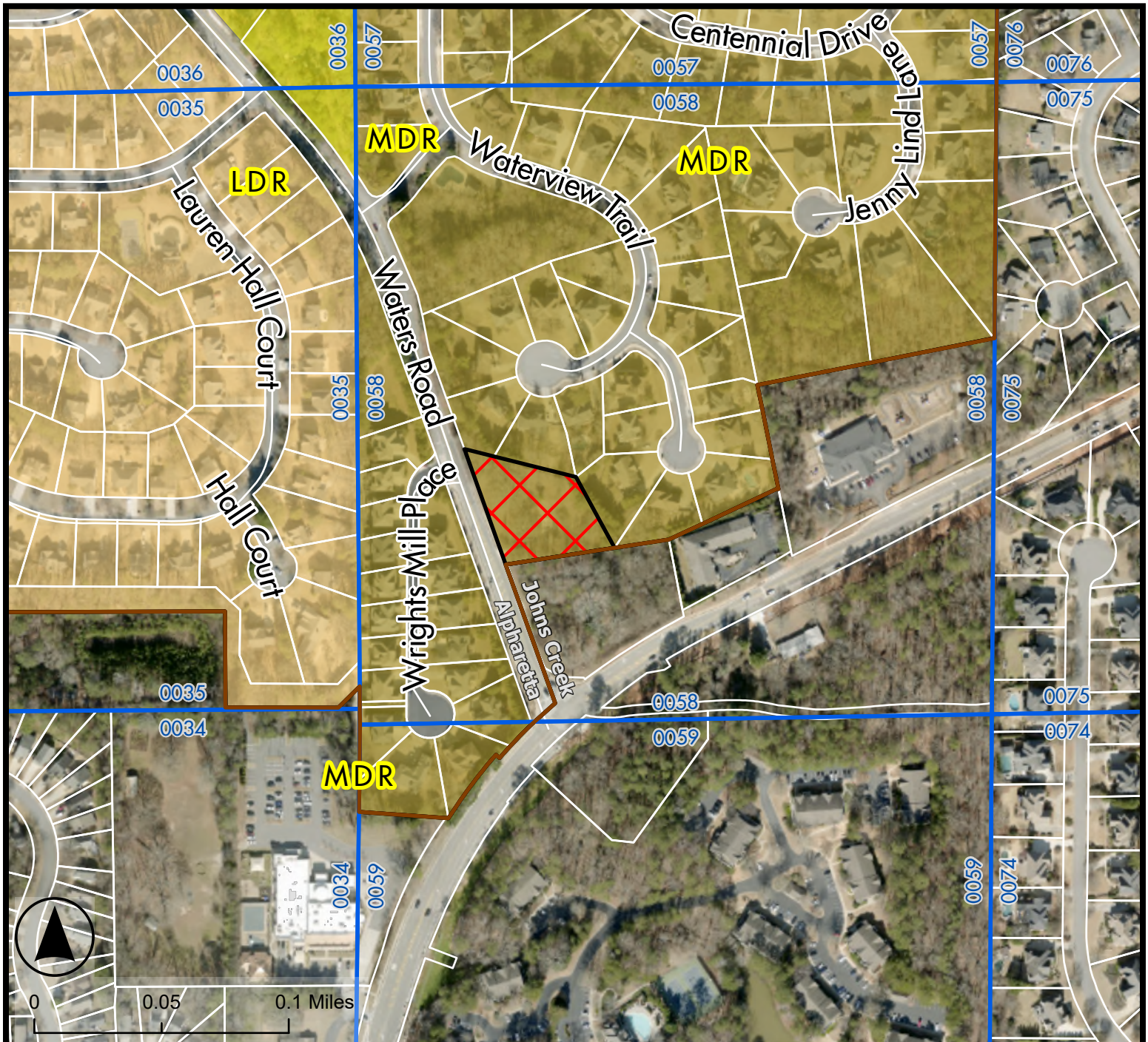
CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that the only comment received was at the CZIM.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on October 8, 2025. There was one (1) public comment indicating that trees are breaking a fence and interested in purchasing Lot 2.

ATTACHMENTS:
• Map Series • Updated Site Plan, dated 9/24/25 & Tree Information • Alternate Site Plan, dated 9/23/25 • Exhibit A - Rendering • CZIM • Citizen Part B • Application



Legend

Z-25-14, V-25-31

Land Lots

Tax Parcels

Alpharetta City Limits

Future Land Use 2040

Low Density Residential

Medium Density Residential

Very Low Density Residential

Future Land Use Map

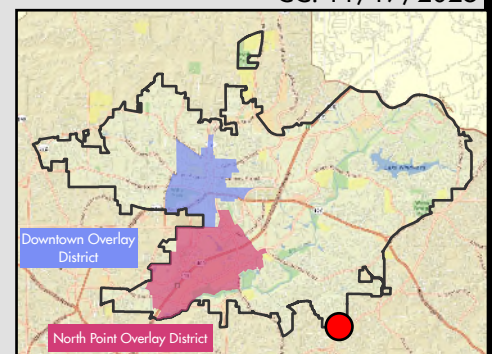
10235 Waters Rd Rezoning

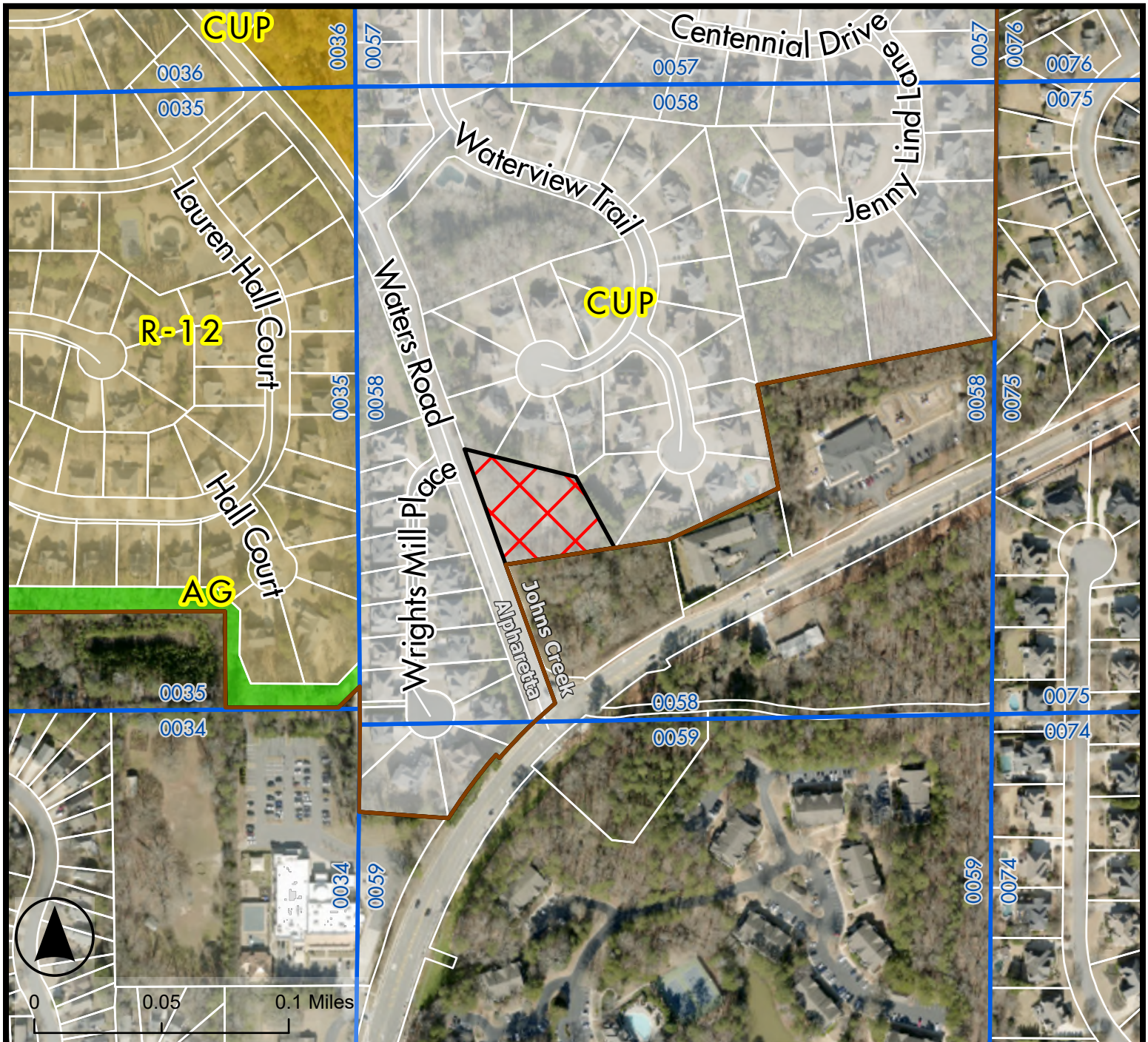
Z-25-14, V-25-31

D/LL: 1/1/0058

PC: 11/6/2025

CC: 11/17/2025





Legend

-  Z-25-14, V-25-31
-  Land Lots
-  Tax Parcels
-  Alpharetta City Limits

Zoning District

-  AG Agriculture
-  CUP Community Unit Plan
-  R-12 Single Family Detached Residential
-  R-22 Single Family Detached Residential

Zoning Map

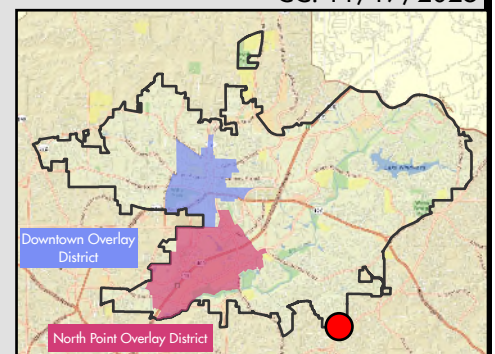
10235 Waters Rd Rezoning

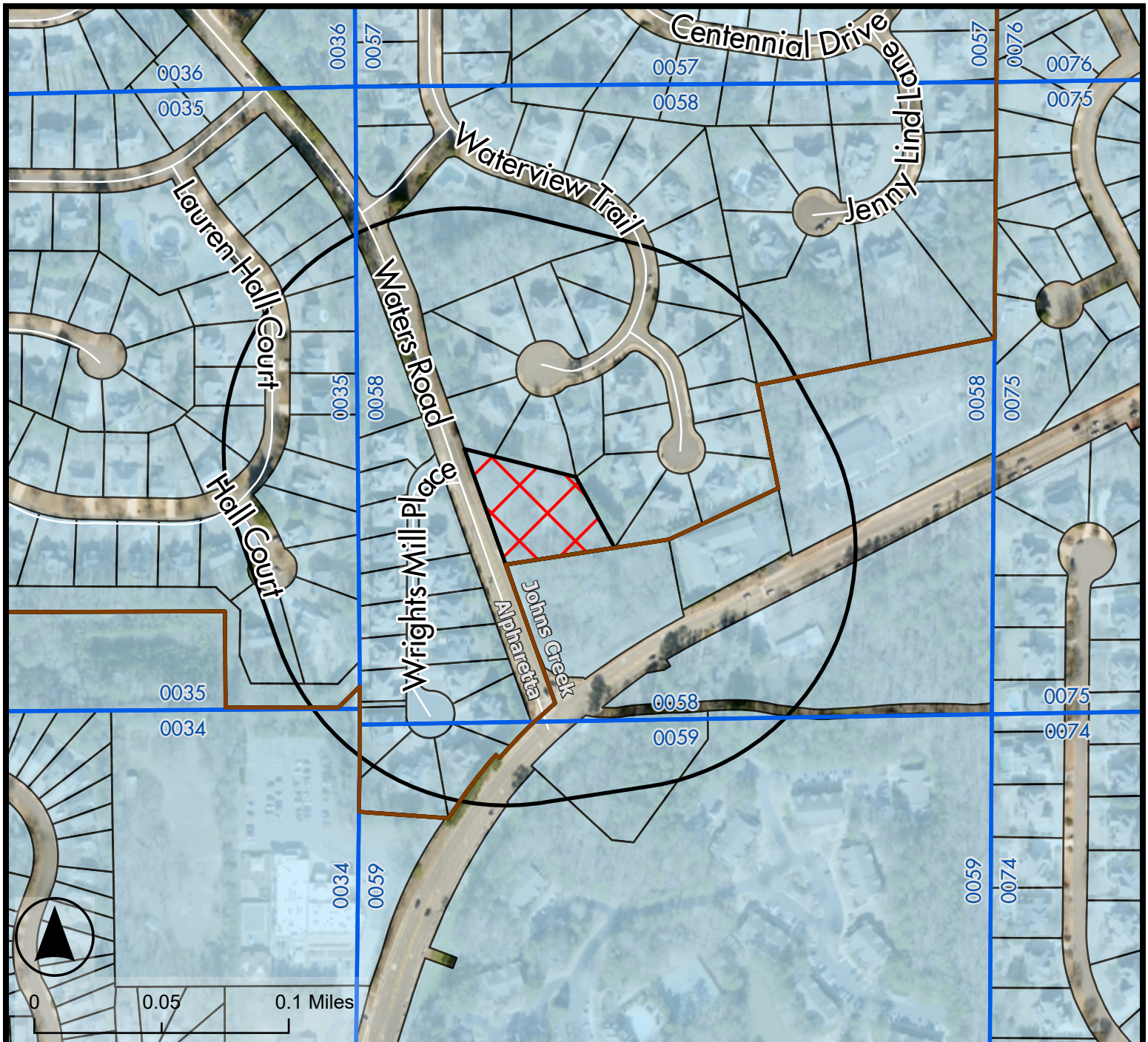
Z-25-14, V-25-31

D/LL: 1/1/0058

PC: 11/6/2025

CC: 11/17/2025





Legend

-  Z-25-14, V-25-31
-  Land Lots
-  Tax Parcels
-  500 ft Buffer
-  Alpharetta City Limits

Location Map

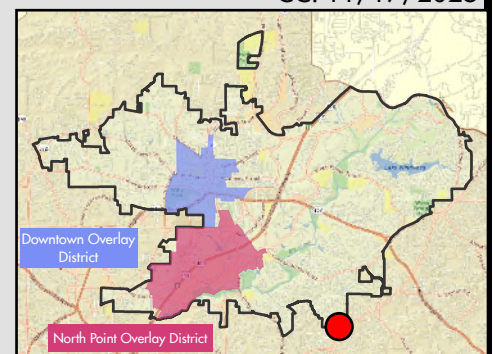
10235 Waters Rd Rezoning

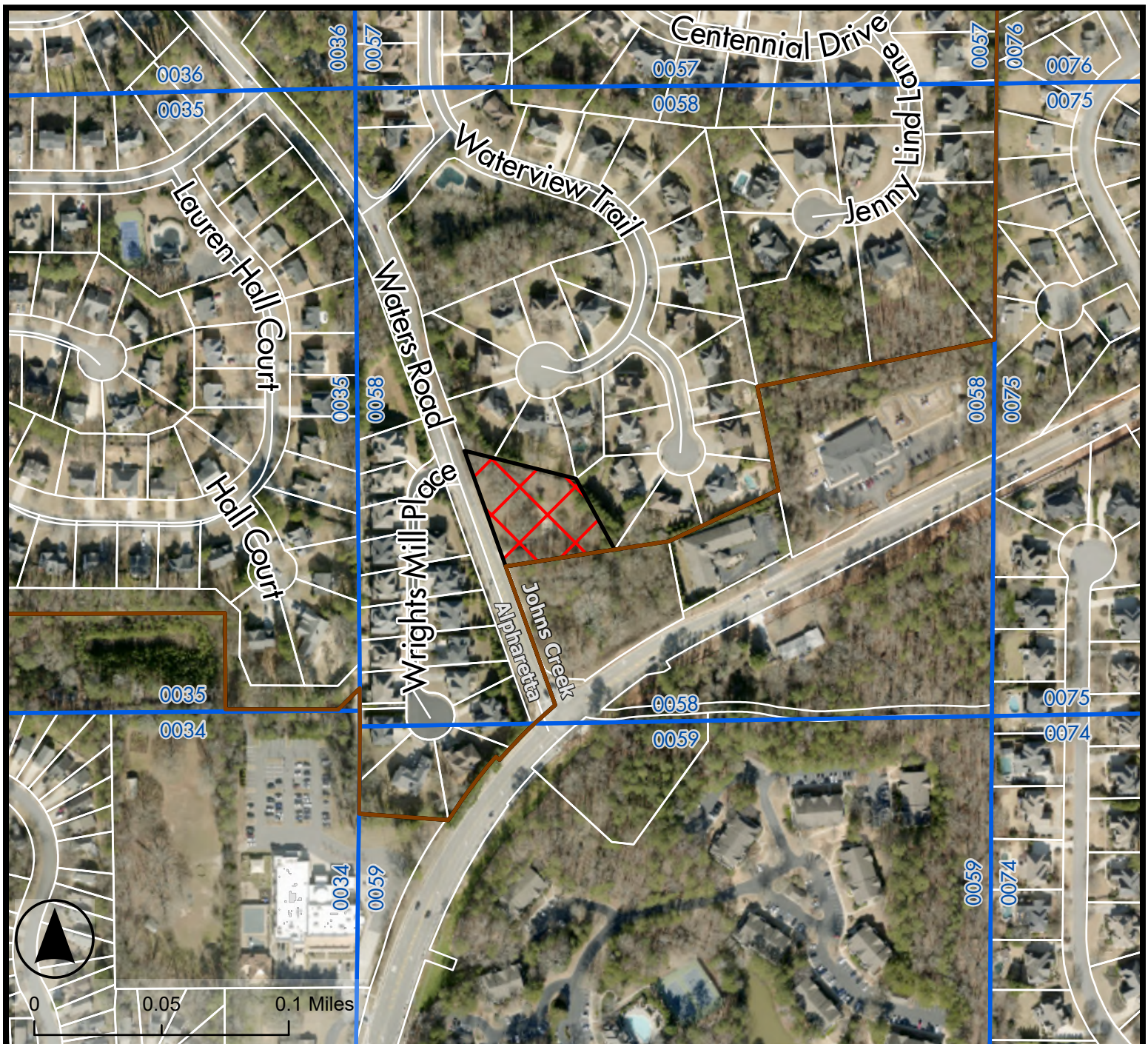
Z-25-14, V-25-31

D/LL: 1/1/0058

PC: 11/6/2025

CC: 11/17/2025





Legend

-  Z-25-14, V-25-31
-  Land Lots
-  Tax Parcels
-  Alpharetta City Limits

Aerial Map

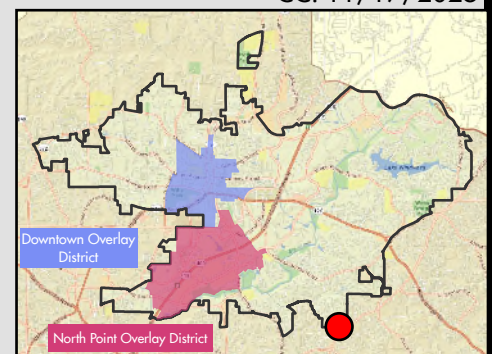
10235 Waters Rd Rezoning

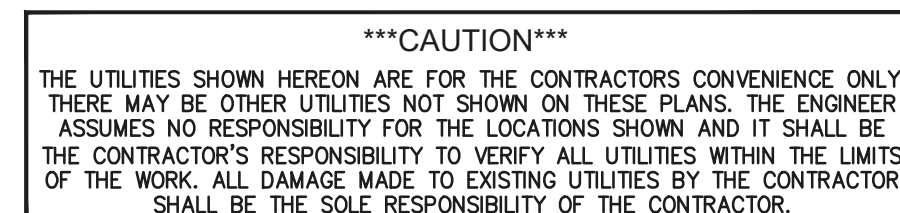
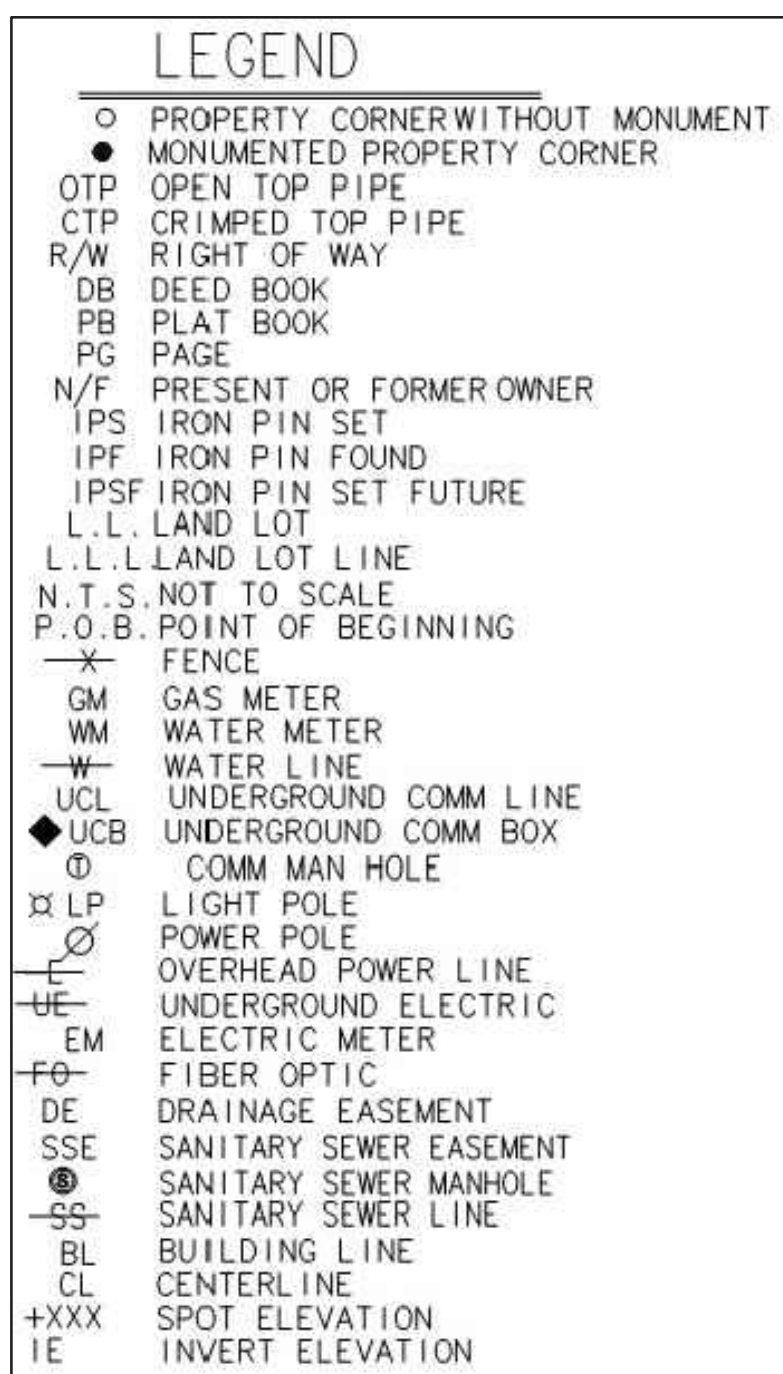
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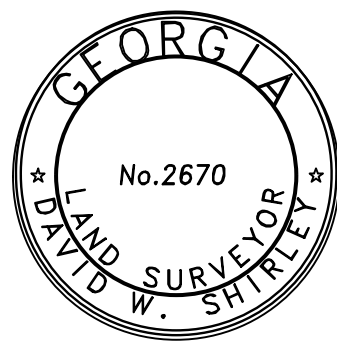
D/LL: 1/1/0058

PC: 11/6/2025

CC: 11/17/2025







HB 76 NOTE, EFFECTIVE MAY 08, 2017
Code Section 15-6-67, iii
This plat is a retracement of an existing parcel or parcels of land and does not subdivide or create a new parcel or make any changes to any real property boundaries. The recording information of the documents, maps, plats, or other instruments which created the parcel or parcels are stated hereon. RECORDATION OF THIS PLAT DOES NOT IMPLY APPROVAL OF ANY LOCAL JURISDICTION, AVAILABILITY OF PERMITS, COMPLIANCE WITH LOCAL REGULATIONS OR REQUIREMENTS, OR SUITABILITY FOR ANY USE OR PURPOSE OF THE LAND. Furthermore, the undersigned land surveyor certifies that this plat complies with the minimum technical standards for property surveys in Georgia as set forth in the rules and regulations of the Georgia Board of Registration for Professional Engineers and Land Surveyors and as set forth in O.C.G.A. Section 15-6-67.

David W. Shirley
DAVID W. SHIRLEY, RLS #2670

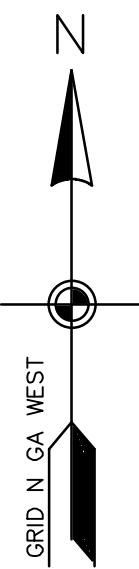
7/16/2025
DATE

LEGEND

- PROPERTY CORNER WITHOUT MONUMENT
- MONUMENTED PROPERTY CORNER
- OTF OPEN TOP PIPE
- CTP CRIMPED TOP PIPE
- R/W RIGHT OF WAY
- DB DEED BOOK
- PB PLAT BOOK
- PG PAGE
- N/F PRESENT OR FORMER OWNER
- IPS IRON PIN SET
- IPF IRON PIN FOUND
- IPSF IRON PIN SET FUTURE
- L.L. LAND LOT
- L.L.L. LAND LOT LINE
- N.T.S. NOT TO SCALE
- P.O.B. POINT OF BEGINNING
- X- FENCE
- GM GAS METER
- WM WATER METER
- W- WATER LINE
- UCL UNDERGROUND COMM LINE
- UCB UNDERGROUND COMM BOX
- COMM MAN HOLE
- LP LIGHT POLE
- OP POWER POLE
- OPH OVERHEAD POWER LINE
- UE UNDERGROUND ELECTRIC
- EM ELECTRIC METER
- FO FIBER OPTIC
- DE DRAINAGE EASEMENT
- SSE SANITARY SEWER EASEMENT
- SANITARY SEWER MANHOLE
- SS- SANITARY SEWER LINE
- BL BUILDING LINE
- CL CENTERLINE
- +XXX SPOT ELEVATION
- IE INVERT ELEVATION

IF GRID NORTH IS INDICATED:
1.) HORIZONTAL DATUM IS NAD 83.
VERTICAL DATUM IS NAVD 88.

2.) THE NORTHING, EASTINGS AND ELEVATION OF THE STARTING POINTS FOR THIS SURVEY WERE OBTAINED USING REAL TIME KINEMATIC GPS SURVEY USING GPS SOLUTIONS 207L GNSS RECEIVERS (SNs 3369083 & 3369084) A CARLSON RT4 or XPAD COLLECTOR RECEIVING RTK CORRECTIONS VIA A CELL PHONE FROM EGPS SOLUTIONS REAL TIME NETWORK. THE TECHNIQUE USED WAS RTK CORRECTED MEASUREMENTS FROM THE TRIMBLE VRS REAL TIME NETWORK OPERATED BY EGPS SOLUTIONS, INC. THE RELATIVE POSITIONAL ACCURACY OBTAINED ON THE POINTS UTILIZED IN THIS SURVEY WERE 0.04 FT. HORIZONTAL AND 0.07 FT VERTICAL AT THE 95% CONFIDENCE LEVEL.



LOCATION OF UTILITIES EXISTING ON OR SERVING THE SUBJECT PROPERTY IS DETERMINED BY OBSERVABLE EVIDENCE ONLY. THIS PROPERTY MAY BE SUBJECT TO EASEMENTS, CLAIMS, PRESCRIPTION AND SUBSURFACE CONDITIONS THAT ARE NOT VISIBLE OR RECORDED. THIS PLAT IS INTENDED FOR THE PARTIES STATED ON THE FACE OF SURVEY. USE OF THE SURVEY BY THIRD PARTIES IS AT THEIR OWN RISK.

REFERENCES
D.B. 66414 PG. 379
P.B. 200 PG. 7

SURVEY NOTES:

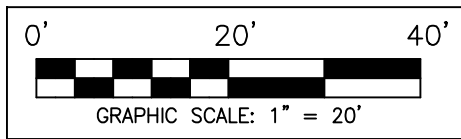
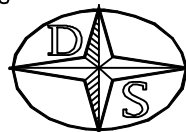
- 1.) ALL DISTANCES ON SURVEY ARE HORIZONTAL DISTANCES.
- 2.) ALL DISTANCES ON SURVEY ARE SHOWN AS "GROUND" DISTANCES.
- 3.) ALL DISTANCES ON SURVEY ARE EXPRESSED IN U.S. SURVEY FEET
- 4.) ALL ANGULAR DIRECTIONS ARE EXPRESSED IN DEGREES, MINUTES AND SECONDS.
- 5.) IF INDICATED, STREAMS ORIGINATING OR FLOWING THROUGH THE MAPPED PROPERTY ARE CONSIDERED STATE WATERS AND ARE SUBJECT TO LOCAL GOVERNMENT BUFFER AND SETBACK REQUIREMENTS. THERE ARE NO STATE WATERS APPARENT WITHIN THE PLATTED BOUNDARY.
- 6.) THIS PLAT IS SUBJECT TO ALL LEGAL EASEMENTS AND RIGHTS OF WAY BOTH PUBLIC AND PRIVATE. ALL MATTERS OF TITLE ARE EXCEPTED.
- 7.) THIS MAP HAS BEEN CALCULATED FOR CLOSURE AND FOUND TO HAVE A CLOSURE PRECISION OF 1" IN 810,516'.
- 8.) FIELD WORK AND MAP PREPARED BY D.S.
- 9.) ALL PINS SET ARE FOUND ARE 1/2" DIAMETER REBARS UNLESS OTHERWISE NOTED.
- 10.) THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF A LEGAL TITLE SEARCH, AND IS SUBJECT TO ANY AND ALL DISCLOSURES PRODUCED BY SAME INCLUDING EASEMENTS WHETHER OR NOT SHOWN ON THIS PLAT. THIS SURVEY WAS PREPARED FOR THE EXCLUSIVE USE OF THE PERSON OR ENTITY NAMED HEREON. EDITING OR REPRODUCTION WITHOUT THE CONSENT OF THE SURVEYOR IS PROHIBITED.

THIS PARCEL OF LAND IS NOT IN THE 100 YEAR FLOOD PLAIN ACCORDING TO F.E.M.A./ F.I.R.M. MAP# 13121C0088G DATED 9/18/2013

TOPOGRAPHIC CONTOURS SHOWN BASED ON DATA FROM NOAA DATA ACCESS VIEWER.

PREPARED BY:
D&S LAND SURVEYING, INC.

DAVID W. SHIRLEY, RLS #2670
P.O. BOX 4968
CANTON, GA 30114
770-720-4443
DSSURVEYMAILBOX@GMAIL.COM
DSLNDGA.COM



BOUNDARY & TREE SURVEY FOR:
JOHN EJUMEJOWO
10235 WATERS RD ALPHARETTA, GA
LAND LOT: 58
DISTRICT: 1 - SECTION: 1
FULTON COUNTY, GEORGIA
FIELD DATE: 7/7/2025
MAP DATE: 7/16/2025
JOB NUMBER: 25-178

SPECIMEN TREE REPORT

CITY OF ALPHARETTA

Client

Paradigm Engineering

Address

10235 Water Rd



Project

25074

Survey Date

8/19/2025

Alex Phillips
ISA Certified Arborist MA-4868A
Tree Risk Assessment Qualified
American Society of Landscape Architects



Canopy
Consultants
www.canopy-consultants.com
404.858.7471

10235 Waters Rd

Specimen Tree Inventory

Some trees on a site warrant special consideration and encouragement for preservation. The intent of these specifications is to provide the necessary information to facilitate project design, plan review and enforcement processes. The City of Alpharetta Specimen tree specifications are organized by size:

- Flowering Understory trees over 8" DBH

- Sourwood trees over 10" DBH

- Beech, Blackgum, Persimmon, Sassafras trees over 20" DBH

- Magnolia trees over 20" DBH

- Cedrus and Thuja trees over 20" DBH

- Overstory Hardwood over 24" DBH

- Poplars and Sweetgums trees over 30" DBH

- Pine trees over 30" DBH

Any tree that does not meet the following requirements as set forth by the International Society of Arboriculture shall be deemed poor in condition, a danger to human life and property and removed from the site.

- Life expectancy less than 15 years

- A trunk with visible decay

- More than one major and several minor dead limbs (hardwoods)

- Major insect or pathological problems

Tree Inventory

Landscape trees and trees of quality on a site may warrant consideration for preservation. Landscape trees include street trees, parking lot trees and boundary trees. Trees of quality include smaller non specimen trees that are in groupings or groves that have special interest and character.

Site Location

The site is a large single family lot with no structures located on site. There is a remnant driveway and wall. The property has large over-story trees and understory trees. There are no trees of quality or landscape trees on site.



10235 Waters Rd

Definitions

Tree Number: Trees are tagged with an aluminum disk that shows a unique number to identify the tree.

Species: Trees are listed by a regional common name and botanical name.

Diameter at Breast Height (DBH): The diameter of a trunk at 4.5' above ground level. Measured in inches.

Condition:

Good: A specimen tree with healthy productive tip growth. A sound trunk with no visible damage or decay. No major limb loss and healthy branch unions. No visible insect or disease infestations. Life expectancy of more than 15 years.

Fair: A specimen tree with healthy but not vigorous tip growth. Less than 30% of crown is dead. No major dead limbs and no major trunk cavities or damage. Branch unions show some signs of stress. Tree is expected to live longer than 10 years.

Poor: More than 30% of the crown is dead or has significant tip die back. More than one major limb is dead and are large trunk cavities with visible decay. Severe insect or disease damage leading to immediate death. Roots are visible and show signs of decay and rot. Life expectancy is less than 5 years.

Dead: Tree has no bud or leaf production. All limbs are barren and rot is visible.

Invasive: Tree species whose native range is not within the Piedmont classification.

Hazardous: Severe or uncorrectable damage that will lead to a loss of property or life if there is tree failure.



10235 Waters Rd

Specimen Tree Report

Tag #	DBH	Species	Condition	Comment
1609	13"	<i>Cornus florida</i> Dogwood	Good	Tree is in good health.
1610	18"	<i>Cornus florida</i> Dogwood	Poor	Poor 1: Dead leaders. Pic 1
1611	28"	<i>Quercus nigra</i> Water Oak	Good	Tree is in good health.
1612	14"	<i>Lagerstroemia indica</i> Crape myrtle	Good	Tree is in good health.
1613	26"	<i>Quercus nigra</i> Water Oak	Poor	Poor 2: Split with included bark. Pic 2
1614	32"	<i>Liriodendron tulipifera</i> Poplar	Poor	Poor 3: Split with included bark. Pic 3
1615	38"	<i>Quercus nigra</i> Water Oak	Good	Tree is in good health.
1616	30"	<i>Acer saccharinum</i> Silver Maple	Poor	Poor 4: Split with included bark and trunk wound. Pic 4
1617	45"	<i>Acer saccharinum</i> Silver Maple	Poor	Poor 5: Split with included bark. Pic 5

Total Specimen Sized Trees: 9

Good Condition: 4

Fair Condition: 0

Poor Condition: 5



10235 Waters Rd



Pic 1: Dead leaders. Poor 1



Pic 2: Split with included bark. Poor 2



Pic 3: Split with included bark. Poor 3



Pic 4: Split with included bark and trunk wound. Poor 4



10235 Waters Rd



Pic 5: Split with included bark. Poor 5



Tree of Quality Report

Tree of Quality Summary: There are no trees of quality on site.

Landscape Tree Report

Landscape Tree Summary: There are no Landscape Trees on Site.

Boundary Tree Report

Boundary Tree Summary: Boundary Tree Survey is incomplete.



10235 Waters Rd

DDH Tree Report

Tag #	DBH	Species	Comment
DDH1	20"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 1
DDH2	23"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 2
DDH3	14"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 3
DDH4	20"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 4
DDH5	22"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 5
DDH6	10"	<i>Pyrus calleryana</i> Bradford Pear	Invasive. Pic 6

DDH Tree Summary: There are 6 DDH trees on the property. They are located in the far Northwest corner of the property in a drainage swale. The trees are all split Silver Maples with poor form and at least one leader targeting Waters Rd.



10235 Waters Rd



Pic 1: Split with included bark. DDH1



Pic 2: Split with included bark. DDH2



Pic 3: Split with included bark. DDH3



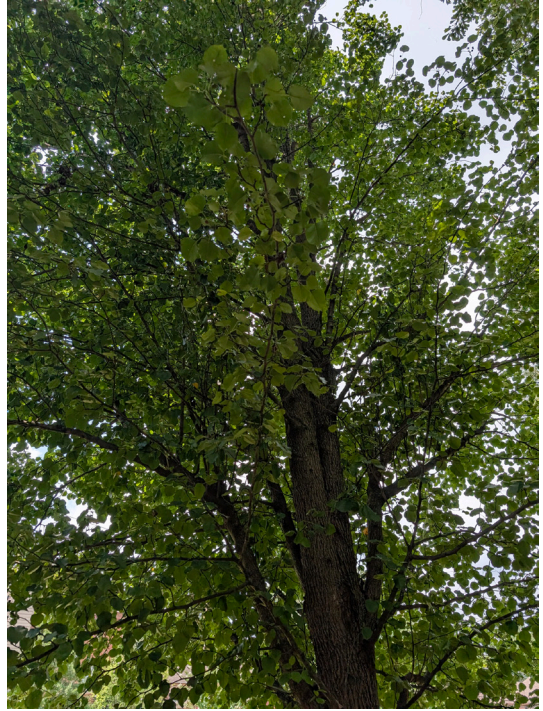
Pic 4: Split with included bark. DDH4



10235 Waters Rd



Pic 5: Split with included bark. DDH5



Pic 6: Invasive. DDH6

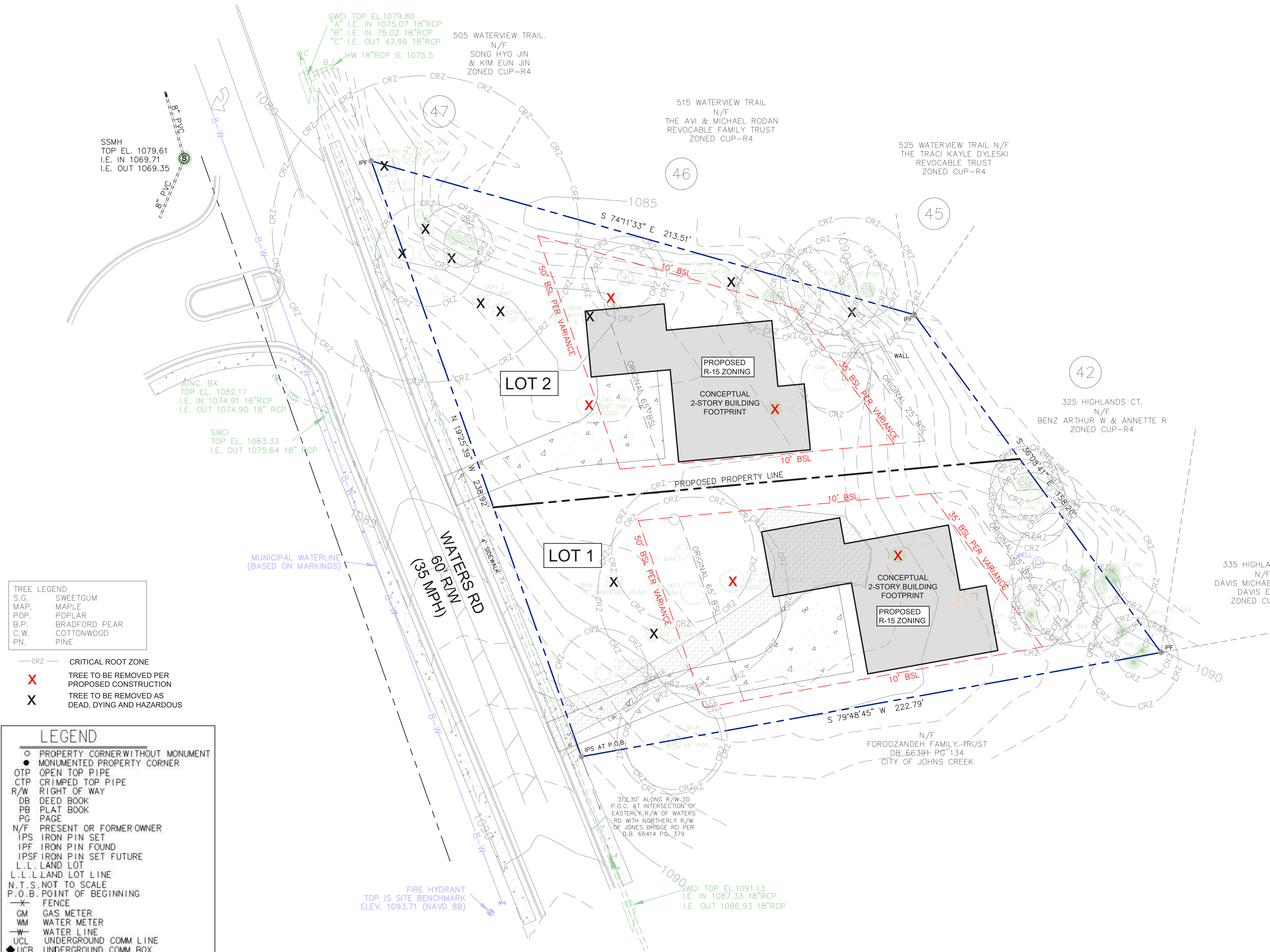


10235 Waters Road

Proposed Development Tree Save Inventory

LOT #1	
SPECIES	DIAMETER (INCH)
<i>BRADFORD PEAR</i>	6
<i>OAK</i>	7
<i>PINE</i>	8
<i>PINE</i>	8
<i>OAK</i>	8
<i>OAK</i>	9
<i>OAK</i>	10
<i>SWEETGUM</i>	10
<i>PINE</i>	11
<i>OAK</i>	11
<i>OAK</i>	11
<i>OAK</i>	11
<i>DOGWOOD</i>	13
<i>PINE</i>	21

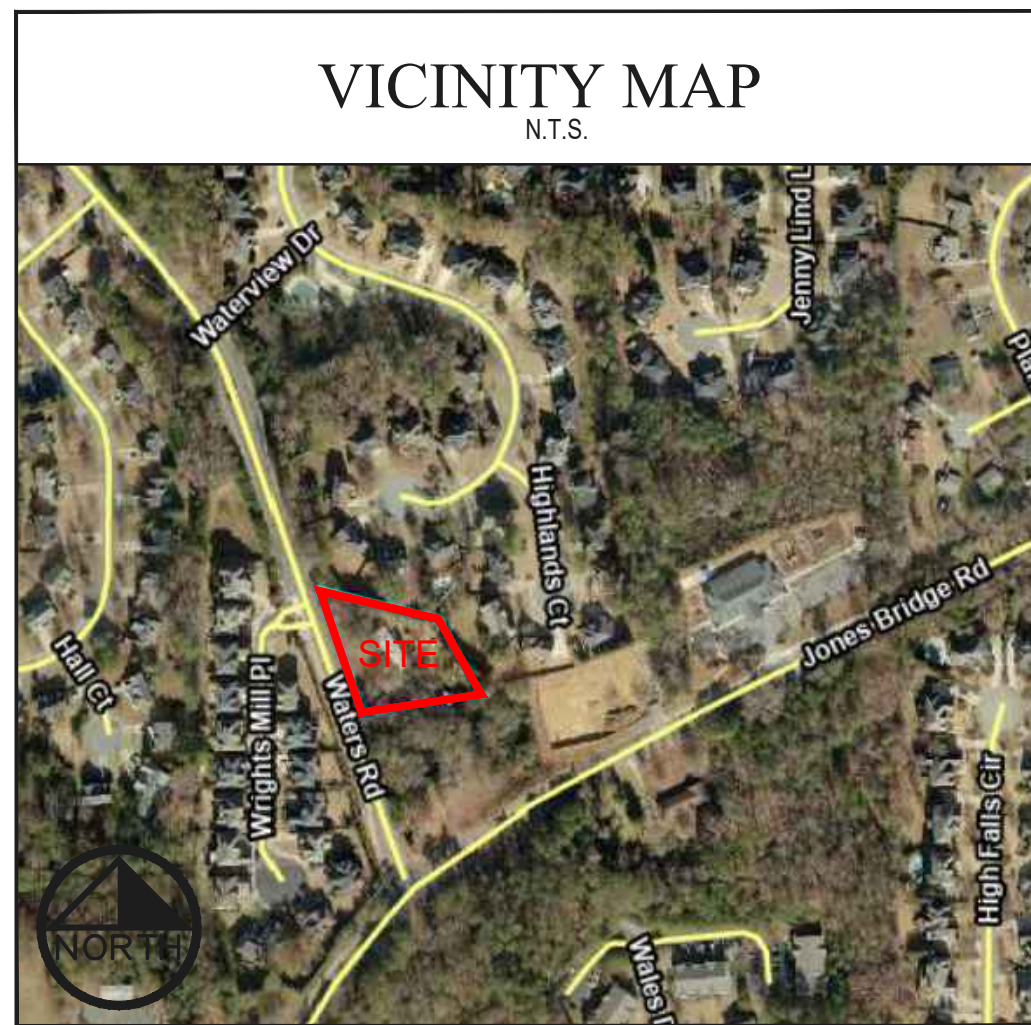
LOT #2	
SPECIES	DIAMETER (INCH)
<i>SWEETGUM</i>	7
<i>SWEETGUM</i>	9
<i>POPLAR</i>	9
<i>SWEETGUM</i>	10
<i>MAPLE</i>	12
<i>MAPLE</i>	14
<i>MAPLE</i>	15
<i>POPLAR</i>	20
<i>POPLAR</i>	20



TREE LEGEND	
S.G.	SWEETGUM
MAP.	MAPLE
POP.	POPLAR
B.P.	BRADFORD PEAR
C.W.	COTTONWOOD
PN.	PINE

—CRZ—	CRITICAL ROOT ZONE
X	TREE TO BE REMOVED PER PROPOSED CONSTRUCTION
X	TREE TO BE REMOVED AS DEAD, DYING AND HAZARDOUS

LEGEND	
○	PROPERTY CORNER WITHOUT MONUMENT
●	MONUMENTED PROPERTY CORNER
OT	OPEN TOP PIPE
CTP	CRIMPED TOP PIPE
R/W	RIGHT OF WAY
DB	DEED BOOK
PB	PLAT BOOK
PG	PAGE
N/F	PRESENT OR FORMER OWNER
IPS	IRON PIN SET
IPF	IRON PIN FOUND
IPSF	IRON PIN SET FUTURE
L.L.	LAND LOT
L.L.L	LAND LOT LINE
N.T.S.	NOT TO SCALE
P.O.B.	POINT OF BEGINNING
—X—	FENCE
GM	GAS METER
WM	WATER METER
—W—	WATER LINE
—UCL—	UNDERGROUND COMM LINE
◆UCB	UNDERGROUND COMM BOX
○	COMM MAN HOLE
○	LIGHT POLE
○	POWER POLE
—E—	OVERHEAD POWER LINE
—UE—	UNDERGROUND ELECTRIC
EM	ELECTRIC METER
FO	FIBER OPTIC
DE	DRAINAGE EASEMENT
SSE	SANITARY SEWER EASEMENT
○	SANITARY SEWER MANHOLE
—SS—	SANITARY SEWER LINE
BL	BUILDING LINE
CL	CENTERLINE
+XXX	SPOT ELEVATION
IE	INVERT ELEVATION



SITE DATA

PARCEL ID: 11 018000581362
ADDRESS: 10235 WATERS RD
LOT AREA: 0.841 ACRES (36,658 SF)

EXISTING ZONING: CUP
PROPOSED ZONING: R-15

PROPOSED USE: 2 SINGLE FAMILY DETACHED LOTS

MINIMUM LOT SIZE: 15,000 SF
MINIMUM FLOOR AREA: 1,500 SF
MINIMUM LOT FRONTAGE : 100 FEET
MINIMUM BUILDING HEIGHT: 35 FEET

MAXIMUM GROUND COVERAGE
BY PRINCIPAL BUILDINGS: 25%

PROPOSED SETBACKS:
FRONT YARD: 65' (NON LOCAL ROAD)
SIDE YARD: 10'
REAR YARD: 25'

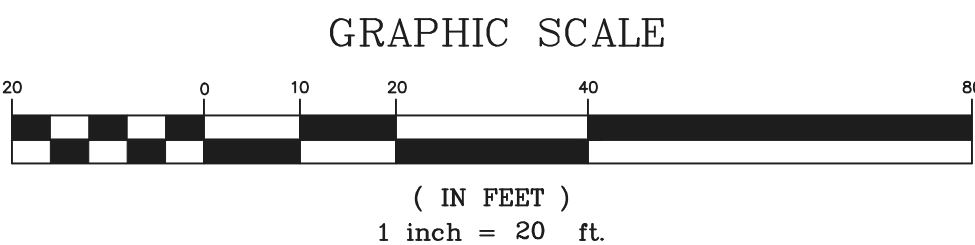
PROPOSED LOT 1
LOT AREA: 18775.80 SF
LOT FRONTAGE: 100'
MAXIMUM BUILDING COVERAGE: 3,000 SF (25%)

PROPOSED LOT 2
LOT AREA: 17902.00 SF
LOT FRONTAGE: 138'
MAXIMUM BUILDING COVERAGE: 3,000 SF (25%)

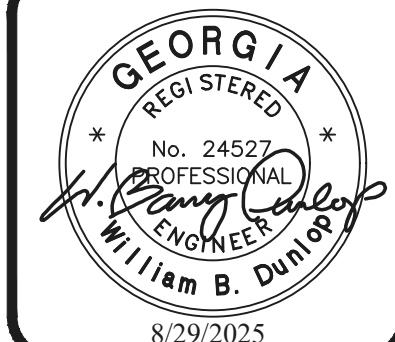


GEORGIA811
Utilities Protection Center, Inc.

Know what's below
Call 811 or (800) 282-7411
Before You Dig



CAUTION
THE UTILITIES SHOWN HEREON ARE FOR THE CONTRACTORS CONVENIENCE ONLY. THERE MAY BE OTHER UTILITIES NOT SHOWN ON THESE PLANS. THE ENGINEER ASSUMES NO RESPONSIBILITY FOR THE LOCATIONS SHOWN AND IT SHALL BE THE CONTRACTOR'S RESPONSIBILITY TO VERIFY ALL UTILITIES WITHIN THE LIMITS OF THE WORK. ALL DAMAGE MADE TO EXISTING UTILITIES BY THE CONTRACTOR SHALL BE THE SOLE RESPONSIBILITY OF THE CONTRACTOR.



paradigm
Engineering Services, Inc.
903 Bombay Lane
Roswell, GA 30076
(770) 605-6030
www.Paradigmeng.net

Project No.	P-2509
Design By:	WBD
Drawn By:	CCR
Checked By:	WBD
Date:	9/23/25
Scale:	1" = 20'

Date:	
Revision	
No	

BRKT PROPERTIES
6684 Jimmy Carter Blvd.
Suite 400
Norcross, GA 30071
(631) 652-5179

ZONING PLAN & TREE SURVEY
10235 WATERS ROAD
LAND LOT 58, 1ST DISTRICT, 1ST SECTION
CITY OF ALPHARETTA, FULTON COUNTY, GEORGIA

Drawing No.
Z1

10235 Waters Road Sample Architecture

Exhibit A - Rendering



Community Zoning Information Meeting (CZIM)

October 8, 2025

Please sign-in and leave your comments and/or concerns.

Z-25-14/V-25-31 / 10235 Waters Road

NAME	ADDRESS	COMMENTS
AV: Rodan	515 WaterView TH.	1. Trees are blocking the Fence. 2. Interested in buying the Lot 2.

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: 10235 Waters Road

Contact Name: Barry Dunlop

Telephone: (770)605-6030

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

During the CZIM i was approached by one participant. He is an adjacent home owner. He had a concern about existing trees that have fallen on the fence at the property line. He was also interested in purchasing the proposed Lot 2.

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

☒

Letter

☐

Personal Visits

☐

Telephone

☐

Group Meeting

☐

Email

☐

Other (Please Specify) _____

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: _____



Date: 10/14/2025

Print Form



[Insert Date]

[Your Name]

[Your Address]

[City, State Zip]

RE: Z-25-14/V-25-31 10235 Waters Road

Dear Property Owner:

Please allow this letter to serve as public notice for consideration of a rezoning and variance to allow for the subdivision of a 0.841-acre property into 2 'For-Sale' single-family detached lots. A rezoning is requested from CUP (Community Unit Plan) to R-15 (Dwelling, 'For-Sale', Residential) and variances are requested to Unified Development Code (UDC) Subsection 2.2.5(D) to reduce the front and rear setbacks. The property is located at 10235 Waters Road and is legally described as being located in Land Lot 58, 1st District, 1st Section, Fulton County, Georgia.

The Community Zoning Information Meeting (CZIM) will be held on **Wednesday, October 8, 2025, at 6:00 PM** in the Community Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA, 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

The item will be considered by the Planning Commission on **Thursday, November 6, 2025 at 6:30 PM.** and **City Council on Monday, November 17, at 6:30 PM.** The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at (770)605-6030 or bdunlop@paradigmeng.net.

Sincerely,

A handwritten signature in blue ink, reading 'W. Barry Dunlop'.

W. Barry Dunlop, P.E.
Paradigm Engineering

310 HALL CT LLC
100 MT SHASTA LANE
ALPHARETTA GA 30022

ACKERMAN LISA R & SCOTT
530 WATERVIEW TRL
ALPHARETTA GA 30022

BENZ ARTHUR W & ANNETTE R
325 HIGHLANDS CT
ALPHARETTA GA 30022

CAPITAL DESIGN & CONSTRUCTION INC
705 PINNACLE CT
NORCROSS GA 30071

CHEN JIE & LI QI
155 WRIGHTS MILL PL
ALPHARETTA GA 30022

DAVIS MICHAEL K JR & DAVIS EMILY
335 HIGHLANDS CT
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145 WRIGHTS MILL PL
ALPHARETTA GA 30022



[Insert Date]

[Your Name]

[Your Address]

[City, State Zip]

RE: Z-25-14/V-25-31 10235 Waters Road

Dear Property Owner:

Please allow this letter to serve as public notice for consideration of a rezoning and variance to allow for the subdivision of a 0.841-acre property into 2 'For-Sale' single-family detached lots. A rezoning is requested from CUP (Community Unit Plan) to R-15 (Dwelling, 'For-Sale', Residential) and variances are requested to Unified Development Code (UDC) Subsection 2.2.5(D) to reduce the front and rear setbacks. The property is located at 10235 Waters Road and is legally described as being located in Land Lot 58, 1st District, 1st Section, Fulton County, Georgia.

The Community Zoning Information Meeting (CZIM) will be held on **Wednesday, October 8, 2025, at 6:00 PM** in the Community Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA, 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

The item will be considered by the Planning Commission on **Thursday, November 6, 2025 at 6:30 PM.** and **City Council on Monday, November 17, at 6:30 PM.** The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at (770)605-6030 or bdunlop@paradigmeng.net.

Sincerely,

A handwritten signature in blue ink, reading 'W. Barry Dunlop'.

W. Barry Dunlop, P.E.
Paradigm Engineering

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ALPHARETTA GA 30022

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530 WATERVIEW TRL
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CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: W. Barry Dunlop Telephone: (770)605-6030

Address: 903 Bombay Lane Suite: _____

City Roswell State: GA Zip: 30076 Fax: _____

Mobile Tel: (770)605-6030 Email: bdunlop@paradigmeng.net

Subject Property Information:

Address: 10235 Waters Road Current Zoning: CUP

District: 1 Section: 1 Land Lot: 58 Parcel ID: 11 018000581362

Proposed Zoning: R15 Current Use: Single Family Detached

This Application For (Check All That Apply):

- | | | |
|--|---|---|
| ☐ Conditional Use | ☐ Master Plan Amendment | ☐ Comprehensive Plan Amendment |
| ☒ Rezoning | ☐ Master Plan Review | |
| ☒ Variance | ☐ Public Hearing | |
| ☐ Exception | ☐ Other (Specify): _____ | |

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

Two single-family detached lots.

Applicant's Request (Please itemize the proposal):

To rezoning the 0.841 acre property from the R-5 Residential District to R-15 Residential District.
To allow for a variance reduction in the front building setback from 65' to 50' (UDC Section 2.25.D).
To allow for a variance increase in the rear building setback from 25' to 35' (UDC Section 2.25.D).

Applicant's Intent *(Please describe what the proposal would facilitate).*

After rezoning, the 0.841 acre property will be subdivided into two single family detached lots. The reduction in the front building setback and the increase in the rear building setback will all for additional existing tree save area.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: BRKT Properties LLC

Telephone: (631)652-5179

Address: 6684 Jimmy Carter Blvd

Suite: 400

City: Norcross

State: GA

Zip: 30071

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|--|
| ☐ Annexation | ☐ Special Use |
| ☒ Rezoning | ☐ Conditional Use |
| ☒ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: W. Barry Dunlop

Telephone: (770)605-6030

Address: 903 Bombay Lane

Suite: _____

City: Roswell

State: GA

Zip: 30076

So Sworn and Attested:

Owner Signature: _____

[Signature] by OMER YAZICI

Date: 09/02/2025

Notary:

Notary Signature: _____

[Signature]



Date: 09/02/2025

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: W. Barry Dunlop

Subject Public Hearing Case: 10235 Waters Road Rezoning

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: W. Barry Dunlop

Date: 8/12/2025

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The proposed R-15 lots will provide for lot dimensional requirements that will be similar or even greater than the surrounding single family residential lots.

How will this proposal affect the use and value of the surrounding properties?

The rezoning and subdivision will allow for two new residential homes that should not reduce the value of the surrounding homes.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

As currently zoned, the property could be developed as one single family lot, but due to the size of subject property, the lot would be out of character to the neighboring properties.

What would be the increase to population and traffic if the proposal were approved?

The proposed two lots would cause a minimal increase in population and traffic.

What would be the impact to schools and utilities if the proposal were approved?

The proposed two lots would cause a minimal impact to schools and utilities.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

The proposed two lots would be compatible with the current MDR district in the Future Land Use Map.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

There are no know existing or changing conditions which affect the development of the property and support the proposed request.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

BOARD OF ZONING APPEALS REVIEW CRITERIA

Please respond to the following ONLY if you are applying for a zoning variance.

Are there extraordinary and exceptional conditions pertaining to the subject property because of its size, shape, or topography? Please describe them.

The topography of the lot raises significantly towards the rear of the lot, plus, due to the triangular shape of the lot reducing in width the further into the lot, the potential biddable area is reduced further into the lot.

Would the application of the Zoning Code standards as they relate to the subject property create an unnecessary hardship? Please explain.

Application of the current 65' front setback would require the proposed building to be set further from the road, hence reducing build-able area for the propose home, requiring additional existing tree removal, and additional excavation into the existing up lifting topography.

Are there conditions that are peculiar to the subject property? Please describe them in detail.

The triangular nature of the property reduces build-able area further into the property.

Would relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code? Please defend your response.

The variance in the front building setback would not substantial detriment to the public good or impair the purpose and intent of the Zoning Code.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: 10235 Waters Road Rezoning

Contact Name: W. Barry Dunlop Telephone: (770)605-6030

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

See attached list

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

The contact letter regarding this project will include name, number, email and address for which individuals can respond to the applicant for questions and concerns in relation to the proposal.

310 HALL CT LLC
100 MT SHASTA LANE
ALPHARETTA GA 30022

ACKERMAN LISA R & SCOTT
530 WATERVIEW TRL
ALPHARETTA GA 30022

BENZ ARTHUR W & ANNETTE R
325 HIGHLANDS CT
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310 HIGHLANDS CT
ALPHARETTA GA 30022

PAUL TA FARM INC
10240 JONES BRIDGE RD
JOHNS CREEK GA 30022

PHAM HONG HOA THI &
NGO SI HOANG PHUOC
170 WRIGHTS MILL PL
ALPHARETTA GA 30022

RAHIMIGHAHFAROKHI SYRUS
115 WRIGHTS MILL PL
ALPHARETTA GA 30022-1910

RASHIS CAMPUS INC
10180 JONES BRIDGE RD
ALPHARETTA GA 30022

RAZA ALIYA
10170 LAUREN HALL CT
ALPHARETTA GA 30022-7586

RAZON DAVID &
RAZON SHIRAN KARAYOFF
10125 LAUREN HALL CT
ALPHARETTA GA 30022

RENGARAJAN KARTHIKEYAN &
SOMASUNDARAM THILAKA
140 WRIGHTS MILL PL
ALPHARETTA GA 30022

RHEE FRANK S
130 WRIGHTS MILL PL
ALPHARETTA GA 30022

RICHARD KENNETH COLEMAN
REVOCABLE LIVING TRUST THE
105 WRIGHTS MILL PL
ALPHARETTA GA 30022

RICKS DONNA
535 WATERVIEW TRL
ALPHARETTA GA 30022

ROSENFELD SHOLOM D ET AL
300 HALL CT
ALPHARETTA GA 30022

ROY SAPTARSHI & ROY RUCHIRA
10155 LAUREN HALL CT
ALPHARETTA GA 30022

RUBOVITZ JASON EVAN &
ADRIENNE ELIZABETH
540 WATERVIEW TRL
ALPHARETTA GA 30022

RUBYOR MICHAEL J & PATIENCE J
10190 LAUREN HALL CT
ALPHARETTA GA 30022

SG ST ANDREWS LLC
3490 PIEDMONT RD NW 550
ATLANTA GA 30305

SHETH KALPESH &
SHAH NEENA DHANSUKHAL
175 WRIGHTS MILL PL
ALPHARETTA GA 30022

SITAFALWALLA SALIM &
FIRASTA-SITAFALWALLA ZAHRA
10150 LAUREN HALL CT
ALPHARETTA GA 30022

SMITH MARIANNO A &
SMITH JAMIE M
10115 LAUREN HALL CT
ALPHARETTA GA 30022

SONG HYO JIN & KIM EUN JIN
505 WATERVIEW TRL
ALPHARETTA GA 30022

SRE DND HOLDINGS LLC
6595 ROSWELL RD STE G
ATLANTA GA 30328

STAFFORD THERESA
340 HIGHLANDS CT
ALPHARETTA GA 30022

STOVALL JOHN B II
836 ROCKBRIDGE WAY
NORCROSS GA 30093

TANGUILIG LAWRENCE & TIFFANY
315 HIGHLANDS CT
ALPHARETTA GA 30022

TOMONY WILLIE B
315 HALL CT
ALPHARETTA GA 30022

TRACI KAYE DYLESKI
REVOCABLE TRUST THE
525 WATERVIEW TRL
ALPHARETTA GA 30022

TURNER SHANE
10145 LAUREN HALL CT
ALPHARETTA GA 30022

VALEANU MARIUS VALEANU MIHAELA
10180 LAUREN HALL CT
ALPHARETTA GA 30022

WHITE ROBERT
160 WRIGHTS MILL PL
ALPHARETTA GA 30022

WRIGHTS MILL COMMONS
HOMEOWNERS ASSN INC
100 A WRIGHTS MILL PL
ALPHARETTA GA 30022

XU RAN & XIE XIAOYAN
145 WRIGHTS MILL PL
ALPHARETTA GA 30022



August 19, 2025

Michael Woodman
Planning & Zoning
City of Alpharetta

Re: Rezoning for 10235 Waters Road

Dear Michael.

This zoning application is a request to rezone the 0.841-acre parcel of 10235 Waters Road, in Alpharetta, Georgia. The rezoning request is from CUP to R-15. The purpose of this rezoning application is for the property to allow for the property to be subdivided into two single family detached lots. The minimum lot width will be 100'. In addition to the district rezoning, we are also requesting a variance to reduce the front building setback from 65' to 50' to allow for the buildings to be moved closer to the street. This will provide additional existing tree-saving area in the rear of the lots. In addition, we are asking for variance to increase the rear building setback from 25' to 35' to force the potential lot buildable area further away from the rear property tree saving areas.

Sincerely,

A handwritten signature in blue ink, reading 'W. Barry Dunlop', is written over a faint, larger version of the same signature.

W. Barry Dunlop, P.E.
Owner/Principal

EXHIBIT A
10235 Waters Road

All that tract or parcel of land lying and being in Land Lot 58 of the 1st District, 1st Section of Fulton County, Georgia being particularly described as follows:

To find the true point of beginning, commence at the intersection of the Northerly right-of-way of Jones Bridge Road (60 foot right-of way) and the Easterly right of-Way of Waters Road (60 foot right-of way) and run Northerly along the Northerly right-of-way of Waters Road (60 foot right-of-way) 312.30 feet to a 1 inch crimp top pin found, said crimp top pin being the true Point of Beginning; thence continuing along the Easterly right-of-way of Waters Road (60 foot right-of-way), run thence North 21 degrees 09 minutes 33 seconds West for a distance of 238.92 feet to a computed point; run thence leaving the Easterly right-of-way of Waters Road (60 foot right-of-way), run thence South 75 degrees 55 minutes 29 seconds East for a distance of 213.35 feet to a computed point; run thence South 37 degrees 50 minutes 44 seconds East for a distance of 158.27 feet to a computed point; run thence South 78 degrees 05 minutes 21 seconds West for a distance of 222.60 feet to a 1 inch crimp top pin found, said point being the true point of beginning, containing 0.842 acres, more or less as shown on the certain plat of survey for Sima Alahyar, prepared by Levick C. Evans, Georgia Registered Land Surveyor No. 2660 of LCE Engineers, Inc. dated January 30, 1998 and revised April 27, 1998.

Tax Parcel ID: 11 -0180-0058-136-2



HB 76 NOTE, EFFECTIVE MAY 08, 2017
Code Section 15-6-67, iii
This plat is a retracement of an existing parcel or parcels of land and does not subdivide or create a new parcel or make any changes to any real property boundaries. The recording information of the documents, maps, plats, or other instruments which created the parcel or parcels are stated hereon. RECORDATION OF THIS PLAT DOES NOT IMPLY APPROVAL OF ANY LOCAL JURISDICTION, AVAILABILITY OF PERMITS, COMPLIANCE WITH LOCAL REGULATIONS OR REQUIREMENTS, OR SUITABILITY FOR ANY USE OR PURPOSE OF THE LAND. Furthermore, the undersigned land surveyor certifies that this plat complies with the minimum technical standards for property surveys in Georgia as set forth in the rules and regulations of the Georgia Board of Registration for Professional Engineers and Land Surveyors and as set forth in O.C.G.A. Section 15-6-67.

David W. Shirley
DAVID W. SHIRLEY, RLS #2670

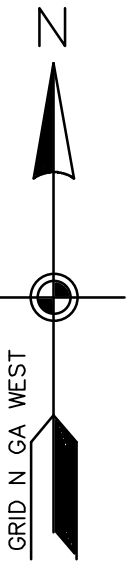
7/16/2025
DATE

LEGEND

- PROPERTY CORNER WITHOUT MONUMENT
- MONUMENTED PROPERTY CORNER
- OTF OPEN TOP PIPE
- CTP CRIMPED TOP PIPE
- R/W RIGHT OF WAY
- DB DEED BOOK
- PB PLAT BOOK
- PG PAGE
- N/F PRESENT OR FORMER OWNER
- IPS IRON PIN SET
- IPF IRON PIN FOUND
- IPSF IRON PIN SET FUTURE
- L.L. LAND LOT
- L.L.L. LAND LOT LINE
- N.T.S. NOT TO SCALE
- P.O.B. POINT OF BEGINNING
- X- FENCE
- GM GAS METER
- WM WATER METER
- W- WATER LINE
- UCL UNDERGROUND COMM LINE
- UCB UNDERGROUND COMM BOX
- COMM MAN HOLE
- LP LIGHT POLE
- OP POWER POLE
- OE OVERHEAD POWER LINE
- UE UNDERGROUND ELECTRIC
- EM ELECTRIC METER
- FO FIBER OPTIC
- DE DRAINAGE EASEMENT
- SSE SANITARY SEWER EASEMENT
- SANITARY SEWER MANHOLE
- SS- SANITARY SEWER LINE
- BL BUILDING LINE
- CL CENTERLINE
- +XXX SPOT ELEVATION
- IE INVERT ELEVATION

IF GRID NORTH IS INDICATED:
1.) HORIZONTAL DATUM IS NAD 83.
VERTICAL DATUM IS NAVD 88.

2.) THE NORTHING, EASTINGS AND ELEVATION OF THE STARTING POINTS FOR THIS SURVEY WERE OBTAINED USING REAL TIME KINEMATIC GPS SURVEY USING GPS SOLUTIONS 207L GNSS RECEIVERS (SNs 3369083 & 3369084) A CARLSON RT4 or XPAD COLLECTOR RECEIVING RTK CORRECTIONS VIA A CELL PHONE FROM EGPS SOLUTIONS REAL TIME NETWORK. THE TECHNIQUE USED WAS RTK CORRECTED MEASUREMENTS FROM THE TRIMBLE VRS REAL TIME NETWORK OPERATED BY EGPS SOLUTIONS, INC. THE RELATIVE POSITIONAL ACCURACY OBTAINED ON THE POINTS UTILIZED IN THIS SURVEY WERE 0.04 FT. HORIZONTAL AND 0.07 FT VERTICAL AT THE 95% CONFIDENCE LEVEL.



LOCATION OF UTILITIES EXISTING ON OR SERVING THE SUBJECT PROPERTY IS DETERMINED BY OBSERVABLE EVIDENCE ONLY. THIS PROPERTY MAY BE SUBJECT TO EASEMENTS, CLAIMS, PRESCRIPTION AND SUBSURFACE CONDITIONS THAT ARE NOT VISIBLE OR RECORDED. THIS PLAT IS INTENDED FOR THE PARTIES STATED ON THE FACE OF SURVEY. USE OF THE SURVEY BY THIRD PARTIES IS AT THEIR OWN RISK.

REFERENCES
D.B. 66414 PG. 379
P.B. 200 PG. 7

SURVEY NOTES:

- 1.) ALL DISTANCES ON SURVEY ARE HORIZONTAL DISTANCES.
- 2.) ALL DISTANCES ON SURVEY ARE SHOWN AS "GROUND" DISTANCES.
- 3.) ALL DISTANCES ON SURVEY ARE EXPRESSED IN U.S. SURVEY FEET
- 4.) ALL ANGULAR DIRECTIONS ARE EXPRESSED IN DEGREES, MINUTES AND SECONDS.
- 5.) IF INDICATED, STREAMS ORIGINATING OR FLOWING THROUGH THE MAPPED PROPERTY ARE CONSIDERED STATE WATERS AND ARE SUBJECT TO LOCAL GOVERNMENT BUFFER AND SETBACK REQUIREMENTS. THERE ARE NO STATE WATERS APPARENT WITHIN THE PLATTED BOUNDARY.
- 6.) THIS PLAT IS SUBJECT TO ALL LEGAL EASEMENTS AND RIGHTS OF WAY BOTH PUBLIC AND PRIVATE. ALL MATTERS OF TITLE ARE EXCEPTED.
- 7.) THIS MAP HAS BEEN CALCULATED FOR CLOSURE AND FOUND TO HAVE A CLOSURE PRECISION OF 1" IN 810,516'.
- 8.) FIELD WORK AND MAP PREPARED BY D.S.
- 9.) ALL PINS SET ARE FOUND ARE 1/2" DIAMETER REBARS UNLESS OTHERWISE NOTED.
- 10.) THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF A LEGAL TITLE SEARCH, AND IS SUBJECT TO ANY AND ALL DISCLOSURES PRODUCED BY SAME INCLUDING EASEMENTS WHETHER OR NOT SHOWN ON THIS PLAT. THIS SURVEY WAS PREPARED FOR THE EXCLUSIVE USE OF THE PERSON OR ENTITY NAMED HEREON. EDITING OR REPRODUCTION WITHOUT THE CONSENT OF THE SURVEYOR IS PROHIBITED.

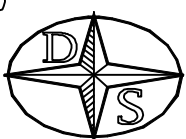
THIS PARCEL OF LAND IS NOT IN THE 100 YEAR FLOOD PLAIN ACCORDING TO F.E.M.A./ F.I.R.M. MAP# 13121C0088G DATED 9/18/2013

TOPOGRAPHIC CONTOURS SHOWN BASED ON DATA FROM NOAA DATA ACCESS VIEWER.

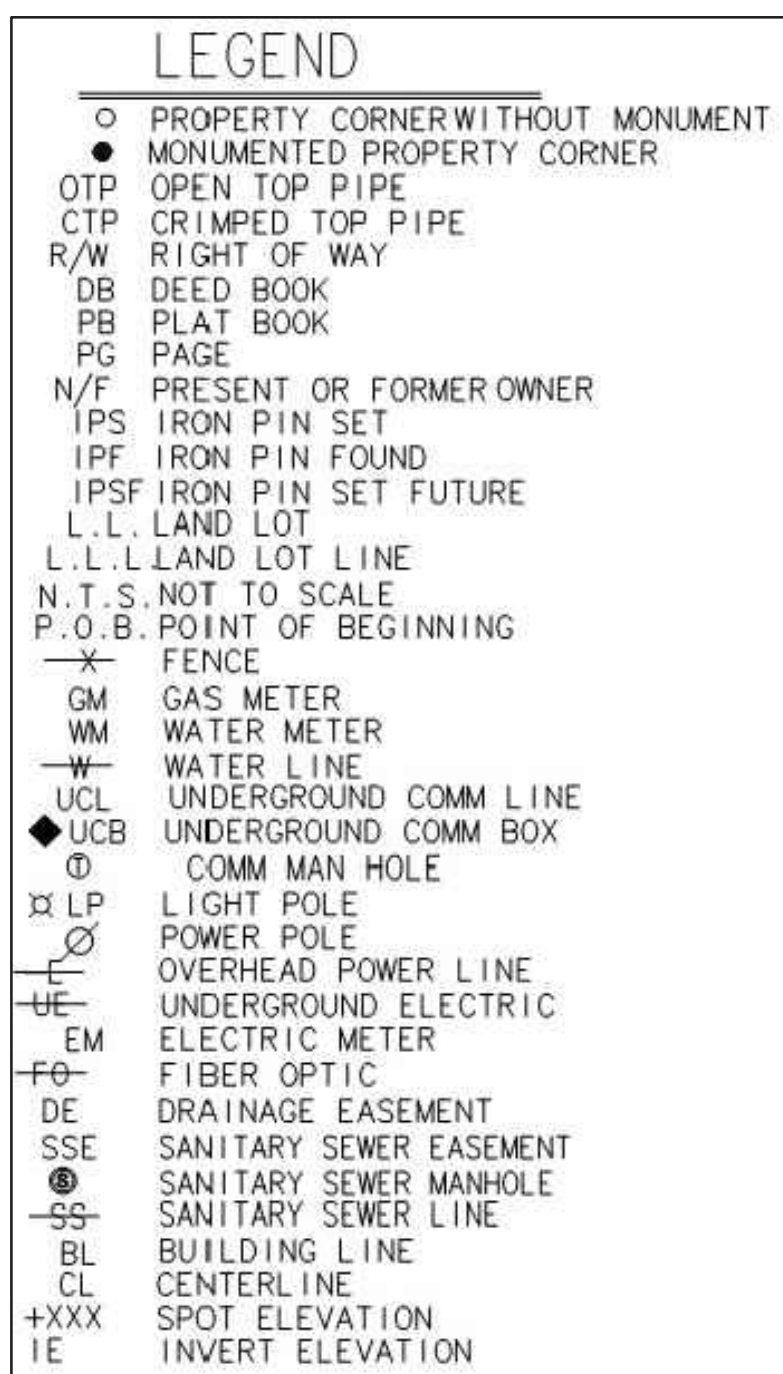
PREPARED BY:

D&S LAND SURVEYING, INC.

DAVID W. SHIRLEY, RLS #2670
P.O. BOX 4968
CANTON, GA 30114
770-720-4443
DSSURVEYMAILBOX@GMAIL.COM
DSLNDGA.COM



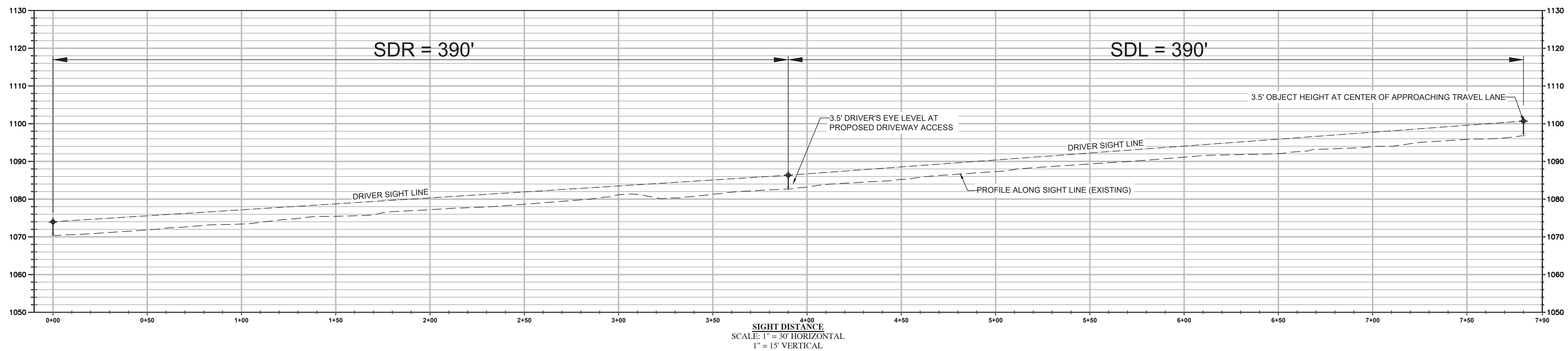
BOUNDARY & TREE SURVEY FOR:
JOHN EJUMEJOWO
10235 WATERS RD ALPHARETTA, GA
LAND LOT: 58
DISTRICT: 1 - SECTION: 1
FULTON COUNTY, GEORGIA
FIELD DATE: 7/7/2025
MAP DATE: 7/16/2025
JOB NUMBER: 25-178



*****CAUTION*****

THE UTILITIES SHOWN HEREON ARE FOR THE CONTRACTORS CONVENIENCE ONLY. THERE MAY BE OTHER UTILITIES NOT SHOWN ON THESE PLANS. THE ENGINEER ASSUMES NO RESPONSIBILITY FOR THE LOCATIONS SHOWN AND IT SHALL BE THE CONTRACTOR'S RESPONSIBILITY TO VERIFY ALL UTILITIES WITHIN THE LIMITS OF THE WORK. ALL DAMAGE MADE TO EXISTING UTILITIES BY THE CONTRACTOR SHALL BE THE SOLE RESPONSIBILITY OF THE CONTRACTOR.

Drawing No
Z1



SPECIMEN TREE REPORT

CITY OF ALPHARETTA

Client

Paradigm Engineering

Address

10235 Water Rd



Project

25074

Survey Date

8/19/2025

Alex Phillips
ISA Certified Arborist MA-4868A
Tree Risk Assessment Qualified
American Society of Landscape Architects



Canopy
Consultants
www.canopy-consultants.com
404.858.7471

10235 Waters Rd

Specimen Tree Inventory

Some trees on a site warrant special consideration and encouragement for preservation. The intent of these specifications is to provide the necessary information to facilitate project design, plan review and enforcement processes. The City of Alpharetta Specimen tree specifications are organized by size:

- Flowering Understory trees over 8" DBH

- Sourwood trees over 10" DBH

- Beech, Blackgum, Persimmon, Sassafras trees over 20" DBH

- Magnolia trees over 20" DBH

- Cedrus and Thuja trees over 20" DBH

- Overstory Hardwood over 24" DBH

- Poplars and Sweetgums trees over 30" DBH

- Pine trees over 30" DBH

Any tree that does not meet the following requirements as set forth by the International Society of Arboriculture shall be deemed poor in condition, a danger to human life and property and removed from the site.

- Life expectancy less than 15 years

- A trunk with visible decay

- More than one major and several minor dead limbs (hardwoods)

- Major insect or pathological problems

Tree Inventory

Landscape trees and trees of quality on a site may warrant consideration for preservation. Landscape trees include street trees, parking lot trees and boundary trees. Trees of quality include smaller non specimen trees that are in groupings or groves that have special interest and character.

Site Location

The site is a large single family lot with no structures located on site. There is a remnant driveway and wall. The property has large over-story trees and understory trees. There are no trees of quality or landscape trees on site.



10235 Waters Rd

Definitions

Tree Number: Trees are tagged with an aluminum disk that shows a unique number to identify the tree.

Species: Trees are listed by a regional common name and botanical name.

Diameter at Breast Height (DBH): The diameter of a trunk at 4.5' above ground level. Measured in inches.

Condition:

Good: A specimen tree with healthy productive tip growth. A sound trunk with no visible damage or decay. No major limb loss and healthy branch unions. No visible insect or disease infestations. Life expectancy of more than 15 years.

Fair: A specimen tree with healthy but not vigorous tip growth. Less than 30% of crown is dead. No major dead limbs and no major trunk cavities or damage. Branch unions show some signs of stress. Tree is expected to live longer than 10 years.

Poor: More than 30% of the crown is dead or has significant tip die back. More than one major limb is dead and are large trunk cavities with visible decay. Severe insect or disease damage leading to immediate death. Roots are visible and show signs of decay and rot. Life expectancy is less than 5 years.

Dead: Tree has no bud or leaf production. All limbs are barren and rot is visible.

Invasive: Tree species whose native range is not within the Piedmont classification.

Hazardous: Severe or uncorrectable damage that will lead to a loss of property or life if there is tree failure.



10235 Waters Rd

Specimen Tree Report

Tag #	DBH	Species	Condition	Comment
1609	13"	<i>Cornus florida</i> Dogwood	Good	Tree is in good health.
1610	18"	<i>Cornus florida</i> Dogwood	Poor	Poor 1: Dead leaders. Pic 1
1611	28"	<i>Quercus nigra</i> Water Oak	Good	Tree is in good health.
1612	14"	<i>Lagerstroemia indica</i> Crape myrtle	Good	Tree is in good health.
1613	26"	<i>Quercus nigra</i> Water Oak	Poor	Poor 2: Split with included bark. Pic 2
1614	32"	<i>Liriodendron tulipifera</i> Poplar	Poor	Poor 3: Split with included bark. Pic 3
1615	38"	<i>Quercus nigra</i> Water Oak	Good	Tree is in good health.
1616	30"	<i>Acer saccharinum</i> Silver Maple	Poor	Poor 4: Split with included bark and trunk wound. Pic 4
1617	45"	<i>Acer saccharinum</i> Silver Maple	Poor	Poor 5: Split with included bark. Pic 5

Total Specimen Sized Trees: 9

Good Condition: 4

Fair Condition: 0

Poor Condition: 5



10235 Waters Rd



Pic 1: Dead leaders. Poor 1



Pic 2: Split with included bark. Poor 2



Pic 3: Split with included bark. Poor 3



Pic 4: Split with included bark and trunk wound. Poor 4



10235 Waters Rd



Pic 5: Split with included bark. Poor 5



Tree of Quality Report

Tree of Quality Summary: There are no trees of quality on site.

Landscape Tree Report

Landscape Tree Summary: There are no Landscape Trees on Site.

Boundary Tree Report

Boundary Tree Summary: Boundary Tree Survey is incomplete.



10235 Waters Rd

DDH Tree Report

Tag #	DBH	Species	Comment
DDH1	20"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 1
DDH2	23"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 2
DDH3	14"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 3
DDH4	20"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 4
DDH5	22"	<i>Acer saccharinum</i> Silver Maple	Split with included bark. Pic 5
DDH6	10"	<i>Pyrus calleryana</i> Bradford Pear	Invasive. Pic 6

DDH Tree Summary: There are 6 DDH trees on the property. They are located in the far Northwest corner of the property in a drainage swale. The trees are all split Silver Maples with poor form and at least one leader targeting Waters Rd.



10235 Waters Rd



Pic 1: Split with included bark. DDH1



Pic 2: Split with included bark. DDH2



Pic 3: Split with included bark. DDH3



Pic 4: Split with included bark. DDH4



10235 Waters Rd



Pic 5: Split with included bark. DDH5



Pic 6: Invasive. DDH6





Arthur E. Ferdinand
Tax Commissioner
Fulton County, Georgia

Tax Bill

141 Pryor Street
Atlanta, Georgia 30303
404.613.6100

Property Owner

CAPITAL DESIGN & CONSTRUCTION INC

Parcel Identification

11 018000581362

Description

Real Estate

User ID

IWR

Tax District 10 - ALPHARETTA

Property Address

10235 WATERS ROAD

Account Number

5340864

Current Fair Market Value

383,700

Current Assessed Value

153,480

City Exemption
County Exemption

City Sales Tax Credit \$0.00

County Sales Tax Credit \$29.01

Tax Year	Cycle	Principal Amount	Interest	Penalties/Fees	Paid	Total	Due Date
2024	County	4,008.90	0.00	0.00	4,008.90	0.00	11/15/2024
2023	County	4,019.65	0.00	0.00	4,019.65	0.00	11/15/2023
2022	County	3,597.10	62.36	0.00	3,659.46	0.00	11/15/2022
2021	County	1,443.32	0.00	0.00	1,443.32	0.00	11/15/2021
2020	County	1,460.75	0.00	0.00	1,460.75	0.00	11/15/2020
2019	County	1,441.53	0.00	0.00	1,441.53	0.00	10/15/2019
2018	County	1,423.72	0.00	0.00	1,423.72	0.00	10/31/2018

Grand Total Due \$0.00

Mailing Address

CAPITAL DESIGN & CONSTRUCTION INC

705 PINNACLE CT

NORCROSS GA 30071

Property owners with current legal matters, such as bankruptcy or foreclosure, must contact the Tax Commissioner's office at 404.613.6100 for the official balance due on their parcel(s).



CITY COUNCIL STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Prepared By: Michael Woodman

Meeting Date: November 17, 2025

AGENDA ITEM: Z-25-12 HERDEE/302 NORTH MAIN STREET

The applicant, Gloria Herdee, is requesting a rezoning to allow an existing two (2) story building to be used for a residential dwelling unit over office or certain commercial uses on 0.357 acres in the Downtown. A rezoning is requested from O-I (Office-Institutional) to DT-LW (Downtown Live-Work). The subject property is located at 302 North Main Street on the west side of North Main Street and north of Mayfield Road.

This item was considered at the November 6, 2025 Planning Commission meeting. There were no public comments. After discussion, the Commission recommended approval subject to the staff recommended conditions. Vote 7-0

STAFF RECOMMENDATION:

Approve Z-25-12 HERDEE/302 North Main Street, subject to the following conditions:

1. Approximately 0.357 acres shall be rezoned to DT-LW, as depicted on the submitted survey by Engineering 303. Property shall be limited to 1 residential dwelling unit, an office, and commercial uses permitted in the DT-LW zoning district subject to the approval of a conditional use. There shall be no outdoor storage, including the overnight parking of commercial vehicles.
2. Commercial uses subject to conditional use approval shall be limited to 'Art Gallery', 'Bakery', 'Banking/Mortgage Company', 'Barber/Beauty Shop', 'Book Store', 'Dance Studio', 'Fitness Studio', 'Florist', 'Print Shop', 'Restaurant', 'Retail Establishment (no mixed-sales)', and 'Shop or Studio, Craftsman/Artist'.
3. To comply with the Downtown architectural standards, the applicant shall add panels to the ground floor storefront glass, replace modern railings, and add mullions to windows, as approved by Staff.
4. Parking lot and driveway shall be resurfaced and parking lot re-striped for the minimum parking spaces required based on the use of the building, as approved by Staff.
5. Minimum 10' landscape strip shall be installed along North Main Street. Landscape strip shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by DRB.
6. If the parking lot is expanded, minimum 5' landscape strips along the north and south property lines shall be planted with a mix of evergreen and hardwood trees and shrubs, as approved by DRB. In addition, parking lot shall be screened along North Main Street with a double row of shrubs, as approved by DRB.
7. Developer shall plant Creeping Phlox (pink or white) at the top of the GDOT wall along the property frontage, with final approval by DRB.
8. If a dumpster is utilized, dumpster shall be contained within a masonry enclosure that is compatible with the primary building and with opaque decorative metal gate, with final approval by DRB.

ITEM DESCRIPTION:

The submitted request, if approved, would allow for an existing two (2) story building to be used for a residential dwelling unit over office or certain commercial uses on 0.357 acres in the Downtown. A rezoning is requested from O-I (Office-Institutional) to DT-LW (Downtown Live-Work). The subject property is located at 302 North Main Street on the west side of North Main Street and north of Mayfield Road.

The property is zoned O-I and was developed in 1955 with a two (2) story, 2,960 square foot duplex. The existing building was developed at the rear of the property and is setback approximately 175' from North Main Street. Surrounding properties are zoned DT-LW to the north, O-I to the east and south, and R-15 (Dwelling, 'For-Sale', Residential) to the west. An unoccupied structure is located to the north, Realty on Main Alpharetta is located to the east, TMRK Investors is located to the south, and unplatted single-family lots are located to the west. The comprehensive land use designation of the property is 'Mixed Use Live Work', which supports the applicant's proposal.

SITE PLAN

The submitted site plan depicts re-use of an existing two (2) story, 2,960 square foot building. The site plan does not depict any modifications to the site. Access to the property will continue through the existing curb cut off North Main Street. A minimum ten-foot (10') landscape strip is required along North Main Street.

The applicant proposes utilizing the existing 2,000 square feet parking lot which has a capacity of up to nine (9) parking spaces. The proposed use of the building would require between eight (8) to ten (10) parking spaces depending on the use of the first floor as an office or certain commercial uses. The existing parking lot provides sufficient area to accommodate the parking needs of the applicant's proposed uses with a small expansion of one (1) parking space, if the 1st floor is used for commercial use.

Parking Requirements

Use	Parking Ratio	Unit/Area	Required Parking
Dwelling unit	1.5 spaces/1-bedroom unit	1 du (2 nd floor)	1.5
Office	1 space/250 SF	1,648 SF (1 st floor)	6.5
Commercial	1 space/200 SF	1,648 SF (1 st floor)	8
TOTAL			8 – 10 spaces

The Downtown Code requires a minimum ten percent (10%) amenity space, or 1,555 square feet, for the proposed site. The front yard will be landscaped to comply with the minimum open space requirement. Currently, the applicant does not propose any tree removal or changes to the impervious area of the site.

The applicant plans to remodel the existing structure as shown on the submitted rendering. The changes were approved by the Design Review Board (DRB) on June 16, 2023. However, if approved Staff recommends that panels be added to ground floor storefront glass to frame the entrances.

TRAFFIC

As shown in the table below, Staff estimates that the applicant's proposed uses would generate approximately 3 – 4 AM Peak Hour trips and 3 – 4 PM Peak Hour trips.

Trip Generation

Use	Unit/Area	AM Peak Hour trips	PM Peak Hour trips
Single-family Dwelling	1	1	1
Office	1,648 SF	3	3
Commercial	1,648 SF	2	2
TOTAL		3 - 4	3 - 4

STANDARDS FOR ZONING CHANGES

The Planning Commission and the City Council shall consider the following standards in considering a rezoning application, giving due weight or priority to those factors particularly appropriate to the circumstances of each application:

- a. Whether the zoning proposal will permit a use that is suitable in view of the zoning use and development of adjacent and nearby property.

Response: The zoning proposal is consistent with the future land use designation of the property and surrounding area, which is 'Mixed Use Live Work'. Adjacent and nearby properties are similarly developed with office, commercial and residential uses.

- b. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property.

Response: The zoning proposal would not adversely affect the existing use or usability of adjacent or nearby properties, which are similarly developed with office, commercial, and residential uses.

- c. Whether the zoning proposal will adversely affect the natural environment.

Response: The proposal would not adversely affect the natural environment. The applicant does not propose any tree removal.

- d. Whether there are substantial reasons why the property cannot or should not be used as currently zoned.

Response: The property is currently zoned O-I, which does not allow residential use. The future land use designation of the property and surrounding properties is 'Mixed Use Live Work', which allows office, residential, and certain commercial uses subject to the approval of a conditional use.

e. Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of public facilities or services, including but not limited to existing streets and transportation facilities, schools, water or sewer utilities, and police or fire protection.

Response: The zoning proposal would not cause an excessive burden on public facilities and services. The proposed building is relatively small and would not have significant impacts on public facilities and services. The proposed uses would generate three (3) to four (4) AM and PM Peak Hour trips.

f. Whether the zoning proposal is supported by new or changing conditions not anticipated or reflected in the existing zoning on the property.

Response: The subject property is located in the Downtown Overlay, which includes opportunities to develop under the Downtown zoning districts.

g. Whether the zoning proposal reflects a reasonable balance between the promotion of the public health, safety, morality or general welfare against the right to unrestricted use of property.

Response: The zoning proposal reflects a reasonable balance. The proposed zoning and uses are consistent with the development pattern along North Main Street, which are developed with a mix of office, commercial, and residential uses.

h. Whether there are substantial reasons why the property cannot be used in accordance with existing zoning.

Response: The property is currently zoned O-I, which does not allow residential use. The future land use designation of the property and surrounding properties is 'Mixed Use Live Work', which allows office, residential, and certain commercial uses subject to the approval of a conditional use.

i. The extent to which the zoning proposal is consistent with the Comprehensive Plan.

Response: The future land use designation of the property is 'Mixed Use Live Work', which supports the proposed zoning and uses.

CONCURRENCES

Staff has reviewed the applicant's proposal against the review criteria for a rezoning. The zoning proposal is consistent with the future land use designation of the property and surrounding area, which is 'Mixed Use Live Work'. In addition, the zoning proposal is compatible with surrounding and nearby properties, which are similarly developed with a mix of office, residential, and commercial uses. If approved, commercial uses should be limited and will require approval of a conditional use.

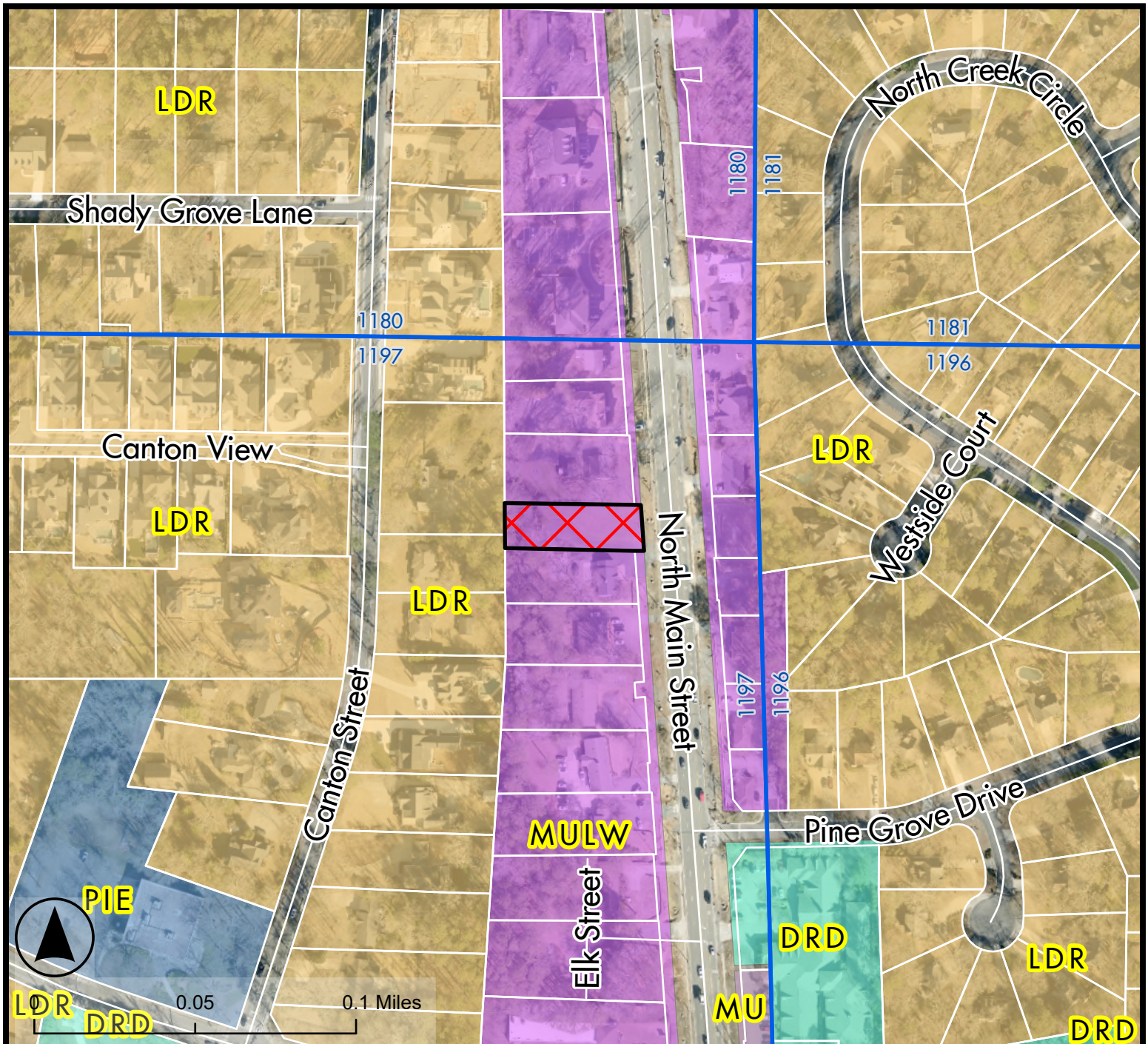
CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that the only comments received were at the CZIM.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on October 8, 2025. There were a few public comments with no objections.

ATTACHMENTS:
• Map Series • CZIM • Citizen Part B • Application



Legend

- Z-25-12
- Land Lots
- Tax Parcels
- Alpharetta City Limits

Future Land Use 2040

- Downtown Residential Density
- Low Density Residential
- Mixed Use
- Mixed Use Live Work
- Public, Institutional, Education

Future Land Use Map

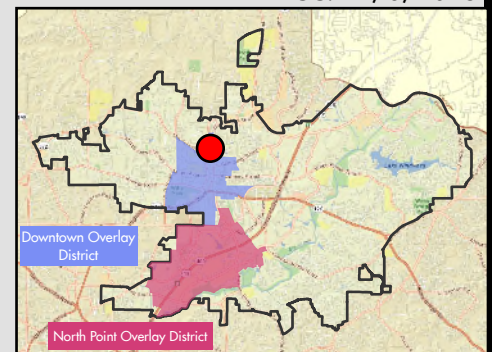
302 N Main St

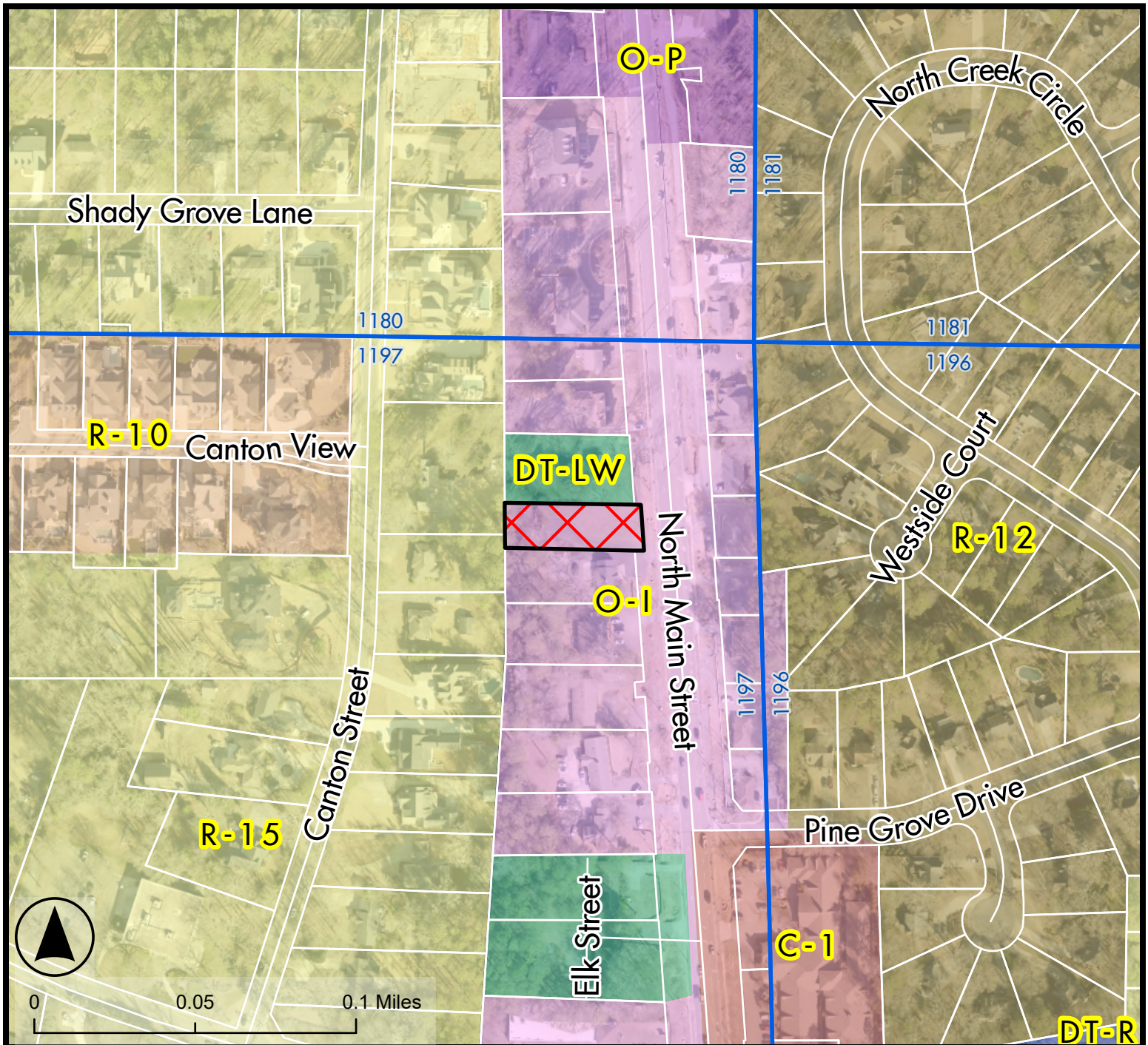
Z-25-12

D/LL: 2/2/1197

PC: 11/17/2025

CC: 11/6/2025





Legend

- Z-25-12
- Land Lots
- Tax Parcels
- Alpharetta City Limits
- Zoning District**
- C-1 Neighborhood Commercial
- DT-LW Downtown Live Work
- DT-R Downtown Residential
- O-I Office Institutional
- O-P Office Professional
- R-10 Single Family Detached Residential
- R-12 Single Family Detached Residential
- R-15 Single Family Detached Residential

Zoning Map

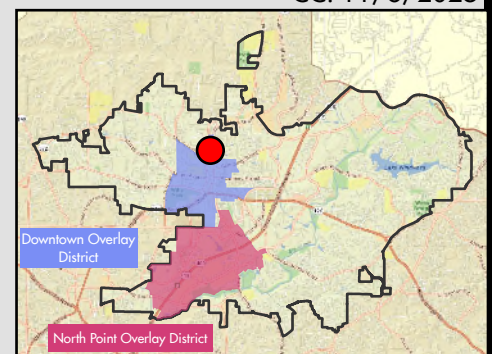
302 N Main St

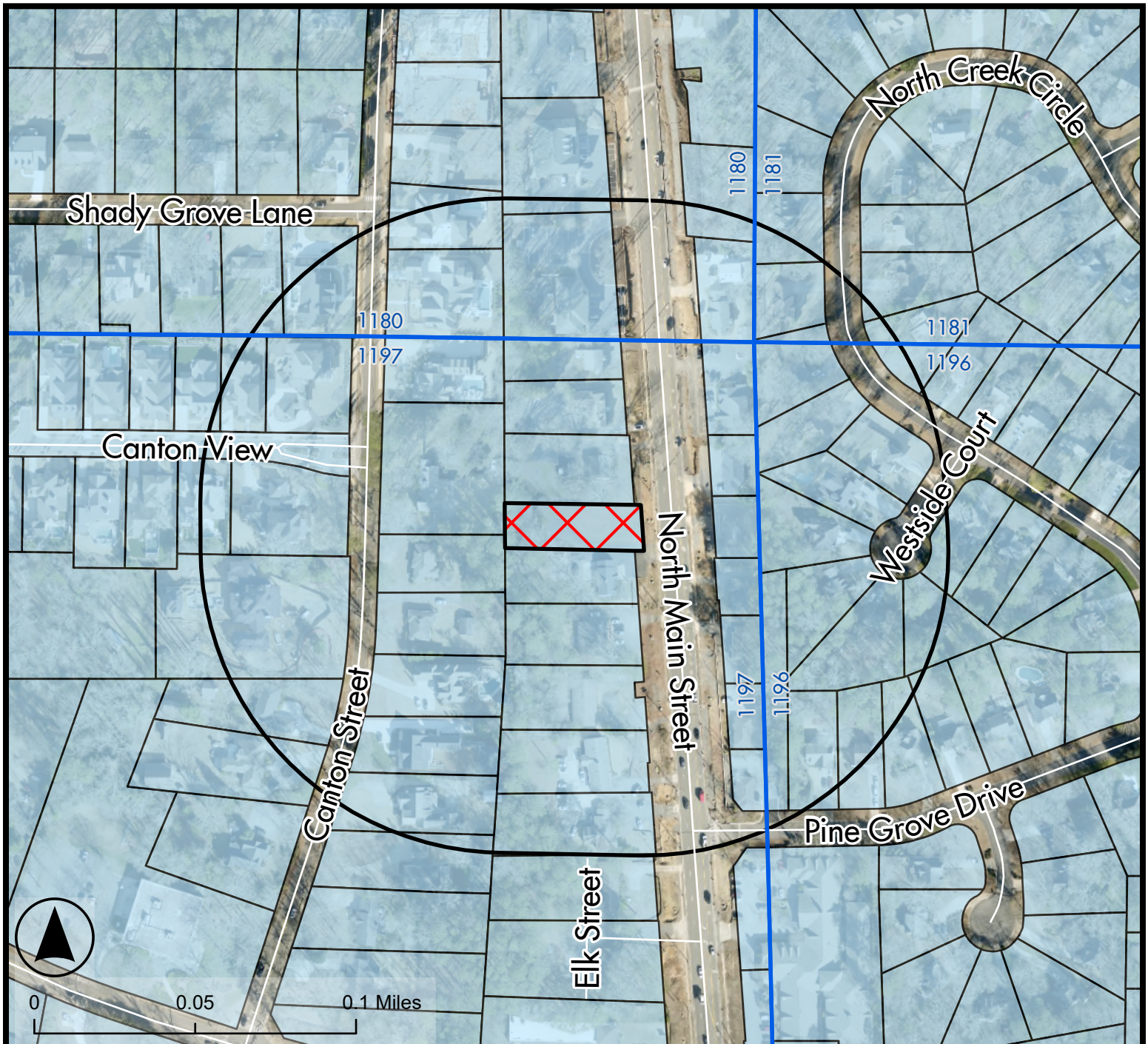
Z-25-12

D/LL: 2/2/1197

PC: 11/17/2025

CC: 11/6/2025





Legend

-  Z-25-12
-  Land Lots
-  Tax Parcels
-  500 ft Buffer
-  Alpharetta City Limits

Location Map

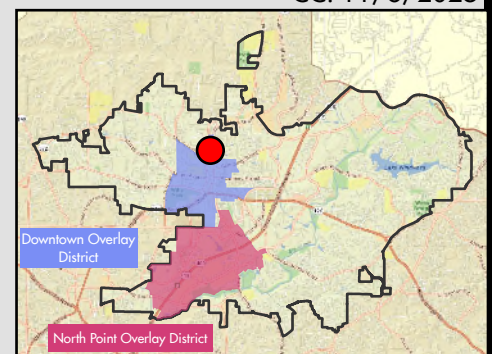
302 N Main St

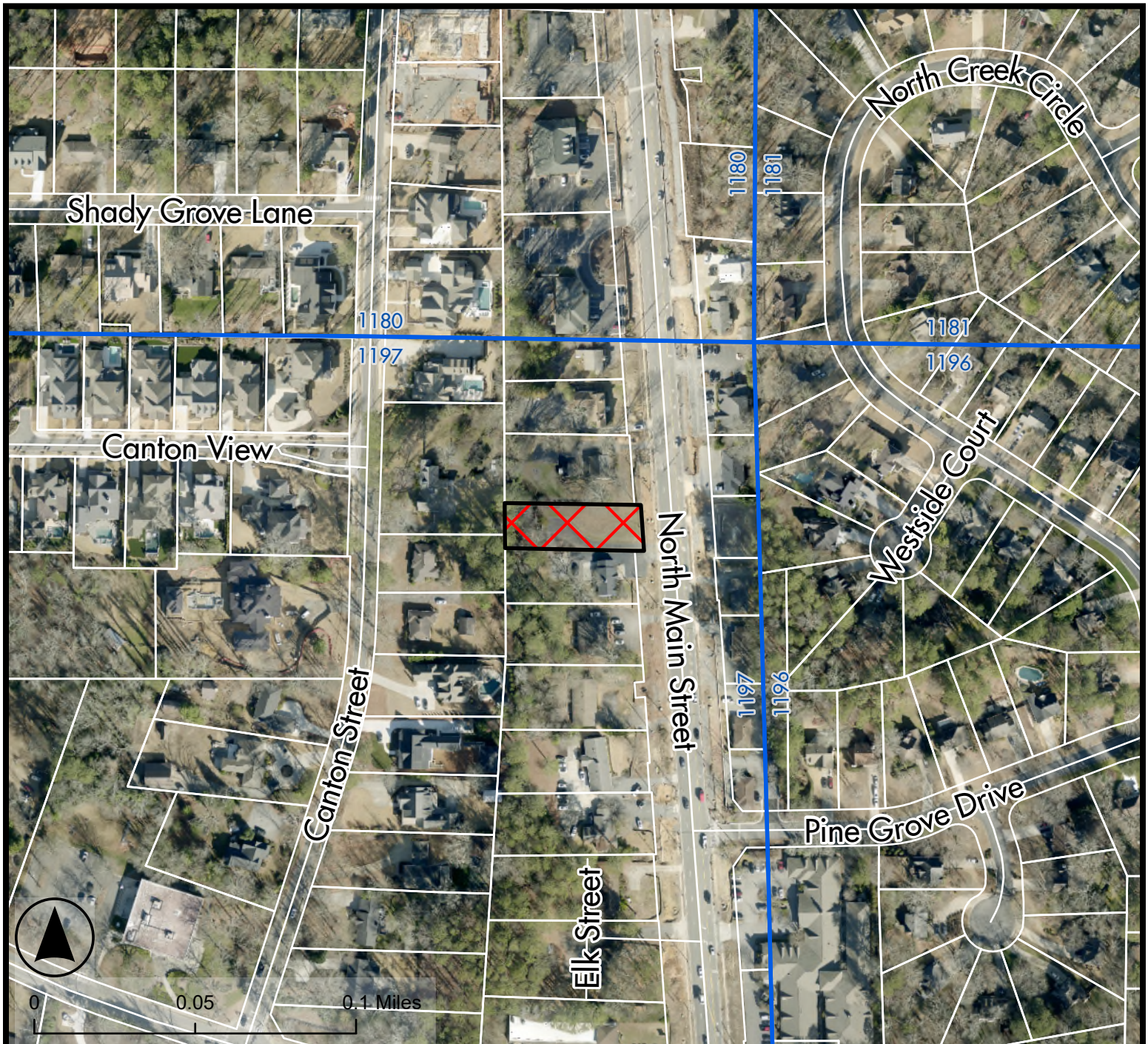
Z-25-12

D/LL: 2/2/1197

PC: 11/17/2025

CC: 11/6/2025





Legend

- Z-25-12
- Land Lots
- Tax Parcels
- Alpharetta City Limits

Aerial Map

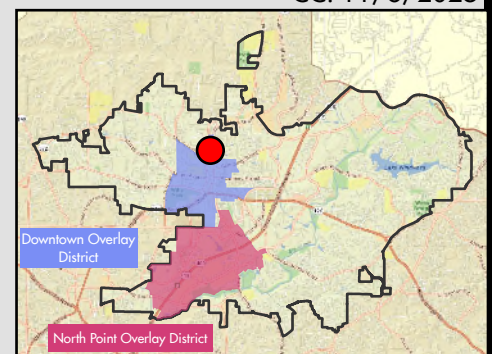
302 N Main St

Z-25-12

D/LL: 2/2/1197

PC: 11/17/2025

CC: 11/6/2025



Community Zoning Information Meeting (CZIM)

October 8, 2025

Please sign-in and leave your comments and/or concerns.

Z-25-12 / Herdee/302 North Main Street

NAME	ADDRESS	COMMENTS
Toni Boyd	15105 Windrush Ln Alpharetta, GA 30009	No objection
Yaelis Severin	285 Pebble Trl Alpharetta GA 30009	NO OBJECTION
Ross Turner	12410 KeyStone Ct	No objection
Sergio Ayala	178 S. Main St #100 Alpharetta GA 30009	NO OBJECTION

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: 302 N Main Street, Alpharetta Ga 30009 / Hendee

Contact Name: Gloria Hendee Telephone: (404) 932-2772

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

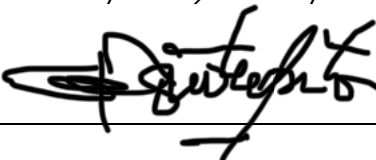
~~Attached is city comments form~~

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|--|---|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other (Please Specify) _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent:  Date: 10/13/2025

Print Form

333 NORTH MAIN LLC
333 N MAIN ST
ALPHARETTA GA 30009

ANDMOR INVESTMENTS LLC
720 CREEK RD
ALPHARETTA GA 30004

APITI PAINTING SERVICE INC
2682 HERRINGTON WOODS CT
LAWRENCEVILLE GA 30044

APPEN RAY & CHRISTINA
319 NORTH MAIN ST
ALPHARETTA GA 30004-1321

AVANTI GROUP LLC
P O BOX 2591
ALPHARETTA GA 30023

BATES JOSHUA AP
1874 N CREEK CIR
ALPHARETTA GA 30009

BOWDEN JASON
1840 N CREEK CIR
ALPHARETTA GA 30009

BURGESS JOHN R SR &
BURGESS VIRGINIA P
255 CANTON ST
ALPHARETTA GA 30009

CHALOUX MICHAEL & RHONDA
273 CANTON ST
ALPHARETTA GA 30009

CLEVER MICHAEL T & STACY L
3030 CREEK TREE LN
CUMMING GA 30041

CMP PROPERTIES LLC
254 N MAIN ST
ALPHARETTA GA 30009

CROUCHER STEWART T & REBECCA K
263 CANTON ST
ALPHARETTA GA 30009

CULLIGAN CATHY A
1861 NORTH CREEK CIR
ALPHARETTA GA 30004

DEBORA ANN MOORE
REVOCABLE LIVING TRUST THE
339 CANTON ST
ALPHARETTA GA 30009

DUTTA ADITYA
3031 WESTSIDE CT
ALPHARETTA GA 30009

FILIPOWICZ DAVID F & LAURA
260 CANTON ST
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6740 VICKERY POST LANE
CUMMING GA 30040

GOOD MICHAEL & ZARRINA
100 SHADY GROVE LANE
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253 CANTON ST
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3944 VINYARD WAY
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JCP3 PROPERTIES LLC
4945 NORTHRIDGE DR
CUMMING GA 30040

KINGDOM AT MAIN LLC
4561 OLDE PERIMETER WAY UNIT 710
ATLANTA GA 30346

KNIGHT NATALIE & DAMON
1012 PINE GROVE DR
ALPHARETTA GA 30004

LANZO NICHOLAS & TRICIA
110 SHADY GROVE LANE
ALPHARETTA GA 30009

LEVY MELANIE &
BARNETT JEFFERSON SMITH
1004 PINE GROVE DR
ALPHARETTA GA 30009

LIBERTY SHAWNA A &
TUMINELLO DEBORAH L
3001 WESTSIDE CT
ALPHARETTA GA 30004

LOGAN MICHAEL JASON
& LOGAN CHRISTINE L
329 CANTON ST
ALPHARETTA GA 30009

MELTON DAVID A
3021 WESTSIDE CT
ALPHARETTA GA 30009

MILUSO INVESTMENT LLC
7870 GEORGETOWN CIR
SUWANEE GA 30024

NIXON D LANA M
2110 CANTON VW
ALPHARETTA GA 30009

NORTH MAIN 294 LLC
41 GREEN ST
GAINESVILLE GA 30501

ONEAL GROUP LLC THE
322 N MAIN ST
ALPHARETTA GA 30009

ORDWAY CHRISTOPHER H
& ORDWAY MARY LYNN
3020 WESTSIDE CT
ALPHARETTA GA 30009-2372

PALMER CHARLES J JR
2125 CANTON VW
ALPHARETTA GA 30009

RADDEN NATASHA R
2120 CANTON VW
ALPHARETTA GA 30009

RAMIREZ CRISPINA N
261 N MAIN ST
ALPHARETTA GA 30004-1655

RAMIREZ CRISPINA N
271 N MAIN ST
ALPHARETTA GA 30004-1655

RANGANATHAN
BALAMOUROUGAN ET AL
430 CONCORD ST
ALPHARETTA GA 30009

RED ELEPHANT INVESTMENT GROUP LLC
5665 ATLANTA HWY STE 102-309
ALPHARETTA GA 30004

RICHARDSON DEAN &
HUMANN SHANNA L
1851 NORTH CREEK CIR
ALPHARETTA GA 30004

RICHARDSON KATHRYN S
3010 WESTSIDE CT
ALPHARETTA GA 30009

RITTER CHARLES A & RITTER JODIE D
2105 CANTON VW
ALPHARETTA GA 30004

RODNEY & SHERRY BARRON
LIVING TRUST THE
2445 FLAT STONE DR
CUMMING GA 30041

SCHILLING NEVA MICHELE
1016 PINE GROVE DR
ALPHARETTA GA 30009

SIMMONS JAMES C &
HURT SIMMONS BARBARA
2115 CANTON VW
ALPHARETTA GA 30009

SMITH WILLIAM H & NANCY R
272 CANTON ST
ALPHARETTA GA 30009

SOLARES AMILCAR
3011 WESTSIDE CT
ALPHARETTA GA 30004

STANZIALE RUSSELL AUGUST
& ANDREAU LEA
351 CANTON ST
ALPHARETTA GA 30009

STEPHENS HAROLD A
319 CANTON ST
ALPHARETTA GA 30009

TALABI SAYED A & ROZATI SHIRIN
1008 PINE GROVE DR
ALPHARETTA GA 30004

TAYLOR DAVID J & KIRSTEN G
1867 N CREEK CIR
ALPHARETTA GA 30004-2353

THAI CHANG INVESTMENT LLC
3980 PEACHTREE INDUSTRIAL BLVD # 100
DULUTH GA 30096

THREE HUNDRED SIXTY SIX
NORTH MAIN LLC
366 NORTH MAIN ST
ALPHARETTA GA 30004

TRIDAK LLC
985 HAMPRESTON CT
CUMMING GA 30041

TUSHMAN HOLDINGS INC
15215 SANDPOINT TRCE
ALPHARETTA GA 30004

TWELVE ON CANTON COMMUNITY
ASSOCIATION INC
1585 OLD NORCROSS RD BLDG 101
LAWRENCEVILLE GA 30046

WILLIAMS LEIGHTON H
1856 NORTH CREEK CIR
ALPHARETTA GA 30004

09/17/2025

Gloria Herdee
302 N Main Street
Alpharetta, GA 30009

RE: Z-25-12 Herdee/302 North Main Street

Dear Property Owner:

Please allow this letter to serve as public notice for consideration of a rezoning to allow an existing 2-story building to be used for an office, certain commercial uses subject to a conditional use, and a single-family dwelling unit on 0.357 acres in the Downtown. A rezoning is requested from O-I (Office-Institutional) to DT-LW (Downtown Live-Work). The property is located at 302 North Main Street and is legally described as being located in Land Lot 1197, 2nd District, 2nd Section, Fulton County, Georgia.

The Community Zoning Information Meeting (CZIM) will be held on **Wednesday, October 8, 2025, at 6:00 PM** in the Community Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA, 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

The item will be considered by the Planning Commission on **Thursday, November 6, 2025 at 6:30 PM**. and **City Council on Monday, November 17, at 6:30 PM**. The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at gloriaherdee@gmail.com or (404) 932-2772

Sincerely,

GLORIA HERDEE

Community Zoning Information Meeting (CZIM)

October 8, 2025

Please sign-in and leave your comments and/or concerns.

Z-25-12 / Herdee/302 North Main Street

NAME	ADDRESS	COMMENTS
Toni Boyd	15105 Windrush Ln Alpharetta, GA 30009	No objection
Yaelis Severin	285 Pebble Trl Alpharetta GA 30009	NO OBJECTION
Ross Turner	12410 KeyStone Ct	No objection
Sergio Ayala	178 S. Main St #100 Alpharetta GA 30009	NO OBJECTION

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: Z-25-12

PH #: DHA25044

☐ Property Taxes & Code Violations Verified

☒ Fee Paid Initial: PC

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: GLORIA HERDEE

Telephone: (404)932-2772

Address: 302 N MAIN STREET

Suite: _____

City: ALPHARETTA

State: GA

Zip: 30009

Fax: _____

Mobile Tel: (404)932-2772

Email: gloriaherdee@gmail.com

Subject Property Information:

Address: 302 N MAIN STREET

Current Zoning: IO

District: 2

Section: 2

Land Lot: 1197

Parcel ID: 22-4814-1197-075-5

Proposed Zoning: DT-LW

Current Use: IO

This Application For *(Check All That Apply):*

☐ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☒ Rezoning

☐ Master Plan Review

☐ Variance

☐ Public Hearing

☐ Exception

☐ Other *(Specify):* _____

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

The proposed use of the property is for Apiti Painting Service Inc Headquarters. Operations will be conducted indoors and outdoor, aligned with DT-LW standards

1st Floor: Office or Commercial (subject to conditional use)

2nd Floor: Residence or Office

Applicant's Request (Please itemize the proposal):

Rezoning from O-I to DT-LW

Applicant's Intent *(Please describe what the proposal would facilitate).*

This rezoning will improve the property's value and use, by adapting it for viable business use within the DT-LW zoning, creating a resource for local businesses and residents aligned with the city mixed-use vision. Our building will be distributed as follows:

1st Floor: Office or Commercial (subject to conditional use)

2nd Floor: Residence or Office

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: GLORIA HERDEE Telephone: (404)932-2772
Address: 2479 PEACHTREE RD Suite: 414
City: ATLANTA State: GA Zip: 30305

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|--|
| ☐ Annexation | ☐ Special Use |
| ☒ Rezoning | ☐ Conditional Use |
| ☐ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

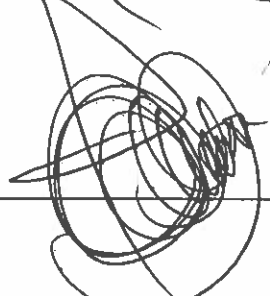
Name of Authorized Applicant: GLORIA HERDEE Telephone: (404)932-2772
Address: _____ Suite: _____
City: ALPHARETTA State: GA Zip: 30009

So Sworn and Attested:

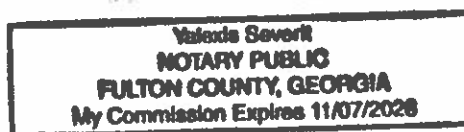
Owner Signature: 

Date: 8/28/2025

Notary:

Notary Signature: 

Date: 8/28/2025



D.L. Verified

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: **GLORIA HERDEE**

Subject Public Hearing Case: Herdee / 302 N. Main St.

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: **NONE** Position: _____

Description of Contribution: _____ Value: 0

Description of Contribution: _____ Value: _____

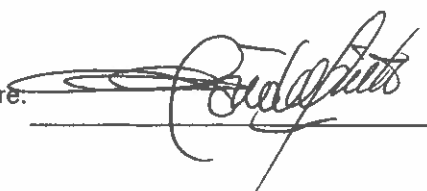
Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: 

Date: 08-28-25.

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

This proposal is compatible with surrounding properties, as it aligns with the existing next door printing shop, commercial and office uses, such as the neighboring contractor company's office and contracting business. [REDACTED]

How will this proposal affect the use and value of the surrounding properties?

[REDACTED]

Updating the property zoning to DT-LW will enhance the use of the property, aligning with other ones of the same nature, plus adding the flexibility to use both residential in the top floor, while keeping the possibility of a commercial use in the bottom floor

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

This Project should be an asset for the Community benefit, engaging for people and a friendly place for residents and visitors alike, the site design should also provide inviting elements such as seating areas, outdoor furniture and art exhibitions for visitor to enjoy. The plan is to enhance and beautify current building/ Property which is not up to code. Additionally, redeveloping the property under the current zoning (office, medical office, bank) would be cost more, as the office and medical office rents in the area would not be high enough support the cost of re-developing the property or major renovations, making economic viability challenging without rezoning to DT-LW. THE PROPERTY IS LOCATED WITHIN THE DOWNTOWN ALPHARETTA DISTRICT with the future land use designation for a 'Mixed Use Live Work, was used as a duplex residential property but with the IO zoning. The new Commercial rehab should be an asset to the city in terms of providing long term financial and community benefits, as well as the anticipated increase in tax revenues.

What would be the increase to population and traffic if the proposal were approved?

Because this property is located on the " N main St Corridor", it will benefit from the existing vehicles pedestrians and bicycle riders population. We anticipate little to none traffic increase.

What would be the impact to schools and utilities if the proposal were approved?

We anticipate none.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

The Property under consideration have a good location in downtown Alpharetta District and the proximity also provides a strong opportunity to offer a retail/restaurant/office presence to align our project to the current downtown Alpharetta Comprehensive plan.

The DT-LW rezoning request aligns with the Future Land Use Map's vision for Downtown Live Work. Nearby 246 and 312 N Main's recent rezoning supports this transition to a mixed-use corridor.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

The area's shift toward mixed-use and live-work developments, as seen in the rezoning of neighboring properties like 246 and 312 N Main, supports this proposal. The current OI zoning restricts the property's economic viability, and approval for DT-LW would align with both the changing character of the area and the city's long-term planning objectives.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: APITI PAINTING SERVICE, INC / OH 1994

Contact Name: GLORIA HERDEE Telephone: (404)932-2772

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

Attached information on additional page.

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

333 NORTH MAIN LLC
333 N MAIN ST
ALPHARETTA GA 30009

ANDMOR INVESTMENTS LLC
720 CREEK RD
ALPHARETTA GA 30004

APITI PAINTING SERVICE INC
2682 HERRINGTON WOODS CT
LAWRENCEVILLE GA 30044

APPEN RAY & CHRISTINA
319 NORTH MAIN ST
ALPHARETTA GA 30004-1321

AVANTI GROUP LLC
P O BOX 2591
ALPHARETTA GA 30023

BATES JOSHUA AP
1874 N CREEK CIR
ALPHARETTA GA 30009

BOWDEN JASON
1840 N CREEK CIR
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BURGESS JOHN R SR &
BURGESS VIRGINIA P
255 CANTON ST
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CHALOUX MICHAEL & RHONDA
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CLEVER MICHAEL T & STACY L
3030 CREEK TREE LN
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CMP PROPERTIES LLC
254 N MAIN ST
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CROUCHER STEWART T & REBECCA K
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CULLIGAN CATHY A
1861 NORTH CREEK CIR
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DEBORA ANN MOORE
REVOCABLE LIVING TRUST THE
339 CANTON ST
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FILIPOWICZ DAVID F & LAURA
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HANRAHAN SHAUN & CHRISTINE
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HOTUNG ANDREW
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HUDSON ZACHERY CLEMETH
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HUGHES CULLENS HARRIET
3944 VINYARD WAY
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KINGDOM AT MAIN LLC
4561 OLDE PERIMETER WAY UNIT 710
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KNIGHT NATALIE & DAMON
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LANZO NICHOLAS & TRICIA
110 SHADY GROVE LANE
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LEVY MELANIE &
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LIBERTY SHAWNA A &
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3001 WESTSIDE CT
ALPHARETTA GA 30004

LOGAN MICHAEL JASON
& LOGAN CHRISTINE L
329 CANTON ST
ALPHARETTA GA 30009

MELTON DAVID A
3021 WESTSIDE CT
ALPHARETTA GA 30009

MILUSO INVESTMENT LLC
7870 GEORGETOWN CIR
SUWANEE GA 30024

NIXON D LANA M
2110 CANTON VW
ALPHARETTA GA 30009

NORTH MAIN 294 LLC
41 GREEN ST
GAINESVILLE GA 30501

ONEAL GROUP LLC THE
322 N MAIN ST
ALPHARETTA GA 30009

ORDWAY CHRISTOPHER H
& ORDWAY MARY LYNN
3020 WESTSIDE CT
ALPHARETTA GA 30009-2372

PALMER CHARLES J JR
2125 CANTON VW
ALPHARETTA GA 30009

RADDEN NATASHA R
2120 CANTON VW
ALPHARETTA GA 30009

RAMIREZ CRISPINA N
261 N MAIN ST
ALPHARETTA GA 30004-1655

RAMIREZ CRISPINA N
271 N MAIN ST
ALPHARETTA GA 30004-1655

RANGANATHAN
BALAMOUROUGAN ET AL
430 CONCORD ST
ALPHARETTA GA 30009

RED ELEPHANT INVESTMENT GROUP LLC
5665 ATLANTA HWY STE 102-309
ALPHARETTA GA 30004

RICHARDSON DEAN &
HUMANN SHANNA L
1851 NORTH CREEK CIR
ALPHARETTA GA 30004

RICHARDSON KATHRYN S
3010 WESTSIDE CT
ALPHARETTA GA 30009

RITTER CHARLES A & RITTER JODIE D
2105 CANTON VW
ALPHARETTA GA 30004

RODNEY & SHERRY BARRON
LIVING TRUST THE
2445 FLAT STONE DR
CUMMING GA 30041

SCHILLING NEVA MICHELE
1016 PINE GROVE DR
ALPHARETTA GA 30009

SIMMONS JAMES C &
HURT SIMMONS BARBARA
2115 CANTON VW
ALPHARETTA GA 30009

SMITH WILLIAM H & NANCY R
272 CANTON ST
ALPHARETTA GA 30009

SOLARES AMILCAR
3011 WESTSIDE CT
ALPHARETTA GA 30004

STANZIALE RUSSELL AUGUST
& ANDREAU LEA
351 CANTON ST
ALPHARETTA GA 30009

STEPHENS HAROLD A
319 CANTON ST
ALPHARETTA GA 30009

TALABI SAYED A & ROZATI SHIRIN
1008 PINE GROVE DR
ALPHARETTA GA 30004

TAYLOR DAVID J & KIRSTEN G
1867 N CREEK CIR
ALPHARETTA GA 30004-2353

THAI CHANG INVESTMENT LLC
3980 PEACHTREE INDUSTRIAL BLVD # 100
DULUTH GA 30096

THREE HUNDRED SIXTY SIX
NORTH MAIN LLC
366 NORTH MAIN ST
ALPHARETTA GA 30004

TRIDAK LLC
985 HAMPRESTON CT
CUMMING GA 30041

TUSHMAN HOLDINGS INC
15215 SANDPOINT TRCE
ALPHARETTA GA 30004

TWELVE ON CANTON COMMUNITY
ASSOCIATION INC
1585 OLD NORCROSS RD BLDG 101
LAWRENCEVILLE GA 30046

WILLIAMS LEIGHTON H
1856 NORTH CREEK CIR
ALPHARETTA GA 30004

FIELD INFORMATION **Parcel ID: 15-00-0000000**

Property is Zoned Urban Institutional (U-I), DeKalb County, Georgia

Building setback lines shown herein. Any setbacks and building lines are governed by the local jurisdiction and should be confirmed to zoning plans and planning or any other jurisdiction.

AREA:
0.357 ACRES
15,570 SF

REFERENCES

1. Survey of Land to John H. Hester recorded in Deed Book 40000, Page 100.
2. Abstract of Plats Adjoining This recorded in Deed Book 40000, Page 100.



LOCATION MAP
 10/10/2011

GENERAL NOTES

1. This plat is a representation of an existing parcel or parcels of land and does not constitute a warranty of any kind. The plat is subject to the terms and conditions of the survey and the plat is not to be used for any purpose other than the purpose for which it was prepared.
2. The plat was prepared for the purpose of the purchase, sale, or conveyance of land. The plat is not to be used for any other purpose.
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SURVEY NOTES

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ADDITIONAL INFORMATION

This plat is a representation of an existing parcel or parcels of land and does not constitute a warranty of any kind. The plat is subject to the terms and conditions of the survey and the plat is not to be used for any purpose other than the purpose for which it was prepared.

NO COPY OF THIS PLAT



Engineering
E303

Boundary Survey of
 Parcel 22-00-0000000 / 200 North Main Street
Gloria Herdee
 Professional Engineer
 License No. 15000

Civil Engineering, Land Surveying,
 Stream and Wetland Restoration
 1000 Peachtree Street, Suite 1000
 Atlanta, Georgia 30309
 Phone: 404-525-1000

Scale: 1" = 20' (Horizontal)
 1" = 40' (Vertical)
 Sheet
 1 of 1
 Project Number
 21-4875

ABBREVIATION LEGEND

- 1. 1/4" = 10' (Horizontal)
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SYMBOL LEGEND

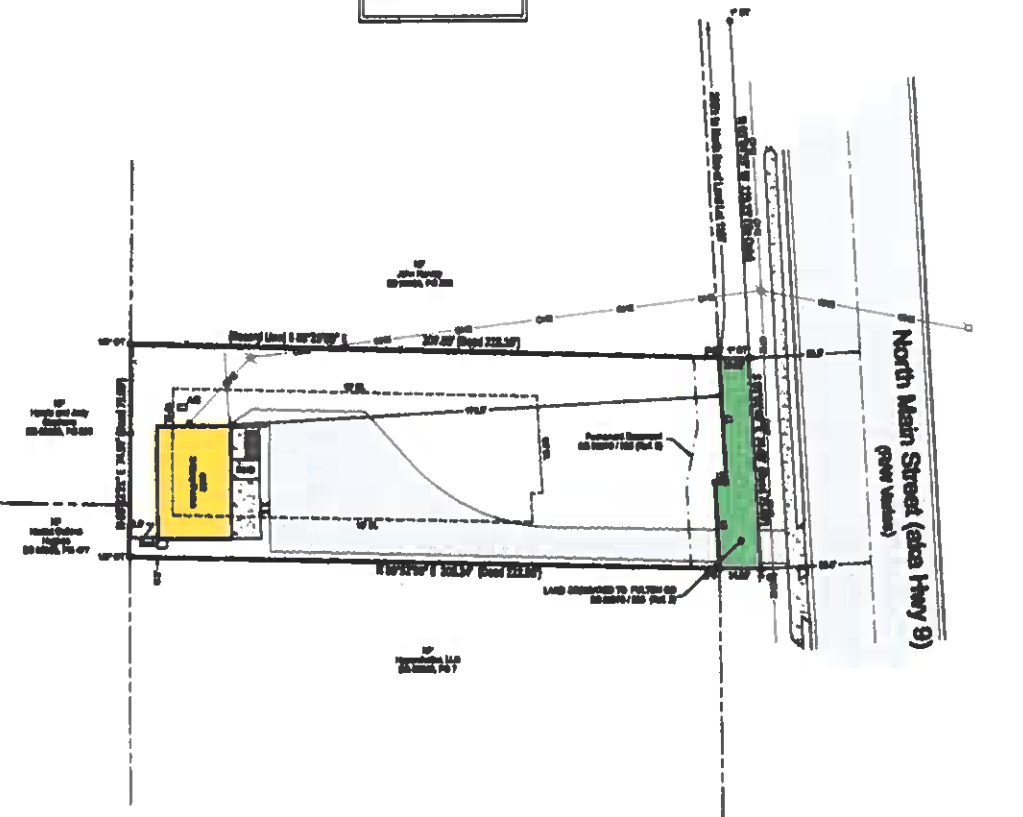
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DISCLAIMER NOTES

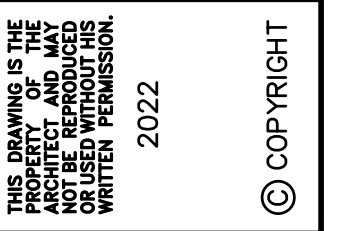
1. No attempt was made to determine the presence of wetlands.
2. No attempt was made to determine the presence of wetlands.

DISCLAIMER NOTES

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Scale: 1" = 20' (Horizontal)
 1" = 40' (Vertical)



ATRIUM DESIGN LLC
RESIDENTIAL ARCHITECTURE
ALPHARETTA - GEORGIA 30005
adesign@bellsouth.net

SHEET NO:

Page 282 of 313



CITY COUNCIL STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Prepared By: Michael Woodman

Meeting Date: November 17, 2025

AGENDA ITEM: CU-25-16 GOLF ENVY/WINDWARD MP POD 4

The applicant, Kyle Romeo, is requesting a conditional use to allow 'Recreation Facilities, Indoor' in a 3,278 square foot suite in an existing shopping center for Golf Envy. According to the application, Golf Envy is a 24/7 indoor golf simulator facility. The subject property is located at 3070 Windward Plaza, Suites Q & R near the northeast corner of Windward Plaza and Windward Parkway.

This item was considered at the November 6, 2025 Planning Commission meeting. There were no public comments. After discussion, the Commission recommended approval subject to the staff recommended conditions. Vote 7-0

STAFF RECOMMENDATION:

Approve CU-25-16 Golf Envy/Windward MP Pod 4, subject to the following conditions:

1. 'Recreation Facilities, Indoor' shall be added as a conditional use at 3070 Windward Plaza, Suites Q & R and limited to no more than 3,278 square feet.
2. Conditional use approval shall be limited to Golf Envy; no additional 'Recreation Facilities, Indoor' use or subleasing shall be permitted within the approved space.
3. 'Recreation Facilities, Indoor' shall be limited to an indoor golf simulator facility.
4. Hours of operation shall be 24 hours/day, 7 days/week, 365 days/year. The business shall utilize an access control system allowing for real-time monitoring, automated booking, emergency contact, and video surveillance. Regular staffed hours shall be Monday – Friday 8:00 AM – 6:00 PM and weekends hours are variable based on demand.
5. No alcohol or any other recreational substances shall be permitted on the premises.

ITEM DESCRIPTION:

The submitted request, if approved, would allow Golf Envy to operate a 'Recreation Facilities, Indoor' business in a 3,278 square foot suite in the Terraces at Windward shopping center. According to the application, Golf Envy is a 24/7 indoor golf simulator facility. The subject property is located at 3070 Windward Plaza, Suites Q & R near the northeast corner of Windward Plaza and Windward Parkway.

The property is zoned CUP (Community Unit Plan) subject to the Windward Master Plan Pod 4, which is designated Commercial. The property is developed with a strip shopping center (The Terraces at Windward) and two (2) out buildings, including the former CVS building. Surrounding properties are zoned CUP and subject to the Windward Master Plan. Windward Fairways office complex is located to the south and west, a two (2) story office building is located to the north, the former Wells Fargo site is located to the east, and a one (1) story retail building is located to the south. The comprehensive land use plan designation of the property is 'Commercial', which supports the applicant's proposal.

According to the application, Golf Envy is a 24/7 indoor golf club business that offers its members the use of state-of-the-art golf simulator technology that fits within their schedule. The 24/7 model allows members to practice golf before early morning meetings, after late work hours, or during off-peak times when traditional facilities are closed. The applicant estimates that overnight users would represent five percent (5%) to ten percent (10%) of total users. Regular staffed hours of operation will be Monday – Friday 8:00 AM – 6:00 PM and weekends will be variable based on demand. The businesses will utilize an access control system by way of a smartphone application, which will allow real-time monitoring, automated booking, emergency contact, and video surveillance. Four (4) private golf simulator bays are proposed within the space, which can accommodate up to five (5) persons each. There will be no food or beverage service with the business.

SITE PLAN

Golf Envy is proposed in suites Q & R which is 3,278 square feet and located on the 2nd floor of the Terraces at Windward shopping center. The applicant does not propose any changes to the site or building. There are approximately 546 parking spaces on the property. Unified Development Code (UDC) parking requirements for the shopping center and the applicant's proposed use are calculated in the table below. The applicant's proposal is supported by a sufficient amount of parking.

Required Parking

Use	Area (SF)	Parking Rate	Required Parking
Recreation Facilities, Indoor Courts	2,458 SF	1/500 SF	5
Recreation Facilities, Indoor Support Areas	820 SF	1/200 SF	4
Strip shopping center	70,532 SF	1/250 SF	282
TOTAL			291 spaces

TRAFFIC

Staff estimates that the proposed use will generate approximately two (2) AM Peak Hour trips and five (5) PM Peak Hour trips.

CONDITIONAL USE REVIEW CRITERIA

City staff has reviewed the applicant's request and compared it to the conditional use standards established in UDC Sec. 4.2.3 (B) which are as follows:

A conditional use otherwise permitted within a zoning district shall be considered to be compatible with other uses permitted in the district, provided that due consideration is given to the following objective criteria at a public hearing and satisfactory provisions or arrangements are made for:

1. Access into and out of the property with regard to traffic and pedestrian safety, volume of traffic flow, and emergency vehicles, as well as the type of street providing access;

Response: The property has several points of access from Windward Parkway and Windward Plaza. The proposed use would not impact vehicular and pedestrian safety.

2. The extent to which refuse areas, loading and service areas, off street parking, and buffers and screening are provided on the property;

Response: The above-referenced improvements are provided on the subject property.

3. Ensuring that the conditional use will not be injurious to the use and enjoyment of the environment or of other property in the immediate vicinity or diminish and impair property values within the surrounding neighborhood;

Response: The proposal would not adversely affect the existing use or usability of adjacent or nearby properties, which are developed with a variety of commercial and office uses.

4. Ensuring that the conditional use will not increase local or state expenditures in relation to the cost of servicing or maintaining neighboring properties;

Response: Not applicable.

5. Ensuring that the conditional use will not impede the normal and orderly development of surrounding property for uses predominant in the area;

Response: The proposal would not impede the normal and orderly development of surrounding properties, which are developed with a variety of commercial and office uses.

6. Ensuring that the location and character of the conditional use is consistent with a desirable pattern of development for the city, in general; and

Response: The location and character of the proposed use is appropriate as it relates to the use and development of adjacent or nearby properties. Properties in the immediate vicinity are developed with a variety of commercial and office uses.

7. Ensuring that the conditional use is appropriately separated from similar uses and conflicting uses, such as residences, government buildings, parks, churches, or schools.

Response: The nearest indoor golf simulation facility is Fairway Social located at 240 South Main Street, which is approximately 3.6 miles southwest of the applicant's proposed location. There are no conflicting uses in the area.

CONCURRENCES

Staff has reviewed the applicant's proposal against the review criteria for a conditional use. The proposal would not adversely affect the existing use or usability of adjacent or nearby properties, which are primarily developed with a variety of commercial and office uses. Allowing a recreational or entertainment use at The Terraces at Windward shopping center would draw additional customers to the center benefiting the existing businesses.

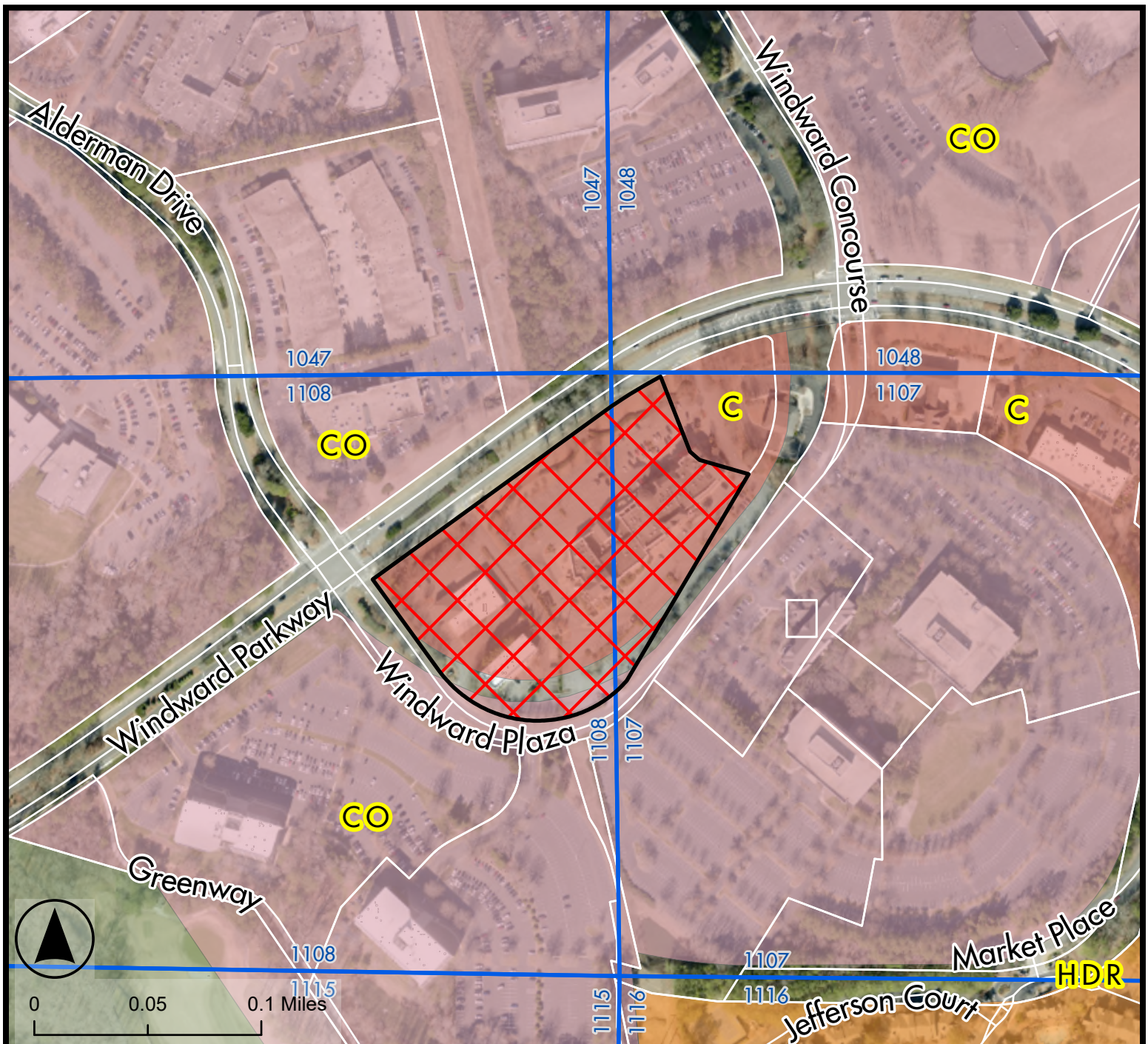
CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that letters were mailed to each property owner within 500' of the subject property stating the applicant's intent. The report states that no public comments were received.

COMMUNITY ZONING INFORMATION MEETING

The CZIM was held on October 8, 2025. There were no public comments.

ATTACHMENTS:
• Map Series • CZIM • Citizen Part B • Application



Legend

-  CU-25-16
-  Land Lots
-  Tax Parcels
-  Alpharetta City Limits
- Future Land Use 2040
-  Commercial
-  Corporate Office
-  High Density Residential
-  Parks, Recreation, Open Space

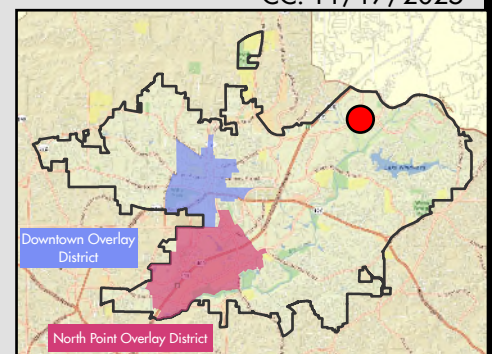
Future Land Use Map

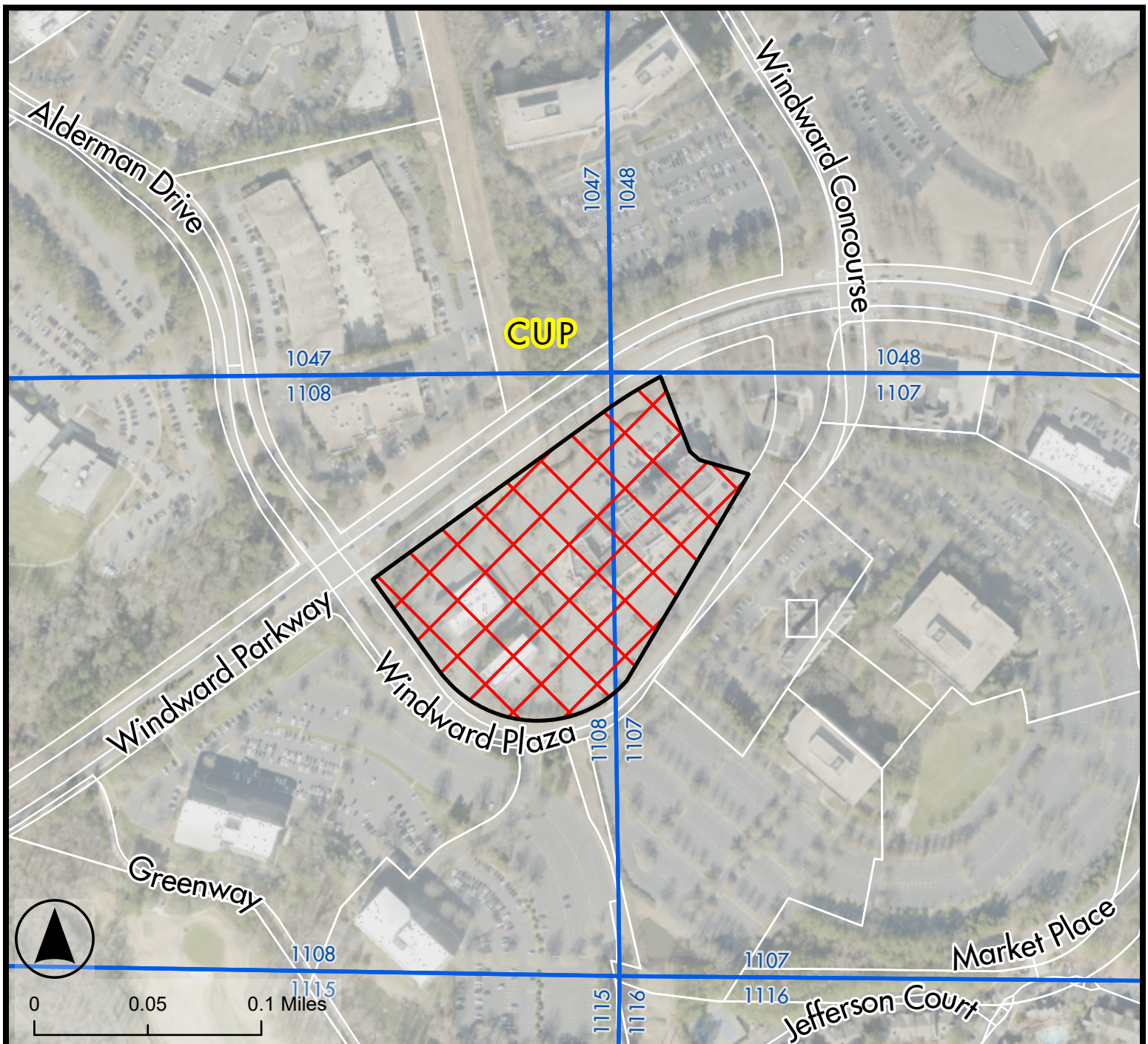
Golf Envy
3070 Woodward Plaza Suite Q and R

CU-25-16

D/LL: 2/1/1108 and 1107

PC: 11/6/2025
CC: 11/17/2025





Legend

-  CU-25-16
-  Land Lots
-  Tax Parcels
-  Alpharetta City Limits
- Zoning District
-  CUP Community Unit Plan

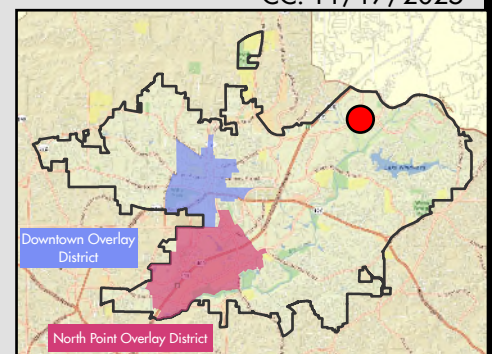
Zoning Map

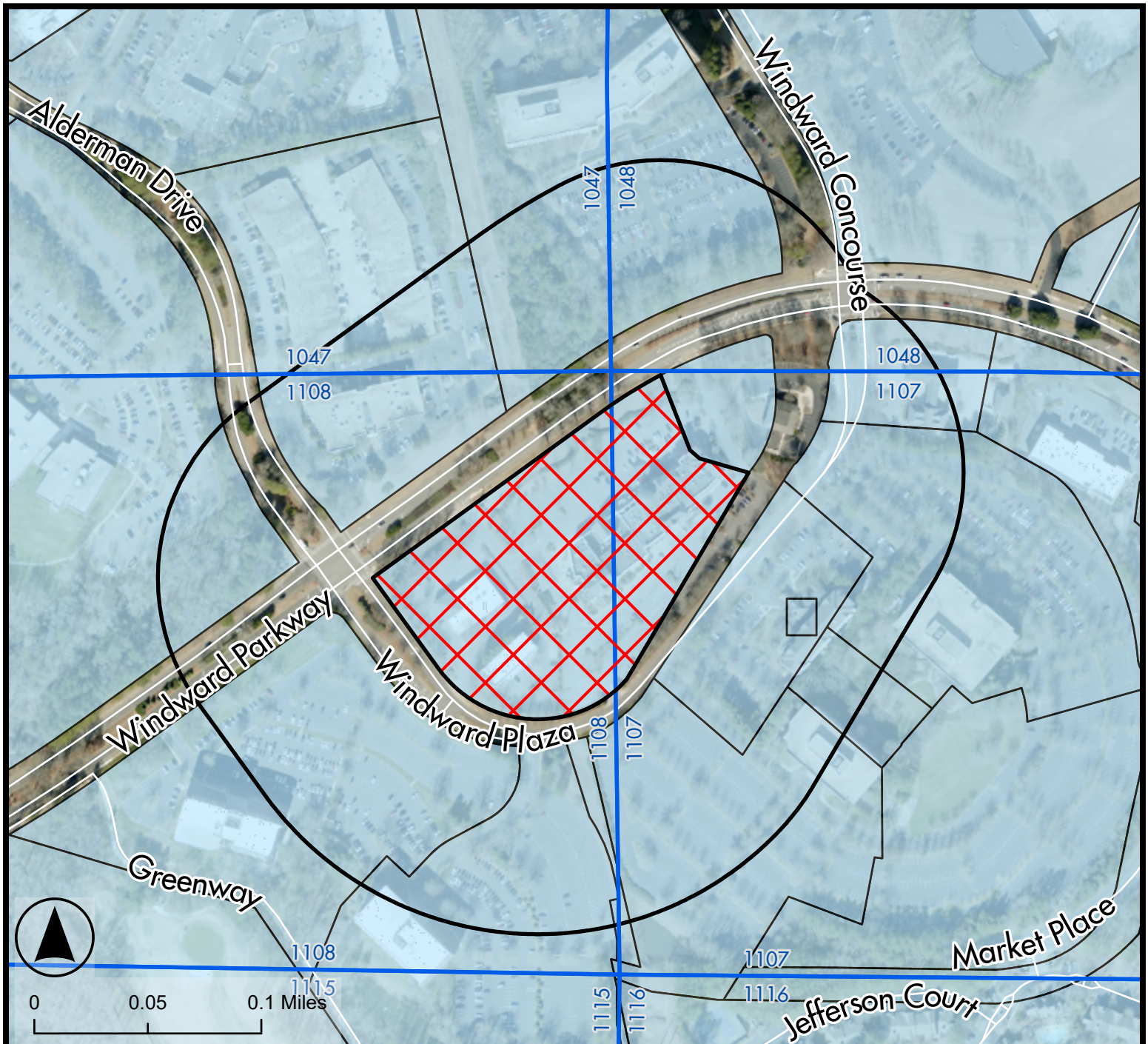
Golf Envy
3070 Windward Plaza Suite Q and R

CU-25-16

D/LL: 2/1/1108 and 1107

PC: 11/6/2025
CC: 11/17/2025





Legend

-  CU-25-16
-  Land Lots
-  Tax Parcels
-  500 ft Buffer
-  Alpharetta City Limits

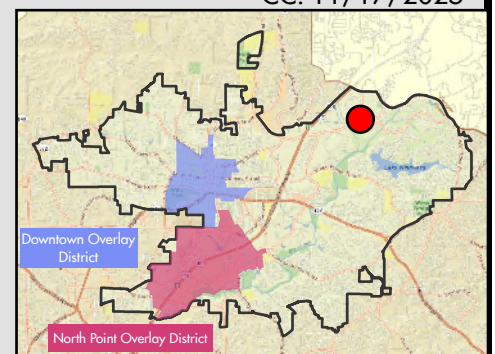
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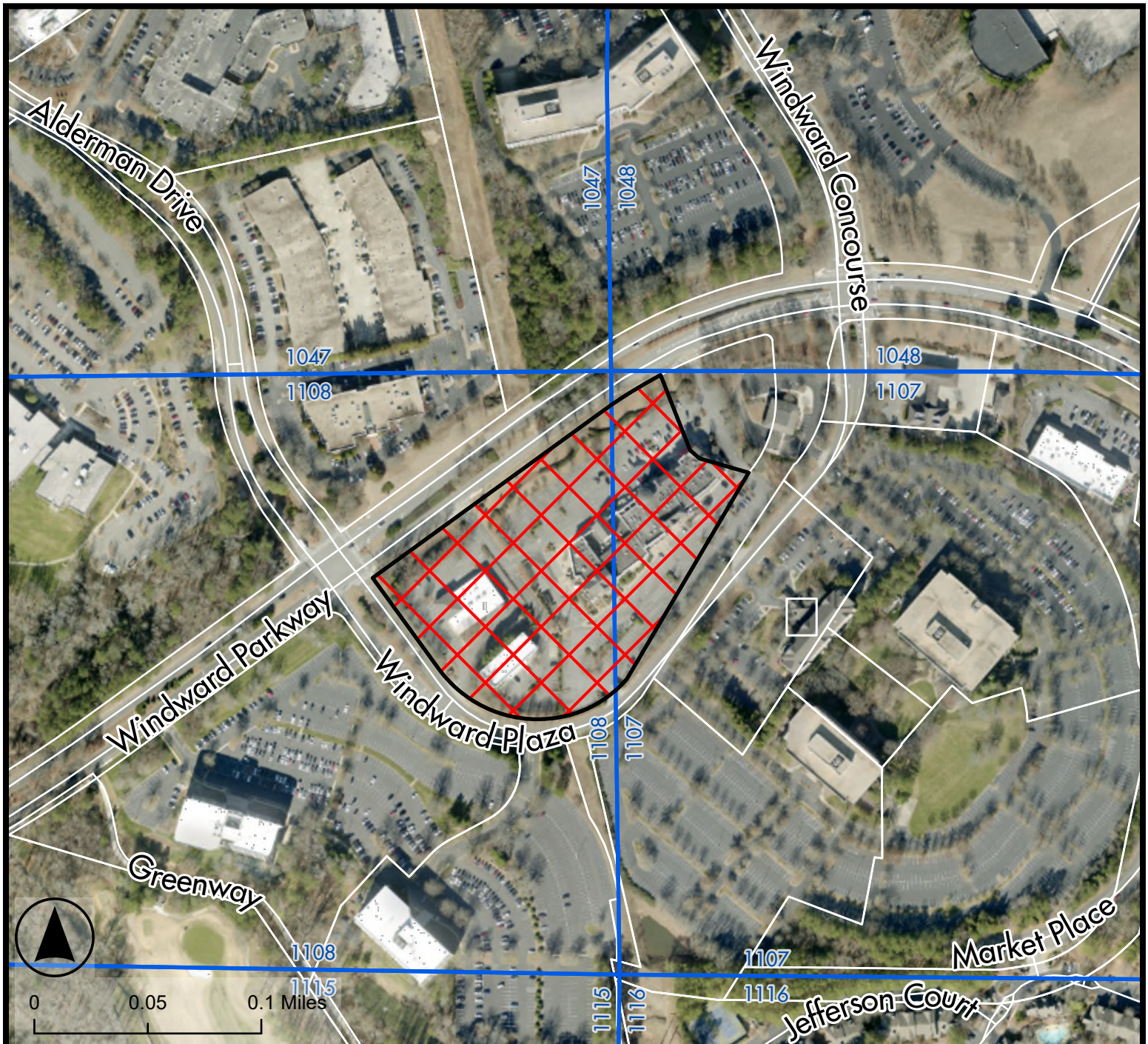
Golf Envy
3070 Woodward Plaza Suite Q and R

CU-25-16

D/LL: 2/1/1108 and 1107

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Legend

-  CU-25-16
-  Land Lots
-  Tax Parcels
-  Alpharetta City Limits

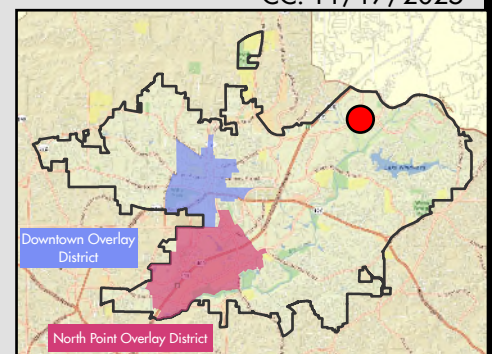
Aerial Map

Golf Envy
3070 Windward Plaza Suite Q and R

CU-25-16

D/LL: 2/1/1108 and 1107

PC: 11/6/2025
CC: 11/17/2025



Community Zoning Information Meeting (CZIM)

October 8, 2025

Please sign-in and leave your comments and/or concerns.

CU-25-16 / Golf Envy/Windward MP Pod 4

NAME	ADDRESS	COMMENTS
Toni Boyd	15105 Windrush Ln Alpharetta, GA 30009	No comments
Lane Walker	2104 Windrush Lane 30029	I do not approve of moving the house want the house restored and kept as is. Not replied
		Does not apply to this public hearing request.

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: Golf Envy

Contact Name: Kyle Romeo Telephone: 610-618-6890

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

No comments returned

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent:  _____

Date: 10/8/2025

Print Form

September 16, 2025

Kyle Romeo
4625 Labrador Court
Cumming GA, 30041

RE: **CU-25-16 Golf Envy/Windward MP Pod 4**

Dear Property Owner:

Please allow this letter to serve as public notice for consideration of a conditional use to allow 'Recreation Facilities, Indoor' for Golf Envy in the Terraces at Windward shopping center. The property is located at 3070 Windward Plaza, Suite Q & R and is legally described as being located in Land Lots 1048, 1107 & 1108, 2nd District, 1st Section, Fulton County, Georgia.

The Community Zoning Information Meeting (CZIM) will be held on **Wednesday, October 8, 2025, at 6:00 PM** in the Community Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA, 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

The item will be considered by the Planning Commission on **Thursday, November 6, 2025 at 6:30 PM.** and **City Council on Monday, November 17, at 6:30 PM.** The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at kcromeo1@gmail.com and/or 610-618-6890.

Sincerely,

A stylized, handwritten signature in black ink, appearing to be 'KR' or similar initials, with a large loop and a trailing flourish.

Kyle Romeo

WINDWARD PARKWAY LLC
1100 SPRING ST # 550
ATLANTA GA 30309

CUMBERLAND DC ASSETS LLC
13155 NOEL RD STE 100
DALLAS TX 75240

WINDWARD OWNERSHIP LLC
2060 MOUNT PARAN RD NW STE 111
ATLANTA GA 30327

GH WINDWARD PLAZA INC
225 PEACHTREE ST NE STE 200
ATLANTA GA 30303

MERITEX ATLANTA INDUSTRIAL II LLC
24 UNIVERSITY AVE NE STE 200
MINNEAPOLIS MN 55413

GEORGIA POWER COMPANY TAX DEPT BIN 10120
241 RALPH MCGILL BLVD NE
ATLANTA GA 30308-3374

WINDWARD ACQUISITION DELAWARE LLC
2937 SW 27TH AVE STE 202
MIAMI FL 33133

LEXISNEXIS RISK SOLUTIONS INC
300 CONNELL DR STE 1200
BERKELEY HEIGHTS NJ 07922

WINDWARD ASSOCIATES LLC
6400 POWERS FERRY RD NW # #100
ATLANTA GA 30339

6120 WINDWARD PW LLC
95 FROELICH FARMS BLVD
WOODBURY NY 11797

WACHOVIA BANK
P.O. BOX 2609
CARLSBAD CA 92018-2609

4025 WINDWARD PLAZA ALPHARETTA LLC
P.O. BOX 56607
ATLANTA GA 30343

TERRA HOSPITALITY GIANT LLC
P.O. BOX 56607
ATLANTA GA 30343



CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Kyle Romeo

Telephone: 6106186890

Address: 4625 Labrador Court

Suite: _____

City Cumming

State: GA

Zip: _____

Fax: _____

Mobile Tel: 6106186890

Email: kcromeo1@gmail.com

Subject Property Information:

Address: 3070 Windward Plaza; Suite Q/R

Current Zoning: CUP

District: 2

Section: 1

Land Lot: 1107/1108

Parcel ID: 21 557011070278

Proposed Zoning: CUP

Current Use: Shopping Center

This Application For (Check All That Apply):

☒ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☐ Rezoning

☐ Master Plan Review

☐ Variance

☐ Public Hearing

☐ Exception

☐ Other (Specify): _____

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

Dime Storem Corporation DBA Golf Envy seeks to open up a 24/7/365 indoor golf club business that will offer members the use of state of the art golf simulator technology that fits within their schedule. Residents and professionals in the Alpharetta area have busy lives but they want to fit in leisure activities during openings in their schedule that can be outside of traditional 'retail' hours.

Golf Envy will offer it's members any time access to work on their golf game and feed that passion to be the best golfer they can be when our members can; unhindered by daylight or 'open' hours.

Applicant's Request (Please itemize the proposal):

- 1 Conditional Use Permit for 24-hour operation
- 2 Indoor recreational facility (golf simulators)
- 3 Members-only access via smartphone application/access
- 4 Unstaffed operation during overnight hours (8 PM - 8 AM - TBD)
- 5 No food or beverage service
- 6 Combining two existing suites into one facility

Applicant's Intent *(Please describe what the proposal would facilitate).*

This proposal would facilitate a modern, technology-enabled recreational facility serving Alpharetta's busy professionals, shift workers, residents and golf enthusiasts who need flexible access hours. The 24/7 model allows members to practice golf before early morning meetings, after late work hours, or during off-peak times when traditional facilities are closed. It also allows for professions with non-traditional working hours (i.e; medical, police, fire, safety) to leverage the space during their down time which may be quite different than 9-5.

While there will be hours where we will have a 'clubhouse manager' present, the app-controlled, unstaffed model ensures secure, efficient operation while minimizing impact on surrounding businesses. This addresses the growing demand for flexible fitness and recreation options in Alpharetta's dynamic business & professional environment

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Mindy Selig

Telephone: 404-876-5511

Address: 1100 Spring Street NW

Suite: 550

City Atlanta

State: GA

Zip: 30309 - 2800

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|---|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☒ Conditional Use |
| ☐ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: Kyle Romeo

Telephone: 610-618-6890

Address: 4625 Labrador Court

Suite: _____

City Cumming

State: GA

Zip: 30041

So Sworn and Attested:

Owner Signature: Mindy Selig

Date: 8-25-25

Notary:

Notary Signature: Jennifer Marglous

Date: 8-25-2025



DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: Kyle Romeo

Subject Public Hearing Case: _____

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: NA

Position: NA

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: _____



Date: 8/18/2025

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

24/7 operation is compatible because: (1) Windward Plaza already has businesses with extended hours, (2) All activity is contained indoors with soundproofing, (3) Phone app access ensures only members enter, (4) No food/beverage service means no delivery trucks, dumpster noise, or odors.

How will this proposal affect the use and value of the surrounding properties?

Positive impact: Brings high-tech recreation to the area, attracts young professionals, increases foot traffic for other businesses during day hours, maintains property security 24/7 with surveillance.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

While the property can be used for retail/commercial purposes, the 24/7 access model is essential to our business model serving busy professionals who need flexibility outside traditional hours.

What would be the increase to population and traffic if the proposal were approved?

Minimal overnight impact: Peak usage during evenings/weekends when plaza has capacity. Overnight users are estimated to be 5-10% of total maximum, arriving individually, not in groups

What would be the impact to schools and utilities if the proposal were approved?

Zero school impact. Minimal utility impact - simulators use standard electrical, no water-intensive operations, no waste generation from food service

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

Aligns with Alpharetta's vision as a tech-forward city, provides healthy recreation options, serves the '18-hour city' concept

Are there existing or changing conditions which affect the development of the property and support the proposed request?

Growing demand for flexible fitness/recreation options, similar 24-hour fitness facilities already operating successfully in Alpharetta, technology enables safe unstaffed operation

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: Golf Envy/Terraces at Windward

Contact Name: Kyle Romeo

Telephone: 6106186890

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

WINDWARD PARKWAY LLC
1100 SPRING ST # 550

CUMBERLAND DC ASSETS LLC
13155 NOEL RD STE 100

WINDWARD OWNERSHIP LLC
2060 MOUNT PARAN RD NW STE 111

GH WINDWARD PLAZA INC
225 PEACHTREE ST NE STE 200

MERITEX ATLANTA INDUSTRIAL II LLC
24 UNIVERSITY AVE NE STE 200

GEORGIA POWER COMPANY TAX DEPT BIN 101
241 RALPH MCGILL BLVD NE

WINDWARD ACQUISITION DELAWARE LLC
2937 SW 27TH AVE STE 202

LEXISNEXIS RISK SOLUTIONS INC
300 CONNELL DR STE 1200

WACHOVIA BANK
P.O. BOX 2609

6120 WINDWARD PW LLC
95 FROELICH FARMS BLVD

TERRA HOSPITALITY GIANT LLC
P.O. BOX 56607

4025 WINDWARD PLAZA ALPHARETTA LLC
P.O. BOX 56607

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

They can respond via email or physical letter to Kyle Romeo. Those addresses they can respond to is:

Kyle Romeo
4625 Labrador Court
Cumming GA, 30041

kyle.romeo@golfenvy.com

WINDWARD PARKWAY LLC
1100 SPRING ST # 550
ATLANTA GA 30309

CUMBERLAND DC ASSETS LLC
13155 NOEL RD STE 100
DALLAS TX 75240

WINDWARD OWNERSHIP LLC
2060 MOUNT PARAN RD NW STE 111
ATLANTA GA 30327

GH WINDWARD PLAZA INC
225 PEACHTREE ST NE STE 200
ATLANTA GA 30303

MERITEX ATLANTA INDUSTRIAL II LLC
24 UNIVERSITY AVE NE STE 200
MINNEAPOLIS MN 55413

GEORGIA POWER COMPANY
TAX DEPT BIN 10120
241 RALPH MCGILL BLVD NE
ATLANTA GA 30308-3374

WINDWARD ACQUISITION
DELAWARE LLC
2937 SW 27TH AVE STE 202
MIAMI FL 33133

LEXISNEXIS RISK SOLUTIONS INC
300 CONNELL DR STE 1200
BERKELEY HEIGHTS NJ 07922

WINDWARD ASSOIATES LLC
6400 POWERS FERRY RD NW # #100
ATLANTA GA 30339

6120 WINDWARD PW LLC
95 FROELICH FARMS BLVD
WOODBURY NY 11797

WACHOVIA BANK
P.O. BOX 2609
CARLSBAD CA 92018-2609

4025 WINDWARD PLAZA
ALPHARETTA LLC
P.O. BOX 56607
ATLANTA GA 30343

TERRA HOSPITALITY GIANT LLC
P.O. BOX 56607
ATLANTA GA 30343

Kyle Romeo
Dime Storem Corporation dba/Golf Envy
August 27, 2025

Planning Commission
City of Alpharetta
Department of Community Development
2 Park Plaza
Alpharetta, GA 30009

**RE: Conditional Use Permit Request - 24/7 Indoor Golf Simulator Facility
3070 Windward Plaza, Suites Q/R, Alpharetta, GA 30005**

Dear Planning Commission Members,

We respectfully request a Conditional Use Permit to operate a 24/7/365 indoor golf simulator facility at 3070 Windward Plaza, combining Suites Q and R into a single premier golf entertainment venue. This letter outlines our operational plans and demonstrates why this use will be an asset to the Windward Plaza community.

FACILITY OVERVIEW

Golf Envy will be a state-of-the-art indoor golf simulator facility featuring:

- **Total Square Footage:** Approximately 3,278 square feet (combined suites)
- **Number of Simulator Bays:** 4 private simulator bays (initial phase, with space for future expansion)
- **Technology:** Latest launch monitor technology from Golfzon with courses from around the world
- **Membership Model:** Members-only facility with smartphone app access control
- **Target Market:** Golf enthusiasts, business professionals, and athletes seeking year-round practice

OPERATIONAL DETAILS

Hours of Operation: 24 hours/day, 7 days/week, 365 days/year

Staffing Plan:

- **Regular Staffed Hours:**
 - o Monday-Friday: 8:00 AM - 6:00 PM (1 employee on-site)
 - o Weekends: Variable based on demand
 - o Owner on-site frequently throughout the week with no set schedule
- **Unstaffed Hours:** All other times (secure app-access only)
- **Staff Responsibilities:** Customer service, new member orientation, equipment maintenance, facility monitoring

Access Control System:

- Members receive unique access codes via smartphone application
- Real-time occupancy monitoring and session tracking
- Automated booking system prevents overcrowding
- Emergency contact system integrated into app
- 24/7 video surveillance with cloud storage
- Owner remotely monitors facility during all unstaffed hours

Maximum Occupancy: 16-20 persons (based on 4-5 persons per bay maximum)

No Food or Beverage Service:

- No kitchen facilities
- No alcohol sales or consumption
- Vending machines only for water/sports drinks (potentially)
- No delivery trucks or waste management issues

JUSTIFICATION FOR 24/7 OPERATION

The 24/7 operational model is essential to our business concept and serves crucial community needs:

1. Serving Diverse Work Schedules Alpharetta's workforce includes healthcare professionals, technology workers, airline personnel, and business executives who maintain non-traditional schedules. Our 24/7 access ensures these professionals can maintain their fitness and recreation routines regardless of their work obligations. Many of our target members can only practice before 8 AM or after 6 PM.

2. Reducing Peak-Hour Impact By spreading usage across 24 hours, we actually reduce traffic concentration during traditional peak hours. Our projected traffic analysis shows:

- With only 4 bays, maximum hourly capacity is just 8-10 vehicles
- Average overnight usage: 1-2 bays occupied (2-4 vehicles on-site)
- Overnight hours (10 PM - 6 AM): Less than 1 trip per hour
- Peak member usage expected during early mornings (5-8 AM) and evenings (6-10 PM) when staff may not be present

3. Technology-Enabled Security Unlike traditional 24-hour facilities, our app-based access control provides:

- Complete audit trail of all facility access
- Ability to remotely monitor and control access
- Immediate suspension capability for any security concerns
- Member accountability through registered profiles
- Owner receives real-time alerts for any issues

4. Minimal Neighborhood Impact

- All activities contained within soundproofed interior space
- No outdoor noise or lighting impacts
- No alcohol-related concerns
- No large groups or events during overnight hours (maximum 4 bays limits gathering size)
- Professional clientele with membership investment

COMMUNITY BENEFITS

Economic Impact:

- Attracts young professionals to Windward Plaza
- Increases property values through high-tech amenities
- Provides year-round recreation unaffected by weather
- Supports other plaza businesses through increased daytime traffic

Health and Wellness:

- Promotes physical activity and mental wellness
- Provides safe, climate-controlled exercise option
- Offers social interaction in a healthy environment
- Reduces barriers to regular exercise for busy professionals

Precedent and Compatibility:

- Similar to 24-hour fitness facilities already operating successfully in Alpharetta
- Consistent with Alpharetta's reputation as a forward-thinking, tech-enabled city
- Complementary to existing Windward Plaza businesses
- Lower impact than alternative uses (restaurant, bar, retail)

PARKING AND TRAFFIC

Parking Requirements:

- Estimated peak demand: 8-10 spaces (2-2.5 persons per bay average)
- Overnight demand: 2-4 spaces maximum
- Windward Plaza has ample parking capacity, especially during our primary unstaffed hours
- **Significantly lower parking demand than typical retail use of similar square footage**

Trip Generation:

- Estimated 60-80 average daily trips (substantially lower than retail/restaurant use)
- No delivery vehicles required
- Members typically stay 1-2 hours, reducing turnover

- App-based booking prevents arrival bunching
- **With only 4 bays, physical capacity naturally limits traffic generation**

PHASED GROWTH APPROACH

Starting with 4 simulator bays allows us to:

- Prove the concept with minimal impact
- Build membership gradually and responsibly
- Demonstrate our commitment to being good neighbors
- Expand only if demand warrants and operations remain smooth
- Maintain intimate, high-quality member experience

SAFETY AND SECURITY MEASURES

- 24/7 HD security cameras with remote monitoring by owner
- Automated check-in/check-out tracking
- Emergency lighting and exit systems
- Direct connection to local law enforcement if needed
- Liability insurance with comprehensive coverage
- Background checks for all members
- Owner ability to remotely lock/unlock facility and respond quickly to any issues
- **Smaller initial footprint (4 bays) easier to monitor and control**

SUMMARY

Golf Envy represents a modern approach to recreation that aligns perfectly with Alpharetta's vision as a premier live-work-play community. Our 24/7 operating model, enabled by secure technology and hands-on ownership oversight, provides maximum community benefit with minimal impact on surrounding businesses.

Starting with just 4 simulator bays demonstrates our conservative, thoughtful approach to entering the Windward Plaza community. This limited initial capacity ensures that traffic, parking, and neighborhood impacts remain minimal while we prove our operational model and build trust with our neighbors.

The limited staffing model (8 AM - 6 PM weekdays) combined with our small initial footprint demonstrates that our facility is designed primarily for self-service operation, with technology enabling safe and secure access during the majority of operational hours.

We are committed to being exemplary neighbors and contributing positively to the Windward Plaza community. The unique combination of high-tech access control, professional membership base, limited initial capacity, and absence of food/alcohol service makes this an ideal use for the requested operational hours.

We respectfully request your approval of this Conditional Use Permit and look forward to bringing this innovative recreational concept to Alpharetta.

Sincerely,

Kyle Romeo

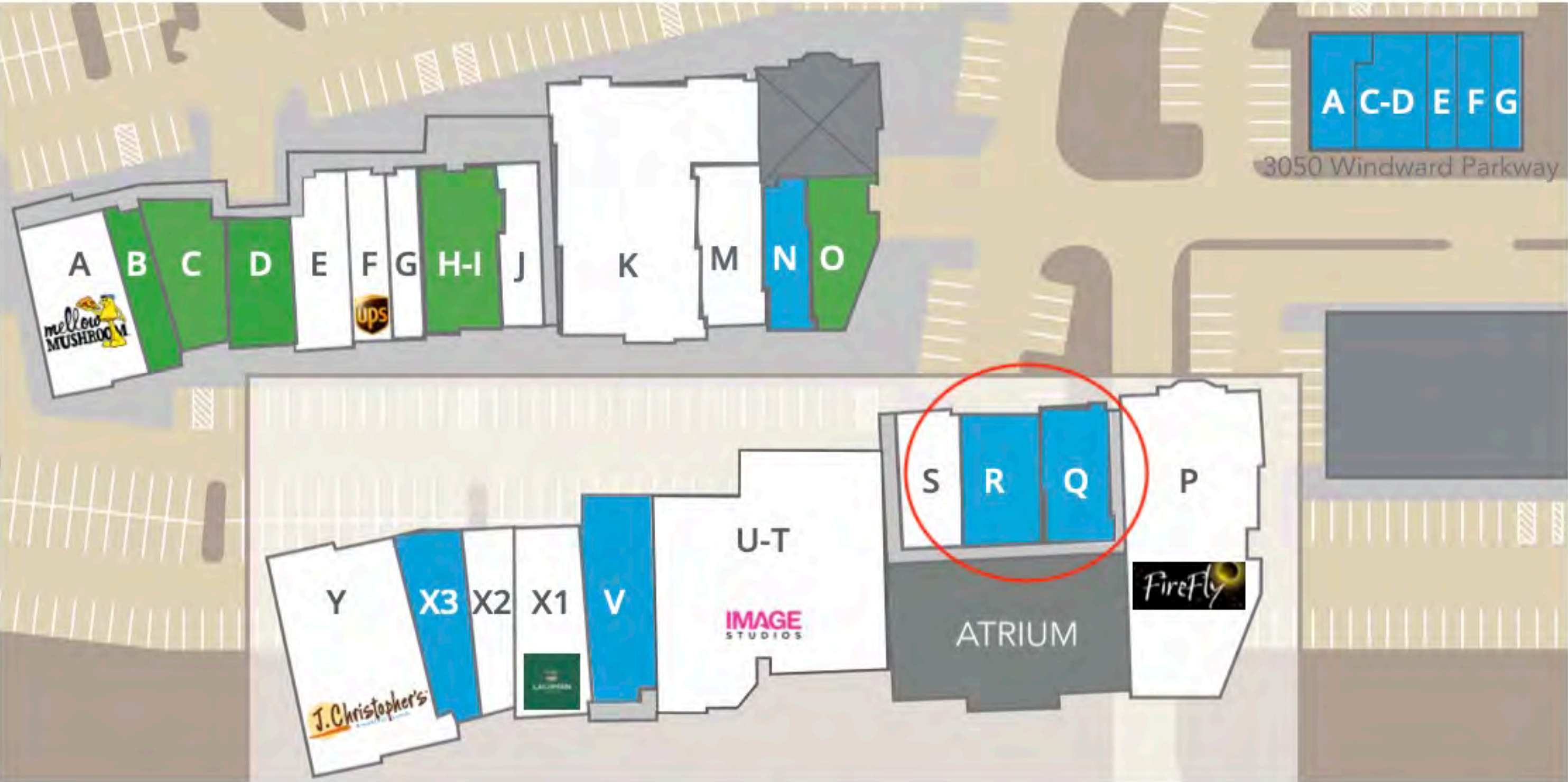
Owner/CEO

Dime Storem Corporation dba/Golf Envy

610-618-6890

kyle.romeo@golfenvy.com or kcromeo1@gmail.com

Site Plan



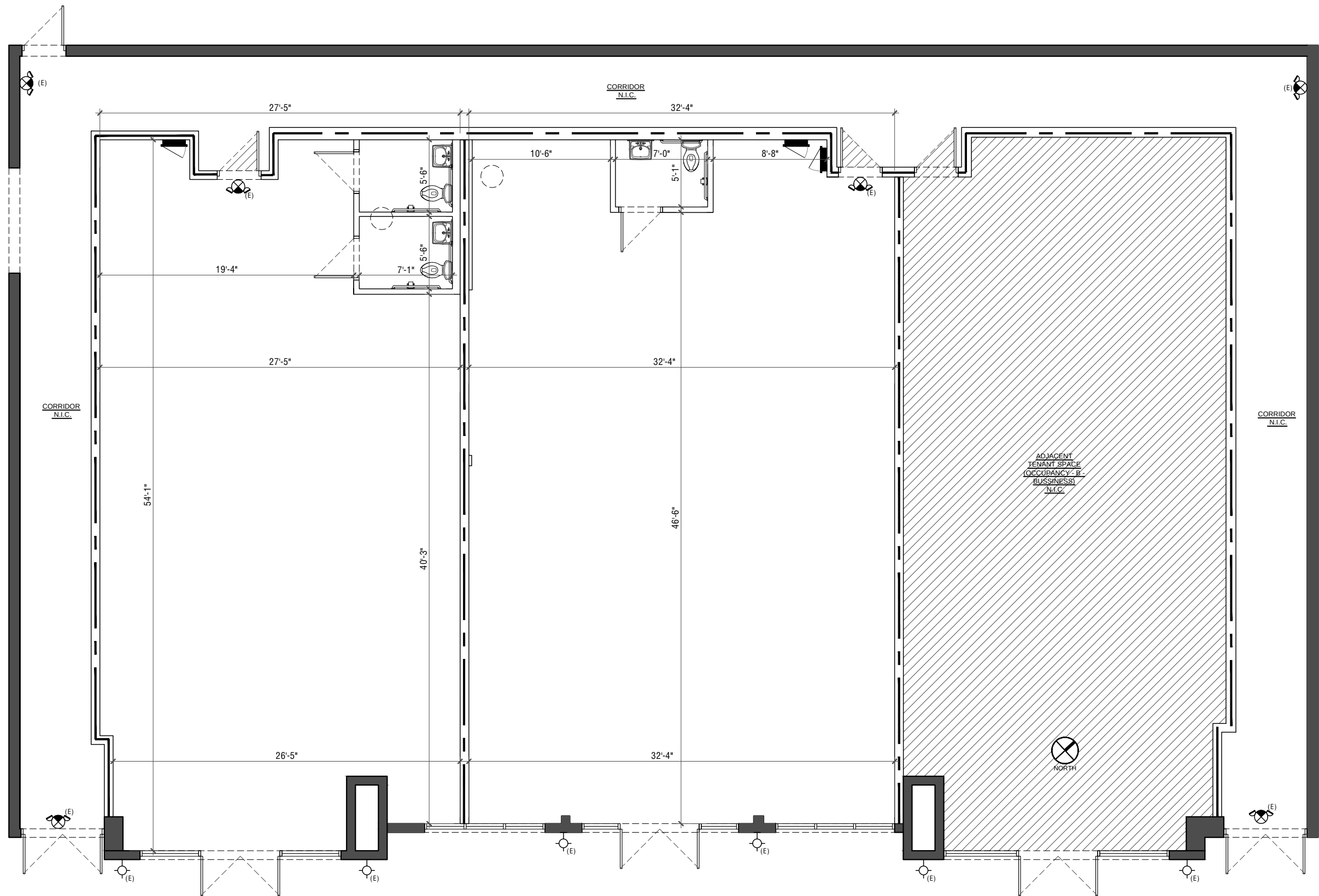
SUITE	TENANT	SF
3050A	AVAILABLE	1,552
3050C-D	AVAILABLE	2,250
3050E	AVAILABLE	945
3050F	AVAILABLE	1,021
3050G	AVAILABLE	924
3070A	MELLOW MUSHROOM	3,692
3070B	AVAILABLE	1,305
3070C	AVAILABLE (2,330 SF)	2,358

SUITE	TENANT	SF
3070D	AVAILABLE	1,942
3070E	DICKEY'S BBQ	2,053
3070F	UPS STORE	1,445
3070G	HANNA'S NAILS	1,435
3070H-I	AVAILABLE	2,822
3070J	ALLOY PERSONAL TRAINING	1,787
3070K/M	HELIUM COMEDY CLUB	12,127
3070N	AVAILABLE	1,421

SUITE	TENANT	SF
3070O	AVAILABLE	2,295
3070P	FIREFLY	6,770
3070Q	AVAILABLE	1,532
3070R	AVAILABLE	1,746
3070S	WINDWARD CLEANERS	1,370
3070T-U	IMAGE STUDIOS	8,304
3070V	AVAILABLE	2,137
3070X1	LAGHMAN EXPRESS	2,660

SUITE	TENANT	SF
3070X1	CHAMPION CHIROPRACTIC	1,540
3070X3	AVAILABLE	1,515
3070Y	J. CHRISTOPHER'S	4,867

KEY
SECOND GEN. RESTAURANT SPACE



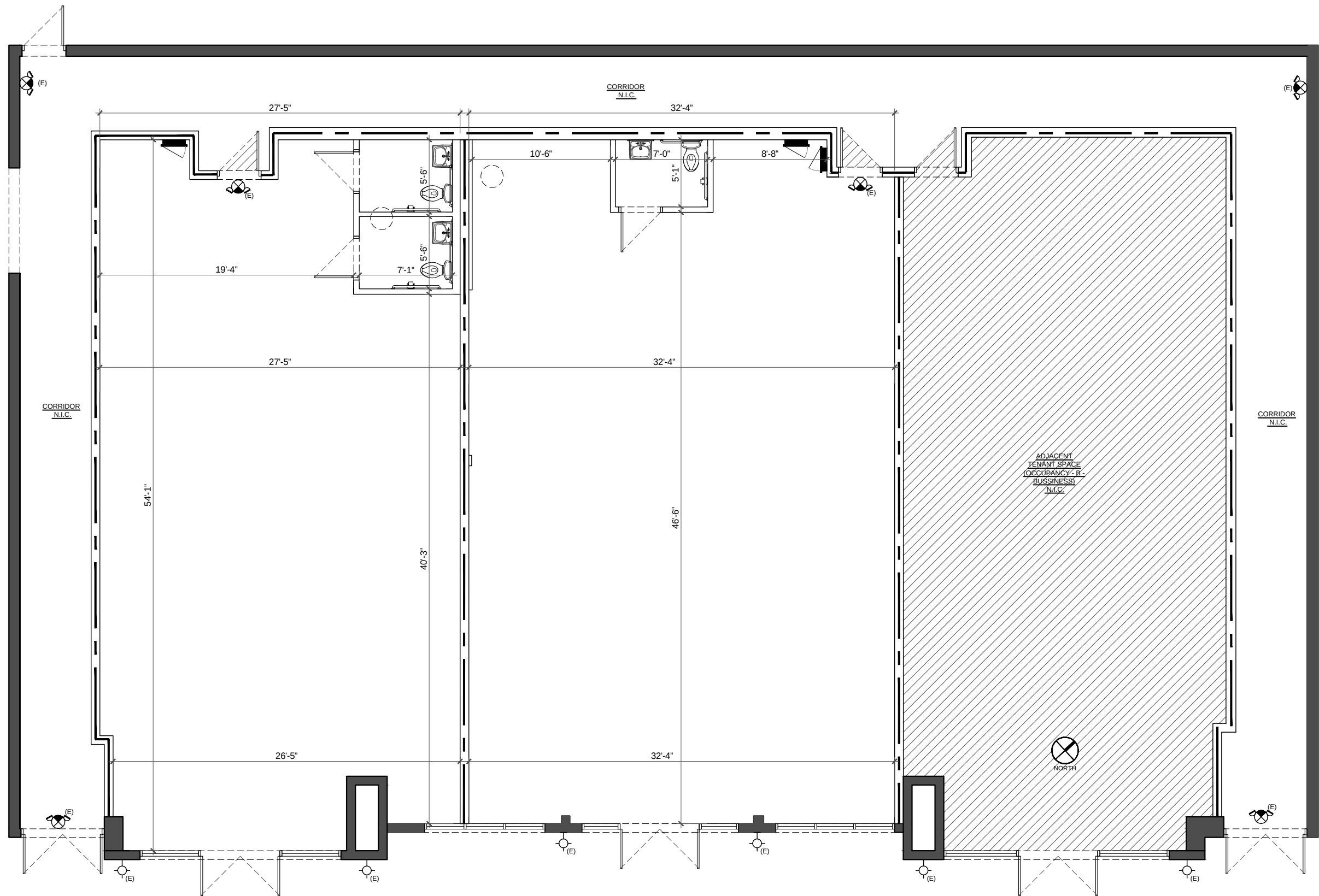
GOLF ENVY
ALPHARETTA GA

AS-BUILT
SCALE: NTS



3330 NE 34TH ST.
FT. LAUDERDALE FL 33308
PH: 954-566-5051
WWW.LASKYARCHITECTPA.COM

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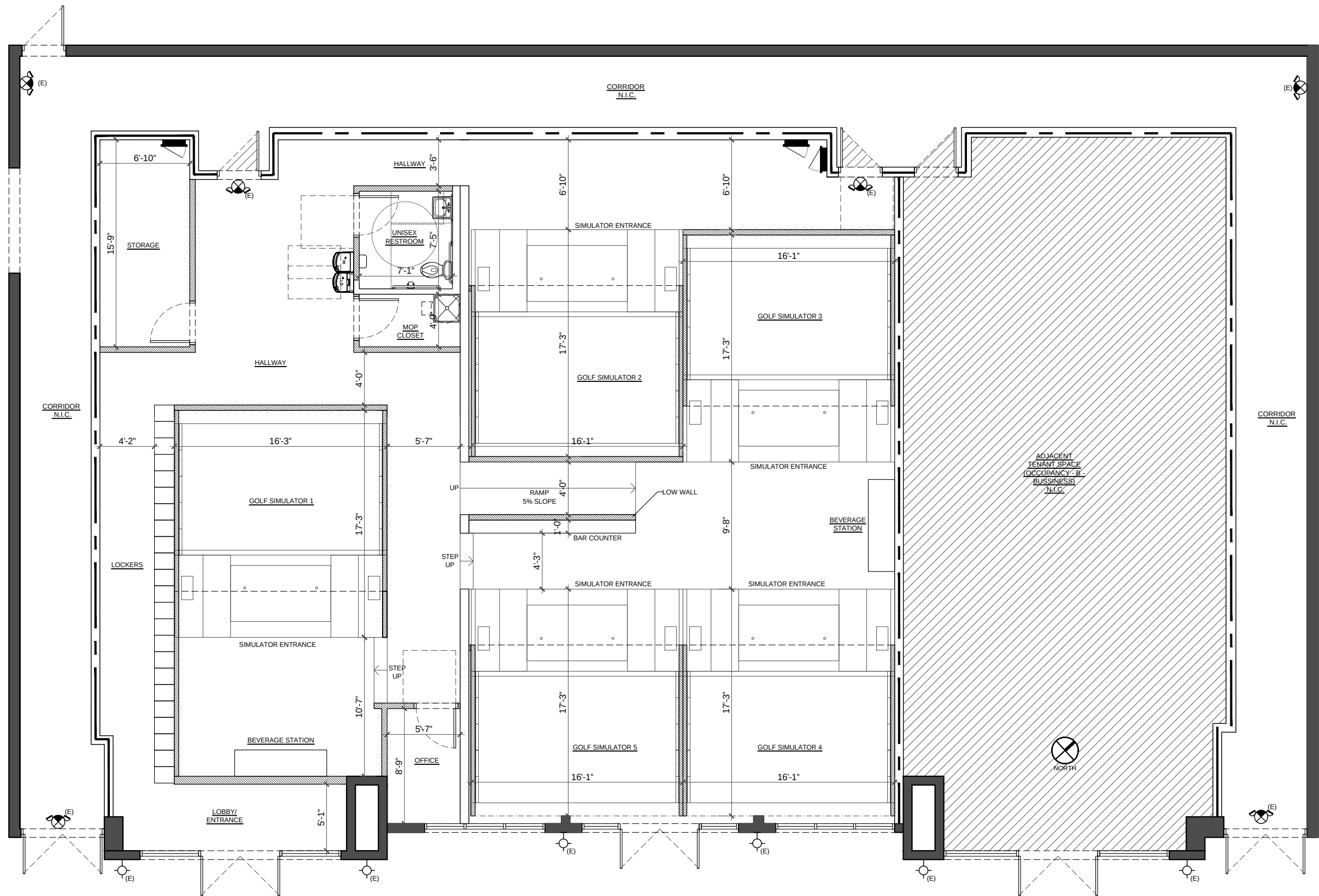
GOLF ENVY
ALPHARETTA GA

AS-BUILT
SCALE: NTS



3330 NE 34TH ST.
FT. LAUDERDALE FL 33308
PH: 954-566-5051
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GOLF ENVY
ALPHARETTA GA

PRELIMINARY FLOOR PLAN 1
SCALE: NTS



3330 NE 34TH ST.
FT. LAUDERDALE FL 33308
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STAFF REPORT

Department: City Clerk

Submitted By:

Meeting Date: November 17, 2025

AGENDA ITEM:

The following items have been deferred or withdrawn and will not be considered during this meeting.

STAFF RECOMMENDATION:

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
-----------------------------	----------------------

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
-----------------------------	----------------------

ITEM DESCRIPTION:

ALTERNATIVES:

ATTACHMENTS: