



City Council Meeting and Public Hearing AUGUST 24, 2015

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
7:30 PM

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PLEDGE TO THE FLAG**
- IV. CONSENT AGENDA**
 - A. Council Meeting Minutes (Meeting of 08/17/2015)**
- V. PROJECT UPDATES**
 - A. Conference Center/Hotel**
 - B. City Center - Public**
 - C. City Center - Private**
- VI. PUBLIC HEARING**
 - A. PH-15-10 Medical Office/Avalon**
 - B. PH-14-11 Alpharetta Downtown Design Guidelines**
 - C. PH-15-17 Historic Preservation Ordinance**
- VII. OLD BUSINESS**
- VIII. NEW BUSINESS**
 - A. Agreement with Alpharetta Convention and Visitors Bureau**
 - B. Radio Replacement**
 - C. Big Creek Greenway Drainage Improvement, ITB 15-015**
- IX. WORKSHOP**
- X. PUBLIC COMMENT**
- XI. REPORTS**
- XII. ADJOURNMENT**



City Council Meeting Summary

August 17, 2015

OFFICE OF THE CITY CLERK

678-297-6003

WWW.ALPHARETTA.GA.US

PREPARED BY: COTY THIGPEN

PUBLISHED: WEDNESDAY, AUGUST 19, 2015

*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. Public comments are noted as heard by Council, but not quoted or paraphrased. This document includes limited presentation by Council and invited speakers in **summary** form. **This is not an official record** of the Alpharetta City Council Meeting proceedings. Official Minutes are recorded and available for review.*

I. CALL TO ORDER

❖ *Mayor Belle Isle called the meeting to order at 7:35 p.m.*

II. ROLL CALL

III. PLEDGE TO THE FLAG

IV. AWARDS AND PROCLAMATIONS

A. 25 Year Service Award - Billy Waddell (Public Safety)

- Mayor Belle Isle, Mayor Pro Tem Aiken, City Administrator Bob Regus and Public Safety Director Gary George presented the 25 year service award to Billy Waddell in recognition of his 25 years of service to the City of Alpharetta

V. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 08/10/2015)

- ❖ *Council Member Owens offered a motion to approve the Consent Agenda*
 - *The motion was seconded by Council Member Kennedy*
 - *Motion approved (7-0)*

VI. PROJECT UPDATES

A. Conference Center/Hotel

- Mr. Regus came forward to provide a brief update stating that the 2nd reading Hotel/Motel Tax Ordinance will come forward later in this meeting and at the next meeting, Council will be asked to approve the agreement with the Alpharetta Convention and Visitor's Bureau

Public Comment

None

B. City Center - Public

1. City Center Garden Drainage

- Mr. Regus came forward to present this item on behalf of staff

- The City Center Garden between City Hall and the Fulton County Library has been holding water along the perimeter of the walkway and grass. The first occurrence of ponding water occurred in December 2015. City staff was informed once the sod “took” the issue of ponding water would be resolved; unfortunately this was not the case. The Department of Public Works along with the Department of Recreation and Parks worked closely with the engineering firm AECOM to develop a solution that maintains the aesthetics of the garden but also eliminates ponding of water during rain events. The detailed engineering design is attached for reference.
- The design consists of installing multiple measures to ensure ponding water does not occur as well as prevent any water from potentially entering City Hall. Step one is to remove all of the existing sod, and soil to a depth of 18 inches, Based off conversations with CHOATE construction as well as soil boring obtained by the City the majority of the soil is made-up of clay. Once the top 18 inches of soil has been removed the next 6 inches of soil will be tilled to break up the soil. Once this is complete, 6 inches of drainage rock will be installed. Then a mixture of 80% sand and 20% peat will be installed to a depth of 10 inches and the area will be laser graded before the sod is installed.
- Instead of installing a visible trench drain along the perimeter of the garden, the design team recommends installing an 18” deep by 4” wide drain below grade. Along each corner of the garden the drain will be connected to a 6" PVC pipe which will be connected to the existing drains near the 4 statutes.
- Finally, the plan proposes to install 2 additional trench drains along the entrance of the garden. The trench drains will be the same decorative trench drain installed along Main Street. Installing these measures properly will solve the current ponding problem in the garden.
- Once a design was finalized, the Department of Public Works and Recreation and Parks contacted several contractors currently under contract with the City to obtain a quote. The following firms submitted quotes: TriScapes, Georgia Development Partners (GDP), and Topple Construction.
- Topple's quote to the City was a lump sum cost of \$110,000; GDP's quote was \$114,472.50. GDP's quote included several budget or allowance items that are the contractor's responsibility. For example, GDP's quote included an allowance if one of their subs damaged a hardscape item. The City should not be responsible to pay GDP to fix an issue that their sub created. Removing these types of line items reduces GDP's quote to \$90,000. TriScape's quote came in at \$67,035.73.
- The Department of Public Works contacted TriScapes and discussed their quote. TriScape's re-affirmed they were capable of performing the necessary work, in a timely manner, and at the price they submitted to the City. TriScapes currently maintains the City Center Parks and the City will receive the additional benefit of eliminating the potential finger-pointing between the maintenance company and the installation company.

Public Comment

None

- ❖ *Council Member Owens offered a motion that Council award contract to TriScapes, Inc. for drainage improvements to City Center formal garden in an amount not to exceed \$67,035.73 and authorize the Mayor to execute all necessary documents.*
 - *The motion was seconded by Council Member Kennedy*
 - *Motion approved (7-0)*

2. Bandstand

- Mr. Regus provided Mayor and Council with a detailed design for the proposed bandstand that Public Works will use to put out a design build RFP.

Public Comment

None

C. City Center - Private

- Contract was approved for the sale of the parcels to Mid-City Partners, so project will move forward accordingly

VII. PUBLIC HEARING

VIII. OLD BUSINESS

- A. Hotel-Motel Tax Ordinance (Second Reading) - An Ordinance to Levy and Impose an Excise Tax (hotel/motel tax) Pursuant to O.C.G.A. S 48-13-51 (b) (2) and Amend Chapter 8, Article 2 of the Code of the City of Alpharetta (The Alpharetta Hotel/Motel Tax Ordinance) to Further Provide for the Levy, Imposition and Collection of Such an Excise Tax; to Provide for an Effective Date; and for Other Purposes** 

- City attorney, Sam Thomas, read the Ordinance aloud constituting a second reading
- Mr. Thomas also advised that the hotel motel tax budget plan was included in the packet and must also be approved in conjunction with this Ordinance.

Public Comment

None

- ❖ *Council Member Mitchell offered a motion to adopt the Hotel/Motel Tax Ordinance as read by the City Attorney, as well as approve the hotel/motel tax budget plan.*
 - *The motion was seconded by Council Member Kennedy*
 - *Motion approved (6-1); Gilvin voting no*

IX. NEW BUSINESS

- A. City of Alpharetta and Development Authority Reimbursement Resolution** 

- City Attorney, Sam Thomas explained that with the proposed bond issue for the public portion of the conference center, the City authorized a pre development cost encumbrance of 1 million and consultant fees of \$150,000. The purpose of this Resolution is to allow the City to reimburse itself for expenditures from bond proceeds up to \$1,500,000.

Public Comment

None

- ❖ *Council Member Mitchell offered a Motion to approve the Resolution declaring the City's official intent to reimburse itself for the convention center project costs, not to exceed \$1,500,000, from future revenue bonds*
 - *The motion was seconded by Council Member Cross*
 - *Motion approved (7-0)*

- B. Resolution to Declare and Impose 30-Day Emergency Moratorium - Signs** 

- City Attorney, Sam Thomas, read the Resolution aloud

Public Comment

- Don Nahser, 305 Karen Drive, Alpharetta, GA, came forward to speak on this item

- ❖ *Council Member Kennedy offered a motion to approve the Resolution*
 - *The motion was seconded by Council Member Owens*

- *Motion approved (7-0)*

C. Resolution to Extend Temporary Moratorium - Wireless Communication Equipment

- City Attorney, Sam Thomas, read the Resolution aloud

Public Comment

None

❖ *Council Member Owens offered a motion to adopt the moratorium extension Resolution as read into the record by the City Attorney*

- *The motion was seconded by Council Member Gilvin*
- *Motion approved (7-0)*

D. Northwinds Parkway

- Mr. Regus came forward to provide a brief overview of this item on behalf of staff
- Staff requests approval of Bid 15-016 in the amount of \$2,611,526.75 to CMES, Inc; \$38,171.00 to Seven Branches Farm, LLC for Stream Mitigation Credits, \$54,000 towards purchasing property adjacent to Northwinds, MOU with Fulton County for waterline work, and authorize the Mayor to approve all necessary documents and agreements for reimbursement for sanitary sewer work.
- The specific section of Northwinds Parkway this bid covers is Old Milton Parkway to the land lot line adjacent to the proposed Weiland Residential Development, approximately half a mile. This section of Northwinds will consist of four (4) 11-ft travel lanes, curb & gutter, bicycle lanes, landscape buffers, a 6-ft sidewalk on one side, and a multi-use trail on the other side. The Northwinds Parkway Extension would provide enhanced accessibility within the City of Alpharetta and improved interconnectivity in the Greater North Fulton area. In addition to future connectivity to Kimball Bridge Road, this section of Northwinds Parkway will provide access to Gwinnett Tech.
- The Northwinds Parkway Extension Project is a partnership project between the City of Alpharetta, North Fulton Community Improvement District (NFCID), and the Georgia Department of Transportation. All three agencies have worked together over the last couple of years to complete the design of the roadway, fund the construction of the roadway, and obtain necessary right-of-way for the project.
- Due to the opening of Gwinnett Tech at the beginning of 2016, this project is extremely time sensitive. Northwinds will be drivable from Old Milton Parkway to the access point of Gwinnett Tech by December 31st. Significant liquidated damages will be placed onto the contractor, \$5,000 per day, if they don't meet the December 31st deadline. The completion date of the entire project is 6 months from the notice to proceed.
- The City advertised the project in June and July and bids were received on July 23, 2015. Unfortunately the City only received 2 bids, CMES, Inc. and Precision 2000 Concrete. CMES' bid was \$2,611,526.75 and Precision's bid was \$3,200,779.28. In addition to the construction cost, an addition \$38,171 is required for Stream Bank Credits due to piping a stream for road, and another \$54,000 for acquiring required right-of-way. Thus, the total funds required to construct Northwinds is \$2,703,697.75. Note, though there are areas to plant trees along Northwinds, this project does not include a plantings. The City and NFCID will coordinate with the landscape plan proposed by the Weiland Development and staff recommends planting the landscape at the same time to provide uniformity.
- Included in the construction cost are water and sewer line extensions. Fulton County will pay for the water line extension, \$137,030.00 and the Weiland Developer will pay for the sanitary sewer extension, \$125,515.00. Also, per AVALON's phase II zoning condition, NAP is required to relocate traffic poles and traffic control cabinets. CMES' cost to accomplish this task is \$17,800. NAP can either relocate all

of these items themselves or reimburse the City for the expense. Total cost of these three items is \$280,345.00.

- Initially the GDOT offered the City of Alpharetta \$500,000 in the form of a Local Maintenance & Improvement Grant (LMIG) to construct Northwinds. Since the initial offering, GDOT increased their LMIG contribution to \$1.3M. Two conditions were added to this new dollar amount, extend Northwinds to Kimball Bridge Road and a 30% match. The City is contributing \$554,000 towards the project, \$461,829.00 towards construction, \$38,171 towards stream bank mitigation credits, and \$54,000 towards the purchase of the last portion of required right-of-way. The remaining funds for the project will come from GDOT (staff has been notified that grant funds are forthcoming that will bring the total GDOT contribution to \$1.9 million).
- The NFCID funded the design of the project and is also providing construction administration services through their consultant, ATKINS. In addition to construction administration, ATKINS will be responsible for all field inspections.
- CMES is currently under contract with the City for the construction of operational improvements at the intersection of SR 9 and Vaughan Drive. CMES has performed well and communicate extremely well with City staff. In addition, ATKINS has experience working with CMES in various counties in Georgia. Both City staff and ATKINS are confident CMES can complete the project in the given time period and in the manner specified in the plans.

Public Comment

None

- ❖ *Council Member Owens offered a motion to approve bid \$2,611,526.75 to CMES, Inc; \$38,171.00 to Seven Branches Farm, LLC for Stream Mitigation Credits, \$54,000 towards purchasing property adjacent to Northwinds as outlined in the staff packet, MOU with Fulton County for waterline work, and authorize the Mayor to approve all necessary documents and agreements for reimbursement for sanitary sewer work with those executions being subject to the City making a formal request to Georgia Department of Transportation for the balance of funds needed.*
- ❖ *The motion includes and is intended to incorporate the staff report outlining the internal funding sources that sum up to \$554,000 from reallocations which will leave a balance gap in order to meet those contract amounts, so motion is conditional on a formal request to Georgia DOT outlining the balance of funds needed, our funds available, the low bid and the zoning conditions that would complete the roadway south to Kimball Bridge Road. Also in the letter to GDOT, staff shall emphasize the City's investment of \$4,000,000 to get the Gwinnett Tech campus in Alpharetta.*
 - The motion was seconded by Council Member Cross*
 - Clarification that the motion is conditional on request and receipt of confirmation that said funding is available from Georgia DOT*
 - Motion approved (7-0)*

X. WORKSHOP

A. Discussion of including City Center land in the North Fulton Community Improvement District



- Mr. Regus came forward to present this item on behalf of staff
- Ann Hanlon, Executive Director of the North Fulton CID, came forward to discuss this item and field questions posed by Council

B. Business & Lifestyle Media Marketing

- Director of Economic Development, Peter Tokar, came forward to present this item to Council and to

obtain feedback and comments

XI. PUBLIC COMMENT

No public comment cards were received

XII. REPORTS

- Council Member Owens recognized the Public Works department and Public Safety on their success with improving church traffic. Thanks to Northpoint Church for working with the City to ensure that this was properly addressed.
- Council Member Gilvin congratulated Pete Sewczwicz and the entire public works staff on their work to resolve an issue with an unsafe bridge and school transportation
- Council Member Gilvin recognized the YMCA and their most recent summer camp, which was in its 25th year. The YMCA was able to accommodate up to 542 campers every week over the summer
- Council Member Owens announced that he won't be at the meeting next week in order to move his daughter into college
- Assistant City Administrator, James Drinkard, announced that Milton Avenue will be closed from August 22nd beginning at 10:00 p.m. and will reopen before noon on Sunday, August 23rd
- Council Member Cross announced that the Alpharetta Technology Commission will have its grand opening for the innovation center on Thursday at 4:30 p.m.
- Mayor Belle Isle read a few excerpts from the recent article featuring Alpharetta in Inc., Magazine and thanked the Economic Development department for their efforts

XIII. ADJOURNMENT

❖ *Mayor Belle Isle adjourned the meeting at 9:08 p.m.*

XIV. REPORTS

XV. ADJOURNMENT



City Council Meeting and Public Hearing

STAFF REPORT

Submitting Department: Community Development
Submitted By: Richard McLeod, Senior Planner
Meeting Date: August 24, 2015

- I. **AGENDA ITEM TITLE:** PH-15-10 MEDICAL OFFICE/AVALON
- II. **RECOMMENDATION:**

PLANNING COMMISSION:

This item was heard at the August 6th Planning Commission meeting. After discussion, the Commission unanimously recommended approval of the request.

RECOMMENDATION:

Approve PH-15-10 Medical Office/Avalon with the following conditions:

1. Building use shall be office with a maximum of 38,000 sf.
2. Site plan and architecture shall require DRB approval.
3. Setbacks along Old Milton Parkway and Westside Parkway shall be as follows:
 - 35' building setback with a 20' landscape strip on Old Milton Parkway,
 - 30' building setback with a 20' landscape strip on Westside Parkway.
4. Loading docks, equipment areas, and parking shall be screened with final approval by Staff.
5. No service area shall be visible from Old Milton Parkway or Westside Parkway. Service areas along rear of outparcels shall be enclosed by screening walls. All dumpsters, telecommunications equipment, and mechanical equipment shall be screened from ground view.
6. Architecture shall be similar or complimentary to existing Avalon buildings with traditional style and 4-sides brick.
7. Provide Pedestrian connection to sidewalk along Old Milton Pkwy or Westside Pkwy with final approval by Staff.
8. A landscape berm shall be required to screen all parking areas from Old Milton Pkwy and Westside Pkwy with final approval by Staff.
9. Foundation plantings along the building elevation facing Old Milton Pkwy shall be provided. Ornamental/architectural trees and ornate planting beds shall be provided with final approval by Design Review Board.
10. The landscape strips along Old Milton Parkway and Westside Parkway shall be enhanced with a mixture of evergreen and deciduous trees, evergreen shrubs and groundcovers with final approval by Staff.

DISCUSSION

The Applicant, Trammell Crow is requesting approval of a site plan in order to build a 2 story 38,000 square feet medical office building at the corner of Old Milton Parkway and Westside Parkway on parcel 1 with Avalon. The applicant submitted a public hearing application in order to meet a previous zoning condition.

The current plan depicts the building situated in the middle of the parcel with parking on each side. The applicant was asked to move the building to the corner of Old Milton Parkway and Westside Parkway. They explained they could not due to the slope of the land. The site slopes nearly 10 feet from Westside Parkway down to the far east side, requiring a retaining wall at the corner approximately 8 feet in height. They are putting an 8 foot wall to hold the corner up. They also submitted a previous plan with drive way around the front of the building. We asked that drive be moved and they bring the building up closer to Old Milton Parkway and they followed that request.

The property will have 4/1000 parking spaces or 146 spaces. The required parking is 190 spaces or 1/200. Using the reduction with MU zoning a 25% reduction for mixed use zoning equals 142 spaces so the 146 spaces will work.

The architecture should primarily focus on Old Milton Parkway and have a significant architectural feature. The architecture should include significant architectural features along Old Milton Parkway. The architecture should be similar or complimentary to existing Avalon buildings with traditional style and 4-sides brick. The architecture and site shall be submitted to the DRB for approval.

The traffic report shows that a Medical Office use gross trip generation is 1,373 trips per day. At the AM peak hour it would generate 93 trips per hour and the PM peak hour would generate 124 trips per hour.

The zoning condition requires the public hearing states in part that;

Buildings on outparcels (Commercial Parcels 1 – 4) within Pod 1 shall be located adjacent to Old Milton Parkway and fronting the road. Parking shall be primarily located north of the buildings; however, one parking bay (one drive aisle with a row of parking on each side) shall be permitted to be located between buildings and Old Milton Parkway. A 25' landscape buffer shall be provided along the northern property line adjacent to residential development...Future design, use and/or development of each of the four commercial outparcels in Pod 1 shall go through the public hearing process.

CONCLUSION

Staff's analysis finds that the requested site plan approval should not have an impact on the surrounding area. However, the building architecture will require a significant presence on Old Milton Parkway and Westside Parkway. All parking should be screened from view of Old Milton Parkway with landscaping and/or architectural features. Site and building architecture is subject to DRB approval.

Attachments

Site Plan
Architectural Drawings

III. BUDGET IMPLICATIONS:

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>

IV. REPORT IN BRIEF:

The applicant submitted a public hearing application in order to meet a previous condition of zoning. The submitted request, if approved, will allow Trammell Crow to build a 38,000 square feet two story medical office for a mixture of tenants, on Parcel 1.

V. ALTERNATIVES:

VI. ATTACHMENTS:

Attachments



**Location Map Provided by:
Community Development - GIS**



Location Map Medical Office Avalon

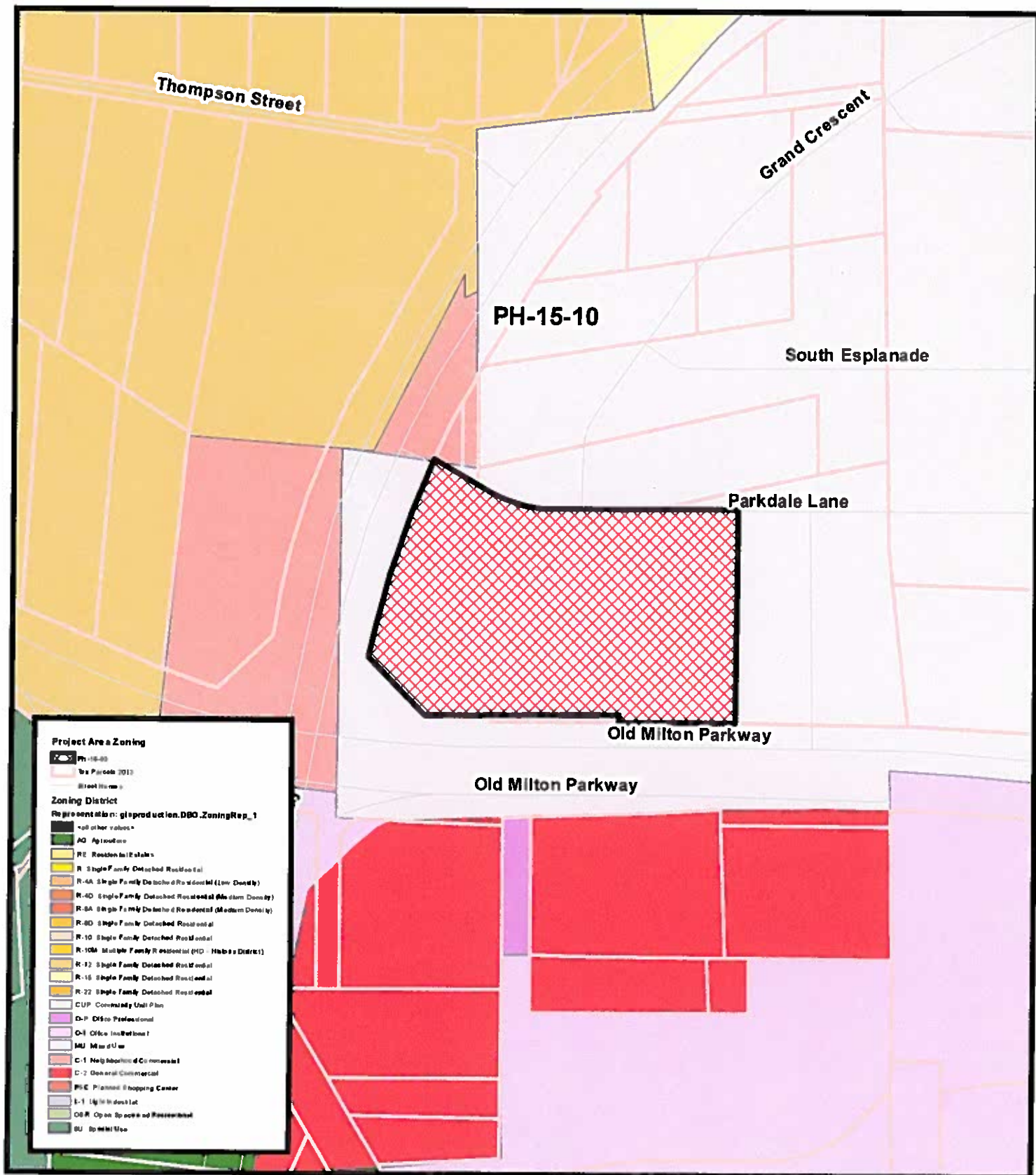
Case: PH-15-10

D/S/LL: 1/2/802

PC Date: 06/02/2015

CC Date: 06/15/2015

Location Map Provided by:
Community Development - GIS



Zoning Map **Medical Office** **Avalon**

Case: PH-15-10

D/S/LL: 1/2/802

PC Date: 06/02/2015

CC Date: 06/15/2015

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: Avalon Medical Office Building

Contact Name: Drew Fredrick

Telephone: 404-295-2780

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.

At this time we have not received any comments from the adjacent property owners, regard our intended use of the site.

see attached for sample of the letter and the list of property owners letters contacted.

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:  DREW FREDRICK

SVP TREMELL CROW Corp.

Date: 5.20.15

Print Form

Exhibit "A"

SCHECHTER STACEY R & ANDREW
9037 WOODLAND TRL
ALPHARETTA, GA 30004

RANKE RICHARD S
9054 WOODLAND TRL
ALPHARETTA, GA 30009

WOODLANDS HOLDINGS INVESTMENT
4080 MCGINNIS FERRY RD SUITE 700
ALPHARETTA, GA 30005 3950

HENRY WALTER & BARBARA JEAN
9042 WOODLAND TRL
ALPHARETTA, GA 30004

GALVIS ALVARO &
CORNEJO SANDRA N
9069 WOODLAND TRL
ALPHARETTA, GA 30004

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLIDNGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

MOLINA LUIS 6555
ABEMARLE CT
CUMMING, GA 30040

HERTEL & KERLE LLC
117 BERKELY CT
GLENTWORTH ST
LONDON, N 1 5PG

RIVERA ANTHONY S
9043 WOODLAND TRL
ALPHARETTA, GA 30009

SNELLINGS LATOSHA K
9045 WOODLAND TRL
ALPHARETTA, GA 30004

KIM STEVE & PATTY
9994 INISFREE DR
JOHNS CREEK, GA 30022

ELNAAMANI ALI &
ELNAAMANI ABDULKARIM
9053 WOODLAND TRL
ALPHARETTA, GA 30009

BALENO BRIAN A
9055 WOODLAND TRL
ALPHARETTA, GA 30009

MEAD THOMAS
9057 WOODLAND TRL
ALPHARETTA, GA 30004

RUFF GRAIG K 9063
WOODLAND TRL
ALPHARETTA, GA 30009

HOUNTZ RYAN
9065 WOODLAND TRL
ALPHARETTA, GA 30004

MEAD MAYUMI TSUNEKI
9067 WOODLAND TRL
ALPHARETTA, GA 30009

SLOAN JULIE 9046
WOODLAND TRL
ALPHARETTA, GA 30004

POWELL RICHARD D
9048 WOODLAND TRL
ALPHARETTA, GA 30009

PARACHA ASAD
4000 W CRESCENT WAY
FRISCO, TX 75034

BRYANT JOHN ANDREW
9052 WOODLAND TRL
ALPHARETTA, GA 30004

FERNANDEZ MICHAEL A
9034 WOODLAND TRL
ALPHARETTA, GA 30009

PETERSON KEVIN DOUGLAS & PATRI
9036 WOODLAND TRL
ALPHARETTA, GA 30004

BRYANT JON N BRYANT
KATJA G 9038
WOODLANDS TRL
ALPHARETTA, GA 30009

KAMARA MAKHTAR &
LAKECIA 9040
WOODLAND TRL
ALPHARETTA, GA 30004

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

DEVELOPMENT AUTHORITY OF FULTO
141 PRYOR ST SW SUITE 1031
ATLANTA, GA 30303

Exhibit "A"

DEVELOPMENT AUTHORITY OF FULTO
141 PRYOR ST SW SUITE 1031
ATLANTA, GA 30303

HAYES BRANDEN
9059 WOODLAND TRL
ALPHARETTA, GA 30004

FRIEDRICH FELIX P O
BOX 338 CRYSTAL BAY,
NV 89402

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BUILDING 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

PULUSU VIJAYA R & SUDHA R
9011 WOODLAND TRL
ALPHARETTA, GA 30009

WOODLANDS AT WEBB BRIDGE
PRESERVE HOMEOWNERS ASSOC INC
5901 PEACHTREE DUNWOODY RD NE STE
ATLANTA, GA 30328

TUCKER CHRISTIE R
9047 WOODLAND TRL 24
ALPHARETTA, GA 30009

LEQUIER SUSAN M
9061 WOODLAND TRL
ALPHARETTA, GA 30009

WALKER DARREN R & MARSHA ORR
9049 WOODLAND TRL
ALPHARETTA, GA 30009

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BOX 700 70
ALPHARETTA, GA 30005

WEBB BRIDGE APARTMENTS LLC
C/O AIMCO - TTA MS 235
P O BOX 941490 ATLANTA,
GA 31141

MC DADE BENJAMIN &
CLAUDIA 9044
WOODLAND TRL
ALPHARETTA, GA 30009

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

JDW MANAGEMENT LLC
P O BOX 516
MABLETON, GA 30126

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BUILDING 7
ALPHARETTA, GA 30005

Trammell Crow Company

April 1, 2015

RE: Public Hearing Application for Avalon: Site Plan Approval for outparcel property in the Avalon development on Old Milton Parkway.

Dear Neighbor,

Trammell Crow Company has filed a public hearing application with the City of Alpharetta on property located at the NW quadrant of Old Milton Parkway and Georgia 400. This application will be heard by the Planning Commission on June 4, 2015 at 7:30 pm, and by the City Council on June 22, 2015 at 7:30 pm. Approval of this application will permit the development of a two story medical office building, located at the corner of Old Milton Parkway and Westside Parkway.

If you have questions or would like information about this project, please free to contact me by phone 404-812-5039 - email dfredrick@trammellcrow.com, mail 3280 Peachtree Rd. Suite 1400, Atlanta GA 30305, or fax 404-923-1593. I look forward to hearing from you.

Sincerely,

Drew R. Fredrick
SVP – Development Management
Trammell Crow Company

CITY OF ALPHARETTA

PH-15-10
MEDICAL OFFICE/AVALON

PUBLIC HEARING APPLICATION

☐ 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."***
5. ***Applications will be accepted only 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: Drew Fredrick Telephone: 404-812-5039

Address: 3280 Peachtree Rd. Suite: 1400

City: Atlanta State: GA Zip: 30305 Fax: 404-923-1593

Mobile Tel: 404-295-2780 Email: dfredrick@trammellcrow.com

Subject Property Information:

Address: Old Milton Parkway, Alpharetta, GA 30009 Current Zoning: MU

District: 1 Section: 2 Land Lot: _____ Parcel ID: 12-2841-802-0897

Proposed Zoning: MU Current Use: Vacant Land

This Application For (Check All That Apply):

- | | |
|---|--|
| ☒ Conditional Use | ☐ Master Plan Amendment |
| ☐ Rezoning | ☐ Master Plan Review |
| ☐ Variance | ☒ Public Hearing |
| ☐ Comprehensive Plan Amendment | ☐ Other (Specify): _____ |

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

It is the intent that the property be used for a 38,000 +/- rentable two story medical office building. The property will have approximately 4/1000 parking requirement and will fit within the guidelines and restrictions of the Avalon Mixed-Use project on Old Milton Parkway.

Applicant's Request *(Please itemize the proposal):*

We request the following:

Approval of the intended use of the project within the confines of Avalon

General site plan approval

Requests a public hearing for site plan approval

Applicant's Intent *(Please describe what the proposal would facilitate):*

Applicant intends to construct a multi-tenant 38,000 sf medical office building on Outparcel 1

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The project will conform to the overall guidelines of Avalon in both the allowable construction materials and the intended use. We feel this will be an important addition to the Avalon experience.

How will this proposal affect the use and value of the surrounding properties?

We feel this proposal will affect the surrounding properties by offering a high quality building with medical services which is not currently offered in the development.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

N/A Request for site plan only.

What would be the increase to population and traffic if the proposal were approved?

There would be no increase to the population if this proposal is approved.

What would be the impact to schools and utilities if the proposal were approved?

none anticipated

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

The proposal is consistent with Avalon PUD which has been reviewed in accordance with the Alpharetta Comprehensive Plan.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

The success of Avalon has demonstrated a demand for medical space in the surrounding area.

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.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Robert J. Shaw, Chairman, Development Authority of Fulton County

Telephone: 404-612-8101

Address: 141 Pryor Street

Suite: 1031

City: Atlanta

State: GA

Zip: 30303

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: Site Plan Approval |

Identify Authorized Applicant:

Name of Authorized Applicant: NAP Atlanta Management Company, Inc

Telephone: 404-965-9065

Address: 264 19th Street

Suite: 2200

City: Atlanta

State: GA

Zip: 30363

So Sworn and Attested: Development Authority of Fulton County

Owner Signature:

Robert J. Shaw, Chairman

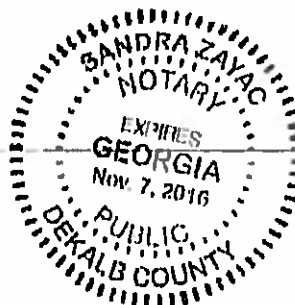
Date:

3/13/15

Notary:

Notary Signature:

Sandra Zayac



Date:

3/13/15

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Robert J. Shaw, Chairman, Development Authority of Fulton County

Telephone: 404-612-8101

Address: 141 Pryor Street

Suite: 1031

City Atlanta

State: GA

Zip: 30303

Authorization:

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- | | |
|---|---|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☐ Conditional Use |
| ☐ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☒ Other <u>Site Plan Approval</u> |

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Name of Authorized Applicant: NAP Atlanta Management Company, Inc

Telephone: 404-965-9065

Address: 264 19th Street

Suite: 2200

City Atlanta

State: GA

Zip: 30363

So Sworn and Attested: NAP Atlanta Management Company, Inc.

Owner Signature:

Date:

3/13/15

Name: Mark C. Toro

Title: Vice President and Chairman of the Board

Notary Signature:

Date:

3/13/15



Lauren Griggs

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: Trammell Crow Company

Subject Public Hearing Case: Avalon - Site Plan Approval

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: N/A

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:

Drew Fredrick, SVP Trammell Crow Company

Date:

March 30, 2015

Legal Description
Combined Outparcels

All that tract or parcel of land lying and being in Land Lots 802 and 803 of the 1st District, 2nd Section, Fulton County, Georgia, and being more particularly described as follows:

BEGINNING at a concrete monument found at the intersection of the northern right-of-way of Old Milton Parkway (aka Georgia State Route 120 and State Bridge Road) (variable right-of-way) with the eastern right-of-way of Westside Parkway (variable right-of-way); Thence along said right-of-way of Westside Parkway the following courses and distances: North 43 degrees 17 minutes 59 seconds West a distance of 103.94 feet to a point; along a curve to the right an arc length of 243.61 feet, said curve having a radius of 1033.99 feet, with a chord distance of 243.05 feet, at North 17 degrees 06 minutes 26 seconds East, to a point; Thence leaving said right-of-way, South 64 degrees 03 minutes 54 seconds East a distance of 106.78 feet to a point; Thence along a curve to the left an arc length of 68.12 feet, said curve having a radius of 150.46 feet, with a chord distance of 67.54 feet, at South 77 degrees 01 minutes 57 seconds East, to a point; Thence North 89 degrees 59 minutes 53 seconds East a distance of 900.53 feet to a point; Thence South 00 degrees 00 minutes 00 seconds East a distance of 53.26 feet to a point; Thence South 04 degrees 11 minutes 39 seconds West a distance of 150.40 feet to a point; Thence South 00 degrees 00 minutes 00 seconds East a distance of 23.20 feet to a point; Thence North 89 degrees 31 minutes 57 seconds West a distance of 11.83 feet to a point; Thence South 04 degrees 51 minutes 58 seconds West a distance of 30.00 feet to a point; Thence South 53 degrees 13 minutes 58 seconds West a distance of 60.21 feet to a point located on the northern right-of-way of Old Milton Parkway (aka Georgia State Route 120 and State Bridge Road); Thence along said right-of-way the following two courses and distances: North 85 degrees 07 minutes 28 seconds West a distance of 149.49 feet to a concrete monument found; along a curve to the left an arc length of 33.68 feet, said curve having a radius of 5794.66 feet, with a chord distance of 33.68 feet, at North 85 degrees 31 minutes 08 seconds West, to a point; Thence leaving said existing right-of-way, along the proposed right-of-way of northern right-of-way of Old Milton Parkway (aka Georgia State Route 120 and State Bridge Road) the following courses and distances: North 00 degrees 00 minutes 00 seconds East a distance of 10.03 feet to a point; along a curve to the left an arc length of 234.15 feet, said curve having a radius of 5807.31 feet, with a chord distance of 234.13 feet, at North 86 degrees 50 minutes 54 seconds West, to a point; North 01 degrees 53 minutes 51 seconds East a distance of 5.00 feet to a point; North 88 degrees 29 minutes 31 seconds West a distance of 98.97 feet to a point; South 01 degrees 07 minutes 07 seconds West a distance of 15.00 feet to a point located on the existing northern right-of-way of Old Milton Parkway (aka Georgia State Route 120 and State Bridge Road); Thence along said right-of-way the following courses and distances: along a curve to the left an arc length of 73.05 feet, said curve having a radius of 5794.66 feet, with a chord distance of 73.05 feet, at North 89 degrees 20 minutes 29 seconds West, to a point; along a curve to the left an arc length of 15.76 feet, said curve having a radius of 5794.66 feet, with a chord distance of 15.76 feet, at North 89 degrees 46 minutes 50 seconds West, to a point; North 89 degrees 20 minutes 33 seconds West a distance of 90.42 feet to a point; North 89 degrees 20 minutes 33 seconds West a distance of 49.47 feet to a point; North 00 degrees 17 minutes 52 seconds East a distance of 11.56 feet to a point; North 89 degrees 42 minutes 08 seconds West a distance of 245.00 feet to a concrete monument found at the intersection of the northern right-of-way of Old Milton Parkway (aka Georgia State

Route 120 and State Bridge Road) with the eastern right-of-way of Westside Parkway;
said concrete monument found being the **TRUE POINT OF BEGINNING**.

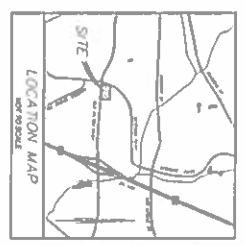
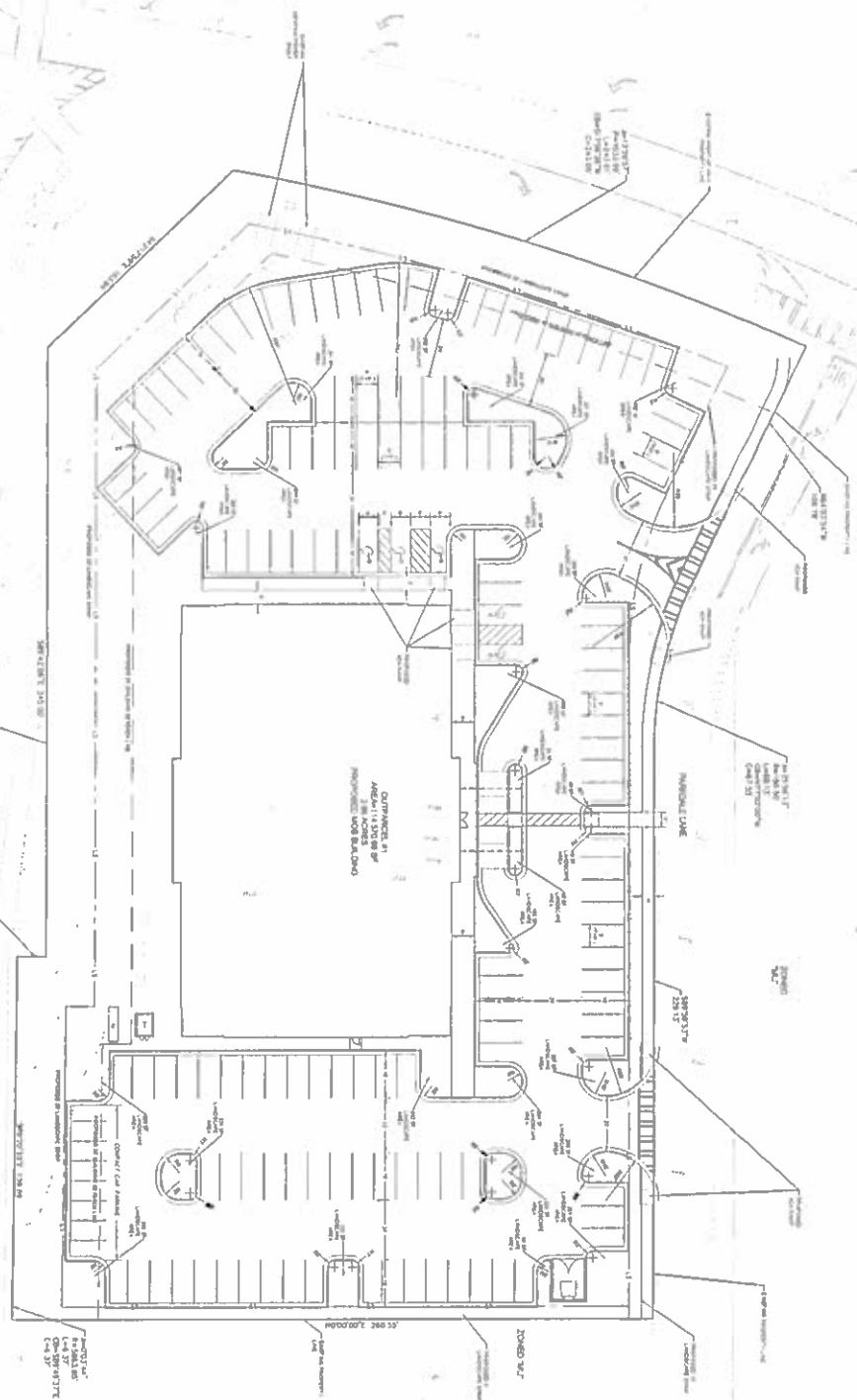
Said Track of land contains 2.63 acres



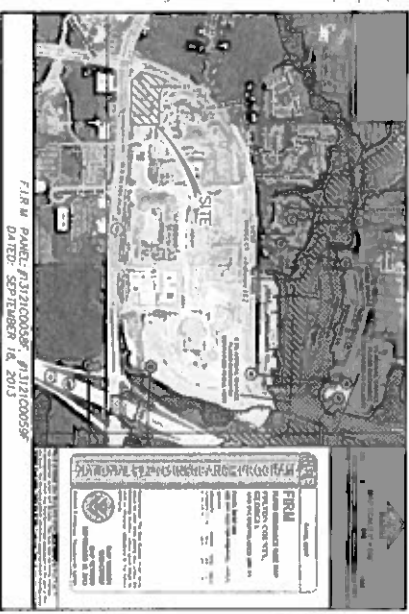
20'x30' VAP

20'x30' VAP

OL MILTON PARKWAY (20)



SITE SUMMARY	
Site Name	OL MILTON PARKWAY (20)
Site Address	1000 OL MILTON PARKWAY, ALPHARETTA, GA 30009
Site Owner	Kimley-Horn & Associates, Inc.
Site Manager	John Kimley
Site Engineer	John Kimley
Site Designer	John Kimley
Site Surveyor	John Kimley
Site Photographer	John Kimley
Site Artist	John Kimley
Site Writer	John Kimley
Site Editor	John Kimley
Site Publisher	John Kimley
Site Distributor	John Kimley
Site Retailer	John Kimley
Site Wholesaler	John Kimley
Site Manufacturer	John Kimley
Site Supplier	John Kimley
Site Contractor	John Kimley
Site Installer	John Kimley
Site Maintainer	John Kimley
Site Operator	John Kimley
Site User	John Kimley
Site Customer	John Kimley
Site Client	John Kimley
Site Patron	John Kimley
Site Guest	John Kimley
Site Visitor	John Kimley
Site Stranger	John Kimley
Site Outsider	John Kimley
Site Foreigner	John Kimley
Site Alien	John Kimley
Site Enemy	John Kimley
Site Adversary	John Kimley
Site Opponent	John Kimley
Site Rival	John Kimley
Site Foe	John Kimley
Site Nemesis	John Kimley
Site Enemy	John Kimley
Site Adversary	John Kimley
Site Opponent	John Kimley
Site Rival	John Kimley
Site Foe	John Kimley
Site Nemesis	John Kimley



AVALON PHASE 2
MEDICAL OFFICE BUILDING

AVALON
NORTH AMERICAN PROPERTIES

MOB SITE PLAN

Kimley»Horn

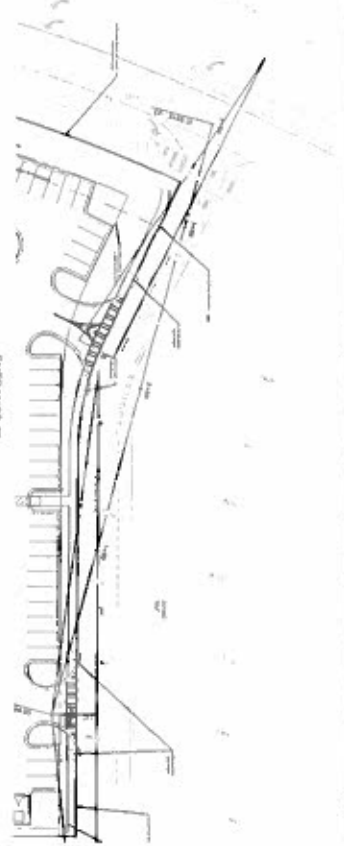
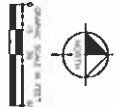
40 PHILADELPHIA STREET, SUITE 210, ALPHARETTA, GA 30009
PHONE: 404-486-4800 FAX: 404-486-4801
WWW.KIMLEY-HORN.COM

AKA PROJECT
019624002
DATE
03/26/15
SCALE AS SHOWN
DESIGNED BY GPH
DRAWN BY GPH
CHECKED BY GPH

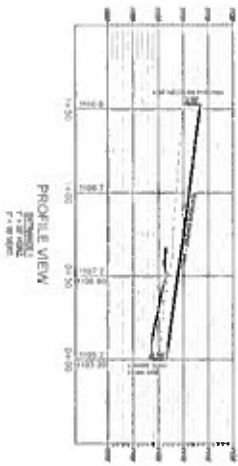
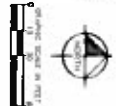
SCALE
CSP-1



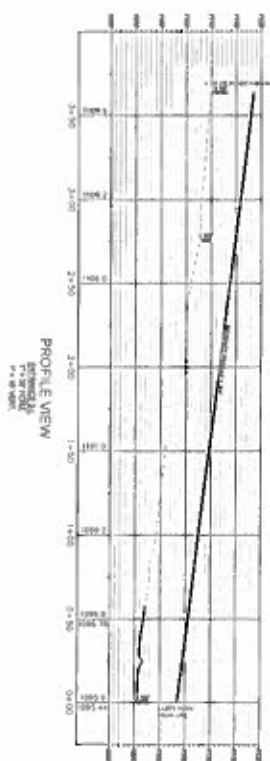
ENTRANCE #1
RIGHT OUT LOOKING LEFT



ENTRANCE #2
LOOKING LEFT



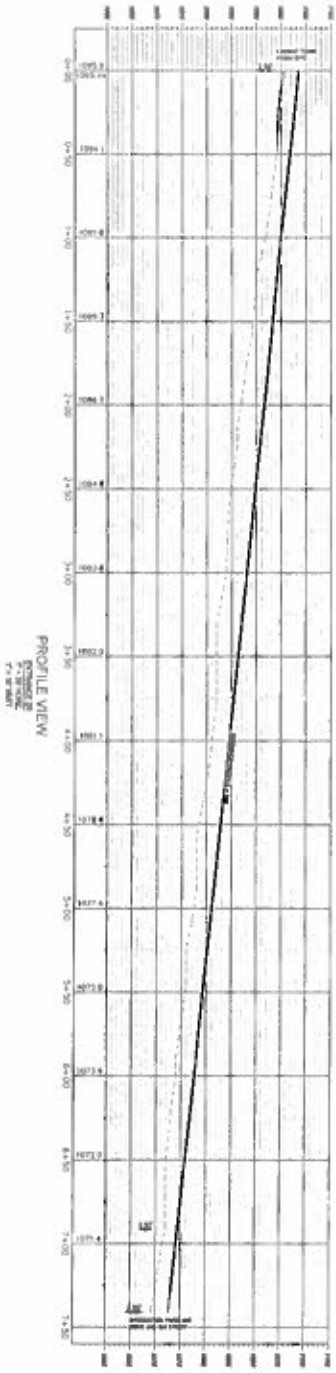
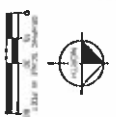
PROFILE VIEW
ENTRANCE #1
RIGHT OUT LOOKING LEFT
F.T.M. 10/05/01



PROFILE VIEW
ENTRANCE #2
LOOKING LEFT
F.T.M. 10/05/01



ENTRANCE #2
LOOKING RIGHT



PROFILE VIEW
ENTRANCE #2
LOOKING RIGHT
F.T.M. 10/05/01



VIEW FROM NORTHWEST ALONG WESTSIDE ARKWAY

WBA

ARCHITECTURE • INTERIORS • PLANNING

BUILDING PERSPECTIVE

WATERFORD REALTY & ASSOCIATES ARCHITECTS, INC. | WWW.WBA-ASAC-CITE.COM | ATLANTA • JACKSONVILLE • ORLANDO • PANAMA CITY

PROPOSED MEDICAL OFFICE BUILDING

ATLANTA, GA

Trammell Crow Company

WATERFORD
REALTY &
ASSOCIATES
NOVEMBER 11, 2014



VIEW FROM NORTHEAST ENTRANCE DRIVE



VIEW FROM WESTSIDE PARKWAY & OLD MILTON INTERSECTION

WBA

ARCHITECTURE • INTERIORS • PLANNING

BUILDING PERSPECTIVE

PROFESSIONAL QUALITY & ASSOCIATES ARCHITECTS, INC. | WWW.WBAASSOCIATES.COM | ATLANTA, JACKSONVILLE, ORLANDO, PALM BEACH

PROPOSED MEDICAL OFFICE BUILDING

ALPHARETTA, GA

Tammell Crow Company

NOVEMBER 11, 2014

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: Avalon - Medical Office Building

Contact Name: Drew Fredrick Telephone: 404-812-5039

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.

All property owner within 500' of the project listed on Exhibit A attached

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 (Please Specify) _____

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.

Individuals may respond by letter, telephone call, email, personal conference, or group meeting.

Exhibit "A"

SCHECHTER STACEY R & ANDREW
9037 WOODLAND TRL
ALPHARETTA, GA 30004

RANKIN RICHARD S
9054 WOODLAND TRL
ALPHARETTA, GA 30009

WOODLANDS HOLDINGS INVESTMENT
4080 MCGINNIS FERRY RD SUITE 700
ALPHARETTA, GA 30005 3950

HENRY WALTER & BARBARA JEAN
9042 WOODLAND TRL
ALPHARETTA, GA 30004

GALVIS ALVARO &
CORNEJO SANDRA N
9069 WOODLAND TRL
ALPHARETTA, GA 30004

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

MOLINA LUIS
6555 ABEMARLE CT
CUMMING, GA 30040

HERTEL & KERLE LLC
117 BERKELY CT
GLENTHWORTH ST
LONDON, N 1 5PG

RIVERA ANTHONY S
9043 WOODLAND TRL
ALPHARETTA, GA 30009

SNELLINGS LATOSHA K
9045 WOODLAND TRL
ALPHARETTA, GA 30004

KIM STEVE & PATTY
9994 INISFREE DR
JOHNS CREEK, GA 30022

ELNAAMANI ALI &
ELNAAMANI ABDULKARIM
9053 WOODLAND TRL
ALPHARETTA, GA 30009

BALENO BRIAN A
9055 WOODLAND TRL
ALPHARETTA, GA 30009

MEAD THOMAS
9057 WOODLAND TRL
ALPHARETTA, GA 30004

RUFF GRAIG K
9063 WOODLAND TRL
ALPHARETTA, GA 30009

HOUNTZ RYAN
9065 WOODLAND TRL
ALPHARETTA, GA 30004

MEAD MAYUMI TSUNEKI
9067 WOODLAND TRL
ALPHARETTA, GA 30009

SLOAN JULIE
9046 WOODLAND TRL
ALPHARETTA, GA 30004

POWELL RICHARD D
9048 WOODLAND TRL
ALPHARETTA, GA 30009

PARACHA ASAD
4000 W CRESCENT WAY
FRISCO, TX 75034

BRYANT JOHN ANDREW
9052 WOODLAND TRL
ALPHARETTA, GA 30004

FERNANDEZ MICHAEL A
9034 WOODLAND TRL
ALPHARETTA, GA 30009

PETERSON KEVIN DOUGLAS & PATRI
9036 WOODLAND TRL
ALPHARETTA, GA 30004

BRYANT JON N
BRYANT KATJA G
9038 WOODLANDS TRL
ALPHARETTA, GA 30009

KAMARA MAKHTAR &
LAKECIA
9040 WOODLAND TRL
ALPHARETTA, GA 30004

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

DEVELOPMENT AUTHORITY OF FULTON
141 PRYOR ST SW SUITE 1031
ATLANTA, GA 30303

Exhibit "A"

DEVELOPMENT AUTHORITY OF FULTO
141 PRYOR ST SW SUITE 1031
ATLANTA, GA 30303

TUCKER CHRISTIE R
9047 WOODLAND TRL 24
ALPHARETTA, GA 30009

MC DADE BENJAMIN &
CLAUDIA
9044 WOODLAND TRL
ALPHARETTA, GA 30009

HAYES BRANDEN
9059 WOODLAND TRL
ALPHARETTA, GA 30004

LEQUIER SUSAN M
9061 WOODLAND TRL
ALPHARETTA, GA 30009

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

FRIEDRICH FELIX
P O BOX 338
CRYSTAL BAY, NV 89402

WALKER DARREN R & MARSHA ORR
9049 WOODLAND TRL
ALPHARETTA, GA 30009

JDW MANAGEMENT LLC
P O BOX 516
MABLETON, GA 30126

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BUILDING 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BLDG/STE 7
ALPHARETTA, GA 30005

PULUSU VIJAYA R & SUDHA R
9011 WOODLAND TRL
ALPHARETTA, GA 30009

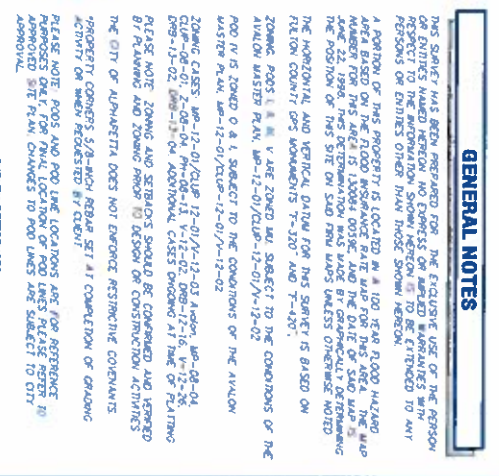
WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BOX 700 70
ALPHARETTA, GA 30005

WOODLANDS HOLDINGS INVESTMENT
4080 MC GINNIS FERRY RD BUILDING 7
ALPHARETTA, GA 30005

WOODLANDS AT WEBB BRIDGE
PRESERVE HOMEOWNERS ASSOC INC
5901 PEACHTREE DUNWOODY RD NE STE
ATLANTA, GA 30328

WEBB BRIDGE APARTMENTS LLC
C/O AIMCO - TTA MS 235
P O BOX 941490
ATLANTA, GA 31141

VICINITY MAP

[illegible]

SURVEY REFERENCES

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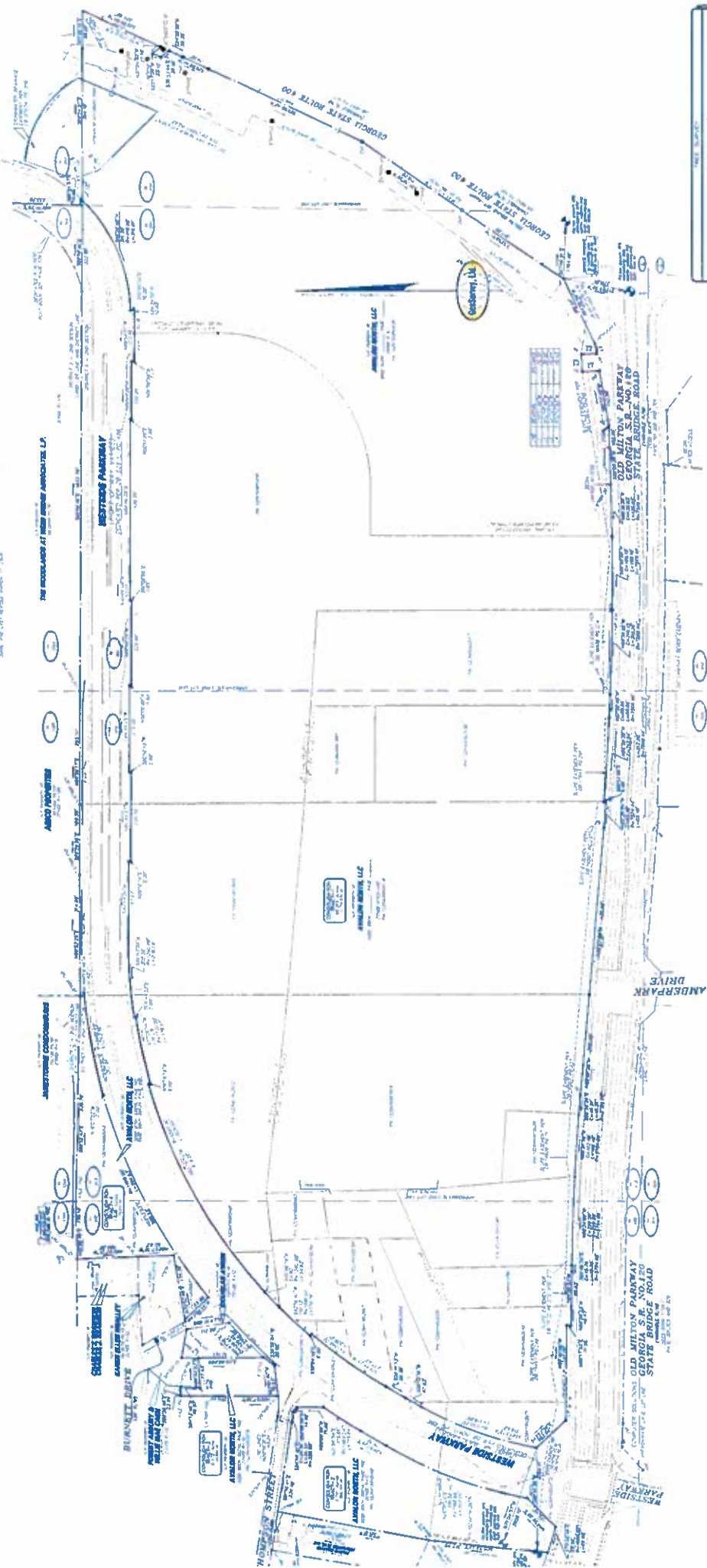
BOOK 363, PAGE 103-104
SUBDIVISION PLAT OF AYALON FIVE AYALON NORTH, LLC AND NORTH
AMERICAN PROPERTIES PREPARED BY GEOSMARTLY, LTD. RECORDED IN
PLAT BOOK 370, PAGE 44-45.

NORT

VALON NORTH, LLC 1 AMERICAN PROPERTIES	3000000000	SCALE	1" = 100'	SHEET DATE	AUGUST 24, 2012
ON ALBERTA	STATE CA			PLOT DATE	MARCH 4, 2015

PROJ NO: 2001-00-17
REVIEWED
CWC FILE PLAN OUTLOT 4
000621

ADDRESS	ULTOWN	City	State
AND LOT NO.2 & 803			
DISTRICT 1st	SECTION 2nd		



AVALLON

AVALLON NORTH, LLC

NORTH AMERICAN PROPERTIES



Author's address: Department of Mathematics,
University of California, San Diego,
La Jolla, CA 92037, USA.
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CLOSING STATEMENT

GRAPHIC SCALE

0 100 200

GRAPHIC SCALE 1" = 100'

[illegible]

Logo of the National Association of Public Health Administrators (NAPHA). The logo features a stylized figure holding a staff with a snake entwined around it, set within a circle. Below the logo, the text reads: "NAPHA National Association of Public Health Administrators" and "Call 800 767-7272".



March 30, 2015

Drew R. Fredrick
Senior Vice President
Development Management
Trammell Crow Company
3280 Peachtree Road Suite 1400
Atlanta, GA 30305

RE: Avalon Phase 2 – Medical Office Building Trip Generation

Dear Drew:

The purpose of this memo is to summarize anticipated gross trip generation for the proposed Medical Office Building located on Outparcel #1 as part of the Avalon Phase 2 project.

Traffic for the proposed land use and density were calculated using methodology contained in the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, Ninth Edition 2012*. Trip generation for this proposed development is calculated based upon the following land use: Medical Office Building (ITE Code 720). Gross trips generated are displayed below in Table 1.

Table 1: Avalon Phase 2 – Medical Office Building Trip Generation								
Land Use (Intensity)	ITE Code	Daily Traffic Total Trips	AM Peak Hour			PM Peak Hour		
			Total	Enter	Exit	Total	Enter	Exit
Medical Office Building (38,832 SF)	720	1,373	93	73	20	124	35	89
Total Gross Trips		1,373	93	73	20	124	35	89

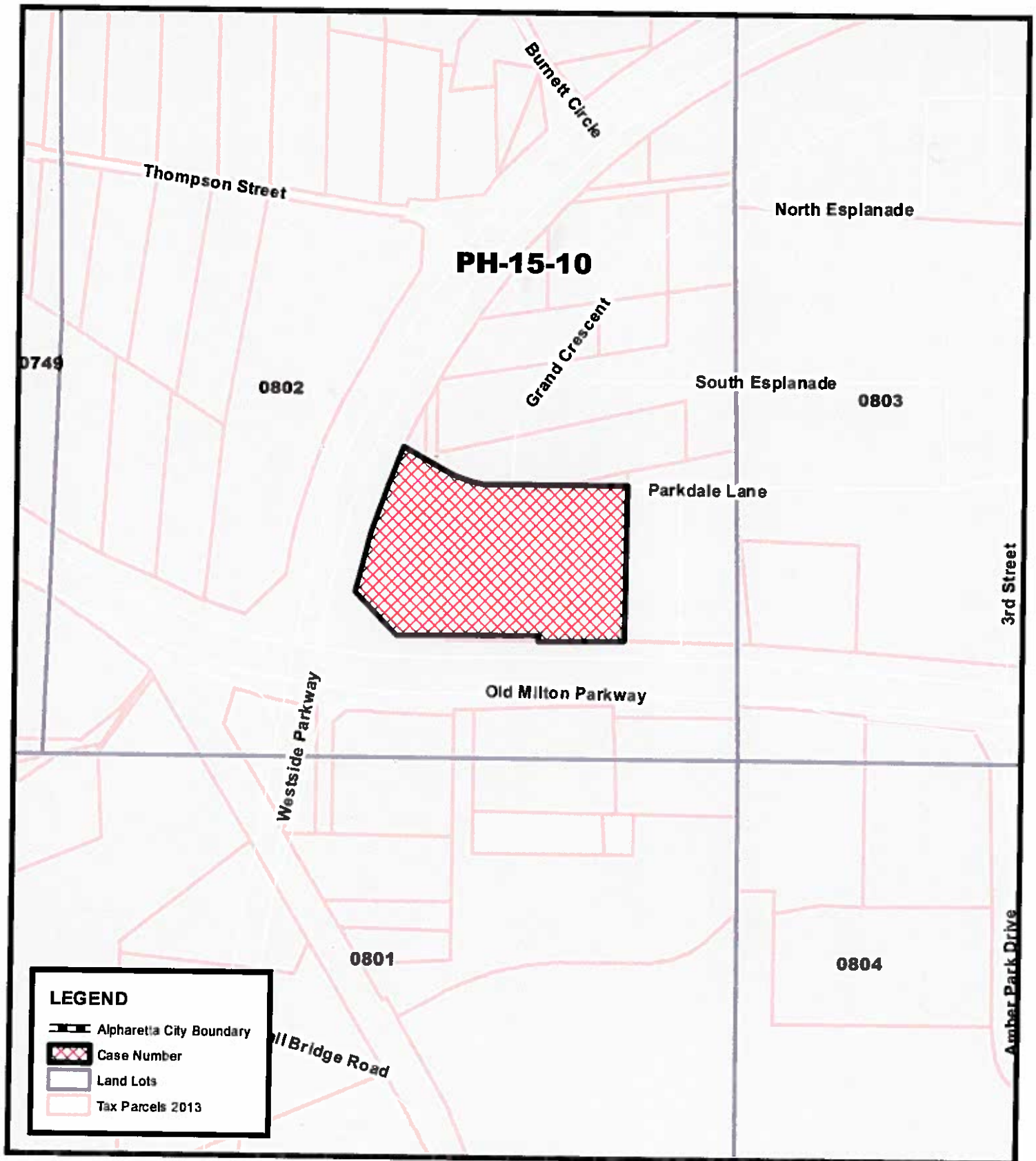
Gross trip generation includes the number of trips destined for (entering) or originating from (exiting) a particular site. The number of gross trips includes all trips made by all transportation modes and may include vehicular, walking, and transit trips, etc. Alternative mode reductions may be applicable when determining the total number of vehicular traffic trips, which may be fewer than the number of gross trips noted in the table above.

Gross trips also may include a number of trips that both originate and are destined for locations entirely within a development as a result of anticipated interaction between proposed or existing land uses throughout the site. A reduction of entering and exiting vehicular trips due to internal capture, or trips that both originate and are destined for locations entirely within the Avalon development, may be applicable because of the diverse land-use mix included in the Avalon development.

We hope this information is helpful. Please let us know if you have any questions.

KIMLEY-HORN AND ASSOCIATES, INC.

Robert A. Ross, P.E.
Vice-President



Location Map Medical Office Avalon

Case: PH-15-10

D/S/LL: 1/2/802

PC Date: 06/02/2015

CC Date: 06/15/2015

Alpharetta
Georgia
"An Introducing City of the South"

Location Map Provided by:
Community Development - GIS



City Council Meeting and Public Hearing STAFF REPORT

Submitting Department: Community Development
Submitted By: Richard McLeod, Senior Planner
Meeting Date: August 24, 2015

- I. **AGENDA ITEM TITLE:** PH-14-11 ALPHARETTA DOWNTOWN DESIGN GUIDELINES
- II. **RECOMMENDATION:**

RECOMMENDATION:

Approve PH- 14-11 Alpharetta Downtown Guidelines.

PLANNING COMMISSION:

This item was heard at the August 6th Planning Commission meeting. After discussion, the Commission recommended unanimously to approve.

- III. **REPORT IN BRIEF:**

Consideration of adding the Alpharetta Downtown Design Guidelines as an amendment to the Alpharetta Design Review Ordinance and Design Guidelines.

DISCUSSION

The Design Guidelines are intended to ensure that new development within Downtown meets the goals of The Downtown Master Plan. Downtown Alpharetta is envisioned as a vibrant live-work-play district featuring shops and restaurants, walkable streets, a range of open spaces, civic uses, new mixed-use developments, contextual housing, preserved historic resources, and more. With its sense-of-place and small town scale, Downtown is intended to represent an authentic town center with programming and design that differentiate it from other business centers in the Alpharetta area and make it a focal point for citizens of Alpharetta and nearby communities.

While the Design Guidelines are not intended to establish a single architectural design direction for downtown, they do provide guidelines and standards for site design, the design of buildings and streetscapes, materials selections, exterior lighting, and signage design that are consistent with the design of the traditional Main Street as seen in small to medium sized towns throughout the United States, most of which were built during the 19th century up through the early part of the 20th century. The Design Guidelines are intended to be flexible and fluid in order to take advantage of the future development trends, while maintaining a sense of visual cohesiveness within the downtown area.

- IV. **ALTERNATIVES:**

- V. **ATTACHMENTS:**

Downtown Design Guidelines, Ordinance



Alpharetta Downtown Design Guidelines

August 10, 2015



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The Alpharetta Downtown Design Guidelines (The Design Guidelines) are an amendment to the Alpharetta Design Review Ordinance and Design Guidelines. These guidelines expand the area subject to the Alpharetta Design Review Ordinance and Design Guidelines to include the “Downtown Core” identified on page 70 of the adopted Alpharetta Downtown Master Plan (The Master Plan). These guidelines also provide additional standards that apply to all non-single family detached buildings, structures, sites and areas and the property on which they are located. Other applicable guidelines, regulations, and ordinances regulating development also apply. Where guidelines stated in this document are in conflict with other governing regulations, unless otherwise noted, the more restrictive shall control. Additionally, sculptures, art, and murals shall require review by the Art Commission.

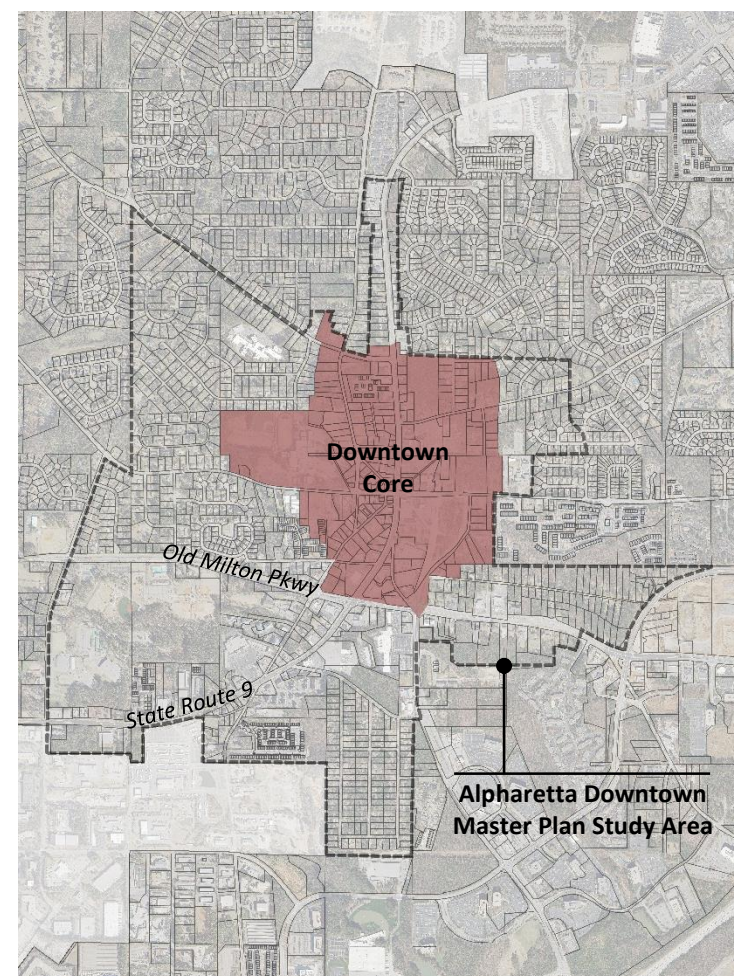
The Design Guidelines are intended to promote new development within Downtown Alpharetta that meets the goals of The Master Plan. These Guidelines include both standards (requirements that must be complied with) and recommendations (suggestions that are strongly encouraged to be complied with). Standards typically use the word “shall”, an active verb (i.e. “provide” or “install”) and/or a clear directive (“are not permitted”, or “are required”). Images and illustrations are provided of many of the issues discussed and are intended to aid developers and City Staff in the design and approval processes.

Finally, some guidelines only apply to specific building types. Definitions of these building types are established in the City of Alpharetta Downtown Overlay, which applies to the entire Downtown Core regulated by these Design Guidelines.

Master Plan Goals

Downtown Alpharetta is envisioned as a vibrant live-work-play district featuring shops and restaurants, walkable streets, a range of open spaces, civic uses, new mixed-use development, contextual housing, preserved historic resources, and much more. With its rich sense-of-place and small town scale, Downtown is intended to represent an authentic town center with programming and designs that differentiate it from other business centers in the Alpharetta area and make it a focal point for citizens of Alpharetta and nearby communities.

While the Design Guidelines are not intended to establish a single architectural design direction for Downtown Alpharetta, they do provide guidance and standards for site design, the design of buildings and streetscapes, material selections, exterior lighting, and signage design that are consistent with the design of the traditional Main Street as seen in small to medium sized towns throughout the United States, most of which were built during the 19th century up through the early part of the 20th century. The Design Guidelines are intended to be flexible and fluid in order to take advantage of future development trends, while maintaining a sense of visual cohesiveness within the downtown area.



These guidelines apply to all non-single family detached buildings, structures, sites and areas and the property on which they are located within the Downtown Core of the Alpharetta Downtown Master Plan Study Area.

Alpharetta's Downtown is intended to reinforce its established historic scale, character, and connectivity while embodying the architectural practices commonly found within the commercial centers of traditional towns built prior to World War II - commonly referred to as the traditional "Main Street". Overall planning and building arrangement should promote a compact pedestrian-scaled environment while individual buildings should be designed and detailed to reinforce the pedestrian-oriented character of Downtown.

Key Design Principles

The following Key Design Principles establish the foundation of these Design Guidelines whose purpose is to ensure the overall character of this unique environment.

- Buildings shall be located, designed, and programmed to activate open spaces, promote pedestrian activities, provide visual interest, and create an enjoyable, vibrant, and mixed- use environment.
- Building design shall utilize massing, materials, and architectural details and ornament to achieve compatibility with existing buildings within the Historic Business District and nearby areas.
- Compatibility is not meant to be achieved through uniformity or the replication of existing buildings, but through the use of variations in building elements to achieve individual building identity. Traditional Main Street buildings typically employ a variety of architectural styles, sometimes informed by the geographic location or the time period of construction.
- Avoid a pastiche of styles and competing architectural details. Traditional details, when used, should be appropriate to their style.
- Building facades should include appropriate architectural details and ornament to create variety and interest.
- Buildings shall be built to, or close to, the sidewalk with entrances oriented towards the street to promote a consistent and well-defined pedestrian environment.
- Open space that allows for community gatherings and more passive pedestrian activities is a vital component of any successful downtown environment. Rather than create smaller, disconnected spaces on a per development block basis, The Master Plan concentrates open space into larger locations with convenient public access.
- Create a sustainable environment that will be embraced by generations to come.



The historic Milton County Courthouse was built in 1877 and sat at the corner of Main and Academy Streets (razed in 1955).



Buildings and streetscape within Alpharetta's existing downtown.



An illustration of potential development.

Elements of Main Street Design

Prior to World War II, the traditional Main Street served not only as the community's primary commercial center, but also as an important part of its social life by providing a mix of uses and amenities which together activated streets and open spaces and helped define the towns' individual character. Streets, blocks, lots, and buildings were laid out and designed with both function and aesthetics in mind. Utilizing local materials and building techniques, communities were able to create a built environment that represented their individual character and future aspirations. Over time, as the community grew and evolved, additional streets and blocks were added while existing buildings and spaces were adapted or repurposed to meet current needs. The resultant is a Main Street that embodies the community not just at a single point in history, but as an authentic physical narrative of its evolution.

While one cannot ensure great buildings or places by simply copying the best historic ones, there are a number of common architectural attributes found along the traditional Main Street that, when arranged and properly utilized, will contribute to a well-proportioned, visually pleasing, and economically viable downtown neighborhood. These attributes include the size, scale, level of detail, location, and juxtaposition of buildings and individual facades and their associated architectural details. In order to establish and maintain a consistent character, it is important to be mindful of not only the design of a single building facade and its component parts but also understand how each fits into, and interacts with, neighboring buildings and spaces.

Pages 6-9 identify and illustrate key architectural attributes that characterize Main Street architecture. Alternatively, pages 10 and 11 identify and illustrate attributes of design that detract from the character of a traditional Main Street. Because Downtown Alpharetta includes both traditional Main Street areas and traditional residential streets, it is important to note that the following are intended to apply to the latter. Projects that include the preservation of historic residential buildings over 75 years old or completely consist of new residential buildings should be afforded some relief from the standards on pages 6-11.



King Street is both the commercial and social center of Old Town Alexandria, VA.



Town Green in Athens, GA.



A variety of building massings, styles and uses along with an appropriate amount of open space creates an inviting, human-scaled and viable environment.

Building Location & Orientation



- Mixed-use and shopfront buildings are built to, or close to, the back of the sidewalk and establish a well-defined street edge that contributes to a greater sense of enclosure and clearly defined path.
- Mixed-use and shopfront buildings are placed close to the sidewalk to increase visibility into ground floor commercial uses.
- Street-level uses and building entries are oriented towards the street.



Block Massing



- Individual blocks are broken down into a series of buildings each with distinct facade expressions.
- Above illustrates a street that is predominately three stories in height with different roof and parapet treatments on each building used to break up the blocks' mass and provide visual interest. Below illustrates a block with more varied building height.



Building Massing



- Larger buildings that occupy a greater percentage of the block, utilize massing changes and fenestration rhythms to break down their length and relate them to smaller buildings.
- Traditional Main Street buildings are characterized by simple massing and forms.



Corner Articulation



- Simple massing and small changes in plane or height are used to emphasize certain intersections and points of interest within Downtown. Variations in massing complement, and do not compete with, other nearby design elements.
- Not all corners require massing articulation and may be treated more simply.

Building Entrances



- Building entries for upper level uses and pedestrian pass throughs may be identified via a change in massing and architectural elements that distinguish them from storefronts, as shown above. Alternately, they may be more discreetly incorporated into the ground floor fenestration, as shown below.



- While most Main Street buildings were erected prior to World War II, the inclusion of more recent styles is typical of many downtowns and brings both authenticity and a sense that a place has evolved over time.
- Variation in style can be expressed either as an element within a facade or as a facade within a block. In the above, the ground floor storefront and upper floor windows vary in style from the rest of the traditional facade. Below, the circa 1930s center building provides a counterpoint to its 19th century neighbors.



Facade Design



- Ground floors consist of a high percentage of glass in order to provide a high level of visibility into and out of the commercial establishment.
- Facades of traditional Main Streets are characterized by distinct base, middle and top (parapet) zones that create an attractive and comfortable human scale to the building and block.
- Ground floors can be expressed as a continuation of the building's upper stories' design expression extending down to the ground (lower left) or with applied storefront elements (lower right).



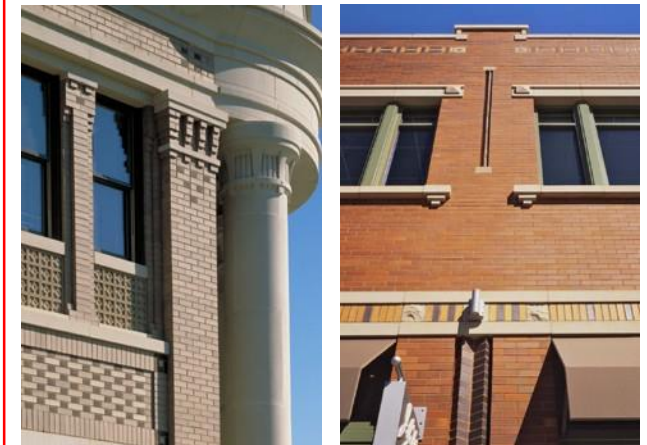
Detail & Fenestration



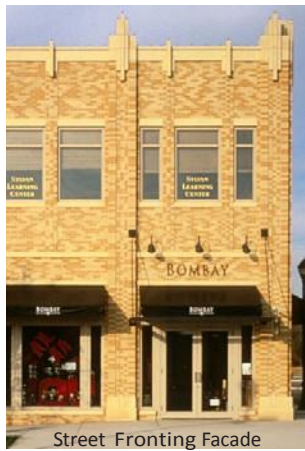
- Architectural styles can be varied or more similar. The level of detail often is dependent on the style with some buildings more ornate and others more simple.
- Upper level fenestration is typically characterized by simple rhythms of window openings.
- As shown in the example below, buildings of similar size and with similar levels of detail can be distinguished by different storefront designs, second floor fenestration and parapet design.



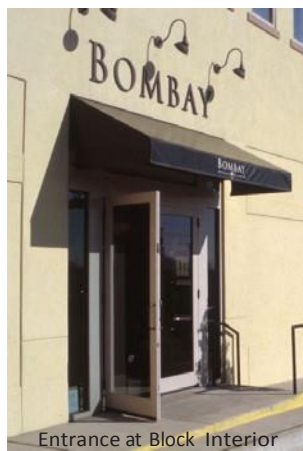
- Main Street buildings are characterized by the use of traditional materials that utilize details appropriate to those materials.
- Well proportioned architectural elements that have an appropriate level of detail for the style of building they articulate provide a sense of scale and visual interest.
- Detail can be achieved through applied ornament, a change in material, building plane, color and texture.



Hierarchy of Detail & Materials



Street Fronting Facade



Entrance at Block Interior

- Not all sides of Main Street buildings are treated the same. The highest level of detail and quality of materials are used on the street fronting facades. Facades at the rear of buildings (block interior) or along alleys favor durability and cost efficiency.
- The materials and level of detail of street-facing facades typically return at corners and sides before transitioning to ones that are less detailed and more cost efficient.

Streetscape



- The streetscape, located between the building face and the curb, is comprised of street trees, accent planting, and street furniture that further promote Main Street's pedestrian activities.
- Sidewalks are sized to an appropriate width to accommodate both pedestrian and commercial uses such as outdoor seating and signage.
- Sidewalks built of durable materials and simple patterns are characteristic of traditional Main Streets.

Signage



- Signage's prime role is to provide commercial identity and branding. Done properly it adds a level of detail and visual interest to the building and the streetscape.
- Below, two examples of signage that complement the style of each building well and are integrated into their architectural elements.



Building Setback & Materials



- Buildings set back far from the back of the sidewalk degrade the street edge and do not provide the sense of enclosure that traditional Main Streets provide.
- Street facing facades with limited glass area at the ground level detract from, rather than promote, pedestrian activities.
- Buildings that incorporate an excessive number of materials risk creating a streetscape that looks busy and disjointed and are uncharacteristic of traditional Main Streets.



Massing & Scale



- Building facades composed of architectural elements that are oversized or ill-proportioned disrupt the typically consistent rhythms and proportions found along most Main Streets.
- Overly busy massing in close proximity that compete with each other for attention are uncharacteristic of Main Street.



Massing & Ground Floor Height



- Contemporary interpretations of traditional architectural styles are best executed when the design maintains the basic principles of the referenced style. In the above, the two top floor balconies create oversized, horizontal openings that erode the facade and are out of character with the building's style.
- Excessively tall ground floor-to-floor heights risk creating buildings with proportions and excessive spandrel zone depths that are not indicative of Main Street buildings.



Appropriate Details & Articulation



- Overly blank and/or unarticulated walls do little to activate the streets and spaces which they front.
- Windows set flush with the face of the facade are uncharacteristic of traditional Main Street buildings.
- Changes in color without changes in material and/or plane have a cartoonish effect that detracts from the character of Main Street.



Architectural Style & Context



- Overly thematic designs, particularly when they reference a specific style(s) or time period(s) that is not compatible to the locale, are uncharacteristic of traditional Main Streets.
- Awkward combinations of materials, details and the improper use of architectural style and scale create an inauthentic environment.



Visibility & Signage



- Ground floors that lack visual connections to the street, either through the lack of glazing, as in the above example, or the covering up of storefront with excessive signage, shown below, is a detriment to the pedestrian nature of main streets.
- Signage that is oversized, over-scaled, or blocks visibility into and out of ground floor businesses clutters the facade and does little to activate the streetscape.



The preceding principles establish the foundation for the architectural design of the future development sites within Downtown. Building upon, and reinforcing these principles, the following standards and recommendations are intended to provide guidance in the design and development of buildings and sites that achieve the City of Alpharetta's vision for its heart.

The Standards & Recommendations are broken down into a series of topics, beginning at the larger scale of the block, and successively addressing design issues at the intermediate and finally the smallest scale. In addition to the design of blocks and buildings, streetscape, landscape, signage, and lighting design are addressed owing to their importance in contributing to the character of a place.

Though not specifically called out, sustainability is an overarching goal for new development within Downtown, aspects of which are implied throughout these standards and recommendations by promoting development that is to be built for longevity and embraced by the community. To the extent practical, sustainability should be a consideration in the design, construction and operation of all buildings and spaces within Downtown.

Block Design: Location & Orientation

A city block (or simply block) is defined as a parcel or site bounded by public streets. It provides the space within the city's fabric for the placement of buildings and their associated service and support areas. The buildings, through their location relative to the street, overall massing, and height, articulate the edges of the block within which they are arranged and set the tone for the character of the public realm.

In order to create a well defined, pedestrian-oriented environment that promotes street-level activity, buildings within a block shall:

- I) Be located at the back edge of the sidewalk.
 - A. Small setbacks from the building line are generally discouraged and should be reserved for special and limited instances where specific street level uses require additional width at the sidewalk. Setbacks should be limited in both their depth and length along the block so as to maintain a well-defined street edge. Minor setbacks may occur, but with limitations, at corners of a block. (See Figure 1)
 - B. Arcades that project over the sidewalk may be permitted along specific block faces with approval of the Design Review Board (The Board). Columns that support arcades may land within the sidewalk zone provided that a minimum five foot (5') continuous path of travel is maintained. (See Figures 2A-C.)

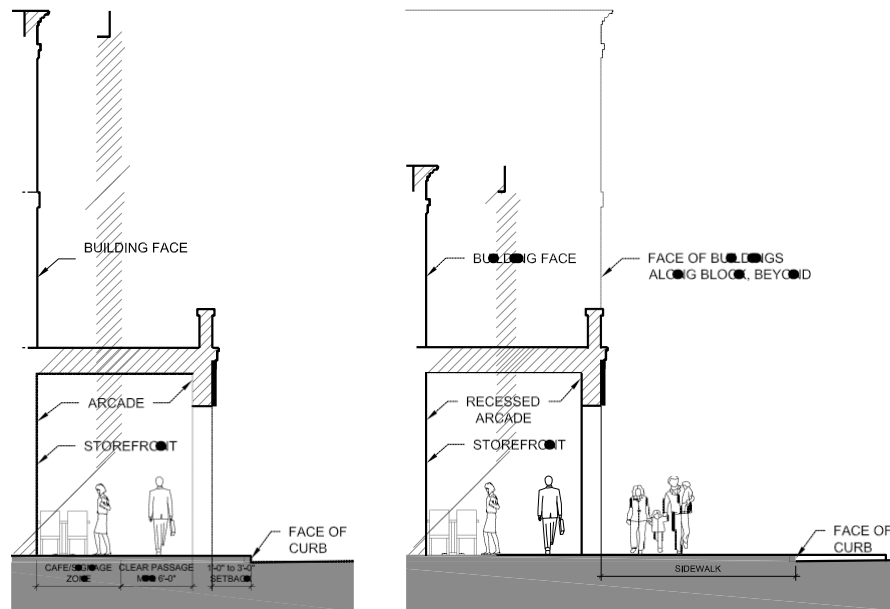


FIGURE 2A: Projecting arcades may be allowed.

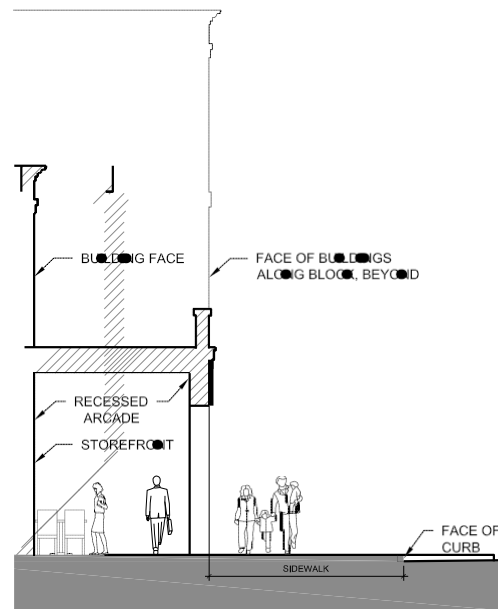


FIGURE 2B: Recessed arcades are generally discouraged.



Buildings built to the back of the sidewalk create a well-defined, pedestrian-oriented environment.

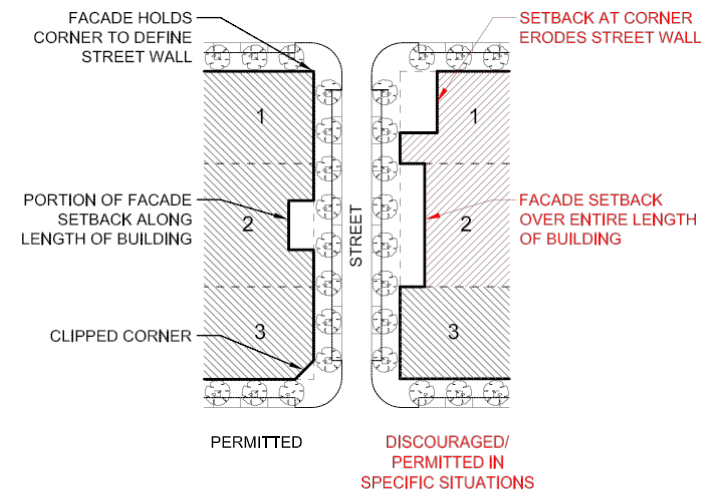


FIGURE 1: Setbacks are generally discouraged.



An arcade that projects over the sidewalk to create a covered seating area while maintaining a clear path for pedestrian travel.

Block Design: Location & Orientation

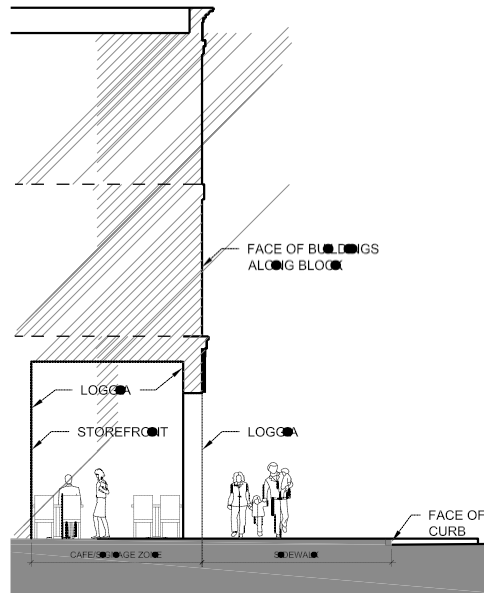


FIGURE 2C: Loggia that are recessed behind the sidewalk are allowed for dining uses only.

- C. Minor setbacks at the ground floor alone for entries, vestibules, commercial houses, or residential buildings types are permitted.
 - D. Parking is not permitted between building and the sidewalk.
 - E. Landscape or front yards between building and sidewalk is discouraged.
- II) Have primary facades and ground floor use entrances that are oriented towards the public street.
- A. Secondary entries may be located at the rear or sides of buildings provided they meet the requirements set forth within The Design Guidelines.
 - B. Entrances to upper floor uses may be located along the street front, side streets, off block breaks, or Block Interior areas.
 - C. Buildings that front multiple public streets or spaces, such as on corner or through lots, have more than one primary facade and should be designed with architectural emphasis placed on each; either hierarchically, with emphasis on the facade oriented towards the more prominent street or space, or equally with both elevations treated as primary facades.



Minor setbacks for building entrances are permitted.



Areas dedicated for dining along the sidewalk may be recessed within a loggia.



A setback from the building line for restaurant seating. Note, the above building extends back out to sidewalk at the ends of the seating area.

Block Design: Block Interior

The Block Interior consists of that portion of the block located behind buildings. It can consist of built areas, unbuilt areas, or a combination of both (See Figure 3). On smaller blocks, the building or buildings may occupy the entire block, thus eliminating the Block Interior.

- I) Uses that are appropriate to be provided for at the Block Interior include:
 - A. surface parking
 - B. service, loading and delivery areas
 - C. structured parking
 - D. open space
- II) Building facades fronting onto the Block Interior may be simpler in their design than those fronting onto public streets. Though not a requirement, their level of detail may be reduced and/or material palettes may be simplified in favor of durability over cost.

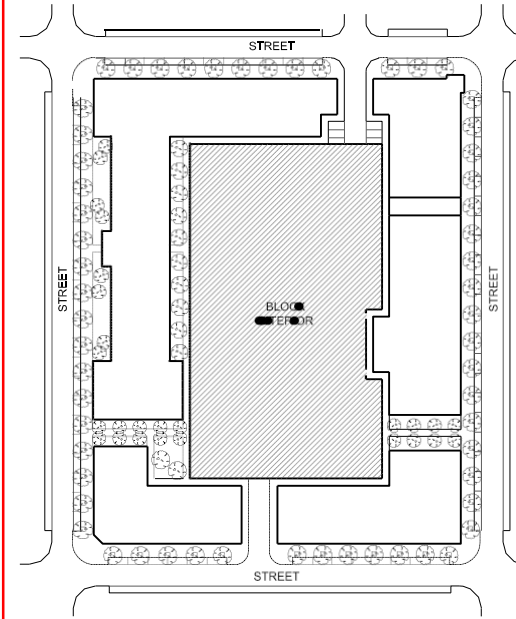


Figure 3: The Block Interior consists of the area located behind buildings.



Block Interiors serve primarily for functional uses such as parking and service. Facades fronting onto block interiors may be much simpler than their street fronting counterparts.

Block breaks provide connections, both pedestrian and vehicular, between the street and Block Interior and are particularly important in adding a level of porosity to longer blocks (See Figure 4). The number and width of these breaks should be minimized in order to screen views into the Block Interior from the street, maintain a defined street edge, and limit the number of vehicle curb cuts along the sidewalk.

- I) Vehicular block breaks:
 - A. shall be located to provide convenient access to parking and service areas within the Block Interior and facilitate efficient traffic movement across the site.
 - B. shall not occur along portions of blocks fronting the Town Green or along Street D.
 - C. should provide an appropriately sized sidewalk on at least one side of the vehicular roadway.
- II) Pedestrian block breaks:
 - A. should be located along key pedestrian routes.
 - B. are encouraged to have landscape plantings and street furniture.
 - C. may provide outdoor dining and seating areas for adjacent ground floor uses.
 - D. should, to the greatest extent possible, be activated by orienting street level openings and building entrances along their length.
- III) Portals are intermediate building breaks that occur at the first floor and allow for upper levels of the building to bridge over. Portals maintain the street edge of a block and provide opportunities for special architectural treatments.
 - A. Vehicular portals provide access for both vehicles and pedestrians to areas at the Block Interior including direct access to surface or structured parking.
 - i. The roadway and sidewalk zones are to be separated either by grade or with bollards or other physical barrier.
 - ii. A change in materials or material color between the vehicular and pedestrian path is encouraged.
 - B. Pedestrian portals provide pedestrian only access to the Block Interior.
 - i. Edges are encouraged to be activated with building entrances, dining/cafe seating, display windows, streetscape furniture, and accent planting.
 - C. Lighting of portals should be designed to provide for a safe and inviting path.
- IV) A block break used for a drive-up window is subject to Board approval.

Block Design: Block Breaks

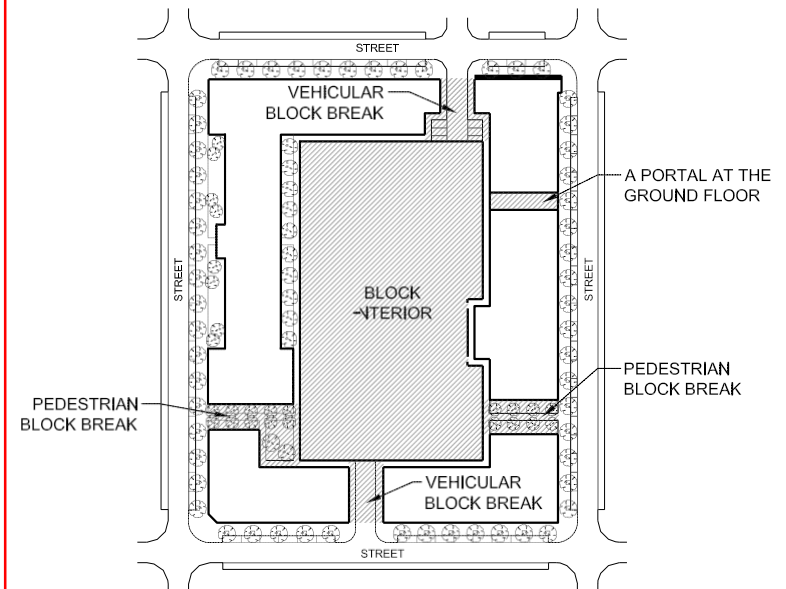
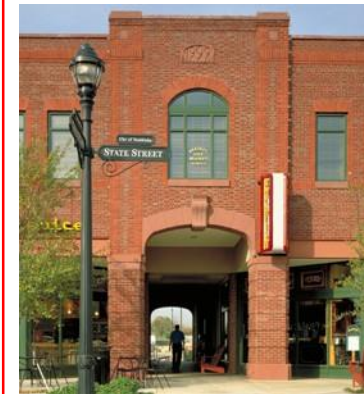


Figure 4 Identifies the access types to the Block Interior.



a Pedestrian Portal connects the street to block interior.



A Vehicular Block Break with an appropriately sized sidewalk.

A Pedestrian Block Break with a covered dining area.

Block Design: Block/Building Massing

Building massing generally refers to the shape of a building's volume. Traditional Main Street shopfront or mixed-use buildings usually have relatively simple massing; the street facades are relatively planar, have minor, if any, setbacks or projections, and are built straight up to the parapet. Setbacks, when they occur, are often reserved for the uppermost story or at the first floor at an entrance. Projections usually consist of minor facade articulations (e.g., balconies, pilasters, facade folds, and minor bays) except where more significant projections such as bays, oriel, and tower elements are used and are appropriate to the building's stylistic expression and location.

- I) A building's massing should relate to its site location, use, and architectural context.
 - A. Building massing should reinforce the massing patterns of other Downtown buildings.
 - B. Unique massing forms (e.g., towers, domes, and porticos) should be reserved for those buildings located at key points of interest or housing important civic functions.
- II) The massing of longer blocks are encouraged to be broken up by:
 - A. locating multiple buildings along any given block face. (See Figure 5)
 - B. utilizing a segmented facade treatment (see Glossary) on larger buildings. (See Figure 5)
 - i. Changes in segmented facade treatment should be planned to occur at the first floor tenant demising lines. Tenants may take up multiple, whole, segmented facade treatments.
 - ii. The widths of segmented facade treatments are encouraged to be based on a standard module similar to those found along traditional Main Streets.
 - C. breaking up of longer buildings with massing articulation.
 - D. a combination of A, B, and C above.
- III) Variations in the width, height, and rhythm of street-facing facades are encouraged along any block face.

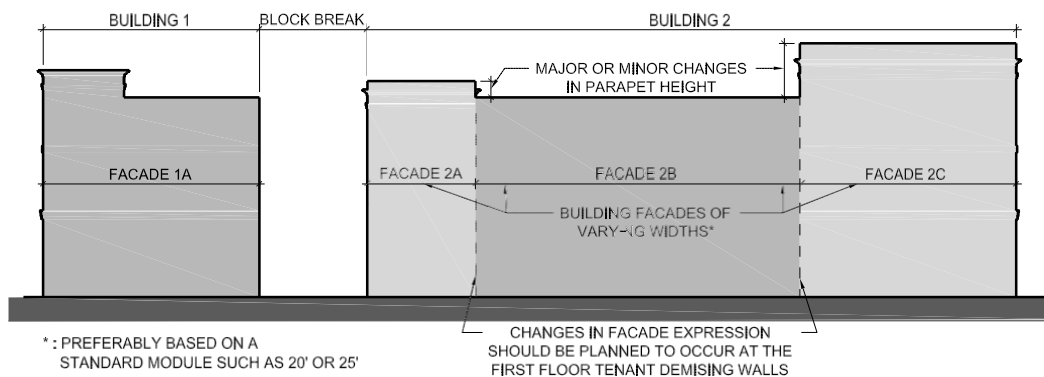


Fig. 5: Diagram of a block broken up by multiple buildings. Building 2's massing is further broken up by segmented facade treatments.



Examples of buildings that use simple massing articulations.



An example of a building that utilizes a segmented facade treatment of varying width facades to break down the perceived length of the block face.



Buildings that take up larger portions of a block, use massing articulations and fenestration rhythms that break down the scale of the block.

Block Design: Block/Building Massing

IV) Important elements such as building entrances or pedestrian portals may be reinforced with changes in massing or breaks in the predominant rhythm of the block.

V) If the opportunity exists, a building's massing should emphasize and frame or terminate important vistas. Building corners may be articulated in various ways (see Figure 6), but should not compete with other, adjacent massing articulations.

VI) Projections

Architectural elements such as balconies, bay projections, show windows, canopies, and awnings should be integrated into the design of street fronting facades to provide an added layer of variety, detail, and interest along the block face.

- A. Projections should be designed with regard to the individual building's design as well as the overall length of the block and street in terms of location, scale, rhythm, and relationship to one another.
- B. Visually unsupported and unresolved projecting architectural elements are discouraged.
- C. Projections at the ground level should be limited in their depth as to not obstruct sight lines into ground level uses. Where projections reduce the width of the sidewalk, a clear pedestrian path of five feet (5') must be maintained along the length of the building.
- D. Projections are only required in commercial house building types as appropriate to the style.

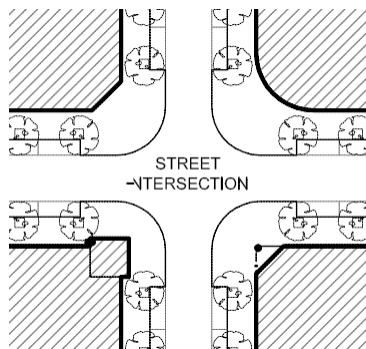


Figure 6: Diagram of building massings that emphasize corners.



Massing articulations at corners should complement plan relationships and not compete with other massing articulations.



Projections of massing or elements within traditional Main Street facades are typically minor.



More significant projections, such as balconies, bays or show windows, may be incorporated into the facade at select locations.

Block Design: Building Height

The Master Plan identifies recommended ranges for building heights (in floors) ranging in height from 1-4 stories.

- I) Buildings shall be designed to accommodate a minimum first floor finished ceiling height of twelve feet (12') to allow for retail commercial uses at the ground floor. Taller ceiling heights are allowed provided:
 - A. the height of the storefront is increased proportionately.
 - B. any increase in the height of the spandrel zone (the area between the head of openings on one floor and the sill of the openings on the above adjacent floor) between the ground and second floors is compensated through the use of architectural details that act to subdivide it into smaller areas.
 - C. a combination of A and B, above.
- II) It is encouraged, though not required, that the heights of buildings along the street vary along the length of a block.
- III) Adjoining buildings of the same story height should, where practical and not in conflict with their overall architectural expression, have offsets in their adjoining parapet or cornice heights.



A commercial main street with a large variation of facade and building heights along the block.



A street that is predominately three stories in height with different roof and parapet treatments on each building used to break up the blocks' mass and provide visual interest.

Facade Design: Facade Organization

Facade design addresses the organization, fenestration, detailing, and material composition of the exterior of a building.

I) In order to create an attractive and comfortable human scale for buildings and blocks, the designs for all building facades (except commercial houses) that front onto public streets and spaces should express a distinct base, middle, and top (parapet). (See Figure 7)

- A. The Base is the lowermost story of a building. It visually anchors the building to the ground. Areas of wall, piers, and pilasters, together with larger windowed areas, typically comprised of storefront and entrances makeup the majority of the Base. Though not a requirement, some type of horizontal band or belt course separates the building Base from the Middle.
- B. The Middle is the portion of the facade between the Base and Top and comprises the building's upper floors' openings, and, depending on the building's height and facade organization, may or may not encompass the uppermost floor. On most Main Street buildings, the middle zone of the facade is characterized by simple window rhythms. Depending upon the style, the detail and articulation of openings and wall area can range from simple to ornate.
- C. The Top of the facade, which, depending on the overall building height may or may not include the uppermost floor, visually completes the facade as it meets the sky. The Tops of Main Street facades typically consist of the building's cornice and/or parapet.

II) Fenestration is the design and detailing of the openings within a facade. Together with massing, it is one of the primary elements that defines the design character of a building's exterior.

- A. The fenestration at the first floor of commercial buildings should be composed of a high percentage of window area in order to promote visibility into retail and dining establishments. Upper stories, which are less likely to be occupied by retail tenants may have a smaller percentage of window opening area.
 - i. Buildings with first floor commercial uses should have ground floor openings (windows and doors inclusive of framing, dividing, and sub-dividing elements) along street-facing facades that are not less than **50%** of the first floor facade area. Facade area is measured from grade to finished floor at second level.
 - ii. Upper levels should have openings (windows and doors inclusive of framing, dividing, and sub-dividing elements) not less than **20%** of the upper level facade area. Facade area is measured from the finished floor at the second level to finished roof at the face of the facade.

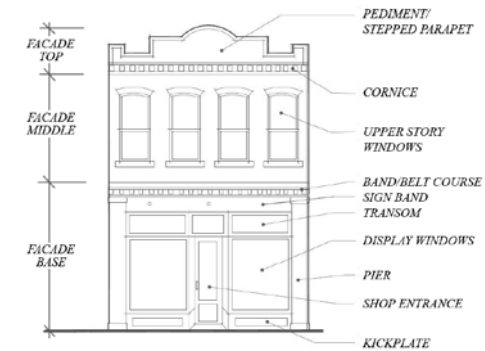


Figure 7: Illustration of a typical mixed-use building facade's organization.



Traditional Main Streets are characterized by a high percentage of glazing at the street with a smaller percentage at sides and upper floors.



An example of a facade that uses both simple fenestration rhythms and level of detail to compose an elegant facade.

- iii. Glass used to satisfy the above must be unpainted and have an external reflectance of less than 15%.
- B. Fenestration rhythm is the regular recurrence or pattern of upper level window openings along the length of a facade or block.
 - i. Facades should be composed of simple fenestration rhythms. Complex rhythms and misalignments, relative to other upper level openings as well as ground level fenestration, should be avoided.
 - ii. Variation in the fenestration rhythms within a block length are encouraged.
 - iii. For most Main Street architectural styles, upper level window openings should utilize vertical window proportions. Where horizontal proportioned openings are appropriate to the building's style, the use of divisions within the window opening to create more vertically proportioned sub-divisions of the window area are encouraged.
 - iv. To the extent practicable, the design of fenestration at upper floors should allow for the use of standardized office planning modules in order to provide the greatest flexibility for future tenant leasing.
- C. Larger window and door openings should be subdivided using both vertical and horizontal elements (e.g., pilasters, mullions, transoms) of varying dimension. Where appropriate to the building's architectural style, muntin bars may also be used to subdivide the glass area. Fenestrations that utilize large amounts of glass (e.g., continuous glazing systems, ribbon windows) may be permitted if appropriate to a building's architectural style and location within a block.
- D. Windows and doors should be recessed within their opening in the exterior wall in order to provide a sense of depth and wall mass.
 - i. Window and door frames should be recessed to the extent compatible with the building's architectural style, but not less than two and one-half inches (2 1/2") from the exterior wall plane.
 - ii. The recess depth identified in II.D.i., above, is measured from the predominant exterior wall plane and is exclusive of the depth of any applied trim or surround at the opening.
- E. Double hung and casement window types are encouraged within openings above the ground floor. Non-operable windows should have sight lines that resemble the appearance of double-hung or casement window types. Horizontal sliding type windows and doors are not permitted.



Variation in simple fenestration rhythms at the upper level along a block.



An example of two similarly sized facades which are distinguished by two different fenestration rhythm at both the ground and upper level.



Windows recessed from the face of the exterior wall provide a sense of depth to an opening and mass of the building.

- F. Storefronts allow visibility into a commercial establishment and allow businesses to display their merchandise to customers.
- i. Storefront windows should be predominantly open to the interior so that the interior of the commercial establishment is visible to customers and pedestrians from the outside.
 - ii. The design of a building's storefront areas can vary within a single building and along the length of the block, but should be consistent for any one tenant. Generally, storefront designs fall into two broad categories: integrated storefronts and applied storefronts.
 - a. Integrated storefronts are those that allow the architectural expression or style of the building to continue down to the first floor. The tenant's branding of their space is typically limited to the installation of signage and possibly awnings or canopies. The ground floor window and door openings are typically consistent with the design of the upper floor openings, though the tenant may make some modifications of the door and window framing elements within the openings.
 - b. Applied storefronts are those that apply a distinct architectural treatment at the first floor that is specific to a particular tenant space. In addition to signage, awnings or canopies, applied storefronts typically utilize architectural elements, such as pilasters, panels, frames, lintels and cornice elements that are applied to the building's ground floor façade and express the tenant's identity. Applied storefronts may interrupt or eliminate non-structural wall or pier elements in order to create larger door or window openings. Where a tenant's space ends at a mullion or pilaster "within" an opening, applied storefront is not permitted to be utilized at only the tenant's portion of the opening, and integrated storefront would need to be used at that opening.
 - iii. The design and detailing of storefront and its component parts are critical to creating attractive and pedestrian scaled ground floors.
 - a. The following attributes of storefront design are strongly encouraged.
 1. Storefronts whose design and details relate to the building's overall style.
 2. Storefront designs, when they differ in style from that of the overall building, that are well designed and detailed and do not detract from or compete with the building's design.
 3. Storefronts that introduce subdivisions into larger glass areas. These can be in the form of pilasters, mullions, horizontal divisions, and muntin bars. These elements, when appropriate to the building's style,



Variation in the treatment and architectural style of storefront along a block face provides for a visually diverse streetscape.



Integrated storefront expresses the building's overall design and architectural style as it continues down to the first floor.



The above illustrate storefront that is applied as a base element to the facade.

Facade Design: Entrances

should utilize recessed and/or raised profiles to further break down and articulate their surface areas.

4. Storefronts that introduce depth into the window framing and window subdivision elements. This can be achieved with trim elements that are added onto the window framing system, examples which include brick moulds, panning, and other applied trim at the face of the window frame.

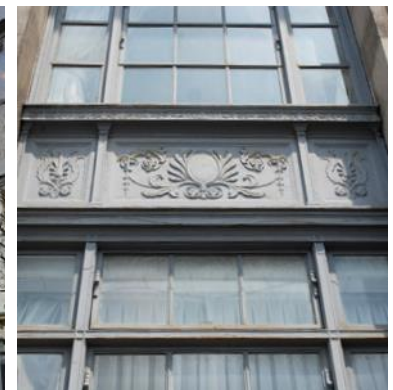
- b. Further, the following attributes of storefront design are strongly discouraged.

1. The use of dark or heavily tinted glass.
2. The use of translucent, frosted, or film-backed glass (unless in front of service areas that cannot be located to sides or rear of a building).
3. Aluminum storefront framing systems (“storefront systems”) with unarticulated frame faces wider than one and one-half inches (1-1/2”). Systems with frame members whose outer face is wider than one and one-half inches (1-1/2”) should employ applied trims and panning extrusions to articulate the face of the frame.

- G. The location and design of entrances to both street level and upper floor tenants are important to pedestrian wayfinding and supporting a viable retail environment.
 - i. All entrances shall be easily identifiable as primary points of access.
 - ii. To the extent practicable, the design of the building’s facade at the ground floor should allow for the flexible location of commercial tenant entrances.
 - iii. Building entrances for upper floor tenants should be integrated into the design of the overall building facade and should be distinguished from tenant entrances.
 - iv. Building entrances for upper floor tenants may be defined by an articulation of the building’s massing and/or the use of architectural elements that provide emphasis to the entrance (e.g., lintels, pediments, pilasters, columns, porticos, porches, and canopies). The details should be compatible with the building’s overall architectural style in terms of scale, materials, colors, signage, and lighting.
 - v. The number of secondary access doors (e.g., egress, service, etc.) located within a public street-facing facade should be minimized. If their location requires their placement within a public street-facing facade, the design of such entrances should be incorporated into that facade’s design.



Examples of storefront that are composed of well-proportioned and detailed pilasters, mullions, and cornice trim.



Larger glass areas are subdivided using elements of various width and amount of projection to provide a level of hierarchy within the opening.



Building entries may be identified via a change in massing and architectural details that distinguish them from tenant entrances as shown at left. Alternatively they may be incorporated into the ground floor treatment as illustrated above.

Building facades fronting onto public streets and open spaces should utilize architectural details and ornament that are consistent in their design and scale with each building's style and scale in order to provide visual interest and help to create a human scale. Architectural details include, but are not limited to, such elements as base courses, water tables, pilasters, sills, lintels, band courses, spandrel panels, cornices, and parapets and can be applied to a facade or achieved through a change in materials, plane, color, and texture.

- I) Architectural details should be designed to the appropriate scale, proportions, and complexity of detail of a building's architectural style.
- II) Architectural details should further articulate a building's massing to provide a sense of scale, texture, and visual interest along the street that is appropriate to each building's architectural style.
- III) Architectural details that reinforce the retail character of the ground floor and help to define the pedestrian environment, such as canopies, awnings, overhangs, and well-detailed storefronts, are encouraged and should be integrated into the architecture of the building.
- IV) Oversized architectural details should be avoided.
- V) All buildings are not required to have the same level of detail. Traditional Main Streets are characterized with buildings of varying levels of detail.
- VI) Details that take advantage of the inherent properties of a material are encouraged.



Architectural details that are consistent in their design and scale with the overall facade and adjacent buildings promote a cohesive environment.



Variation in the architectural style and level of detail of facades along a block adds visual interest and provides the sense a place has evolved over time.



Details such as polychrome (left) or corbelled (right) brick patterns take advantage of the inherent properties of brick to cost efficiently add interest and texture.

Exterior building materials should consist of those that have been traditionally used in Main Street architecture. In addition, certain non-traditional materials that emulate traditional materials and provide advantages relative to maintenance, durability, and cost will be permitted as indicated below.

- I) Materials should be selected based on their visual characteristics, quality, and durability.
- II) The sustainability of a material should be considered in the selection and specification of exterior building materials and finishes.
- III) Exterior building materials visible from a street or public open space should be selected from the following:

Brick

Manufactured stone,

Natural stone

Cement-based siding

Hard coat stucco

Fiber reinforced plastic (FRP) – used for exterior details and architectural elements, including but not limited to: cornice and entablature elements, decorative columns and pilasters, storefront trim, railings and balustrades, spandrel panels, and similar elements.

Painted steel and aluminum, cast iron, brass, bronze, copper.

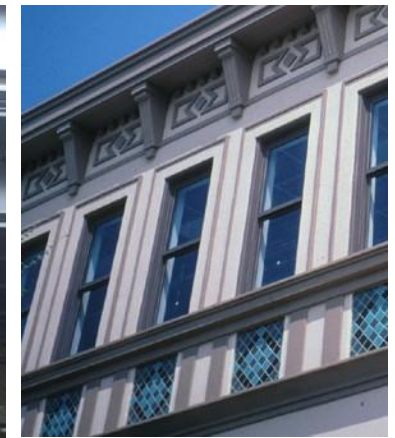
Wood when used as part of a storefront finish or on a residential building or commercial house only. Must be a species recommended for exterior exposure by AWWPA (American Wood Protection Association) or equivalent standards.

Roofing materials (visible from any public right of way): copper, factory finished painted metal, slate, synthetic slate, terra cotta, cement tile, glass fiber shingles.

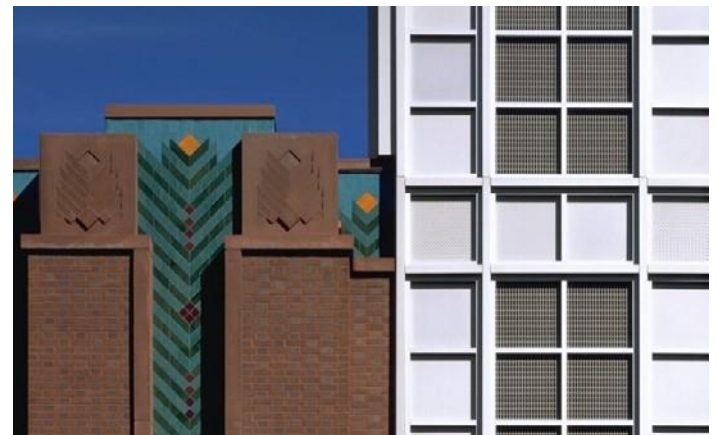
Materials other than those discussed above may be appropriate for architectural trim and accent applications including but not limited to: cornices and decorative brackets, frieze panels, decorative lintels, shutters, and porch or balcony railings.



Materials should be selected with consideration of durability and aesthetics.



The scale of materials should be appropriate to their location on the facade.



Materials of varying color, texture and size can be used to create visual contrast.

IV) Including the materials listed on the previous page, the following additional materials may be used on facades that are not visible from the street or public open space:

Split face concrete masonry units

Exterior insulation finishing systems (EIFS) with Board approval.

V) Building facades should be constructed of a minimum number of primary materials. Additional materials may be used as trim or accent materials, however, the use of an excessive number of materials risks creating a building that is inconsistent with the intended character for Downtown.

VI) Building materials are permitted to vary from the primary facades not fronting onto a public street, right-of-way, or public open space. On secondary and rear-facing facades (i.e., those facades not fronting onto a public street, right-of-way or public open space) the building materials are permitted to vary from the primary facades.

- A. Facades fronting onto alleys, block breaks, and the Block Interior may be designed with additional materials noted above and a reduced level of detail, reflecting the reduced level of importance of the areas they front.
- B. Street facing facade materials and details should return at least one architectural bay along an alley or block break before transitioning to additional materials and details.



Street facing facades use the highest level of detail and quality materials.



Facades fronting onto a block interior, parking and service area employing a simplified level of detail.



Street facing facade materials and details return one bay along an alley or block break.

While the preceding standards and recommendations are style-neutral and apply to all buildings, architectural styles are still critical to establishing a strong sense of place in Downtown Alpharetta. The community takes pride in its historic buildings and recognizes the importance of traditional architecture in reinforcing the local identity and civic pride. The new City Hall and Library are but one demonstration of this and seek to set the standard for new private development in the greater Downtown area.

At its simplest, “architectural style” refers to the way that doors, windows, and building details are designed and organization on a façade. It is different from “building type” and can, in fact, be applied to almost any building.

In order to ensure a cohesive and orderly townscape in Alpharetta, all new buildings should be designed in one of the following architectural styles:

- Georgian
- Greek Revival
- Stick
- Shingle
- Romanesque
- Federal/Adam
- Neoclassical
- Queen Anne
- Folk Victorian
- Italianate

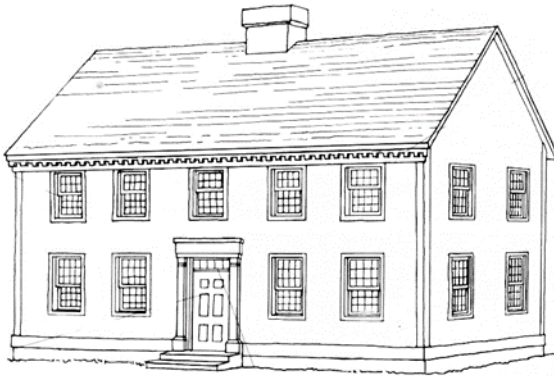
Specific features of these styles are summarized on the following pages. More detail can be found on the in *A Field Guide to American Houses* by Virginia Savage McAlester or *Residential Architectural Styles in Georgia* by the Historic Preservation Division of the Georgia Department of Natural Resources.

The following pages also identify appropriate building types for each style. The application of these styles to individual buildings can and should vary by building type. Smaller residential buildings should reflect the most “pure” interpretation of the style, while shopfront or mixed-use buildings may incorporate the style through the application of architectural details to simple building forms as described on page 31.



On larger buildings, such as shopfront and mixed-use buildings, architectural styles should be achieved through the application of architectural details to simple building masses.

Georgian



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

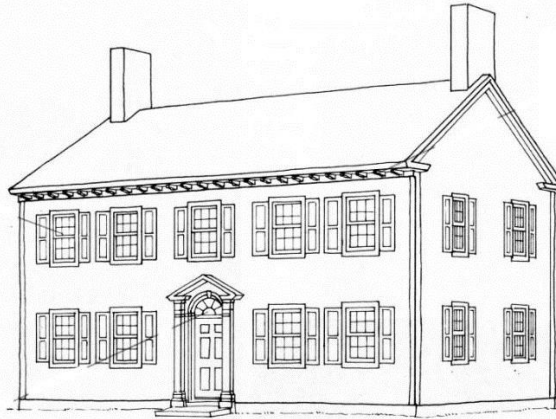
Elements of the Georgian style are as follows:

- Front facades are always symmetrical and usually five windows wide. Narrower buildings are sometimes three windows wide and larger buildings are sometimes seven windows wide. There is never an even number of windows across the front façade.
- Front doors are paneled, centered, and topped with a decorative crown support by decorative pilasters. There is also usually a row of small rectangular glass panes beneath the crown, either within the door or in a transom.
- Windows have double-hung sashes, typically with nine or twelve small panes per sash. Windows are never in adjacent pairs.
- The cornice is usually emphasized with tooth-like dentils or other decorative molding.

Appropriate building types:

- All building types

Federal/Adam



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Federal/Adam style are as follows:

- Front facades are always symmetrical and usually five windows wide. Narrower buildings are sometimes three windows wide and larger buildings are sometimes seven windows wide. There is never an even number of windows across the front façade.
- Front doors are paneled, centered, and topped with a semi-circular or elliptical fanlight. There are also usually sidelights, an elaborate crown and surround, and/or an extended small entry porch.
- Windows have double-hung sashes, typically with six panes per sash. Windows are never in adjacent pairs.
- The cornice is usually emphasized with tooth-like dentils or other decorative molding.

Appropriate building types:

- All building types

Greek Revival



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

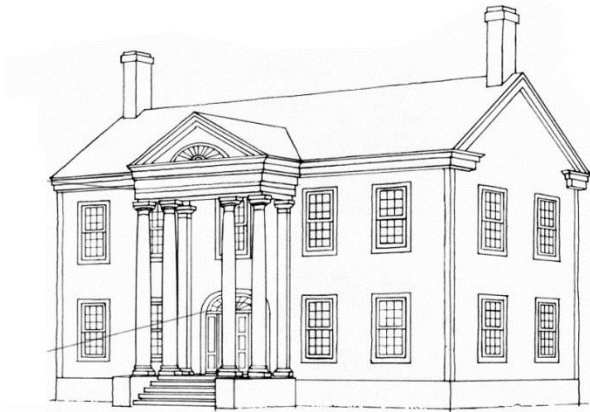
Elements of the Greek Revival style are as follows:

- Front facades of the principal building mass are usually symmetrical. Exceptions to this are limited to off-centered doors, which may be located at one side of the structure, especially in narrower townhouse or mixed-use building types.
- Front doors include a narrow line of transom and sidelight windows, usually incorporated into an elaborate door surround.
- Front entry porches or full-width porches are usually provided. Porch roofs are always supported by square or rounded columns of one of the Classical Orders.
- The cornice is emphasized with a wide, divided band of trim.
- The roof is usually gabled or hipped with a low pitch.

Appropriate building types:

- All building types

Neoclassical



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Neoclassical style are as follows:

- Front facades are always symmetrical and usually five windows wide. Narrower buildings are sometimes three windows wide and larger buildings are sometimes seven windows wide. There is never an even number of windows across the front façade.
- Front facades are usually dominated by a full-height entry porch with a triangular gable above supported by four columns with shallow square bases.
- Front doors are paneled, centered, and topped with a semi-circular or elliptical fanlight.
- Windows have double-hung sashes.

Appropriate building types:

- All building types

Stick



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Stick style are as follows, although it's rare for one building to have all elements:

- Front facades are usually asymmetrical and include horizontal and vertical bands raised from the wall surface for emphasis.
- Front porches or stoops are always provided and include diagonal or curving support braces.
- Roofs are usually steeply pitched, but may be hidden behind a parapet wall on townhouse or mixed-use building types.
- When roof gables are provided they include decorative trusses. Cross gables are common.

Appropriate building types:

- Semi-detached house
- Townhouse
- Walk-up flat and stacked flat
- Commercial house

Queen Anne



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Queen Anne style are as follows:

- Front facades of the principal building mass are usually asymmetrical. Exceptions to this are when the Queen Anne style is used on a shopfront or mixed-use building types.
- All facades often include textured shingles or other devices to avoid a smooth-walled appearance.
- Front facades include a partial- or full-width porch and extend along one or both side walls.
- Roofs are usually steeply pitched, but may be hidden behind a parapet wall on townhouse or mixed-use building types.

Appropriate building types:

- All building types

Shingle



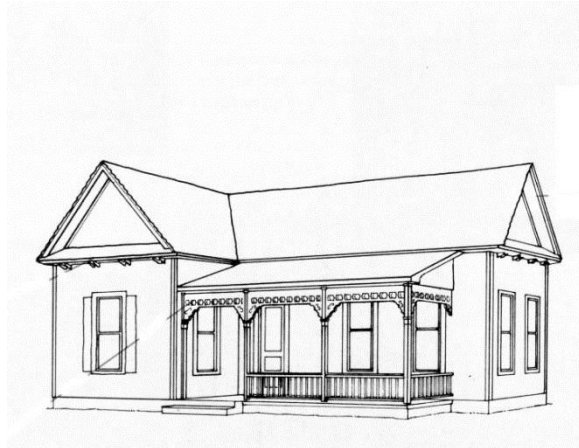
Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Shingle style are as follows:

- Front facades are always asymmetrical.
- Front porches are almost always present.
- Irregular, steeply pitched roof line, usually with cross gables and multi-level eaves.
- Wall cladding and roof of continuous wood shingles.
- Shingled walls without interruption at corners.

Appropriate building types:

- Semi-detached house
- Walk-up flat and stacked flat
- Commercial house



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Folk Victorian style are as follows:

- Front facades are always symmetrical except when a front gable or wing is provided.
- Front porches with spindlework detailing.
- Roofs are usually gabled and with very simple massing.
- Brackets under roof eaves.

Appropriate building types:

- Semi-detached house
- Commercial house



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Romanesque style are as follows:

- Front facades of the principal building mass are usually asymmetrical. Exceptions to this are when the style is used on shopfront or mixed-use building types.
- Masonry walls.
- Round top arches over windows or entrances.
- Conical roofs on towers, when such are provided.

Appropriate building types:

- Walk-up flat and stacked flat
- Shopfront
- Mixed-use building
- General building
- Civic building

Italianate



Source: *A Field Guide to American Houses* by Virginia Savage McAlester

Elements of the Italianate style are as follows:

- Front facades of the principal building mass are usually asymmetrical. Exceptions to this are when the style is used on shopfront or mixed-use building types.
- Masonry walls.
- Round top arches over windows or entrances.
- Conical roofs on towers, when such are provided.

Appropriate building types:

- Walk-up flat and stacked flat
- Shopfront
- Mixed-use building
- General building
- Civic building

Several of the architectural styles identified are appropriate for shopfront or mixed-use building types. Traditionally, such buildings were simple and relatively small rectangular or box forms which, when placed side by side, created a “Main Street.” As new “Main Street” style shopfront and mixed-use buildings are constructed in Downtown Alpharetta, architectural styles should be applied to them in a manner consistent with these traditional patterns.

Elements of the appropriate application of architectural styles to shopfront and mixed-use buildings are as follows:

- Front facades of large buildings should be broken up into smaller façade units to create the appearance of several smaller buildings (as established in other parts these guidelines).
 - No more than one architectural style may be applied per building, although large facades broken up into several smaller units may incorporate different styles on different units to create the appearance of adjacent buildings.
- Architectural style shall be achieved through the addition of key elements of the style to the building façade. This may include architectural details, cornice treatments, roof shapes, window designs, and similar features.

Shopfront and mixed-use buildings may also incorporate sculpture, murals, and additional public art that are not specifically associated or consistent with the building’s architectural style. Traditionally, such features were usually found on the sides and rears of buildings, but not always. These features require review by the Art Commission.

Styles on Shopfront and Mixed-Use Buildings



This image shows the application of the Romanesque style to a shopfront building (at left) and the application of the Queen Anne style to a mixed-use building at right.

The streetscape is comprised of the public space located between opposing blocks and encompasses all portions of the street including pedestrian and vehicular areas. Landscape elements such as street trees, accent planting, and street furniture provide scale, texture, and color to the pedestrian environment. Design and detailing of the streetscape shall accommodate the following elements:

I) Sidewalks

Sidewalks will be the predominant element with which pedestrians will be continuously in contact; they should be well constructed of durable materials to provide a practical and long-lasting surface.

- A. Sidewalks along streets are to be provided per the City of Alpharetta Downtown Overlay requirements.
- B. Walkways extending along block breaks and at the Block Interior should be built of durable materials that are attractive, maintainable, and comply with all regulatory requirements.
- C. Special paving applications should be reserved for seating or landscaped areas located off the primary pedestrian zone or in parks.
- D. Elaborate paving patterns should be avoided except where they may be warranted by location (e.g., an interior courtyard, the area surrounding a public fountain)
- E. Pedestrian crosswalks shall be clearly designated and provided at all key street intersections.

II) Street Trees

Street trees are to be provided as per the City of Alpharetta Downtown Overlay and any other applicable regulations, ordinances or guidelines.

- A. To add to the sense of a cohesive environment, trees should have similar characteristics on both sides of the street.
- B. Utilities and street furnishings should be located so as to not interfere with the placement and growth of street trees.

III) Accent Planting

Accent planting should be located in such areas as tree wells (if ungrated) or beds near intersections where additional sidewalk area may be available. Decorative pots or more formal raised planters may be appropriate in specific locations (i.e., to facilitate grade differences). A consistent application of accent planting can be used



An example of a well detailed streetscape incorporating durable materials, landscape elements and street furniture.



Durable materials (brick within the left image, brushed and smooth concrete on the right) of simple patterns are characteristic of Main Streets.



Street trees and accent planting provide shade and soften the edges of the streetscape.

to distinguish specific areas, such as important streets, the area surrounding a park or square, or an entire neighborhood.

- A. Retail and restaurant tenants may provide supplemental accent planting in the form of planters located within thirty inches (30") of their storefront.
 - i. Planters may be made of terra cotta, cast materials (GFRC, cast stone), metal, or plastics.
 - ii. Planters located adjacent to storefront should not exceed a height of twenty-four inches (24").
- B. Along deeper sidewalks, where an outdoor dining cafe is provided, planters may be utilized as part of an outdoor cafe railing, provided the planter(s) does not restrict pedestrian movements along traveled portion of sidewalk.

IV) Street Furniture

Street furniture which includes street lamps, benches, and trash receptacles should be provided for both safety and convenience.

- A. Street furnishings shall be located to maintain a continuous minimum 5-foot walking path along the sidewalk and no closer than 30 inches to the curb.
- B. Outdoor dining furniture on public sidewalks shall be of quality design and workmanship and made of metal in black or a color approved by the DRB. Decorative items on public sidewalks such as planters or sculpture shall be made of metal, concrete, terra cotta, or other material approved by the DRB. Menu boards may be made of wood; however, all plastic, fiberglass, or resin-type products are prohibited on public sidewalks. All street furnishing designs must complement the surrounding architecture.
- C. With the exception of outdoor dining areas, street furnishings should be permanently secured to the paved surface for safety and to avoid vandalism.
- D. Bicycle racks are to be provided at various locations along sidewalks or within parking areas behind buildings in order to provide convenient and safe parking for cyclists yet maintain safe separation between pedestrian and cyclist. Locations shall not interfere with pedestrian circulation.
- E. Trash receptacles should be provided only at key points or intersections along paths and streets that are easily accessible for both pedestrian use and trash collection. Trash receptacles shall be in accordance the specifications established by the City of Alpharetta.
- F. Street lights must be provided as per the City of Alpharetta Downtown Overlay and other applicable regulations, ordinances, or guidelines.



Planters with accent plantings may be used to define a sidewalk dining area.



Accent planting and street furniture, both along streets and within open spaces, contribute to providing a pedestrian-oriented environment.



Street furniture such as benches, trash receptacles and bike racks are located at convenient points outside of the pedestrian path of travel.

G. Benches are encouraged to be provided at locations along the sidewalk and paths and oriented towards interesting features such as storefronts or pedestrians paths. Benches shall be made of painted metal, weather and rot resistant wood species (e.g., redwood, teak) or synthetic wood materials.

H. Seating/Cafes

- i. Outdoor dining and seating may occur on any portion of the paved sidewalk provided a minimum path of travel of five feet (5') is maintained.
- ii. Table and chairs shall be made of attractive, yet durable materials that are intended for continuous, year-long, outdoor use.
- iii. Cafe railings and planters shall be made of attractive, yet durable materials with a weather resistant finish.

V) Open Space

Open space within Downtown should provide a number of amenities for the community and visitors alike.

A. Open green space, when provided, at the Block Interior shall be designed to complement and not compete with the open space provided along the streets or within the public spaces of Downtown. It shall consist of:

- i. plantings, including trees, ground cover, lawn area and accent planting, provided at-grade, within wells or raised planters or a combination of each. Plantings that screen or provide a buffer between public and more private uses that are at similar grades are encouraged.
- ii. hardscape areas, including paths and walkways, made of durable materials and connect seating and amenity areas to building access points. Access to the public street, if provided, should be via a block break or portal.
- iii. seating areas with furniture that is made of attractive, yet durable materials that are intended for continuous, year-long, outdoor use.
- iv. lighting with intensities and orientations that avoid excess light spillage and glare directed into buildings and areas that front the open space.

B. Structures, railings, and furniture associated with open space provided at the roof of buildings shall be located or screened to minimize or eliminate their visibility from the adjacent streets or public spaces, or integrated into the building design if visible. (See *Screening - Section I*)



Benches along the pedestrian path provide convenient seating.



The sidewalk may accommodate both pedestrian and dining seating without additional setback of the building face along the block.



The streetscape extends the open space provided within dedicated park areas.

The appropriate location of, and access to, parking and service areas are critical components in creating a successful environment for pedestrians and vehicles alike (See Figure 8). Where feasible access to parking and service areas should be through shared circulation routes.

I) On-street parking

As established by The Master Plan, on-street parking provides convenience, enhanced viability for street-level businesses, and a physical buffer between pedestrians and moving vehicles. Parallel and diagonal, on-street parking shall be permitted within Downtown as specified in The Master Plan.

II) Off-street parking

- A. Off-street parking shall be located behind buildings, within the Block Interior, and accessed via intermediate block breaks at key points.
- B. Structured parking garages shall:
 - i. respect the build-to line.
 - ii. have visible facades designed to be compatible with adjacent buildings where parking garage facades abut or portions are visible from a street or public right-of-way. (See Figure 9)
 - iii. not exceed a height of adjacent buildings.

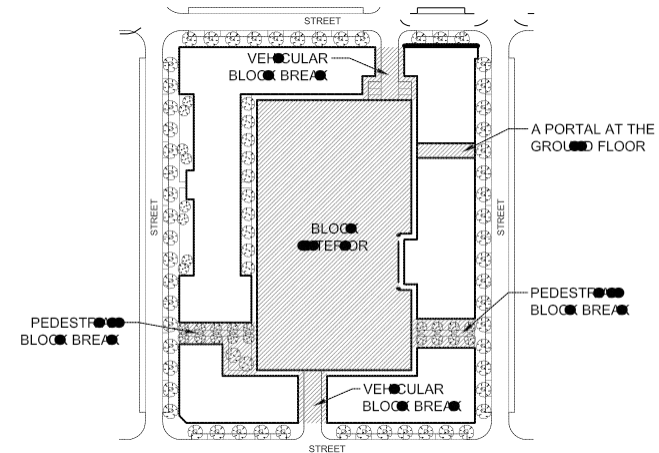


Figure 8: Diagram of permitted access types to the block interior.

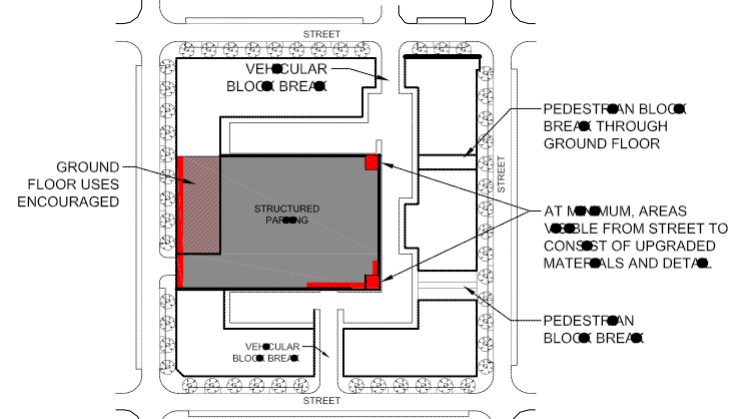


Figure 9: Diagram of structured parking garage with visibility from/on the street.



Example of a parking garage facade that fronts a street that is not permitted.



Garages at rear of buildings, but with portions of facade visible from the street are upgraded in detail and material.



An example of a well-detailed parking structure exposed to the street.

- C. Areas of surface parking within the Block Interior should incorporate landscaping in order to provide visual relief from large expanses of pavement.
- D. When project phasing requires surface parking lots to be exposed to the street, interim surface lots (See Figure 10) may be allowed provided that:
 - i. wheel stops behind a minimum five feet (5') wide, planted landscape buffer with minimum thirty inch (30") high (at maturity) plantings are provided between the sidewalk and interim parking areas, in order to shield pedestrians from bumpers and glare from headlights.
 - ii. they do not front onto an open space.

III) Drop-off areas shall be provided either within the off-street parking areas or within the on-street parking lane.

IV) Service & Loading

Service and loading areas, including but not limited to electrical transformers, mechanical equipment, trash collection, and storage and staging areas, are necessary functions for the viability of any development, yet their aesthetics and uses typically do not contribute positively to the pedestrian-oriented nature of the street.

- A. Service and loading areas shall be located behind buildings, such that they are not visible from the street, and accessed via block breaks at key points. Access that is shared with those provided for parking areas is strongly encouraged.
- B. Where block and building configurations necessitate the location of loading docks with access directly from the street, they may be permitted provided they:
 - i. are not located along those portions of streets bordering an open space.
 - ii. may be completely closed off from the pedestrian sidewalk via a door(s) that is compatible in design and color with the facade in which it is located.

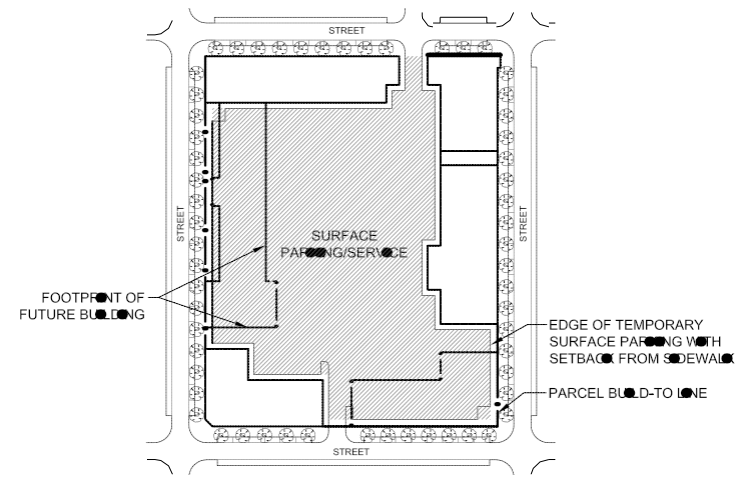


Figure 10: Diagram of permitted interim surfaced parking for phased blocks.



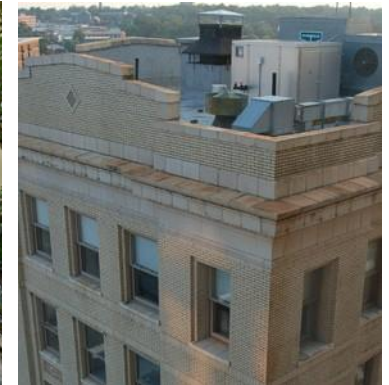
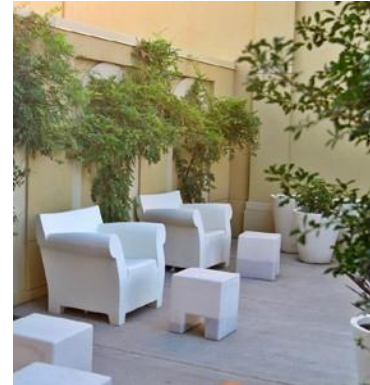
Interim parking along a street is separated from the pedestrian sidewalk by a landscaped buffer of low plantings and trees.



The block interior provides uses for parking, service and loading.

While building systems such as HVAC, generators, transformers or solar panels are necessary for the functional viability of a building, their associated service and equipment areas typically do not contribute positively to the aesthetics of the built environment. As such, screening of these types of elements should adhere to the following in order to limit adverse sight lines.

- I) Electrical transformers, mechanical equipment, and other building service equipment shall be located on roofs or at the rear of buildings.
 - A. When located on roofs, equipment should be setback sufficiently from the street face of the facade in order to eliminate visibility from the adjacent streets or public spaces.
 - B. In cases where the size or placement of rooftop equipment requires they are visible from adjacent streets or public space, screen walls or equipment screening panels should be provided to a height necessary to shield views of equipment.
 - C. Where roofs are visible from adjacent developments, roof top equipment should be as unobtrusive as possible. Screening and/or painting to match other roof materials is encouraged.
- II) Building service areas located within the Block Interior shall be screened from public view through the use of landscaping elements, fencing or a combination of the two.
- III) The use of vegetation in combination with screen walls is encouraged in shielding ground mounted equipment from public view.



A detailed wall, setback from the sidewalk, screens a loading area and encloses a landscaped seating zone (Right). Rooftop equipment is set back from the parapet to screen its visibility from the public street (Left).



A tower element is incorporated into the above facade at the building entrance in order to screen the elevator penthouse.



Landscaping along a pedestrian block break is used to screen utilities and soften the less architecturally detailed sides of a building.

Exterior lighting that serves the street and pedestrian or accents a building, facade element, or landscaping feature contributes significantly to the night time character and perception of safety within the downtown environment. Done well, lighting reinforces the architecture of a building or space creating an inviting streetscape.

- I) The size, design, and lumen output of outdoor lighting fixtures shall be appropriate to its location.
- II) Along public streets, street lights should be located toward the curb side of the pedestrian clear path and spaced in coordination with street trees to provide a minimum ambient level of lighting at the sidewalk. The style of street light shall be as specified in the Alpharetta Design Review Board Ordinance and Design Guidelines. Future, additional street lights shall match the style and size of these specified fixtures.
- III) Lighting intensities and orientation shall be controlled to ensure that excessive light spillage and glare are not directed toward neighboring areas, motorists or into the night sky. Light levels shall be designed to avoid extreme contrasts between light and shadow.
- IV) Supplemental lighting at entrances to lobbies serving upper floor tenants is encouraged.
- V) Illumination of a building's architectural features is permitted, however, such building accent lighting should only be used where such illumination does not distract from the overall character of the Downtown.
- VI) The design and scale of exterior building lighting fixtures shall be appropriate to the building's architectural style, material, and color.



Lighting that is integrated in the building's architectural style and use.



Pedestrian street lighting provides a minimal ambient level of lighting at the sidewalk as to not overwhelm the light spilling out from shop fronts.



Building accent lighting is used to accentuate the steps within the parapet and the major pilaster divisions along the facade.

Signage's prime role is commercial identity and branding. Well-designed signage will enhance the pedestrian-oriented character of Downtown and contribute to the activity and vitality of the area. The following signage guidelines are intended to compliment regulations set forth within Alpharetta's Unified Development Code (Section 2.6) for development within Downtown. Where the below standards conflict with those stated within the UDC, the following shall prevail.

- I) Other than building address or building name identification signage, signs are limited to the portions of buildings containing commercial uses.
 - A. Commercial tenant signage shall be located no higher on the building than the spandrel zone between the first and second floor openings and shall not be located any closer than eight inches (8") of the window sill at the second floor, except for:
 - i. the horizontal arm supporting a banner sign may extend above the above described height.
 - ii. a blade sign may extend above this height.
 - B. Second floor office tenants may have a stenciled window sign (black, silver, or gold lettering) with a maximum font size of four inches (4") and a maximum area of 15% of the area of glass pane in which it is located.
 - C. A tenant with awnings above all of their storefront may have additional wall signage mounted below the awning (not a window sign) within the transom area of their storefront, not in excess of a total of 0.4 square feet per lineal foot of tenant frontage.
- II) The size of signage shall be appropriate to the downtown location where buildings are close to the street and signs are viewed from shorter distances. The maximum letter height on a sign is eighteen inches (18").
- III) Signage should not obscure or conflict with significant architectural details on a building.
- IV) Signage should complement the architectural character of the building or façade and not detract from it or the overall character of Downtown.
- V) Variety in signage type that is also compatible with the building's architectural style is encouraged including blade signs, wall, awning, window, neon (or similar-looking), and banner signage. Businesses are encouraged to provide individually designed signage that is unique to their establishment.
- VI) The following signage is prohibited:
 - A. Internally lit signs
 - B. Internally illuminated lettering



Signs should not conflict with, but enhance the architectural details of buildings.



Signage provides both wayfinding and visual interest for day and night use.



Variety in signage that is compatible with a building's architectural style.

Glossary of Terms

The following terms are used throughout The Design Guidelines and should be construed thus:

Block: A parcel or site surrounded by public streets or right-of-ways.

Block Break: A separation between two adjacent buildings on the same block that allows for pedestrian or vehicular access to the interior of a block.

Block Face: The building facades fronting the street along one side of a Block.

Block Interior: The center or middle of a block at the rear of buildings.

Building Massing: The exterior volume of a building.

Facade: An exterior side of a building.

Facade Height: The vertical distance measured from the point of average grade along the face of the facade to the upper most point of its parapet or roof element.

Fenestration: Design and detailing of the openings within a building's facade.

Portals: Intermediate building breaks that occur only at the ground floor and allow for upper level uses to bridge over.

Rhythm: Pattern created by the regular recurrence or alternation of an architectural element (e.g., bays, windows, pilasters, columns, etc.).

Scale: The relationship of a building's overall size and architectural elements with adjacent buildings, spaces and people.

Segmented Facade Treatment: The breaking up of a building's facade, along any given side of the building, such that it appears as several different buildings.

Spandrel Zone: The area between the head of openings on one floor and the sill of the openings of the above, adjacent floor.

Streetscape: The public space located between opposing blocks and includes the roadway, sidewalk, street trees, street furniture, and open space.

ORDINANCE NO.

AN ORDINANCE OF THE CITY OF ALPHARETTA ADOPTING THE ALPHARETTA DOWNTOWN DESIGN GUIDELINES; AMENDING SECTION 16-44 OF THE CODE OF THE CITY OF ALPHARETTA DESIGN STANDARDS TO INCLUDE THE ALPHARETTA DOWNTOWN DESIGN GUIDELINES; AND REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HERewith.

WHEREAS, the City of Alpharetta Unified Development Code Sec. 5.4.3 identifies the powers and duties of the Design Review Board; and

WHEREAS, subsection (f) authorizes the Design Review Board to establish specific design standards; and

WHEREAS, in 2001, the City of Alpharetta adopted a design guidelines ordinance; and

WHEREAS, these design guidelines are incorporated into Section 16-44 of the Code of the City of Alpharetta; and

WHEREAS, the Design Review Board has recommended that the previously adopted design guidelines be updated to provide guidance to the public;

NOW, THEREFORE, the Mayor and Council of the City hereby do ordain as follows:

Section 1. That the Alpharetta Downtown Design Guidelines document, as shown on Attachment 'A', is hereby adopted.

Section 2. That Section 16-44 of the Code of the City of Alpharetta be amended to incorporate these additional design guidelines.

Section 3. That all ordinances or parts of ordinances in conflict herewith are hereby repealed.

SO ORDAINED this day of , 2015

CITY OF ALPHARETTA

By: _____
David Belle Isle, Mayor

COUNCIL MEMBERS

(SEAL)

Attest:

City Clerk

First Reading _____

Second Reading _____



City Council Meeting and Public Hearing

STAFF REPORT

Submitting Department: Community Development

Submitted By: Richard McLeod, Senior Planner

Meeting Date: August 24, 2015

I. AGENDA ITEM TITLE: PH-15-17 HISTORIC PRESERVATION ORDINANCE

II. RECOMMENDATION:

PLANNING COMMISSION:

This item was heard at the August 6th Planning Commission meeting. After discussion, the Commission recommended unanimously to approve of the request.

RECOMMENDATION:

Approve PH-15-17 Historic Preservation Ordinance.

III. BUDGET IMPLICATIONS:

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>

IV. REPORT IN BRIEF:

Consideration of adopting a Historic Preservation Incentive Zoning Ordinance that guides the formation of a Historic Preservation Committee, establishes guidelines to designate historic properties, and identifies incentives available to designated historic properties, as well as, policies and procedures for utilizing the incentive programs.

DISCUSSION

The purpose of this ordinance is to further the goal of protecting historic buildings and the historic character of the City by adopting regulations that encourage the preservation of historic resources by providing incentives to owners who provide for the preservation, restoration, rehabilitation and permanent protection of historic buildings.

This ordinance is intended to create a Historic Preservation Commission (HPC) to aid the City in its effort to preserve historic structures and maintain the historic character of Downtown Alpharetta. The duties and powers of this body generally include:

- Research, preparation, and maintenance of an inventory of historic properties and

- buildings, funding sources, incentive programs, educational programs, etc.
- Recommending body to the City Council as it relates to the designation of historic properties
- Review applications for historic designation, certificates of appropriateness, and historic preservation plans

The ordinance establishes procedures, regulations, and criteria for designating historic properties within the City. Designation of historic properties is voluntary, requiring the consent of the property owner. The HPC makes a recommendation on the designation of historic properties with final approval by City Council. After a property is designated, no permit of any kind shall be issued for work which would constitute a material change in the appearance of a building, structure, site, or landscaping located on the property until an application for a certificate of appropriateness has been submitted and approved by the HPC.

Designated historic properties may utilize or are eligible for zoning incentives, construction code exemptions, and other benefits, including:

- Permitted mixed-use within a designated historic structure
- Achieving minimum requirements for open space and amenity space
- Setback and parking reductions
- Non-life safety Building Code exemptions
- State and Federal Tax Incentive Programs
- Façade grant
- HPC design assistance
- Bronze historic property plaque

Use of incentives and other benefits are contingent on an approved historic preservation plan, which outlines the restoration of historic properties and establishes an ongoing maintenance and preservation program for the property. Conservation easements, permanent restrictive covenants, and other legal tools provide the enforcement mechanism to ensure the implementation of the historic preservation plan.

The ordinance also requires demolition permits for properties identified on the Historical Society List of Historic Properties & Homes to be approved through a public hearing of the Planning Commission and City Council. Demolition permits must be based on an approved plan for development and include a commencement date.

V. ALTERNATIVES:

VI. ATTACHMENTS:

Historic Preservation Ordinance

AN ORDINANCE AMENDING ARTICLE II OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA TO ADD A NEW SECTION 2.9, ENTITLED “HISTORIC PRESERVATION INCENTIVE ZONING”; TO ESTABLISH THE ALPHARETTA HISTORIC PRESERVATION COMMISSION; TO PROVIDE PROCEDURES FOR THE DESIGNATION OF A HISTORIC PROPERTY; TO PROVIDE INCENTIVES AND ALLOW ADDITIONAL USES FOR DESIGNATED HISTORIC PROPERTIES; TO REPEAL CONFLICTING ORDINANCES; AND FOR OTHER PURPOSES.

WHEREAS, the Mayor and Council of the City of Alpharetta (the “City Council”) are charged with the protection of the public health, safety, and welfare of the citizens of the City of Alpharetta (the “City”); and

WHEREAS, the City Council desires to adopt an ordinance creating a Historic Preservation Commission and providing the procedures and requirements for designating historic properties within the City in order to preserve the aesthetic and historic nature of certain areas of the City and thereby protect the health, safety and welfare of the citizens of the City; and

WHEREAS, the City desires to further the goals of protecting historic buildings and the historic character of the City by adopting regulations that encourage the preservation of historic resources by providing incentives to owners who provide for the preservation, restoration, rehabilitation and permanent protection of historic buildings; and

WHEREAS, the City further desires to implement the goals of protecting historic buildings and the historic character of the City by adopting regulations that prohibit certain building or development activities from being undertaken without the prior review and approval of the Historic Preservation Commission or City Council.

NOW THEREFORE, The Council of the City of Alpharetta hereby ordains, as follows:

Section 1: Article 2 of The Unified Development Code of the City of Alpharetta, Georgia is hereby amended by adding a new Section 2.9, entitled “Historic Preservation Incentive Zoning,” which is attached hereto as Exhibit “A” and incorporated herein by this reference;

Section 2: This Ordinance shall be effective immediately upon its adoption by the City Council and incorporated into The Unified Development Code of the City of Alpharetta, Georgia. This Ordinance hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED this the _____ day of _____, 2015.

Approved:

Attest:

David Belle Isle, Mayor

Coty Thigpen, City Clerk
(Seal)

Approved as to Form:

C. Sam Thomas, City Attorney

EXHIBIT “A”

SECTION 2.9 HISTORIC PRESERVATION INCENTIVE ZONING

2.9.1. PURPOSE

In support and furtherance of its findings and determination that the historical, cultural, and aesthetic heritage of the City of Alpharetta, Georgia is among its most valued and important assets and that the preservation of this heritage is essential to the promotion of the health, prosperity, and general welfare of the people; and

In order to encourage property owners to maintain historic buildings and structures and to protect and enhance local historical and aesthetic attractions to residents and tourists and thereby promote and stimulate business; and

In order to encourage property owners to provide for the conservation, preservation, restoration, rehabilitation, and permanent protection of historic buildings and their adjacent lands;

The Mayor and Council of the City of Alpharetta, Georgia (“City Council”) hereby declares it to be the purpose and intent of this Section, which shall also be known as the “Historic Preservation Incentive Zoning Ordinance,” to establish incentive zoning regulations that are applicable to properties containing significant historic resources in order to encourage and promote the protection, enhancement, perpetuation, and use of buildings and properties having special historical, cultural, archeological, or aesthetic interest or value. The incentives and regulations set forth in this Section have been created in support of the policies of revitalization and preservation of historic buildings and the historic character of the community provided in the Comprehensive Plan and the Downtown Master Plan. The provisions of this Section are further intended to promote the Downtown Master Plan’s goal of encouraging the development and redevelopment of properties in Downtown Alpharetta while also preserving historic buildings and maintaining the historic character of Downtown Alpharetta. To promote these objectives, these zoning incentive regulations have been specifically developed for properties that have been designated “historic” in accordance with the procedures for designation established herein.

2.9.2 DEFINITIONS

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

Application for Designation means a formal written request in a form specified by the Community Development Department that the Historic Preservation Commission and City Council consider a property for possible designation as a historic property.

Building means a structure created to shelter any form of human activity, such as a house, barn, church, courthouse, hotel, or similar structure.

Designation (of a historic property) means a decision by the City Council to officially identify and designate a property as a “historic property” in accordance with the procedures set forth in Subsection 2.9.6, and thereby establish the applicability of zoning incentives and other benefits set forth herein for historic preservation and prohibit all material changes in appearance of such property prior to the

EXHIBIT “A”

issuance of a certificate of appropriateness by the Historic Preservation Commission. Such designation is further intended to serve as the local designation of a historic property in order to govern the applicability of other City ordinances, codes, and regulations containing provisions that reference or apply to “historic” buildings, structures or properties when the subject provision does not otherwise expressly limit same to buildings, structures or properties listed on the National or State Register of Historic Places.

Exterior Architectural Features means the architectural style, general design, and general arrangement of the exterior of a building, structure, or object, including but not limited to the kind or texture of the building material and the type and style of all windows, doors, signs, and other appurtenant architectural fixtures, features, details, or elements relative to the foregoing.

Exterior Environmental Features means all aspects of the landscape or the development or appearance of a site which affect the historic character of the property.

Historic Property means a building and the adjacent area of land necessary for the proper appreciation thereof, including structures or objects of historical value located thereon and adjacent historical sites, designated by the City Council as a historic property pursuant to the criteria established in Paragraph B of Subsection 2.9.4.

Material Change in Appearance means a change that will affect the exterior architectural or environmental features of a historic property, such as:

- (1) A reconstruction or alteration of the size, shape, or facade of a historic property, including but not limited to, relocation of any doors or windows or removal or alteration of any architectural features, details, or elements;
- (2) Demolition or relocation of a historic building, or any structure or object of historical value located on the historic property;
- (3) Commencement of excavation for construction purposes;
- (4) A change in the location of advertising visible from the public right-of-way; or
- (5) The erection, alteration, restoration, or removal of any building or structure located on a historic property, including but not limited to walls, fences, steps and pavements, or other appurtenant features, except exterior paint alterations utilizing colors from the “Historic” or “Williamsburg” color palettes by Benjamin Moore (or equivalent colors of another manufacturer matching the foregoing color palettes) as further described in Section 16-44 of the Code of the City of Alpharetta, Georgia.

Object means a material thing of functional, aesthetic, cultural, historical, or scientific value that may be, by nature or design, movable yet related to a specific setting or environment.

Site, Historical or Site means the location of a significant event, a prehistoric or historical occupation or activity, or a building or structure, whether standing, ruined or vanished where the location itself maintains historical, or of archeological value regardless of the value of any existing structure.

EXHIBIT “A”

Substantial Alteration means any singular material change in appearance or the cumulative effect of a series of material changes in the appearance of a contributing historic building or a designated historic property (1) that does not comply with the standards set forth in Paragraph G of Subsection 2.9.7, including the U.S. Secretary of the Interior's Standards and Guidelines, and (2) for which the cost to cure or remedy such violation(s) (through the performance of preservation, restoration or rehabilitation measures complying with the foregoing standards) and restore the property to the condition existing at the time of designation (or at the time of completion of any subsequent alterations pursuant to a certificate of appropriateness) exceeds fifty (50%) of the current value of the property.

2.9.3 HISTORIC PRESERVATION COMMISSION

A. Creation of the Historic Preservation Commission.

There is hereby created a City commission whose title shall be the "Alpharetta Historic Preservation Commission" (hereinafter, the “HPC”).

B. HPC members: Number, Appointment, Terms, and Compensation.

The HPC shall consist of seven (7) members. The mayor and each council member shall each appoint one (1) member to the commission, to serve concurrently with and at the pleasure of the mayor or council member making the appointment. There shall be no limit on the number of terms a member may serve on the HPC. HPC members must be residents of the City. At least four (4) members of the HPC shall have demonstrated special interest, experience, or education in history, architecture or historic preservation. HPC members shall not receive a salary, although they may be reimbursed for expenses with the prior approval of the city administrator.

C. Statement of the HPC's Power.

Without limiting authority provided elsewhere in this, or any other, ordinance, the HPC shall be authorized to:

1. Prepare, update and maintain an inventory of all properties and buildings within the City having the potential for designation as a historic property and recommend historic buildings for listing in the City’s Historic Resources Inventory – Contributing Historic Buildings;
2. Recommend to the City Council specific buildings (and adjacent land) to be designated by ordinance as a historic property;
3. Recommend to the City Council that any designation of a historic property be removed;
4. Conduct public hearings on all applications for designation of a historic property;
5. Review applications for certain benefits available to historic properties, as may be delegated to the HPC by the City Council, and make recommendations or otherwise provide its approval (with or without modifications) or denial of same, as applicable;

EXHIBIT "A"

6. Review historic preservation plans and make recommendations or otherwise provide its approval (with or without modifications) or denial of same, as applicable, in accordance with the provisions of this Section;
 7. Recommend design guidelines for historic properties, not inconsistent with this Section, for adoption by the City Council;
 8. Subject to funding availability and with the prior approval of the City Council, undertake the restoration or preservation of any historic properties acquired by the City;
 9. Promote any and all programs related to historic properties established by the City, including the acquisition by the City of facade easements and conservation easements, as appropriate, in accordance with the provisions of the Georgia Uniform Conservation Easement Act (O.C.G.A. §§ 44-10-1 through 44-10-8);
 10. Conduct educational programs on historic properties located within the City;
 11. Make such investigations and studies of matters relating to historic preservation, including consultation with historic conservation or preservation experts, as the City Council may, from time to time, deem necessary or appropriate for the purposes of preservation historic resources;
 12. Upon request of the City Council, recommend to the City Council other possible historic preservation incentive programs for their review;
 13. Retain persons with professional expertise to carry out specific tasks, if necessary, subject to approval by the City Council;
 14. Work with designated members of City staff, who will serve as liaisons between HPC and the City Council; and
 15. Review and perform such other duties and functions as expressly delegated to the HPC by the City Council.
- D. Proceedings of the HPC.
1. The HPC shall conduct a public hearing prior to making a recommendation on any application for designation of a historic property, the removal of designation of a property as historic, and any application for a certificate of appropriateness, including any such applications initiated by the HPC.
 2. The HPC shall elect a Chairperson and a Vice Chairperson from its members who shall serve for one year or until reelected or until their successors are elected. Public hearings of the HPC shall be held in accordance with a schedule established by the Director. Other meetings of the HPC shall be held at the call of the chairperson and at such other times as the HPC may determine. All meetings of the HPC shall be open to the public and comply with the Georgia Open Meetings Act and the Zoning Procedures Law, when applicable.

EXHIBIT "A"

3. A majority of the voting members of the HPC shall constitute a quorum. The vote of a majority of the HPC members present and voting at a meeting at which a quorum is present shall be necessary to affirm any decision or recommendation. The HPC may establish bylaws, not inconsistent with this Section, the City Charter, or other ordinance of the City. Any bylaws of the HPC shall be ratified by the City Council before becoming effective.
4. The Director, or his/her designee, shall serve as a non-voting secretary to the HPC. The secretary shall keep minutes of its proceedings, showing the vote of each member on each question, or if absent or failing to vote, indicating such fact, and shall keep records of its examinations and other official actions, all of which shall be of public record.

E. Conflict of Interest.

The HPC shall be subject to all conflict of interest laws set forth in the Georgia Statutes, the City Charter, and the City Code of Ethics and Conduct.

F. HPC's Authority to Receive Funding from Various Sources.

Subject to the City Council's prior approval, the HPC shall have the authority to accept donations on behalf of the City and shall ensure that these funds do not displace appropriated governmental funds. The HPC shall be subject to and comply with the City Code of Ethics and Conduct.

G. Records of HPC Meetings.

A public record shall be kept of the HPC's resolutions, proceedings, and actions. Reports to the City Council will also be made on a regular and timely basis.

2.9.4 RECOMMENDATION AND DESIGNATION OF HISTORIC PROPERTIES

A. Preliminary Research by HPC.

1. Survey of Local Historic Resources.

The HPC shall compile and collect information on historic resources within the City, including the preparation and maintenance of an inventory of all property within the City having the potential for designation as historic. Records shall be maintained in accordance with the City's records management plan.

2. Recommendation for Historic Designation.

Pursuant to the procedure provided herein for consideration of properties for designation as historic, the HPC shall present to the City Council recommendations regarding the designation of historic properties. Notwithstanding any other provision of the UDC or City Code to the contrary, the HPC, not the Planning Commission, shall make recommendations to the City Council regarding the designation of a historic property.

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3. Documentation Supporting Recommendation for Designation of Historic Property.

Prior to the HPC's recommendation to the City Council of a property to designate as historic, the HPC shall prepare a report for recommendation consisting of:

- a. A detailed physical description of the proposed historic property; and
- b. A statement of the historical, cultural, architectural, and/or aesthetic significance of the proposed historic property; and
- c. A map showing the boundaries of the proposed property; and
- d. A statement justifying the boundaries of the proposed property; and
- e. Representative photographs of the proposed property.

B. Criteria for Designation of a Historic Property.

In order to be designated a historic property, the following criteria must be met:

The property is an individual building deemed worthy of preservation and the benefits available due to such status by reason of value to the City, the region, the State of Georgia, or the nation for one or more of the following reasons:

1. It is an outstanding example of a building representative of its era and over 75 years old; or
2. It is one of the few remaining examples of a past architectural style or type and over 75 years old.

C. Procedure for Designation of Historic Properties.

1. Application for Designation of Historic Property.

An application for designation of a historic property or historic properties may be submitted by:

- a. The owner of the subject property; or
- b. The City Council, via majority vote, subject to the written consent of the property owner(s); or
- c. The HPC, via majority vote, subject to the written consent of the property owner(s).

2. Required Components of Designation Ordinance.

Any ordinance designating any property as historic shall:

- a. List and describe the proposed individual historic property or properties;
- b. Set forth the name(s) of the owner(s) of the proposed historic property or properties;

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- c. Show the property or properties on the official zoning map of the City of Alpharetta, Georgia, with the letters "HP" (historic property) added to the zoning designation for the subject property in order to keep and maintain a public record providing notice of such designation (e.g., property zoned R-15 and designated as a historic property pursuant to this Ordinance/Section shall be shown as R-15HP on the official zoning map).

3. Public Hearings.

The HPC and the City Council shall each hold a public hearing on any proposed ordinance for the designation of a historic property. Such public hearings may be held on the same date. The HPC shall make a recommendation to the City Council and the City Council will take final action. Notice of the public hearing shall be published in at least three consecutive issues of a newspaper of general circulation within the territorial boundaries of the City, with one of such notices being published at least fifteen (15) days, but not more than forty-five (45) days prior to the date of the hearing, and written notice of the hearing shall be mailed not less than ten (10) nor more than twenty (20) days prior to the date set for the public hearing. A notice sent via the United States mail to the last known address of the property owner as such address appears in the City ad valorem tax records and a notice sent to the address of the property to the attention of the occupant shall constitute legal notification to the owner and occupant under this section. Such public hearings and the provisions of notice for same shall otherwise be performed in a manner consistent with the requirements of the Georgia Zoning Procedures Law (O.C.G.A. § 36-66-1, et seq.) and the City public hearing process for a proposed zoning change; provided, however, the HPC, not the Planning Commission, shall serve as the recommending body to the City Council in regard to such matters.

4. Notification of Historic Preservation Division.

No less than thirty (30) days prior to making a recommendation on any ordinance designating a property as historic, the HPC must submit the report, required in Subparagraph A(3) of this Subsection, to the Historic Preservation Division of the Department of Natural Resources.

5. Recommendation on Proposed Designation.

A recommendation to affirm, modify, withdraw, or reject the proposed ordinance for designation shall be made by the HPC following the public hearing and shall be in the form of a resolution to the City Council.

6. City Council Action Following HPC's Recommendation.

Following receipt of the HPC recommendation, the City Council may adopt the ordinance for designation as proposed, may adopt the ordinance with any amendments it deems necessary, or reject the ordinance.

7. Notification of Adoption of Ordinance for Designation.

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Within thirty (30) days following the adoption of the ordinance for designation by the City Council, the owners and occupants of each designated historic property shall be given written notification of such designation by the City Council, which notice shall apprise said owners and occupants of the necessity of obtaining a certificate of appropriateness prior to undertaking any material change in appearance of the historic property. A notice sent via the United States mail to the last-known owner of the property shown on the City of Alpharetta tax digest and a notice sent via United States mail to the address of the property to the attention of the occupant shall constitute legal notification to the owner and occupant under this Section.

8. Notification of Other Agencies Regarding Designation.

The HPC shall notify all necessary agencies within the City of the ordinance for designation.

9. Moratorium on Applications for Alteration or Demolition while Designation is Pending.

If an ordinance for designation is being considered, the HPC shall notify the permitting division of the Community Development Department. No permit of any kind shall be issued for work which would constitute a material change in the appearance of a building, structure, site, or landscaping located on the proposed property until the proposed ordinance is adopted or rejected by the City Council or otherwise withdrawn by the applicant.

D. Effect of Historic Property Designation.

Subject to a property owner's compliance with regulations set forth herein, the designation of a “historic property” makes additional zoning and other benefits available to owners of such properties, which may be used at their option. After the designation by ordinance of a historic property, no material change in the appearance of such historic property shall occur or be permitted to be made by the owner or occupant thereof unless or until an application for a certificate of appropriateness has been submitted to and approved by the HPC, as further set forth herein. Such designation is further intended to serve as the local designation of a historic property in order to govern the applicability of other City ordinances, codes, and regulations, including building and construction codes, containing provisions that reference or apply to “historic” buildings, structures or properties when the subject provision does not expressly limit same to buildings, structures or properties listed on the National or State Register of Historic Places or otherwise define same.

E. Removal of Designation

After a property has been designated as a historic property, such designation may thereafter be rescinded and removed by the City Council by the adoption of an ordinance to remove such designation. The adoption of such an ordinance and the procedures applicable thereto shall be consistent with the procedures required for the designation of a property as historic. The City Council may remove such designation upon a finding that the property no longer meets the subject criteria for designation or when it otherwise finds such removal to be in the public interest.

2.9.5 INCENTIVES AVAILABLE TO HISTORIC PROPERTIES FOLLOWING DESIGNATION

Following designation by the City Council and subject to compliance with the regulations and provisions set forth in this Section 2.9 and any other applicable City, State or federal ordinances, statutes, laws, or regulations, owners of historic properties may utilize or are otherwise eligible for the following zoning incentives, construction code exemptions and other benefits, as applicable:

A. Zoning and Development Incentives.

The following zoning incentives and benefits are available to historic properties, as applicable:

1. Permitted Residential Uses in C-1 and C-2 Districts.

‘For-Sale’ Dwelling is a permitted principal use for historic properties located within the C-1 and C-2 zoning districts.

2. Permitted Mixed-Use.

- a. Historic properties with non-residential principal use: May utilize up to 40% of the heated interior square footage of the principal building for a residential (‘For-Sale’ dwelling) use. The use of the residence is restricted to the property owner or tenant of the non-residential portion of the building.
- b. Historic properties with residential principal use located in Downtown Alpharetta: May utilize up to 40% of the heated interior square footage of the principal building for a non-residential use, as listed below, provided no more than two (2) total employees and/or independent contractors, who do not also reside at the property, shall be allowed to work in the premises in connection with such non-residential use at any one time. No more than one (1) patron per 250 sq. ft. of gross floor area may patronize the non-residential space at any one time. Except as previously provided, the use of non-residential portion of the building is restricted to the property owner or tenant of the residence. Non-residential uses are limited to the following permitted uses:
 - i. Art gallery;
 - ii. Barber shop, with no more than two (2) chairs;
 - iii. Beauty shop, with no more than two (2) chairs;
 - iv. Bed and Breakfast;
 - v. Book store;
 - vi. Florist;
 - vii. Medical office, no surgery; and
 - viii. Professional office.

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3. Open Space and Amenity Space.

- a. General. The area of a historic property incorporated into a development as a community amenity may be applied to and included as part of the minimum area required to be set aside as open space pursuant to regulations and requirements governing the CUP District, Conservation Subdivisions, and the Downtown Overlay District.
- b. Permitted Uses. In addition to the uses allowed for an open space pursuant to the underlying zoning regulations or conditions of zoning, provided such use is not otherwise prohibited by this Section 2.9, the property may be used as a community amenity or amenity space for use by the occupants, licensees or guests of the development.
- c. Lot and Development Requirements. The minimum lot size of a historic property eligible for use as an amenity/open space shall be 4,500 square feet. The area of the historic property shall be designated on any required site plans and/or development plans, and shall be subdivided and platted as an individual lot of record on the final plat. To the greatest extent practicable, the layout of the development shall be designed in a manner that allows the historic property to serve as a focal point of the surrounding neighborhood and the community. Other development improvements should be planned and designed in a manner that provides maximum visibility of the historic property from public right-of-way exterior to the development or subdivision. The use of the historic property shall be restricted in perpetuity, or for such other term of years as required by the City, through the use of an approved legal instrument, as further set forth herein.
- d. Additional Requirements - Permanent Protection of Historic Property. An applicant or owner seeking to utilize a historic property as an open space or amenity space shall be required to comply with the additional requirements regarding the ownership, preservation and maintenance of the historic property, including the execution and recording of an instrument providing for the permanent protection of the historic property, set forth in Paragraph F below.

4. Setback Reduction.

- a. Side setbacks required per the underlying zoning regulations may be reduced by up to 50%.
- b. Rear setbacks required per the underlying zoning regulations may be reduced by up to 25%.

5. Parking reduction.

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Parking for office and commercial uses may be reduced up to 50%. Historic properties within Downtown Alpharetta shall not be required to contribute to the Parking Fund as a result of parking reduction.

B. Building, Construction and Property Maintenance Code Exemptions.

Designated historic properties may be exempt from certain building, construction and property maintenance code regulations.

1. Building and Construction Code Exemptions.

The following types of exemptions from building and construction code requirements and other regulations are available to certain historic properties based on the provisions of the subject code, as determined by the building official:

- a. Exemptions from the International Energy Conservation Code;
- b. Exemptions from and compliance alternatives to certain requirements of the International Building Code (2012 Edition) regarding the construction, repair, alteration, addition, restoration and movement of buildings or structures, and change of occupancy, provided the subject condition does not constitute a distinct life safety hazard;
- c. Exemptions from certain flood hazard area requirements;
- d. Exemptions from the International Fire Code (2012 Edition); and
- e. Exemptions from (or compliance alternatives to) Americans with Disabilities Act (ADA) regulations and other related code regulations providing standards for accessibility.

2. International Property Maintenance Code Exemptions.

Compliance with requirements of the International Property Maintenance Code may not be mandatory for historic properties when such buildings or structures are determined to be safe and in the public interest of health, safety, and welfare by the code official.

C. State and Federal Tax Incentive Programs.

Several state and federal tax incentive programs are available to owners who rehabilitate historic properties listed, or certified as eligible for listing, in the Georgia Register of Historic Places or National Register of Historic Places, as applicable, including the State Preferential Property Tax Assessment for Rehabilitated Historic Property, the State Income Tax Credit for Rehabilitated Historic Property, and the Federal Rehabilitation Investment Tax Credit (RITC). The HPC provides additional information regarding such programs. The provisions set forth in this Paragraph are provided for information purposes only and do not constitute any representation, commitment or

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assurance by the City regarding a property owner's qualification for such tax incentive programs or the continuation of such programs.

D. Economic Incentives - Facade Grants.

Subject to the City Council's adoption of an ordinance(s) providing for the appropriation of funding for the subject grant program and annual appropriations thereafter, historic properties are eligible to receive facade grants for the purpose of funding improvements for the preservation, restoration or rehabilitation of historic properties. In addition to meeting any and all other requirements of the City facade grant program for historic properties, as approved by the City Council, an owner of a historic property receiving facade grant funds shall be required to convey to the City a facade easement complying with the applicable requirements set forth in Paragraph F below. Further, any and all proposed improvements constituting a material change in the appearance of the historic property shall require the prior approval of a certificate of appropriateness by the HPC. Notwithstanding any other provision hereof to the contrary, nothing set forth in this Paragraph shall be deemed to create or confer any vested rights to such grant funds or create any obligation of the City to grant or otherwise appropriate funds for the aforementioned purposes. The City's award of facade grant funds in accordance with any facade grant program is subject to funding availability and, in accordance with O.C.G.A. § 36-30-3, any facade grant program may be terminated immediately and absolutely if the City determines that adequate funds are not appropriated or funds are de-appropriated such that the City cannot sufficiently fund the subject grant program, which determination is at the City's sole discretion and shall be conclusive.

E. Other Available Benefits and Incentives.

The following additional benefits and incentives are available to historic properties:

1. Free Design Assistance from the HPC.

The HPC provides pre-application technical and design assistance regarding proposed preservation, restoration and/or rehabilitation work and its conformance with the U.S. Secretary of the Interior's Standards and Guidelines to owners of historic properties applying for a building permit or seeking to rezone historic property to the TDR-HC Overlay District.

2. Bronze Historic Property Plaque.

The City will install a bronze plaque on or within the public right-of-way adjacent to each property designated as historic by the City Council.

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F. Requirements to Provide for Permanent Protection of Historic Property – Open/Amenity Spaces and Facade Grants.

1. Applicability. In order to provide for the permanent protection of historic properties utilizing certain incentives and benefits, the following historic properties shall comply with the addition regulations set forth in this Paragraph, as applicable:
 - a. Historic properties used as open space or amenity space; and
 - b. Historic properties receiving facade grants.
2. Responsible Party for Preservation and Maintenance of Open/Amenity Space. The fee simple owner of the historic property used as an open or amenity space shall be responsible for preserving and maintaining the historic property. The options for ownership and responsibility for preservation and maintenance of the historic property shall be as follows:
 - a. The owner of the lots or parcels of the subject development if under common ownership may be the owner of the historic property.
 - b. Property Owners’ Association. A property owners’ association established in accordance with the Georgia Property Owners Association Act, O.C.G.A. § 44-3-220 et seq., may be the owner of the historic property. Membership in the association shall be mandatory and automatic for all property owners of the development or subdivision for which the historic property serves as open space. Prior to the approval a land disturbance permit, the developer of shall submit to the Director a description of the property owners’ association, including by-laws, and methods for maintaining the historic property. Prior to the issuance of a land development permit, a permanent restrictive covenant (per O.C.G.A. § 44-5-60(c)) providing for the preservation and maintenance of the historic property shall be recorded and run with the land, or a conservation easement may be conveyed in accordance with The Georgia Uniform Conservation Easement Act, O.C.G.A. § 44-10-1, et seq., as further provided herein.
 - c. Land Trust or Non-profit organization. A land trust or non-profit organization, which is primarily operated for the purpose of preserving historic properties and possesses the legal authority to own such real property in fee simple interest, may be the owner of the historic property.
3. Enforcement. In the event the party responsible for the preservation and maintenance of the historic property fails to maintain all or any portion in reasonable order and condition, the City may assume responsibility for its maintenance and may enter the premises and take corrective action, including the provision of extended maintenance. The costs of such maintenance may be charged to the owner and may include administrative costs and penalties; if a property owners’ association is the owner, such costs may be charged to such association or to the individual property owners that are members of the property owners’ association, and such costs shall become a lien on all properties of the development or subdivision until paid in full.

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4. Historic Preservation Plan. A historic preservation plan shall be submitted to the HPC for review and approval by owners of historic properties used as open or amenity space (prior to the approval of a land disturbance permit) and owners of historic properties to whom facade grant funds are conditionally awarded (prior to the tender of grant funds by the City). The historic preservation plan shall establish an ongoing maintenance and preservation program for the historic property in order to ensure that the essential features of the historic property that enable it to convey its historical identity and significance are maintained in an excellent condition and the overall condition of the historic property is maintained in a good condition in the future. The historic preservation plan shall provide that any changes to such plan shall require the approval of the HPC. Preservation measures and required maintenance required for compliance with the ongoing preservation and maintenance program for the historic property, as required by the Historic Conservation Plan, shall be performed in a manner consistent with the United States Secretary of the Interior's Standards for Preservation and Guidelines for Preserving Historic Buildings. The historic preservation plan shall be reviewed and considered for approval by the HPC in accordance with the procedures set forth herein.
5. Legal Instrument for Permanent Protection.
 - a. The historic property shall be protected by a binding legal instrument recorded with the Fulton County Clerk of Superior Court. Notwithstanding the use of the term “permanent”, the duration of the restrictions and obligations set forth in the legal instrument (providing for the continued preservation of the historic property) shall be for such term of years as determined to be reasonable by the City, considering the benefit received by the subject property owner, the useful life of the subject building, and other similar criteria. Facade easements granted to the City in consideration of facade grant funds shall meet the requirements set forth below for conservation easements, except such easements must be in favor of the City, as holder of the easement. For historic properties used as open/amenity space, the instrument of permanent protection, which shall be placed on the historic property at the time of issuance of a land disturbance permit, shall be one of the following:
 - (i) Conservation Easement. A permanent conservation easement, in accordance with The Georgia Uniform Conservation Easement Act, O.C.G.A. § 44-10-1, et seq., in favor of either a:
 - (a) Land trust or historic preservation oriented non-profit organization with legal authority to accept such easements. The organization shall be bona fide and in perpetual existence and the conveyance instruments shall contain an appropriate provision for retransfer in the event the organization becomes unable to carry out its functions; or
 - (b) Governmental entity with an interest in pursuing goals compatible with the purposes of this ordinance. If the entity accepting the easement is not the City, then a third-party right of enforcement favoring the City shall be included in the easement; or

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- (ii) Permanent Restrictive Covenant. A permanent restrictive covenant for conservation purposes in favor of a governmental entity with an interest in pursuing goals compatible with the purposes of this Section; or
 - (iii) Other. Subject to the approval of the City, an equivalent legal tool that provides permanent protection.
- b. The legal instrument for permanent protection shall:
 - (i) Describe the features of the historic property that should be permanently protected;
 - (ii) Provide the duration of the covenants set forth therein, which shall run with the land for such minimum term of years as required by the City;
 - (iii) Clearly identify the boundaries of the historic property by survey and a metes and bounds legal description;
 - (iv) Clearly list the restrictions applicable to the historic property, which shall include such restrictions regarding the use, building and development of the property, as necessary, to comply with and carry out the obligations set forth in this Section and the historic preservation plan, as well as any further restrictions the applicant chooses to place on the use of the historic property not in conflict herewith;
 - (v) Provide for inspections of such property by the owner, the holder of the easement, and the City;
 - (vi) Provide for maintenance of such property in accordance with the requirements of the historic preservation plan and this Section;
 - (vii) Be shown on a certified survey and duly recorded with the Fulton County Clerk of Superior Court prior to the issuance of a land disturbance permit;
 - (viii) Provide for amendments only with the express written permission of the property owner(s), the holder of the easement, and the City. Amendments to the legal instrument for permanent protection shall be filed with the Director and shall be recorded with the Fulton County Clerk of Superior Court; and
 - (ix) Be subject to the review and approval by the City Attorney’s office and include such additional terms and provisions as deemed necessary to protect the City’s interest.
- c. Additional Requirements for Conservation Easements. In addition to the foregoing requirements, the conservation easement(s) shall:
 - (i) Comply with the requirements set forth in The Georgia Uniform Conservation Easement Act, O.C.G.A. 44-10-1 et seq.;
 - (ii) List the parties, that is, the owner(s) of such property, the holder of the easement, and, if required by the City, a person with a third-party right of enforcement;
 - (iii) Provide a third-party right of enforcement favoring the City if the City is not the grantee/holder of the easement; and

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- (iv) Specify how the easement may be transferred, as in the case of dissolution of the property owners’ association or non-profit organization.

2.9.6 HISTORIC RESOURCES INVENTORY – CONTRIBUTING HISTORIC BUILDINGS

A. Findings; Purpose and Intent.

1. The City Council finds: (a) the City contains a stock of historic buildings and structures that contribute to the historic, cultural, aesthetic, architectural, or other heritage of the City of Alpharetta; (b) such historic buildings and structures impart a distinct and distinguished appearance to the City of Alpharetta that is of benefit and attractive to residents, tourists and visitors; (c) the preservation, protection and perpetuation of these historic buildings and structures is essential to the promotion of the health, prosperity, and general welfare of the people; (d) the traditional character and heritage of the community cannot be maintained and the health, prosperity, and general welfare of the people cannot be protected by allowing the unnecessary destruction, demolition, removal or defacement of these buildings and structures that are important or essential to defining the community’s character; (e) the adaptive reuse of historic buildings or structures has proven to be an economically feasible and potentially profitable alternative to demolition and should be promoted; and (f) the economic feasibility and the viability of adaptive reuse of these historic buildings and structures should be evaluated by the City Council prior to the demolition of such historic resources.
2. This Subsection is intended to provide for the preservation, protection and perpetuation of those certain historic buildings and structures that contribute to the City’s historic, cultural, aesthetic, architectural or other heritage, and which impart a distinct and distinguished appearance to the City of Alpharetta that is of benefit and attractive to residents, tourists and visitors, consistent with and in furtherance of the interests, policies and goals of the City: (a) to preserve historic buildings and maintain the traditional and historic character of the community, as set forth in the Comprehensive Plan and the Downtown Master Plan; (b) to foster civic pride in the beauty and accomplishments of the past; (c) to stabilize and protect the aesthetic and economic vitality of such buildings; (d) to protect and promote local historical and aesthetic attractions to residents, tourists and visitors and thereby promote and stimulate business in the City; and (e) to provide for the opportunity and ability to further promote and encourage the protection, enhancement, perpetuation, and use of such buildings by property owners. To further implement these policies and objectives, the purpose of this Subsection is to establish reasonable regulations to prevent the unnecessary destruction, demolition, removal or defacement of such significant buildings.

B. Established.

In order to help carry out the goals and policies of the City’s Comprehensive Plan, the Downtown Master Plan and this Ordinance, an official inventory listing and identifying those certain historic buildings that (a) contribute to the City's historic, cultural, aesthetic, architectural, or other heritage, and (b) are at least seventy-five (75) years old is hereby established and designated as the City of

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Alpharetta Historic Resources Inventory - Contributing Historic Buildings (the “Historic Resources Inventory - Contributing Historic Buildings”). Those certain historic buildings identified in the Comprehensive Plan and Downtown Master or which are otherwise found by the City Council to meet the foregoing criteria as of the date of adoption of this Ordinance, as set forth in Appendix A hereof, are hereby listed on the Historic Resources Inventory - Contributing Historic Buildings. The Historic Resources Inventory may be amended from time to time, with buildings added to or removed therefrom, by the City Council’s adoption of an ordinance to amend same. The Historic Resources Inventory shall further serve as a resource document for reviewing and evaluating proposed development on the subject sites and surrounding properties, as well as a foundation for identifying properties eligible for designation as historic properties.

C. Effect of Listing on City’s Historic Resources Inventory.

The principal building of a property listed on the Historic Resources Inventory - Contributing Historic Buildings shall be deemed a “contributing historic building.”

D. Requirements for Demolition, Removal or Substantial Alteration of a Contributing Historic Building

The demolition, removal (or relocation) or substantial alteration of a contributing historic building shall be prohibited without the prior approval of the City Council following a public hearing. No building permit involving the demolition, removal or substantial alteration of a contributing historic property shall be issued by the City without the City Council’s prior approval of such demolition, removal or substantial alteration. Permits for demolitions, removals or substantial alterations that comply with a zoning change or redevelopment plan that has previously been approved by the City Council shall not require any further approval by the City Council. Whenever an application for a demolition, building or other permit that involves the demolition, removal or substantial alteration of a contributing historic building is submitted to the Building Official or other responsible City department, such application shall be forwarded to the Director for determination as to whether same requires a public hearing and approval by the City Council.

1. Standard for Approval. A request to demolish, remove or substantial alter a contributing historic building shall be approved by City Council upon a finding that any such denial will result in a significant detriment to the property owner that is not justified by the benefit to the public resulting from the preservation, protection and perpetuation of such building.
2. Factors for Consideration. In considering a request to demolish, remove or substantial alter a contributing historic building, the City Council shall consider the following criteria:
 - a. Any substantial changes in circumstances that have occurred since the contributing historic building was added to the Historic Resources Inventory;
 - b. The proposed building or redevelopment plans for the property on which the contributing historic building is located;

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- c. The impact of the proposed demolition on any remaining portion(s) of the building, if applicable;
- d. The economic hardship which may be experienced by the present owner if the application is denied;
- e. The present condition of surrounding buildings, and the current level of repair and maintenance of neighboring buildings;
- f. The potential of the building for renovation and reuse and the cost and extent of possible renovation;
- g. The degree to which the contributing historic building is out of scale or out of character with surrounding land uses;
- h. Whether due to the location of the property and surrounding land uses, the restrictions placed on such property adversely affect its reasonable use or usability; and
- i. Whether there is a reasonable balance between the public benefit from the preservation, protection and perpetuation of the property and the detriment to the owner as a result of prohibiting the request.

2.9.7 APPLICATION TO HPC FOR A CERTIFICATE OF APPROPRIATENESS

A. Approval of Material Change in Appearance of Historic Property.

After the designation by ordinance of a historic property, no material change in the appearance of such property shall occur or be permitted to be made by the owner or occupant thereof unless or until an application for a certificate of appropriateness has been submitted to and approved by the HPC. A building permit applicable to a historic property shall not be issued without a certificate of appropriateness.

B. Submission of Plans to HPC.

An application for a certificate of appropriateness shall be accompanied by such drawings, photographs, plans and documentation as required by the HPC.

C. Interior Alterations.

In its review of an application for a certificate of appropriateness, the HPC shall not consider interior arrangement or use having no effect on exterior architectural features, other than the existence of adequate heating, cooling and ventilation systems necessary for the preservation of the subject building.

D. Technical Advice.

The HPC shall have the power to seek technical advice from outside its members on any application.

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E. Public Hearings, Notices, and Right to be Heard.

The HPC shall hold a public hearing at which each proposed certificate of appropriateness is discussed. Notice of the hearing shall be published in the principal newspaper of general circulation within the City and written notice of the hearing shall be made by the HPC to all owners and occupants of the subject property. The written and published notice shall be provided in the same manner and time frame as notices required by the Georgia Zoning Procedures Law. The HPC shall provide the property owner and/or applicant an opportunity to be heard at the certificate of appropriateness hearing.

F. Acceptable HPC Action on Applications for Certificates of Appropriateness.

HPC action: The HPC may (i) approve the application for a certificate of appropriateness as proposed; (ii) approve the application for a certificate of appropriateness with any modifications it deems necessary; or (iii) reject the application for a certificate of appropriateness.

G. Design Standards for Proposed Material Changes.

Any material change in appearance to a historic property shall comply with the following minimum standards:

1. General Standards.

All material changes in the appearance of exterior architectural features of the historic property shall conform with the United States Secretary of the Interior's Standards for the Treatment of Historic Buildings with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings (the “U.S. Secretary of the Interior's Standards and Guidelines”), as applicable.

2. Street-Facing Facades.

All street-facing facades must be compatible with the existing or original structure:

- a. The proportion between the width and height of the proposed alterations must be compatible with any street-facing facade of the existing or original structure.
- b. The proportions and relationships between doors and windows in street-facing facades must be compatible with the existing or original structure.
- c. Any alterations consisting of side additions to a street-facing facade must have a minimum setback of twelve (12) inches from the plane of the existing street-facing facade, and any associated roofline must have a minimum setback of twelve (12) inches from the existing roof line.
- d. The following exceptions to the foregoing minimum setback requirements will be permitted where there is, on the effective date, an existing side addition or side porch to a street-facing facade:

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- i. An existing open-air porch that does not comply with the 12-inch setback requirement may be enclosed within the existing plane of the porch; and
- ii. An existing side addition that does not comply with the 12-inch setback requirement may be extended a further five (5) feet to the side of the same plane as the existing side addition.

3. Height and Roof Shapes.

The height of the proposed alterations must be compatible with the existing building or structure. The design of the roof and any dormers must be compatible with the existing roof and dormers. Any alterations must preserve the existing or original roof ridge, roof pitch and overhangs of the existing or original building or structure and new or altered dormers must be compatible with the typical styles of dormers associated with the original building or structure.

4. Architectural Details.

Architectural details and materials must be incorporated as necessary to relate the new with the old and to preserve and enhance the character-defining features of the existing or original building or structure. Windows may be replaced as long as they contain real or simulated divided lights, grille patterns, sizes and shapes that are compatible with the typical style of windows associated with the original building or structure and otherwise comply with the requirements of this subparagraph.

5. Retention of Original Structure.

After completion of the proposed alterations:

- a. 100% of the existing street-facing facade width and height must be retained intact consistent with the other requirements of this ordinance.
- b. At least 75% of the floor area of the original structure must remain. Interior renovations and any restoration to match the original will not be deducted in determining compliance with the 75% requirement.

6. Landscape Requirements.

Landscaping in front yards shall be subject to the following standards:

- a. Trees greater than six (6) inches in diameter shall be conserved, whenever possible;
- b. Plantings and landscapes that are significant in defining the character of a property or area shall be retained;
- c. Diseased or deteriorated plantings and landscapes that are significant in defining the character of a property or area shall be replaced with healthy specimens of identical or similar species, and the landscape shall be retained; and

EXHIBIT "A"

- d. Landscaping in front yards shall be designed to reflect the period or style of the principal structure on the property.

H. Standards for Approval.

The HPC shall approve the application and issue a certificate of appropriateness if it finds that the proposed material change(s) in the appearance would not have a substantial adverse effect on the aesthetic, historic, or architectural significance and value of the historic property. In making this determination, the HPC shall consider, in addition to whether the proposed material change(s) in the appearance comply with the foregoing design standards any other pertinent factors, the following criteria:

1. For restoration, renovation, rehabilitation, reconstruction, alteration, or new construction:

Whether the proposed actions conform in design, scale, building material, setback and site features and to the United States Secretary of the Interior's Standards the Treatment of Historic Buildings with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings, as applicable.

2. For relocation:

- a. The historic character and aesthetic interest of the building, structure, or object contributes to its present setting;
- b. Whether there are definite plans for the area to be vacated and what the effect of those plans on the character of the surrounding area will be;
- c. Whether the building, structure, or object can be moved without significant damage to its physical integrity; and
- d. Whether the proposed relocation area is compatible with the historical and architectural character of the building, structure, site, or object.

3. For demolition:

- a. The historic, scenic, or architectural significance of the building, structure, site, or object;
- b. The importance of the building, structure, site, or object to the ambiance of the area;
- c. The difficulty or impossibility of reproducing such a building, structure, site, or object because of its design, texture, material, detail, or unique location;
- d. Whether the building, structure, site, or object is one of the last remaining examples of its kind in the neighborhood or the city;

EXHIBIT "A"

- e. Whether there are definite plans for use of the property if the proposed demolition is carried out, and what the effect of those plans on the character of the surrounding area would be;
- f. Whether reasonable measures can be taken to save the building, structure, site, or object from collapse; and
- g. Whether the building, structure, site, or object is capable of earning reasonable economic return on its value.

I. Undue Hardship.

When, by reason of unusual circumstances, the strict application of any provision of the ordinance would result in the exceptional practical difficulty or undue economic hardship upon any owner of a specific property, the HPC, in passing upon applications, shall have the power to vary or modify strict provisions, so as to relieve such difficulty or hardship; provided such variances, modifications, interpretations shall remain in harmony with the general purpose and intent of said provisions, so that the architectural or historical integrity, or character of the property, shall be conserved and substantial justice done. In granting variances, the HPC may impose such reasonable and additional stipulations and conditions as will, in its judgment, best fulfill the purpose of this Section. An undue hardship shall not be a situation of the person's own making.

J. Deadline for Approval or Rejection of Application for a Certificate of Appropriateness.

- 1. The HPC shall approve or reject an application for a certificate of appropriateness within forty-five (45) days after the filing thereof by the owner or occupant of a historic property, building, structure, object or historical site. Evidence of approval shall be by a certificate of appropriateness issued by the HPC. Notice of the issuance or denial of a certificate of appropriateness shall be sent by United States certified mail to the applicant and all other persons who have filed a written request for such notice with the HPC.
- 2. Should the HPC fail to approve or reject an application for a certificate of appropriateness within forty-five (45) days the application shall be deemed automatically approved.

K. Notice and Effect of HPC's Rejection of Application for a Certificate of Appropriateness.

- 1. In the event the HPC rejects an application for a certificate of appropriateness, the HPC shall state its reasons for doing so, and shall transmit a record of such rejection and reasons, in writing, to the applicant. The HPC may suggest alternative courses of action it thinks proper if it rejects the application submitted. The applicant, if he or she so desires, may make modifications to the plans and may resubmit the application at any time after making said plan modifications.
- 2. In cases where the application for a certificate of appropriateness covers a material change in the appearance of a structure which would require the issuance of a building permit, the rejection of the application for a certificate of appropriateness by the HPC shall be binding

EXHIBIT "A"

upon the building official or other administrative officer charged with issuing building permits and, in such a case, no building permit shall be issued.

L. Requirement of Conformance with a Certificate of Appropriateness.

1. All work performed pursuant to an issued certificate of appropriateness shall conform to the requirements of such certificate. In the event work is performed not in accordance with such certificate, the HPC may request that the City obtain a cease and desist order from the appropriate tribunal and all work shall cease.
2. The City Council or the HPC may, initiate any appropriate action or proceeding in a court of competent jurisdiction to prevent any material change in appearance of a designated historic property, except those changes made in compliance with the provisions of this Section or to prevent any illegal act or conduct with respect to such historic property.

M. Certificate of Appropriateness Void if Construction Not Commenced.

1. A certificate of appropriateness shall become void unless the work described in the application for a certificate of appropriateness as approved by the HPC has commenced within six (6) months of the date of issuance.
2. A certificate of appropriateness shall expire after eighteen (18) months unless said certificate is renewed. A certificate of appropriateness may be renewed for a single eighteen (18) month period. An application for renewal must be submitted to the Community Development Director prior to the expiration of the original certificate of appropriateness. The Director shall approve the application for renewal provided the project is not in violation of any city ordinance.

N. Record of Application for Certificate of Appropriateness.

The HPC shall keep a public record of all applications for a certificate of appropriateness, and of all the HPC's proceedings in connection with said application. These records shall be maintained in accordance with the City's records management plan.

O. Appeals.

Any person adversely affected by any determination made by the HPC relative to the issuance or denial of an application for a certificate of appropriateness may appeal such determination to the City Council. Any such appeal must be filed with the City Council within thirty (30) days after the issuance of the determination pursuant to Subparagraph K(1) of this Subsection, or in the case of a failure of the HPC to act, within thirty (30) days of the expiration of the forty (45) day period allowed for HPC action, as set forth in Subparagraph K(2) of this Subsection. The City Council may approve, modify, or reject the determination made by the HPC if the governing body finds that the HPC abused its discretion in reaching its decision. Decisions of the City Council are final and may only be

EXHIBIT “A”

appealed by application for a writ of certiorari to the Superior Court of Fulton County, which must be filed within thirty (30) days of the date of the decision.

2.9.8 MAINTENANCE OF HISTORIC PROPERTIES; BUILDING AND ZONING CODE PROVISIONS

A. Ordinary Maintenance or Repair.

Ordinary maintenance or repair of any exterior architectural or environmental feature in or on a historic property to correct deterioration, decay, or to sustain the existing form, and that does not involve a material change in design, material, or outer appearance thereof, does not require a certificate of appropriateness.

B. Failure to Provide Ordinary Maintenance or Repair.

Property owners of historic properties shall not allow their buildings to deteriorate by failing to provide ordinary maintenance or repair. The HPC shall be charged with the following responsibilities regarding deterioration by neglect:

1. The HPC shall monitor the condition of historic properties to determine if they are being allowed to deteriorate by neglect. Such conditions as broken windows, doors and openings which allow the elements and vermin to enter, and the deterioration of a building's structural system shall constitute failure to provide ordinary maintenance or repair.
2. In the event the HPC determines a failure to provide ordinary maintenance or repair, the HPC will notify the owner of the property and set forth the steps which must be taken to remedy the situation. The owner of such property will have thirty (30) days to perform such remedial measures. A building permit may be required to accomplish the necessary remedial measures.
3. In the event that the condition is not remedied in thirty (30) days, the owner shall be deemed to be in violation of this Section.

C. Affirmation of Existing Building and Zoning Codes.

Nothing in this Section shall be construed as to exempt property owners from complying with existing City building, development, and zoning codes; provided, however, owners of historic properties may be exempt from certain requirements of such codes as expressly provided herein and/or pursuant to the provisions of the subject code(s).

2.9.9 VIOLATIONS

The remedies and penalties set forth herein are nonexclusive and the exercise of one or more of such remedies or penalties shall not preclude the exercise of another. In addition to the other remedies provided for herein, violations of the provisions of this Section shall be enforced, prosecuted and punished in the same manner as set forth in Article V of the Unified Development Code of the City of Alpharetta. Additionally, the City may take all necessary civil action to enforce the provisions hereof and may seek

EXHIBIT “A”

appropriate legal or equitable remedies or relief, including injunctive relief. Further, violations of this Section may constitute due cause for the revocation or removal of the “historic designation” from the property, which shall require the adoption of an ordinance to revoke or remove such designation in accordance with procedures consistent with the procedures required for the designation of a historic property. Further, if a historic property is demolished, removed or relocated without a certificate of appropriateness or in violation of any condition of a certificate of appropriateness, or in the event of a substantial alteration to the historic property, the following restrictions, in addition to any other penalties or remedies set forth in this Section, shall be applicable to the lot or parcel on which the building or structure comprising the historic property or heritage landmark was formerly located:

The lot or parcel shall be deemed a nonconforming lot for a period of five (5) years after the date of such demolition, removal, relocation or substantial alteration. No building or other permits will be issued for the construction or development of any improvements on the lot or parcel for a period of five (5) years after the date of such demolition, removal, relocation or substantial alteration, except for permits approving building or construction activities undertaken to cure the violation to the extent that the violation is curable, as evidenced by the HPC’s approval of a certificate of appropriateness for same. Notwithstanding the foregoing restrictions, the City may issue permits for improvements necessary for the immediate protection and preservation of life and/or property of other persons.

The remedies set forth for in this Section are in addition to and cumulative of all other remedies provided by law.

2.9.10 APPEALS

To the extent not otherwise provided herein, any person adversely affected by a determination made by the HPC may appeal such determination to the City Council. Any such appeal must be filed within thirty (30) days of the date of the subject determination. Decisions of the City Council are final and may only be appealed by application for a writ of certiorari to the Superior Court of Fulton County, which must be filed within thirty (30) days of the date of the decision.

A RESOLUTION RECOGNIZING THE ALPHARETTA CONVENTION AND VISITORS BUREAU, INC. (THE "ACVB") AS A PRIVATE SECTOR NON-PROFIT ORGANIZATION AND DESTINATION MARKETING ORGANIZATION AUTHORIZED TO RECEIVE AND ADMINISTER MUNICIPAL HOTEL EXCISE TAXES FOR THE PURPOSES OF PROMOTING TOURISM, CONVENTIONS AND TRADE SHOWS; DESIGNATING THE ACVB AS A LEGAL RECEIPT OF CERTAIN CITY OF ALPHARETTA HOTEL EXCISE TAXES; AUTHORIZING THE CITY TO ENTER INTO A CONTRACT WITH THE ACVB ESTABLISHING A BUDGET FOR PROPER EXPENDITURE OF ALPHARETTA HOTEL EXCISE TAXES RECEIVED BY THE ACVB FROM THE CITY; AND FOR OTHER PURPOSES

WHEREAS, the City of Alpharetta (the "City") has, effective October 1, 2015, increased its hotel excise tax rate from six percent (6%) to eight percent (8%), as authorized by law; and

WHEREAS, pursuant to O.C.G.A. §48-13-51(b)(2), in order to impose an excise tax rate of eight percent (8%), an amount equal to not less than fifty percent (50%) of the total amount of taxes collected that exceeds the amount of taxes that would be collected at the rate of five percent (5%) shall be expended for "promoting tourism, conventions, and trade shows" by a non-profit organization and "destination marketing organization" designated by the City; and

WHEREAS, the ACVB is a private sector non-profit organization exempt from federal income tax under Section 501(c)(6) of the Internal Revenue Code that qualifies as a destination marketing organization which encourages travelers to visit their destinations, encourages meetings and expositions in the area, and provides visitor assistance and support as needed; and

WHEREAS, the Mayor and Council by this Resolution desire to recognize and designate ACVB as the private sector non-profit organization and destination marketing organization to receive and administer that portion of the Alpharetta hotel excise tax that must be expended for promoting tourism, conventions and trade shows through a destination marketing organization; and

WHEREAS, the Mayor and Council further desire to authorize the Mayor to enter into a written contract with the ACVB specifying the budget and designating the manner in which the excise tax received by the ACVB shall be properly expended;

NOW, THEREFORE, the Mayor and Council hereby:

RESOLVE, that the ACVB is hereby recognized and designated as the private sector non-profit organization and destination marketing organization authorized to receive and administer that portion of the City hotel excise taxes required to be expended for the promotion of tourism through a designated marketing organization; and **IT IS**

FURTHER RESOLVED, that the Mayor, and such other City officials as may be appropriate are hereby authorized to execute and enter into a contract with the ACVB specifying the tax proceeds to be received by the ACVB from the City, establishing a budget and setting forth the proper procedures for the expenditure of such funds.

SO RESOLVED, this _____ day of August, 2015.

CITY OF ALPHARETTA, GEORGIA

By: _____
David Belle Isle, Mayor

COUNCILMEMBERS

(SEAL)

Attest:

Coty Thigpen, City Clerk

APPROVED AS TO FORM:

C. Sam Thomas, City Attorney

**AGREEMENT FOR THE
DISTRIBUTION OF MUNICIPAL HOTEL TAXES**

This Agreement (the "Agreement") is made and entered into effective October 1, 2015, by and between the City of Alpharetta, Georgia, a municipal corporation of the State of Georgia (the "City") and the Alpharetta Convention & Visitors Bureau, Inc., a private sector non-profit organization existing under the laws of the State of Georgia (the "ACVB").

WHEREAS, the City has, effective October 1, 2015, increased its hotel excise tax rate from six percent (6%) to eight percent (8%), as authorized by law; and

WHEREAS, pursuant to O.C.G.A. §48-13-51(b), in each fiscal year during which a tax is collected at the rate of eight percent (8%), an amount equal to not less than fifty percent (50%) of the total amount of taxes collected that exceed the amount of taxes that would be collected at the rate of five percent (5%) shall be expended for promoting tourism, conventions, and trade shows through a private sector non-profit organization and destination marketing organization; and

WHEREAS, ACVB is a private sector non-profit organization and destination marketing organization authorized by law to receive and administer hotel taxes to promote tourism, conventions and trade shows; and

WHEREAS, the City and ACVB desire to enter into this written contract pursuant to which the City shall disburse that portion of the City hotel taxes required to be expended through a destination marketing organization for the promotion of tourism, conventions and trade shows within the City of Alpharetta in accordance with the terms of this contract and for the purposes provided by law;

NOW, THEREFORE, for and in consideration of the matters set forth in the above WHEREAS recitals, the mutual agreements and covenants of the parties set forth in this Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the City and ACVB agree as follows:

1. RECITALS. The foregoing WHEREAS recitals are true and correct and are incorporated herein by this reference as if set forth in full herein.

2. DESIGNATION OF DESTINATION MARKETING ORGANIZATION. ACVB is hereby designated as the destination marketing organization authorized to receive and administer that portion of the City of Alpharetta hotel excise taxes required to be expended for the promotion of tourism through a destination marketing organization. ACVB shall expend all such net revenues in accordance with this contract and applicable state law.

3. BUDGET PREPARATION. It shall be the duty of the Executive Committee of the ACVB to obtain from the City an estimate of the net revenue anticipated by the City's proceeds from the levy of the hotel excise tax for the period which ends June 30, 2016; and thereafter, the Executive Committee shall obtain such estimates for the full fiscal year of the ACVB which shall commence each year on July 1 and end on June 30 of the following year. Upon receipt of the information as to the anticipated tax revenues, it shall be the duty of the ACVB through its Executive Committee to prepare a line-item budget for the expenditure of the anticipated receipts which expenditures shall be pursuant to and in accordance with the purposes heretofore established by the City. In the adoption of such a budget, the Executive Committee shall specify the anticipated means of promoting tourism, conventions and trade shows, and allocate specific amounts on the line-item for each type of promotion.

4. APPROVAL OF BUDGET. Upon completion of the budget, the ACVB, through its Executive Committee, shall submit the same to the City for its review and approval. The City shall timely review the proposed budget as submitted by the Executive Committee. The City shall have the right to veto proposed expenditures by line-item or line-items, in which case, the Executive Committee shall delete such vetoed items from the proposed budget and make such substitute recommendations as shall be determined by them. While the City may veto a line-item or line-items, the City shall not insert a line-item or line-items. If the City fails to approve a budget within sixty (60) days of its original submission, this Agreement shall be deemed cancelled as provided in Paragraph 6 of this Agreement.

5. DISTRIBUTION OF FUNDS; AUDIT REPORTS. The City shall, upon approval of the annual budget, distribute to the ACVB the

revenues derived from that portion of the tax which must be expended through a destination marketing organization. The ACVB and the Executive Committee shall refrain from expending funds except for the purposes indicated in the budget and shall limit expenditures to the smaller of the budgeted amount or the actual amount received by the ACVB. Not later than sixty (60) days after the end of ACVB's fiscal year, the Executive Committee shall submit to the City a detailed financial report showing the actual expenditure funds, the purposes for which expended, and the amounts, if any, which remain unexpended. The City reserves the right to acquire such additional reports and information from the ACVB as the City may from time to time determine to be necessary to apprise itself of the expenditure funds. The City shall have the right to conduct a periodic review of the expenditures of the tax funds committed to the ACVB as they shall from time to time determine, and the ACVB shall make its records fully available for such purpose. The ACVB shall not incur any obligation for the expenditure of funds beyond the amounts actually received, and in no event shall any obligation of the ACVB constitute an obligation of the City.

6. TERMINATION. This Agreement may be cancelled and terminated by the City or the ACVB upon sixty (60) days written notice. In the event of such cancellation, the City shall not be obligated to furnish further funds to the ACVB after the effective date of the termination, and ACVB shall make a prompt and final accounting to the City and return to the City any unexpended proceeds of the hotel excise tax.

7. APPLICABLE LAW. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of Georgia.

8. SEVERABILITY. If any clause or provision of this Agreement is or becomes illegal, invalid or unenforceable because of present or future laws or any rule or regulation of any governmental body or entity, then the remaining parts of this Agreement shall not be affected, unless such invalidity would create an undue hardship on a party, or is essential to the rights of any of them, in which event such parties shall have the right to terminate this Agreement on written notice to the other party.

9. BINDING AGREEMENT. This Agreement constitutes the entire agreement between the parties with respect to the matters contained herein, and supersedes all prior understandings and

writings, which shall be of no further force or effect upon execution of this Agreement, and this Agreement may be amended or modified only by a writing signed by the City and the ACVB.

10. FURTHER ASSURANCES. The parties covenant to execute such additional documents and instruments as may be reasonably necessary to facilitate the purpose and intention of this Agreement.

11. COUNTERPARTS; ELECTRONIC EXECUTION. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original and all of which shall comprise but a single document. Facsimile or electronic signatures of this Agreement shall have the same force and effect as original signatures.

12. EFFECTIVE DATE. This Agreement shall be binding upon execution, but the effective date shall be October 1, 2015.

CITY OF ALPHARETTA, GEORGIA

By: _____
David Belle Isle, Mayor

ALPHARETTA CONVENTION & VISITORS
BUREAU, INC.

By: _____
Janet Rodgers, President

APPROVED AS TO FORM:

C. Sam Thomas, P.C.
City Attorney

1889806



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: PUBLIC SAFETY
SUBMITTED BY: GARY GEORGE
DATE: AUGUST 24, 2015

I. AGENDA ITEM TITLE: RADIO REPLACEMENTS

II. RECOMMENDATION:

Approve the purchase of 172 Motorola radios (multiple models) from Motorola Solutions (sole source provider of radios under the North Fulton Regional Radio System) at a total cost of \$669,650.00 and authorize the Mayor to execute all necessary documents.

III. BUDGET IMPLICATIONS:

☐ NON-BUDGETED ITEM

☐ NO FISCAL IMPACT

☒ INCLUDED IN CURRENT FY CAPITAL BUDGET

☐ INCLUDED IN CURRENT FY OPERATING BUDGET

TOTAL PROJECT COST: \$669,650.00

INTERNAL FUNDING SOURCES:

DESCRIPTION	ACCOUNT NUMBER	DOLLAR AMOUNT
Radio Replacement (E911 Fund)	21531800-542100-PEM02	\$584,456
Non-Allocated (E911 Fund)	21531800-579000	85,194
		\$669,650

IV. REPORT IN BRIEF:

The recommended purchase includes 132 units for the Fire Department (mobiles, portables and base stations) and 40 portable radios for Public Works. Replacement is necessary for compatibility with other radios on the North Fulton trunk when the system begins encryption, presently scheduled for late November 2015. These replacements were recognized in the original conversion plan but funding was deferred pending the outcome of *Assistance to Firefighters Grant* application submitted for the purpose. The grant was declined and the Department must now proceed with the purchase. Motorola Solutions is the City's sole source provider of radios. The company makes several models which have been evaluated and selected for the intended purposes. Portable radios to be used in Fire Suppression are built specifically for that application with features such as large controls for use with heavy gloves and heat and water resistance. Less ruggedized units were selected for other Fire applications such as Inspections, and units with fewer interoperability channels are recommended for personnel with little need for inter-jurisdiction communications such as Public Works staff.

Radios for police personnel were purchased during FY 2015. Upon approval of this request, most of the City's radios will have been replaced with models that maximize the capabilities of the North Fulton Regional Radio System.

The recommended purchase consists of the following units:

Portables (intrinsically safe)	39	@ \$5,435.25*
Portables (broad interoperability)	18	@ \$4,679.50*
Portables (limited interoperability) 96	@ \$2,771.00*	
Mobiles (vehicle-mounted)	12	@ \$4,795.75*
Base Stations (fire stations)	6	@ \$7,722.50**
Base Station (Public Works)	1	@ <u>\$3,544.25</u>
Total Purchase		\$669,650.00

*Unit cost after a quantity discount of \$300.00 each.

**Unit cost after a quantity discount of \$400.00 each.

V. ALTERNATIVES:

VI. ATTACHMENTS:

- Motorola Solutions Quotes



August 10, 2015

ALPHARETTA FIRE DEPARTMENT
Proposal # 15-046

ASTRO 25 APX7500 DIGITAL CONSOLETTA RADIO

6 M30URS9PW1 N – 10-35 watts, 7/800MHz, Single Band Operation

\$7,722.50ea / \$46,335.00 (includes \$400 quantity discount)

PACKAGE INCLUDES

On-Site Installation
Up to 1250 Channels
Desktop Microphone
Voice Announcements
Desktop Configuration
Seamless Wideband Scan
Interface to Station Buzzer
Over The Air Provisioning
Standard Software Based ADP
P25 Phase 2 Trunked Operation
ASTRO25 Integrated Voice and Data
Flashport Upgradeable & Programmable
Front Panel O5 Control Head, Keypad, Clock & VU Meter

OPTIONS AND ACCESSORIES

Wall Mount Kit	\$48.00
Multiple Key Encryption	\$247.50

Notes:

1. Pricing per GA State Contract 980-280008.
2. Installation includes Programming, Radio Installation, Replacement of external 800MHz antenna with 700MHz unity gain antenna, and interface to existing Station Buzzer.
3. Payment terms are net 30 days from invoice and shipment is FOB destination.
4. Please include Proposal Number, Payment Terms and Shipping Address on purchase order.

Thank you,

John Byrd
Senior Account Manager



August 10, 2015

ALPHARETTA DEPARTMENT OF PUBLIC SAFETY
Proposal # 15-045

ASTRO 25 APX1000 DIGITAL PORTABLE RADIO (PUBLIC WORKS)

96 H84UCF9PW6 N – 512 Modes, 7/800MHz, M2 P25 P2 TDMA Operations

\$2,771.00ea / \$266,016.00 (includes \$300 quantity discount)

\$396.00 ea / \$1,584.00 Multiple Unit Charger

PACKAGE INCLUDES

2" Belt Clip
Dual Microphone
Intelligent Lighting
.5 Watt Rated Audio
Programming Over P25
Antenna, ¼ wave stubby
Integrated GPS Hardware (see note 2)
Service Shop Programming
Mission Critical BlueTooth
IMPRES Single Unit Charger
ADP Standard Privacy Software
IP54 Environmental Specifications
Two IMPRES Li-Ion 1900MAH Batteries
Front Mounted 14 Character Color Display
Continuous Rotary Multi-function Knob
RSM, w/Emergency Button, Earphone Jack, Volume Toggle & Coiled Cord

ADDITIONAL OPTIONS & ACCESSORIES

Battery, Li-Ion 1900MAH \$81.60

Notes:

1. Pricing per GA State Contract 980-280008.
2. Requires software option to enable functionality.
3. Programming by Atlanta Communications Company.
4. Payment terms are Net 30 days from invoice and shipment is FOB destination.
5. Please include Proposal Number, Payment Terms and Shipping Address on purchase order.

Thank you,

John Byrd
Senior Account Manager



June 26, 2015

ALPHARETTA DEPARTMENT OF PUBLIC WORKS
Proposal # 15-052

ASTRO 25 APX1500 DIGITAL MOBILE RADIO (PUBLIC WORKS)

1 M36URS9PW1 N – 512 Modes, 7/800MHz, P25 P2 TDMA Operations

\$3,544.25ea

PACKAGE INCLUDES

No Antenna
O2 Control Head
Desktop Microphone
Programming Over P25
Built in 7.5 Watt Speaker
Night / Day Mode Button
MIL-STD 810C, D, E, F, G
Control Station Configuration
ADP Standard Privacy Software
IP56 Environmental Specifications
Integrated GPS Hardware (see note 2)
Continuous Rotary Multi-Function Knob
Service Shop Programming and Installation
Large Color Display with Intelligent Lighting

Notes:

1. Pricing per GA State Contract 980-280008.
2. Requires software option to enable functionality.
3. Programming and Installation by Atlanta Communications Company.
4. Payment terms are net 30 days from invoice and shipment is FOB destination.
5. Please include Proposal Number, Payment Terms and Shipping Address on purchase order.
6. Control Station is to be connected to the existing antenna. Please work with Atlanta Communications to resolve any unexpected problems.

Thank you,

John Byrd
Senior Account Manager



August 5, 2015

ALPHARETTA FIRE DEPARTMENT
Proposal 15-043

ASTRO 25 APX6000 DIGITAL PORTABLE RADIO (ADMIN)

18 H98UCH9PW7 N – Model 2.5, 3 watt, 1000 Modes, 7/800MHz

\$4,679.50ea / \$84,231.00 (includes \$300 quantity discount)

PACKAGE INCLUDES

Universal Carry Holder
Programming Over P25
APX Single Unit Charger
Mission Critical Bluetooth
Standard software based ADP
APX PSM 7/800MHz Antenna
P25 Phase 2 Trunked Operations
Extreme 1-sided Noise Reduction
¼ Wave 7/800MHz GPS Antenna
Dual Microphones w/.5W Speaker
Multiple Encryption Key Operation
ASTRO 25 Integrated Voice and Data
Two IMPRES LiIon 4200M R Batteries
IP67 Submersible 1 Meter for 30 Seconds
Service Shop Checkout and Programming
Large Color Display w/Navigation Buttons
Integrated GPS Enabled with Enhanced Data
APX Leather CC w/D-ring and 2.75 SWL BL
Front Display 4 lines/14 char Top Display 1 line/8 char
Public-Safety Speaker Microphone with Straight Cord

Notes:

1. Pricing per GA State Contract 980-280008.
2. Includes programming by Atlanta Communications.
3. PSM Straight Cords come in lengths of 18", 24" & 30".
4. Payment terms are net 30 days from invoice and shipment is FOB destination.
5. Please include Proposal Number, Payment Terms and Shipping Address on purchase order.

Thank you,

John Byrd
Senior Account Manager



August 5, 2015

ALPHARETTA FIRE DEPARTMENT
Proposal 15-042

ASTRO 25 APX6000XE DIGITAL PORTABLE RADIO (FIRE FIGHTER)

39 H98UCF9PW6 N – Model 2.5, 3 watt, 1000 Modes, 7/800MHz

\$5,435.25ea / \$211,974.75 (includes \$300 quantity discount)

PACKAGE INCLUDES

Programming Over P25
APX Single Unit Charger
Mission Critical Bluetooth
XE Rugged Radio Housing
Delta-T Submersible (IP68)
Standard software based ADP
Public Safety Yellow Housing
P25 Phase 2 Trunked Operations
Extreme 1-sided Noise Reduction
Dual Microphones w/.5W Speaker
Multiple Encryption Key Operation
ASTRO 25 Integrated Voice and Data
Service Shop Checkout and Programming
Large Color Display w/Navigation Buttons
Integrated GPS Enabled with Enhanced Data
1/4 Wave Stubby 7/800MHz & GPS Antenna
APX Leather CC w/D-ring and 2.75 SWL BL
Two IMPRES NiMH 4100M FM Rugged Batteries
Front Display 4 lines/14 char Top Display 1 line/8 char
APX XE Remote Speaker Microphone PS Yellow with Coiled Cord

Notes:

1. Pricing per GA State Contract 980-280008.
2. Includes programming by Atlanta Communications.
3. Payment terms are net 30 days from invoice and shipment is FOB destination.
4. Please include Proposal Number, Payment Terms and Shipping Address on purchase order.

Thank you,

John Byrd
Senior Account Manager



August 5, 2015

ALPHARETTA FIRE DEPARTMENT

Proposal # 15-013

ASTRO 25 APX6500 DIGITAL MOBILE RADIO - FIRE TRUCK

12 M25URS9PW1 N – 10-35 watts, 7/800MHz Operation, O5 Control Head

\$4,795.75ea / \$57,549.00 (includes \$300 quantity discount)

PACKAGE INCLUDES

Palm microphone
Up to 870 channels
Voice announcements
Seamless wideband scan
15 watt auxillary speaker
Over the air programming
Remote mount configuration
Advance system software key
Standard software based ADP
P25 Phase 2 trunked operations
Multiple encryption key operation
ASTRO25 Integrated Voice and Data
3dB gain low-profile rooftop antenna
Meets MIL-specs 810C, D, E, F and G
Flashport upgradeable & programmable
Service shop fire truck installation, removal & programming

Notes:

1. Pricing per GA State Contract 980-280008.
2. Installation prices are based on vehicle on-site at Atlanta Communications.
3. Payment terms are net 30 days from invoice and shipment is FOB destination.
4. Please include Proposal Number, Payment Terms and Shipping Address on purchase order.
5. If vehicle intercom system is not a standard connection through the db26 connector on the existing radio there could be additional charges for this interface.

Thank you,

John Byrd
Senior Account Manager



City Council Meeting and Public Hearing

STAFF REPORT

Submitting Department: Public Works
Submitted By: Geoffrey Sarra, Senior Engineer
Meeting Date: August 24, 2015

I. AGENDA ITEM TITLE: BIG CREEK GREENWAY DRAINAGE IMPROVEMENT, ITB 15-015

II. RECOMMENDATION:

Please award Bid No. 15-015 to Tri Scapes, Inc. in the amount of \$176,877.08 for the Big Creek Greenway Drainage Improvement Project and authorize the Mayor to execute all necessary documents.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: YES INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: \$176,877.08

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
Big Creek Drainage Imp. (30161150-541430-C1539)	\$20,222.08
Webb Br Pk Erosion/Paving - Reallocation of Funds (30161150-541430-C1422)	(\$20,222.08)

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
LWCF Grant for Big Creek Drainage Imp. (34061150-541510-C1539)	\$156,655.00
N/A	\$0.00

IV. REPORT IN BRIEF:

On November 4, 2014, City Council adopted a resolution providing approval to sign a contract agreement between the City and the Georgia Department of Natural Resources for the 2013 Land and Water Conservation Fund (LWCF) grant. This grant is to be used to make improvements to a section of the Big Creek Greenway approximately 450' north of Webb Bridge Road. This section of trail is approximately 175' in length and standing water can be found there for several days after a rain event.

The award of this bid is for the construction of an elevated concrete walkway on top of the existing trail. The top of the elevated walkway will sit 15" above the existing trail and will have a 42" handrail along each edge. The existing greenway trail will ramp up to the top of the elevated section over 25', a slope of 5%. Drainage channels will be incorporated into the elevated walkway to permit water to flow.

The Department of Public Works working with the Department of Recreation and Parks, prepared plans and specifications for the project and advertised for competitive bids on May 31, 2015. Bids for the project were received on June 18, 2015, and the City received a total of four bids from the following:

Tri Scapes, Inc.	\$176,877.08
Georgia Development Partners, LLC	\$196,709.50
Georgia Earth & Pipe, LLC	\$224,500.00
Vertical Earth	\$227,672.00

The apparent low bidder, Tri Scapes, Inc. is an experienced contractor and has worked on numerous similar projects in the Metro-Atlanta area. The Department of Public Works reached out to three references (City of Dunwoody, City of Kennesaw, and City of Sandy Springs) for Tri Scapes, Inc. where similar scopes of work were performed. These references complimented Tri Scapes, Inc. for their workmanship and indicated that

they would work with Tri Scapes, Inc. again in the future if given an opportunity. Additionally, Tri Scapes, Inc. is the current landscape maintenance contractor for Recreation and Parks. Tri Scapes, Inc. has consistently demonstrated an exceptional level of communication, performance, and workmanship on their contract with the Recreation and Parks Department.

Staff met with Tri Scapes, Inc. on July 8, 2015 to review the scope of work and the City's expectations. Staff emphasized that the timely completion of the project is of great concern to the City given the popularity and usage of the Big Creek Greenway. Staff also verified that Tri Scapes would be able to pursue completion of this project and the Webb Bridge Park Water Quality Pond should they be awarded both contracts. Tri Scapes assured Staff that they could complete the project for the bid amount, within the allocated time frame, and that sufficient resources would be allocated to each project to pursue the completion of both projects simultaneously without detriment to either project's timely completion.

During the course of the pre-award meeting, the topic of conveying concrete to the work area was discussed. At that time, Tri Scapes was unable to provide a definitive answer as to how they would convey concrete from Webb Bridge Road to the work area. Staff followed up on this topic with Tri Scapes via email and was informed that they plan on line pumping the concrete. Thus, Staff determined Tri Scapes, Inc. to be the lowest responsive and responsible bidder.

Once a contract with Tri Scapes, Inc. has been finalized and executed, construction can begin immediately and is expected to be complete within 14 calendar days from Notice to Proceed.

Construction of this project will require the closure of the Big Creek Greenway north of Webb Bridge Road. Signage will be placed at the Marconi Drive trailhead and at the Webb Bridge Road culvert one week prior to start of construction advertising this closure.

V. ALTERNATIVES:

None.

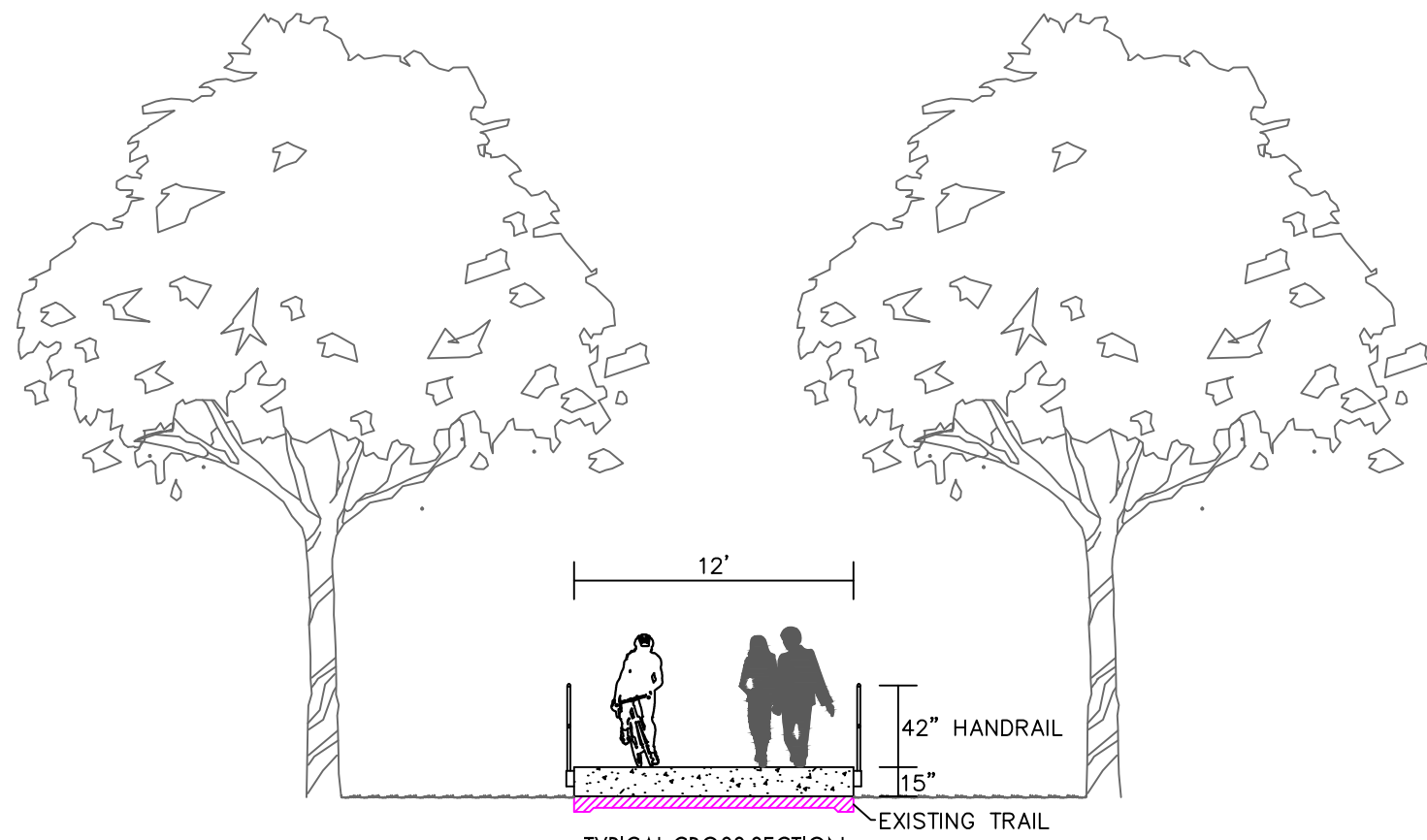
VI. ATTACHMENTS:

Location Map, Typical Sections

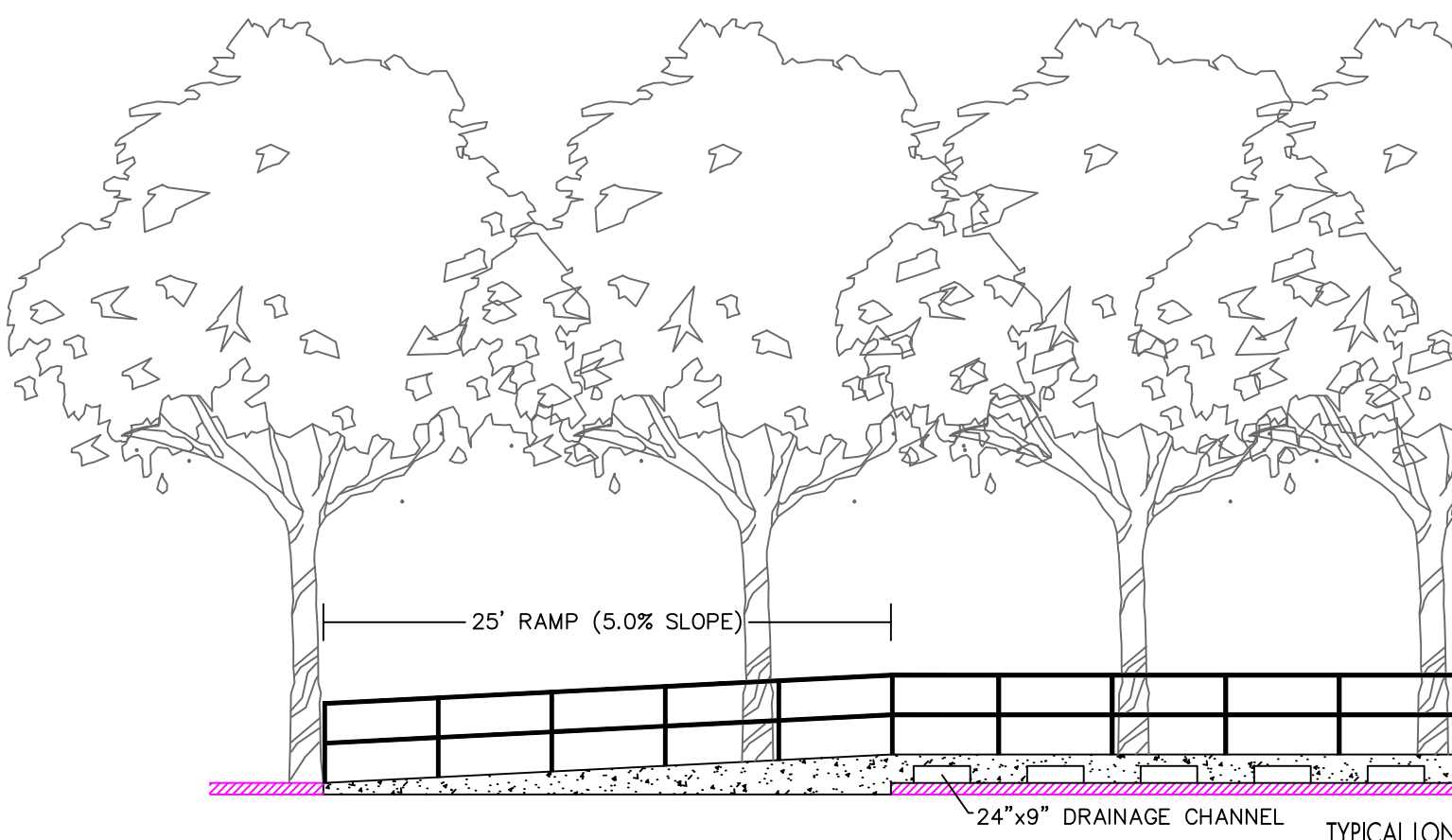


LOCATION MAP
BIG CREEK GREENWAY
DRAINAGE IMPROVEMENT
ITB 15-015

TYPICAL SECTIONS
BIG CREEK GREENWAY
DRAINAGE IMPROVEMENT
ITB 15-015



TYPICAL CROSS-SECTION



TYPICAL LONGITUDINAL SECTION

