



City Council Meeting & Public Hearing

SEPTEMBER 26, 2022

OFFICIAL MINUTES

Office of the City Clerk

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

OFFICIAL MINUTES

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

I. CALL TO ORDER

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

II. ROLL CALL

• Council Members

- Mayor Jim Gilvin
- Mayor Pro Tem Dan Merkel
- Donald F. Mitchell
- Brian Will
- Douglas J. DeRito
- John Hipes
- Jason Binder

• Staff

- Chris Lagerbloom, City Administrator
- Molly Esswein, City Attorney with Jarrard & Davis
- James Drinkard, Asst. City Administrator
- Lauren Shapiro, City Clerk
- John Robison, Director of Public Safety
- Kathi Cook, Director of Community and Economic Development
- Morgan Rodgers, Director of Recreation, Parks, and Cultural Services
- Pete Sewczwicz, Director of Public Works
- Tom Harris, Director of Finance
- Adam Montgomery, Information Security Manager

- Lance Morsell, Economic Development Manager
- Michael Woodman, Planning & Development Services Manager
- Charlotte Christian, Economic Development Coordinator
- Eric Graves, Senior Transportation Engineer / Planner

III. PLEDGE TO THE FLAG

- A. Mayor Gilvin announced that Playground Equipment Replacement: Webb Bridge Park item was removed from the Consent Agenda by city staff, and PH-21-06 Kairos/Thompson Street Flats Change to Condition of Zoning was withdrawn by the applicant and will not be considered during the September 26, 2022 City Council meeting.

IV. CONSENT AGENDA

A. Financial Management Report: Month Ending July 31, 2022

Approval of the Financial Management Report for the month ending July 31, 2022

B. Memorandum of Understanding: GDOT GA 400 Managed Lanes Utility

Approval of Public Private Partnership (P3) Memorandum of Understanding between the Georgia Department of Transportation and the City of Alpharetta to construct Express Lanes along Georgia State Route 400

C. Palo Alto Hardware Refresh

Approve the purchase and installation of replacement Palo Alto network security technology to Layer3 Communications, LLC

- Council Member Hipes requested to remove Item A "Council Meeting Minutes (Meeting of 9/19/2022) from the Consent Agenda.
- Council Member Will requested to remove Item E "Managed Print Services, RFP 22-124" from the Consent Agenda.
- Council Member Binder requested to remove Item F "Fran Shoenthal McQueen Settlement Agreement" from the Consent Agenda.

❖ Mayor Pro Tem Merkel offered a motion to approve the Consent Agenda, as amended.

- Council Member Hipes seconded the motion.
- The motion was approved unanimously (7-0).

D. Council Meeting Minutes (Meeting of 9/19/2022)

Approval of the City Council Meeting Minutes from the meeting of September 19, 2022

❖ Mayor Pro Tem Merkel offered a motion to approve the Council Meeting Minutes from the meeting of September 19, 2022.

- Council Member DeRito seconded the motion.
- The motion was approved (5-0-2; with Council Member Binder and Council Member Hipes in abstention, as they were not present during the City Council Meeting on September 19, 2022).

E. Managed Print Services, RFP 22-124

Approval of the award of RFP 22-124 to EDGE Business Systems for managed print services

- ❖ Mayor Pro Tem Merkel offered a motion to take up this item.
 - Council Member DeRito seconded the motion.
- Information Security Manager, Adam Montgomery, came forward to speak on behalf of this item.

Council Member Discussion:

- Council Member Will asked why the selection committee picked a vendor (EDGE Business Systems) that was almost double of the other vendor shown in the RFP.
 - Manager Montgomery shared that pricing that was provided by the current vendor is likely not as accurate of a quote (based on current pages printed) and the EDGE Business Systems is used in other cities and has a stronger business model.
 - Director of Finance, Tom Harris, came forward and shared that we did not negotiate the price on this item because we have been paying much higher than what the current vendor quoted in this RFP.
- ❖ Council Member Mitchell offered a motion approve the award of RFP 22-124 to EDGE Business Systems for managed print services
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (7-0).

F. Fran Shoenthal McQueen Settlement Agreement

Approval of the Settlement Agreement and Full and Final Release of Claims by Fran Shoenthal McQueen and authorize the Mayor to execute all necessary documents

- ❖ Council Member DeRito offered a motion to take up this item.
 - Council Member Mitchell seconded the motion.
- City Attorney, Molly Esswein, came forward to present this item.
- This Settlement Agreement is a full and final release of claims brought by Fran Shoenthal McQueen, the former City Solicitor.

Public Comments:

- There were no public comments.
- ❖ Council Member DeRito offered a motion to approve the Settlement Agreement and Full and Final Release of Claims by Fran Shoenthal McQueen and authorize the Mayor to execute all necessary documents.
 - Council Member Mitchell seconded the motion.
 - The motion was approved (6-1; with Council Member Binder in opposition).
 - There was discussion during the motion about the following:

- Council Member Binder thanked the City Attorney for her work in negotiating this settlement and shared that he could not support this motion.

V. PUBLIC HEARING

A. Z-22-13 / V-22-25 / Grand Communities / 2325 Old Milton Parkway

Consideration of a rezoning and variances to allow for the construction of 24 'For-Sale' townhomes on approximately 6.15 acres. A rezoning is requested from O-I (Office-Institutional) and R-12 (Dwelling, 'For-Sale', Residential) to DT-LW (Downtown Live-Work) and variances are requested to reduce stream buffers, allow some townhomes to be front loaded, modify streetscape standards, and reduce undisturbed buffers. The property is located at 2325 Old Milton Parkway, 0 Norcross Street, and 210 Norcross Street and is legally described as being located in Land Lot 748, 1st District, 2nd Section, Fulton County, Georgia.

- Planning & Development Services Manager, Michael Woodman, came forward to present this item.
- Staff is recommending that Mayor and Council approve Z-22-13 / V-22-25 / Grand Communities / 2325 Old Milton Parkway, subject to the following conditions:
 1. Approximately 6.15 acres shall be zoned DT-LW and developed substantially similar to site plan prepared by PEC, dated 4/19/22, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning. The remaining 4 acres of the site shall remain in an undisturbed state.
 2. Architecture and materials shall be developed substantially similar to the submitted renderings, labeled Exhibit A, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Townhomes shall have 4-sided architecture, materials and details. Townhome side elevation facing Old Milton Parkway shall have a porch or other significant projection to give the appearance as a front elevation, as approved by DRB.
 3. Density shall not exceed 3.9 dwelling units per acre.
 4. Courtyards may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
 5. Developer shall improve Old Milton Parkway streetscape with a minimum 4' planter planted with street trees (subject to Staff and GDOT approval), minimum 8' sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.

6. Streets, alleys and sidewalks internal to the site shall be developed as depicted on the site plan prepared by PEC, dated 4/19/22, with final approval by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA.
7. Minimum 10' landscape strip shall be required along both sides of internal streets, not including alleys. Landscape strips shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on one side of the street.
8. Minimum 20' landscape strip/building setback shall be provided along Old Milton Parkway. Landscape strip shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by Staff.
9. A 20' planted buffer shall be provided as depicted on the site plan prepared by PEC, dated 4/19/22. A double row of evergreen and hardwood trees and shrubs shall be planted along the west property line adjacent to Units 1-4, as approved by Staff.
10. Project entrance shall include a decorative paver apron, landscaping, decorative low wall and/or fencing with columns, as approved by Staff.
11. Open space shall be developed substantially similar to the site plan prepared by PEC, dated 4/19/22, as approved by Staff. Open space shall be developed with a park-like setting with decorative landscape, hardscape and seating. Landscape shall include plant selections promoting the historic Downtown.
12. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
13. Tree removal of specimen sized trees and trees of quality, as noted in the James Mahoney arborist report, shall be limited to trees in poor condition and tree #305, 323, 325, 1387, 1388, and 1389.
14. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
15. HVAC and similar equipment shall not be visible from the public right-of-way.
16. Garbage pickup shall be from within the development.
17. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
18. To mitigate stream buffer impacts, developer shall comply with one or a combination of the following measures, as approved by Staff:

- a) Provide 50% additional runoff reduction or water quality volume above the standard city requirements.
- b) Provide buffer enhancement on an agreed upon area equal to at least 2 times the area of encroachment/impact. Enhancements may include removing fallen trees inside the stream bed that are impeding flow, plant eroded or sparsely vegetated areas of stream banks with live stakes, add enhanced buffer plantings where sparsely vegetated, and remove invasive vines.
- c) Obtain any necessary state and federal approvals for the stream and buffer impacts.
- d) Or alternative mitigation measures, as approved by Staff.

19. Minimum 4 guest parking spaces shall be provided on the site.

- The applicant, Grand Communities, LLC, is requesting a rezoning and variances to allow for the construction of twenty-four (24) 'For-Sale' townhomes on 6.15 acres in the Downtown. The proposed density is 3.9 dwelling units per acre. A rezoning is requested from R-12 (Dwelling, 'For-Sale', Residential) and O-I (Office-Institutional) to DT-LW (Downtown Live-Work). Variances are requested to allow up to twelve (12) townhomes to be front loaded, allow encroachments into a non-perennial stream buffer and impervious setback, and modify streetscape standards. The subject property is located at 2325 Old Milton Parkway, 0 Norcross Street, and 210 Norcross Street near the southeast corner of Old Milton Parkway and Haynes Bridge Road.
- The undeveloped property is wooded and encumbered by approximately 3.1 acres of floodplain and stream buffers. Surrounding properties are zoned C-2 (General Commercial), DT-LW and O-I to the north, O-I and DT-LW to the east, R-4A (Dwelling, 'For-Sale', Attached Residential) to the south and R-4A, C-2 and O-I to the west. Haynes Park subdivision is located to the south and west, Alpharetta Crossing shopping center, My First Academy and Sabri Guven Fine Jewelry are located to the west, Beaty Facial Plastic Surgery and Chelsea Walk subdivision are located to the east, and undeveloped commercial properties are located to the north. The comprehensive land use plan designation of the property is 'Mixed Use Live Work', which allows the proposed use.
- The applicant proposes to mitigate the stream buffer and impervious setback encroachments (approximately 0.25 acres) by setting aside an equivalent buffer and impervious setback area on the property. The set aside area for the new stream buffer and impervious setback should be outside of the 100-year floodplain.
- Half of the units will be rear loaded and half will be front loaded. Rear loaded units are twenty feet (20') wide and front-loaded units are 24' wide. Townhomes along

Old Milton Parkway are setback approximately fifteen feet (15') from the right-of-way. Building setbacks comply with the DT-LW development standards; however, a twenty-foot (20') setback and landscape strip has been approved at other developments along Old Milton Parkway in the Downtown.

- Each townhome unit will have two (2) side-by-side parking spaces within a garage and a Code-compliant driveway accommodating two (2) additional cars. Two (2) guest parking spaces are provided near the mail kiosk. The Downtown Code requires 60 parking spaces for the proposed subdivision (2.5 parking spaces/unit), of which 98 spaces are provided on the site plan.
- The site plan depicts 1.35 acres, or 22%, open space within the proposed development. Amenity space is proposed to include two (2) pocket parks, with one (1) located at the north end of the site and one (1) at the south end of the site. A mail kiosk is located near the southern pocket park and includes two (2) parking spaces. Civic space is noted to be a creek side greenway; however, improvements such as a trail are not depicted on the site plan.
- Amenity space is proposed to include two (2) pocket parks, with one (1) located at the north end of the site and one (1) at the south end of the site. A mail kiosk is located near the southern pocket park and includes two (2) parking spaces. Civic space is noted to be a creek side greenway; however, improvements such as a trail are not depicted on the site plan.
- The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.
- City Staff received correspondence from residents with concerns over flooding, habitat destruction, stream buffer impacts, proximity of detention pond to Chelsea Walk (buffers and potential for underground), and guest parking. CZIM was held on August 10, 2022. There were public comments with concerns over sufficient guest parking, stream buffer encroachments and proximity of detention pond to Chelsea Walk.
- At the start of the meeting, the applicant provided a hard copy of an updated site plan showing a revised date of 9/21/2022, which is depicted in the table on the right-hand side of the site plan (attached hereto as "Exhibit A") and a hard copy of the applicant's proposed redlined conditions (attached hereto as "Exhibit B").
- Deena Swetlick (3940 Olympic Boulevard, Suite400, Erlanger, Kentucky 41018) came forward to speak on behalf of the applicant.
- Kenneth Wood (350 Research Court, Norcross, Georgia 30092) came forward to speak on behalf of the applicant.

City Council Discussion:

- Mayor Pro Tem Merkel asked about the dimensions of the driveways for this subdivision.
 - Manager Woodman shared that all driveways have the Code required 18-foot driveways.
- Council Member Mitchell asked whether there were future plans to develop the Haynes Bridge Road property.
 - Manager Woodman shared that according to the applicant, they indicated there are no plans for development (significant elevation drop in the property).
- Council Member Mitchell shared that this development is within the downtown core and the renderings do not meet the historic tudor architecture style and expressed that he does not like the side profile of the elevation facing Old Milton Parkway. Additionally, it should look more historic, not modern.
 - Manager Woodman shared that the Downtown Consultant shared that this application did meet the downtown architectural guidelines.
- Council Member DeRito asked what portions of the site plan have been changed and the elevations of Exhibit A within the agenda packet.
 - Manager Woodman shared that the site plan was amended after Planning Commission (additional guest parking spaces, relocation of fire turnaround, greater setback from Old Milton Parkway). Also, there are some offsets between each unit. The shadowing on these renderings show that those portion of the building will stand out from the remainder of the building.
- Council Member DeRito also asked about stormwater in terms of proposed Condition #18 and whether a hydrology study should be required.
 - Manager Woodman shared that a hydrology study would be required during the land disturbance permit. The four options in Condition #18 will allow the stormwater engineer to determine what the best type of mitigation might be, in most cases, there may be multiple options needed.
 - Director Cook shared that she would construct additional language for Condition #18 that would require the applicant to provide a hydrology study.
- Council Member Hipes asked about the type of architecture and screening that would face Old Milton Parkway.
 - The applicant shared that there is currently not detailed landscaping plans, but will work with the conditions on landscaping. The Tuscan elevation is the one that would face Old Milton Parkway.
- Mayor Gilvin asked if the concerns could be addressed with Design Review Board and if any other changes
 - Director Cook shared that it could be addressed, and further, she believed that this is more of a modern tudor, not historic. Further, she would recommend that Council strike the second sentence of Condition #2 regarding the facades and add language to Condition #18 that states "Applicant shall prepare a hydrology study for staff approval."

Public Comment:

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve Z-22-13 / V-22-25 / Grand Communities / 2325 Old Milton Parkway, subject to the following conditions:
 1. Approximately 6.15 acres shall be zoned DT-LW and developed substantially similar to site plan prepared by PEC, dated 9/21/22, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning. The remaining 4 acres of the site shall remain in an undisturbed state. Any development proposed on Haynes Bridge Road shall require site plan approval from the City.
 2. Architecture and materials shall be developed substantially similar to the submitted renderings, labeled Exhibit A, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Townhomes shall have 4-sided architecture, materials and details. Townhome side elevation facing Old Milton Parkway shall have a porch or other significant projection to give the appearance as a front elevation, as approved by DRB.
 3. Density shall not exceed 3.9 dwelling units per acre.
 4. Courtyards may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
 5. Developer shall improve Old Milton Parkway streetscape with a minimum 4' planter planted with street trees (subject to Staff and GDOT approval), minimum 8' sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
 6. Streets, alleys and sidewalks internal to the site shall be developed as depicted on the site plan prepared by PEC, dated 9/21/22, with final approval by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA.
 7. Minimum 10' landscape strip shall be required along both sides of internal streets, not including alleys. However, next to units 1 and 8 the strip shall be 6'. Landscape strips shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on the utility side of the street.
 8. Minimum 15' landscape strip/building setback shall be provided along Old Milton Parkway. Landscape strip shall be planted with shade trees as a continuation of

what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by Staff.

9. A 20' planted buffer shall be provided as depicted on the site plan prepared by PEC, dated 9/21/22. A double row of evergreen and hardwood trees and shrubs shall be planted along the west property line adjacent to Units 1-4, as approved by Staff.
10. Project entrance shall include a decorative paver apron, per the site plan dated 9/21/22, landscaping, decorative low wall and/or fencing with columns, as approved by Staff.
11. Open space shall be developed substantially similar to the site plan prepared by PEC, dated 9/21/22, as approved by Staff. Open space shall be developed with a park-like setting with decorative landscape, hardscape and seating. Landscape shall include plant selections promoting the historic Downtown.
12. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
13. Tree removal of specimen sized trees and trees of quality, as noted in the James Mahoney arborist report, shall be limited to trees in poor condition and tree #305, 323, 325, 1387, 1388, and 1389.
14. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
15. HVAC and similar equipment shall not be visible from the public right-of-way.
16. Garbage pickup shall be from within the development.
17. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
18. To mitigate stream buffer impacts, a hydrology study shall be conducted by the applicant and submitted to staff for approval. Further, the developer shall comply with one or a combination of the following stream buffer impact measures, as approved by Staff:
 - a. Provide 50% additional runoff reduction or water quality volume above the standard city requirements.
 - b. Provide buffer enhancement on an agreed upon area equal to at least 2 times the area of encroachment/impact. Enhancements may include removing fallen trees inside the stream bed that are impeding flow, plant eroded or sparsely vegetated areas of stream banks with live stakes, add

enhanced buffer plantings where sparsely vegetated, and remove invasive vines.

- c. Obtain any necessary state and federal approvals for the stream and buffer impacts.
- d. Or alternative mitigation measures, as approved by Staff.

19. Minimum 4 guest parking spaces shall be provided on the site.

20. The alleys within the development shall be 20' in width.

21. The landscape strip shall be measured from back of existing public right-of-way. If GDOT requires a deceleration lane in front of Units 1 through 4, then staff will work with the developer to maximize landscape screening in lieu of part of the landscape strip here. Likewise, the planted strip between the new Old Milton right-of-way and the sidewalk shown may be reduced to 2' in back of curb.

- Council Member DeRito seconded the motion.
 - Council Member Mitchell offered a friendly amendment to remove the language from Condition #2 that states "developed substantially similar to the submitted renderings, labeled Exhibit A, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code."
 - Mayor Pro Tem did not accept Council Member Mitchell's friendly amendment.
- ❖ Council Member Mitchell offered a motion to postpone indefinitely.
- Council Member Will seconded the motion.
 - The motion was approved (6-1 ; with Mayor Pro Tem Merkel in opposition).
 - There was discussion during the motion about the following:
 - Mayor Pro Tem Merkel shared that he is troubled with this motion because an architectural firm that works with the City told the applicant that these renderings meet the design guidelines, and the applicant traveled to be here tonight to present this item.
 - Council Member Binder shared that he is in favor of postponing this item.
 - Council Member Hipes shared that this is a big investment for your company, but this is prominent and difficult parcel. It was somewhat unclear of what was being proposed to be

approved. It is an inconvenience for the applicant to come back, but it is in everyone's interest to get this right.

- Council Member Mitchell shared that there was some oversight in our design guidelines and this application and wants to ensure that council is adhering to those.
- Council Member DeRito acknowledged the applicant's legacy giving program and shared that he has always respected other Council Member's motions to table/postpone.
- Mayor Gilvin shared that he would support the motion to postpone indefinitely.

B. PH-21-06 Kairos/Thompson Street Flats Change to Condition of Zoning

WITHDRAWN: This item has been withdrawn by the applicant and will not be considered at the September 26, 2022 City Council meeting.

Consideration of request to change previous conditions of zoning to allow for a change from 12 'For-Sale' condominium units to 10 'For-Sale' single-family detached homes. The property is located at 51 and 61 Thompson Street and is legally described as being located in Land Lot 748, 1st District, 2nd Section, Fulton County, Georgia.

VI. OLD BUSINESS

A. PH-22-10 / Unified Development Code (UDC) Text Amendment – Banner Signs

Second Reading

Public Hearing #1 and First Reading occurred during the September 19, 2022 City Council Meeting & Public Hearing.

Consideration of text amendments to the Unified Development Code related to banner signs and allowing the Director of Community Development to approve an extension to the period of time that a business may display a banner sign when the business has frontage on a road that is under construction.

- Director of Community and Economic Development, Kathi Cook, came forward to present this item.
- This item was considered at the 9/1/2022 Planning Commission meeting. There were no public comments. After discussion, Planning Commission recommended approval subject to changing 'retail and restaurant business' to 'commercial business' and adding the 'County' as it relates to roadway construction activities (7-0).
- An amendment to the code is requested in order to provide the Director of Community Development authority, at the Director's sole discretion, to administratively allow a banner to remain past the 14-day period for a business that fronts a roadway that is under construction. The roadway construction must be a project under construction for 3 months or longer and a project overseen by the city, Georgia Department of Transportation or Fulton County. Multi-tenant properties would only be allowed a single

banner and if banners are not maintained in good condition, removal would be required.

- City Attorney, Molly Esswein, read the ordinance title aloud.
- The ordinance and proposed text amendments are attached hereto as "Exhibit C."

Public Comments:

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve the second reading of PH-22-10 / Unified Development Code (UDC) Text Amendment – Banner Signs.
 - Council Member Hipes seconded the motion.
 - The motion was approved unanimously (7-0).

VII. NEW BUSINESS

A. Design Services: Pedestrian Safety Improvements (RFQ 22-1007)

Approval of the award of RFQ 22-1007 (Pedestrian Safety Improvement Design Services) and Roswell Street Alpha Loop Design Services (Old Milton Parkway to Old Roswell Street) to Moffatt & Nichol

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Mayor and Council approve the award of RFQ 22-1007 (Pedestrian Safety Improvement design services) and Roswell Street Alpha Loop design services (Old Milton Pkwy to Old Roswell Street) to Moffatt & Nichol in an amount totaling \$272,000.00 and authorize the Mayor to execute all necessary documents.
- The award of this project is for design services associated with pedestrian safety and connectivity improvements in the Downtown Area.
- This proposed project is to review the intersection of Roswell Street at Marietta Street for safety improvements that would reduce vehicle speeds, improve visibility, shorten the distance to cross the street, and provide pedestrian refuges. Roswell Street, between Old Roswell Street and Old Milton Parkway, will be comprehensively studied to determine the most optimum safety treatment at the intersection of Roswell Street and Marietta Street.
- This proposed project is to review the section of Academy Street from Highway 9 to Haynes Bridge Road for improvements that would reduce vehicle speeds, improve visibility, shorten the distance pedestrians must traverse to cross the street, and provide pedestrian refuge.
- This proposed project is to design street walls along the sidewalk on Highway 9 in front of the Town Green so as to improve safety. Three walls are proposed for this project. All three walls will be veneered (both sides) with brick to match City Hall and will have

a capstone similar to the ones within the City Center. We are looking into two options for the walls' height; 18 inches and 36 inches.

- This would be to study the Downtown Area along Highway 9 and design a self-standing, outdoor kiosk at an optimum location to promote residents' and visitors' information about the city. All necessary components for the safe and efficient operation of the kiosk such as fiber optic cable, remote communication routers, and power connection will be included in the design and construction plans. The kiosk will be waterproof and dust-proof with a preferred height of 80 inches.
- The Community Development Department received the Downtown Link Alpha Loop study. As a part of this study, wider sidewalks are recommended to be designed and constructed along Roswell Street between Old Milton Pkwy and Old Roswell Street. Although the study has not been adopted at this time, staff requested Moffatt & Nichol to add a separate line item to their cost proposal for the future design of Roswell Street Alpha Loop from Old Milton Parkway to Old Roswell Street. This is to ensure that safety improvements at the intersection of Roswell Street & Marietta Street would not contradict the Alpha Loop design along Roswell Street. If the Roswell Street Alpha Loop design does not become necessary, Moffatt & Nichol would not charge for that line item.
- Public Works staff met with Moffat and Nichol to discuss their proposal and expectations of the City. Moffat and Nichol confirmed their cost proposal will cover the necessary costs to design the pedestrian improvements. Moffatt & Nichol is an experienced firm that has worked on similar design projects throughout the metro Atlanta area. Once a contract with Moffatt & Nichol is finalized and executed, design work will begin immediately. The anticipated completion date of all five design projects is 17 months from the notice to proceed.

City Council Discussion:

- Council Member Will asked about the additional \$72,000 project proposed in this staff report.
 - Director Sewczwicz shared that we can remove this component. We do not want to preclude the Alpha Loop, as we may not have the funding to complete the design.
- Council Member Hipes asked about the safety wall on Highway 9 and the completion timeline.
 - Director Sewczicz shared that 140 of the days is utility coordination. This section has numerous utilities, that unfortunately, we do not know exactly where they are located.

Public Comment:

- There were no public comments.

- ❖ Council Member DeRito offered a motion to approve the award of RFQ 22-1007 (Pedestrian Safety Improvement design services) and Roswell Street Alpha Loop design services (Old Milton Pkwy to Old Roswell Street) to Moffatt & Nichol in an amount totaling \$272,000.00 and authorize the Mayor to execute all necessary documents.
 - Mayor Pro Tem Merkel seconded the motion.
 - Council Member Will offered a friendly amendment to remove the \$72,000.00 for the work that is not set to be completed and reduce the amount of the award to \$200,000.00
 - Council Member DeRito did not accept the friendly amendment.
 - There was discussion during the friendly amendment about the following:
 - Director Sewczwicz shared that if this amount is removed, then we would not incorporate Alpha Loop in the design. The concept of the downtown pedestrian intersection is a raised intersection, so if we remove this it would impact the width of the sidewalks.
 - The motion was approved unanimously (7-0).
- Council Member Will announced that he needed to recuse himself from New Business Item B, as he is currently in negotiations with Pond & Company for a project, and he left the meeting.

B. Design/Project Management Services Change Orders for Webb Bridge Road (North Point Parkway to City Limits)

Approval of Change Order #3 to Purchase Order 19000583 for Pond & Company and Change Order #2 to Purchase Order 19000584 for Atkins.

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Mayor and Council approve the following change orders in accordance with the City's Procurement Policy: (a) Change Order #3 to Purchase Order 19000583 for Pond & Company in the amount of \$25,710.00 for design revisions to the Webb Bridge Road (Greenway to Webb Bridge Way); (b) Change Order #2 to Purchase Order 19000584 for Atkins in the amount of \$36,700.00 for additional project management services; and authorize the Mayor to execute all necessary documents.
- The Webb Bridge Road improvement Project consists of providing a 10.5-foot travel lane, a 4-foot bike lane, a 0.5-foot header curb, a 6-foot planting strip, and a 10-foot sidewalk along both sides of Webb Bridge Road. Left turn lanes and median landscape islands will be provided where appropriate. Pedestrian lighting and street trees will be provided in the planting strip. A roundabout will be constructed at the intersection of Webb Bridge Road and Webb Bridge Way, replacing the existing traffic signal.

- On May 6, 2019, City Council approved Pond & Company's proposal for the design of improvements to Webb Bridge Road from the Big Creek Greenway to Webb Bridge Way for an amount of \$499,717.50 (Purchase Order 19000583).
- On November 11, 2019, City Council approved Change Order #1 that adjusted the scope of the project to include continuation of wider sidewalks from the Webb Bridge Way intersection to the entrance of Webb Bridge Park and to the City Limits near Kimball Bridge Road. Change Order #1 increased the design cost by \$155,942.96 from \$499,717.50 to \$655,660.46.
- On October 19, 2020, City Council approved Change Order #2 that adjusted the scope of the project to widen the planting area from 4' to 6' and the sidewalk from 8' to 10' along both sides of Webb Bridge Road, increasing the design cost by \$123,415.00 from \$655,660.46 to \$779,075.46.
- During the right of way acquisition phase, residents have recently requested changes to the plans; and to accommodate residents' requests, re-designing of sidewalks, planting areas, and geometry of Webb Bridge Road is necessary. Modifying the designs to accommodate various requests from the citizens will save dollars in right-of-way/easement acquisition as well as in construction costs. The trade-off is that the corridor will not be 100% consistent, but this is common in retrofitting corridors in established communities with limited right-of-way availability. To this end, staff is recommending approval of Change Order #3 to Purchase Order 19000583 for Pond & Company that will increase the design cost by \$25,710.00 (from \$779,075.46 to \$804,785.46). PW staff has reviewed the hours and they appear reasonable for the assignment and the rates are in accordance with the original PO.
- On May 6, 2019, City Council approved Atkins proposal for project management services associated with Pond & Company's design of the Webb Bridge Road and Academy Street project for a total amount of \$109,000.00.
- When Pond proposed their initial change order in November 2019, Atkins did not submit a change order request and believed they could absorb the cost of the continued plan review and project management. Change Order #1 from Atkins was submitted and approved on 10/19/2020 when Pond submitted their second change order. Atkins first change order increased the Webb Bridge Road project management cost by \$25,000.00 from \$109,000.00 to \$134,000.00. Between October 2020 and now, the corridor project went through some challenges regarding QAQC (quality assurance and quality control) issues with the design team. Addressing these issues required Atkins to spend more time than originally estimated and absorbed dollars allocated for the entire corridor.
- Along with Pond's third change order, which is to re-design the sidewalk and plating strip at multiple segments in Phase 2B (from the Big Creek Greenway tunnel to Webb Bridge Way), Atkins is requesting additional funds for continued project management

associated with the proposed design revisions and bid assistance for the entire corridor. Atkins' experience in bridge construction is required to answer questions during the bid phase from the contractors regarding phase 3 (North Point Parkway to the Big Creek Greenway tunnel). Change Order #2 from Atkins will increase the Webb Bridge Road project management cost by \$36,700.00 from \$134,000.00 to \$170,700.00. PW staff has reviewed the hours and they appear reasonable for the assignment and the rates are in accordance with the original PO.

Public Comment:

- There were no public comments.
- ❖ Council Member DeRito offered a motion to approve the following change orders in accordance with the City's Procurement Policy: (a) Change Order #3 to Purchase Order 19000583 for Pond & Company in the amount of \$25,710.00 for design revisions to the Webb Bridge Road (Greenway to Webb Bridge Way); (b) Change Order #2 to Purchase Order 19000584 for Atkins in the amount of \$36,700.00 for additional project management services; and authorize the Mayor to execute all necessary documents.
 - Council Member Binder seconded the motion.
 - The motion was approved (6-0-1; as Council Member Will recused himself from this item).
- Council Member Will rejoined the meeting.

C. MS-ISAC Security Software

Approval of the purchase of the CIS Albert MD Appliance Primary Sensor System from the Center for Internet Security, Inc.

- Information Security Manager, Adam Montgomery, came forward to present this item.
- Staff is recommending that Mayor and Council approve the purchase of the CIS Albert MD Appliance Primary Sensor System from the Center for Internet Security, Inc. (sole source provider) for an amount totaling \$34,200 and authorize the Mayor to execute all necessary documents.
- The City of Alpharetta is a member of the Multi-State – Information Sharing and Analysis Center (MS-ISAC), which is a division of the Center for Internet Security (CIS), which is funded by DHS. The MS-ISAC's role is to provide cybersecurity information and tools to state, local, tribal, and territory governments (SLTT). As such, CIS is the sole source provider of these systems.
- CIS offers an Intrusion Detection System (IDS) called Albert Monitoring at a cost to MS-ISAC and EL-ISAC (election entity) members. This IDS requires a hardware component to collect network traffic that is entering and leaving our network through our internet circuits. The collected data is sent to the CIS Security Operations Center (SOC) where it is analyzed against known bad traffic. Once traffic is flagged as potentially bad, a

professional in their SOC reviews further and contacts us if they believe an incident is occurring.

- Albert Monitoring is becoming a standard in state and local government operations.
- There is a one-time implementation cost of \$1,800. The remainder of \$32,400.00 will be the annual operating cost. This request was not funded in the current budget. However, given the increasing threats, the rising cost of remediation from attacks, the high value of the offering, and the relatively low cost of the offering, IT recommends we should purchase and implement Albert Monitoring from the Center for Internet Security (sole source provider).
- Funding will be reprioritized to cover this needed service and the necessary funding requested as part of the mid-year 2023 budget process.

Public Comment:

- There were no public comments.
- ❖ Council Member Mitchell offered a motion to approve the purchase of the CIS Albert MD Appliance Primary Sensor System from the Center for Internet Security, Inc. (sole source provider) for an amount totaling \$34,200 and authorize the Mayor to execute all necessary documents.
 - Council Member Will seconded the motion.
 - The motion was approved unanimously (7-0).

D. Windward / Highway 9 Area Strategic Master Plan

Approval of authorizing funding in an amount totaling \$60,000 to participate in the Windward/Highway 9 Masterplan LCI update study in partnership with the North Fulton CID the City of Milton

- Director of Community and Economic Development, Kathi Cook, came forward to present this item.
- Staff is recommending that Mayor and Council approve funding in an amount totaling \$60,000 to participate in the Windward/Highway 9 Masterplan LCI update study in partnership with the North Fulton CID and the City of Milton.
- In February of 2022 Council approved a resolution authorizing staff to apply to the Atlanta Regional Council (ARC) for a Livable Centers Initiative (LCI) grant in cooperation with the City of Milton and the North Fulton Community Improvement District (NFCID) to update the 2012 Windward/Highway 9 Master Plan. ARC notified the NFCID that our grant was not funded.
- NFCID has taken the lead and asked both cities to participate in funding the update with the cost split between the 3 parties. The NFCID estimates the total project cost from \$150,000 - \$180,000 and requests a maximum of \$60,000 from City of Alpharetta and the same from City of Milton.

- If approved, Staff will work with the parties and the City Attorney to draft an appropriate MOU that addresses the specifics of how costs would be shared, funds paid, and other important details. That MOU would then be presented for consideration during a future City Council Meeting.
- As a corridor planned to receive a BRT station related to the GA 400 MMIP (Major Mobility Investment Program) project, as well as with current development trends moving away from big box stores and separated land uses, the Windward Parkway corridor/Highway 9 area requires an updated community vision and action plan achievable through the 10-Year LCI Study Update.

Public Comment:

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve funding in an amount totaling \$60,000 to participate in the Windward/Highway 9 Masterplan LCI update study in partnership with the North Fulton CID and the City of Milton.
 - Council Member Will seconded the motion.
 - The motion was approved unanimously (7-0).
- Mayor Pro Tem Merkel left the meeting.

VIII. WORKSHOP ITEMS

A. Economic Development Strategic Plan Kickoff Presentation

- Economic Development Manager, Lance Morsell, came forward to introduce this item.
- In December 2019, the City awarded RFP 20-112 (Economic Development Strategic Plan) to RKG Associates, Inc. Funding for the development of the plan was split between the City (\$43,890) and the Alpharetta Development Authority (\$37,500). A contract was subsequently awarded, and work began, with an anticipated completion of June 2020.
- Work on the plan was halted in March 2020 due to the COVID-19 pandemic and its impacts on businesses and the economy.
- The purpose of the Economic Development Strategic Plan is to position the City and its public, private, and institutional partners on a path that continues to act upon opportunities to drive investment and economic growth. A completed version of the plan will include best practices for business retention and expansion, recommendations for maximizing the City's entrepreneurial and small business ecosystem, strategies for leveraging existing employment centers and commercial nodes, identification of incentive programs that will help attract and retain job growth in targeted industries, and identification of strategies that will guide key corridors to reach their maximum economic potential.
- Kyle Talente (with RKG Associates) came forward to present this item and his presentation is attached hereto as "Exhibit D."

IX. PUBLIC COMMENT

- There were no public comments.

X. REPORTS

- Mayor Gilvin shared that he had the opportunity to attend a retirement ceremony of a two-star Marine General in Brook Street Park this weekend, and it was impressive and remarkable. There were 500 people and 14 Generals in attendance; thank you to Janet Rodgers for coordinating this event. Also, Brew Moon was a tremendous event this weekend.
- Mayor Gilvin provided an update on the Local Option Sales Tax negotiations. This past Friday, the Fulton County cities and Fulton County attended a mediation. The second portion the mediation is on October 7th. There was a Town Hall in Roswell last week and it was a great event (probably at least 100 people in attendance). There will be another Town Hall in College Park on Wednesday, September 28. Arbitration is the next step if mediation is not successful.

XI. EXECUTIVE SESSION (IF NECESSARY)

- There was not an Executive Session.

XII. ADJOURNMENT

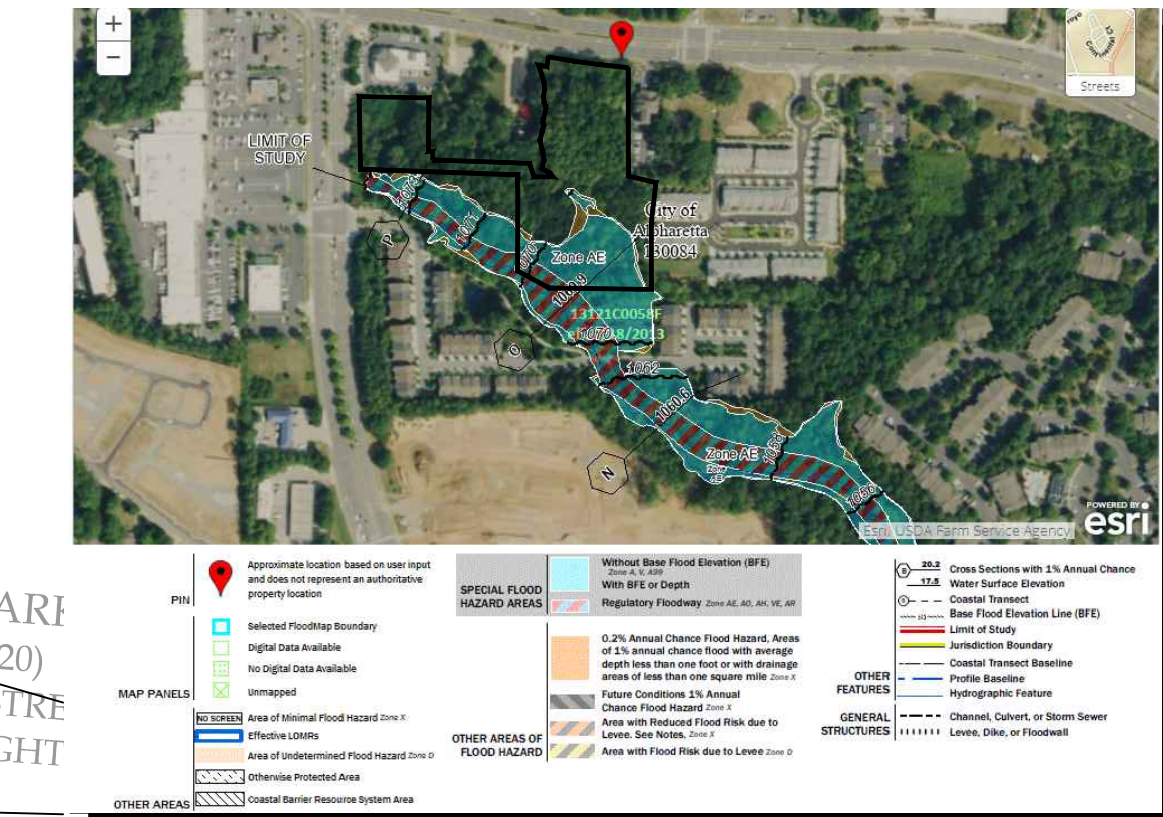
- ❖ Council Member Mitchell offered a motion to adjourn the meeting.
 - Council Member Will seconded the motion.
 - The motion was approved unanimously (6-0; as Mayor Pro Tem Merkel left the meeting prior to presentation of the Economic Development Strategic Plan Kickoff).
- ❖ With there being no further items to consider or discuss, Mayor Gilvin adjourned the meeting at 9:12 p.m.

Respectfully submitted,



Lauren Shapiro, City Clerk

EXHIBIT A

[illegible]

SITE LOCATION MAP
NOT TO SCALE

SITE DATA:	
SITE AREA	±6,149 ACRES
ZONING	
EXISTING ZONING	R-12 (SFD 12,000 SF) O+ (OFFICE)
PROPOSED ZONING	DT-LW (DOWNTOWN LIVE-WORK)
OVERLAY DISTRICT	DOWNTOWN OVERLAY
ZONING JURISDICTION	CITY OF ALPHARETTA
USE CALCULATIONS	
MAXIMUM ALLOWABLE DENSITY	8 UNITS PER ACRE
PROPOSED 24' FRONT LOADED TOWNHOMES	12 UNITS
PROPOSED 20' REAR LOADED TOWNHOMES	12 UNITS
TOTAL PROPOSED DENSITY	24 UNITS (3.9 UPA)
SETBACK REQUIREMENTS	
FRONT SETBACK	10 FEET
SIDE SETBACK	0 FEET
REAR SETBACK	NO ALLEY- 3 FT.; ALLEY- 10 FEET
DEVELOPMENT STANDARDS	
MAX BUILDING HEIGHT	40 FEET
PROPOSED MAX BUILDING HEIGHT	40 FEET
MAX LOT COVERAGE	70% (187,498.3 SF)
PROPOSED LOT COVERAGE	17% (45,520.5 SF)
MIN LOT SIZE	900 SF
PROPOSED MIN LOT SIZE	1,300 SF
MIN TOWNHOME WIDTH	20 FEET
PROPOSED MIN TOWNHOME WIDTH	20 FEET
MIN TOWNHOME SIZE	900 SF
PROPOSED MIN TOWNHOME SIZE	920 SF
OPEN SPACE CALCULATIONS	
CIVIC SPACE	0.74 ACRES (12.03% OF OVERALL SITE)
AMENITY SPACE	0.67 ACRES (10.9% OF OVERALL SITE)
PARKING REQUIREMENTS	
TOTAL PARKING REQUIRED	48 SPACES (RESIDENTIAL: 2 SPACES PER LOT)
PROPOSED RESIDENT PARKING	48 SPACES (2 SPACES PER GARAGE)
PROPOSED GUEST PARKING	53 SPACES
TOTAL PARKING PROVIDED	101 SPACES

GENERAL NOTES:

1. A STREAM BUFFER VARIANCE SHALL BE REQUESTED FOR DEVELOPMENT TO ENCR OACH WITHIN THE UNDISTURBED AND IMPIEVIOUS SETBACK. A MITIGATION PLAN HAS BEEN INCLUDED WITHIN THE REZONING SUBMITTAL.
2. A VARIANCE SHALL BE REQUESTED TO ALLOW INTERNAL SIDEWALKS TO BE 5' WIDE WITH A 4' PLANTER STRIP ON EACH SIDE OF THE STREET INSTEAD OF THE REQUIRED 6' SIDEWALK AND 6' PLANTER STRIP ON EACH SIDE OF THE STREET.
3. A VARIANCE SHALL BE REQUESTED TO ALLOW SOME TOWNHOMES TO BE FRONT-LOADED.
4. ENTIRE SITE IS WOODED. FOR A MORE DETAILED VIEW OF SIGNIFICANT TREES WITH CRITICAL ROOT ZONES, SEE ARBORIST REPORT INCLUDED WITHIN REZONING SUBMITTAL.

24 HOUR CONTACT:
AMANDA WEBB



Planners & Engineers Collaborative+

LAND PLANNING + LANDSCAPE ARCHITECTURE + CIVIL ENGINEERING
ARBORISTS + SURVEYING & CONSTRUCTION + WATER RESOURCES

350 RESEARCH COURT STE 200
PEACHTREE CORNERS, GA 3009

PROJECT

2325 OLD MILTON

**A MASTER PLANNED RESIDENTIAL
DEVELOPMENT**

AT

2325 OLD MILTON
NORCROSS STREET
HAYNES BRIDGE ROAD

**CITY OF ALPHARETTA
JURISDICTION**

FOR

GRAND COMMUNITIES, LLC

MUNICIPALITY PROJECT #

REVISIONS

[illegible]

THIS SEAL IS ONLY VALID IF COUNTER SIGNED
AND DATED WITH AN ORIGINAL SIGNATURE.

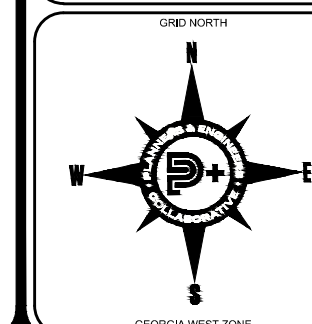


GSWCC LEVEL II DESIGN PROFESSIONAL
CERTIFICATION # 0000059389 EXP. 10/28/2024

ZONING SITE PLAN



SCALE: 1" = 40'
DATE: 04/19/2022
PROJECT: 15315.01



Z3

SHEET

EXHIBIT B

Applicant's Markups – Grand Communities/2325 Old Milton Parkway

Approve Z-22-13/V-22-25 Grand Communities/2325 Old Milton Parkway, subject to the following conditions:

1. Approximately 6.15 acres shall be zoned DT-LW and developed substantially similar to site plan prepared by PEC, dated ~~4/19~~ 9/21/22, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning. The remaining 4 acres of the site shall remain in an undisturbed state. Any development proposed on Haynes Bridge Road shall require site plan approval from the City.
2. Architecture and materials shall be developed substantially similar to the submitted renderings, labeled Exhibit A, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Townhomes shall have 4-sided architecture, materials and details. Townhome side elevation facing Old Milton Parkway shall have a porch or other significant projection to give the appearance as a front elevation, as approved by DRB. The elevations attached as Exhibit A represent façade treatment acceptable to the City.
3. Density shall not exceed 3.9 dwelling units per acre.
4. Courtyards may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
5. Developer shall improve Old Milton Parkway streetscape with a minimum 4' planter planted with street trees (subject to Staff and GDOT approval), minimum 8' sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
6. Streets, alleys and sidewalks internal to the site shall be developed as depicted on the site plan prepared by PEC, dated ~~4/19~~ 9/21/22, with final approval by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets and alleys shall be private and maintained by the HOA.
7. Minimum 10' landscape strip shall be required along both sides of internal streets, not including alleys. However, next to units 1 and 8 the strip shall be 6'. Landscape strips shall be exclusive of utilities and easements, except that if Fulton County requires an unencumbered easement shrubs shall replace tree requirements on the utility ~~one~~ side of the street.
8. Minimum ~~20'~~ 15' landscape strip/building setback shall be provided along Old Milton Parkway. Landscape strip shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by Staff.
9. A 20' planted buffer shall be provided as depicted on the site plan prepared by PEC, dated ~~4/19~~ 9/21/22. A double row of evergreen and hardwood trees and shrubs shall be planted along the west property line adjacent to Units 1-4, as approved by Staff.

10. Project entrance shall include a decorative paver apron, per the site plan dated 9/21/22, landscaping, decorative low wall and/or fencing with columns, as approved by Staff.
11. Open space shall be developed substantially similar to the site plan prepared by PEC, dated ~~4/19~~ 9/21/22, as approved by Staff. Open space shall be developed with a park-like setting with decorative landscape, hardscape and seating. Landscape shall include plant selections promoting the historic Downtown.
12. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
13. Tree removal of specimen sized trees and trees of quality, as noted in the James Mahoney arborist report, shall be limited to trees in poor condition and tree #305, 323, 325, 1387, 1388, and 1389.
14. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
15. HVAC and similar equipment shall not be visible from the public right-of-way.
16. Garbage pickup shall be from within the development.
17. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
18. To mitigate stream buffer impacts, developer shall comply with one or a combination of the following measures, as approved by Staff:
 - a. Provide 50% additional runoff reduction or water quality volume above the standard city requirements.
 - b. Provide buffer enhancement on an agreed upon area equal to at least 2 times the area of encroachment/impact. Enhancements may include removing fallen trees inside the stream bed that are impeding flow, plant eroded or sparsely vegetated areas of stream banks with live stakes, add enhanced buffer plantings where sparsely vegetated, and remove invasive vines.
 - c. Obtain any necessary state and federal approvals for the stream and buffer impacts.
 - d. Or alternative mitigation measures, as approved by Staff.
19. Minimum 4 guest parking spaces shall be provided on the site.
20. The alleys within the development shall be 20' in width.
21. The landscape strip shall be measured from back of existing public right-of-way. If GDOT requires a deceleration lane in front of Units 1 through 4, then staff will work with the developer to maximize landscape screening in lieu of part of the landscape strip here. Likewise, the planted strip between the new Old Milton right-of-way and the sidewalk shown may be reduced to 2' in back of curb.

EXHIBIT C

AN ORDINANCE TO AMEND ARTICLE II OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO AMEND REGULATIONS PERTAINING TO BANNER SIGNS; TO REPEAL CONFLICTING ORDINANCES; AND FOR OTHER PURPOSES.

WHEREAS, on or about May 21, 2001, the City of Alpharetta (the “City”) adopted a comprehensive zoning ordinance known and cited as the Unified Development Code of the City of Alpharetta, Georgia, which has subsequently been amended from time to time (the “Unified Development Code”); and

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

WHEREAS, the Unified Development Code was designed to be amended from time to time when circumstances warrant that modifications be made in order to make said Codes more responsive to community needs; and

WHEREAS, the City Council finds that ordinances and regulations governing the uses of land and development of land within the City, as well as the City’s operations, should be continually improved from time to time and modified as necessary to better protect and promote the public health, safety and welfare of the residents and businesses of the City of Alpharetta; and

WHEREAS, the City Council desires to amend Article II of the Unified Development Code for the foregoing purposes; and

WHEREAS, the City Council finds that the following amendments to the Unified Development Code promote the health, safety, morals, convenience, order, prosperity and general welfare of the present and future inhabitants of the City of Alpharetta;

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

Section 1: Article II, Subsection 2.6.11(E) titled “Banners” of the Unified Development Code is hereby amended by revising same as set forth in Exhibit “A” attached hereto as if fully set forth herein.

Section 2: If any section, subsection, provisions, or clause of any part of this Ordinance shall be declared invalid or unconstitutional or, if the provisions of any part of this Ordinance as applied to any particular situation or set of circumstances shall be declared invalid or unconstitutional, such invalidity shall not be construed to affect the portions of this Ordinance not so held to be invalid, or the application of this Ordinance to other circumstances not so held to be invalid. It is hereby declared as the intent of the City Council that this Ordinance would have been adopted in its current form without the invalid or unconstitutional provision contained therein.

Section 3: This Ordinance shall be effective immediately upon its adoption by the City Council and the amendments made herein shall be incorporated into the Unified Development Code of the City of Alpharetta, Georgia, as applicable. This Ordinance hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED this the _____ day of _____, 2022.

Approved:

Jim Gilvin, Mayor

Attest:

Lauren Shapiro, City Clerk
(Seal)

Approved as to Form:

City Attorney

COUNCILMEMBERS

Exhibit “A”

SECTION 2.6 SIGNS¹

2.6.11 General provisions.

E. BANNERS. Banners require a permit and are permitted in all zoning districts pursuant to the following standards:

1. Banners shall be permitted for either one (1) fourteen (14) day period per calendar year per lot or two (2) seven (7) day periods per calendar year per lot. An individual banner permit may be divided into two (2) non-consecutive seven (7) day periods provided the dates are stated on the permit. However, in the case of lots which contain a shopping center (or strip shopping center) with multiple tenant spaces, each tenant space shall be allowed to erect or place a banner for either one (1) fourteen (14) day period per calendar year or two (2) seven (7) day periods per calendar year.

a. The Director may grant an extension of the time period set forth above for a commercial business when the business fronts a roadway that is under construction. In order to qualify for such an extension:

1. The subject roadway construction must be related to a project performed by the City, County or the Georgia Department of Transportation; and
2. The subject roadway construction is planned to continue for three (3) months or more following the date of the request for an extension; and
3. The subject roadway construction either:
 - a. Causes the removal of a monument sign; or
 - b. As determined in the discretion of the Director, disrupts the store frontage to the extent the site and/or business appears closed without the use of a banner.

Any extension granted under this subsection shall be limited to the duration of the subject roadway construction. Extensions granted by the Director may be revoked or limited at any time due to changes in the roadway construction or disruption of the store frontage as determined in the discretion of the Director. The Director may require removal or replacement of any banner placed pursuant to an extension at any time if the banner is not maintained in good condition as determined in the discretion of the Director.

2. In addition to the foregoing, banners shall be allowed on private property during an approved temporary use, as defined in Section 2.3.2 of the U.D.C., for the approved period of such temporary use, but not to exceed forty-five (45) days; provided, however, the placement of banners on lots during approved temporary uses shall not be permitted more than two (2) times per calendar year per lot. Any such banners shall be removed upon termination of the temporary use or within forty-five (45) days from the date it is first placed on the lot, whichever is first to occur. Upon removal, no banner shall be placed on the same lot for a period of sixty (60) days.
3. Banners shall not exceed 24 sq. ft. total area in size.
4. Banners must either be free-standing or mounted to the wall of a tenant space or the lot's existing monument sign. If free-standing, the height of the banner shall not exceed

¹Editor's note(s)—Ord. No. 720 , § 2(Exh. A), adopted 2-22-2016, repealed former § 2.6 (2.6.1—2.6.14), and enacted a new § 2.6 as set out herein. The former § 2.6 pertained to similar subject matter and derived from the original codification and Ord. No. 713 , §§ 1—8, adopted Sept. 28, 2015.

five (5) [feet] above grade. If mounted to the wall of a tenant space, the width of the banner shall not exceed tenant frontage and shall not extend above the horizontal plane of the roof where the building wall and roof meet. If mounted to the lot's existing monument sign, the banner shall not extend beyond the sign face of the monument sign.

5. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
- F. **PLACEMENT OF SIGNS.** Except within the Central Business District, all free-standing signs must be set back at least ten (10) ft. from the public right-of-way. Within the Central Business District, all free standing signs must be set back at least five (5) feet from the public right-of-way.
- G. **CHANGEABLE COPY.** Any monument sign permitted under this Ordinance may contain up to sixty-five percent (65%) changeable copy if the sign is located on a lot zoned and used (as its principal existing use) for an institutional, public or semi-public use and which includes an indoor public assembly place accommodating one hundred (100) or more persons.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

SECTION 2.6 SIGNS¹

2.6.11 General provisions.

E. BANNERS. Banners require a permit and are permitted in all zoning districts pursuant to the following standards:

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a. The Director may grant an extension of the time period set forth above for a commercial business when the business fronts a roadway that is under construction. In order to qualify for such an extension:

1. The subject roadway construction must be related to a project performed by the City, County or the Georgia Department of Transportation; and
2. The subject roadway construction is planned to continue for three (3) months or more following the date of the request for an extension; and
3. The subject roadway construction either:
 - a. Causes the removal of a monument sign; or
 - b. As determined in the discretion of the Director, disrupts the store frontage to the extent the site and/or business appears closed without the use of a banner.

Any extension granted under this subsection shall be limited to the duration of the subject roadway construction. Extensions granted by the Director may be revoked or limited at any time due to changes in the roadway construction or disruption of the store frontage as determined in the discretion of the Director. The Director may require removal or replacement of any banner placed pursuant to an extension at any time if the banner is not maintained in good condition as determined in the discretion of the Director.

2. In addition to the foregoing, banners shall be allowed on private property during an approved temporary use, as defined in Section 2.3.2 of the U.D.C., for the approved period of such temporary use, but not to exceed forty-five (45) days; provided, however, the placement of banners on lots during approved temporary uses shall not be permitted more than two (2) times per calendar year per lot. Any such banners shall be removed upon termination of the temporary use or within forty-five (45) days from the date it is first placed on the lot, whichever is first to occur. Upon removal, no banner shall be placed on the same lot for a period of sixty (60) days.
3. Banners shall not exceed 24 sq. ft. total area in size.

¹Editor's note(s)—Ord. No. 720 , § 2(Exh. A), adopted 2-22-2016, repealed former § 2.6 (2.6.1—2.6.14), and enacted a new § 2.6 as set out herein. The former § 2.6 pertained to similar subject matter and derived from the original codification and Ord. No. 713 , §§ 1—8, adopted Sept. 28, 2015.

-
4. Banners must either be free-standing or mounted to the wall of a tenant space or the lot's existing monument sign. If free-standing, the height of the banner shall not exceed five (5) [feet] above grade. If mounted to the wall of a tenant space, the width of the banner shall not exceed tenant frontage and shall not extend above the horizontal plane of the roof where the building wall and roof meet. If mounted to the lot's existing monument sign, the banner shall not extend beyond the sign face of the monument sign.
 5. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
- F. PLACEMENT OF SIGNS. Except within the Central Business District, all free-standing signs must be set back at least ten (10) ft. from the public right-of-way. Within the Central Business District, all free standing signs must be set back at least five (5) feet from the public right-of-way.
- G. CHANGEABLE COPY. Any monument sign permitted under this Ordinance may contain up to sixty-five percent (65%) changeable copy if the sign is located on a lot zoned and used (as its principal existing use) for an institutional, public or semi-public use and which includes an indoor public assembly place accommodating one hundred (100) or more persons.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

EXHIBIT D



Alpharetta, Georgia

KICKOFF MEETING
**Strategic Economic
Development Plan**

September 26, 2022

Presented by:
Kyle Talente, President

RKG
ASSOCIATES INC



Project Timeline

- **The project started in February of 2020**
 - Kickoff meeting with the council occurred in March of 2020
- **The City placed a stop order in April of 2020 as a result of the COVID pandemic**
 - RKG had done initial interviews, administered a community survey (ended at stop order), and completed the socioeconomic and real estate analyses
- **The project was restarted in May of 2022**
 - RKG will need to update the completed studies and will execute the remaining tasks that were not started in 2020
- **There is an expected completion date of December 2022**
 - A working group has been assembled to engage during the study
 - RKG will hold milestone meetings to present findings and strategies during the process



What is
Economic
Development?

**What does
ECONOMIC
DEVELOPMENT
mean?**

RKG Associates
Definition

Economic Development is a
series of strategic actions and
investments that leverage
public assets to attract private
investment, **improving the**
financial, fiscal, and economic
well being of the community.



How is Economic Development Success Defined?

- **Benchmarks vary greatly, but all are relevant**
 - Business attraction
 - Business retention / expansion
 - Job creation
 - Tax base development
 - Quality of life
 - Preservation
 - Entrepreneurial growth
 - Sustainability
 - Environmental enhancement
 - Tourism development
- **LOCAL PRIORITIES DEFINE SUCCESS;
FRAME IMPLEMENTATION**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No** jobs

OPTION B

- **\$500,000** of new annual tax base
- **25** jobs paying **\$50,000**



What an Economic Development Plan is...

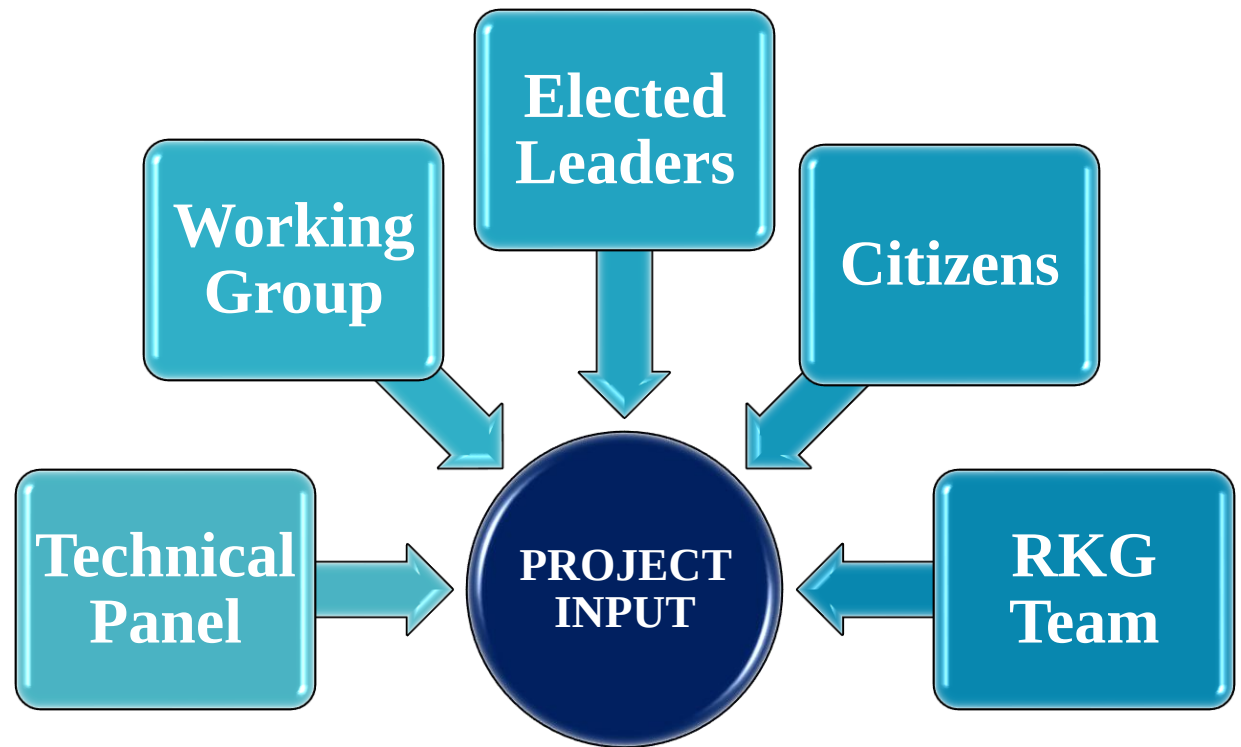
- **Baseline Analysis**
 - SWOT
 - Market Assessment
 - Public Asset Analysis
 - Workforce
 - Competitive Analysis
- **Target Industry Analysis**
 - Cluster Identification and Definition
 - Supply Chain and Logistics Industry Analysis
- **Strategic Recommendations**
 - Organization
 - Toolkit
 - Prioritization
 - Asset Management
 - Collaboration



What an Economic Development Plan is **NOT**...

- **“THE” Answer**
 - Plan must be focused, but flexible
 - Mindful of investment motivations
- **A “Cheerleader”**
 - Honest assessment of all challenges
 - For better or for worse...
- **One size fits all**
 - Concepts relevant to the local community
 - Customized to community / areas of community / vision
- **Parcel by parcel**
 - City-wide
 - Area specific
 - Context appropriate

Participation

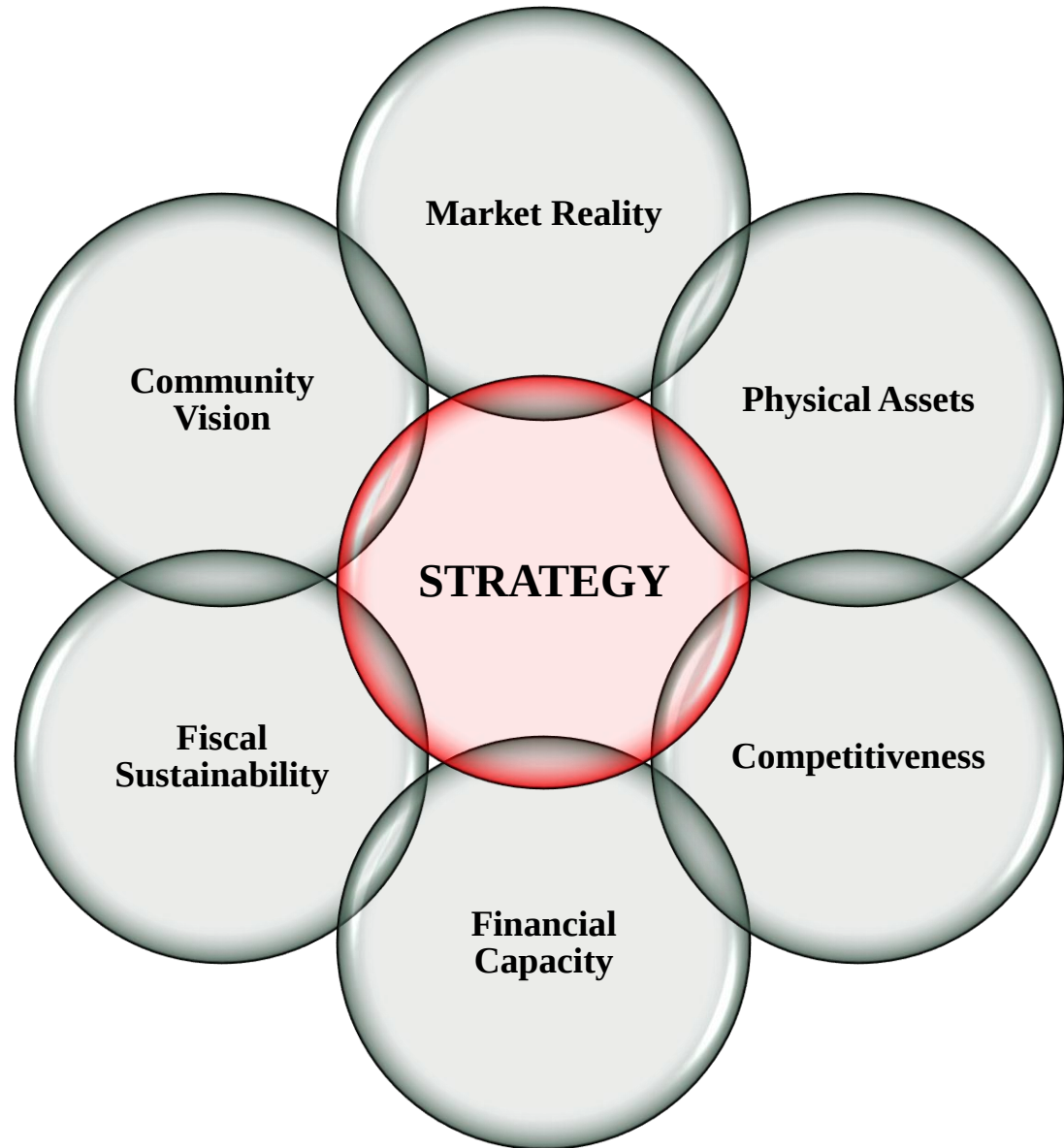




Engagement Approach

- **Technical Panel**
 - Comprised of essential staff. Continuous engagement on progress, project planning, strategic feedback and data collection
- **Working Group and Elected Officials**
 - Series of 5 meetings presenting findings and strategies at key milestones
 - Today is the kickoff meeting
- **Public**
 - 2 open house/town hall meetings to provide information and collect additional feedback

Building to Consensus



PROVIDING A ROADMAP

AN APPROACH TO ECONOMIC DEVELOPMENT PLANNING

Strategies

What do we need to do to create our impact and tell our story?

1

Capacity

Who can do this, can we do this with current staff, do we need to reorganize?

2

Funding

How can we fund this, what partners do we need, how much will this cost?

3

Timing

What needs to happen first, what are the key priorities?

4



Elected Leadership Involvement

- **Plan Development**
 - Interim briefings from staff and the consultant
 - Provide input and feedback
- **Plan Approval**
 - Approve the plan
- **Plan Implementation**
 - Familiarize with the plan contents
 - Champion the cause with constituents
 - Build (up) relationships with stakeholders
 - Enact regulatory policies consistent with goals
 - Promote unity with the message

The background of the slide features a photograph of a park-like setting. In the foreground, there is a multi-tiered stone fountain with water spraying upwards. Behind the fountain is a large, multi-story building with a prominent central tower and arched windows. The entire image is covered with a semi-transparent red filter. The text 'Discussion Questions' is positioned on the left side of the image.

Discussion Questions

What do you believe the economic development goals for Alpharetta should be?



Discussion Questions

What opportunities/investment areas should be focused on during this analysis?



Other
Thoughts?

**THANK YOU FOR YOUR
PARTICIPATION!**

**Kyle Talente
President
RKG Associates, Inc.
kst@rkgassociates.com**



What is
Economic
Development?

New Residents

Housing Diversity

TAX REVENUES

Redevelopment

JOBS

Growth

Quality of Life

Building Rehab

Traffic

New Businesses



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No** jobs

OPTION B

- **\$500,000** of new annual tax base
- **50** jobs paying **\$50,000**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No jobs**

OPTION B

- **\$500,000** of new annual tax base
- **25 jobs** paying **\$50,000**
- **Early Childhood Development Center**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No jobs**
- **2-Acre Park**

OPTION B

- **\$500,000** of new annual tax base
- **50 jobs** paying **\$50,000**
- **Early Childhood Development Center**



Working Group Responsibilities

- **Plan development**

- Listening
- Learning
- Assessing
- Brainstorming
- Challenging

The Working Group informs the plan along with input from elected officials, staff, the Consultant, and input from the community.

- **Plan implementation**

- Supporting
- Championing
- Doing

- **This process is interactive**

**Discussion
Questions**

What concerns/issues should we be aware of while we do this analysis?