



CITY COUNCIL MEETING & PUBLIC HEARING SEPTEMBER 25, 2023

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE TO THE FLAG**
4. **PRESENTATIONS & PROCLAMATIONS**
 - A. **Proclamation: Clear Springs Missionary Baptist Church Anniversary Recognition**
5. **CONSENT AGENDA**
 - A. **Financial Management Report (Month Ending July 31, 2023)**
Consideration of approval of the Financial Management Report for the month ending July 31, 2023.
6. **PUBLIC HEARING**
 - A. **PH-23-10 Earl Wood House - Historic Designation**
Consideration of a request to designate the Earl Wood House as historic and adopt the ordinance. The property is located at 531 State Highway 9 and is legally described as being located in Land Lot 645, 1st District, 2nd Section, Fulton County, Georgia.
 - B. **PH-23-13 Gardner House - Historic Designation**
Consideration of a request to designate the Gardner House as historic and adopt the ordinance. The property is located at 133 Cumming Street and is legally described as being located in Land Lots 1253 & 1254, 2nd District, 2nd Section, Fulton County, Georgia.
 - C. **V-23-21 Thompson Street Park – Waiting Period Variance**
Consideration of a variance to reduce the waiting period for City Council consideration of a public hearing request on the same property from twelve (12) to six (6) months. The property is located at 132 Brook Street and 51 Thompson Street and is legally described as being located in Land Lot 748, 1st District, 2nd Section, Fulton County, Georgia.
 - D. **PH-23-18 Thompson Street Park – Change of Condition**
Consideration of a public hearing to change conditions of zoning to modify home elevations to allow the rear homes to be 3 stories. The property is located at 132 Brook Street and 51 Thompson Street and is legally described as being located in Land Lot 748, 1st District, 2nd Section, Fulton County, Georgia.
 - E. **PH-23-11 Unified Development Code (UDC) Text Amendments – Signs, Parking, Multi-Use Trails, Downtown Architecture and Tree Preservation**
FIRST READING
Consideration of text amendments to the Unified Development Code (UDC). Amend Section 2.3 Supplementary Regulations to address fence and wall regulations along multiuse trails. Amend Section 2.5 Parking and Loading to address the different levels of electric vehicle charging stations. Amend Section 2.6 Signs to prohibit face illuminated channel letter signs, require master sign plans for all commercial shopping centers and extend time period for banner signs for new businesses after DRB submittal. Amend Section 3.2 Tree Conservation, Landscape and Buffer Requirements to remove pines as a specimen or tree of quality and to allow homeowner's associations to review certain requests for tree removal within the front yard. Amend Section 3.5 Installation of Street to add regulations pertaining to the installation of multi-use trails. Amend Appendix A: Alpharetta Downtown Code, Section 2.8 Building Design to address applicability of architectural style requirements.

7. NEW BUSINESS

A. Resolution: 2023 Economic Development Strategic Plan

Consideration of adoption of the resolution which adopts the 2023 Economic Development Strategic Plan as the official guiding document for economic development initiatives activities within the City of Alpharetta, superseding the existing 2011 strategic plan.

B. SMART Traffic Grant Application

Consideration of approval for the Department of Public Works to submit a SMART Grant application, as presented, and authorize the Mayor to execute all necessary documents.

C. Wire & Wood RCS Productions Contract (#102168 / RFP 22-108) – Amendment #1

Consideration of approval for an amendment to the City's contract (#102168 / RFP 22-108) with RCS Productions and Entertainment d.b.a. RCS Productions to increase the cost for services for the city's annual Wire & Wood event for the inclusion of additional sponsored stages and talent.

D. Phoenix Rugby – Partnered Athletic Association

Consideration of approval of Phoenix Rugby (of Atlanta Youth Rugby, Inc.) as a partnered athletic association with the City of Alpharetta's Recreation, Parks, and Cultural Services Department.

E. Employment Contract: Kathryn "Kathi" Cook

Consideration of approval of an Employment Contract between the City of Alpharetta and Kathryn Cook to serve as Economic and Community Development Director.

8. PUBLIC COMMENT

9. REPORTS

10. EXECUTIVE SESSION (IF NECESSARY)

11. ADJOURNMENT

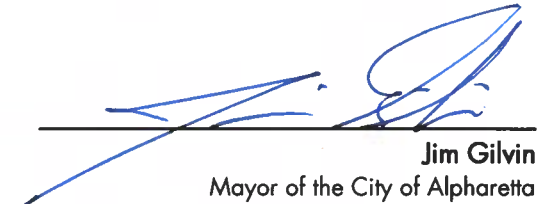


**A PROCLAMATION
BY THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA**

"Clear Springs Missionary Baptist Church"

- WHEREAS:** Clear Springs Missionary Baptist Church has a covenant date of 1858; the same year that the City of Alpharetta was founded; and
- WHEREAS:** Clear Springs Missionary Baptist Church was the first institution to educate African American children in the City of Alpharetta; and
- WHEREAS:** Clear Springs Missionary Baptist Church was named after nearby natural springs that attracted the Cherokee Tribe to first settle in the area; and
- WHEREAS:** Clear Springs Missionary Baptist Church has made continuous and significant contributions to the Bailey Johnson community, the City of Alpharetta, and Fulton County; and
- WHEREAS:** Clear Springs Missionary Baptist Church is now located at 2725 Kimball Bridge Road in Alpharetta and continues to uplift members of congregation and residents through service since its creation in 1858; and
- WHEREAS:** Clear Springs Missionary Baptist Church will celebrate its 165th anniversary this year. The church congregation, residents, and members of the Alpharetta community will join together in this celebration on November 19, 2023.
- NOW THEREFORE:** We, the Mayor and City Council of the City of Alpharetta, Georgia, do hereby celebrate Clear Springs Missionary Baptist Church on their 165th year anniversary and thank them for their many contributions to the community of Alpharetta.
- SO PROCLAIMED:** This 25th day of September 2023, by the Mayor and City Council of the City of Alpharetta, Georgia.




Jim Gilvin
Mayor of the City of Alpharetta


Lauren Shapiro
City Clerk for the City of Alpharetta



STAFF REPORT

Department: Finance
Submitted By: Tom Harris
Meeting Date: September 25, 2023

AGENDA ITEM:

Financial Management Report (Month Ending July 31, 2023)

Consideration of approval of the Financial Management Report for the month ending July 31, 2023.

STAFF RECOMMENDATION:

Approve the Financial Management Report for the month ending July 31, 2023 (period 1 of Fiscal Year 2024).

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

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

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

On a monthly basis, the Finance Department prepares detailed revenue and expenditure statements for all city operating funds (including prior-year comparisons for the General Fund). In addition, this report includes:

1. Detailed capital project report including life-to-date activity;
2. Payments \$5,000 and greater; and
3. Purchase orders with an estimated cost between \$5,000 and \$50,000.

ALTERNATIVES:

Do not approve the financial management report for the month ending July 31, 2023 as part of the consent agenda and remove this item from the consent agenda.

ATTACHMENTS:

1. FY 2024 Financial Management Report (1-July)

Financial Management Reports



for the month ending
July 31, 2023
(period 1 of 12 – unaudited)

Please visit the Financial Transparency Portal for additional information including audited financial statements, adopted budgets, and automated tools aimed at simplifying access to the City's financial data.

<https://www.alpharetta.ga.us/government/departments/finance/transparency-portal>

Financial Management Reports

Fiscal Year 2024

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Accountability and Performance Dashboards (available online – link below):

<https://www.alpharetta.ga.us/government/departments/finance/services/trash-and-recycling>



CITY OF ALPHARETTA

Financial Management Reports Performance Dashboard For the month ended July 31, 2023

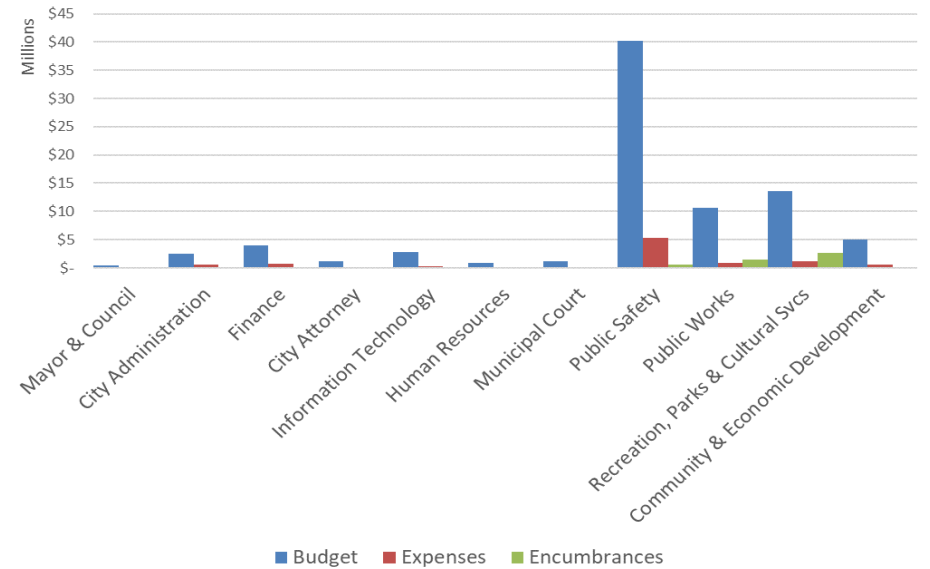
The figures represented herein will change in accordance with accounting entries made during the closing process for Fiscal Year 2023.

LEGEND	
↑	Positive
↔	Neutral
↓	Negative

GENERAL FUND DETAIL

Revenues	Performance Status	Forecasted Gain/Loss
Top-10		
Property Taxes (current year)	↑	\$1,795,000
Property Taxes (delinquent/MV Title Fees)	↔	\$0
Local Option Sales Tax	↔	\$0
Franchise Tax	↔	\$0
Alcohol Beverage Excise Tax	↔	\$0
Building Permit Fees	↔	\$0
Business and Occupational Tax	↔	\$0
Court/Traffic Fines	↔	\$0
Recreation/Special Event Fees	↔	\$50
Hotel/Motel Tax (City portion)	↔	\$0
Other Revenues	↔	\$6,414
Minimum Surplus Goal Needed to Fund Capital: (\$15M Annual Capital Need less \$4M allocated in the budget)		\$11M
Less: Projected Revenue Gain		TBD
Less: Projected Expenditure Savings		TBD

Departmental Budget Snapshot



FUND SYNOPSIS

	Revenue	Expenses	Non-Allocated
General Fund (1)	↔	↔	\$748,993
Special Revenue Funds			
Confiscated Assets Fund (DEA)	↔	↔	\$161,077
Confiscated Assets Fund (State)	↔	↔	\$0
Emergency 911 Fund (1)	↔	↔	\$15,702
Impact Fee Fund	↔	↔	\$175,696
Hotel/Motel Fund (1)	↔	↔	\$825,896
Debt Service Fund	↔	↔	\$1,284,198
Proprietary Funds			
Solid Waste Fund (2)	↔	↔	\$4,534
Risk Management Fund	↔	↔	\$1,649,191
Medical Insurance Fund	↔	↔	\$0

	Non-Allocated
Grant Funds	
Operating Grant Fund (3)	\$37,400
Capital Grant Fund (3)	(\$24,858)
Capital Project Funds	
Capital Project Fund (3)	\$1,715,143
Stormwater Capital Fund	\$165,636
Series 2016 Bond Fund (Parks)	\$0
Series 2022 Bond Fund (Parks)	\$1,151,624
TSPLOST I Capital Fund	\$1,872,721
TSPLOST II Capital Fund	\$0
American Rescue Plan Act Capital Fund	\$0
Development Authority Fund	\$257,080

BOND RATING

AAA

strongest rating available

Please Note: Current year revenue in excess of budgeted amounts may be available to augment Non-Allocated balances upon City Council approval (e.g. Impact Fees and Confiscated Asset collections).

(1) General Fund value represents Contingency balance. Hotel/Motel Fund value represents Debt Service Reserve (target is \$1.5 million). Other Funds represents amounts in excess of the 25% fund balance target.

(2) Solid Waste Fund operational trends will remain neutral despite the recent rate adjustment as it will take multiple years to replenish the fund balance target.

(3) Does not include amounts, if any, currently set aside for matches on active grant applications.



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TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: THOMAS G. HARRIS, FINANCE DIRECTOR *TH*

DATE: SEPTEMBER 25, 2023

RE: FINANCIAL MANAGEMENT REPORTS AS OF JULY 31, 2023

The documents contained herein represent the financial management reports for the City of Alpharetta ("city") as of the period ending July 31, 2023.

The Finance Department is currently in the process of closing the accounting books for Fiscal Year 2023 (FY 2023). The figures represented herein will change in accordance with accounting entries made during the closing process.

General Fund

Revenue: The following section pertains to information detailed in the attached Revenue Summary and Collection Comparison report. FY 2024 revenues are budgeted at \$88 million (net of Carryforward Fund Balance totaling \$11 million). As of July 31, 2023, actual revenue collections total 4% or \$3 million. Early trends (property digest valuations and collection trends) indicate a net gain over budget of \$1.8 million with the detail as follows:

• Property Taxes (current year):	\$ 1,795,000
• Other:	<u>6,464</u>
Estimated Gain:	\$ 1,801,464 (rounded)

The \$1.8 million in additional property tax revenue was part of a budget amendment approved in August and transferred to the Capital Project Fund for future appropriation by the City Council. This activity will be reflected in the monthly reports for August.

Revenue collection percentages are typically low for the first several months of the fiscal year due to various factors including: (a) property tax billings mailed in October that carry a December due date; and (b) accrual entries aimed at ensuring the city's revenues accurately reflect the period in which they were earned.

The preliminary digest for FY 2024, as provided by the Fulton County Tax Commissioner, currently totals \$6.7 billion (net of all exemptions/motor vehicle values) and represents growth of 10.7%, or \$650 million, over the FY 2023 digest. New construction growth represents 2.5% of the 10.7%

MAYOR
JIM GILVIN

MAYOR PRO TEM
DAN MERKEL

COUNCIL MEMBERS
JASON BINDER
DOUGLAS J. DERITO
JOHN HIPES
DONALD F. MITCHELL
BRIAN WILL

CITY
ADMINISTRATOR
CHRIS LAGERBLOOM

growth in the net taxable digest with the remaining 8.2% attributable to the reassessment of existing residential and commercial properties.

Expenditures: The following section pertains to information detailed in the attached Expenditure Summary by Department (expenditure rollup by department) and Expenditure Summary by Category (expenditure rollup by account) reports. As of July 31, 2023, city departments (not including General Government¹) have encumbered and expensed 18%, or \$15 million, of their FY 2024 budget appropriations.

Contingency: The General Fund contingency balance totals \$748,993.

Other Funds

The following section references information included within the attached Performance Dashboard, Grant and Capital Funds Detail Reports, GAAP Financial Statements, etc.

Operating Grant Fund (Fund 220): Unspent/unencumbered project appropriations total \$147,659. Remaining appropriations are set aside for a non-allocated reserve (\$37,400).

Capital Grants Fund (Fund 340): Unspent/unencumbered project appropriations (net) total \$609,661.

General Capital Project Fund (Fund 301): Unspent/unencumbered project appropriations total \$15.2 million. Remaining appropriations are set aside for a non-allocated reserve (\$1.7 million).

As noted under the General Fund narrative, an additional \$1.8 million is being transferred to the Capital Project Fund non-allocated reserve and will be reflected in the monthly reports for August.

Stormwater Capital Fund (Fund 302): Unspent/unencumbered project appropriations total \$6.7 million. Remaining appropriations are set aside for a non-allocated reserve (\$165,636).

American Rescue Act Capital Fund (Fund 303): Unspent/unencumbered project appropriations total \$572,965.

Series 2022 Parks Bond Fund (Fund 318): Unspent/unencumbered project appropriations total \$24.1 million. Remaining appropriations are set aside for a non-allocated reserve (\$1.2 million).

TSPLOST 1 Capital Project Fund (Fund 335): This fund accounts for collections under the Transportation Special Local Option Sales Tax (TSPLOST) that went into effect on April 1, 2017, and expired on March 31, 2022. Unspent/unencumbered project appropriations total \$26.1 million. Remaining appropriations are set aside for a non-allocated reserve (\$1.9 million).

TSPLOST 2 Capital Project Fund (Fund 336): This fund accounts for collections under the Transportation Special Local Option Sales Tax (TSPLOST) that went into effect on April 1, 2022. Appropriated funding totals \$52 million and represents Tier-1 project funding. Tier-1 projects are funded at 85% of forecasted revenue collections over the life of the 5-year tax. For comparison purposes, TSPLOST 1 collections have trended at over 90% of forecasted revenue collections. Unspent/unencumbered project appropriations total \$28.1 million.

¹ General Government is utilized to account for non-operating transactions such as transfers-out to other city funds, contingency, etc.

Hotel/Motel Fund: FY 2024 revenues are budgeted at \$9.6 million (net of carryforward fund balance totaling \$448,554) with budgeted disbursements as follows: Alpharetta Convention & Visitor's Bureau (43.75% or \$4.2 million); Facilities (18.75% and a portion of the carryforward fund balance detailed above; \$1.4 million for debt service on the Series 2016 Convention Center Bonds; \$15,070 for eligible initiatives such as Wills Park Master Plan Improvements; with residual funding for bond/debt service reserve); and the city (37.5% or \$3.6 million).

Specifically, Debt Service Reserve funding (Convention Center Bonds) from the Facilities portion of the tax totals \$825,896. This reserve figure dipped below the \$1.5 million target level in 2019 due to the impact of the COVID-19 pandemic on the hospitality industry and is being replenished as revenues within the Fund continue strengthening.

Other Items

Council Member Stipend Activity Listing: The FY 2024 budget includes appropriations of \$9,200 for the Mayor and \$8,000 for each City Council Post and the available balances as of July 31, 2023 are as follows:

	Budget	Expenditures	Available Balance
Mayor: Jim Gilvin	\$ 9,200	\$ 3,063	\$ 6,137
Post #1: Donald Mitchell	\$ 8,000	\$ 117	\$ 7,883
Post #2: Brian Will	\$ 8,000	\$ 0	\$ 8,000
Post #3: Doug DeRito	\$ 8,000	\$ 0	\$ 8,000
Post #4: John Hipes	\$ 8,000	\$ 103	\$ 7,897
Post #5: Jason Binder	\$ 8,000	\$ 0	\$ 8,000
Post #6: Dan Merkel	\$ 8,000	\$ 0	\$ 8,000

Development Authority² (Component Reporting Unit)

As of July 31, 2023, the Development Authority has \$257,080 in available resources to support its main functions of promoting the public good and general welfare, trade, commerce, industry, general tax base and the employment opportunities available in the city.

² The Development Authority is a public corporation created and existing under the Constitution and laws of the State of Georgia and is governed by seven directors duly appointed by the Alpharetta City Council.



GENERAL FUND

Revenue Report



CITY OF ALPHARETTA
Financial Management Reports
General Fund (Unaudited)
Revenue Summary and Collection Comparison
As of July 31, 2023

	Current Fiscal Year					Prior Fiscal Year		
	2024 Budget	2024 YTD	% Collected	2024 Estimated	Variance	2023 Actual	2023 YTD	% Collected
Top 10 Revenues:								
Property Taxes								
Current Year	\$ 28,850,000	\$ (21,341)	-0.1%	\$ 30,645,000	\$ 1,795,000	\$ 27,550,384	\$ -	0.0%
Delinquent	197,000	36,818	18.7%	197,000	-	528,595	(17,907)	-3.4%
Motor Vehicle Tax	60,000	5,904	9.8%	60,000	-	70,777	-	0.0%
Motor Vehicle Title Fee	3,500,000	307,202	8.8%	3,500,000	-	3,157,721	-	0.0%
Local Option Sales Tax	22,100,000	1,754,226	7.9%	22,100,000	-	19,762,420	1,292	0.0%
Franchise Tax	6,825,000	99,469	1.5%	6,825,000	-	6,578,682	(78,617)	-1.2%
Insurance Premium Tax	5,550,000	-	0.0%	5,550,000	-	5,418,627	-	0.0%
Alcohol Beverage Excise Tax	3,150,000	263,028	8.4%	3,150,000	-	2,654,016	(16,774)	-0.6%
Building Permit Fees	2,000,000	107,150	5.4%	2,000,000	-	2,335,606	638,492	27.3%
Business and Occupational Tax	1,150,000	9,824	0.9%	1,150,000	-	1,127,907	(1,151)	-0.1%
Court/Traffic Fines	3,140,250	308,422	9.8%	3,140,250	-	3,187,125	206,671	6.5%
Recreation/Special Event Fees	3,122,050	203,741	6.5%	3,122,100	50	2,739,802	152,371	5.6%
Hotel/Motel Tax (City portion)	3,581,250	-	0.0%	3,581,250	-	3,480,902	1,458	0.0%
subtotal	\$ 83,225,550	\$ 3,074,444	3.7%	\$ 85,020,600	\$ 1,795,050	\$ 78,592,566	\$ 885,836	1.1%
Other Revenues	5,257,309	244,181	4.6%	5,263,723	6,414	5,903,581	647,856	11.0%
Total Revenues	\$ 88,482,859	\$ 3,318,625	3.8%	\$ 90,284,323	\$ 1,801,464	\$ 84,496,146	\$ 1,533,692	1.8%
Carryforward Fund Balance	10,547,818							



GENERAL FUND

Expenditure Reports



CITY OF ALPHARETTA
 Financial Management Reports
 General Fund (unaudited)
Expenditure Summary by Department
 As of July 31, 2023

Expenditures by Department:

	Current Fiscal Year						Prior Fiscal Year		
	2024 Budget	2024 Encumbrances	2024 Exp. (YTD)	Funds Available	% Enc./Exp.	% Exp.	2023 Exp. (Total)	2023 Exp. (YTD)	% Exp.
Mayor & Council	\$ 399,354	\$ 4,913	\$ 41,753	\$ 352,687	11.7%	10.5%	\$ 324,426	\$ 36,666	11.3%
City Administration	2,569,366	15,490	579,353	1,974,523	23.2%	22.5%	1,429,547	203,839	14.3%
Finance	3,970,688	103,119	683,631	3,183,938	19.8%	17.2%	3,637,328	558,663	15.4%
City Attorney	1,200,000	-	-	1,200,000	0.0%	0.0%	789,935	(16,616)	-2.1%
Information Technology	2,766,496	27,022	309,804	2,429,670	12.2%	11.2%	2,075,825	280,256	13.5%
Human Resources	929,316	22,471	68,139	838,706	9.8%	7.3%	764,033	70,947	9.3%
Municipal Court	1,222,688	48,496	81,167	1,093,025	10.6%	6.6%	1,112,618	100,341	9.0%
Public Safety	40,195,439	647,659	5,298,358	34,249,422	14.8%	13.2%	35,268,283	4,426,405	12.6%
Public Works	10,690,132	1,477,875	893,243	8,319,014	22.2%	8.4%	9,414,547	824,716	8.8%
Recreation, Parks & Cultural Svcs	13,563,734	2,683,594	1,236,894	9,643,246	28.9%	9.1%	11,905,385	1,106,516	9.3%
Community & Economic Development	5,010,278	79,692	656,889	4,273,697	14.7%	13.1%	4,295,527	623,649	14.5%
subtotal	\$ 82,517,491	\$ 5,110,332	\$ 9,849,231	\$ 67,557,928	18.1%	11.9%	\$ 71,017,455	\$ 8,215,383	11.6%
General Government:									
Insurance Premiums (Risk)	\$ 928,885	\$ -	\$ 77,407	\$ 851,478	8.3%	8.3%	\$ 823,300	\$ 68,608	8.3%
Gwinnett Tech Bond P&I	287,490	-	-	287,490	0.0%	0.0%	288,640	-	0.0%
Transfer(s) to other Funds	14,547,818	-	1,212,318	13,335,500	8.3%	8.3%	15,639,800	1,303,317	8.3%
Contingency	748,993	-	-	748,993	0.0%	0.0%	19,916	679	3.4%
subtotal	\$ 16,513,186	\$ -	\$ 1,289,725	\$ 15,223,461	7.8%	7.8%	\$ 16,771,656	\$ 1,372,604	8.2%
Total Expenditures	\$ 99,030,677	\$ 5,110,332	\$ 11,138,957	\$ 82,781,388	16.4%	11.2%	\$ 87,789,111	\$ 9,587,987	10.9%



CITY OF ALPHARETTA
Financial Management Reports
General Fund (unaudited)
Expenditure Summary by Category
As of July 31, 2023

Current Fiscal Year									Prior Fiscal Year		
	2024 Budget	2024 Encumbrances	2024 Exp. (YTD)	Funds Available	% Enc./Exp.	% Exp.			2023 Exp. (Total)	2023 Exp. (YTD)	% Exp.
Expenditures by Category:											
Salaries & Benefits:											
(1) Regular Salaries	\$ 36,061,724	\$ -	\$ 2,149,464	\$ 33,912,260	6.0%	6.0%			\$ 31,693,013	\$ 2,056,048	6.5%
Overtime	2,655,000	-	265,982	2,389,018	10.0%	10.0%			3,026,757	199,548	6.6%
Group Insurance	9,940,392	-	1,172,484	8,767,908	11.8%	11.8%			8,307,651	1,152,287	13.9%
FICA and Social Security	2,961,110	-	171,993	2,789,117	5.8%	5.8%			2,542,057	161,527	6.4%
Defined Benefit Pension	3,187,015	-	3,187,015	-	100.0%	100.0%			2,869,712	2,869,712	100.0%
401(A) Retirement/Match	3,531,072	-	266,636	3,264,436	7.6%	7.6%			2,844,106	220,556	7.8%
(2) Other	1,809,061	-	945,802	863,259	52.3%	52.3%			1,552,936	728,615	46.9%
subtotal	\$ 60,145,374	\$ -	\$ 8,159,378	\$ 51,985,996	13.6%	13.6%			\$ 52,836,233	\$ 7,388,292	14.0%
Maintenance & Operations:											
Professional Services	\$ 3,912,963	\$ 1,185,670	\$ 633,882	\$ 2,093,411	46.5%	16.2%			\$ 2,788,652	\$ 300,957	10.8%
Legal Services	1,200,000	-	-	1,200,000	0.0%	0.0%			789,935	(16,616)	-2.1%
Vehicle Fuel/Maintenance	1,217,000	-	87,584	1,129,416	7.2%	7.2%			1,342,211	70,388	5.2%
Maintenance Contracts	3,422,088	2,522,072	97,158	802,858	76.5%	2.8%			3,497,210	68,973	2.0%
IT Professional Services	3,672,524	828,229	560,500	2,283,795	37.8%	15.3%			2,251,037	176,914	7.9%
General Supplies	1,151,928	84,426	118,555	948,947	17.6%	10.3%			982,100	41,397	4.2%
Utilities	3,022,975	-	5,431	3,017,544	0.2%	0.2%			2,843,963	21,511	0.8%
Insurance Premiums (Risk)	928,885	-	77,407	851,478	8.3%	8.3%			823,300	68,608	8.3%
Other	3,581,720	358,929	186,461	3,036,330	15.2%	5.2%			3,006,150	163,566	5.4%
subtotal	\$ 22,110,083	\$ 4,979,325	\$ 1,766,979	\$ 15,363,779	30.5%	8.0%			\$ 18,324,558	\$ 895,699	4.9%
Capital/Leases/Other:											
Fire Vehicle/Equip. Leases	\$ 779,067	\$ -	\$ -	\$ 779,067	0.0%	0.0%			\$ 659,852	\$ -	0.0%
City Hall HVAC	131,007	131,007	-	0	100.0%	0.0%			-	-	-
Equipment/Capital	273,345	-	282	273,063	0.1%	0.1%			6,188	-	0.0%
Other	7,500	-	-	7,500	0.0%	0.0%			13,924	-	0.0%
subtotal	\$ 1,190,919	\$ 131,007	\$ 282	\$ 1,059,630	11.0%	0.0%			\$ 679,964	\$ -	0.0%
General Government:											
Gwinnett Tech Bond P&I	\$ 287,490	\$ -	\$ -	\$ 287,490	0.0%	0.0%			\$ 288,640	\$ -	0.0%
Transfer(s) to other Funds	14,547,818	-	1,212,318	13,335,500	8.3%	8.3%			15,639,800	1,303,317	8.3%
Contingency	748,993	-	-	748,993	0.0%	0.0%			19,916	679	3.4%
subtotal	\$ 15,584,301	\$ -	\$ 1,212,318	\$ 14,371,983	7.8%	7.8%			\$ 15,948,356	\$ 1,303,996	8.2%
Total Expenditures	\$ 99,030,677	\$ 5,110,332	\$ 11,138,957	\$ 82,781,388	16.4%	11.2%			\$ 87,789,111	\$ 9,587,987	10.9%

Notes:

- (1) Includes the following components: regular salaries, holiday leave, temporary and seasonal salaries, and separation payout.
- (2) Includes the following components: workers compensation, educational programs, automobile allowance, tuition reimbursement, and employee service awards.

09/20/2023



GRANT AND CAPITAL FUNDS

Revenue & Expenditure Reports



CITY OF ALPHARETTA
Financial Management Reports
Grant Funds
Operating Grant Fund Detail (Fund 220; life-to-date for active projects)
As of July 31, 2023

			Project Snapshot: FY2013 - FY2023		FY 2024					
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Account #	Project									
Revenues										
City Administration										
22013230-371000	C2100	MURAL ART PROJECT	15,915	15,915	\$ -	\$ -	\$ -	\$ -		\$ -
		subtotal			\$ -	\$ -	\$ -	\$ -		\$ -
Public Safety										
22031150-331110	C2115	2021 BULLETPROOF VEST (DOJ)	11,624	2,943	\$ -	\$ 8,681	\$ 8,681	\$ -		\$ 8,681
22031150-331110	C2243	2022 BULLETPROOF VEST (DOJ)	27,408	-	-	27,408	27,408	-		27,408
22031150-371000	C2310	ALPHA BUS. ASSOC. K-9	17,000	17,000	-	-	-	-		-
23031150-331110	C2311	2022 JUSTICE ASSISTANCE GRANT	10,135	-	-	10,135	10,135	-		10,135
		subtotal			\$ -	\$ 46,224	\$ 46,224	\$ -		\$ 46,224
Recreation, Parks & Cultural Services										
22061150-347509	C2039	WIRE & WOOD (ACVB SPONSOR)	219,500	157,000	\$ -	\$ 62,500	\$ 62,500	\$ 12,500		\$ 50,000
22061150-371000	C2212	PARKING PERMIT - FILM	4,000	4,000	-	-	-	-		-
22061150-336001	C2234	ARTS CENTER (CERAMICS)	3,062	3,062	-	-	-	-		-
22061150-347509	C2239	NORTH PARK SOFTBALL TOURNEY	2,397	2,397	-	-	-	4,995		(4,995)
22061150-336000	C2247	2022 CAMP HAPPY HEARTS	5,000	5,000	-	-	-	-		-
22061150-336000	C2306	FULTON COUNTY ARTS & CULTURE	15,000	15,000	-	-	-	-		-
22061150-371000	C2308	MUSIC MATCH APPLICATIONS	2,987	2,987	-	-	-	125		(125)
		subtotal			\$ -	\$ 62,500	\$ 62,500	\$ 17,620		\$ 44,880
General Government										
22090200-361000		INTEREST EARNINGS			\$ -	\$ -	\$ -	\$ -		\$ -
22090200-362000		REALIZED GAIN/LOSS ON INVS			-	-	-	-		-
22090200-363000		UNREALIZED GAIN/LOSS			-	-	-	-		-
22090200-395000		CARRYFORWARD FUND BALANCE			-	90,742	90,742	-		90,742
		subtotal			\$ -	\$ 90,742	\$ 90,742	\$ -		\$ 90,742
		Total			\$ -	\$ 199,466	\$ 199,466	\$ 17,620		\$ 181,846



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 Financial Management Reports
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Operating Grant Fund Detail (Fund 220; life-to-date for active projects)
 As of July 31, 2023

				Project Snapshot: FY2013 - FY2023		FY 2024					
				Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures Encumbrances		Available Budget
Account #	Project										
Expenditures											
City Administration											
22013230-521200	C2100	MURAL ART PROJECT	17,215	2,800	\$ -	\$ 14,415	\$ 14,415	\$ -	\$ -	\$ 14,415	
subtotal						\$ -	\$ 14,415	\$ 14,415	\$ -	\$ -	\$ 14,415
Public Safety											
22031150-542100	C2115	2021 BULLETPROOF VEST (DOJ)	41,223	41,223	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
22031150-542100	C2243	2022 BULLETPROOF VEST (DOJ)			-	49,369	49,369	-	-	49,369	
22031150-521200	C2310	ALPHA BUS. ASSOC K-9	17,000	708	-	16,292	16,292	9,852	55	6,385	
223031150-531600	C2311	2022 JUSTICE ASSISTANCE GRANT			-	3,306	3,306	-	-	3,306	
subtotal						\$ -	\$ 68,967	\$ 68,967	\$ 9,852	\$ 55	\$ 59,060
Recreation, Parks & Cultural Services											
22061159-521200	C2039	WIRE & WOOD (ACVB SPONSOR)	167,500	100,000	\$ -	\$ 67,500	\$ 67,500	\$ -	\$ -	\$ 67,500	
22061150-531100	C2101	SPECIAL NEEDS EXPO / EVENT	1,018	-	-	1,018	1,018	-	-	1,018	
22061150-531100	C2102	FULTON GOLDEN GAMES	3,630	-	-	3,630	3,630	-	-	3,630	
22061150-531100	C2212	PARKING PERMIT - FILM	4,000	3,750	-	250	250	-	-	250	
22061150-531100	C2234	ARTS CENTER (CERAMICS)	3,065	2,770	-	295	295	-	-	295	
22061150-531100	C2237	PARTNERED EVENTS	5,000	4,305	-	695	695	-	-	695	
22061150-523300	C2239	NORTH PARK SOFTBALL TOURNEY	2,397	2,397	-	-	-	-	-	-	
22061150-531100	C2247	2022 CAMP HAPPY HEARTS	5,000	4,226	-	774	774	-	-	774	
22061150-521200	C2306	FULTON COUNTY ARTS & CULTURE	15,000	10,500	-	4,500	4,500	-	4,500	-	
22061150-521200	C2308	MUSIC MATCH APPLICATIONS	2,937	2,915	-	22	22	-	-	22	
subtotal						\$ -	\$ 78,684	\$ 78,684	\$ -	\$ 4,500	\$ 74,184
Non-Allocated											
22090200-579000		CONTINGENCY			\$ -	\$ 37,400	\$ 37,400	\$ -	\$ -	\$ 37,400	
subtotal						\$ -	\$ 37,400	\$ 37,400	\$ -	\$ -	\$ 37,400
Total						\$ -	\$ 199,466	\$ 199,466	\$ 9,852	\$ 4,555	\$ 185,059



CITY OF ALPHARETTA
Financial Management Reports
Grant Funds
Capital Grant Fund Detail (Fund 340; life-to-date for active projects)
As of July 31, 2023

			Project Snapshot: FY2013 - FY2022		FY 2023					
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Account #	Project									
Revenue										
Public Safety										
34034450-331150	C2244	2020 HOMELAND SECURITY GRANT	45,900	44,100	\$ -	\$ 1,800	\$ 1,800	\$ -		\$ 1,800
34031150-331150	C2246	2021 HOMELAND SECURITY GRANT	22,500	-	-	22,500	22,500	-		22,500
		subtotal			\$ -	\$ 24,300	\$ 24,300	\$ -		\$ 24,300
Public Works										
34041100-334310	C1219	MILLING AND RESURFACING (LMIG)	5,879,264	5,879,264	\$ -	\$ -	\$ -	\$ -		\$ -
34041100-331150	C2242	NORTHPOINT ALPHALINK (ARC/LCI)	1,000,001	6,097	-	993,904	993,904	-		993,904
34041100-331350	C2249	WILLS PARK BUFFER - EPD GRANT	200,001	191,698	-	8,303	8,303	-		8,303
34041100-331350	C2305	ALPHALOOP (LANDWATER)	500,000	-	-	500,000	500,000	-		500,000
		subtotal			\$ -	\$ 1,502,207	\$ 1,502,207	\$ -		\$ 1,502,207
Recreation, Parks & Cultural Services										
34061150-371000	C2248	CITY AGRICULTURE PLAN (FOOD WELL)	75,000	75,000	\$ -	\$ -	\$ -			\$ -
		subtotal			\$ -	\$ -	\$ -	\$ -		\$ -
Community Development										
34074150-331350	C2107	NORTH POINT PKWY IMP	1,667,001	913,709	\$ -	\$ 753,292	\$ 753,292			\$ 753,292
		subtotal			\$ -	\$ 753,292	\$ 753,292	\$ -		\$ 753,292
General Government										
34090200-361000		INTEREST EARNINGS			\$ -	\$ -	\$ -			\$ -
34090200-395000		CARRYFORWARD FUND BALANCE			-	(432,396)	(432,396)			(432,396)
		subtotal			\$ -	\$ (432,396)	\$ (432,396)	\$ -		\$ (432,396)
		Total			\$ -	\$ 1,847,403	\$ 1,847,403	\$ -		\$ 1,847,403



CITY OF ALPHARETTA
Financial Management Reports
Grant Funds
Capital Grant Fund Detail (Fund 340; life-to-date for active projects)
As of July 31, 2023

			Project Snapshot: FY2013 - FY2022		FY 2023						
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget	
Account #	Project										
Expenditures											
Public Safety											
34031150-542100	C2244	HOMELAND SECURITY GRANT	45,900	44,100	\$ -	\$ 1,800	\$ 1,800	\$ -	\$ 1,800		
34031150-542100	C2246	HOMELAND SECURITY GRANT	22,500	22,259	-	241	241	-	241		
subtotal					\$ -	\$ 2,041	\$ 2,041	\$ -	\$ -	\$ 2,041	
Public Works											
34041100-541410	C1219	MILLING AND RESURFACING (LMIG)	5,879,265	5,879,265	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
34041100-521200	C2242	NORTHPOINT ALPHALINK (ARC/LCI)	1,000,000	114,826	-	885,174	885,174	335,999	549,175		
34041100-541430	C2249	WILLS PARK BUFFER - EPD GRANT	200,000	136,238	-	63,762	63,762	55,460	8,302		
34041100-541420	C2305	ALPHALOOP (LANDWATER)	500,000	-	-	500,000	500,000	-	500,000	-	
subtotal					\$ -	\$ 1,448,936	\$ 1,448,936	\$ -	\$ 891,459	\$ 557,477	
Recreation, Parks & Cultural Services											
34061150-541500	C2248	CITY AGRICULTURE PLAN (FOOD WELL)	75,000	-	\$ -	\$ 75,000	\$ 75,000	\$ -	\$ -	\$ 75,000	
subtotal					\$ -	\$ 75,000	\$ 75,000	\$ -	\$ -	\$ 75,000	
Community Development											
34074150-541410	C2107	NORTH POINT PKWY IMP	2,083,751	1,737,467	\$ -	\$ 346,284	\$ 346,284	\$ 346,283	\$ 1		
subtotal					\$ -	\$ 346,284	\$ 346,284	\$ -	\$ 346,283	\$ 1	
Non-Allocated											
34090200-579000		CONTINGENCY			\$ -	\$ (24,858)	\$ (24,858)	\$ -	\$ -	\$ (24,858)	
subtotal					\$ -	\$ (24,858)	\$ (24,858)	\$ -	\$ -	\$ (24,858)	
Total					\$ -	\$ 1,847,403	\$ 1,847,403	\$ -	\$ 1,237,742	\$ 609,661	



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
General Capital Project Fund Detail (Fund 301; life-to-date for active projects)
 As of July 31, 2023

				Project Snapshot: FY2013 - FY2023		FY 2024					
				Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures		Encumbrances
Account #	Project										
Revenue											
30141100-336000	C1410	RUCKER RD WATERLINE		\$ 1,562,604	\$ 1,459,845	\$ -	\$ 102,759	\$ 102,759	\$ -		\$ 102,759
30141100-336000	C1702	KIMBALL BR RD IMPROVEMENTS		6,146,784	5,544,518	-	602,266	602,266	-		602,266
30141100-336000	C2104	WBR PH 4 (NPP-GREENWAY)		333,925	-	-	333,925	333,925	-		333,925
30141100-371000	C2113	ENCORE GREENWAY GATEWAY		430,000	-	-	430,000	430,000	-		430,000
30141100-336000	C2238	DAVIS DR. WATER (COUNTY)		364,489	298,753	-	65,736	65,736	-		65,736
30161150-371000	C1929	COMM AG PROGRAM		81,348	81,348	-	-	-	967		(967)
30161150-371000	C2010	MEMORIAL-PARK ENHANCEMENTS		38,700	38,700	-	-	-	2,000		(2,000)
30161150-371000	C2309	WACKY WORLD 2.0 (DONATIONS)		7,628	7,628	-	-	-	242		(242)
30113230-336000	C0924	ECONOMIC DEVELOPMENT PLAN		37,500	-	-	37,500	37,500	-		37,500
subtotal						\$ -	\$ 1,572,186	\$ 1,572,186	\$ 3,210		\$ 1,568,976
Non-Departmental											
30190200-395000		CARRYFORWARD FUND BALANCE				\$ 1,500,000	\$ 10,009,895	\$ 11,509,895	\$ -		\$ 11,509,895
		TRANSFER-IN FROM THE GENERAL FUND				10,597,818	-	10,597,818	883,152		9,714,667
30190200-361000		INTEREST EARNINGS				150,000	-	150,000	-		150,000
subtotal						\$ 12,247,818	\$ 10,009,895	\$ 22,257,713	\$ 883,152		\$ 21,374,562
Total						\$ 12,247,818	\$ 11,582,081	\$ 23,829,899	\$ 886,361		\$ 22,943,538
Expenditures											
Administration											
30113230-542400	C1404	WEBSITE UPGRADE		145,000	3,560	\$ -	\$ 141,440	\$ 141,440	\$ -	\$ -	\$ 141,440
30113230-544100	C2105	BUSINESS RECOVERY PROGRAM		150,000	50,000	-	100,000	100,000	-	-	100,000
subtotal						\$ -	\$ 241,440	\$ 241,440	\$ -	\$ -	\$ 241,440
Finance											
30115150-542400	C1141	TYLER ERP SYSTEM		363,044	356,279	\$ -	\$ 6,765	\$ 6,765	\$ -	\$ 3,612	\$ 3,153
subtotal						\$ -	\$ 6,765	\$ 6,765	\$ -	\$ 3,612	\$ 3,153
Information Technology											
30117400-542400	C0900	CISCO DATA NETWORK		300,002	298,402	\$ -	\$ 1,600	\$ 1,600	\$ -	\$ -	\$ 1,600
30117400-542400	C1000	GIS AERIAL MAPPING		50,001	49,768	-	233	233	-	233	1
30117400-542400	C1103	NETWORK AND VOIP		717,679	154,210	-	563,469	563,469	-	246,681	316,788
30117400-542400	C1312	BACKUP DATA STORAGE MGMT.		510,003	488,947	-	21,056	21,056	-	-	21,056



CITY OF ALPHARETTA
 Financial Management Reports
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General Capital Project Fund Detail (Fund 301; life-to-date for active projects)
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			Project Snapshot: FY2013 - FY2023		FY 2024					
Account #	Project		Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
30117400-542400	C1313	TECHNOLOGY REPLACEMENT	3,502,370	3,042,127	390,000	70,243	460,243	1,160	26,470	432,613
30117400-542400	C1519	WIRELESS ACCESS POINTS	50,000	-	50,000	-	50,000	-	-	50,000
30117400-542400	C1615	APP/DESKTOP VIRTUALIZATION	400,145	128,749	-	271,396	271,396	-	-	271,396
30117400-542400	C2201	CITY COUNCIL A/V REPLACEMENT	300,001	31,883	-	268,118	268,118	-	246,854	21,264
30117400-544200	C2300	BUSINESS CONTINUITY STUDY	50,000	-	-	50,000	50,000	-	-	50,000
		subtotal			\$ 440,000	\$ 1,246,115	\$ 1,686,115	\$ 1,160	\$ 520,238	\$ 1,164,718
Human Resources										
30118450-542400/20	C1222	RECORDS MANAGEMENT	72,501	22,934	-	49,567	49,567	1,103	-	48,464
		subtotal			\$ -	\$ 49,567	\$ 49,567	\$ 1,103	\$ -	\$ 48,464
Municipal Court										
30126550-542400	C1222	RECORDS MANAGEMENT	39,600	35,700	-	3,900	3,900	-	3,900	-
		subtotal			\$ -	\$ 3,900	\$ 3,900	\$ -	\$ 3,900	\$ -
Public Safety										
30131150-542200	C1202	FLEET REPLACEMENT	9,890,845	6,201,978	\$ 1,875,000	\$ 1,813,867	\$ 3,688,867	\$ -	\$ 1,813,867	\$ 1,875,000
30131150-541300	C1229	PS ROOF REPAIR	1,197,112	1,172,875	-	24,237	24,237	-	-	24,237
30131150-542100	C1401	PS EQUIPMENT REPLACEMENT	1,513,925	1,376,082	-	137,843	137,843	6,708	73,850	57,285
30131150-541300	C1706	RAPSTC IMPROVEMENTS	492,531	198,250	-	294,281	294,281	-	-	294,281
30131150-542400	C2052	SECURITY SYSTEM REFRESH	400,060	307,799	-	92,261	92,261	-	85,690	6,571
30131150-542100	C2055	LICENSE PLATE READER PROGRAM	20,000	9,196	-	10,804	10,804	-	-	10,804
30131150-542100	C2207	LUCAS DEVICES	176,000	169,942	-	6,058	6,058	-	-	6,058
30131150-542100	C2235	CRABAPPLE TRAINING FACILITY	43,871	38,391	-	5,480	5,480	-	-	5,480
30131150-542400	C2301	CAD/RECORDS MANAGEMENT SOFTWARE	2,250,001	374,223	-	1,875,778	1,875,778	-	1,855,777	20,001
30131150-542100	C2302	ALL TERRAIN VEHICLES	10,772	10,772	-	-	-	-	-	-
30131150-542100	C2303	2023 OP INITIATIVES EQUIPMENT	449,501	17,168	-	432,333	432,333	-	432,332	1
30131150-541300	C2314	FIRE STATION FACILITIES ASSESSMENT	300,000	-	225,000	75,000	300,000	-	-	300,000
30131150-542400	C2406	REAL TIME CRIME CENTER	128,900	-	128,900	-	128,900	1,757	-	127,143
30131150-542200	C2407	ASST FIRE MARSHAL EQUIPMENT	66,000	-	66,000	-	66,000	-	-	66,000
		subtotal			\$ 2,294,900	\$ 4,767,942	\$ 7,062,842	\$ 8,465	\$ 4,261,516	\$ 2,792,861



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
General Capital Project Fund Detail (Fund 301; life-to-date for active projects)
 As of July 31, 2023

Account #			Project Snapshot: FY2013 - FY2023		FY 2024					
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Public Works										
30141100-541200	C0910	TREE REPLACEMENT FUND	\$ 1,648,151	\$ 1,488,131	\$ -	\$ 160,020	\$ 160,020	\$ -	\$ 5,220	\$ 154,800
30141100-541200	C1008	CEMETERY AUTHORITY- MAINTENANCE	479,544	227,923	-	251,621	251,621	-	12,659	238,962
30141100-541410	C1207	BRIDGE MAINTENANCE	865,212	406,488	200,000	258,724	458,724	-	-	458,724
30141100-541410	C1215	STRIPING & SIGNAGE	2,264,665	2,013,199	250,000	1,466	251,466	304	-	251,162
30141100-541410	C1217	TRAFFIC CALMING & INTERSECTION IMP	553,585	513,116	-	40,469	40,469	40,469	-	0
30141100-541410	C1218	TRAFFIC SIGNAL SYSTEM MAINTENANCE	904,267	804,267	100,000	-	100,000	4,799	-	95,201
30141100-541410	C1219	MILLING AND RESURFACING	27,137,647	24,017,647	3,120,000	-	3,120,000	-	-	3,120,000
30141100-541410	C1220	TRAFFIC CONTROL EQUIPMENT	1,087,079	978,568	100,000	8,511	108,511	7,860	9,824	90,828
30141100-541410	C1221	DESIGN SERVICES	1,018,301	894,867	75,000	48,434	123,434	-	12,403	111,031
30141100-542200	C1223	FLEET REPLACEMENT	1,672,223	1,334,068	190,000	148,155	338,155	735	314,188	23,232
30141100-541300	C1229	FACILITY ROOF REPAIR/REPLACE	325,000	-	325,000	-	325,000	-	-	325,000
30141100-541200	C1302	TREE PLANTING & LANDSCAPING IMP	1,374,771	1,068,310	152,000	154,461	306,461	-	71,996	234,465
30141100-542100	C1802	PW EQUIPMENT REPLACEMENT	217,374	203,793	-	13,581	13,581	-	-	13,581
30141100-541410	C1901	TRAFFIC RESPONSIVE SYSTEM MAINT	550,002	424,607	100,000	25,395	125,395	-	25,394	100,001
30141100-541300	C1902	FIRE STATION RENOVATIONS	435,003	419,519	-	15,484	15,484	-	-	15,484
30141100-541300	C1904	PW HQ RENOVATIONS	178,038	157,586	-	20,452	20,452	-	14,900	5,552
30141100-541300	C1906	CITY HALL RENOVATIONS	25,000	-	25,000	-	25,000	-	-	25,000
30141100-541300	C2003	HVAC REPLACEMENTS	391,730	291,730	100,000	-	100,000	-	-	100,000
30141100-541300	C2004	GENERATOR REPLACEMENTS	295,075	197,949	-	97,126	97,126	-	97,078	48
30141100-542400	C2026	TCC HARDWARE/SOFTWARE	170,002	98,846	-	71,156	71,156	1,533	-	69,623
30141100-541410	C2048	STREETLIGHT MAINTENANCE	349,080	202,816	80,000	66,264	146,264	-	17,514	128,750
30141100-541500	C2050	REC FACILITY MAINTENANCE	155,000	128,146	-	26,854	26,854	-	-	26,854
30141100-541300	C2053	PARKING GARAGE MAINTENANCE	181,308	58,383	25,000	97,925	122,925	-	97,925	25,000
30141100-541410	C2104	WEBB BR ROAD PH4 (NPP- GREENWAY)	333,925	-	-	333,925	333,925	-	333,925	-
30141100-541410	C2113	ENCORE GREENWAY GATEWAY	430,000	123,500	-	306,500	306,500	-	306,500	0
30141100-544200	C2200	CITY TRASH RECEPTACLE SERVICE	100,002	84,042	-	15,960	15,960	-	-	15,960
30141100-541410	C2238	DAVIS DR WATER (COUNTY)	364,489	298,753	-	65,736	65,736	-	65,736	1
30141100-521200	C2242	NORTHPOINT ALPHALINK (ARC/LCI)	365,001	36,774	-	328,227	328,227	-	80,085	248,142



CITY OF ALPHARETTA

Financial Management Reports

Capital Project Funds

General Capital Project Fund Detail (Fund 301; life-to-date for active projects)

As of July 31, 2023

		Project Snapshot: FY2013 - FY2023		FY 2024					
Account #	Project	Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
30141100-541420	C2305 ALPHALOOP (OMP - NORTHWINDS)	188,272	30,686	-	157,586	157,586	-	-	157,586
30141100-541410	C2315 LOCAL ROADS SAFETY ACTION PLAN	199,778	140,710	-	59,068	59,068	-	59,068	0
30141100-541200	C2400 CEMETERY RETAINING WALL	16,000	-	16,000	-	16,000	-	-	16,000
30141100-544200	C2408 WEBB BRIDGE PARK SEWER	437,500	180	437,500	(180)	437,320	-	67,245	370,075
30141100-541200	C2409 SR9 LANDSCAPING	350,000	-	350,000	-	350,000	-	-	350,000
30141100-542100	C2410 WINTER WEATHER EQUIPMENT	65,000	-	65,000	-	65,000	-	-	65,000
subtotal				\$ 5,710,500	\$ 2,772,920	\$ 8,483,420	\$ 55,699	\$ 1,591,658	\$ 6,836,062
Recreation, Parks & Cultural Services									
30161150-541500	C0922 SYNTHETIC TURF REPLACEMENT	1,505,429	1,005,429	\$ 500,000	\$ -	\$ 500,000	\$ -	\$ -	\$ 500,000
30161150-541200	C1210 TREE REMOVAL			200,000	58,667	258,667	1,860	44,950	211,857
30161150-541500	C1221 DESIGN SERVICES	214,224	209,396	-	4,828	4,828	-	335	4,493
30161150-541300	C1229 FACILITY ROOF REPAIR	680,411	485,411	195,000	-	195,000	-	-	195,000
30161150-542200	C1232 FLEET	412,578	202,662	-	209,916	209,916	97,735	-	112,181
30161150-542100	C1402 RP EQUIPMENT REPLACEMENT	990,219	758,226	153,000	78,993	231,993	-	77,377	154,616
30161150-541500	C1424 WILL PARK POOL EXPANSION	59,000	55,700	-	3,300	3,300	-	-	3,300
30113230-544200	C1527 VETERANS MEMORIAL	105,667	75,806	-	29,861	29,861	-	-	29,861
30161150-541500	C1614 THE STORIES PROJECT	85,000	31,065	-	53,935	53,935	-	-	53,935
30161150-541510	C1636 GREENWAY REPAIR AND MAINTENANCE	839,751	393,376	260,100	186,275	446,375	-	3,499	442,876
30161150-541500	C1804 PARK REPAIRS/IMPROVEMENTS	821,552	731,552	90,000	-	90,000	-	-	90,000
30161150-541500	C1806 PARKS PLAYGROUND EQUIPMENT	740,721	288,640	250,000	202,081	452,081	-	-	452,081
30161150-544100	C1807 PUBLIC ARTS PROGRAM	286,000	202,550	55,000	28,450	83,450	-	13,950	69,500
30161150-541500	C1911 EQUESTRIAN CENTER (FOUNDATION)	245,453	245,453	-	-	-	-	-	-
30161150-521200	C1926 NORTHSIDE MOU (PARKS)	11,400	4,625	-	6,775	6,775	-	6,775	-
30161150-541500	C1926 NORTHSIDE MOU (PARKS)	149,903	118,365	-	31,538	31,538	2,000	-	29,538
30161150-541500	C1929 COMMUNITY AGRICULTURE PROGRAM	81,352	40,530	-	40,822	40,822	-	11,600	29,222
30161150-541500	C2010 PARK ENHANCEMENTS	626,179	615,658	-	10,521	10,521	-	3,632	6,890
30161150-541500	C2030 TOWN GREEN IMPROVEMENTS	250,000	29,500	-	220,500	220,500	-	206,584	13,916
30161150-541500	C2051 FOUNTAIN MAINTENANCE	86,306	33,345	50,000	2,961	52,961	-	-	52,961
30161150-541500	C2202 ATHLETIC COURTS RESURFACING	198,433	68,368	100,000	30,065	130,065	-	-	130,065
30161150-541500	C2248 CITY AGRICULTURE PLAN (FOOD WELL)	75,000	-	-	75,000	75,000	-	-	75,000



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
General Capital Project Fund Detail (Fund 301; life-to-date for active projects)
 As of July 31, 2023

			Project Snapshot: FY2013 - FY2023		FY 2024					
Account #	Project		Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
30161150-541500	C2304	PARK WOOD POLE REPLACEMENT	200,000	-	-	200,000	200,000	-	-	200,000
30161150-541500	C2309	WACKY WORLD 2.0 (DONATIONS)	7,628	-	-	7,628	7,628	-	-	7,628
30161150-541500	C2411	PARK TRAIL MAINTENANCE	200,000	-	200,000	-	200,000	-	-	200,000
30161150-541500	C2412	CULTURAL ARTS MASTER PLAN	30,000	-	30,000	-	30,000	-	-	30,000
30161150-541500	C2413	WBP DUGOUT ECPANSION	11,500	-	11,500	-	11,500	-	-	11,500
subtotal					\$ 2,094,600	\$ 1,482,116	\$ 3,576,716	\$ 101,595	\$ 368,701	\$ 3,106,420
Community Development										
30174150-544100	C0019	DOWNTOWN PARKING FUND	576,749	297,748	\$ -	\$ 279,001	\$ 279,001	\$ -	\$ -	\$ 279,001
30174150-544100	C0924	ECONOMIC DEVELOPMENT PLAN	107,640	92,500	-	15,140	15,140	-	15,140	-
30174150-544200	C1300	CITY ECON DEVELOPMENT TOOLKIT	263,260	202,010	-	61,250	61,250	-	-	61,250
30174150-542200	C1433	FLEET REPLACEMENT	99,932	59,932	40,000	-	40,000	-	-	40,000
30174150-541410	C1603	DESIGN SERVICES	587,204	473,611	61,200	52,393	113,593	-	21,062	92,531
30174150-542400	C2111	COMMUNITY DEVELOPMENT EQUIPMENT	21,000	7,993	-	13,007	13,007	-	-	13,007
30174150-521200	C2307	WINDWARD-HWY9 MASTER PLAN MOU	60,000	700	-	59,300	59,300	-	-	59,300
30174150-521200	C2401	NORTH POINT FRAMEWORK PLAN	200,000	-	200,000	-	200,000	-	-	200,000
30174150-523400	C2402	GARDEN DISTRICT SIGNAGE	12,700	-	12,700	-	12,700	-	-	12,700
30174150-544100	C2403	SOUTH MAIN DISTRICT	50,000	-	50,000	-	50,000	-	-	50,000
30174150-544100	C2404	BROOKSIDE PARK GATEWAY	75,000	-	75,000	-	75,000	-	-	75,000
30174150-542200	C2405	LAND DEV INSPECTOR EQUIPMENT	45,000	-	45,000	-	45,000	-	-	45,000
30174150-541410	C2414	BROOKSIDE PARKWAY LAND DIET	40,000	-	40,000	-	40,000	-	-	40,000
subtotal					\$ 523,900	\$ 480,091	\$ 1,003,991	\$ -	\$ 36,202	\$ 967,789
Non-Departmental										
30190200-579000		NON-ALLOCATED			\$ 1,183,918	\$ 531,225	\$ 1,715,143	\$ -	\$ -	\$ 1,715,143
subtotal					\$ 1,183,918	\$ 531,225	\$ 1,715,143	\$ -	\$ -	\$ 1,715,143
Total					\$ 12,247,818	\$ 11,582,081	\$ 23,829,899	\$ 168,023	\$ 6,785,828	16,876,048



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
Stormwater Capital Fund Detail (Fund 302; life-to-date for all projects)
 As of July 31, 2023

		Project Snapshot: FY2017 - FY2023		FY 2024					
		Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Account #	Project								
Revenue									
Non-Departmental									
30290200-361000	INTEREST EARNINGS			\$ 50,000	\$ -	\$ 50,000	\$ -		\$ 50,000
30290200-362000	REALIZED GAIN/LOSS ON INVS			-	-	-	-		-
30290200-363000	UNREALIZED GAIN/LOSS INV			-	-	-	-		-
30290200-391100	TRANSFER IN/GENERAL FUND MATCH			3,950,000	-	3,950,000	329,167		3,620,833
30290200-395000	CARRYFORWARD FUND BALANCE			-	4,741,020	4,741,020	-		4,741,020
	subtotal			\$ 4,000,000	\$ 4,741,020	\$ 8,741,020	\$ 329,167		\$ 8,411,853
	Total			\$ 4,000,000	\$ 4,741,020	\$ 8,741,020	\$ 329,167		\$ 8,411,853
Expenditures									
Public Works									
30241100-541430 C1216	SW DRAINAGE MAINTENANCE	1,006,403	788,796	\$ -	\$ 217,607	\$ 217,607	\$ 248	\$ 25,885	\$ 191,473
30241100-541430 C1308	SW PIPE & STRUCTURE R&M	15,426,218	7,346,356	4,000,000	4,079,862	8,079,862	-	1,829,208	6,250,654
30241100-541430 C1503	STORMWATER STUDIES	500,001	343,780	-	156,221	156,221	-	-	156,221
30241100-541430 C1604	STORMWATER INSPECTIONS	664,055	542,365	-	121,690	121,690	-	-	121,690
30241100-541430 C2208	MEADOW BROOK HILLS DRAINAGE	252,997	252,993	-	4	4	-	-	4
	subtotal			\$ 4,000,000	\$ 4,575,384	\$ 8,575,384	\$ 248	\$ 1,855,093	\$ 6,720,042
Non-Departmental									
30290200-579000	NON-ALLOCATED			\$ -	\$ 165,636	\$ 165,636	\$ -	\$ -	\$ 165,636
	subtotal			\$ -	\$ 165,636	\$ 165,636	\$ -	\$ -	\$ 165,636
	Total			\$ 4,000,000	\$ 4,741,020	\$ 8,741,020	\$ 248	\$ 1,855,093	\$ 6,885,678



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
American Rescue Act Fund Detail (Fund 303; life-to-date for all projects)
 As of July 31, 2023

		Project Snapshot: FY2017 - FY2023		FY 2024							
		Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget		
Account #	Project										
Revenue											
General Government											
30390200-331350	FEDERAL GRANT			-	3,593,936	\$ -	\$ 3,050,574	\$ 3,050,574	\$ -	\$ 3,050,574	
	Total					\$ -	\$ 3,050,574	\$ 3,050,574	\$ -	\$ 3,050,574	
Expenditures											
Public Works											
30341100-541410 C1219	MILLING & RESURFACING			1,175,998	1,175,959	\$ -	\$ 39	\$ 39	\$ -	\$ -	\$ 39
30341100-541430 C1308	PIPE/STORM STRUCTURE REPLACEMENT			2,144,510	1,811,716	-	332,794	332,794	-	332,794	0
30341100-541420 C1801	SIDEWALK MAINTENANCE/REPAIR			1,324,001	495,959	-	828,042	828,042	2,188	252,929	572,925
	subtotal					\$ -	\$ 1,160,875	\$ 1,160,875	\$ 2,188	\$ 585,723	\$ 572,964
Recreation, Parks & Cultural Services											
30361150-541500 C1636	GREENWAY REPAIR/MAINTENANCE			87,519	76,019	\$ -	\$ 11,500	\$ 11,500		\$ 11,500	\$ -
30361150-541500 C2316	GREENWAY BOARDWALK REPLACEMENT			1,912,482	34,283	-	1,878,199	1,878,199	-	1,878,198	1
	subtotal					\$ -	\$ 1,889,699	\$ 1,889,699	\$ -	\$ 1,889,698	\$ 1
	Total					\$ -	\$ 3,050,574	\$ 3,050,574	\$ 2,188	\$ 2,475,421	\$ 572,965



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
2022 Parks Bond Fund Detail (Fund 318; life-to-date for all projects)
 As of July 31, 2023

			Project Snapshot: FY2017 - FY2023		FY 2024					
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Account #	Project									
Revenue										
Non-Departmental										
31890200-361000	INTEREST EARNINGS				\$ -	\$ -	\$ -	\$ 127,341		\$ (127,341)
31890200-395000	CARRYFORWARD FUND BALANCE				-	28,451,393	28,451,393	-		28,451,393
	subtotal				\$ -	\$ 28,451,393	\$ 28,451,393	\$ 127,341		\$ 28,324,052
	Total				\$ -	\$ 28,451,393	\$ 28,451,393	\$ 127,341		\$ 28,324,052
Expenditures										
31841100-541420	C1712	ALPHALOOP	7,542,698	42,698	\$ -	\$ 7,500,000	\$ 7,500,000	\$ -	\$ -	\$ 7,500,000
31861150-541500	C0922	SYNTHETIC TURF	1,405,386	448,084	-	957,302	957,302	-	5,662	951,640
31861150-541500	C1911	EQUESTRIAN CENTER (CITY)	5,386,980	792,366	-	4,594,614	4,594,614	-	1,058,993	3,535,621
31861150-541500	C2011	WILLS PARK MASTER PLAN IMP	6,062,644	778,257	-	5,284,387	5,284,387	-	395,060	4,889,327
31861150-541500	C2216	UNION HILL PARK	3,303,690	444,966	-	2,858,724	2,858,724	48,032	224,025	2,586,667
31861150-541500	C2217	MID-BROADWELL PARK	836,296	389,984	-	446,312	446,312	-	350,862	95,450
31861150-541500	C2218	OLD RUCKER PARK	3,030,570	366,865	-	2,663,705	2,663,705	-	73,525	2,590,180
31861150-541500	C2219	FARMHOUSE PARK	2,224,706	255,276	-	1,969,430	1,969,430	-	-	1,969,430
31861150-541500	C2220	WATERS ROAD PARK	1,250,001	224,706	-	1,025,295	1,025,295	-	1,024,515	780
31861150-541500	C2245	WILLS PARK MAINTENANCE FACILITY	328,634	328,634	-	-	-	-	-	-
31890200-579000	PARKS RESERVE		1,520,173	368,549	-	1,151,624	1,151,624	-	-	1,151,624
31890200-584000	DEBT ISSUANCE COSTS		368,549	368,549	-	-	-	-	-	-
	Total				\$ -	\$ 28,451,393	\$ 28,451,393	\$ 48,032	\$ 3,132,642	\$ 25,270,719



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
TSPLOST I Fund Detail (Fund 335; life-to-date for all projects)
 As of July 31, 2023

			Project Snapshot: FY2017-FY2023		FY 2024							
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget		
Revenue												
Non-Departmental												
33590200-395000	CARRYFORWARD FUND BALANCE				\$ -	\$ 35,297,642	\$ 35,297,642			\$ 35,297,642		
33541100-361000	INTEREST EARNINGS				-	-	-	158,211	(158,211)			
Total					\$ -	\$ 35,297,642	\$ 35,297,642	\$ 158,211	\$ 35,139,431			
Expenditures												
33541100-541410	C1219	MILLING AND RESURFACING			2,000,000	2,000,000	\$ -	\$ -	\$ -	\$ -	\$ -	
33541100-541410	C1631	MCGINNIS RD IGA (FORSYTH)			5,026,414	763,569	-	4,262,845	4,262,845	-	-	4,262,845
33541100-541410	C1713	KIMBALL BR RD OP IMPROVEMENTS			1,359,742	1,123,462	-	236,280	236,280	-	233,749	2,531
33541100-541410	C1717	OLD MILTON PKWY CAPACITY IMP			5,579,474	2,494,627	-	3,084,847	3,084,847	-	1,084,846	2,000,001
33541100-541410	C1800	HAYNES BRIDGE RD IMP			187,598	187,598	-	-	-	-	-	-
33541100-541410	C1933	WEBB BRIDGE RD (DESIGN-PROJ. MGMT., ETC.)			876,389	876,389	-	-	-	-	-	-
33541100-541410	C1934	WINDWARD PKWY EAST IMPROVEMENTS			1,427,989	1,427,989	-	-	-	-	-	-
33541100-541410	C2054	GA 400 BRIDGES (WEBB; KIMBALL)			4,886,001	2,120,286	-	2,765,715	2,765,715	-	2,765,714	1
33541100-541410	C2104	WEBB BR RD PHASE 4 (NPP TO GREENWAY)			692,508	692,472	-	36	36	-	36	0
33541100-541410	C2113	ENCORE GREENWAY GATEWAY			2,573,000	233,300	-	2,339,700	2,339,700	-	43,000	2,296,700
33541100-541410	C2211	WEBB BRIDGE RD PHASE 1 (WESTWIND TO GREENWAY)			725,037	725,037	-	-	-	-	-	-
33541100-541410	C2229	WEBB BRIDGE RD PHASE 2 (ROUNDAABOUT-PARK)			6,000,001	1,242,937	-	4,757,064	4,757,064	-	3,118,951	1,638,113
33541100-541410	C2232	WEBB BRIDGE RD PHASE 3 (GREENWAY-ROUNDAABOUT)			17,000,001	1,021,567	-	15,978,434	15,978,434	26,706	52,773	15,898,956
33541100-541420	C2305	ALPHALOOP (OMP-NORTHWINDS)			825,000	825,000	-	-	-	-	-	-
33590200-579000	CONTINGENCY						-	1,872,721	1,872,721	-	-	1,872,721
Total							\$ -	\$ 35,297,642	\$ 35,297,642	\$ 26,706	\$ 7,299,069	\$ 27,971,867



CITY OF ALPHARETTA
 Financial Management Reports
 Capital Project Funds
TSPLOST II Fund Detail (Fund 336; life-to-date for all projects)
 As of July 31, 2023

		Project Snapshot: FY2017 - FY2023		FY 2024						
		Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget	
Account #	Project									
Revenue										
Non-Departmental										
33690200-313400	TSPLOST II				\$ -	\$ 34,647,102	\$ 34,647,102	\$ 1,234,525	\$ 33,412,577	
33641100-361000	INTEREST EARNINGS				-	-	-	61,005	(61,005)	
33690200-395000	CARRYFORWARD FUND BALANCE				-	12,639,665	12,639,665	-	12,639,665	
	Total				\$ -	\$ 47,286,767	\$ 47,286,767	\$ 1,295,530	\$ 45,991,237	
Expenditures										
33641100-541410	C2040	TRADEWINDS PARKWAY	6,500,000	10,715	\$ -	\$ 6,489,285	\$ 6,489,285	\$ 5,600	\$ -	\$ 6,483,685
33641100-541410	C2104	WEBB BRIDGE ROAD (NPP-GREENWAY)	13,000,001	1,744,431	-	11,255,570	11,255,570	-	8,160,252	3,095,318
33641100-541410	C2107	NORTH POINT PARKWAY IMP	9,999,000	20,153	-	9,978,847	9,978,847	-	718,146	9,260,701
33641100-541410	C2221	CROSSWALK (ALPHARETTA ELEM)	107,670	107,670	-	-	-	-	-	-
33641100-541410	C2222	CROSSWALK (MANNING OAKS ELEM)	74,263	18,537	-	55,726	55,726	-	-	55,726
33641100-541410	C2223	CROSSING (92 MILTON GARAGE)	212,301	208,128	-	4,173	4,173	-	-	4,173
33641100-541410	C2224	RAISED INTSECTION (MARIETTA ST)	350,001	16,925	-	333,076	333,076		139,275	193,801
33641100-541410	C2225	CROSSINGS (CITY CTR/CHURCHES)	750,001	23,434	-	726,567	726,567		95,266	631,301
33641100-541410	C2226	PEDESTRIAN BRIDGES (WW PKWY)	4,000,001	394,995	-	3,605,006	3,605,006		264,283	3,340,723
33641100-541410	C2227	CROSSWALK (COGBURN PARK)	129,616	129,616	-	-	-		-	-
33641100-541410	C2228	CROSWALK (CHARLOTTE DR)	146,000	146,000	-	-	-		-	-
33641100-541410	C2230	CUMMING ST CORRIDOR	4,757,526	6	-	4,757,520	4,757,520		-	4,757,520
33641100-541420	C2305	ALPHALOOP (OMP - NORTHWINDS)	12,000,001	1,919,004	-	10,080,997	10,080,997		9,839,338	241,659
33690200-579000	CONTINGENCY		-	-	-	-	-	-	-	-
	Total				\$ -	\$ 47,286,767	\$ 47,286,767	\$ 5,600	\$ 19,216,560	\$ 28,064,607



CITY OF ALPHARETTA
Financial Management Reports
Special Revenue Funds
Impact Fee Fund (Fund 270; life-to-date for active projects)
As of July 31, 2023

			Project Snapshot: FY2013 - FY2023		FY 2024					
			Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Account #	Project									
Revenue										
27074110-341321	IMPACT FEES STREETS & HIGHWAYS				\$ -	\$ -	\$ -	\$ 44,869		\$ (44,869)
27074110-341323	IMPACT FEES RECREATION & PARKS				-	49,057	49,057	124,478		(75,421)
27074110-341324	IMPACT FEES PUBLIC SAFETY				-	-	-	4,221		(4,221)
27074110-395000	CARRYFORWARD FUND BALANCE				-	3,712,044	3,712,044	-		3,712,044
27074110-361000	INTEREST EARNINGS				-	-	-			-
Total					\$ -	\$ 3,761,101	\$ 3,761,101	\$ 173,569		\$ 3,587,532
Expenditures										
Public Safety										
27031150-544200	C2206	RAPID RESCUE TRUCK	124,600	124,100	\$ -	\$ 500	\$ 500	\$ -	\$ -	\$ 500
subtotal					\$ -	\$ 500	\$ 500	\$ -	\$ -	\$ 500
Public Works										
27041100-541410	C1410	RUCKER RD CORRIDOR	1,002,553	991,047	\$ -	\$ 11,506	11,506	\$ -	\$ 11,506	\$ 0
27041100-541410	C2107	NORTH POINT PARKWAY IMPROVEMENTS	1,250,000	-	-	1,250,000	1,250,000	-	-	1,250,000
27041100-541420	C2305	ALPHALOOP (OMP - NORTHWINDS)	1,540,000	1,533,350	-	6,650	6,650	-	6,650	-
subtotal					\$ -	\$ 1,268,156	\$ 1,268,156	\$ -	\$ 18,156	\$ 1,250,000
Recreation, Parks & Cultural Services										
27061150-541500	C2011	WILLS PARK MASTER PLAN	328,634	21,930	\$ -	\$ 306,704	\$ 306,704	\$ -	\$ -	\$ 306,704
27061150-541410	C2113	ENCORE GREENWAY GATEWAY	2,000,000	27,480	-	1,972,520	1,972,520	-	-	1,972,520
subtotal					\$ -	\$ 2,279,224	\$ 2,279,224	\$ -	\$ -	\$ 2,279,224
Non-Departmental										
27074110-521200	PROFESSIONAL SERVICES				\$ -	\$ 37,525	\$ 37,525	\$ -	\$ 37,525	\$ -
27074110-579001	NON-ALLOCATED STREETS & HIGHWAYS				-	27,367	27,367	-	-	27,367
27074110-579003	NON-ALLOCATED PUBLIC SAFETY				-	148,329	148,329	-	-	148,329
subtotal					\$ -	\$ 213,221	\$ 213,221	\$ -	\$ 37,525	\$ 175,696
Total					\$ -	\$ 3,761,101	\$ 3,761,101	\$ -	\$ 55,681	\$ 3,705,420



CITY OF ALPHARETTA
 Financial Management Reports
 Special Revenue Funds
Hotel/Motel Fund (Fund 275; life-to-date for active projects)
 As of July 31, 2023

		Project Snapshot: FY2013 - FY2022		FY 2023					
		Total Project Authorization	Prior Year Actuals	Original Appropriation	Transfers / Adjustments	Revised Budget	Collections / Expenditures	Encumbrances	Available Budget
Account #	Project								
Revenue									
27590150-314100	HOTEL/MOTEL TAXES			\$ 9,550,000	\$ -	\$ 9,550,000	\$ (2)		\$ 9,550,002
27590150-319201	PEALTY/INT HOTEL/MOTEL TAX			-	-	-	2		(2)
27590150-361000	INTEREST EARNINGS			-	-	-			-
	subtotal			\$ 9,550,000	\$ -	\$ 9,550,000	\$ -		\$ 9,550,000
Non-Departmental									
27590150-395000	CARRYFORWARD FUND BALANCE			\$ -	\$ 448,554	\$ 448,554	\$ -		\$ 448,554
	subtotal			\$ -	\$ 448,554	\$ 448,554	\$ -		\$ 448,554
	Total			\$ 9,550,000	\$ 448,554	\$ 9,998,554	\$ -		\$ 9,998,554
Expenditures									
Alpharetta Convention & Visitors Bureau									
27590150-572002	ALPHA CONV & VISITORS BUREAU DISTRIBUTION	34,900,129	30,722,004	\$ 4,178,125	\$ -	\$ 4,178,125	\$ -		\$ 4,178,125
	subtotal			\$ 4,178,125	\$ -	\$ 4,178,125	\$ -	\$ -	\$ 4,178,125
City/Other									
27590150-521200	PROFESSIONAL SERVICES	41,570	36,070	\$ 5,500	\$ -	\$ 5,500	\$ -		\$ 5,500
27590150-579006	DEBT SERVICE RESERVE	27,249,659	26,423,763	392,412	433,484	825,896	-		825,896
27590150-611100	CITY OF ALPHARETTA DISTRIBUTION	30,005,013	26,423,763	3,581,250	-	3,581,250	-		3,581,250
	subtotal			\$ 3,979,162	\$ 433,484	\$ 4,412,646	\$ -	\$ -	\$ 4,412,646
Tourism Product Development									
27590450-541500	C2011 WILLS PARK MASTER PLAN	751,892	736,822	\$ -	\$ 15,070	\$ 15,070	\$ -		\$ 15,070
27590151-581100	D1600 PRINCIPAL (2016 CONF CTR BOND)	8,238,654	7,528,654	710,000	-	710,000	-		710,000
27590151-582100	D1600 INTEREST PAYMENT (2016 CONF CTR BOND)	6,026,367	5,343,654	682,713	-	682,713	-		682,713
	subtotal			\$ 1,392,713	\$ 15,070	\$ 1,407,783	\$ -	\$ -	\$ 1,407,783
	Total			\$ 9,550,000	\$ 448,554	\$ 9,998,554	\$ -	\$ -	\$ 9,998,554



OTHER REPORTS



CITY OF ALPHARETTA
 Financial Management Reports
Listing of Payments \$5,000 and greater
 for the month ended July 31, 2023

Vendor	Description	Department	\$ Amount
A. B. GYMNASTICS LLC	INSTRUCTORS, CLASSES FOR THE PUBLIC	Rec., Parks & Cultural Services	\$ 6,250.13
ACOMFORT BY DESIGN	HEATING, VENTILATING AND AIR CONDITIONING (HVAC)	Public Works	\$ 9,211.32
AFLAC	VOLUNTARY SUPPLEMENTARY INSURANCE	General Government	\$ 12,169.04
ALLIED WASTE SERVICE	WASTE MANAGEMENT SERVICES	Finance	\$ 9,504.47
ANDREWS TECHNOLOGY HMS, INC.	TIME AND ATTENDANCE DATA COLLECTION SYSTEMS	Various Departments	\$ 41,852.00
AT&T/BELLSOUTH @ 85	TELEPHONE SERVICES, LONG DISTANCE AND LOCAL	Public Safety	\$ 19,239.37
BENNETT FIRE PRODUCT	FIRE PROTECTION CLOTHING (TURNOUT COATS)	Public Safety	\$ 6,208.18
BIDDLE CONSULTING	SOFTWARE MAINTENANCE/SUPPORT	Public Safety	\$ 5,495.00
BONFIRE INTERACTIVE	SOFTWARE MAINTENANCE/SUPPORT	Finance	\$ 26,575.36
CAMBRIDGE INVESTMENT	BENEFITS AND WELLNESS	Finance	\$ 9,899.50
CARASOFT TECHNOLOGY	SOFTWARE MAINTENANCE/SUPPORT	Various Departments	\$ 5,250.00
CARL BLACK BUICK GMC	VEHICLE REPAIR & MAINTENANCE	Public Safety	\$ 9,150.71
CARL BLACK BUICK GMC	VEHICLE REPAIR & MAINTENANCE	Public Safety	\$ 6,270.34
CHESTATEE FORD INC.	VEHICLES, INCLUDING AUTOMOBILES, TRUCKS, TRAILERS,	Rec., Parks & Cultural Services	\$ 49,783.00
CHESTATEE FORD INC.	VEHICLES, INCLUDING AUTOMOBILES, TRUCKS, TRAILERS,	Rec., Parks & Cultural Services	\$ 47,952.00
CITY OF MILTON	LEASE-COURTROOM IGA JULY 2023	Municipal Court	\$ 6,775.00
CIVICPLUS	SOFTWARE MAINTENANCE/SUPPORT	Various Departments	\$ 12,427.94
COLLECTIVE DATA INC	SOFTWARE MAINTENANCE/SUPPORT	Various Departments	\$ 7,660.00
CORPORATE HEALTH	HEALTH CARE SERVICES (NOT OTHERWISE CLASSIFIED)	Finance	\$ 56,638.20
CRABAPPLE TURF	ROADSIDE, GROUNDS, RECREATIONAL AND PARK AREA SERVICES	Rec., Parks & Cultural Services	\$ 21,496.40
ESRI	GEOGRAPHIC INFORMATION SYSTEM (GIS)	Various Departments	\$ 62,375.00
FIRELINE INC	VEHICLE REPAIR & MAINTENANCE	Public Safety	\$ 6,915.00
FLEETIO	SOFTWARE MAINTENANCE/SUPPORT	Public Safety	\$ 14,388.00
FULTON COUNTY DEPT OF REGISTRATION & ELECTIONS	GENERAL ELECTION	City Clerk	\$ 379,408.77
GREENTREE BEDDING	BAGS, BEDDING	Rec., Parks & Cultural Services	\$ 6,034.00
GREENTREE BEDDING	BAGS, BEDDING	Rec., Parks & Cultural Services	\$ 6,034.00
GREENTREE BEDDING	BAGS, BEDDING	Rec., Parks & Cultural Services	\$ 6,034.00
GREG MALCOLM & ASSOCIATES	RIGHT OF WAY SERVICES (INCLUDING TITLE, APPRAISAL)	Public Works	\$ 5,600.00
GULF STATES	AMMUNITION	Public Safety	\$ 41,850.00
HOME BY DARK PRODUCTIONS	MUSICAL PRODUCTION SERVICES	Rec., Parks & Cultural Services	\$ 30,000.00



CITY OF ALPHARETTA
Financial Management Reports
Listing of Payments \$5,000 and greater
for the month ended July 31, 2023

Vendor	Description	Department	\$ Amount
LAYER 3 COMMUNICATION	ANTI-VIRUS/ANTI-MALWARE PROTECTION	Various Departments	\$ 35,141.84
LD GYMNASTICS INC	INSTRUCTORS, CLASSES FOR THE PUBLIC	Rec., Parks & Cultural Services	\$ 5,487.30
LD GYMNASTICS INC	INSTRUCTORS, CLASSES FOR THE PUBLIC	Rec., Parks & Cultural Services	\$ 9,191.33
MEER ELECTRIC	GROUPS REPAIR & MAINTENANCE, ELECTRICAL	Rec., Parks & Cultural Services	\$ 43,503.09
MOTOROLA SOLUTIONS	ANNUAL PYMT-APX NEXT PORTABLE RADIOS	Public Safety	\$ 226,006.16
NORTH FULTON REGIONAL RADIO SYSTEM AUTHORITY	RADIO FREQUENCY ACCESS SERVICES	Various Departments	\$ 215,643.40
OPENGOV INC	SOFTWARE MAINTENANCE/SUPPORT	Finance	\$ 12,000.00
PEAK CREDIBILITY	TRAINING AND INSTRUCTION (FOR CLIENTS, NOT STAFF)	Public Safety	\$ 6,000.00
PLAY WELL TEKNOLOGIES	PLAYSETS	Rec., Parks & Cultural Services	\$ 5,670.00
PRAETORIAN DIGITAL	TRAINING, COMPUTER BASED (SOFTWARE SUPPORTED)	Public Safety	\$ 7,462.35
PULSEPOINT FOUNDATION	SOFTWARE MAINTENANCE/SUPPORT	Public Safety	\$ 10,000.00
PURVIS SYSTEMS INC	FIRE ALARM SYSTEMS, POWER SIRENS, AND CONTROLS	Public Safety	\$ 105,000.00
PURVIS SYSTEMS INC	FIRE ALARM SYSTEMS, POWER SIRENS, AND CONTROLS	Public Safety	\$ 35,000.00
PYRO SHOWS EAST COAST	FIREWORKS	Rec., Parks & Cultural Services	\$ 17,500.00
SAVILLE & COMPANY	INSURANCE	Risk Management	\$ 794,149.00
SOUTHERN LIGHTING	RADAR INSTRUMENTS, TRAFFIC ENFORCEMENT TYPE	Public Works	\$ 47,250.00
TECH ALPHARETTA	ATC OPERATIONAL FUNDS	Development Authority	\$ 7,916.67
TECH ALPHARETTA	ATC OPERATIONAL FUNDS	Development Authority	\$ 7,916.67
THE BRIDGES ALPHARETTA	WEBB BRIDGE RD-PARCEL 39	Public Works	\$ 26,706.50
TRI SCAPES INC	ROADSIDE, GROUNDS, RECREATIONAL AND PARK AREA SERVICES	Rec., Parks & Cultural Services	\$ 43,489.67
TRUIST BANK	PCARD LIABILITY	General Government	\$ 12,621.46
TYLER TECHNOLOGIES	SOFTWARE MAINTENANCE/SUPPORT	Various Departments	\$ 7,293.10
TYLER TECHNOLOGIES	SOFTWARE MAINTENANCE/SUPPORT	Various Departments	\$ 109,715.65
USI INSURANCE	COMMERCIAL LINES SERVICE FEE FY24	Risk Management	\$ 50,000.00
USI INSURANCE	WORKERS COMP INSURANCE	Risk Management	\$ 158,614.00
UTILITY ASSOCIATES	VIDEO CAMERA RECORDERS, DIGITAL TYPE	Public Safety	\$ 226,084.00
VOHNE LICHE KENNELS	CANINE (K-9) POLICE DOG TRAINING EQUIPMENT	Public Safety	\$ 8,200.00



CITY OF ALPHARETTA
Financial Management Reports
Listing of PO's between \$5,000.01 and \$50,000.00
for the month ended July 31, 2023

Purchase Order #	Vendor	Department	Purchase Order Amt.	Description
24000000	OPENGOV, INC	FINANCE	\$ 12,000.00	OPENGOV FINANCIAL INTEGRATION AND MANAGEMENT REPORTING
24000001	BONFIRE INTERACTIVE	FINANCE	\$ 26,575.36	PROCUREMENT AND CONTRACT SOFTWARE RENEWAL
24000004	ONE SOURCE COUNSELING AND EMPLOYEE	FINANCE	\$ 15,360.00	EMPLOYEE ASSISTANCE PROGRAM
24000006	ROSITA CZEKALA	REC., PARKS & CULTURAL SVCS	\$ 8,097.75	RECREATION INSTRUCTOR
24000007	FASHION WORKSHOPS LLC	REC., PARKS & CULTURAL SVCS	\$ 14,816.83	RECREATION INSTRUCTOR
24000008	UNITED SITE SERVICES OF FLORIDA LLC	REC., PARKS & CULTURAL SVCS	\$ 15,870.00	PORTABLE TOILET RENTAL FOR SPECIAL EVENTS
24000009	GF FULWOOD INC	REC., PARKS & CULTURAL SVCS	\$ 7,340.00	(2) 5' AND (2) 7' 3D GOLD FRAME WARM WHITE SNOWFLAKES
24000010	METRO MUSIC MAKERS INC	REC., PARKS & CULTURAL SVCS	\$ 14,425.88	RECREATION INSTRUCTOR
24000012	POPCORN MEDIA LLC	REC., PARKS & CULTURAL SVCS	\$ 13,896.56	RECREATION INSTRUCTOR
24000013	MAX, LLC	REC., PARKS & CULTURAL SVCS	\$ 19,725.00	DUMPSTER RENTAL FOR SPECIAL EVENTS
24000014	CUMBERLAND LANDSCAPE GROUP LLC	REC., PARKS & CULTURAL SVCS	\$ 6,943.06	DOWNTOWN TRASH RECEPTACLE SERVICE FOR JULY - AUG 2023
24000017	MARY BETH LEMOINE	REC., PARKS & CULTURAL SVCS	\$ 6,240.00	RECREATION INSTRUCTOR
24000019	VOHNE LICHE KENNELS, INC.	PUBLIC SAFETY	\$ 8,255.00	6-WEEK NARCOTIC DETECTOR TRAINING CLASS FOR DOG AND HANDLER
24000020	BIDDLE CONSULTING GROUP INC	PUBLIC SAFETY	\$ 5,495.00	TESTGENIUS CRITICAL ANNUAL ONLINE SOFTWARE SUBSCRIPTION LICENSE
24000021	GEORGIA TECHNOLOGY AUTHORITY	PUBLIC SAFETY	\$ 25,300.00	GCIC WAN/LAN SERVICE FOR JAIL, E911 & COURTS
24000025	GULF STATES DISTRIBUTORS INC	PUBLIC SAFETY	\$ 41,850.00	AMMUNITION FOR DUTY AND TRAINING
24000026	WARD COMPANIES LLC	REC., PARKS & CULTURAL SVCS	\$ 11,636.00	WASTE MANAGEMENT SERVICES FOR SPECIAL EVENTS
24000027	MTF CHILDCARE LLC	REC., PARKS & CULTURAL SVCS	\$ 19,236.00	RECREATION INSTRUCTOR
24000030	BUILDING MANAGEMENT CONSULTANTS, LLC	PUBLIC WORKS	\$ 12,000.00	WATERPROOFING MAINTENANCE AND REPAIR SERVICES FOR MULTIPLE FACILITIES
24000032	COMFORT BY DESIGN INC	PUBLIC WORKS	\$ 45,885.08	FY24 HVAC MAINTENANCE SERVICES
24000033	ARROW EXTERMINATORS	PUBLIC WORKS	\$ 12,924.00	FY24 MONTHLY PEST CONTROL SERVICES
24000034	UTILITIES PROTECTION CENTER INC	PUBLIC WORKS	\$ 6,401.14	FY24 UTILITIES PROTECTION MEMBERSHIP
24000035	POWER & ENERGY SERVICES INC	PUBLIC WORKS	\$ 22,952.00	FY24 GENERATOR INSPECTION AND PREVENTATIVE MAINTENANCE
24000037	WATT COMMERCIAL SWEEPING	PUBLIC WORKS	\$ 8,157.60	FY24 STREET SWEEPING FOR CITY HALL AND MILTON AVE PARKING DECK
24000038	WATT COMMERCIAL SWEEPING	PUBLIC WORKS	\$ 30,819.50	FY24 STREET SWEEPING SERVICE
24000039	TYLER TECHNOLOGIES INC	FINANCE	\$ 7,293.10	(10) PACE TRAINING DAYS
24000040	CIVICPLUS, LLC	PUBLIC WORKS	\$ 12,427.94	FY24 SEELCLICKFIX SOFTWARE MAINTENANCE AND SUPPORT
24000041	ANDREWS TECHNOLOGY HMS, INC.	INFORMATION TECHNOLOGY	\$ 6,172.00	NOVATIME TIME AND ATTENDANCE SYSTEM SOFTWARE FOR (2) MONTHS
24000042	ANDREWS TECHNOLOGY HMS, INC.	INFORMATION TECHNOLOGY	\$ 35,680.00	NOVATIME TIME AND ATTENDANCE SYSTEM SOFTWARE FOR (12) MONTHS
24000045	KONE INC	PUBLIC WORKS	\$ 9,780.00	FY24 ELEVATOR MAINTENANCE FOR CITY HALL AND (2) PARKING DECKS
24000047	COLLECTIVE DATA INC	INFORMATION TECHNOLOGY	\$ 7,660.00	ANNUAL SUPPORT FOR COLLECTIVE DATA COLLECTIVE FLEET SOFTWARE
24000048	THE SPYGLASS GROUP LLC	INFORMATION TECHNOLOGY	\$ 6,000.00	TECHNOLOGY EXPENSE MANAGEMENT AUDITING SERVICE
24000049	PULSEPOINT FOUNDATION	PUBLIC SAFETY	\$ 20,500.00	PULSEPOINT RESPOND MOBILE APP SOFTWARE MAINTENANCE AND SUPPORT
24000052	COMFORT BY DESIGN INC	PUBLIC WORKS	\$ 8,945.78	CITY HALL FIRST FLOOR YORK UNIT HVAC COMPRESSOR REPAIR
24000053	DC POOL SERVICE LLC.	REC., PARKS & CULTURAL SVCS	\$ 30,127.50	CITY CENTER WATER FEATURES MAINTENANCE
24000054	DC POOL SERVICE LLC.	REC., PARKS & CULTURAL SVCS	\$ 32,568.60	WILLS PARK POOL MAINTENANCE
24000062	SAVATREE LLC	REC., PARKS & CULTURAL SVCS	\$ 25,575.00	TREE TRIMMING AND PRUNING SERVICES ON GREENWAY TRAIL
24000063	RARESTEP, INC.	PUBLIC SAFETY	\$ 14,388.00	FLEET MANAGEMENT SOFTWARE
24000064	CARAHSOFT TECHNOLOGY CORPORATION	INFORMATION TECHNOLOGY	\$ 5,250.00	LINKEDIN LEARNING SOFTWARE



CITY OF ALPHARETTA
 Financial Management Reports
Listing of PO's between \$5,000.01 and \$50,000.00
 for the month ended July 31, 2023

Purchase Order #	Vendor	Department	Purchase Order Amt.	Description
24000072	SAVATREE LLC	REC., PARKS & CULTURAL SVCS	\$ 13,950.00	GREENWAY STORM CLEANUP FOR JULY 1-2, 2023 STORM
24000073	DIRTY PAWS PRODUCTIONS LLC	REC., PARKS & CULTURAL SVCS	\$ 6,663.79	COMMUNITY THEATER SOUND SYSTEM
24000074	YELLOBEE STUDIO	REC., PARKS & CULTURAL SVCS	\$ 9,600.00	GRAPHIC DESIGN SERVICES FOR ADULT ACTIVITY CENTER MONTHLY GUIDES
24000076	ATLANTA SWIM ASSOCIATION LLC	REC., PARKS & CULTURAL SVCS	\$ 5,040.00	SWIM COMPETITION ENTRY FEES
24000077	CRITICAL COMPONENTS INC	INFORMATION TECHNOLOGY	\$ 6,033.00	OEM ADVANTAGE SERVICE PLAN ANNUAL MAINTENANCE FOR PW DATA CENTER UPS
24000078	AMERICAN FACILITY SERVICES INC	COMMUNITY & ECONOMIC DEV.	\$ 9,000.00	FY24 JANITORIAL SERVICES FOR ALPHARETTA TECHNOLOGY CENTER
24000079	RUTH AMIEL	REC., PARKS & CULTURAL SVCS	\$ 18,450.00	RECREATION INSTRUCTOR
24000080	PICKLEBALL TURF	REC., PARKS & CULTURAL SVCS	\$ 11,893.00	RECREATION INSTRUCTOR
24000081	MARISSA SEQUEIRA	REC., PARKS & CULTURAL SVCS	\$ 11,520.00	RECREATION INSTRUCTOR
24000082	VIGYAN GROUP LLC	REC., PARKS & CULTURAL SVCS	\$ 12,202.00	RECREATION INSTRUCTOR
24000083	PYRO SHOWS EAST COAST INC	REC., PARKS & CULTURAL SVCS	\$ 17,500.00	JULY 2023 FIREWORKS DISPLAY FINAL PAYMENT
24000086	FIRELINE INC	PUBLIC SAFETY	\$ 5,256.50	VEHICLE REPAIRS FOR FD8414
24000087	AMERICAN FACILITY SERVICES INC	PUBLIC SAFETY	\$ 7,500.00	FY24 FIRE STATION FLOOR CLEANING
24000088	GOVERNMENTJOBS.COM, INC.	HUMAN RESOURCES	\$ 15,817.00	PERFORM SETUP AND SUBSCRIPTION
24000089	AVI-SPL LLC	INFORMATION TECHNOLOGY	\$ 7,795.48	SCREENBEAM RECEIVER 1100 PLUS WIRELESS CASTING
24000092	GREG MALCOLM & ASSOCIATES INC	PUBLIC WORKS	\$ 5,600.00	RIGHT OF WAY APPRAISAL SERVICES
24000093	MANNY P ZAFIROS	REC., PARKS & CULTURAL SVCS	\$ 39,440.00	BASKETBALL OFFICIALS
24000095	8A TRANSLATIONS	MUNICIPAL COURT	\$ 36,000.00	FY24 TRANSLATION SERVICES
24000096	LAYER 3 COMMUNICATIONS, LLC	INFORMATION TECHNOLOGY	\$ 35,141.84	PALO ALTO SOFTWARE ANNUAL RENEWAL
24000099	SPORTYKES	REC., PARKS & CULTURAL SVCS	\$ 5,600.00	RECREATION INSTRUCTOR
24000102	HALFTIME SPORTS	REC., PARKS & CULTURAL SVCS	\$ 35,700.00	RECREATION INSTRUCTOR
24000103	MERKATA LLC	REC., PARKS & CULTURAL SVCS	\$ 25,245.00	RECREATION INSTRUCTOR
24000104	KRISTEN THIGPEN ORR	REC., PARKS & CULTURAL SVCS	\$ 15,000.00	COMMUNITY AGRICULTURE VOLUNTEER & EDUCATION COORDINATOR
24000105	LAFAYETTE INSTRUMENT ACQUISITION, LLC	PUBLIC SAFETY	\$ 6,000.00	POLYGRAPH BASIC EXAMINER'S TRAINING COURSE
24000111	HIS MAJESTY COACHES INC	REC., PARKS & CULTURAL SVCS	\$ 21,498.75	BUS TRANSPORTATION SERVICES FOR MULTIPLE CAMPS FOR JULY 2023
24000112	NEW LONDON COMMUNICATIONS, LLC	REC., PARKS & CULTURAL SVCS	\$ 5,640.00	2023 - 2024 SCHOOL YEAR GUIDE ANNUAL PRINTING
24000114	HOME BY DARK PRODUCTIONS LLC	REC., PARKS & CULTURAL SVCS	\$ 30,000.00	BROOKE ST PARK CONCERT SERIES FOR JULY - SEPT 2023
24000115	PRAETORIAN GROUP INC	PUBLIC SAFETY	\$ 7,462.35	ANNUAL SUBSCRIPTION FOR ONLINE TRAINING FOR FIRE AND EMS
24000119	TIM BOWEN	REC., PARKS & CULTURAL SVCS	\$ 17,843.18	RECREATION INSTRUCTOR
24000124	TREANORHL	COMMUNITY & ECONOMIC DEV.	\$ 7,000.00	ON-CALL ARCHITECT REVIEW SERVICES
24000125	CHERRYLION STUDIOS INC	REC., PARKS & CULTURAL SVCS	\$ 13,550.00	SCULPTURE REPLACEMENT DUE TO VEHICLE ACCIDENT
24000127	COMFORT BY DESIGN INC	PUBLIC WORKS	\$ 11,469.51	CITY HALL HVAC UNITS REPAIR
24000132	AT&T/BELLSOUTH @ 85 ANNEX	INFORMATION TECHNOLOGY	\$ 36,642.00	MIS SERVICES
24000133	COMCAST OF GEORGIA INC	INFORMATION TECHNOLOGY	\$ 18,000.00	ETHERNET DEDICATED INTERNET
24000139	ALPHARETTA CHAMBER OF COMMERCE	COMMUNITY & ECONOMIC DEV.	\$ 12,500.00	CHAIRMAN'S CIRCLE ANNUAL SPONSORSHIP
24000140	SHI INTERNATIONAL CORP	INFORMATION TECHNOLOGY	\$ 10,467.10	SOLARWINDS IP ADDRESS MANAGER ANNUAL MAINTENANCE RENEWAL
24000141	SHI INTERNATIONAL CORP	INFORMATION TECHNOLOGY	\$ 30,029.70	VEEAM DATA PLATFORM SUBSCRIPTION RENEWAL
24000143	GREGORY STONE	REC., PARKS & CULTURAL SVCS	\$ 9,457.00	RECREATION INSTRUCTOR
24000144	CHESTATEE FORD INC.	REC., PARKS & CULTURAL SVCS	\$ 49,783.00	(1) 2023 FORD F150 SUPER CREW CAB TRUCK



CITY OF ALPHARETTA
Financial Management Reports
Listing of PO's between \$5,000.01 and \$50,000.00
for the month ended July 31, 2023

Purchase Order #	Vendor	Department	Purchase Order Amt.	Description
24000145	CHESTATEE FORD INC.	REC., PARKS & CULTURAL SVCS	\$ 47,952.00	(1) 2023 FORD150 4X4 SUPERCAB TRUCK
24000149	SAVATREE LLC	REC., PARKS & CULTURAL SVCS	\$ 5,425.00	TREE REMOVAL AT NORTH PARK FIELD 8 PARKING LOT AREA
24000154	BRAZILIAN ART CENTER, LLC	REC., PARKS & CULTURAL SVCS	\$ 12,900.00	RECREATION INSTRUCTOR
24000155	ELIZABETH DUNKIN	REC., PARKS & CULTURAL SVCS	\$ 8,623.12	RECREATION INSTRUCTOR
24000156	REVALCA KIDS LLC	REC., PARKS & CULTURAL SVCS	\$ 23,250.00	RECREATION INSTRUCTOR

City of Alpharetta
Balance Sheet
Governmental Funds
July 31, 2023

	Major Governmental Funds							Non-Major	Total
	General	Capital	Capital	2016	2022	T-SPLOST	T-SPLOST II	Governmental	Governmental
	Fund	Project Fund	Grant Fund	Bond Fund	Bond Fund	Capital Fund	Capital Fund	Funds	Funds
ASSETS									
Cash / Cash Equivalents / Investments	\$ 33,341,297	\$ 12,147,964	\$ (401,073)	\$ 10	\$ 28,594,985	\$ 35,615,228	\$ 14,075,837	\$ 16,360,671	\$ 139,734,919
Receivables (net of allowance for uncollectibles)									
Taxes Receivable									
Property Taxes	334,717	-	-	-	-	-	-	-	334,717
Other Taxes	474,728	-	-	-	-	-	-	-	474,728
Interest	-	-	-	-	-	-	-	26,596	26,596
Accounts	-	-	-	-	-	-	-	27,313	27,313
Due from Other Funds	2,488	-	-	-	-	-	-	-	2,488
Intergovernmental Receivable	16,538	-	476,275	-	-	-	-	-	492,813
Cash - Restricted	340,610	294,100	-	-	-	-	-	-	634,711
Total Assets	34,510,378	12,442,064	75,202	10	28,594,985	35,615,228	14,075,837	16,414,579	141,728,284
LIABILITIES AND FUND BALANCES									
Liabilities									
Current									
Accounts Payable	659,893	187,890	-	-	43,044	-	-	498,805	1,389,632
Retainage Payable	-	170,226	32,256	-	21,238	186,080	145,242	132,108	687,149
Intergovernmental Payable	-	-	-	-	-	-	-	-	-
Claims Payable	-	-	-	-	-	-	-	-	-
Payroll Payable	94,888	-	-	-	-	-	-	-	94,888
Due to Other Funds	-	-	-	-	-	-	-	4,690	4,690
Deferred Revenue	844,136	-	476,275	-	-	-	-	53,908	1,374,319
Unearned Revenue	1,056,712	-	-	-	-	-	-	3,058,500	4,115,213
Non-Current									
Unclaimed Property	105,106	-	-	-	-	-	-	-	105,106
Claims Payable	-	-	-	-	-	-	-	-	-
Total Liabilities	2,760,736	358,115	508,531	-	64,282	186,080	145,242	3,748,012	7,770,998
Fund Balances:									
Restricted for:									
Capital Projects	-	3,582,977	(1,646,213)	10	24,246,436	26,257,358	(5,529,468)	4,107,735	51,018,837
Law Enforcement	-	-	-	-	-	-	-	134,293	134,293
Emergency Telephone Activities	-	-	-	-	-	-	-	240,682	240,682
Grant Projects	-	-	-	-	-	-	-	-	-
Debt Service	-	-	-	-	-	-	-	213,572	213,572
Promotion of Tourism	-	-	-	-	-	-	-	139,858	139,858
Assigned for:									
Grant Projects	-	-	-	-	-	-	-	64,352	64,352
Capital Projects	-	-	-	-	-	-	-	-	-
Emergency Reserve	22,125,000	-	-	-	-	-	-	-	22,125,000
Encumbrances	5,110,332	6,785,828	1,237,742	-	3,132,642	7,299,069	19,216,560	5,408,566	48,190,739
Unallocated	4,514,310	1,715,143	(24,858)	-	1,151,624	1,872,721	243,503	2,665,605	12,138,048
Total Fund Balances	31,749,642	12,083,949	(433,329)	10	28,530,703	35,429,148	13,930,596	12,974,662	134,265,381
Total Liabilities and Fund Balances	\$ 34,510,378	\$ 12,442,064	\$ 75,202	\$ 10	\$ 28,594,985	\$ 35,615,228	\$ 14,075,837	\$ 16,722,674	\$ 142,036,379

City of Alpharetta
Statement of Revenues, Expenditures, and Changes in Fund Balances
Governmental Funds
For the Period Ended July 31, 2023

	Major Governmental Funds							Non-Major	Total
	General Fund	Capital Project Fund	Capital Grant Fund	S2016 Const Bond Fund	S2022 Const Bond Fund	T-SPLOST Capital Fund	T-SPLOST II Capital Fund	Governmental Funds	Governmental Funds
REVENUES									
Taxes:									
Property Tax	\$ 377,906	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,841	\$ 381,747
Local Option Sales Tax	1,754,226	-	-	-	-	-	-	-	1,754,226
Transportation SPLOST	-	-	-	-	-	-	1,234,525	-	1,234,525
Other Taxes	406,421	-	-	-	-	-	-	-	406,421
Licenses and permits	137,543	-	-	-	-	-	-	-	137,543
Intergovernmental	26,936	-	-	-	-	-	-	7,183	34,119
Charges for services	283,307	-	-	-	-	-	-	384,860	668,167
Impact Fees	-	-	-	-	-	-	-	173,569	173,569
Fines/Forfeitures	308,422	-	-	-	-	-	-	-	308,422
Investment earnings (Loss)	124,784	43,604	(933)	10	127,341	158,211	61,005	47,096	561,119
Contributions and Donations	7,533	3,210	-	-	-	-	-	-	10,743
Misc Revenue	6,669	-	-	-	-	-	-	-	6,669
Other	-	-	-	-	-	-	-	-	-
Total revenues	3,433,747	46,814	(933)	10	127,341	158,211	1,295,530	616,550	5,677,270
EXPENDITURES									
Current:									
Unallocated	-	-	-	-	-	-	-	-	-
General government	1,846,040	2,263	-	-	-	-	-	-	1,848,303
Public safety	5,298,586	8,465	-	-	-	-	-	855,613	6,162,665
Public works	893,243	55,699	-	-	-	26,706	5,600	2,436	983,684
Economic and community development	656,889	-	-	-	-	-	-	-	656,889
Alpharetta Business Community	-	-	-	-	-	-	-	-	-
Culture and recreation	1,236,915	101,595	-	-	48,032	-	-	-	1,386,541
Contingency	-	-	-	-	-	-	-	-	-
Professional Services	-	-	-	-	-	-	-	-	-
Debt service:	-	-	-	-	-	-	-	-	-
Principal	-	-	-	-	-	-	-	226,006	226,006
Interest	-	-	-	-	-	-	-	-	-
Other Costs	-	-	-	-	-	-	-	-	-
Bond issuance costs	-	-	-	-	-	-	-	-	-
Capital outlay	-	-	-	-	-	-	-	-	-
Total expenditures	9,931,672	168,023	-	-	48,032	26,706	5,600	1,084,055	11,264,088
Excess (deficiency) of revenues over (under) expenditures	(6,497,925)	(121,209)	(933)	10	79,309	131,506	1,289,930	(467,506)	(5,586,818)
OTHER FINANCING SOURCES (USES)									
Transfers in	-	883,152	-	-	-	-	-	329,167	1,212,318
Transfers out	(1,212,318)	-	-	-	-	-	-	-	(1,212,318)
Loan Proceeds	-	-	-	-	-	-	-	-	-
Capital Leases	-	-	-	-	-	-	-	-	-
Sale of capital assets	5,250	-	-	-	-	-	-	-	5,250
Sale of non-capital assets	-	-	-	-	-	-	-	-	-
Land Sale	-	-	-	-	-	-	-	-	-
Insurance Proceeds	-	-	-	-	-	-	-	-	-
Bond Proceeds	-	-	-	-	-	-	-	-	-
Total other financing sources and (uses)	(1,207,068)	883,152	-	-	-	-	-	329,167	5,250
Net change in fund balances	(7,704,993)	761,943	(933)	10	79,309	131,506	1,289,930	(138,339)	(5,581,568)
Fund balances - beginning	39,454,636	11,322,006	(432,396)	(0)	28,451,393	35,297,643	12,640,665	13,113,002	139,846,949
Fund balances - ending	\$ 31,749,642	\$ 12,083,949	\$ (433,329)	10	\$ 28,530,703	\$ 35,429,148	\$ 13,930,596	\$ 12,974,662	\$ 134,265,381

City of Alpharetta
Combining Balance Sheet
Non-Major Governmental Funds
July 31, 2023

	Special Revenue									Total Non-major
	Hotel Motel	Impact Fee	Federal Confiscated Assets	State Confiscated Assets	Grant Operating	E911	American Rescue ACT	Debt Service Fund	Stormwater Capital Fund	Governmental Funds
ASSETS										
Cash / Cash Equivalents / Investments	\$ 965,754	\$ 3,975,509	\$ 266,962	\$ 32,085	\$ 111,505	\$ 1,308,436	\$ 3,082,144	\$ 1,507,884	\$ 5,110,393	\$ 16,360,671
Taxes Receivable	-	-	-	-	-	-	-	-	-	-
Pre-Paid Expenditures	-	-	-	-	-	-	-	-	-	-
Accounts Receivable	-	-	-	-	26,596	-	-	-	-	26,596
Property Taxes	-	-	-	-	-	-	-	27,313	-	27,313
Intergovernmental Receivable	-	-	-	-	-	-	-	-	-	-
Due From Other Funds	308,095	-	-	-	-	-	-	-	-	-
Restricted	-	-	-	-	-	-	-	-	-	-
Total Assets	1,273,849	3,975,509	266,962	32,085	138,100	1,308,436	3,082,144	1,535,197	5,110,393	16,722,674
LIABILITIES										
Accounts Payable	308,095	-	3,677	-	5,198	29,545	152,291	-	-	498,805
Retainage Payable	-	76,050	-	-	-	-	33,757	-	22,301	132,108
Intergovernmental Payable	-	-	-	-	-	-	-	-	-	-
Arbitrage Payable	-	-	-	-	-	-	-	-	-	-
Compensated Absences	-	-	-	-	-	-	-	-	-	-
Payroll Liabilities	-	-	-	-	-	4,690	-	-	-	4,690
Due to Other Fund	-	-	-	-	-	-	-	-	-	-
Deferred Revenue	-	-	-	-	26,596	-	-	27,313	-	53,908
Unearned Revenue	-	-	-	-	-	-	3,048,387	10,114	-	3,058,500
Total Liabilities	308,095	76,050	3,677	-	31,793	34,235	3,234,434	37,427	22,301	3,748,012
FUND BALANCES										
Restricted:										
Capital Projects	-	3,668,083	-	-	-	-	(2,627,711)	-	3,067,363	4,107,735
Law Enforcement	-	-	102,208	32,085	-	-	-	-	-	134,293
Promotion of Tourism	139,858	-	-	-	-	-	-	-	-	139,858
Emergency Telephone Activities	-	-	-	-	-	240,682	-	-	-	240,682
Debt Service	-	-	-	-	-	-	-	213,572	-	213,572
Assigned for: Grant Projects	-	-	-	-	-	-	-	-	-	-
Grant Projects	-	-	-	-	64,352	-	-	-	-	64,352
Encumbrances	-	55,681	-	-	4,555	1,017,816	2,475,420	-	1,855,093	5,408,566
Unallocated	825,896	175,696	161,077	-	37,400	15,702	-	1,284,198	165,636	2,665,605
Total Fund Balances	965,754	3,899,459	263,285	32,085	106,307	1,274,200	(152,291)	1,497,770	5,088,092	12,974,662
Total Liabilities and Fund Balances	\$ 1,273,849	\$ 3,975,509	\$ 266,962	\$ 32,085	\$ 138,100	\$ 1,308,436	\$ 3,082,144	\$ 1,535,197	\$ 5,110,393	\$ 16,722,674

City of Alpharetta
Combining Statement of Revenues, Expenditures, and Changes in Fund Balances
Non-major Governmental Funds
For the Period Ended July 31, 2023

	Special Revenue									Total Non-major
	Hotel Motel	Impact Fee	Federal Confiscated Assets	State Confiscated Assets	Grant Operating	E911 Fund	American Rescue Act	Debt Service Fund	Stormwater Service Fund	Governmental Funds
REVENUES:										
Hotel Motel Tax	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	\$ -
Property tax	-	-	-	-	-	-	-	3,841	-	3,841
Charges for Service	-	-	-	-	12,625	372,235	-	-	-	384,860
Impact Fees	-	173,569	-	-	-	-	-	-	-	173,569
Forfeiture Income	-	-	-	-	-	-	-	-	-	-
Intergovernmental	-	-	-	-	4,995	-	2,188	-	-	7,183
Contributions & Donations	-	-	-	-	-	-	-	-	-	-
Investment Earnings (Loss)	3,707	13,846	-	-	402	5,659	-	5,329	18,153	47,096
Other	-	-	-	-	-	-	-	-	-	-
Total revenues	3,707	187,415	-	-	18,022	377,894	2,188	9,169	18,153	616,550
EXPENDITURES:										
Tourism	-	-	-	-	-	-	-	-	-	-
Community Development	-	-	-	-	-	-	-	-	-	-
Culture/Recreation	-	-	-	-	-	-	-	-	-	-
Public Safety	-	-	15,238	3,076	9,852	827,447	-	-	-	855,613
Public Works	-	-	-	-	-	-	2,188	-	248	2,436
General Government	-	-	-	-	-	-	-	-	-	-
Debt Service:	-	-	-	-	-	-	-	-	-	-
Principal	-	-	-	-	-	226,006	-	-	-	226,006
Interest	-	-	-	-	-	-	-	-	-	-
Bond Issuance Costs	-	-	-	-	-	-	-	-	-	-
Total expenditures	-	-	15,238	3,076	9,852	1,053,453	2,188	-	248	1,084,055
Excess (deficiency) of revenues over expenditures	3,707	187,415	(15,238)	(3,076)	8,170	(675,559)	-	9,169	17,905	(467,506)
OTHER FINANCING SOURCES (USES):										
Transfers in / out:										
General fund	-	-	-	-	-	-	-	-	329,167	329,167
Budgeted Fund Balance:	-	-	-	-	-	-	-	-	-	-
Capital Leases	-	-	-	-	-	-	-	-	-	-
Total other financing sources	-	-	-	-	-	-	-	-	329,167	329,167
Net change in fund balances	3,707	187,415	(15,238)	(3,076)	8,170	(675,559)	-	9,169	347,072	(138,339)
Fund balances - beginning	962,046	3,712,045	278,523	35,160	98,137	1,949,759	(152,291)	1,488,600	4,741,021	13,113,002
Fund balances - ending	\$ 965,754	\$ 3,899,459	\$ 263,285	\$ 32,085	\$ 106,307	\$ 1,274,200	\$ (152,291)	\$ 1,497,770	\$ 5,088,092	\$ 12,974,662

City of Alpharetta
Enterprise Fund -Solid Waste
Statement of Net Position
July 31, 2023

	<u>Solid Waste</u>
ASSETS	
Current Assets:	
Cash and Cash Equivalents & Investments	\$ 1,411,472
Inventories, at cost	-
Accounts Receivables (net of allowance for uncollectibles)	103,146
Prepaid Insurance Expenses	-
Total Current Assets	<u>1,514,617</u>
Noncurrent Assets:	
Restricted Cash, Cash Equivalents, and Investments	-
Total Restricted Assets	<u>-</u>
Other	-
Capital Assets	
Buildings and System	-
Machinery and Equipment	-
Less Accumulated Depreciation	-
Total Capital Assets (net of accumulated depreciation)	<u>-</u>
Total Noncurrent Assets	<u>-</u>
Total Assets	<u>1,514,617</u>
LIABILITIES	
Current Liabilities:	
Accounts Payable	1,270
Accounts Payable/ Customer Credit Balances	25,859
Accounts Payable/ Customer Pre-Paid Service	-
Payroll Liabilities	-
Accrued Salaries	-
Accrued Interest Payable	-
Compensated Absences Payable	-
Notes Payable - Revenue Bonds	-
Due to Other Funds	-
Total Current Liabilities	<u>27,130</u>
Current Liabilities Payable from Restricted Assets:	
Revenue Bonds Payable	-
Total Current Liabilities Payable from Restricted Assets	<u>-</u>
Noncurrent Liabilities:	
Customer Deposits	-
Compensated Absences less Current Portion	-
Revenue Bonds Payable	-
Total Noncurrent Liabilities	<u>-</u>
Total Liabilities	<u>27,130</u>
NET ASSETS	
Invested in Capital Assets, net of related debt	-
Reserved for Debt Service	-
Reserved for Encumbrances	-
Unreserved	1,487,488
Total Net Assets	<u>1,487,488</u>
Total Liabilities & Net Assets	<u>\$ 1,514,617</u>

City of Alpharetta
Enterprise Fund - Solid Waste
Statement of Revenues, Expenses, and Changes in Net Position
For the Period Ended July 31, 2023

Operating revenues:	
Charges for sales and services:	
Refuse Collection charges	\$ 1,506,901
Misc Revenue	-
Total operating revenues	<u>1,506,901</u>
Operating expenses:	
Administration	22,354
Non-departmental	-
Total operating expenses	<u>22,354</u>
Operating Gain (loss)	1,484,547
Non-operating revenues (expenses):	
Investment earnings (Loss)	5,268
Total non-operating revenue (expenses)	<u>5,268</u>
Income (loss) before transfers	1,489,815
Transfers In	-
Transfers Out	-
Change In Net Assets	1,489,815
Total net assets-beginning	<u>(2,327)</u>
Total net assets-ending (net of encumbrances)	<u>1,487,488</u>
Adjustments to GAAP basis:	
Encumbrances	-
Misc adj-Encumbrances Resv/Prior Year	
Total net assets-ending	<u>\$ 1,487,488</u>

DEVELOPMENT AUTHORITY



Revenue & Expenditure Report GAAP Financial Statements



ALPHARETTA DEVELOPMENT AUTHORITY

Financial Management Report - As of July 31, 2023 (unaudited)

Account #	Project	Total Budget	Actuals (Collections/ Expenditures)	Encumbrances	Remaining
Revenues					
99575100-346900	Bond Application Fee	\$ -	\$ -		\$ -
99575100-371000-C1532	ATC Operational Funding (COA)	95,000	95,000		-
(2) 99575100-381000-C1535	Innovation Center Operations (ATC)	23,700	1,815		21,885
	subtotal	\$ 118,700	\$ 96,815		\$ 21,885
(1) 99575100-395000	Carryforward Fund Balance	\$ 356,967	\$ -		\$ 356,967
	subtotal	\$ 356,967	\$ -		\$ 356,967
	Total	\$ 475,667	\$ 96,815		\$ 378,852
Expenditures					
99575100-571000-C1403	Local Job Creation Grant Program	\$ 32,500	\$ -	\$ -	\$ 32,500
99575100-544100-C1532	ATC Operational Funds	95,000	15,833	79,167	-
99575100-544100-C1601	High Impact Permitting Grant Program (IGA with COA)	20,948	-	-	20,948
99575100-544100-C0924	Economic Development Strategic Plan (split with COA)	37,500	-	-	37,500
99575100-544100-C2313	Atl. Urban Land Institute (technical assistance panel)	10,000	-	10,000	-
	subtotal	\$ 195,948	\$ 15,833	\$ 89,167	\$ 90,948
(2) 99575100-523860-C1535	Innovation Center Operations (Maintenance Contracts)	\$ 12,000	\$ 750	\$ 8,250	\$ 3,000
(2) 99575100-531200-C1535	Innovation Center Operations (Miscellaneous Utilities)	1,100	-	-	1,100
(2) 99575100-531210-C1535	Innovation Center Operations (Water/Sewer)	1,200	-	-	1,200
(2) 99575100-531220-C1535	Innovation Center Operations (Natural Gas)	5,000	-	-	5,000
(2) 99575100-531230-C1535	Innovation Center Operations (Electricity)	4,400	-	-	4,400
	subtotal	\$ 23,700	\$ 750	\$ 8,250	\$ 14,700
99575100-579000	Reserve	\$ 256,019	\$ -	\$ -	\$ 256,019
	Total	\$ 475,667	\$ 16,583	\$ 97,417	\$ 361,667

- (1) Carryforward Fund Balance represents cash available at the end of the prior fiscal year that is programmed into the current fiscal year budget. As this account represents cash already received, there will not be actual collections.
- (2) Innovation Center utilities are being funded by the Alpharetta Technology commission (ATC) on a reimbursement basis. As such, revenues and/or expenses will outpace budget at month end due to the billing/reimbursement delay.



ALPHARETTA DEVELOPMENT AUTHORITY
Financial Management Report - As of July 31, 2023 (unaudited)

Account #	Project	Total Budget	Actuals (Collections/ Expenditures)	Encumbrances	Remaining
Fund Balance Reconciliation					
Fund Balance (beginning of Fiscal Year)			\$ 356,962		
Revenues collected to date			96,815		
Expenditures incurred to date			(16,583)		
Fund Balance			\$ 437,194		
Fund Balance Allocation (forecasted):					
Non-Spendable (unspent/remaining project allocations)			\$ 180,115		
Spendable (available for investment by the Board)			257,080		
			\$ 437,194		

City of Alpharetta
Balance Sheet
COMPONENT UNIT-DEVELOPMENT AUTHORITY
July 31, 2023

ASSETS

Current Assets:

Cash and Cash Equivalents	\$ 437,200
Investments	-
Receivables	-
Restricted Cash for Bond Issuance Costs	-
Total Assets	437,200

LIABILITIES

Current Liabilities:

Accounts Payable	5
Deferred Revenue	-
Due to Other Funds	-
Total Current Liabilities	5

Current Liabilities Payable from Restricted Assets:

	-
Total Current Liabilities Payable from Restricted Assets	-

Noncurrent Liabilities:

	-
Total Noncurrent Liabilities	-
Total Liabilities	5

Fund Balance

Restricted	180,115
Unallocated	257,080
Total Fund Balance	437,194

Total Liabilities & Fund Balance	\$ 437,200
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City of Alpharetta
Statement of Revenues, Expenditures, and Changes in Fund Balance
COMPONENT UNIT-DEVELOPMENT AUTHORITY
For the Period Ended July 31, 2023

	<u>Actual Amounts</u>
Revenues	
Rent/Royalties	\$ 1,815
State Grant	-
Fees	-
Contributions & Donations	95,000
Miscellaneous Income-Interest	-
Miscellaneous Revenue	-
Total Revenues	<u>96,815</u>
Expenditures	
Economic Development	95,000
Maintenance Contracts	9,000
Donation to private source	10,000
Utilities - Miscellaneous	-
Debt Service:	
Principal	-
Interest	-
Total Expenditures	<u>114,000</u>
Excess (deficiency) of revenues over (under) expenditures	(17,185)
Other Financing Sources (Uses)	
Sale of capital assets	-
Net Change in Fund Balances	(17,185)
Fund Balance, Beginning of Year	<u>356,962</u>
Encumbrances	97,417
Fund Balance, End of Year	<u>437,194</u>





CITY COUNCIL STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Prepared By: Michael Woodman

Meeting Date: September 25, 2023

AGENDA ITEM: PH-23-10 EARL WOOD HOUSE - HISTORIC DESIGNATION

The applicant, Paul Nocharli, requests consideration of a public hearing in order to designate a structure as historic. Zoning condition #3 related to file# PH-22-11/V-22-24 Wills Overlook required that the Earl Wood House be saved, restored and designated as historic under the City's Historic Preservation Incentive Ordinance. The subject property is located at 531 South Main Street on the north side of South Main Street and east of Wills Road.

This item was considered by the Historic Preservation Commission at the September 14, 2023 meeting. There were no public comments. After discussion, Historic Preservation Commission recommended approval. Vote 6-0

STAFF RECOMMENDATION:

Approve PH-23-10 Earl Wood House – Historic Designation.

ITEM DESCRIPTION:

The submitted request, if approved, would move the property from the Contributing Historic Buildings Inventory to the Designated Historic Buildings Inventory as outlined in the Historic Preservation Incentive Ordinance. The property was approved for changes to conditions of zoning and a variance on October 17, 2022 to allow sixteen (16) 'For-Sale' townhome units. The proposal included saving and restoring the Earl Wood House for use as a single-family detached home. The subject property is located at 531 South Main Street on the north side of South Main Street and east of Wills Road.

The Earl Wood House was constructed around 1919 and is over 100 years old. According to *Historic Homes in Alpharetta – Our Shining Stars*, Earl Wood purchased the property in 1926. The style of the home is unknown. The Wood Family is identified in *Alpharetta, Milton County – the Early Years* as one of the original Milton County settlers.

CRITERIA FOR DESIGNATION OF A HISTORIC PROPERTY

In order to be designated a historic property, the property must be an individual building, structure or parcel of land that meets the following criteria:

a. Is of historic, cultural, aesthetic or architectural significance to the City, the region, the State, or the nation; or

Response: The Wood Family is identified in Alpharetta, Milton County – the Early Years as one of the original Milton County settlers. Family members include Isham Wood, an Alpharetta police chief, Barrington Wood, a mule trader; Anderson Wood; Andy Wood, served in World War I; Bill Wood, married in the Log Cabin; C.M. Wood, served as Alpharetta City Clerk; Clara Mae Wood; Earl Wood; Emma Thompson Wood; Hallman Wood; Henry P. Wood; Mary Wood;

and William Wood, served on the Alpharetta Volunteer Fire Department.

b. Possesses historic integrity (in terms of its location, design, setting, materials, workmanship, feeling, and association) for all periods related to the significance of the property; and

Response: The Alpharetta Historical Society recognized the significance of the Earl Wood House to include the home on the City's Historic Resources Inventory – Contributing Historic Buildings.

c. Is deemed worthy of preservation (and the benefits available due to such status) by reason of value to the City, the region, the State, or the nation for one or more of the following reasons:

- i. It is an outstanding example of a building representative of its era and over 75 years old;
- ii. It is one of the few remaining examples of a past architectural style or type and over 75 years old; or
- iii. It is a place associated with an event or person(s) of historic or cultural significance to the City, the region, the State, or the nation and over 75 years old.

Response: The Earl Wood House was constructed in 1919 and is approximately 104 years old. The architectural style is unknown. Historic Homes in Alpharetta – Our Shining Stars states that Earl Wood purchased the property in 1926.

CONCURRENCES

Staff has reviewed the applicant's proposal against the established review criteria for a historic designation. The proposal meets the criteria for historic designation.

CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on July 12, 2023. There were no public comments.

ATTACHMENTS:
• Ordinance • Aerial Map • Location Map • Earl Wood House Historical Resource Excerpts • CZIM Sign In Sheet • Citizen Part B • Application



AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AMEND SECTION 2.9 HISTORIC PRESERVATION INCENTIVE ZONING OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO ADD 531 SOUTH MAIN STREET (EARL WOOD HOUSE) TO APPENDIX B – HISTORIC RESOURCES INVENTORY DESIGNATED HISTORIC BUILDINGS; 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 Mayor and City Council of the City of Alpharetta hereby ordains, as follows:

- **Section 1:** Section 2.9 Historic Preservation Incentive Zoning Appendix B – Historic Resources Inventory – Designated Historic Buildings of the Unified Development Code is hereby amended by revising same as set forth in Exhibit "A" attached hereto as is 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 ____ day of January ____.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

[SIGNATURES CONTINUED ON FOLLOWING PAGE]

[SIGNATURES CONTINUED FROM PRECEDING PAGE]

COUNCIL MEMBERS

Mayor Pro Tem Dan Merkel

Council Member Donald F. Mitchell

Council Member Brian Will

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Jason Binder

(SEAL)

Attest:
sufficiency:

Approved as to form and legal

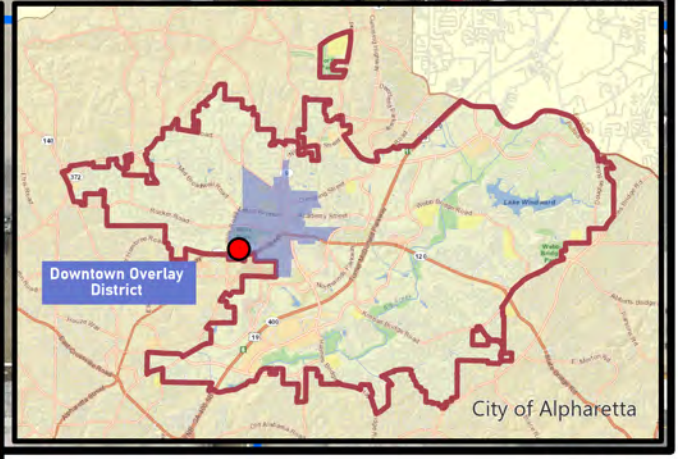
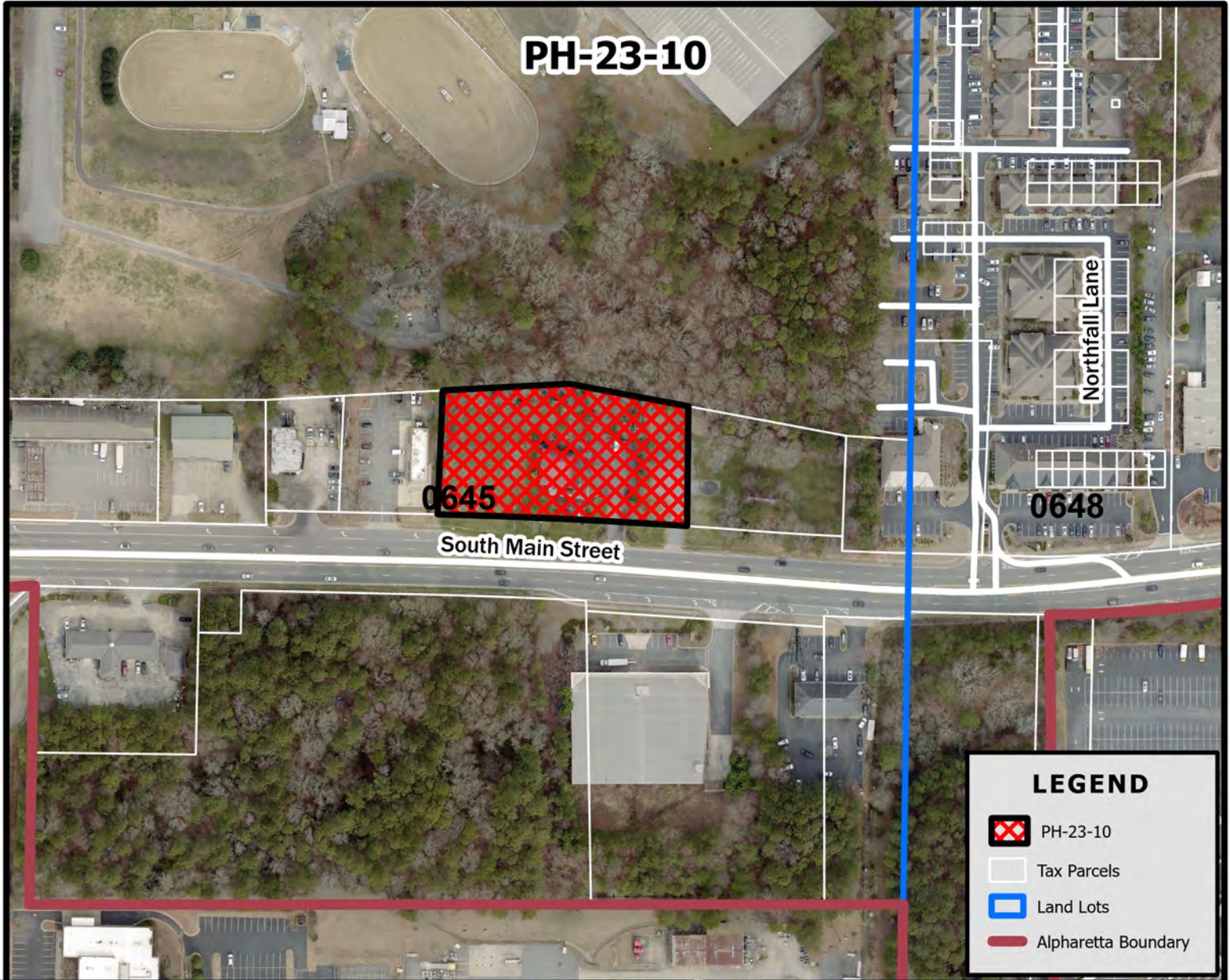
Lauren Shapiro, City Clerk

[INSERT ATTORNEY], City Attorney

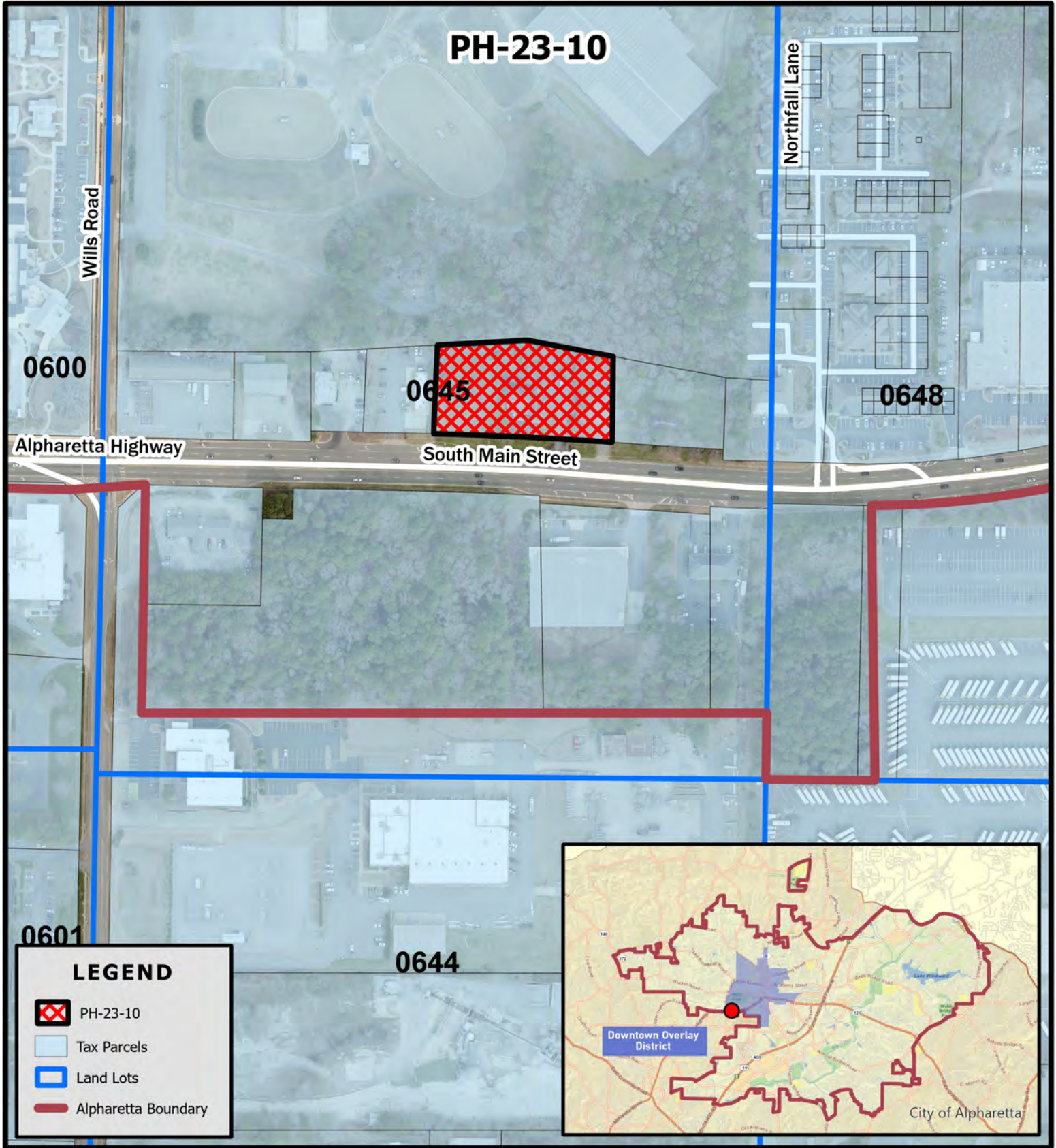
EXHIBIT “A”

APPENDIX B - HISTORIC RESOURCES INVENTORY—DESIGNATED HISTORIC BUILDINGS

Address	Description	Property Owner
10 Cumming St.	R.D. Manning House	Properties of Duffy, LLC.
40 Cumming St.	Lewis Manning House	Taylor Morrison of Georgia, LLC.
1080 Rucker Rd.	Troy Rucker House	Millie R. Hogan
333 Milton Ave.	Farmhouse Cottage	Blaise Miller, One Ninety Three Residential Group, LLC.
0 Morris Road	Farmhouse Settlement	City of Alpharetta
531 South Main Street	Earl Wood House	Morley Holdings Coffee Plantation LLC



PH-23-10
D/LL: 1/2/0645
HPC: 8/10/23
CC: 8/28/23



PH-23-10
D/LL: 1/2/0645
HPC: 8/10/23
CC: 8/28/23

Location Map
Earl Wood House Historic Designation
531 South Main Street



Shelling peas on the back porch are, left to right, J. W. Burgess, Mae Burgess, Lounett Shaw Burgess (back to the camera), Gail Burgess, Louvenia Weatherford Burgess, Talmage Burgess, and John R. Shaw. (Courtesy Howard and Elsie Knight)

Having just gathered eggs, Earl Wood shows off his filled basket. The white, two-story Earl Wood house still stands today. It is located on the north side of South Main Street, south of Wills Road. (Courtesy Linda Snelson)

Top: This business operated at the northwest corner of Marietta Street and South Main Street during the late 1940s and early 1950s. The feed business flourished as farmers switched from cotton farming to poultry and cattle farming. (Courtesy Georgia State University Library, Lane Brothers and Tracy O'Neal Collections)

Community Zoning Information Meeting (CZIM)

July 12, 2023

Please sign-in and leave your comments and/or concerns.

PH-23-10 / Earl Wood House Historic Designation

NAME	ADDRESS	COMMENTS
	No	Comments

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: Earl Wood House designation under the City's Historic Preservation Incentive Ordinance

Contact Name: Paul Nocharli Telephone: 404 345 6075

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.

We have sent letters, by USPS registered mail, to all property Owners within 500 ft of our property, notifying them of the subject Public Hearing, and providing them with my email address as a contact for return comments.

So far, we have not received any feedback from the notified Owners.

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

*Attachments: 1- copy of scanned letters sent to adjoining Property Owners.
2- List of Property Owners 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: _____

P. Nocharli

Date: _____

7-14-2023

Print Form

**List of Property Owners who have been notified of the Public Hearing
and provided information describing the subject proposal:**

Name and Address of notified Property Owners	For adjoining properties at the addresses below:
AAI South Main St. LLC 375 Milledge Ave SE Atlanta, GA 30312	0 S. Main St.
PS Southeast Two LLC 701 Western Ave Glendale, CA 91201	530 S. Main St.
Thomas B Waller 1072 Navaho Trl Monroe, GA 30655	520 S. Main St.
North Fulton Pharmacy Professional Center 1006 Cherbury Ln Alpharetta, GA 30022	501 S. Main St.
Waffle House P.O. Box 6450 Norcross, GA 30091	571 S. Main St.
Auto-Brite Inc. 1710 Alpharetta Hwy Alpharetta, GA 30009	1710 S. Main St.
Erin Marcus & James P III O'Callaghan 10594 Norona Island St Las Vegas, NV 89179	1600 S. Main St.

OCTAVE

—BUILT—

June 15, 2023

Erin Marcus & James P III O'Callaghan
10594 Norona Island St,
Las Vegas, NV, 89179

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by the Historic Preservation Commission on Thursday, August 10, 2023, at 3:00 PM and City Council on Monday, August 28, 2023, at 6:30 PM. The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

OCTAVE

—BUILT—

June 15, 2023

Auto-Brite Inc.,
1710 Alpharetta Hwy,
Alpharetta, GA, 30009

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

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If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

OCTAVE

—BUILT—

June 15, 2023

Waffle House,
P.O. Box 6450,
Norcross, GA, 30091

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

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If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

OCTAVE

—BUILT—

June 15, 2023

North Fulton Pharmacy Professional Center,
1006 Cherbury Ln, Alpharetta, GA, 30022

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

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If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

OCTAVE

—BUILT—

June 15, 2023

Thomas B Waller,
1072 Navaho Trl,
Monroe, GA, 30655

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by the Historic Preservation Commission on Thursday, August 10, 2023, at 3:00 PM and City Council on Monday, August 28, 2023, at 6:30 PM. The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

OCTAVE

—BUILT—

June 15, 2023

PS Southeast Two LLC,
701 Western Ave,
Glendale, CA, 91201

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by the Historic Preservation Commission on Thursday, August 10, 2023, at 3:00 PM and City Council on Monday, August 28, 2023, at 6:30 PM. The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

OCTAVE

—BUILT—

June 15, 2023

AAI South Main St. LLC
375 Milledge Ave SE
Atlanta, GA 30312

RE: PH-23-120 'Earl Wood House' Historic Designation

Dear Property Owner:

Please allow this letter to serve as public notice for a Public Hearing request at 531 S. Main St, Alpharetta, GA 30009 to designate the existing building on the property, known as, the "Earl Wood House", under the City's Historic Preservation Incentive Ordinance.

The Community Zoning Information Meeting (CZIM) for this request will be held on July 12, 2023, at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by the Historic Preservation Commission on Thursday, August 10, 2023, at 3:00 PM and City Council on Monday, August 28, 2023, at 6:30 PM. The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at nocharli@octavebuilt.com.

Sincerely,



Regards,

Paul Nocharli, PE
Chief Operating Officer
404-345-6075
nocharli@octavebuilt.com

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Paul Nocharli

Telephone: 404 345 6075

Address: 5865 North Point Pkwy

Suite: 350

City: Alpharetta

State: GA

Zip: 30022

Fax: _____

Mobile Tel: 404 345 6075

Email: nocharli@octavebuilt.com

Subject Property Information:

Address: 531 S. Main St., Alpharetta, GA 30009

Current Zoning: DT-MU

District: 1st

Section: 2nd

Land Lot: 645

Parcel ID: 12-2460-0645-030-2

Proposed Zoning: DT-MU

Current Use: Retail-Office

This Application For (Check All That Apply):

☐ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☐ Rezoning

☐ Master Plan Review

☐ Variance

☒ Public Hearing

☐ Exception

☐ Other (Specify): _____

APPLICANT REQUEST AND INTENT

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

Developer proposes to save "Earl Wood house", restore it, and designate it under the City's Historic Preservation Incentive Ordinance, in line with the City's already approved zoning conditions for this development project "Wills Overlook".

Applicant's Request (Please itemize the proposal):

The purpose of the public hearing is to designate the existing building on the property known as "Earl Wood house" under the City's Historic Preservation Incentive Ordinance.

Once such designation is approved through Public Hearing, the Developer will then submit for a certificate of appropriateness to the Historic Preservation Commission.

As part of the certificate of appropriateness review, the City will send the Developer's proposal to the Downtown Consultant for review and approval.

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

Once the certificate of appropriateness is issued, then the Developer will become compliant with the City's already approved zoning conditions for this development project "Wills Overlook".

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Zia RahmanTelephone: 404 345 6075Address: 5865 North Point PkwySuite: 350City AlpharettaState: GAZip: 30022

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

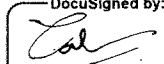
>>designation of single family detached home (Earl Wood house) under the City's Historic Preservation Incentive Ordinance.

Property Owner's Authorized Applicant (if applicable):

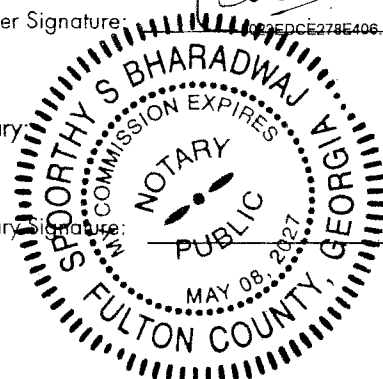
Name of Authorized Applicant: Paul NocharliTelephone: 404 345 6075Address: 5865 North Point PkwySuite: 350City AlpharettaState: GAZip: 30022

So Sworn and Attested:

DocuSigned by:

Owner Signature: Date: 5/30/2023

Notary

Notary Signature: Date: 5/30/2023

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: Paul Nocharli

Subject Public Hearing Case: Earl Wood house designation under the City's Historic Preservation Incentive Ordinance.

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: N/A

Description of Contribution: N/A Value: _____

Description of Contribution: N/A Value: _____

Description of Contribution: N/A Value: _____

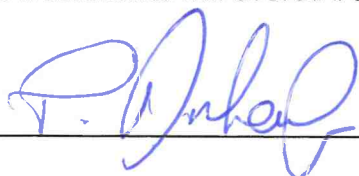
Description of Contribution: N/A Value: _____

Description of Contribution: N/A 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-3.

Signature: _____



Date: 5-30-23

DESIGNATION OF A HISTORIC PROPERTY (Wills Overlook - Earl Wood house)

- a. Is the property of historic, cultural, aesthetic or architectural significance to the City, the region, the State, or the nation; or**

The property is of historic and architectural significance to the City.

- b. Does the property possess historic integrity (in terms of its location, design, setting, materials, workmanship, feeling, and association) for all periods related to the significance of the property; and**

The property possesses historic integrity due to its location at the Southern entrance to the City of Alpharetta and its design which is reminiscent of the early 1900 era.

- c. Is the property deemed worthy of preservation (and the benefits available due to such status) following reasons:**

- The property is an outstanding example of a building representative of its era and over 75 years old, and
- The property is one of the few remaining examples of a past architectural style or type and over 75 years old.

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: Earl Wood house designation under the City's Historic Preservation Incentive Ordinance.

Contact Name: Paul Nocharli Telephone: 404 345 6075

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.

AAI South Main St LLC, 375 Milledge Ave SE, Atlanta GA 30312

for adjoining properties at the addresses below:
0 S. Main St.

PS Southeast Two LLC, 701 Western Ave, Glendale, CA 91201

530 S. Main St.

Thomas B Waller, 1072 Navaho Trl, Monroe, GA 30655

520 S. Main St.

North Fulton Pharmacy Profesional Center,
1006 Cherbury Ln, Alpharetta, GA 30022

501 S. Main St.

Waffle House, PO Box 6450, Norcross, GA 30091

571 S. Main St.

Auto-Brite Inc., 1710 Alpharetta Hwy, Alpharetta, GA 30009

1710 S. Main St.

Erin Marcus & James P III O'Callaghan, 10594 Norona Island St,
Las Vegas, NV 89179

1600 S. Main St.

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

We will include our physical email address and email address on all outgoing letters to the adjoining property owners.

ABBREVIATION LEGEND:

AE = access easement
CB = catch basin
CL = centerline
CMF = concrete monument found
CMP = corrugated metal pipe
CO = clean out
CT = crimp top pipe
CP = communication pedestal
DE = drainage easement
DI = drop inlet
DIP = ductile iron pipe
DWCB = dbl. wing catch basin
FH = fire hydrant
GI = grate inlet
GW = guy wire
HW = head wall
IPS = iron pin set
JB = junction box
INV = invert
L.L.L. = land lot line
LL = light pole
LP = light pole
MH = manhole (sanitary sewer)
OCS = outlet control structure
OT = open top pipe
PI = pedestal inlet
PL = property line
POL = point on line
PP = power pole
RB = reinforcing bar
RCP = reinforced concrete pipe
R/W = right-of-way
SSE = sanitary sewer easement
SWCB = single wing catch basin
TSP = traffic signal pole
TSB = traffic signal box
TP = telephone pole
TSP = traffic signal pole
WM = water meter
WV = water valve
YI = yard inlet

SYMBOL LEGEND:

double wing catch basin
 fire hydrant
 guy wire
 light pole
 power pole
 sanitary sewer manhole
 clean out
 transformer
 water meter
 single wing catch basin
 grate inlet
 junction box
 head wall
 stop sign
 buffer
 bldg setback
 fence
 overhead electric
 underground electric
 water line
 sanitary line
 gas line
 computed point

FLOOD HAZARD NOTE:

No portion of this property is contained within the limits of a Special Flood Hazard Zone as defined by the Federal Emergency Management Agency Flood Insurance Rate Map No. 13121C0058F of Fulton County, GA. (Community Panel No.1300840058F), most recently revised 09/18/2013.

Specimen Trees on Site:

Tree #	Tag #	Species	DBH	Condition	Specimen	Boundary
1	203	Silver Maple	27"	Large low side limb, include bark, off balance	No	No
2	204	So. Red Oak	38"	Poor - co-dominant trunk, grown around fence, heavy vine growth and minor dieback	No	No
3	205	Amer. Elm	25"	Poor - leaning, multi-trunked with included bark, debris at base	No	No
4	206	Water Oak	24"	Fair - barbed wire through & within tree, one main scaffold limb dead	No	Shared
5	207	Pecan	33"	Fair - trunk seam, old pruning wound with decay fungi present, 1 large broken limb	No	No
6	208	Pecan	27"	Fair - bifurcated trunk	Yes	No
7	209	So. Red Oak	40"	Poor - bifurcated trunk, leaning, 3 main dead limbs, basal cavity	No	Yes
8	210	White Oak	41"	Good - 1 minor dead low limb to prune	Yes	Yes
9	211	White Oak	25"	Good - poison ivy vine to cut	Yes	Yes
10	212	White Oak	30"	Fair to good - bifurcated upper trunk	Yes	Yes
11	213	Red Oak	41"	Fair - minor mistletoe in crown, 1 main dead limb	Yes	Yes
12	214	Red Oak	26"	Fair - slightly one-sided, 2 dead limbs	Yes	Yes
13	215	Red Oak	32"	Poor - hollow, significant mistletoe, epicormic shoots, basal decay fungi	No	No
14	216	Dogwood	11"	Fair to good	Yes	No

REVISIONS:		
NO.	DESCRIPTION	DATE
1	Revised to locate trees 2" and up on site	8/24/22
2	Locate improvements along roadway	03/08/23
3	Revised Certification	05/25/23
4	Add Parcel Number for Waffle House	05/31/23

REFERENCES:

- Quitclaim Deed to Morley Holdings-Coffee Plantation, LLC recorded in Deed Book 53048, Page 634.
- Limity Warranty Deed to Morley Holdings-Coffee Plantation, LLC recorded in Deed Book 54052, Page 682.
- Survey for James W. Green, prepared by Brumbelow Reese dated 6/08/1979.

PARCEL INFORMATION:

Parcel Id No.: 12 246006450302 (Tract 1)
12 246006450328 (Tract 2)
12 246006450146 (Tract 3)

Property is Zoned DT-MU, City of Alpharetta

Building setback lines are not shown hereon. Any setbacks and buffers shown are governed by the local jurisdiction and should be confirmed in writing prior to land planning or any construction activities.

SURVEY NOTES:

- Certain interior improvements may not be shown hereon, i.e. fence lines, guy wires, etc.
- Matters of record not shown hereon are excepted.
- Bearing basis derived from 2 control points set with Carlson BRx7 GPS System and SmartNet network. All other work performed with methods described below.
- Measurements shown are US Survey Feet (ground).
- Property corners marked IPS (Iron Pin Set) are 1/2" x 18" rebar with blue plastic cap (E303 LSF #1121) unless otherwise indicated. Unless indicated as set, monumentation shown was found.
- No evidence of human burials or cemeteries was observed on site during the course of the fieldwork.
- This plat has been calculated for closure and is found to be accurate within one foot in 164,650 feet.
- Right of Way improvements were being constructed at the time of survey.

GENERAL NOTES:

- Only evidence of easements or structures which are readily apparent from an above ground field inspection of the premises are shown, unless stated otherwise hereon. No liability is assumed by this firm for losses relating to the existence of any easement not discovered by above ground field inspection of the premises.
- This plat was prepared for the exclusive use of the person, persons, or entity named hereon. Said certification does not extend to any unnamed persons without a recertification by the surveyor.
- Jurisdictional areas or negative easements, if any, which might impact the use of the property were not located, unless stated otherwise. No liability is assumed by this firm for any losses resulting from the exercise of any government jurisdiction affecting the use of the property.
- The property shown and described hereon is subject to any existing easements, rights-of-way, restrictive covenants, zoning regulations, underground utilities and/or setback lines whether or not they may be shown. No liability is assumed by this firm for any losses that may be associated with the existence of any easements or restrictions on the use of the property.
- Location map from Fulton County GIS.
- All building ties are perpendicular to the property lines unless otherwise noted.
- Only Surface Observable Utilities were located. Prior to any digging or construction, contact Georgia One Call (811) for utilities marking.



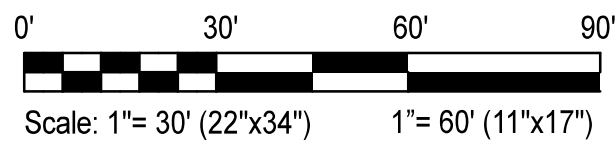
Location Map

N.T.S.



ENVIRONMENTAL NOTES:

- No attempt was made by this firm to determine presence of wetlands.
- Tagged tree numbers on this map are trees located per the arborist report shown hereon. All other tree located are located as Hardwood, Pine, or Undertory and no arborist was consulted.
- Tree size indicated is DBH (diameter breast height) in inches.
- Certification applies to the location of trees, but does not extend to the identification of species.



TOPOGRAPHIC SURVEY NOTES:

- Vertical Datum is NAVD 88(2012B) based on network-based RTK GPS solution using a Carlson BRx7 GPS System and SmartNet network. Bearing basis and elevation derived from 2 control points. All other work performed with methods described below.
- Contours displayed at a 2-foot interval.
- Measurements shown are US Survey Feet (ground).
- Vertical accuracy complies with 180-7-.04 (3) - measurements vertical.

RTK GPS BOUNDARY & TOPOGRAPHIC SURVEY NOTES:

- Vertical Datum: NAVD 88 (2012 B)
- Type of Survey: RTK (Real Time Kinematic)
- Average Positional Accuracy Per Point: 0.04'
- Horizontal Datum: NAD83 (2011)
- Fixed Control Used: SmartNet network.
- Geoid: Ellipsoid: GRS1980
- Combined Grid Factor: 0.99985264452 (At Listed Benchmark) with a bearing of S 45°4'102" W a distance of 253.19' from Control Point "A" to Control Point "B".
- Contours displayed at a 2-foot interval.
- Vertical accuracy complies with 180-7-.04 (3) - measurements vertical.
- Date of Fieldwork: 8/23/22.

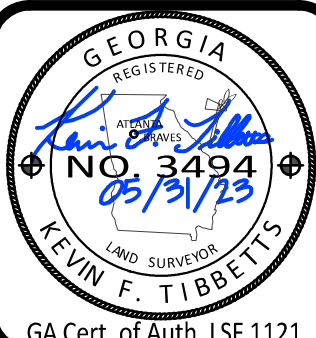
Boundary, Topographic & Tree Survey for:

Wills Overlook, LLC

Fulton County, GA

City of Alpharetta
1st District, 2nd Section

Land Lot 645



GA Cert. of Auth. LSF 1121

Civil Engineering, Land Surveying,
Stream and Wetland Restoration

108 Allen Street Cumming, Georgia 30040
Phone: 770-442-0500 www.engineering303.com

Drawn: KFT

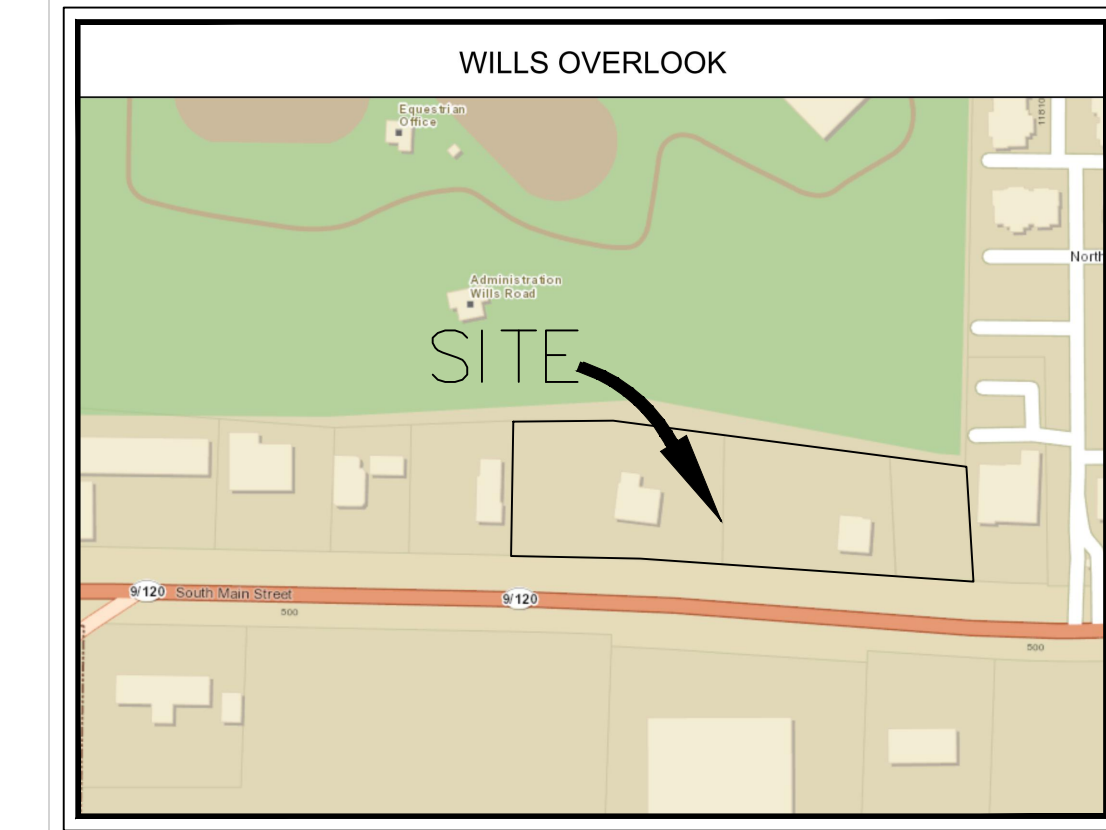
Date: 12/20/21

Sheet

1 of 1

Project Number

21-4874



ADDITIONAL PARCEL INFORMATION
PARCEL ID:
12 246006450302 (TRACT 1)- 1.081 AC
12 246006450328 (TRACT 2)- 0.811 AC
12 246006450146 (TRACT 3)- 0.351 AC
2.243 ACRES
ZONING:DT-MU

B.C. ENGINEERING, INC.
116 NORTH MAIN ST.
CUMMING, GA 30040
PHONE: (770) 205-6181
FAX: (770) 205-6162
EMAIL: office@bcengineering-ga.com

DRB SITE LAYOUT
WILLS OVERLOOK
531 S. MAIN ST.
LAND LOT 645
1ST DISTRICT, 2ND SECTION
FULTON COUNTY, GEORGIA



DRAWN BY:	BR	REVISION	DATE	DESCRIPTION
CHECKED BY:	BC	-	-	--
DATE:	05/01/2023			
SCALE:	AS NOTED			
LAND LOTS:	645			
DISTRICT:	1ST			
SECTION:	2ND			

SHEET NO.	1	OF	1
JOB NO.			
2022-186			

Page 78 of 576

THIS DRAWING IS THE PROPERTY OF B.C. ENGINEERING, INC. AND IS NOT TO BE REPRODUCED OR COPIED IN WHOLE OR IN PART OR USED TO FURNISH INFORMATION TO OTHERS, OR FOR ANY OTHER PURPOSE DETRIMENTAL TO THE INTEREST OF B.C. ENGINEERING, INC., AND IS TO BE RETURNED UPON REQUEST.

1. ALL STRUCTURAL FILL AREAS TO BE CONSTRUCTED UNDER THE DIRECTION OF A GEOTECHNICAL ENGINEER.
2. ALL EARTH EXCAVATIONS TO BE COMPACTED TO A MINIMUM OF 95% STANDARD PROCTOR WITHIN 3% OF OPTIMUM MOISTURE CONTENT. THE TOP 12 INCHES OF SUBGRADE SHALL BE COMPACTED TO 98% STANDARD PROCTOR.
3. MAJOR SLOPES TAKEN IN A SLOPE SHALL BE 2 HORIZONTAL: 1 VERTICAL UNLESS OTHERWISE NOTED.
4. ALL TREES TO BE SAVED SHALL BE PROTECTED FROM CONSTRUCTION ACTIVITIES.
5. MAJOR GRADING ACTIVITIES TO REMAIN OUTSIDE THE DRAINAGE RIGHT-OF-WAY OF THE DRUPRIES OF EXISTING TREES.
6. FINISHED CONTOUR AND SPOT ELEVATIONS SHOWN ON DRAWINGS INDICATE FINISHED GRADE.
7. GRADES NOT OTHERWISE INDICATED ON THE PLANS SHALL BE UNIFORM LEVELS OR SLOPES BETWEEN POINTS WHERE ELEVATIONS ARE GIVEN ABOUT CHANGES IN GRADE. ALL SLOPES SHALL BE 2 HORIZONTAL: 1 VERTICAL.
8. ALL SPOT ELEVATIONS ARE BACK OF CURB UNLESS OTHERWISE NOTED.
9. HAULING EXCESS CUT/FILL TO AND FROM SITE REQUIRES APPROVAL FROM THE TARRANT COUNTY BOARD OF COUNTY COMMISSIONERS.
10. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING NECESSARY PERMITS FROM ALL LOCAL, STATE, & FEDERAL AGENCIES REQUIRED.
11. THE CONSTRUCTION OF THIS SITE WILL NOT RESULT IN ANY FLOODING OR CHANNEL OBSTRUCTION.
12. DOUBLE ROW TYPE C SILT FENCE REQUIRED AT THE TOE OF SLOPES EXCEEDING 1:1 VERTICAL.
13. ALL SLOPES CUT OR FILL SLOPES SHALL BE 2 HORIZONTAL: 1 VERTICAL. CONTINUOUS FILL SLOPES LESS THAN 10 FEET IN HEIGHT OR LESS MAY BE 2 HORIZONTAL: 2 VERTICAL. ALL CONTINUOUS FILL SLOPES THAT EXCEED TEN (10) FEET IN HEIGHT MUST BE 3 HORIZONTAL: 2 VERTICAL UNLESS (A) A MECHANICALLY ENGINEERED STABILIZED SLOPE IS PROVIDED BY THE TARRANT COUNTY DIRECTOR OF ENGINEERING, OR (B) THE DESIGNED AND CONSTRUCTED SLOPES ARE CERTIFIED BY A REGISTERED ENGINEER EXPERIENCED IN GEOTECHNICAL ENGINEERING AND LICENSED IN THE STATE OF TEXAS.

PART V NOTE:
THE SUBJECT SITE DOES NOT LIE WITHIN THE PROTECTED
GROUNDWATER RECHARGE AREA. THE SUBJECT SITE DOES
LIE WITHIN THE HAZARD MATERIAL HANDLING AREA.

GENERAL NOTES:

1. CONTOUR INTERVAL SHOWN HEREON IS (2) TWO FOOT.
2. TOPOGRAPHICAL INFORMATION OBTAINED BY IRONSTONE SURVEYING. DATED AUGUST 02, 2021.

DESCRIPTION OF EXISTING LAND USE
THE SUBJECT SITE IS CURRENTLY UNDEVELOPED. THE VEGETATION CONSIST OF GRASS AND TREES.

REFERENCE:
BOUNDARY AND TOPOGRAPHICAL INFORMATION BASED ON SURVEY FOR OLD MILTON PARKWAY COMMERCIAL, BY IRON STONE SURVEY, DATED AUGUST 02, 2021.

FLOOD NOTE:
THE SUBJECT PROPERTY DOES NOT LIE WITHIN A DESIGNATED FLOOD
HAZARD AREA PER FULTON COUNTY F.I.R.M. PANEL NO.
13121C0058F, DATED 09/18/2013.

NOTE:
STORMWATER MANAGEMENT FOR SITE WILL BE PROVIDED BY
FACILITIES LOCATED AT XXX.

GRADING CONSTRUCTION NOTES

1. 2% MAXIMUM GRADES WITHIN THE HANDICAP PARKING AREA.
2. LIMITS OF SAWCUT AND PAVEMENT REMOVAL.
3. MATCH EXISTING PAVEMENT ELEVATION.

CONTRACTOR NOTES:

- CONTRACTOR SHALL VERIFY ALL CONDITIONS AND DIMENSIONS BEFORE BEGINNING CONSTRUCTION, ANY DISCREPANCIES SHALL BE REPORTED TO THE PROJECT ENGINEER FOR JUSTIFICATION AND OR CORRECTION BEFORE PROCEEDING WITH THE WORK. CONTRACTOR TO ASSUME RESPONSIBILITY FOR DISCREPANCIES WHICH ARE NOT REPORTED
- IT IS UNDERSTOOD BY THE ENGINEER THAT THE CONTRACTOR SHALL HAVE SUFFICIENT EXPERTISE TO CONSTRUCT THIS PROJECT BASED ON WHAT HAS BECOME AN ACCEPTABLE LEVEL OF DETAIL FOR CONSTRUCTION DRAWINGS. PRIOR TO ENTERING INTO A CONTRACT WITH THE OWNER, THE CONTRACTOR SHALL BE OBLIGATED TO NOTIFY THE ENGINEER OF ANY ITEMS IN THE PLANS OR SPECIFICATIONS THAT MAY BE UNUSUAL OR CONTAIN A RISK OF FAILURE TO COMPLETE THE PROJECT. ENTERING INTO A BINDING CONTRACT WITH THE OWNER TO CONSTRUCT THE PROJECT THE CONTRACTOR INDICATES THAT THESE PLANS CONTAIN AN ACCEPTABLE LEVEL OF DETAIL.

P/L

8" DIP
(WATER)

A-A **N.T.S.**

SCALE: 1" = 30'



A horizontal scale bar with tick marks at 0, 30, 60, and 90 feet. The text 'SCALE: 1" = 30'' is positioned above the bar.

DETAILED TAX SUMMARY



City of Alpharetta

TAX YEAR: 2022 ▼

Owner Name

MORLEY HOLDINGS COFFEE PLANTATION LLC

Parcel Identification

12 -2460-0645-030-2

[Account Number](#)

0668109

Property Location

531 STATE HIGHWAY

[Tax District](#)

10 - ALPHARETTA

[Fair Market Value](#)

560,800

[Assessed Value](#)

224,320

Temporary Assessment

Not Found

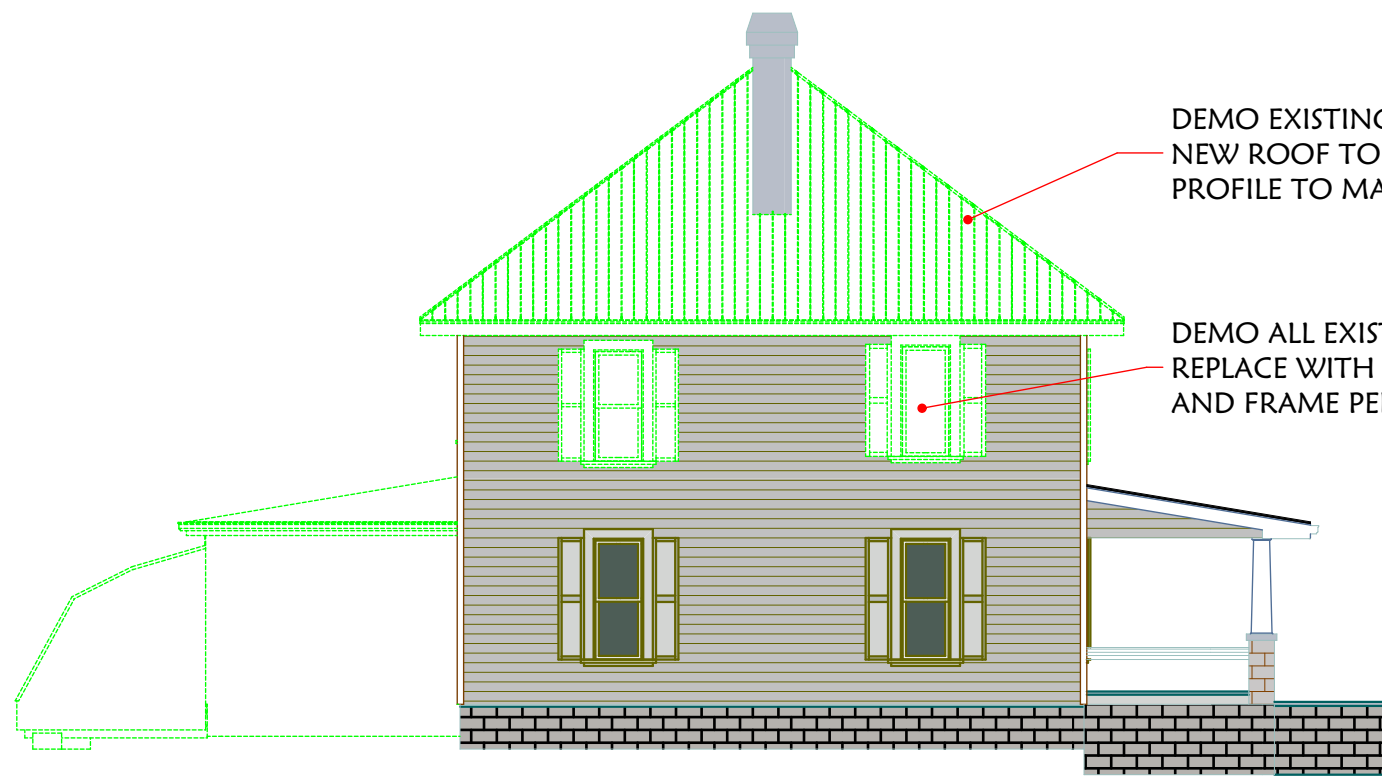
City [Exemption](#):

County Exemption:

Levies	Assessment	Exemptions	Net Assessment	X	Net Rate	State Credit	TAX
Fulton Cycle							
FULTON BONDS	224,320	0	224,320	X	.000200	\$0.00	\$44.86
FULTON OPER	224,320	0	224,320	X	.008870	\$0.00	\$1,989.72
FULTON SCHOOL GEN	224,320	0	224,320	X	.017240	\$0.00	\$3,867.28
INTEREST							\$0.00
PENALTIES/FEES							\$0.00
Last Payment: 9/21/2022			Total Amount Billed				\$5,901.86
			Less Amount Paid				\$5,901.86
			Total Due				\$0.00
City of Alpharetta Cycle							
INTEREST							\$0.00
PENALTIES/FEES							\$0.00
Last Payment: Not Found			Total Amount Billed				\$0.00
			Less Amount Paid				\$0.00
			Total Due				\$0.00

Property owners with current legal matters, such as bankruptcy or foreclosure, must contact the Tax Commissioner's office at (404) 613-6100 for the official balance due on their parcel(s).

[Return to Tax Bill](#) |

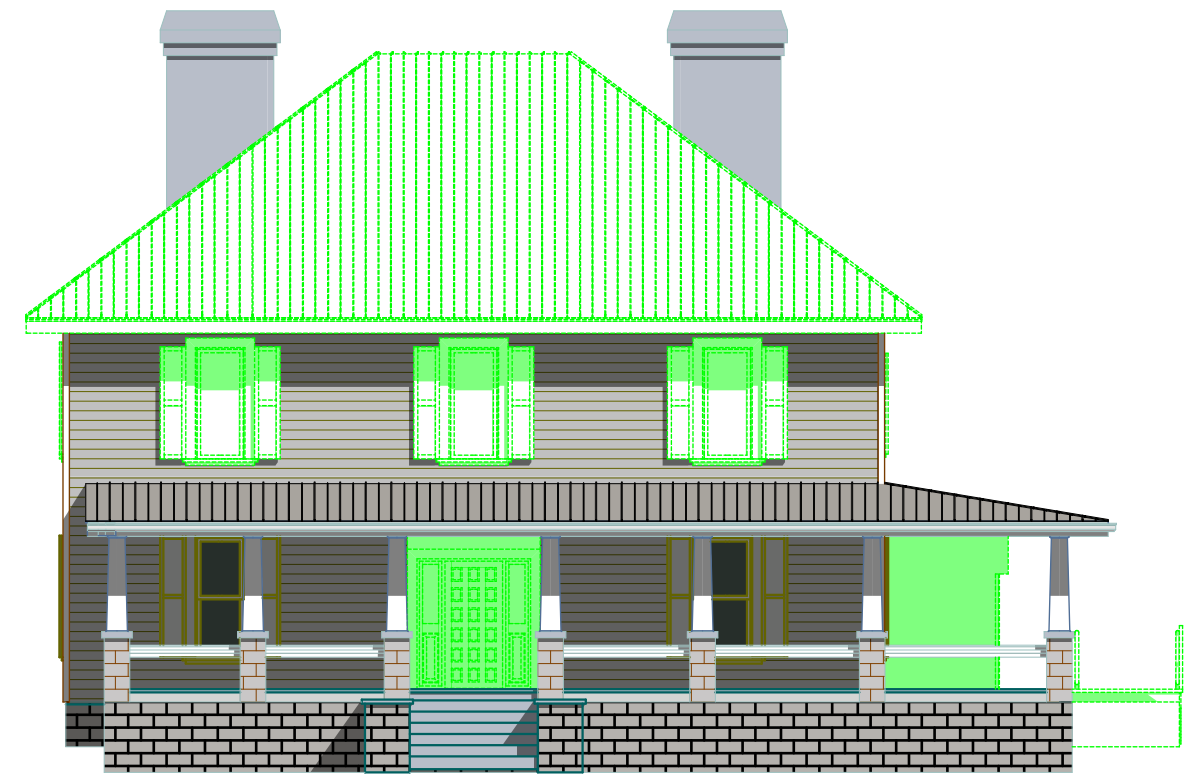
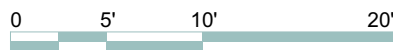


DEMO EXISTING ROOF-
NEW ROOF TO BE RAISED 18"
PROFILE TO MATCH EXISTING

DEMO ALL EXISTING WINDOWS
REPLACE WITH MATCHING WINDOWS
AND FRAME PER CURRENT ENERGY CODE

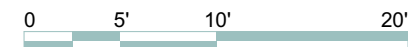
4 LEFT SIDE Elevation

SCALE: 1" = 10'



1 FRONT Elevation (MAIN STREET)

SCALE: 1" = 10'

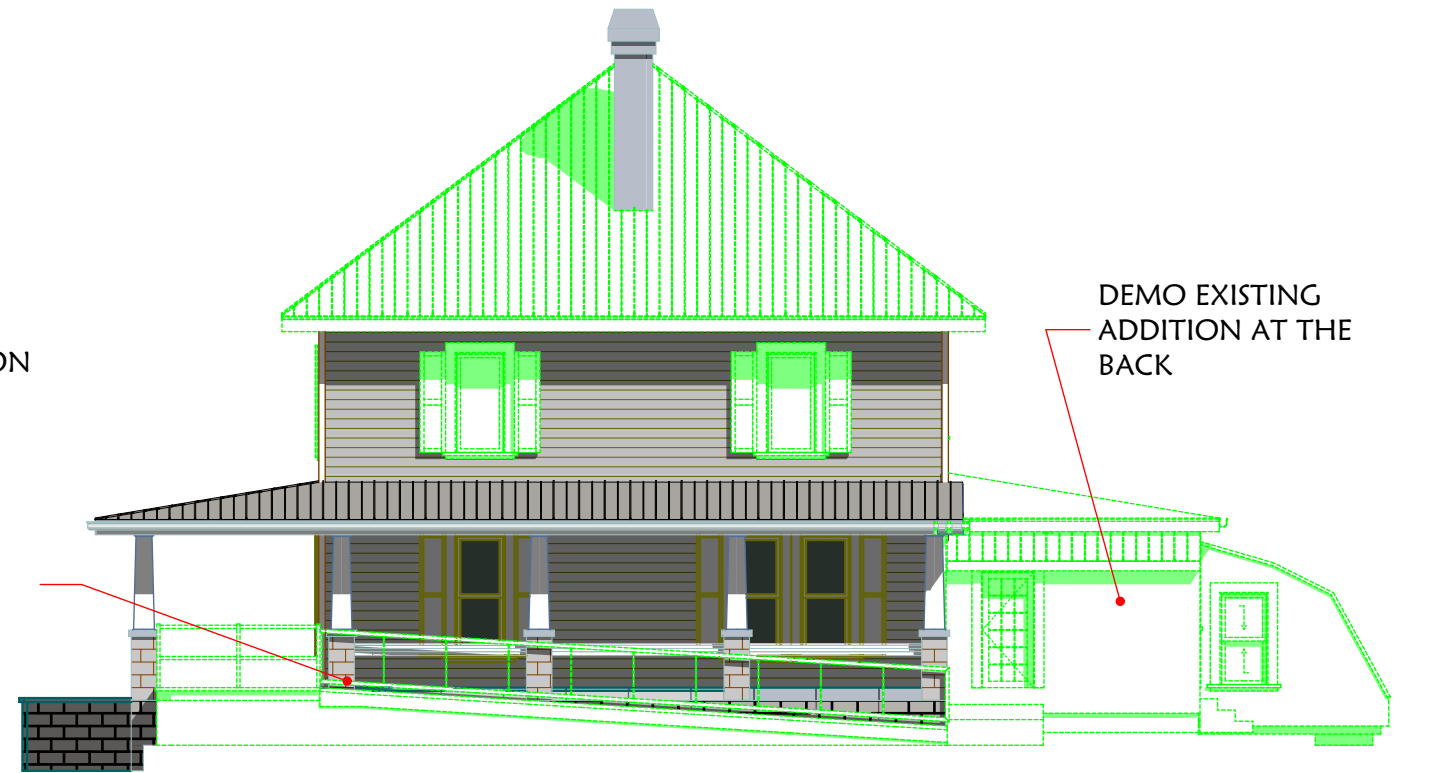


DEMO EXISTING ADDITION
AT THE BACK

DEMO EXISTING RAMP
AND RAILING

3 REAR Elevation (WILLS PARK)

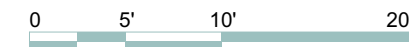
SCALE: 1" = 10'



DEMO EXISTING
ADDITION AT THE
BACK

2 RIGHT SIDE Elevation (street view)

SCALE: 1" = 10'



Ex ELEVATIONS

SD1

5/9/2023

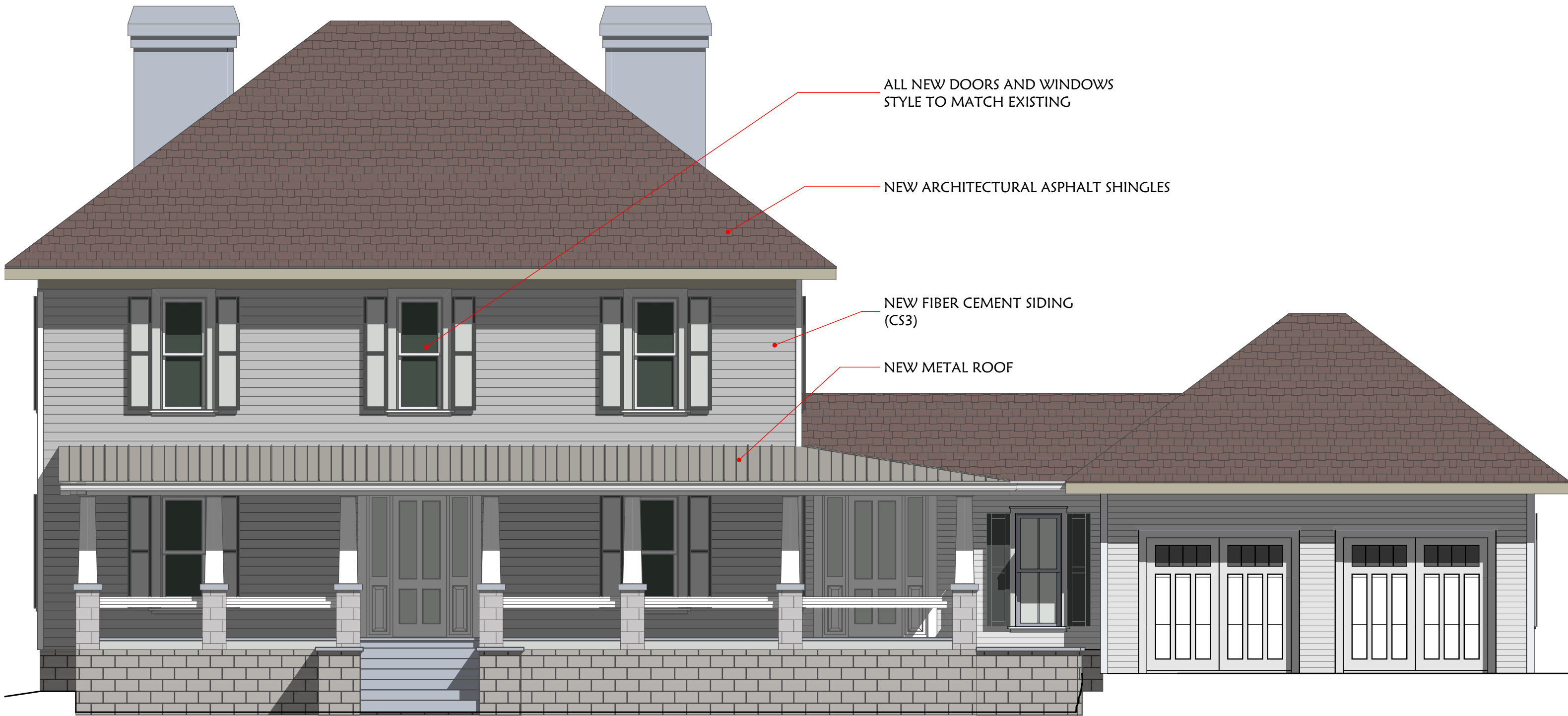
WILLS OVERLOOK-

A RESIDENTIAL DEVELOPMENT
531 ALPHARETTA HWY ALPHARETTA GA

Architect

KSi
design group
678-438-4759,
KSIdesign@outlook.com

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1

FRONT Elevation (MAIN STREET)

SCALE: 3/16" = 1'-0"



EXISTING HOUSE FRONT ELEVATION



A2.1

5/11/2023

WILLS OVERLOOK-

A RESIDENTIAL DEVELOPMENT
531 S. MAIN ST ALPHARETTA GA



3 LEFT SIDE Elevation
SCALE: 1" = 10'



2 RIGHT SIDE Elevation
SCALE: 1" = 10'



1 REAR Elevation (WILLS PARK)
SCALE: 1" = 10'

EXISTING HOUSE REAR ELEVATION (PARK VIEW)



A2.2

5/11/2023

WILLS OVERLOOK-

A RESIDENTIAL DEVELOPMENT
531 S. MAIN ST ALPHARETTA GA

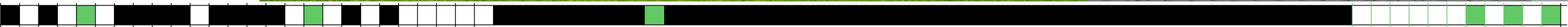
Architect

KSi
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FRONT VIEW Earl Wood



A2.3

5/11/2023

WILLS OVERLOOK-

A RESIDENTIAL DEVELOPMENT
531 S. MAIN ST ALPHARETTA GA

Architect

KSi
design group
678-438-4759,

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CITY COUNCIL STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Prepared By: Michael Woodman

Meeting Date: September 25, 2023

AGENDA ITEM: PH-23-13 GARDNER HOUSE – HISTORIC DESIGNATION

The applicant, Madewell Homes, requests consideration of a public hearing in order to designate a structure as historic. Conditions of zoning require that the Gardner House be saved, restored, and designated as historic under the City's Historic Preservation Incentive Ordinance. The subject property is located at 133 Cumming Street at the southeast corner of Cumming Street and Cricket Lane.

This item was considered by the Historic Preservation Commission at the September 14, 2023 meeting. There were two (2) public comments in support of the historic designation. After discussion, Historic Preservation Commission recommended approval. Vote 6-0

STAFF RECOMMENDATION:

Approve PH-23-13 Gardner House – Historic Designation.

ITEM DESCRIPTION:

The submitted request, if approved, would move the property from the Contributing Historic Buildings Inventory to the Designated Historic Buildings Inventory as outlined in the City's Historic Preservation Incentive Ordinance. The subject property was approved on March 20, 2023 for a comprehensive land use plan amendment, rezoning and variance to allow the 1.76-acre property to be subdivided into two (2) single-family detached lots. The proposal included saving and restoring the Gardner House for use as a single-family detached home. A two (2) story garage addition is proposed on the east side of the Gardener House and swimming pool area are proposed on the west side of the home. The subject property is located at 133 Cumming Street at the southeast corner of Cumming Street and Cricket Lane.

The Gardner House was constructed between 1915 – 1930 and is approximately 93-108 years old. According to *Historic Homes in Alpharetta – Our Shining Stars*, Emiline Gardner purchased the property in 1907 and her son Sherman Gardner constructed the home from timber harvested from the property. Sherman Gardner owned a cotton gin on Milton Avenue before serving as Alpharetta Police Chief in the 1940's. The architectural style of the home is Folk Victorian.

CRITERIA FOR DESIGNATION OF A HISTORIC PROPERTY

In order to be designated a historic property, the property must be an individual building, structure or parcel of land that meets the following criteria:

- a. Is of historic, cultural, aesthetic or architectural significance to the City, the region, the State, or the nation; or

Response: The Gardner Family is mentioned throughout Alpharetta, Milton County – the Early Years. Family members include John and Emiline Gardner, parents to Sherman Gardner;

Sherman Gardner, owned a cotton gin on Milton Avenue and served as police chief in 1940's; W.J. Gardner, Alpharetta School's first Principal early 1900's; and John Gardner, Alpharetta Volunteer Fire Department in 1950's.

b. Possesses historic integrity (in terms of its location, design, setting, materials, workmanship, feeling, and association) for all periods related to the significance of the property; and

Response: *The Alpharetta Historical Society recognized the significance of the Gardner House to include the home on the City's Historic Resources Inventory – Contributing Historic Buildings.*

c. Is deemed worthy of preservation (and the benefits available due to such status) by reason of value to the City, the region, the State, or the nation for one or more of the following reasons:

- i. It is an outstanding example of a building representative of its era and over 75 years old;
- ii. It is one of the few remaining examples of a past architectural style or type and over 75 years old; or
- iii. It is a place associated with an event or person(s) of historic or cultural significance to the City, the region, the State, or the nation and over 75 years old.

Response: *The Gardner House was constructed between 1915-1930 and is approximately 93-108 years old. The structure is one of a few remaining examples of Folk Victorian architecture in the City.*

CONCURRENCES

Staff has reviewed the applicant's proposal against the established review criteria for a historic designation. The proposal meets the review criteria for historic designation.

CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on August 9, 2023. There were public comments in support of the request.

ATTACHMENTS:
• Ordinance • Aerial Map • Location Map • Gardner House Historical Resource Excerpts • CZIM Sign In Sheet • Citizen Part B • Application



AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AMEND SECTION 2.9 HISTORIC PRESERVATION INCENTIVE ZONING OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO ADD 133 CUMMING STREET (GARDNER HOUSE) TO APPENDIX B – HISTORIC RESOURCES INVENTORY DESIGNATED HISTORIC BUILDINGS; 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 Mayor and City Council of the City of Alpharetta hereby ordains, as follows:

- **Section 1:** Section 2.9 Historic Preservation Incentive Zoning Appendix B – Historic Resources Inventory – Designated Historic Buildings of the Unified Development Code is hereby amended by revising same as set forth in Exhibit "A" attached hereto as is 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 ____ day of January ____.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

[SIGNATURES CONTINUED ON FOLLOWING PAGE]

[SIGNATURES CONTINUED FROM PRECEDING PAGE]

COUNCIL MEMBERS

Mayor Pro Tem Dan Merkel

Council Member Donald F. Mitchell

Council Member Brian Will

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Jason Binder

(SEAL)

Attest:
sufficiency:

Approved as to form and legal

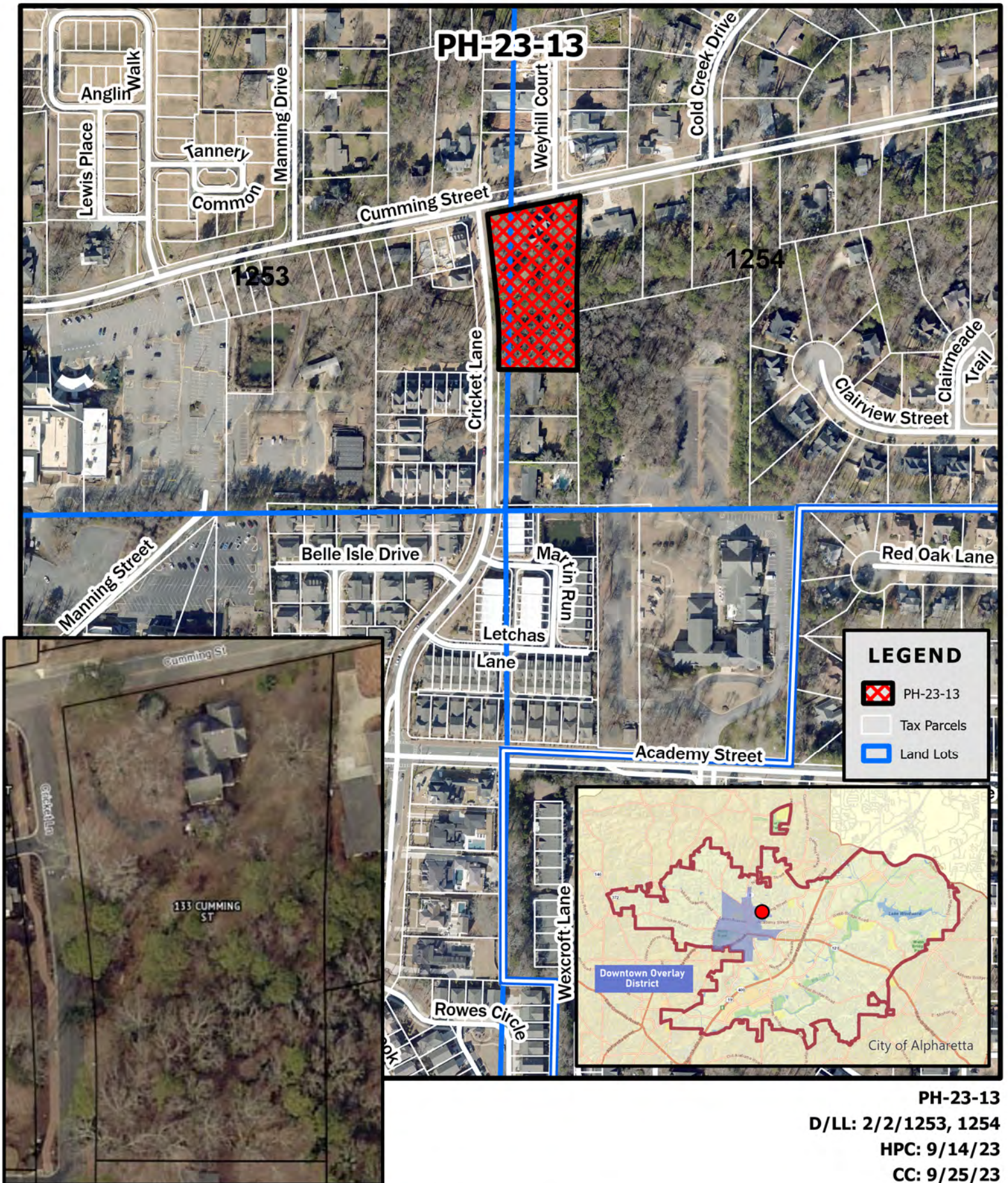
Lauren Shapiro, City Clerk

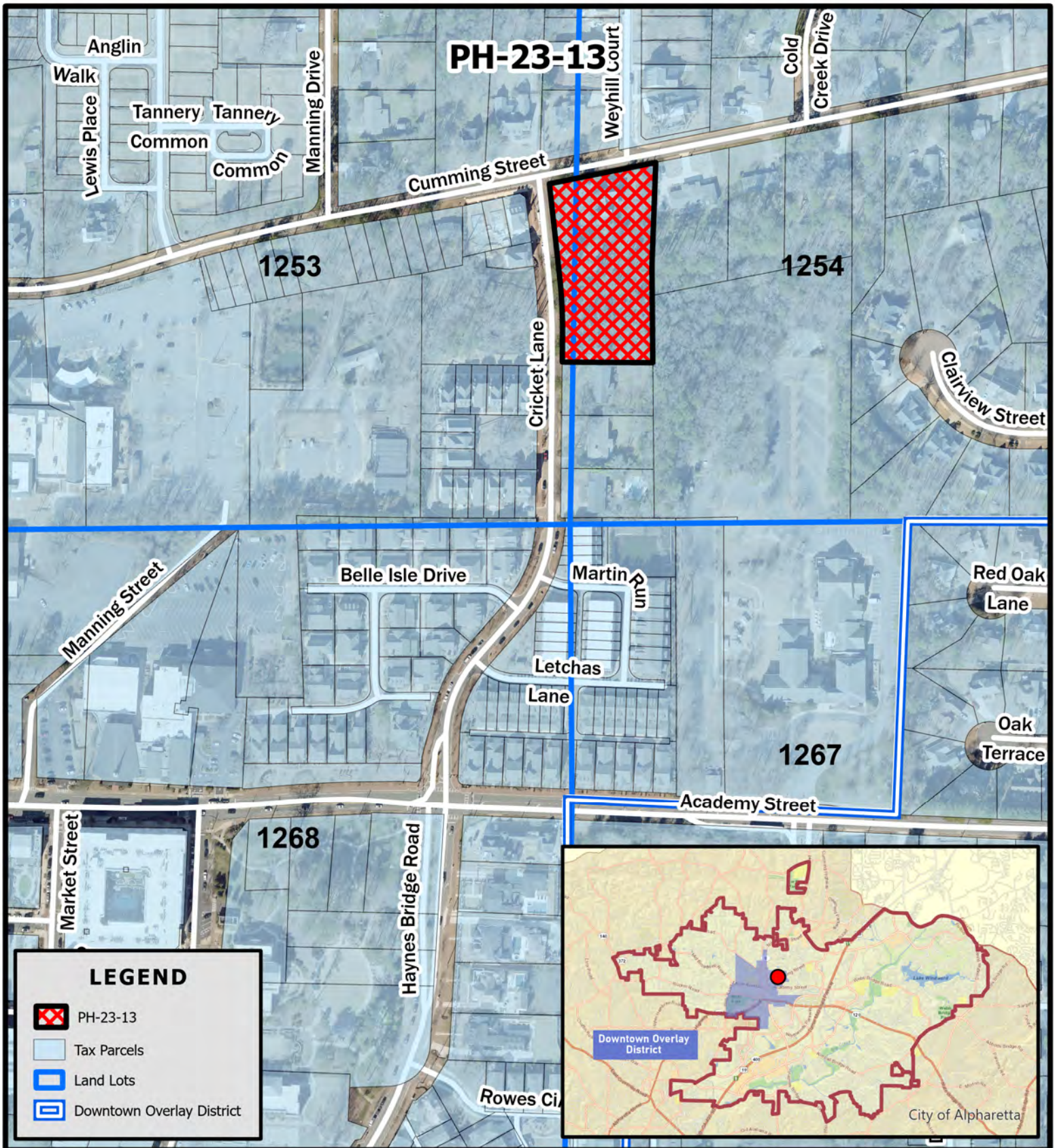
[INSERT ATTORNEY], City Attorney

EXHIBIT “A”

APPENDIX B - HISTORIC RESOURCES INVENTORY—DESIGNATED HISTORIC BUILDINGS

Address	Description	Property Owner
10 Cumming St.	R.D. Manning House	Properties of Duffy, LLC.
40 Cumming St.	Lewis Manning House	Taylor Morrison of Georgia, LLC.
1080 Rucker Rd.	Troy Rucker House	Millie R. Hogan
333 Milton Ave.	Farmhouse Cottage	Blaise Miller, One Ninety Three Residential Group, LLC.
0 Morris Road	Farmhouse Settlement	City of Alpharetta
133 Cumming Street	Gardner House	Toriano Young & Associates, Inc.





PH-23-13

D/LL: 2/2/1253, 1254

HPC: 9/14/23

CC: 9/25/23

Location Map
Historic Designation
133 Cumming Street

From Info Prepared by Ben Hollingsworth:

Gardner House. Emiline Gardner, widow of John Gardner who died prior to 1900, purchased this property in 1907 (MC Deed Bk I, Pg 146) House was built by Emiline's son Sherman (OMHGG & ROTP). Exact date is unknown, possibly 1910 - 1915. Cost of construction was less than \$500 (REVUE and News, date NA). US Census show Mrs. Gardner at this location in 1910. It's possible that the Gardners lived in an older home on this property prior to the construction of the home described above.

From Connie Mashburn:

Sherman Gardner was born in Alpharetta around 1880. When his father died at age 36, Sherman dropped out of school at age 13 to support his mother and younger children. Around 1915, he cut timber off the 133 Cumming Street property, and hauled the logs to Marietta where the logs were cut into lumber. After the lumber was dried and cured he brought it back to Alpharetta and built the house at 133 Cumming Street. Three of Sherman's sisters became school teachers. He owned and operated a cotton gin located on Milton Avenue just west of the Teasley Place Building. Later in life Sherman became Alpharetta's police chief. The house was in bad repair when a Donaldson family purchased it around 1980(?). The house had never been painted until the Donaldson's bought it. They moved walls, added a bathroom, repaired porches and, in general, made it into a very nice historic home. Later, the Monzo's bought the house. As you know the Monzo's sold it around a year ago.

From Alpharetta, Milton County The Early Years:

W.J. Gardner:

- was Alpharetta School's first Principal in the early 1900's.

Sherman Gardner :

- owned one of three Cotton Gins on the north side of Milton Ave., east of the Milton School.
- Served as Police Chief in the 1940's. "never carried a gun, however, he could be an intimidating force when he took out his false teeth to scare little children.

John Gardner:

- was a volunteer for the Fire Dept in the 1950's.

Community Zoning Information Meeting (CZIM)

August 9, 2023

Please sign-in and leave your comments and/or concerns.

PH-23-13 / Gardner House (133 Cumming Street) Historic Designation

NAME	ADDRESS	COMMENTS
Boamie Steadman	255 Vaughn Drive #220 Alpharetta, Ga 30009	Re: Gardner House
Mary Farr	192 Manning Dr. Alpharetta 30009	LOOKS GREAT!
RHONDA HOFER	1230 SHERRY DR	Love preservation of area history

Community Zoning Information Meeting (CZIM)

August 9, 2023

Please sign-in and leave your comments and/or concerns.

PH-23-13 / Gardner House (133 Cumming Street) Historic Designation

NAME	ADDRESS	COMMENTS
J. HILDRETH	120 CRICKET ALPHARETTA 30009	PLEASE WIDEN STREET AT CUMMING/CRICKET. JHILDRETHiii@YAHOO.COM

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: PH-23-13 / 133 Cumming St

Contact Name: Tori Young

Telephone: 678-878-9791

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.

Bonnie Stadner - 255 Vaughn Dr. - Re: Gardner House
Mary Farr - 192 Manning Dr. - Looks Great!
Rhonda Hofer - 1230 Sherry Dr. - Love preservation of area history
Jill Hildreth - 120 Cricket - Please widen street at Cumming/Cricket

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*



Letter



Personal Visits



Telephone



Group Meeting



Email



Other *(Please Specify)* _____

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: _____

Date: **8/28/23**

Print Form

July 21, 2023

Toriano Young & Assoc.
11770 Haynes Bridge Rd.
Alpharetta, GA 30009

RE: PH-23-13 / 133 Cumming St

Dear Property Owner:

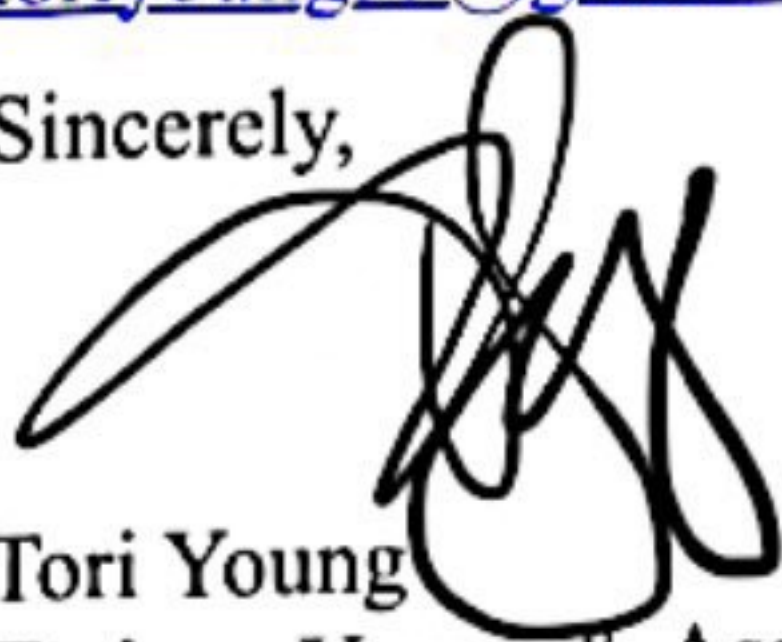
Please allow this letter to serve as public notice for a Historic Designation request at 133 Cumming Street.

The Community Zoning Information Meeting (CZIM) for this request will be held on August 9, 2023 at 6:00 PM in the Multipurpose Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by the Planning Commission on Thursday, August 7, 2023 at 6:30 PM and City Council on Monday, August 25, 2023 at 6:30 PM. The meeting(s) will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at toriyoun55@gmail.com or 678-878-9791.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tori Young', with a large, stylized flourish extending from the end of the signature.

Tori Young
Toriano Young & Assoc.

AUTRAN BRIGITTE & CUNNINGHAM IAN T
175 PINETREE CIR
ALPHARETTA GA 30009

DEVLIN SALLY A
135 COLD CREEK DR
ALPHARETTA GA 30009

MARBER JARED R & MARBER JILL
727 BELLE ISLE DR
ALPHARETTA GA 30009

STOVALL LINDA STRICKLAND
175 MANNING DR
ALPHARETTA GA 30004

BERNARD JILL
145 CUMMING ST
ALPHARETTA GA 30009

LEITNER STEPHEN & JEAN
717 BELLE ISLE DR
ALPHARETTA GA 30009

TORIANO YOUNG & ASSOCIATES INC
400 SHIRLEY LANE
ALPHARETTA GA 30005

BRAMBLETT MICHAEL
145 COLD CREEK DR
ALPHARETTA GA 30009

BERNSTEIN SETH M & ALICIA S
147 WAYHILL CT
ALPHARETTA GA 30009

MENTO CRAIG JAMES II & KINAST MENT
O JENNIFER
145 MANNING DR
ALPHARETTA GA 30009

BAILEY BEVERLY KAY
2630 CLAIRVIEW ST
ALPHARETTA GA 30009

TRACEY STERN HARPER REVOCABLE TRUS
T THE
2330 MELINA PL
ALPHARETTA GA 30009

LAGUNITA LLC
299 MILTON AVE
ALPHARETTA GA 30009

RANIER SARAH
275 CRICKET LANE
ALPHARETTA GA 30009

ELLIOTT RICHARD A & SHANA
737 BELLE ISLE DR
ALPHARETTA GA 30009-3301

PIXLEY JAMES W JR & LECAIN THOMAS K
245 CRICKET LN
ALPHARETTA GA 30009

JOHNSON JOHN RANDAL & JUDITH P
120 CUMMING ST
ALPHARETTA GA 30009

130 CUMMING LLC
43 WOODSTOCK RD
ALPHARETTA GA 30009-3612

BRITAIN WILLIAM
122 ACADEMY ST
ALPHARETTA GA 30009

MC CARTER CATHY
100 MARTIN RUN
ALPHARETTA GA 30009

LEIBRANDT CHARLES L JR & CORINNE M
100 CRICKET LN
ALPHARETTA GA 30009

FLEMING GARY ALGER & KENDRA RENE
134 COLD CREEK DR
ALPHARETTA GA 30009

KALIBAN TIMOTHY D & ANGELA K
725 BELLE ISLE DR
ALPHARETTA GA 30009

LIDBACK PERCY FRANCO & LIDBACK SOP
HIA ANNE
115 CUMMING ST
ALPHARETTA GA 30009

JONES AUSTIN
144 COLD CREEK DR
ALPHARETTA GA 30009

WADE ROBERT B JR & TRACY G
745 FAWN RIDGE CT
ROSWELL GA 30075

EDWARDS JOHN C & TANYA P
119 CUMMING ST
ALPHARETTA GA 30009

HAEFNER DANIEL E & JENNIFER
154 COLD CREEK DR
ALPHARETTA GA 30009

MURRAY BRIAN H & MURRAY PATRICIA
737 BELLE ISLE DR
ALPHARETTA GA 30009

MC GRATH PATRICK MICHAEL JR & GRUS
CZYNSKI KELSEY A
123 CUMMING ST
ALPHARETTA GA 30009

HIATT JANE C
240 CRICKET LN
ALPHARETTA GA 30009

WILLIAMSON FRED III & SANDY K
211 PINETREE CIR
ALPHARETTA GA 30009-3628

REED MARK & WENDY
140 CUMMING ST
ALPHARETTA GA 30009

VICKERY DANIEL G
190 CRICKET LN
ALPHARETTA GA 30009

SHIRLEY GORDON JR & MILLIKEN GERAL
DINE MARKEL
205 CUMMING ST
ALPHARETTA GA 30009

THOMAS KRIS
234 BRAEDEN WAY
ALPHARETTA GA 30009

REDDINGTON THOMAS J
180 CRICKET LN
ALPHARETTA GA 30009

RICE ROSSITZA RICE TIM
2640 CLAIRVIEW ST
ALPHARETTA GA 30009

ROTH JEFFREY I & ALISA F
143 WEYHILL CT
ALPHARETTA GA 30003

SCOTT BRIAN & SCOTT SARAH
110 CRICKET LN
ALPHARETTA GA 30009

ALPHARETTA PRESBYTERIAN CHURCH INC
229 PEACHTREE ST NE
ATLANTA GA 30303

MARCELO SALVATIERRA & CINTRON ANNE
M
146 WEYHILL CT
ALPHARETTA GA 30009

SHEARER MEREDITH
120 CRICKET LANE
ALPHARETTA GA 30009

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

130 CUMMING LLC
43 WOODSTOCK RD
ALPHARETTA GA 30009-3612

CADY JOSH & KELLY STEPHANIE
160 CRICKET LN
ALPHARETTA GA 30009

PELLISSIER CHARLES M & DENISE T
715 BELLE ISLE DR
ALPHARETTA GA 30009

CHRISTOPHER L BOND & STEPHANIE M B
OND REVOCABLE TR
230 CRICKET LN
ALPHARETTA GA 30009

MANNING ON THE SQUARE COMMUNITY AS
SN INC
4400 NORTH POINT PKWY STE 295
ALPHARETTA GA 30022

LECAIN THOMAS K & PIXLEY JAMES WIL
LIAM JR
255 CRICKET LN
ALPHARETTA GA 30009

MARTIN DAVID WARD III
210 CRICKET LN
ALPHARETTA GA 30009

BLANKENSHIP LINDA S
183 PINETREE CIR
ALPHARETTA GA 30004-1626

LUCAS JEFFREY A & TERESA L
315 CRICKET LANE
ALPHARETTA GA 30009

BARDELL MICHAEL JAY & BARDELL KATH
LEEN FIELD
130 CRICKET LN
ALPHARETTA GA 30009

BEECHAM STEVEN P
199 ACADEMY DR
ALPHARETTA GA 30009

KILLER ANDREJ & PENNY
285 CRICKET LANE
ALPHARETTA GA 30009

BISHOP RICHARD DANA & BISHOP LEIGH
ANN
150 CRICKET LN
ALPHARETTA GA 30009-3837

ATLANTIC COASTAL PROPERTIES LLC
165 MANNING DR
ALPHARETTA GA 30009

BOGDANOVICH RONALD A & NOELLE
325 CRICKET LANE
ALPHARETTA GA 30009

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

ALPHARETTA PRESBYTERIAN CHURCH INC
180 ACADEMY ST
ALPHARETTA GA 30004-1704

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

ALPHARETTA PRESBYTERIAN CH INC
180 ACADEMY ST
ALPHARETTA GA 30004-1704

KARABIN SCOTT & DODDS WENDY
707 BELLE ISLE DR
ALPHARETTA GA 30009

CUMMING STREET PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

J & J VAN PELT JOINT REVOCABLE TRU
ST THE
130 WEYHILL CT
ALPHARETTA GA 30009

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

JULIA SYKES REAL ESTATE LLC
193 PINETREE CIR
ALPHARETTA GA 30009

LOMBARDI RICHARD JAMES JR & LOMBAR
DI ANNE J
110 MARTIN RUN
ALPHARETTA GA 30009

GRBK ACADEMY LLC
P.O. BOX 550345
ATLANTA GA 30355

BRADLEY HEWETT HOMES LLC
111 HOLLYTRACE LN
BALL GROUND GA 30107

WITTE JONATHAN
105 MARTIN RUN
ALPHARETTA GA 30009

GRBK ACADEMY LLC
P O BOX 550345
ATLANTA GA 30355

STEWART MICHAEL T & REBECCA A
203 PINETREE CIR
ALPHARETTA GA 30009-3628

DAVENPORT KIMBERLY ANN & DAVENPORT
MARK RILEY
705 BELLE ISLE DR
ALPHARETTA GA 30009

BOEHIKE THOMAS A & BOEHIKE SUSAN L
150 WEYHILL CT
ALPHARETTA GA 30009

H & R PROPERTY HOLDINGS LLC
6415 LAKE TRCE
CUMMING GA 30040

SADLER MICHELLE R & JAMES R
735 BELLE ISLE DR
ALPHARETTA GA 30009

130 CUMMING LLC
43 WOODSTOCK RD
ALPHARETTA GA 30009-3612

HALEY MICHAEL P & HALEY JULIE ISON
165 CUMMING ST
ALPHARETTA GA 30009

FINLEY JENNIFER BOWMAN
250 CRICKET LANE
ALPHARETTA GA 30009

CLARK SCOTT
220 CRICKET LANE
ALPHARETTA GA 30009

HATEM SELIM & ABDALLA ENGY
2565 CLAIRVIEW ST
ALPHARETTA GA 30009

ATLANTA PRESBYTERY INC
180 ACADEMY ST
ALPHARETTA GA 30004-1704

MC GANNON TIMOTHY MICHAEL & SYLVIA
200 CRICKET LN
ALPHARETTA GA 30009

BROWER ROBERT W
2620 CLAIRVIEW ST
ALPHARETTA GA 30009

HOBOY SELIN & BERNDT
295 CRICKET LN
ALPHARETTA GA 30009-3701

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

VOSS CHRISTINE
170 CRICKET LN
ALPHARETTA GA 30009

ALDRIDGE ALLEN D JR & ALDRIDGE SAR
AH F
140 CRICKET LANE
ALPHARETTA GA 30009

TAYLOR MORRISON OF GEORGIA LLC
6845 SHILOH RD E STE D3
ALPHARETTA GA 30005

TAYLOR MORRISON OF GEORGIA LLC
6845 SHILOH RD E STE D3
ALPHARETTA GA 30005

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

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ATLANTA GA 30328

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

Community Zoning Information Meeting (CZIM)

August 9, 2023

Please sign-in and leave your comments and/or concerns.

PH-23-13 / Gardner House (133 Cumming Street) Historic Designation

NAME	ADDRESS	COMMENTS
Boamie Steadman	255 Vaughn Drive #220 Alpharetta, Ga 30009	Re: Gardner House
Mary Farr	192 Manning Dr. Alpharetta 30009	LOOKS GREAT!
RHONDA HOFER	1230 SHERRY DR	Love preservation of area history

Community Zoning Information Meeting (CZIM)

August 9, 2023

Please sign-in and leave your comments and/or concerns.

PH-23-13 / Gardner House (133 Cumming Street) Historic Designation

NAME	ADDRESS	COMMENTS
J. HILDRETH	120 CRICKET ALPHARETTA 30009	PLEASE WIDEN STREET AT CUMMING/CRICKET. JHILDRETHiii@YAHOO.COM

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Tori Young Telephone: 678-897-9791

Address: 11770 Haynes Bridge Rd. Suite: 205-463

City: Alpharetta State: GA Zip: 30009 Fax: _____

Mobile Tel: _____ Email: tori@madewell.homes

Subject Property Information:

Address: 133 Cumming St. Current Zoning: DTR

District: 2nd Section: 2nd Land Lot: 1253 & 1254 Parcel ID: 22 498112530415

Proposed Zoning: _____ Current Use: Residential Lot

This Application For (Check All That Apply):

- | | | |
|--|--|---|
| ☐ Conditional Use | ☐ Master Plan Amendment | ☐ Comprehensive Plan Amendment |
| ☐ Rezoning | ☐ Master Plan Review | |
| ☐ Variance | ☐ Public Hearing | |
| ☐ Exception | ☒ Other (Specify): <u>Historic Designation</u> | |

APPLICANT REQUEST AND INTENT

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

Developer proposes to save the "Gardner House", restore it, and designate it under the City's Historic Preservation Incentive Ordinance, in line with the city's already approved zoning conditions of this development project "133 Cumming Street."

Applicant's Request (Please itemize the proposal):

The purpose of the public hearing is to designate the existing home on the property known as the "Gardner House" under the City's Historic Preservation Incentive Ordinance.

Once the designation is approved through Public Hearing, the Developer will then submit for a certificate of appropriateness (CoA) to the Historic Preservation Commission.

As part of the certificate of appropriateness review, the City will send the Developer's proposal to the Downtown Consultant for review and approval.

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

Once the certificate of appropriateness is issued, then the Developer will become compliant with the City's already approved zoning conditions for this development project "133 Cumming St.".

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Jeffrey Layman

Telephone: 770-442-1204

Address: 1100 Muirfield Ct.

Suite: _____

City Alpharetta

State: GA

Zip: 30005

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 **Designation of single family detached home (Gardner Home) under the City's Historic Preservation Incentive Ordinance.**

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: Tori Young

Telephone: 678-878-9791

Address: 11770 Haynes Bridge Rd.

Suite: 205-463

City Alpharetta

State: GA

Zip: 30009

So Sworn and Attested:

DocuSigned by:

Owner Signature: Jeffrey L. Layman

Date: 6/29/2023

Notary:

Notary Signature: Jewel F Young



Date: 6-29-23

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: Jeffrey Layman

Subject Public Hearing Case: Gardner House designation under the City's Historic Preservation Incentive Ordinance

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: _____

Description of Contribution: N/A Value: _____

Description of Contribution: N/A Value: _____

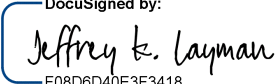
Description of Contribution: N/A Value: _____

Description of Contribution: N/A Value: _____

Description of Contribution: N/A 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-3.

Signature:  F08D6D40E3F3418...

Date: 7/10/2023

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: Gardner House designation under the City's Historic Preservation Incentive Ordinance

Contact Name: Tori Young Telephone: 678-878-9791

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

See attached document of all homeowners within 500'	

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

We will include our physical address and email address on all outgoing letters to the adjoining property owners.

AUTRAN BRIGITTE & CUNNINGHAM IAN T
175 PINETREE CIR
ALPHARETTA GA 30009

DEVLIN SALLY A
135 COLD CREEK DR
ALPHARETTA GA 30009

MARBER JARED R & MARBER JILL
727 BELLE ISLE DR
ALPHARETTA GA 30009

STOVALL LINDA STRICKLAND
175 MANNING DR
ALPHARETTA GA 30004

BERNARD JILL
145 CUMMING ST
ALPHARETTA GA 30009

LEITNER STEPHEN & JEAN
717 BELLE ISLE DR
ALPHARETTA GA 30009

TORIANO YOUNG & ASSOCIATES INC
400 SHIRLEY LANE
ALPHARETTA GA 30005

BRAMBLETT MICHAEL
145 COLD CREEK DR
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BERNSTEIN SETH M & ALICIA S
147 WAYHILL CT
ALPHARETTA GA 30009

MENTO CRAIG JAMES II & KINAST MENT
O JENNIFER
145 MANNING DR
ALPHARETTA GA 30009

BAILEY BEVERLY KAY
2630 CLAIRVIEW ST
ALPHARETTA GA 30009

TRACEY STERN HARPER REVOCABLE TRUS
T THE
2330 MELINA PL
ALPHARETTA GA 30009

LAGUNITA LLC
299 MILTON AVE
ALPHARETTA GA 30009

RANIER SARAH
275 CRICKET LANE
ALPHARETTA GA 30009

ELLIOTT RICHARD A & SHANA
737 BELLE ISLE DR
ALPHARETTA GA 30009-3301

PIXLEY JAMES W JR & LECAIN THOMAS K
245 CRICKET LN
ALPHARETTA GA 30009

JOHNSON JOHN RANDAL & JUDITH P
120 CUMMING ST
ALPHARETTA GA 30009

130 CUMMING LLC
43 WOODSTOCK RD
ALPHARETTA GA 30009-3612

BRITAIN WILLIAM
122 ACADEMY ST
ALPHARETTA GA 30009

MC CARTER CATHY
100 MARTIN RUN
ALPHARETTA GA 30009

LEIBRANDT CHARLES L JR & CORINNE M
100 CRICKET LN
ALPHARETTA GA 30009

FLEMING GARY ALGER & KENDRA RENE
134 COLD CREEK DR
ALPHARETTA GA 30009

KALIBAN TIMOTHY D & ANGELA K
725 BELLE ISLE DR
ALPHARETTA GA 30009

LIDBACK PERCY FRANCO & LIDBACK SOP
HIA ANNE
115 CUMMING ST
ALPHARETTA GA 30009

JONES AUSTIN
144 COLD CREEK DR
ALPHARETTA GA 30009

WADE ROBERT B JR & TRACY G
745 FAWN RIDGE CT
ROSWELL GA 30075

EDWARDS JOHN C & TANYA P
119 CUMMING ST
ALPHARETTA GA 30009

HAEFNER DANIEL E & JENNIFER
154 COLD CREEK DR
ALPHARETTA GA 30009

MURRAY BRIAN H & MURRAY PATRICIA
737 BELLE ISLE DR
ALPHARETTA GA 30009

MC GRATH PATRICK MICHAEL JR & GRUS
CZYNSKI KELSEY A
123 CUMMING ST
ALPHARETTA GA 30009

HIATT JANE C
240 CRICKET LN
ALPHARETTA GA 30009

WILLIAMSON FRED III & SANDY K
211 PINETREE CIR
ALPHARETTA GA 30009-3628

REED MARK & WENDY
140 CUMMING ST
ALPHARETTA GA 30009

VICKERY DANIEL G
190 CRICKET LN
ALPHARETTA GA 30009

SHIRLEY GORDON JR & MILLIKEN GERAL
DINE MARKEL
205 CUMMING ST
ALPHARETTA GA 30009

THOMAS KRIS
234 BRAEDEN WAY
ALPHARETTA GA 30009

REDDINGTON THOMAS J
180 CRICKET LN
ALPHARETTA GA 30009

RICE ROSSITZA RICE TIM
2640 CLAIRVIEW ST
ALPHARETTA GA 30009

ROTH JEFFREY I & ALISA F
143 WEYHILL CT
ALPHARETTA GA 30003

SCOTT BRIAN & SCOTT SARAH
110 CRICKET LN
ALPHARETTA GA 30009

ALPHARETTA PRESBYTERIAN CHURCH INC
229 PEACHTREE ST NE
ATLANTA GA 30303

MARCELO SALVATIERRA & CINTRON ANNE
M
146 WEYHILL CT
ALPHARETTA GA 30009

SHEARER MEREDITH
120 CRICKET LANE
ALPHARETTA GA 30009

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

130 CUMMING LLC
43 WOODSTOCK RD
ALPHARETTA GA 30009-3612

CADY JOSH & KELLY STEPHANIE
160 CRICKET LN
ALPHARETTA GA 30009

PELLISSIER CHARLES M & DENISE T
715 BELLE ISLE DR
ALPHARETTA GA 30009

CHRISTOPHER L BOND & STEPHANIE M B
OND REVOCABLE TR
230 CRICKET LN
ALPHARETTA GA 30009

MANNING ON THE SQUARE COMMUNITY AS
SN INC
4400 NORTH POINT PKWY STE 295
ALPHARETTA GA 30022

LECAIN THOMAS K & PIXLEY JAMES WIL
LIAM JR
255 CRICKET LN
ALPHARETTA GA 30009

MARTIN DAVID WARD III
210 CRICKET LN
ALPHARETTA GA 30009

BLANKENSHIP LINDA S
183 PINETREE CIR
ALPHARETTA GA 30004-1626

LUCAS JEFFREY A & TERESA L
315 CRICKET LANE
ALPHARETTA GA 30009

BARDELL MICHAEL JAY & BARDELL KATH
LEEN FIELD
130 CRICKET LN
ALPHARETTA GA 30009

BEECHAM STEVEN P
199 ACADEMY DR
ALPHARETTA GA 30009

KILLER ANDREJ & PENNY
285 CRICKET LANE
ALPHARETTA GA 30009

BISHOP RICHARD DANA & BISHOP LEIGH
ANN
150 CRICKET LN
ALPHARETTA GA 30009-3837

ATLANTIC COASTAL PROPERTIES LLC
165 MANNING DR
ALPHARETTA GA 30009

BOGDANOVICH RONALD A & NOELLE
325 CRICKET LANE
ALPHARETTA GA 30009

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

ALPHARETTA PRESBYTERIAN CHURCH INC
180 ACADEMY ST
ALPHARETTA GA 30004-1704

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

ALPHARETTA PRESBYTERIAN CH INC
180 ACADEMY ST
ALPHARETTA GA 30004-1704

KARABIN SCOTT & DODDS WENDY
707 BELLE ISLE DR
ALPHARETTA GA 30009

CUMMING STREET PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

J & J VAN PELT JOINT REVOCABLE TRU
ST THE
130 WEYHILL CT
ALPHARETTA GA 30009

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

JULIA SYKES REAL ESTATE LLC
193 PINETREE CIR
ALPHARETTA GA 30009

LOMBARDI RICHARD JAMES JR & LOMBAR
DI ANNE J
110 MARTIN RUN
ALPHARETTA GA 30009

GRBK ACADEMY LLC
P.O. BOX 550345
ATLANTA GA 30355

BRADLEY HEWETT HOMES LLC
111 HOLLYTRACE LN
BALL GROUND GA 30107

WITTE JONATHAN
105 MARTIN RUN
ALPHARETTA GA 30009

GRBK ACADEMY LLC
P O BOX 550345
ATLANTA GA 30355

STEWART MICHAEL T & REBECCA A
203 PINETREE CIR
ALPHARETTA GA 30009-3628

DAVENPORT KIMBERLY ANN & DAVENPORT
MARK RILEY
705 BELLE ISLE DR
ALPHARETTA GA 30009

BOEHIKE THOMAS A & BOEHIKE SUSAN L
150 WEYHILL CT
ALPHARETTA GA 30009

H & R PROPERTY HOLDINGS LLC
6415 LAKE TRCE
CUMMING GA 30040

SADLER MICHELLE R & JAMES R
735 BELLE ISLE DR
ALPHARETTA GA 30009

130 CUMMING LLC
43 WOODSTOCK RD
ALPHARETTA GA 30009-3612

HALEY MICHAEL P & HALEY JULIE ISON
165 CUMMING ST
ALPHARETTA GA 30009

FINLEY JENNIFER BOWMAN
250 CRICKET LANE
ALPHARETTA GA 30009

CLARK SCOTT
220 CRICKET LANE
ALPHARETTA GA 30009

HATEM SELIM & ABDALLA ENGY
2565 CLAIRVIEW ST
ALPHARETTA GA 30009

ATLANTA PRESBYTERY INC
180 ACADEMY ST
ALPHARETTA GA 30004-1704

MC GANNON TIMOTHY MICHAEL & SYLVIA
200 CRICKET LN
ALPHARETTA GA 30009

BROWER ROBERT W
2620 CLAIRVIEW ST
ALPHARETTA GA 30009

HOBOY SELIN & BERNDT
295 CRICKET LN
ALPHARETTA GA 30009-3701

EAST OF MAIN HOMEOWNERS ASSOCIATIO
N INC
3245 PEACHTREE PKWY # D242
SUWANEE GA 30024

VOSS CHRISTINE
170 CRICKET LN
ALPHARETTA GA 30009

ALDRIDGE ALLEN D JR & ALDRIDGE SAR
AH F
140 CRICKET LANE
ALPHARETTA GA 30009

TAYLOR MORRISON OF GEORGIA LLC
6845 SHILOH RD E STE D3
ALPHARETTA GA 30005

TAYLOR MORRISON OF GEORGIA LLC
6845 SHILOH RD E STE D3
ALPHARETTA GA 30005

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

1858 ALPHARETTA PARTNERS LLC
6160 PEACHTREE DUNWOODY RD SUITE B
200
ATLANTA GA 30328

DESIGNATION OF A HISTORIC PROPERTY

- a. Is the property of historic, cultural, aesthetic or architectural significance to the City, the region, the State, or the nation; or

The Gardner Family were one of the early families of Alpharetta.

- b. Does the property possess historic integrity (in terms of its location, design, setting, materials, workmanship, feeling, and association) for all periods related to the significance of the property; and

The Alpharetta Historic Society has added The Gardner House to the Contributing Historic Structure Inventory.

- c. Is the property deemed worthy of preservation (and the benefits available due to such status) following reasons:

- i. It is an outstanding example of a building representative of its era and over 75 years old;

Based on the Fulton County tax records, the structure was built in 1930.

- ii. It is one of the few remaining examples of a past architectural style or type and over 75 years old; or

- iii. Is The property a place associated with an event or person(s) of historic or cultural significance to the City, the region, the State, or the nation and over 75 years old.











CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: V-23-21 THOMPSON STREET PARK – WAITING PERIOD VARIANCE

CITY COUNCIL: SEPTEMBER 25, 2023

II. RECOMMENDATION:

Approve V-23-21 Thompson Street Park – Waiting Period Variance request for waiting period variance.

III. REPORT IN BRIEF:

The applicant, The Providence Group, requests a variance to reduce the waiting period for Council consideration of an application for zoning change affecting the same property from one (1) year to six (6) months. City Council took action on a public hearing request on the property for comprehensive land use plan amendment, rezoning, conditional use and variance on March 20, 2023. The subject property is located at 132 Brook Street and 51 Thompson Street at the southeast corner of Haynes Bridge Road and Thompson Street.

DISCUSSION

The submitted request, if approved, would allow the applicant to move forward with a public hearing request for City Council consideration on the same property within six (6) months of a previous Council action. The subject property is located at 132 Brook Street and 51 Thompson Street at the southeast corner of Haynes Bridge Road and Thompson Street.

Council took action on a public hearing request on the property for comprehensive land use plan amendment, rezoning, conditional use and variance on March 20, 2023. The applicant is seeking a change to previous conditions of zoning to change the homes at the rear of the development from two (2) story over basement to three (3) story on slab.

CITIZEN PARTICIPATION PLAN

The applicant notified surrounding property owners of their application and intent for the property. The report states that no comments were received.

IV. ATTACHMENTS:

- Aerial Map
- Zoning Map
- Future Land Use Map
- Location Map
- Thompson Street Park Story Book Builders Action Statement 3.20.23
- Citizen Part B
- Application

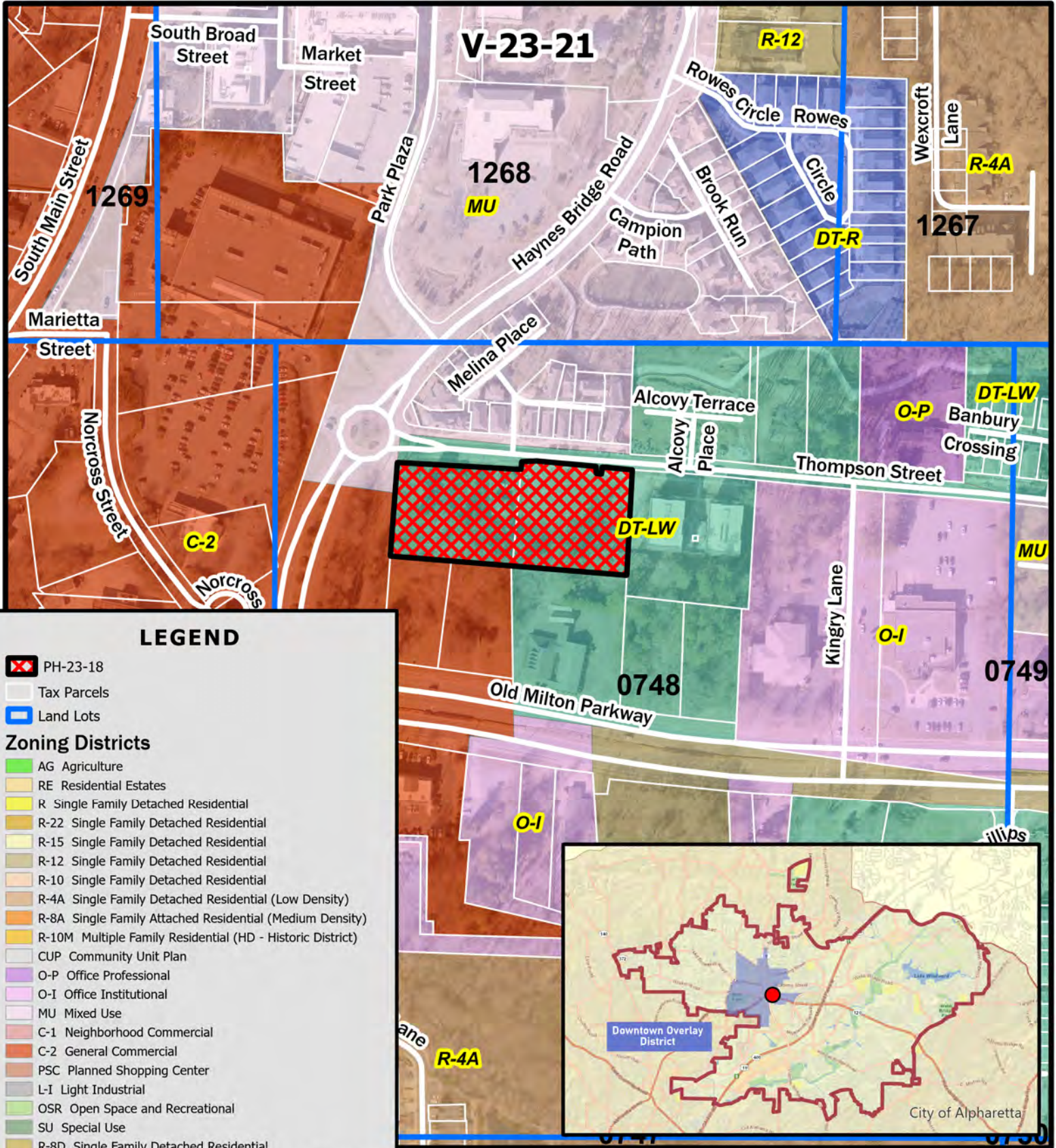


V-23-21
D/LL: 1/2/0748
CC: 9/25/23

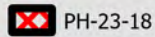
Aerial Map
Thompson Street Park
Waiting Period Variance
132 Brook Street & 51 Thompson Street

Location Map Provided by:
 Community Development - GIS
 Page 120 of 576





LEGEND



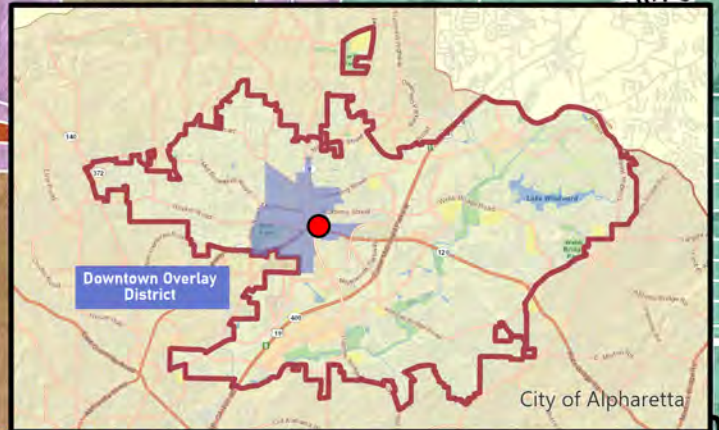
PH-23-18

Tax Parcels

Land Lots

Zoning Districts

- AG Agriculture
- RE Residential Estates
- R Single Family Detached Residential
- R-22 Single Family Detached Residential
- R-15 Single Family Detached Residential
- R-12 Single Family Detached Residential
- R-10 Single Family Detached Residential
- R-4A Single Family Detached Residential (Low Density)
- R-8A Single Family Attached Residential (Medium Density)
- R-10M Multiple Family Residential (HD - Historic District)
- CUP Community Unit Plan
- O-P Office Professional
- O-I Office Institutional
- MU Mixed Use
- C-1 Neighborhood Commercial
- C-2 General Commercial
- PSC Planned Shopping Center
- L-I Light Industrial
- OSR Open Space and Recreational
- SU Special Use
- R-8D Single Family Detached Residential
- R-4D Single Family Detached Residential (Medium Density)
- R-8A/D Single Family Attached/Detached Residential
- DT-C Downtown Core
- DT-MU Downtown Mixed-Use
- DT-LW Downtown Live-Work
- DT-R Downtown Residential



V-23-21

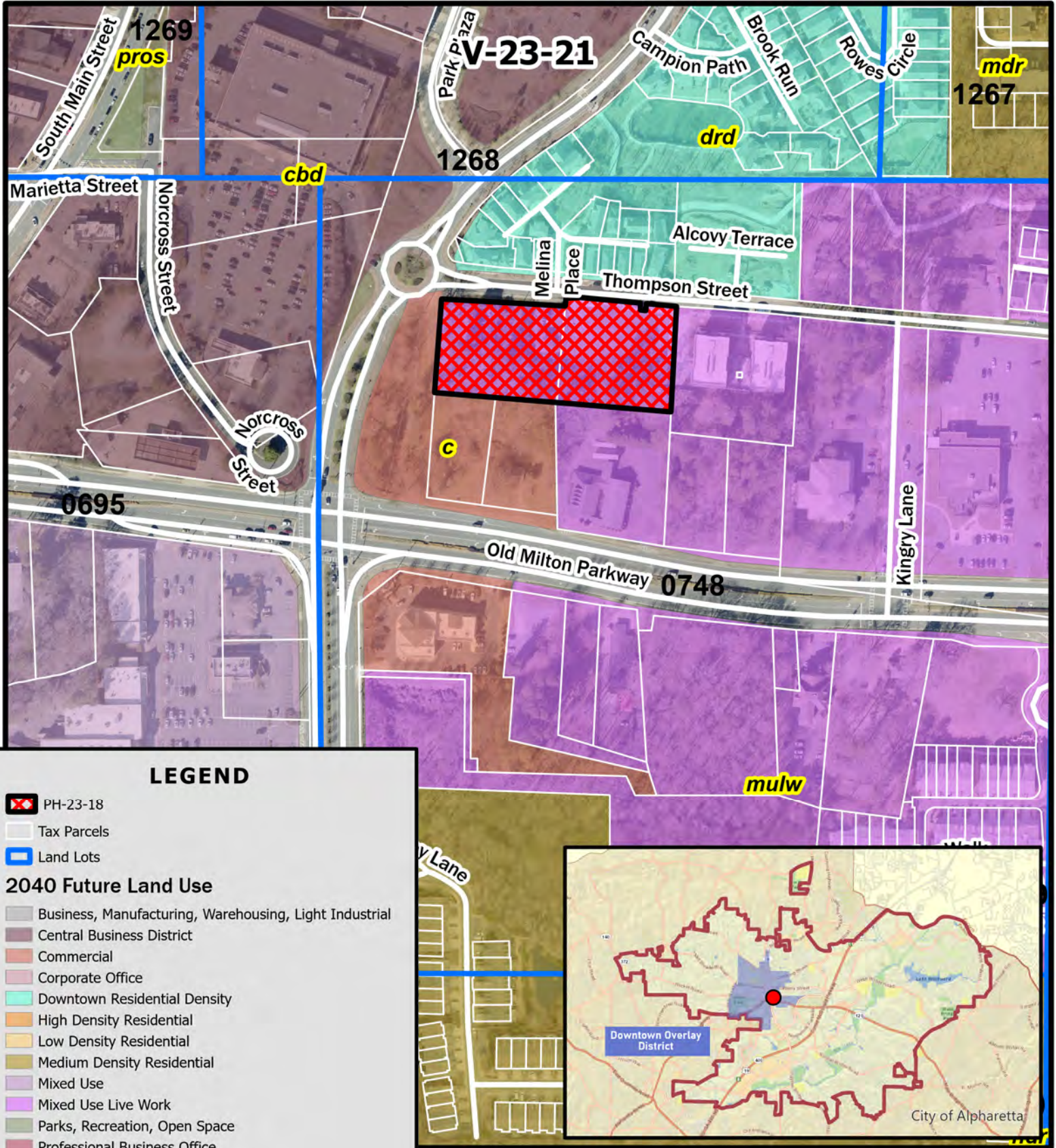
D/LL: 1/2/0748

CC: 9/25/23

Zoning Map

Thompson Street Park Waiting Period Variance

132 Brook Street & 51 Thompson Street



LEGEND

PH-23-18

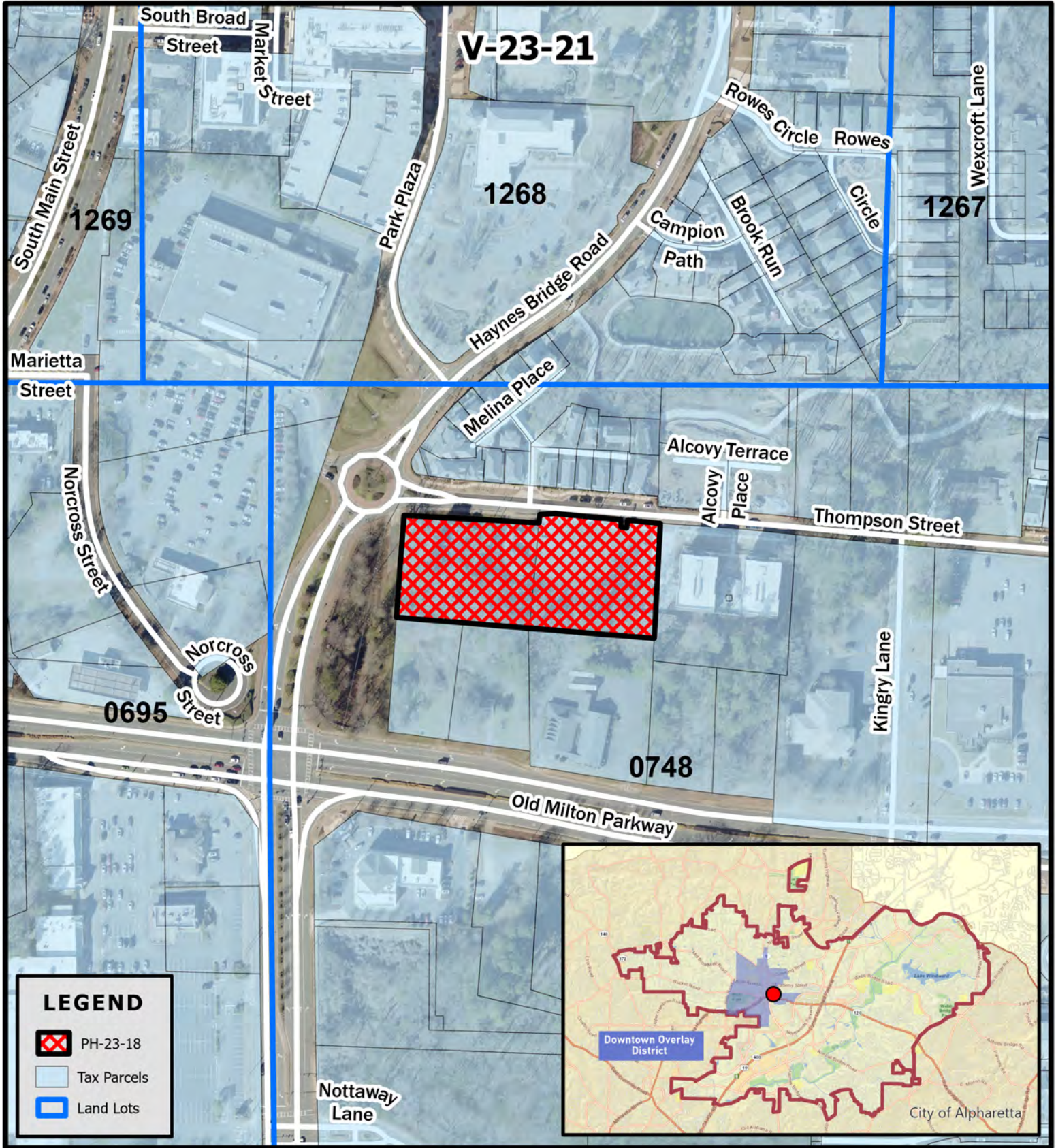
Tax Parcels

Land Lots

2040 Future Land Use

- Business, Manufacturing, Warehousing, Light Industrial
- Central Business District
- Commercial
- Corporate Office
- Downtown Residential Density
- High Density Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Mixed Use Live Work
- Parks, Recreation, Open Space
- Professional Business Office
- Public, Institutional, Education
- Residential Estate
- Very Low Density Residential

V-23-21
D/LL: 1/2/0748
CC: 9/25/23



V-23-21
D/LL: 1/2/0748
CC: 9/25/23



CITY COUNCIL ACTION SUMMARY

Planning Commission Date 1: 1/5/2023 (deferred)

Planning Commission Date 2: 3/2/2023 (vote: 6-1)

City Council Date: 3/20/2023

Public Hearing Item: CLUP-22-05 / Z-22-15 / CU-22-12 / V-22-29 Story Book Builders / 31 & 51 Thompson Street

Motion: Mayor Pro Tem Merkel

Second: Council Member Binder

Motion to Approve: Passed 6-1 (with Council Member Will in opposition)

❖ Mayor Pro Tem Merkel offered a motion to approve CLUP-22-05 / Z-22-15 / CU-22-12 / V-22-29 Story Book Builders / 31 & 51 Thompson Street, subject to the following conditions:

1. Approximately 2.23 acres shall be zoned DT-LW and developed substantially similar to site plan prepared by Paradigm, dated 1/25/23, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
2. The comprehensive land use plan designation of the property shall be 'Mixed Use Live Work'.
3. Architecture and materials shall be developed substantially similar to the submitted renderings prepared by Main Street Designs, 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. Homes shall have 4-sided architecture, materials and details and each home facing Thompson Street shall have a unique façade.
4. Density shall not exceed 8.52 dwelling units per acre.
5. Building height shall not exceed 3 stories and 40'.
6. Courtyards, decorative fencing, and decorative walls may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
7. Developer shall improve the Thompson Street streetscape as follows: minimum 8' planter planted with street trees, 8' sidewalk (concrete with brick paver banding), 10' travel lane, 8' on-street parking (may overlap planter) 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.
8. Alley shall be private, maintained by the HOA, and developed as depicted on the site plan prepared by Paradigm, dated 1/25/23, with final approval by Staff.
 9. Decorative pedestrian lighting shall be required throughout the development.
 10. Landscape strip along Thompson Street 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.
 11. Developer shall plant a row of trees along the west side of the entrance to Thompson Street Flats, as approved by DRB.
 12. Developer shall improve the corner of Haynes Bridge Road and Thompson Street with decorative landscaping, brick paver hardscape, seating and monument or sculpture, as approved by DRB. Sculpture shall require final approval by the Cultural Arts Commission.
 13. Open space shall be developed substantially similar to the site plan prepared by Paradigm, dated 1/25/23, 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.
 14. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
 15. Developer shall save on-site trees and boundary trees as depicted on the site plan prepared by Paradigm, dated 1/25/23, as approved by Staff. CRZ impacts to saved trees shall be limited to no more than 20%, which shall include impacts from the proposed development and previous development of Thompson Street Flats Phase 1, with final approval by Staff.
 16. Developer shall make reasonable efforts to save additional trees of quality and/or tree groupings, as approved by Staff.
 17. 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.
 18. HVAC and similar equipment shall not be visible from the public right-of-way.
 19. Development shall not be gated, except that alley may be gated on the east end. To address fire access, sliding gate will need a redundant emergency override if electric, as approved by the Fire Marshal.
 20. Stormwater management facilities may be placed underground within the amenity space as depicted on the site plan prepared by Paradigm, dated 1/25/23, with final approval by Staff. Stormwater facilities shall be indicated on the recorded final plat, clearly describing the underground facilities, their function, purpose, ownership, and granting access for inspection, maintenance and repair rights to the HOA and the City of Alpharetta. Maintenance responsibilities shall also be included in the recorded covenants with all costs to be borne by the HOA and homeowners of the development.
 21. Garbage pickup shall be from within the development.

22. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
23. The conditions above shall replace the conditions related to file #PH-16-15 Thompson Street Flats/Kairos Development, as it relates to the eastern half of the subject property.
24. Thompson Street Flats HOA and Thompson Street Park HOA must submit an agreement reflecting the shared use of the existing underground stormwater facility.
25. Walkway in corner amenity area shall be brick, as approved by Staff.
26. The existing underground detention pond that was built during the development of Thompson Street Flats will exceed capacity and functional standards required by regulations with a 10% reduction in existing release rates.
27. A separate HOA will be formed for phase 2 prior to any Certificate of Occupancy.
 - Council Member Binder seconded the motion.
 - The motion was approved (6-1 ; with Council Member Will in opposition).

FINAL CONDITIONS

1. Approximately 2.23 acres shall be zoned DT-LW and developed substantially similar to site plan prepared by Paradigm, dated 1/25/23, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
2. The comprehensive land use plan designation of the property shall be 'Mixed Use Live Work'.
3. Architecture and materials shall be developed substantially similar to the submitted renderings prepared by Main Street Designs, 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. Homes shall have 4-sided architecture, materials and details and each home facing Thompson Street shall have a unique façade.
4. Density shall not exceed 8.52 dwelling units per acre.
5. Building height shall not exceed 3 stories and 40'.
6. Courtyards, decorative fencing, and decorative walls may encroach into landscape strips, subject to meeting the minimum landscape material requirements, as approved by Staff.
7. Developer shall improve the Thompson Street streetscape as follows: minimum 8' planter planted with street trees, 8' sidewalk (concrete with brick paver banding), 10' travel lane, 8' on-street parking (may overlap planter) 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.

8. Alley shall be private, maintained by the HOA, and developed as depicted on the site plan prepared by Paradigm, dated 1/25/23, with final approval by Staff.
9. Decorative pedestrian lighting shall be required throughout the development.
10. Landscape strip along Thompson Street 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.
11. Developer shall plant a row of trees along the west side of the entrance to Thompson Street Flats, as approved by DRB.
12. Developer shall improve the corner of Haynes Bridge Road and Thompson Street with decorative landscaping, brick paver hardscape, seating and monument or sculpture, as approved by DRB. Sculpture shall require final approval by the Cultural Arts Commission.
13. Open space shall be developed substantially similar to the site plan prepared by Paradigm, dated 1/25/23, 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.
14. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
15. Developer shall save on-site trees and boundary trees as depicted on the site plan prepared by Paradigm, dated 1/25/23, as approved by Staff. CRZ impacts to saved trees shall be limited to no more than 20%, which shall include impacts from the proposed development and previous development of Thompson Street Flats Phase 1, with final approval by Staff.
16. Developer shall make reasonable efforts to save additional trees of quality and/or tree groupings, as approved by Staff.
17. 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.
18. HVAC and similar equipment shall not be visible from the public right-of-way.
19. Development shall not be gated, except that alley may be gated on the east end. To address fire access, sliding gate will need a redundant emergency override if electric, as approved by the Fire Marshal.
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21. Garbage pickup shall be from within the development.
22. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

23. The conditions above shall replace the conditions related to file #PH-16-15 Thompson Street Flats/Kairos Development, as it relates to the eastern half of the subject property.
24. Thompson Street Flats HOA and Thompson Street Park HOA must submit an agreement reflecting the shared use of the existing underground stormwater facility.
25. Walkway in corner amenity area shall be brick, as approved by Staff.
26. The existing underground detention pond that was built during the development of Thompson Street Flats will exceed capacity and functional standards required by regulations with a 10% reduction in existing release rates.
27. A separate HOA will be formed for phase 2 prior to any Certificate of Occupancy.

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: Pt-23-18 Thompson Street Park

Contact Name: Clint Walters Telephone: 404-274-4492

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.

I have not received any comments or been contacted as part of the Citizen Participation Program.

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: *Clt Walters* Date: 9/14/23

Print Form

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

PH #: _____

☐ Property Taxes & Code Violations Verified

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Clint Walters

Telephone: 404-274-4492

Address: 11340 Lakefield Drive

Suite: 140

City Johns Creek

State: GA

Zip: 30097

Fax: _____

Mobile Tel: 404-274-4492

Email: cwalters@theprovidencegroup.com

Subject Property Information:

Address: 51 Thompson Street & 132 Brook Street

Current Zoning: DT-LW

District: 1

Section: 2

Land Lot: 247

Parcel ID: 12 270307480693 & 12 270307480685

Proposed Zoning: DT-LW

Current Use: vacant

This Application For (Check All That Apply):

☐ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☐ Rezoning

☐ Master Plan Review

☒ Variance

☐ Public Hearing

☐ Exception

☐ Other (Specify): _____

APPLICANT REQUEST AND INTENT

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

The applicant proposes to construct 19 detached single family homes as previously approved.

Applicant's Request (Please itemize the proposal):

Variance to reduce the waiting period for Council consideration from 12 to 6 months.

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

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: 2260 Old Milton LLC c/o Leon Williams

Telephone: 404-401-0807

Address: 2300 Bethelview Road

Suite: 110-339

City Cumming

State: GA

Zip: 30040

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|--|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☐ Conditional Use |
| ☒ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: The Providence Group of Georgia, LLC

Telephone: 404-274-4492

Address: 11340 Lakefield Drive

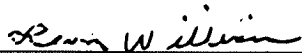
Suite: 140

City Johns Creek

State: GA

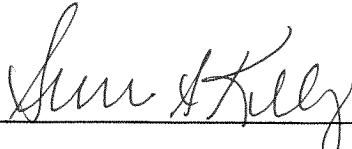
Zip: 30097

So Sworn and Attested:

Owner Signature: 

Date: 9/6/23

Notary:

Notary Signature: 

Date: 9/6/23

Susan S Kelley
NOTARY PUBLIC
Forsyth County, GEORGIA
My Commission Expires 10/17/2025

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Thompson Street Park, LLC c/o Art Rountree

Telephone: 404-401-0807

Address: 410 Peachtree Parkway

Suite: 4245

City Cumming

State: GA

Zip: 30041

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|--|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☐ Conditional Use |
| ☒ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: The Providence Group of Georgia, LLC

Telephone: 404-274-4492

Address: 11340 Lakefield Drive

Suite: 140

City Johns Creek

State: GA

Zip: 30097

So Sworn and Attested:

Owner Signature: _____

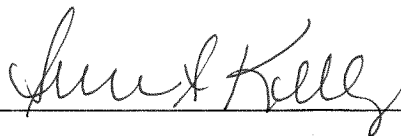


Date: _____

9/6/23

Notary:

Notary Signature: _____



Date: _____

9/6/23

Susan S Kelley
NOTARY PUBLIC
Forsyth County, GEORGIA
My Commission Expires 10/17/2025

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: The Providence Group of Georgia, LLC

Subject Public Hearing Case: _____

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution has 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: _____ Position: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-3.

Signature: 

Date: 9/8/27

BOARD OF ZONING APPEALS REVIEW CRITERIA

Please respond to the following ONLY if you are applying for a zoning variance.

Are there extraordinary and exceptional conditions pertaining to the subject property because of its size, shape, or topography? Please describe them.

Would the application of the Zoning Code standards as they relate to the subject property create an unnecessary hardship? Please explain.

Are there conditions that are peculiar to the subject property? Please describe them in detail.

Would relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code? Please defend your response.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Thompson Street Park

Public Hearing or Project Name: _____

Contact Name: Clint Walters - The Providence Group of Georgia, LLC Telephone: 404-274-4492

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.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|------------------------------------|--|
| ☐ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

TO WHOM IT MAY CONCERN
132 BROOK ST
ALPHARETTA GA 30009

TO WHOM IT MAY CONCERN
51 THOMPSON ST
ALPHARETTA GA 30009

MOSS LESLIE MOSS RHONDA
112 THOMPSON ST
ALPHARETTA GA 30004

ROWES DOWNTOWN
HOMEOWNERS ASSOCIATION, I NC
11340 LAKEFIELD DR
DULUTH GA 30097

MCLAUGHLIN CHARLOTTE KENDRICK
12000 CAMPION PATH
ALPHARETTA GA 30009

KEMP JOHN ALAN & KEMP MARISA
12005 CAMPION PATH
ALPHARETTA GA 30009

RAY ALLEN & MARGARET MARY
12015 CAMPION PATH
ALPHARETTA GA 30009

ONORATO RICHARD C & KATHLEEN E
12025 CAMPION PATH
ALPHARETTA GA 30009

MACINNIS GEORGE BRIAN & SUZETTE
13858 SE MARINA PL
PALM CITY FL 34990

FULTON COUNTY GEORGIA
141 PRYOR ST
ATLANTA GA 30303

VOYSEY COMMUNITY ASSOCIATION INC
1465 NORTHSIDE DR NW SUITE 128
ATLANTA GA 30318

UNITED STATES POSTAL SERVICE
1735 NORTH BROWN RD STE 200
LAWRENCEVILLE GA 30043-8153

2365 OLD MILTON PARKWAY MOB LLC
1835 SAVOY DR STE 101
ATLANTA GA 30327

2365 OLD MILTON PARKWAY MOB LLC
1835 SAVOY DR SUITE 101
ATLANTA GA 30341

CITY OF ALPHARETTA THE
2 S MAIN ST
ALPHARETTA GA 30004

JANOVITZ RICHARD & RENEE
205 W SPRINGS LAKE DR
ALTAMONTE SPRINGS FL 32714

KRIEGER BRAM & KRIEGER MARY E
2290 MELINA PL
ALPHARETTA GA 30009

KEBEDE MIZANU & KEBEDE GAYLE
2295 MELINA PL
ALPHARETTA GA 30009

AVERY PARK PARTNERS LLC
2300 BETHELVIEW RD STE 110 239
CUMMING GA 30040

2260 OLD MILTON LLC
2300 BETHELVIEW RD STE 110-329
CUMMING GA 30040

MOONEY PATRICK & ANGELA PORTER
2300 MELINA PL
ALPHARETTA GA 30009

LONG JARRET & LONG KAREN
2305 MELINA PL
ALPHARETTA GA 30009

FLEMING SCOTT A
2320 MELINA PL
ALPHARETTA GA 30009

COOK KATHRYN E
2325 MELINA PL
ALPHARETTA GA 30009

TRACEY STERN HARPER REVOCABLE TRUST
2330 MELINA PL # 5
ALPHARETTA GA 30009

KAPLAN MICHAEL E & KAPLAN LORI J
2340 MELINA PL
ALPHARETTA GA 30009

LANCE SCOTT & NATALIE
2360 MELINA PL # 8
ALPHARETTA GA 30009

JAKULSKI DONNA
2370 MELINA PL
ALPHARETTA GA 30009

FRAGLE GUY J & MARIA
2380 MELINA PL
ALPHARETTA GA 30009

MELZER STEVEN M & MARY P
2390 MELINA PL
ALPHARETTA GA 30009

MORACA LISA
2400 MELINA PL
ALPHARETTA GA 30009

MILLER CONNOR &
MILLER KATHERINE ELIZABETH
2410 MELINA PL
ALPHARETTA GA 30009

CHRISTIE NICK JR & CHRISTIE FRANCES B
2420 MELINA PL
ALPHARETTA GA 30009

SEISAN MFA PROPERTIES LLC
2425 OLD MILTON PKWY
ALPHARETTA GA 30009

RENNER JEFF & RENNER JUDI
2430 MELINA PL
ALPHARETTA GA 30009

BURNS HERBERT III & JOY
2440 MELINA PL
ALPHARETTA GA 30009

SMITH JASON
2555 BROOK RUN
ALPHARETTA GA 30009

LAFFERTY ROB R & BRENDA W
2560 BROOK RUN
ALPHARETTA GA 30004

GARCIA DANIEL A
2565 BROOK RUN
ALPHARETTA GA 30009

PEMBERTON BRADFORD L & ROBYN L
2570 BROOK RUN
ALPHARETTA GA 30009

ORLANDO JOSEPH S & MARIA
2580 BROOK RUN
ALPHARETTA GA 30009

VOYSEY TRUST THE
2585 BROOK RUN
ALPHARETTA GA 30009

ROBERTS MARK PETER &
KOLSTAD ANDREA MAY
2600 BROOK RUN
ALPHARETTA GA 30009

NEWELL WILLIAM THOMAS &
NEWELL JANEL MYERS
2610 BROOK RUN
ALPHARETTA GA 30009

KURT AKGUN BASAK & GAMZE ALATAN
2785 WEBB RD
ALPHARETTA GA 30009

ZAINA PROPERTIES LLC
314 KENT VALLEY CIR
TUCKER GA 30084

VELURU NANDA K
3367 ARCHGATE CT
ALPHARETTA GA 30004

GUVEN KERIMAN
3396 CARVERTON LANE
ALPHARETTA GA 30022

JOSEPH A LITAVIS TRUST THE &
CLARK KATHY LYNNE
355 ROWES CIR
ALPHARETTA GA 30009

GAYASUDDIN MOHAMMED
3626 ROBINSON WALK DR
MARIETTA GA 30068

MELESH JOHN MICHAEL &
MELESH TAYLOR ELISE
365 ROWES CIR
ALPHARETTA GA 30009

SAPPINGTON DANIEL R & BRENDA
375 ROWES CIR
ALPHARETTA GA 30009

MAUCK JAMES LEONARD JR &
MAUCK LYNN BEELER
385 ROWES CIR
ALPHARETTA GA 30009

CHAN TIN & ENG DANNY
3975 OLD MILTON PKWY # S 1
ALPHARETTA GA 30005

VOYSEY NOTA LLC
403 YANKEE CT
NEWTOWN SQUARE PA 19073

ONE ALPHARETTA PARTNERS LLC
410 PEACHTREE PKWY STE 4245
CUMMING GA 30041

STATE BANK & TRUST COMPANY
4219 FORSYTH RD
MACON GA 31208

WONG DAVID YUHE & CHRISTINE RONG
4575 WEBB BRIDGE RD 5691
ALPHARETTA GA 30005

ALPHARETTA BK VENTURE LLC
6400 POWERS FERRY RD STE 100
ATLANTA GA 30339

STRACHAN MARIJKE W & BERSON STEVEN L
71 THOMPSON ST # 101
ALPHARETTA GA 30009

TIEKEN DONALD R & SANDRA CASEY
71 THOMPSON ST UNIT 102
ALPHARETTA GA 30009

JANKE SCOTT L & JANKE BEVERLY J
71 THOMPSON ST UNIT 201
ALPHARETTA GA 30009

WILLIAMS THOMAS HAMILTON &
WILLIAMS MARY MICHELE
71 THOMPSON ST UNIT 202
ALPHARETTA GA 30009

BEELEN FRANS
71 THOMPSON ST UNIT 301
ALPHARETTA GA 30009

SIMPSON CANDICE K & CARLOS C
71 THOMPSON ST UNIT 302
ALPHARETTA GA 30009

HODGE RANDALL & MARY ELIZABETH
75 FERRY LANE
BARRINGTON RI 02806

TOLBERT KEVIN T & TOLBERT SHELLEY LEWIS
81 THOMPSON ST UNIT 101
ALPHARETTA GA 30009

FARRELL LORI A
81 THOMPSON ST UNIT 201
ALPHARETTA GA 30009

ROSENTHAL KAY
81 THOMPSON ST UNIT 302
ALPHARETTA GA 30009

BENNETT HARRY MICHAEL &
BENNETT DONNA STRINGER
81 THOMPSON STREET FLATS UNIT 301
ALPHARETTA GA 30009

THOMPSON STREET CITY HOMES LLC
8256 MAIN ST
WOODSTOCK GA 30188

PUBLIX SUPER MARKETS INC
P O BOX 32018
LAKELAND FL 33802-2018

PUBLIX SUPER MARKETS INC
P O BOX 32025
LAKELAND FL 33802-2025

BUR ROG INC
PO BOX 642
ALPHARETTA GA 30004



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-23-18 THOMPSON STREET PARK – CHANGE OF CONDITION

CITY COUNCIL:

SEPTEMBER 25, 2023

II. RECOMMENDATION:

Approve PH-23-18 THOMPSON STREET PARK – CHANGE OF CONDITION, subject to the following changes to the conditions related to file #CLUP-22-05/Z-22-15/CU-22-12/V-22-29 Story Book Builders/31 & 51 Thompson Street:

3. Architecture and materials shall be developed substantially similar to the submitted renderings prepared by Main Street Designs, dated August 23, 2023, and 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. Homes shall have 4-sided architecture, materials and details and each home facing Thompson Street shall have a unique façade.
12. Developer shall improve the corner of Haynes Bridge Road and Thompson Street with decorative landscaping, brick paver hardscape, and seating ~~and monument or sculpture~~, as approved by DRB. A monument or sculpture shall also be required, either at the corner of Haynes Bridge Road and Thompson Street or at Thompson Street Flats (71 Thompson Street), as approved by the Thompson Street Flats Association. Sculpture shall require final approval by the Cultural Arts Commission.

III. REPORT IN BRIEF:

The applicant, The Providence Group, is requesting a change of conditions in order to change the homes at the rear of the development from two (2) story over basement to three (3) story on slab and to move the required sculpture from the corner of Haynes Bridge Road and Thompson Street to in front of the Thompson Street Flats building at 71 Thompson Street. The property was approved in March 2023 to allow for the construction of nineteen (19) 'For-Sale' single-family detached homes on 2.23 acres in the Downtown. Consideration of this request is contingent on City Council approving V-23-21 Thompson Street Park – Waiting Period Variance. The subject property is located at 132 Brook Street and 51 Thompson Street at the southeast corner of Thompson Street and Haynes Bridge Road.

DISCUSSION

The submitted request, if approved, would allow for a change to the homes at the rear of the development from two (2) story over basement to three (3) story on slab and to move the required sculpture from the corner of Haynes Bridge Road and Thompson Street to the eastern side of the development. The property was approved in March 2023 to allow for the construction of nineteen (19) 'For-Sale' single-family detached homes on 2.23 acres in the Downtown. The subject property is located at 132 Brook Street and 51 Thompson Street at the southeast corner of Thompson Street and Haynes Bridge Road.

The property was rezoned to DT-LW (Downtown Live-Work) on March 20, 2023. Surrounding properties are zoned MU (Mixed Use) to the north, C-2 to the west and south, and DT-LW to the south and east. Voysey is located to the north, Publix to the west, vacant commercial properties to the south, and Thompson

Street Flats to the east. The comprehensive land use plan designation of the property is 'Mixed Use Live Work'.

The applicant requests changes to conditions #3 and #12 related to file #CLUP-22-05/Z-22-15/CU-22-12/V-22-29 Story Book Builders/31 & 51 Thompson Street. A change to condition #3 is requested to change the rear park facing homes from two (2) story over basement to three (3) story on slab. The applicant's engineer has determined that the homes facing the rear park must be three (3) story slab on grade like the homes facing Thompson Street. This is due to there not being enough grade change between the rear park grade and the alley grade to construct basement units.

A change is also requested to condition #12 to allow the required sculpture to be located at the corner of Haynes Bridge Road and Thompson Street or in front of Thompson Street Flats (71 Thompson Street). The applicant has indicated that the change is necessary due to space limitations at the corner of Thompson Street and Haynes Bridge Road. Thompson Street Flats has an existing concrete pad for public art along Thompson Street. According to the applicant, Thompson Street Flats is agreeable with the placement of the sculpture in front of their building.

CONCURRENCES

Staff has reviewed the applicant's proposal to change previous conditions of zoning. The proposed changes are related to the existing topographical conditions on the property, as well as space limitations. The homes facing Thompson Street and rear park facing homes will be the same height.

CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on September 13, 2023. There were no public comments.

IV. ATTACHMENTS:

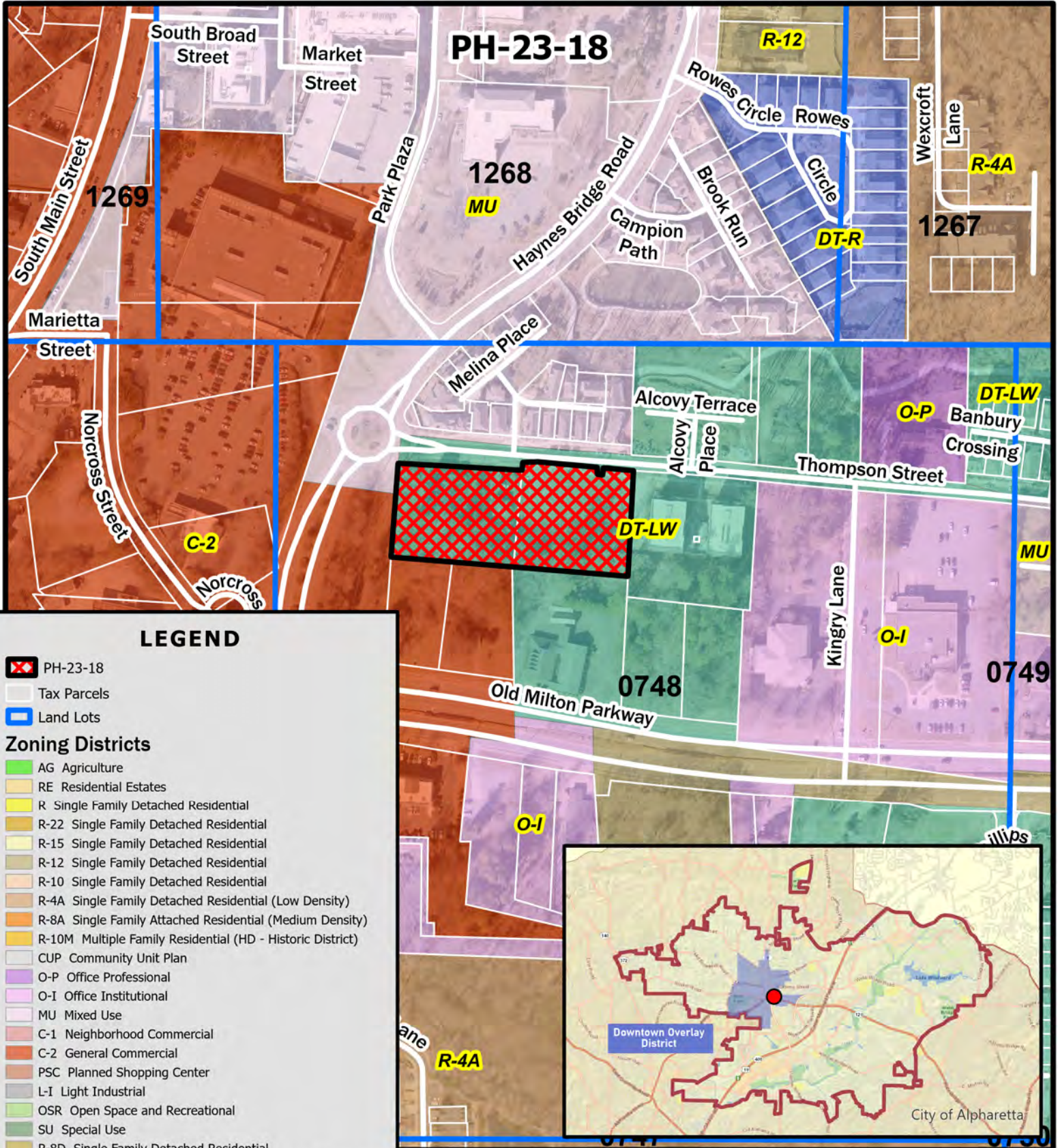
- Aerial Map
- Zoning Map
- Future Land Use Map
- Location Map
- Approved Renderings 3.20.23
- CZIM Sign In Sheet
- Citizen Part B
- Application



PH-23-18

D/LL: 1/1/0748

CC: 9/25/23



Zoning Map

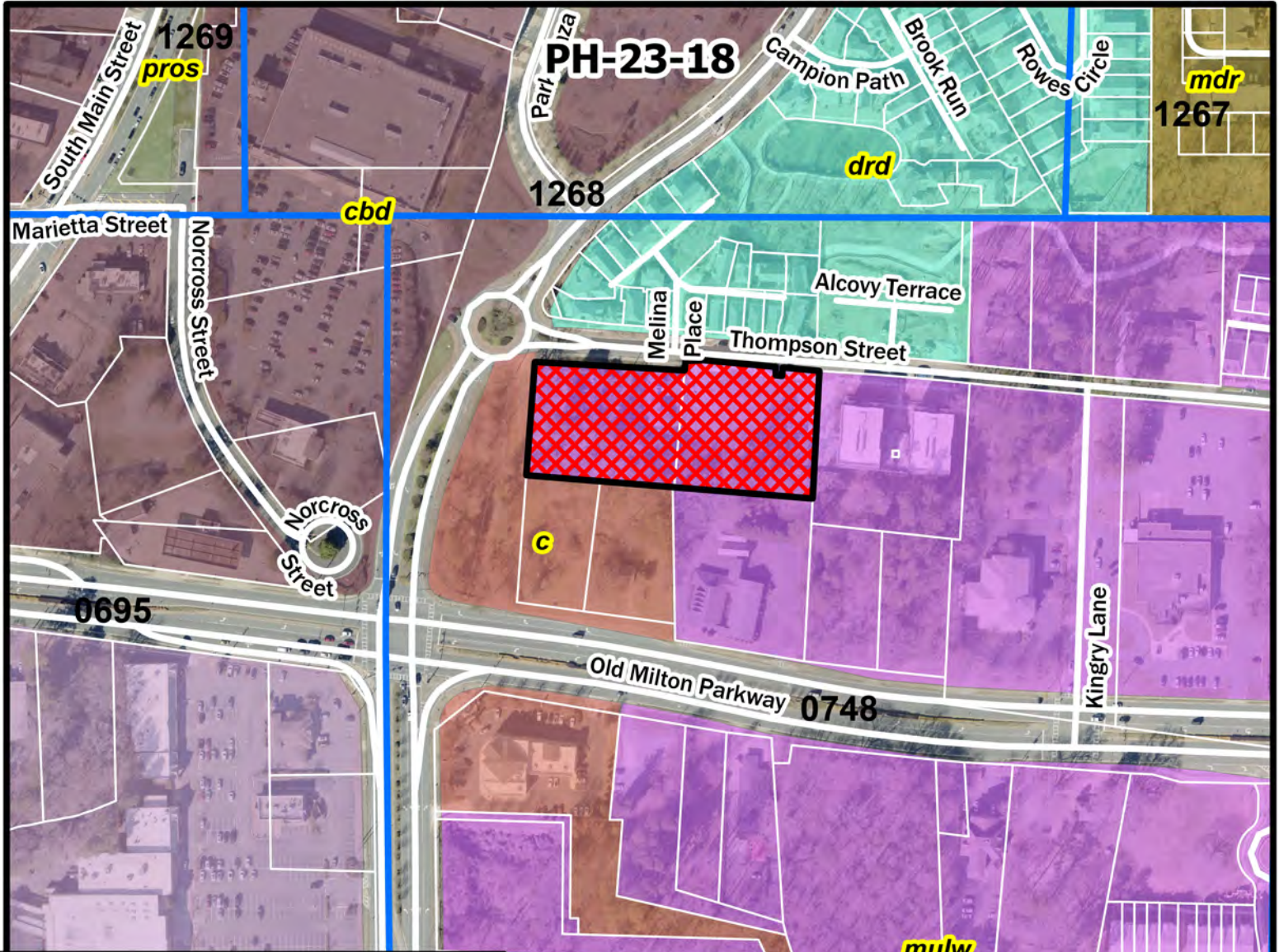
Thompson Street Park

132 Brook Street & 51 Thompson Street

PH-23-18

D/LL: 1/1/0748

CC: 9/25/23

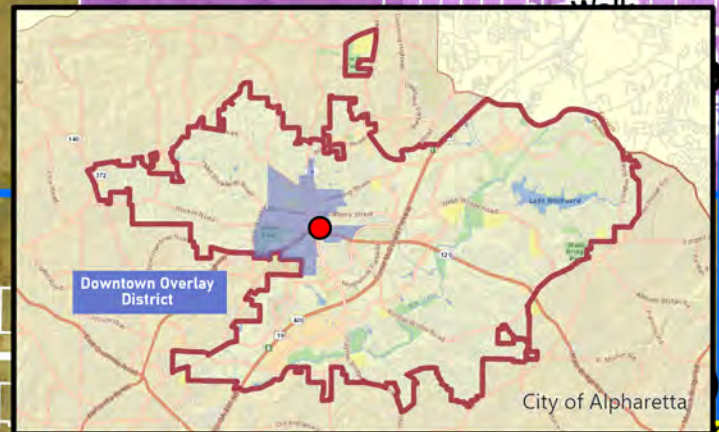


LEGEND

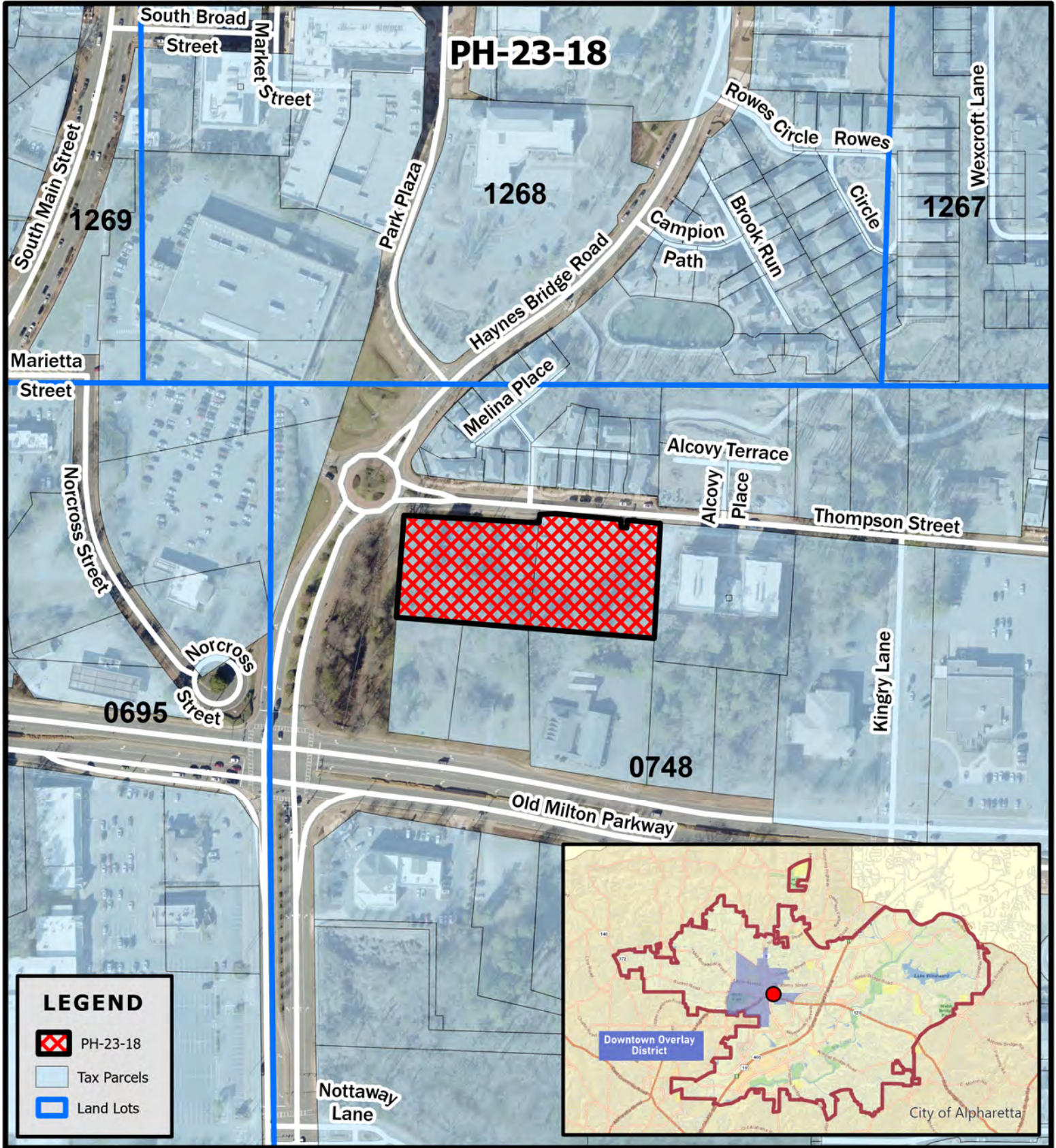
- PH-23-18
- Tax Parcels
- Land Lots

2040 Future Land Use

- Business, Manufacturing, Warehousing, Light Industrial
- Central Business District
- Commercial
- Corporate Office
- Downtown Residential Density
- High Density Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Mixed Use Live Work
- Parks, Recreation, Open Space
- Professional Business Office
- Public, Institutional, Education
- Residential Estate
- Very Low Density Residential



PH-23-18
D/LL: 1/1/0748
CC: 9/25/23



PH-23-18
D/LL: 1/1/0748
CC: 9/25/23



Location Map
Thompson Street Park
132 Brook Street & 51 Thompson Street

Exhibit A - Renderings



3D Thompson Street View

Thompson Street Homes

Alpharetta, Georgia

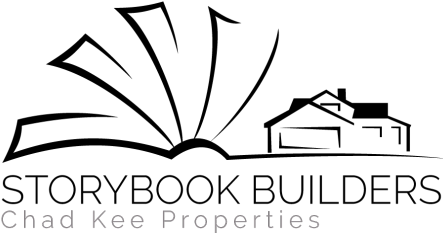


Exhibit A - Renderings



Front Elevations
Thompson Street Homes
Alpharetta, Georgia

Exhibit A - Renderings



Typical Courtyard Side Elevation
Thompson Street Homes
Alpharetta, Georgia



Typical Side Elevation
Thompson Street Homes
Alpharetta, Georgia

Exhibit A - Renderings



Rear Elevations
Thompson Street Homes
Alpharetta, Georgia

Exhibit A - Renderings



Front Elevations - Park Facing Lots

Thompson Street Homes

Alpharetta, Georgia

Community Zoning Information Meeting (CZIM)

September 13, 2023

Please sign-in and leave your comments and/or concerns.

PH-23-18 Thompson Street Park Change of Conditions

NAME	ADDRESS	COMMENTS
		
	No Comments	
		

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: Pt-23-18 Thompson Street Park

Contact Name: Clint Walters Telephone: 404-274-4492

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.

I have not received any comments or been contacted as part of the Citizen Participation Program.

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: Clint Walters Date: 9/14/23

Print Form

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY	
Case #:	<u>PHA230032</u>
PH #:	_____
☐ Property Taxes & Code Violations Verified	
☒ Fee Paid	Initial: <u>JC</u>

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Clint Walters

Telephone: 404-274-4492

Address: 11340 Lakefield Drive

Suite: 140

City: Johns Creek

State: GA

Zip: 30097

Fax: _____

Mobile Tel: 404-274-4492

Email: cwalters@theprovidencegroup.com

Subject Property Information:

Address: 51 Thompson Street & 132 Brook Street

Current Zoning: DT-LW

District: 1

Section: 2

Land Lot: 247

Parcel ID: 12 270307480693 & 12 270307480685

Proposed Zoning: DT-LW

Current Use: vacant

This Application For (Check All That Apply):

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

APPLICANT REQUEST AND INTENT

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

The applicant proposes to construct 19 detached single family homes as previously approved.

Applicant's Request (Please itemize the proposal):

The applicant's request is to amend two zoning conditions:

Condition # 3 - Revise Exhibit "A" to depict all 3 story slab on grade homes.

Condition # 12 - Allow the sculpture to be placed at the Thompson Street Flats instead of at the intersection of Haynes Bridge Road and Thompson Street.

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

Condition # 3 - The original zoning's Exhibit A depicted the homes to be 2 story homes over basement homes facing the rear park. This proposal requests 3 story slab on grade homes be constructed facing the rear park. As engineering has progressed since the rezoning approval, the site does not support 2 story over basement homes in this location. They must be slabs like along Thompson Street.

Condition # 12 - The Applicant request the ability to install the sculpture at Thompson Street Flats instead of placing it at the corner of Haynes Bridge Road and Thompson Street pursuant to approval by the Cultural Arts Commission and the Thompson Street Flats Association.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Thompson Street Park, LLC c/o Art Rountree Telephone: 404-401-0807

Address: 410 Peachtree Parkway Suite: 4245

City: Cumming State: GA Zip: 30041

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 Public Hearing |

Property Owner's Authorized Applicant (if applicable):

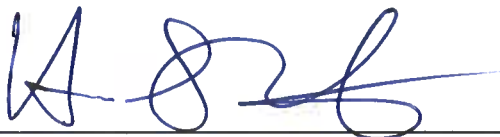
Name of Authorized Applicant: The Providence Group of Georgia, LLC Telephone: 404-274-4492

Address: 11340 Lakefield Drive Suite: 140

City: Johns Creek State: GA Zip: 30097

So Sworn and Attested:

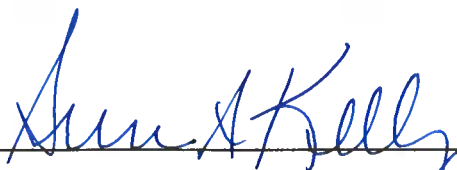
Owner Signature: _____



Date: 8/23/23

Notary:

Notary Signature: _____



Susan S Kelley
NOTARY PUBLIC

Date: 8/23/23

Forsyth County, GEORGIA
My Commission Expires 10/17/2025

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: 2260 Old Milton, LLC c/o Leon Williams Telephone: 404-401-0807
Address: 2300 Bethelview Road Suite: 110-339
City: Cumming State: GA Zip: 30040

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 Public Hearing |

Property Owner's Authorized Applicant (if applicable):

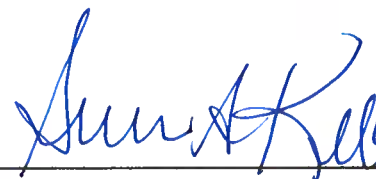
Name of Authorized Applicant: The Providence Group of Georgia, LLC Telephone: 404-274-4492
Address: 11340 Lakefield Drive Suite: 140
City: Johns Creek State: GA Zip: 30097

So Sworn and Attested:

Owner Signature: 

Date: 8/23/23

Notary:

Notary Signature:  **Susan S Kelley**
NOTARY PUBLIC

Date: 8/23/23

Forsyth County, GEORGIA
My Commission Expires 10/17/2025

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: The Providence Group of Georgia, LLC

Subject Public Hearing Case: N/A

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: —

Description of Contribution: — Value: —

Description of Contribution: — Value: —

Description of Contribution: — Value: —

Description of Contribution: — Value: —

Description of Contribution: — Value: —

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-3.

Signature: CTW. Hunt

Date: 8/24/23

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: Thompson Street Park

Contact Name: Clint Walters - The Providence Group of Georgia, LLC Telephone: 404-274-4492

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.

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

Individuals may contact the applicant at public meetings or by phone & email.

ALPHARETTA BK VENTURE LLC
6400 POWERS FERRY RD STE 100
ATLANTA GA 30339

ZAINA PROPERTIES LLC
314 KENT VALLEY CIR
TUCKER GA 30084

TRACEY STERN HARPER REVOCABLE TRUST
2330 MELINA PL # 5
ALPHARETTA GA 30009

GUVEN KERIMAN
3396 CARVERTON LANE
ALPHARETTA GA 30022

THOMPSON STREET CITY HOMES LLC
8256 MAIN ST
WOODSTOCK GA 30188

LANCE SCOTT & NATALIE
2360 MELINA PL # 8
ALPHARETTA GA 30009

GUVEN KERIMAN
3396 CARVERTON LANE
ALPHARETTA GA 30022

VOYSEY TRUST THE
2585 BROOK RUN
ALPHARETTA GA 30009

FRAGLE GUY J & MARIA
2380 MELINA PL
ALPHARETTA GA 30009

CHAN TIN & ENG DANNY
3975 OLD MILTON PKWY # S 1
ALPHARETTA GA 30005

NEWELL WILLIAM THOMAS & NEWELL JAN
EL MYERS
2610 BROOK RUN
ALPHARETTA GA 30009

MELZER STEVEN M & MARY P
2390 MELINA PL
ALPHARETTA GA 30009

2260 OLD MILTON LLC
2300 BETHELVIEW RD STE 110-329
CUMMING GA 30040

MCLAUGHLIN CHARLOTTE KENDRICK
12000 CAMPION PATH
ALPHARETTA GA 30009

JAKULSKI DONNA
2370 MELINA PL
ALPHARETTA GA 30009

ROBERTS MARK PETER & KOLSTAD ANDRE
A MAY
2600 BROOK RUN
ALPHARETTA GA 30009

RENNER JEFF & RENNER JUDI
2430 MELINA PL
ALPHARETTA GA 30009

MOSS LESLIE MOSS RHONDA
112 THOMPSON ST
ALPHARETTA GA 30004

ORLANDO JOSEPH S & MARIA
2580 BROOK RUN
ALPHARETTA GA 30009

BURNS HERBERT III & JOY
2440 MELINA PL
ALPHARETTA GA 30009

2260 OLD MILTON LLC
2300 BETHELVIEW RD STE 110-329
CUMMING GA 30040

JOSEPH A LITAVIS TRUST THE & CLARK
KATHY LYNNE
355 ROWES CIR
ALPHARETTA GA 30009

KEMP JOHN ALAN & KEMP MARISA
12005 CAMPION PATH
ALPHARETTA GA 30009

AVERY PARK PARTNERS LLC
2300 BETHELVIEW RD STE 110 239
CUMMING GA 30040

MOONEY PATRICK & ANGELA PORTER
2300 MELINA PL
ALPHARETTA GA 30009

KEBEDE MIZANU & KEBEDE GAYLE
2325 MELINA PL
ALPHARETTA GA 30009

2260 OLD MILTON LLC
2300 BETHELVIEW RD STE 110-329
CUMMING GA 30040

KURT AKGUN BASAK & GAMZE ALATAN
2785 WEBB RD
ALPHARETTA GA 30009

COOK KATHRYN E
2325 MELINA PL
ALPHARETTA GA 30009

ONE ALPHARETTA PARTNERS LLC
410 PEACHTREE PKWY STE 4245
CUMMING GA 30041

UNITED STATES POSTAL SERVICE
1735 NORTH BROWN RD STE 200
LAWRENCEVILLE GA 30043-8153

KRIEGER BRAM & KRIEGER MARY E
2290 MELINA PL
ALPHARETTA GA 30009

ROSENTHAL KAY
81 THOMPSON ST UNIT 302
ALPHARETTA GA 30009

BUR ROG INC
PO BOX 642
ALPHARETTA GA 30004

FLEMING SCOTT A
2320 MELINA PL
ALPHARETTA GA 30009

STRACHAN MARIJKE W & BERSON STEVEN
L
71 THOMPSON ST # 101
ALPHARETTA GA 30009

CITY OF ALPHARETTA THE
2 S MAIN ST
ALPHARETTA GA 30004

LONG JARRET & LONG KAREN
2305 MELINA PL
ALPHARETTA GA 30009

THOMPSON STREET CITY HOMES LLC
8256 MAIN ST
WOODSTOCK GA 30188

PUBLIX SUPER MARKETS INC
P O BOX 32025
LAKELAND FL 33802-2025

MILLER CONNOR & MILLER KATHERINE E
LIZABETH
2410 MELINA PL
ALPHARETTA GA 30009

2260 OLD MILTON LLC
2300 BETHELVIEW RD STE 110-329
CUMMING GA 30040

PUBLIX SUPER MARKETS INC
P O BOX 32018
LAKELAND FL 33802-2018

GARCIA DANIEL A
2565 BROOK RUN
ALPHARETTA GA 30009

2365 OLD MILTON PARKWAY MOB LLC
1835 SAVOY DR STE 101
ATLANTA GA 30327

THOMPSON STREET CITY HOMES LLC
8256 MAIN ST
WOODSTOCK GA 30188

SMITH JASON
2555 BROOK RUN
ALPHARETTA GA 30009

SEISAN MFA PROPERTIES LLC
2425 OLD MILTON PKWY
ALPHARETTA GA 30009

ROWES DOWNTOWN HOMEOWNERS ASSOCIAT
ION I NC
11340 LAKEFIELD DR
DULUTH GA 30097

VOYSEY COMMUNITY ASSOCIATION INC
1465 NORTHSIDE DR NW SUITE 128
ATLANTA GA 30318

VELURU NANDA K
3367 ARCHGATE CT
ALPHARETTA GA 30004

MAUCK JAMES LEONARD JR & MAUCK LYN
N BEELER
385 ROWES CIR
ALPHARETTA GA 30009

TOLBERT KEVIN T & TOLBERT SHELLEY
LEWIS
81 THOMPSON ST UNIT 101
ALPHARETTA GA 30009

PUBLIX SUPER MARKETS INC
P O BOX 32025
LAKELAND FL 33802-2025

SAPPINGTON DANIEL R & BRENDA
375 ROWES CIR
ALPHARETTA GA 30009

JANOVITZ RICHARD & RENEE
205 W SPRINGS LAKE DR
ALTAMONTE SPRINGS FL 32714

PUBLIX SUPER MARKETS INC
P O BOX 32018
LAKELAND FL 33802-2018

VOYSEY COMMUNITY ASSOCIATION INC
1465 NORTHSIDE DR NW SUITE 128
ATLANTA GA 30318

2365 OLD MILTON PARKWAY MOB LLC
1835 SAVOY DR SUITE 101
ATLANTA GA 30341

GUVEN KERIMAN
3396 CARVERTON LANE
ALPHARETTA GA 30022

LAFFERTY ROB R & BRENDA W
2560 BROOK RUN
ALPHARETTA GA 30004

BENNETT HARRY MICHAEL & BENNETT DO
NNA STRINGER
81 THOMPSON STREET FLATS UNIT 301
ALPHARETTA GA 30009

2260 OLD MILTON LLC
2300 BETHELVIEW RD STE 110-329
CUMMING GA 30040

MELESH JOHN MICHAEL & MELESH TAYLO
R ELISE
365 ROWES CIR
ALPHARETTA GA 30009

TIEKEN DONALD R & SANDRA CASEY
71 THOMPSON ST UNIT 102
ALPHARETTA GA 30009

GAYASUDDIN MOHAMMED
3626 ROBINSON WALK DR
MARIETTA GA 30068

RAY ALLEN & MARGARET MARY
12015 CAMPION PATH
ALPHARETTA GA 30009

JANKE SCOTT L & JANKE BEVERLY J
71 THOMPSON ST UNIT 201
ALPHARETTA GA 30009

PUBLIX SUPER MARKETS INC
P O BOX 32018
LAKELAND FL 33802-2018

KAPLAN MICHAEL E & KAPLAN LORI J
2340 MELINA PL
ALPHARETTA GA 30009

WILLIAMS THOMAS HAMILTON & WILLIAM
S MARY MICHELE
71 THOMPSON ST UNIT 202
ALPHARETTA GA 30009

STATE BANK & TRUST COMPANY
4219 FORSYTH RD
MACON GA 31208

HODGE RANDALL & MARY ELIZABETH
75 FERRY LANE
BARRINGTON RI 02806

BEELEN FRANS
71 THOMPSON ST UNIT 301
ALPHARETTA GA 30009

ZAINA PROPERTIES LLC
314 KENT VALLEY CIR
TUCKER GA 30084

MORACA LISA
2400 MELINA PL
ALPHARETTA GA 30009

SIMPSON CANDICE K & CARLOS C
71 THOMPSON ST UNIT 302
ALPHARETTA GA 30009

FULTON COUNTY GEORGIA
141 PRYOR ST
ATLANTA GA 30303

CHRISTIE NICK JR & CHRISTIE FRANCE
S B
2420 MELINA PL
ALPHARETTA GA 30009

WONG DAVID YUHE & CHRISTINE RONG
4575 WEBB BRIDGE RD 5691
ALPHARETTA GA 30005

ONORATO RICHARD C & KATHLEEN E
12025 CAMPION PATH
ALPHARETTA GA 30009

VOYSEY NOTA LLC
403 YANKEE CT
NEWTOWN SQUARE PA 19073

MACINNIS GEORGE BRIAN & SUZETTE
13858 SE MARINA PL
PALM CITY FL 34990

PEMBERTON BRADFORD L & ROBYN L
2570 BROOK RUN
ALPHARETTA GA 30009

FARRELL LORI A
81 THOMPSON ST UNIT 201
ALPHARETTA GA 30009



August 24, 2023

The Providence Group of Georgia, LLC
11340 Lakefield Drive, Suite 140
Johns Creek, Georgia 30097

City of Alpharetta – Community Development
Attn: Mr. Michael Woodman, AICP, Planning & Development Services Manager
2 Park Plaza
Alpharetta, Georgia 30009

Re: Letter of Intent – The Providence Group of Georgia, LLC – Thompson Street Park

Dear Mr. Woodman:

This letter of intent is submitted as part of a proposed Rezoning Application (the application and all supplemental documents are collectively referred to as the “Application”) filed by The Providence Group of Georgia, LLC (the “Applicant”). The Applicant is the contract purchaser for the property identified as 51 Thompson Street (Fulton County Tax Parcel Number 12 270307480693) and 132 Brook Street, aka 31 Thompson Street, (Fulton County Tax Parcel Number 12 270307480685) with a total area of +/- 2.231 acres.

The Applicant seeks to maintain the current zoning classification of DT-LW. The purpose of this application is to modify conditions of Public Hearing Item CLUP-22-05/Z22-15/CU-22-12/V-22-29 Story Brook Builders / 31 & 51 Thompson Street.

Condition # 3: The Applicant requests a modification to Condition # 3 to submit updated renderings. Page 6 of the referenced “submitted renderings prepared by Main Street Designs, labeled Exhibit A” depicts 2 story over basement homes as Park Facing. Engineering has determined the Park Facing homes must be 3 story slab on grade units like those fronting Thompson Street. There is not enough grade change between the park grade and the alley grade to construct basement units. Updated elevations by Main Street Design, dated August 23, 2023, and labeled Exhibit A, are attached for review and replacement of the originals. These elevations are in no particular order and color palettes are interchangeable amongst the elevations. The new Condition # 3 could read:

“Architecture and materials shall be developed substantially similar to the submitted renderings prepared by Main Street Design, dated August 23, 2023, and 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. Homes shall have 4-sided architecture, materials and details and each home facing Thompson Street shall have a unique façade.”

Condition # 12: The Applicant requests the option to install the sculpture in front of the Thompson Street Flats building at 71 Thompson Street instead of at the corner of Haynes Bridge Road and Thompson Street as currently stated. The new Condition # 12 could read:



"Developer shall improve the corner of Haynes Bridge Road and Thompson Street with decorative landscaping, brick paver hardscape, and seating, as approved by DRB. A monument or sculpture shall also be required, either at the corner of Haynes Bridge Road and Thompson Street or at Thompson Street Flats, as approved by the Thompson Street Flats Association. Sculpture shall require final approval by the Cultural Arts Commission."

The Applicant respectfully requests that the Alpharetta City Council grant the requested rezoning modifications. We look forward to working with you, your staff, and the Council towards the development of an excellent project.

Respectfully submitted,

The Providence Group of Georgia, LLC
Clint W. Walters
Director – Land Acquisition

Exhibit "A"



THOMPSON STREET
FRONT ELEVATION



THE
PROVIDENCE
GROUP

51 Thompson
August 23, 2023



THOMPSON STREET
FRONT ELEVATION



THE
PROVIDENCE
GROUP

51 Thompson
August 23, 2023



ASPHALT
ARCHITECTURAL
ROOF SHINGLES

CEMENTITIOUS
SHINGLE SIDING

STONE VENEER

FRONT ELEVATION

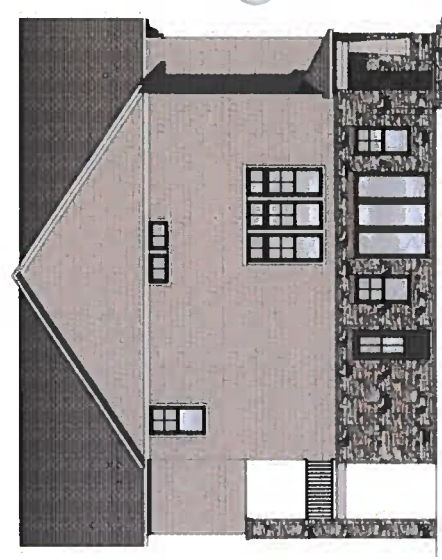


ASPHALT
ARCHITECTURAL
ROOF SHINGLES

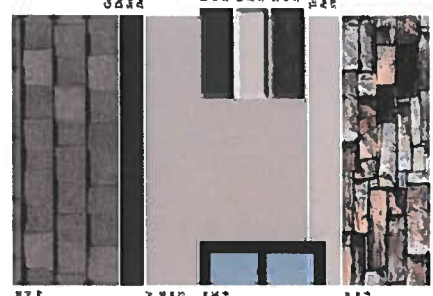
CEMENTITIOUS
SHINGLE SIDING

STONE VENEER

REAR ELEVATION

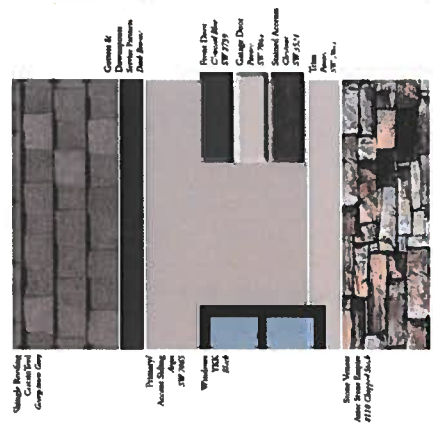


LEFT ELEVATION



RIGHT ELEVATION

Scheme #1



COLOR SCHEME #1



51 Thompson
August 23, 2023

THE
PROVIDENCE
GROUP



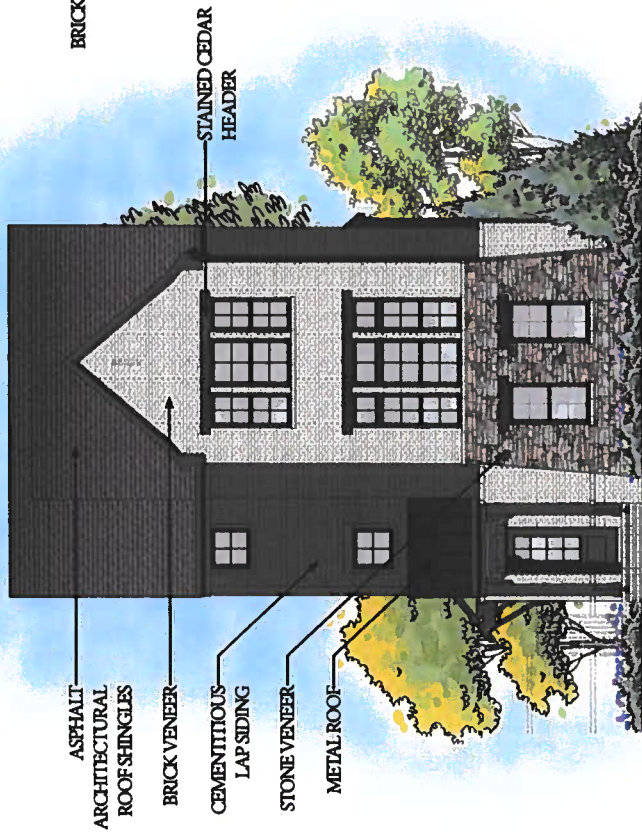
THE
PROVIDENCE
GROUP



51 Thompson
August 23, 2023

THE
PROVIDENCE
GROUP





ASPHALT
ARCHITECTURAL
ROOF SHINGLES

BRICK VENEER

CEMENTITIOUS
LAP SIDING

STONE VENEER

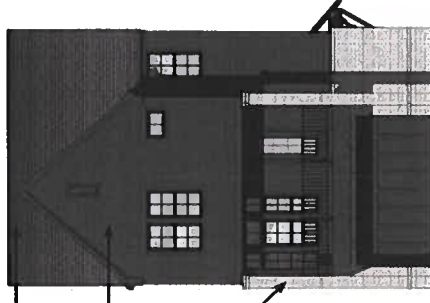
METAL ROOF

STAINED CEDAR
HEADER

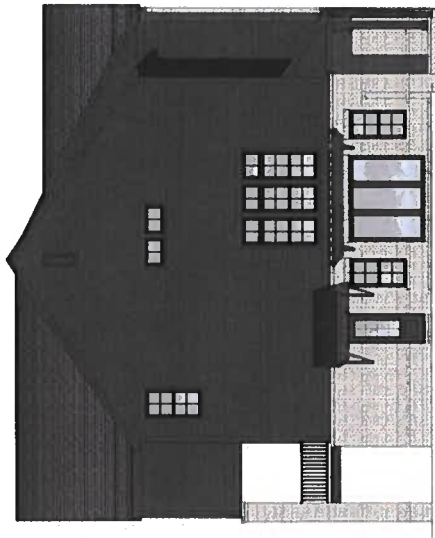
ASPHALT
ARCHITECTURAL
ROOF SHINGLES

CEMENTITIOUS
LAP SIDING

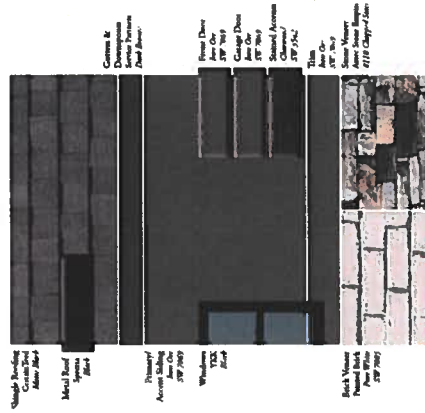
BRICK VENEER



REAR ELEVATION

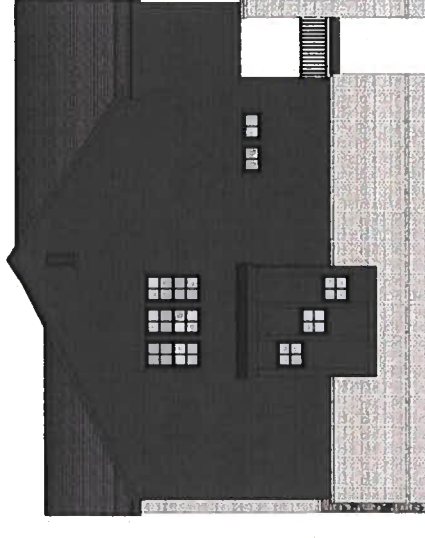


LEFT ELEVATION



COLOR SCHEME #9

FRONT ELEVATION



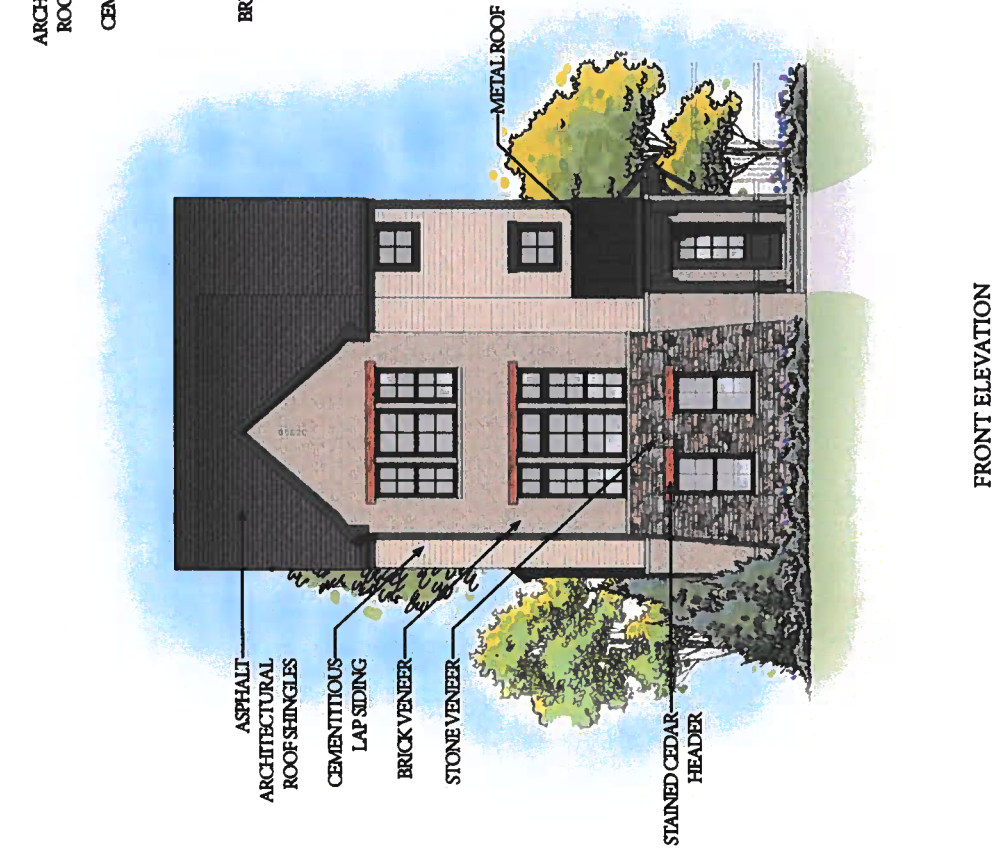
RIGHT ELEVATION



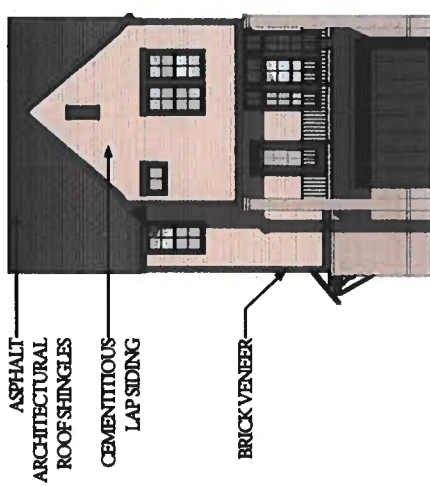
51 Thompson
August 23, 2023

THE
PROVIDENCE
GROUP





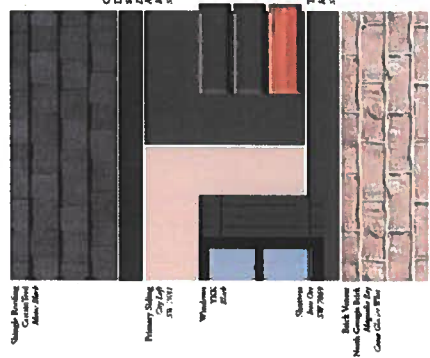
FRONT ELEVATION



REAR ELEVATION



LEFT ELEVATION



COLOR SCHEME #7

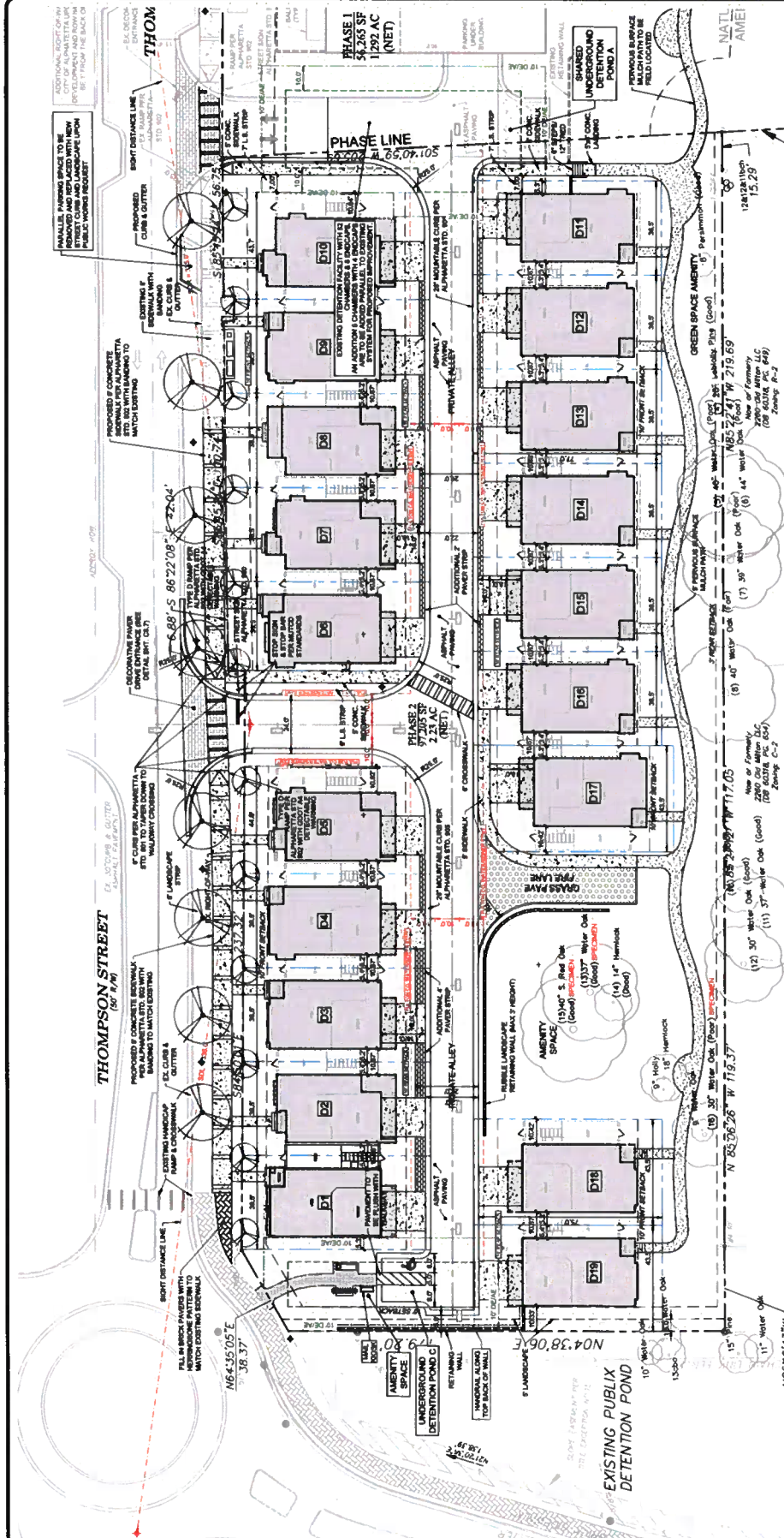


RIGHT ELEVATION



51 Thompson
August 23, 2023

THE
PROVIDENCE
GROUP

[illegible][illegible]

LOT TABLE	DETACHED
LOT D1	2,370 SF
LOT D2	2,370 SF
LOT D3	2,370 SF
LOT D4	2,370 SF
LOT D5	2,370 SF
LOT D6	2,370 SF
LOT D7	2,370 SF
LOT D8	2,370 SF
LOT D9	2,370 SF
LOT D10	2,370 SF
LOT D11	2,370 SF
LOT D12	2,370 SF
LOT D13	2,370 SF
LOT D14	2,370 SF
LOT D15	2,370 SF
LOT D16	2,370 SF
LOT D17	2,370 SF
LOT D18	2,370 SF
LOT D19	2,370 SF

[illegible]

ALL UTILITY LOCATES AND RELOCATIONS AND OR DAMAGE TO UTILITIES SHALL BE THE RESPONSIBILITY OF THE DEVELOPER. THE CITY OF ALPINE SHALL LOCATE PERSONNEL DIRECTLY FOR TRAFFIC SIGNAL UTILITY LOCATES AT 875-297-6000.



CITY COUNCIL STAFF REPORT

Department: Community Development

Submitted By: Kathi Cook

Prepared By: Michael Woodman

Meeting Date: September 18, 2023

AGENDA ITEM: PH-23-11 UNIFIED DEVELOPMENT CODE TEXT AMENDMENTS – SIGNS, MULTI-USE TRAILS, PARKING, DOWNTOWN DESIGN, AND TREE PRESERVATION

Consideration of text amendments to the Unified Development Code (UDC). Amend Section 2.3 Supplementary Regulations to address fence and wall regulations along multiuse trails. Amend Section 2.5 Parking and Loading to address the different levels of electric vehicle charging stations. Amend Section 2.6 Signs to prohibit face illuminated channel letter signs, require master sign plans for all commercial shopping centers and extend time period for banner signs for new businesses after DRB submittal. Amend Section 3.2 Tree Conservation, Landscape and Buffer Requirements to remove pines as a specimen or tree of quality and to allow homeowner's associations to review certain requests for tree removal within the front yard. Amend Subsection 2.10.5 North Point Overlay Street, Section 3.5 Installation of Streets, and Subsection 2.3.5 Downtown Overlay Multi-Use Trails to add and amend regulations pertaining to the installation of multi-use trails. Amend Appendix A: Alpharetta Downtown Code, Section 2.8 Building Design to address applicability of architectural style requirements.

This item was considered by the Planning Commission at the September 7, 2023 meeting. There were no public comments. After discussion, Planning Commission recommended approval. Vote 6-0

ITEM DESCRIPTION:

Signs

In an effort to improve community aesthetics and reduce light pollution, Staff recommends changes to the Sign Ordinance to limit sign types, requiring master sign plans for multi-tenant developments, and extend banner sign timeframe for new businesses that require approval of signage by the Design Review Board (DRB).

Amend Subsection 2.6.8 Prohibited Signs and Devices, to prohibit face illuminated channel letter signs throughout the City. Currently, the prohibition applies to signs in the Downtown Overlay.

Subsection 2.6.11(E) Banners is proposed to be amended to allow new businesses that require signage approval from the Design Review Board (DRB) to have a banner for up to 60 days after submission of a DRB application. Currently, banner signs are permitted for up to a fourteen (14) day period per calendar year. The recent change by the State requiring a 30-day advance legal advertisement for DRB requests is the impetus for this proposed change. Signs in the Downtown Overlay require DRB approval, which means a new business could wait seven (7) to eight (8) weeks for DRB approval of signage. The extended time period for a banner would help offset the extended DRB review process.

To ensure aesthetic compatibility of signage, Subsection 2.6.11 (H) Signs Permitted in Strip Shopping Centers, Shopping Centers, and Mixed-Use Developments, is proposed requiring a master sign plan for multi-tenant developments. At a minimum, the master sign plan will address sign type, color and illumination and will limit sign face colors to no more than three (3) colors and illumination to no more than one (1) color. Master sign plans should be approved by

the Design Review Board and will apply to signs requiring a permit.

Multi-Use Trails

Staff recommends amendments to Article 2 Use of Land and Structures, Article 3 Land Development Activities, and Appendix A: Alpharetta Downtown Code to establish and amend regulations pertain multi-use trails, including applicability, dimensions, building setbacks, and fences and walls along multi-use trails. Currently, multi-use trail regulations are addressed in the Downtown Overlay and North Point Overlay.

Propose an amendment to Subsection 2.3.6 Fence and Wall Requirements, addressing setbacks, type and height of fencing and walls along a multi-use trail. Propose new Subsection 3.5.7 Multi-Use Trails, which addresses multi-use trail design regulations. including regulations pertaining to trail width and building setbacks from a multi-use trial. Propose amendments to Subsection 2.10.5 North Point Overlay Streets and Appendix A: Alpharetta Downtown Code Subsection 2.3.5 Multi-Use Trails, pertaining to various multi-use trial regulations.

Parking

Staff recommends changes to the Parking Ordinance to incentivize the installation of faster charging Electric Vehicle Charing Stations (EVCS). Amend Subsection 2.5.7 Electric Vehicle Charging Stations (EVCS), to establish different requirements for Level 2 and Level 3 EVCS.

Downtown Design

Staff recommends amendments to the Downtown Design Guidelines in order to clean up a discrepancy between the Downtown Design Guidelines and the Alpharetta Downtown Code. Amend the Downtown Design Guidelines to change the geographic area where the design guidelines apply to the Downtown Overlay.

Tree Preservation

In an effort to improve efficiencies related to the tree removal permitting process, Staff recommends changes to the Tree Preservation Ordinance to allow a Qualified Issuing HOA to consider tree removal permits for certain tree removals in the front yard of a 'For-Sale dwelling. A Qualified Issuing HOA would be required to attend a tree removal permit class provided by the City's Community Development Department and maintain a contract with a landscape architect or arborist.

Amend Subsection 3.2.2 Definitions, to add a new definition for Qualified Issuing HOA (QIH) and to exclude pine trees from the definitions of Specimen Tree and Tree of Quality. Amend Subsection 3.2.3(A) to add an exemption from the Tree Conservation, Landscape and Buffer Requirements section for the removal of trees located in the front setback of a 'For-Sale' dwelling that receives approval from a Qualified Issuing HOA (QIH).

ATTACHMENTS:
• Ordinance • Section 2.3 Supplementary Regulations • Section 2.5 Parking and Loading

- Section 2.6 Signs
- Section 2.10.5 North Point Overlay Streets
- Section 3.2 Tree Conservation, Landscape, and Buffer Requirements
- Section 3.5 Installation of Streets
- Subsection 2.3.5 Downtown Overlay, Streets
- Downtown Design Guidelines



AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AMEND ARTICLE II, ARTICLE III, AND APPENDIX A: ALPHARETTA DOWNTOWN CODE OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO AMEND REGULATIONS PERTAINING TO ELECTRIC VEHICLE CHARGING STATIONS; TO AMEND REGULATIONS PERTAINING TO ALPHARETTA DOWNTOWN DESIGN GUIDELINES; TO AMEND AND ADD REGULATIONS PERTAINING TO SIGNS; TO AMEND AND ADD REGULATIONS PERTAINING TO TREE CONSERVATION; TO AMEDN AND ADD REGULATIONS PERTAINING TO MULTI-USE TRAILS; TO REPEAL CONFLICTING ORDINANCES; AND FOR OTHER PURPOSES.

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;

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;

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;

WHEREAS, the City Council desires to amend Article II, Article III, and Appendix A: Alpharetta Downtown Code 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 Mayor and City Council of the City of Alpharetta hereby ordains, as follows:

Section 1: Article II, Subsection 2.3.6 titled “Fence and Wall Requirements” of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “A” attached hereto as if fully set forth herein.

Section 2: Article II, Subsection 2.5.7 titled “Electric Vehicle Charging Stations (EVCS)” of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “B” attached hereto as if fully set forth herein.

Section 3: Article II, Section 2.6 titled “Signs” of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “C” attached hereto as if fully set forth herein.

Section 4: Article II, Subsection 2.10.5 titled “North Point Overlay Streets” of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “D” attached hereto as if fully set forth herein.

Section 5: Article III, Section 3.2 titled “Tree Conservation, Landscape, and Buffer Requirements” of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “E” attached hereto as if fully set forth herein.

Section 6: Article III, Subsection 3.5.7 titled “Multi-Use Trails” of the Unified Development Code is hereby added by amending same as set forth in Exhibit “F” attached hereto as if fully set forth herein.

Section 7: Appendix A: Alpharetta Downtown Code, Subsection 2.3.5 titled “Multi-Use Trails” of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “G” attached hereto as if fully set forth herein.

Section 8: Alpharetta Downtown Design Guidelines, as referenced in Appendix A: Alpharetta Downtown Code of the Unified Development Code is hereby amended by amending same as set forth in Exhibit “H” attached hereto as if fully set forth herein.

Section 9: 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 10: 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 ____ day of January ____.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

[SIGNATURES CONTINUED ON FOLLOWING PAGE]
[SIGNATURES CONTINUED FROM PRECEDING PAGE]

COUNCIL MEMBERS

Mayor Pro Tem Dan Merkel

Council Member Donald F. Mitchell

Council Member Brian Will

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Jason Binder

(SEAL)

Attest:
sufficiency:

Approved as to form and legal

Lauren Shapiro, City Clerk

[INSERT ATTORNEY], City Attorney

Exhibit “A”

2.3.6 Fence and wall requirements.

- A. *Height.* Height of fences and walls used as fences shall not exceed six (6) feet on residential property and eight (8) feet on non residential property. These limits may be exceeded by up to 50% on sloped lots where the appearance of an even fence line is desired.
- B. *Location on Property.* In order to prevent the obstruction of visibility, no walls, fences, shrubbery or hedges over three (3) feet in height shall be located within twenty (20) feet of an intersection of two or more streets or within ten (10) feet of the edge of a driveway leading to a street. Fences and walls shall be placed at least five (5) feet from required landscape strips and buffers to accommodate construction and maintenance unless approved otherwise at a public hearing.
- C. *Materials.* Fences and walls used as fences shall be made of wood which shall be protected from decay by the use of naturally durable wood or wood that is pressure treated, metal, brick, block, vinyl or stone. The use of plywood/sheet goods as a material is prohibited. Barbed, razor wire or electrically charged fencing shall be permitted in AG and RE districts and may be permitted, subject to administrative review and approval, in other districts.
- D. *Appearance.* All fencing shall be constructed with finished side facing away from the property owners property. Fences and walls used as fences shall not be finished with bright or primary colors or be visually distracting in any other way. A privacy fence or chainlink fence along a public or private right-of-way shall only be permitted when the required landscape strip and associated landscape material is provided. Privacy and chainlink fences shall be prohibited in a front yard, except that the Director of Community Development, or designee, may approve a privacy fence in the front yard on collector or arterial streets.
- E. *Permit.* A permit for construction shall not be required to erect a fence or wall used as a fence which is built in accordance with these standards. Signage incorporated into such fences shall require a sign permit.
- F. **Multi-use Trails. A fence or wall along a public multi-use trail shall be setback at least ten-feet (10') from the trail, shall not be opaque and shall not exceed five-feet (5') in height.**

Exhibit “B”

2.5.7 Electric Vehicle Charging Stations (EVCS).

All non-residential and Dwelling, 'For-Rent' developments requiring 100 or more vehicle parking spaces shall provide Electric Vehicle charging stations (EVCS). One (1) Level 2 EVCS for every 25 required vehicle parking spaces or one (1) Level 3 EVCS for every 100 required vehicle parking spaces shall be required.

Exhibit “C”

SECTION 2.6 SIGNS¹

2.6.8 Prohibited signs and devices.

Except as otherwise provided, the following types of signs or attention-getting devices are prohibited in all zoning districts of the City:

1. Balloons, pennants, streamers, feather signs, air or gas filled figures, or similar attention-getting devices or wind-activated devices, excluding flags.
2. Swinging signs.
3. Rotating signs.
4. Animated signs, flashing signs, and intensely lighted signs.
5. Beacons, search lights or laser lights or images.
6. Variable message boards used for purposes other than traffic management.
7. Signs which purport to be, or are an imitation of, or resemble an official traffic sign or signal.
8. Window signs which, in aggregate, exceed 20% of the window area or otherwise fail to meet the standards of this Ordinance.
9. A-frame signs, sandwich board, sidewalk or curb signs are prohibited except when placed within 5 ft. of the front door of a building.
10. Signs painted on or attached to utility poles, trees, rocks or other similar objects, except signs lawfully placed on utility poles by a government, public authority or public utility.
11. Signs which obstruct a fire escape, required exit, window or door opening used as a means of ingress or egress, or which interfere with any opening required for ventilation, or which violate any code of the City, including the Life Safety Code and the Fire Prevention Code.
12. Signs occupying a parking space required under the minimum parking requirements of this Ordinance, other than signs designating the space as reserved for handicapped or other use.
13. Signs which do not conform to City-adopted building and electrical codes.
14. Signs which emit audible sound, odor or visible matter.
15. Portable signs.
16. [Reserved].
17. [Reserved].
18. Signs attached to any street signs or traffic control devices, or to any pole supporting same, or any sign attached to any utility pole, other than those signs lawfully placed by a government, public agency, or public utility.
19. Signs projected on a building.
20. Signs in a public right-of-way other than publicly owned or maintained signs.

¹Ord. 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.

21. Signs which are in violation of the rules and regulations of any zoning overlay district presently existing or as may later be enacted.
22. Signs located on any substandard lot.
23. Abandoned signs.
24. Any sign that is structurally unsound, or is a hazard to traffic or pedestrians.
25. Dilapidated or neglected signs. A sign (including sign structure) will be dilapidated or neglected if it does not present a neat and orderly appearance, which may be manifested by the following: rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illuminating or mechanical devices or missing letters in sign copy.
26. Signs exceeding 156 sq. ft. in copy area if located on a commercial building, signs exceeding 240 sq. ft. in copy area if located on an industrial or office park building and/or signs and sign structures in excess of 10 ft. in height (measured from the ground to the highest point of the structure).
27. Signs in any area designated as an undisturbed buffer pursuant to a federal, state or local law, a condition of zoning, or approved plat.
28. Internally illuminated window signs, including neon or LED signs (except as otherwise permitted herein). Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.
29. Cabinet signs in the Downtown Overlay.

30. Face illuminated channel letter signs in the Downtown Overlay.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 736 , § 1, 3-20-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020; Ord. No. 841 , § 2(Exh. B), 2-21-2022)

2.6.11 General provisions.

Except as otherwise provided in this Ordinance, the following general regulations apply to all zoning districts in the City:

A. MAINTENANCE AND APPEARANCE OF SIGNS.

1. All signs shall be maintained in good condition and present a neat and orderly appearance. Any sign showing gross neglect, or which becomes dilapidated, or which is surrounded by an unmaintained ground area, or due to its condition which may pose a threat to the safety of the public may be required to be repaired or removed as set forth below.
2. The Director, upon finding any of the above conditions, will give the owner written notice which may be up to 10 days to correct the deficiencies or to remove the sign or signs. If the owner refuses to correct the deficiencies or remove the sign, the Director may issue a citation under the enforcement provisions of this Ordinance.

B. ILLUMINATION OF SIGNS.

1. The light from any illuminated sign shall not be of an intensity or brightness which will interfere with the peace, comfort, convenience, and general welfare of residents or occupants of adjacent properties.
2. No sign shall have blinking, flashing, or fluctuating lights or other illuminating devices which have a changing light intensity, brightness or color.

3. No color lights shall be used at any location or in any manner so as to be confused with or construed as traffic control devices.
4. Neither direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
5. Lighting for free-standing signs shall be located above the sign and aimed downward in order to minimize the brightness added to the night sky.

C. MEASUREMENT OF SIGN AREA.

1. *Generally.* Except as otherwise provided herein, the area of a sign shall be computed as the area within the smallest rectangle enclosing the limits of a sign face, together with any sign face cabinet, frame, material, texture, or color forming an integral part of the sign face used to differentiate the sign face from the structure upon which it is placed. The computation of the area of a sign face shall not include the structure, supports, or uprights on which the sign face is placed or any portions of a sign structure that are not intended to contain any copy or serve background, but rather are purely structural or architectural in nature, except as provided above.
2. *Double-Faced Signs.* For double-faced signs, when the sign face surfaces are parallel and are back to back, or where the interior angle formed by the faces is sixty (60) degrees or less, the area of the sign shall be taken as the areas on the largest side. For all other multi-faced signs, the area of the sign shall be the total area on all sides that can be viewed from any angle.
3. *Monument Signs.*
 - a. *Area of Sign.* For monument signs, the "sign area" or "area of the sign" shall mean the total area of the visible surface of the sign, including the base, sign structure, and sign face of the sign. The computation of the sign area of a monument sign shall include the entire surface of the base, sign structure and sign face, as measured from top to bottom and side to side. For monument signs that are double-faced, when the sign face surfaces are parallel and are back to back, or where the interior angle formed by the faces is sixty (60) degrees or less, the area of the sign shall be taken as the areas on the largest side.
 - b. *Sign Face.* For monument signs, the area of the sign face shall be measured in the same manner as provided for the measurement of the area of sign for all other signs.
 - c. *Copy Area.* For monument signs, the copy area shall be measured in the manner provided in the definition of "copy area."
 - d. *Tenant Panels and Changeable Copy Board.* If a portion of a monument sign includes a sign face with tenant panels or changeable copy board, which is separated from another copy area on the sign by portions of a sign structure that are not intended to contain any copy, but rather are purely structural or architectural in nature, the portion of the sign containing tenant panels or changeable copy board shall be measured separately from the other copy area of the sign (i.e., the copy area of the monument sign is the total of (i) the area within the smallest rectangle enclosing the limits of the sign face comprised of tenant panels or changeable copy and (ii) the other (separated) copy area.

D. STANDARDS FOR MONUMENT SIGNS.

1. The base of a monument sign shall be at least as wide as the sign face. Unless otherwise specified in a Master Sign Plan or a condition of zoning approval, the base and structure of a monument sign shall be constructed of brick, stone, or other architectural materials matching the principal building's materials and color. Any poles or columns utilized for

structural purposes shall be fabricated or covered so that they may not be detected visually. Foundations shall be designed to carry weight and wind load of the sign, in soil which it is placed.

2. Any tenant panels or changeable copy on a monument sign shall have a uniform background color and material.
3. All monument signs shall display the property address in numbers at least six (6) inches in height. The numerical address shall not be considered part of the sign face and shall not count against the allowable sign square footage provided such numbers are not more than twelve (12) inches in height.
4. Except for subdivision signs, monument signs may not be constructed before the principal building is on a lot.

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. Applicants that require review and approval of signage from the Design Review Board (DRB), other than for a Master Sign Plan, shall be permitted one (1) banner sign for up to a 60 day period after submission of a DRB application.
- 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 dosed 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 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.

H. **SIGNS PERMITTED IN STRIP SHOPPING CENTERS, SHOPPING CENTERS, AND MIXED-USE DEVELOPMENTS.** To ensure aesthetic compatibility of signage throughout a development, strip shopping centers, shopping centers, and mixed-use developments shall submit a Master Sign Plan to the City's Design Review Board for consideration. At a minimum, Master Sign Plans shall address signage type, sign face color, and illumination color. Plans shall limit sign illumination color to one (1) color and sign face colors to no more than three (3) colors, except that licensed trademark/logo colors shall be permitted. Master Sign Plans shall apply to any signage that requires a permit.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 847 , § 1(Exh. A), 4-18-2022)

Exhibit “D”

SECTION 2.10 NORTH POINT OVERLAY

2.10.5. Streets.

A. Applicability.

1. The Section applies to:
 - a. New development;
 - b. Existing developed sites when more than 25% of the site area is disturbed, except as provided for in "2" immediately below;
 - c. Existing principal buildings that are expanded, except as provided for in "2" below immediately; and
 - d. Existing principal buildings that are renovated or repaired and the value of said work exceeds 50% of the building's replacement cost, except as provided for in "2" immediately below.
2. The Director of Community Development may grant variances to any requirement of this Section for existing developed sites and existing buildings (except as specifically delegated to the City Transportation Engineer) when one or more of the following exists:
 - a. The streetscape or multi-use trail would render a site non-conforming with regard to vehicular parking; or
 - b. Existing topography, trees, buildings, bridges, utilities, retaining walls, or other existing features render this Section unreasonable.
3. This Section does not apply on a parcel for which a Land Disturbance Permit or Building Permit is issued but where the Director of Community Development determines that the permit is for an accessory use or structure to the principal use or structure or for minor repairs or additions to the principal building or structure in existence.

B. Streetscapes.

1. *Streetscapes Required.*
 - a. New public and private streets must include sidewalks and planters as identified in the Streetscape Standards of the Site Regulation Table prior to the issuance of Certificate of Occupancy, except as indicated in "d" immediately below.
 - b. Existing streets that do not meet the Streetscape Standards of the Site Regulation Table must be brought into compliance with said standards along the site's frontage prior to the issuance of Certificate of Occupancy, except as indicated in "d" immediately below.
 - c. On existing streets where there is insufficient right-of-way for the required streetscape improvements, the right-of-way needed for such improvements may be expanded by mutual agreement between the property owner and the entity holding the right-of-way, or a public access easement may be provided to the City to meet the required improvements.
 - d. On streetscapes that are or will be within the public right-of-way, root barriers are required between the sidewalk and any adjacent landscape strips or planters, subject to approval of the City Arborist.
 - e. The City encourages the use of multi-functional runoff reduction measures in the streetscape, including bioretention areas, stormwater tree box, and planter box. The

dimensional standards for planting area, tree spacing, and planting type be varied to accommodate runoff reduction measures.

- f. Alternative streetscape may be approved by City Transportation Engineer for multi-use trails in accordance with Sec. 2.10.5.C.

C. *Multi-Use Trails.*

1. Multi-use trails shall have an average width of 12 feet, but their width may be periodically reduced to 8 feet where topography, wetlands, stream buffers, existing buildings, existing trees, or other existing conditions render this requirement infeasible. The maximum aggregate length of this reduced width is 400 feet.



2. A multi-use trail ~~may~~ shall be required instead of a sidewalk along any new or existing street when the location is identified for a multi-use trail in the North Point Livable Centers Initiative Study or another plan that has been adopted by the City of Alpharetta. A multi-use trail may be required in other locations identified for a multi-use trail in the North Point Livable Centers Initiative Study, the Alpha Loop Plan, or another plan that has been adopted by the City of Alpharetta.
3. ~~Where a City of Alpharetta park or access easement held by the City of Alpharetta abuts a street subject to "1" above, the multi-use trail may also be located in such park or easement.~~
4. In approving a multi-use trail in lieu of a sidewalk, the City Transportation Engineer, upon application, shall ~~may~~ reduce the required planter width to a minimum width of 5 feet if the proposed reduction is supported by the public health, safety and general welfare.
5. Buildings shall maintain a minimum setback of twenty-feet (20') from a multi-use trail.

Exhibit “E”

SECTION 3.2 TREE CONSERVATION, LANDSCAPE, AND BUFFER REQUIREMENTS²

3.2.1 General.

In order to maintain and promote the public health, safety and welfare, the City has established regulations governing the conservation, planting, and replacement of trees. The importance of trees is recognized for their contribution toward quality of life, visual quality of the city, and improved property values. It is the City's intent to prevent the indiscriminate removal of trees without denying the reasonable use and enjoyment of real property. It is also the intent of these regulations that all applicable sites within the City maintain or obtain minimum tree density, as defined herein. Consistent with the expressed purpose of these regulations, all persons shall make reasonable efforts to protect and retain certain existing, self-supporting trees as defined herein. Each person shall be responsible for the normal care of trees located on its premises.

- A. Willful injury or disfigurement of any tree growing within the City shall be a violation of this Ordinance.
- B. No person shall:
 - 1. Attach any sign, notice or other object to any tree or fasten wires, cables, nails or screws to any tree in a manner that could prove harmful to the tree.
 - 2. Pour any material on any tree or on nearby ground which could be harmful to the tree.
 - 3. Cause or encourage any unnecessary fire or burning near or around any tree.
 - 4. Construct a concrete, asphalt, brick or gravel sidewalk, significantly compact the soil, place fill material, or create other impervious or semi-impervious surfaces around any tree so as to cut off air, light or water from the roots of the tree so as to adversely impact the tree's root system.
 - 5. Pile building material or equipment around any tree so as to cause injury thereto.
 - 6. Deny routine maintenance, watering and reasonable arboricultural care to existing and newly established trees as may be required as a result of activities taking place under this Section.
 - 7. Remove any tree without Permit.
 - 8. Remove or prune a tree on commercial property during non-development activity unless they follow ISA industry standard protocols for pruning or have written approval from the Director.
 - 9. Park any vehicle on the unpaved area underneath existing tree canopies.

(Ord. No. 739 , 5-1-2017)

3.2.2 Definitions.

For the purposes of this Section, unless the context indicates otherwise, the following terms shall have the meaning set forth below:

Boundary Tree. Any tree located on adjacent property with a critical root zone that will be impacted by proposed land disturbance activity.

²Ord. No. 739 , adopted May 1, 2017, amended Section 3.2 in its entirety to read as herein set out. Former Section 3.2, Subsections 3.2.1—3.2.19, pertained to tree protection, and derived from the original codification.

Buffer. An area required to remain undisturbed or replanted where existing vegetation is sparse, as determined by the director.

Caliper. A standard of trunk measurement for replacement trees. Caliper inches are measured at the height of 6 inches above the ground for trees up to and including 4 inch caliper and 12 inches above the ground for trees larger than 4 inch caliper.

Conifer Tree. Any tree with needle leaves and a woody cone fruit including, but not limited to, pine, juniper and cedar species.

Conserve. Protect from harm or destruction; preserve; save.

Critical Root Zone (CRZ). The minimum area beneath a tree which must be left undisturbed in order to preserve a sufficient root mass to give a tree a reasonable chance of survival. The Critical Root Zone will typically be represented by a concentric circle centering on the tree's trunk with a radius equal in feet to one and three-tenths times the number of inches of the trunk diameter. EXAMPLE: The CRZ radius of a twenty (20) inch diameter tree is twenty-six (26) feet.

Dead Tree. Any standing tree which is no longer alive or has the ability to sustain itself through natural processes as determined by a qualified professional.

Development Activity. Any alteration of the natural environment, which requires the approval of a development or site plan and issuance of a Land Disturbance Permit. Development Activity shall also include the "thinning" or removal of trees from land in conjunction with a forest management program, the removal or destruction of trees incidental to the development of land or to the marketing of land for development, the removal or destruction of trees in conjunction with any grading activity, including the removal or filling (stockpiling) of soil, and logging or the removal of trees not in conjunction with an ongoing forest management program. Nothing in this definition shall be deemed to require or authorize the issuance of a permit for any activity described herein.

Diameter Breast-Height (DBH). The standard measure of tree size (for trees existing on a site). The tree trunk is measured at a height of 4½ feet above the ground. If a tree splits into multiple trunks below 4½ feet, the trunk is measured at its most narrow point beneath the split.

Director. The Director of Community Development or designee shall administer and enforce the provisions of this Ordinance; provided, however, that a designee shall have no authority to revoke permits.

Georgia 400 Tree Protection Zone. All property within a horizontal distance of 120 feet of the right-of-way of Georgia 400. At major intersections on Georgia 400 having exit and/or entrance ramps the protection zone shall be reduced to 60 feet. The reduction shall apply for the length of each such ramp. The Georgia 400 Tree Protection Zone is a Buffer.

Grading Activity. Altering ground surfaces to specified elevations, dimensions and/or slopes; this includes stripping, cutting, filling, stockpiling and shaping or any combination thereof and shall include the land in its cut or filled condition.

Guidance Document. A document maintained by the City of Alpharetta Arborist that includes clarifications to requirements with examples and additional technical standards about tree protection, tree planting, species selection, and other information relevant to the protection and replanting of trees in the City of Alpharetta. The document may be revised by the City Arborist as conditions and technical standards evolve.

Hardwood Tree. Any tree that is not coniferous (cone bearing). This definition is based on the colloquialism, and does not necessarily reflect any true qualities of the tree.

International Society of Arboriculture (ISA). A professional organization that promotes the professional practice of arboriculture, sets standards for obtaining professional credentials for arborist, and establishes best practices for tree care, pruning, and protection.

Land Disturbance Permit. A permit issued by the City that authorizes Development Activity and includes, but is not limited to, Soil Erosion Protection, clearing and grubbing, land disturbance and building construction.

Landscape Strip. A portion of a lot required to be reserved for, installed with, and maintained with vegetation. Such a strip may or may not be required to be of a linear form. No utilities or parking shall be allowed within a required landscape strip.

Landscape Tree. A tree or trees that were planted or retained on a developed or previously developed site.

Lot Building Area. The area of a lot encompassed by front sides and rear yard setbacks or building line as required by City Ordinance and Subdivision Regulations.

Mass Grading. The grading within existing or across proposed property lines including the removal of trees and disturbance of soils in order to prepare a site for construction where buildings are not approved.

Mulch. An organic material spread around the base of a plant or on a plant bed to enrich and insulate the soil. Types of mulch include Pine Straw, Shredded Hardwood, Wood Chips, and Bark Chips. Mulch should be free of disease and pests. Synthetic or artificial mulches are not acceptable for use in the City of Alpharetta.

Non-Development Activity. Any alteration of the natural environment which does not require development or site plan approval, but which would include the proposed removal or destruction of any tree(s). Any removal of trees that constitutes Development Activity as that term is herein defined shall not constitute non-development activity.

Ornamental Tree. A tree that provides a visual impact in the landscape. The impact may be provided through form, bark, branching structure, leaf color, and/or flower color. Typically a small or medium size tree.

Overstory Tree. Those trees that compose the top layer or canopy of vegetation and will generally reach a mature height greater than 40 feet and typically have a spreading canopy.

Permit (Tree Removal Permit). An official Permit for tree removal issued by the City of Alpharetta.

Pervious Surface. All that area of land that can be landscaped or planted, allows natural passage through by water, and is not covered by man-made materials or structures such as buildings or paving.

Pine Tree. An evergreen coniferous tree that has clusters of needle-shaped leaves.

Plantable Area. The pervious surface area available for the preservation or planting of trees. Plantable Area shall not include that portion of the lot that is covered by buildings and structures permitted pursuant to the maximum lot coverage standards of this Ordinance.

Planted Area. An area of living plant material created for the purpose of establishing open space and consisting of a minimum of 50% of the area devoted to trees and shrubs.

Pruning (Tree Pruning). To cut away dead, overgrown, or undesirable branches or stems. Pruning of trees to be done in compliance with standard arboricultural practices as outlined in ANSI A300 and shall maintain the trees natural form and structure.

Qualified Issuing HOA (QIH) An established HOA, POA, or COA with recorded covenants that maintains a contract with a landscape architect or Qualified Professional that has attended and passed the required tree removal permit regulation class provided by the city. The QIH shall be permitted to issue tree removal permits to their HOA, POA, or COA members where trees are located within the front setback and shall require recompense and/or replacement where required by Section 3.2. QIH certification can be revoked at any time by City if QIH is found to be in non-compliance.

Qualified Professional. An International Society of Arboriculture (ISA) Certified Arborist, an American Society of Consulting Arborists (ASCA) Registered Consulting Arborist, or a Registered Forester.

Recompense. Replacement of trees or payment into the City held tree fund for the removal of Specimen Trees.

Replacement Planting. The planting of trees on a site that before development had more trees, and after development shall have less trees per acre.

Responsible Party. Any individual, firm, principal, or other entity who is a signatory to a Tree Removal Permit Application or Land Disturbance Permit for Development Activity or any person or company caught in the act of tree removal without a City-issued permit, or who violates any other provision of this Ordinance.

Shade Tree. Any tree that has a spreading canopy that provides partial to full shade to the ground with a minimum height of 20 feet.

Semi-Pervious. Hardscape, aggregate or porous paver that allows at least fifty percent (50%) of surface water to pass through the manmade material and into the underlying soil.

Softwood Tree. Any coniferous (cone bearing) tree. This definition is based on the colloquialism, and does not necessarily reflect any true qualities of the tree.

Specimen Tree. Any tree, **not including pine trees**, which qualifies for special consideration for preservation due to its size, type, condition, location or historical significance and which also meets the minimum size criteria set forth below.

Size Criteria:

<i>Pine Trees:</i>	30-inch diameter or larger for trees in the Pinus (Pine) genus.
<i>Coniferous Trees:</i>	20" diameter or larger for trees in the cedrus (deodar cedar), Thuja (Arborvitae), or other ecologically similar trees.
<i>Overstory Trees:</i>	30-inch diameter or larger for trees in the Liquidambar (Sweetgum) or Liriodendron (Tulip poplar) genus.
	20-inch diameter or larger for trees in the Fagus (Beech), Nyssa (Tupelo), Diospyros (Persimmon), Sassafras (Sassafras), or other ecologically similar trees.
	20-inch diameter or larger for Magnolia grandiflora (Southern magnolia) and those cultivars that generally reach a mature height over 40'.
	24-inch (24") diameter or larger for trees in all other genera.
<i>Understory Trees:</i>	8-inch (8") diameter or larger.
	10-inch (10") diameter or larger for Oxydendron arboretum (Sourwood).

See additional requirements for Specimen Trees in "The Guidance Document."

Street/Streetscape Tree. Any tree located or proposed to be located along a public or private street. The actual location will be determined by the specific zoning district or overlay. In situations where there is limited planting space in the right-of-way and or safety concerns, street trees may be located at the back of the sidewalk or within the landscape strip on private property and the discretion of the Director.

Structural Root Plate. The zone of rapid root taper that provides the tree stability against wind throw. The radius of the structural root plate is equal to 0.5 feet per inch of DBH.

Timber Harvest. Harvesting of timber from sites as a timber management activity as part of a demonstrated ongoing agricultural land use.

Tree. Any living, self-supporting woody or fibrous plant which normally obtains a diameter breast height of at least three (3) inches, and typically has one (1) main stem or trunk and many branches.

Tree Care Plan. A plan developed to provide an impacted tree the best possible chance of survival. A tree care plan should be prepared by a qualified professional and conform to the requirements of ANSI A300 and the Guidance Document

Tree Density. A measurement of trees on a property, expressed as inches per acre. For existing trees density is calculated based on DBH. For proposed trees tree density is calculated based on the caliper.

Tree Grouping. A community of trees as determined by the Director to merit special consideration as an ecological feature based upon species composition, form, structure, age, and condition. Tree groupings shall be in good condition and free from defects and or insect and disease infestations. Specimen trees and trees of quality may be included in tree groupings and every alternative should be evaluated to save these trees. Except as otherwise provided in Section 3.2., Tree Groupings will be treated as specimen trees for preservation credits and every alternative should be evaluated to save these trees.

Tree of Quality. A tree that merits special consideration due to historical significance, ideal shape and structure, or uniqueness of the species as determined by the Director. A tree of quality shall be in good condition, free from defects and or insect and disease infestations, and of a typical form for that species. Except as otherwise provided in Section 3.2., Trees of Quality will be treated as specimen trees for preservation credits and every alternative should be evaluated to save these trees. Pine, Yellow poplar, Sweetgum, Bradford pear, Leyland cypress, invasive species, or other species as determined by the Director shall not be considered a tree of quality.

Tree Removal or Removal of Trees. Removal of trees through an act of cutting down a tree or any act which causes a tree to die within 2 years after commission of the act or impedes the ability of the tree to sustain itself, including but not limited to damage inflicted upon the root system, trunk, or canopy as a result of:

1. The improper use of machinery on the trees;
2. The storage of materials in or around the trees;
3. Soil compaction;
4. Altering the natural grade to expose the roots or to cover the tree's root system with more than 4 inches of soil;
5. Causing the infection or infestation of the tree by pests, fungus or harmful bacteria;
6. Pruning judged to be excessive by the Director or not in accordance with the standard set forth by the International Society of Arboriculture (ISA);
7. Paving with concrete, asphalt or other impervious surface within such proximity as to be harmful to the tree or its root system; and
8. Application of herbicides or defoliant to any tree without first obtaining a permit.

Tree Planting List. List of preferred tree species for use in the City of Alpharetta. Species not included on this list may be approved at the discretion of the Director. The Tree Planting List is included in the Arborist Guidance Document.

Tree Protection Area. An area encompassing the critical root zone of a tree that shall remain in an a pervious state.

Tree Save Area. An area designated for the purpose of meeting tree density requirements, saving natural trees, and/or preserving natural buffers that shall remain in a pervious state.

Understory Trees. Those trees that grow beneath the overstory, and will generally reach a mature height less than 40 feet. Understory trees may include coniferous trees that meet these same height characteristics.

Zoning Districts. Those areas as defined in the Zoning Ordinance and shown on the Zoning Map.

(Ord. No. 739 , 5-1-2017; Ord. No. 749 , § 4, 9-18-2017; Ord. No. 769 , § 1, 11-12-2018; Ord. No. 850 , § 1(Exh. A), 1-3-2023)

3.2.3 Exemptions.

- A. The following shall be exempt from the provisions of this section:
1. The removal of trees with a Permit.
 2. The removal of trees from horticultural properties such as farms, nurseries or orchards. This exception shall not be interpreted to include timber harvesting incidental to development of the land;
 3. The necessary removal of trees by a utility company within dedicated utility easements;
 4. The removal of trees on public rights-of-way conducted by, on behalf of, or any activity pursuant to work to be dedicated to, a federal, state, county, municipal or other governmental agency in pursuance of its lawful activities or functions in the construction or improvement of public rights-of-way;
 5. The removal of trees from lakes and detention ponds, and drainage easements, unless specifically planted to be part of the stormwater system; or
 6. The removal of any tree which is dead or has become or threatens to become a danger to human life or property;
 7. The removal of any tree which is located in the front setback of a 'For-Sale' dwelling that receives permit approval from their Qualified Issuing HOA (QIH).
- B. Notwithstanding the foregoing, all reasonable efforts shall be made to save specimen trees and trees of quality, and tree groupings.
- C. Nothing in this section shall be deemed to authorize, directly or indirectly, the removal of a tree from the Georgia 400 Tree Protection Zone or any buffer.

(Ord. No. 739 , 5-1-2017)

Exhibit “F”

3.5.7 Multi-Use Trails.

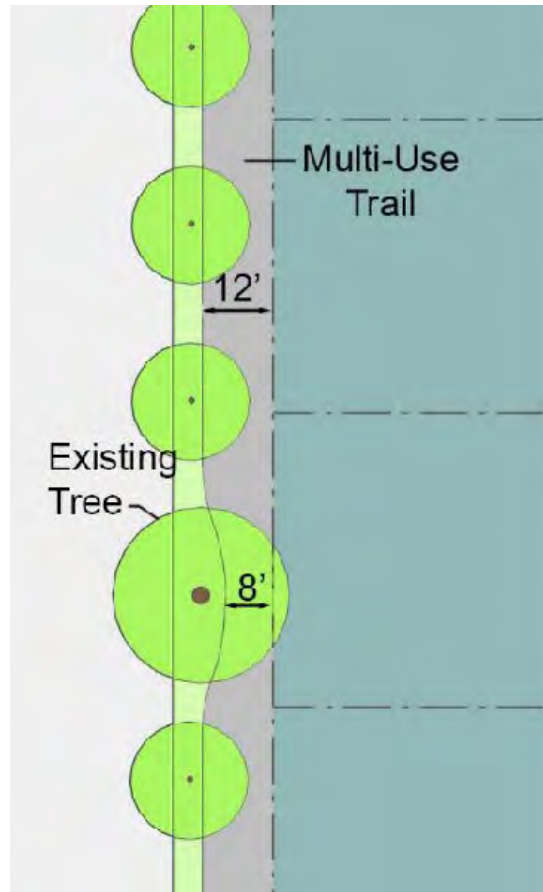
- A. Multi-use trails shall have an average width of 12 feet, but their width may be periodically reduced to 8 feet where topography, wetlands, stream buffers, existing buildings, existing trees, or other existing conditions render this requirement infeasible. The maximum length of this reduced width is 400 feet.
- B. A multi-use trail shall be required instead of a sidewalk along any new or existing street when the location is identified for a multi-use trail in planning documents that has been adopted by the City of Alpharetta.
- C. In approving a multi-use trail in lieu of a sidewalk, the City Transportation Engineer, upon application, shall reduce the required planter width to a minimum width of 5 feet if the proposed reduction is supported by the public health, safety and general welfare.
- D. Buildings shall maintain a minimum setback of twenty-feet (20') from a multi-use trail.

Exhibit “G”

Sec. 2.3. Streets.

2.3.5. Multi-Use Trails.

- A. Multi-use trails shall have an average width of 12 feet, but their width may be periodically reduced to 8 feet where topography, wetlands, stream buffers, existing buildings, existing trees, or other existing conditions render this requirement infeasible. The maximum length of this reduced width is 400 feet.
- B. A multi-use trail ~~may~~ **shall** be required instead of a sidewalk along any new or existing street when the location is identified for a multi-use trail in the Downtown Master Plan or other plan that has been adopted by the City of Alpharetta.



- C. ~~Where a City of Alpharetta park or access easement held by the City of Alpharetta abuts a street subject to Section 2.3.5.A above, the multi-use trail may also be located in such park or easement.~~
- D. In approving a multi-use trail in lieu of a sidewalk, the City Transportation Engineer, upon application, shall ~~may~~ reduce the required planter width to a minimum width of 5 feet if the proposed reduction is supported by the public health, safety and general welfare.
- E. Buildings shall maintain a minimum setback of twenty-feet (20') from a multi-use trail.

Exhibit “H”

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 Overlay "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 Cultural Arts 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 Code Overlay**, which applies to the entire Downtown **Code Overlay** 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 **Code Overlay** of the Alpharetta Downtown Master Plan Study Area.

SECTION 2.3 SUPPLEMENTARY REGULATIONS

2.3.1 General exemptions.

- A. *Heights—Exclusions.* The following structures are exempt from the height limitations imposed within each zoning district:
1. Church spires, cupolas, and chimneys.
 2. Agricultural accessory structures, such as barns, silos, windmills, and the like.
 3. Parapets and structures used for ornamental or aesthetic purposes not to exceed twelve (12) feet.
 4. Elevator penthouses not to exceed fifteen (15) feet.
 5. Mechanical equipment on building roofs or rooftop antennas provided any such equipment exceeding 12 feet in height shall be contained within a structure or otherwise screened from ground view from adjoining streets and properties.
- B. *Front Yard Requirements—Existing Residential Areas.* The setback requirements of this Ordinance shall not apply to any residential lot where the average setback on developed lots located adjacent to and on each side of such lot and within the same zoning district and fronting on the same street as such lot is less than the minimum required setback. In such cases, the setback of such a lot may be less than the required setback but not less than the average of the existing setbacks on the developed lots. In no case, however, shall setbacks be less than 15 feet.

If the adjacent developed lots on both sides of a vacant residential lot, within the same zoning district and fronting on the same street as such lot, have front yard setbacks greater than the minimum required by the zoning district, then the minimum setback on the vacant lot shall be the average of the 2 adjacent developed lots.

- C. *Double Frontage Lots.*
1. Double frontage lots should be avoided except where essential to provide separation of residential development from traffic arteries or to overcome specific disadvantages of topography and orientation. A landscaped or natural buffer of at least twenty feet (20'), across which shall be the right of access, shall be provided along the line of lots abutting such a traffic artery.
 2. On lots having frontage on two (2) streets, but not located on a corner, the minimum front yard setback requirement shall be provided along each street frontage.
 3. Double frontage lots shall obtain access from the street with the lower functional classification, unless this poses a safety hazard or would otherwise be impractical.
- D. *Setbacks—Exclusions.*
1. No building or structure or projection thereof, including porch, deck, terrace or chimney, shall be erected closer to a property line than the applicable setback regulation prescribed herein allows. However, uncovered steps, patio slabs, driveways, walkways, retaining walls of no more than 4' in height, and roof overhangs of up to 18" may be located within setback areas.
 2. Required setbacks may accommodate vegetated runoff reduction measures, provided such setbacks meet fire code standards. The runoff reduction measures may not compromise public safety such as the sight distance triangles required by the City.
- E. *Flag Lots.*

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1. Flag lots are prohibited for residential development. Residential building sites must meet minimum lot width requirements at the front setback line or at twice the required front setback for cul-de-sac lots.

(Ord. No. 730 , § 6, 12-5-2016; Ord. No. 732 , § 2, 2-6-2017; Ord. No. 843 , § 3(Exh. C), 4-18-2022)

2.3.2 Temporary uses.

The Director may authorize a temporary use, as follows:

- A. Carnival, circus or fair on property zoned and used for non-residential use, for a period not to exceed 4 days. A period not to exceed 30 days may be granted by the Director if the event is held within a designated amphitheater facility as defined by Code and confirmed by the Director. Site shall meet adequate parking and safety concerns and limit impacts to surrounding properties.
- B. Outdoor tent sales on property zoned and used for non-residential use, for a period not to exceed forty-five (45) days. Authorization may not be granted more than two (2) times per year, per property.
- C. Seasonal events associated with a not-for-profit on property zoned and used for non-residential use, for a period not to exceed seventy-five (75) days. Authorization may not be granted more than two (2) times per year, per property.

Seasonal Events associated with a for-profit entity on property zoned and used for non-residential use for a period not to exceed thirty (30) days. Authorization may not be granted more than four (4) times per year, per property. Seasonal events, such as an ice-skating rink, corn maze, haunted house, etc. shall be limited to activities that draw fewer than 100 people at a time.
- D. Religious meeting in a tent or other temporary structure on property zoned and used for non-residential use, for a period not to exceed sixty (60) days.
- E. Open lot sale of Christmas trees, fruit and vegetables, and other harvested products on property zoned and used for non-residential use, for a period not to exceed forty-five (45) days.
- F. Real estate sales office, related to an active development, in any district, for a period not to exceed one (1) year, provided no sleeping accommodations are maintained in the structure.
- G. Contractor's office, construction trailer and equipment shed, in any district, related to an active development, for a period of one (1) year provided that such office be placed on the property to which it is appurtenant.
- H. Commercial television or motion picture filming activities not to exceed seven (7) calendar days at any residential location, or a period not to exceed twenty-one (21) days if approved by the Mayor and Council. The director or the Mayor and Council may impose conditions to the issuance of the permit to minimize the disturbance to the residential neighborhood. These conditions may include neighborhood notification requirements, parking and traffic control, and limitations on the hours of operation. In no event shall filming activities commence prior to 7:00 a.m. or continue after 10:00 p.m.
- I. All temporary certificates of zoning compliance may be renewed provided that it is determined that said use is clearly of a temporary nature, will cause no increased traffic congestion and will not create a nuisance to surrounding uses.
- J. The director may require City Council review and approval of any temporary uses.
- K. Fireworks sales in a tent or other temporary structure in the L-1 District, for a period not to exceed ninety (90) days.

(Ord. No. 688, § 1, 4-28-2014 ; Ord. No. 708 , § 1, 8-10-2015; Ord. No. 718 , § 15, 12-14-2015; Ord. No. 808 , § 3(Exh. C), 9-8-2020; Ord. No. 836 , § 1(Exh. B), 10-4-2021)

2.3.3 Accessory uses and structures.

- A. *Home Occupations.* An occupation, profession or trade customarily carried on by an occupant in a dwelling unit as a secondary use which is clearly incidental to the dwelling unit for residential purposes and which meets all of the following conditions:
1. The use shall be carried on wholly within the dwelling unit principal building. The attachment of an accessory building by a breezeway, roof or similar structure shall not be deemed as sufficient for the accessory building to be considered as a portion of the primary building.
 2. Not more than 25% of the floor area, not to exceed 500 square feet, of the dwelling unit building shall be used for the conduct of the home occupation.
 3. No merchandise or articles shall be displayed for advertising purposes, nor be displayed in such a way as to be visible from outside the dwelling unit. Garage doors shall not be left in the open position when the garage is used for the storage of business related materials.
 4. No merchandise or articles shall be stored other than inside the dwelling unit.
 5. No equipment or business vehicles may be stored or parked on the premises except that 1 business vehicle (the carrying capacity of which shall not exceed 1andhalf; tons and shall not exceed six (6) tires and/or two (2) axles) used exclusively by the resident may be parked in a carport, garage or an approved parking space in the rear or side yard and not within the public street or right-of-way.
 6. A home occupation may not generate more than six non-residential trips per day to the home, excluding occupant trips.
 7. There shall be no alteration of the residential character of the dwelling unit or premises or structures on the premises.
 8. No person not a resident of the dwelling unit shall work in the dwelling unit in connection with the home occupation. This prohibition shall also apply to independent contractors and employees who serve the resident of the dwelling unit.
 9. One (1) off-street paved parking space for each 250 square feet of floor area devoted to the home occupation shall be provided in addition to the required parking for residential use of the building.
 10. No motor power, other than electrically operated motors, shall be used and the total horsepower of such motors shall not exceed 3 horsepower or 1 horsepower for any single motor.
 11. No nameplate or sign shall be displayed upon the dwelling unit or structure on the premises except 1 unlighted sign not exceeding 1 square foot in area and located not less than 20 feet from any property line.
 12. No aspect of the home occupation which is noticeable to neighbors shall be conducted between the hours of 9:00 p.m. of one evening and 7:00 a.m. of the next day.
- B. *Swimming Pools.* All swimming pools shall comply with the following requirements:
- Construction Plan:* An application for a permit to construct a swimming pool shall be submitted to and approved by the Building Official.
- Pool Location:* Swimming pools and their auxiliary structures shall maintain a 20' setback from side and rear property lines or the same setback as the principle structure, whichever is less. Swimming pools shall not be located within the required front yard of any lot or closer to the front lot line than the principal building on the lot. Pools may also not be located within a buffer or easement.

Accessory Buildings: Pool houses, cabanas and other structures related to a swimming pool shall be subject to all of the requirements for "accessory buildings" and shall maintain a minimum 10 foot setback from side and rear lot lines or the same setbacks as the principal.

Fencing: All swimming pools shall be enclosed by a fence that is at least 5 feet in height and constructed so as not to pass a four inch (4") diameter sphere through any opening. The fence must be maintained in good condition and shall be self-closing and self-latching. The fencing shall be located so as to not obstruct visibility at road intersections.

- C. *Uses Customarily Accessory to Dwellings Located in Residential Zoning Districts.* Each of the following uses is considered to be a customary accessory use to a dwelling, and as such, may be situated on the same lot with the principal use to which it serves as an accessory provided that the setback and yard requirements are met and provided that the accessory structure is not located closer to a road than the principal structure. No such accessory use shall be more than 20% in size of principal use or be located in a required front yard.
1. Private garage not to exceed the following storage capacities; 'For-Sale' dwelling, 4 automobiles; 'For-Rent' dwelling, 2 automobiles per dwelling unit; group dwelling, 1½ automobiles per sleeping room. Structures shall maintain a 10 foot setback from rear and side lot lines or the same setbacks as the principal building, whichever is less.
 2. Open storage space or parking area for motor vehicles provided that such space does not exceed the maximum respective storage capacities listed above; and provided that such space shall not be used for more than 1 commercial vehicle licensed as 1 ton or more in capacity per family residing on the premises.
 3. Shed or tool room for the storage of household goods or equipment used in grounds or building maintenance. Structures shall maintain a 10 foot setback from rear and side lot lines or the same setbacks as the principal building, whichever is less.
 4. Miscellaneous free-standing structures such as gazebos shall maintain a 10 foot setback from lot lines or the same setbacks as the principal building, whichever is less.
 5. Children's playhouse and play equipment.
 6. Quarters for the keeping of pets owned by occupants for non-commercial purposes provided that such use does not generate a nuisance to adjoining properties. Such quarters shall maintain a 20 foot setback from rear and side lot lines.
 7. Private swimming pool and bathhouse or cabana. Swimming pool shall maintain a 20 foot setback from side and rear lot lines, or the same setback as the principle structure whichever is less. All other structures shall maintain a 10 foot setback from side and rear lot lines or the same setbacks as the principal building, whichever is less.
 8. Structures designed and used for purposes of shelter in the event of man-made or natural catastrophes. Same setbacks shall apply as for the principal building.
 9. Backyard chickens on minimum 1-acre properties with a single-family detached dwelling, limited to no more than 6 chickens and no roosters allowed. Associated structures (chicken coop, run, etc.) shall maintain a minimum 25' setback from the rear and side property lines. Chicken coop and run shall not exceed 9' in height. No chickens shall be permitted within any undisturbed water buffers, wetlands, or regulated floodplain.

(Ord. No. 833 , § 1(Exh. A), 7-26-2021)

2.3.4 Standards for dwelling, 'for-sale', detached houses.

- A. All detached 'For-Sale' dwellings shall meet or exceed the following requirements in addition to the requirements of all applicable Building Codes:
1. Each dwelling shall be connected to a potable water supply and sanitary sewage disposal system approved by the Fulton County Development Services Department.
 2. Foundation: The structure shall be attached to a permanent foundation constructed in accordance with the Building Code.
 3. Exterior siding: Exterior siding materials shall consist of wood, brick, stone, concrete, stucco, EIFS or similar materials, or lap siding of masonite, vinyl or similar materials, or any combination of the above.

The exterior siding shall extend the full height of the exterior walls, from the surrounding grade to the bottom of the eaves or other juncture with the roof.
 4. Roofs: All roof surfaces shall have a minimum pitch of 2.25:12 (2¼ inches of rise for every 12 inches of run), except that mansard and gambrel roofs must meet this requirement only for those surfaces that rise from the eaves. All roof surfaces exposed to view shall be covered with asphalt or fiberglass shingles, wood shakes or shingles, clay tiles, slate, standing seam metal or similar materials.
 5. Houses shall be at least 20 ft. in width.
 6. A porch or hard surfaced landing shall be provided at each exterior door and stairway top and bottom, which shall be at least as wide as the door it serves, but no less than 36 inches in width and 36 inches in depth.

2.3.5 Buffers and landscape requirements.

See UDC Section 3.2.8.

(Ord. No. 718 , § 16, 12-14-2015; Ord. No. 732 , §§ 3, 4, 2-6-2017; Ord. No. 737 , § 1, 5-1-2017; Ord. No. 739 , 5-1-2017)

2.3.6 Fence and wall requirements.

- A. *Height.* Height of fences and walls used as fences shall not exceed six (6) feet on residential property and eight (8) feet on non residential property. These limits may be exceeded by up to 50% on sloped lots where the appearance of an even fence line is desired.
- B. *Location on Property.* In order to prevent the obstruction of visibility, no walls, fences, shrubbery or hedges over three (3) feet in height shall be located within twenty (20) feet of an intersection of two or more streets or within ten (10) feet of the edge of a driveway leading to a street. Fences and walls shall be placed at least five (5) feet from required landscape strips and buffers to accommodate construction and maintenance unless approved otherwise at a public hearing.
- C. *Materials.* Fences and walls used as fences shall be made of wood which shall be protected from decay by the use of naturally durable wood or wood that is pressure treated, metal, brick, block, vinyl or stone. The use of plywood/sheet goods as a material is prohibited. Barbed, razor wire or electrically charged fencing shall be permitted in AG and RE districts and may be permitted, subject to administrative review and approval, in other districts.
- D. *Appearance.* All fencing shall be constructed with finished side facing away from the property owners property. Fences and walls used as fences shall not be finished with bright or primary colors or be visually distracting in any other way. A privacy fence or chainlink fence along a public or private right-of-way shall only be permitted when the required landscape strip and associated landscape material is provided. Privacy

and chainlink fences shall be prohibited in a front yard, except that the Director of Community Development, or designee, may approve a privacy fence in the front yard on collector or arterial streets.

- E. *Permit.* A permit for construction shall not be required to erect a fence or wall used as a fence which is built in accordance with these standards. Signage incorporated into such fences shall require a sign permit.

F. **Multi-use Trails.** A fence or wall along a public multi-use trail shall be setback at least ten-feet (10') from the trail, shall not be opaque and shall not exceed five-feet (5') in height.

(Ord. No. 720 , § 1, 2-22-2016; Ord. No. 808 , § 3(Exh. C), 9-8-2020)

2.3.7 Reserved.

Ord. No. 730 , § 7, adopted Dec. 5, 2016, repealed former § 2.3.7 which pertained to conditional uses.

SECTION 2.5 PARKING AND LOADING¹

Areas suitable for parking vehicles in off-street locations shall be required in all districts at the time of the initial construction of any principal building or when a structural alteration or change in a principal building produces an increase in dwelling units, guest rooms, floor area, seating or bed capacity, or when a conversion in use occurs.

Off-street parking shall be provided and maintained in accordance with the following requirements. A parking study may be submitted to support a request for a proposed parking reduction. This study shall be reviewed by Community Development and must be approved prior to permitting.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015; Ord. No. 732 , § 5, 2-6-2017)

2.5.1 Number of vehicle parking spaces required.

The following number of off-street vehicle parking spaces shall be required for the respective use:

- A. *Residential Uses.* Residential parking spaces required by this Ordinance shall be standard parking spaces (9 feet by 19 feet).

Dwelling, 'For-Sale', detached:

Two (2) spaces on the same lot for each dwelling unit, plus 1 additional space where a home occupation is permitted.

Dwelling, 'For-Sale', attached; efficiency or one-bedroom units:

One and one-half (1½) spaces for each dwelling unit.

Two or more bedroom units:

One (1) space for each bedroom.

Bed and Breakfast:

One (1) space for each bedroom.

Dwelling, 'For-Rent', residential:

Two (2) spaces for each unit, plus one (1) guest space per 20 units.

Group Home/Congregate Housing:

One (1) space for each two (2) sleeping rooms.

- B. *Business Uses.*

Medical, dental and optical offices:

One (1) space per 200 square feet.

Professional and business offices not otherwise specifically enumerated:

One (1) space for each 250 square feet of gross floor space.

¹Ord. No. 718 , § 17(Exh. C), adopted Dec. 14, 2015, repealed the former § 2.5 (2.5.1—2.5.9), and enacted a new 2.5 (2.5.1—2.5.9) as set out herein. The former § 2.5 pertained to similar subject matter and derived from the original codification and Ord. No. 675, § 1, adopted June 3, 2013.

Banks:

One (1) space for each 300 square feet of gross floor space.

Hotels (or Motels) and Extended Stay Hotels:

One (1) space for each guest room, plus 1 employee space for each 20 sleeping rooms, plus one space per 500 sq. ft. of space used for convention rooms, conference rooms, ballrooms, restaurant and/or retail shops.

Day Care:

One (1) space for each 400 square feet. (Stacking for six cars must be provided on site.)

Service and repair establishments not otherwise specifically enumerated:

One (1) space for each 250 square feet of floor area not used for storage.

Retail businesses, not otherwise specifically enumerated:

One (1) space for each 200 square feet of gross floor space.

Auto, truck and mobile home sales, outdoor equipment and machinery sales, commercial nurseries:

One (1) space per 100 square feet of showroom, sales office or other conditioned space.

Restaurants:

One (1) space for each 100 sq. ft. of the entire facility.

Retail Shopping Center:

Less than 50,000 sq. ft.: One (1) space for each 200 sq. ft.

50,000—400,000 sq. ft.: One (1) space for each 250 sq. ft.

Over 400,000 sq. ft.: One (1) space for each 285 sq. ft.

Theaters, night clubs and other such places of public assembly:

One (1) space for each 4 seats accommodations plus 1 employee space for each 10 seats.

Service stations:

Two (2) spaces for each gasoline pump plus 1 space per 250 sq. ft. for convenience store.

Funeral homes:

One (1) space for each 4 seats in chapel or parlor plus sufficient space to park or store all company vehicles.

Technology Centers/Data Processing Centers:

One (1) space per 1,000 square feet per gross area of unmanned space together with parking as required for space dedicated to manned space at 1 space per 300 square feet. Land for additional parking calculated at 1 space per 500 square feet of gross area shall be set aside and preserved until such time as additional parking is needed and/or use changes. This land shall not be subdivided from the remainder of the property so that it can be used for parking in the future.

C. *Wholesale and Industrial Uses.*

Wholesaling and industrial uses including lumber, brick, coal, junk and supply yards:

One (1) space per 1,000 square feet.

D. *Public and Semipublic Uses.*

Hospitals:

One (1) space per bed, plus 1 space per 200 square feet of floor area used for outpatient treatment.

Churches, stadium and other places of public assembly:

One (1) space for each 2 seats in the principal assembly room.

Places of assembly or indoor recreation without fixed seats:

One (1) space for each 500 square feet of playing court, rink, playing field and spectator area, plus one (1) space for each 200 sq. ft. of gross floor space directed to other patron use areas.

Schools, elementary and middle schools:

One (1) space for each classroom and administrative office plus 5 spaces for visitors.

Schools, senior high:

One (1) space for each classroom and administrative office plus 1 space for each 4 students based on the design capacity of the school.

Other public building:

One (1) space for each 300 square feet of gross floor space.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015)

2.5.2 Shared parking.

- A. *Common Off-street Parking Areas.* Two (2) or more principal uses may utilize a common area in order to comply with the off-street parking requirements, provided that the total number of individual spaces available in the common area is not less than the sum of the spaces required for the individual uses as separately computed in accordance with the provisions of this Ordinance. If it can be demonstrated that the principal uses would not utilize the shared parking areas during the same hours, the required number of parking spaces may be reduced by 25% in the common area.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015)

2.5.3 Off-street loading and unloading spaces.

- A. Every lot on which a business, trade or industry is thereafter established shall provide space as indicated below for the loading and unloading of vehicles off the street. Such space shall have access to an alley or, if there is no alley, to a street. For the purpose of this Section, an off-street loading space shall have the minimum dimensions of 12 by 40 feet and be clear and be free of obstructions at all times.

Required spaces shall be provided as follows:

Retail businesses, office, wholesale, industrial, governmental and institutional uses, including public assembly places, hospitals and educational institutions, 1 space for the first 25,000 square feet of total floor area or fractional part thereof. For anything in excess of 25,000 square feet, such uses shall provide loading spaces according to the following schedule:

SQUARE FEET	NUMBER OF SPACES
25,000—99,999	2
100,000—159,999	3

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160,000—239,999	4
240,000—349,999	5
For each additional 100,000 or fraction thereof	1 additional

- B. Vehicles uses for the loading and unloading of retail merchandise may not be parked overnight (between 10:00 p.m. of one day and 8:00 a.m. of the next day) in a location closer to the frontage street than the principal building.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015)

2.5.4 Locational criteria for parking.

- A. Location on Other Property. If the required parking cannot reasonably be provided on the same lot on which the principal use is conducted, such parking may be provided on other off-street property provided such property lies within 500 feet of the main entrance to the principal use. Such parking shall be associated with the principal use and shall not thereafter be reduced or encroached upon in any manner.
- B. Location of Required Parking in Residential Districts. Required parking spaces in residential districts shall be subject to applicable area regulations pertaining to setbacks (front, side and rear yard), lot coverage, and accessory and principal structures.

Required parking spaces in 'For-Sale' residential districts shall be contained within a carport, garage or completely enclosed building, in addition:

Each 'For Sale' dwelling unit shall have a minimum 18' long and 10' wide paved driveway, as measured from the garage to the back of sidewalk, or back of curb where a sidewalk is not provided.

Ordinary passenger vehicles and non-commercial pickup trucks may be parked on a paved driveway providing ingress and egress to the lot or on a paved parking space provided that the maximum width of the total paved area cannot exceed 40 (forty) feet.

One (1) business vehicle not prohibited by the provisions of this Ordinance from parking within a residential district and one or more recreational vehicles or boats, or boat trailers may be parked or stored in an area not visible from a street.

The regular parking or storage of any business vehicle, any vehicle used in connection with a home occupation, or any vehicle with a carrying capacity of more than one-and-one-half (1½) tons is prohibited in any residential district. Pickup or panel trucks, used to provide daily transportation to and from work, are allowed in all residential districts.

- C. Parking and Storage of Certain Vehicles. No automobile, truck, motorcycle, trailer or other vehicle of any kind or type without current license plates shall be parked or stored on any lot in a residential district except in a completely enclosed building.
1. Any person who, as of the effective date of this Article (6/94), has established a long-standing practice of parking or storing boats or recreational vehicles which is not in compliance with the provisions of C(1), above, may continue such practice as a lawful nonconforming use, subject only to the provisions of any applicable district regulations.
 2. Any person may apply to the Director of Community Development for a variance to the provisions of C(1), above pertaining to the parking and storage of boats or recreational vehicles. Variances shall be granted only in the case of extreme hardship or unusual circumstance, as contrasted with merely granting an advantage or a convenience. The factors to be taken into consideration by the Director may include the following:

-
- a. The ease with which the applicant can comply with the provisions of this ordinance;
 - b. Whether there are extraordinary and exceptional conditions pertaining to the particular lot because of its size, shape, topography or location of the improvements on the lot;
 - c. The economic hardship that would be imposed upon the applicant if the variance were denied; and
 - d. Whether relief, if granted, would cause substantial detriment to the public good or impair the purpose and intent of this ordinance.
3. Where appropriate, the Director may attach reasonable conditions to the grant of a variance. The Director may also approve an alternative parking practice which, although not in strict compliance with the literal provisions of this Article, is deemed by the Director to be in compliance with the spirit of the Ordinance. All variances are personal to the applicant and shall terminate upon the sale of the lot.
- D. Written variance applications shall be acted upon by the Director within thirty (30) days of receipt. Variance applications denied by the Director may be appealed by filing a written appeal with the Board of Appeals within fifteen (15) days of the date of denial. The Board shall act upon the appeal at its next available meeting following receipt of the appeal.
- E. No parking or loading area shall be used for the sale, repair, dismantling or servicing or storing of any vehicle, equipment, materials or supplies.
- (Ord. No. 718 , § 17(Exh. C), 12-14-2015; Ord. No. 757 , § 2, 5-9-2018; Ord. No. 772 , § 4, 2-4-2019)

2.5.5 Design criteria.

- A. Parking Space Area Requirements. Including aisles, entrances and exits, each required off-street parking area, lot or other facility shall contain a minimum of 300 square feet of space for each vehicle to be accommodated. Not less than 80% of the parking spaces required by this Ordinance shall be standard parking spaces (9 feet by 19 feet). The dimensions of parking spaces and aisles shall be in accordance with the Parking Standards Illustration (Table 2.3). In order to reduce impervious area, projects using runoff reduction measures may use alternative off street parking dimensions as specified in Table 2.3.a. Accessible parking shall be designed and provided in accordance with the requirements of the Georgia Accessibility Code for Buildings and Facilities.
- B. Permitted Percentage of Compact Car Parking Spaces. Up to 20% of the parking spaces required by this Ordinance may be compact car parking spaces (8 feet by 16 feet). Compact spaces shall be located on the periphery of the parking lot wherever possible.
- C. Minimum Parking Bay Width. The minimum width for 90 degree parking bays shall be 60 feet for standard spaces and 54 feet for compact spaces, except for projects using runoff reduction measures, as noted in 2.5.5.A above.
- D. Off-street parking lots, whether public or private, shall be graded to insure proper drainage, surfaced with concrete or asphalt on an approved base and maintained in good condition free of weeds, dust, trash and debris. A gravel surface may be used for parking when such parking is in excess of code requirements and located within 700' of a waterway.
- E. Tree Preservation. To allow an existing or new development to preserve healthy existing trees within or adjacent to a parking lot, the number of required off-street parking spaces may be reduced by up to twenty percent (20%).
- F. Within residential districts, gravel parking in existence as of 01/01/01 may remain. Such gravel parking areas shall accommodate a maximum of two vehicles and shall be contained on three sides by landscape timbers.

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- G. Pervious paving materials for parking areas are allowed as part of an approved stormwater management plan for the site with a long-term maintenance agreement.
 - H. Parking Lot Landscaping. See, Sec. 2.3.5.
 - I. Multifunctional Functional Runoff Reduction Measures. To encourage multifunctional runoff reduction measures and provide incentives for their use, bioretention areas, vegetated swales, planter boxes, rainwater harvesting systems, and other vegetated BMPs may be used to meet the perimeter island, interior island, and median island landscaping requirements of this Chapter, and may be constructed in the designated landscape areas if part of an approved stormwater management plan for the site and if screening functions are maintained.
 - J. Tandem Parking. Enclosed tandem parking spaces shall only count for one required parking space, since only one space is fully accessible.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015; Ord. No. 732 , §§ 6—9, 2-6-2017; Ord. No. 772 , § 5, 2-4-2019)

2.5.6 Public street access.

- A. *Access to Parking Lots.* A plan of entrances, exits and storm water drainage shall be submitted to the Department of Community Development and approved prior to the issuance of a development permit for off-street parking lots, whether public or private. Installation of entrances, exits and drainage systems shall have been completed prior to the issuance of a certificate of occupancy. All curb cut locations as well as widths shall comply with the Alpharetta Standard Drawings.
- B. *Driveways and Curb Cuts.* Local structures may have access points to parking lots as needed to fit the development, in accordance with professional traffic engineering practice. In general, curb cuts shall be spaced at least 300 feet apart and be located at least 300 feet away from a street intersection. An individual residential lot shall not have more than one (l) curb cut per 300 feet of street frontage.
- C. *Vision Clearance.* In all districts no fence, wall, shrubbery or other obstruction to vision between the heights of 2½ feet and 10 feet above the finished grade of streets shall be erected, permitted or maintained within 20 feet of the intersection of the right-of-way lines of streets.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015; Ord. No. 732 , §§ 6—9, 2-6-2017; Ord. No. 843 , § 3(Exh. C), 4-18-2022)

2.5.7 Electric Vehicle Charging Stations (EVCS).

All non-residential and Dwelling, 'For-Rent' developments requiring 100 or more vehicle parking spaces shall provide Electric Vehicle charging stations (EVCS). One (1) Level 2 EVCS for every 25 required vehicle parking spaces or one (1) Level 3 EVCS for every 100 required vehicle parking spaces shall be required.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015)

2.5.8 Number of bicycle parking spaces required.

- A. *Residential Uses.*

Dwelling, 'For-Rent':

One (1) bicycle space for every two (2) units.

- B. *Business Uses.*

Retail, Office, Hotel, Place of Assembly, Entertainment:

One (1) bicycle space for every 25 required vehicle parking spaces.

C. *Public and Semipublic Uses.*

Schools (public/private):

One (1) bicycle space for every ten (10) employees, plus one (1) space for every four (4) students.

D. *Miscellaneous/Other.*

To be determined by the Transportation Engineer and/or Zoning Administrator.

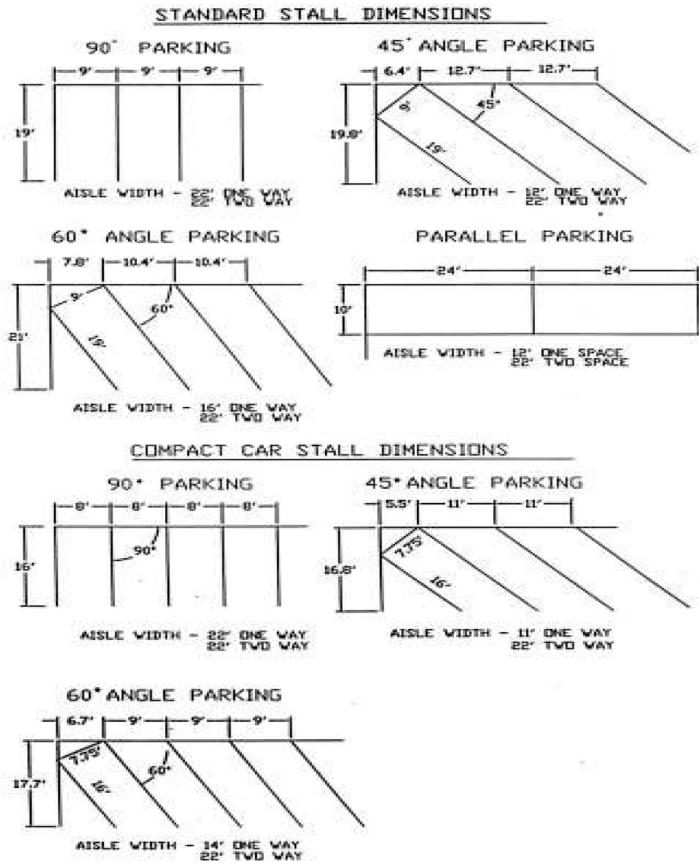
(Ord. No. 718 , § 17(Exh. C), 12-14-2015)

2.5.9 Prohibited parking.

- A. Except when necessary to avoid conflict with other traffic or in compliance with the directions of a police officer, no person shall:
1. Park a vehicle, except temporarily for the purpose of and while actually engaged in loading or unloading of property or passengers, in acceleration or deceleration lane; or
 2. Park a vehicle overnight in a cul-de-sac located in a residential district.
 3. Park a vehicle on an unpaved surface in any commercial district, the front yard of a residence or the side or rear yard if the side or rear yard fronts on the street, except as provided for in Subsection 2.5.5(F).
- B. The City may, but is not required to, post no parking signs in areas where parking is prohibited in Paragraph 'A' above, and the failure to post signs shall not excuse any person from compliance with Paragraph 'A'.
- C. Paragraph 'A' of this section shall not apply to the driver of any vehicle which is disabled while on the roadway in such a manner and to such extent that is impossible to avoid stopping and temporarily leaving such disabled vehicle in such position.
- D. No inoperable vehicle shall be parked or stored on a street within a residential district. An automobile or other vehicle shall be deemed inoperable if it meets any one of the following criteria:
1. It does not meet the Official Code of Georgia requirements for operating on a public street;
 2. It is extensively damaged, such damage including but not limited to any of the following: missing wheels, tires, motor or transmission;
 3. It is not operable on the public streets because it is not currently registered with the Georgia Department of Motor Vehicles;
 4. It is not capable of being operated on a public street due to missing or inoperable mechanical or electronic parts; or
 5. It has been continuously parked in the same location for a period of thirty (30) consecutive days.

(Ord. No. 718 , § 17(Exh. C), 12-14-2015; Ord. No. 843 , § 3(Exh. C), 4-18-2022)

TABLE 2.3 - PARKING LOT STANDARDS



NOTES:

1. FIRE LANES SHALL BE A MINIMUM OF TWENTY-FOUR (24) FEET.
2. DIMENSIONS SHOWN FOR PARKING STALLS ARE MINIMUM. COLUMNS & OTHER OBSTRUCTIONS WILL BE ALLOWED IN THE FRONT TWO (2) FEET AND REAR FIVE (5) FEET OF THE LENGTH OF THE STALL, AND SHALL NOT INTRUDE MORE THAN SIX (6) INCHES INTO THE WIDTH OF THE STALL.
3. REFERENCE CITY OF ALPHARETTA STANDARD PLANS FOR CONSTRUCTION DETAILS.

Table 2.3.a Alternative Criteria for Off-Street Parking

The following are recommended alternative criteria for off-street parking design to reduce impervious area of the site.

Angle	Base Module	Vehicle Projection	Aisle Width	Single Loaded Module	Wall to Interlock	Interlock to Interlock	Curb to Curb	Overhang
θ	M ₁	VP	A	M ₂	M ₃	M ₄	M ₅	Overhang
30	41'-2"	15'-1"	11'-0"	26'-1"	37'-6"	33'-10"	38'-8"	1'-3"
45	47'-0"	17'-7"	11'-10"	29'-5"	44'-0"	41'-0"	43'-6"	1'-9"
60	51'-6"	19'-0"	13'-6"	32'-6"	49'-4"	47'-2"	47'-2"	2'-2"
90	59'-0"	18'-0"	23'-0"	41'-0"	59'-0"	59'-0"	54'-0"	2'-6"

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	Low Turnover			Medium Turnover			High Turnover	
Angle	Width Projection	Interlock	Width Projection	Interlock	Width Projection	Interlock	Width Projection	Interlock
Θ	WP	I	WP	I	WP	I	WP	I
30	16'-6"	3'-7"	17'-0"	3'-8"	16'-6"	3'-9"	18'-0"	3'-11"
45	11'-8"	2'-11"	12'-0"	3'-0"	12'-4"	3'-1"	12'-9"	3'-2"
60	9'-6"	2'-1"	9'-10"	2'-2"	10'-1"	2'-2"	10'-5"	2'-3"
90	8'-3"	0'-0"	8'-6"	0'-0"	8'-9"	0'-0"	9'-0"	0'-0"

Source: Urban Land Institute (2010). The Dimensions of Parking, Fifth Edition. National Parking Association.
 Notes: Recommendations assume (1) one-way traffic for aisles less than 90 degrees, and two-way traffic for 90 degree parking; (2) double loaded aisles; and (3) a design vehicle that is 6'7" by 17'3".

SECTION 2.6 SIGNS¹

2.6.1 Findings, purpose and intent.

A. *Findings.*

1. The City of Alpharetta finds that signs are a proper use of private property, are a means of personal free expression and a necessary component of a commercial environment. As such, signs are entitled to the protection of the law. In the absence of regulation, however, the number of such signs tends to proliferate, with property owners' desiring ever increasing numbers and sizes of signs, leading to cluttered and aesthetically blighted thoroughfares and properties. In addition, the competition among competing sign owners for visibility of their signs contributes to safety hazards for both vehicles and pedestrians and undermines the sign owners' original purpose of presenting a clear message of its idea or identification of its premises.
2. The City further finds that the size, height, number, design characteristics, spacing and location of signs in the City directly affect the public health, safety and welfare and property values.
3. The City further finds that the regulation of the size, height, number, design characteristics, spacing and location of signs is necessary to protect the public safety, to assure compatibility of signs with surrounding land uses, to enhance the business and economy of the City, to protect the public investment in the streets and highways, to maintain the tranquil environment of residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an aesthetically appealing environment, and to provide for the orderly and reasonable display of both advertising and non-commercial messages for the benefit of all the City's citizens.
4. The City further finds that there is a substantial difference between signs erected by public authority and signs erected by private citizens or businesses. Signs erected by public authority are virtually all erected for the purpose of maintaining the public safety either through direct control of traffic or through provision of such type signage as street signs which enable the traveling public to know where they are located and to find where they are going. As such, with the exception of limited signs serving other purely public purposes, such as identifying government buildings or conveying government speech, virtually all government signs are erected purely for public safety purposes. Moreover, their use in the public right-of-way is necessary to ensure their visibility to the motoring public. The City finds that public utility signs are frequently of the same nature as those signs erected by governmental entities in that they provide necessary information to safeguard the public from downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying markings on utility poles, those signs are marked primarily for the purpose of benefiting the public generally through identification of locations where there may be temporary losses of power.
5. The City further finds that there is a substantial need directly related to the public health, safety and welfare to comprehensively address these concerns through adoption of the following regulations.

B. *Purpose and Intent.* The purpose and intent of the governing authority of the City of Alpharetta in enacting this Ordinance includes, are as follows:

¹Ord. 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.

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1. To protect the health, safety, general welfare and property values of the citizens of the City, and to implement the policies and objectives of the Comprehensive Plan of the City through enactment of a comprehensive set of regulations governing signs in the City;
 2. To regulate the erection and placement of signs within the City in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers and pedestrians;
 3. To preserve the value of property on which signs are located and from which signs may be viewed;
 4. To maintain an aesthetically attractive city in which signs are compatible with the surrounding area;
 5. To maintain for the City's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interests of the City;
 6. To prevent the destruction of the natural beauty and environment of the City and maintain and maximize tree coverage within the City;
 7. To establish comprehensive sign regulations which effectively balance the protection of legitimate business and development needs and the rights of individuals and businesses to convey their messages through signs with the promotion of a safe and aesthetically attractive environment for residents, workers and visitors to the City and the protection of the public health, safety, and general welfare;
 8. To ensure the protection of free speech rights under the State and United States Constitution within the City;
 9. To promote economic development;
 10. To establish a permit system to allow specific types of signs in zoning districts consistent with the uses, intent and aesthetic characteristics of the areas where the signs are to be located;
 11. To provide temporary signs in limited circumstances;
 12. To place reasonable controls on non-conforming signs that are by definition contrary to the public health, safety and welfare while protecting the constitutional rights of the owners of said non-conforming signs;
 13. To provide for the maintenance of signs;
 14. To avoid the harmful aspects of the unrestricted proliferation of signs; and
 15. To ensure the fair and consistent enforcement of sign regulations.

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

2.6.2 Scope of regulations.

- A. The provisions and standards of this Ordinance shall apply to all signs located or erected within the corporate limits of the City.
- B. Protected non-commercial speech shall be permitted in any place commercial speech is permitted under this Ordinance. Any sign provided for in any zoning district may contain non-commercial messages. To the extent any conflict arises between this provision and any other language found in this Ordinance, this provision shall control.
- C. Nothing herein shall be construed to permit display of any message which is obscene, illegal or speech which is otherwise unprotected under the First Amendment of the United States Constitution. Nothing herein shall be construed to prohibit a prosecution for violation of a criminal statute by the City or other duly constituted government authority or a civil action by the City or other private person or entity.

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2.6.3 Definitions.

As used in this Ordinance, unless the context indicates otherwise, the following terms shall have the meaning set forth below:

Abandoned Sign. Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or deteriorated copy through lack of maintenance, or which is otherwise dilapidated, unsightly, or unkempt, and for which no person accepts maintenance responsibility.

Animated Sign. Any sign, or part of a sign, that uses any movement or change of lighting or color to depict action or create a special effect or scene, changes colors or physical position by movement or rotation, or which gives the visual impression of such movement or rotation. This includes signs that flash, blink, scroll, fade or rotate/revolve to display a message in more than one direction, and tri-vision signs, but does not include flags, banners, or canopies.

Background Area. The area of a sign face on which copy could be placed, as opposed to the copy area, where copy is in fact posted or painted. See also, "Face of Sign" (or "Sign Face").

Banner. Any sign of lightweight fabric, plastic or similar material that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners.

Beacon. Any light with one (1) or more beams which rotate, move or which are directed into the atmosphere or at one (1) or more points not on the same lot as the light source.

Canopy (or Marquee). A permanent roof-like shelter extending from part or all of a building face and constructed of some durable material such as fabric, metal, glass or plastic.

Canopy Sign. Any sign attached to or constructed in or on a canopy. For purposes of this Ordinance, this term includes Marquee Sign.

Changeable Copy Board. Any sign or part of a sign face that incorporates changeable board or panels, each of which contain a number, letter, character, graphic, symbol or image, to form a sign message or messages ("changeable copy"), whether the changing of such panels or boards are accomplished electronically or manually. A tenant panel is not considered changeable copy.

Channel Letter Sign. A three-dimensional, individually cut letters or figures, illuminated or non-illuminated, affixed to a structure.

City. The City of Alpharetta, Georgia.

Copy. The characters, symbols, graphics, images, letters, words, writing, and/or information or advertising display on a sign surface.

Copy Area. The area in square feet of the smallest rectangle enclosing the actual copy of a sign.

Directory Sign. A single, permanent free-standing sign for multiple businesses, offices, professionals, industries or other entities located within a planned center.

Double-Faced Sign. A sign which has two (2) display areas against each other or where the interior angle formed by the display areas is sixty degrees (60°) or less, where one (1) face is designed to be seen from one (1) direction and the other face from another direction.

Electronic sign. Any sign, or portion of a sign, whose message may be changed at intervals by electronic process or by remote control, including signs such as a tri-vision sign, LCD sign or LED sign.

Facade. The exterior front of a building or structure exposed to public view.

Face of Sign or Sign Face. That part of a sign that is or can be used to announce, direct attention to, identify, advertise or otherwise communicate information. The entire area of sign on which copy could be placed. See also, "Background Area." The sign face may be composed of two or more modules on the same surface that are separated or surrounded by portions of a sign structure not intended to contain any advertising message or idea and are purely structural or decorative in nature.

Feather Sign. A temporary sign or device made of lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a single rod, stake or staff for support, and designed to move in the wind.

Flags. Any fabric, bunting or similar material containing distinctive colors, patterns, or symbols.

Flashing Sign. A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits marked changes in lighting effects.

Free-standing Sign. Any sign erected on a free-standing base, foundation, or frame, or otherwise supported by structures, supports or posts that are attached to, placed on, or anchored in the ground, and which are independent from and not attached to any building or other structure. All permanent free-standing signs shall be self-supporting structures erected on and permanently attached to solid bases or foundations.

Illuminated Sign, External. Any sign illuminated by an external light source. Such source cannot be a device that changes color, flashes or alternates.

Illuminated Sign, Internal. Any sign illuminated by an internal light source. Such source cannot be a device that changes color, flashes or alternates.

Lot or Parcel. A designed parcel, tract or area of land legally established by plat, subdivision or as otherwise permitted by law, to be separately owned, used, developed or built upon.

Monument Sign. A type of permanent free-standing sign that consists of a sign face attached on a solid base or foundation, designed in a manner such that the bottom (base) of the sign face is flush with the supporting solid base, which is directly mounted on and flush with the ground. The supporting base shall be at least as wide as the sign face and shall be constructed of brick, stone, or other architectural material as set forth herein. Also referred to as a "ground sign."

Non-conforming Sign. A sign erected or otherwise in use prior to the effective date of this Ordinance which fails in one or more respects to comply with all provisions of this Ordinance.

Obscene. Any form of speech which, taken as a whole, appeals to the prurient interest in sex, portrays sexual conduct in a patently offensive way, and which, taken as a whole, does not have serious literary, artistic, political, or scientific value. See *Miller v. California*, 413 U.S. 15, 93 S. Ct. 2607 (1973).

Outparcel. A portion of a larger parcel of land generally designed as a site for a separate structure and business from that of the larger main tract. To be recognized as an outparcel, the parcel must abut and be external to the larger main tract, have street frontage, and at the time of approval of the site plan for the larger main parcel be identified and delineated as a separate building site from that of the larger main parcel.

Pennant or Streamer. A temporary sign or device made of lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.

Permanent Sign. Any sign affixed in manner that enables the sign and its copy to resist environment loads and precludes ready removal or movement of the sign, which is designed and constructed in a manner such that its intended use appears to be indefinite, and which, when installed, is intended for permanent use.

Perpendicular Sign. A sign that is placed perpendicular to the face of a wall and can be read on both sides. Such signs can be mounted to a wall or attached to the underside of an awning.

Portable Sign. Any sign which is designed to be transported, including, but not limited to, signs transported by trailer or its own wheels, even though the wheels of such sign may be removed and remaining chassis or support constructed without wheels is converted to an "A" or "T" frame sign or attached temporarily or permanently to the ground. Portable sign also means a sign carried by a person when that person's function is to display or convey a message as a pedestrian. Portable sign also means and includes a sign attached to, mounted on, posted on, painted or drawn on a motorized or drawn vehicle, when such vehicle is parked or placed in such a manner as to serve the purpose of an advertising device, or routinely parked at a location other than the location generally associated with the message conveyed or identified thereon, or when the primary purpose or function of such vehicle is to transport the message or messages conveyed or identified thereon. Portable signs shall not be deemed to include standard bumper stickers on vehicles, license plates, or signs that may be reflected on hats or other articles of clothing.

Roof Line. The top edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette.

Roof Sign. Any sign erected upon, against or directly above a roof or on top of or above the parapet of a building.

Rotating Sign. Any sign or portion of a sign that moves in a revolving or similar manner.

Sidewalk or Sandwich Board Sign. A movable sign not secured or attached to the ground or surface upon which it is located.

Sign. Any identification, description, illustration, device, fixture, structure, display or visual representation, which is visible from any public place and affixed to, or supported or suspended by, a stationary object, structure, building or the ground that uses any color, form, character, symbol, graphic, image, illumination, or writing to announce, direct attention to, identify, or advertise an object, idea, location, place, person, institution, organization, business, product, service, activity or event or to otherwise visually communicate information, ideas or messages of any kind to the public. "Sign" includes the sign face and sign structure..

Sign Structure. Any structure, other than a building, which supports, has supported or is designed to support a sign. A decorative cover is part of a sign structure.

Site Plan. A scaled, legible drawing representing the parcel of land on which a sign is to be located showing at least the property lines, public street right-of-ways, drive entrances, buildings and the location of existing free-standing signs.

Standard Informational Sign. A non-illuminated, temporary free-standing sign, which shall contain no reflecting elements, flags, projections or unpainted wooden surfaces, mounted on a post, stake or metal frame (with a thickness or diameter not greater than three and one-half inches) that is attached to, or anchored in, the ground. Standard informational signs are limited per lot to either one (1) sign that is twelve (12) square feet in area or up to four (4) signs not to exceed an aggregate of twelve (12) square feet in area. In addition, each sign shall not exceed a height of five (5) feet. These signs shall be set back not less than ten (10) feet from public right-of-way or ten (10) feet from the back of curb of a private roadway. Standard informational signs do not require a permit.

Strip Shopping Center. A multi-tenant retail center with less than fifty thousand square feet (50,000 sq. ft.) of enclosed, leasable space.

Subdivision Sign. A monument sign located at the vehicular entrance or exit of a platted residential subdivision.

Substandard Lot or Parcel. A lot or parcel that does not meet the lot area, width or public street frontage and access requirements of this Code.

Swinging Sign. A hinged sign installed on an arm or spar, and which is not also permanently fastened to an adjacent wall, ceiling or upright pole or support.

Temporary Sign. Any sign that is not a permanent sign.

Tenant Frontage or Tenant Space Frontage. The horizontal distance in feet between the left side wall and the right side wall or building end wall of a tenant space fronting on a street.

Tenant panel. A physically removable panel on a sign face that may be changed for different like-sized panels and which is at least two (2) square feet in area. Tenant panels do not include electronic signs, reader boards or changeable copy.

Tenant Space. The physical location within a building designed and intended to serve as the separate and exclusive premises for the operations of a business or entity, which has its own exclusive public entrance/exit from the exterior of the building, and which is occupied by a business or entity legally operating pursuant to all Federal, State, City or other applicable laws and regulations. The use of any such physical location by more than one (1) legally operating business or entity shall only constitute a single tenant space. In the event such a physical location is used or occupied by more than one (1) business or entity, in order for such physical location to constitute a "tenant space", all businesses and/or entities operating therein must be operating pursuant to all Federal, State, City or other applicable laws and regulations.

Under-canopy Sign. A sign suspended below the ceiling or roof of a canopy or marquee and perpendicular to the face of the building. For the purposes of this Ordinance, this term includes Under-marquee Sign.

Variable Message Board. A programmable sign that provides changing information.

Wall Sign. A sign attached to or erected against the outside wall of a building, with the face parallel to the building wall and extending not more than 1 foot (1 ft.) therefrom, and which displays only one sign face.

Window Sign. A sign installed on or inside a window for purposes of viewing from outside the building. This term does not include merchandise located in window or similar window displays.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 841 , § 1(Exh. A), 2-21-2022)

2.6.4 Permits and applications.

- A. PERMIT REQUIRED. Except as specifically exempted from the provisions of this Ordinance, it shall be unlawful for any person to post, display, materially change, or erect a sign in the City without first having obtained a sign permit. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this Ordinance. A change in the copy area of a sign shall constitute a material change.
- B. APPLICATION CONTENTS. Applications for sign permits shall be made on application forms prepared by the Director and filed by the sign owner or its agent with the Director. The application shall include a detailed description of the subject sign and such other information and documents as required by the subject application form, including the following:
 - 1. The street address of the property upon which the subject sign is to be located and a site plan of the property which bears the scaled and labeled proposed location of the sign.
 - 2. The aggregate area and copy area for all signs on the parcel.
 - 3. The name(s) and address(es) of the owner(s) of the real property upon which the subject sign is to be located.
 - 4. Name, address, telephone number, business license number and signature of the business owner authorizing placement of the sign.
 - 5. Name, address, telephone number, fax number, business license number and signature of the sign contractor.

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6. The type of sign to be erected, the area and copy area of the sign, the height of the sign (if free-standing), the shape of the sign, the color(s) of the sign, the material of the sign and details showing how the sign will be mounted, installed or erected.
 7. For permanent free-standing, ground and monument signs only, show dimensioned sign location on site plan and include structural foundation and mounting details. Indicate the location and size of all existing permanent free-standing, ground and monument signs on the property.
 8. The cost of the sign (materials and installation).
 9. All applicants for signs which incorporate electricity must obtain an electrical permit or, if previously issued, a copy of the electrical permit. Signs connected to an approved, existing wired outlet or junction box do not require electrical permits.
 10. If the proposed sign is subject to the design standards or other requirements set forth in the Design Review Board Ordinance (codified as §§ 16-37—16-46 of The Code of the City of Alpharetta, Georgia), the applicant must also submit such additional forms, information and/or documents as may be required by the provisions of said ordinance.
 11. Such other information as the City shall require to show full compliance with this and other ordinances of the City.

C. REVIEW AND CONSIDERATION OF APPLICATIONS; DECISION; APPEALS.

1. No permit shall be issued until the appropriate application has been filed with, and approved by, the Director and fees have been paid. Fees and any required deposits shall be established from time to time by resolution of the City Council. No application shall be deemed to be accepted by the Director unless and until all fees and deposits are paid and all information reasonably required by the Director is provided by the applicant. When a sign sought pursuant to an application for a permit is located or proposed to be located within the Downtown Overlay or design review for compliance with design standards is delegated and referred to the Design Review Board by the Director as authorized under the Design Review Board Ordinance, the application shall also be subject to design review by the Design Review Board in accordance with the Design Review Board Ordinance. Where design review of a sign by the Design Review Board is required in accordance with the foregoing provisions, a condition of zoning or conditional use approval, or any other applicable City code, ordinance, resolution or regulation, no permit for any such sign shall be issued without the prior grant of design approval by the Design Review Board. The decision of the Design Review Board to grant or deny design approval shall be final.
2. The Director shall reject any application that is incomplete or does not conform to the City's application requirements, contains a false material statement or omission, or is for a prohibited sign under Subsection 2.6.8. Any such application may be rejected by either returning the application to the applicant or providing written notice of rejection of the application at any time prior to the expiration of (45) business days of receipt of said application. An application which is resubmitted must meet all the standards applicable to an original application. A rejected application that is later resubmitted in conformity with this Section 2.6 shall be deemed to have been submitted on the date of resubmission, instead of the original submission date. The Director is further authorized and empowered to revoke any sign permit issued pursuant to an application containing a false material statement or omission. The rejection or revocation of a permit pursuant to the provisions of this subparagraph may be appealed to the Board of Appeals by filing a notice of appeal with the Director within fifteen (15) days of written notice of the revocation, which must state the reason(s) for the appeal. Any such appeal shall be heard in accordance with the provisions for appeal set forth in subparagraph 5 below.

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3. A sign permit shall become null and void if the sign for which the permit was issued has not been completed and erected within the time frame specified by the permit or six (6) months after the date of issuance.
 4. A complete application for a sign permit shall be approved or denied by the Director within forty-five (45) business days of its receipt by the Director and the applicant's payment of the appropriate deposit(s) and fee(s) to the City. The Director shall give written notice to the applicant of the Director's decision within such forty-five (45) business day period. If it is determined that the application fully complies with the provisions of this Section 2.6 and all other applicable laws, ordinances, codes, resolutions and regulations of the City, the application shall be approved by the Director and a sign permit shall be issued. If it is determined that the application or proposed sign does not fully comply with the provisions of this Section 2.6 and all other applicable laws, ordinances, codes, resolutions and regulations of the City, the Director shall deny the application. If the decision of the Director is to deny the application, the notice shall state the reasons for denial of the permit. The Director shall give such notice in writing by hand-delivery, certified mail, statutory overnight delivery, or e-mail using the contact information provided in the application. If the notice is sent by certified mail, overnight statutory delivery or e-mail, the notice shall be deemed to have been given on the date the notice is mailed or e-mailed by the City as indicated by the postmark or date stamp associated therewith. If the City fails to act within the forty-five (45) business day period, the permit shall be deemed to have been granted.
 5. Except as provided in Paragraph 6 below, when an application for a sign permit is denied by the Director, the applicant may appeal such denial to the Board of Appeals by filing a written notice of appeal with the Director within fifteen (15) days of the written notice of permit denial. The notice of appeal shall specify the grounds thereof. The Board of Appeals shall take final action on the appeal within sixty (60) days of the filing of the notice of appeal. If the Board of Appeals fails to act within said 60-day period, the permit shall be deemed to have been granted. Should the Board of Appeals vote to uphold the decision of the Director, the Board of Appeals shall issue a written decision indicating the reason(s) therefor to the applicant. Appeal from the decision of the Board of Appeals is by writ of certiorari to the Fulton County Superior Court and must be filed within 30 days of the date of the Board's decision.
 6. Notwithstanding the provisions of the foregoing Paragraph, when (a) a sign is subject to design review and approval by the Director for compliance with design standards and other requirements pursuant to the Design Review Board Ordinance (See Chapter 16 of The Code of the City of Alpharetta, Georgia) and (b) an application for a sign permit is denied by the Director solely on the grounds that the proposed sign does not comply with such design standards or requirements (i.e., design approval is denied by the Director), the applicant may appeal such denial to the Design Review Board by filing a written notice of appeal specifying the grounds thereof with the Director within fifteen (15) days of the written notice of permit denial. When the Director's denial of design approval under the Design Review Board Ordinance serves as the sole basis for the denial of an application for a sign permit, such permit denial shall only be appealable to the Design Review Board. The Design Review Board shall take final action on the appeal within 60 days of the filing of the notice of appeal. If the Design Review Board fails to act within said 60-day period, design approval of the proposed sign shall be deemed to have been granted. Should the Design Review Board vote to uphold the denial, the Design Review Board shall issue a written decision indicating the reason(s) therefor to the applicant. Appeal from the decision of the Design Review Board is by writ of certiorari to the Fulton County Superior Court and must be filed within thirty (30) days of the date of the Design Review Board's decision.
 7. The Director may inspect all existing signs in the City to determine if such signs conform to the provisions of the Ordinance. The Director is authorized and empowered to suspend or revoke any sign permit issued upon failure of the holder thereof to comply with any provision of this Sign Ordinance or any other ordinance of the City applicable to the subject sign. The suspension or revocation of the

permit shall not preclude the Director or City from taking any other action authorized by this Code or by law to enforce the provisions hereof, assure correction of violations or for any other lawful purpose. No permit shall be suspended or revoked until after the permittee is granted a public hearing before the Board of Appeals. The permittee shall be given fifteen (15) days' written notice of the time, place, and purpose of the hearing, with a statement of the reason(s) for the suspension or revocation of such permit. A finding that the permittee has violated a provision of this Sign Ordinance or any other ordinance of the City applicable to the subject sign shall be due cause for the suspension or revocation of the sign permit.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 751 , § 1(Exh. A), 10-16-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020)

Ord. No. 751 , § 1(Exh. A), adopted Oct. 16, 2017, changed the title of § 2.6.4 from "Permits and labels" to read as herein set out.

2.6.5 Variances.

- A. Where a literal application of terms of this Ordinance, due to special circumstances, would result in an unusual hardship in an individual case, a variance may be granted pursuant to procedures set forth in this Code where all the following conditions exist:
1. a. Exceptional conditions pertaining to the property where the sign is to be located as a result of its size, shape or topography, which are not applicable to other lands or structures in the area; or
 - b. The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the lot, impairs the visibility of the sign such that it cannot be seen;
 2. The applicant would be deprived of rights that are commonly enjoyed by others similarly situated;
 3. Granting the variance would not confer on the applicant any significant privileges which are denied to others similarly situated;
 4. The exceptional circumstances are not the result of action by the applicant;
 5. The requested variance is the minimum variance necessary to allow the applicant to enjoy the rights commonly enjoyed by others similarly situated;
 6. Granting of the variance would not violate more than one standard of this Ordinance; and
 7. Granting the variance would not result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.

Notwithstanding the foregoing, no variance shall be granted for any sign that is a prohibited sign under Subsection 2.6.8.

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

2.6.6 Non-conforming signs.

It is the policy of the City to encourage that all signs within the City be brought into compliance with the terms and requirements of this Ordinance.

- A. The City finds that non-conforming signs may adversely affect the public health, safety and welfare. Such signs adversely affect the aesthetic characteristics of the city and may adversely affect public safety due to the visual impact of said signs on motorists and the structural characteristics of said signs. Accordingly, the following registration requirements are found to be necessary in order to minimize

these possible adverse effects through annual inspections and maintenance and allow the City to remain cognizant of the locations and maintenance of said signs.

- B. The owner(s) or authorized agent(s) of each non-conforming sign located within the City shall register said non-conforming sign with the Director no later than 90 days after the effective date of this Ordinance and shall renew this registration annually thereafter. Any non-conforming sign that does not comply with the registration requirements herein shall be deemed to be an illegal sign and shall be subject to the regulations applicable to illegal signs and all other enforcement provisions of this Ordinance. The Director shall promulgate a form for the registration of non-conforming signs and shall annually inspect said signs to assure that they continue in all other respects in conformity with all other provisions of this Ordinance and any other applicable ordinance or regulation of the City.
- C. The Director may inspect existing signs in the City from time to time to determine if such signs conform to the provisions of this Ordinance.
- D. Any non-conforming sign which is not used or leased for a continuous period of 1 year shall not be reused for sign purposes unless and until it fully conforms with the terms and requirements of this Ordinance.
- E. No change in shape, size or design, shall be permitted except to make a non-conforming sign comply with all requirements of this Ordinance.
- F. A non-conforming sign may not be replaced by another non-conforming sign.

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

2.6.7 Exemptions from permit requirements.

The following signs shall be exempt from the permit requirements of Section 2.6.4, provided all standards set forth in this Ordinance are met, including, but not limited to, the standards set forth below:

- A. Standard informational signs.
- B. Address numerals, not exceeding six (6) inches in height in residential districts and twelve (12) inches in height in non-residential districts, for the sole purpose of displaying street numbers as may be required by other ordinances and other signs required by law.
- C. Flags provided that the height of a flag pole shall not exceed the allowed height provided for a structure or a building in the applicable zoning district, or sixty (60) ft., whichever is less, and in residential districts shall not exceed twenty-five (25) ft. in height or the height of the primary structure on the lot, whichever is less. In addition, the maximum dimensions of any flag shall be proportional to the flag pole height and the hoist side of the flag shall not exceed twenty percent (20%) of the vertical height of the flag pole. Each lot shall be allowed a maximum of three (3) flag poles unless a special land use permit or variance is obtained. A maximum of 2 flags per pole is allowed.
- D. Non-governmental traffic control devices in or adjacent to internal parking areas and driveways in private developments, located so as not to interfere with, or detract from, official traffic control devices, and which conform to MUTCD (current edition) standards, including, but not limited to, standards regarding size, height, design and location.
- E. Window signs meeting the standards of this Ordinance.
- F. Legally authorized public notices when posted by a government officer in the performance of his or her duties.

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

2.6.8 Prohibited signs and devices.

Except as otherwise provided, the following types of signs or attention-getting devices are prohibited in all zoning districts of the City:

1. Balloons, pennants, streamers, feather signs, air or gas filled figures, or similar attention-getting devices or wind-activated devices, excluding flags.
2. Swinging signs.
3. Rotating signs.
4. Animated signs, flashing signs, and intensely lighted signs.
5. Beacons, search lights or laser lights or images.
6. Variable message boards used for purposes other than traffic management.
7. Signs which purport to be, or are an imitation of, or resemble an official traffic sign or signal.
8. Window signs which, in aggregate, exceed 20% of the window area or otherwise fail to meet the standards of this Ordinance.
9. A-frame signs, sandwich board, sidewalk or curb signs are prohibited except when placed within 5 ft. of the front door of a building.
10. Signs painted on or attached to utility poles, trees, rocks or other similar objects, except signs lawfully placed on utility poles by a government, public authority or public utility.
11. Signs which obstruct a fire escape, required exit, window or door opening used as a means of ingress or egress, or which interfere with any opening required for ventilation, or which violate any code of the City, including the Life Safety Code and the Fire Prevention Code.
12. Signs occupying a parking space required under the minimum parking requirements of this Ordinance, other than signs designating the space as reserved for handicapped or other use.
13. Signs which do not conform to City-adopted building and electrical codes.
14. Signs which emit audible sound, odor or visible matter.
15. Portable signs.
16. [Reserved].
17. [Reserved].
18. Signs attached to any street signs or traffic control devices, or to any pole supporting same, or any sign attached to any utility pole, other than those signs lawfully placed by a government, public agency, or public utility.
19. Signs projected on a building.
20. Signs in a public right-of-way other than publicly owned or maintained signs.
21. Signs which are in violation of the rules and regulations of any zoning overlay district presently existing or as may later be enacted.
22. Signs located on any substandard lot.
23. Abandoned signs.
24. Any sign that is structurally unsound, or is a hazard to traffic or pedestrians.

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25. Dilapidated or neglected signs. A sign (including sign structure) will be dilapidated or neglected if it does not present a neat and orderly appearance, which may be manifested by the following: rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illuminating or mechanical devices or missing letters in sign copy.
 26. Signs exceeding 156 sq. ft. in copy area if located on a commercial building, signs exceeding 240 sq. ft. in copy area if located on an industrial or office park building and/or signs and sign structures in excess of 10 ft. in height (measured from the ground to the highest point of the structure).
 27. Signs in any area designated as an undisturbed buffer pursuant to a federal, state or local law, a condition of zoning, or approved plat.
 28. Internally illuminated window signs, including neon or LED signs (except as otherwise permitted herein). Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.
 29. Cabinet signs in the Downtown Overlay.

30. Face illuminated channel letter signs in the Downtown Overlay.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 736 , § 1, 3-20-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020; Ord. No. 841 , § 2(Exh. B), 2-21-2022)

2.6.9 Remedies.

In case any sign covered by this Ordinance is or is proposed to be erected, constructed, altered, converted or used in violation of any provision of this Ordinance, the Director may, in addition to other remedies, and after due notice to the appropriate person(s), issue a citation for violation of this Ordinance requiring the presence of the violator in the municipal court or the Alpharetta Code Enforcement Board, or institute injunctive or other appropriate legal or administrative proceedings to prevent such unlawful erection, construction, alteration, conversion or use or to correct or abate such violation.

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

2.6.10 Severability.

In the event that any section, subsection, sentence or work of this Ordinance is declared or adjudged to be invalid or unconstitutional, such declaration or adjudication shall not affect the remaining provisions of this Ordinance, which shall remain in full force and effect as if such portion so declared or adjudged unconstitutional were not originally part of this Ordinance, even if the surviving parts of this Ordinance result in greater restrictions after any unconstitutional provisions are stricken. The Mayor and Council declare that they would have enacted the remaining parts of this Ordinance if they had known such portions thereof would be declared or adjudged unconstitutional or invalid. The Mayor and Council declare their intent that should this Ordinance be declared invalid, in whole or in part, signs are to continue to be subject to regulations applicable to "structures" contained in other city ordinances, including other sections of this Code.

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

2.6.11 General provisions.

Except as otherwise provided in this Ordinance, the following general regulations apply to all zoning districts in the City:

A. MAINTENANCE AND APPEARANCE OF SIGNS.

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1. All signs shall be maintained in good condition and present a neat and orderly appearance. Any sign showing gross neglect, or which becomes dilapidated, or which is surrounded by an unmaintained ground area, or due to its condition which may pose a threat to the safety of the public may be required to be repaired or removed as set forth below.
 2. The Director, upon finding any of the above conditions, will give the owner written notice which may be up to 10 days to correct the deficiencies or to remove the sign or signs. If the owner refuses to correct the deficiencies or remove the sign, the Director may issue a citation under the enforcement provisions of this Ordinance.

B. ILLUMINATION OF SIGNS.

1. The light from any illuminated sign shall not be of an intensity or brightness which will interfere with the peace, comfort, convenience, and general welfare of residents or occupants of adjacent properties.
2. No sign shall have blinking, flashing, or fluctuating lights or other illuminating devices which have a changing light intensity, brightness or color.
3. No color lights shall be used at any location or in any manner so as to be confused with or construed as traffic control devices.
4. Neither direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
5. Lighting for free-standing signs shall be located above the sign and aimed downward in order to minimize the brightness added to the night sky.

C. MEASUREMENT OF SIGN AREA.

1. *Generally.* Except as otherwise provided herein, the area of a sign shall be computed as the area within the smallest rectangle enclosing the limits of a sign face, together with any sign face cabinet, frame, material, texture, or color forming an integral part of the sign face used to differentiate the sign face from the structure upon which it is placed. The computation of the area of a sign face shall not include the structure, supports, or uprights on which the sign face is placed or any portions of a sign structure that are not intended to contain any copy or serve background, but rather are purely structural or architectural in nature, except as provided above.
2. *Double-Faced Signs.* For double-faced signs, when the sign face surfaces are parallel and are back to back, or where the interior angle formed by the faces is sixty (60) degrees or less, the area of the sign shall be taken as the areas on the largest side. For all other multi-faced signs, the area of the sign shall be the total area on all sides that can be viewed from any angle.
3. *Monument Signs.*
 - a. *Area of Sign.* For monument signs, the "sign area" or "area of the sign" shall mean the total area of the visible surface of the sign, including the base, sign structure, and sign face of the sign. The computation of the sign area of a monument sign shall include the entire surface of the base, sign structure and sign face, as measured from top to bottom and side to side. For monument signs that are double-faced, when the sign face surfaces are parallel and are back to back, or where the interior angle formed by the faces is sixty (60) degrees or less, the area of the sign shall be taken as the areas on the largest side.
 - b. *Sign Face.* For monument signs, the area of the sign face shall be measured in the same manner as provided for the measurement of the area of sign for all other signs.
 - c. *Copy Area.* For monument signs, the copy area shall be measured in the manner provided in the definition of "copy area."

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- d. *Tenant Panels and Changeable Copy Board.* If a portion of a monument sign includes a sign face with tenant panels or changeable copy board, which is separated from another copy area on the sign by portions of a sign structure that are not intended to contain any copy, but rather are purely structural or architectural in nature, the portion of the sign containing tenant panels or changeable copy board shall be measured separately from the other copy area of the sign (i.e., the copy area of the monument sign is the total of (i) the area within the smallest rectangle enclosing the limits of the sign face comprised of tenant panels or changeable copy and (ii) the other (separated) copy area.

D. STANDARDS FOR MONUMENT SIGNS.

1. The base of a monument sign shall be at least as wide as the sign face. Unless otherwise specified in a Master Sign Plan or a condition of zoning approval, the base and structure of a monument sign shall be constructed of brick, stone, or other architectural materials matching the principal building's materials and color. Any poles or columns utilized for structural purposes shall be fabricated or covered so that they may not be detected visually. Foundations shall be designed to carry weight and wind load of the sign, in soil which it is placed.
2. Any tenant panels or changeable copy on a monument sign shall have a uniform background color and material.
3. All monument signs shall display the property address in numbers at least six (6) inches in height. The numerical address shall not be considered part of the sign face and shall not count against the allowable sign square footage provided such numbers are not more than twelve (12) inches in height.
4. Except for subdivision signs, monument signs may not be constructed before the principal building is on a lot.

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. Applicants that require review and approval of signage from the Design Review Board (DRB), other than for a Master Sign Plan, shall be permitted one (1) banner sign for up to a 60 day period after submission of a DRB application.
- 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

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- b. As determined in the discretion of the Director, disrupts the store frontage to the extent the site and/or business appears dosed 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 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.

H. SIGNS PERMITTED IN STRIP SHOPPING CENTERS, SHOPPING CENTERS, AND MIXED-USE DEVELOPMENTS. To ensure aesthetic compatibility of signage throughout a development, strip shopping centers, shopping centers, and mixed-use developments shall submit a Master Sign Plan to the City's Design Review Board for consideration. At a minimum, Master Sign Plans shall address signage type, sign face color, and illumination color. Plans shall limit sign illumination color to one (1) color and sign face colors to no more than three (3) colors, except that licensed trademark/logo colors shall be permitted. Master Sign Plans shall apply to any signage that requires a permit.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 847 , § 1(Exh. A), 4-18-2022)

2.6.12 Requirements for non-residential zoning districts.

- A. *Signs Permitted in Strip Shopping Centers (less than 50,000 sq. ft. enclosed leasable space).*
- 1. *Primary Free-standing Sign (Monument Sign).* One (1) primary monument sign no greater than ten (10) ft. in height with no more than forty-two (42) sq. ft. of copy area shall be permitted in a strip shopping

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- center. The monument sign may have up to four (4) tenant panels, which shall be calculated as part of the copy area. This sign shall be set back 20 ft. from the public right-of-way.
2. *Wall Signs.* One wall sign per road frontage for each tenant space no greater than one (1) sq. ft. of sign area per one (1) in. ft. of tenant space frontage shall be permitted; provided, however, no more than two (2) wall signs shall be allowed for a tenant space (i.e. Corner tenants within strip shopping centers may have a wall sign on the end of the building in addition to the wall sign on the front of the building for a maximum of two (2) wall signs). Up to 50% of unused tenant sign area for wall and perpendicular signs shall be permitted to be aggregated and distributed to a particular building elevation; provided, however, no more than two (2) wall sign and one (1) perpendicular sign (not greater than 8 square feet) shall be allowed on the same building elevation and additional signs shall not be internally-illuminated.
 3. *Rear Entrance Sign.*
 - a. *Applicability.* Businesses located within the first two floors of a building that backs onto a parking lot, alley, park or other public space may have an additional wall sign.
 - b. *Location.* Rear entrance signs shall be located near the tenant space's rear door facing the parking lot, alley, park or other public space and placed within general proximity of the associated business.
 - c. *Size.* The area of rear entrance signs shall not exceed 50% of the front facing sign area allowed for the same tenant.
 4. *Window Signs.* Window signs, as defined in this Ordinance, are permitted for each tenant space in a shopping center. The aggregate copy area of such signs, however, shall not exceed a maximum of twenty percent (20%) of the total window area of the subject tenant space. One (1) illuminated window sign is permitted for each tenant space provided that such sign does not exceed a maximum of four (4) sq. ft. in area. Illuminated window signs shall be included in the maximum aggregate window sign area calculation. Any illuminated window sign shall be constant in its light emission, shall not be animated, and shall not be so large or of character to obscure vision into the premises from the outside. Window signs shall not require a permit from the Director. However, each tenant shall immediately remove any window sign upon receipt of written notification from the Director stating that such window sign obscures the vision of police or other security or safety personnel into the premises in a manner that endangers public safety.
 5. *Under-Canopy Sign.* One (1) under-canopy sign is permitted for each tenant space within a strip shopping center, which shall not exceed 8 sq. ft. in area.
 6. *Sign During Construction.* One (1) temporary free-standing sign per strip shopping center project shall be permitted during the construction of the strip shopping center or the principal building of any outparcel. Such sign shall be allowed upon the commencement of construction for which a land disturbance permit has been issued, and terminating upon the issuance of a certificate of occupancy, installation of a permanent sign, or expiration/termination of the land development permit, whichever is first to occur. The sign shall not exceed ten (10) ft. in height, thirty-two (32) sq. ft. in area, and must be set back ten (10) ft. from the public right-of-way (five (5) ft. in the Central Business District). Further, the location of the sign be confined to the site of construction, and only one (1) such sign may be permitted per project.
 7. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- B. *Signs Permitted in Shopping Centers (more than 50,000 sq. ft. enclosed leasable space).*
1. *Primary Free-standing Signs (Monument Signs).*

- a. The maximum number of primary monument signs permitted in a shopping center is as follows:

Size of Center (enclosed leasable space)	Total Number of Signs
50,000 sq. ft. to 150,000 sq. ft.	2
Over 150,000 sq. ft. to 200,000 sq. ft.	3
Over 200,000 sq. ft.	4

- b. The monument sign may have up to four (4) tenant panels, which shall be calculated as part of the copy area.
- c. No such sign shall be located within twenty (20) ft. of the public right-of-way of the street which affords the principal means of access to the shopping center. The sight distance of each sign shall conform to City standards, and evidence of conformity shall be provided to the Director.
- d. The maximum height of any such sign shall be ten (10) ft. and the maximum area permitted for any such sign is as follows:

Height	Area of Sign	Copy Area
10 feet or less	420 sq. ft.	78 sq. ft.

- e. Reserved.
- f. The name and street number of the shopping center may be set forth on the monument sign. The calculation of the permitted copy area shall not include the street number.
- g. Reserved.
- h. In addition to the monument signs permitted above, one (1) monument sign not exceeding 10 ft. in height and 32 sq. ft. in copy area is permitted for each out-parcel; provided, however, if the out-parcel is a corner lot, one (1) sign for each street frontage is permitted.

2. *Canopy Signs and Wall Signs.*

- a. One canopy sign or wall sign is permitted for each tenant space in the shopping center.
- b. No wall sign or canopy sign shall be located so that any part of the sign or its support extends above the top of the wall or canopy, and no copy shall be located within five (5) in. of the top of the sign.
- c. The area of a wall sign or canopy sign shall not exceed one (1) sq. ft. for each linear foot of tenant space frontage.
- d. Up to 50% of unused tenant sign area for wall and perpendicular signs shall be permitted to be aggregated and distributed to a particular building elevation; provided, however, no more than two (2) wall signs and one (1) perpendicular sign (not greater than 8 square feet) shall be allowed on the same building elevation and additional signs shall not be internally-illuminated.

3. *Under-Canopy Signs.*

- a. One (1) under-canopy sign is permitted for each tenant space within a shopping center.
- b. Under-canopy signs shall extend perpendicular to the wall of the tenant space, shall not exceed 8 sq. ft. in area, and shall be attached at a uniform height sufficient to assure the safety of pedestrians. Under-canopy signs shall match the wall or canopy signage for the subject tenant space unless otherwise approved by the Director.

4. *Rear Entrance Sign.*

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- a. Applicability. Businesses located within the first two floors of a building that backs onto a parking lot, alley, park or other public space may have an additional wall sign.
 - b. Location. Rear entrance signs shall be located near the tenant space's rear door facing the parking lot, alley, park or other public space and placed within general proximity of the associated business.
 - c. Size. The area of rear entrance signs shall not exceed 50% of the front facing sign area allowed for the same tenant.
5. *Signs During Construction.*
- a. One (1) temporary free-standing sign per shopping center project shall be permitted during the construction of the shopping center or the principal building of any outparcel. Such sign shall be allowed upon the commencement of construction for which a land disturbance permit has been issued, and terminating upon the issuance of a certificate of occupancy, the installation of a permanent sign, or the expiration/termination of the land development permit, whichever is first to occur.
 - b. The size of the sign shall not exceed thirty-two square feet (32 sq. ft.) in area and the height of such sign shall not exceed ten feet (10 ft.). Further, the location of the sign shall be confined to the site of construction, and only one (1) such sign may be permitted per project.
7. *Window Signs.*
- a. Window signs, as defined in this Ordinance, are permitted for each tenant space in a shopping center. The aggregate copy area of such signs, however, shall not exceed a maximum of twenty percent (20%) of the total window area of the subject tenant space.
 - b. One (1) illuminated window sign is permitted for each tenant space provided that such sign does not exceed four (4) sq. ft. in area. Illuminated window signs shall be included in the maximum aggregate window sign area calculation. Any illuminated window sign shall be constant in its light emission, shall not be animated, and shall not be so large or of a character to obscure vision into the premises from the outside.
 - c. Window signs shall not require a permit from the Director. However, each tenant shall immediately remove any window sign upon receipt of written notification from the Director stating that such window sign obscures the vision of police or other security or safety personnel into the premises in such a manner that endangers public safety.
8. *Reserved.*
9. *Signs Permitted for Cinema Complexes.*
- a. In addition to the primary monument signs permitted for the shopping center, one (1) monument sign, which may include changeable copy board, shall be permitted for a lot containing a cinema complex; provided, however, if the cinema complex is located on an outparcel, any cinema monument signs erected shall be in lieu of the monument sign that is otherwise permitted for the outparcel pursuant to this subsection. If the cinema complex is on a corner lot, one (1) cinema monument sign for each street frontage is permitted.
 - b. The changeable copy board shall be constructed in such a fashion to prevent wind, rain or other elements from altering the position of the copy.
 - c. The height of a monument sign for a cinema complex shall not exceed ten (10) ft.
 - d. Reserved.

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- e. The copy area of a monument sign for a cinema complex shall not exceed one-hundred-and-twenty (120) sq. ft.
 - f. One (1) wall sign, which may include changeable copy board, or canopy sign shall be permitted for a cinema complex; provided, however, if theaters are contained within separate buildings then one such sign shall be permitted for each building. Signage for each building shall be treated as a separate sign. The aggregate area of wall signs or canopy signs for a cinema complex shall not exceed 1 sq. ft. for each linear foot of building frontage.
 - g. No wall sign or canopy sign shall be located so that any part of the sign or its support extends above the top of the wall or canopy, and no copy shall be located within five (5) in. of the top of the sign. The provisions of this subsection pertaining to signage in cinema complexes shall also apply to cinemas not located within a shopping center.
- 10. *Entry Wall Signs.* A sign of up to three (3) sq. ft. is permitted on the wall above or adjacent to the entry of a tenant space located in a building without a common front entry.
 - 11. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.

C. *Signs Permitted in Industrial and Office Parks.*

1. *Free-Standing Signs.*

- a. *Primary Free-Standing (Monument) Signs.* A maximum of two (2) primary monument signs are permitted in an industrial or office park. No primary monument sign shall exceed 10 ft. in height. A changeable copy board is not permitted on an industrial or office park sign. No primary monument sign shall be located within 20 ft. of the public right-of-way of the street which affords the principal means of access to the industrial or office park. The permitted area for primary free-standing signs is as follows:

Frontage	Area	Copy Area
Up to 500 feet	75 square feet	60 sq. ft.
501 and more feet	100 square feet	75 sq. ft.

- b. *Secondary Free-Standing (Monument) Signs.* One secondary monument sign shall be permitted for each building in the industrial or office park, not to exceed 32 sq. ft. in area. The height of a secondary monument sign shall not exceed 10 ft.
- 2. *Wall Signs.* Buildings of two (2) stories or greater may have a wall sign located at the top of the building. The maximum area of such sign shall not exceed 20 sq. ft. per floor or story above road grade, not to exceed 240 sq. ft. Wall signs shall not be internally illuminated. In lieu of a wall sign, up to 50% of the wall sign area allowance may be used for a blade sign.
 - 3. *Door or Wall Sign.* One (1) sign of up to three square feet (3 sq. ft.) is permitted for each tenant space within a building. Such signs shall be located on the door of the suite, or on a wall immediately adjacent to the door of the suite for business establishments located in a building without a common front entry.
 - 4. *Directory Signs.* Directory signs are permitted in industrial or office parks. Each exterior directory sign shall be a monument sign. Height of a directory sign shall not exceed ten feet (10 ft.).
 - 5. *Reserved.*

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6. *Rear, Secondary or Delivery Entrance Signs.* Rear, secondary or delivery entrance signs are permitted at appropriate locations within an industrial or office park. All such signs shall be free-standing and shall not exceed eight square feet (8 sq. ft.) in size and ten feet (10 ft.) in height.
 7. *Signs During Construction.* One (1) temporary free-standing sign for each subdivided tract within an industrial or office park is permitted during construction. Such sign shall be allowed upon the commencement of construction for which a land disturbance permit has been issued, and terminating upon the issuance of a certificate of occupancy, the installation of a permanent sign, or the expiration/termination of the land development permit, whichever is first to occur.

The size of such sign shall not exceed thirty-two square feet (32 sq. ft.) and the maximum height of such sign shall be ten feet (10 ft.). Further, the location of the sign shall be confined to the site of construction.
 8. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- D. *Signs Permitted for Convenience Centers with Gasoline Pumps.*
1. One monument sign per road frontage not to exceed ten feet (10 ft.) in height and thirty-two square feet (32 sq. ft.) in area. The monument sign may include changeable copy board, not to exceed four (4) square feet in area, which shall be calculated as part of the copy area no digital copy is allowed.
 2. Wall signage for convenience store and accessory buildings shall not exceed an aggregate area of eighty square feet (80 sq. ft.).
 3. One canopy sign per road frontage not to exceed twenty square feet (20 sq. ft.) per sign.
 4. Signs on pumps shall not exceed three square feet (3 sq. ft.) per pump.
 5. Window signs, as defined in this Ordinance, are permitted. The aggregate copy area of such signs, however, shall not exceed a maximum of twenty percent (20%) of the total window area of the subject building or tenant space. One (1) illuminated window sign is permitted for each tenant space provided that such sign does not exceed four (4) sq. ft. in area.
 6. Standard Informational Signs. Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- E. *Signs Permitted for Free-Standing Commercial Establishments not Located within a Shopping Center, Office Park or Industrial Park.*
1. One (1) monument sign per road frontage no greater than ten feet (10 ft.) in height with no more than thirty-two square feet (32 sq. ft.) of area. Each sign shall be set back not less than ten feet (10 ft.) from the public right-of-way, except in the Central Business District where the setback shall be not less than five feet (5 ft.) from the public right-of-way.
 2. One (1) wall sign per road frontage for each tenant space no greater than one square foot (1 sq. ft.) of area per one linear foot (1 ln. ft.) of tenant frontage; provided, however, no more than 2 wall signs shall be allowed for a tenant space.
 3. One (1) rear door sign not to exceed three square feet (3 sq. ft.) in area.
 4. Window signs not exceeding twenty percent (20%) of the glass area.
 5. One (1) sign no greater than three square feet (3 sq. ft.) located on the front door or on a wall immediately adjacent to the front door.
 6. Buildings of two (2) stories or greater may have a wall sign located at the top of the building and is not greater than 20 sq. ft. per story (of building), in area.

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7. One (1) temporary free-standing sign shall be permitted during the construction of the principal building for the lot. Such sign shall be allowed upon the commencement of construction for which a land disturbance or building permit has been issued, and terminating upon the issuance of a certificate of occupancy, the installation of a permanent sign, or the expiration/termination of the land development or building permit, whichever is first to occur. The sign shall not exceed ten feet (10 ft.) in height, thirty-two square feet (32 sq. ft.) in area, and must be set back ten feet (10 ft.) from the public right-of-way (five feet (5 ft.) in the Central Business District).
 8. Standard Informational Signs. Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- F. *Signs permitted within the Downtown Overlay and MU zoned properties.* In addition to the signs authorized under a designated category, each business in the Downtown Overlay and within MU zoned properties may utilize the following additional signage:
1. Each located on the ground floor of a building shall be permitted one (1) perpendicular sign which shall not exceed eight (8) square feet in size and shall be placed at least eight (8) feet, but no more than twelve (12) feet above sidewalk. In order to foster originality, the shape of the sign may not incorporate more than one set of parallel edges and words may only comprise up to 50% of the sign face area. The remaining sign face area must incorporate some form of graphic design. In addition, signs must be mounted on decorative black brackets.
 2. Businesses located within the first two floors of a building that backs onto a parking lot, alley, park or other public space may have an additional wall sign up to twenty-four (24) square feet in size. This additional wall sign shall be located on the back of the building facing the parking lot, alley, park or other public space and placed within general proximity of the associated business.
- G. *Signs permitted within the Downtown Overlay.*
1. Building Ground Signs (monument signs) within the Downtown Overlay shall not be internally illuminated. Where illumination is needed, lighting fixtures may be placed at the top of the sign and aimed downward or may be placed on the ground and aimed in such a way as to illuminate the sign without creating spillover into the night sky. Monument signs shall have a multidimensional surface and have materials that relate to the exterior of the building. Maximum height shall not exceed 6 feet.
 2. If external illumination is used, lighting fixture shall be minimized or obscured from public view unless it is part of the overall architectural design of the building.
 3. If reverse or halo illuminated letters/logo are used, a minimum of one-inch (1") and maximum of three-inch (3") return depth shall be required. No more than a two-inch (2") standoff from the wall shall be allowed. The illumination color shall relate to the interior lighting of the building on which the sign is attached. Halo lighting shall be in the color range of 2k—5k, except that other colors shall require evidence related to the architecture of the building.
 4. Routed or layered material signs shall have a minimum thickness of three-inches (3").
 5. Signs representing symbols related to a business shall use materials limited to wood, high density urethane, sign foam and metal.
 6. Perpendicular or hanging signs shall use wood, high density urethane, sign foam, metal, or other unique materials as determined by the Design Review Board and high design details.
 7. Window signage shall have graphics with one (1) font and one (1) color. Colors shall be limited to white, gold and frosted. Logos shall be no more than one-quarter (¼) of the window graphic and shall be permitted to be full color. Window graphics shall be limited to one area of the window. Street numbers in the transom above a door shall not count against the maximum allowable window signage area.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 736 , § 2, 3-20-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020; Ord. No. 841 , § 3(Exh. C), 2-21-2022)

2.6.13 Requirements for residential zoning districts.

- A. *Standard Informational Signs.* Each lot located in a residential district may display standard informational signs, as defined in this Ordinance. No single sign shall exceed four feet (4 ft.) in height. No sign shall be illuminated. All signs must be set back at least ten feet (10 ft.) from the right-of-way.
- B. *Subdivision Signs.* A maximum of two (2) subdivision signs per platted residential subdivision entrance are permitted, which may be erected while the subdivision is under construction and being actively marketed 'For-Sale'.. These signs shall be single-faced, not exceed ten feet (10 ft.) in height or thirty-two square feet (32 sq. ft.) in area, and be set back at least ten feet (10 ft.) from the right-of-way. Subdivision signs shall not be included in the calculation of aggregate sign area for any lot. A subdivision sign shall not be internally illuminated.
- C. *'For-Rent' Dwelling Developments.* One (1) monument sign shall be permitted for a planned 'for-rent' dwelling development. Such sign shall not exceed ten feet (10 ft.) in height or thirty-two square feet (32 sq. ft.) in area, and be set back at least ten feet (10 ft.) from the right-of-way. The sign shall not be internally illuminated.
- D. *CUP Districts.* Within CUP zoning districts, 'For-Rent' dwelling developments shall also be permitted one permanent, free-standing, directional sign. Such sign shall be a monument sign and shall match the appearance of the primary sign on the site, be setback at least ten feet (10 ft.) from the public right-of-way, and shall be no greater than thirty-two square feet (32 sq. ft.) in area.

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

SECTION 2.10 NORTH POINT OVERLAY

2.10.5. Streets.

A. *Applicability.*

1. The Section applies to:
 - a. New development;
 - b. Existing developed sites when more than 25% of the site area is disturbed, except as provided for in "2" immediately below;
 - c. Existing principal buildings that are expanded, except as provided for in "2" below immediately; and
 - d. Existing principal buildings that are renovated or repaired and the value of said work exceeds 50% of the building's replacement cost, except as provided for in "2" immediately below.
2. The Director of Community Development may grant variances to any requirement of this Section for existing developed sites and existing buildings (except as specifically delegated to the City Transportation Engineer) when one or more of the following exists:
 - a. The streetscape or multi-use trail would render a site non-conforming with regard to vehicular parking; or
 - b. Existing topography, trees, buildings, bridges, utilities, retaining walls, or other existing features render this Section unreasonable.
3. This Section does not apply on a parcel for which a Land Disturbance Permit or Building Permit is issued but where the Director of Community Development determines that the permit is for an accessory use or structure to the principal use or structure or for minor repairs or additions to the principal building or structure in existence.

B. *Streetscapes.*

1. *Streetscapes Required.*
 - a. New public and private streets must include sidewalks and planters as identified in the Streetscape Standards of the Site Regulation Table prior to the issuance of Certificate of Occupancy, except as indicated in "d" immediately below.
 - b. Existing streets that do not meet the Streetscape Standards of the Site Regulation Table must be brought into compliance with said standards along the site's frontage prior to the issuance of Certificate of Occupancy, except as indicated in "d" immediately below.
 - c. On existing streets where there is insufficient right-of-way for the required streetscape improvements, the right-of-way needed for such improvements may be expanded by mutual agreement between the property owner and the entity holding the right-of-way, or a public access easement may be provided to the City to meet the required improvements.
 - d. On streetscapes that are or will be within the public right-of-way, root barriers are required between the sidewalk and any adjacent landscape strips or planters, subject to approval of the City Arborist.
 - e. The City encourages the use of multi-functional runoff reduction measures in the streetscape, including bioretention areas, stormwater tree box, and planter box. The dimensional standards

for planting area, tree spacing, and planting type be varied to accommodate runoff reduction measures.

- f. Alternative streetscape may be approved by City Transportation Engineer for multi-use trails in accordance with Sec. 2.10.5.C.

C. *Multi-Use Trails.*

1. Multi-use trails shall have an average width of 12 feet, but their width may be periodically reduced to 8 feet where topography, wetlands, stream buffers, existing buildings, existing trees, or other existing conditions render this requirement infeasible. The maximum aggregate length of this reduced width is 400 feet.



2. A multi-use trail ~~may~~ shall be required instead of a sidewalk along any new or existing street when the location is identified for a multi-use trail in the North Point Livable Centers Initiative Study or another plan that has been adopted by the City of Alpharetta. A multi-use trail may be required in other locations identified for a multi-use trail in the North Point Livable Centers Initiative Study, the Alpha Loop Plan, or another plan that has been adopted by the City of Alpharetta.
3. ~~Where a City of Alpharetta park or access easement held by the City of Alpharetta abuts a street subject to "1" above, the multi-use trail may also be located in such park or easement.~~
4. In approving a multi-use trail in lieu of a sidewalk, the City Transportation Engineer, upon application, ~~shall may~~ reduce the required planter width to a minimum width of 5 feet if the proposed reduction is supported by the public health, safety and general welfare.
5. Buildings shall maintain a minimum setback of twenty-feet (20') from a multi-use trail.

SECTION 3.2 TREE CONSERVATION, LANDSCAPE, AND BUFFER REQUIREMENTS¹

3.2.1 General.

In order to maintain and promote the public health, safety and welfare, the City has established regulations governing the conservation, planting, and replacement of trees. The importance of trees is recognized for their contribution toward quality of life, visual quality of the city, and improved property values. It is the City's intent to prevent the indiscriminate removal of trees without denying the reasonable use and enjoyment of real property. It is also the intent of these regulations that all applicable sites within the City maintain or obtain minimum tree density, as defined herein. Consistent with the expressed purpose of these regulations, all persons shall make reasonable efforts to protect and retain certain existing, self-supporting trees as defined herein. Each person shall be responsible for the normal care of trees located on its premises.

- A. Willful injury or disfigurement of any tree growing within the City shall be a violation of this Ordinance.
- B. No person shall:
 - 1. Attach any sign, notice or other object to any tree or fasten wires, cables, nails or screws to any tree in a manner that could prove harmful to the tree.
 - 2. Pour any material on any tree or on nearby ground which could be harmful to the tree.
 - 3. Cause or encourage any unnecessary fire or burning near or around any tree.
 - 4. Construct a concrete, asphalt, brick or gravel sidewalk, significantly compact the soil, place fill material, or create other impervious or semi-impervious surfaces around any tree so as to cut off air, light or water from the roots of the tree so as to adversely impact the tree's root system.
 - 5. Pile building material or equipment around any tree so as to cause injury thereto.
 - 6. Deny routine maintenance, watering and reasonable arboricultural care to existing and newly established trees as may be required as a result of activities taking place under this Section.
 - 7. Remove any tree without Permit.
 - 8. Remove or prune a tree on commercial property during non-development activity unless they follow ISA industry standard protocols for pruning or have written approval from the Director.
 - 9. Park any vehicle on the unpaved area underneath existing tree canopies.

(Ord. No. 739 , 5-1-2017)

3.2.2 Definitions.

For the purposes of this Section, unless the context indicates otherwise, the following terms shall have the meaning set forth below:

Boundary Tree. Any tree located on adjacent property with a critical root zone that will be impacted by proposed land disturbance activity.

Buffer. An area required to remain undisturbed or replanted where existing vegetation is sparse, as determined by the director.

¹Ord. No. 739 , adopted May 1, 2017, amended Section 3.2 in its entirety to read as herein set out. Former Section 3.2, Subsections 3.2.1—3.2.19, pertained to tree protection, and derived from the original codification.

Caliper. A standard of trunk measurement for replacement trees. Caliper inches are measured at the height of 6 inches above the ground for trees up to and including 4 inch caliper and 12 inches above the ground for trees larger than 4 inch caliper.

Conifer Tree. Any tree with needle leaves and a woody cone fruit including, but not limited to, pine, juniper and cedar species.

Conserve. Protect from harm or destruction; preserve; save.

Critical Root Zone (CRZ). The minimum area beneath a tree which must be left undisturbed in order to preserve a sufficient root mass to give a tree a reasonable chance of survival. The Critical Root Zone will typically be represented by a concentric circle centering on the tree's trunk with a radius equal in feet to one and three-tenths times the number of inches of the trunk diameter. EXAMPLE: The CRZ radius of a twenty (20) inch diameter tree is twenty-six (26) feet.

Dead Tree. Any standing tree which is no longer alive or has the ability to sustain itself through natural processes as determined by a qualified professional.

Development Activity. Any alteration of the natural environment, which requires the approval of a development or site plan and issuance of a Land Disturbance Permit. Development Activity shall also include the "thinning" or removal of trees from land in conjunction with a forest management program, the removal or destruction of trees incidental to the development of land or to the marketing of land for development, the removal or destruction of trees in conjunction with any grading activity, including the removal or filling (stockpiling) of soil, and logging or the removal of trees not in conjunction with an ongoing forest management program. Nothing in this definition shall be deemed to require or authorize the issuance of a permit for any activity described herein.

Diameter Breast-Height (DBH). The standard measure of tree size (for trees existing on a site). The tree trunk is measured at a height of 4½ feet above the ground. If a tree splits into multiple trunks below 4½ feet, the trunk is measured at its most narrow point beneath the split.

Director. The Director of Community Development or designee shall administer and enforce the provisions of this Ordinance; provided, however, that a designee shall have no authority to revoke permits.

Georgia 400 Tree Protection Zone. All property within a horizontal distance of 120 feet of the right-of-way of Georgia 400. At major intersections on Georgia 400 having exit and/or entrance ramps the protection zone shall be reduced to 60 feet. The reduction shall apply for the length of each such ramp. The Georgia 400 Tree Protection Zone is a Buffer.

Grading Activity. Altering ground surfaces to specified elevations, dimensions and/or slopes; this includes stripping, cutting, filling, stockpiling and shaping or any combination thereof and shall include the land in its cut or filled condition.

Guidance Document. A document maintained by the City of Alpharetta Arborist that includes clarifications to requirements with examples and additional technical standards about tree protection, tree planting, species selection, and other information relevant to the protection and replanting of trees in the City of Alpharetta. The document may be revised by the City Arborist as conditions and technical standards evolve.

Hardwood Tree. Any tree that is not coniferous (cone bearing). This definition is based on the colloquialism, and does not necessarily reflect any true qualities of the tree.

International Society of Arboriculture (ISA). A professional organization that promotes the professional practice of arboriculture, sets standards for obtaining professional credentials for arborist, and establishes best practices for tree care, pruning, and protection.

Land Disturbance Permit. A permit issued by the City that authorizes Development Activity and includes, but is not limited to, Soil Erosion Protection, clearing and grubbing, land disturbance and building construction.

Landscape Strip. A portion of a lot required to be reserved for, installed with, and maintained with vegetation. Such a strip may or may not be required to be of a linear form. No utilities or parking shall be allowed within a required landscape strip.

Landscape Tree. A tree or trees that were planted or retained on a developed or previously developed site.

Lot Building Area. The area of a lot encompassed by front sides and rear yard setbacks or building line as required by City Ordinance and Subdivision Regulations.

Mass Grading. The grading within existing or across proposed property lines including the removal of trees and disturbance of soils in order to prepare a site for construction where buildings are not approved.

Mulch. An organic material spread around the base of a plant or on a plant bed to enrich and insulate the soil. Types of mulch include Pine Straw, Shredded Hardwood, Wood Chips, and Bark Chips. Mulch should be free of disease and pests. Synthetic or artificial mulches are not acceptable for use in the City of Alpharetta.

Non-Development Activity. Any alteration of the natural environment which does not require development or site plan approval, but which would include the proposed removal or destruction of any tree(s). Any removal of trees that constitutes Development Activity as that term is herein defined shall not constitute non-development activity.

Ornamental Tree. A tree that provides a visual impact in the landscape. The impact may be provided through form, bark, branching structure, leaf color, and/or flower color. Typically a small or medium size tree.

Overstory Tree. Those trees that compose the top layer or canopy of vegetation and will generally reach a mature height greater than 40 feet and typically have a spreading canopy.

Permit (Tree Removal Permit). An official Permit for tree removal issued by the City of Alpharetta.

Pervious Surface. All that area of land that can be landscaped or planted, allows natural passage through by water, and is not covered by man-made materials or structures such as buildings or paving.

Pine Tree. An evergreen coniferous tree that has clusters of needle-shaped leaves.

Plantable Area. The pervious surface area available for the preservation or planting of trees. Plantable Area shall not include that portion of the lot that is covered by buildings and structures permitted pursuant to the maximum lot coverage standards of this Ordinance.

Planted Area. An area of living plant material created for the purpose of establishing open space and consisting of a minimum of 50% of the area devoted to trees and shrubs.

Pruning (Tree Pruning). To cut away dead, overgrown, or undesirable branches or stems. Pruning of trees to be done in compliance with standard arboricultural practices as outlined in ANSI A300 and shall maintain the trees natural form and structure.

Qualified Issuing HOA (QIH) An established HOA, POA, or COA with recorded covenants that maintains a contract with a landscape architect or Qualified Professional that has attended and passed the required tree removal permit regulation class provided by the city. The QIH shall be permitted to issue tree removal permits to their HOA, POA, or COA members where trees are located within the front setback and shall require recompense and/or replacement where required by Section 3.2. QIH certification can be revoked at any time by City if QIH is found to be in non-compliance.

Qualified Professional. An International Society of Arboriculture (ISA) Certified Arborist, an American Society of Consulting Arborists (ASCA) Registered Consulting Arborist, or a Registered Forester.

Recompense. Replacement of trees or payment into the City held tree fund for the removal of Specimen Trees.

Replacement Planting. The planting of trees on a site that before development had more trees, and after development shall have less trees per acre.

Responsible Party. Any individual, firm, principal, or other entity who is a signatory to a Tree Removal Permit Application or Land Disturbance Permit for Development Activity or any person or company caught in the act of tree removal without a City-issued permit, or who violates any other provision of this Ordinance.

Shade Tree. Any tree that has a spreading canopy that provides partial to full shade to the ground with a minimum height of 20 feet.

Semi-Permeous. Hardscape, aggregate or porous paver that allows at least fifty percent (50%) of surface water to pass through the manmade material and into the underlying soil.

Softwood Tree. Any coniferous (cone bearing) tree. This definition is based on the colloquialism, and does not necessarily reflect any true qualities of the tree.

Specimen Tree. Any tree, **not including pine trees**, which qualifies for special consideration for preservation due to its size, type, condition, location or historical significance and which also meets the minimum size criteria set forth below.

Size Criteria:

Pine Trees:	30-inch diameter or larger for trees in the Pinus (Pine) genus.
<i>Coniferous Trees:</i>	20" diameter or larger for trees in the cedrus (deodar cedar), Thuja (Arborvitae), or other ecologically similar trees.
<i>Overstory Trees:</i>	30-inch diameter or larger for trees in the Liquidambar (Sweetgum) or Liriodendron (Tulip poplar) genus.
	20-inch diameter or larger for trees in the Fagus (Beech), Nyssa (Tupelo), Diospyros (Persimmon), Sassafras (Sassafras), or other ecologically similar trees.
	20-inch diameter or larger for Magnolia grandiflora (Southern magnolia) and those cultivars that generally reach a mature height over 40'.
	24-inch (24") diameter or larger for trees in all other genera.
<i>Understory Trees:</i>	8-inch (8") diameter or larger.
	10-inch (10") diameter or larger for Oxydendron arboretum (Sourwood).

See additional requirements for Specimen Trees in "The Guidance Document."

Street/Streetscape Tree. Any tree located or proposed to be located along a public or private street. The actual location will be determined by the specific zoning district or overlay. In situations where there is limited planting space in the right-of-way and or safety concerns, street trees may be located at the back of the sidewalk or within the landscape strip on private property and the discretion of the Director.

Structural Root Plate. The zone of rapid root taper that provides the tree stability against wind throw. The radius of the structural root plate is equal to 0.5 feet per inch of DBH.

Timber Harvest. Harvesting of timber from sites as a timber management activity as part of a demonstrated ongoing agricultural land use.

Tree. Any living, self-supporting woody or fibrous plant which normally obtains a diameter breast height of at least three (3) inches, and typically has one (1) main stem or trunk and many branches.

Tree Care Plan. A plan developed to provide an impacted tree the best possible chance of survival. A tree care plan should be prepared by a qualified professional and conform to the requirements of ANSI A300 and the Guidance Document

Tree Density. A measurement of trees on a property, expressed as inches per acre. For existing trees density is calculated based on DBH. For proposed trees tree density is calculated based on the caliper.

Tree Grouping. A community of trees as determined by the Director to merit special consideration as an ecological feature based upon species composition, form, structure, age, and condition. Tree groupings shall be in good condition and free from defects and or insect and disease infestations. Specimen trees and trees of quality may be included in tree groupings and every alternative should be evaluated to save these trees. Except as otherwise provided in Section 3.2., Tree Groupings will be treated as specimen trees for preservation credits and every alternative should be evaluated to save these trees.

Tree of Quality. A tree that merits special consideration due to historical significance, ideal shape and structure, or uniqueness of the species as determined by the Director. A tree of quality shall be in good condition, free from defects and or insect and disease infestations, and of a typical form for that species. Except as otherwise provided in Section 3.2., Trees of Quality will be treated as specimen trees for preservation credits and every alternative should be evaluated to save these trees. Pine, Yellow poplar, Sweetgum, Bradford pear, Leyland cypress, invasive species, or other species as determined by the Director shall not be considered a tree of quality.

Tree Removal or Removal of Trees. Removal of trees through an act of cutting down a tree or any act which causes a tree to die within 2 years after commission of the act or impedes the ability of the tree to sustain itself, including but not limited to damage inflicted upon the root system, trunk, or canopy as a result of:

1. The improper use of machinery on the trees;
2. The storage of materials in or around the trees;
3. Soil compaction;
4. Altering the natural grade to expose the roots or to cover the tree's root system with more than 4 inches of soil;
5. Causing the infection or infestation of the tree by pests, fungus or harmful bacteria;
6. Pruning judged to be excessive by the Director or not in accordance with the standard set forth by the International Society of Arboriculture (ISA);
7. Paving with concrete, asphalt or other impervious surface within such proximity as to be harmful to the tree or its root system; and
8. Application of herbicides or defoliants to any tree without first obtaining a permit.

Tree Planting List. List of preferred tree species for use in the City of Alpharetta. Species not included on this list may be approved at the discretion of the Director. The Tree Planting List is included in the Arborist Guidance Document.

Tree Protection Area. An area encompassing the critical root zone of a tree that shall remain in an a pervious state.

Tree Save Area. An area designated for the purpose of meeting tree density requirements, saving natural trees, and/or preserving natural buffers that shall remain in a pervious state.

Understory Trees. Those trees that grow beneath the overstory, and will generally reach a mature height less than 40 feet. Understory trees may include coniferous trees that meet these same height characteristics.

Zoning Districts. Those areas as defined in the Zoning Ordinance and shown on the Zoning Map.

(Ord. No. 739 , 5-1-2017; Ord. No. 749 , § 4, 9-18-2017; Ord. No. 769 , § 1, 11-12-2018; Ord. No. 850 , § 1(Exh. A), 1-3-2023)

3.2.3 Exemptions.

- A. The following shall be exempt from the provisions of this section:
1. The removal of trees with a Permit.
 2. The removal of trees from horticultural properties such as farms, nurseries or orchards. This exception shall not be interpreted to include timber harvesting incidental to development of the land;
 3. The necessary removal of trees by a utility company within dedicated utility easements;
 4. The removal of trees on public rights-of-way conducted by, on behalf of, or any activity pursuant to work to be dedicated to, a federal, state, county, municipal or other governmental agency in pursuance of its lawful activities or functions in the construction or improvement of public rights-of-way;
 5. The removal of trees from lakes and detention ponds, and drainage easements, unless specifically planted to be part of the stormwater system; or
 6. The removal of any tree which is dead or has become or threatens to become a danger to human life or property;
 7. The removal of any tree which is located in the front setback of a 'For-Sale' dwelling that receives permit approval from their Qualified Issuing HOA (QIH).
- B. Notwithstanding the foregoing, all reasonable efforts shall be made to save specimen trees and trees of quality, and tree groupings.
- C. Nothing in this section shall be deemed to authorize, directly or indirectly, the removal of a tree from the Georgia 400 Tree Protection Zone or any buffer.

(Ord. No. 739 , 5-1-2017)

3.2.4 Permit required for non-development activity (activity which does not require a building permit, etc.).

- A. Except for routine or seasonal pruning or transplanting of trees, and except as exempted, no person shall engage in any Non-Development Activity as defined without first obtaining a permit. The request for a permit shall be submitted to the Director in the form of a tree removal permit application through the City process and shall include:
1. The reason for the proposed work
 2. Either a site sketch or photograph of the tree(s) proposed to be removed, identifying such tree(s) by size and species.
 3. Specimen Trees shall only be approved for removal if they are in declining health or as approved by the Director. If a request includes a Specimen Tree, the applicant shall provide a risk assessment or similar report, following currently accepted industry standards and protocols, prepared by a qualified professional outlining the condition of the trees and associated risks.

If the request for a permit is complete, complies with the Ordinance, and requests tree removal for one of the purposes identified in Paragraph B below, the Director shall issue a permit no later than ten (10) working days from receipt and shall inform applicant if replanting will be required. If the request is incomplete or denied, the Director shall notify applicant in writing regarding the specific reason for denial.

- B. The Director shall issue a permit for the following:
1. The removal of dead, substantially injured, damaged or diseased trees;

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2. The removal of any non-specimen tree, provided the tree is not a required landscape strip tree, buffer tree, or other code required trees and that the applicable minimum tree density requirement is maintained.
 3. The removal of any specimen tree, landscape strip tree, buffer tree or other code required tree with a replanting agreement approved by the director.

(Ord. No. 739 , 5-1-2017)

3.2.5 Land disturbance permit for development activity.

- A. No person shall engage in a Development Activity and no Land Disturbance Permit shall be issued without first obtaining an approved site plan stamped and signed by the Director.
 1. Trees and/or soils shall not be disturbed or removed in order to pad grade or mass-grade a site unless building construction is imminent. In order to be imminent, proposed buildings shall require approval.
- B. Except as provided in Section 3.2.4 and Paragraph (c) of this subsection, no tree removal shall be approved for any site not under active development. For the purposes of this Ordinance, a site is not under active development unless there exists an approved development plan delineating the improvements to be constructed on the site consistent with the use for which the site is zoned, and there is a reasonable certainty that construction is imminent.
- C. A Land Disturbance Permit may be issued for Grading Activity on a site not under active development provided that:
 1. The sole purpose of the Grading Activity is for the storage, removal or altering of soil for fill balancing on another site under active development;
 2. The site not under active development must be under common ownership or common development control with the site that is under active development;
 3. The site not under active development must be contiguous to, or located within one (1) mile of, the site under active development. For the purposes of this Section, the measurement of distances shall be from property line to property line along the most direct route of travel on a public road;
 4. The proposed Grading Activity shall not result in the damage or removal of more than ten percent (10%) of the total tree density (inches per acre) on the site not under active development;
 5. The proposed Grading Activity shall not decrease the tree density below the minimum inches per acre required for the site. For the purposes of this Section, trees in Buffers that will be required shall be excluded from minimum density calculations;
 6. The area to be disturbed within the site shall be the area that will have the least adverse impact on existing trees, Specimen Trees, Trees of Quality, and Groupings of Trees as determined by the Director. In addition, the area must be visually screened from public or private roads and drives, developed residential and commercial properties, by a one hundred foot (100') buffer or a buffer of sufficient depth to provide reasonable visual screening. In order to provide reasonable visual screening, it may be necessary to locate access roads to the impacted area in a winding manner to prevent a straight line of site to the impacted area; and
 7. The disturbed area within the site shall be replanted with trees to a tree density of 130 inches per acre no later than eighteen (18) months from the issuance of the Land Disturbance Permit authorizing the Grading Activities. A tree replacement plan and a bond shall be submitted and approved by the Director prior to the issuance of the permit authorizing the Grading Activities. The completion bond shall be held until the planting is complete and at that time transfer to an eighteen (18) month maintenance bond to ensure survival of the replacement trees. The applicant shall be responsible for

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the irrigation (watering) of trees during the period of the bonds. The replanting requirements of this Section shall not apply, and the initial bond shall be released, if, on or before fifteen (15) months from the issuance of the permit authorizing the Grading Activity, the site becomes under active development pursuant to the issuance of a Land Disturbance Permit and the approval of development plans in compliance with the provisions of this Ordinance.

- D. Nothing in this Section shall be deemed to authorize any Grading Activity or similar activity not otherwise in compliance with the Land Subdivision Regulations of the City of Alpharetta, including, the Soil and Sedimentation Control Ordinance. Further, nothing in this Section shall be deemed to eliminate the requirement that all reasonable efforts must be taken to save and not adversely impact the Critical Root Zones of Specimen Trees, trees of quality, and tree groupings and that all applicable sites from the City shall maintain or obtain the minimum tree density required by this Ordinance.

(Ord. No. 739 , 5-1-2017; Ord. No. 769 , § 2, 11-12-2018)

3.2.6 Application requirements.

- A. When a person applies for a Land Disturbance Permit as defined herein, such person shall provide the following information:
1. A complete tree survey and inventory, which shall contain the following information:
 - a. All Specimen Trees, Trees of Quality, Tree Groupings, Landscape Trees, and Boundary Trees on the site and within 30 feet of the limits of disturbance; with an indication whether they are to be retained or removed;
 - b. All trees that are to be counted toward the tree density requirement greater than 2" DBH, including size (Caliper or DBH) and species. Sampling methods may be used to determine tree densities for forested areas (over 5 acres) that are to be preserved. Sampling methods must conform to industry standards and protocols and be no less than a 10% sample;
 - c. Tree Protection Zones and Tree Save Areas must be delineated on the plan;
 - d. All buffers with existing trees to be delineated on plans as Tree Save Areas. Land Disturbance within any Buffer is subject to Director approval;
 - e. The tree survey and inventory shall be a to-scale map or a site plan prepared and sealed by a registered surveyor.
 2. An integrated site plan showing Specimen Trees, Trees of Quality, Tree Groupings, Boundary Trees, the trees to be saved and those to be removed, existing utilities and those to be installed, grading, the approximate location of all structures, driveways and curb cuts and all proposed tree plantings and other landscaping. It is required that all reasonable efforts be made to save Specimen trees, Trees of Quality, Tree Groupings. (Reasonable efforts shall include, but not be limited to, alternate building design, building location, parking area layout, parking area location, stormwater BMP locations and the like).
 - a. If a Specimen Tree, Tree of Quality, or Tree Grouping cannot be saved a hardship justification in the form of a letter shall be submitted to the Director for review and approval and be included within the plan set;
 - b. If a Boundary Tree cannot be saved or results in an encroachment into the Critical Root Zone of greater than 10%, evidence of notification to the owner of the tree will be required to be provided to the Director. This notification shall generally include the current condition of the tree, % encroachment, potential outcomes of the encroachment, and proposed tree care to

offset the encroachment. In no way does this authorize any encroachment into the Structural Root Plate of a Boundary Tree.

3. A detailed plan to protect and preserve landscaping and trees before, during and for a period of two (2) years after construction, which shall contain the following information:
- a. All items found on the Arborist Checklist located in the Arborist Guidance Document;
 - b. Existing roads, utility lines, drainage and detention facilities, and other pertinent items in the vicinity of the site.
 - c. The locations of existing and proposed structures, paving, driveways, cut and fill areas, detention areas, etc.
 - d. Phase lines or limits of construction;
 - e. A delineation of all protected zones with any required dimensions;
 - f. Calculations showing compliance with the required Tree Density and Recompense per section 3.2.7
 - g. Locations of all existing and proposed utility lines and easements;
 - h. Locations of any boring sites for underground utilities;
 - i. Locations of all Specimen Trees, Trees of Quality, Groupings of Trees, Landscape Trees and Boundary Trees and indications whether they are to be removed or preserved;
 - j. Locations of all tree protection devices, materials to be used in each location and details;
 - k. A delineation of tree save areas in which trees have been inventoried for density calculations;
 - l. If applicable, locations and details of all permanent tree protection measures (tree wells, aeration systems, permeable paving, retaining walls, bollards, etc.); and
 - m. A tree care plan developed by a Qualified Professional designed specifically for each tree to be saved that warrants care due to the changes in site conditions or as approved by the Director. The tree care plan shall be prepaid prior to issuance of the land disturbance permit and a paid invoice provided to the City. In the event of a change in ownership, arrangements must be made to allow access for the tree care to continue throughout the required timeframe.
 - n. A full landscape plan meeting all of the requirements of this Section including tree density, recompile, landscape strip, parking lot tree coverage and screening, groundcover, hardscapes, etc. The landscape plan submitted shall be the one that is expected to be planted. Permit only plans will not be accepted by the Director.
 - o. Additional information as required on a case-by-case basis.

The above items may be integrated into the normal application requirements and submittals.

- B. Minor additions to existing development require only a sketch showing changes to be submitted to the Director for review and approval.

(Ord. No. 739 , 5-1-2017)

3.2.7 Minimum tree density and recompile requirements.

The intent and goal of these regulations is to insure that a minimum density of trees is maintained on all developed sites and that a significant amount of tree canopy coverage and pervious soil area is maintained throughout the City. The density requirement must be met whether or not a property or site had trees prior to

development or any tree removal. The density may be achieved by counting existing trees 2" in diameter or greater to be preserved, planting new trees in accordance with the minimum standards of this Section, or some combination of the two. Vegetated runoff reduction measures which include trees also count toward the tree density requirement. Minimum tree density shall be calculated and established pursuant to the formula and analysis set forth in the Guidance Document.

- A. All sites within the City other than 'For-Sale' residential lots shall maintain or achieve a Minimum Tree Density of 130 inches per acre. The owner shall be subject to the minimum tree density requirement set forth in this paragraph, but the owner shall base the density calculations on the net site area excluding the acreage required for Buffers and infrastructure improvements (roads, utility lines, detention ponds, etc.). In no event shall a parking lot be considered an infrastructure improvement.
- B. All 'For-Sale' residential lots in the City shall maintain a minimum tree density of 130 inches per acre or provide a calculation as described in the Guidance Document that shows the lot meets or exceeds a 30% canopy coverage based upon trees growing within the property lines. For new construction or new plantings this calculation may be based upon the mature spread of the newly planted trees at 20 years after planting. If replacement planting is required on a 'For-Sale' residential lot, it is encouraged to provide at a minimum a two-inch (2") caliper tree or larger in the lawn area in the front yard or landscape strip if space allows.
- C. Owners shall receive a density credit of two (2) times the inches for each Specimen Tree saved by utilizing an alternate design during development. Specimen trees that cannot be saved must be replaced with recompense plantings equal to three (3) times the DBH of the tree(s) removed. Recompense trees shall be a minimum of four-inch (4") caliper at time of planting. Trees of Quality or Tree Groupings shall receive a density credit of one (1) times the inches for each tree saved. Specimen Trees removed without prior approval shall be subject to the recompense replanting requirements as described in section 3.2.10 Tree Damage and subject to the applicable penalties as described in Section 3.2.17.
- D. An owner may request a reduction in recompense plantings, which may be granted at the discretion of the Director. The reduction shall be calculated considering Specimen Trees, Trees of Quality or Tree Groupings and other landscape amenities that are incorporated into the site plan utilizing an approved alternative design.
- E. In the event that Specimen Tree Recompense cannot be achieved through planting on the subject property, two alternative methods of compliance may, at the discretion of the Director, be approved: planting at a location remote from the project site; or, a recompense payment to the City of Alpharetta Tree Replacement Fund. The following standards have been established for administering these alternative recompense methods.
 - 1. The director must review and approve all requests for alternative recompense. In no instance shall 100% of the required recompense be met through these alternative methods. As many trees as can reasonably be expected to survive and thrive must be planted on the subject property. No permit shall be issued until the Director has approved the request and received the necessary documentation and/or funds.
 - 2. If trees are to be planted at another location, the off-site location should be in the same area of the City as the project site and a tree replacement plan meeting all applicable standards must be provided by the owner and reviewed and approved by the City Arborist. If tree planting is proposed on City property all specifications for such planting shall be met as determined by the Director of Public Works or the Director of Recreation and Parks. A completion bond in the amount of 100% of the installation and materials cost shall be provided prior to issuance of any land disturbance permit.

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3. If a recompense payment to the City of Alpharetta Tree Replacement Fund is approved, the amount of the donation shall be established by the Director. The amount of the recompense payment shall be 100% of the estimated costs of the average 3 bids from reputable landscape contractors, licensed to do business in the City, for the materials, installation, and care during the trees establishment period (18 months) provided by the owner and reviewed and approved by the City.

(Ord. No. 739 , 5-1-2017)

3.2.8 Tree Replanting, Buffer, and Landscape standards.

A. Tree Replanting.

1. Unless otherwise approved by the Director, it is recommended that trees selected for replanting be on the Recommended Tree List. Trees selected for planting must be free from injury, pests, disease, nutritional disorders or root defects, and must be of good vigor and form in order to assure a reasonable expectation of survivability. Standards for transplanting shall be in keeping with those established in the International Society of Arboriculture publication Tree and Shrub Transplanting Manual or similar publication. Reference the American Association of Nurserymen publication American Standard for Nursery Stock (ANSI Z60.1-2014) for plant material quality specifications. Reference the Manual of Woody Landscape Plants (Michael Dirr, 2009, Stipes Pub LLC.) or similar publication for information on tree species and site requirements.
2. It is desirable that replanted trees be ecologically compatible with the site and neighboring sites. Accordingly, the replanted trees shall be of the same or similar species as those removed when practical.

C. All replanted overstory trees shall be at least six (6) feet tall and have a trunk of not less than two (2) caliper inches. All replanted understory trees shall be at least four (4) feet tall or have a trunk not less than one (1) caliper inch. In order to provide sufficient growing area for planted trees, the following minimum criteria must be observed unless otherwise approved by the Director.

- a. No more than 25% of any one genus may be included in any replanting plan.
- b. A minimum of 40% of the required tree density on a site is recommended to be met through overstory tree planting.
- c. Greater than 50% of the trees shall be natives.

B. Buffer Requirements.

1. A lot zoned or used for a rental dwelling, office, institutional, commercial, industrial uses or occupied by a non 'For-Sale' residential use shall provide a fifty foot wide undisturbed buffer along all property lines adjoining property zoned for or used by 'For-Sale' residential purposes. Where commercial or industrial districts or developments abut R-10M zoning districts, the same buffer requirements apply. The buffer shall be in addition to the required building setback line.
 - a. When a new, 'For-Sale' development is proposed adjacent to an existing, non-residential use with no buffer present, the 50' buffer must be provided by the residential development.
 - b. If a 50' buffer has been provided on the property adjacent to a proposed, non-residential development, the buffer requirement may be waived with the approval of the Director.
2. Except as otherwise provided, herein, buffer strips shall be preserved in their natural undisturbed state, except that sparsely planted buffers shall be enhanced with additional plant material. Enhancement plants must provide an opaque screen within two (2) years of planting and must consist of trees, shrubs, and groundcover plants meeting the following standards:

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- a. Plant selection will consist of eighty (80) percent evergreen species and twenty (20) percent deciduous species;
 - b. Deciduous trees must be a minimum of 2 inch caliper at time of installation;
 - c. Evergreen trees must be a minimum of 9 feet tall at time of installation;
 - d. Shrubs must be a minimum of 3 feet tall at time of installation;
 - e. Plants will be spaced a maximum of eight (8) feet on center or as approved by the Director;
 - f. Plantings shall be designed with plant palette containing a mixture of colors, textures, and heights.
3. Undisturbed buffers shall not contain any surface parking or storm water, detention facilities, or any structures except that the Director may approve underground facilities within the buffer or the crossing of the buffer for the purpose of extending utilities.
 4. The Director may approve vegetated runoff reduction measures within the buffer. The planting requirements above may be varied to accommodate vegetated runoff reduction measures as part of an approved stormwater management plan, if properly designed to provide stormwater management and screening functions.
 5. Stream buffers must be replanted where disturbed for approved access and utility crossing. Replacement plantings must be native and be arranged to have a natural appearance.
 6. All buffer plantings are subject to the approval of the Director.
- C. Parking Lot Landscaping.
1. Surface parking lots shall provide a minimum 200 square foot wide landscape island at the end of each parking bay, and a 200 square foot island located each 72 feet of single parking length. Each landscape island shall be planted with one shade tree. Islands shall be excavated to 3 feet deep or to a depth 6 inches greater than the height of the root ball and backfilled with a minimum of 600 cubic feet of friable soil. Islands that are 400 square feet or larger and corner islands shall be planted with a large overstory tree. Parking lot trees must be 2" caliper minimum at time of planting and have a clear trunk to a minimum height of 6 feet. The remainder of a landscape island shall be planted with shrubs, ornamental grasses, and ground covers; and mulch shall be applied. Turf grass will not be accepted. Utilities and lighting shall not be allowed within required parking lot landscape islands.
 2. Alternate landscape configurations may be approved if the Director determines that the alternate design exceeds the standards above and/or is part of a smart stormwater design for the site that includes multi-functional, vegetated runoff reduction measures. An alternate configuration could also include a stormwater component or the preservation and enhancement of existing trees which are provided above and beyond other tree preservation requirements; which are deemed of community value by the Director; and shall result in a minimum of 50% parking lot canopy coverage within 15 years.
 3. The required tree area shall be protected against compaction and shall provide sufficient area for tree growth. Utilities are not allowed within the minimum area. The trees shall be maintained in accordance with best management practices as defined by the International Society of Arboriculture guidelines, and shall not be removed or pruned without permission from the City Arborists.
 4. Shrubs shall be provided to screen paved areas and parking lots from the public right-of-way, private drives and adjacent property year round. Shrubs shall be 2 feet tall at time of planting, 2 rows deep and shall provide a screen within 3 years of planting. Alternate screening methods such as fencing may be approved by the Director.
- D. Landscape Strips.

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1. The City wants to promote tree lined streets therefore, a minimum of ten (10) feet wide landscape strip shall be provided along all public right-of-ways and private roads. Main streets which are listed below shall have twenty (20) foot landscape strips, except those located within the Downtown Overlay District. which shall have ten (10) feet wide landscape strips or landscaping as approved by the Director.

MAIN STREETS:

Highway 9

Mansell Road

Windward Parkway

Northpoint Parkway

Westside Parkway

Old Milton Parkway

Haynes Bridge Road

Kimball Bridge Road

2. No permanent structures other than signage are permitted within the landscape strip. This includes pavement, retaining walls, drainage structures, detention ponds, flumes, curbing, etc. unless approved by the Director.
 - a. Retaining walls built with decorative masonry and designed as a landscape feature may be located within the landscape strip subject to approval by the Director. All required plantings must be installed so as not to interfere with the structural integrity of the wall.
 3. Actual spacing of street trees is based on the average canopy spread of the species selected as outlined in the Arborist Guidance document. If the spacing of shade trees exceeds 25 feet on center understory trees shall be required to fill in the gaps between each shade tree. Spacing of shade trees shall not exceed 40 feet on center. Shade trees shall be a minimum 4" caliper; ornamental trees shall be a minimum 3" caliper. The use of a combination of shade trees and ornamental trees is recommended.
 4. For commercial development and for master plan subdivisions, a minimum of five (5) foot landscape strip shall be provided along all property lines which do not adjoin a public right-of-way or private road. One (1) shade tree, minimum 4" caliper, shall be provided for every fifty (50) linear feet of landscape strip. For master plan subdivisions, this requirement is only required along the external property line of the overall project.
 5. Shrubs shall be provided in all landscape strips. Shrubs shall be a minimum of 2 feet tall at time of planting. Shrubs located in landscape strips may be used to meet the parking lot screening requirement.
- E. Additional screening shall be provided around all utility areas, detention facilities, dumpster/refuse areas, drive through areas, loading and unloading zones, etc. to screen views from the public right-of-way, private roads, drives, and adjacent properties year round. Screening shall be provided in any combination of the standards below or as approved by the Director.
1. Plant selection will consist of eighty (80) percent evergreen species and twenty (20) percent deciduous species;
 2. Deciduous trees must be a minimum of 2 inch caliper at time of installation;
 3. Evergreen trees must be a minimum of 6 foot tall at time of installation;

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4. Shrubs must be a minimum of 4 foot tall at time of installation;
 5. Screening for detention facilities must incorporate an alternating double row of evergreen shrubs 4 foot tall at time of planting.
 6. A combination of decorative walls, fences, and landscape material may be used with the approval of the Director.
- F. Lighting Fixtures shall be arranged so that the source of any light is screened from residential views and located as to not interfere with the tree canopy at time of planting or in the future.
- G. All required landscape areas shall be provided with a minimum of 1 water spigot or other water source within 150 feet.
- H. A bond shall be required for a minimum of 18 months to ensure the maintenance and irrigation of the landscaping materials.
- I. All landscape plans and tree planting plans for non "For Sale" residential properties shall be prepared as a to-scale map or a site plan prepared and sealed by a Registered Landscape Architect in the State of Georgia. Tree only plans may be prepared by a Qualified Professional.
- J. Outdoor Dining Areas. At-grade outdoor dining areas shall include perimeter landscaping and decorative detectable barriers in order to define the area. Detectable barriers shall include decorative planters, low walls or other improvement approved by the Community Development Director. Uncovered outdoor dining areas shall include one (1) shade tree per 750 square feet.
- K. Tree Conservation. To preserve the character and existing tree canopy within the Downtown Overlay it is desired to maintain good quality trees. Specimen trees and trees of quality within the building setbacks along the roads listed below shall be conserved.

ROADS:

Academy Street
Canton Street
Church Street
Cumming Street
Marietta Street
Mayfield Road
Milton Avenue
Roswell Street

(Ord. No. 739 , 5-1-2017; Ord. No. 850 , § 1(Exh. A), 1-3-2023)

3.2.9 Tree Protection and Conservation Standards.

Prior to commencement of any grading, construction, or tree removal authorized through the issuance of a land disturbance permit and continuing until a final subdivision plat has been recorded or a certificate of occupancy has been issued, the following system shall be used:

- A. A tree protection area shall be required for any tree located within 30 feet of any proposed grading, construction or tree removal; and shall be established by physical barriers and maintained until such work is complete.
- B. Location and Types of Tree Protection Devices.

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1. Tree protection devices are to be installed as shown on the plan or otherwise completely surrounding the Critical Root Zone of all trees to be preserved.
 2. The plan shall indicate which types of tree protection are to be installed and where they are to be installed. The types identified on the plan shall be consistent with the City's Tree Protection Details, available in the Arborist Guidance Document.
 3. The locations of all tree protection devices will be verified by the City prior to the issuance of the construction permit for clearing and/or grading.
 4. Once Protected Zones are established and approved, any changes are subject to Development and Inspections Department review.
- C. Tree Protection measures are to be installed as shown on the City's Tree Protection Details, available in the Arborist Guidance Document.
- D. Sequence of Installation and Removal. All tree protection devices shall be installed prior to any land disturbance permit authorizing tree removal. Community Development Department must inspect the installation of tree protection and erosion and sedimentation control devices prior to the issuance of the land disturbance permit. Tree protection must remain in functioning condition until the certificate of occupancy is issued.
- E. The cleaning of equipment, storage of materials or dirt, disposal of waste materials such as paint, oil, solvents or other harmful substances, or any other such act which may be harmful to the continued vitality of the tree(s) within the tree protection area, is prohibited.

(Ord. No. 739 , 5-1-2017)

3.2.10 Tree damage.

Any tree designated in the plan to be saved, Including Trees of Quality and Tree Groupings, that is damaged during construction or grading, or as a result of such activities, shall be treated according to accepted International Society of Arboriculture Standards, or replaced with a tree(s) equal to the DBH of the tree removed. However, any Specimen Tree damaged as described above shall be replaced with a tree(s) eight (8) times the DBH of the tree removed with a minimum four-inch (4") tree Caliper. In the event that a damaged specimen tree must be removed, the location occupied by the tree's Critical Root Zone must remain in a previous state with no structures or buildings placed in this area and violations shall be subject to the applicable penalties as described herein. Any specimen tree damaged on "For-Sale" residential lots as the result of failure to receive tree removal approval for non-construction tree removal or as a result of failure to protect a specimen tree during non-construction tree removal will result in up to three (3) times recompense.

(Ord. No. 739 , 5-1-2017)

3.2.11 Tree survey inspection.

Following the receipt of the completed tree removal application and supporting data, the Director shall schedule and conduct an inspection of the proposed development site. Following inspection, the Director shall advise the applicant of any recommended changes in the applicant's proposed tree removal, protection or replanting plans necessary to make the plans comply with the provisions of this Ordinance.

(Ord. No. 739 , 5-1-2017)

3.2.12 Tree removal applications, approval and expiration.

- A. The Director shall review all applications and supporting data and take one (1) of the following actions: approve, approve with conditions or disapprove. Applications, which meet the requirements of this Ordinance, shall be approved.
- B. Development Activity will not be authorized until such time as appropriate Land Disturbance Permits have been issued and approval granted.
- C. Tree removal and replacement shall begin no later than one hundred eighty (180) days after issuance of the permit and shall be completed no later than two (2) years after the issuance of the permit. Except as provided in these regulations authorizing certain cut and fill activities. The Director may refuse to issue any permit for tree removal until the submission of all development plans and receipt of other evidence satisfactory to the Director that there is a reasonable certainty that the Development is imminent.

(Ord. No. 739 , 5-1-2017)

3.2.13 Tree removal and landscaping compliance inspection.

- A. Following the issuance of a Land Disturbance Permit for the development site, the Director shall from time to time inspect the site for the purpose of certifying compliance with the requirements of the tree removal. In the event of non-compliance, the Director may revoke or modify any City permit pertaining to the Development Activity for which the Land Disturbance Permit has been issued. No certificate of occupancy shall be issued until actual compliance is obtained.
- B. If any required Land Disturbance Permit conditions have not been met within the time specified in the Land Disturbance Permit, and provided the Director has not granted a written extension, the City may use the cash or bond proceeds to insure that these conditions are met. The bond will have an expiration date no longer than one (1) year, and the proceeds will go to the City of Alpharetta Tree Replacement Fund.
- C. After development is complete, the Director shall continue to make random inspections to insure that required trees and landscaping are maintained. Replacement shall be required or bond/letter of credit posted within thirty (30) days of notice by the Director should any of the tree(s) or landscaping die, be removed or be destroyed.
- D. Notwithstanding any other provision of this Ordinance to the contrary, a home builder's responsibility to replace a newly planted tree or trees shall terminate upon the issuance of a certificate of occupancy or at the end of the maintenance bond time frame, whichever is longer, provided that an inspection conducted immediately prior to the issuance of the certificate of occupancy confirms that the replanted tree or trees were planted properly as established in the ISA (International Society of Arboriculture) standards, and are healthy and free of pests and disease. Nothing in this Ordinance shall be deemed to eliminate any other obligation the homebuilder may have pursuant to any private agreement between the homebuilder and homeowner, or any restrictive covenants that are applicable to the property.

(Ord. No. 739 , 5-1-2017)

3.2.14 Permit fee.

The fee for review of a request for permits shall be \$5.00. The fee for review of an application for a Land Disturbance Permit (which only applies to Development Activity and Grading Activity) shall be \$50.00 per acre and a maximum of \$500.00. These fees may be revised from time to time by resolution of the City Council, or delegated to the Director to be administratively established and revised from time to time.

(Ord. No. 739 , 5-1-2017)

3.2.15 Enforcement, appeals and variances.

- A. Enforcement. All requests for permits and all applications for tree removal shall initially be submitted to and reviewed by the City Arborist. The City Arborist shall be responsible for recommending to the Director the approval or denial of applications for Land Disturbance Permits.
- B. Appeals.
 - 1. Requests for appeal of any administrative decision shall first be addressed to the Director.
 - 2. Written requests for appeal of any administrative decision are permitted and must be submitted to the Board of Zoning Appeals within ten (10) days after notice of such decision. Such written appeal shall be made in the form of a letter, which outlines the salient points upon which the appeal is based.
 - 3. The Board of Zoning Appeals shall schedule a hearing as soon as reasonably practicable to consider the appeal, and shall issue a written decision within thirty (30) days of the hearing.
 - 4. If the appeal concerns an administrative decision regarding Specimen Trees, Trees of Quality, Tree Groupings, or Boundary Trees it shall be the applicant's burden to demonstrate that reasonable alternatives have been considered in order to save said trees (as described herein). Documented evidence shall be filed by the applicant with the written request for appeal and shall include, but not be limited to the following:
 - a. Boundary survey showing topography, easements, creeks and other features of the property.
 - b. Two alternative development plans, which include the Specimen Tree(s), Trees of Quality, Groupings of Trees, or Boundary Trees.
 - c. An itemized estimate of additional costs associated with saving the trees.
- C. Variance.
 - 1. Written requests for a variance are permitted.
 - 2. The Director shall have the authority to grant variances not to exceed twenty percent (20%) of the minimum or maximum standards of this Ordinance.
 - 3. Variances that exceed twenty percent (20%) or variances that exceed the allowance of administrative variances shall be heard by the Board of Zoning Appeals.
 - 4. Variances can be granted only in the case of extreme hardship or unusual circumstance. The factors to be taken into consideration by the Board may include the following, but shall not be solely economic:
 - a. The ease with which the applicant can alter or revise the proposed development or improvement to accommodate existing trees.
 - b. The economic hardship that would be imposed upon the applicant were the variance denied.
 - c. The heightened desirability of preserving tree cover in densely developed or densely populated areas.
 - d. The need for visual screening in transitional zones or relief from glare, blight, commercial or industrial unsightliness or any other visual affront.
 - e. Whether the continued presence of the tree or trees is likely to cause danger to a person or property.
 - f. Whether the topography of the area in which the tree is located is of such a nature to be damaging or injurious to trees.

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- g. Whether the removal of the trees is for the purpose of thinning a heavily wooded area where some trees will remain.
 - h. Whether tree removal would have an adverse impact upon existing biological and ecological systems.
 - i. Whether tree removal would affect noise pollution by increasing source noise levels to such a degree that a public nuisance may be anticipated or a violation of the noise control ordinance will occur.
 - j. Whether the general health and life expectancy of the tree or trees warrant the measures necessary to prolong the life of the trees based upon accepted ISA practices.
- D. Appeal from the Decisions of the Board of Appeals shall be by Writ of Certiorari to the Fulton Superior Court, and must be filed within thirty (30) days of the date of the Board's decision.
- (Ord. No. 739 , 5-1-2017)

3.2.16 Natural Resources Commission.

The Mayor and each City Council member shall appoint one (1) member to a seven (7) member Natural Resources Commission.

- A. The Natural Resources Commission shall give advice to the Council based on an annual re-evaluation of experience under the Ordinance, provide leadership in the development of understanding of the objectives and methods of the tree program, and assist the Director in the development and maintenance of technical specifications and guidelines. In addition, the natural Resources Commission primary objectives shall be:
 - 1. To promote the benefits of maintaining a healthy tree canopy for the City of Alpharetta;
 - 2. To provide educational outreach activities for the purpose of informing the community about resource conservation, protection of the environment, and the maintenance of the city's natural amenities, in particular its trees;
 - 3. To plan and organize Arbor Day and facilitate other events, activities, meetings and projects that support environmental awareness and education;
 - 4. To encourage Alpharetta's citizens to take greater responsibility for improving their community through litter prevention, waste reduction, recycling, tree plantings and other, similar means.
 - 5. To oversee the following:
 - a. Alpharetta's Tree Conservation, Landscape, and Buffer Ordinance.
 - b. Tree City USA designation.
 - c. Keep America Beautiful affiliation.
- B. The Natural Resources Commission shall assist the Arborist in producing and maintaining the Arborist Guidance Document, including the list of proposed changes to the kinds and species of trees described in the Tree Planting List. Any such changes may be adopted and may be changed from time to time.
- C. The Natural Resources Commission shall enlist technical advisors in the fields of land development, landscape architecture and horticulture or related professions.
- D. The Natural Resources Commission shall have the power and authority to maintain the Tree City USA and Keep America Beautiful (KAB) certifications by:

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1. Strengthening environmental outreach opportunities associated with the Tree City USA and KAB organizations by promoting community participation and acting as an advocate of tree and environmental conservation efforts;
 2. Supporting the City's efforts through public/private partnerships;
 3. Making recommendations for the enhancement of public outreach and education programs concerning environmental and tree related issues;
 4. Developing and implementing a sustainable program for their environmental accomplishments; and
 5. Providing regular updates to City Council regarding Natural Resources Commission activities.

(Ord. No. 739 , 5-1-2017)

3.2.17 Penalties.

Any person, firm, corporation, limited liability company, Responsible Party, or other entity found guilty of violating or knowingly assisting in the commission of a violation of this Section shall be subject to the penalties specified herein. Each day any violation of any provision of this Section shall occur and each day any violation shall continue shall constitute a separate offense of this Section.

- A. A violation of this Section shall constitute a misdemeanor punishable by a fine of up to one thousand dollars per incident. Replacement plantings shall also be required. Penalties and fines, including replacement plantings must be satisfied within the timeline stated on the violation and/or stop work order. Appeals can be filed with the Board of Zoning Appeals.
- B. In the event that a Specimen Tree is damaged or removed in violation of this Section on non "For-Sale" residential property or as part of a construction project, violators shall be subject to replace Specimen Trees with trees having a total density equal to eight (8) times the unit value of the tree removed with a minimum four-inch (4") tree caliper. Furthermore, the location and extent of the tree's Critical Root Zone shall permanently remain in a previous state with no structures or buildings placed on it. In the event that a Specimen Tree is damaged or removed in violation of this Section on a "For-Sale" residential property not in conjunction with a construction project, violators shall be subject to replace Specimen Trees with trees having a total density up to three (3) times the unit value of the tree removed. The city shall take into consideration the amount of trees that can be reasonably placed on the property in violation. If the DBH of the removed tree cannot be determined the measurement shall be taken at the upper most portion of the remaining stump.
- C. In the event that a non-specimen tree, including Trees of Quality and Tree Groupings, is damaged or removed in violation of this Section, violators shall be subject to replacement plantings equal to one (1) times the DBH of the tree removed with a minimum two inch (2") caliper trees. If the DBH of the removed tree cannot be determined the measurement shall be taken as stated in Section 3.2.17.B.
- D. In addition to A. and B., upon notice from the Director, work on any development that is being done contrary to the provisions of this Section shall immediately cease. The stop-work notice shall be in writing and shall go to the owner of the property, or to his agent, or to the person doing the work, and shall state the conditions under which work may be resumed. When an emergency exists, the Director shall not be required to give written notice prior to stopping the work. Further, in the event that work on any development is being done contrary to the provisions of this Section, the Director may revoke any permit pertaining to the development activity for which the Land Disturbance Permit has been issued and may refuse to issue any further permit until, at the discretion of the Director, the work on the development is brought into compliance with the provisions of this Section.

(Ord. No. 739 , 5-1-2017)

SECTION 3.5 INSTALLATION OF STREETS

3.5.1 Access.

- A. When non-residential land is subdivided into larger parcels than ordinary building lots, such parcels shall be arranged and designed so as to allow for the opening of future streets and to provide access to those areas not presently served by streets.
- B. No subdivision shall be designed so as to completely eliminate access to adjoining parcels of land. Every non-residential development activity shall be designed to facilitate access to adjoining properties which are existing or anticipated in a manner substantially similar to the subject property. Locations of interior vehicular circulation not involving streets shall be as required by and subject to the approval of the Director.
- C. Right-of-way for all public streets, existing and proposed, shall be dedicated in accordance with the street classifications as shown in the Comprehensive Land Use Plan or Standard Drawings Streets and Design Standards, whether existing or new, shall be constructed or improved to the standards as established in this Ordinance. Street improvements shall be in accordance with the street classifications as shown in the Comprehensive Land Use Plan, or Standard Drawings and Design Standards, as applicable, or as otherwise required by the City Council.

3.5.2 Street improvements ordinance.

- A. Minimum widths for new construction and the minimum standards for new or improved streets shall be in accordance with City Design Standards. In the absence of City Standards, all materials and methods of construction shall be in accordance with the current GDOT standard specifications.
- B. The minimum width of street right-of-way shall be dedicated based upon the street categories as shown in the Comprehensive Land Use Plan or Standard Drawings and as contained in this Ordinance.
- C. Additional street right-of-way width shall be required to be dedicated at intersections or other locations which the development activity abuts upon where deceleration lanes, turning lanes, storage lanes, medians, or realignments are required for traffic safety and minimum right-of-way standards would be inadequate to accommodate the improvements as determined by the City Engineer.
- D. All new streets proposed to be constructed in a subdivision or other property shall be designed and constructed to the standards contained in this Ordinance in accordance with the category of the said streets.
- E. Local streets shall be so designed that their use by through traffic will be discouraged. Collectors shall be to channel through traffic movements from local streets to arterial streets. Dead end streets designed to have one end permanently closed shall provide a cul-de-sac turnaround with a 50-foot minimum pavement radius and 60-foot right-of-way street be no more than 1,000 feet in length. Additional length necessitated by topography or property configuration may be approved by the Director.
- F. Street jogs shall either directly align or have offsets of a minimum of 125 feet for residential subdivision streets, a minimum of 200 feet for non-residential streets, and 600 ft. for major thoroughfares as measured between centerlines of said streets.
- G. Driveway curb cut locations shall be no closer than 300 feet on arterial and collector streets.
- H. Traffic calming design elements, such as intersection bulbouts can help moderate vehicle speeds on Local Roads. Multifunctional bulb-outs that include runoff reduction measures for stormwater management are encouraged if a minimum of 20 feet clear curb to curb and unimpacted drive lanes are provided. Narrower dimensions may be approved on a case-by-case basis. Designs for multi-functional bulbouts can be viewed in the City's Standard Details.

(Ord. No. 732 , § 31, 2-6-2017)

3.5.3 Traffic control devices and street lights.

- A. Street signs and traffic control devices for public streets shall be provided through payment of fees to the City Engineer for the installation thereof. Traffic control devices may also be installed by subcontractors after receiving written approval from the City Engineer.
- B. The installation of all street lighting fixtures within the City right-of-way must be approved by the City Engineer prior to such installation.

3.5.4 Curb and gutter.

- A. All new streets and project access improvements shall be provided with curb and gutter or an alternative curb system to accommodate runoff reduction measures. Alternative curb systems include flat curb, standard curb with openings, or other curb systems as approved by the Community Development Director. Details for standard curb and gutter and alternative curb systems can be viewed in the City of Alpharetta's Standard Details.
- B. Curbing and Gutter shall meet the requirements of the City of Alpharetta Standard Details.

(Ord. No. 732 , § 32, 2-6-2017)

3.5.5 Sidewalks.

- A. Sidewalks shall be provided adjacent to all roadways unless waived as a condition of zoning and shall meet the design and location standards required in this Ordinance and Standard Drawings.
- B. Sidewalks shall be located 2 feet from the back of curb or as may be required by the Director or City Council.
- C. All new sidewalks shall match and provide a smooth transition to any existing sidewalks with no steps.
- D. Sidewalks shall be constructed of concrete and shall be a minimum of 5 feet in width and 4 inches thick. Control joints shall be provided every 10 feet. The use of permeable surfaces shall be permitted if designed in accordance with the most recent version of the GA Stormwater Management Design Manual. Permeable sidewalks shall require inspections and maintenance agreements per Sec. 3.3.3.D.
- E. Sidewalks which are provided as part of Georgia Department of Transportation (DOT) may be required to be built according to DOT standards.
- F. Outdoor dining furniture located on public sidewalks within the historic downtown shall be of quality design and workmanship and made of metal in black or a color approved by the Design Review Board. Decorative items placed on public sidewalks such as planters or sculpture shall be made of metal, concrete, terra cotta or other material approved by the Design Review Board. Menu boards may be made of wood; however, all plastic, fiberglass or resin-type products are prohibited on public sidewalks within the historic downtown.

(Ord. No. 732 , § 33, 2-6-2017)

3.5.6 Gated subdivisions/private streets.

- A. Whenever all of the ownership of all the land within a residential subdivision (dwelling, 'For- Sale', or dwelling, 'For-Rent') or along a street request that a street or streets be closed to through traffic, the City Council, in its discretion may declare the street(s) private and thereby restrict access on that street(s) subject to the following requirements:
 - 1. That a gate or guardhouse be established at the entrance to the private street.

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(Supp. No. 17)

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2. That a sign no greater than three square feet in size be posted at the entrance to identify the roadway as a private street.
 3. That provisions be made to ensure that access at the entrance to the private street is not restricted to law enforcement vehicles, emergency response vehicles, postal delivery vehicles, school buses and City personnel vehicles while conducting City business.
 4. That pedestrian access not be restricted.
 5. That a private street agreement is executed and recorded which addresses provisions for a homeowners association, maintenance, utilities, easements, emergency access, liability and other issues associated with the long-term use and requirements of a private right-of-way.
 6. That plans and specifications for the proposed private street and gate or guardhouse meet all design and construction standards adopted by the City and administered through the Public Works and Community Development Departments.
 7. That the determination is made by the City that the proposed private street(s) is not a critical link in the roadway system which maintains traffic flow from one destination point to another.
 8. That the determination is made by the City that the subject subdivision or proposed private street do not include access to amenities or features which by design or agreement are intended for use by the general public.
- B. In reviewing a request for a gated subdivision or private street, the City Council may consider, but shall not be limited to, the following items:
1. Whether the proposed private street would create an undue burden on traffic, adjacent roadways, or substantially impair access rights of an adjacent property owner.
 2. The importance of the proposed private street relative to the area roadway network.
 3. Whether creating a private street would enhance the residential quality of the neighborhood.
 4. Whether a private street would adequately address "cut-through" traffic if the purpose of creating a private street is to prevent vehicles from traveling through the neighborhood to destinations outside the neighborhood.
- C. Requests for gated subdivisions and private streets shall be considered in accordance with the following procedures:
1. Twenty copies of an application in the form of a letter signed by all the property owners shall be submitted to the Community Development Department. The application shall identify a representative who shall act as applicant and the application shall also include twenty copies of all the necessary drawings, specifications and boundary surveys to describe the request.
 2. One copy of the application and accompanying material shall be submitted to the City for review regarding compliance with adopted design and construction standards.
 3. Copies of the application materials and Public Works Department comments will then be forwarded by the Community Development Department to the City Council for consideration at a public hearing.
 4. Prior to the public hearing, notice will be sent to the property owners within 500 feet of the proposed private street if the subject right-of-way is currently in use as a public street.
 5. If, after public hearing, the City Council approves the application for gated subdivision or private street, all recordable documents shall be amended to identify the gated subdivision or private street accordingly and a private street agreement (as indicated in subsection A.5., herein) shall be executed and recorded.

D. Private streets shall be designed and built to City Standard for public streets.

3.5.7 Multi-Use Trails.

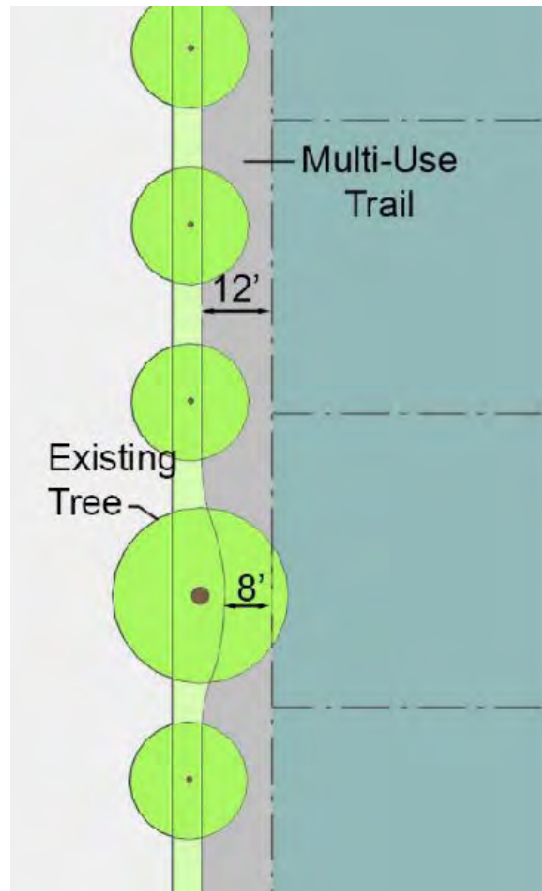
- A. Multi-use trails shall have an average width of 12 feet, but their width may be periodically reduced to 8 feet where topography, wetlands, stream buffers, existing buildings, existing trees, or other existing conditions render this requirement infeasible. The maximum length of this reduced width is 400 feet.
- B. A multi-use trail shall be required instead of a sidewalk along any new or existing street when the location is identified for a multi-use trail in planning documents that has been adopted by the City of Alpharetta.
- C. In approving a multi-use trail in lieu of a sidewalk, the City Transportation Engineer, upon application, shall reduce the required planter width to a minimum width of 5 feet if the proposed reduction is supported by the public health, safety and general welfare.
- D. Buildings shall maintain a minimum setback of twenty-feet (20') from a multi-use trail.

(Ord. No. 732 , §§ 34—36, 2-6-2017)

Sec. 2.3. Streets.

2.3.5. Multi-Use Trails.

- A. Multi-use trails shall have an average width of 12 feet, but their width may be periodically reduced to 8 feet where topography, wetlands, stream buffers, existing buildings, existing trees, or other existing conditions render this requirement infeasible. The maximum length of this reduced width is 400 feet.
- B. A multi-use trail ~~may~~ shall be required instead of a sidewalk along any new or existing street when the location is identified for a multi-use trail in the Downtown Master Plan or other plan that has been adopted by the City of Alpharetta.



- C. Where a City of Alpharetta park or access easement held by the City of Alpharetta abuts a street subject to Section 2.3.5.A above, the multi-use trail may also be located in such park or easement.
- D. In approving a multi-use trail in lieu of a sidewalk, the City Transportation Engineer, upon application, shall ~~may~~ reduce the required planter width to a minimum width of 5 feet if the proposed reduction is supported by the public health, safety and general welfare.
- E. Buildings shall maintain a minimum setback of twenty-feet (20') from a multi-use trail.



Alpharetta Downtown Design Guidelines

May 7, 2018



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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 Overlay “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 Cultural Arts Commission.

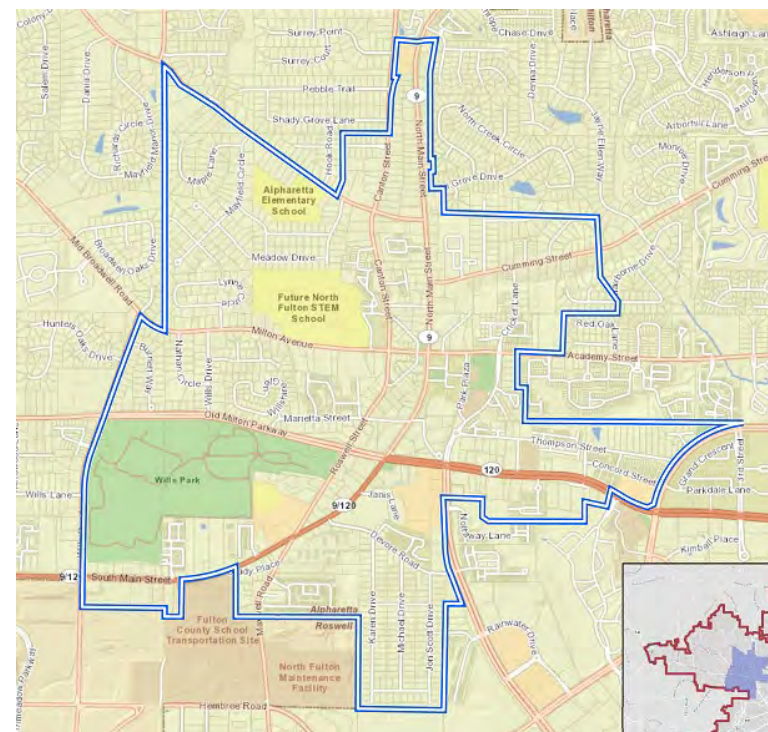
The Design Guidelines are intended to promote new development within Downtown Alpharetta that meets the goals of The Master Plan. These Guidelines include both standards (requirements that must be complied with) and recommendations (suggestions that are strongly encouraged to be complied with). Standards 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 Code Overlay, which applies to the entire Downtown Core Overlay 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 Overlay 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.



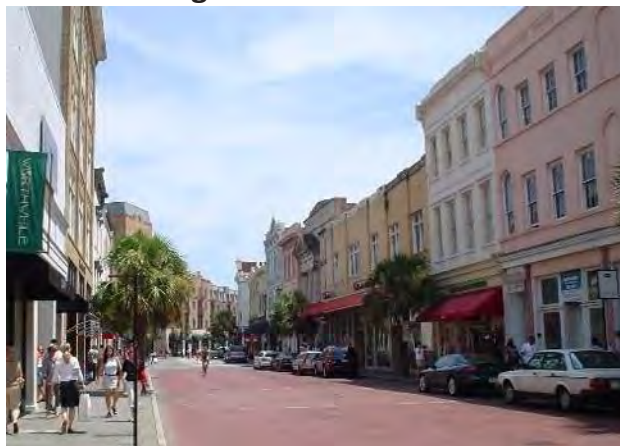
Town Green in Athens, GA.



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

Key Attributes of Main Streets Building Massing

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.



- 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.



Key Attributes of Main Streets
Variation of Styles

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 is a counterpoint to its 19th century neighbors.



Key Attributes of Main Streets
Materials & Details

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.
- Traditional Main Street facades are characterized by distinct base, middle, and top (parapet) zones that create an attractive and comfortable human scale to buildings and blocks.
- 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).



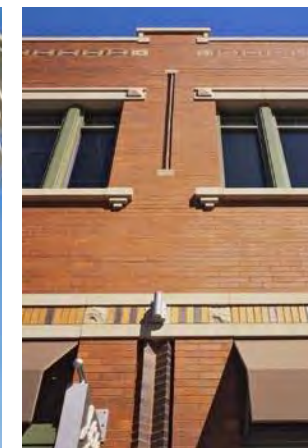
Detail & Fenestration



- 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 simpler.
- Upper level fenestration is typically characterized by simple rhythms of window openings.
- As shown, 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.



Key Attributes of Main Streets
Signage

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 seating and signage.
- Sidewalks built of durable materials and simple patterns are characteristic of traditional Main Streets.



- 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.



Discouraged Design Elements 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.



Discouraged Design Elements
Visibility & Signage

Appropriate Details & Articulation



Architectural Style & Context



- 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.

- 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.

- 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.)

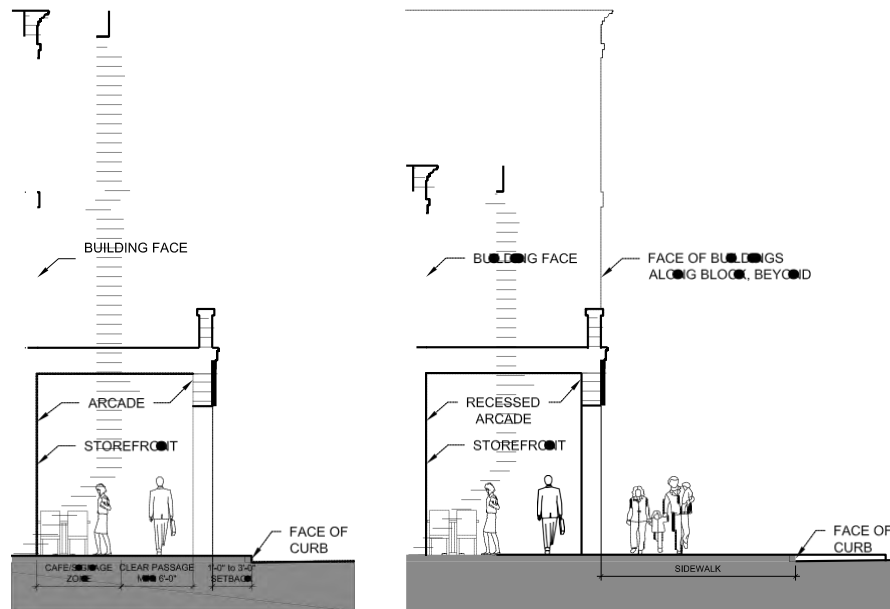


FIGURE 2A: Projecting arcades may be allowed.

FIGURE 2B: Recessed arcades are generally discouraged.



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

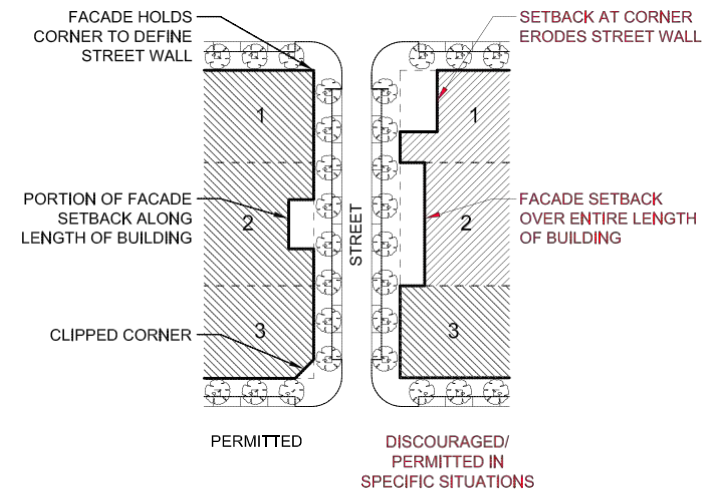


FIGURE 1: Setbacks are generally discouraged.



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

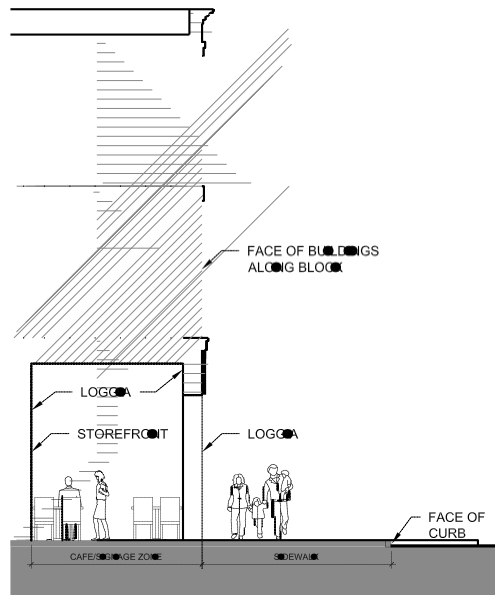


FIGURE 2C: Loggia that are recessed behind the sidewalk are allowed for dining uses only.

- 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.

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.

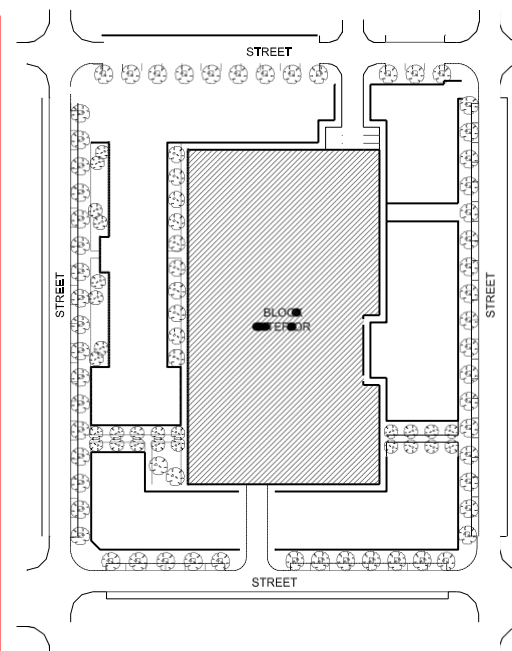


Figure 3: The Block Interior consists of the area located behind buildings.



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

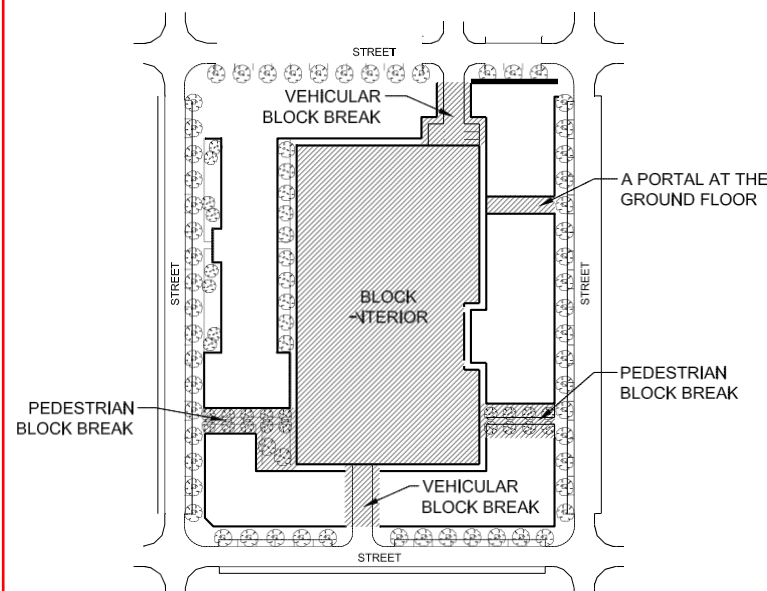
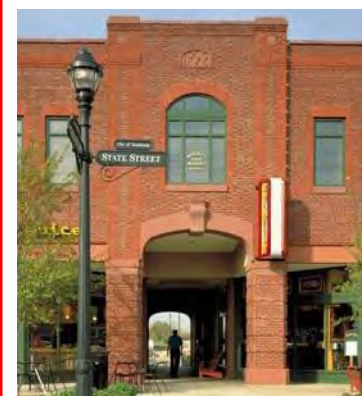


Figure 4 Identifies the access types to the Block Interior.



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.

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.

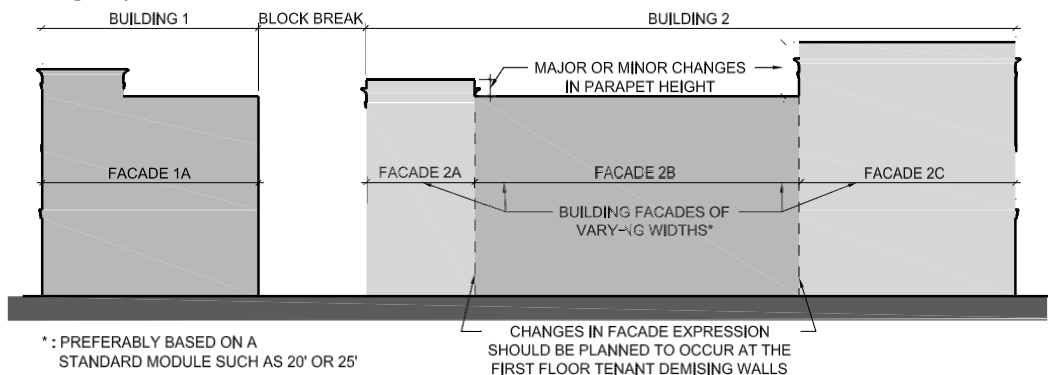
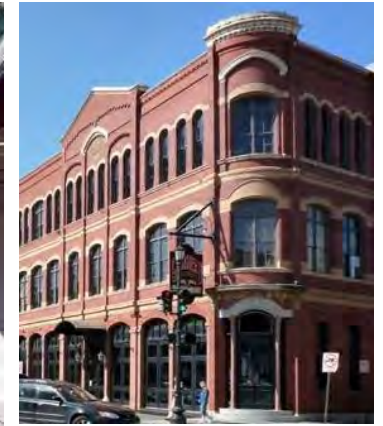


Fig. 5: Diagram of a block broken up by multiple buildings. Building 2's massing is further broken up by segmented facade treatments.



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.

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.

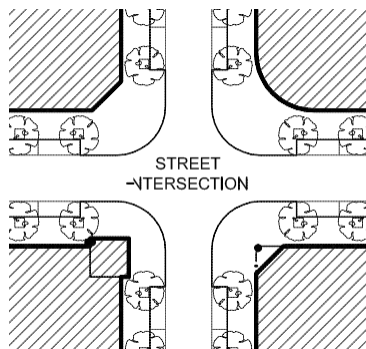


Figure 6: Diagram of building massings that emphasize corners.



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.

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 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.

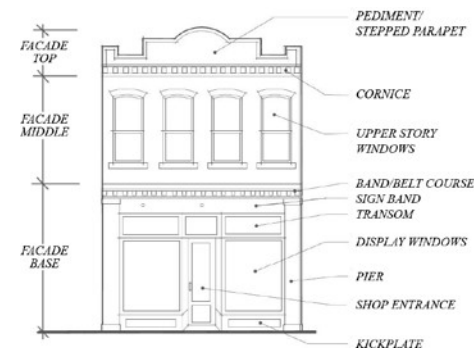


Figure 7: Illustration of a typical mixed-use building facade's organization.



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.

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.

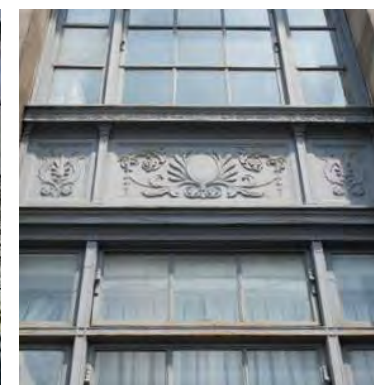
1. The use of dark or heavily tinted glass.
2. The use of translucent, frosted, or film-backed glass (unless in front of service areas that cannot be located to sides or rear of a building).
3. Aluminum storefront framing systems ("storefront systems") with unarticulated frame faces wider than one and 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.

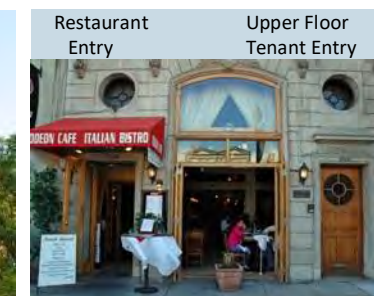
- i. All entrances shall be easily identifiable as primary points of access.
- ii. To the extent practicable, the design of the building's facade at the ground floor should allow for the flexible location of commercial tenant entrances.
- iii. Building entrances for upper floor tenants should be integrated 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.

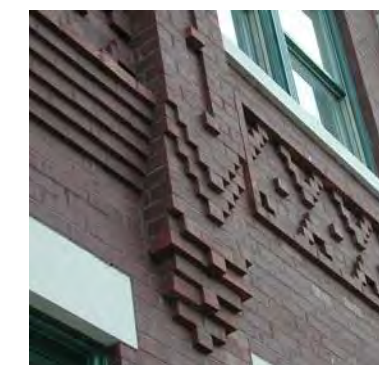
- I) Architectural details should be designed to the appropriate scale, proportions, and complexity of detail of a building's architectural style.
- II) Architectural details should further articulate a building's massing to provide a sense of scale, texture, and visual interest along the street that 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 AWPA (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
- Neoclassical
- Stick
- Shingle
- Romanesque
- Federal/Adam
- Greek Revival
- Queen Anne
- Folk Victorian
- Italianate
- Tudor Eclectic
- Beaux Arts
- French Colonial
- French Eclectic
- French New Traditional
- Mercantile/Mill

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.

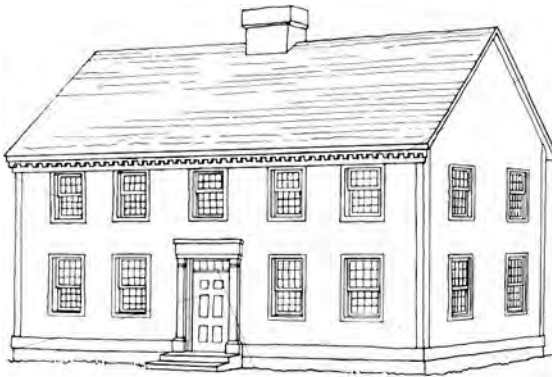
The following pages also identify appropriate building types for each style. The application of these styles to individual buildings can and should vary by building type. Smaller residential buildings should reflect the most “pure” interpretation of the style, while shopfront or mixed-use buildings may incorporate the style through the application of architectural details to simple building forms as described on page 34.



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

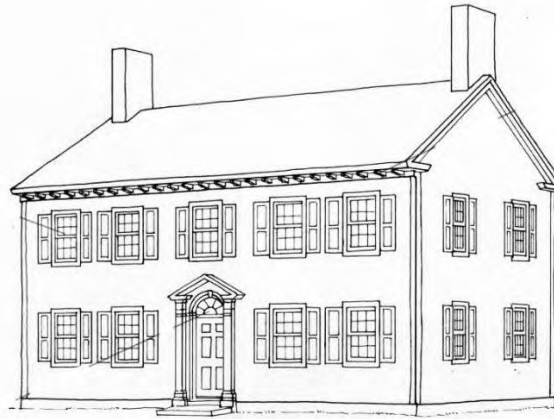
Elements of the Georgian style are as follows:

- 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



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

Folk Victorian



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

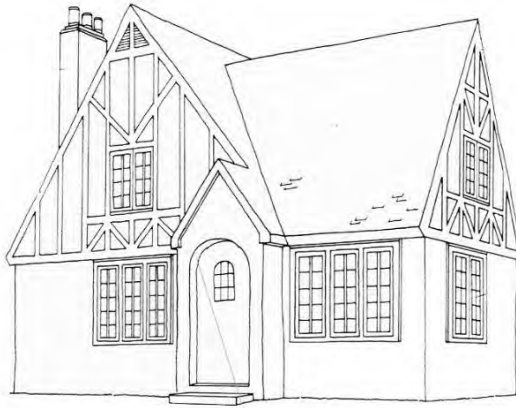
Elements of the Italianate style are as follows:

- 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

Tudor Eclectic



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

Elements of the Tudor Eclectic Style are as follows:

- Steeply pitched roof, usually side-gabled
- Façade dominated by one or more prominent front-facing gables, usually steep pitched
- Tall, narrow windows, usually in multiple groups, with multi-pane glazing
- Massive and prominent chimneys, usually capped with decorative clay pots
- Front door and/or entry porch with round or Tudor arch
- Decorative half-timbering, but not present on all examples

Appropriate building types:

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



Beaux Arts



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

Elements of the Beaux Arts style are as follows:

- Flat or symmetrical roof forms.
- Front facades are usually symmetrical.
- Masonry walls, usually of light colored stone, with heavy bases of large, rusticated stone blocks.
- Windows are usually tall and topped with decorative garland, floral patterns, or shield details.
- Use of Classical columns, cornices, quoins, and pilasters.

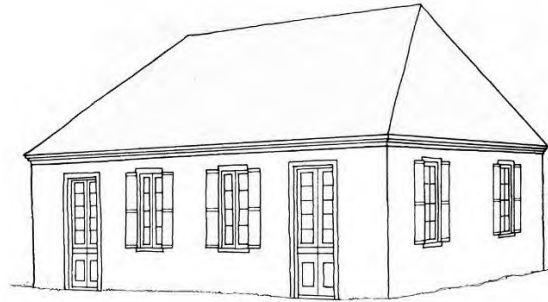
- Flat or symmetrical roof forms.

Appropriate building types:

- All building types

Images of representative Beaux Arts style buildings are shown at top right and middle right.

French Colonial



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

Elements of the French Colonial Style are as follows:

- Steeply pitched roof, either hipped or side gabled.
- Front facades are usually symmetrical.
- Tall, narrow door and windows openings.
- Door and window sashes are typically divided vertically into pains.
- Walls are typically faced in true stucco.

Appropriate building types:

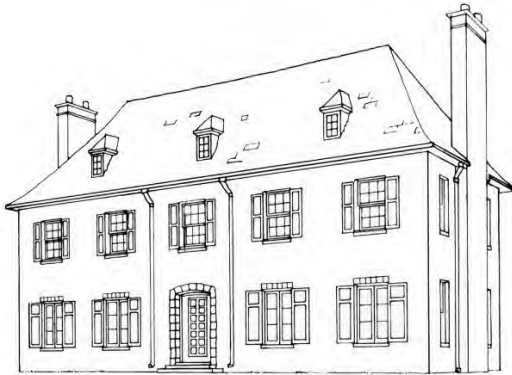
- Semi-detached house
- Commercial house

An images of a representative French Colonial style building is shown at bottom right.



All images courtesy Wikipedia Commons

French Eclectic



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

Elements of the French Eclectic style are as follows:

- Tall, steeply pitched roofs (occasionally gabled) with no dominant front-facing cross gable.
- Roof eaves that often flair upwards at roof-wall junctions.
- Front facades are usually symmetrical.
- Segmented arches are commonly found in doors, windows, and dormers.
- Brick, stone, or stucco wall cladding, sometimes with false half timbering.

Appropriate building types:

- All building types

Images of representative French Eclectic style buildings are shown at top right and middle right.

French New Traditional



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

The French New Traditional style draws upon the three French styles identified earlier in these guidelines, but is a unique style due to the way it blends elements from the various French styles. Elements of the French New Traditional Style are as follows:

- Steeply pitched roof.
- Front facades may be symmetrical or asymmetrical.
- Tall, narrow door and windows opens.
- Brick, stone, or stucco wall cladding.
- Architectural details that reflect historic precedents but are less intricate and generally mass-produced.

Appropriate building types:

- All building types.

An image of a representative French New Traditional style building is shown at bottom right.



Top and middle images courtesy Wikipedia Commons. Bottom image courtesy TSW.

Styles on Shopfront and Mixed-Use Buildings

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.



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.

Mercantile/Mill (For specific building types)

To further spawn creativity by developers and architects within the downtown fabric, an additional style is allowed for commercial mixed-use or mercantile type buildings. Nineteenth and early 20th century urban mills and/or warehouses are included in this “style” which is characterized by primarily brick/masonry construction and minimal ornamentation with flat (but not always) roofs. Windows were usually metal and varied in size, depending on the historic use of the facility; and many featured large, storefront window elements at street level. Brick surfaces should vary in color and texture to demonstrate age. Indigenous & vernacular stone details are encouraged and would be appropriate if historic precedent details are presented to DRB.

Although remaining historic (agrarian based) structures of this type may not remain in the area, this “Mercantile” aesthetic is charming, appropriate and desired especially when such structures are redeveloped into modern uses. Elevations are usually multi-storied with stairs/elevators pronounced in tower elements, and former “loading dock” areas are apparent. Overall facades should comply with other restrictions in these Guidelines, and minimize large city block masses...and instead, feature smaller elevation blocks that appear to have been built over longer periods of time by different architects and developers.



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.

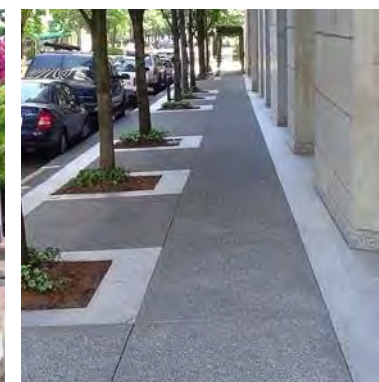
- A. To add to the sense of a cohesive environment, trees should have similar characteristics on both sides of the street.
- B. Utilities and street furnishings should be located so as to not interfere with the placement and growth of street trees.

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 area 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.

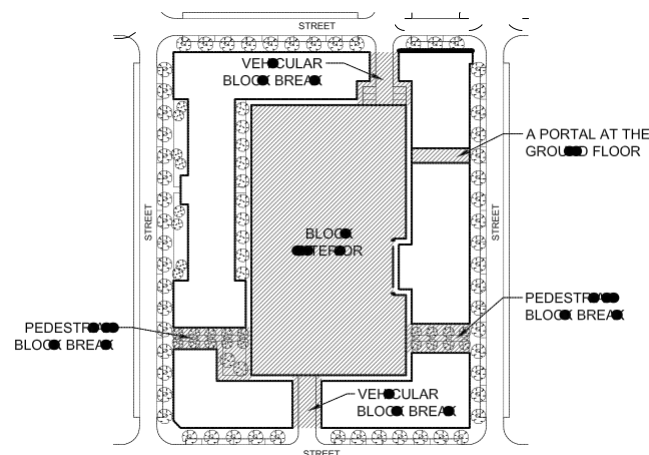


Figure 8: Diagram of permitted access types to the block interior.

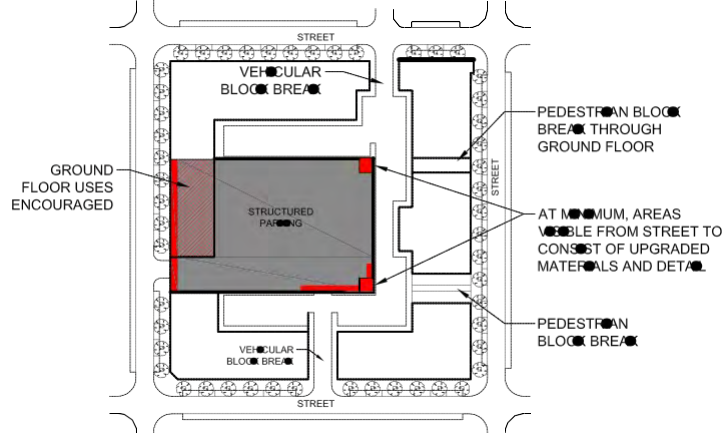


Figure 9: Diagram of structured parking garage with visibility from/on the street.



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.

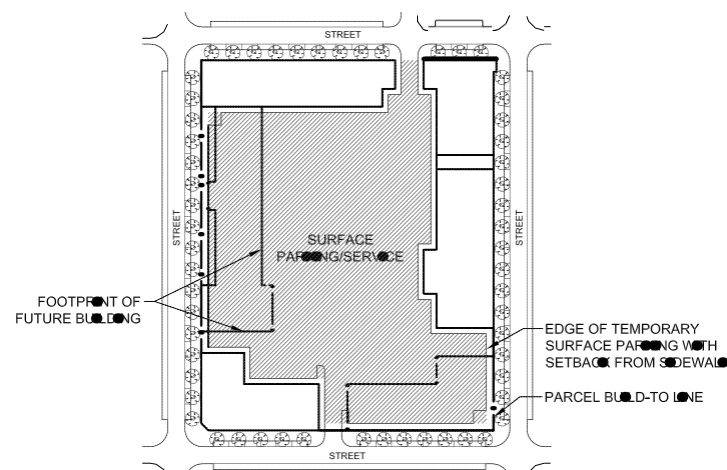


Figure 10: Diagram of permitted interim surfaced parking for phased blocks.



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 with 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.



STAFF REPORT

Department: Community & Economic Development

Submitted By: Charlotte Christian

Meeting Date: September 25, 2023

AGENDA ITEM:

Resolution: 2023 Economic Development Strategic Plan

Consideration of the resolution adopting the 2023 Economic Development Strategic Plan as the official guiding document for economic development initiatives activities within the City of Alpharetta, superseding the existing 2011 strategic plan.

STAFF RECOMMENDATION:

Approve the resolution adopting the 2023 Economic Development Strategic Plan as the official guiding document for economic development initiatives and activities within the City of Alpharetta, superseding the existing 2011 strategic plan, and authorize city staff to implement strategies and recommendations outlined in the 2023 Economic Development Strategic Plan.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: There is no immediate or direct cost associated with passing the plan. The study's plan and formulation were authorized by council in December of 2019 and partially funded by the development authority. The study purchase order totaled \$107,690.

ITEM DESCRIPTION:

Consideration of the resolution adopting the 2023 Economic Development Strategic Plan as the official guiding document for economic development initiatives activities within the City of Alpharetta, superseding the existing 2011 strategic plan.

Municipalities are encouraged to conduct a study and update their comprehensive economic development plan at least every 5 years to ensure economic development efforts are strategically made based on the current economic landscape. The City of Alpharetta last adopted an Economic Development Strategic Plan in 2011.

In early 2020, prior to the start of the Covid-19 pandemic, RKG & Associates were selected as the consultants to conduct a study and formulate recommendations for a new Economic Development Strategic Plan. When the pandemic began, RKG and city staff chose to pause the study to ensure recommendations would account for economic changes in the post-pandemic landscape, and in early 2022, city staff re-engaged RKG to resume the study.

Over the last year, RKG has worked with city staff and a steering committee consisting of elected officials, real estate professionals, residents, Convention and Visitor Bureau (CVB) representatives, and others to conduct a study of Alpharetta's economic landscape. RKG conducted interviews with businesses across a spectrum of sizes and industries and collected a vast array of data on Alpharetta and the surrounding region. The purpose of this report is to provide the city with a road map of sustainable growth and economic development for years to come.

ALTERNATIVES:

The alternative is to not approve the 2023 Economic Development Strategic Plan.

ATTACHMENTS:

1. 2023 Economic Development Strategic Plan Resolution
2. City of Alpharetta 2023 Proposed Economic Development Strategic Plan
3. RKG Alpharetta Economic Development Strategic Plan Slides



**A RESOLUTION BY THE MAYOR AND COUNCIL OF THE CITY OF
ALPHARETTA, GEORGIA FOR THE ADOPTION OF THE 2023
ECONOMIC DEVELOPMENT STRATEGIC PLAN**

WHEREAS, the City of Alpharetta recognizes the importance of fostering economic investment and growth, promoting business development, and enhancing the overall quality of life for its residents;

WHEREAS, the City Council recognized that there have been changes to Alpharetta's economic landscape since the last Economic Development Strategic Plan in 2011 and acknowledges the need for a comprehensive and strategic approach to economic development that aligns with the long-term goals and aspirations of the community;

WHEREAS, RKG & Associates, a reputable consulting firm specializing in economic development strategies, has conducted an in-depth data-driven analysis of Alpharetta's economic landscape, engaged with stakeholders, and developed a comprehensive Economic Development Strategic Plan;

WHEREAS, the Economic Development Strategic Plan by RKG & Associates is designed to leverage Alpharetta's strengths, address its challenges, and position the City and its public, private, and institutional partners to act upon opportunities to drive investment and economic growth;

WHEREAS, the Economic Development Strategic Plan recommends best practices for business retention and expansion, provides recommendations for maximizing the City's entrepreneurial and small business ecosystem, and delineates strategies for leveraging existing employment centers and commercial nodes;

AND WHEREAS, the Economic Development Strategic identifies incentive programs that will help attract and retain job growth in targeted industries and strategies that will guide key corridors to reach their maximum economic potential;

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

- The Economic Development Strategic Plan prepared by RKG & Associates is hereby adopted as the official guiding document for economic development initiatives and activities within the City of Alpharetta, superseding the existing 2011 Economic Development Strategic Plan.

- City staff, in conjunction with relevant city departments and stakeholders, is authorized and directed to implement the strategies and recommendations outlined in the Economic Development Strategic Plan.
- The City Council recognizes the importance of ongoing collaboration, monitoring, and adjustment of the Economic Development Strategic Plan to ensure its continued alignment with the evolving needs and aspirations of Alpharetta.

BE IT FURTHER RESOLVED, that this Resolution shall take effect immediately upon adoption

SO RESOLVED this ____ day of September ____.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

[SIGNATURES CONTINUED ON FOLLOWING PAGE]

[SIGNATURES CONTINUED FROM PRECEDING PAGE]

COUNCIL MEMBERS

Mayor Pro Tem Dan Merkel

Council Member Donald F. Mitchell

Council Member Brian Will

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Jason Binder

(SEAL)

Attest:
and legal sufficiency:

Approved as to form

Lauren Shapiro, City Clerk

Mollie Esswein, City Attorney

September 2023

STRATEGIC ECONOMIC DEVELOPMENT PLAN

Alpharetta, Georgia

PREPARED FOR:

City of Alpharetta Economic Development

2 Park Plaza

Alpharetta, GA 30009

Phone: 678.297.6196

Web: www.connectedalpharetta.com

PREPARED BY:



RKG Associates, Inc

2121 Eisenhower, Suite #402

Alexandria, VA 22314

Phone: 703.739.0965

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1 INTRODUCTION

Although built around the concept of a bedroom community, the City of Alpharetta has emerged into a major employment center in Fulton County and the primary economic hub of the North Fulton County area. The city's economic transformation originated from an in-demand office product that captured rapid business investment. Alpharetta developed robust industry agglomerations, particularly in Technology. As the suburban office park continues to age out of favor and post-COVID-19 remote and hybrid working models normalize, Alpharetta's long-term economic sustainability becomes increasingly threatened.

While the economic development landscape continues to shift, the City of Alpharetta is challenged to reposition its priorities and objectives. The Strategic Economic Development Plan (SEDP) is intended to guide the City of Alpharetta on strategies and initiatives that can be used to address evolving market preferences and macroeconomic pressures. And consequently, sustain its long-recognized success as a premier economic activity center and retail the City's ability to attract business investment, stimulate job growth, and support fiscal health.

The City's elected leadership, administration, business community, and key stakeholders were engaged over a year-long process to identify locally relevant economic development goals, review the market findings and opportunities, and prioritize recommended strategies. This SEDP would not have been possible without the participation and commitment of the city's professional staff and a highly engaged group of community stakeholders assembled to represent the diverse business and community interests within Alpharetta. This group met several times with RKG Associates during the SEDP development process. Their collective input and guidance ensured that the SEDP goals and objectives were relevant and timely while recommendations were achievable. The Steering Committee consists of the following members:

Name	Affiliation
Lance Morsell	City of Alpharetta
Kathi Cook	City of Alpharetta
Charlotte Christian	City of Alpharetta
Dan Merkel	Alpharetta City Council
Brian Will	Alpharetta City Council
Karen Cashion	Tech Alpharetta
Janet Rodgers	Awesome Alpharetta
Otto Burianek	Georgia State University
Ronnie Cannon	CLRE Advisors
Nick Garzia	CIM Group
Jack Nugent	Alpharetta Development Authority
Morgan Reynolds	Alpharetta Development Authority
Felipe Smolka	Tech Alpharetta

EXECUTIVE SUMMARY

A. MAJOR FINDINGS

1. Socioeconomic Findings

North Fulton County's population rates are lower than rates across the region. Communities across North Fulton County, including the City of Alpharetta, impose greater housing limitations than communities across the Four-County Region, thus preventing more people from moving into North Fulton County. Developers can access greater and more flexible residential development options outside North Fulton County. The fewer housing options, the fewer numbers of new working-age residents. Fewer working-age residents can limit the long-term growth of Alpharetta's labor market, reducing the City's competitiveness to recruit and retain businesses.

The middle-to-senior age population (45+) increased and the prime-working age population (25-34) decreased. In the long-term, Alpharetta's labor market is vulnerable to shortages as much of the City's population moves towards the age of retirement and fewer prime-working residents are available to replace retirees. The source of the declining base of prime-working residents is a consequence of the City's restrictive costs of living, which are unaffordable to most entry-to-mid-level workers.

Alpharetta's disproportionate share of highly educated residents highlights potential labor market challenges. The City's population is highly educated, most have attained a Bachelor's Degree or higher. This is beneficial for recruiting and retaining white-collar businesses while stimulating job creation in technology-based industries. The lack of educational attainment diversity suggests that key segments of the workforce are excluded from living in Alpharetta. In particular, many service-based workers typically have lower levels of education. As fewer service-based workers are able to live in Alpharetta, service-based businesses such as restaurants are prone to face recruitment challenges.

Alpharetta's foreign-born population, non-white population, represent all the City's population growth. In the latter half of the last decade, Alpharetta's white and native population declined, whereas the City's foreign-born non-white population offset those losses. Most incoming residents come from Asian countries, particularly India and China. The increasing racial and cultural diversity in Alpharetta can create a variety of economic development opportunities.

Housing diversity integrated with community-based amenities will bolster the City's long-term economic sustainability. As the demand for suburban office parks continues to decline and the City becomes more cost-prohibitive, Alpharetta's labor market and overall economy are vulnerable to contractions. Additional workforce housing options and greater public

transportation connectivity can facilitate the City's business recruitment and retention efforts, attract young professionals, and support job creation.

2. Real Estate Findings

Outdated development concepts can threaten business recruitment and retention efforts. Suburban office parks were regarded as the primary source of the city's transformation into a major employment hub. As workplace preferences shift towards hybrid-work models and employment in vibrant urban areas, the city's office stock increasingly falls out of favor. Consequently, imposing major challenges to recruiting and retaining businesses.

Mismatch between jobs and housing can affect long-term labor market outcomes. The city's aging population and declining prime-working age population makes Alpharetta vulnerable to labor market shortages. Many young professionals, essential for sustaining Alpharetta's long-term labor market performance, are excluded from living in the city due to prohibitive costs-of-living. Minimal housing opportunities are affordable to young professionals, reducing their attractiveness to working in Alpharetta. Additional price-diverse housing options can help attract young professionals while facilitating job creation efforts.

Scarce development opportunities are readily available. Since Alpharetta is largely built out and remaining vacant parcels are limited by zoning regulations, construction activity has been limited. As land prices escalate, developers are forced to construct at higher densities to make projects financially feasible. In particular, mixed-use developments projects credited for enhancing the city's economic development efforts. Given the limited development conditions, infill and redevelopment strategies have become the best alternative.

New work-live-play destinations prove concepts work but benefits can be maximized if made more affordable. City Center and Avalon represent ground-breaking concepts for Alpharetta, centralizing live-work-play opportunities. Both prove to be producing successful outcomes, activating street life and pedestrian foot traffic. However, both are strictly designed for high-income households at the detriment of critical segments of Alpharetta's workforce. This includes young professionals, who thrive in these lifestyle destinations. Expanding work-live-play destinations but integrating more price-diverse housing options can attract young professionals while facilitating the city's job creation efforts.

3. Target Industry Findings

The objective of the Target Industry Analysis is to identify industry clusters that have the greatest potential to produce job growth in Alpharetta based on socioeconomic trends, real estate market conditions, and macroeconomic pressures. The analysis aims to guide Alpharetta towards a defined list of target industry clusters the City seeks to proactively recruit. Following this

assessment, RKG identified the following target industries for the City of Alpharetta to pursue in the near-term:

- *Software Development and IT Services*
- *Research & Development: Advanced Manufacturing and Life Sciences*
- *Healthcare Services and Medical Tourism*
- *Entrepreneurship and Innovation*

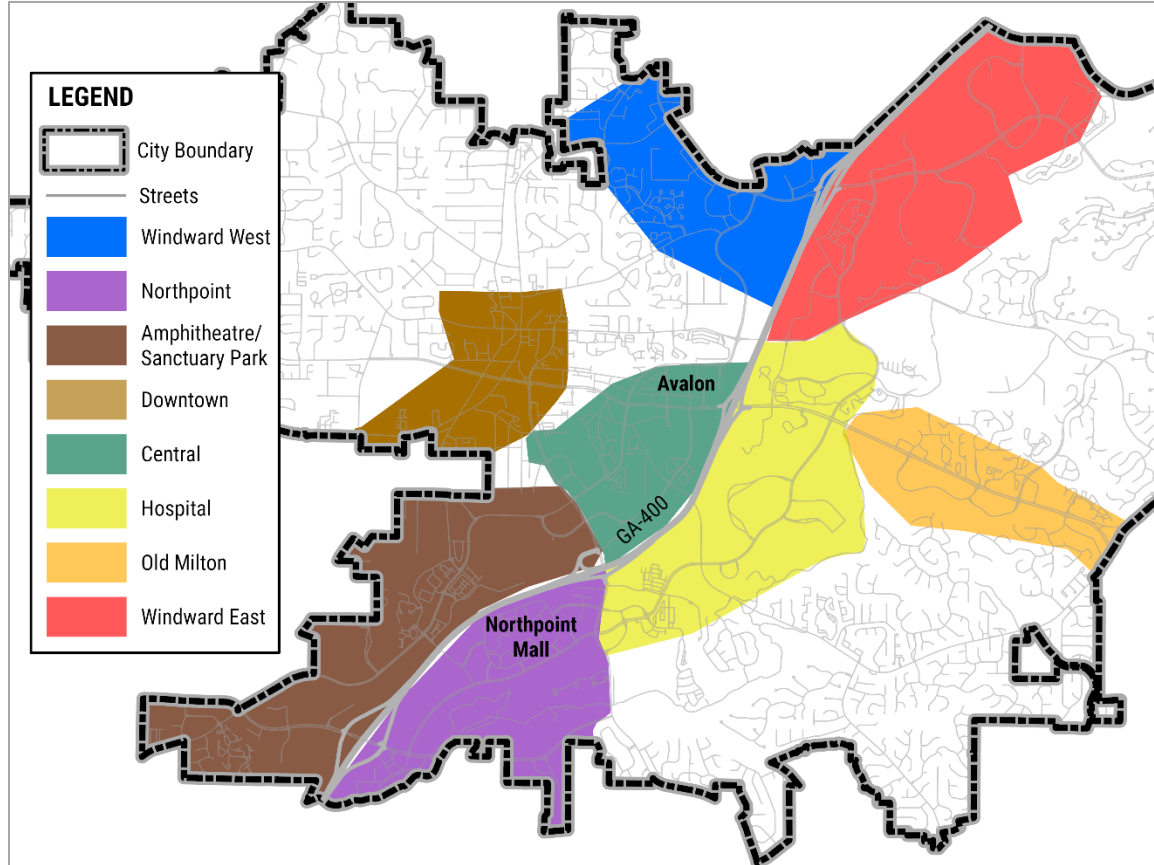
B. OPPORTUNITY SITES ANALYSIS

Most industries are in flux, constantly readjusting to shifts in macroeconomic pressures, market trends, and technological innovation. While these shifts unfold, businesses within industries are prone to change their real estate requirements. For instance, as virtual-work models continue to normalize, many businesses are seeking to downsize their office space needs. This is particularly impactful in Alpharetta, as Financial Technology (FinTech) and Medical Technology (MedTech) have sustained some of the most aggressive remote working policies since the COVID-19 pandemic. Strategic real estate investments can be an essential source for sustaining industry expansions within Alpharetta, reconfiguring properties in the City to meet industry-specific real estate requirements and strengthening the City's competitiveness in attracting new firms to backfill vacated office space. RKG Associates coordinated with the Advisory Group to identify and assess economic activity areas within Alpharetta that offer properties with catalytic real estate investment opportunities. Based on a variety of locational and market factors, 9 economic activity areas within the City were evaluated:

- | | |
|--------------|-----------------------|
| ▪ Downtown | ▪ Amphitheatre Area |
| ▪ Central | ▪ Windward East |
| ▪ Hospital | ▪ Sanctuary Park Area |
| ▪ Northpoint | ▪ Windward West |
| ▪ Old Milton | |

The Opportunity Sites chapter details specific recommendations in each area. The following is a summary of the economic development potential for these activity centers.

Map of Alpharetta Activity Centers



Source: City of Alpharetta, RKG Associates, Inc., 2022

1. Downtown

Downtown Alpharetta's emergence into a mixed-use walkable destination can benefit the City's economic development efforts. City Center has increased levels of walkability and street life, exposing neighborhood retailers to an expanded consumer base. The addition of multifamily housing units can expand consumer activities beyond traditional workday hours (9 A.M.-5 P.M.). Enhanced access to community-based amenities raises the City's quality-of-life standards, an attractive asset for corporations interested in relocating their operations to Alpharetta. The Downtown Area is equipped to absorb greater levels of investment activities to expand upon the neighborhood's work-live-play concept. Infill development strategies can be utilized, tightening the connectivity between lifestyle amenities while further enhancing walkability. Additional vertical mixed-use development projects with ground-floor retail and housing units on the upper floors can expand the critical mass for consumer activities and can enhance the City's business recruitment efforts.

2. Central

Additional development opportunities can build upon the commercial success and momentum of Avalon, expanding the mixed-use development concept to other parts of the Central activity area. The concept has proven to be a strategic medium for filling office spaces, expanding consumer retail activities, and establishing a sense of destination to enhance community-development objectives. To increase the likelihood that additional development opportunities can advance this concept in the long-term, enhancing physical connectivity and social accessibility must be an overriding objective of each strategy. This includes providing the infrastructure to support pedestrian-scale walkability across Old Milton Parkway. Moreover, expanding the price-diversity of housing options can create the critical mass needed to ensure the area's long-term economic sustainability.

3. Hospital

Several suburban-scale office properties are underutilized, which offers opportunities for in-fill development or adaptive reuse projects to revitalize declining commercial activities. These opportunities can capitalize on the proximity to Northside/Alpharetta Medical Campus while generating positive recruitment externalities that can enhance the hospital's long-term operations. This can include locating work-live-play opportunities with pedestrian connectivity to the hospital, offering a source of attraction to healthcare services professionals. Adaptive reuse projects can incorporate Public-Private Partnerships with the Northside/Alpharetta Medical Campus to help facilitate conversions to lab spaces for life-sciences research. And consequently, catalyze a built environment for innovation in ancillary industries to develop (Biotech, MedTech).

4. Northpoint

Redevelopment of the Northpoint Mall into a live-work-play activity center offers a major catalytic investment opportunity to become a centralized economic hub for North Fulton County. Through this opportunity, incorporating dense vertical mixed-use development patterns can be a strong source of attraction for businesses and white-collar professionals. The site is situated in a favorable location to support a redevelopment into a live-work-play activity center, providing access to multimodal transit options while buffered away from residential subdivisions.

5. Old Milton

Future real estate can be a strategic initiative, in coordination with property owners, existing businesses, and GSU-Alpharetta. The presence of GSU-Alpharetta in proximity to major technology-based businesses can shape the conditions for a 'workforce development hub,' capitalizing on the educational resources of GSU-Alpharetta and industry-knowledge resources of nearby technology-based businesses. This synergistic relationship can encourage the development of educational programs at GSU-Alpharetta that upskill existing workers. While hybrid-work models are ongoing and many young professionals live outside the City limits,

localizing young professionals increases in importance. RKG Associates recommends that many properties within the activity area incorporate live-work-play activity centers, offering a source of attraction for young professionals.

6. Amphitheatre Area

Like many suburban office parks, the intended vision is to preserve and revitalize underutilized. While the area's commercial and industrial operations remain stable, the objective of Amphitheatre Area is to preserve related economic activities. This includes expanding upon the momentum of the area's small-scale production-based operations and automotive uses. Strong market indicators point to pent-up demand for small-scale production-based facilities, especially as the region's supply chain networks expand and cottage manufacturing is revived into a normalized business-model among aspiring entrepreneurs. Properties within Amphitheatre Area exist that can catalyze these bullish opportunities.

7. Windward East

Windward East represents yet another situation where large-scale suburban office developments face pressures to sustain economic activities due to shifting market preferences. Other areas of the region, including Alpharetta, offer competitive workspaces that are driven by prevailing market preferences to locate in areas that provide convenient accessibility to services and amenities. The intended vision of Windward East is to develop in way that match prevailing market preferences, creating a town-center style environment; a diversity of housing-price typologies, concentrations of lifestyle-retail amenities, and infrastructure that supports walkability.

8. Sanctuary Park Area

Similar to many activity areas with suburban-scale office developments, the intended vision is to preserve and revitalize underutilized economic activities. While Sanctuary Park's clubhouse addition can be appealing, it isn't likely to be a catalyst for backfilling vacated spaces. As post-pandemic work models become more popular, businesses will continue locating areas that are positioned to attract young professionals; areas that offer connectivity and walkability to services. Investments in work-live-play activity centers with price-diverse rental options can help attract young professionals. RKG Associates recommends that the parcels near Sanctuary Park embrace infill development projects, supporting a critical mass that can help revitalize lost economic activities.

9. Windward West

While the development phases of Continuum unfold, monitoring the project's office performance will be critical as market indicators suggest leasing spaces could be challenging. Despite this possibility, Continuum expands the town-center style concept in the City while bearing some

resemblance to projects like City Center and Avalon. This concept has proven to be successful in Alpharetta, enhancing the City's efforts to attract business investment. As investments in Continuum take shape, opportunities exist for infill development and redevelopment projects that can strengthen the area's overall market performance.

C. IMPLEMENTATION

The implantation strategy is a culmination of economic development strategies for the City of Alpharetta to adopt as recommended by RKG Associates and the Advisory Group. These strategies were crafted on account of feedback from local and regional implementation partners, empirical research, and input from the City of Alpharetta elected officials and staff. The initial section of this chapter details the defined principles and goals identified by the Advisory Group and City of Alpharetta. The next sections detail discrete recommendations and implementation steps to assist the City in pursuing their economic development goals.

1. Economic Development Goals

The assembled Advisory Group (listed in the introduction section) represents the various public and private perspectives that influence—and are influenced by—the City's economic development efforts. This Advisory Group provided guidance and feedback throughout the development of this plan. As part of that effort, a comprehensive outreach strategy was held to identify, refine, and prioritize the City's economic development goals that were initiated through previous efforts. These goals were presented and reviewed with the Advisory Group, who provided feedback on refining and prioritizing these goals. The following list represents the culmination of this input and selection process and is presented in order of the Advisory Group's recommended priority.

- **Expand the City's business retention efforts to reach all existing businesses.**
- **Continue to attract professional and technical services firms to Alpharetta.**
- **Expand the City's entrepreneurial ecosystem through strengthening tech-based efforts and expanding initiatives that target other sectors.**
- **Diversify the City's employment base beyond existing software companies.**
- **Create dynamic employment centers through place-based strategies that meet evolving demand from employers and workers.**
- **Encourage development that complements the scale and character of surrounding neighborhoods.**
- **Enhance the City's housing supply to attract workers and businesses.**
- **Maximize the potential of the City's expanding green infrastructure.**
- **Strengthen relationships between businesses and training providers to reach residents, existing businesses, and prospective businesses.**

2. Implementation Matrix

The following Implementation Matrix presents the full range of objectives and corresponding action items for the City's consideration. As noted, this matrix should serve as a reference document as the economic development staff craft their annual business plan. The timelines, estimated costs, and implementation partners for each action item identified in the matrix reflect RKG Associates' professional recommendation guided by input from City staff and the project's Advisory Group. The final timing, focus, and potential costs for each action item should be refined by staff and/or the responsible implementation partner when implementation occurs.



LEGEND

Implementation Leaders

Public

AL	City of Alpharetta
FC	Fulton County
MU	Other Municipalities
GA	State of Georgia

Partners

AB	Business Advisory Board
BA	Alpharetta Business Association (ABA)
CC	Alpharetta Chamber of Commerce (ACC)
ID	Fulton County Industrial Development Authority (FCIDA)
MC	Metro Atlanta Chamber (MAC)
NF	Greater North Fulton Chamber of Commerce (GNFCC)
TA	Tech Alpharetta
VB	Alpharetta Convention and Visitors Bureau (CVB)

Private

C	Consultant
F	Financial Institutions
I	Industry Leaders
N	Neighborhood Residents
O	Property Owners
R	Realtors/Brokers

Cost Estimate Legend:

ST	Staff Time
A	Under \$1,000
B	\$1,000 to \$10,000
C	\$10,000 to \$50,000
D	\$50,000 to \$100,000
E	\$100,000 to \$250,000
F	\$250,000 to \$500,000
G	Over \$500,000

	Action
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City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
BUSINESS RETENTION AND EXPANSION															
Objective 1.1	Continue to develop a comprehensive list of all businesses within the City														
Action 1.1.1	Create a single database of all Alpharetta businesses based on lists already available (e.g., pervious COVID efforts, secondary data vendors, partner organization membership lists...)	AL, AB, BA, CC, TA, VB												A	One Time
Action 1.1.2	Utilize the city's business license process to collect more detailed data about businesses, particularly contact information	AL												ST	Annual
Action 1.1.3	Provide opportunity for businesses to register/review their information in the business list through the town's economic development website	AL	O, I, R											Included 5.5.1	Annual
Action 1.1.4	Work with property owners and landlords to collect business contact information	AL, AB, CC	O, I											ST	Annual
Action 1.1.5	Implement volunteer walks, having 10-15 volunteers canvas the town's various activity centers to gather contact information	AL, CC	O, I											A	Biannual
Action 1.1.6	Ask industry roundtable members to advertise volunteer walks and engage their relationships to build the database	AL, AB	O, I											ST	Biannual
Objective 1.2	Implement an annual business survey to identify emerging trends/needs														
Action 1.2.1	Establish a fixed date (e.g., week) that the survey will be released. This should be consistent year over year. Recommend the Fall	AL, AB, CC	O, I											A	Annual
Action 1.2.2	Ensure the survey covers the following topics: Market climate/changes, Regulatory environment, Growth/contraction needs and concerns, Workforce needs, and Physical space needs	AL, AB	O, I											ST	Annual
Action 1.2.3	Work with the Tech Alpharetta, the Chamber, other business organizations, and industry roundtables to refine questions and expand awareness of the survey each year	AL, AB, BA, CC, TA, VB	O, I											ST	Annual
Action 1.2.4	Invest in multimedia marketing and outreach at least 2 months prior to the release of the survey each year (e.g., print, social media, direct outreach)	AL												Included 5.5.2	Annual
Action 1.2.5	Share general results of the survey with roundtables, partner organizations, and the community through the monthly newsletter	AL	O, I											ST	Annual
Action 1.2.6	Use results of survey to prioritize retention/expansion visits for the year	AL												ST	Annual
Action 1.2.7	Work with respective roundtables about industry-specific findings from survey to determine annual action items	AL, AB	O, I											ST	Annual
Action 1.2.8	Retain all survey results to create a longitudinal assessment tool (e.g., Excel database) that can help economic development efforts become more predictive to changing market climates	AL												ST	Annual
Action 1.2.9	Consider rekindling your partnership with the other North Fulton municipalities to implement a broader survey effort (increased responses, shared costs)	AL, MU												ST	Annual
Objective 1.3	Proactively outreach to existing businesses through 1-on-1 meetings														
Action 1.3.1	Use the comprehensive business list to identify new companies to visit and track past visit efforts. Do not concentrate on the same businesses year over year	AL, AB	I											ST	Continuous
Action 1.3.2	Establish quotas for number of monthly visits, starting with ten (10) per month, expanding as more staff is hired and/or volunteers trained	AL												ST	Continuous
Action 1.3.3	Use business survey results to prioritize outreach efforts to companies that indicate growth needs or challenges to maintain operations	AL, AB												ST	Annual
Action 1.3.4	Coordinate with economic development partners for business visits (e.g., chamber or Tech Alpharetta)	AL, AB, BA, CC, TA, VB												ST	Continuous
Action 1.3.5	Maintain database of visited businesses to track frequency and results of the visit through a Consumer Relationship Management (CRM) software	AL												B	Annual
Action 1.3.6	Create a direct "help line" initiative on the city's economic development website that allows businesses to connect to an economic development staff member for assistance	AL	C											Included 5.5.1	One Time
Action 1.3.7	Activate business ambassadors to assist in outreach, providing them training on questions to ask and how to track the conversation	AL, AB	O, I											Included 5.3.1	Annual



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
BUSINESS RETENTION AND EXPANSION															
Objective 1.4	Build additional industry roundtables in a number of different market areas														
Action 1.4.1	Have an industry roundtable for every key market sector including [1] Retail; [2] Small Businesses; [3] Professional Services; [4] Real Estate/Commercial Property Owners; [5] Healthcare; and [6] Minority-Owned Businesses	AL, AB	O, I, R											ST	One Time
Action 1.4.2	Make sure all partner organizations have representation on roundtables that crossover missions	AL, AB, BA, CC, TA, VB	O, I, R											ST	One Time
Action 1.4.3	Meet each roundtable quarterly or semiannually as necessary, with one meeting targeted immediately after the release of the business survey results	AL	O, I, R											A	Quarterly
Action 1.4.4	Use roundtable meeting to discuss: [1] market climate; [2] regulatory issues; [3] growth opportunities; [4] implementation coordination	AL	O, I, R											ST	Annual
Action 1.4.5	Use feedback from roundtables to help set annual action plan	AL, AB												ST	Annual
Objective 1.5	Actively engage Alpharetta's home-based businesses														
Action 1.5.1	Create and implement a marketing campaign to home-based businesses to provide contact information to the town	AL, AB, BA, CC	O, I											A	Annual
Action 1.5.2	Use state data to identify home-based businesses (based on a geospatial analysis of business address)	AL, FC												ST	Annual
Action 1.5.3	Consider implementing a separate home-based business survey from the main survey targeted with questions more relevant to these entrepreneurs	AL, AB, BA, CC	O, I											ST	Annual
Action 1.5.4	Create a home-based business networking series with quarterly events and lectures	AL, CC, TA													
Action 1.5.5	If enough interest, create a home-based business roundtable to augment the others	AL, AB	O, I											ST	Quarterly
Objective 1.6	Expand existing business networking series to connect more local businesses														
Action 1.6.1	Create an annual lecture on available local, county, state, and federal assistance programs	AL, AB, BA, CC												A	Annual
Action 1.6.2	Cohost at least two (2) networking/marketing events annually with municipal/regional partners targeting small business owners (less than 50 employees)	AL												A	Semiannual
Action 1.6.3	Host two (2) social gathering events for the city's industry clusters	AL												B	Semiannual
Action 1.6.4	Hold two (2) lecture/guest speaker events; bringing in regional/national industry leaders to discuss sector/market trends. This can be co-hosted with regional partners	AL												C	Semiannual
Action 1.6.5	Host at least two (2) women-owned and two (2) minority-owned business networking events annually	AL												A	Semiannual
Action 1.6.6	Host young professional/entrepreneur networking events quarterly in partnership with neighboring municipalities	AL, MU												A	Quarterly
Action 1.6.7	Host a "State of the City" event for business leaders to discuss activities over the past year, successes, opportunities, and share the business plan for the next year	AL, AB												A	Annual

City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
BUSINESS RECRUITMENT															
Objective 2.1	Become more proactive with regional and statewide partners in business recruitment														
Action 2.1.1	Engage industry roundtables and individual businesses to generate potential recruitment leads through vertical and horizontal supply chains	AL, AL, BA, CC												ST	Quarterly
Action 2.1.2	Establish quarterly work sessions with implementation partners (e.g., ABA, ACC, GNFC, FCIDA, MAC...) to discuss opportunities and implementation strategies	AL, BA, CC, FC, ID, MC												A	Annual
Action 2.1.3	Maintain local property and land database, coordinating with partners on maintaining an accurate and up-to-date list	AL	C											Included 3.2.1	Annual
Action 2.1.4	Collaborate on leads collected through business outreach and marketing efforts	AL, BA, CC, FC, ID, MC												ST	Annual
Action 2.1.5	Work with local partners to build relationships with site selectors in target industry sectors, adding them the city's economic development newsletter distribution list	AL, BA, CC, FC, ID, MC	O, I											ST	Annual
Action 2.1.6	Create a municipal economic development coalition focused on information sharing, best practice engagement, and collaboration on cross jurisdictional needs/opportunities (e.g., workforce development)	AL, MU												ST	Annual
Objective 2.2	Expand start-up and entrepreneurial development services open to all businesses														
Action 2.2.1	Provide information seminars in partnership with other North Fulton municipalities on how to start, operate, and grow a business	AL, MU, FC												B	Annual
Action 2.2.2	Fund the training of 2-3 new mentors each year, selecting within business sectors that are underrepresented, particularly women and people of color	AL, MU	O, I											B	Annual
Action 2.2.3	Work with local banks to create a PPP revolving loan fund that offers low/no-interest loans and/or gap financing to start-ups and small businesses seeking to grow. Target an 80% private/20% public resource pool	AL, MU	F											F	One Time
Action 2.2.4	Engage local HR, engineering, accounting, and legal professionals to create a database of potential consultants for entrepreneurs to use	AL, MU	O, I											ST	Annual
Action 2.2.5	Provide financial assistance for entrepreneurs and small businesses to access critical services such as human resources assistance, financial planning assistance, and legal assistance	AL, MU												D	Annual
Action 2.2.6	Proactively market small business initiatives to existing businesses, focusing on home-based businesses using updated business tracking data	AL												ST	Annual
Action 2.2.7	Modify incentive programs to offer financial support to startups and small businesses to locate and grow in Alpharetta (e.g., one-time grants for creating jobs above area median income), requiring participation in an entrepreneurial training program	AL, AB												D	Annual
Action 2.2.8	Identify a highly visible, well appointed location for a comprehensive incubator/business support facility that incorporates Tech Alpharetta	AL, AB												D	Annual
Action 2.2.9	Consider hiring an additional full-time staff member dedicated to small business/entrepreneurial development in partnership with Tech Alpharetta	AL, TA												D	Annual
Objective 2.3	Scale proactive marketing and recruitment efforts to best leverage the City's resources and market reach														
Action 2.2.1	Partner with local and state entities to market through relevant digital and print mediums annually	AL, BA, CC, FC, ID, MC	C											C/D	Annual
Action 2.2.2	Host a searchable online database of available commercial space and land for prospectus businesses to review	AL												A	Annual
Action 2.2.3	Create a 'tip line' for citizens to call/Email/text ideas on business recruitment and any leads they may have on businesses that may wish to relocate or expand to Alpharetta	AL	C											Included 5.5.1	One Time
Action 2.2.4	Develop/refine the City's business recruitment collateral (see OUTREACH, COMMUNICATION, AND MARKETING section)	AL												Included 5.1.1	Annual

City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
ASSET DEVELOPMENT															
Objective 3.1	Create/update small area plans for the City's primary economic activity centers														
	Action 3.1.1 Build upon the strategic recommendations in the opportunity site analysis as an initiation point for engagement and action	AL												ST	Annual
	Action 3.1.2 Define short-term, midterm, and long-term visions consistent with economic development plan	AL	C											B/E	Annual
	Action 3.1.3 Proactively engage with property owners to understand investment strategies	AL, AB												ST	Annual
	Action 3.1.4 Enact regulatory changes to allow defined visions to occur (see TOOLBOX DEVELOPMENT section)	AL												ST	One Time
	Action 3.1.5 Create a marketing brochure for each employment center/commercial corridor that encapsulates the vision	AL	C											Included 5.1.7	Biannual
Objective 3.2	Maintain a locally-comprehensive comprehensive property and asset database														
	Action 3.2.1 Inventory all existing vacant commercial and industrial land and buildings in collaboration with Costar reporting data and engagement with local real estate listing entities	AL	I, O, R											ST	Annual
	Action 3.2.2 Connect with all property owners to detail price, availability, and vision for those asset; include in online listings	AL	I, O, R											ST	Annual
	Action 3.2.3 Create an 'open source' database for property owners and brokers to submit new listings and changes to existing listings, particularly for listings not covered under Costar or similar virtual listing services	AL	C											Included 5.5.1	One Time
	Action 3.2.4 Create a web-accessible database of those assets to connect to the economic development website	AL	C											Included 5.5.1	One Time
	Action 3.2.5 Work with regional and state implementation partners to make sure their asset lists are current and complete	AL, BA, CC, FC, ID, MC												ST	Annual
	Action 3.2.6 Maintain regular communication with property owners to ensure occupied/developed land is removed	AL, AB	O, I											ST	Annual
Objective 3.3	Identify 4-6 priority investment/reinvestment properties within the City														
	Action 3.3.1 Create a comprehensive ownership database of all commercial properties in each of the opportunity sites to begin a dialogue about their property interests and investment priorities	AL	O, I, R											C	Annual
	Action 3.3.2 Engage in dialogue with owners, particularly catalytic parcels, on a regular basis to track changing strategies and create new opportunities	AL	O, I, R											ST	Annual
	Action 3.3.3 Create a catalyst sites prospectus, defining property ownership, implementation concepts, and available incentives to help bring the vision to fruition	AL	C											Included 5.1.6	Biannual
Objective 3.4	Consider creating an Economic Development Opportunity Fund														
	Action 3.4.1 Create a fund dedicated to [1] land acquisition for economic development purposes and [2] gap financing in real estate developments with economic development benefits	AL	F											ST	One Time
	Action 3.4.4 Seed the fund with \$500,000 for initial operations	AL	F											F	One Time
	Action 3.4.2 Create a board of directors comprised of public, staff, and private sector representatives to review applications and negotiate agreements	AL	F, O, I											ST	One Time
	Action 3.4.3 Develop specific criteria for access to Fund resources (e.g., minimum job creation, minimum, capital investment, creation of workforce housing, blight removal...) including performance requirements and claw back provisions	AL	F, O, I											ST	Annual



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
TOOLBOX DEVELOPMENT															
Objective 4.1	Match land use regulations to economic development vision, particularly in economic activity centers														
	Action 4.1.1 Rezone land based on the results of the small area planning process	AL												ST	As Needed
	Action 4.1.2 Consider creating higher density housing zones in/adjacent to activity centers to accommodate housing growth commensurate with job growth	AL												ST	As Needed
	Action 4.1.3 Consider overlay districts in areas where rezoning will be too difficult or time consuming	AL												ST	As Needed
	Action 4.1.4 Consider a full update to the town's comprehensive plan to reflect recent and emerging changes in the town's growth and development goals including the newly defined vision for its employment centers	AL	C											E	One Time
Objective 4.2	Create economic development incentives that match the City's priorities and performance expectations														
	Action 4.2.1 Create area-specific incentives in each activity center (e.g., promote dining diversity in downtown, promote employment diversity at Northpoint, promote infill development along Windward Parkway)	AL												ST	One Time
	Action 4.2.2 Create industry-specific incentives available throughout the city (e.g., life science investments/building conversions, unique entertainment/sports venues)	AL												ST	One Time
	Action 4.2.3 Scale incentives based on size of prospect, particularly targeting startup and small businesses (fewer than 5 jobs)	AL												ST	One Time
	Action 4.2.4 Create a scoring matrix that prioritizes location of the investment, type of business, size of project, quality of jobs, benefits packages offered, and any other characteristic valued by the town	AL												ST	One Time
	Action 4.2.5 Create specific incentive levels based on the scoring for projects	AL												ST	One Time
	Action 4.2.6 Engage with local and state partners to implement similar requirements for investments in the City	AL												ST	One Time
	Action 4.2.7 Require claw back provisions in all incentive packages to ensure compliance with stated agreements	AL												ST	Continuous
	Action 4.2.8 Tie any incentives to businesses with less than five (5) employees to participating in a small business development program/mentorship program	AL												ST	Continuous
Objective 4.3	Hire/reposition an existing City staff member under economic development to be a development ombudsman														
	Action 4.3.1 Increase staffing capacity to implement the full economic development strategy and become more proactive in business assistance	AL												D	Annual
	Action 4.3.2 Define/refine position to be a liaison to local businesses to help address business/regulatory/policy challenges	AL												ST	Continuous
	Action 4.3.3 Provide assistance to businesses going through the city's permitting process	AL												ST	Continuous
	Action 4.3.4 Become conduit to the HR, professional services, and legal service support and networking	AL												ST	Continuous

City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
OUTREACH, MARKETING, AND COMMUNICATION															
Objective 5.1	Create marketing collateral necessary for effective retention and recruitment efforts														
	Action 5.1.1 Create all materials listed below in print and digital format, updating regularly (minimum once a year)	AL	C											C	Annual
	Action 5.1.2 Create target industry-specific fact and information sheets	AL	C											Included	Annual
	Action 5.1.3 Refine the existing marketing document to reflect recommended changes where applicable (e.g., incentives)	AL	C											Included	Annual
	Action 5.1.6 Create a property prospectus book detailed in 3.3.3 (digital only)	AL	C											Included	Annual
	Action 5.1.4 Create quality of life information sheets on livability and amenities in Alpharetta	AL	C											Included	Annual
	Action 5.1.5 Create materials to market the new ombudsman program	AL	C											Included	Biannual
	Action 5.1.7 Create employment marketing brochure detailed in 3.1.4	AL	C											Included	Biannual
Objective 5.2	Enact a monthly newsletter detailing market and economic development activities														
	Action 5.2.1 Highlight recent economic development activity and successes, maintaining a 'running tally' dashboard of accomplishments for the year	AL, AB												ST	Monthly
	Action 5.2.2 Publish regular opinion editorials from business owners, partner organizations, or invited guests focused on topics that influence (or are influenced by) economic development in Alpharetta	AL, AB												ST	Monthly
	Action 5.2.3 Include separate topic-themed Mayor/Economic Development Director messages in each newsletter	AL, AB												ST	Monthly
	Action 5.2.4 Implement, monitor, and report the results of opinion polls and business surveys through the newsletter	AL, AB												ST	Monthly
	Action 5.2.5 Highlight a different Alpharetta business (preferably from the target industries) in each newsletter that have invested, expanded, or created new jobs	AL, AB												ST	Monthly
	Action 5.2.6 Target writing two (2) or three (3) industry/market white papers each year focused on educating local businesses and residents about current or impending market shifts and how they will impact local/regional businesses	AL, AB, ID	O, I, R											ST	Monthly
Objective 5.3	Activate existing business leaders in economic development efforts														
	Action 5.3.1 Develop at least five (5) business ambassadors, individuals who can work with economic development staff to promote Alpharetta and engage existing/prospective business owners in targeted industries. Train more as necessary	AL, AB	O, I											A	Biannual
	Action 5.3.2 Develop a network of mentors in each of the target industries, focusing on developing women, minority and young business owners to reach the city's diverse business base	AL, AB	O, I											Included 2.2.4	Annual
	Action 5.3.3 Develop at least four (4) engaged Alpharetta residents as advocates that can assist in community outreach and resident interaction	AL, AB	N											A	Biannual
	Action 5.3.4 Create a Business-2-Business database that businesses can access to find specific services/networking opportunities	AL, AB												A	Continuous
Objective 5.4	Implement a proactive community engagement and education initiative														
	Action 5.4.1 Hold an annual "town hall" meeting open to the public (and televised) to discuss accomplishments and ongoing efforts for the previous/upcoming year	AL	N											A	Annual
	Action 5.4.2 Implement a biannual resident survey to gauge the goals and concerns of Alpharetta residents about the town's economic development efforts. Use the results to inform any changes to approach	AL	N											ST	Biannual
	Action 5.4.3 Hold a community outreach meeting in each employment center annually to engage business leaders and residents on economic development issues, opportunities, and challenges those areas are facing	AL	N											A	Annual
	Action 5.4.4 Host semiannual panelist discussions on topics of economic development each year. These discussions should address specific market/location opportunities and challenges facing local businesses	AL	C											B	Semiannual
	Action 5.4.5 Provide an online portal for citizens and groups to submit questions, provide feedback on content, or request meetings on the economic development website	AL												Included 5.4.1	One Time



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
OUTREACH, MARKETING, AND COMMUNICATION															
Objective 5.5	Enhance Alpharetta's electronic and social media presence and activity														
	Action 5.5.1 Update the City's economic development website based on the functional changes in scope/mission	AL	C											C	One Time
	Action 5.5.2 Ensure weekly use of social media platforms (e.g., SnapChat, Instagram, Twitter, Facebook...)	AL												Included	One Time
	Action 5.5.3 Create stronger connections with the ADA, Tech Alpharetta, Fulton County IDA, and other partners	AL												Included	One Time
	Action 5.5.4 Use the website to collect information, allow individuals to sign up for the newsletter, and better engage economic development staff	AL												Included	One Time
	Action 5.5.5 Create a citizens section on the website with access to educational information, the annual survey and results information, contact information for the assigned staff liaison, and the newsletter registration	AL												Included	One Time
Objective 5.6	Create an economic development dashboard on the City's economic development website to provide real-time information about the activity and successes of local economic development efforts														
	Action 5.6.1 Establish a formal economic development dashboard to track performance across each of these topic areas: [1] retention, [2] recruitment, [3] entrepreneurial development, [4] fiscal sustainability	AL												ST	One Time
	Action 5.6.2 Retention metrics should include: [1] site visits performed, [2] ombudsman assists, [3] jobs retained/expanded, [4] capital investment, [5] network event attendance, [6] prospect contacts	AL												ST	Semiannual
	Action 5.6.3 Recruitment metrics should include: [1] number of prospects, [2] successful projects, [3] total jobs created, [4] average annual wage, [5] total capital investment, [6] debrief highlights from lost opportunities	AL												ST	Semiannual
	Action 5.6.4 Entrepreneurial metrics should include: [1] enrollment inquiries, [2] business enrollment, [3] graduations, [4] jobs created, [5] debrief on businesses leaving the mentorship program	AL												ST	Semiannual
	Action 5.6.5 Fiscal sustainability metrics should include: [1] number of incentives, [2] dollar value of incentives, [3] jobs created/preserved from incentives, [4] capital investment created, [5] new tax revenues, [6] other benefits (e.g., infrastructure investments)	AL												ST	Semiannual
	Action 5.6.6 Provide regular updates to the City Council (recommended semi-annually)	AL												ST	Semiannual



City of Alpharetta, Georgia		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
Strategic Economic Development Plan Implementation Matrix		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
ORGANIZATION AND COORDINATION															
Objective 6.1	Formalize staffing roles and responsibilities within the economic development department, expanding staff capacity to fully achieve the stated economic development goals														
	Action 6.1.1 Retain the manager position to oversee daily and strategic economic development efforts	AL												ST	One Time
	Action 6.1.2 Formalize the existing marketing director position to oversee the creation and development of all virtual and physical collateral, manage the economic development website, and oversee all social media and networking events	AL												ST	One Time
	Action 6.1.3 Hire/reposition an existing City staff member under economic development to be a development ombudsman	AL												D	One Time
	Action 6.1.4 Consider hiring an additional full-time staff member dedicated to small business/entrepreneurial development in partnership with Tech Alpharetta	AL												D	One Time
	Action 6.1.5 Increase the business retention and expansion efforts by one (1) full-time professional	AL												D	Annual (Salary)
Objective 6.2	Enhance strategic relationships with local and statewide implementation partners														
	Action 6.2.1 Create a quarterly coordination meeting schedule with the Chamber, CVB, Tech Alpharetta, and GN FCC	AL, AB, BA, CC, FC, TA, VB, MC, GA												A	Quarterly
	Action 6.2.2 Establish a semiannual strategic meeting schedule with other regional and statewide partners	AL, AB, BA, CC, FC, TA, VB, MC, GA												A	Semiannual
	Action 6.2.3 Provide quarterly/semiannual reports to regional and statewide partners on activity and successes	AL												ST	Quarterly
	Action 6.2.4 Establish a formal quarterly or semiannual coordination meeting with neighboring municipalities to address regional and cross-boundary market issues	AL, MU												ST	Quarterly



City of Alpharetta, Georgia		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
Strategic Economic Development Plan Implementation Matrix		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
ORGANIZATION AND COORDINATION															
Objective 6.3	Create a Business Advisory Board to help with strategic planning and implementation of the town's economic development strategic plan														
Action 6.3.1	Create an official business advisory board of 11 to 17 business leaders and implementation partners (e.g., post-secondary education institutions) interested and willing to participate in the City's economic development effort	AL												ST	One Time
Action 6.3.2	Host monthly meetings with the advisory board on projects, activity, and strategy to garner advice and assistance in implementation	AL												ST	Monthly
Action 6.3.3	Have the Mayor appoint at least one (1) member of the advisory board, though avoid having elected officials attending the meetings	AL												ST	Annual
Action 6.3.4	Create a committee structure to focus efforts in coordination with the City's focus areas; [1] Business Retention, [2] Marketing and Outreach, [3] Business Recruitment	AL												ST	One Time
Action 6.3.5	Ensure each committee is chaired (or co-chaired) by an active board member	AL												ST	Continuous
Action 6.3.6	Consider creating a 501(c)(3) to house the advisory board, creating an official memorandum of understanding and bylaws for the group	AL												ST	One Time
Objective 6.4	Work with City departments to develop comprehensive databases to help economic development efforts														
Action 6.4.1	Reconfigure information requirements on business licenses to collect more robust contact information and data about the business (e.g., NAICS code)	AL												ST	Continuous
Action 6.4.2	Work with Fulton County or create a locally-maintained version of property assessment data that combines all land, building, and business information to make geospatial analyses/searches more insightful	AL												ST	Continuous
Action 6.4.3	Require all business building permit and applications to include full contact and business (if known) information	AL												ST	Continuous

2 SOCIOECONOMIC ANALYSIS

A. INTRODUCTION

Towards the end of the 20th century, Alpharetta, GA emerged into an economic center absorbed by waves of investment activity that rippled throughout North Fulton County. Alpharetta's household base exploded to unprecedented levels while many businesses set up shop in the City's expansive stock of suburban office parks; At the time, an innovative and attractive workplace model allowing businesses executives to work near their homes without the inconvenience of commuting into urban centers. This came at the expense of most employees, forced to travel far distances into the office while commuting through the region's congested roadways.

While this model developed as a source of Alpharetta's economic growth, shifting employment priorities and workplace preferences threaten its long-term sustainability. And consequently, the City's long-term economic position. Accelerated by an expanding Gen-Z population, employees increasingly prefer workplaces that offer convenient commutes with walkability to nearby amenities and services. The City of Alpharetta is at a crossroads. The City can switch their approach to the workplace, cater to shifting employment priorities which may involve embracing new economic ideas and practices. Or rather, continue business-as-usual while the City faces pressures from an aging population, a declining prime-working age population, and rising affordability challenges.

The combination of these pressures can culminate into potential labor market shortages, decreased spending capacities, a contraction of local services, and business recruitment/retention challenges. The Socioeconomic Analysis examines these evolving conditions in Alpharetta, as well as demographic and economic trends unfolding throughout the region. In the face of a restructuring marketplace, the results of the analysis aim to shape policies and programs that can help the City of Alpharetta sustain its economic vitality in the long term.

B. MAJOR FINDINGS

North Fulton County's population rates are lower than rates across the region. Communities across North Fulton County, including the City of Alpharetta, impose greater housing limitations than communities across the Four-County Region, thus preventing more people from moving into North Fulton County. Developers can access greater and more flexible residential development options outside North Fulton County. The fewer housing options, the fewer numbers of new working-age residents. Fewer working-age residents can limit the long-term growth of Alpharetta's labor market, reducing the City's competitiveness to recruit and retain businesses.

The middle-to-senior age population (45+) increased and the prime-working age population (25-34) decreased. In the long-term, Alpharetta's labor market is vulnerable to shortages as much of the City's population moves towards the age of retirement and fewer prime-working residents are available to replace retirees. The source of the declining base of prime-working residents is a consequence of the City's restrictive costs of living, which are unaffordable to most entry-to-mid-level workers.

Alpharetta's disproportionate share of highly educated residents highlights potential labor market challenges. The City's population is highly educated, most have attained a Bachelor's Degree or higher. This is beneficial for recruiting and retaining white-collar businesses while stimulating job creation in technology-based industries. The lack of educational attainment diversity suggests that key segments of the workforce are excluded from living in Alpharetta. In particular, many service-based workers typically have lower levels of education. As fewer service-based workers are able to live in Alpharetta, service-based businesses such as restaurants are prone to face recruitment challenges.

Alpharetta's foreign-born population, non-white population, represent all the City's population growth. In the latter half of the last decade, Alpharetta's white and native population declined, whereas the City's foreign-born non-white population offset those losses. Most incoming residents come from Asian countries, particularly India and China. The increasing racial and cultural diversity in Alpharetta can create a variety of economic development opportunities.

Housing diversity integrated with community-based amenities will bolster the City's long-term economic sustainability. As the demand for suburban office parks continues to decline and the City becomes more cost-prohibitive, Alpharetta's labor market and overall economy are vulnerable to contractions. Additional workforce housing options and greater public transportation connectivity can facilitate the City's business recruitment and retention efforts, attract young professionals, and support job creation.

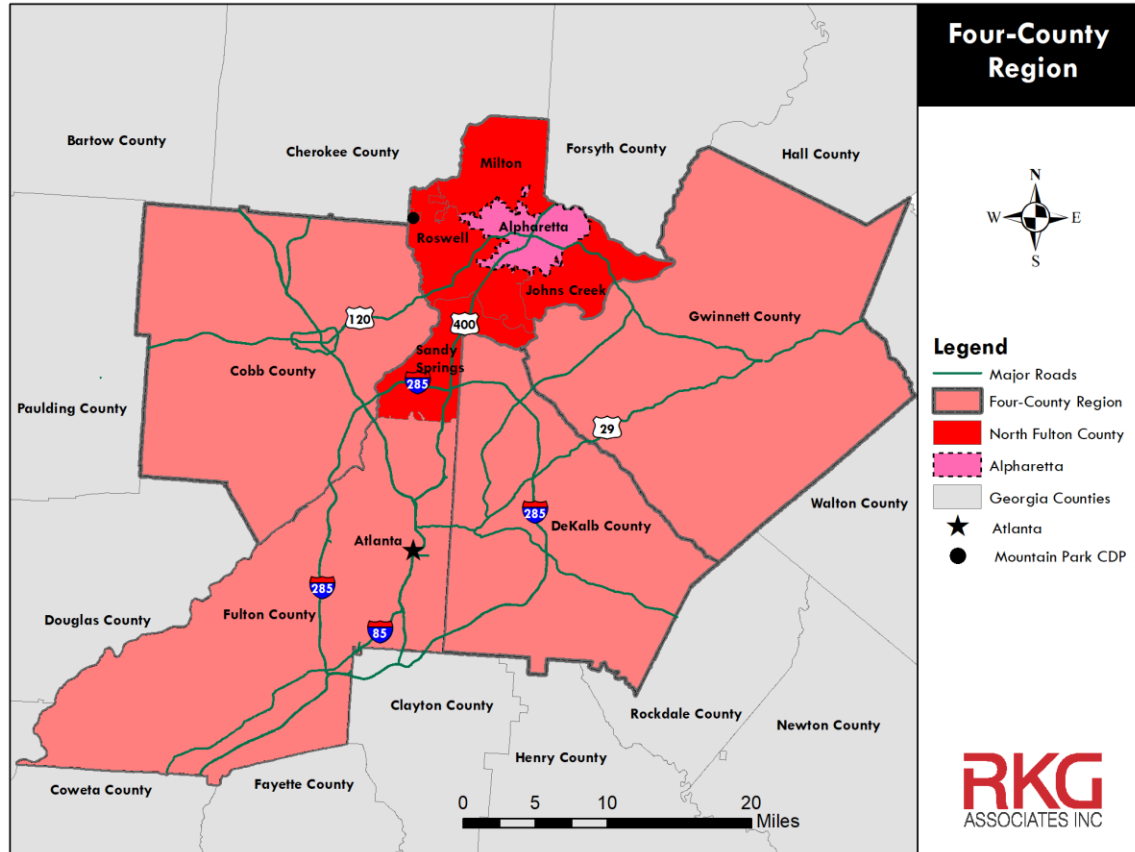
C. METHODOLOGY

1. Geographic Focus of Analysis

Alpharetta is located in North Fulton County, a major employment and population hub north of the City of Atlanta. Alongside Alpharetta, other municipalities that comprise North Fulton County include Johns Creek, Sandy Springs, Roswell, Mountain Park, and Milton. This chapter evaluates Alpharetta's demographic and economic conditions, drawing comparisons with the other North Fulton County municipalities; as well as the four largest counties absorbed within Atlanta's immediate sphere of economic gravity. These include Fulton County, Cobb County, DeKalb County, and Gwinnett County. Throughout this document, the combination of these four-counties will be identified as the 'Four-County Region' or simply The Region. Gaining a better understanding of key differences and similarities between Alpharetta, other North Fulton

County communities, and the Four-County Region can help the City shape policies for sustaining economic competitiveness while Atlanta’s marketplace rapidly expands. Map 2-1 illustrates the areas under analysis throughout this chapter.

Map 2-1



Source: City of Alpharetta RKG Associates, Inc., 2022

2. Data Sources

The Socioeconomic Analysis assesses various demographic and economic data metrics. Demographic data comes from the U.S. Census Bureau as well as estimates and projections from ESRI. ESRI is a nationally recognized third-party data provider that uses U.S. Census data to generate its estimates and projections for geographic areas. Economic data on workforce characteristics mostly came from the Bureau of Labor Statistics (BLS) and Lightcast. Lightcast provides labor market conditions of geographic areas nationwide, including the zip codes that comprise the City of Alpharetta.

D. DEMOGRAPHIC ANALYSIS

The Demographic Analysis evaluates demographic conditions and trends in the City of Alpharetta and throughout the Four-County Region. The evaluation includes potential impacts to the local economy and community that may shape the City of Alpharetta's future economic development efforts.

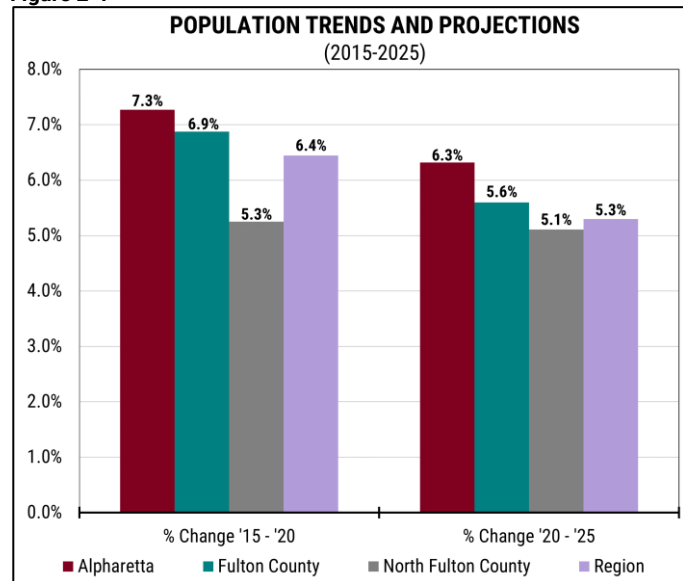
1. *Population Trends and Projections*

Atlanta's rapidly expanding marketplace has stimulated significant population growth throughout the Four-County Region. Population growth rates have been lowest in North Fulton County (Figure 2-1). The relatively lower rates are due to the pace of housing construction, slower than in areas outside North Fulton County.

Areas further from Atlanta's urban core, such as Gwinnett County, offer substantial land resources to support residential construction. Closer to Atlanta's urban core, more zoning and land use regulations exist that encourage multifamily construction, delivering more housing units on a per parcel basis. Developers have capitalized on these opportunities, delivering attractive housing options while stimulating higher rates of population growth throughout the Four-County Region.

Most communities throughout North Fulton County have demonstrated resistance to housing development in general, and multifamily development specifically. Fewer housing projects are constructed as a result, limiting the number of people that can move into North Fulton County. While the housing supply is constrained, the cost of living escalates, limiting the availability of housing opportunities for critical segments of North Fulton County's workforce--young professionals and service-based workers. The local supply of workers is therefore vulnerable to decline, discouraging business activities in communities throughout North Fulton County. This includes Alpharetta, which needs to attract more workers as large proportions of the City's population reaches the age of retirement. These pressures largely emanate from Alpharetta's lack of housing price diversity.

Figure 2-1



Source: U.S. Census, Esri, RKG Associates, Inc., 2022

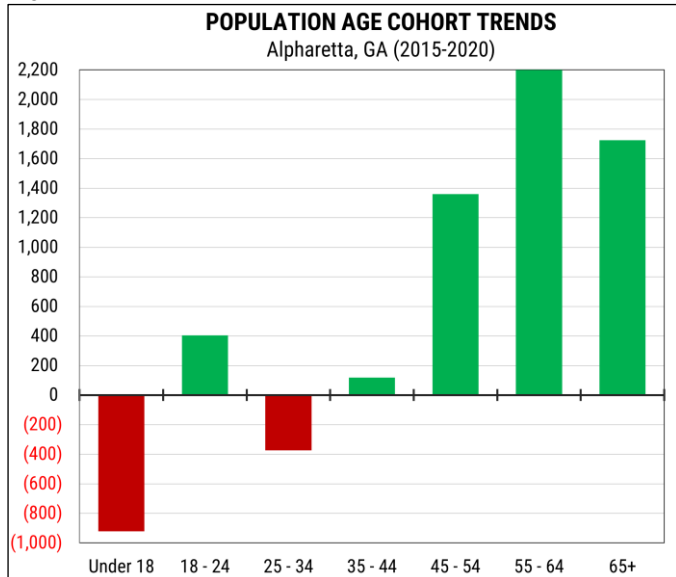
2. Population by Age

Between 2015 and 2020, Alpharetta's middle-aged to senior population (Age 45+) underwent rapid expansions while the prime working age population (Ages 25-34) declined (Figure 2-2). These trends can impose long-term economic development challenges, as the City becomes disadvantageous for a business' recruitment efforts. As seniors transition to retirement and fewer workers are available to replace retirees, the City is vulnerable to pervasive labor market shortages. Most of all, among mid-to-upper-level management roles who are credited as the primary decision-makers within a businesses' operations. The declining availability of prime-working age

residents that could assume those supervisory and leadership positions imposes recruitment limitations on local businesses. And therefore, increasing the likelihood of relocating their operations elsewhere; Particularly, to areas that offer greater accessibility to a young talented workforce that can sustain the business' long-term labor needs. In part, this explains why businesses nationwide are expanding their operational footprints in urban centers such as Midtown Atlanta and Sandy Springs. These areas offer a diversity of housing options, including affordable opportunities for young professionals to live and work in the same community.

Few affordable opportunities exist in Alpharetta, which accelerates the decline of the City's prime-working age population; The earning levels of most young professionals are not enough to afford the City's prohibitive housing costs. This forces many young professionals to commute into the City for work, adding pressure to the area's already overburdened traffic patterns. Without an efficient public transportation system and limited housing options, Alpharetta is inaccessible to young professionals. That degree of inaccessibility can reduce the City's attractiveness to workers seeking job opportunities. And therefore, reduce attractiveness to businesses seeking to expand their workforce capacities.

Figure 2-2

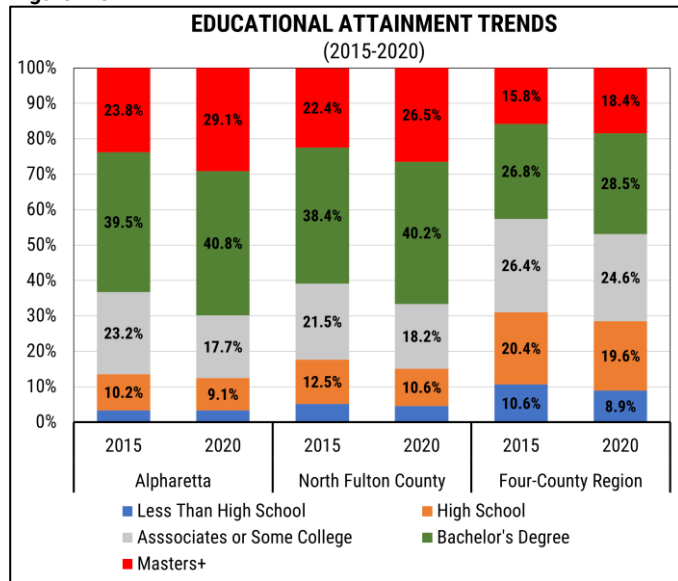


Source: U.S. Census, Esri, RKG Associates, Inc., 2022

3. Educational Attainment

Alpharetta is concentrated with highly educated residents. As of 2020, nearly 70% of City residents possess a Bachelor's Degree or higher (Figure 2-3). Alpharetta's high educational attainment levels have fueled job creation among businesses that propel high-value economic expansions. Predominately, concentrated in knowledge-based industries such as Technology and Financial Services. Several technology businesses have located their operations in Alpharetta, capitalizing on the City's availability of talented workers with technical skillsets. Similar jobs have been created locally too. Tech Alpharetta has helped develop multiple entrepreneurial ventures within the City's limits. The creation of jobs in knowledge-based industries has cumulated into a variety of economic development benefits, including increased fiscal spending capacities that can support local services.

Figure 2-3



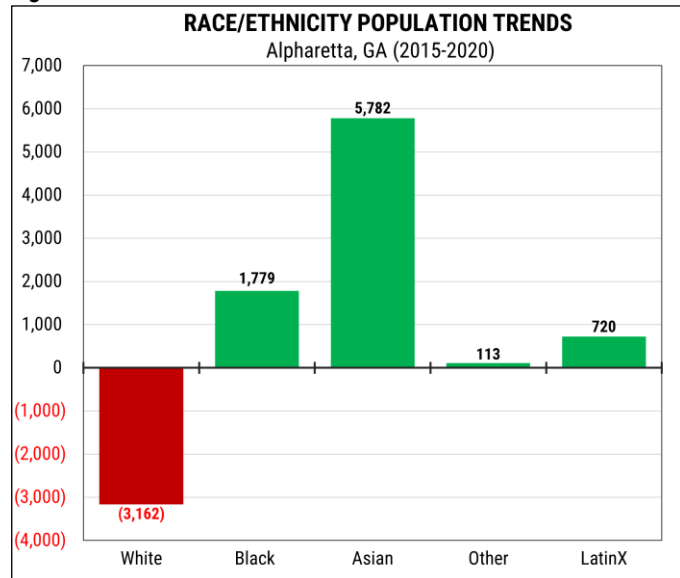
Source: U.S. Census, Esri, RKG Associates, Inc., 2022

While the City's large concentration of highly educated residents helps support job creation in knowledge-based industries, businesses among service-based sectors are more likely to face recruitment and retention challenges. Fewer residents are willingly available to fill roles in community services, retail/hospitality, and restaurants. Restaurant owners have voiced the significant challenge of recruiting sufficient workers. As most service-based workers are unable to afford to live in Alpharetta, they're more likely to seek employment opportunities that offer greater accessibility to their homes. And consequently, imposing risks to sustain Alpharetta's high quality of local services, which are a vital source of attracting corporations to the City. Without enough service-based workers to sustain the quality of the City's lifestyle amenities, corporations may be less inclined to relocate to Alpharetta.

4. Racial-Ethnic Diversity

People of color spearheaded Alpharetta’s population growth in the latter half of the previous decade. Between 2015 and 2020, the City’s white population experienced a net-loss of 3,162 residents while the non-white population experienced a net gain of nearly 8,394 residents (Figure 2-4). Most of the net-growth is driven by the Black and Asian population. The City’s diversifying population can nurture a vital source of job creation. Higher levels of diversity can enhance recruitment efforts for local businesses, appealing to Gen Z’s preferences of living and working in dynamic places with greater proportions of racial and ethnic diversity. Attracting this group is critical for sustaining Alpharetta’s labor market performance, especially since the City’s labor market is weighted towards workers reaching the age of retirement. The additional diversity also lends itself to job creation at the local level—historically, minorities are more likely to jumpstart businesses than the majority population nationwide.

Figure 2-4

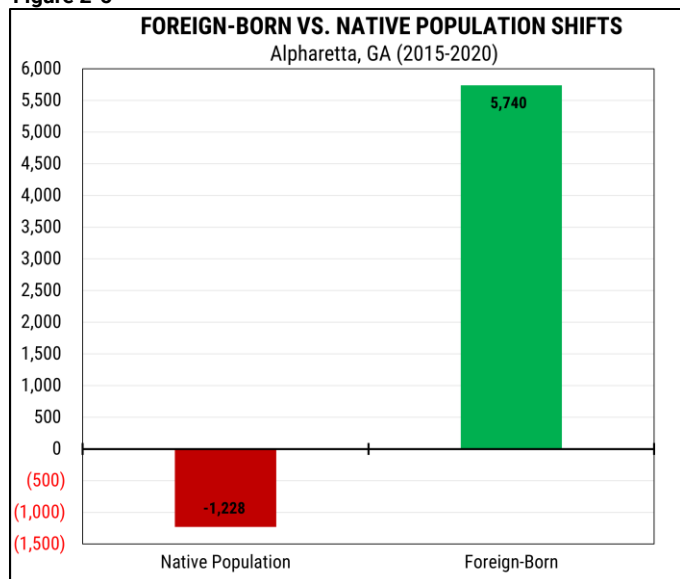


Source: U.S. Census, RKG Associates, Inc., 2022

5. Foreign-Born Population

The foreign-born population has sustained the City’s recent economic performance, supporting Alpharetta’s positive net-population growth while offsetting losses among the native population (Figure 2-5). Most of the City’s population growth comes from Asian nations (e.g., India, China), possessing high levels of educational attainment. Among the roughly 4,700 Asian residents (Age 25+) that moved into Alpharetta between 2015-2020, approximately 85% possess a Bachelor’s Degree or Higher (ACS). The influx can provide a strong support system for strengthening the City’s economic

Figure 2-5



Source: U.S. Census, Esri, RKG Associates, Inc., 2022

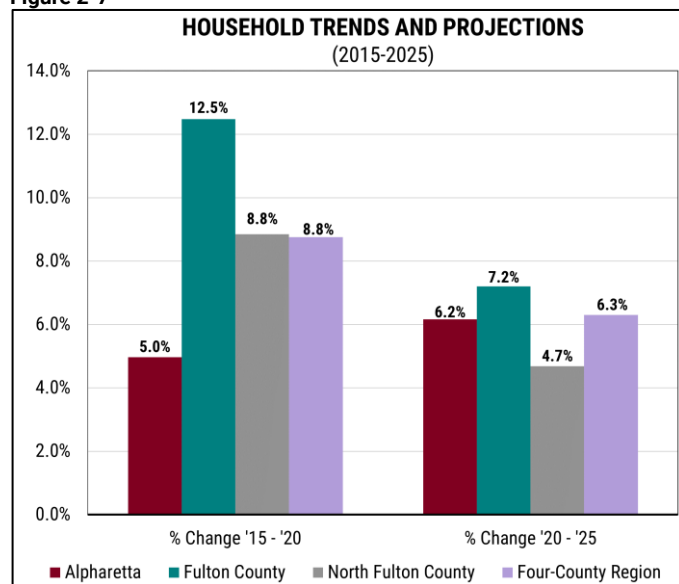
development position. This includes expanding Alpharetta’s presence on a global scale, appealing to a broader international investor community, and enhancing the City’s business recruitment and retention efforts.

The City’s increasing diversity creates a critical economic development asset, helping to alleviate the challenges associated with the City’s struggling labor market. Moreover, a diverse community can help local businesses’ recruitment efforts, as Gen Z-er’s prefer to live and work in places with greater proportions of racial and ethnic variation.

6. Households

In Alpharetta, population growth rates exceeded household growth rates between 2015 and 2020. This means the City’s average household size increased, reflecting the types of households moving to Alpharetta; Most notably, families with children and foreign-born households. As of 2020, foreign-born households averaged 3.0 members per household, exceeding the City’s 2020 total average (2.76/household). Many incoming foreign-born households have children. Overall, irrespective of national origin, families with children accounted for a significant proportion of the City’s increase in average household sizes. Their influx can be attributed to Alpharetta’s blend of family-oriented assets, attracted to the City’s high-quality public schools, low crime rates, and evolving entertainment scene (e.g., Avalon).

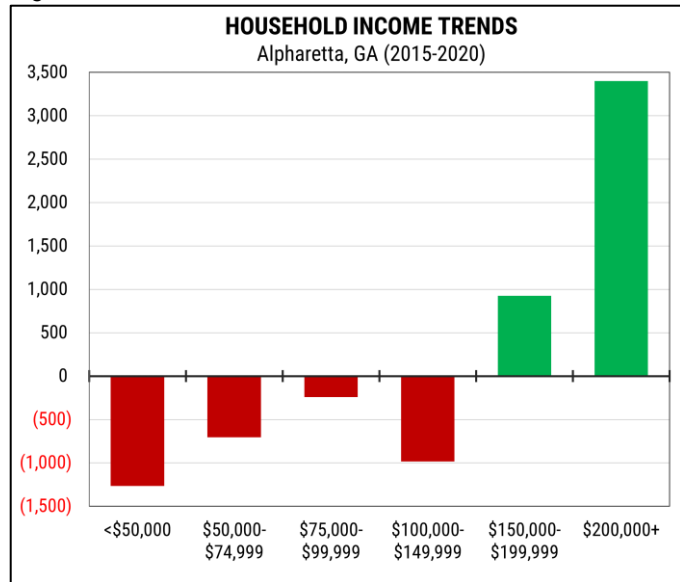
Figure 2-7



The influx of households generates obvious economic benefits to communities. More spending dollars are circulated within a City’s limits and additional sources for fiscal expansions are made available. These benefits compounded in Alpharetta in the latter half of the previous decade. Between 2015 and 2020, all of Alpharetta’s net growth occurred among households earning \$150,000 or more (Figure 2-8). Alpharetta’s abundant stock of high-end ownership housing units absorbed many of these households, translating into notable expansions to the City’s spending capacities. Amidst the influx of these high-income households, a substantial outflow occurred among households earning below \$150,000. These trends raise concerns for Alpharetta’s economic development efforts while illuminating the City’s key limitations towards advancing sustainable and resilient economic growth.

The influx of high-income households and substantial outflow of relatively lower-income households' points to Alpharetta's prohibitive costs-of-living. Households with incomes below \$150,000 correspond to the annual earnings of critical segments within Alpharetta's workforce. That includes entry to mid-level white-collared professionals, most of which do not earn enough to live in Alpharetta. Their inability to afford Alpharetta's living costs largely reflects the City's lack of housing opportunities that correspond to their annual earnings. Therefore, many entry to mid-level professionals are forced to live elsewhere and commute through the region's congested roadways; A stressful experience aggravated by the absence of convenient public transportation options.

Figure 2-8



Source: U.S. Census, Esri, RKG Associates, Inc., 2022

If we learned anything from COVID-19, convenience and accessibility are major employment priorities of young professionals. Many choose to live in urban centers, offering advantages that support these priorities—connectivity, walkability, affordability etc. Nearby business investment follows, locating within proximity to young professionals as a strategic recruitment effort. This is unfolding in areas such as Midtown Atlanta and Sandy Springs. To attract similar business investments, Alpharetta can enhance their built environment with expanded workforce rental options and a better-connected public transportation system. This can culminate in attracting young professionals to the City, while fueling business investments and job creation, a precondition for advancing sustainable and resilient economic growth.

E. ECONOMIC BASE ANALYSIS

The Economic Base Analysis evaluates Alpharetta’s economic conditions and trends. This includes a discussion on unemployment trends, labor force characteristics, industry compositions, and the City’s position relative to the Four-County Region. The results of the analysis can assist the City of Alpharetta to shape future economic development programs and policies.

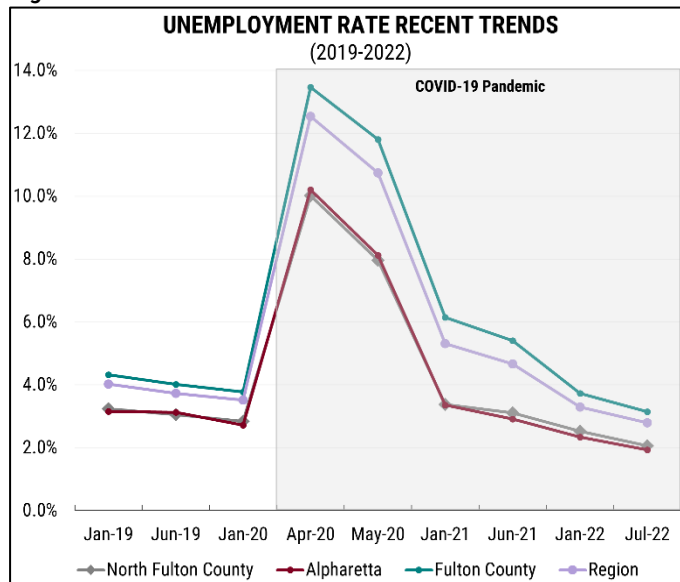
1. *Unemployment Trends*

The COVID-19 pandemic disrupted Alpharetta’s labor market, hovering below 4% prior to the pandemic then spiking to roughly 10% following pandemic-induced social distancing mandates (Figure 2-9). Service-based workers felt these impacts the most, especially those employed in Accommodation and Food Services establishments, which accounted for a net-loss of roughly 3,000 workers in 2020 (Lightcast).

In relation to Alpharetta, service-based industries comprise a larger proportion of workers in Fulton County and the Four-County Region. As a result, Fulton County and the Four-County Region experienced a sharper spike among their respective unemployment rates during the pandemic. Alpharetta’s greater resiliency during the pandemic dovetails the City’s workforce advantages. Compared to Fulton County and the Four-County Region, higher proportions of the City’s workforce are employed in white-collar industries. Many businesses within white-collar industries transitioned to a work-from-home environment. Many white-collar workers retained their jobs during this transition, not accounted for within the City’s unemployment rate.

As the pandemic subsides, unemployment rates have plummeted below pre-pandemic rates. As of July 2022, the City’s unemployment rate is 1.9%, which can be considered unhealthy from a business recruitment and retention perspective. At these levels, minimal workers are available for recruitment. And of those workers available, they’re driving recruitment negotiations, demanding higher wages from businesses desperately seeking to expand their labor capacities. Technology-based businesses, the lifeblood of Alpharetta’s economy, have faced immense recruitment pressures as the pandemic has subsided. Many have been forced to near-shore and off-shore workers.

Figure 2-9

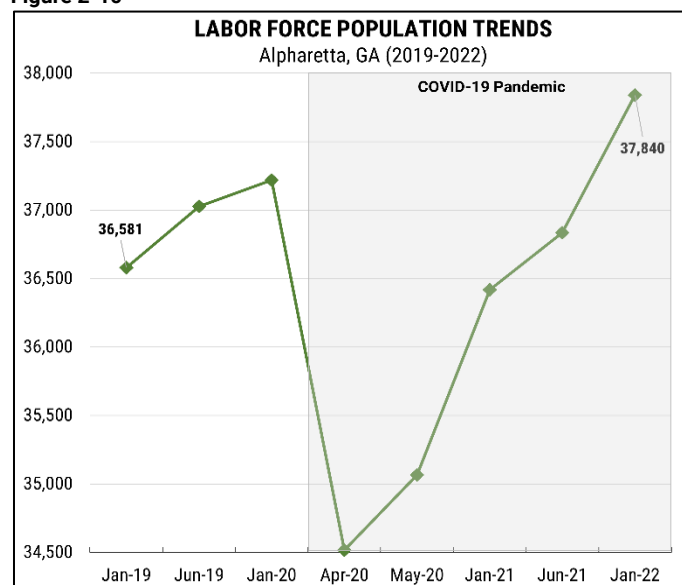


The pandemic has redefined the workplace, as many Alpharetta-based businesses are employing either full or partial virtual-working models. These models translate into fewer workers commuting into Alpharetta, which overtime can reduce their attachment to employment opportunities in the City. Given this possibility, along with increased labor recruitment pressures, workforce retention and expansions becomes increasingly important to stabilize market conditions. The City of Alpharetta must execute a comprehensive approach to do so. This includes enhancing its entrepreneurial infrastructure, facilitating partnerships in-coordination with local educational institutions, and expanding the supply of talent through workforce housing opportunities.

2. Labor Force Participation Trends

Trends among the City's labor force population followed a similar narrative to unemployment trends. As the COVID-19 pandemic unfolded, Alpharetta's labor force participation dropped due to social-distancing mandates (Figure 2-10). As mandates were lifted, participation levels became more stable. To sustain an upward trajectory of labor force participation levels will require expanding the City's labor force. Expansions are vital for Alpharetta's long-term economic sustainability and to counteract the waves of conflicting socioeconomic trends. Alpharetta's unemployment rate is at unfavorable levels, large proportions of workers are transitioning to retirement, and critical segments of the workforce live outside the City. Looking into the future, these trends point to a shrinking labor force which can discourage businesses from investing in the City. The City of Alpharetta must consider executing a comprehensive approach to mitigate the potential risks, emphasizing strategies that focus on attracting young professionals and enhancing the accessibility for all workforce segments.

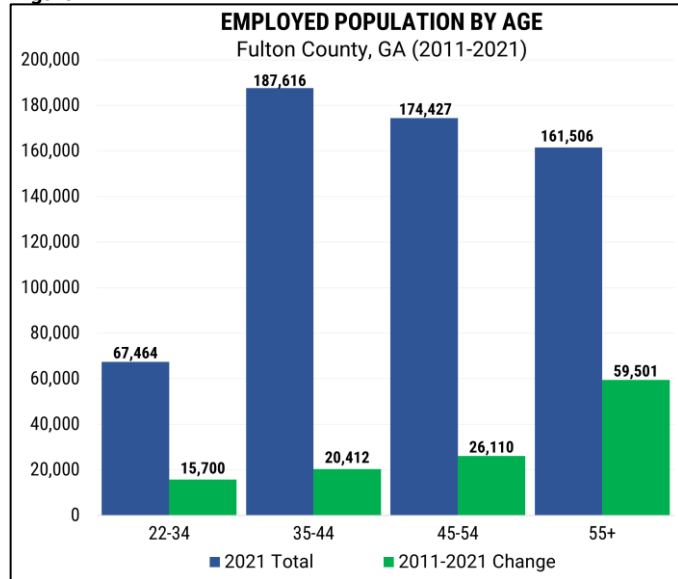
Figure 2-10



3. Employed Population by Age

The baby boomer generation's impact on Fulton County's workforce is evident, as the county's employed population is skewed towards workers aged 45 and older (Figure 2-11). This indicates that many workers are reaching the age of retirement, imposing labor market shortages in the mid-to- long-term. Future labor market shortages galvanize a need to replace those transitioning to retirement. This becomes all the more critical as many impending retirees have developed valuable skill sets and leadership qualities throughout their careers. Businesses will face the challenge of recruiting workers to backfill critical operational roles, responsible for molding strategies, making decisions, and distributing resources effectively and efficiently.

Figure 2-11



Source: QWI, RKG Associates, Inc., 2022

Unfortunately for businesses in Fulton County, Gen-Z workers (aged 22-34) represent the smallest share of the county's employment base (Figure 2-11). And among these workers, most live and work in Atlanta. Alpharetta-based businesses are therefore in a worse competitive position for recruitment purposes. To help enhance their competitive position, the City of Alpharetta can execute strategies credited for attracting young talent. That includes expanding the availability of rental units, providing efficient and convenient public transportation, and integrating work-live-play destinations.

4. Labor Force Population by Educational Attainment Level

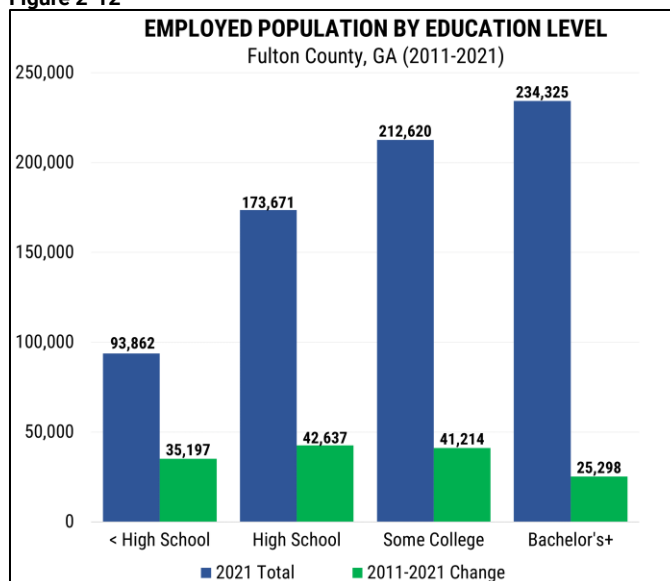
In Fulton County, most job growth occurred among positions that don't require a post-secondary education. Between 2011 and 2021, increases among jobs that don't require a Bachelor's Degree or higher outnumbered jobs that do require a Bachelor's Degree or higher by a ratio of 5:1 (Figure 2-12). The disproportionate ratio underpins the critical mass of workers needed to support the pent-up demand for essential services in Fulton County. Essential services may include restaurant and retail services as well as repair or maintenance services. The pent-up demand is largely attributed to Atlanta's rapidly expanding marketplace and increasing income levels, driving upward shifts in consumption patterns.

Expansions among service-based jobs correspond with an expanded labor pool, supporting the recruitment efforts for service-based businesses in Fulton County. Service-based businesses in urbanized areas, including Atlanta, are anticipated to benefit the most from the expanded labor pool. Such areas offer advantageous infrastructure that support service-based workers' connectivity and accessibility to job opportunities. In particular, infrastructure that tailors to their limited income levels; Cost-effective public transportation and income-compatible housing options. Without these opportunities, many service-based businesses in Alpharetta will likely continue to face recruitment challenges.

5. Industry Analysis

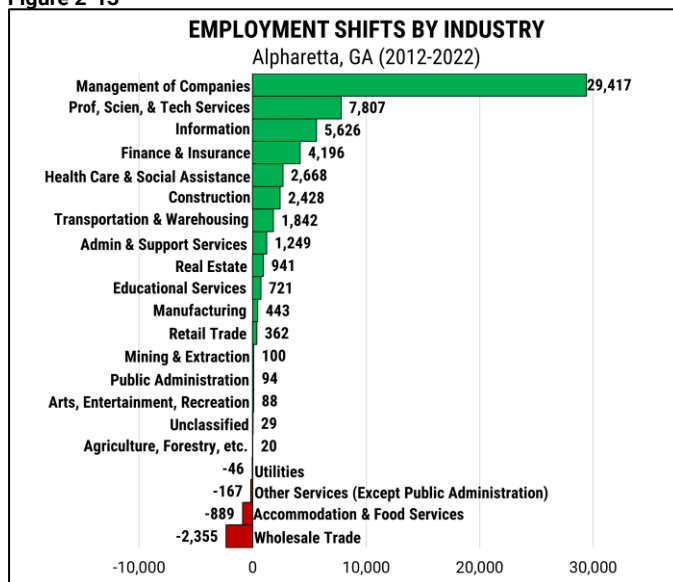
Alpharetta has evolved into a major employment center in North Fulton County. Between 2012 and 2022, nearly 30,000 jobs identified within the 'Management of Companies' industry were added to the City's employment base (Figure 2-13). Industry job growth reflects Alpharetta's mass absorption of corporate operations, expanding their footprint to take advantage of the City's high quality-of-life features and highly skilled workforce. These advantages cater to knowledge-based industries, as many corporate expansions are concentrated around financial services, healthcare, and above all, technology. With good reason, Alpharetta has branded itself as 'Technology City of the South,' hosting more than 600 technology-based businesses and distinct software development clusters in state-of-the-art fields (e.g., FinTech, MedTech).

Figure 2-12



Source: QWI, RKG Associates, Inc., 2022

Figure 2-13



Source: QWI, RKG Associates, Inc., 2022

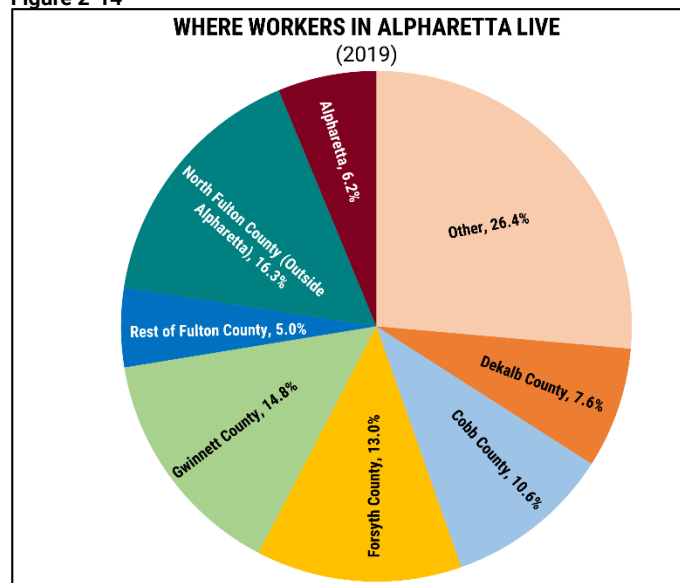
Technology businesses were the clear winners during the COVID-19 pandemic, capitalizing on the heightened demand for digital products and services. As other industries faced employment contractions, shifts to remote-working models allowed technology businesses to sustain jobs and even expand operations. While the pandemic subsides, remote-working models, or at least hybrid working models have become commonplace. And are anticipated to remain well into the future.

Alpharetta's long-term economic prospects may be threatened, especially since technology-based businesses are a core segment of the City's economy. The mass transition to hybrid-work models coincides with fewer workers commuting to the City, a contracted consumer base to support service-based businesses, and reduced demand for office spaces. These adverse impacts, among others, could be accelerated in Alpharetta, as the City falls short on many assets that appeal to the evolving technology-based workforce in the 'New-Age Economy' - income-compatible rental housing, work-live-play destinations, efficient and convenient public transportation.

6. Labor Force Mobility Patterns

Most of Alpharetta's workforce live outside the City's limits and even Fulton County. Forsyth County and Gwinnett County represent nearly 30% of in-commuters (Figure 2-14); Both areas offer the ability to secure less-expensive housing outside Alpharetta while accessing high-salary employment opportunities within the City's limits. As a hub for knowledge-based industries (e.g., Technology) and corporate operations, Alpharetta offers abundant employment opportunities that pay high salaries. Many of these salaries are insufficient to afford the City's exorbitant housing costs, however. This is reality for many entry-to-mid young professionals, forced to commute far distances to their place of employment.

Figure 2-14



Source: QWI, RKG Associates, Inc., 2022

The mismatch between housing and jobs dovetails Alpharetta's large proportion of in-commuters. Critical segments of the City's workforce, including young professionals and service-based workers can't afford to live in the City. This helps contribute to widespread traffic congestion, workforce recruitment, and fewer spending sources overtime.

F. INSIGHTS & IMPLICATIONS

Alpharetta is a major employment center in North Fulton County and has transformed into a vibrant technology hub recognized across the country. Corporate expansions have contributed to Alpharetta's success, attracted to the City's high quality-of-life amenities and highly skilled workforce. Evolving socioeconomic trends, including an aging workforce, and declining base of young professionals can impose adverse impacts and threaten the City's long-term economic sustainability. Feasible impacts include labor market shortages, reduced spending capacities, business recruitment challenges. In an effort to counteract these impacts and strengthen its economic resiliency, the City of Alpharetta must consider executing policies and programs that adapt to prevailing market preferences, in particular initiatives that attract young professionals and service-based workers. This will require strengthening the connectivity for the City's workforce, offering accessibility to price-compatible housing opportunities and efficient public transportation options.

3 REAL ESTATE MARKET ANALYSIS

A. INTRODUCTION

Alpharetta's real estate market is predominantly the traditional suburban bedroom community. The City's economic activity centers also reflect more traditional suburban form (e.g., horizontal mixed uses, large surface parking fields...). However, Alpharetta is also equipped with a substantial corporate-scale office inventory that fueled the city's transformation into a major employment hub. While Alpharetta's residential market is expected to remain vigorous, shifting workforce preferences and macroeconomic trends are adversely impacting the vitality of the city's campus-style office market. Above all, the preference to work in walkable destinations abundant with community amenities and services is affecting location decisions of larger corporations. The shifting preference towards working among these destinations has imposed pressures on increasingly outdated forms of commercial developments.

Suburban office parks represent most of Alpharetta's office market and are reporting high vacancy rates. Rates are projected to rise while yielding to workplaces more in character with urban marketplaces, credited for offering better proximity between housing opportunities, at-work amenities, and the office. While the connection between real estate and economic development becomes increasingly stronger, the City of Alpharetta enhancement of the built environment to reflect shifting workplace preferences will benefit long-term office market viability. Consequently, improving their prospects for job creation, business recruitment/retention, and entrepreneurship.

The Real Estate Market Analysis assesses Alpharetta's residential and non-residential marketplace, to understand recent trends, current conditions, and emerging opportunities to assist the City of Alpharetta create policies and programs that bolster their built environment to promote sustainable economic development outcomes.

B. MAJOR FINDINGS

Outdated development concepts can threaten business recruitment and retention efforts. Suburban office parks were regarded as the primary source of the city's transformation into a major employment hub. As workplace preferences shift towards hybrid-work models and employment in vibrant urban areas, the city's office stock increasingly falls out of favor. Consequently, imposing major challenges to recruiting and retaining businesses.

Mismatch between jobs and housing can affect long-term labor market outcomes. The city's aging population and declining prime-working age population makes Alpharetta vulnerable to labor market shortages. Many young professionals, essential for sustaining Alpharetta's

long-term labor market performance, are excluded from living in the city due to prohibitive costs-of-living. Minimal housing opportunities are affordable to young professionals, reducing their attractiveness to working in Alpharetta. Additional price-diverse housing options can help attract young professionals while facilitating job creation efforts.

Scarce development opportunities are readily available. Since Alpharetta is largely built out and remaining vacant parcels are limited by zoning regulations, construction activity has been limited. As land prices escalate, developers are forced to construct at higher densities to make projects financially feasible. In particular, mixed-use developments projects credited for enhancing the city’s economic development efforts. Given the limited development conditions, infill and redevelopment strategies have become the best alternative.

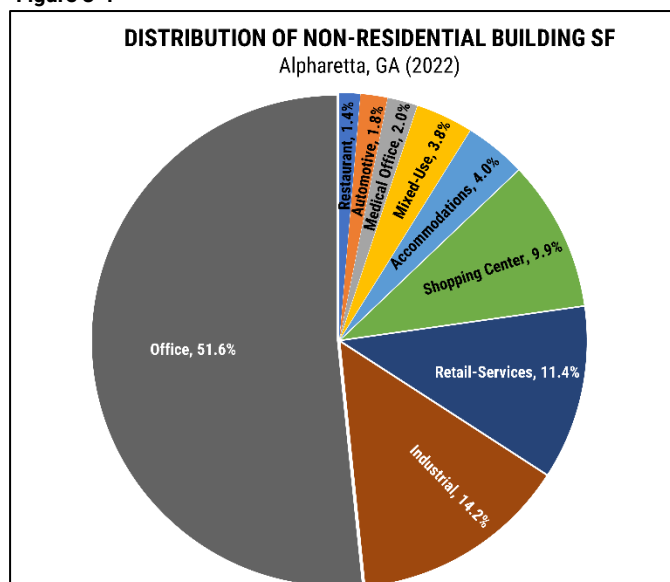
New work-live-play destinations prove concepts work but benefits can be maximized if made more affordable. City Center and Avalon represent ground-breaking concepts for Alpharetta, centralizing live-work-play opportunities. Both prove to be producing successful outcomes, activating street life and pedestrian foot traffic. However, both are strictly designed for high-income households at the detriment of critical segments of Alpharetta’s workforce. This includes young professionals, who thrive in these lifestyle destinations. Expanding work-live-play destinations but integrating more price-diverse housing options can attract young professionals while facilitating the city’s job creation efforts.

C. DEVELOPMENT TRENDS

1. Non-Residential Building Stock

Office uses dominate Alpharetta’s non-residential built spaces, constituting over 50% of the city’s non-residential building square footage (Figure 3-1). Most of the city’s office uses are located in traditional suburban office parks, facilitating Alpharetta’s transformation into a major employment center in the late 1990s. In recent years, suburban office parks have increasingly fallen out of favor as businesses gravitate towards urban centers to gain better access to a young-talented workforce. This is largely due to young professionals’ lifestyle preferences, many of whom prefer to live and work in areas that offer convenient access to amenities and services. These preferences conflict with

Figure 3-1



Source: City of Alpharetta, RKG Associates, Inc., 2022

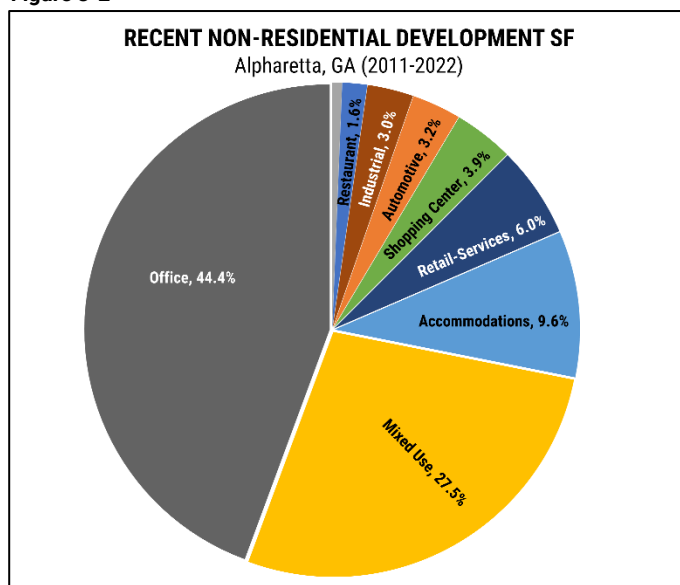
the prototypical suburban office park model, which typically requires workers to drive to their place of employment. Trends suggest many young professionals prefer to ride public transportation, walk, or even bike to their place of employment.

While the suburban office park concept is losing favor as a preferred employment destination, much of the city's existing inventory offers opportunities to be reimagined in support of prevailing market trends. In particular, redeveloping or converting campus-style office parks with high vacancies into work-live-play activity centers; ideally, a combination of apartments, retail establishments, and office spaces formulated in an accessible and walkable environment. These types of activity centers can help Alpharetta attract young professionals, whose residential population in the city continues to decline. In addition to suburban office parks, underutilized shopping centers are ripe for conversions into work-live-play activity centers. This includes the North Point Mall, which continues to decrease in economic and social value.

2. Recent Non-Residential Building Activities

The total non-residential building square footage developed since 2011 represents approximately 14% of all non-residential development within the city's limits. Among non-residential buildings developed since 2011, nearly 70% were built between 2016 and 2022. Mixed-use projects constituted a substantial share of non-residential development since 2011 (Figure 3-2), with most occurring in the middle of the previous decade. Consumer preferences for walkable activity centers fueled the construction of notable projects like City Center and Avalon. Both have catalyzed numerous economic benefits for Alpharetta, strengthening the city's commercial marketplace, facilitating business recruitment efforts, and creating a vibrant communal destination for residents. Permitting expansions of mixed-use destinations can benefit's Alpharetta economic development efforts overtime, enhancing job creation and business recruitment.

Figure 3-2



Source: City of Alpharetta, RKG Associates, Inc., 2022

3. Land Use Efficiencies

Successful work-live-play activity centers are designed to be human-centric, offering convenient accessibility to employment opportunities and community-based amenities. Convenient

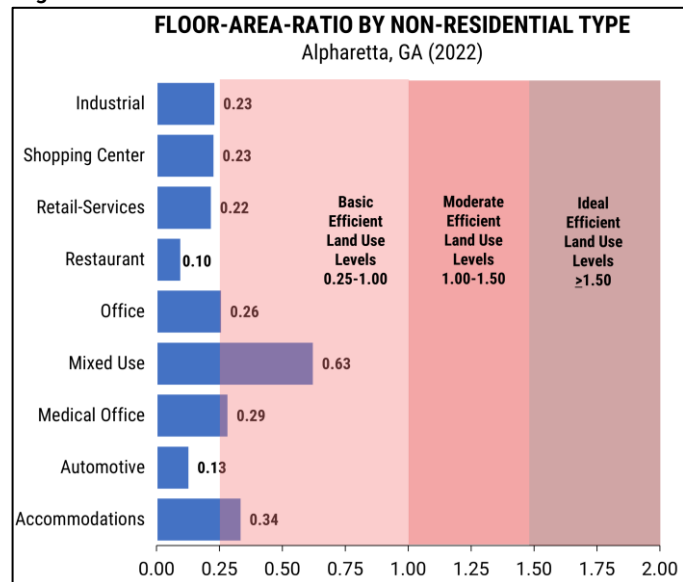
accessibility is synonymous with high-walkability levels, instrumental to the success of areas like City Center and the Avalon. Both areas are pedestrian-scale, offering walkability to retailers, restaurants, and office spaces. Consequently, catering to prevailing market preferences while attracting households and businesses. Other areas of Alpharetta are capable of absorbing further expansions of human-centric development patterns but embracing higher developmental densities will be required.

In contrast to most major employment centers, Alpharetta's sparse development patterns reflect a typical suburban community. A distinguishing feature is the city's low Floor-Area-Ratios (FAR) for most commercial building types. The FAR measures the density of developed parcels in square feet, or the floor size of the building in relation to the size of the parcel upon which it was built. Most commercial building types in Alpharetta reported FARs well below 1.00 (Figure 3-3), configuring a built environment that promotes driving while discouraging walkability and connectivity. Mixed use buildings are the only commercial building type that reported FARs above

1.00, manifested in activity-dense structures such as those exhibited along Commerce Street in Downtown Alpharetta; A tremendous display of planning that appeals to the tastes and preferences of young professionals and service-based businesses.

A major barrier to increasing density levels in Alpharetta is the city's restrictive zoning and land use regulations which limit infill development opportunities. These restrictions are largely intended to safeguard the character and identity of residential subdivisions; A priority shared among many active community members that can undermine the city's economic development efforts. Easing restrictions can facilitate investment activities that strengthen the city's job creation efforts. This can be targeted in commercial-intensive areas separated from residential subdivisions (e.g., Northpoint area), balancing the city's objectives of sustaining long-term economic growth without impacting community character.

Figure 3-3



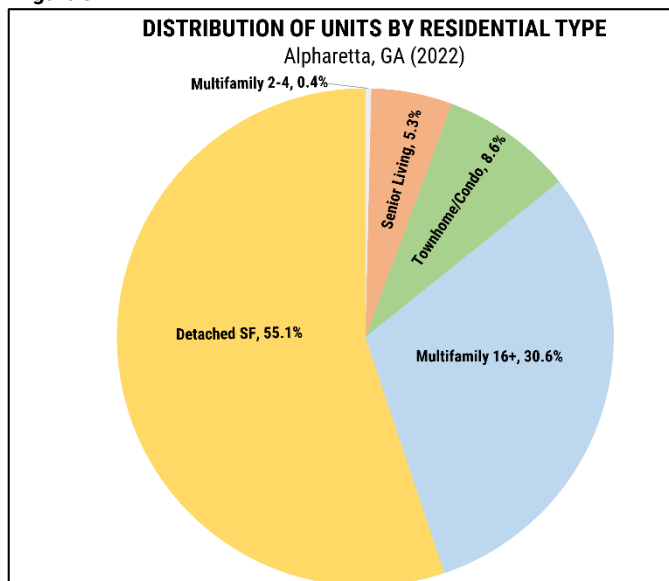
Source: City of Alpharetta, RKG Associates, Inc., 2022

4. Residential Building Stock

Most housing units in Alpharetta are single-family detached homes, consuming over half of the city's residential building stock (Figure 3-4). The imbalance of single-family detached homes corresponds to the city's preferential treatment towards homeownership, satisfying a long-standing community convention to preserve Alpharetta's suburban design and character. In fact, a salient policy included in the city's most recent comprehensive plan is ensuring Alpharetta's housing stock maintains a ratio of 68% owner-occupied units to 32% rental units (Horizon 2040). While fewer multifamily rental units are constructed and market demand increases, rental prices escalate which strains the affordability levels of existing rental households. This is an existing challenge in Alpharetta, as severe supply shortages impact the city's rental households at the lowest- and highest-income levels (Figure 3-5). Many are therefore excluded from living in Alpharetta, forced to seek housing opportunities elsewhere.

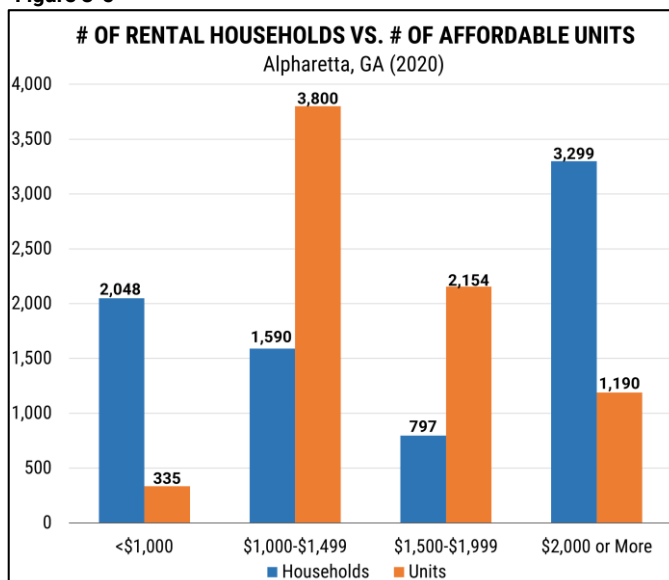
Among rental households that can't afford to live in Alpharetta, many represent critical segments of the city's workforce. In particular, service-based workers and even entry-to-mid-level white-collar workers. While most workers can't live locally, many are subjected to commuting into the city, increasing traffic congestion on Alpharetta's already overburdened roadways. Longer commute times and psychological stress follow, pressing many workers to seek job opportunities that offer greater accessibility and proximity to their places of employment. Such opportunities play to the prevailing market preferences of young-educated professionals while reducing the attractiveness of working in Alpharetta. Without the

Figure 3-4



Source: City of Alpharetta, RKG Associates, Inc., 2022

Figure 3-5



Source: U.S. Census, RKG Associates, Inc., 2022

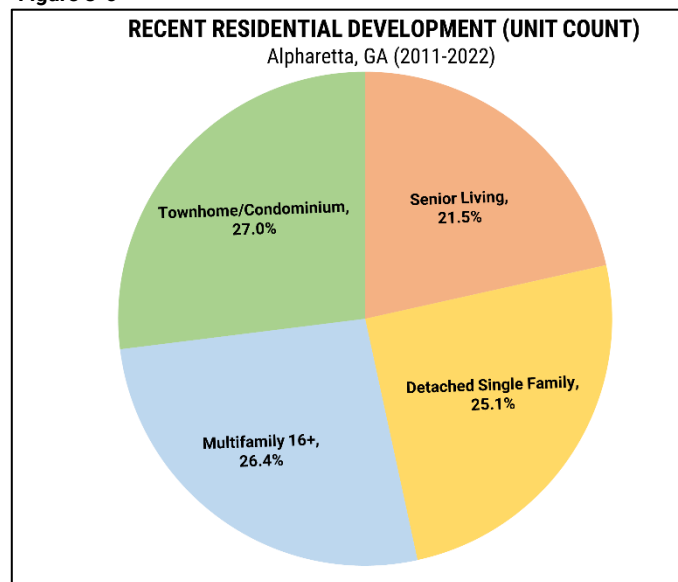
infrastructure that attracts young-educated professionals—price diverse rental options and public transportation—Alpharetta’s aging labor market becomes all the more vulnerable to shortages in the long-term. And as a result, exposing the city’s economic development efforts to adverse conditions. A smaller labor pool increases the challenge of recruiting and retaining businesses, reduces entrepreneurial ventures, and decreases overall spending capacities.

5. Recent Residential Building Activities

Housing has served as a major protagonist within Alpharetta’s economic development narrative. The city’s abundance of high-end homes appeals to c-suite executives, attracting many to locate their business operations in Alpharetta. The city’s abundance of homeownership opportunities appeals to families, attracting many to nurture children in a safe community with accessibility to high-quality schools. The benefits to Alpharetta’s economic base are irrefutable, as the city’s absorption of businesses and households have culminated in rapid job and fiscal expansions.

Recent residential construction activities have continued the city’s economic development narrative, although, through a different approach. Contrary to historical development trends, residential construction was more balanced across development typologies. Rather than limited to detached single family homes, multifamily units constituted a greater share of residential construction activities in the previous decade (Figure 3-6). Most multifamily construction was integrated with groundbreaking mixed-use projects such as Avalon and City Center. Both projects reflect the ideals of a modern-living environment, offering living opportunities within walking distance to jobs, services, and community-based amenities. These types of dynamic and compact environments are credited for attracting young-education professionals. And rental units in general, are credited for attracting service-based workers. Avalon and City Center are not designed to do so, however.

Figure 3-6



Source: City of Alpharetta, RKG Associates, Inc., 2022

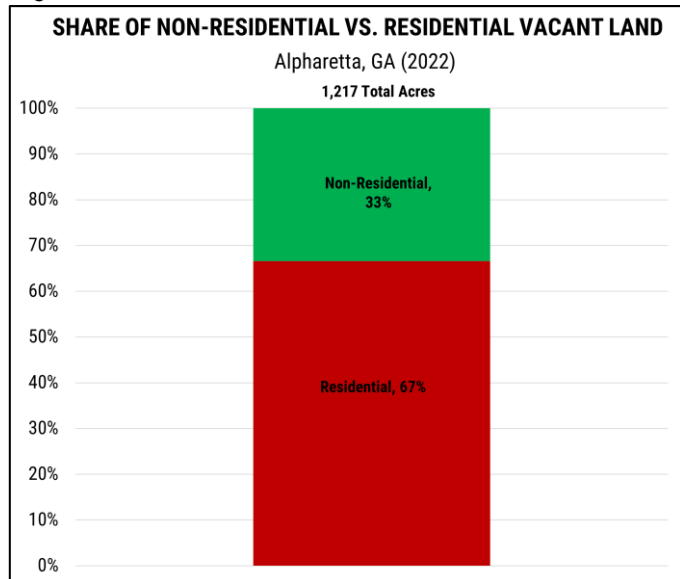
Recently constructed owner-occupied homes in proximity to these projects are averaging \$700,00 or more while rental-occupied units are priced at \$2,000 or more. The expansion of high-end housing options, although multifamily units were incorporated into the residential landscape, is expected to continue the city’s economic development narrative; Particularly, attracting high-income households. This isn’t considered a bad thing. However, excluding housing to the

highest-income households can make the city vulnerable to economic development challenges overtime; Ultimately, challenges related to workforce and business recruitment.

6. Developable Land Opportunities

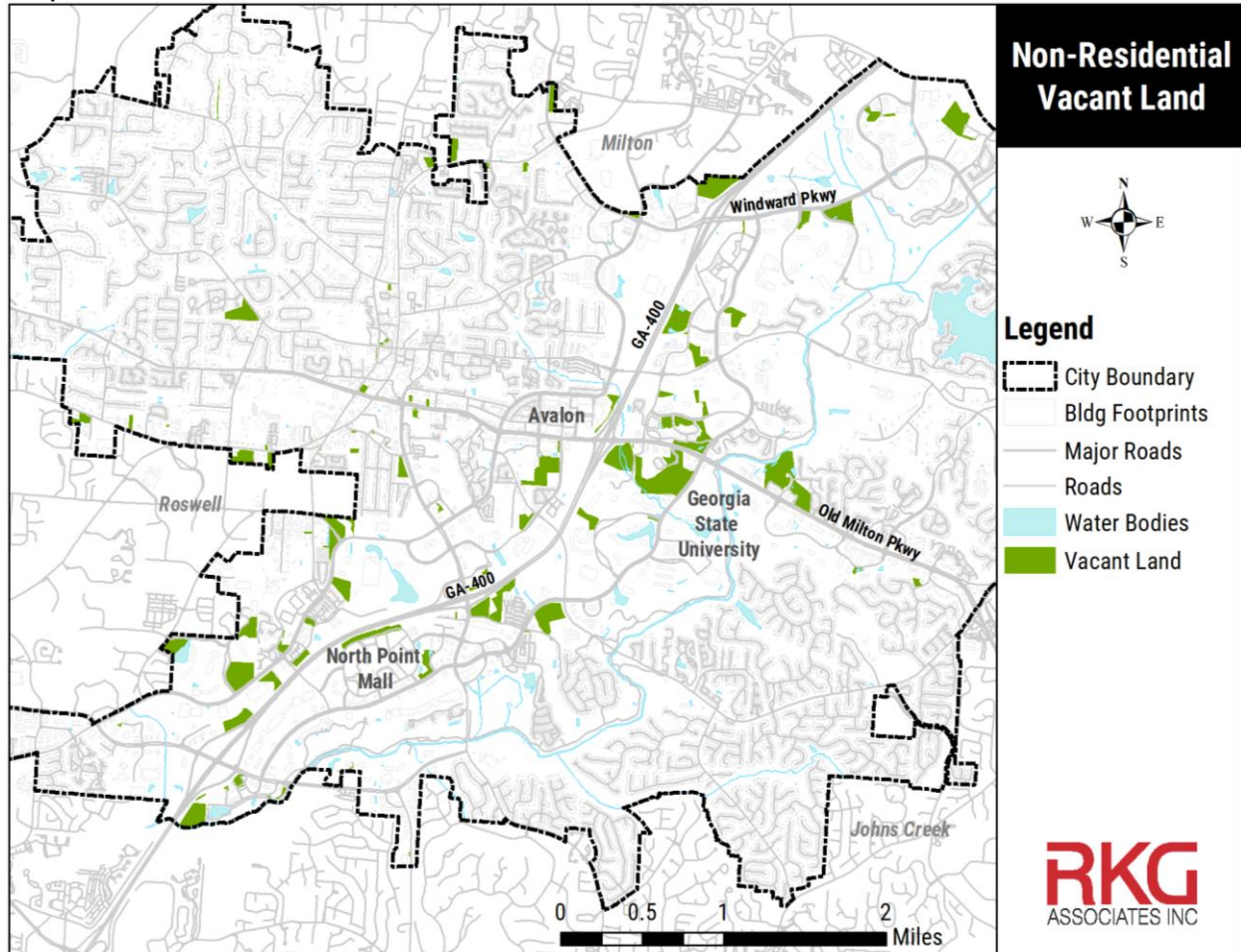
Map 3-1 illustrates the city's minimal availability of non-residential vacant land that could be used for development opportunities. Alpharetta is largely built out, and most remaining vacant land is restricted to residential development (Figure 3-7). The lack of vacant land available to non-residential development opportunities contribute to the city's escalating land prices, which demand developers to construct higher density projects to justify the increased costs of construction. Rising construction costs and limited vacant land availability suggests a critical need to permit higher densities in the city's primary commercial activity areas. In particular, targeting infill and redevelopment opportunities on underutilized suburban office parks and shopping malls. The approach to future development opportunities should consider prevailing labor market preferences; Particularly, mixed-use developments that encourage walkability, accessibility, and connectivity.

Figure 3-7



Source: City of Alpharetta, RKG Associates, Inc., 2022

Map 3-1



Source: City of Alpharetta, RKG Associates, Inc., 2022

D. COMMERCIAL REAL ESTATE MARKET ANALYSIS

REIS, a commercial real estate analytics firm, produces key commercial market indicators of geographic areas nationwide; including distinct submarkets throughout metro Atlanta. Alpharetta's commercial markets (office, retail, industrial) are represented in submarkets delineated by REIS. The following sections evaluate these submarkets while providing insights into market performance in the City of Alpharetta. Maps 3-3 through 3-5 at the end of this chapter illustrate the submarkets under analysis.

1. Office Market

The Roswell/Alpharetta submarket represents the northernmost stretches of metro Atlanta's broader office marketplace, incorporating portions of Johns Creek, Forsythe County, and Roswell. In wake of Atlanta's rapidly expanding marketplace, Alpharetta/Roswell absorbed a tsunami of corporations and professional-services businesses, attracted to the submarket's extensive stock of suburban office parks; a long-standing development trend that catered to the workplace preferences of the time. The suburban office park can offer abundant parking spaces, efficient commutes, and proximity to the home addresses of c-suite executives. Times have changed, however, as the suburban office park concept increasingly falls out of favor. The value of location and a sense of destination has upended this concept, contributing to Alpharetta/Roswell's high vacancy rates; nearly 1/4th of its office stock is unoccupied as of 2022 (Figure 3-8). That's 3.8 million square feet, a vast display of unused workspaces and underutilized economic activity. Employees, especially among the millennial population and rapidly expanding Gen-Z generation, increasingly prefer workspaces near public transportation integrated within vibrant work-live-play-destinations.

These shifting preferences offer justification for Alpharetta/Roswell's high vacancy rates. Most of the submarket's office spaces are located in isolated areas without convenient accessibility to public transportation options and social amenities. Workers are forced to commute through metro Atlanta's unforgiving traffic conditions while increasing their likelihood of developing an unhealthy work-life balance. A standard 40-hour work week in addition to a long and unpredictable commute leaves substantially less time and energy for activities outside the workplace; an employment situation that many young professionals are prone to avoid in

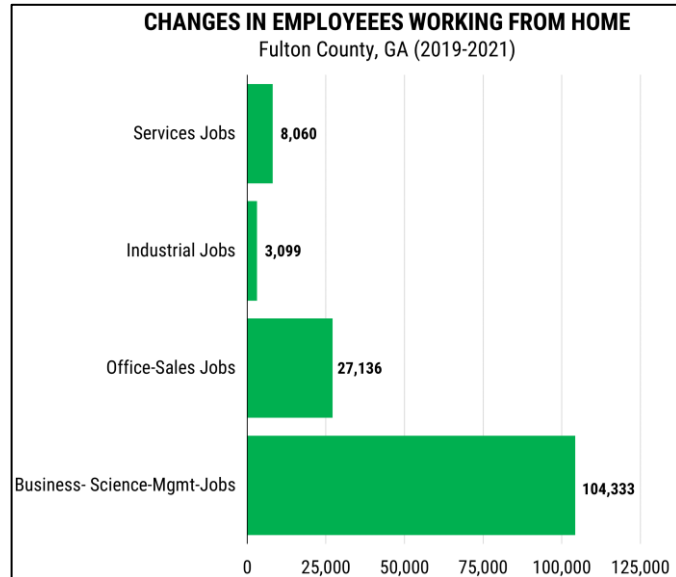
Figure 3-8

Roswell/Alpharetta Office Submarket		
2022 Q2 Metrics:		Outlook
Total Square Footage:	16.1 Million SF	
Total Vacancy Rate:	23.4%	
'Class A' Vacancy Rate:	21.6%	
Total Net Absorption:	-290,000 SF	

Source: REIS, RKG Associates, Inc., 2022

favor of working in urban areas designed to offer a better work-life balance. Many reside in urban areas, taking advantage of the enhanced proximity to jobs, services, and social opportunities while improving their quality-of-life standards. As the competition for young talent tightens, businesses increasingly locate nearby to strengthen their workforce recruitment and retention outcomes. And so, expanding their office footprints in places like Midtown Atlanta. The evolving preference among workers, to capture greater accessibility to their place of employment, was especially accelerated during the COVID-19 pandemic. To comply with social-distancing restrictions, most white-collar businesses transitioned to a work-from-home model. Between 2019 and 2021, substantial expansions occurred among Fulton County's workforce that worked from home (Figure 3-9). While social-distancing restrictions have been lifted, working from home has remained a popular workplace model in Fulton County. Or rather, hybrid-work models at the very least.

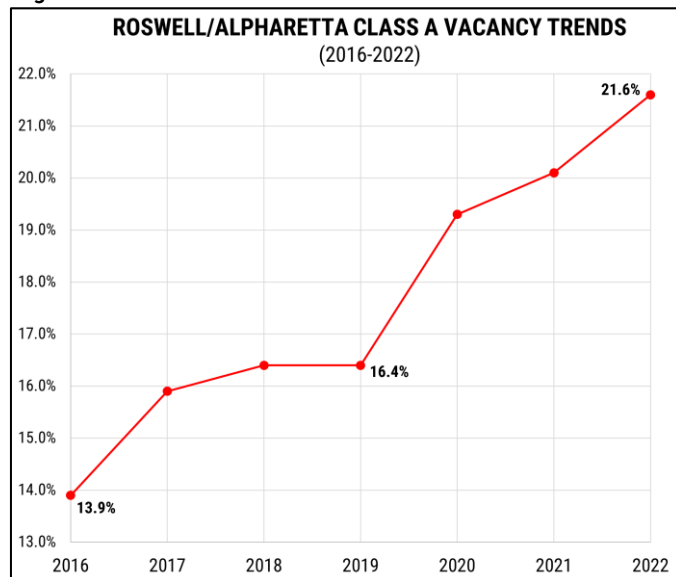
Figure 3-9



Source: REIS, RKG Associates, Inc., 2022

These models are expected to remain, prompting many white-collar white businesses to reevaluate their unused workspaces or downsize their spaces. Technology-based businesses, Alpharetta's primary economic base, are credited for spearheading this transition. As leases expire, many are vulnerable to discontinuing their leases at existing spaces; Particularly, those operating out of 'oversized' spaces represented in Alpharetta's excessive supply of suburban office parks. While businesses are prone to downsize their physical footprint due to hybrid-work models and attraction towards urban environments, vacancies are projected to increase among the city's office market. That even includes buildings recognized for their high-quality design standards. Class A office spaces report vacancies above 20% (Figure 3-10),

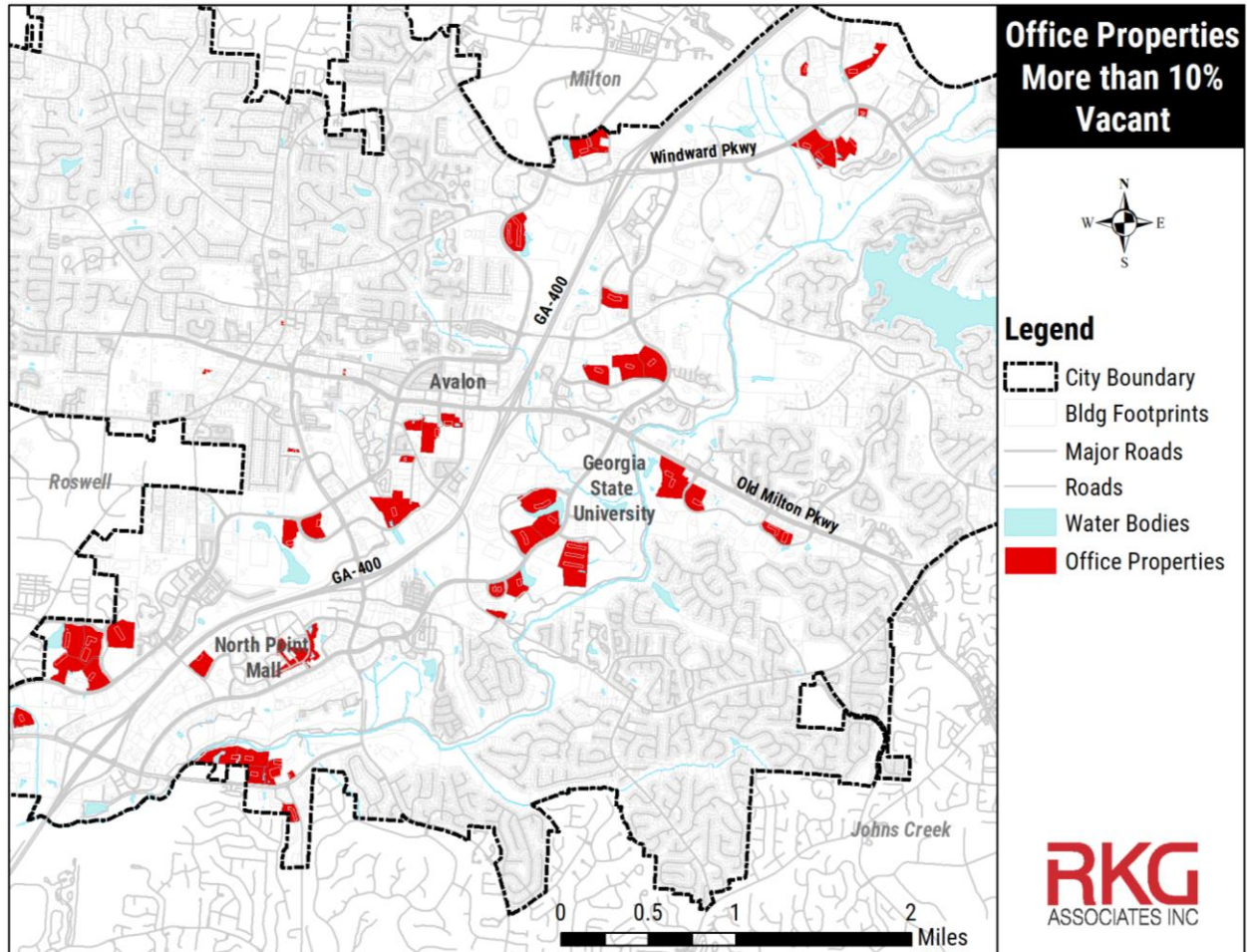
Figure 3-10



Source: REIS, RKG Associates, Inc., 2022

reinforcing how the value of location exceeds and level of accessibility to services exceeds the value of construction quality in today's marketplace. As suburban office markets like Alpharetta struggle to retain tenants, many property owners are urged to reconsider their long-term investment prospects. Some have answered through expanding lifestyle amenities on their properties, as office parks like The Edison and The Sanctuary seek to attract workers back to the office. These interventions may be insufficient, however--large quantities of The Sanctuary remain vacant as the office park is situated far away from housing opportunities designed for entry-to-mid-level professionals.

Map 3-2



Source: REIS, RKG Associates, Inc., 2022

In an effort to reverse the trend of rising vacancies across Alpharetta's office market, the city must execute a comprehensive approach designed to match prevailing workplace preferences. Above all, localizing town-center style developments with price-diverse housing opportunities, access to public transportation, and co-working spaces. Underutilized suburban office parks with high vacancies (Map 3-2) are viable to support these developments through a collection of infill and/or redevelopment strategies. The results of these efforts can help strengthen Alpharetta's economic development position by attracting young professionals to replace an aging workforce, expand the labor pool for existing businesses, and sustain the city's fiscal base for supporting local services.

2. Retail Market

As a major employment hub for commuters, Alpharetta has developed into a regional shopping destination for north metro Atlanta. Daily workforce commuters more than double Alpharetta's daytime population, escalating the city's daily consumer base while driving revenue streams across major retail types. Food services and drinking places report large surpluses (Figure 3-11), as drive-in retailers attract commuters along the city's major north-south and east-west thoroughfares. While commuting patterns are vulnerable to decline due to hybrid-work models, Alpharetta's retail market is susceptible to decreased consumer activity. Suburban retail outlets already face market threats, as the demand for online shopping (ecommerce) continues to increase; A regional trend that satisfies consumer preferences for convenient and accessible purchases. The popularity of ecommerce has undermined the performance of suburban-dominated retail markets, including the Sandy Springs/North Fulton submarket where inventories have declined and vacancy rates remain high (Figure 3-12). The City of Alpharetta, a retail hotspot within the Sandy Springs/North Fulton submarket, has launched synergistic approaches that can enhance the performance of traditional brick and mortar establishments.

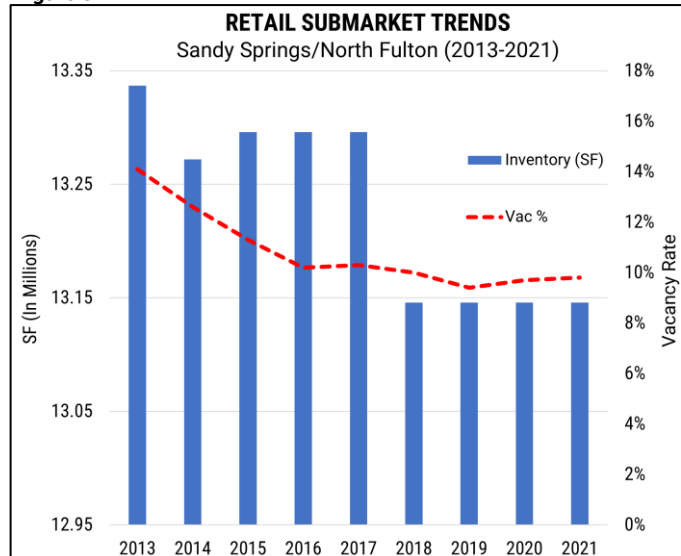
City Center and Avalon represent ground-breaking projects that split from the city's long-standing approach to retail; automobile-oriented developments such as shopping malls

Figure 3-11



Source: REIS, RKG Associates, Inc., 2022

Figure 3-12



Source: REIS, RKG Associates, Inc., 2022

and single-anchor neighborhood centers. Retailers throughout both projects capitalize off the synergies of nearby housing and offices, attracting consumers due to their presence in walkable-accessible locations. Branded as live-work-play destinations, City Center and Avalon are credited for activating street life and pedestrian traffic beyond standard business hours. Therefore, enabling stores and restaurants to capture revenue streams beyond the city's daytime population. These types of developments have gained favor in retail marketplaces, tempering the adverse impacts of ecommerce and declining commuting patterns. Meanwhile, threatening the economic vitality of former bustling retail outlets such as shopping malls.

Figure 3-13

Sandy Springs/North Fulton Submarket		
2022 Q2 Metrics:		Outlook
Total Square Footage:	13.2 Million SF	
Net Absorption:	3,000 SF	
Vacancy Rate:	9.8%	
Asking Rent-\$/SF:	\$21.7	

Source: REIS, RKG Associates, Inc., 2022

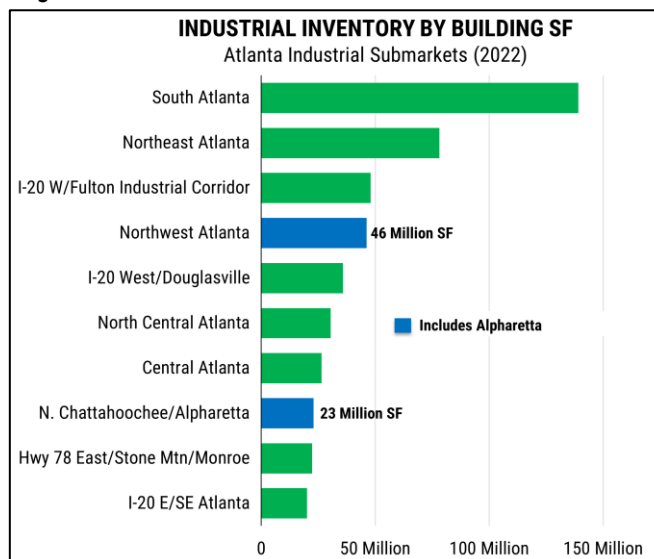
That includes the North Point Mall, a former bustling retail outlet for shoppers in metro Atlanta. In wake of shifting consumer preferences, the mall has been in decline while exhausting a potential source for economic development. Revitalization efforts have generated interest from the development community, submitting proposals that model the ideals of a work-live-play destination. And therefore, enhance the performance of nearby retailers. Policymakers have struggled to embrace such proposals, fearing that additional multifamily units may disrupt competing community objectives. As the connection between retail performance and housing strengthens, embracing work-live-play destinations becomes more critical. Not only for retailers but for the city's long-term sustainability, as these destinations have become essential for job creation in the New-Age Economy.

3. Industrial Market

Prototypical industrial development—noxious processing plants and spacious warehouse facilities—are unlikely to materialize in Alpharetta or be a feasible source for job creation in the city. Limited vacant parcels are available to support construction activities and operations can undermine the city's quality-of-life. Moreover, while the region is a global supply-chain leader, other areas of metro Atlanta offer cost-effective alternatives. For instance, the South Atlanta submarket's substantial inventory is credited to its intersection with three interstates and proximity to Hartsfield-Jackson Atlanta International Airport. These locational conditions appeal to production-based operations, attracted to the advantageous cost-efficiencies. Ultimately, these advantages enabled the South Atlanta submarket to capture the most industrial development inventory in the broader metro Atlanta industrial market (Figure 3-14).

Alpharetta is divided into two of metro Atlanta's submarkets, North Chattahoochee/Alpharetta, and Northwest (Figure 3-15). The city's representation is minimal in both submarkets, mostly comprised of Flex/R&D spaces and storage facilities. The former benefit city-area businesses with generally lower lease rates than traditional office buildings; Whereas the latter benefit city-area households, allowing high-income households units to store excess property. In contrast to Flex/R&D spaces, storage facilities consume substantially more land resources while generating fewer jobs. As job creation remains an incentive for the City of Alpharetta and development opportunities are scarce, storage facility expansions can create obstacles.

Figure 3-14



Source: REIS, RKG Associates, Inc., 2022

Accounting for the city's scarce development resources, skilled-technical workforce, and thirst for job creation, targeting investments towards scaled-down R&D facilities appears to be strategic. However, like recent innovative retail investments, it must be synergistic; Providing the ingredients enables micro-R&D facilities to thrive, integrated with housing and lifestyle amenities. Otherwise coined as live-work-create destinations. Urban areas are recognized for these investments, as makerspaces and micro-labs are popping up around mixed-use development centers. Underutilized commerce parks and commercial areas in Alpharetta are prime candidates to support these investments through infill and redevelopment opportunities.

Figure 3-15

N. Chattahoochee/Alpharetta Industrial Submarket		Northwest Industrial Submarket	
2022 Q2 Metrics:	Outlook	2022 Q2 Metrics:	Outlook
Total Square Footage: 21.8 Million SF	↑	Total Square Footage: 46.2 Million SF	↑
Net Absorption**: 380,000 SF	↑	Net Absorption**: 3.6 Million SF	↑
Warehouse Vacancy Rate: 4.3%	↓	Warehouse Vacancy Rate: 9.6%	↓
Construction Activity**: 425,000 SF	↑	Construction Activity**: 2.7 Million SF	↑

Source: REIS, RKG Associates, Inc., 2022

And consequently, localize spaces within live-work-create destinations that support cottage manufacturers, promote entrepreneurship, and foster innovation.

E. INSIGHTS & IMPLICATIONS

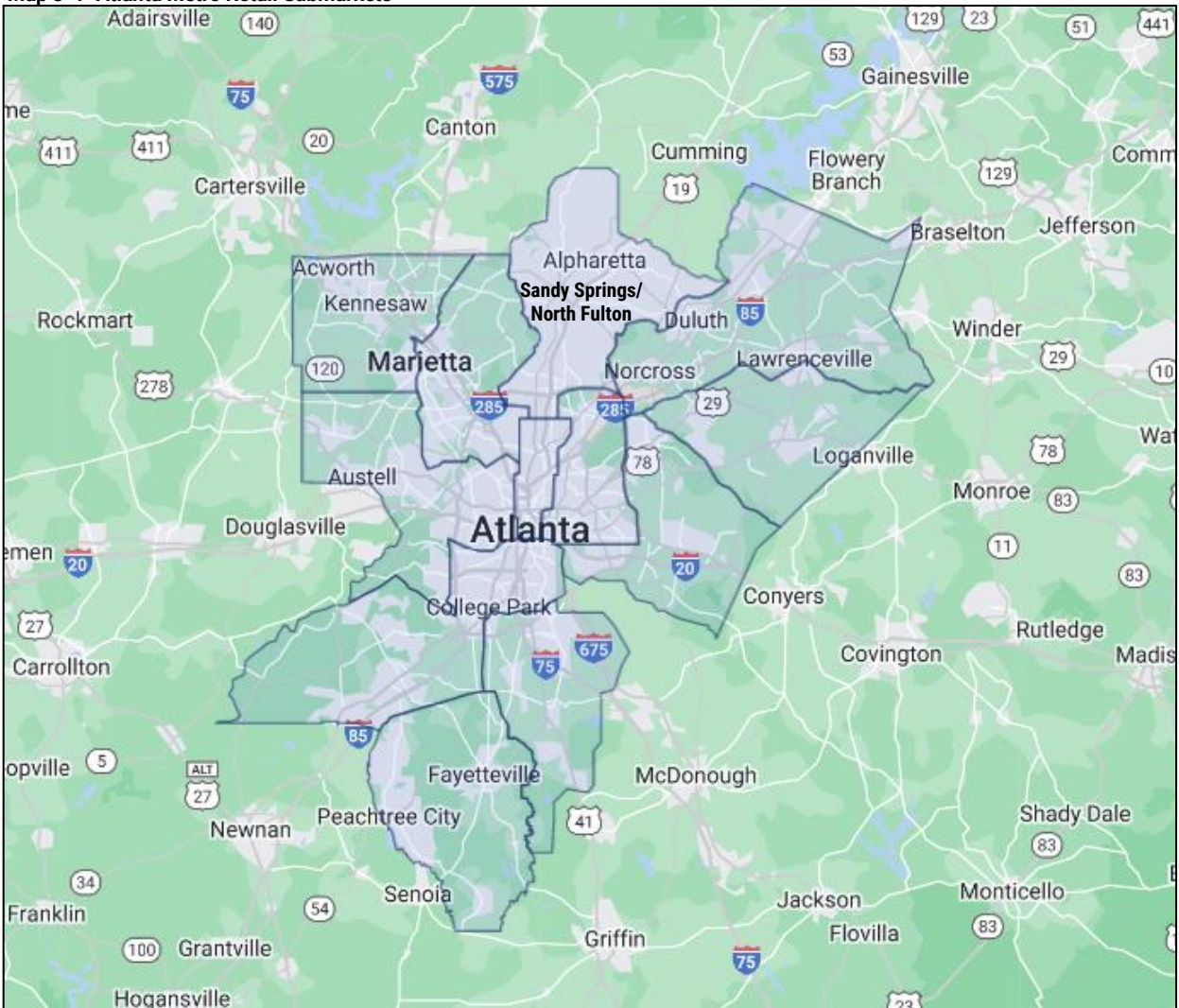
Shifts in workplace preferences, changes in consumer tastes, and outdated development patterns threaten Alpharetta's long-term economic sustainability. Neglecting to embrace these evolving market conditions can obstruct the city's job creation efforts, which becomes all the more important in face of disruptive socioeconomic forces; an aging population and declining Gen-Z population. Additional improvements to Alpharetta's built environment, that enhance walkability and accessibility can strengthen local labor market outcomes. The city can still retain its community character and identity without undermining economic development interests. It will involve greater flexibility towards density, concentrating work-live-play/create development opportunities in areas that 'make sense.' In particular, buffered away from residential subdivisions (e.g., North Point Mall). Above all, such opportunities must integrate key synergies to maximize economic development benefits: accessibility to public transportation, increased densities for enhanced walkability, and price-diverse housing options near key services/lifestyle amenities.

Map 3-3- Atlanta Metro Office Submarkets



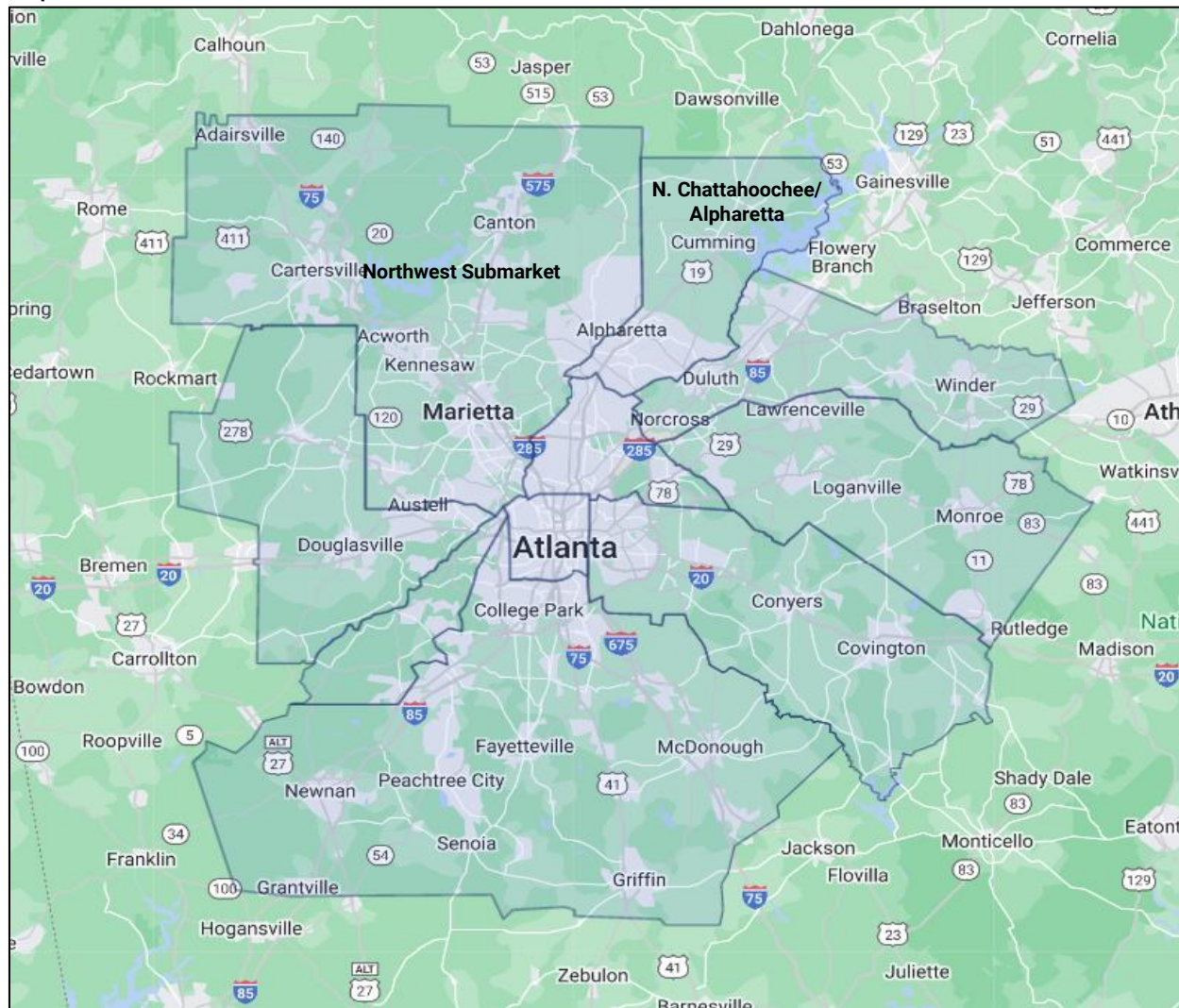
Source: REIS, RKG Associates, Inc., 2022

Map 3-4- Atlanta Metro Retail Submarkets



Source: REIS, RKG Associates, Inc., 2022

Map 3-5- Atlanta Metro Industrial Submarkets



Source: REIS, RKG Associates, Inc., 2022

4 TARGET INDUSTRY ANALYSIS

A. INTRODUCTION

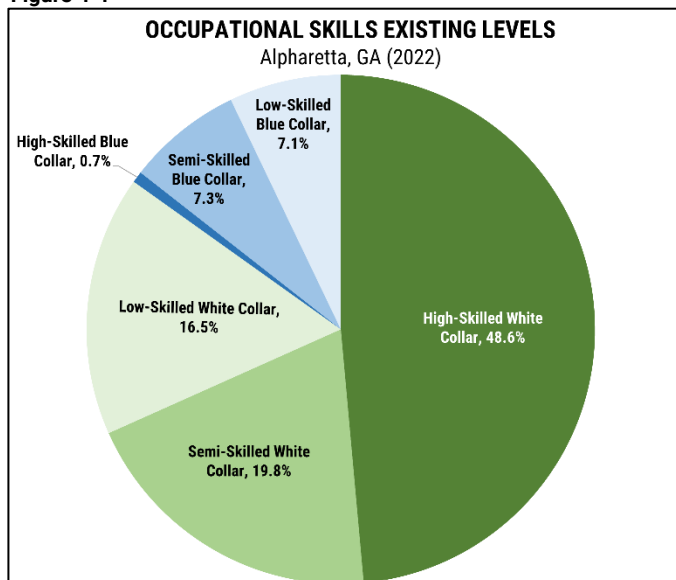
The objective of the Target Industry Analysis is to identify industry clusters that have the greatest potential to produce job growth in Alpharetta based on socioeconomic trends, real estate market conditions, and macroeconomic pressures. The analysis aims to guide Alpharetta towards a defined list of target industry clusters the City seeks to proactively recruit. This chapter includes: (1) an evaluation of characteristics related city's workforce, (2) site location strengths and weaknesses, (3), an assessment of local and regional business climate features for supporting the city's business recruitment and retention; (4) a description of the identified industry clusters and preliminary tools and initiatives to promote employment expansions within each industry.

B. WORKFORCE ANALYSIS

1. Occupational Skills Trends

Most occupations in Alpharetta are geared towards white-collar industries, designated for highly educated or experienced professionals. As of 2022, nearly half of jobs in the city are classed as 'High-Skilled White-Collar' occupations (Figure 4-1). This includes critical positions that serve Alpharetta's primary target industries, providing an essential source for attracting businesses in Software Development & IT Services. Major businesses such as ADP, LexisNexis, and Fiserv have expanded their footprints in Alpharetta, in an effort to enhance their recruitment efforts towards workers with software capabilities and technical skillsets.

Figure 4-1



Source: Lightcast, RKG Associates, Inc., 2022

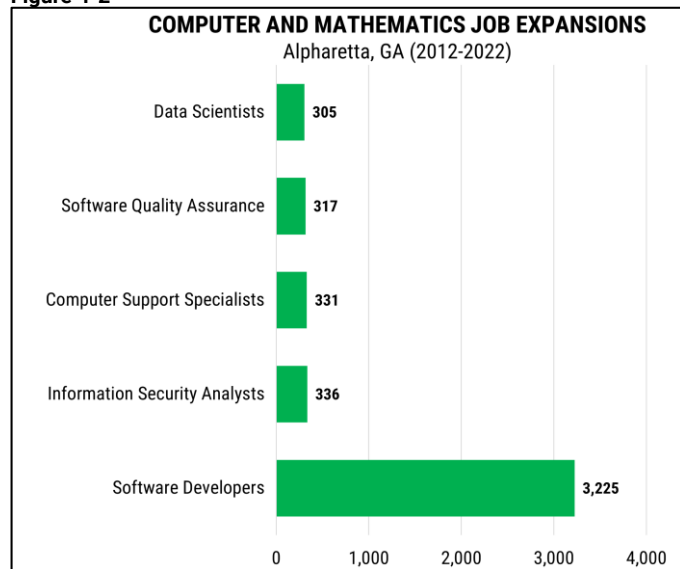
As several Software Development & IT Services businesses relocated to Alpharetta, successive job expansions unfolded among computer-based occupations (Figure 4-2). The expanded presence among these workers and Software Development & IT Services businesses is mutually reinforcing—an increase of qualified workers with software capabilities and technical skillsets is

expected to generate further increases among businesses seeking to recruit those workers. This favorable situation has been the reality for Alpharetta, as the city has transformed into a well-recognized tech hub. Alpharetta's transformation into a tech hub has generated several economic development benefits. This includes expanded local spending capacities and improved community marketability.

2. Occupational Skills Employment Projections

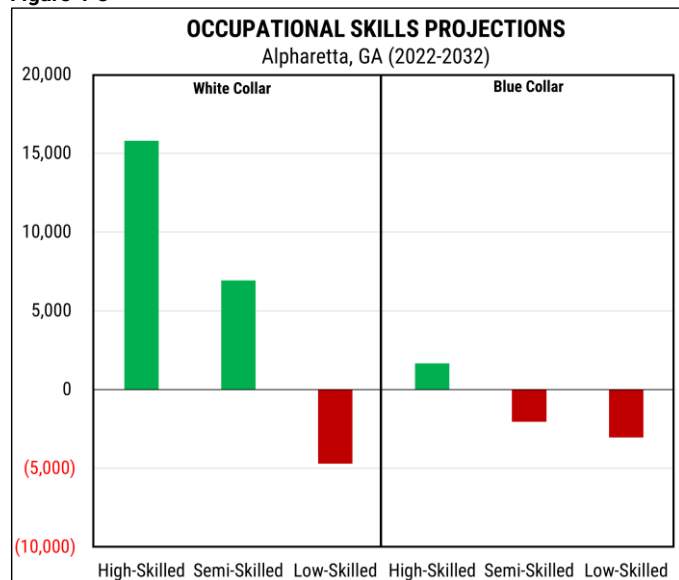
While Alpharetta has benefited through its continue development into a tech hub, the economic boom has imposed unintended consequences on critical segments of the city's workforce. This includes accelerating the displacement of service-based workers unable to afford the city's high—and rising—costs of living. Service-based businesses such as retailers and restaurants have felt these effects, with many business owners interviewed for this analysis reporting the challenge of finding workers willing to commute to Alpharetta. Projections point to recruitment conditions worsening for these types of businesses, as substantial losses are projected among low-skilled white-collar professionals through 2032 (Figure 4-3). The projected decline among service-based workers can result in a decline of key community services, including retail and healthcare. And consequently, impact Alpharetta's quality-of-life which plays a major role in the city's business recruitment and retention efforts. The City of Alpharetta must consider interventions that can limit the magnitude of future losses among low-skilled white-collar workers. That can include facilitating investments in workforce housing opportunities and efficient public transportation options.

Figure 4-2



Source: Lightcast, RKG Associates, Inc., 2022

Figure 4-3



Source: Lightcast, RKG Associates, Inc., 2022

3. Workforce Availability

While the abundance of highly skilled workers served as a major catalysis for business investment, particularly in Software Development & IT Services, recent labor market trends point to a decline in recruitment access for employees. Computer and Mathematics occupations, which include all the occupations listed in Figure 4-2, report an unemployment rate of 1.8% (Figure 4-4).

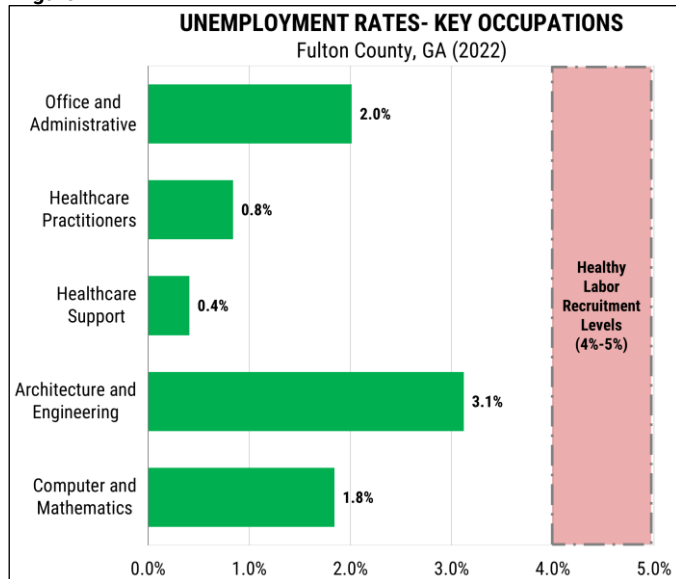
The unemployment levels point to a tight hiring market for Software Development & IT Services businesses. Most workers are already employed, leaving existing businesses with very few prospects available for recruitment. Without an adequate local supply of skilled talent, many businesses in Software Development & IT Services have turned to near-shoring and even offshoring to meet their workforce needs. This hiring practice accelerated during the COVID-19 pandemic, as virtual-working models normalize for Computer and Mathematical Occupations. This is especially pronounced within FinTech and Cybersecurity operations, which maintain a significant representation

within Alpharetta's city limits. While virtual recruitment models are projected to continue and recruitment within the city remains challenging, Software Development & IT Services businesses are more likely to relocate their operations elsewhere. And if so, the city is subjected to job losses, reduced spending capacities, and the challenge of backfilling vacated office spaces. Even if a business retains physical office space, fewer workers are commuting daily into Alpharetta due to virtual-working models. While fewer workers commute into Alpharetta, fewer spending resources are available to support the city's fiscal health and community services.

4. Workforce Development

Fulton County needs substantial workforce expansions among key occupations within target industry segments, sufficient to meet projected 2032 levels. Computer and Mathematics occupations, which are mostly employed within Software Development and IT Services businesses, need nearly 30,000 workers over the next 10 years to stabilize labor market conditions (Figure 4-5). For Alpharetta, expanding the number of workers in target industry segments will involve facilitating partnerships between private and public stakeholders, enhancing workers'

Figure 4-4



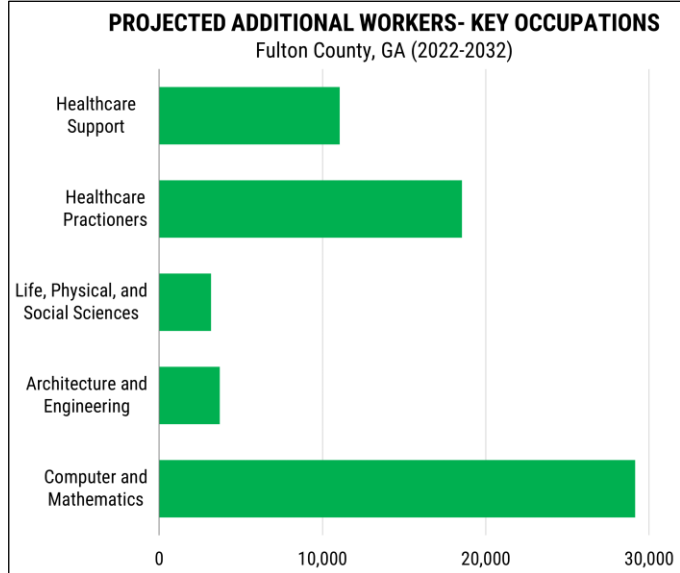
Source: Lightcast, RKG Associates, Inc., 2022

living conditions, and capitalizing on local educational resources. While the competition for young talent among target industry segments tightens in Fulton County, executing a comprehensive approach to job creation will be critical for Alpharetta.

The tightening competition for young talent is largely attributed to high-capital investment activities targeting the City of Atlanta. Major players in Big Tech, including Amazon and Google, expanded in Midtown Atlanta to strengthen their recruitment efforts towards impending graduates from world class research institutions in advanced technical and scientific fields. Particularly, from Georgia Tech (Figure 4-6).

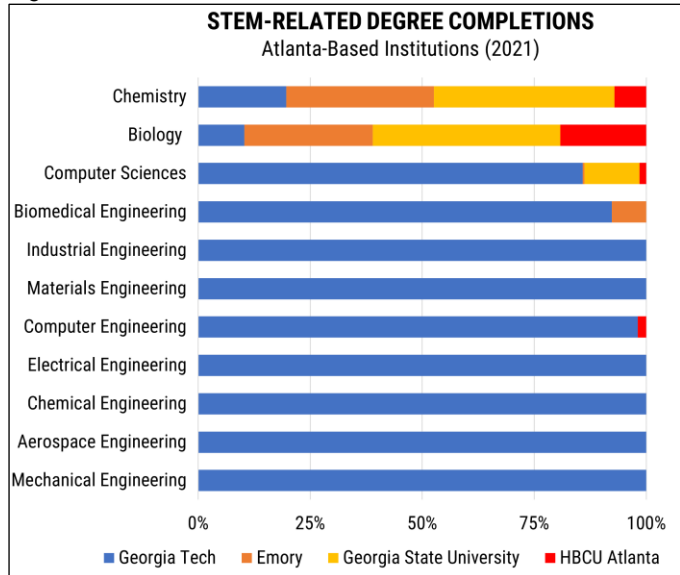
While Alpharetta-based businesses in technology-based sectors are prone to recruit from these institutions too, most graduates will likely be drawn to nearby companies in Atlanta. In effort to capture greater proportions of graduates in Alpharetta, the city will have to consider implementing a comprehensive approach; providing price-diverse housing options affordable to entry-to-mid-level professionals, working with regional transportation entities (MARTA) to expand rail access, and upskilling existing workers in cooperation with local educational institutions (Gwinnett Tech).

Figure 4-5



Source: Lightcast, RKG Associates, Inc., 2022

Figure 4-6



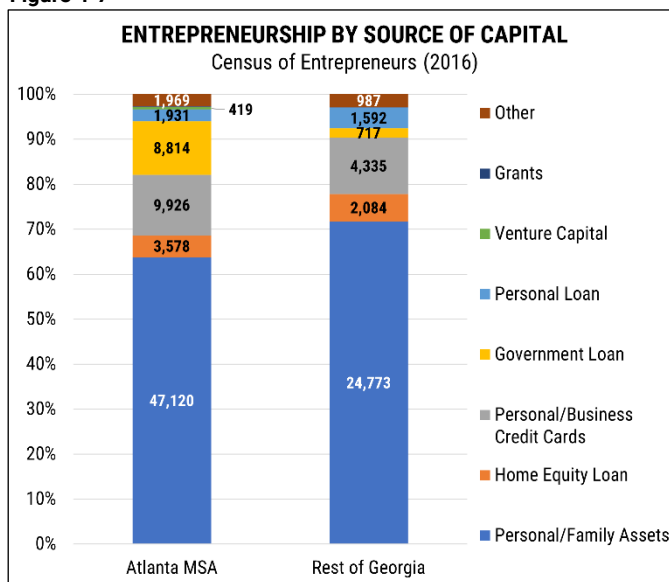
Source: Lightcast, RKG Associates, Inc., 2022

C. ENTREPRENEURIAL ANALYSIS

1. Sources of Capital

In the Atlanta MSA, entrepreneurs are most likely to use personal capital to finance startups (Figure 4-7). This is a common source of financing for entrepreneurs residing in high-income communities, including places like Alpharetta. Without enough personal capital, alternative sources to financing startup ventures may involve a greater risk factor such as a personal loan. Or maybe challenging to access, such as venture capital (VC) financing. In the Atlanta MSA, venture capital is the least common financial source for entrepreneurs (Figure 4-7). The low figure reflects the limited range of startup opportunities venture capitalists target investment towards. In The New Age Economy, most venture capitalists limit investments towards high-tech startups in advanced sectors such as software development and biotechnology.

Figure 4-7



Source: Lightcast, RKG Associates, Inc., 2022

According to Tech Alpharetta, venture capital financing is limited in the city and a firm investor infrastructure is nonexistent. Most investors are in Atlanta, reducing Alpharetta-based tech ventures to networking opportunities which is a vital factor to attract early-stage seed-financing. Atlanta-based startups are better positioned to capitalize on these opportunities, in closer proximity to exhibit their ideas more easily.

2. Patent Activities

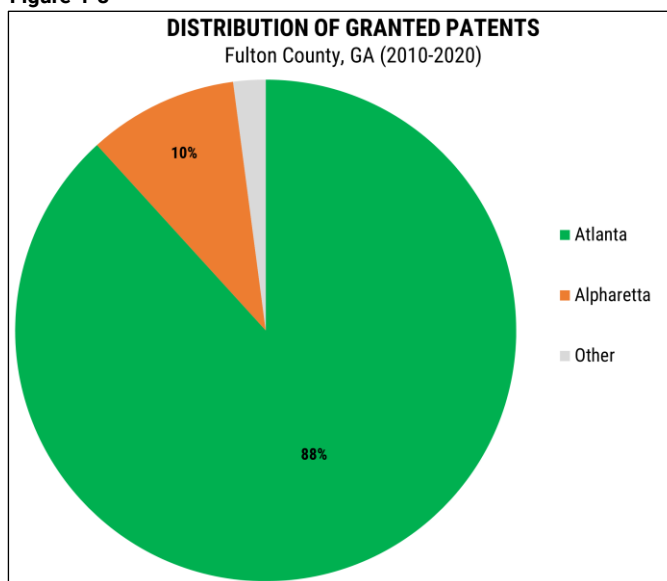
Several tech incubators and state-of-the-art Research & Development facilities are in Atlanta. Many are affiliated with Georgia Tech or Emory University, providing cost-effective access to advanced machinery and equipment. Access to these types of assets increases a community's competitive advantage for innovation, which contributed to Atlanta capturing the most patents in Fulton County between 2010 and 2020 (Figure 4-8).

While accounting for a much smaller proportion of acquired patents in Fulton County over the previous decade, Alpharetta remains a major patent hub outside of Atlanta. Patents related to Computer and Electronic Product Manufacturing make up most patents received in Alpharetta, as most commercialized products developed in the city are software technologies (Figure 4-9).

Given the city's concentrated workforce in STEM-oriented fields and substantial corporate presence with R&D arms (e.g., Phillips Healthcare), Alpharetta is equipped with the human capital and financial resources to develop into an innovation hub.

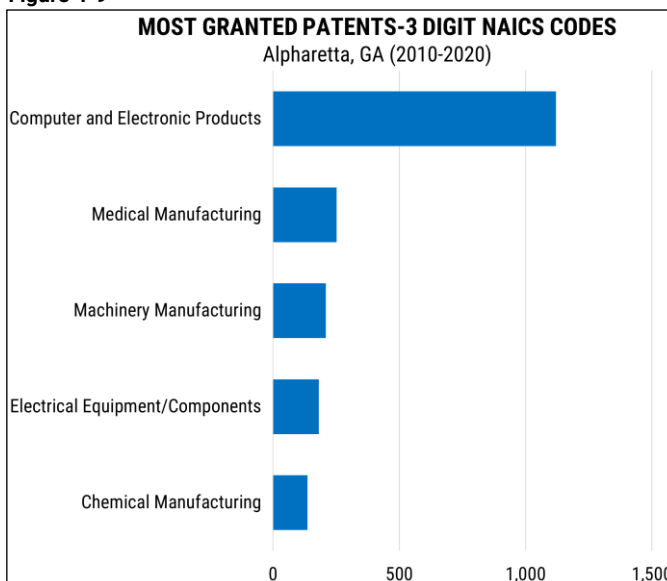
To capitalize on these resources, the city must take a more proactive approach; Particularly, facilitating strategic partnerships between corporate sponsors and Tech Alpharetta to institutionalize an investment vehicle to finance capital projects--R&D facilities, laboratories, and advanced machinery and equipment (e.g., 3-D printers). These interventions can be critical for investing in ventures beyond software development, such as Advanced Manufacturing and Life Sciences which require substantially more financial resources than software applications. A comprehensive approach can enhance innovation and entrepreneurial outcomes, shaping a built environment that supports the demands of a tech-savvy, young talented workforce. That includes expanding the price-diversity of housing options integrated within vibrant work-live-create destinations. Such destinations promote socialization and 'knowledge-sharing,' essential conditions for an environment that fuels innovation.

Figure 4-8



Source: Lightcast, RKG Associates, Inc., 2022

Figure 4-9



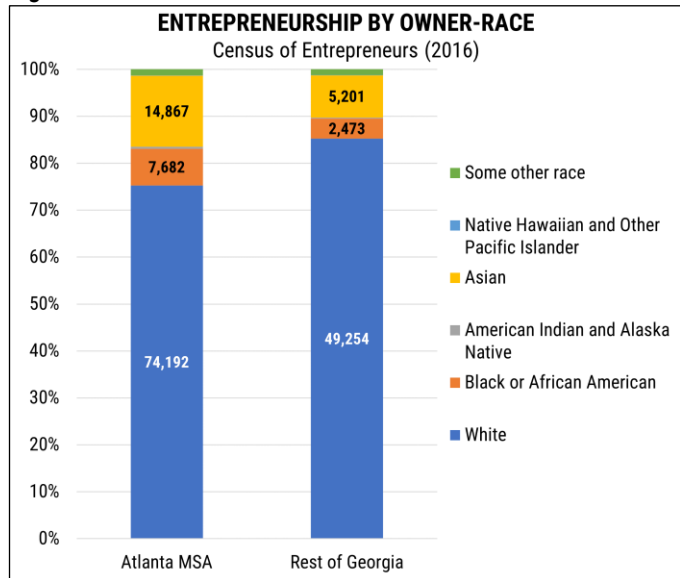
Source: Lightcast, RKG Associates, Inc., 2022

3. Minority Entrepreneurship

Metro Atlanta has a more diverse entrepreneurial base than the rest of Georgia (Figure 4-10). The relatively greater proportion of minority entrepreneurs is representative of most urban centers nationwide, where minorities historically have greater access to financial and social resources than in rural areas.

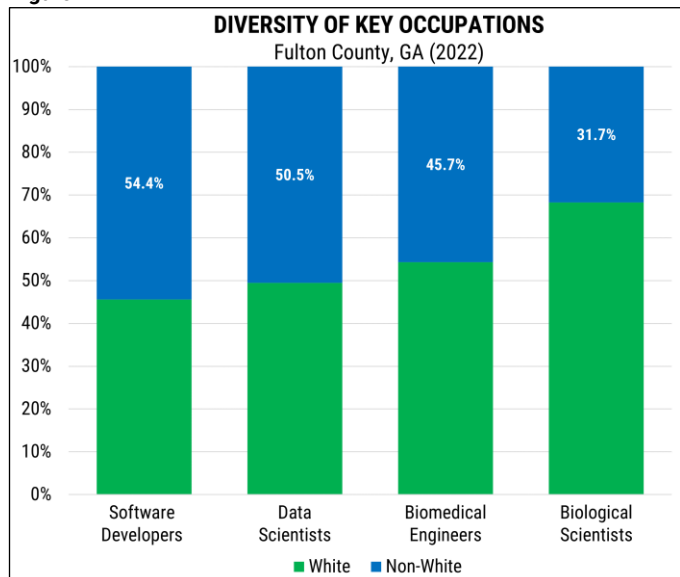
Given Alpharetta's influx of non-white residents and foreigners, the city must develop programs that empower their entrepreneurial ventures. Programmatic development could include coordination and cooperation with Tech Alpharetta, as substantial proportions of minorities are employed in technology-based fields across Fulton County (Figure 4-11). Many of which either work or live in Alpharetta. Models to support entrepreneurial ventures are underway throughout the metropolitan region. For instance, Apple and Southern Company each invested \$25 million to develop the Propel Center, a startup incubator for Atlanta-area HBCU students. Without a program focused on minority entrepreneurial ventures, particularly in technology-based fields, can reduce Alpharetta's competitiveness with places that do.

Figure 4-10



Source: Lightcast, RKG Associates, Inc., 2022

Figure 4-11



Source: Lightcast, RKG Associates, Inc., 2022

4. Self-Employed and Non-QCEW Workers

Over the course of the previous decade, Alpharetta’s self-employed and non-QCEW workforce expanded (Table 4-1). Major expansions occurred among industries known for employing high concentrations of independent contractors; Particularly, Insurance Carriers and Related Activities which absorbed the largest net-gain of jobs between 2012 and 2022. Considering expansions, the City of Alpharetta should strive to bolster their social capital environment, spurring investments in things like co-working spaces and innovation districts.

Table 4-1

SELF-EMPLOYED AND NON-QCEW WORKERS Alpharetta, GA (2012-2022)				
NAICS	Description	2012 Jobs	2022 Jobs	Net Change
524	Insurance Carriers and Related Activities	1,059	2,077	1,018
541	Professional, Scientific, and Technical Services	1,182	1,566	385
551	Management of Companies and Enterprises	22	245	223
531	Real Estate and Rental and Leasing	261	399	137
236	Construction of Buildings	359	471	112
621	Ambulatory Health Care Services	215	304	90
812	Personal and Laundry Services	281	363	83
523	Securities/Commodities/Finances	57	100	43
713	Amusement/Gambling/Recreation	109	150	41
485	Transit and Ground Passenger Transportation	0	29	29
454	Nonstore Retailers	60	87	27
512	Motion Picture/Sound Recording Industries	30	56	26
517	Telecommunications	8	30	22
334	Computer and Electronics Manufacturing	7	27	20
518	Data Processing, Hosting, and Related Services	4	23	19
443	Electronics and Appliance Stores	67	85	18
339	Miscellaneous Manufacturing	19	37	18

D. BUSINESS CLIMATE FACTORS

Business climate factors measure a community’s economic and social viability for executing business functions and scaling operations. The strength of these factors is essential for supporting Alpharetta’s key industry segments. For instance, technology-based businesses have stringent place-based requirements to support financing capital and operational costs efficiently and effectively. Cost-efficiencies for technology-based companies have become increasingly critical, as more financial resources are distributed towards research and innovation to remain competitive. The main business climate factors include- Businesses & Jobs, Financial Assets & Income, Housing & Homeownership, Healthcare, and Education. Each factor accounts for a collection of quantified metrics, gauging the ‘business-friendliness’ of the area under analysis. For instance, a metric accounted for within the Businesses & Jobs factor is a state’s proportion of microenterprise enterprises (businesses with 5 employees or fewer). The State of Georgia ranks 9 among U.S. states with microenterprise enterprises, suggesting Georgia ecosystem for entrepreneurial development is stronger than most U.S. states.

The following analysis in this section incorporates data points from a variety of sources, including Prosperity Now; a non-profit focused on assisting state and local governments expand economic opportunities throughout their respective jurisdictions. An understanding of Georgia's 'business-friendliness' relative to the rest of the U.S. can help Alpharetta gauge its 'business-friendliness' relative to the State of Georgia. And accordingly, shape policies and programs that strengthen the city's competitiveness in creating jobs through business attraction and entrepreneurship. The analysis primary uses Alpharetta's key industry segments as a case study, as competition tightens in Georgia for technology-based industries.

1. Financial Assets & Income

Metrics among the Financials Assets & Income factor measure the distribution of wealth and access to financial resources in communities. As the level of wealth accumulation increases, communities become better equipped to finance economic development initiatives that fuel job creation. This is particularly critical for job creation evolving New Age Economy, as technology-based corporations increasingly form strategic community-based partnerships to finance high-tech accelerators/incubators and R&D functions.

Relative to other U.S. states, Georgia ranks low among multiple metrics that demonstrate a community's capacity to manage and expand financial resources (Table 4-5). For instance, Georgia ranks 49th among U.S. states for the proportion of 'underbanked households,' an indication that many households lack the essential accounts (e.g., savings investment vehicles) needed to accumulate wealth. The low rankings misrepresent Alpharetta's financial circumstances, as the city is predominantly high-income households and a hotspot for corporations. Alpharetta's median income is \$117,894 significantly higher than Georgia's 2020 median income (\$65,030). Alpharetta hosts major corporate offices, including businesses in advanced technology fields—ADP, Clearside Biomedical, Change Healthcare etc. The city's potential depth of financial resources can be a catalytic source for startups in advanced technology fields. Despite this advantageous opportunity, however, it appears the use of these financial resources is underutilized.

Tech Alpharetta is the city's primary technology incubator, crediting for jumpstarting multiple businesses and creating thousands of jobs in technology-based fields. According to Tech Alpharetta, the city lacks a streamlined venture capital infrastructure to scale entrepreneurial startups. Most investors are in Atlanta, yielding a competitive edge for tech entrepreneurs in places like Midtown and Buckhead. Given Alpharetta's depth, high-income households and high-capital corporations with R&D functions, potential financial resources exist to develop a structured capital financing program. Such programs are critical to scale startups focused on innovating and commercializing products in advanced software and hardware fields. Sufficient capital-financing is needed to facilitate accessibility to high-tech equipment such as 3-D printers and to cloud computing infrastructure. As industry vertical partnerships with Georgia Tech and Emory University are formed in other areas of the Atlanta MSA to finance the capital and operating needs of innovative startups, aspiring entrepreneurs will be more prone to locate there.

Consequently, reducing Alpharetta's competitive edge for creating jobs through technology-based startups.

Other than accessing equipment and infrastructure, innovative technology companies need substantial financial resources to fund workers' salaries. Due to tighter labor markets for skilled talent, particularly in Alpharetta, salaries have grown exponentially in key occupations (e.g., software developers, DevOps engineers) making it increasingly cost-prohibitive for many startups. This reinforces the need for an institutionalized financing infrastructure in the city to spur innovation and enhance Alpharetta's competitive edge for startups in advanced technology fields.

2. Businesses & Jobs

Metrics among the Businesses & Jobs factor measure the distribution of job types and access to entrepreneurship. Favorable metrics can demonstrate a community's potential for business recruitment and retention. The proportion of Low-Wage jobs in a community can be a barometer that gauges the stability of a community's services, as workers within these jobs are critical service-based workers. Relative to the U.S., Georgia ranks low at 41 among states proportions of low-wage jobs (Table 4-2). Fewer low-wage jobs can correspond to a lower quantity and quality of community services. Most of Alpharetta's businesses have relocated to the city, attracted to the city's premier lifestyle amenities. These lifestyle amenities are supported by the proportion of service-based workers that fill positions in low-wage jobs. As the costs-of-living escalate and service-based workers are pushed out of Alpharetta, the city's lifestyle amenities are vulnerable to decline in quality. Consequently, threatening the City of Alpharetta's ability to continue recruiting corporate operations which are a vital source of the local economy. Expanding the price-diversity of housing options can support living opportunities for service-based workers while sustaining the quality of lifestyle amenities within the city.

3. Homeownership & Housing

As the competition for talent workers tightens amid the evolving New Age Economy, technology-based businesses increasingly locate in urban centers with proximity to major research institutions. Sufficient housing options are an essential element of these locations, providing rent-affordable living opportunities for entry-to-mid-level professionals equipped with strong technical skillsets. These conditions have supported the development of innovation hubs, facilitating the recruitment efforts of emerging startups and big tech. Google and Adobe are expanding their footprints in Midtown Atlanta, capitalizing on the accessibility to a young and educated talent base amid a robust innovation ecosystem. These skilled workers that technology-based firms recruit choose to live there in the first place, largely to take advantage of the relatively affordable housing costs compared to North Fulton County, including the City of Alpharetta.

Most of Alpharetta's housing stock is owner-occupied units and as of November 2022, the median home value in the city was \$665,928 (Zillow.com). Accounting for all related owner-occupied

housing expenses (e.g., mortgage payments at FHA rate, insurance taxes etc.) a household must earn a minimal annual gross income of \$173,576 to be considered in today's marketplace. To put this into perspective, the median annual earnings of software developers with 0–3 years of experience in Fulton County is roughly \$106,322 (Lightcast). The substantial difference between these earnings and home values suggests most entry-to-mid-level professionals are unable to afford to purchase a home within Alpharetta's city limits.

Even if purchasing a home was a viable option, many entry-level professionals may be disinterested in doing so. Many are young professionals in the early stage of their careers, averse to the potential long-term time and social costs attached to owning a home. Given the city's limited availability of affordable rental options for young professionals, most seek rental options in other parts of Fulton County. This is the case for young professionals employed in critical occupations that serve Alpharetta's key target industry segments. Accounting for each occupation's median annual earnings, substantially more affordable units are available to entry-level professionals in other parts of Fulton County than Alpharetta. This includes the City of Atlanta, where many technology-based businesses have expanded their operations in recent years to gain proximity to young skilled talent.

Amid the evolving New-Age Economy and post-pandemic hybrid work models, the link between housing and business attraction has strengthened. Businesses, especially in technology-based industries, increasingly locate near young skilled talent to improve their recruitment prospects. Expanding the price-diversity of housing rental options can attract young talent, enhancing the City of Alpharetta's efforts to recruit and retain businesses in technology-based fields.

4. Healthcare

Metrics among the Healthcare factor measure the level of accessibility to healthcare coverage, influencing the health and wellbeing of residents. The city's premier healthcare coverage conflicts with the poor-quality healthcare metrics represented statewide (Table 4-2). According to Prosperity Now, Georgia ranks low among healthcare metrics, nearing the bottom of state-rankings for many of the reported metrics (e.g., Uninsured Rate). Alpharetta is equipped with nationally recognized healthcare systems, including Emory Healthcare and Northside Hospital. The Northside/Medical Campus sits on a 140-acre campus staffed with nearly 3,500 physicians, supporting a comprehensive pool of medical specialties. The city's accessibility and concentration of quality healthcare services strengthens Alpharetta's competitiveness as a place to do business. Investment activities into medical services are projected to rise due to an aging population. That said, expanding and sustaining the healthcare industry must be prioritized by the City of Alpharetta.

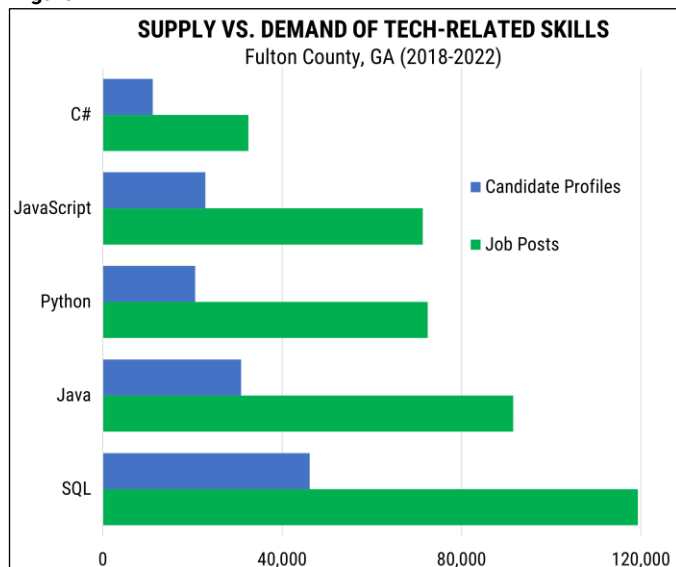
5. Education

Metrics among the Education factor measure an area's educational attainment levels and prevalence of educational institutions. The proportion of college graduates in Georgia is

moderate relative to U.S. standards, ranking 21st among U.S. states. This differs from Alpharetta, where the city’s abundance of college graduates has helped fuel the city’s business recruitment and retention efforts. Despite city’s the abundance of college graduates, Alpharetta’s labor market has become increasingly overheated in recent years. Most college graduates are already employed, reducing the number of workers available for recruitment. These circumstances have disproportionally affected technology-based businesses in Alpharetta, as existing candidates are demanding exponentially higher salaries and the base of skilled talent demanded by employers is declining.

The declining base of skilled candidates can be encouraging for local institutions that offer coursework and certificate programs to develop in-demand workforce skills. Gwinnett Tech offers programs for learning SQL and Java, two in-demand programming languages. In 2023, Tech Alpharetta will offer online training programs that teach in-demand skills—front-end web development, back-web development, and cloud computing. Tech Alpharetta, Gwinnett Tech, and local technology-based business should continue collaborating to help upskill the local marketplace. And consequently, expand the number of skilled workers available to technology-based businesses for workforce recruitment. This is critical, especially since there appears to be a mismatch between the number of workers with marketable skillsets and the number of job opportunities that demand specific skillsets in Fulton County over the previous few years (Figure 4-12). A greater supply of skilled workers can strengthen local labor conditions, while facilitating the city’s efforts to attract and retain businesses.

Figure 4-12



Source: Lightcast, RKG Associates, Inc., 2022

Table 4-2
Economic Assets and Opportunities Scorecard
Georgia Relative to United States

Category	Score		Rank
	Georgia	US	Georgia
FINANCIAL ASSETS AND INCOME			
Access to Revolving Credit	69.1%	74.0%	39
Asset Poverty Rate	27.3%	24.1%	34
Bankruptcy Rate	4.10	2.30	48
Borrowers Over 75% Credit Card Limit	30.9%	25.4%	48
Consumers with Collections	28.9%	21.2%	45
Consumers with Prime Credit	42.4%	53.0%	49
Low Financial Well-Being	20.0%	18.0%	9
Households with Savings Accounts	64.2%	71.4%	45
Households with Zero Net Worth	17.2%	15.7%	10
Saved for Emergencies	52.2%	57.8%	43
Severely Delinquent Borrowers	20.0%	14.8%	44
Unbanked Households	10.6%	6.5%	48
Underbanked Households	24.1%	18.7%	49
BUSINESSES AND JOBS			
Business Ownership by Race	19.3%	17.6%	8
Business Value by Gender	4.03	3.03	49
Business Value by Race	\$374,615	\$440,190	41
Employers Offering Health Insurance	42.4%	46.8%	40
Low-Wage Jobs	25.4%	18.7%	41
Microenterprise Ownership Rate	20.4%	18.2%	7
HOUSING AND HOMEOWNERSHIP			
Delinquent Mortgage Loans	1.3%	1.1%	39
High-Cost Mortgage Loans	8.6%	7.6%	42
Homeownership Rate	63.8%	63.9%	40
Housing Cost Burden - Homeowners	25.1%	27.7%	22
Housing Cost Burden - Renters	49.8%	49.7%	38
HEALTH CARE			
Employee Share of Premium	31.5%	27.8%	43
Employer Provided Insurance Coverage	57.5%	59.5%	35
Forgoing Doctor Visit Due to Cost	18.2%	13.0%	51
Poor or Fair Health Status	19.1%	18.4%	34
Uninsured Low-Income Children	11.4%	7.1%	48
Uninsured Rate	15.7%	10.4%	48
EDUCATION			
Borrowers with Student Loan Debt	25.0%	21.9%	45
Four-Year College Degree	31.9%	32.6%	21
High School Graduation Rate	79.4%	84.1%	44
Math Proficiency - 8th Grade	31.1%	33.8%	31
Median Student Loan Debt	\$20,727	\$18,366	49
Reading Proficiency - 8th Grade	32.1%	33.6%	31

Source: Prosperity Now, RKG Associates, Inc., 2022

E. TOP SITE SELECTION FACTORS

The COVID-19 pandemic accelerated a declining interest for suburban office parks and automobile-dependent commuting, features in character with Alpharetta’s existing workplace environment. Amidst the pandemic, many technology-based businesses maintained sufficient productivity levels through remote working. Meanwhile, employees gained a better work-life balance and avoided a draining commute to the office. While the pandemic subsides and many businesses transition from remote-working models to hybrid-working models, workplace preferences largely remain the same for their employees. Most are demanding workplaces that offer flexibility and convenient accessibility to office spaces (in the case for those employed under hybrid-working models). These shifts in demand have decreased the office space requirements for many tech businesses, particularly those tied to leases in mega suburban office parks.

No longer seeing the practical value of maintaining these spaces, businesses in Alpharetta have turned to subleasing. In August 2022, Global Payments, the city’s largest FinTech employer, subleased nearly 40% of its 220,000 square foot facility (Atlanta Business Chronicle). This is enough space to accommodate approximately 450 employees. In the previous year, significant office subleases entered Alpharetta’s marketplace. This includes FinTech businesses other than Global Payments, seeking to sublease their underutilized office spaces in wake of normalizing virtual-working models. While virtual-working models remain, businesses are projected to increasingly downsize their workspaces. Consequently, reducing the demand for ‘mega-spaces’ in traditional suburban office settings which represent most of Alpharetta’s underperforming office marketplace.

High vacancy rates in Alpharetta’s office market reflect shifts in a businesses’ site selection preferences. To sustain the city’s attraction to businesses, Alpharetta is challenged to respond to shifts in preferences. According to Area Development Magazine, a publication that surveys corporate executives, a community’s high quality-of-life is considered a key asset for recruiting and retaining businesses as of the year 2020.

Table 4-3- Corporate Executives Survey of Top Site Selection Factors

Executives' Top Site Selection Criteria		
2020	2010	2000
Availability of Skilled Labor	Highway Accessibility	Highway Accessibility
Highway Accessibility	Labor Costs	Labor Costs
Energy Availability & Costs	Tax Exemptions	Availability of Skilled Labor
Quality of Life	Occupancy or Construction Costs	Corporate Tax Rate
Labor Costs	State & Local Incentives	State & Local Incentives
Occupancy or Construction costs	Corporate Tax Rate	Tax Exemptions

Source: Area Development Magazine, RKG Associates, Inc., 2022

However, Alpharetta’s quality-of-life ‘assets’ is largely restricted to c-suite executives and their families, attracted to the city’s stock of luxury homes and highly rated public schools. Both assets

are less prioritized for the expanding Gen-Z workforce population, who evaluate a community's quality-of-life through a completely different lens; Specifically, large segments of Gen-Z workers will evaluate the magnitude of rental options available to entry-to-mid-level professionals, accessibility to efficient public transportation options, and the presence of vibrant nightlife options. While the city's availability of skilled labor remains a top priority for executives, expanding the availability of quality-of-life assets for Gen-Z workers creates an additional advantage for Alpharetta as a place to do business. And so, enhancing the city's long-term business recruitment efforts.

The availability of highly skilled labor represents a strength for Alpharetta to recruit and retain businesses. The following sections detail other strengths, as well as weaknesses, that can affect the city's capacity as a place to do businesses. Given the identified strengths and weaknesses, the following sections also discuss potential threats and opportunities for the Alpharetta to consider as the city seeks to advance its ultimate economic development objective; ensuring Alpharetta is equipped to sustain long-term job growth in face of evolving market pressures. This includes tightening labor market competition for young talent, an aging population, and shifting workplace models.

Table 4-4

Site Selection Criteria Competitiveness		
Rank	Factor	Rating
1	Availability of Skilled Labor	
2	Highway Accessibility	
3	Energy Availability and Costs	
4	Quality-of-Life	
5	Labor Costs	
6	Occupancy or construction costs	
7	Corporate tax rate	
8	Tax exemptions	
9	State and local incentives	
10	Inbound/outbound shipping costs	

Source: Area Development Magazine, RKG Associates, Inc., 2022

1. Alpharetta Strengths

Highly Skilled Workforce. Alpharetta’s workforce is highly educated with most workers equipped with a Bachelor’s Degree or higher. The presence of a highly skilled workforce can be instrumental for attracting businesses to a community. Alpharetta is credited as a premier technology hub, and its abundance of workers with in-demand skillsets has fueled business investments in Software Development and IT Services. Investments from these industries have catalyzed job expansions among software developers and data analysts, whose high salaries have benefitted the city’s fiscal health and spending capacities.

Public School Performance. Many public schools throughout greater Alpharetta are highly rated, attracting families with children to move to the city (Table 4-5). The high performance corresponds to greater proportions of high-income households, generating strong fiscal benefits for the local community.

Crime & Safety. The city’s low crime rates, relative to state rates, can be a source of attraction for businesses and households. Ultimately, leading to investment activities that can support the city’s job creation efforts and increase local spending resources.

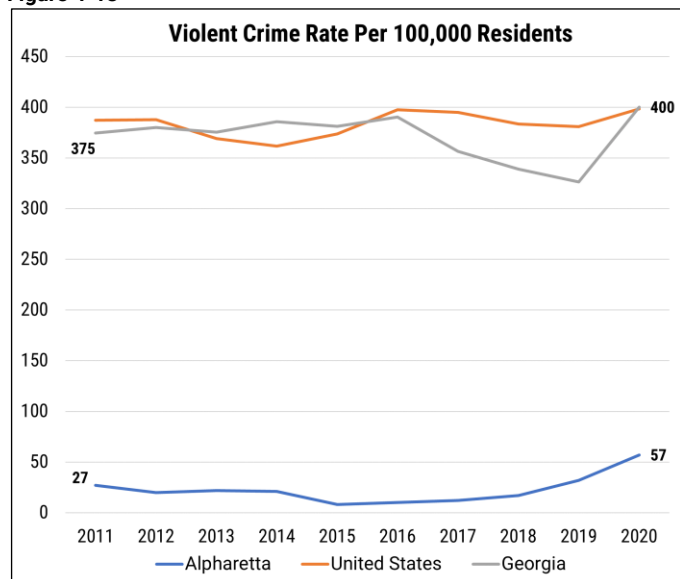
Regional Competitiveness. As the region’s marketplace continues to expand, Alpharetta possesses competitive advantages that can attract incoming investment activities. Advantages include highly rated quality of life amenities and concentrations of highly skilled workers.

Table 4-5- Grades Among Alpharetta-Based Schools

School	Grade
Creek View Elementary School	A
Alpharetta Elementary School	B
Lake Windward Elementary School	A
New Prospect Elementary School	B
Manning Oaks Elementary School	C
Alpharetta Elementary School	B
Hopewell Middle School	B
Haynes Bridge Middle School	B
Webb Bridge Middle School	A
Milton High School	A
Cambridge High School	A
Centennial High School	B
Alpharetta High School	A
Chattahoochee High School	A

Source: State of Georgia, RKG Associates, Inc., 2022

Figure 4-13



Source: FBI, RKG Associates, Inc., 2022

Economic Development Partnerships. The City of Alpharetta maintains proactive partnerships with various public and private stakeholders to fuel investment activities among the city's primary industries. For instance, the City of Alpharetta and Tech Alpharetta coordinate to expand entrepreneurial activities in high-demand technology sectors—FinTech, MedTech, Cybersecurity etc. Continued coordination and cooperation with local stakeholders can help the city shape policies and programs that may sustain industry expansions and resist economic shocks.

Tech Alpharetta. Alpharetta's primary business incubator has facilitated entrepreneurial ventures in tech-related sectors. Tech Alpharetta is credited with creating thousands of jobs throughout greater Alpharetta and graduating multiple businesses. The presence of an incubator can support networking opportunities to attract venture capital investment and facilitate corporate partnerships aimed to strengthen R&D outcomes; capital/startup financing opportunities, mentorship, and equipment/machinery contributions.

Diversifying Population. The city's population increasingly diversifies, which can promote a dynamic and inclusive environment. Such environments can attract an emerging Gen-Z population, recognized as a cohort that values social equity and inclusion. While major corporations seek to advance their Diversity, Equity, and Inclusion (DEI) objectives, locating near a diverse population is a valuable investment. All that said, Alpharetta's diversifying population is a strong asset for workforce and business recruitment efforts among the city's established and emerging industries; Software Development and IT Services, Advanced Manufacturing and Life Sciences. Among these industries, large concentrations of minorities are employed within high demand occupations.

2. Alpharetta Weaknesses

Public Transportation System. The city lacks an efficient public transportation system that can support convenient accessibility between housing and employment centers. While white-collar workers prefer access to an efficient public transportation system, this is a necessity for many service-based workers. Due to earning limitations and the escalating costs-of-living throughout the Atlanta MSA, commuting via automobile is unaffordable for many service-based workers. Those that can access MARTA's rail system lend support to their financial needs while facilitating the recruitment efforts for regional restaurants and restaurants. Due to the absence of a public transportation system that offers efficient connectivity to Alpharetta, restaurants and retailers are more to struggle with identifying hireable workers.

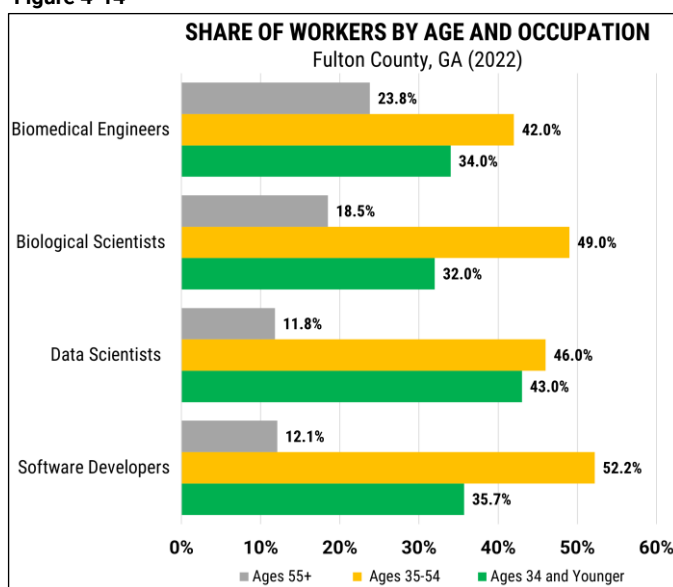
Housing Diversity. Most of Alpharetta's housing stock are owner-occupied units designed for high-income households. The limited supply of rental units distributed across earnings levels prohibits critical segments of the workforce from living in Alpharetta. This includes large proportions of software developers, police officers, childcare workers, nurses, and teachers. While the cost of living continues to escalate in Alpharetta, many workers are

increasingly likely to live and work elsewhere. Consequently, making the city vulnerable to reduced spending capacities, decreased level of services, and increased tax burdens.

Retail Diversity. Alpharetta’s retail market mostly caters to families and high-income households. In the evolving New Age Economy, young professionals prefer locating in vibrant areas with an active nightlife scene; supplied with late-night bars and restaurants. A scarce supply of these retail establishments operates in Alpharetta, reducing the city’s attractiveness to young professionals. While the city’s population continues to age, attracting young professionals becomes increasingly time sensitive. Without their presence, Alpharetta is vulnerable to significant labor market shortages in the long-term.

Throughout Fulton County, substantial proportions of young professionals are employed within occupations integral to the city’s target industries (Figure 4-14); Software Development and IT services, Advanced Manufacturing and Life Sciences. As catalytic investments aim to expand these industries around Georgia Tech and Emory University, Alpharetta’s competitiveness to recruit young professionals is vulnerable to decline. The City of Alpharetta can continue their competitive position through investments in work-live-play destinations that accommodate the social and retail preferences of young professionals.

Figure 4-14



Source: Lightcast, RKG Associates, Inc., 2022

Labor Availability. Fulton County’s unemployment rates have reached unfavorable levels, fluctuating between 2% and 3%. These levels suggest an overheated labor market, diminishing the supply of available workers to fulfill key roles. The county’s extraordinarily low unemployment rates have impacted technology-based businesses’ recruitment efforts in Alpharetta, forcing many to near-shore or even off-shore workers. The diminished labor pool can reduce Alpharetta’s attraction as a place to do business; Particularly, for technology-based businesses which prioritize locating in areas that provide access to highly skilled technical workers.

Underdeveloped Venture Capital Platform. An institutionalized venture capital platform is non-existent in the city, limiting many entrepreneurs from commercializing their ideas. Without an institutionalized platform, Alpharetta’s competitiveness as place for

entrepreneurship and innovation is vulnerable to decline. This can disproportionately impact the potential for tech startups to scale their operations.

3. Alpharetta Opportunities

Updating Workplace Conditions. Many of Alpharetta’s suburban office parks are vulnerable to declining market values. An uptick in vacancies and subleases in suburban office parks reflect shifting workplace priorities. Businesses are expanding their footprints near live-work-play destinations, locating jobs and financial assets in places like Midtown Atlanta and Central Perimeter. To accommodate shifting workplace priorities with the objective of sustaining business investments, the City of Alpharetta can convert declining office parks into work-live-play destinations.

Improve Coordination & Communication. While high-capital investments in advanced manufacturing, life sciences, and software development unfold in the City of Atlanta, Alpharetta’s competitiveness to attract investment is likely to tighten. Proactive coordination and communication among local and regional stakeholders can be an effective approach to maintaining levels of competitiveness. Effects of these efforts could include upskilling of the city’s existing workforce, pooling resources for R&D activities, and capitalizing on synergies of regional specializations. For instance, while early-stage pharmaceutical research accelerates in the City of Atlanta, Alpharetta’s concentration of software developers and MedTech businesses can coordinate in support of AI innovation that expedite and improve early-stage research methods.

Bolster Innovation Environment. Alpharetta is concentrated with corporations in STEM-related fields and has a highly skilled technical workforce. The assets are ripe for advanced technological and scientific innovation. Since the formation of Tech Alpharetta, most entrepreneurial ventures have focused on app-development. In general, app-development requires minimal capital investment in comparison to R&D activities among advanced manufacturing fields. Local corporations and Tech Alpharetta should increase their cooperation and pool financial resources for expansive innovation investment fund. Sufficient to finance innovative ventures among fields that generally require high-capital investments (e.g., advanced manufacturing, artificial intelligence, biotech etc.)

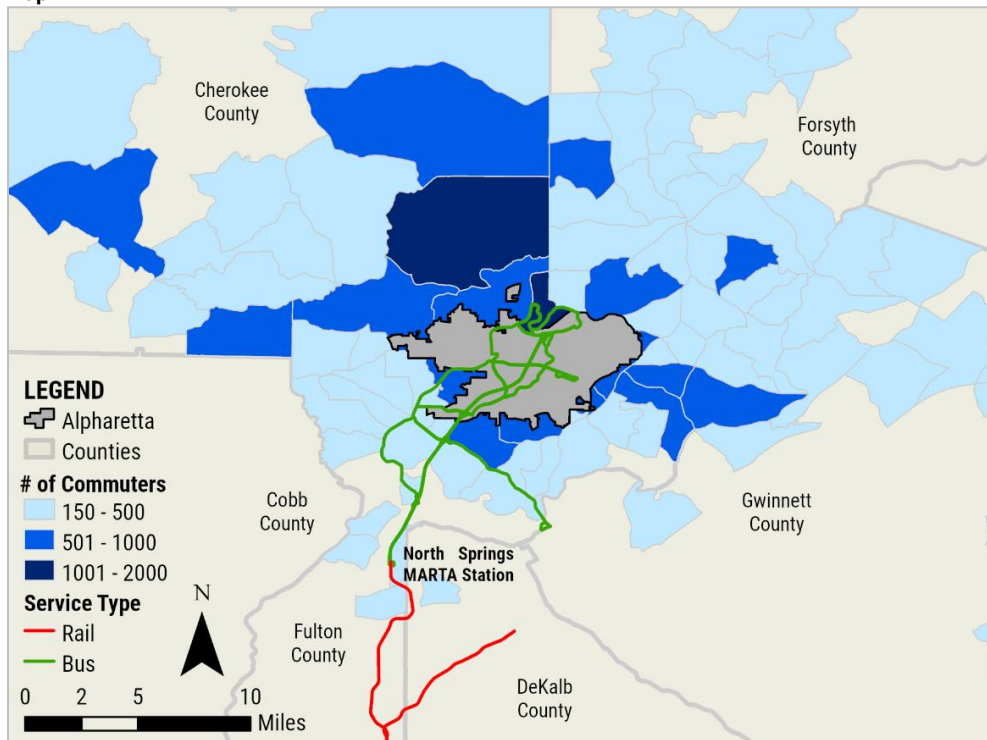
Leveraging Diversity. Historically, foreign-born residents are more likely to start small businesses than the native population. This is a viable opportunity in Alpharetta, given that many foreign-born residents have achieved high levels of educational attainment. Empowering the foreign-born population and local minorities to pursue entrepreneurial opportunities can be instrumental to expanding entrepreneurship in target industry segments.

4. Alpharetta Threats

Urban Sprawl. In the 1990s and through the early 2000s, Alpharetta’s economy skyrocketed to unprecedented levels. Alpharetta absorbed rapid business expansions as executives were attracted to the city’s cost-effective quality of life amenities and proximity to the City of Atlanta. As the city’s developable land resources become limited and the city’s costs of living escalate, investment activities are beginning to expand in other parts of the Atlanta MSA- Forsyth County, Cobb County, Gwinnett County etc. Consequently, affecting Alpharetta’s competitive position to capture jobs and financial investment in key industry segments (e.g., healthcare occupations). Areas north and west of Alpharetta, where urban sprawl is unfolding due to affordability advantages (Cherokee County, Forsyth County), traffic congestion into Alpharetta is projected to increase. As job creation investments target Cherokee County and Forsyth County and traffic congestion exacerbates, fewer workers living outside Alpharetta may be less inclined to commute into the city. And if that happens, Alpharetta is vulnerable to reduced spending resources and labor market shortages.

Transit Accessibility. Limited transportation options exist to access Alpharetta workspaces. MARTA offers four north-south bus routes that connect between North Springs Station and major employment destinations in the city. Otherwise, inbound commuters are forced to travel by car. Most are likely to do so, as counties with substantial proportions of Alpharetta-based workers do not have access to public transportation (Map 4-1). The lack of access to public transportation can be an impediment to attracting technology-based businesses in the post-pandemic environment, as young talent prefers to live and work in urban environments that offer convenient accessibility.

Map 4-1



Source: On the Map, RKG Associates, Inc., 2022

Post-Pandemic Work-Models. While the pandemic subsides, hybrid-working models are increasingly utilized in technology-based businesses, Alpharetta's primary economic base. Hybrid work models translate to fewer in-bound commuters daily, and therefore, less spending resources to sustain the quality and quantity of community services. Sustaining quality of services is essential to the city's business recruitment and retention efforts since the city's premier quality-of-life amenities are a primary source of attraction to businesses. Furthermore, technology-based businesses are less inclined to retain their physical office space in Alpharetta as fewer workers commute into the city for work. As vacancies increase among office spaces, commercial tax revenues are projected to decrease. And therefore, imposing pressures to the city's fiscal sustainability.

Resistance to Change. The city's suburban development patterns are incompatible with evolving workplace preferences and priorities. High office vacancies reflect the reduced demand for the city's suburban office parks. The lack of affordable multifamily rental units restricts entry-to-mid level professionals from living in Alpharetta. As the evolving Gen-Z workforce population seeks flexible workplaces integrated with work-live-play destinations, Alpharetta-based businesses are likely to face recruitment challenges. And therefore, increasing the likelihood of relocating their operations elsewhere, taking away vital jobs and spending resources. As other places in Fulton County, including Atlanta, offer stronger assets to support the livability of Gen-Z workers, business investment will likely follow. Attracting Gen-Z workers is essential to Alpharetta's economic development efforts, as the city faces impending labor shortages as a result of an aging population.

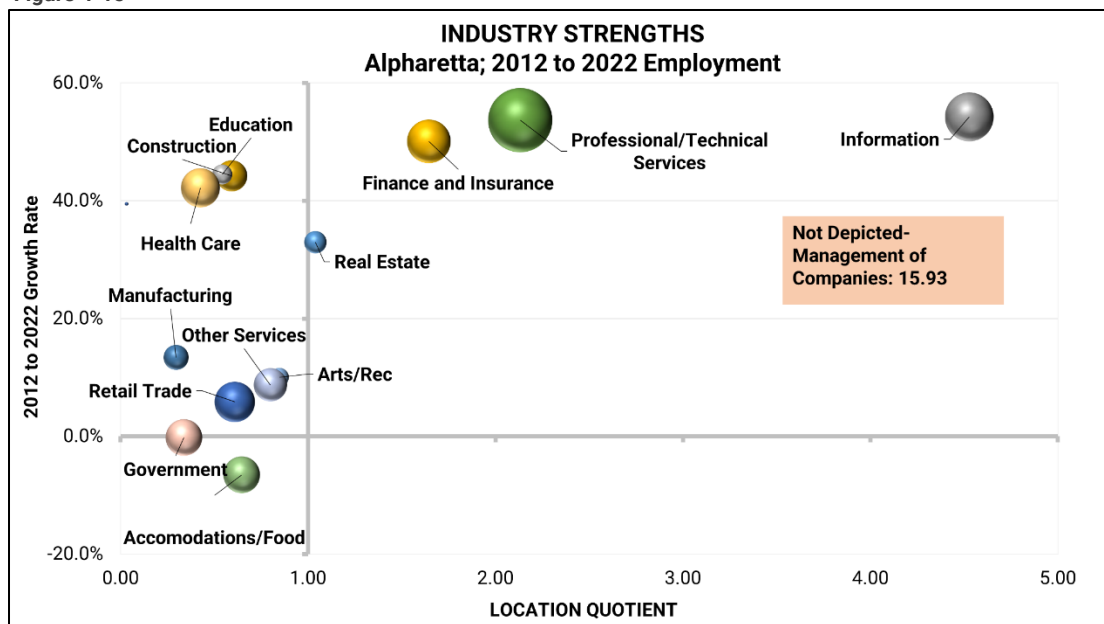
F. TARGET INDUSTRIES

The identification of the above target industries involved a complex vetting process, accounting for multiple factors. The process began with a cluster analysis, assessing industry at the basic NAICS 2-digit level to gain a baseline understanding of Alpharetta's industry strengths. Figure 4-9 on page 2-17 illustrates the three main drivers of an industry's cluster score: its size in terms of number of jobs in the City of Alpharetta (bubble size), its location quotient (LQ) or job concentration relative to the Atlanta MSA (x-axis), and employment growth rate in the City of Alpharetta (y-axis). The chart indicates that Alpharetta's largest job concentrations relative to the Atlanta MSA are Management of Companies (LQ: 15.93) and Information (LQ: 4.53).

Each 2-digit NAICS industry was then assessed to gauge their capacity to expand based on local socioeconomic trends, real estate conditions, and conversations with local stakeholders. Following this assessment, RKG identified the following target industries for the City of Alpharetta to pursue in the near-term:

- *Software Development and IT Services*
- *Research & Development: Advanced Manufacturing and Life Sciences*
- *Healthcare Services and Medical Tourism*
- *Entrepreneurship and Innovation*

Figure 4-15



Source: Lightcast, RKG Associates, Inc., 2022

Table 4-6 on page 2-18 includes a collection of subindustries allocated under each of the above identified target industries. Market indicators provide justification that these subindustries can support further employment expansions within the City of Alpharetta. If applicable, a subindustry will correspond with a specific 6-digit NAICS code.

The following sections include a snapshot of the identified target industries, broadly describing relevant labor market trends and socioeconomic conditions and justifying the industry's potential for future expansions. Specific subindustries are discussed, but most recommended strategies and policies will apply to all the subindustries among each target industry. For instance, policies focused on expanding the Data Processing, Hosting, and Related Services industry (NAICS: 518210) will be largely like policies focused on expanding the Software Publishers industry (NAICS: 511210).

Table 4-6- Target Industries and Corresponding Subindustries

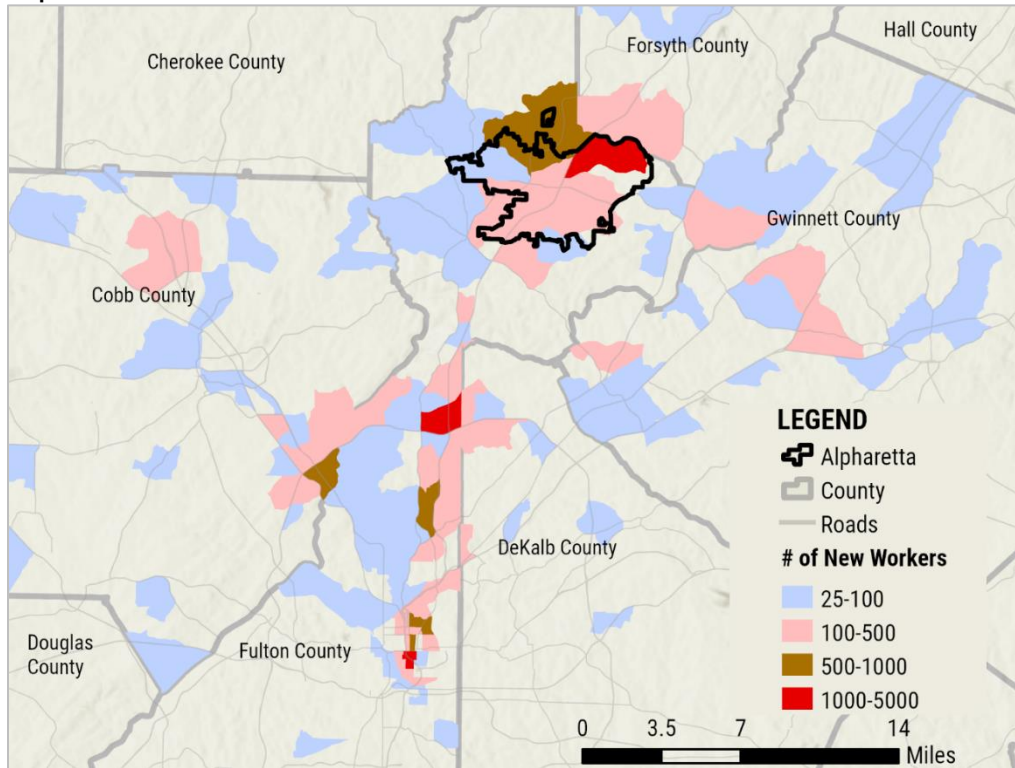
Software Development and IT Services	
Subindustries	NAICS Code (If Applicable)
Software Publishers	511210
Data Processing and Hosting	518210
Custom Computer Programming	541511
Computer Systems Design Services	541512
FinTech	N/A
MedTech	N/A
Cybersecurity	N/A
Cloud Computing	N/A
eGaming	N/A
R&D: Advanced Manufacturing and Life Sciences	
Subindustries	NAICS Code (If Applicable)
R&D-Biotechnology	541714
R&D- Physical, Engineering, and Life Sciences	541715
Irradiation Apparatus Manufacturing	334517
Switchgear and Switchboard Manufacturing	335313
Semiconductor and Related Device Manufacturing	334413
Pharmaceutical Prep Manufacturing	325412
Electromedical Manufacturing	334510
Medical Instrument Manufacturing	339112
AI Systems	N/A
Healthcare Services and Medical Tourism	
Subindustries	NAICS Code (If Applicable)
Continuing Care Retirement Communities	623311
Assisted Living Facilities for the Elderly	623312
Medical Laboratories	621511
Fitness and Recreational Sports Centers	713940
Offices of Podiatrists	621391
Offices of Physical Therapists	621340
Offices of Physicians	621111
Sports Training and Rehabilitation Services	N/A
Psychiatric Care	N/A
Entrepreneurship and Innovation	
Subindustries	NAICS Code (If Applicable)
Professional, Scientific, Technical Services	541990
Software Publishers	511210
Medical Laboratories	453998
R&D-Biotechnology	541714
R&D- Physical, Engineering, and Life Sciences	541715
Semiconductor and Related Device Manufacturing	334111
Computer Systems Design Services	541512
Artificial Intelligence Systems	N/A
Independent Retailers	N/A

Source: Lightcast, Stakeholder Interviews, RKG Associates, Inc., 2022

1. Software Development and IT Services

Alpharetta has evolved into a major technology-based hub, centralizing hundreds of Software Development and IT services businesses while developing specialized market segments such as FinTech and Cybersecurity. Recent labor market trends in Alpharetta provide a source of attraction for Software Development and IT Services businesses considering relocation options throughout the Atlanta MSA. A top site-selection priority for these types of businesses is locating near areas that provide accessibility to a highly skilled, technical workforce. Among the Atlanta MSA, Alpharetta's employment base underwent substantial expansions of computer and mathematics occupations in the previous twelve years (Map 4-2).

Map 4-2



Source: Lightcast, RKG Associates, Inc., 2022

In this time frame, Alpharetta captured a net-gain of 4,000 software developers; an integral subset of computer and mathematics occupations equipped with in-demand skillsets essential for supporting software product development and business operations. That includes skills in key computer programming languages (e.g., Java) and data algorithms. The concentration of workers with these skillsets can facilitate the city's business recruitment and retention efforts among the Software Development and IT Services industry. The prevalence of a highly skilled, technical workforce is one Alpharetta's competitive advantages as this industry undergoes macroeconomic expansions (Table 4-7).

While the City of Alpharetta possesses various competitive advantages for fueling industry expansions, evolving macroeconomic trends can threaten the city's efforts to recruit and retain

businesses. In Fulton County, the unemployment rate for computer and mathematics occupations is below 2%; an extremely tight labor market for recruiting qualified workers. The reduced availability of qualified workers can discourage Software Development and IT Services businesses from moving their operations to Alpharetta. Likewise, existing local-based businesses may be prone to leave Alpharetta, in favor of areas that offer better prospects for recruitment. This is especially in the face of compounding recruitment pressures that stem from tighter labor conditions. Prospective employees are demanding much higher salary expectations than ever before; many Alpharetta-based businesses are not able to pay these higher salaries and are therefore forced to nearshore or even offshore recruits. Compounded with rising local costs-of-living, Alpharetta becomes less viable for Software Development and IT Services businesses to manage increasing overhead costs. Under these circumstances, the city is increasingly prone to reduced business investment and potential job losses.

Alpharetta’s marketing brand is coined as ‘The Technology City of the South.’ The city has earned that brand; home to more than 600 technology-based businesses and the highest concentration of software developers in the Atlanta MSA. A progressively challenging market climate, however, coupled with shifting workplace preferences accelerated during the COVID-19 pandemic (remote work) can threaten Alpharetta’s long-term sustainability to retain industry investment. The City of Alpharetta must consider a comprehensive approach, implementing numerous key tools and initiatives to sustain job growth among Software Development and IT Services Businesses.

Table 4-7

Software Development and IT Services
Alpharetta Advantages and Market Rationales
• Most software occupations relative to Atlanta MSA • Recruitment opportunities from regional universities • Cross-industry workforce adaptability • Facilitate local creation of spin-off industries; AI, Robotics • Presence of local tech incubator; Tech Alpharetta • Presence of corporations can finance innovation • Specialized segments for tech agglomerations; FinTech, MedTech

Source: RKG Associates, Inc., 2022

Table 4-8

Software Development and IT Services
Alpharetta Disadvantages and Market Pressures
• Near-shoring/off-shoring workers • Minimal living options affordable to entry-level workers • Live-work-play amenities compatible for young professionals • Competition with expanding tech hubs; Atlanta, Gwinnett County • Labor cost hikes can restrict entrepreneurship • Limited venture capital resource structure/platform • Shifting workplace pressures; urban accessibility, remote work

Source: RKG Associates, Inc., 2022

Key Tools and Initiatives:

Expanding opportunities for young professionals. Access to a young skilled talent among Software Development & IT Services is a top priority in today's increasingly competitive marketplace. This priority provides justification for the substantial investment activities occurring in the City of Atlanta. Technology-based businesses seek to capitalize on their recruitment efforts through greater proximity to a young skilled talent base nearing graduation and transitioning into the workforce. The City of Alpharetta can expand their base of young skilled talent through providing opportunities that cater to the living preferences of an evolving Gen-Z population. That includes providing sufficient housing units affordable to entry-level professionals and expanding the city's presence of work-live-play destinations.

Upskilling existing workforce through consistent stakeholder cooperation. The rapid pace of technological and software innovation yields constant demands on Software Development and IT Services businesses to adapt and remain competitive. This can require their workers to keep up to date with evolving new skillsets. The City of Alpharetta can facilitate cooperation with Tech Alpharetta, existing businesses, and local educational institutions to ensure local workforce development programs meet the skillset demands of Alpharetta-based businesses. Consequently, expanding the quantity of workers qualified and prepared for shifting job opportunities. This effort can be critical for stabilizing the labor market recruitment conditions for existing Alpharetta-based businesses.

2. R&D: Advanced Manufacturing and Life Sciences:

Advanced Manufacturing

The use of innovative, state-of-the-art methodologies and technologies that enhance the efficiency of traditional manufacturing production processes. Through advanced manufacturing, processes incorporate Information Communication Technology (ICT)—robotics, artificial intelligence, and autonomous systems. While the field of Advanced Manufacturing continues to evolve, production-based sectors—e.g., logistics, automotive—invest in ICT systems such as 3D printers to improve their bottom line, supporting cost efficiencies and expediting life cycles.

Due to real estate limitations and local barriers, scalable manufacturing facilities are not economically or socially viable. Minimal industrial spaces exist, scarce development opportunities are available, and residents may demonstrate opposition to potential negative externalities from scaled production—air pollution. However, the city is equipped with critical resources and conditions for facilitating R&D activities, the initial exploratory stages of innovating advanced manufacturing technologies (Table 4-9).

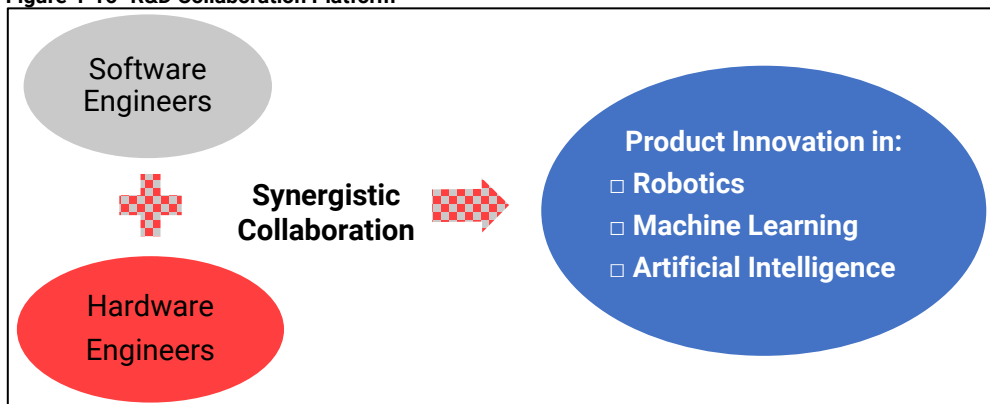
High concentrations of software and hardware engineering workers are employed in Alpharetta and across the Atlanta MSA. Many of these workers are likely equipped with computer programming and computation skillsets, which can be channeled towards the development of software applications into intelligent hardware systems. This includes the creation of artificial intelligence systems embedded within robotics. The cross-collaboration between the region's concentrations of software and hardware engineers can be an effective tool towards researching & developing innovative products. Alpharetta can capitalize on this cross-collaboration, supporting business expansions within established and emerging market segments. This includes—but not limited to—FinTech, MedTech, Cybersecurity, Biotechnologies, Pharmaceutical Manufacturing.

R&D for advanced manufacturing systems has maintained a presence in the City of Alpharetta. Since 2010, a substantial number of patents were granted to Alpharetta-based corporations that relate to Information Communication Technologies (ICT), instrumental applications for enabling autonomous systems. This includes Siemens, Verint Americas, and Landis + Gyr. Major corporations like these execute high-volume R&D investments. Many investments, however, may be outsourced to technical teams and R&D facilities on other domestic or international locations. Outsourcing can be a consequence of a local inaccessibility to critical resources needed for many R&D activities related to testing and experimentation, advanced machinery, laboratory spaces, available workers with key skillsets.

Life Sciences

These capital needs are transferable to other target industry segments, including R&D activities in Life-Sciences. Life-Sciences is the study of living organisms and biological processes to make useful products across a variety of industries--pharmaceuticals, food processing, biofuels etc. An aging population and the aftermath of the COVID-19 pandemic are accelerating R&D investments, as pre-clinical development trials have rapidly unfolded. R&D-related activities in the life-sciences industry involves substantial capital costs, significant regulatory hurdles (FDA approvals), and long-term product development life cycles.

Figure 4-16- R&D Collaboration Platform



Source: RKG Associates, Inc., 2022

To enhance cost-efficiencies and mitigate risks, life sciences companies are prone to form institutional partnerships with advanced research universities and/or federally funded health agencies (e.g., Centers for Disease Control and Prevention). Through these partnerships, institutions provide life sciences companies with the core infrastructure to execute R&D processes; Especially, access to lab-trained research experts in advanced scientific fields and state-of-the-art lab spaces.

Alpharetta's minimal infrastructure—lack of R1: Doctoral Universities, lab spaces---for executing R&D activities in life-sciences fields can reduce the city's attractiveness to industry businesses. Life-sciences companies exist in Alpharetta; however, many may just maintain their corporate operations within the city limits; outsourcing early-stage research and clinical trials to research institutions outside the city. For instance, Ennaid Therapeutics, an Alpharetta-based biopharmaceutical company, outsourced pre-clinical research to the Universidad Catolica de Murcia (UCAM) in Spain. Clearside Biomedical, an Alpharetta-based biotechnology firm, developed its initial proprietary technology through doctorates at Georgia Tech.

Due to the proximity to world class research universities and the Centers for Disease Control and Prevention, most investments in life sciences target the City of Atlanta. Major upcoming projects include the Technology Enterprise Park and the Center for Global Health Innovation, adding hundreds of thousands of square feet of lab space to attract existing life sciences companies and facilitate emerging startups. While lab spaces become operational over the next few years, venture capital financing activity for startups is projected to concentrate around Georgia Tech, Georgia State University, and Emory University. While most life sciences and biotechnology investments will continue to unfold in the City of Atlanta, feasible opportunities exist for the City of Alpharetta to capitalize. This will involve the complex interaction of regional industry-vertical partnerships, leveraging local labor talent (software engineers), and creating incentives as a stimulus for innovation.

Table 4-9

R&D: Advanced Manufacturing and Life Sciences
Alpharetta Advantages and Market Rationales
• High concentrations of software and hardware engineers • Emerging regional sector presence; Biotech in Atlanta • High skills transferability; Programming->AI • Facilitate local creation of spin-off industries; Digitalization in Biotech • Evidential Innovation Activities • Potential for cross-industry R&D partnerships between corporations • Community buy-in; City enacted legislation for R&D spaces

Source: RKG Associates, Inc., 2022

Table 4-10

R&D: Advanced Manufacturing and Life Sciences

Alpharetta Disadvantages and Market Pressures

- Minimal existing and usable R&D and testing facilities
- Most investments targeting City of Atlanta; greater cost efficiencies
- Lack of educational/training programs for lab technicians
- Lack of affordable housing options for young engineers/scientists
- Limited funding platform for access to high-tech equipment
- Minimal innovation infrastructure; dense collaboration clusters
- Developable land to scale production; Forsyth capturing investment

Source: RKG Associates, Inc., 2022

Key Tools and Initiatives:

Restructuring Real Estate Assets. In April 2022, the City of Alpharetta passed zoning legislation allowing office property owners to reconvert 50% of their spaces to lab or research & development spaces without council approval. This legislation creates an opportunity to backfill operations at declining suburban office parks and attract investment in life sciences activities. While state building codes stipulate restrictive barriers for ‘wet-labs’ in high rises, Alpharetta’s 3-4 story office buildings can offer a competitive price-point advantage relative to the City of Atlanta.

Capitalizing on Biotechnology’s Digitalization. Digitalization of biotechnology research and development processes is an emerging field within life sciences. That includes integrating software applications for data storage and process automation. Alpharetta-based MedTech businesses (e.g., Change Healthcare) can form industry-vertical partnerships with emerging biotech firms across the Atlanta MSA. And through this partnership, work to innovate software applications that can be integrated into biotech research & development processes. Cross-collaboration can be an effective tool for stimulating organic job growth in Alpharetta, localizing innovative activities, and sustaining daytime population patterns. MedTech businesses are prone to implement remote-working schedules, particularly for software engineers. The creation of R&D activities through industry-vertical partnerships can be a mechanism for attracting software engineers to work daily.

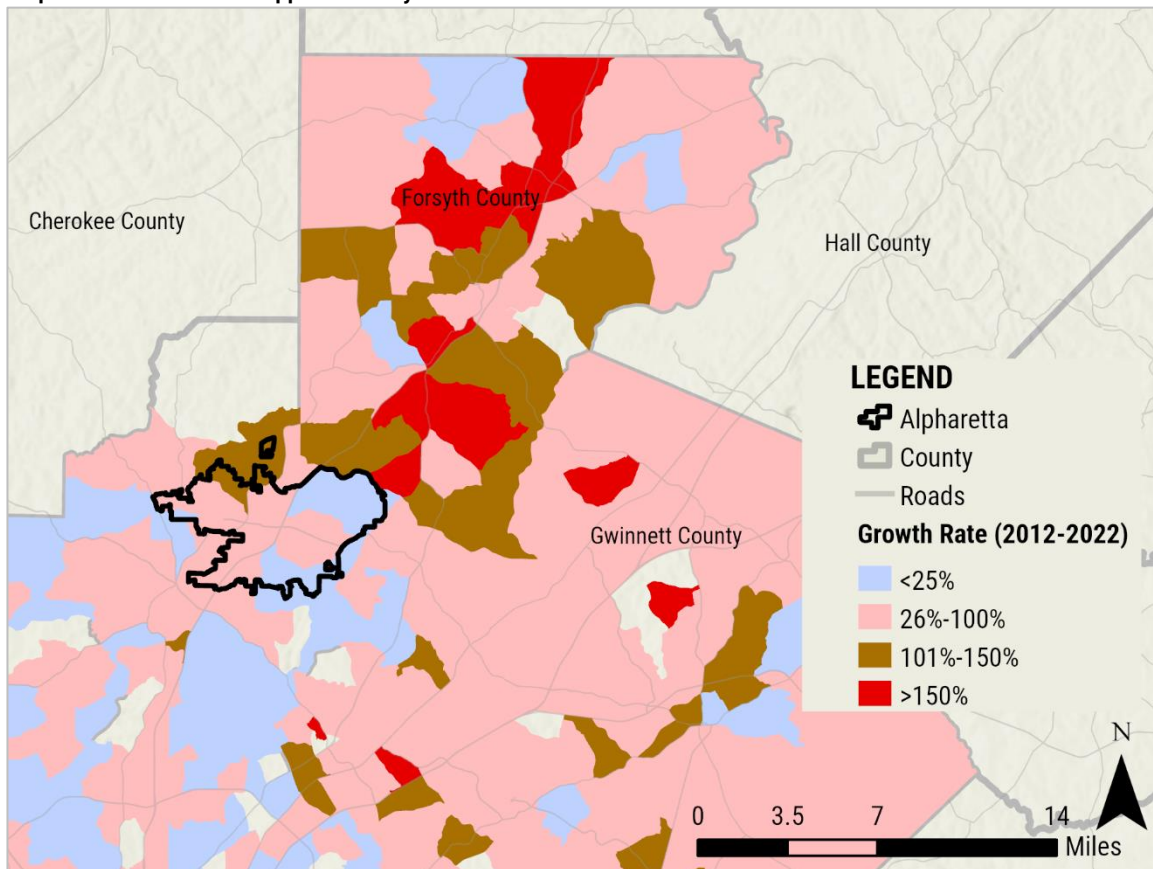
Expanding Price-Diversity of Rental Housing Options. While working remotely is feasible for Software Development & IT Services, biotech firms must conduct their operations in the lab. Alpharetta’s lack of affordable rental options can discourage biotech firms from moving to the city, as skilled researchers will likely favor living in places that provide better accessibility to lab spaces. Without sufficient rental housing options, the life sciences industry is unlikely to make a big impact in Alpharetta.

3. Healthcare Services and Medical Tourism

Healthcare services are projected to rise in demand over the next several years, as the city's population ages. Alpharetta may also absorb an influx of seniors from across the region, as seniors may be attracted to the city's quality-of-life amenities. The city has a strong healthcare presence to accommodate the growth of seniors, home to nationally recognized hospital systems and assisted living facilities. However, the availability of healthcare services faces threats due to rising affordability challenges and urban sprawl.

Alpharetta lacks sufficient workforce housing opportunities that are affordable for critical healthcare support roles (nursing assistants, home health aides, etc.) The lack of housing opportunities can encourage these medical professionals to live and work elsewhere, imposing potential labor shortages among critical healthcare support roles in Alpharetta. As investment activities continue to extend beyond Alpharetta and North Fulton County, other areas of the region are positioned to attract healthcare support workers. That includes Forsyth County and Gwinnett County, which experienced higher growth rates among these workers in the previous decade (Map 4-3).

Map 4-3- Growth Rate of Support Roles by Census Tract



Source: Lightcast, U.S. Census, RKG Associates, Inc., 2022

Attracting these roles is critical, as Alpharetta resident population continues to age and will consequently increase the local demand for medical services. Moreover, as discussed in previous sections of this report, access to quality healthcare is a critical factor for recruiting corporate offices to a community. As healthcare investments push towards other areas of the region, those areas may have a competitive edge for recruiting and retaining businesses in other sectors.

Medical Tourism-

Medical tourism is centralizing specialized healthcare activities to attract patients from outside the region. Centralization can be a strong marketing and branding tool to fuel investment activities into specialized medical research and job creation. The creation of a sports medicine destination demonstrates economic development potential in Alpharetta. Such a destination could be a pull factor for the region's substantive base of professional and youth athletes, attracted to athletic training and/or rehabilitation services.

Table 4-11

Healthcare Services and Medical Tourism
Alpharetta Advantages and Market Rationales
• Expanding household base and senior population • Large concentrations of high-income households • High-quality healthcare presence; Northside, Emory • Evolving sports medicine concept; • Regional participation of youth sports • Atlanta MSA professional athlete base • Presence of educational programs; Nursing at Gwinnett Tech

Source: RKG Associates, Inc., 2022

Table 4-12

Healthcare Services and Medical Tourism
Alpharetta Disadvantages and Market Pressures
• Competition for healthcare resources throughout MSA • Transit accessibility to medical facilities • Key healthcare support roles more competitive outside city • Lack of affordable housing options for key healthcare support roles • Potential strains on healthcare resources given aging population

Source: RKG Associates, Inc., 2022

Key Tools and Initiatives:

Expanding Price-Diversity of Housing Options. Without sufficient affordable housing options, critical healthcare workers are expected to live and work outside Alpharetta. Additional housing opportunities that accommodate the wages of nurses and physicians can sustain the quality and quantity of healthcare services in Alpharetta. The accessibility

to healthcare services is not only critical for seniors, but a critical factor for recruiting and retaining businesses in other industries.

Develop work-live-play destinations around Northside Alpharetta/Medical Campus. Typically, as people age their mobility declines. Locating senior housing within walking distance of the Northside Alpharetta/Medical Campus can increase their accessibility to healthcare. Moreover, additional work-live-play amenities around the medical campus can enhance the hospital's workforce recruitment efforts for young workers and physicians.

4. Entrepreneurship and Innovation

Entrepreneurship is an emerging component of Alpharetta's job creation efforts. Tech Alpharetta, Alpharetta's primary business incubator, was established in the previous decade amid the city's transition into a premier technology hub. Since its inception, the incubator has graduated several software-based businesses. Beyond tech-related entrepreneurial ventures, several service-based businesses originate within the city limits; 2B Whole Bakery and Smokejack BBQ are examples of Alpharetta-grown businesses, operating as popular food establishments in Downtown Alpharetta. While the city offers entrepreneurial support services for technology-based ventures, minimal resources are available for other industry segments. The City of Alpharetta must consider localizing more resources, in cooperation with Georgia State University and the UGA Small Business Development Center (SBDC).

Table 4-13

Entrepreneurship and Innovation
Alpharetta Advantages and Market Rationales
• Highly skilled and educated population • Concentrations of workers in STEM-related roles • Strong quality of life amenities • Availability of existing office spaces • Affluence and presence of corporations • Tech Alpharetta and involvement of corporate sponsors • Diverifying population

Source: RKG Associates, Inc., 2022

Table 4-14

Entrepreneurship and Innovation
Alpharetta Disadvantages and Market Pressures
• Extremely aggressive investment efforts in Atlanta; Big-Tech • Underdeveloped venture capital financing platform/structure • Limited base of young professionals • High costs of living can discourage start-up scalability • Lack of usable R&D facilities with lab spaces and equipment • Centralized location for sectors beyond tech

Source: RKG Associates, Inc., 2022

Key Tools and Initiatives:

Identify industry-vertical partnerships. Substantial investments are targeting Gwinnett County, generating thousands of jobs and millions of dollars in advanced scientific research and technological innovation projects. That includes Peachtree Corners' Curiosity Labs, a high-tech laboratory implemented through emerging R&D business models that facilitates startups, innovation, and workforce recruitment. The project was implemented through strong public-private partnerships, as corporate sponsors provided financial support for infrastructure and state-of-the-art equipment. The project gained success through public-private partnerships with industry crossovers; T-Mobile provided 5-G infrastructure to fuel innovation in robotics and autonomous vehicles. This project represents the importance of partnerships for catalyzing technological innovation and how Alpharetta can undertake a similar approach to enhance their startup ecosystem.

5 OPPORTUNITY SITE ANALYSIS

A. INTRODUCTION

Most industries are in flux, constantly readjusting to shifts in macroeconomic pressures, market trends, and technological innovation. While these shifts unfold, businesses within industries are prone to change their real estate requirements. For instance, as virtual-work models continue to normalize, many businesses are seeking to downsize their office space needs. This is particularly impactful in Alpharetta, as Financial Technology (FinTech) and Medical Technology (MedTech) have sustained some of the most aggressive remote working policies since the COVID-19 pandemic. Strategic real estate investments can be an essential source for sustaining industry expansions within Alpharetta, reconfiguring properties in the City to meet industry-specific real estate requirements, and strengthening the City's competitiveness in attracting new firms to backfill vacated office space. RKG Associates coordinated with the Advisory Group to identify and assess economic activity areas within Alpharetta that offer properties with catalytic real estate investment opportunities. Based on a variety of locational and market factors, 9 economic activity areas within the City were evaluated (Map 5-1):

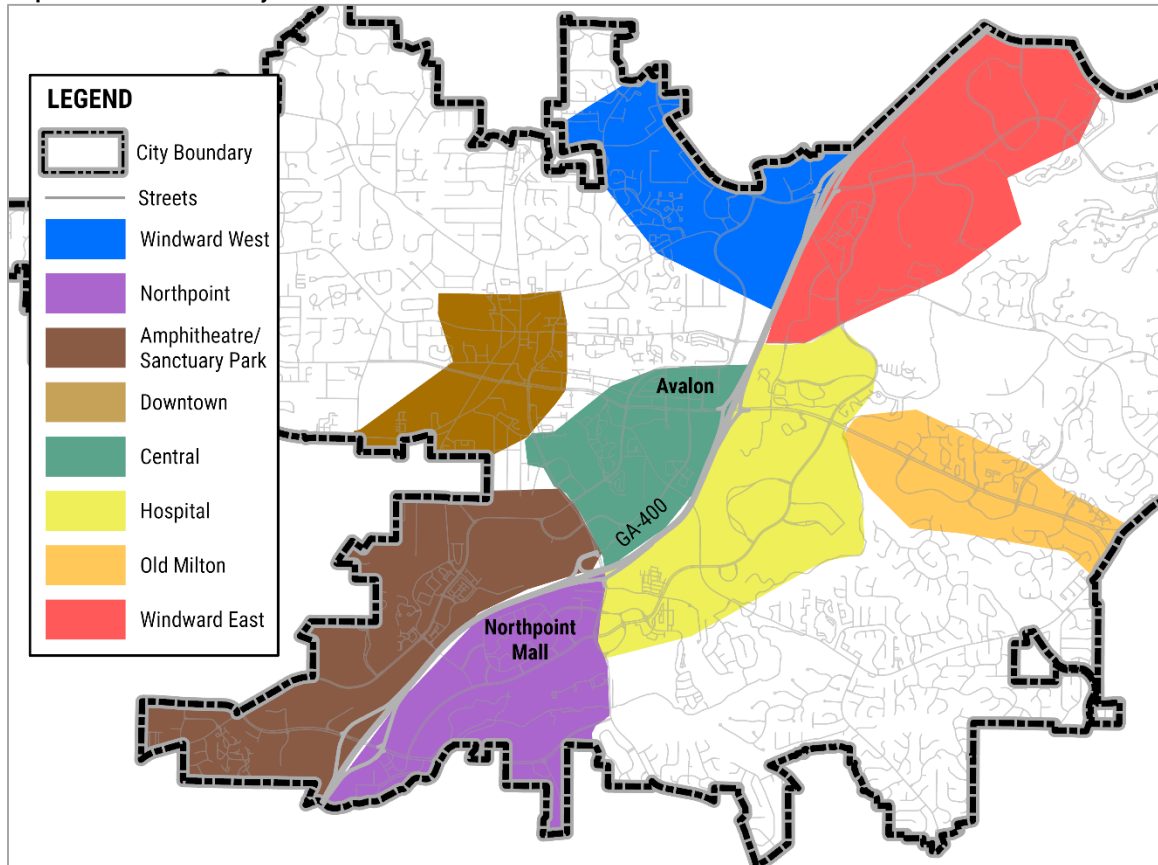
- Downtown
- Central
- Hospital
- Northpoint
- Old Milton
- Amphitheatre Area
- Sanctuary Park Area
- Windward East
- Windward West

The evaluated economic activity areas contain high concentrations of commercial activities, a strong foundation to build upon. Multiple properties were identified in each area to accommodate infill development, adaptive reuse, or redevelopment. The properties within each economic activity area demonstrate a potential to attract and sustain business investment. Several physical, spatial, and political factors were considered to determine the properties with the greatest investment potential:

- *Parcel Size* – The size of the parcel determines the scale of the development opportunity. Larger parcels can more easily accommodate infill or redevelopment.
- *Vacancies* – Undeveloped parcels and buildings with high vacancies offer an easier transition to infill, adaptive reuse, or redevelopment opportunities.

- **Land Uses** – Incompatible land uses given the context of the overall commercial corridor were considered for adaptive reuse or redevelopment opportunities (underutilized parking lots in suburban office parks).

Map 5-1- Economic Activity Areas



Source: City of Alpharetta, RKG Associates, Inc., 2022

- **City Priority Areas** – Specific economic activity areas contain properties that have generated interest and proposals from the development community (North Point Mall, Continuum)
- **Underutilized Properties** – Properties with Floor Area Ratios (FAR) below .25 are considered underutilized. Increasing the densities of properties in walkable, mixed-use economic activity centers (Avalon) can build upon its success.
- **Employment Patterns and Daytime Population** – Properties near concentrated employment clusters, especially in proximity to facilities that relate to the City's identified target industries (Healthcare).

- **Ownership patterns** – Assessing properties of their existing ownership structures. Adjacent properties may have different owners, which can increase the complexity of investment strategies (Assemblage)
- **Proposed & Planned Developments** – To ensure recommended investment opportunities are compatible with the vision of proposed or planned developments in the City’s pipeline.

The following sections discuss the existing development conditions and a proposed vision for each of the economic activity areas. The intent is to strengthen or redefine the areas to maximize their economic expansions while advancing towards the City’s long-term economic development goals. Pages 13-39 in this chapter includes 3 maps for each distinct subarea: [1] Current Land Uses, [2] Development Conditions, [3] Opportunity Sites.

B. OPPORTUNITY AREAS

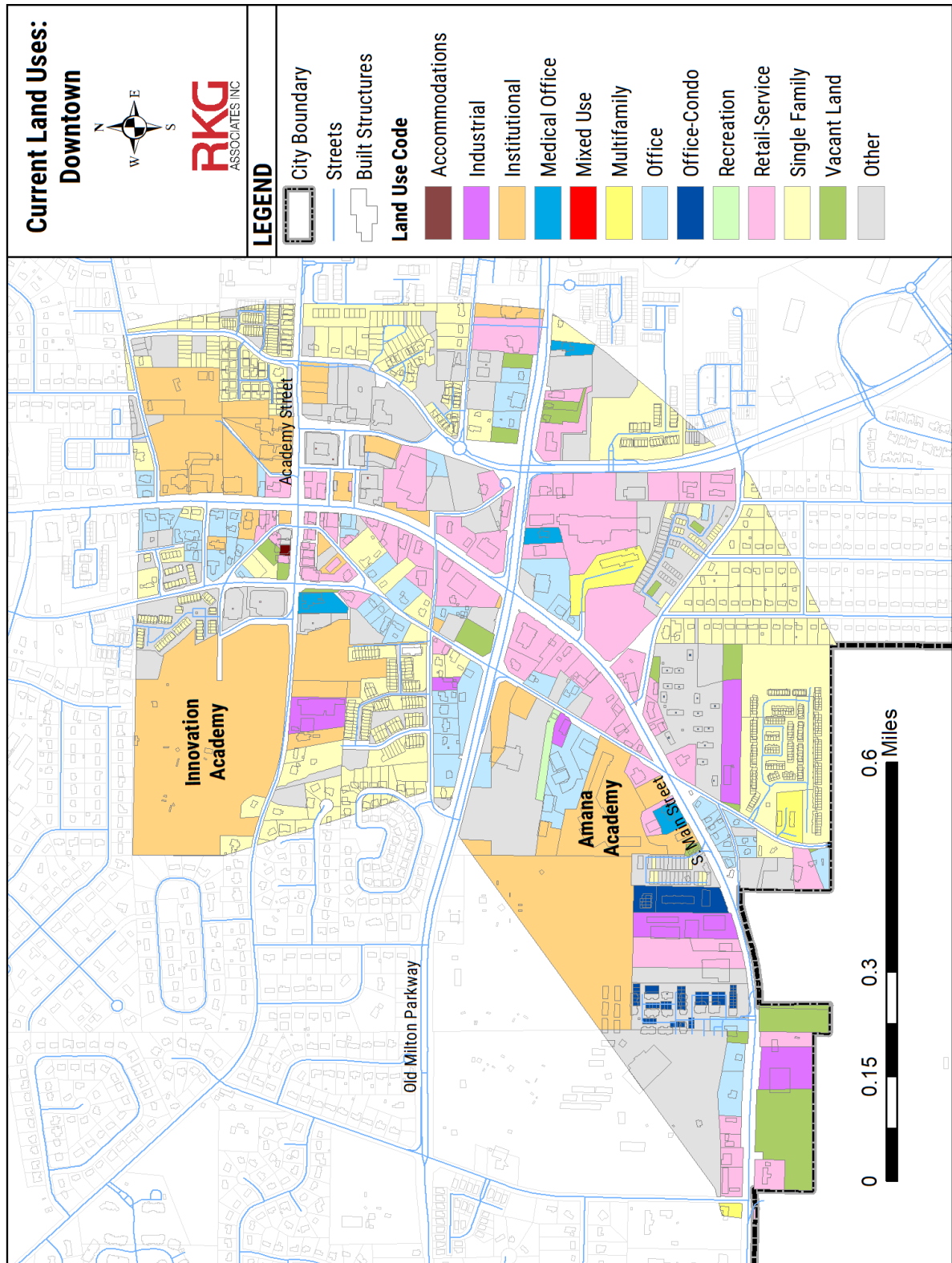
1. Downtown

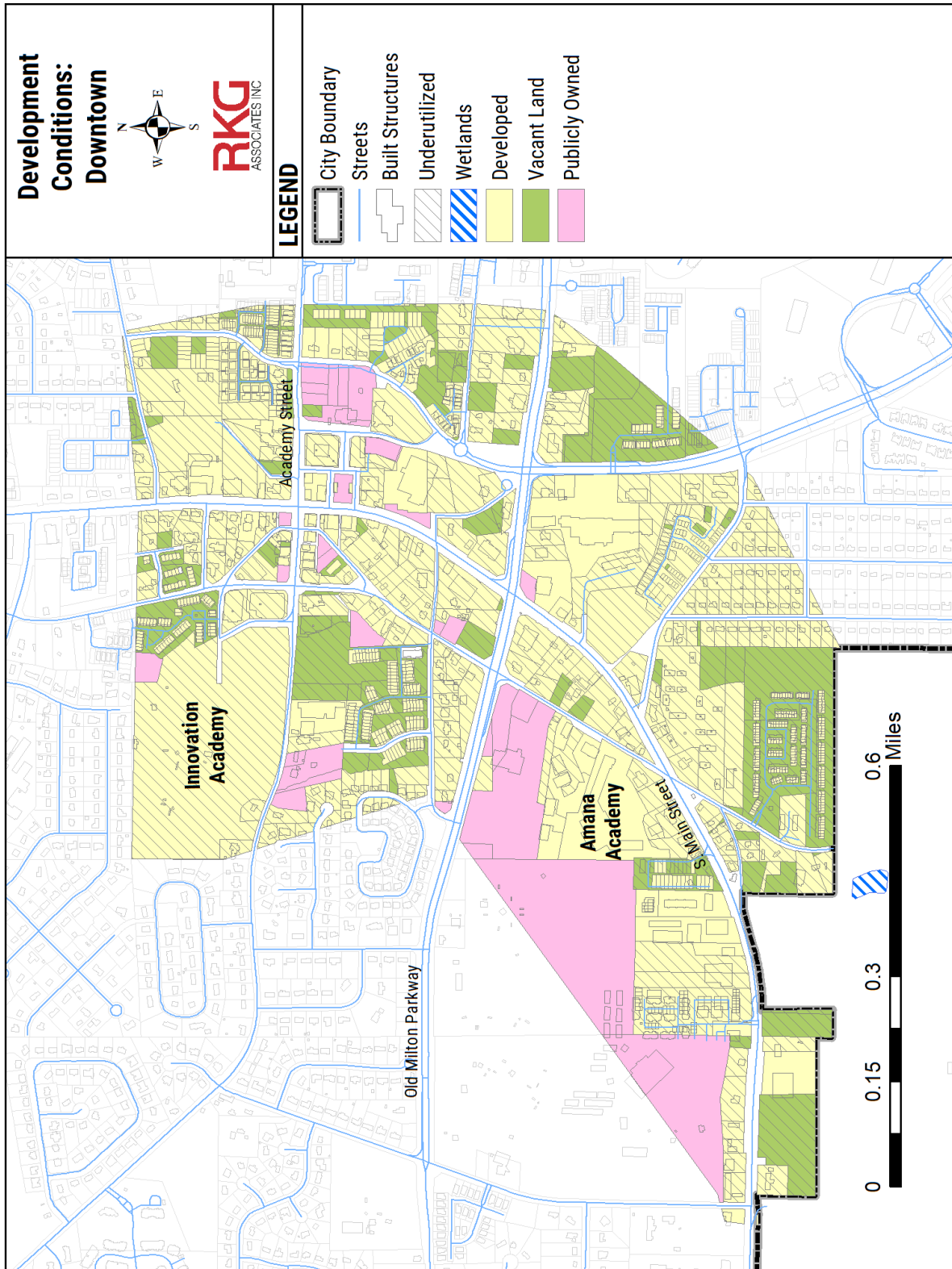
Overview

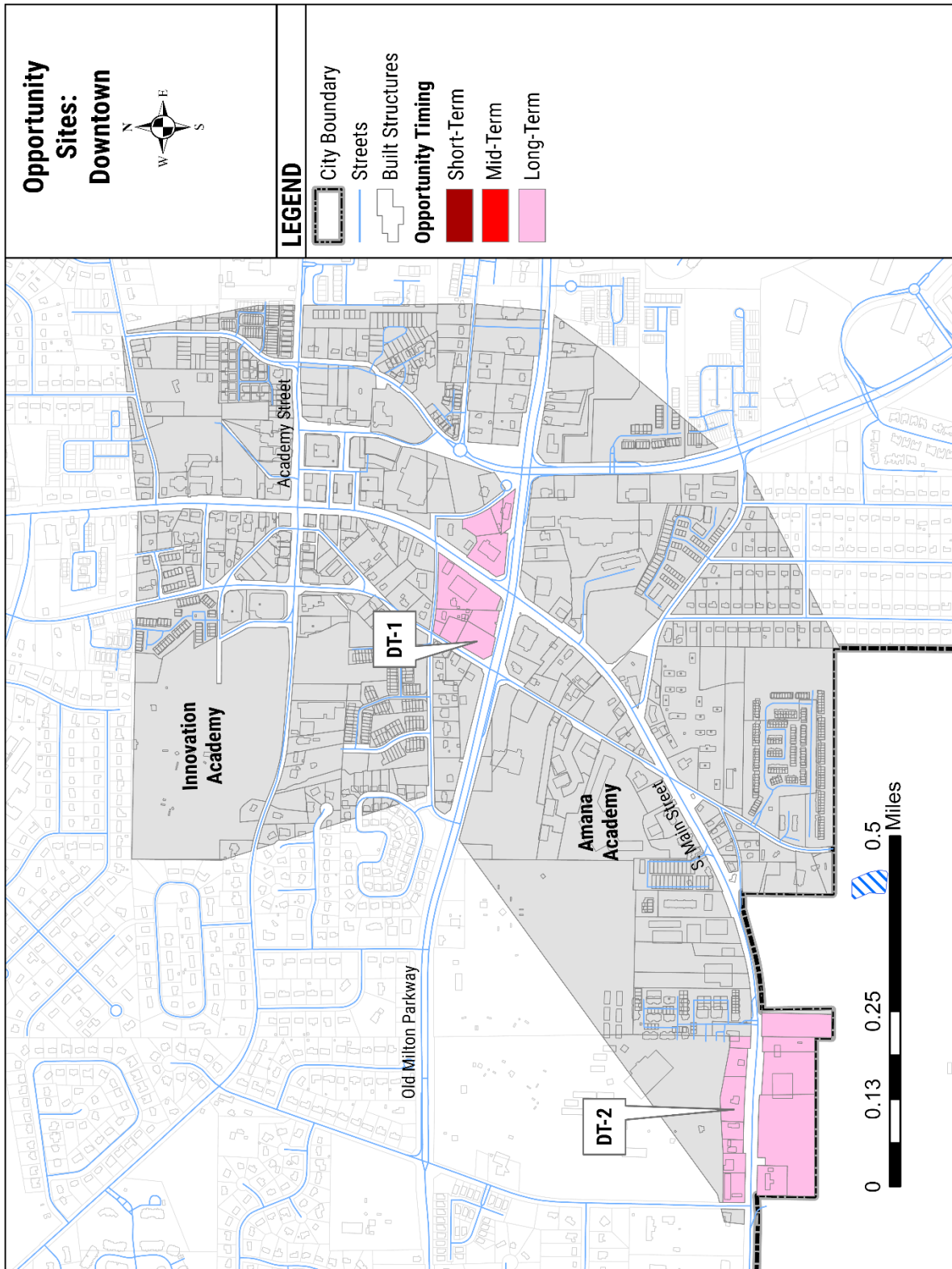
Downtown Alpharetta spans along the City’s southern boundary to Cumming Street to the North. Main Street serves as the neighborhood’s commercial core, equipped with a variety of retail and hospitality amenities. Downtown Alpharetta is considered a community-centric destination, designed to be pedestrian-friendly to support socialization and connection among the City’s residents. Major recent projects have strengthened the economic and social vitality of Downtown Alpharetta. City Center, a mixed-use development integrated with vertical multifamily units, has helped enhance the neighborhood’s walkability and street-life activities.

Vision

Downtown Alpharetta’s emergence into a mixed-use walkable destination can benefit the City’s economic development efforts. City Center has increased levels of walkability and street life, exposing neighborhood retailers to an expanded consumer base. The addition of multifamily housing units can expand consumer activities beyond traditional workday hours (9 A.M.-5 P.M.). Enhanced access to community-based amenities raises the City’s quality-of-life standards, an attractive asset for corporations interested in relocating their operations to Alpharetta. The Downtown Area is equipped to absorb greater levels of investment activities to expand upon the neighborhood’s work-live-play concept. Infill development strategies can be utilized, tightening the connectivity between lifestyle amenities while further enhancing walkability. Additional vertical mixed-use development projects with ground-floor retail and housing units on the upper floors can expand the critical mass for consumer activities and can enhance the City’s business recruitment efforts.







2. Central

Overview

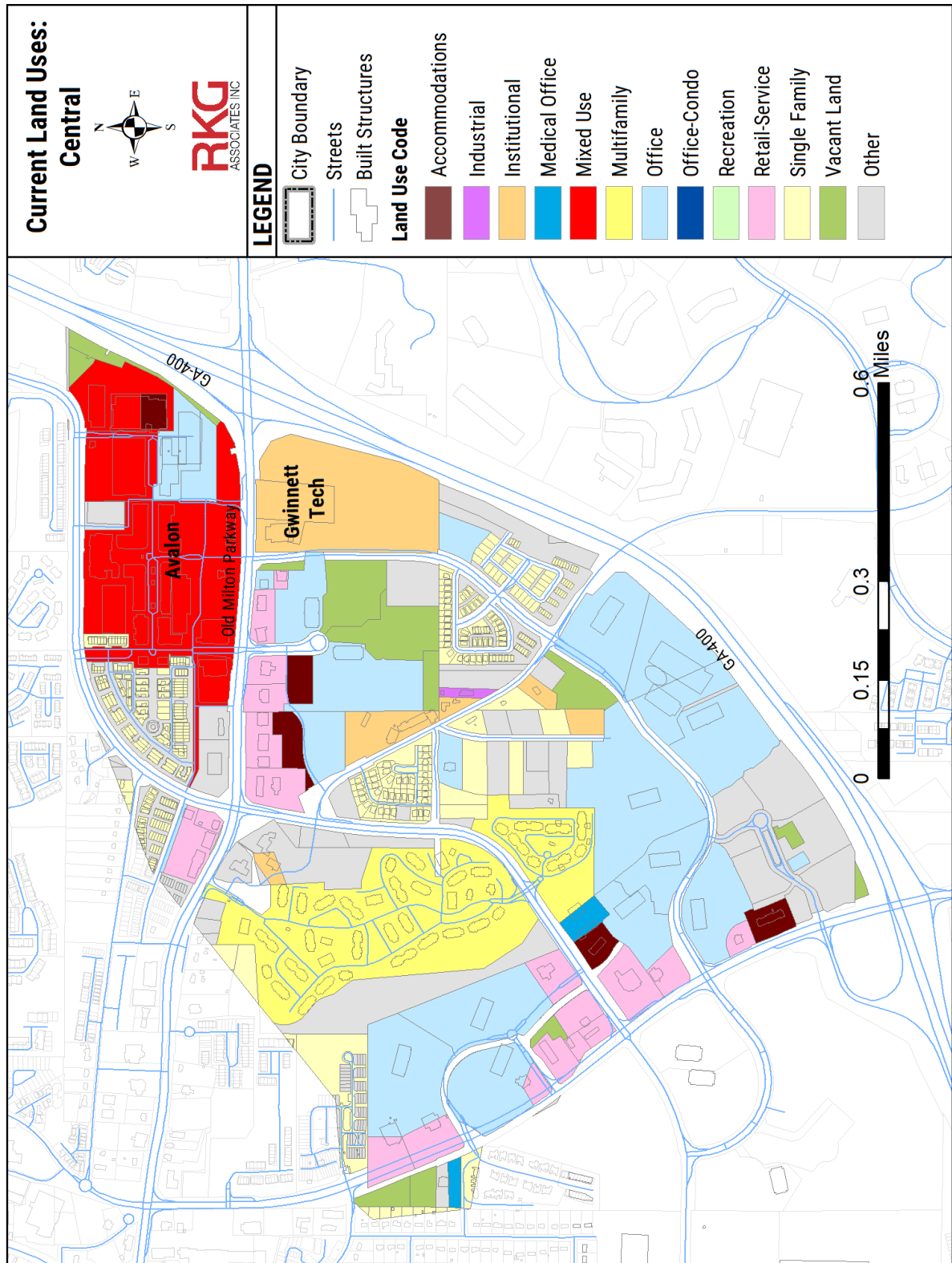
The Central activity center extends from Avalon to the interchange of GA-400 and Haynes Bridge Road. The neighborhood focal point is Avalon, the City's premier mixed-use lifestyle destination that has catalyzed expansions to the City's business and household bases. Avalon's developmental scale and commercial intensity is a state-of-the-art concept for Alpharetta, raising the City's quality-of-life standards which has become an essential source for attracting business investment.

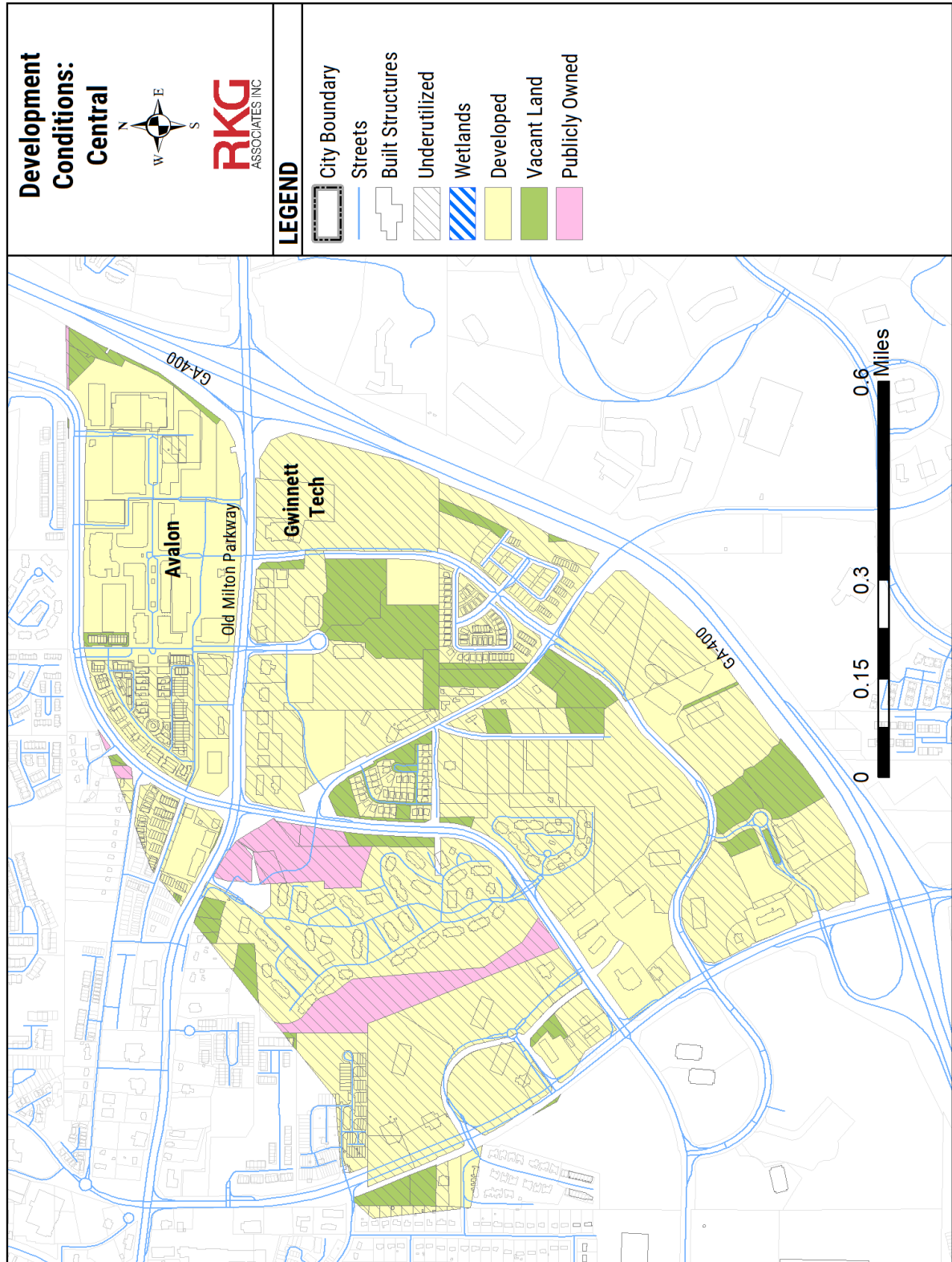
Vision

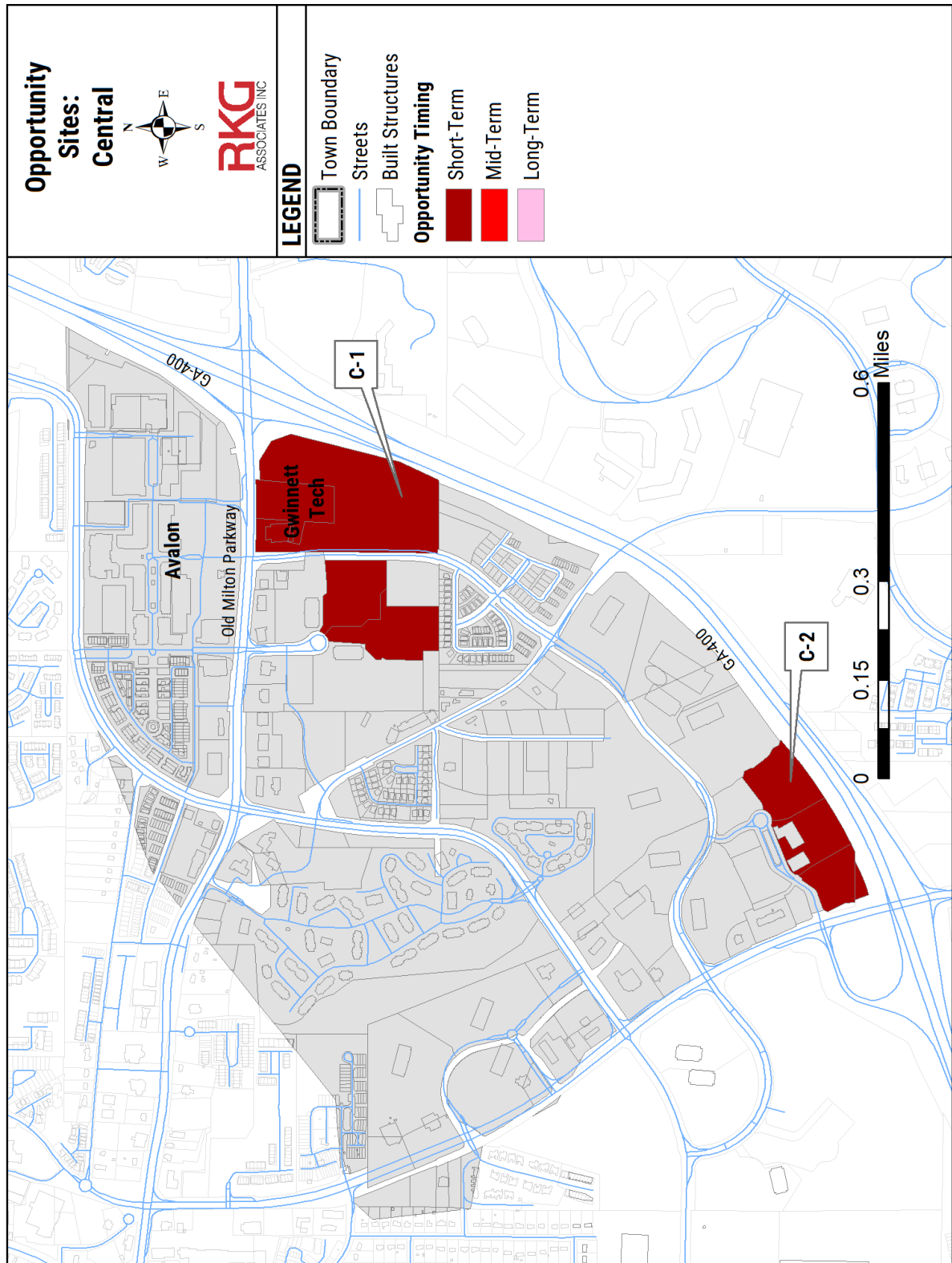
Additional development opportunities can build upon the commercial success and momentum of Avalon, expanding the mixed-use development concept to other parts of the Central activity area. The concept has proven to be a strategic medium for filling office spaces, expanding consumer retail activities, and establishing a sense of destination to enhance community-development objectives. To increase the likelihood that additional development opportunities can advance this concept in the long-term, enhancing physical connectivity and social accessibility must be an overriding objective of each strategy. This includes providing the infrastructure to support pedestrian-scale walkability across Old Milton Parkway. Moreover, expanding the price-diversity of housing options can create the critical mass needed to ensure the area's long-term economic sustainability.

Short-Term Strategies

- C-1, Infill Development w/Structured Parking: Substantial infill development opportunities exist across Old Milton Parkway on Gwinnet Tech's campus. The parcels land resources are largely underutilized, with ample greenspaces and parking lots ripe for catalytic infill development. RKG recommends that these parcels incorporate infill development at the same scale as Avalon, to expand commercial activities and the built character through pedestrian connections over Old Milton Parkway. Structured parking can help maximize land efficiencies while generating high value returns.
- C-2, Infill Development w/Structured Parking: Coordinate a public-private partnership between existing property owners for infill development projects with structured parking that strengthen the marketability of nearby commercial properties.







3. Hospital

Overview

The Hospital activity area consists of parcels adjacent and east of GA-400, extending between Webb Bridge Road and Haynes Bridge Road. Near Haynes Bridge Road are a collection of strip-development retail centers, which manage to remain operational due to access to GA-400. The center of the activity area is a cluster of suburban-scale office properties, including the Royal Centre office park which report high vacancy rates. High vacancies reflect shifts in workplace preferences, as businesses increasingly prefer locating in highly-amenitized areas. The northern edge of the activity area is the Northside/Alpharetta Medical Campus, which contains the City's largest concentration of medical professionals. Targeting investments near the medical campus can strengthen the hospital's long-term operations and the City's efforts to sustain job growth in healthcare sector segments.

Vision

Several suburban-scale office properties are underutilized, which offers opportunities for infill development or adaptive reuse projects to revitalize declining commercial activities. These opportunities can capitalize on the proximity to Northside/Alpharetta Medical Campus while generating positive recruitment externalities that can enhance the hospital's long-term operations. This can include locating work-live-play opportunities with pedestrian connectivity to the hospital, offering a source of attraction to healthcare services professionals. Adaptive reuse projects can incorporate Public-Private Partnerships with the Northside/Alpharetta Medical Campus to help facilitate conversions to lab spaces for life-sciences research. And consequently, catalyze a built environment for innovation in ancillary industries to develop (Biotech, MedTech).

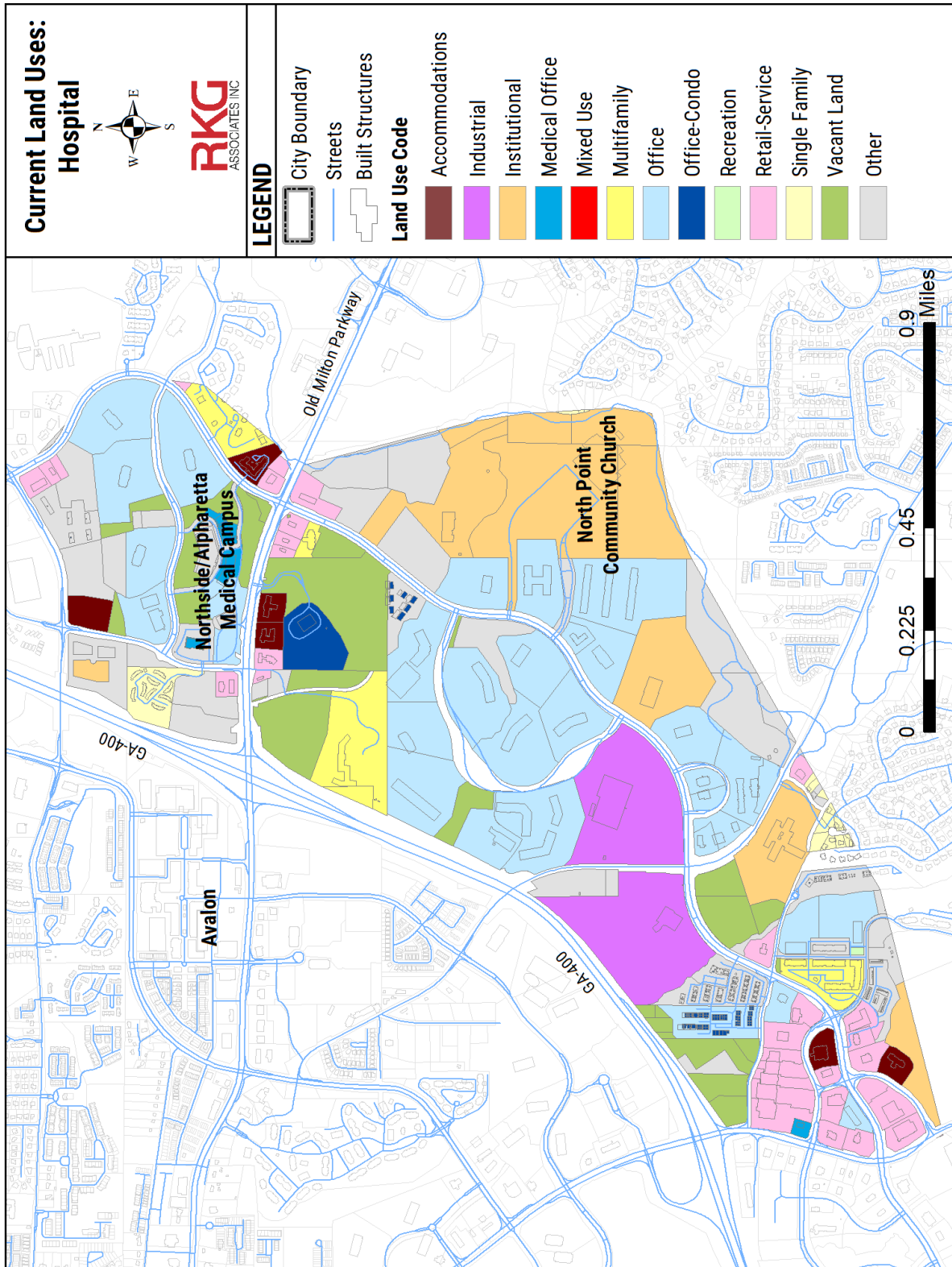
Short-Term Strategies

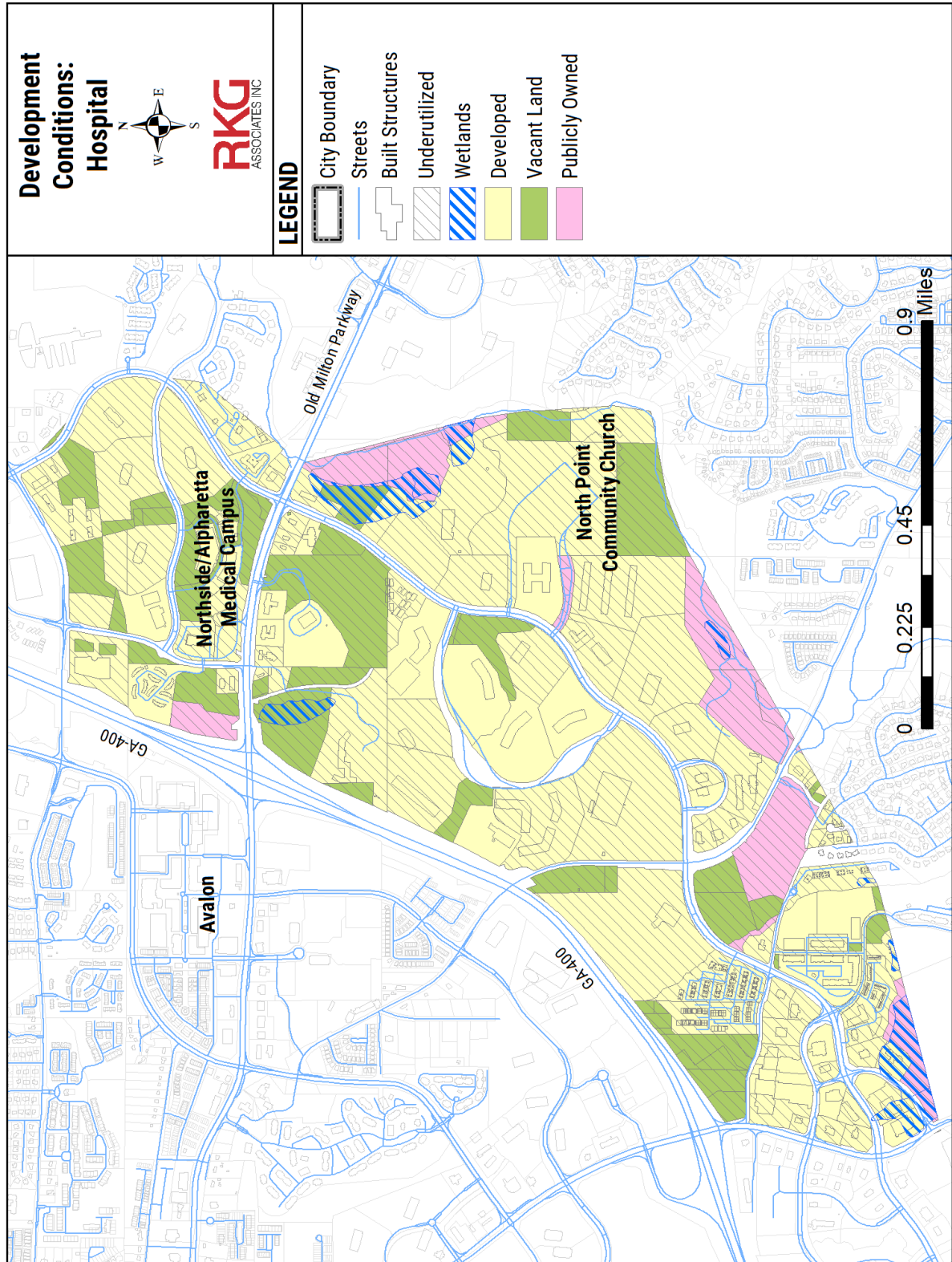
- H-1, Infill Development/Adaptive Reuse: These suburban-scale properties are located within the Royal Centre office park and report high vacancy rates due to decreased demand for these office space types. These properties offer potential opportunities for infill development with living and entertainment amenities to revive declining commercial activities. Or rather, engage with landlords and the medical campus to explore the financial feasibility for adaptive reuse projects that integrate lab-spaces for research or light manufacturing.

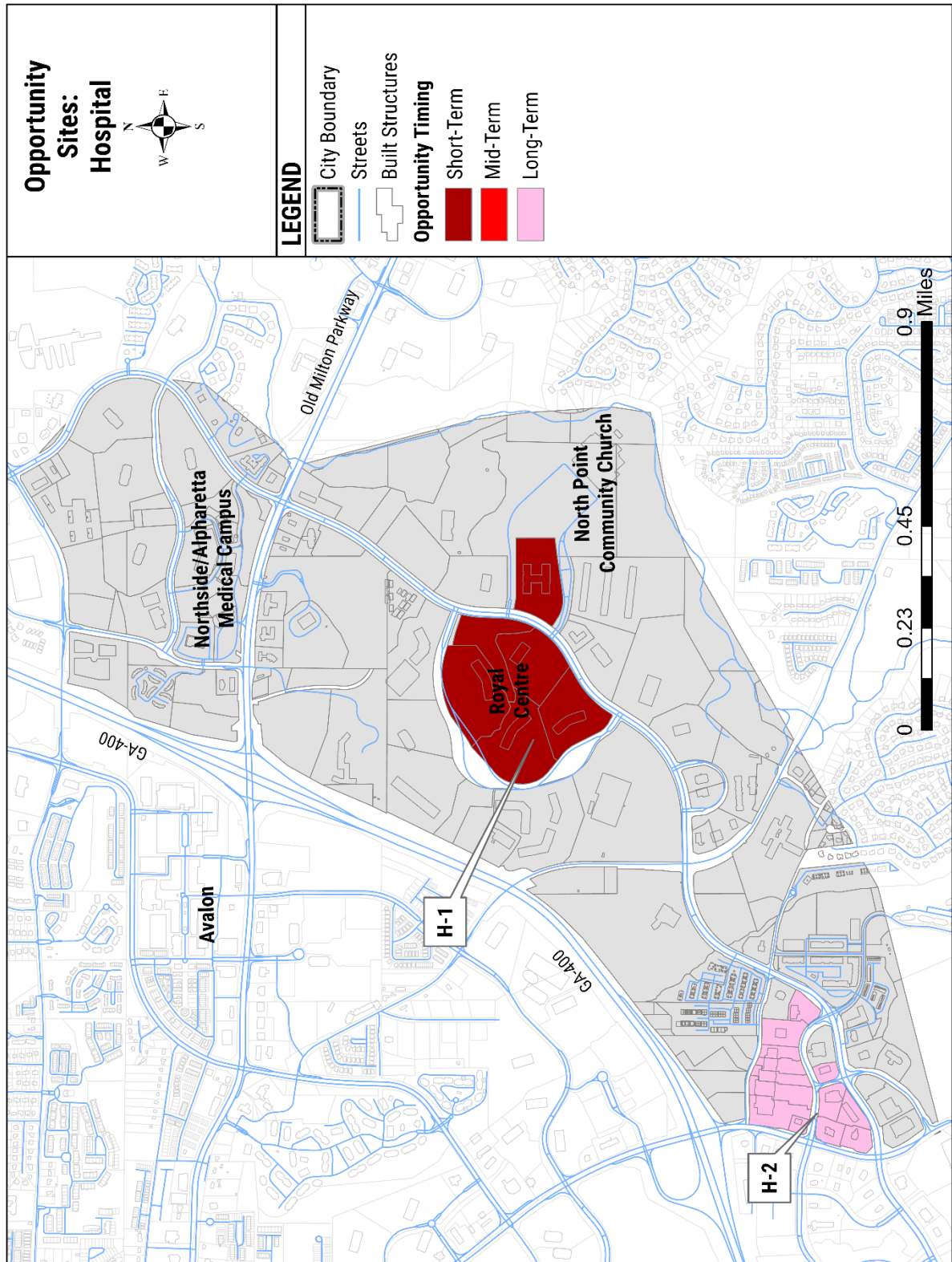
Long-Term Strategies

- H-2, Assemblage: A collection of retail-service properties are located between North Point Parkway and Rock Mill Road. Assemblage of these properties can be used for redevelopment/infill development opportunities that can increase land-use efficiencies and add more commercial activities. Reinvestments into these properties can generate exponential returns, particularly if the North Point Mall Project is revived to the

southwest. This is a long-term strategy due to the diversity of property owners which will require complex coordination and cooperation efforts.







4. Northpoint

Overview

The Northpoint activity area extends from the southern entrance of Alpharetta along GA-400 to Haynes Bridge Road. The area is predominately retail-service uses, with the Northpoint Mall as the focal point. Northpoint Mall has been the premier regional shopping destination for North Fulton County. Due to increased demand for shopping online and at competing retail destinations, like most traditional shopping malls, Northpoint Mall has faced pressures to sustain economic value. Developers have submitted proposals to redevelop the mall into a work-live-play activity center, seeking to capitalize on rising market preferences for pedestrian-friendly lifestyle destinations.

Vision

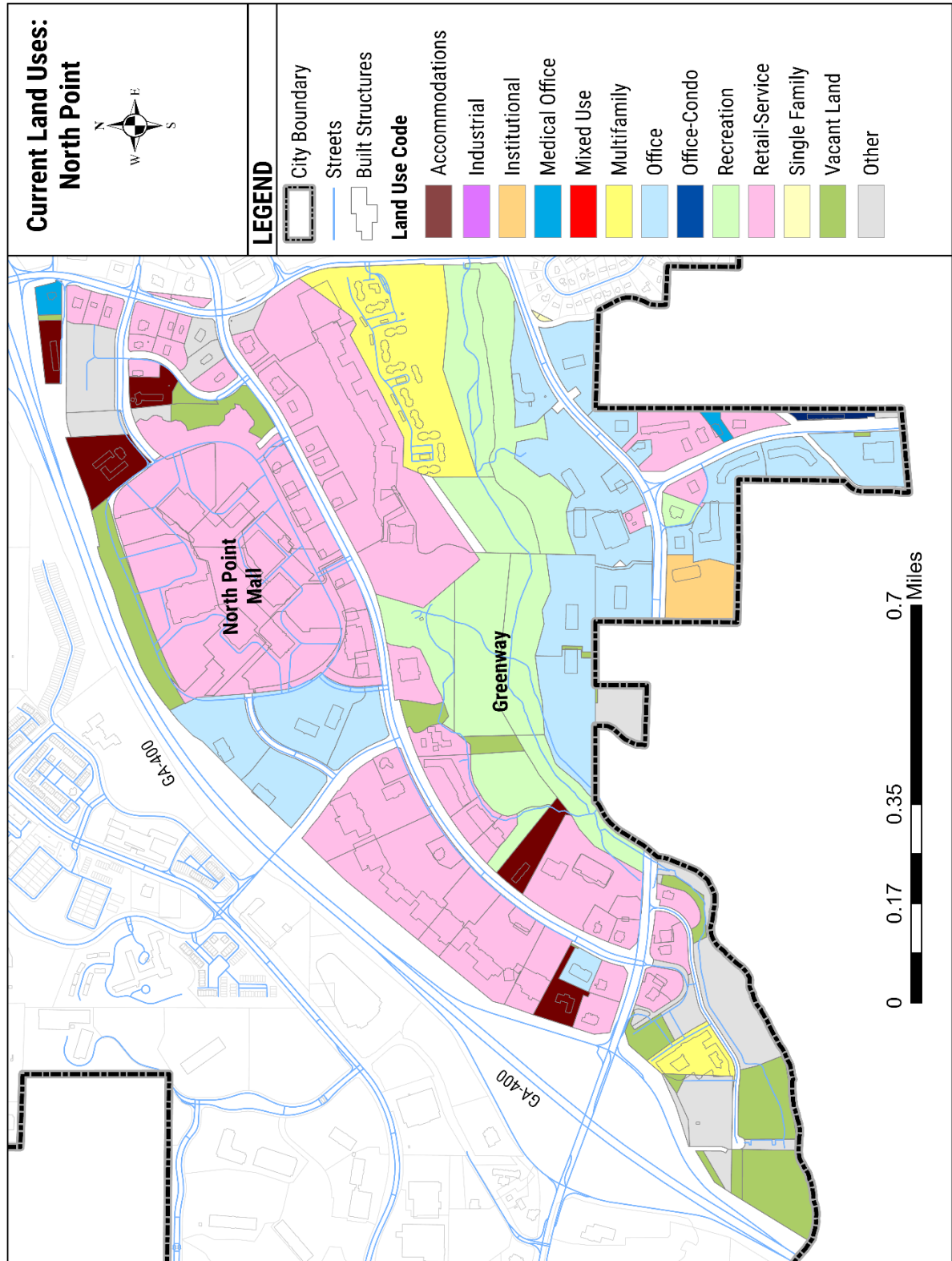
Redevelopment of the Northpoint Mall into a live-work-play activity center offers a major catalytic investment opportunity to become a centralized economic hub for North Fulton County. Through this opportunity, incorporating dense vertical mixed-use development patterns can be a strong source of attraction for businesses and white-collar professionals. The site is situated in a favorable location to support a redevelopment into a live-work-play activity center, providing access to multimodal transit options while buffered away from residential subdivisions.

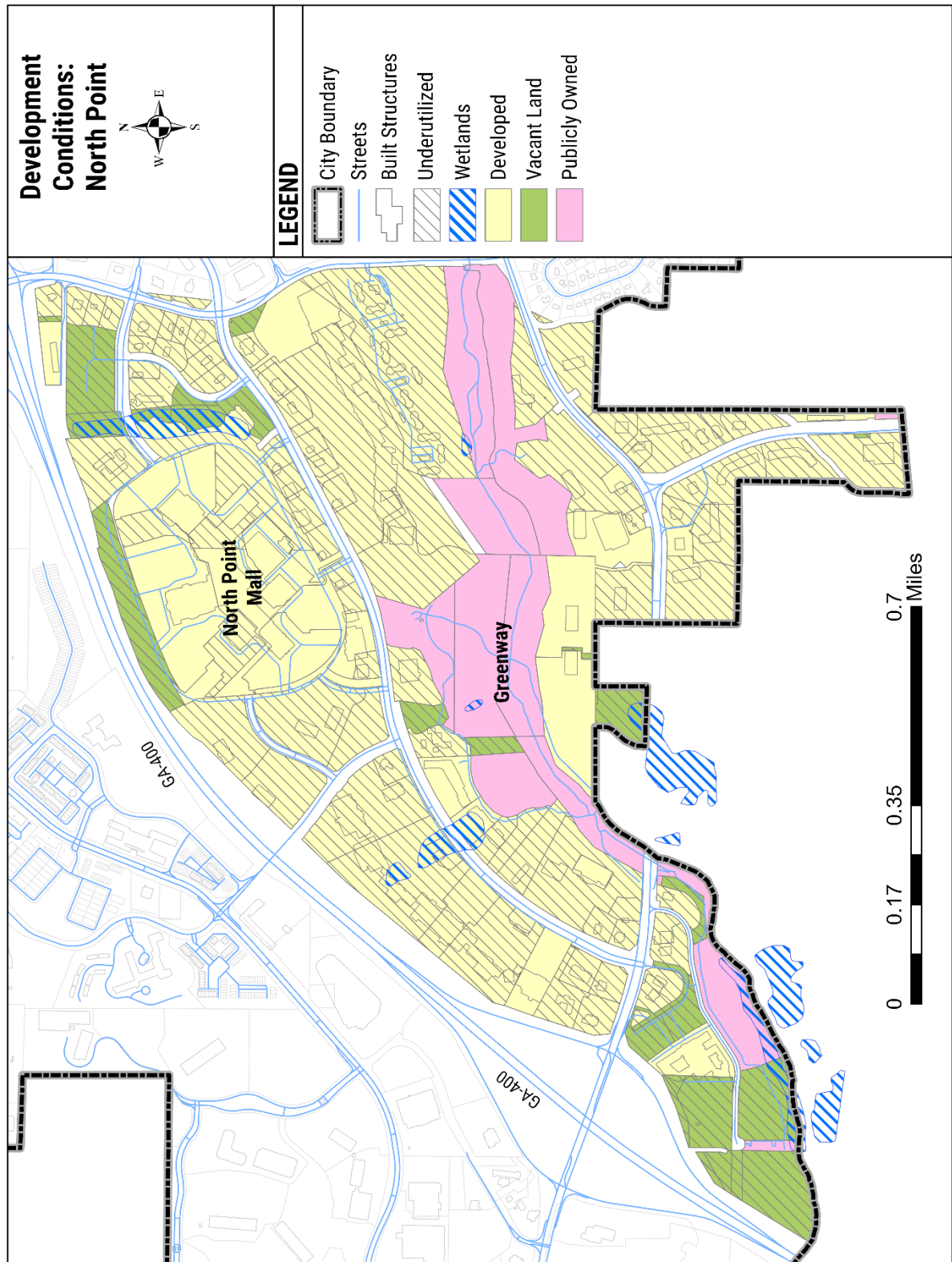
Short-Term Strategies

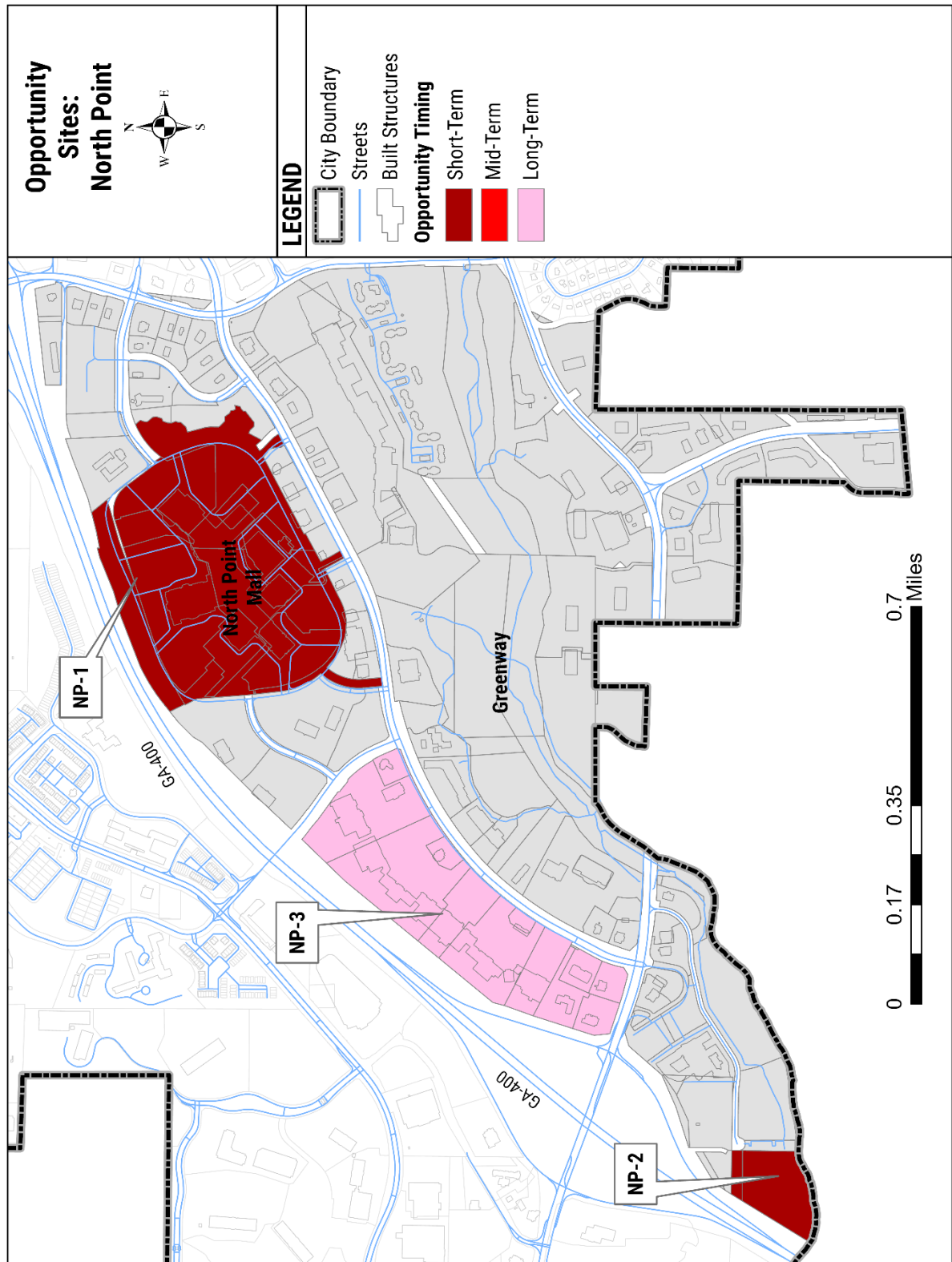
- NP-1, Redevelopment: Redevelop the Northpoint Mall into a live-work-play activity center that supports greater development densities than the Avalon and City Center. Sufficient multifamily units will need to be incorporated into the redevelopment strategy, as escalating construction costs would otherwise make the redevelopment financially infeasible. The redevelopment effort is envisioned to be a destination for young professionals to sustain long-term labor market outcomes. Connectivity to multi-modal transportation options (walking, biking, public transit) can maximize the site's potential.
- NP-2, Recreation Destination Use: With proximity to Big Creek Greenway, this site can be redesigned into a recreational activity center with a regional marketing pull that capitalizes on access to GA-400. Potential opportunities include a BMX course, ropes course, or paintball park.

Long-Term Strategies

- NP-3, Assemblage: If the redevelopment of Northpoint Mall demonstrates market success (e.g., favorable lease rates, rapid absorption rates), these properties can be assembled and redeveloped to expand upon that success. Redevelopment efforts would be an extension of the Northpoint Mall redevelopment, at high density levels with a diversity of commercial and residential uses.







5. Old Milton

Overview

The Old Milton activity area extends from the intersection of GA-400 and Old Milton Parkway to the intersection of Old Milton Parkway and Kimball Bridge Road. The activity area consists of auto-centric retailers and suburban-scale office developments. Georgia State University Alpharetta's (GSU-Alpharetta) Campus is located on the west side of Old Milton. A few large suburban-scale office developments report very high vacancies; three office buildings in front of GSU are over 50% vacant and two office buildings along Alexander Drive are over 30% vacant. The activity area is home to a few major technology-based businesses, including:

- Hi-Rez Studios
- Aptean
- Profisee
- Agilent
- Dexis Dental Imaging

Technology-based businesses are recognized for implementing hybrid-working models. As these models continue to normalize, technology-based businesses are prone to downsize their workspaces with the possibility of seeking workspaces outside of the City limits. Consequently, reducing the number of Alpharetta-based jobs and technology-based businesses. In light of these potential impacts, the City of Alpharetta should engage with the above businesses and identify their existing and future real estate needs.

Vision

Future real estate can be a strategic initiative, in coordination with property owners, existing businesses, and GSU-Alpharetta. The presence of GSU-Alpharetta in proximity to major technology-based businesses can shape the conditions for a 'workforce development hub,' capitalizing on the educational resources of GSU-Alpharetta and industry-knowledge resources of nearby technology-based businesses. This synergistic relationship can encourage the development of educational programs at GSU-Alpharetta that upskill existing workers. While hybrid-work models are ongoing and many young professionals live outside the City limits, localizing young professionals increases in importance. RKG Associates recommends that many properties within the activity area incorporate live-work-play activity centers, offering a source of attraction for young professionals.

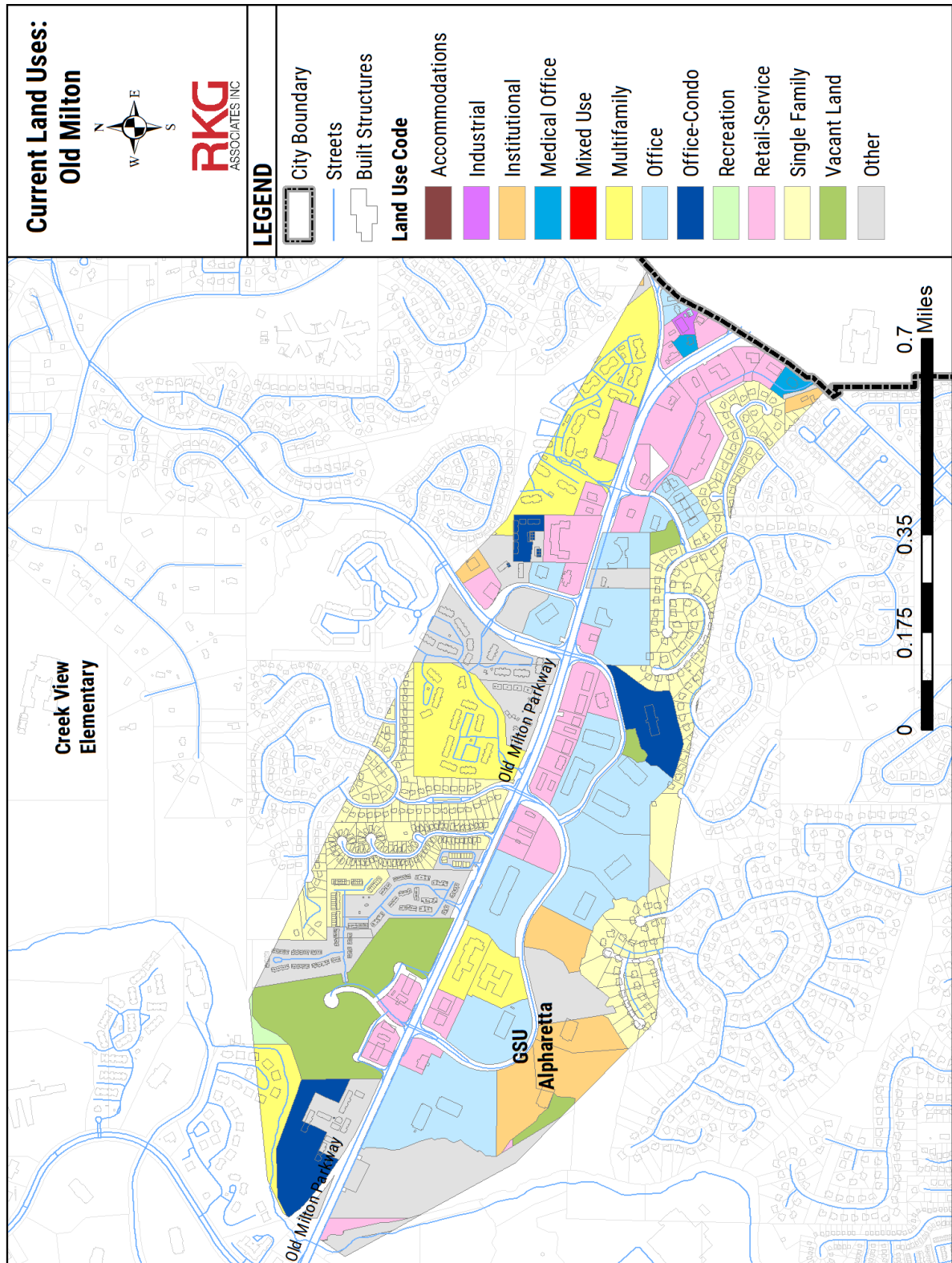
Short-Term Strategies

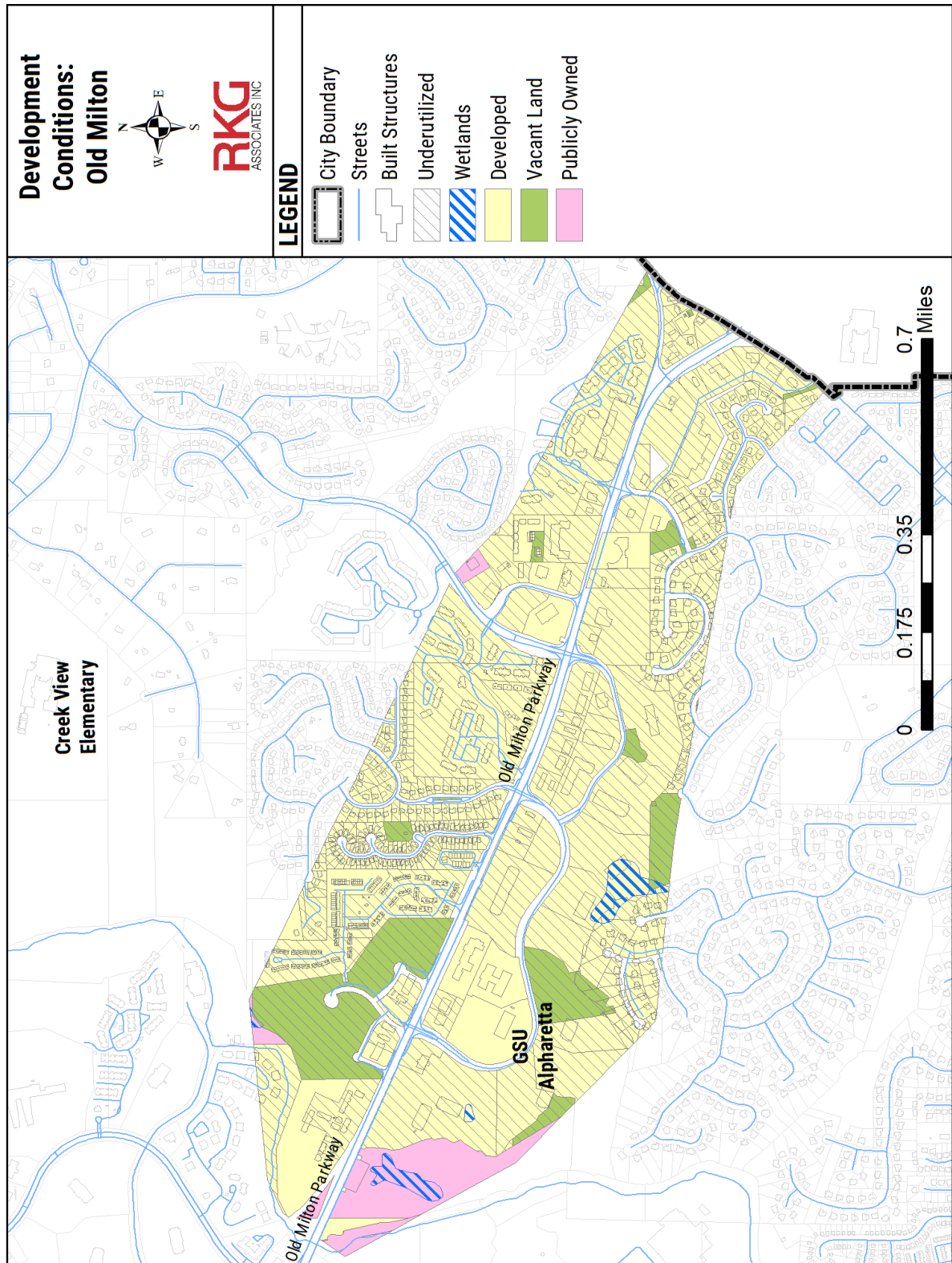
- OM-1, Redevelopment/Adaptive Reuse: A coordinated PPP strategy between existing property owners and GSU-Alpharetta can create a catalytic investment opportunity. The existing office properties report very high vacancy rates and are unlikely to backfill vacated spaces due to shifts in workplace preferences among white-collar businesses; Particularly, the preference to be located in highly amenitized and walkable areas.

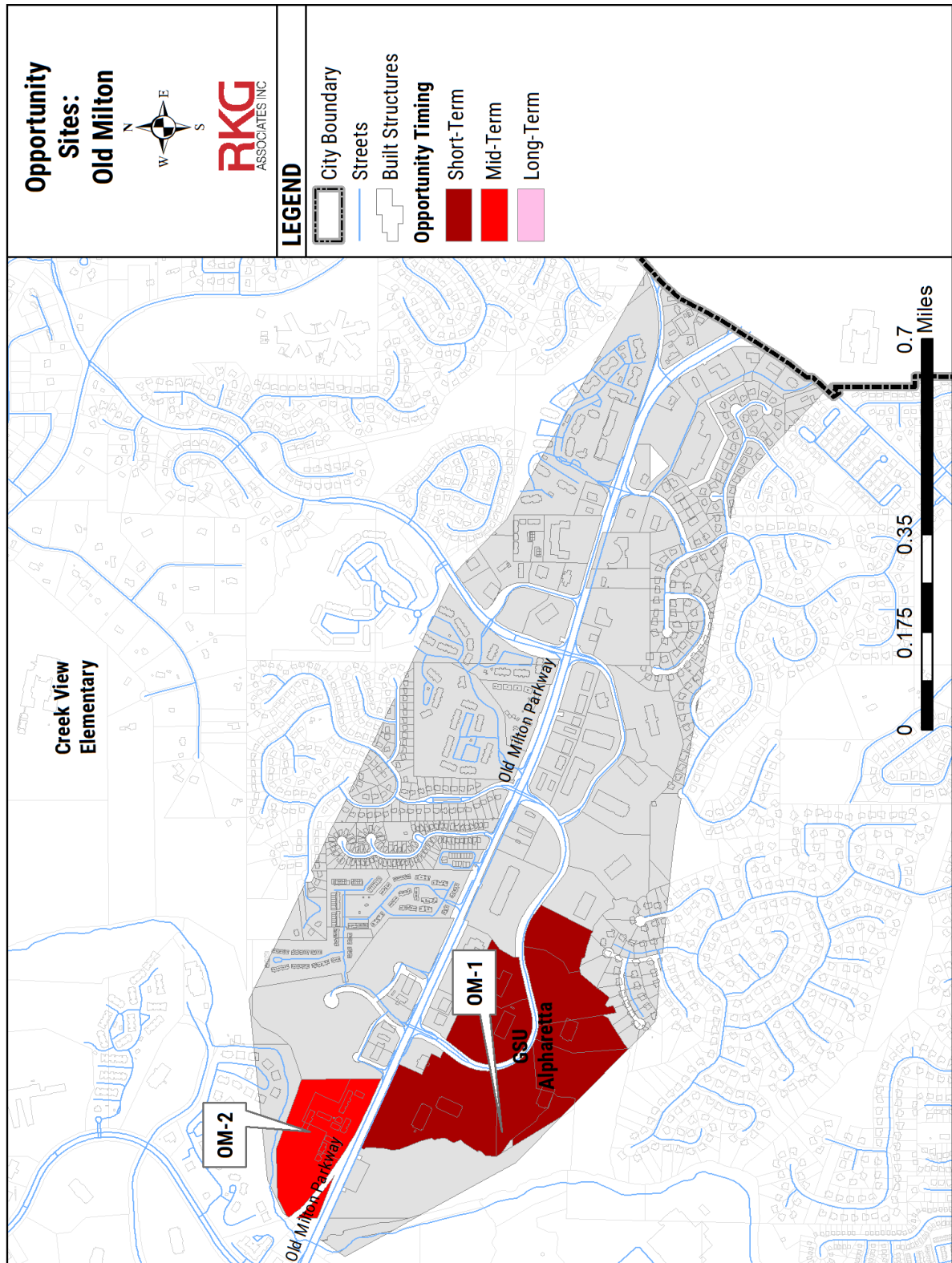
Redevelopment of the site into a work-live-create destination can help attract young professionals, a declining but needed population segment to help stabilize the City's long-term labor market conditions. Another opportunity can be converting the properties to accommodate R&D/flex spaces. These types of spaces face supply constraints throughout Fulton County and GSU is currently investing in biomedical sciences research. A PPP between GSU-Alpharetta and the office property owners can create an opportunity to expand GSU research activities to Alpharetta.

Long-Term Strategies

- **OM-2, Monitor Properties' Market Conditions:** These office-condo properties retain healthy occupancy rates. Most existing spaces are below 1,500 SF, which can be attractive to businesses seeking to downsize. If the market value of these properties declines and vacancies increase, consider adding amenities around the site in an effort to backfill vacated spaces and strengthen marketability.







6. Amphitheatre Area

Overview

The Amphitheatre Area Activity Area is predominantly industrial and commercial uses, consisting of various small-scale production-based facilities and automotive dealerships. Notable area assets include Fetch Park and the Ameris Bank Amphitheater, enhancing the City's tourism and hospitality sectors.

Vision

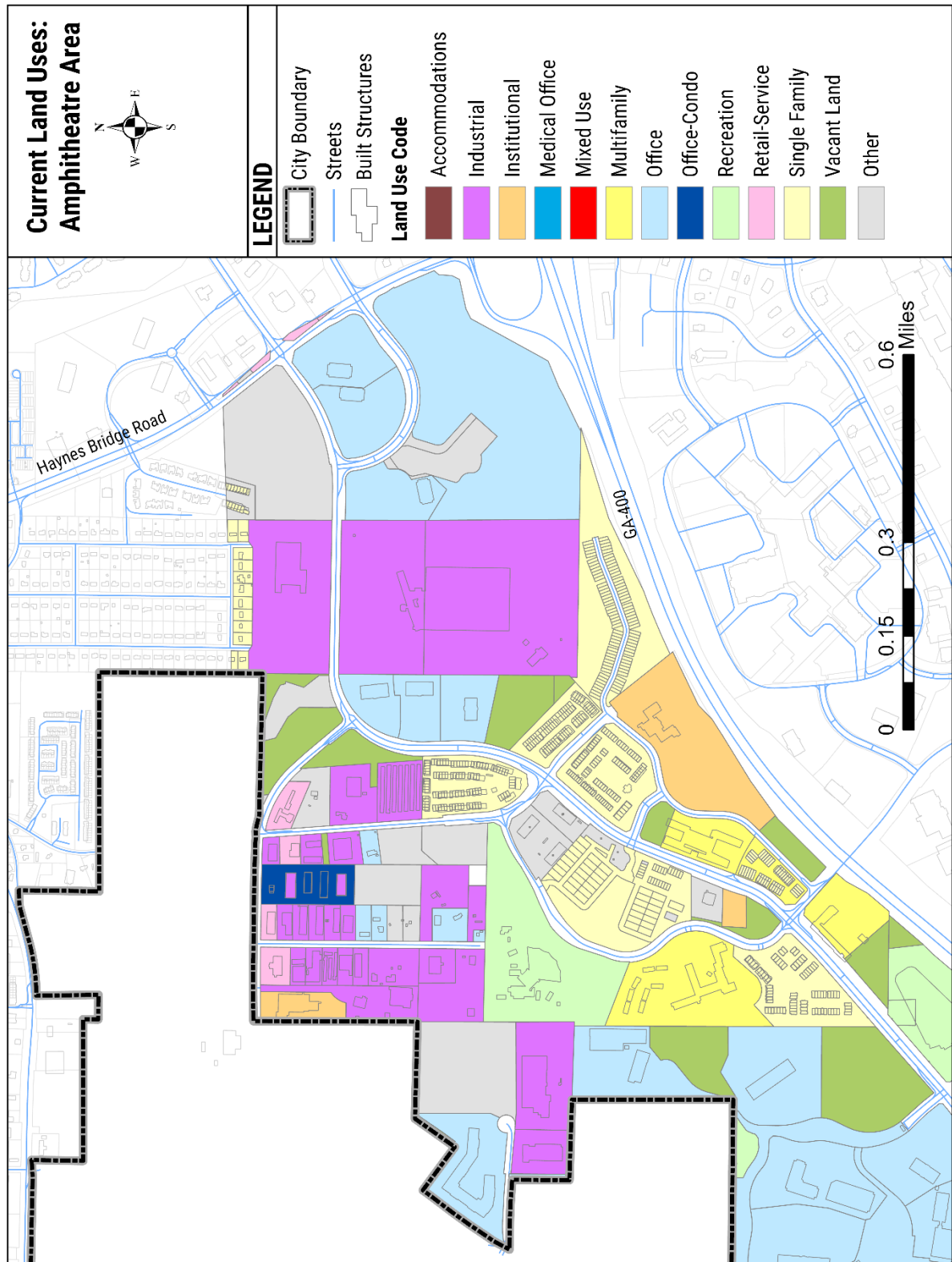
While the area's commercial and industrial operations remain stable, the objective of Amphitheatre Area is to preserve related economic activities. This includes expanding upon the momentum of the area's small-scale production-based operations and automotive uses. Strong market indicators point to pent-up demand for small-scale production-based facilities, especially as the region's supply chain networks expand and cottage manufacturing is revived into a normalized business-model among aspiring entrepreneurs. Properties within Amphitheatre Area exist that can catalyze these bullish opportunities.

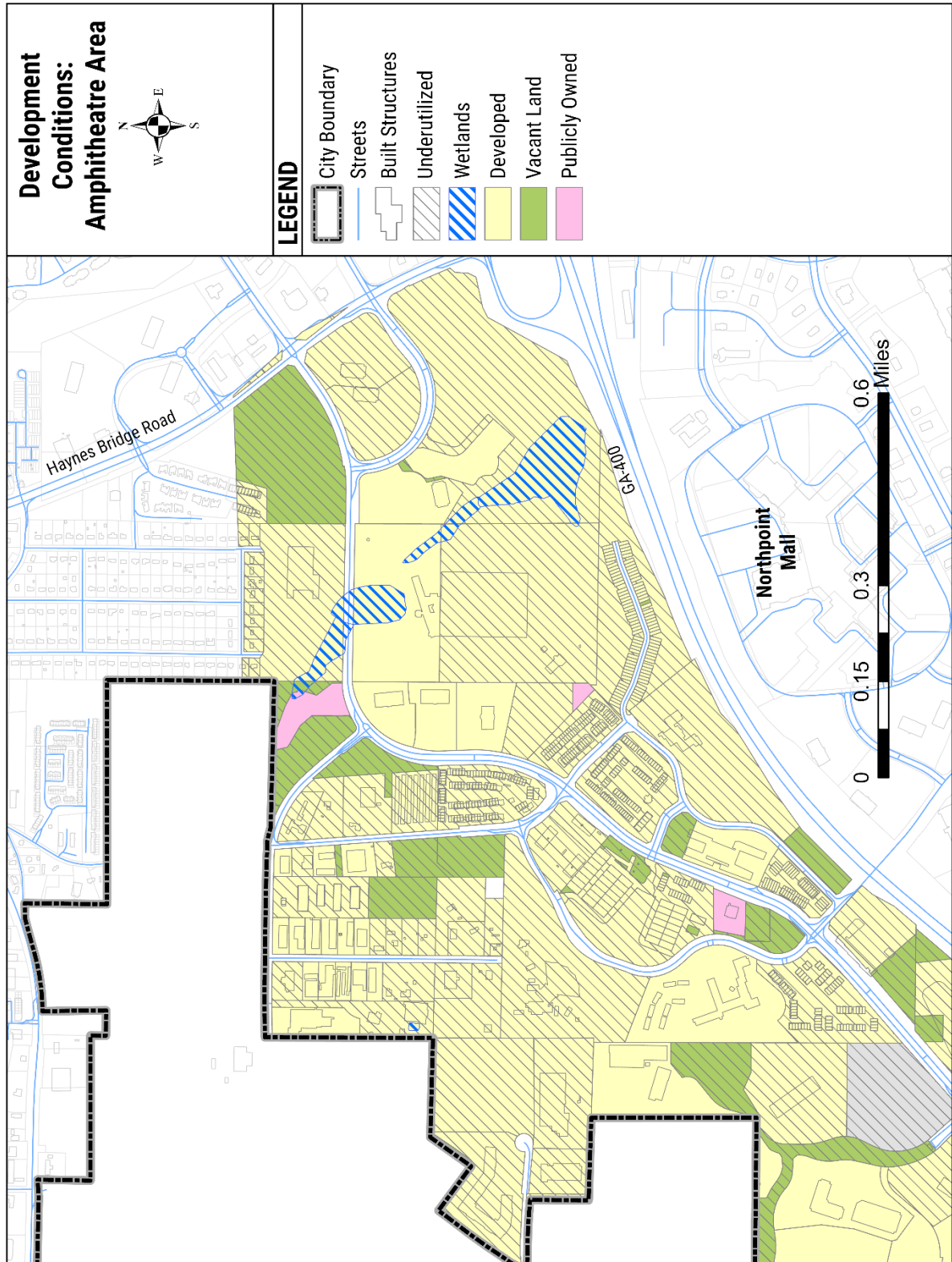
Short-Term Strategies

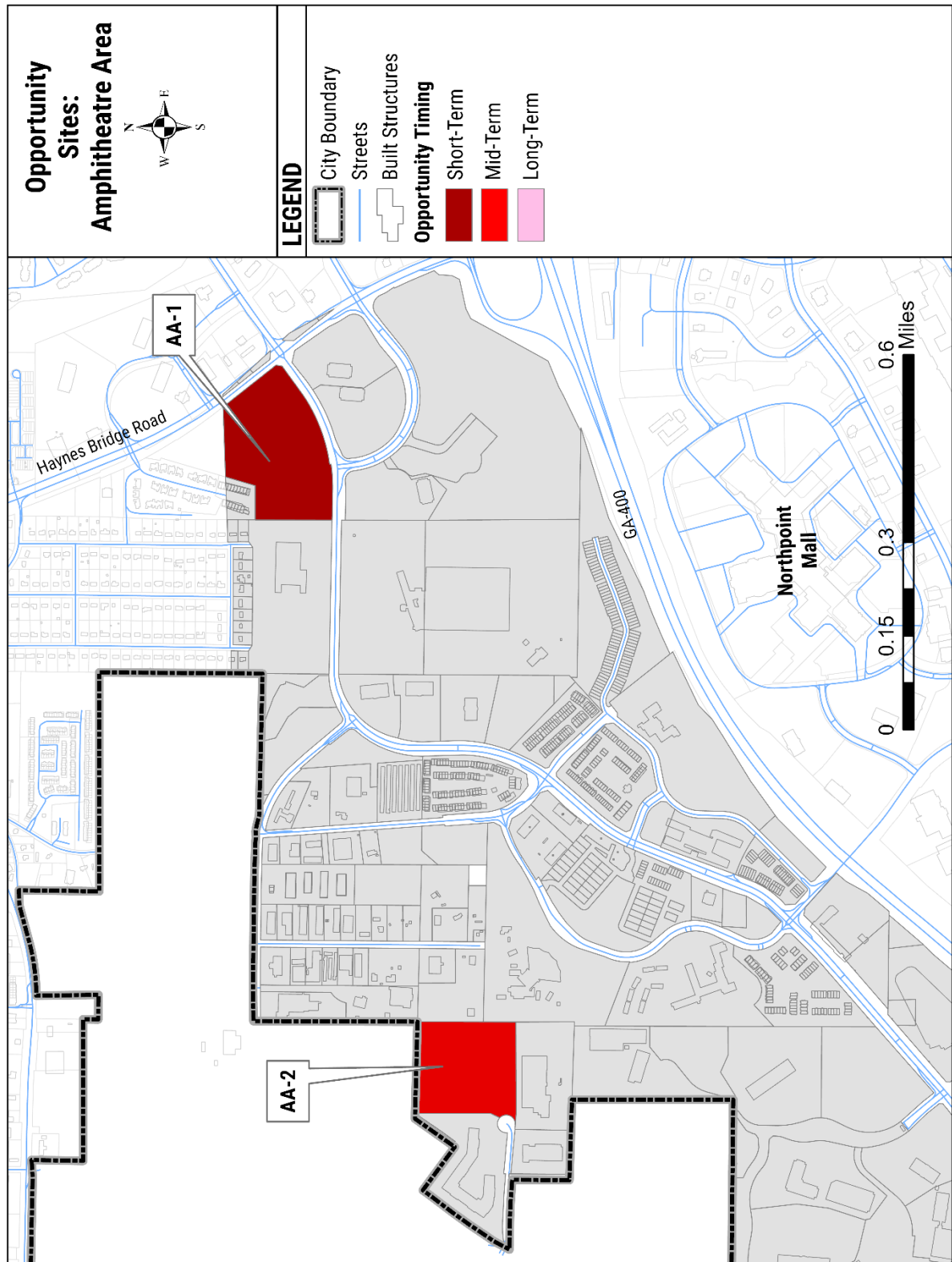
- ORN-1, Infill Development: A roughly 25 acre vacant parcel without improvements is located near the intersection of Morrison Parkway and Haynes Bridge Road. The site is absent of physical development limitations (wetlands, steep-gradients) and can be developed to capitalize on the proximity to GA-400.

Mid-Term Strategies

- ORN-2, Infill Development/Structured Parking: This vacant parcel is connected to the Ameris Bank Amphitheater, serving as a major parking lot for the venue. The parcel supports a strong catalytic potential for infill development, expanding on the momentum of small-scale production-based operations. Construction of a structured parking deck can be used to fulfill needed parking requirements for the amphitheater and increase the magnitude of commercial-generating activities. Through these efforts, the site will be better incubated to support strong fiscal benefits.







7. Windward East

Overview

The Windward East activity area borders the City's northern boundary, located directly east of the Windward Parkway and GA-400 intersection. Large-scale suburban office developments are located on either side of Windward Parkway. Many of which are underperforming due to market shifts in workplace preferences and virtual-working models. Virtual-working models have compelled many businesses to sublease unneeded workspaces. That includes Global Payments, which subleased nearly 40% of their office space in 2022. The area's underutilized workspaces translates to fewer weekly in-bound commuters, and therefore, less available spending resources on local services which can impact fiscal budgets overtime.

Vision

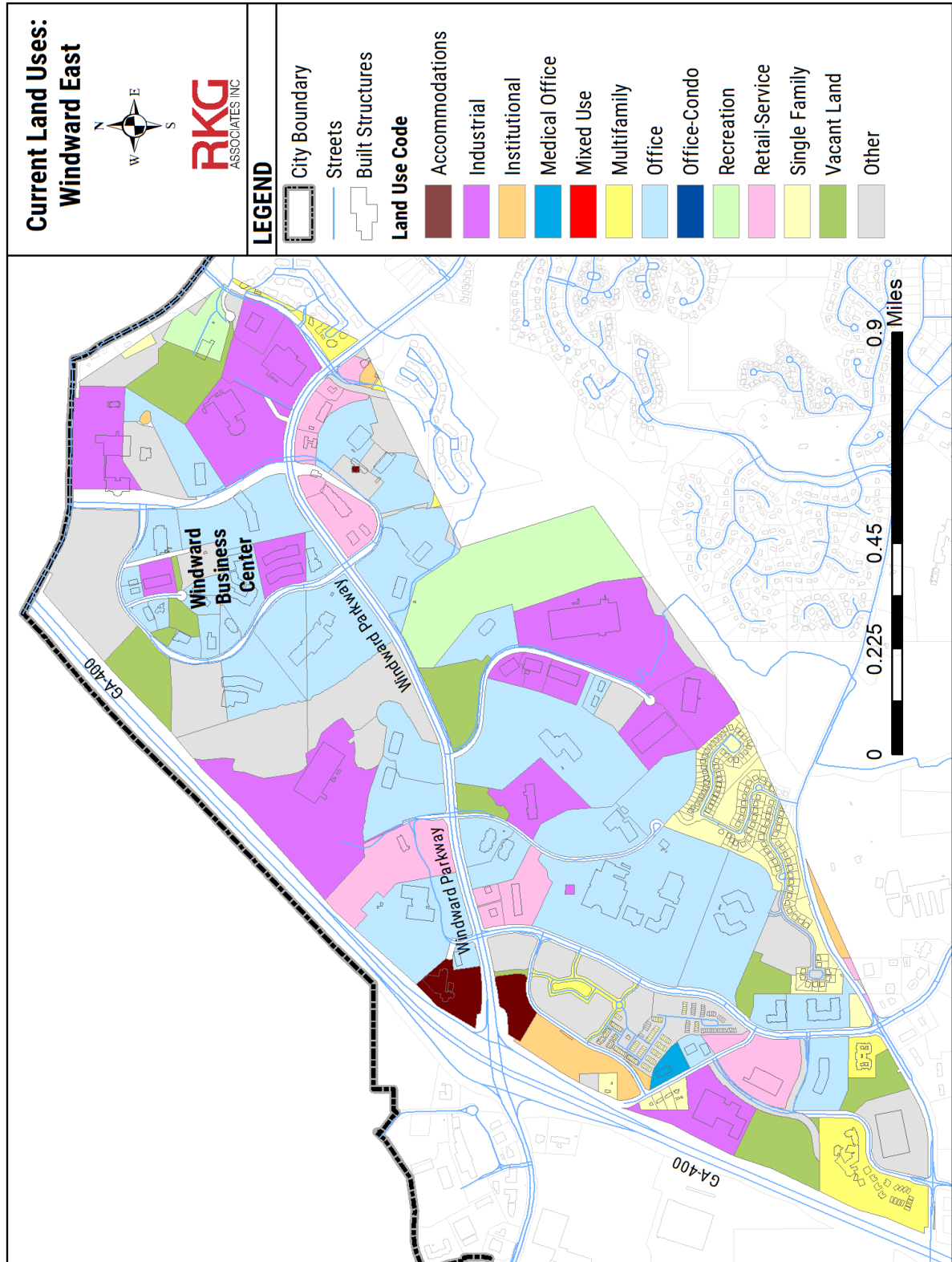
Windward East represents yet another situation where large-scale suburban office developments face pressures to sustain economic activities due to shifting market preferences. Other areas of the region, including Alpharetta, offer competitive workspaces that are driven by prevailing market preferences to locate in areas that provide convenient accessibility to services and amenities. The intended vision of Windward East is to develop in way that match prevailing market preferences, creating a town-center style environment; a diversity of housing-price typologies, concentrations of lifestyle-retail amenities, and infrastructure that supports walkability.

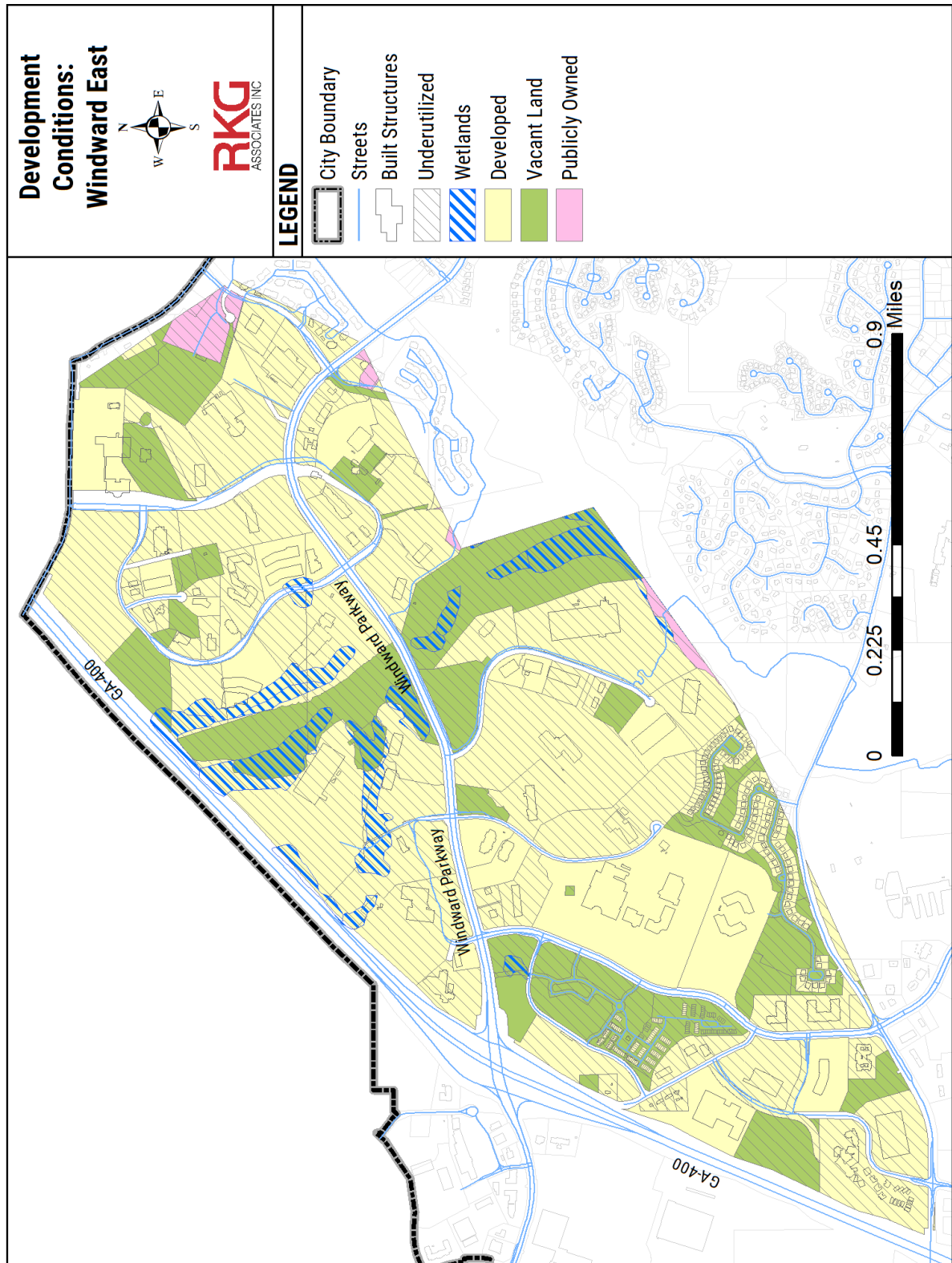
Short-Term Strategies

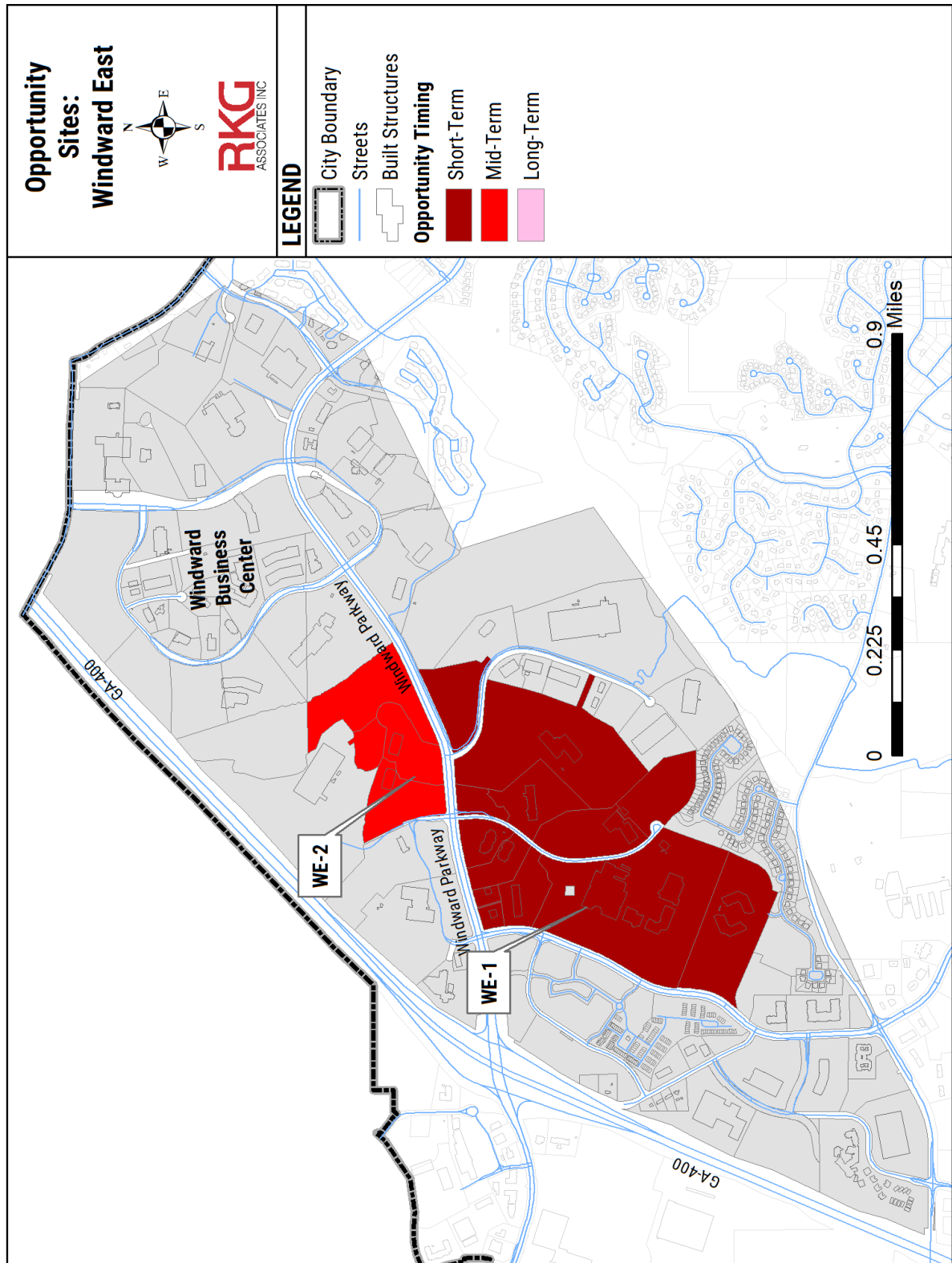
- WE-1, Infill Development w/Structured Parking: Form a public-private partnership with existing property owners to coordinate the development of a town-center style concept. Structured parking on the sites can maintain adequate parking ratios while freeing up land to develop a dense cluster of commercial-generating activities.

Mid-Term Strategies

- WE-2, Infill Development: Develop infill projects on these parcels that expand the town-center style concept on WE-1 to strengthen its marketability.







8. Sanctuary Park Area

Overview

The Sanctuary Park Area activity area extends to the City's border, interwoven with a variety of residential and commercial uses. A highlight of the area is Sanctuary Park, an instrumental business park for attracting companies and recognized for including a state-of-the-art clubhouse with lifestyle amenities. The intent of adding amenities is the same for most office park property owners, to revitalize leasing activities and attract workers back to office spaces. The rise of virtual-working models, however, imposes pressures on property owners as companies are projected to downsize their spaces. Large quantities of Sanctuary Park's office spaces remain vacant. That doesn't even account for the nearly 130,000 SF of office space which tenants are seeking to sublease, reinforcing the reduced spatial needs of businesses as virtual-working models continues to normalize.

Vision

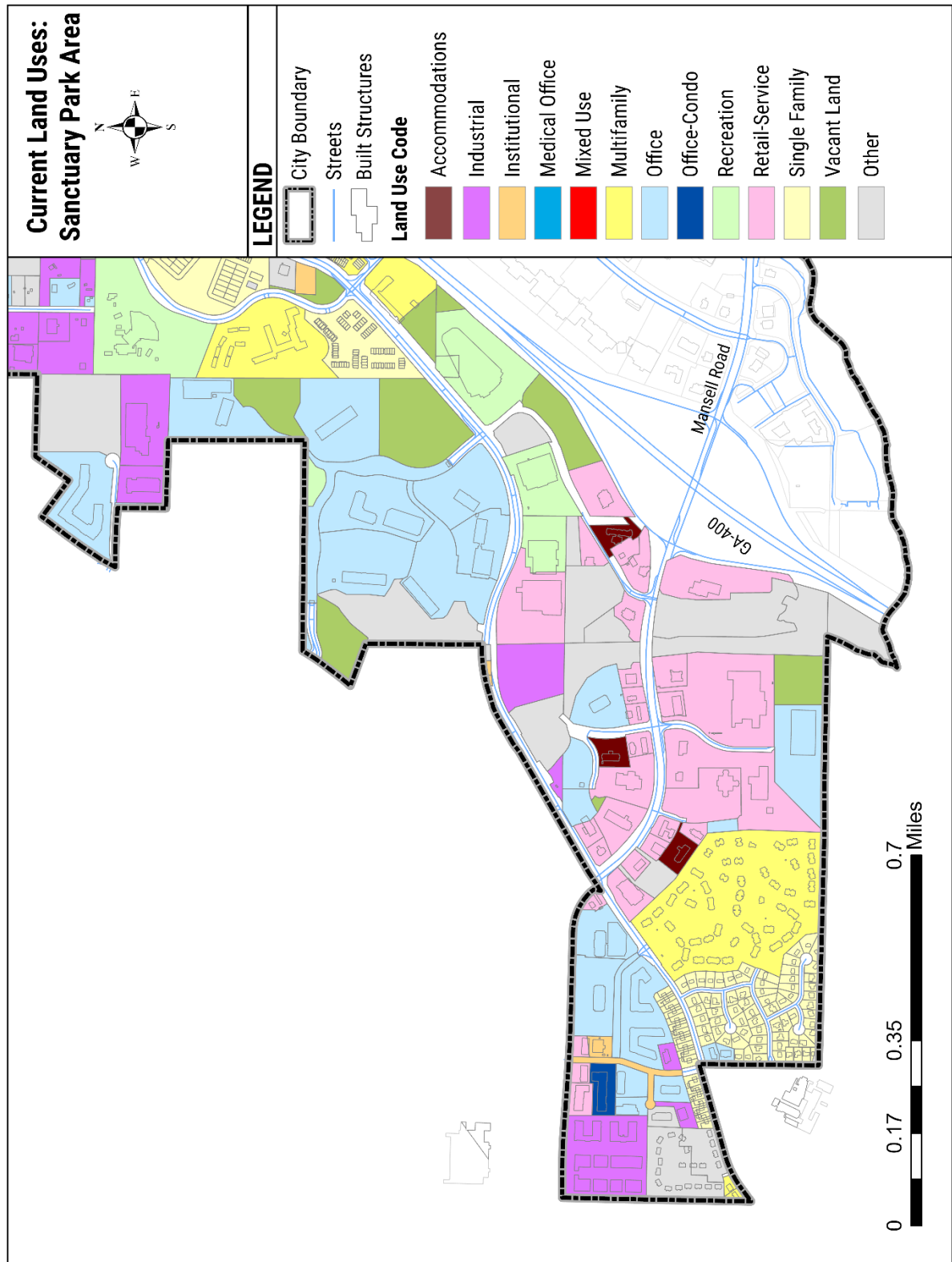
Similar to many activity areas with suburban-scale office developments, the intended vision is to preserve and revitalize underutilized economic activities. While Sanctuary Park's clubhouse addition can be appealing, it isn't likely to be a catalyst for backfilling vacated spaces. As post-pandemic work models become more popular, businesses will continue locating areas that are positioned to attract young professionals; areas that offer connectivity and walkability to services. Investments in work-live-play activity centers with price-diverse rental options can help attract young professionals. RKG Associates recommends that the parcels near Sanctuary Park embrace infill development projects, supporting a critical mass that can help revitalize lost economic activities.

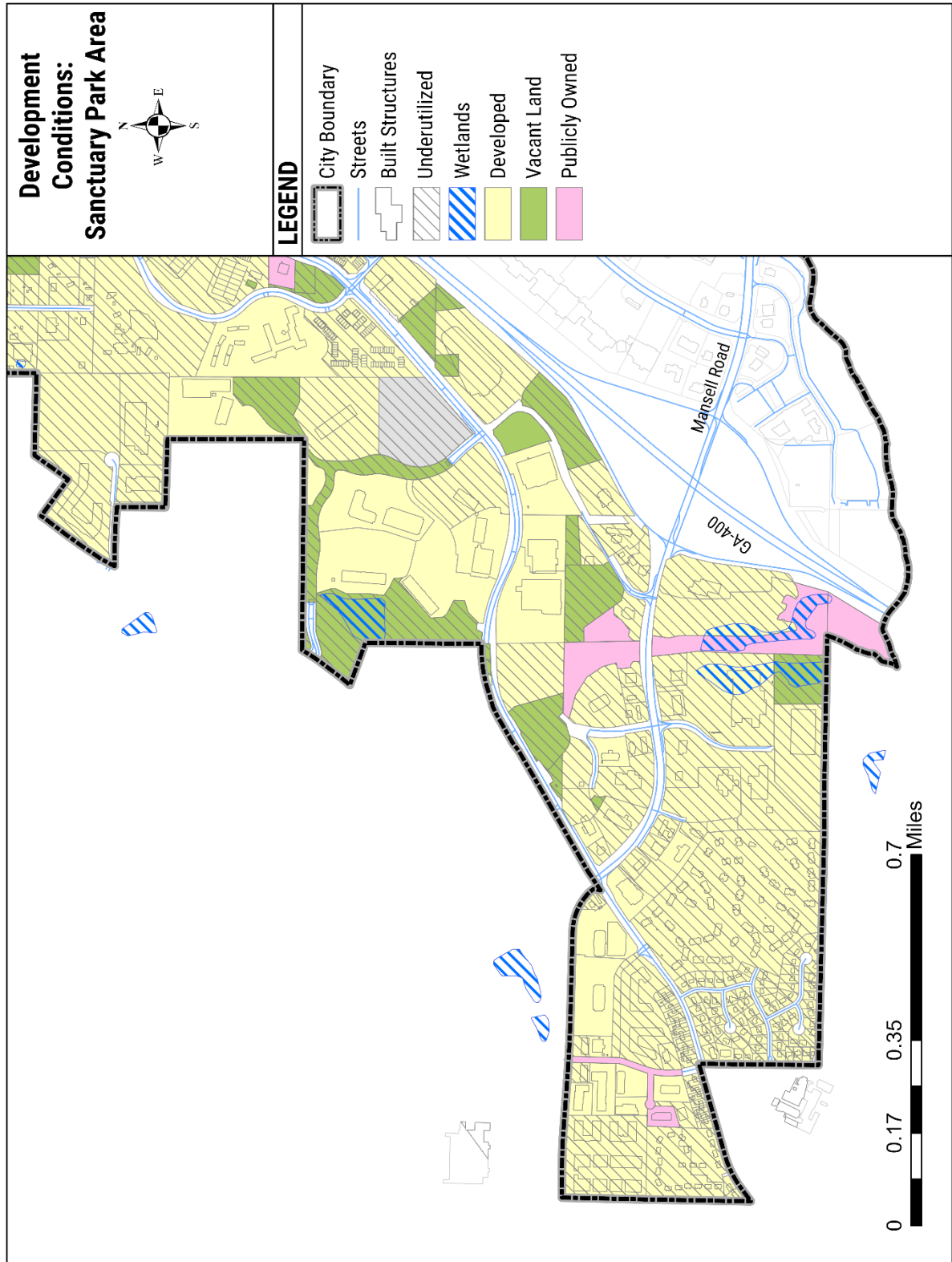
Short-Term Strategies

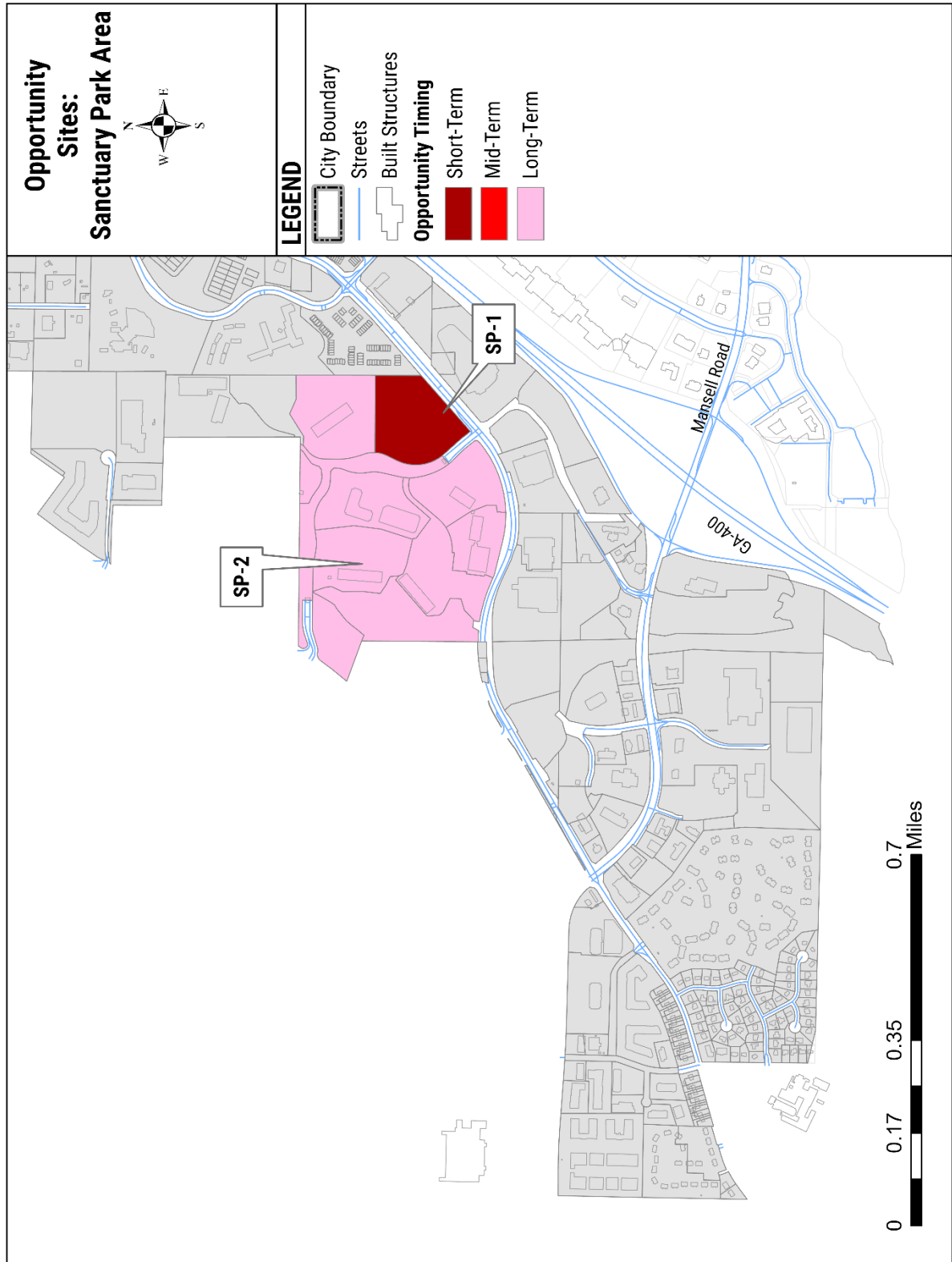
- ORS-1, Infill Development: A 14-acre vacant parcel without improvements is fronting Westside Parkway that is positioned for a catalytic opportunity. The site can be set aside for vertical mixed-use vertical development that accommodates the service and/or housing needs of existing workers within Sanctuary Park.

Long-Term Strategies

- ORS-2, Monitor Performance: Like most suburban-scale office developments, monitoring their performance will be critical to sustain economic activities in the long-term. If vacancies persist and hybrid-working models continue, expanding the town-center style concept to Sanctuary Park can strengthen its long-term market performance.







9. Windward West

Overview

The Windward West activity is west of Windward East and GA-400, hovering the City's northern boundary. The area is primarily suburban-scale retail development suburban-scale office projects. Windward West provides strong access to GA-400, which catalyzed the development of retail projects and is fueling recent investment proposals. Continuum, a City-council approved project, is expected to bring in substantial additional office space integrated with moderate levels of housing units. The project challenges the City's struggling office market performance, proposing to develop roughly 1.0 million square feet of office space.

Vision

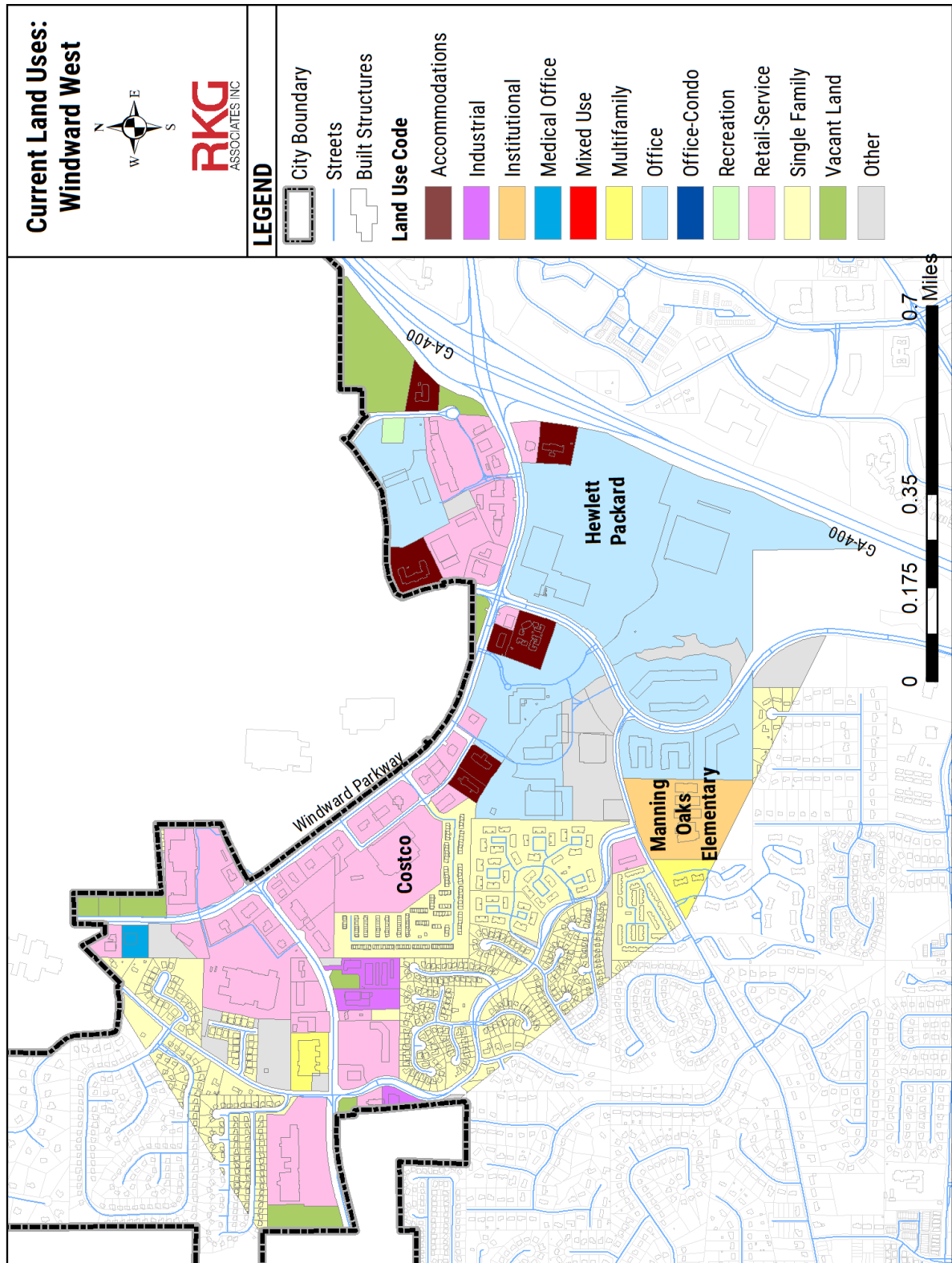
While the development phases of Continuum unfold, monitoring the project's office performance will be critical as market indicators suggest leasing spaces could be challenging. Despite this possibility, Continuum expands the town-center style concept in the City while bearing some resemblance to projects like City Center and Avalon. This concept has proven to be successful in Alpharetta, enhancing the City's efforts to attract business investment. As investments in Continuum take shape, opportunities exist for infill development and redevelopment projects that can strengthen the area's overall market performance.

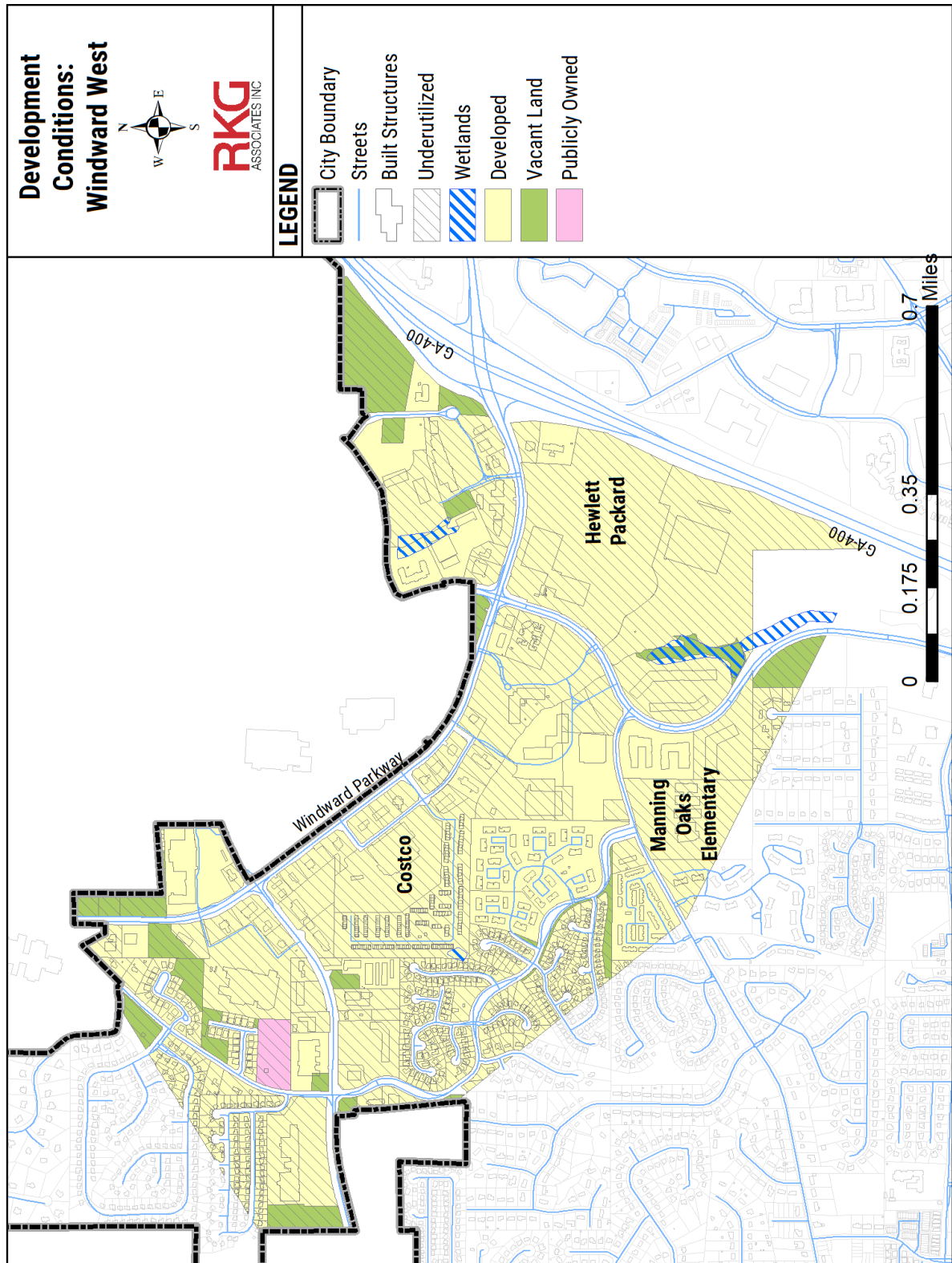
Short-Term Strategies

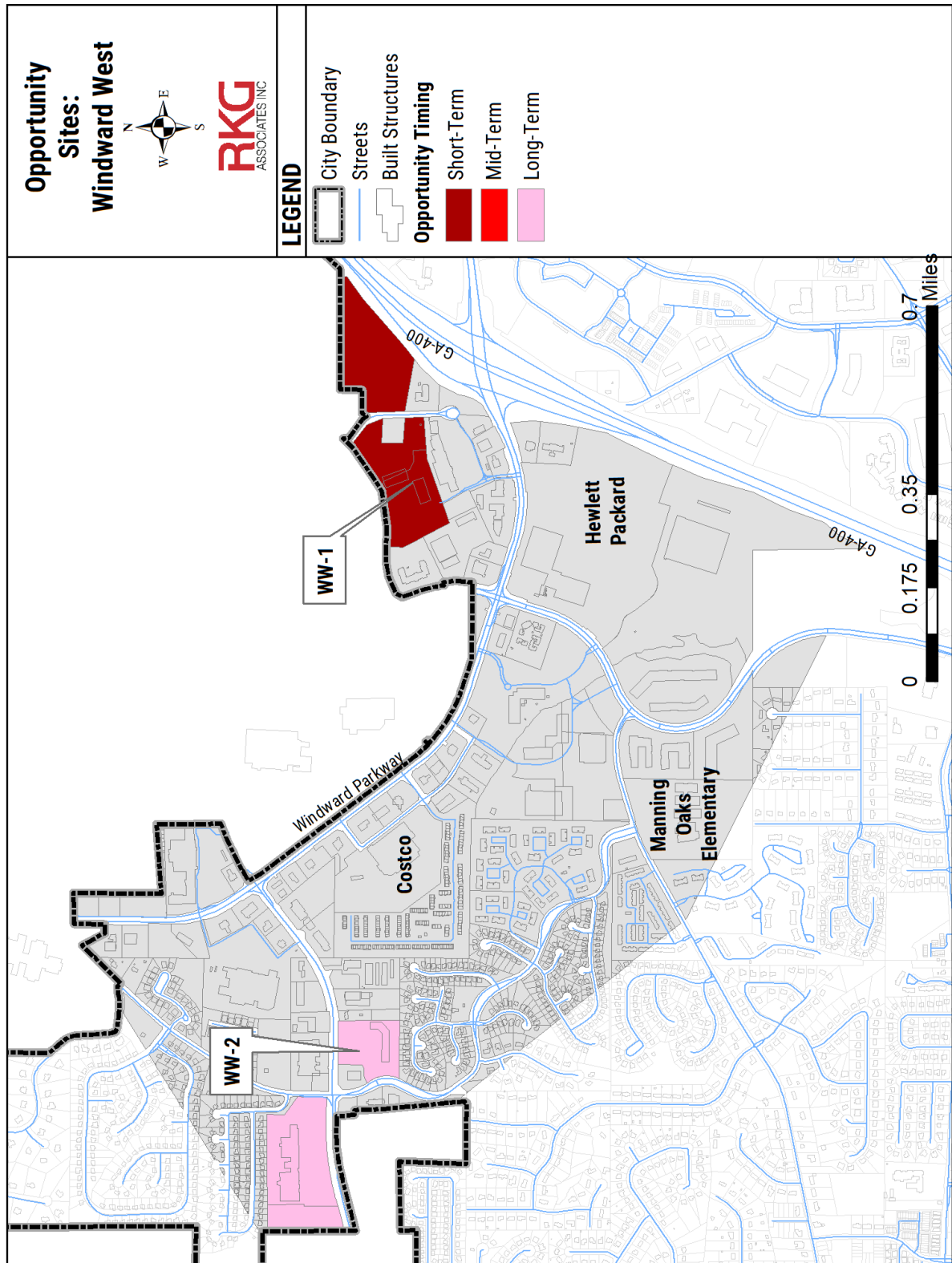
- WW-1, Infill Development w/Structured Parking: The access to GA-400 provides a catalytic opportunity for infill development. A public-private partnership with the owners in Deerfield Point can enhance cost efficiencies for the development of a town-center style concept. Structured parking can free up land to support greater densities of new commercial activities. This can help reverse declining economic activities at Deerfield Point, which report very high vacancies.

Long-Term Strategies

- WW-2, Redevelopment: Monitor the performance of these retail neighborhood centers, both of which report high vacancies. If the rates of performance continue to decline, consider redevelopment opportunities to include vertical mixed-use development; ground floor retail with rental housing units on upper floors.







6 IMPLEMENTATION STRATEGY

A. INTRODUCTION

This chapter discusses economic development strategies for the City of Alpharetta to adopt as recommended by RKG Associates and the Advisory Group. These strategies were crafted on account of feedback from local and regional implementation partners, empirical research, and input from the City of Alpharetta elected officials and staff. The initial section of this chapter details the defined principles and goals identified by the Advisory Group and City of Alpharetta. The next sections detail discrete recommendations and implementation steps to assist the City in pursuing their economic development goals.

B. STRUCTURE OF THE PLAN

The implementation strategy is organized into six general topic areas: [1] Business Retention and Expansion; [2] Business Recruitment; [3] Existing Asset Development; [4] Toolbox Development; [5] Outreach, Communication, and Marketing; and [6] Organization and Coordination. These topic areas reflect the basic tenets of effective business retention, expansion, and recruitment activities.

The success of each topic area depends on the effectiveness of all other topic areas. For example, the City's business retention and expansion strategies will depend on committing to a comprehensive and proactive marketing, outreach, and communication strategy with existing businesses within Alpharetta. Without consistent communication, the City will be limited in its effectiveness when trying to engage individual businesses regarding growth needs and challenges.



C. PROPOSED ECONOMIC DEVELOPMENT GOALS

The assembled Advisory Group (listed in the introduction section) represents the various public and private perspectives that influence—and are influenced by—the City's economic development efforts. This Advisory Group provided guidance and feedback throughout the development of this plan. As part of that effort, a comprehensive outreach strategy was held to identify, refine, and prioritize the City's economic development goals that were initiated through

previous efforts. These goals were presented and reviewed with the Advisory Group, who provided feedback on refining and prioritizing these goals. The following list represents the culmination of this input and selection process and is presented in order of the Advisory Group's recommended priority.

- **Expand the City's business retention efforts to reach all existing businesses.** Alpharetta is equipped with several assets that have attracted businesses. Workplace preferences are in constant flux, however, and the key assets that fueled Alpharetta's prior success—including the City's office park inventory and price-competitive homeownership opportunities—increasingly become less desired and/or scarcer. While this document provides recommendations on how to strengthen the City's position to continue to attract new businesses, working to retain and grow existing businesses should become a priority in Alpharetta. The City should increase their coordination and cooperation efforts with all businesses within the City, understanding their unique challenges and opportunities; and in response, address their needs to sustain and expand their operations. Such business retention efforts can be instrumental for enhancing the City's long term economic sustainability, while unlocking greater sources of job creation and spending capacities.
- **Continue to attract professional and technical services firms to Alpharetta.** Alpharetta has grown into an employment center for professional and technical services firms, rooted in the City's highly educated population, abundant technology infrastructure, and office space inventory. The City's increasing cost-of-living, which restricts housing opportunities for entry-to-mid-level workers, and limited live-play-work activity destinations, which are preferred over office parks, can reduce Alpharetta's recruitment potential. Redesigning areas of the City to align with the workplace preferences in the prevailing knowledge economy can help sustain Alpharetta's recruitment competitiveness. This includes enabling greater levels of investments into live-work-play activity centers, equipped with price-competitive rental housing opportunities and efficient public transportation options.
- **Expand the City's entrepreneurial ecosystem through strengthening tech-based efforts and expanding initiatives that target other sectors.** City-sponsored entrepreneurship efforts have primarily focused on supporting the growth of technology-based startups. And to the City's credit, Tech-Alpharetta has proven to be a measurable success producing several technology-based startups and jobs in the greater Alpharetta region. While Tech-Alpharetta's efforts have had a positive impact on job creation, there is room for improving the City's entrepreneurial ecosystem to achieve even greater results. Such improvements include relocating Tech-Alpharetta within a collaborative work-live-play destination to nurture innovation. Additionally, co-locating workforce housing options that are affordable to recent college graduates. Furthermore, pooling sufficient financial resources to fund high-tech machinery and equipment that supports capital-intensive ventures (e.g., robotics, biotechnology, etc.).

The City of Alpharetta also should expand its entrepreneurial ecosystem by offering startup services to other market segments (e.g., retail). This includes technical guidance on the various aspects of starting and managing a business. Consolidating entrepreneurial services in one physical location—technology-based with other market segments—can optimize service delivery and lead to lower costs. Moreover, consolidation can promote innovation, as entrepreneurs can explore how technologies can be applied to various business models.

- **Diversify the City’s employment base beyond existing software companies.** Alpharetta is a major hub for software companies, especially in high demand fields such as FinTech and MedTech. While the software sector has been an integral part of Alpharetta’s economic development efforts, overdependence on any single sector can threaten the City’s economic stability. If investment from software companies were to pull out of Alpharetta, fewer spending resources are available to finance other commercial activities and local services. Alpharetta is vulnerable to losing investment overtime as external factors may influence software companies to relocate elsewhere. Such factors include an increasing demand among software companies to locate near young talent and downsize office spaces due to growing remote working possibilities. All that said, it’s critical for Alpharetta to diversify their employment base beyond software companies to ensure long-term economic sustainability.
- **Create dynamic employment centers through place-based strategies that meet evolving demand from employers and workers.** Avalon represents a fundamental shift in the City’s approach towards how workspaces are designed and modeled. In contrast with the single-use office park, Avalon’s multi-use approach enabled workspaces to be mixed into a vibrant environment of social and lifestyle amenities. A dense cluster of retail and communal spaces that foster socialization and walkability, reflecting urbanesque development patterns, catalyzed the commercial success of Avalon and exerted a major influence on the City’s overall economic development efforts. More place-based investments that reflect the development patterns of Avalon, and even at greater density levels in some cases (e.g., North Point Mall), can be a strong source of business and workforce attraction.
- **Encourage development that complements the scale and character of surrounding neighborhoods.** Retaining community character is a policy priority for the City of Alpharetta. However, given the rising market demand for vibrant, walkable destinations, investing in additional work-live-play activity centers should be considered to accommodate shifts in demand. This will involve redesigning areas of the City that can support higher levels of developmental densities, buffered away from non-compatible land uses and spatial patterns (e.g., single-family subdivisions).
- **Enhance the City’s housing supply to attract workers and businesses.** The connection between housing and pursuing sustainable economic development outcomes cannot be

overstated. Workforce housing options are critical for attracting service-based workers, boosting the supply of labor for local restaurants and retailers. Additionally, workforce housing options have become increasingly important to attract entry-to-mid-level professionals, boosting the supply of labor for professional services firms and software companies.

- **Maximize the potential of the City's expanding green infrastructure.** Green infrastructure in Alpharetta has several various economic and community benefits. The City's network of parks and trailways has enhanced the City's aesthetic appeal, facilitated social opportunities, and promoted recreational activities. Once complete, the Alpha Loop will be an active mobility path, offering walking and biking opportunities to travel between major activity centers. To improve the economic potential of the Alpha Loop, the City should consider adding intermediate commercial amenities (e.g., bike-up microbreweries) between the major activity centers.
- **Strengthen relationships between businesses and training providers to reach residents, existing businesses, and prospective businesses.** Equipping workers with in-demand market skills is critical to sustain local businesses' operations. This is particularly important for software companies as technological advancements continue to shape what skills employers require. While workforce training programs are offered at local educational institutions, such as Gwinnett Tech, their curriculums may not be up to date to address evolving workforce demands. All that said, facilitating consistent coordination between local workforce training programs and businesses can be effective in ensuring businesses' needs are met.

D. BUILDING FOR SUCCESS

Through existing economic development staff members, the City of Alpharetta has made proactive efforts to improve the City's competitive position. This plan is not designed to supplant those efforts but rather build upon them to enhance the efficiency and effectiveness of economic development investments.

- **Be flexible when implementing.** The recommended strategies detailed in this report are guidelines and not prescriptive edicts. They are considered effective practices that have been executed in other municipalities but are transcribed to reflect the ideals and vision of the Advisory Group and address challenges unique to Alpharetta. Given the long-term timeframe of several of the recommendations, strategies will likely need to be readjusted overtime to meet the City's economic development objectives.
- **Embrace change to support growth.** Development typologies and patterns that paved the way for Alpharetta's past economic development success may not align with shifting market realities. Investments in workforce housing opportunities and additional live-work-play activity centers can help Alpharetta adapt to shifting realities and ensure long-

term economic sustainability. Misleading narratives that these types of investments can generate negative consequences (e.g., reduced property values) can derail necessary investments to strengthen the City's competitive position and deter the City's economic growth potential.

- **Community data is the best data.** Identifying the key challenges and opportunities facing businesses today will involve consistent communication with them. Their responses provide the City with the most relevant information to craft applicable strategies and policies that facilitate business retention and expansion efforts.

E. IMPLEMENTATION FRAMEWORK

The economic development implementation strategy is based on maximizing the potential of the City's primary economic activity centers while avoiding adverse impact on the larger residential communities. To this point, implementation of the action items detailed later in this chapter should be done within context of this implementation framework.

Connectivity

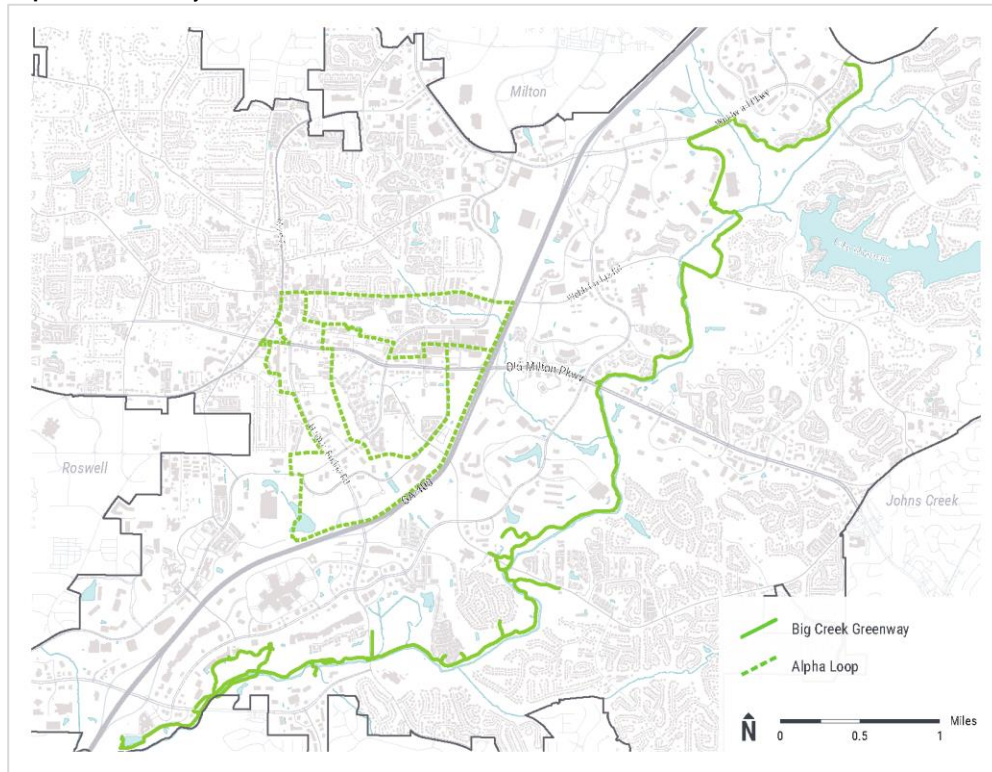
The City has invested in local green infrastructure to enhance physical connections between key economic activity centers, including the Alpha Loop and Big Creek Greenway (Map 6-1). Both trailways offer non-motorized connections (e.g., biking, walking etc.), expanding the City's multimodal transportation network beyond traditional motorized uses. Utilizing these assets as a starting point acknowledges the importance of multimodal connectivity between housing, amenities, and employment centers for attracting the current—and emerging—generations of workers. While Big Creek Greenway is completed, extensions to the Alpha Loop are still underway.

Activity Centers

The final and complete construction of the Alpha Loop will improve accessibility to various economic activity centers (Map 6-2). Through the years, each economic activity center has developed a unique character based on various factors—motorized traffic patterns, land uses, and density levels:

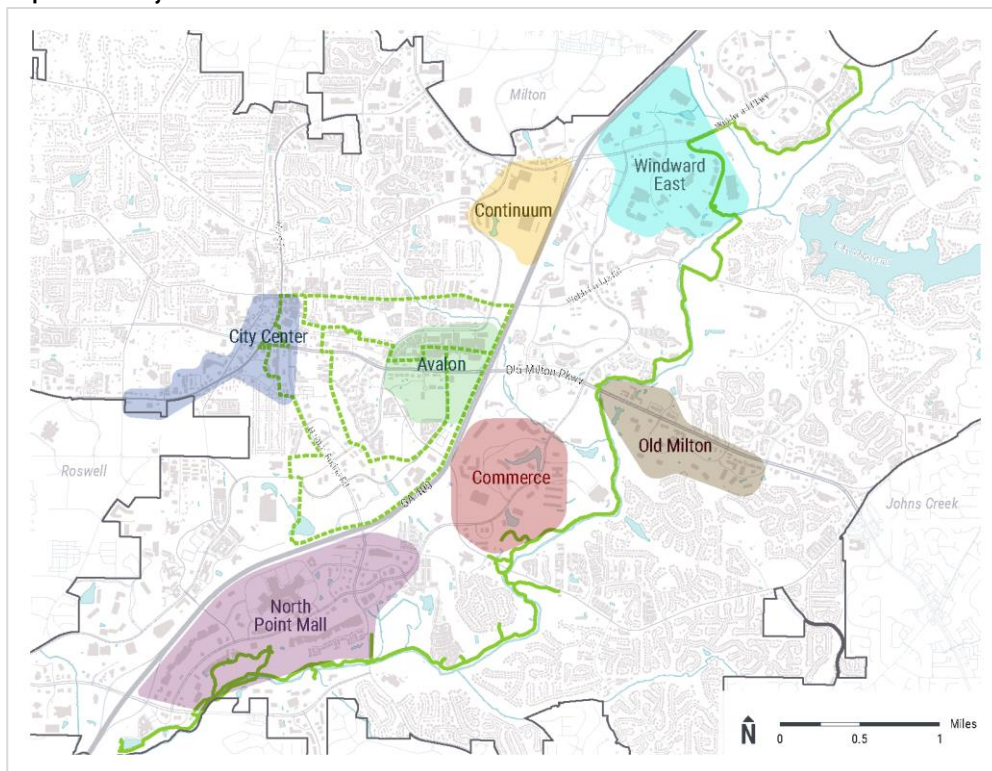
- **North Point Mall.** Regional shopping center that benefits from access to GA-400.
- **Commerce.** Suburban employment center that accompanied corporate operations
- **Old Milton.** Auto-centric retail development that benefits from access to Old Milton Parkway.
- **Windward East.** Suburban employment center that accompanied corporate operations.
- **Continuum.** Suburban employment center that accompanied corporate operations.
- **Avalon.** Vibrant mixed-use activity center that has attracted office tenants.
- **City Center.** Vibrant mixed-use activity center that serves as City's communal hub.

Map 6-1 - Connectivity



Source: City of Alpharetta, RKG Associates Inc., 2022

Map 6-2 - Activity Centers

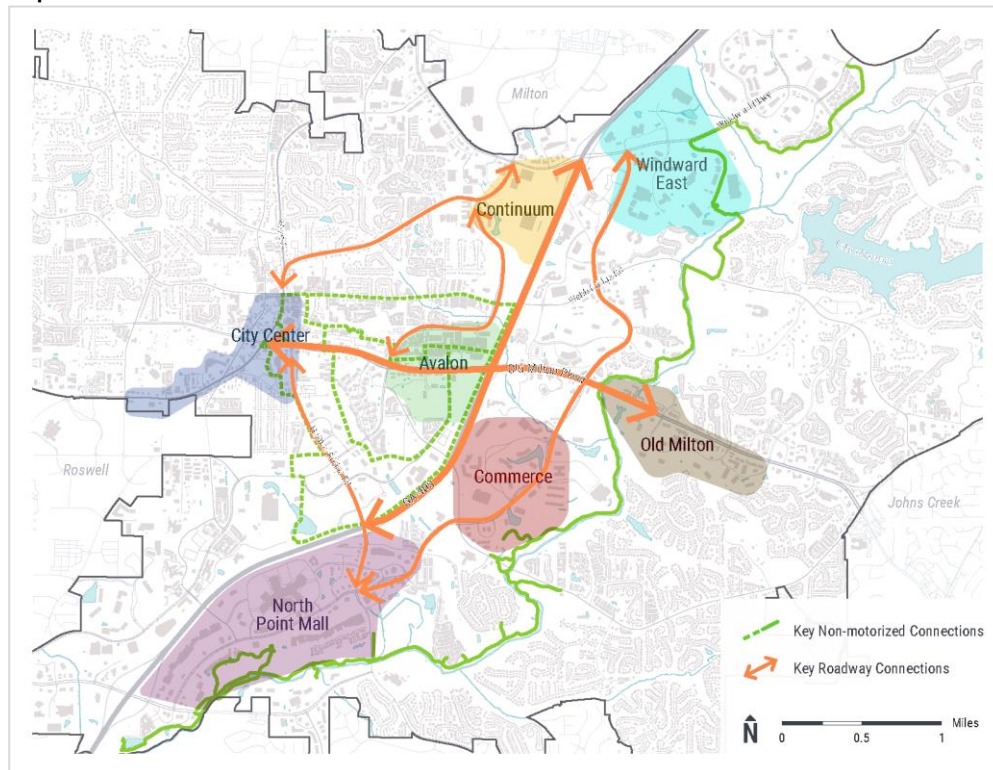


Source: City of Alpharetta, RKG Associates Inc., 2022

Road Network

While the addition of non-motorized connections being integrate with the City's key roadways connections is important for future sustainability, focusing investment intensity in areas with the greatest transportation connectivity and access will help prioritize investment strategies and potential development levels. Using the City's main transportation assets (e.g., GA-400, Old Milton Parkway and Windward Parkway) to better define development/growth areas is paramount for this framework (Map 6-3). For instance, the planned confluence of Big Creek Greenway, the Alpha Loop, and GA-400 at North Point Mall indicates this area is better equipped for higher development typologies and intensity levels.

Map 6-3 – Road Network

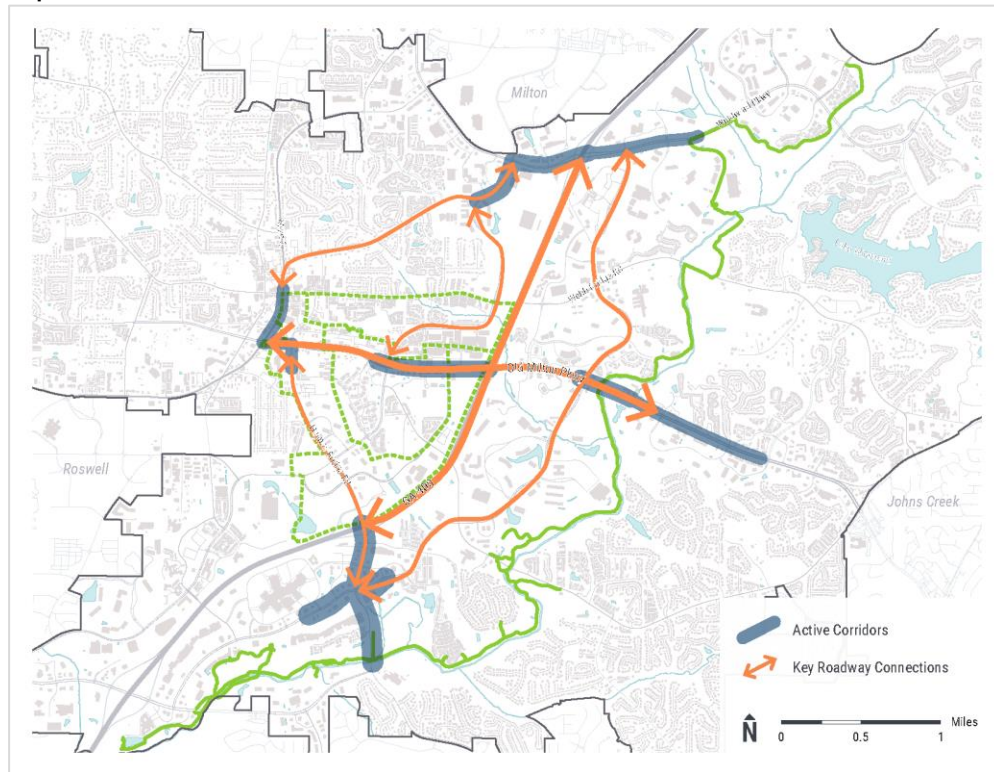


Source: City of Alpharetta, RKG Associates Inc., 2022

Corridors and Activity Centers

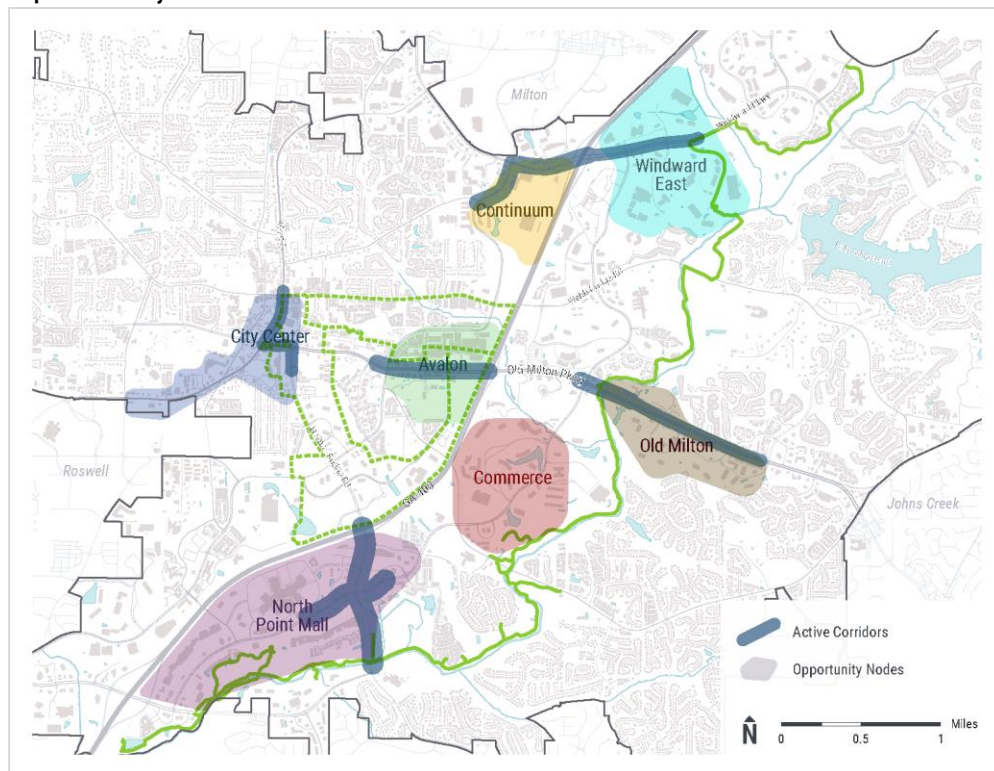
Accessibility improvements and expansions to the City's multimodal transportation network can help generate several long-term economic development benefits to each area. This includes creating new sources of consumer demand for retailers, facilitating business and workforce recruitment investments, and creating seamless connections with existing active corridors (Map 6-4, Map 6-5).

Map 6-4 – Active Corridors



Source: City of Alpharetta, RKG Associates Inc., 2022

Map 6-5 – Activity Center Corridor Nodes



Source: City of Alpharetta, RKG Associates Inc., 2022

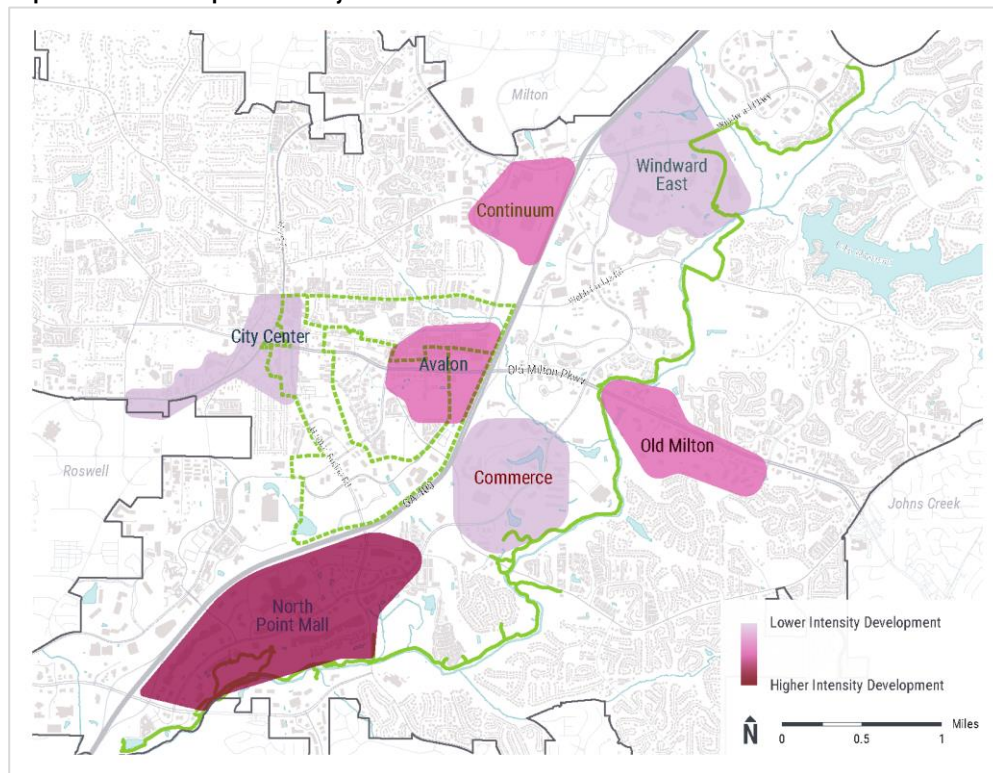
New sources of consumer demand for retailers can be developed through increased consumer traffic from walkers and bikers. For instance, while Old Milton largely relies on consumers via motorized, its intersection with the Big Creek Greenway allows walkers and bikers to access shops and restaurants more easily. This expanded accessibility for consumers can help support declining retail centers, such as the North Point Mall.

In today's knowledge economy, young professionals prioritize a multimodal transportation network, especially integrated with active mobility options. Attracting young professionals is a critical factor for attracting business investment, as businesses increasingly prioritize locating their operations near young talent. Such efforts are critical for revitalizing suburban office parks that are vulnerable to further decline (e.g., Commerce).

Nodal Development Intensity

While expansions to the City's multimodal transportation network can help with revitalization efforts in economic activity areas, enhancing land-use efficiencies and/or increasing developmental density levels should also be considered. RKG and the Advisory Group discussed how the current economic, market, transportation, and amenity climate in the City influences how the various nodes should be viewed for future infill and redevelopment efforts. Map 6-6 illustrates proposed density levels for each of the existing economic activity centers.

Map 6-6 – Nodal Development Intensity



Source: City of Alpharetta, RKG Associates Inc., 2022

North Point Mall represents the highest proposed developmental density levels whereas Commerce, Windward East, and City Center represents the lowest proposed developmental density levels. RKG Associates envisions North Point Mall transforming into a Central Business District (CBD) environment, equipped with the highest concentration of housing units, office uses, and retail spaces. The North Point Mall is a strategic location for this transformation, tucked away from incompatible land uses (e.g., single-family subdivisions) and situated at the City's gateway. RKG Associates envisions Commerce and Windward East be redeveloped to reflect similar developmental densities to City Center. Co-locating services and amenities through infill development projects can be used to sustain existing office spaces and revitalize unoccupied office spaces.

F. PRIORITY ACTIONS

The Implementation Matrix presented later in this chapter provides an easy-to-follow guide of the economic development recommendations for the City of Alpharetta. The recommendations are organized into the six general topic areas identified earlier in this chapter. The specific recommendations in this strategy were shaped through combining the vision of the Advisory Group, input from community stakeholders, business leaders, and elected officials, current and projected market conditions, and current/projected market opportunities.

The following action items are "priorities" for the Advisory Group in context of the City's short-term implementation of an economic development business plan. They are considered critical, and in some cases catalytic, in their importance to reach the stated goals. The narrative provides context for these recommendations to help frame Alpharetta's efforts in a manner that will maximize the effectiveness of City resources in expanding economic sustainability, support new and existing businesses, expand the diversity of local housing choices, and attract further investment to Alpharetta. While the other actions identified and detailed in the Implementation Matrix are necessary to meet the defined economic development goals, their implementation is more supportive and ancillary to these efforts.

1. Business Retention and Expansion

Continue to develop a comprehensive list of all businesses within the City. Over the previous few years, the City of Alpharetta has undertaken proactive efforts to inventory businesses within its municipal boundaries. Compiling a list of businesses through the availability of licensing data is efficient and effective. In an effort to ensure a comprehensive list of businesses, the City of Alpharetta can request local organizations to share their databases on existing City-based businesses. Organizations may include Tech Alpharetta, Alpharetta Business Association, and the Alpharetta Chamber of Commerce. A comprehensive list is essential for executing outreach and communication efforts to businesses in Alpharetta, such as implementing business surveys and scheduling 1-on-1 meetings.

Implement an annual business survey to identify emerging trends/needs. An annual business survey can be an effective approach towards engaging with local businesses to understand and respond to prevailing market conditions and trends, shifting regulations, workforce needs, and physical workspace requirements. Survey responses can facilitate the creation of programs and policies that address common challenges and needs among businesses. And be used to identify specific businesses vulnerable to downsizing or closing, catalyzing the City to prioritize in-person visits to those specific businesses. Assessing the results of the survey will be critical to evaluate shifting market conditions.

Proactively outreach to existing businesses through 1-on-1 meetings. A major component of business retention and expansion is working to enhance the performance of underrepresented businesses. This includes small businesses with limited capital resources and time availability. Most businesses the City of Alpharetta has recently connected with are large-scale operations (e.g., Microsoft, ADP). Large-scale operations can provide substantive insights on industry-specific market trends. However, the City must meet and engage with all businesses throughout its municipal boundaries not only to ensure their needs are met, but to update them on available economic development programs, opportunities, and incentives.

Per the existing economic development website, it seems that businesses are responsible for coordinating a discussion with staff members. It is recommended that the City reaches out to businesses to coordinate a discussion, and not the other way around. This approach can be more effective to nurture trust and transparency between the City of Alpharetta and the local business community.

Given the substantial number of businesses in Alpharetta, in-person visits will require considerable effort and time. Existing staff levels within the economic development department can limit the pace of engagement with local businesses. That said, hiring additional staff and/or reorganizing existing staff under economic development while cooperating with local implementation partners to engage with local businesses should be a priority. An efficient and effective approach is for the City to utilize a Customer Relationship Management (CRM) tool to track engagement efforts with local businesses.

Create additional industry roundtables to meet quarterly on market/economic issues. Industry roundtables gather professionals from a particular industry on a quarterly basis. Roundtables are an effective platform for communicating business-related challenges and opportunities in Alpharetta. The City's participation at meetings is critical, drawing insights that can be used to develop programs and policies for sustaining and growing a particular industry. While all industries are encouraged to form roundtables, RKG recommends the following industries be prioritized for forming roundtables:

- **Retailers**
- **Small Businesses**
- **Professional Services**

- **Real Estate/Commercial Property Owners**
- **Healthcare**
- **Minority-owned businesses**

Roundtables are integral for facilitating the creation of programs and policies that focus on workforce development, entrepreneurship, and asset development. This is particularly beneficial for market segments historically underrepresented in economic development discussions (e.g., small businesses, minority-owned businesses).

Actively engage Alpharetta's home-based businesses. As a means of adapting to the 'new normal' following the COVID-19 pandemic, many entrepreneurs are expected to turn to home-based businesses. As home-based businesses undergo potential expansions, the City of Alpharetta must consider similar action items recommended for other market segments. Key actions items can include the creation of business surveys and Advisory Groups targeted towards home-based businesses.

Expand existing business networking series to connect more local businesses. Networking opportunities can enable local businesses to develop professional connections, recruit workers, and identify market shifts. Such opportunities can be engineered through interactive events and seminars, especially in casual stress-free environments. These events are different than traditional social and happy-hour type gatherings. Typically, these events bring in outside experts or keynote speakers, engaging the business community to provide emerging market information or provide insights into existing challenges identified in the business survey/business outreach initiatives. The City of Alpharetta can partner with local and regional organizations (e.g., chambers of commerce, the convention and visitor's bureau...) to develop specific subject matter events, applied to various market segments--small/entrepreneurial businesses, women-owned and minority-owned businesses, and young professional/entrepreneur group events. Implementation partners that may be interested in cooperating events for various market segments include:

- **Small/Entrepreneurial Businesses:** SBDC, U.S. Small Business Administration
- **Women-Owned or Minority-Owned:** Women Influencing Business at Greater North Fulton Chamber, Women's Economic Development Agency (WEDA), Georgia Minority Supplier Development Council (GMSDC), Multicultural Business Division (MBD) at University of Georgia SBDC Center
- **Young Professional/Entrepreneurs:** Tech Alpharetta, Georgia State University

Create an annual lecture on available local, county, state, and federal assistance programs. Several local, regional, and federal programs are available to help existing businesses sustain and expand their businesses. Many of these programs spearheaded by government entities beyond the local level are actively engaged in economic development, managing larger budgets and can

offer substantial incentive programs. Local businesses should be aware of these programs, and the City should hold an annual lecture to make them aware of existing offerings at each level of government. Consequently, providing them with critical information that can increase their chances of retaining or expanding their operations.

2. Business Recruitment and Attraction

Become more proactive with partners in business recruitment. Statewide, regional, and local economic development organizations actively engage in larger-scale business recruitment, including the Georgia Department of Economic Development, Metro Atlanta Chamber, Georgia Power, and Fulton County. RKG Associates recommends the City continue to coordinate with these organizations on potential business recruitment opportunities and how Alpharetta can enhance their competitiveness to capture investment activities.

- **Engage industry roundtables to generate potential recruitment leads:** Participation in industry roundtables (discussed in *Business Recruitment and Expansion*) is valuable for networking with existing businesses that can connect the City to prospective businesses within their vertical or horizontal supply chains.

To illustrate this, consider the City's interest in expanding their life-sciences sector and the challenge of renovating office spaces to lab spaces which requires specialized expertise. Through industry roundtables with commercial property developers/owners, the City can inquire about general contractors that may have previous experience with office-to-lab space conversions. The City can coordinate with general contractors and office property owners to identify renovation opportunities and ultimately, help enhance Alpharetta's prospects for recruiting life sciences firms.

- **Leverage relationships with nearby communities to join market in common target industries:** Competition between nearby communities can reduce Alpharetta's opportunities for attracting business operations. Rather, partnerships between communities can create co-benefits and be a cost-effective mechanism for business recruitment. The North Fulton municipalities worked very well together during the COVID-19 pandemic, engaging collaboratively to identify and address business needs/opportunities. While meetings continue today, Alpharetta should encourage this group to increase its proactive retention and recruitment efforts for shared target industries and objectives. For instance, the GA-400 brand—Technology Corridor—can be used to bridge resources between southern Forsyth County and North Fulton County/Alpharetta for recruiting advanced manufacturing firms.

Expand start-up and entrepreneurial development services open to all businesses. Other than Tech Alpharetta, the City lacks a structured small business development program that helps aspiring entrepreneurs start and grow their businesses across industry segments. A Small Business Development Center (SBDC) exists to serve entrepreneurs throughout Fulton County

but is in Atlanta. Given the lack of program availability, the City of Alpharetta can create a program through a multistakeholder approach with the help of local quasigovernmental agencies, educational institutions, and business leaders.

- **Form strategic partnerships for staffing and technical assistance:** The closest Small Business Development Center (SBDC) operates out of University of Georgia. The SBDC offers entrepreneurial courses on start-up assistance, financing opportunities, digital marketing, and branding. The City of Alpharetta must consider coordinating with SBDC at University of Georgia, in effort to receive an in-house consultant that can help with small business development training and guidance. The City will need to identify a physical location in Alpharetta, for the SBDC consultant and other volunteers (retired mentors) to execute entrepreneurial development services.
- **Develop mentorship program that involves past or current business leaders:** Mentors can help enable aspiring entrepreneurs' business development goals through sharing their experiences and business connections. The City of Alpharetta should consider developing a program that connects local business leaders to entrepreneurs either seeking to start a business or grow their business. Strong consideration should be given to retirees acting as mentors, able to commit more time for mentorship than current professionals.
- **Develop small business revolving loan fund in coordination with financial partners to administer loan funds on behalf of the City:** A major challenge for entrepreneurs is to secure financing for their business operations. In response, the City should activate a small business revolving fund for business planning services and capital needs. Loans can be offered at very low interest rates with government guarantees backed by the City of Alpharetta and if possible, local, and regional stakeholders (e.g., Fulton County). The program would involve partnership with one (or multiple) banks, having these institutions match the City's investment in exchange for managing the origination and administration of the loans.
- **Partner with local firms to offer free/reduced cost business support services:** Early-stage businesses may lack the financial resources to fund specialized professional services. The City of Alpharetta should coordinate with local professional services firms to inquire about offering reduced (or free) rates for local entrepreneurs. This includes legal services, human resources, and accounting services.
- **Centralize Entrepreneurial Activities:** Tech Alpharetta just focuses on technology-based ventures. However, other market sectors are as critical to entrepreneurship (retail/hospitality). A central location for supporting entrepreneurial activities throughout all market sectors, including technology-based ventures, can enhance cost-efficiencies for City-sponsored programs. Moreover, a central location can encourage cross-pollination

between market sectors to facilitate the commercialization of innovative business solutions.

3. Asset Development

Create/update small area plans for the City's primary economic centers. The City of Alpharetta has identified several areas positioned for development and/or redevelopment opportunities. This includes the redevelopment of the North Point Mall, which has been proposed to be transformed into a vibrant live-work-play activity center. Following a complex procurement process, the most recent proposal was voted down. The eventual rejection reverberates the challenge of finding consensus among decisionmakers—in relation to things like character, scale, and developmental density levels. Without a defined and unified real estate vision, future projects will remain stalled which limits the City's overall economic development vision. RKG Associates recommends Alpharetta continue to build consensus for each of City's primary economic activity centers (through the LCI process). These ARC-sponsored small area plans serve to clearly define the scale and vision for various economic activity centers, serving to find consensus on proposed projects while balancing the interests of community members with economic development objectives.

That said, a unified vision must be in coordination with property owners, businesses owners, and residents. And through this engagement, determine the short-term, midterm, and long-term goals for each economic activity area. An integral part to promoting these visions will be modifying incompatible land-use/zoning regulations that limit progress (e.g., areas zoned for low-density residential in economic activity areas envisioned to transition to live-work-play town-center style development patterns.

Maintain a locally managed database of available land and building space. The City of Alpharetta has maintained a publicly available database that includes a useful GIS component---Select Alpharetta. The database advertises a comprehensive spectrum of spatial sizes, ranging from smaller-scale spaces (10,000 SF or below) to larger-scale spaces (25,000 SF and above). RKG Associates recommends that the City continue maintaining Select Alpharetta but cross-reference with other entities advertising properties within the City to ensure accurate reporting. For instance, many properties in Alpharetta advertised by Georgia Power Community and Economic Development report different square footages of available leasable space than reported in Select Alpharetta. The conflicting information can cause confusion for prospective tenants, and therefore, increases the likelihood of seeking other communities to locate their operations.

Identify 4-6 priority investment/reinvestment properties within the City. Based on the economic development small area plans mentioned above, the City should identify 4-6 priority investment/reinvestment properties to focus their efforts. As the properties are identified, the City should develop a prospectus book highlighting each site, current use/ownership, City vision, and the tools available to develop the site. Consistent communication with property owners will be critical to cooperate on investment strategies that are compatible with the City's vision.

4. Economic Development Toolbox

Match land use and/or zoning regulations to economic development vision. As Alpharetta seeks to sustain job growth and fiscal capacities, realigning land use/zoning regulations that support marketplace preferences will be imperative. Avalon is a strong proof-of-concept that demonstrates the marketability of mixed-use activity centers in Alpharetta. The City can realign land use/zoning regulations that support densities at the scale of Avalon or even greater. RKG Associates acknowledges and understands many community members may have concerns about Alpharetta losing its suburban character. And doesn't recommend the City match the character and scale of Midtown Atlanta. However, permitting greater flexibility and densities in areas that 'make sense' (underutilized office parks/economic activity centers—North Point Mall), can help Alpharetta develop a stable economic foundation and preserve its high quality-of-life. Developing the regulatory environment to improve consistency and predictability can increase investment activities, while helping Alpharetta enhance its built environment to support business and workforce recruitment.

Create economic development incentives that match the City's priorities and performance expectations. RKG Associates recommend the City consider incentives that vary by location (e.g., Downtown, North Point), type of business (e.g., retail, life sciences), and structural circumstances (e.g., high vacancies). Each of these incentives should include claw back requirements that would make the partner reimburse the City of Alpharetta for failure to meet incentive-term conditions. For instance, if a defined proportion of a single-use office structure (e.g., 40% or higher) remains vacant for a fixed-period time, the property owner will be required to restructure the property to support another revenue-generating activity—integrating housing units. Other performance requirements could include the net new number of jobs created and the amount of capital investment.

RKG Associates recommends prioritizing the refinement of its incentive package tools to support entrepreneurial and small business retention, expansion, and recruitment. From a financial incentive perspective, the threshold to qualify for a small business incentive should be low (e.g., create 1-2 jobs). And consider more generous thresholds for City residents seeking to start or expand a business. For instance, creating 1-2 jobs but allotted more time to achieve these thresholds than non-residents. Finally, RKG recommends specific incentives be created for aspiring minority entrepreneurs or existing business owners. Incentives for small businesses should be restricted to entrepreneurs that are involved in a business planning service (e.g., SBDC), to increase their chances of meeting defined performance metrics.

Hire a developmental ombudsman. The ombudsman position is focused on providing property owners and investors technical and process-oriented assistance when going through the development review and entitlement processes. Whether it is a rezoning or variance request, the ombudsman program is intended to assist applicants in effectively and efficiently navigating the relevant City rules and regulations. The position has two priorities. First, the ombudsman must be familiar with all procedures and expectations in the City of Alpharetta and be able to advise applicants on how to ensure a complete application package. Second, the ombudsman must be

able to collaborate with industry professionals (i.e., engineers) to provide advisory services when it comes to technical needs.

5. Outreach, Marketing, and Communication

Business Outreach

Create marketing collateral necessary for effective and retention efforts. Communication and marketing are critical for retaining and attracting investment activities. The City of Alpharetta will need to enhance their 'marketing collateral' to sustain business investment activities. Specific materials include:

- Target Industry Content – Industry-specific marketing materials for each of the target industries are important for disseminating specific data that is valuable to the City's target industries--(see Chapter 4 for recommended target industries). While the City has advertised specific industry clusters on Connected Alpharetta, it appears that datapoints may be outdated or inaccurate which may be a deterrent towards attracting businesses due to issues related to trust and transparency. The documents should highlight information including employment and establishment growth data, regional wage rates, current businesses operating in the area, competitive advantages of operating locally, unique incentives available (where applicable) and local business contacts (ambassadors). A focus on reporting employment data is critical given the importance for prospective businesses to locate near a skilled workforce.
- Incentive Sheet – The City of Alpharetta publishes state and local incentives on their economic development website--Connected Alpharetta. The City should proactively update the website to advertise new incentives when they're established. For instance, the Fulton County Recovery Loan Program, established through coordination with Access to Capital for Entrepreneurs (ACE) in August 2022.
- Business Testimonial Book – Through stakeholder interviews, RKG Associates uncovered several "success stories" of existing businesses succeeding in Alpharetta. However, these experiences are not chronicled or readily available to use in marketing. RKG recommends crafting a business testimonials book with written statements from existing industry leaders on topics ranging from quality of life, business climate, value-add created by the City, and personal preference to do business locally. Getting input from companies that have chosen Alpharetta and thrive locally is valuable to industry recruitment. Individual testimonies of leaders from a range of businesses by size should be a priority.
- Property Assemblage Book – The City should create a property assemblage book that highlights those catalytic land assets identified in each of the economic activity centers where the City and property owner are aligned on the future development program. To this point, the assemblage book should only highlight those assets where the property owners are

engaged and supportive of the City marketing their property. The book should focus on the top catalytic projects. Each listing should provide information on all the properties as well as the community's development vision for that area.

Develop business ambassadors to assist in business engagement and marketing. The ambassador program is a collection of business and industry leaders that provide support to the economic development entity's staff for industry recruitment and retention. Although these individuals will have no formal authority within the recruitment process, they provide a 'real life' vantage point for prospects doing business in Alpharetta. Their most important function is to provide a business perspective for prospects interested in locating/expanding within the City. Utilizing business leaders in the recruitment process legitimizes the recruitment effort through testimonials while leveraging the staff's time and effort. The most effective ambassadors may not be from the largest businesses. Alpharetta should identify ambassadors from each of the major industry sectors to ensure appropriate coverage regardless of the prospect.

Enact a monthly newsletter detailing market and economic development activities. The Alpharetta Business Association already publishes a monthly newsletter that advertises networking events. This newsletter should be expanded to provide opinion editorials and highlight developments occurring in certain target industries. A monthly newsletter should advertise networking events, provide opinion editorials, and highlight developments occurring in certain target industries. LinkedIn has been used as a platform for publishing significant development projects (e.g., Alpha Loop). Projects like these should be consolidated into a monthly newsletter. Moreover, this newsletter should be easily accessible on the economic development website.

Community Outreach

Community awareness and support are critical components of implementation. Simply put, the amount of financial and political support for economic development is influenced by the willingness of residents to endorse local action. Increased awareness and education about economic development can only benefit implementation in building sustainable and strategic relationships with all local stakeholders.

Host community update meetings. RKG recommends the City engage with community advocates to meet with citizen and civic groups to provide annual updates on economic development related actions. This effort can dovetail into a staff-led "town hall" presentation/discussion to be held at different locations throughout the City, enabling community members to hear about economic development efforts and ask questions/give feedback.

Implement bi-annual survey to residents. A bi-annual survey targeted to residents can gauge local understanding and support of economic development as well as identify any community-based goals and concerns. Their responses can help facilitate the creation of programs and policies

that advance community goals and provide content to develop targeted approaches to address common/detailed community concerns.

Develop citizen advocates to assist in community engagement. Given the challenge of reaching all the different community groups in Alpharetta, RKG Associates recommends a select group of interested citizens assist in engaging local civic organizations (e.g., homeowner associations, social clubs). Ideally, the community advocates would be individuals with strong ties and broad recognition within either a specific area of the City or with a civic group. Individuals selected to be advocates should be familiar with the City's economic development efforts, can discuss and explain economic development concepts, and be well spoken. Most importantly, the advocates must be available to assist in outreach to various community (i.e., congregations) and civic (i.e., neighborhood groups) entities. Outreach meetings should occur on a quarterly basis to keep community residents up to date about local economic development issues.

Create an online portal through economic development website for citizens to engage. To ensure constant and consistent communication with residents and civic organizations, an online tool should be made accessible for community members to provide feedback on economic development programs and to request meetings with staff members. Having a dedicated communication portal online can offer individual citizens the opportunity to ask questions, provide recommendations, or seek clarification on the City's economic development efforts.

General Outreach

Establish an economic development dashboard to highlight activities and impacts. Traditional economic development metrics include job creation, business attraction, and tax revenue growth. These metrics alone can overlook the performance of all economic development activities in a community. That said, additional metrics are essential to track the effectiveness and efficiency of various implementation programs. For instance, tracking the number of jobs created from the support of local incentives. This can help gauge whether new incentives need to be developed or existing incentives need to be refined to support greater job growth.

RKG Associates recommend the City establish an economic development dashboard that not only tracks traditional economic development metrics but metrics that track the performance of local programs. Recommended metrics categorized under topic areas are listed below:

- **Business Retention and Expansion**
 - Site visits performed
 - Ombudsman assists
 - Jobs retained/expanded
 - Capital Investment
 - Network event attendance
 - Survey participation
 - Programs/strategies created from roundtable discussions

- **Business Recruitment and Attraction**
 - Number of prospective businesses engaged
 - Successful recruitments
 - Total jobs created
 - Average annual wage
 - Total capital investment
 - Debrief highlights from lost opportunities

- **Entrepreneurial Development**
 - Enrollment inquiries
 - Business enrollment
 - State/regional investment
 - Graduation rates
 - Job created per graduate and associated NAICS code
 - Debrief on businesses leaving the program

- **Fiscal Sustainability Metrics**
 - Number of incentives
 - Value of incentives
 - Jobs created/preserved from incentives
 - Capital Investment
 - New tax revenues
 - Infrastructure investments

Enhance the City's virtual media presence. The City has been proactive to promote local economic development efforts online. In particular, marketing the City's successes on Instagram and LinkedIn. The City of Alpharetta should continue updating their economic development website to reflect current information (e.g., real estate data, number of businesses per industry).

6. Organization and Coordination

The importance of pursuing economic development through joint-cooperation and strategic partnerships is critical for achieving the proposed economic development goals. The City of Alpharetta needs financial and technical support from all relevant partners and stakeholders. This includes the Alpharetta Chamber of Commerce, Greater North Fulton Chamber of Commerce, Tech Alpharetta, and various educational institutions. To summarize, any entity involved with advancing economic and social outcomes in Alpharetta, Fulton County, and throughout the Atlanta MSA.

Fund economic development activities commensurate with economic development goals. The current volume of financial investments and staff capacity is insufficient to meet Alpharetta's proposed economic development goals. The City of Alpharetta should scale its economic

development focus to the most critical tasks until additional staff and resources are made available. In particular—small business development, marketing, and outreach to economic development stakeholders.

Leverage local and regional partnerships to support economic development activities. The City of Alpharetta has limited staff and financial resources to achieve all the proposed economic development goals. To help offset these limitations, the City needs to continue to build coordination with local mission-based entities focused on enhancing the economic and social climate in the area. Coordination among organizations is vital for bolstering the City’s efforts on business recruitment, communication and outreach, and small business development.

G. IMPLEMENTATION MATRIX

The following Implementation Matrix presents the full range of objectives and corresponding action items for the City’s consideration. As noted, this matrix should serve as a reference document as the economic development staff craft their annual business plan. The timelines, estimated costs, and implementation partners for each action item identified in the matrix reflect RKG Associates’ professional recommendation guided by input from City staff and the project’s Advisory Group. The final timing, focus, and potential costs for each action item should be refined by staff and/or the responsible implementation partner when implementation occurs.



LEGEND

Implementation Leaders

Public

AL	City of Alpharetta
FC	Fulton County
MU	Other Municipalities
GA	State of Georgia
WI	Village of Williamsville

Partners

AB	Business Advisory Board
BA	Alpharetta Business Association (ABA)
CC	Alpharetta Chamber of Commerce (ACC)
ID	Fulton County Industrial Development Authority (FCIDA)
MC	Metro Atlanta Chamber (MAC)
NF	Greater North Fulton Chamber of Commerce (GNFCC)
TA	Tech Alpharetta
VB	Alpharetta Convention and Visitors Bureau (CVB)

Private

C	Consultant
F	Financial Institutions
I	Industry Leaders
N	Neighborhood Residents
O	Property Owners
R	Realtors/Brokers

Cost Estimate Legend:

ST	Staff Time
A	Under \$1,000
B	\$1,000 to \$10,000
C	\$10,000 to \$50,000
D	\$50,000 to \$100,000
E	\$100,000 to \$250,000
F	\$250,000 to \$500,000
G	Over \$500,000

	Action
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City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix			Implementation Lead		Implementation Timing (Year)										Estimated	Cost
			Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
BUSINESS RETENTION AND EXPANSION																
Objective 1.1	Continue to develop a comprehensive list of all businesses within the City															
	Action 1.1.1	Create a single database of all Alpharetta businesses based on lists already available (e.g., pervious COVID efforts, secondary data vendors, partner organization membership lists...)	AL, AB, BA, CC, TA, VB												A	One Time
	Action 1.1.2	Utilize the city's business license process to collect more detailed data about businesses, particularly contact information	AL												ST	Annual
	Action 1.1.3	Provide opportunity for businesses to register/review their information in the business list through the town's economic development website	AL	O, I, R											Included 5.5.1	Annual
	Action 1.1.4	Work with property owners and landlords to collect business contact information	AL, AB, CC	O, I											ST	Annual
	Action 1.1.5	Implement volunteer walks, having 10-15 volunteers canvas the town's various activity centers to gather contact information	AL, CC	O, I											A	Biannual
	Action 1.1.6	Ask industry roundtable members to advertise volunteer walks and engage their relationships to build the database	AL, AB	O, I											ST	Biannual
Objective 1.2	Implement an annual business survey to identify emerging trends/needs															
	Action 1.2.1	Establish a fixed date (e.g., week) that the survey will be released. This should be consistent year over year. Recommend the Fall	AL, AB, CC	O, I											A	Annual
	Action 1.2.2	Ensure the survey covers the following topics: Market climate/changes, Regulatory environment, Growth/contraction needs and concerns, Workforce needs, and Physical space needs	AL, AB	O, I											ST	Annual
	Action 1.2.3	Work with the Tech Alpharetta, the Chamber, other business organizations, and industry roundtables to refine questions and expand awareness of the survey each year	AL, AB, BA, CC, TA, VB	O, I											ST	Annual
	Action 1.2.4	Invest in multimedia marketing and outreach at least 2 months prior to the release of the survey each year (e.g., print, social media, direct outreach)	AL												Included 5.5.2	Annual
	Action 1.2.5	Share general results of the survey with roundtables, partner organizations, and the community through the monthly newsletter	AL	O, I											ST	Annual
	Action 1.2.6	Use results of survey to prioritize retention/expansion visits for the year	AL												ST	Annual
	Action 1.2.7	Work with respective roundtables about industry-specific findings from survey to determine annual action items	AL, AB	O, I											ST	Annual
	Action 1.2.8	Retain all survey results to create a longitudinal assessment tool (e.g., Excel database) that can help economic development efforts become more predictive to changing market climates	AL												ST	Annual
	Action 1.2.9	Consider rekindling your partnership with the other North Fulton municipalities to implement a broader survey effort (increased responses, shared costs)	AL, MU												ST	Annual
Objective 1.3	Proactively outreach to existing businesses through 1-on-1 meetings															
	Action 1.3.1	Use the comprehensive business list to identify new companies to visit and track past visit efforts. Do not concentrate on the same businesses year over year	AL, AB	I											ST	Continuous
	Action 1.3.2	Establish quotas for number of monthly visits, starting with ten (10) per month, expanding as more staff is hired and/or volunteers trained	AL												ST	Continuous
	Action 1.3.3	Use business survey results to prioritize outreach efforts to companies that indicate growth needs or challenges to maintain operations	AL, AB												ST	Annual
	Action 1.3.4	Coordinate with economic development partners for business visits (e.g., chamber or Tech Alpharetta)	AL, AB, BA, CC, TA, VB												ST	Continuous
	Action 1.3.5	Maintain database of visited businesses to track frequency and results of the visit through a Consumer Relationship Management (CRM) software	AL												B	Annual
	Action 1.3.6	Create a direct "help line" initiative on the city's economic development website that allows businesses to connect to an economic development staff member for assistance	AL	C											Included 5.5.1	One Time
	Action 1.3.7	Activate business ambassadors to assist in outreach, providing them training on questions to ask and how to track the conversation	AL, AB	O, I											Included 5.3.1	Annual



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
BUSINESS RETENTION AND EXPANSION															
Objective 1.4	Build additional industry roundtables in a number of different market areas														
Action 1.4.1	Have an industry roundtable for every key market sector including [1] Retail; [2] Small Businesses; [3] Professional Services; [4] Real Estate/Commercial Property Owners; [5] Healthcare; and [6] Minority-Owned Businesses	AL, AB	O, I, R											ST	One Time
Action 1.4.2	Make sure all partner organizations have representation on roundtables that crossover missions	AL, AB, BA, CC, TA, VB	O, I, R											ST	One Time
Action 1.4.3	Meet each roundtable quarterly or semiannually as necessary, with one meeting targeted immediately after the release of the business survey results	AL	O, I, R											A	Quarterly
Action 1.4.4	Use roundtable meeting to discuss: [1] market climate; [2] regulatory issues; [3] growth opportunities; [4] implementation coordination	AL	O, I, R											ST	Annual
Action 1.4.5	Use feedback from roundtables to help set annual action plan	AL, AB												ST	Annual
Objective 1.5	Actively engage Alpharetta's home-based businesses														
Action 1.5.1	Create and implement a marketing campaign to home-based businesses to provide contact information to the town	AL, AB, BA, CC	O, I											A	Annual
Action 1.5.2	Use state data to identify home-based businesses (based on a geospatial analysis of business address)	AL, FC												ST	Annual
Action 1.5.3	Consider implementing a separate home-based business survey from the main survey targeted with questions more relevant to these entrepreneurs	AL, AB, BA, CC	O, I											ST	Annual
Action 1.5.4	Create a home-based business networking series with quarterly events and lectures	AL, CC, TA													
Action 1.5.5	If enough interest, create a home-based business roundtable to augment the others	AL, AB	O, I											ST	Quarterly
Objective 1.6	Expand existing business networking series to connect more local businesses														
Action 1.6.1	Create an annual lecture on available local, county, state, and federal assistance programs	AL, AB, BA, CC												A	Annual
Action 1.6.2	Cohost at least two (2) networking/marketing events annually with municipal/regional partners targeting small business owners (less than 50 employees)	AL												A	Semiannual
Action 1.6.3	Host two (2) social gathering events for the city's industry clusters	AL												B	Semiannual
Action 1.6.4	Hold two (2) lecture/guest speaker events; bringing in regional/national industry leaders to discuss sector/market trends. This can be co-hosted with regional partners	AL												C	Semiannual
Action 1.6.5	Host at least two (2) women-owned and two (2) minority-owned business networking events annually	AL												A	Semiannual
Action 1.6.6	Host young professional/entrepreneur networking events quarterly in partnership with neighboring municipalities	AL, MU												A	Quarterly
Action 1.6.7	Host a "State of the City" event for business leaders to discuss activities over the past year, successes, opportunities, and share the business plan for the next year	AL, AB												A	Annual

City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
BUSINESS RECRUITMENT															
Objective 2.1	Become more proactive with regional and statewide partners in business recruitment														
Action 2.1.1	Engage industry roundtables and individual businesses to generate potential recruitment leads through vertical and horizontal supply chains	AL, AL, BA, CC												ST	Quarterly
Action 2.1.2	Establish quarterly work sessions with implementation partners (e.g., ABA, ACC, GN FCC, FCIDA, MAC...) to discuss opportunities and implementation strategies	AL, BA, CC, FC, ID, MC												A	Annual
Action 2.1.3	Maintain local property and land database, coordinating with partners on maintaining an accurate and up-to-date list	AL	C											Included 3.2.1	Annual
Action 2.1.4	Collaborate on leads collected through business outreach and marketing efforts	AL, BA, CC, FC, ID, MC												ST	Annual
Action 2.1.5	Work with local partners to build relationships with site selectors in target industry sectors, adding them the city's economic development newsletter distribution list	AL, BA, CC, FC, ID, MC	O, I											ST	Annual
Action 2.1.6	Create a municipal economic development coalition focused on information sharing, best practice engagement, and collaboration on cross jurisdictional needs/opportunities (e.g., workforce development)	AL, MU												ST	Annual
Objective 2.2	Expand start-up and entrepreneurial development services open to all businesses														
Action 2.2.1	Provide information seminars in partnership with other North Fulton municipalities on how to start, operate, and grow a business	AL, MU, FC												B	Annual
Action 2.2.2	Fund the training of 2-3 new mentors each year, selecting within business sectors that are underrepresented, particularly women and people of color	AL, MU	O, I											B	Annual
Action 2.2.3	Work with local banks to create a PPP revolving loan fund that offers low/no-interest loans and/or gap financing to start-ups and small businesses seeking to grow. Target an 80% private/20% public resource pool	AL, MU	F											F	One Time
Action 2.2.4	Engage local HR, engineering, accounting, and legal professionals to create a database of potential consultants for entrepreneurs to use	AL, MU	O, I											ST	Annual
Action 2.2.5	Provide financial assistance for entrepreneurs and small businesses to access critical services such as human resources assistance, financial planning assistance, and legal assistance	AL, MU												D	Annual
Action 2.2.6	Proactively market small business initiatives to existing businesses, focusing on home-based businesses using updated business tracking data	AL												ST	Annual
Action 2.2.7	Modify incentive programs to offer financial support to startups and small businesses to locate and grow in Amherst (e.g., one-time grants for creating jobs above area median income), requiring participation in an entrepreneurial training program	AL, AB												D	Annual
Action 2.2.8	Identify a highly visible, well appointed location for a comprehensive incubator/business support facility that incorporates Tech Alpharetta	AL, AB												D	Annual
Action 2.2.9	Consider hiring an additional full-time staff member dedicated to small business/entrepreneurial development in partnership with Tech Alpharetta	AL, TA												D	Annual
Objective 2.3	Scale proactive marketing and recruitment efforts to best leverage the City's resources and market reach														
Action 2.2.1	Partner with local and state entities to market through relevant digital and print mediums annually	AL, BA, CC, FC, ID, MC	C											C/D	Annual
Action 2.2.2	Host a searchable online database of available commercial space and land for prospectus businesses to review	AL												A	Annual
Action 2.2.3	Create a 'tip line' for citizens to call/Email/text ideas on business recruitment and any leads they may have on businesses that may wish to relocate or expand to Amherst	AL	C											Included 5.5.1	One Time
Action 2.2.4	Develop/refine the City's business recruitment collateral (see OUTREACH, COMMUNICATION, AND MARKETING section)	AL												Included 5.1.1	Annual

City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix			Implementation Lead		Implementation Timing (Year)										Estimated	Cost
			Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
ASSET DEVELOPMENT																
Objective 3.1	Create/update small area plans for the City's primary economic activity centers															
	Action 3.1.1	Build upon the strategic recommendations in the opportunity site analysis as an initiation point for engagement and action	AL												ST	Annual
	Action 3.1.2	Define short-term, midterm, and long-term visions consistent with economic development plan	AL	C											B/E	Annual
	Action 3.1.3	Proactively engage with property owners to understand investment strategies	AL, AB												ST	Annual
	Action 3.1.4	Enact regulatory changes to allow defined visions to occur (see TOOLBOX DEVELOPMENT section)	AL												ST	One Time
	Action 3.1.5	Create a marketing brochure for each employment center/commercial corridor that encapsulates the vision	AL	C											Included 5.1.7	Biannual
Objective 3.2	Maintain a locally-comprehensive comprehensive property and asset database															
	Action 3.2.1	Inventory all existing vacant commercial and industrial land and buildings in collaboration with Costar reporting data and engagement with local real estate listing entities	AL	I, O, R											ST	Annual
	Action 3.2.2	Connect with all property owners to detail price, availability, and vision for those asset; include in online listings	AL	I, O, R											ST	Annual
	Action 3.2.3	Create an 'open source' database for property owners and brokers to submit new listings and changes to existing listings, particularly for listings not covered under Costar or similar virtual listing services	AL	C											Included 5.5.1	One Time
	Action 3.2.4	Create a web-accessible database of those assets to connect to the economic development website	AL	C											Included 5.5.1	One Time
	Action 3.2.5	Work with regional and state implementation partners to make sure their asset lists are current and complete	AL, BA, CC, FC, ID, MC												ST	Annual
	Action 3.2.6	Maintain regular communication with property owners to ensure occupied/developed land is removed	AL, AB	O, I											ST	Annual
Objective 3.3	Identify 4-6 priority investment/reinvestment properties within the City															
	Action 3.3.1	Create a comprehensive ownership database of all commercial properties in each of the opportunity sites to begin a dialogue about their property interests and investment priorities	AL	O, I, R											C	Annual
	Action 3.3.2	Engage in dialogue with owners, particularly catalytic parcels, on a regular basis to track changing strategies and create new opportunities	AL	O, I, R											ST	Annual
	Action 3.3.3	Create a catalyst sites prospectus, defining property ownership, implementation concepts, and available incentives to help bring the vision to fruition	AL	C											Included 5.1.6	Biannual
Objective 3.4	Consider creating an Economic Development Opportunity Fund															
	Action 3.4.1	Create a fund dedicated to [1] land acquisition for economic development purposes and [2] gap financing in real estate developments with economic development benefits	AL	F											ST	One Time
	Action 3.4.4	Seed the fund with \$500,000 for initial operations	AL	F											F	One Time
	Action 3.4.2	Create a board of directors comprised of public, staff, and private sector representatives to review applications and negotiate agreements	AL	F, O, I											ST	One Time
	Action 3.4.3	Develop specific criteria for access to Fund resources (e.g., minimum job creation, minimum, capital investment, creation of workforce housing, blight removal...) including performance requirements and claw back provisions	AL	F, O, I											ST	Annual



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
TOOLBOX DEVELOPMENT															
Objective 4.1	Match land use regulations to economic development vision, particularly in economic activity centers														
	Action 4.1.1 Rezone land based on the results of the small area planning process	AL												ST	As Needed
	Action 4.1.2 Consider creating higher density housing zones in/adjacent to activity centers to accommodate housing growth commensurate with job growth	AL												ST	As Needed
	Action 4.1.3 Consider overlay districts in areas where rezoning will be too difficult or time consuming	AL												ST	As Needed
	Action 4.1.4 Consider a full update to the town's comprehensive plan to reflect recent and emerging changes in the town's growth and development goals including the newly defined vision for its employment centers	AL	C											E	One Time
Objective 4.2	Create economic development incentives that match the City's priorities and performance expectations														
	Action 4.2.1 Create area-specific incentives in each activity center (e.g., promote dining diversity in downtown, promote employment diversity at Northpoint, promote infill development along Windward Parkway)	AL												ST	One Time
	Action 4.2.2 Create industry-specific incentives available throughout the city (e.g., life science investments/building conversions, unique entertainment/sports venues)	AL												ST	One Time
	Action 4.2.3 Scale incentives based on size of prospect, particularly targeting startup and small businesses (fewer than 5 jobs)	AL												ST	One Time
	Action 4.2.4 Create a scoring matrix that prioritizes location of the investment, type of business, size of project, quality of jobs, benefits packages offered, and any other characteristic valued by the town	AL												ST	One Time
	Action 4.2.5 Create specific incentive levels based on the scoring for projects	AL												ST	One Time
	Action 4.2.6 Engage with local and state partners to implement similar requirements for investments in the City	AL												ST	One Time
	Action 4.2.7 Require claw back provisions in all incentive packages to ensure compliance with stated agreements	AL												ST	Continuous
	Action 4.2.8 Tie any incentives to businesses with less than five (5) employees to participating in a small business development program/mentorship program	AL												ST	Continuous
Objective 4.3	Hire/reposition an existing City staff member under economic development to be a development ombudsman														
	Action 4.3.1 Increase staffing capacity to implement the full economic development strategy and become more proactive in business assistance	AL												D	Annual
	Action 4.3.2 Define/refine position to be a liaison to local businesses to help address business/regulatory/policy challenges	AL												ST	Continuous
	Action 4.3.3 Provide assistance to businesses going through the city's permitting process	AL												ST	Continuous
	Action 4.3.4 Become conduit to the HR, professional services, and legal service support and networking	AL												ST	Continuous

City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix			Implementation Lead		Implementation Timing (Year)										Estimated	Cost
			Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
OUTREACH, MARKETING, AND COMMUNICATION																
Objective 5.1 Create marketing collateral necessary for effective retention and recruitment efforts																
	Action 5.1.1	Create all materials listed below in print and digital format, updating regularly (minimum once a year)	AL	C											C	Annual
	Action 5.1.2	Create target industry-specific fact and information sheets	AL	C											Included	Annual
	Action 5.1.3	Refine the existing marketing document to reflect recommended changes where applicable (e.g., incentives)	AL	C											Included	Annual
	Action 5.1.6	Create a property prospectus book detailed in 3.3.3 (digital only)	AL	C											Included	Annual
	Action 5.1.4	Create quality of life information sheets on livability and amenities in Alpharetta	AL	C											Included	Annual
	Action 5.1.5	Create materials to market the new ombudsman program	AL	C											Included	Biannual
	Action 5.1.7	Create employment marketing brochure detailed in 3.1.4	AL	C											Included	Biannual
Objective 5.2 Enact a monthly newsletter detailing market and economic development activities																
	Action 5.2.1	Highlight recent economic development activity and successes, maintaining a 'running tally' dashboard of accomplishments for the year	AL, AB												ST	Monthly
	Action 5.2.2	Publish regular opinion editorials from business owners, partner organizations, or invited guests focused on topics that influence (or are influenced by) economic development in Alpharetta	AL, AB												ST	Monthly
	Action 5.2.3	Include separate topic-themed Mayor/Economic Development Director messages in each newsletter	AL, AB												ST	Monthly
	Action 5.2.4	Implement, monitor, and report the results of opinion polls and business surveys through the newsletter	AL, AB												ST	Monthly
	Action 5.2.5	Highlight a different Alpharetta business (preferably from the target industries) in each newsletter that have invested, expanded, or created new jobs	AL, AB												ST	Monthly
	Action 5.2.6	Target writing two (2) or three (3) industry/market white papers each year focused on educating local businesses and residents about current or impending market shifts and how they will impact local/regional businesses	AL, AB, ID	O, I, R											ST	Monthly
Objective 5.3 Activate existing business leaders in economic development efforts																
	Action 5.3.1	Develop at least five (5) business ambassadors, individuals who can work with economic development staff to promote Amherst and engage existing/prospective business owners in targeted industries. Train more as necessary	AL, AB	O, I											A	Biannual
	Action 5.3.2	Develop a network of mentors in each of the target industries, focusing on developing women, minority and young business owners to reach the city's diverse business base	AL, AB	O, I											Included 2.2.4	Annual
	Action 5.3.3	Develop at least four (4) engaged Alpharetta residents as advocates that can assist in community outreach and resident interaction	AL, AB	N											A	Biannual
	Action 5.3.4	Create a Business-2-Business database that businesses can access to find specific services/networking opportunities	AL, AB												A	Continuous
Objective 5.4 Implement a proactive community engagement and education initiative																
	Action 5.4.1	Hold an annual "town hall" meeting open to the public (and televised) to discuss accomplishments and ongoing efforts for the previous/upcoming year	AL	N											A	Annual
	Action 5.4.2	Implement a biannual resident survey to gauge the goals and concerns of Amherst residents about the town's economic development efforts. Use the results to inform any changes to approach	AL	N											ST	Biannual
	Action 5.4.3	Hold a community outreach meeting in each employment center annually to engage business leaders and residents on economic development issues, opportunities, and challenges those areas are facing	AL	N											A	Annual
	Action 5.4.4	Host semiannual panelist discussions on topics of economic development each year. These discussions should address specific market/location opportunities and challenges facing local businesses	AL	C											B	Semiannual
	Action 5.4.5	Provide an online portal for citizens and groups to submit questions, provide feedback on content, or request meetings on the economic development website	AL												Included 5.4.1	One Time



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
OUTREACH, MARKETING, AND COMMUNICATION															
Objective 5.5	Enhance Alpharetta's electronic and social media presence and activity														
	Action 5.5.1 Update the City's economic development website based on the functional changes in scope/mission	AL	C											C	One Time
	Action 5.5.2 Ensure weekly use of social media platforms (e.g., SnapChat, Instagram, Twitter, Facebook...)	AL												Included	One Time
	Action 5.5.3 Create stronger connections with the ADA, Tech Alpharetta, Fulton County IDA, and other partners	AL												Included	One Time
	Action 5.5.4 Use the website to collect information, allow individuals to sign up for the newsletter, and better engage economic development staff	AL												Included	One Time
	Action 5.5.5 Create a citizens section on the website with access to educational information, the annual survey and results information, contact information for the assigned staff liaison, and the newsletter registration	AL												Included	One Time
Objective 5.6	Create an economic development dashboard on the City's economic development website to provide real-time information about the activity and successes of local economic development efforts														
	Action 5.6.1 Establish a formal economic development dashboard to track performance across each of these topic areas: [1] retention, [2] recruitment, [3] entrepreneurial development, [4] fiscal sustainability	AL												ST	One Time
	Action 5.6.2 Retention metrics should include: [1] site visits performed, [2] ombudsman assists, [3] jobs retained/expanded, [4] capital investment, [5] network event attendance, [6] prospect contacts	AL												ST	Semiannual
	Action 5.6.3 Recruitment metrics should include: [1] number of prospects, [2] successful projects, [3] total jobs created, [4] average annual wage, [5] total capital investment, [6] debrief highlights from lost opportunities	AL												ST	Semiannual
	Action 5.6.4 Entrepreneurial metrics should include: [1] enrollment inquiries, [2] business enrollment, [3] graduations, [4] jobs created, [5] debrief on businesses leaving the mentorship program	AL												ST	Semiannual
	Action 5.6.5 Fiscal sustainability metrics should include: [1] number of incentives, [2] dollar value of incentives, [3] jobs created/preserved from incentives, [4] capital investment created, [5] new tax revenues, [6] other benefits (e.g., infrastructure investments)	AL												ST	Semiannual
	Action 5.6.6 Provide regular updates to the City Council (recommended semi-annually)	AL												ST	Semiannual



City of Alpharetta, Georgia Strategic Economic Development Plan Implementation Matrix			Implementation Lead		Implementation Timing (Year)										Estimated	Cost
			Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
ORGANIZATION AND COORDINATION																
Objective 6.1	Formalize staffing roles and responsibilities within the economic development department, expanding staff capacity to fully achieve the stated economic development goals															
	Action 6.1.1	Retain the manager position to oversee daily and strategic economic development efforts	AL											ST	One Time	
	Action 6.1.2	Formalize the existing marketing director position to oversee the creation and development of all virtual and physical collateral, manage the economic development website, and oversee all social media and networking events	AL											ST	One Time	
	Action 6.1.3	Hire/reposition an existing City staff member under economic development to be a development ombudsman	AL											D	One Time	
	Action 6.1.4	Consider hiring an additional full-time staff member dedicated to small business/entrepreneurial development in partnership with Tech Alpharetta	AL											D	One Time	
	Action 6.1.5	Increase the business retention and expansion efforts by one (1) full-time professional	AL											D	Annual (Salary)	
Objective 6.2	Enhance strategic relationships with local and statewide implementation partners															
	Action 6.2.1	Create a quarterly coordination meeting schedule with the Chamber, CVB, Tech Alpharetta, and GN FCC	AL, AB, BA, CC, FC, TA, VB, MC, GA											A	Quarterly	
	Action 6.2.2	Establish a semiannual strategic meeting schedule with other regional and statewide partners	AL, AB, BA, CC, FC, TA, VB, MC, GA											A	Semiannual	
	Action 6.2.3	Provide quarterly/semiannual reports to regional and statewide partners on activity and successes	AL											ST	Quarterly	
	Action 6.2.4	Establish a formal quarterly or semiannual coordination meeting with neighboring municipalities to address regional and cross-boundary market issues	AL, MU											ST	Quarterly	



City of Alpharetta, Georgia		Implementation Lead		Implementation Timing (Year)										Estimated	Cost
Strategic Economic Development Plan Implementation Matrix		Public/NP	Private	1	2	3	4	5	6	7	8	9	10	Cost	Type
ORGANIZATION AND COORDINATION															
Objective 6.3	Create a Business Advisory Board to help with strategic planning and implementation of the town's economic development strategic plan														
Action 6.3.1	Create an official business advisory board of 11 to 17 business leaders and implementation partners (e.g., post-secondary education institutions) interested and willing to participate in the City's economic development effort	AL												ST	One Time
Action 6.3.2	Host monthly meetings with the advisory board on projects, activity, and strategy to garner advice and assistance in implementation	AL												ST	Monthly
Action 6.3.3	Have the Mayor appoint at least one (1) member of the advisory board, though avoid having elected officials attending the meetings	AL												ST	Annual
Action 6.3.4	Create a committee structure to focus efforts in coordination with the City's focus areas; [1] Business Retention, [2] Marketing and Outreach, [3] Business Recruitment	AL												ST	One Time
Action 6.3.5	Ensure each committee is chaired (or co-chaired) by an active board member	AL												ST	Continuous
Action 6.3.6	Consider creating a 501(c)(3) to house the advisory board, creating an official memorandum of understanding and bylaws for the group	AL												ST	One Time
Objective 6.4	Work with City departments to develop comprehensive databases to help economic development efforts														
Action 6.4.1	Reconfigure information requirements on business licenses to collect more robust contact information and data about the business (e.g., NAICS code)	AL												ST	Continuous
Action 6.4.2	Work with Fulton County or create a locally-maintained version of property assessment data that combines all land, building, and business information to make geospatial analyses/searches more insightful	AL												ST	Continuous
Action 6.4.3	Require all business building permit and applications to include full contact and business (if known) information	AL												ST	Continuous

City of Alpharetta, Georgia

Economic Development Strategy

Implementation Overview

September 25, 2023

Presented by Kyle Talente, President
RKG Associates, Inc.

Final Economic Development Goals

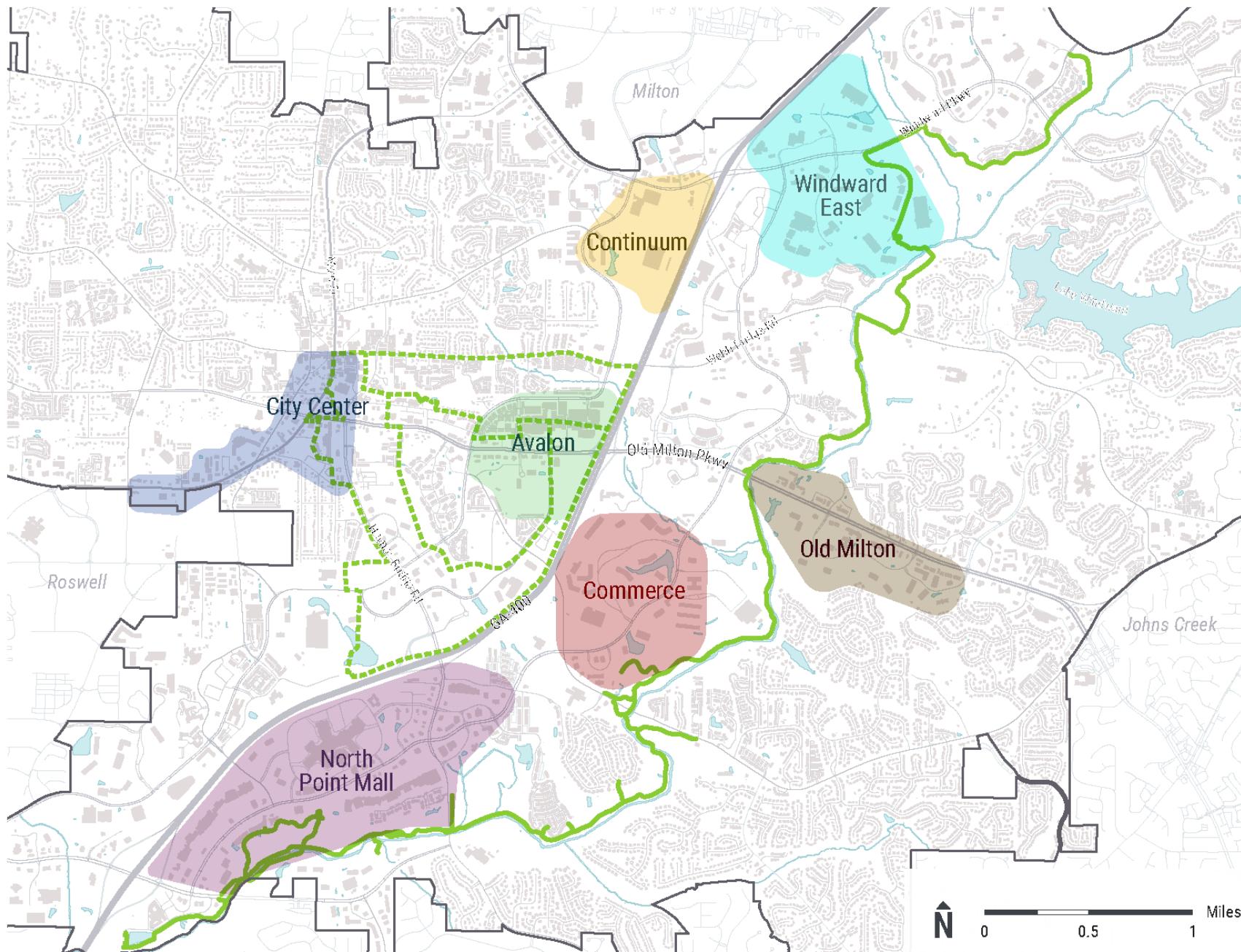
- Expand the city's business retention efforts to reach all the city's existing business base
- Continue to attract new professional and technical service firms to Alpharetta
- Expand the city's entrepreneurial ecosystem through strengthening tech-based efforts and initiating new efforts targeting other sectors
- Diversify the city's employment base beyond the existing financial technology and transaction cluster
- Create dynamic employment centers through place-based strategies that meet evolving demand from employers and workers
- Encourage development that complements the scale and character of the adjacent community
- To enhance the city's housing supply to attract workers, offer options for existing residents, and strengthen business retention and expansion
- Maximize the potential of the city's expanding green infrastructure
- Strengthen the connection between business and training providers to reach residents, existing businesses and prospective businesses

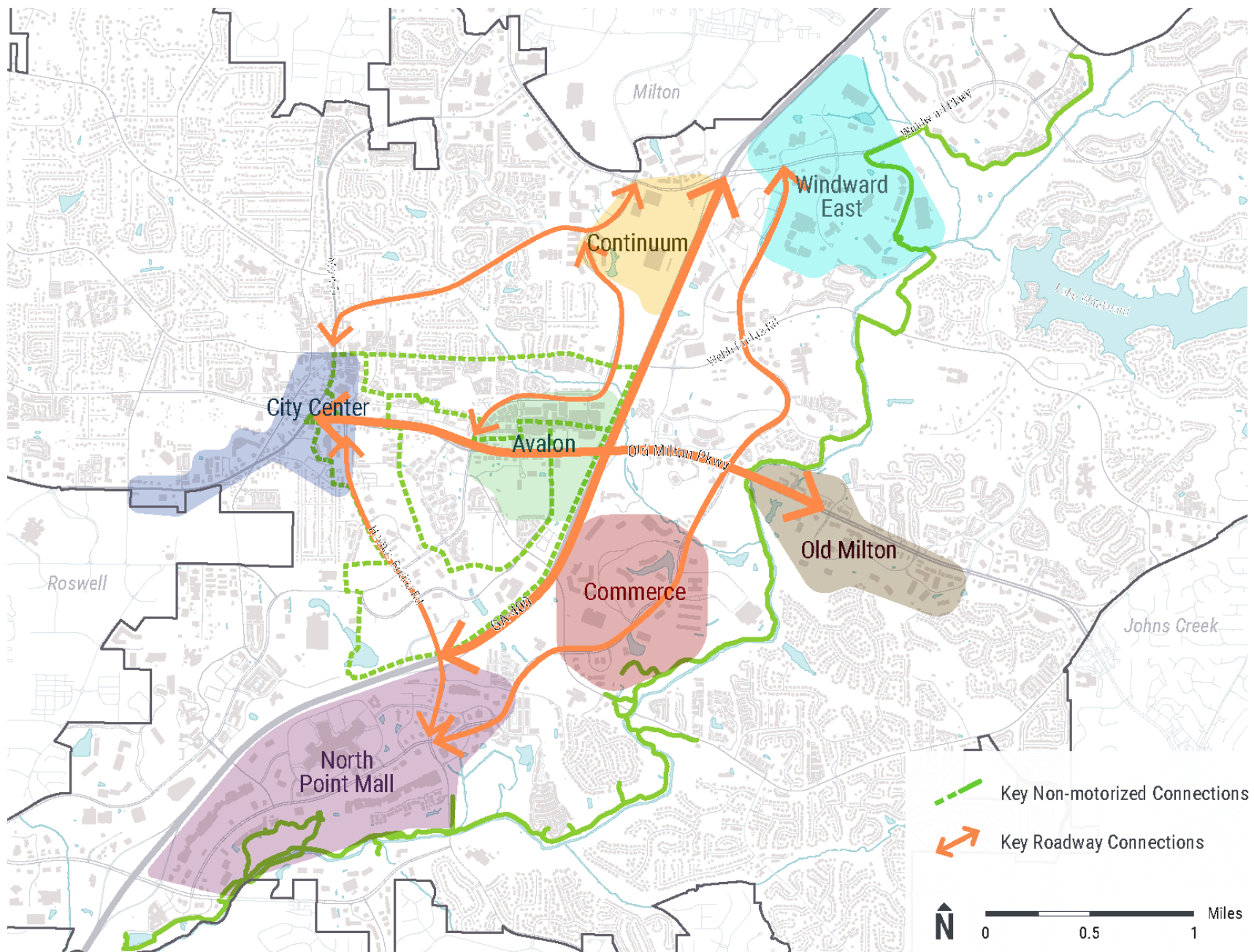
Overarching Findings

Moving Forward

- **What we want and what we are investing are out of sync**
 - We recommend the city focus efforts to areas most valued/create the greatest chance for success
 - Increase investment if you want to accomplish 'everything'
- **Focus, and stay focused**
 - Avoid one-off projects, define staff roles and remain consistent
 - Economic development cannot be all things to all people
- **Maximize partners, 'right-size' your efforts**
 - Alpharetta is blessed with well funded, influential partners... maximize their benefit for the city
- **Embrace the new market realities... the best you can**
 - Workforce and company preferences have evolved to highly amenitized, dynamic workplaces
 - Spread out workforces due to remote/hybrid work requires stronger 'draws' to get workers back to the office
 - Integrated live-work-play (e.g., Avalon) is the foreseeable future
- **Residential communities and dynamic employment centers can coexist**
 - Fear is a tremendous motivator, but often misguided/misinformed
 - Preserving our 20M SF of corporate office will require rethinking of the city's activity centers
 - That said, be informed about the potential consequences of choices you make

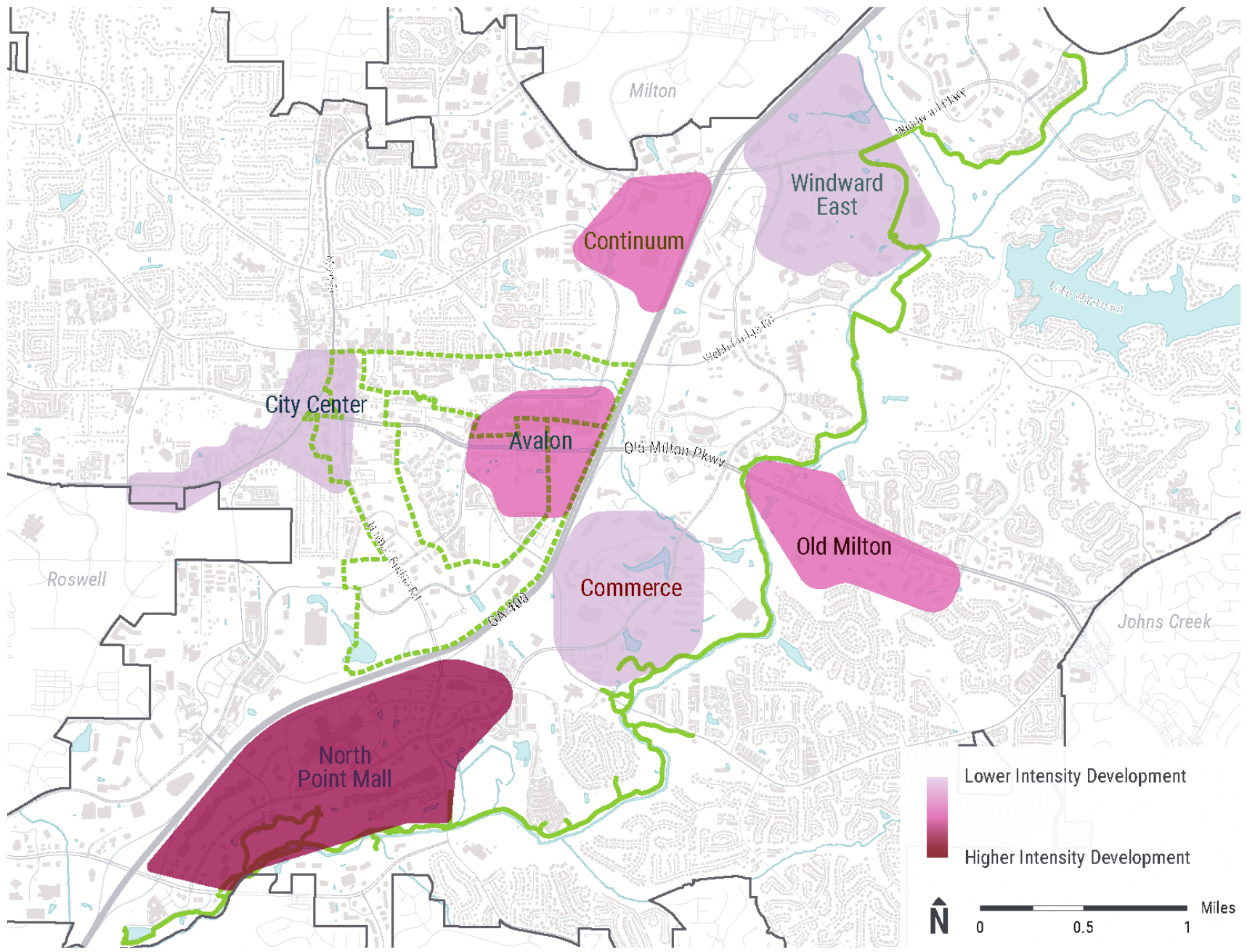
Implementation Framework





- Key Non-motorized Connections
- Key Roadway Connections





Strategies

Organization of Strategies

- **Business Retention and Expansion**
 - Retaining and growing the businesses we already have
- **Business Recruitment and Attraction**
 - Proactively marketing to potential new corporate residents
- **Asset Development**
 - Strategies on best positioning physical assets in the City
- **Economic Development Toolbox**
 - The financial, regulatory, and policy action opportunities
- **Outreach, Communication, and Marketing**
 - Efforts to increase awareness of Alpharetta and its vision
- **Organization and Coordination**
 - The internal and external efforts to maximize the City's success



Priority Actions

- **BUSINESS RETENTION AND EXPANSION**

- Expand business outreach efforts focusing on small and home-based businesses
- Create additional industry roundtables to expand City's capability to address broader market needs
- Implement an annual business survey to identify emerging trends/needs

- **BUSINESS RECRUITMENT AND ATTRACTION**

- Strengthen collaboration with regional/state partners through clear growth goals
- Expand entrepreneurial efforts beyond the FinTech sector
- Increase City offerings to small/start-up businesses

- **ASSET DEVELOPMENT**

- Continue to develop/update small area plans through the LCI program
- Maintain a locally-managed database of available land and building space
- Consider an Economic Development Opportunity Fund for catalytic/complex projects

Priority Actions

- **ECONOMIC DEVELOPMENT TOOLBOX**

- Improve the consistency and predictability of the City's approval processes
- Define performance requirements for local economic development incentives based on the City's priorities
- Create a development ombudsman position to assist businesses through the City's policies and processes

- **OUTREACH, MARKETING, AND COMMUNICATION**

- Strengthen the City's engagement with existing and prospective businesses through regular, proactive efforts
- Create a robust community outreach process to engage on the requirements/needs of economic development
- Enhance the City's virtual presence – website, social media, and stakeholder engagement

- **ORGANIZATION AND COORDINATION**

- Scale economic development efforts to existing resources and staffing
- Expand investments and staffing to accomplish more of the stated goals
- Create a Business Advisory Board (built from the Advisory Group?) to continue joint public-private engagement



STAFF REPORT

Department: Public Works
Submitted By: Arash Moradkhani
Meeting Date: September 25, 2023

AGENDA ITEM:

SMART Traffic Grant Application

Consideration of approval for the Department of Public Works to submit a SMART Grant application, as presented, and authorize the Mayor to execute all necessary documents.

STAFF RECOMMENDATION:

Approve the Department of Public Works to submit a SMART Grant application, as presented, and authorize the Mayor to execute all necessary documents.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: \$0

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
N/A	\$0.00

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
N/A	\$0.00

ITEM DESCRIPTION:

The Bipartisan Infrastructure Law (BIL) established the Strengthening Mobility and Revolutionizing Transportation (SMART) grant program with \$100 million appropriated annually for fiscal years 2022-2026. The SMART program was established by the Federal Government to provide grants to eligible public sector agencies to conduct demonstration projects focused on advanced smart community technologies and systems to improve transportation efficiency and safety.

Phase 1 of the SMART grant application, which is for Planning & Prototyping/Design, is available for first-time applicants, which will close on 10/10/2023. The Phase 1 application should include some sort of technology that involves sensors or advanced transportation technologies. This grant application, which is for Planning & Prototyping/Design, does not require funding from the City.

In order to improve the operation and management of traffic lights as well as to make safety and mobility improvements, the following 18 intersections could be considered for advanced smart transportation technologies:

1. Haynes Bridge Rd at North Point Pkwy
2. Haynes Bridge Rd at Blackwatch Lane
3. Haynes Bridge Rd at Thornberry Dr
4. North Point Pkwy at Mansell Rd
5. Mansell Rd at Westside Pkwy
6. Upper Hembree Rd at Harris Rd

7. Cumming St at Henderson Pkwy
8. Kimball Bridge Rd at Tuxford Dr
9. Kimball Bridge Rd at Northwinds Pkwy
10. Kimball Bridge Rd at Fire Station 86
11. Haynes Bridge Rd at Northwinds Pkwy
12. Haynes Bridge Rd at Westside/Morrison Pkwy
13. Mansell Rd at Davis Dr
14. Old Milton Pkwy at Wills Rd
15. Cumming St at Westside Pkwy
16. Westside Pkwy at Webb Bridge Rd
17. Windward Pkwy at Westside Pkwy
18. Kimball Bridge Rd at North Point Pkwy

Some of the transportation technologies that could be considered at these intersections are:

- 1) Traffic cameras to collect the number of vehicles, pedestrians, bicyclists, and traffic speeds.
- 2) Integrating an AI (artificial intelligence) platform to use traffic data, collected by the cameras, and detect anomalies in traffic flow. Early detection of traffic anomalies is crucial for reducing traffic congestion and safety improvements. For example, if there is a high frequency of near-misses between vehicles and bikes or vehicles and pedestrians at an intersection, that intersection could be further investigated to determine design issues and make necessary improvements, such as separating bikes from vehicular lanes or providing lighting systems along sidewalks and travel lanes.
- 3) Replacing the existing span-wires that are used for mounting traffic lights with galvanized mast-arms. This would improve the safety and security of the intersection especially during severe weather. Also, galvanized mast-arms keep traffic lights at a certain fixed elevation from the ground to avoid collisions between large trucks and traffic lights.

The SMART Grant is broken into two stages; planning and development is stage 1 and implementation is stage 2. Based on the information from US DOT, only recipients of Stage 1 funding will receive Stage 2 funding. It is anticipated approximately 20-30 Stage 1 Grants will be awarded, with the minimum award of approximately \$250k and the maximum award of approximately \$2M. The application is on-line through US DOT's SMART Grant's application portal.

ALTERNATIVES:

Do not approve the recommendation and the grant application will not be submitted.

ATTACHMENTS:

1. SMART Program Fact Sheet

Fact Sheet: The Strengthening Mobility and Revolutionizing Transportation (SMART) Grants Program

Overview

Sec. 25005 of the Bipartisan Infrastructure Law (BIL) establishes the Strengthening Mobility and Revolutionizing Transportation (SMART) Grants Program to “conduct demonstration projects focused on advanced smart city or community technologies and systems in a variety of communities to improve transportation efficiency and safety.” The program is appropriated at \$100M annually for fiscal years 2022–2026.

To accomplish the objectives identified in BIL, the SMART Grants Program will fund projects that focus on using technology interventions to solve real-world challenges facing communities today. This will require creativity and local experimentation. The SMART Program will support a range of approaches: new transportation applications of existing and emerging technologies; expanded and systematized use of proven technologies; and deep integration of solutions with existing transportation systems.

SMART funds purpose-driven innovation and discourages investment in technologies that do not provide a clear improvement over the status quo. The program puts [DOT’s Innovation Principles](#) into practice. The Department has outlined these six key, purpose-driven principles established to guide DOT in fostering innovation that serves the Biden-Harris Administration’s policy priorities. Successful projects will seek to build sustainable partnerships across sectors and levels of government and collaborate with industry, academia, and nonprofits.

SMART is a demonstration program. It is not designed to support fundamental research. In general, the systems and technologies demonstrated should be sufficiently developed such that there is good reason to anticipate public benefits from their deployment, but their application in public sector settings is not yet widespread. Proposals seeking funding for systems and technologies which are already well-established and broadly adopted will be less competitive.

SMART focuses on building data and technology capacity and experience for State, local, and Tribal governments. Technology investment is most beneficial when tailored to the needs of the community. SMART recognizes that many public sector agencies are challenged to find the resources and personnel to engage with new technologies. The program bridges this gap by providing a required planning phase, to help communities gain experience with innovative technologies. SMART supports a strong, diverse, and local workforce.

SMART is divided into two stages. The program structure is based on a belief that planning, prototyping, and teambuilding are critical to advancing the state of the practice for data and technology projects in the public sector. DOT anticipates that only recipients of Stage 1 Planning and Prototyping Grants will be eligible for Stage 2 Implementation Grants.

During Stage 1, public sector project leaders should build internal buy-in and partnerships with public, private, academic, nonprofit, and community organizations and community networks to refine and prototype their concepts, and report on results. At the conclusion of Stage 1, awardees should have the information to either create a fully realized implementation plan with robust performance metrics or to make an informed decision not to proceed with the concept. Stage 1 results may uncover previously unknown institutional barriers, technical limitations, or poor performance relative to conventional solutions. The SMART Program hopes to document lessons learned from Stage 1 projects, knowing that these findings will be broadly beneficial to the transportation sector.

Stage 2 implementation projects should result in a scaled-up demonstration of the concept, integrating it with the existing transportation system, and refining the concept such that it could be replicated by others. If demonstration at-scale identifies critical challenges, gaps, or negative impacts, they should be clearly stated and documented so that other communities that take on similar projects can learn from them and adapt.

Program Information

Summary Statutory Parameters

Program Objective: To conduct demonstration projects focused on advanced smart city or community technologies and systems in a variety of communities to improve transportation efficiency and safety.

Type of Program: Discretionary grant program.

Eligible Entities:

- State
- Political subdivision of a State
- Tribal government
- Public Transit Agency or Authority
- Public Toll Authority
- Metropolitan Planning Organization
- A group comprised of the above 2 or more eligible entities

Geographic Funding Allocation:

Grantee type	Maximum funding (by Fiscal Year)
Large communities	Not more than 40%
Midsized communities	Not more than 30%
Rural communities or regional partnerships	Not more than 30%

Eligible Projects:

The statute outlines eight technology domains for SMART Grants. Each is complex and includes a wide range of technology inputs, data systems, and integrations with the transportation system. Recipients of SMART Grants are not expected to seek solutions in all eight technology domains through a single project. Teams will be required to identify at least one technology domain for their project, though some projects may naturally address two, three, or even four of the technology domains.

- **Coordinated Automation**—Use of automated transportation and autonomous vehicles while working to minimize the impact on the accessibility of any other user group or mode of travel.
- **Connected Vehicles**—Vehicles that send and receive information regarding vehicle movements in the network and use vehicle-to-vehicle and vehicle-to-everything communications to provide advanced and reliable connectivity.
- **Intelligent, Sensor-based Infrastructure**—Deployment and use of a collective intelligent infrastructure that allows sensors to collect and report real-time data to inform everyday transportation-related operations and performance.
- **Systems Integration**—Integration of intelligent transportation systems with other existing systems and other advanced transportation technologies.
- **Commerce Delivery and Logistics**—Innovative data and technological solutions supporting efficient goods movement, such as connected vehicle probe data, road weather data, or global positioning data to improve on-time pickup and delivery, improved travel time reliability, reduced fuel consumption and emissions, and reduced labor and vehicle maintenance costs.
- **Leveraging Use of Innovative Aviation Technology**—Leveraging the use of innovative aviation technologies, such as unmanned aircraft systems, to support transportation safety and efficiencies, including traffic monitoring and infrastructure inspection.
- **Smart Grid**—Developing a programmable and efficient energy transmission and distribution system to support the adoption or expansion of energy capture, electric vehicle deployment, or freight or commercial fleet fuel efficiency.
- **Smart Technology Traffic Signals**—Improving the active management and functioning of traffic signals, including through:
 - Use of automated traffic signal performance measures;
 - Implementing strategies, activities, and projects that support active management of traffic signal operations, including through optimization of corridor timing; improved vehicle, pedestrian, and bicycle detection at traffic signals; or the use of connected vehicle technologies;
 - Replacement of outdated traffic signals; or
 - For an eligible entity serving a population of less than 500,000, paying the costs of temporary staffing hours dedicated to updating traffic signal technology.

**AGENDA ITEM:****Wire & Wood RCS Productions Contract (#102168 / RFP 22-108) – Amendment #1**

Consideration and approval of an amendment to the City's contract (#102168 / RFP 22-108) with RCS Productions and Entertainment d.b.a. RCS Productions to increase the cost for services for the city's annual Wire & Wood event for the inclusion of additional sponsored stages and talent.

STAFF RECOMMENDATION:

Approve, as presented, the amendment to RCS Productions and Entertainment, Inc. Contract #102168, permitting the increase in cost of services for the Wire & Wood event to accommodate additional stages and associated talent buying and production.

BUDGET & PROCUREMENT:**BUDGETED ITEM:** YES**FISCAL IMPACT:** YES**INCLUDED IN CURRENT FY CPTL BUDGET:** YES**INCLUDED IN CURRENT FY OPRT. BUDGET:** YES

TOTAL PROJECT COST: A total of \$127,225 was earmarked between Wire & Wood capital and operating funds for stage assembly, talent buying, and production services for the October 2023 Wire & Wood event. The new contract amendment resulting in more expanded production will require additional stages amounting to \$17,875. This additional cost is fully funded by sponsors and brings the revised budget to \$145,100. The City's out of pocket cost of \$77,225 remains the same as the prior arrangement as the ACVB will continue to fund \$50k.

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
Wire & Wood Professional Services 10061900 521200 / RSE13	\$77,225

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
Wire & Wood Sponsorships 22061150 521200 / C2039	\$67,875

ITEM DESCRIPTION:**BACKGROUND:**

The Wire and Wood Music Festival's goal is to showcase local and regional music talent that writes and performs their own original work, raise awareness about the importance of music, and highlight the many facets of the music community. Wire and Wood is part of Alpharetta's initiative to bring more music to the community and make it "Alpharetta Music City." In an effort to work toward this goal, Wire and Wood has six main stages where regional and national talent, as well as some well-known local musicians, perform for the community. In addition, the local businesses open their doors for up-and-coming local artists to perform in "Music Match" performances.

For the October 2023 (FY2024) event, the Special Events Division of Recreation, Parks, and Cultural Services formulated a plan to expand the event through further local business engagement. Through sponsorship opportunities, businesses could help enhance the event by electing to fund an additional stage and the associated talent/production. Currently, four additional "sponsorship stages" have been advertised:

- Saturday Sessions \$1975
- Listening Room \$4900
- The Hamilton Hotel Stage \$6750
- Avalon Stage \$4250

To date, all four of the additional stages have secured sponsorships. As the initiative proved successful, staff must turn their attention to the existing contract with the vendor providing the stages, talent, and production services and request amendments to accommodate the additional stages.

THE CURRENT CONTRACT

The current contracted cost proposal for the Wire & Wood event in calendar year 2023 (FY 2024) is as follows:

Production, Sound & Lighting for 6 Existing Stages: \$42,225

Main Stage Talent Buying: \$75,000

Main Stage Talent Buying Fees: Not to Exceed 10% of Talent Buying Budget (\$7,500 of the \$75,000)

Wire & Wood Music Match Performance Talent Buying: \$10,000

Music Match Talent Buying Fees: Not to Exceed 10% of Talent Buying Budget (\$1,000 of the \$10,000)

The Alpharetta Convention & Visitors Bureau is a partner for the event and sponsors \$50,000 for the main stage headliners, reducing the City's total out of pocket expense for the event's talent buying and fees, stage, and production to \$77,225.

THE CONTRACT AMENDMENT

The existing contract (attached hereto as "RCS Productions Contract 102168 - RFP 22-108") includes terms related to the addition of stages, staff sought a new cost proposal from RCS Productions for the six existing stages and the four new sponsored stages (seen as Exhibit "A" within the attached amendment). The newly proposed rates would be as follows:

Production, Sound & Lighting for 10 Stages: \$49,600 (Could Increase Based on Additional Stages & Sponsorships)

Main Stage Talent Buying: \$75,000 (Could Increase Based on Additional Stages & Sponsorships)

Main Stage Talent Buying Fees: Not to Exceed 10% of Talent Buying Budget (\$7,500 of the \$75,000)

Wire & Wood Music Match Performance Talent Buying: \$10,000

Music Match Talent Buying Fees: Not to Exceed \$1,500 of the \$10,000 Talent Buying Budget

As the Alpharetta Convention & Visitors Bureau has agreed to continue to be a partner for the event, sponsoring \$50,000 for the main stage talent buying, and the additional stages and associated talent buying, talent fees, and production are to be funded through new sponsorships, the City's total out of pocket expense with the amendment to the contract would remain \$77,225.

The amendment drafted by Legal and attached for your approval, will formalize the agreement between the City and RCS Productions for the newly proposed cost for services for the Calendar Year 2023 (FY2024) Wire and Wood event. The amendment will also grant staff the ability to amend any future specifications, rates, and number of stages as well as sign amendments related to increased costs for services under the notion that such changes are properly documented and will continue to be communicated to City Council.

RECOMMENDATION EXPLANATION:

First, expanding one of the City's most noteworthy events via sponsorships directly aligns with the City's vision to further engage with our local businesses and to continually enhance our events for our citizens. Second, there is no fiscal impact on the City for the additional stage, talent, and production services, given that the private funding will offset the increased cost for services. With these two advantages, staff recommends the approval of the amendment to revise the agreed upon cost in order to add the new stages.

ALTERNATIVES:

There are two alternatives to this recommendation:

1. Deny approval of amendment to the existing contract with RCS Productions for Wire & Wood stage, talent buying and fees, and production services thereby eliminating the additional stages from event.
2. Deny or defer approval of the proposed amendment and provide staff with additional steps and/or actions that staff should take in order to advance the initiative.

ATTACHMENTS:

1. RCS Productions Contract 102168 - RFP 22-108
2. RCS Productions Contract - Amendment 1

CONTRACT NAME: WIRE AND WOOD EVENT PRODUCTION SERVICES
 CONTRACT NO. 22-108

CITY OF ALPHARETTA
 STANDARD CONTRACT FOR SERVICES

This Contract for Services (the "Contract") is made and entered into by and between **RCS Productions and Entertainment, Inc., doing business as RCS Productions**, a Georgia corporation with its principal office located at 2312 Peachford Road, Suite A, Dunwoody, GA 30338 (the "Consultant") and the **City of Alpharetta**, a municipal corporation and body politic of the State of Georgia (the "City"). The Contract is effective as of the date the last party hereto executes it (the "Effective Date").

1. Contract Documents. The Contract Documents (as hereinafter defined) consist of this Contract, the City's Request for Proposals dated December 2, 2021, including any addenda thereto (the "RFP"), and the Consultant's Proposal dated January 5, 2022 (the "Proposal"), all of which are incorporated herein by reference (collectively, the "Contract Documents"). In the event of any conflict in the Contract Documents, the provisions and requirements set forth in this Contract will govern; provided however, to the extent any of Consultant's obligations or duties set forth in the Proposal exceed the requirements provided within the RFP or this Contract, or the City finds any of the terms set forth in the Proposal more desirable, the City may elect that those more desirable terms will control.
2. Scope of Services. The Consultant's duties and scope of services are specifically set forth in the RFP and, in general, include the following: **SOUND AND STAGE PRODUCTION AND TALENT BUYING FOR WIRE AND WOOD MUSIC FESTIVAL** (the "Work"), and further defined as the development of stage, sound, and lighting plan; installation and deinstallation of staging, sound, lighting, and décor; and scouting, booking, payment, and management of stage talent for the event. Except as otherwise expressly provided herein, Contractor will perform the Work in the manner and to the specifications set forth in the RFP.
3. Contract Rates. As finally awarded by the City, the City will pay Consultant in accordance with the rates set forth in Consultant's Cost Proposal Worksheet, which is attached hereto and incorporated herein as **Exhibit "A,"** for Consultant's performance of Work.

These rates include the full development and provision of all deliverables as specified in the RFP, Proposal and/or any subject task order(s), as further supplemented or modified by the City's requirements. The City will process approved payment requests under this project to the Consultant. Payment to any sub-consultants and suppliers is the responsibility of the Consultant. The City will not entertain any other payment arrangements.

Invoices must be sent to:

City of Alpharetta
 Department of Recreation, Parks & Cultural Services
 2 Park Plaza
 Alpharetta, GA 30009
 Attn: Amanda Musilli

Invoices for each progress payment may be submitted to and paid by the City not more often than once a month as agreed to by the City prior to the commencement of the Work. Upon completion of the Work or, if agreed to by the City, upon completion of certain portions thereof, the Consultant must send an invoice detailing the appropriate charges as currently allowed. Upon receipt of Consultant's invoice and following inspections and confirmation of the performance of the subject portion of the Work, the City will make payment. Upon receipt of Consultant's final invoice and following final inspection and final acceptance of the Work, the City will make final payment. Subject to the withholding of any amounts due to the City as further set forth herein, all such invoices will be paid within forty-five (45) days by the City unless any items thereon are

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questioned, in which event payment will be withheld pending verification of the amount claimed and the validity of the claim. The Consultant will provide complete cooperation during any such investigation. No price adjustments will be made during the term or any extension of this Contract except upon mutual consent of the parties. Notwithstanding any other provision of this Contract, and without prejudice to any of City's other rights and remedies, City will have the right, at any time or times, to deduct and withhold from any payment for services that may become due under this Contract, such amount or amounts as may reasonably appear necessary to compensate the City for any portion of the Work that is defective, damaged, flawed, unsuitable, non-conforming or incomplete. Acceptance of final payment will constitute a waiver of all claims against the City by the Consultant except for those claims previously made in writing against the City by the Consultant, pending at the time of final payment, and identified in writing by the Consultant as unsettled at the time of its request for final payment.

4. Commencement of Work; Time for Performance.

- (a) Commencement of Work. The Consultant must not proceed to perform the Work until receipt of notice to proceed for a subject task order.
- (b) Time for Performance. Consultant's time for performance of Work for each assigned project will be until completion of the project as defined in the scope of services and set forth in the subject task order. Consultant shall perform the Work as expeditiously as is consistent with professional skill and care and the orderly progress of any project authorized pursuant to this Agreement.

5. Term.

Unless extended in writing by agreement of the Parties, the Contract will be effective for a period of no longer than (5) years, starting March 1, 2022, and ending at 11:59 p.m. (Eastern Time) on February 28, 2027 (the "End Date"). In accordance with O.C.G.A. § 36-60-13, the initial term of the Contract shall be for a period of one year running from March 1, 2022 through 11:59 p.m. (Eastern Time) on February 28, 2023, and will automatically renew for additional one (1) year terms, each beginning on March 1 following the existing term year and ending at 11:59 (Eastern Time) on February 28 of the following year, unless the City delivers written notice of non-renewal to Consultant at least thirty (30) days prior to the expiration of the relevant term year, such renewals not to exceed the End Date, unless otherwise agreed to, in writing, by the Parties. If written notice of non-renewal is given for any then-existing term, this Contract will terminate upon expiration of that term.

The foregoing notwithstanding, this Contract shall terminate absolutely and without further obligation of the City at the close of the fiscal year in which it was executed and at the close of each succeeding fiscal year if the City Council fails to appropriate funding for the Contract for any such succeeding fiscal year, which such non-appropriation will be treated equivalently to a written notice of non-renewal, without regard to any notice requirements to the contrary. Also notwithstanding the foregoing, this Contract will terminate immediately and absolutely if the City determines that adequate funds are not appropriated or granted or funds are de-appropriated such that the City cannot fulfill its obligations under the Contract, which determination is at the City's sole discretion and shall be conclusive, also without regard to any notice requirements to the contrary.

Except as otherwise provided herein, any Contract term will not exceed the End Date. The End Date of the Contract may be extended by written agreement of the Parties. Consultant shall have no right to extend the End Date or any term of the Contract except as may be agreed to, in writing, by the City.

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The Contract price(s) and/or rates for the above-stated contract term will remain as awarded by the City Council. Any contract extension beyond the above-stated contract term will be based on the same terms and conditions as the original term, except as provided below.

For any such renewal term commencing after the first two (2) years of this Contract, rates may be increased by the lesser of three percent (3%) or the Consumer Price Index factor (US City Average – All Items; most recent month). Consultant must provide the City with the subsequent rates for any renewal term, if different from the then existing rates, at least ninety (90) days prior to the expiration of the then existing term. Subsequent rates are guaranteed for a minimum of twelve (12) months.

6. Termination. This Contract may be terminated prior to the applicable term ending by either party in the event of substantial failure or default of the other party to fulfill its obligations under this Contract. Prior to such termination, the non-defaulting party must give notice to the defaulting party of the failure or default. Such party will have fifteen (15) days from the date of the notice to cure the default or failure if such default or failure is capable of being cured. Upon failure to cure the default or failure within fifteen (15) days, or if such failure or default is not capable of being cured, the non-defaulting party may terminate the Contract effective immediately upon the provision of written notice as provided in Section 15 (*Notices*). The Contract may also be terminated prior to applicable term ending by the City for the City's convenience upon the provision of not less than fourteen (14) days written notice to the Consultant. In the event of such termination, the Consultant will be compensated for services performed prior to termination. Such amount will be paid by the City upon the Consultant's delivering or otherwise making available to the City, all data, drawings, specifications, reports, estimates, summaries and other information and materials as may have been accumulated by the Consultant in performing the services included in this Contract, whether completed or in progress.
7. Representations and Covenants. Consultant represents and covenants that: (a) Consultant has full power and authority to perform its obligations hereunder and to deliver the products and services set forth in the Contract Documents to the City without the consent of any other person or entity, and the products and services must be delivered free and clear of any lien, encumbrance, security interest or other claim, of whatever nature; (b) Consultant will comply with all applicable statutes, rules, regulations and requirements of any governmental agency or authority, whether now or hereafter enacted, in performing its obligations hereunder, and the products and services must comply with all such statutes, rules, regulations and requirements in effect at the time of delivery to and acceptance by the City; (c) Consultant will perform its obligations hereunder in a good, professional and workman-like manner, and in strict accordance with City's specifications and the terms of this Contract; (d) All services performed by the Consultant under this Contract will be conducted in a manner consistent with the level of care and skill ordinarily exercised by reasonable members of Consultant's profession or trade currently practicing in the same locality under similar conditions; and (e) Consultant, in the performance of its duties under this Contract, including but not limited to, its dealings with property owners, developers, consultants, consultants, architects and any local, state or federal governmental agency or political subdivision, will owe its primary duty of loyalty to the City.
8. Licenses, Registrations, Certifications and Permits. The Consultant will be responsible for obtaining and keeping in a valid status, all licenses, registrations, certifications and permits necessary to perform the Work as required by law. Consultant represents to the City that the Consultant and its employees are properly licensed and/or registered within the State of Georgia for the performance of the services required herein, provided such licensure and/or registration is required by applicable law. Consultant will supply copies of any such licenses, certifications or permits to the City upon request.
9. Insurance.

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- (a) Insurance Generally. Consultant must obtain and must continuously keep during the term of this Contract insurance of the kind and in the minimum amounts as specified in the RFP, as follows:
- i. Statutory Worker's Compensation and Employers Liability Insurance in the minimum amount of Five Hundred Thousand Dollars (\$500,000) or in such amount required by applicable law, whichever is greater, for all employees and other persons as may be required by Georgia law. If Consultant is self-insured, Consultant must additionally provide the City with a certificate from the Georgia Board of Workers' Compensation stating that the Consultant qualifies to pay its own workers' compensation claims.
 - ii. Comprehensive General Liability insurance with minimum combined single limits of One Million Dollars (\$1,000,000) per occurrence and in the aggregate. The policy must apply to all premises and all operations of the Consultant. The policy must include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, independent consultants, products, and completed operations. The policy must contain a severability of interests' provision. Coverage must be provided on an "occurrence" basis as opposed to a "claims made" basis. Such insurance must be endorsed to name the City, and its elected officials, officers, employees and agents, as additional insured parties.
 - iii. Comprehensive Automobile Liability insurance with minimum combined single limits for bodily injury of not less than One Million Dollars (\$1,000,000) per occurrence and property damage of not less than One Hundred Thousand Dollars (\$100,000) per occurrence with respect to each of the Consultant's owned, hired and non-owned vehicles assigned to or used in performance of the Work. The policy must have a severability of interests' provision. Such insurance coverage must extend to all of Consultant's subconsultants. Such coverage must include all automotive equipment used in the performance of the Contract, both on and off any work site, and such coverage must include non-ownership and hired cars (vehicles and equipment) coverage. Such insurance must be endorsed to name the City, and its elected officials, officers, employees and agents, as additional insured parties.
 - iv. Umbrella/Excess Liability insurance with minimum combined single limits of One Million Dollars (\$1,000,000) per occurrence and in the aggregate. Such policy must supply the same coverage set forth in the Comprehensive General Liability insurance policy. Such insurance must be endorsed to name the City, and its elected officials, officers, employees and agents as additional insured parties.
- (b) Requirements of Insurance.
- i. Insurance must be procured and maintained with insurers with an A- or better rating as determined by Best's Key Rating Guide. All insurance must be continuously kept covering all liability, claims, demands, and other obligations assumed by the Consultant.
 - ii. No policy of insurance will contain any exclusion for bodily injury or property damage arising from completed operations.
 - iii. Every policy of insurance must provide that the City will receive notice no less than thirty (30) days prior to any cancellation, termination, or a material change in such policy.
 - iv. Proof of required insurance must be maintained in all equipment and motor vehicles insured in accordance with the provisions of this Contract.
 - v. Consultant will ensure that any and all policies of insurance procured hereunder will

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provide for a waiver of subrogation against the City, and Consultant waives any claim against the City arising in contract or tort which is covered by its insurance hereunder.

- (c) Failure to Obtain or Maintain Insurance. The Consultant's failure to obtain and continuously maintain policies of insurance in accordance with this Section and its subsections will not limit, prevent, preclude, excuse, or modify any liability, claims, demands, or other obligations of the Consultant arising from performance or non-performance of this Contract. Failure on the part of the Consultant to obtain and to continuously maintain policies providing the required coverage, conditions, restrictions, notices, and minimum limits will constitute a material breach of this Contract upon which the City may immediately terminate this Contract without advance notice and without regard to the default "cure" period provided in Section 6.
 - (d) Insurance Certificates. Consultant must provide proof of the required insurance to the City contemporaneously with the execution of this Contract. Prior to commencement of the Work, Consultant must submit to the City certificates of insurance for all required insurance. Insurance limits, term of insurance, insured parties, and other information sufficient to demonstrate conformance with this Section and its subsections must be indicated on each certificate of insurance. Acceptance of a certificate or proof of insurance does not constitute approval or agreement by the City that the insurance requirements have been satisfied.
 - (e) Other Insurance. Consultant must maintain such other types and/or amounts of insurance as reasonably required by the City from time to time.
10. Indemnification. Consultant shall, to the fullest extent permitted by law, indemnify and hold harmless the City, including its elected officials, officers, employees, and agents, from and against any and all claims, demands, losses, liabilities, suits, actions, costs, expenses (including expenses of litigation and attorneys' fees) and damages (all collectively the "Claims") of any type or nature, including, but not limited to, Claims of violation of third-party copyright, trade secrets, or other intellectual property and Claims for injury to person or property, arising out of or related to any error, omission, willful misconduct, negligent act, or breach of this Contract by Consultant, or any of its officers, agents, employees or sub-consultants, in the performance of this Contract; provided, however, that this indemnification obligation shall not apply to any Claims arising exclusively from the sole negligence of the City. Nothing in this Section or this Contract shall be deemed to constitute a waiver of the City's sovereign immunity, create rights in any third party, or create any third-party beneficiaries.
11. Subconsultants and Consultant Personnel.
- (a) No Subconsultants. No subconsultant or consultant will be retained by Consultant to perform services under this Contract without the prior written consent of the City, except for those subconsultants previously identified in the Proposal.
 - (b) Subconsultant Requirements. Administration of any approved subconsultant will be the Consultant's responsibility and all subcontracts must require each subconsultant to be bound by all pertinent portions of this Contract and to assume all applicable obligations and responsibilities which the Consultant by this Contract assumes toward the City. In particular, and not by way of limitation, all indemnification and insurance provisions will be fully binding upon any subconsultant providing a portion of the services, for all intents and purposes as if said subconsultant were a party to this Contract, and Consultant will ensure that any subcontract entered into with any subconsultant so provides.
 - (c) Key Staff. Where Consultant has specifically identified certain personnel in the Proposal for the performance of certain portions of the Work (such personnel hereinafter referred to as "Key Staff"), Consultant will assign and furnish such Key Staff to perform the respective tasks and responsibilities as set forth in the Proposal. Consultant agrees not to transfer or

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reassign any member of its Key Staff or the respective tasks or responsibilities of a member of Key Staff without the prior written consent of the City, except for the following reasons, as applicable:

- (i) Situations where a member of Key Staff requests a transfer from his or her respective employer in order to accept a promotion or special assignment, which has been offered to him or her by such employer based upon his or her special education, qualifications or career path;
- (ii) Disciplinary reasons;
- (iii) Failure of the member of Key Staff to perform his or her respective tasks or responsibilities; or
- (iv) At the request of the member of Key Staff.

In the event Consultant permanently transfers or reassigns a member of Key Staff or the respective tasks or responsibilities of a member of Key Staff for any of the foregoing reasons, Consultant will provide the City Administrator with prompt written notice of such transfer or reassignment and explain the basis of the transfer or reassignment. In the event of a vacancy in the position of any member of Key Staff, Consultant agrees to cooperate with the City in providing a replacement and make selection of a replacement without undue delay, in good faith, and in the best interests of the City.

Further, the City will have the right, utilizing an objective standard based on current and past performance of the subject Work, to require Consultant to reassign the tasks and/or responsibilities of any member of Key Staff to a different representative of Consultant. Consultant agrees to permanently transfer the tasks and responsibilities of any member of Key Staff as soon as reasonably possible upon notification by the City Administrator.

12. Independent Consultant. Consultant will, at all times relevant, be acting as an independent consultant and not be considered or deemed to be an agent, employee, joint venturer with, or partner of the City. Consultant will have no authority to contract for or bind City in any manner. Consultant will have and maintain the responsibility for and control of the rendition of the Work (subject to the terms of this Contract), the discipline of its employees, and other matters incident to the performance of the Work (services, duties and responsibilities as described and contemplated herein). Notwithstanding any other provision(s) of this Contract to the contrary, no employee or subconsultant of Consultant will be considered an "employee" of the City during the performance of this Contract (and the term "employee" will have the same meaning as provided in IRS Publication No. 15 (2014)(Circular E)).
13. Conflict of Interest. The Consultant represents that it has not, within two (2) years preceding the execution of this Contract, made or agreed to make any valuable gift whether in the form of service, loan, thing, or promise to any person (including any member of such person's immediate family), having the duty to recommend, the right to vote upon, or any other direct influence on the selection of the Consultant to provide products and services to the City. This provision will not apply to legal campaign contributions, provided that such contributions have been disclosed in Consultant's response to the City's RFP.
14. Ownership of Work Product. In the event Consultant prepares, pursuant to the performance of this Contract, any drawings, plans, studies, reports, specifications, other documents (the "Work Product"), the City will be deemed the owner of the original of all such Work Product, and all statutory and common law rights with respect to such Work Product will accrue to the City, provided the City has paid for the services in full.
15. Notices. All contractual notices and communications under this Contract will be considered sufficient if given by certified mail or statutory overnight mail with return receipt requested, or

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hand delivered:

(a) If to the Consultant, at the following address:

RCS Productions and Entertainment, Inc. doing business as RCS Productions
2312 Peachford Road, Suite A,
Dunwoody, GA 30338
Attn: Stephen Moore, CEO

If to the City, at the following address:

City of Alpharetta
Department of Recreation, Parks & Cultural Services
2 Park Plaza
Alpharetta, GA 30009
Attention: Morgan Rodgers, Director

(b) With a copy to:

Michael D. Stacy
Alpharetta City Attorney
Bovis, Kyle, Burch & Medlin, LLC
200 Ashford Center North, Suite 500
Atlanta, Georgia 30338-2668

For the purposes of this Contract, the effective date of notice will be the date that the notice is placed in certified or statutory overnight mail or placed with a courier for hand delivery.

16. Public Records. Consultant understands that in accordance with O.C.G.A. § 50-18-70, *et seq.*, the public has a right of reasonable access to all public records of the City, subject to certain exceptions set forth therein or as otherwise provided by law and agrees to allow access by the City to all documents subject to disclosure under applicable law. Consultant's willful failure or refusal to comply with the provisions of this Section will result in the immediate termination of this Contract by the City, without any further liability of the City. Further, Consultant agrees to keep all public records in accordance with the City's records retention and disposal policies, O.C.G.A. § 50-18-92, *et seq.*, and the Georgia Administrative Code. Notwithstanding the foregoing, nothing contained herein will limit the Consultant's or the City's right to defend against disclosure of records alleged to be public.

17. Confidential Information.

(a) Access to Confidential Information. The Consultant's employees, agents and subconsultants may have access to confidential data or information maintained by the City to the extent necessary to carry out the Consultant's responsibilities under the Contract. The Consultant will presume that all information received pursuant to the Contract is confidential unless otherwise designated by the City. If it is reasonably likely the Consultant will have access to the City's confidential information, then:

- i. The Consultant will provide to the City a written description of the Consultant's policies and procedures to safeguard confidential information;
- ii. Policies of confidentiality will address, as appropriate, information conveyed in verbal, written, and electronic formats;
- iii. The Consultant must designate one individual who will remain the responsible authority in charge of all data collected, used, or disseminated by the Consultant in connection with the performance of the Contract; and

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- iv. The Consultant must provide adequate supervision and training to its agents, employees, and subconsultants to ensure compliance with the terms of the Contract. The private or confidential data of the City will remain the property of the City at all times. In order to obtain access to certain data in order to perform certain portions of the Work, Consultant may be required to sign a nondisclosure agreement. Consultant understands and agrees that refusal or failure to sign such a nondisclosure agreement, if required, may result in termination of the Contract.
 - (b) No Dissemination of Confidential Data. No confidential data collected, maintained, or used in the course of performance of the Contract will be disseminated, unless otherwise required by law, without the written consent of the City, either during the period of the Contract or thereafter. Subject to Section 18 (*Rights in Proprietary Data*) hereof, as between the parties, any data supplied to or created by the Consultant will be considered the property of the City, and Consultant must return any and all data collected, maintained, created or used in the course of the performance of the Contract, in whatever form it is maintained, promptly at the request of the City.
 - (c) Subpoena. In the event that a subpoena or other legal process is served upon the Consultant for records containing confidential information, the Consultant will notify the City within 48 hours of receipt of such subpoena or other legal process, but in no event after the time for compliance with such subpoena or legal process, and will fully cooperate with the City in any lawful effort to protect the confidential information, which lawful effort will be within the sole discretion of the City.
 - (d) Reporting of Unauthorized Disclosure. The Consultant will immediately report to the City any unauthorized disclosure of confidential information.
 - (e) Survives Termination. The Consultant's confidentiality obligation under the Contract will survive termination of the Contract.
18. Rights in Proprietary Data; Intellectual Property; Nondisclosure and Confidentiality.
- (a) Data of Consultant. The capitalized term "Proprietary Data" as used in this Section 18 will mean commercial proprietary written reports, studies, drawings, trademarks, specifications, designs, models, processes, systems, photographs, computer CAD discs, reports, plans, surveys, software, or other graphic, electronic, chemical or mechanical representations of the Consultant, and further includes Proprietary Data provided to Consultant by a third party pursuant to a non-disclosure agreement or covenant or which constitutes a trade secret pursuant to Georgia law. Proprietary Data does not include public records information compiled on the City's behalf for the purpose of performing the Work under this Contract, any written reports, studies, drawings, specifications, photographs, reports, surveys or other representations prepared by Consultant for the City in performance of the Work provided pursuant to this Contract, or any Work Product the ownership of which accrues to the City as provided for in Section 14.
 - (b) Rights in Data. As between the parties, all Proprietary Data will be the property of the Consultant. No title or ownership or any intellectual property or proprietary rights of Consultant, including licensed software code copyrights and licensed software documentation, are transferred to the City under this Contract. The City will have the limited right to use such Proprietary Data, without any additional payment to or approval by the Consultant, as necessary to provide for full use of the Work and project deliverables.
 - (c) Copyrights. No project deliverables developed or prepared in whole or in part under this Contract will be subject to copyright protection owned by a third party in the United States of America or other country. Consultant will not include in the project deliverables any copyrighted matter owned by a third party unless Consultant obtains the written approval

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of the City Administrator or designee and provides said the City Administrator or designee with the written permission of the copyright owner allowing Consultant to use such copyrighted matter in the manner provided herein. Consultant agrees that the inclusion in the project deliverables of matters which a third-party alleges violates its copyright, trade secret, or other intellectual property rights is within the scope of Consultant's indemnity obligation in Section 10, above.

- (d) Confidentiality. To the extent allowed by law, the City will treat any information received under or through this Contract regarding Consultant's Intellectual Property, which Consultant has marked and identified as "Confidential Intellectual Property," in strictest confidence and will not disclose such information to third parties except where such information: (a) was part of the public domain when received, or becomes a part of the domain through no action or lack of action by the City; (b) prior to disclosure was already in the City's possession and not subject to an obligation of confidence imposed in another relationship; (c) subsequent to disclosure is obtained from a third party whom is lawfully in possession of such information and not subject to a contractual relationship to Consultant with respect to such information or disclosure of the same; (d) is in the form of a record which is otherwise subject to required disclosure as an open record under applicable Federal and state laws; or (e) is ordered to be disclosed by a court, arbitrator, or other adjudicative body of competent jurisdiction. In regard to other Proprietary Data received under or through this Contract, the City will work with Consultant on implementing a process designed to protect proprietary and confidential information and keep any employee receiving such information from unauthorized publication and disclosure of such information. City agrees that access to and dissemination of such information will be limited to its employees having a need to know. City will continue to keep appropriate internal policies and procedures which in its judgment are reasonably sufficient to protect the confidential nature of such information.
- (e) Limitation. Except as otherwise provided for herein, nothing in this Contract will be interpreted as granting any rights to the City under any pre-existing patent, copyright, know-how, or any other intellectual or proprietary rights of the Consultant.

19. Compliance with Illegal Immigration Reform and Enforcement Act:

E-Verify Program: The City is committed to compliance with Federal and State laws requiring the verification of newly hired employees to ensure they are lawfully entitled to work in the United States. As such, the City will not enter into a contract for the "physical performance of services" (as defined in O.C.G.A. § 13-10-90) unless the Consultant registers and participates in a federal work authorization program (E-Verify). The E-Verify affidavit or the secure identifiable document submitted by the Consultant will become part of the Contract Documents.

- (a) Requirement to Participate in a Federal Work Authorization Program (E-Verify):
 - i. Pursuant to O.C.G.A. § 13-10-91, Consultant represents, warrants, acknowledges, and/or agrees that:
 - The Consultant has registered and participates in a federal work authorization program to verify the employment eligibility of all newly hired employees;
 - Subconsultants will not enter into any contract with the Consultant for the physical performance of services within the State of Georgia unless such subconsultant registers and participates in a federal work authorization program to verify the employment eligibility of all newly hired employees; and
 - Sub-subconsultants will not enter into any contract with a subconsultant or sub-subconsultant for the physical performance of services within the State of Georgia unless

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such sub-subconsultant registers and participates in a federal work authorization program to verify the employment eligibility of all newly hired employees.

- ii. As of the date of enactment of O.C.G.A. § 13-10-91, the applicable federal work authorization program is "E-Verify" (<https://e-verify.uscis.gov/enroll/StartPage.aspx?JS=YES>) operated by the United States Citizenship and Immigration Services Bureau of the United States Department of Homeland Security. Information and instructions regarding E-Verify program registration, corporate administrator registration, and designated agent registration can be found at that website address.
- (b) Consultant, Subconsultant, and Sub-subconsultant Evidence of Compliance:
- i. Consultant, if providing the physical performance of services under this contract, will comply with the requirements of O.C.G.A. § 13-10-91.
 - ii. Pursuant to O.C.G.A. § 13-10-91, in the event the Consultant employs or contracts with a subconsultant in connection with the covered contract, the Consultant will secure from such subconsultant attestation of the subconsultant's compliance with O.C.G.A. § 13-10-91 by the subconsultant's execution of the subconsultant affidavit, and will maintain a record of such attestation for inspection by the City at any time. Such subconsultant affidavit will become a part of the Consultant/subconsultant agreement. Further, it will be the duty of the Consultant to submit copies of all affidavits, drivers' licenses, and/or identification cards required pursuant to this Section, as applicable, to the City within five (5) business days of receipt.
 - iii. Pursuant to O.C.G.A. § 13-10-91, in the event the Consultant employs or contracts with a subconsultant that employs or contracts with any sub-subconsultant, the subconsultant will secure from such sub-subconsultant attestation of the sub-subconsultant's compliance with O.C.G.A. § 13-10-91 by the sub-subconsultant's execution of the sub-subconsultant affidavit, and maintain records of such attestation for inspection by the City at any time. Such sub-subconsultant affidavit will become a part of the subconsultant/sub-subconsultant agreement. Any subconsultant receiving an affidavit from a sub-subconsultant will forward notice to the Consultant of the receipt, within five (5) business days of receipt, of such affidavit. Further, it will be the duty of any sub-subconsultant to forward notice of receipt of any affidavit from a sub-subconsultant to the subconsultant or sub-subconsultant with whom such receiving sub-subconsultant has privity of contract. Any subconsultant receiving notice of receipt of an affidavit from any sub-subconsultant that has contracted with a sub-subconsultant will also forward, within five (5) business days of receipt, a copy of such notice to the Consultant.
 - iv. In lieu of the affidavit required by this Section, if Consultant, or any subconsultant or sub-subconsultant, as applicable, has no employees and does not hire or intend to hire employees for purposes of satisfying or completing the terms and conditions of the Contract (or the subconsultant's or sub-subconsultant's portion of work utilized to perform part of the Contract with the City), such party will instead provide a copy of his or her state issued driver's license or state issued identification card.
- (c) The Consultant must comply with all other applicable requirements and provisions of O.C.G.A. § 13-10-91 and other applicable rules and regulations promulgated in relation thereto.
- (d) All portions of contracts pertaining to compliance with O.C.G.A. § 13-10-91 and these rules, and any affidavit related hereto, will be open for public inspection in this State at reasonable times during normal business hours.

20. Miscellaneous.

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- (a) Compliance with Laws; No Discrimination. The Consultant, including any approved subconsultants, must, in performance of the Work, fully comply with all applicable federal, state, or local laws, rules, and regulations, including, but not limited to, Title VI of the Civil Rights Act of 1964 and its amendments, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, the Older Workers Benefit Protection Act, and Section 504 of the Rehabilitation Act of 1973. In performance of the Work, the Consultant will not discriminate against any person on the basis of race, color, religion, gender, national origin or ancestry, age, creed, marital status, physical or mental disability, or political ideas and will further ensure that Consultant's agents and/or subconsultants comply with same. Further, Consultant, its agents and subconsultants must affirmatively comply with all applicable provisions of federal, state and local equal employment laws and will not engage in or commit any discriminatory practice against any employee, applicant or person based on race, age, religion, color, gender, sexual orientation, national origin, marital status, physical or mental disability, political affiliation or any other factor which cannot lawfully be used as a basis for the provision or denial of employment or service delivery.
- (b) Governing Law. This Contract is executed and will be performed in the State of Georgia, and this Contract will be construed and enforced per the laws of the State of Georgia. Subject to Subsection (j) below (*Dispute Resolution*), venue for any action arising out of this Contract will lie in the appropriate court with jurisdiction in Fulton County, Georgia.
- (c) Captions. Titles or captions of sections contained in this Contract are inserted only as a matter of convenience and for reference, and in no way define, limit, extend or prescribe the scope of this Contract or the intent of any provision.
- (d) Electronic Signature. This Contract may be executed by electronic signature, and such signature will have the same validity and effect as a signature affixed by hand and will constitute an original for all purposes.
- (e) Severability. In the event that any provision hereof is held to be invalid or unenforceable, such provision will be severed from this Contract and will not affect the validity or enforceability of the remainder of this Contract.
- (f) Entire Agreement. This Contract supersedes all prior discussions and agreements between the parties with respect to the matters contained herein and constitutes the sole and entire agreement between the parties with respect to the matters contained herein.
- (g) Persons Bound. This Contract will be binding upon and will inure to the benefit of the parties, their respective successors, successors in title, legal representatives, heirs and permitted assigns. This Contract may not be assigned by the Consultant without the prior written consent of the City.
- (h) Amendment. No term or provision of this Contract may be amended, waived, supplemented, modified or terminated except by an instrument in writing signed by the party against whom the enforcement of the amendment, waiver, supplement, modification or termination is sought.
- (i) Waiver. The City's failure or forbearance to enforce any term hereof will not be deemed to be a waiver of such right or claim, or any right of claim hereunder. Moreover, the City's waiver of any term hereof will not operate or be construed as a waiver of any subsequent breaches of the same or any other term.
- (j) Dispute Resolution. For any claim, dispute or controversy between the Parties, the Parties will first attempt to resolve such claim, dispute or controversy through direct meeting between representatives from both Parties. Prior to any meetings between the representatives, the Parties will exchange relevant information that each believes will assist

CONTRACT NAME: WIRE AND WOOD EVENT PRODUCTION SERVICES
CONTRACT NO. 22-108

the Parties in resolving the claim, dispute or controversy. If not resolved within seven (7) days of the meeting between representatives, the Parties shall submit the claim, dispute or controversy to nonbinding mediation with the mediator's fee to be split equally. The mediation shall be conducted by a mutually agreeable impartial mediator, or if the Parties cannot so agree, a mediator designated by the American Arbitration Association ("AAA") in accordance with its commercial mediation rules. In the event the dispute cannot be resolved by mediation, then either Party may initiate litigation in a court of competent jurisdiction lying in Fulton County, Georgia.

- (l) Additional Terms of Consultant. The City will not be bound by any terms and conditions included in any Consultant invoice, packaging, catalog, brochure, technical data sheet, or other document which attempts to impose any condition in variance with or in addition to the terms and conditions contained herein.
- (m) Presumptions and Interpretations. The parties further agree that should any provision of this Contract require interpretation or construction, the court, administrative body or other entity interpreting or construing this Contract will not apply a presumption that the provisions hereof will be more strictly construed against one party by reason of the rule of construction that a document is to be construed more strictly against the party who itself or through its agents prepared same, it being agreed that all parties and/or their respective attorneys and agents have been fully afforded the opportunity to review all provisions of this Contract.
- (n) No Third-Party Beneficiaries. Nothing contained in this Contract is intended to or will create a contractual relationship with, cause of action in favor of, or claim for relief for, any third party, including any agent, sub-consultant or sub-consultant of the Consultant. Absolutely no third-party beneficiaries are intended by this Contract. Any third-party receiving a benefit from this Contract is an incidental and unintended beneficiary only.
- (o) No Waiver of Governmental Immunity. Nothing in this Contract will be construed to waive, limit, or otherwise modify any governmental or sovereign immunity that may be available by law to the City, its elected officials, officers, employees, consultants, or agents, or any other person acting on behalf of the City and, in particular, governmental or sovereign immunity afforded or available pursuant to Georgia Statutes.
- (p) Publicity Provision. Consultant will not use any trademarks, service marks, or logos of the City without the City's express prior written consent. Consultant will not identify or make reference to the City in any advertising or other promotional modality regardless of its form without the express prior written consent of the City.
- (q) Survival. Any and all provisions of this Contract creating obligations extending beyond the term of this Contract, including, without limitation, Consultant's warranty of products and labor and the indemnification provisions contained herein, will survive the expiration or termination of this Contract, regardless of the reason for such termination.
- (r) Time is of the essence.

[signatures begin next page]

CONTRACT NAME: WIRE AND WOOD EVENT PRODUCTION SERVICES
CONTRACT NO. 22-108

IN WITNESS WHEREOF, the Parties hereto have each caused this Contract to be executed and delivered by a duly authorized officer, agent, or official as of the date set forth below.

Executed 3/8/2022

CITY OF ALPHARETTA, GEORGIA

DocuSigned by:
By:  
2DC5226B6FD44FB...
Jim Gilvin, Mayor

Date: 3/8/2022

Approved as to Content:

DocuSigned by:

729B62B101EC4CC...
Morgan Rodgers,
Director of Recreation, Parks & Cultural Services

Approved as to form and legal sufficiency:

DocuSigned by:

2B3F7B1B298F410...
Michael D. Stacy, City Attorney

**RCS PRODUCTIONS AND
ENTERTAINMENT, INC.
doing business as RCS PRODUCTIONS**

DocuSigned by:
By: 
34620CE708F1478...
Stephen Moore
Chief Executive Officer

Date: 3/5/2022

CONTRACT NAME: WIRE AND WOOD EVENT PRODUCTION SERVICES
 CONTRACT NO. 22-108

EXHIBIT "A"

RFP 22-108 Stage and Sound Production and Talent Buying for Wire and Wood Music Festival	
Bidder Name: RCS Productions	
Six Stage Buildouts, Sound Production and Talent Management Day-of Event	
Provide costs to install, deinstall, and manage the following items. Assume installation takes place Friday on the morning of the event in downtown Alpharetta and strike begins Saturday night after the final set ends. Costs to include rigging and tech labor, stage/sound/lighting equipment, trucking, weather & safety supplies, etc. but EXCLUDES price of talent & artist hotels. Please reference the outline for stage specs listed in Scope of Work for minimum requirements and include list of items with quantities provided per stage	
Item	Price for 2-Day Event
Stage 1: Main on Milton Stage	\$ 13,250.00
Stage 2: Town Green Stage	\$ 6,950.00
Stage 3: Brooke Street Park Stage	\$ 5,500.00
Stage 4: Formal Garden Stage	\$ 3,350.00
Stage 5: Canton Street Stage	\$ 3,150.00
Stage 6: Market Street Park Stage	\$ 3,150.00
Backline	\$ 2,650.00
Crew for Artist Management & Logistics	\$ 1,650.00
Meals for Crew	\$ 1,000.00
Artist Hospitality Supplies	\$ 1,575.00
Total	\$ 42,225.00



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/22/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Sterling Seacrest Pritchard P O Box 724137 Atlanta GA 31139	CONTACT NAME: Avery Clark PHONE (A/C, No, Ext): (678) 424-6500 E-MAIL ADDRESS: aclark@sspins.com FAX (A/C, No): (678) 424-6527
INSURED RCS Production & Entertainment, Inc., DBA: RCS Productions 2312 Peachford Road Suite A Atlanta GA 30338-7144	INSURER(S) AFFORDING COVERAGE INSURER A: OneBeacon INSURER B: Atlantic Specialty Insurance Co INSURER C: OBI National Insurance Company INSURER D: INSURER E: INSURER F:

COVERAGES**CERTIFICATE NUMBER:** 2022 Liability Master**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PRO-JECT ☐ LOC OTHER:			CP0923500	04/20/2022	04/20/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ Excluded PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000
A	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☒ HIRED AUTOS ONLY ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS ONLY			CP0923500	04/20/2022	04/20/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
B	☒ UMBRELLA LIAB ☐ EXCESS LIAB DED ☒ RETENTION \$ 0			EX0423901	04/20/2022	04/20/2023	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N ☒ Y	N/A	406047714	04/20/2022	04/20/2023	☒ PER STATUTE E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**City of Alpharetta
2 Park Plaza

Alpharetta

GA 30009

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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Additional Named Insureds

Other Named Insureds

RCS Productions

Doing Business As

CITY OF ALPHARETTA REQUEST FOR PROPOSALS (RFP)

RFP Number: 22-108

RFP Title: Sound and Stage Production and Talent Buying
for Wire and Wood Music Festival



RFP SCOPE OF WORK & PROPOSAL SUBMISSION

1. RFP Period of No Communication

The no communication period starts on the issue date of this RFP December 2, 2021 and lasts until the City Council meeting for contract award recommendation (or until contract award if this isn't required to go before council for approval).

Any person or company, their employees, representatives, agents, attorneys, etc. must not contact the City's elected officials or any City staff concerning this RFP.

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

2. Procurement Agent, Single Point of Contact

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

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

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009
Attn: Abby Shipp, Procurement Agent

3. RFP Schedule of Events

1. **Proposal Close Date, Deadline for Submissions: January 6, 2022 10:00 AM.** We may change this date during the RFP process. We will post any change in an addendum. Review web page for addenda.
2. Link to Bonfire Project Web Page: <https://cityofalpharetta.bonfirehub.com/>
3. This project web page has the important dates and all project documents for this RFP.
4. Enter all questions, comments, requests for information before the Questions Due Date using ☒ **Message – Opportunity Q&A** at the project web page.
5. In each question, clearly tell the RFP document and section that is in question.
6. We will share any changes or added information from the City by a written addendum. We will make the information available to the public on the project web page.
7. It is your responsibility to check the project web page for any addenda, other information, or other messages before finally uploading a proposal. You must respond using any updated information.

Scope of Work and Proposal Submission

4. Our Review of Proposals and Review Criteria:

1. The City will make investigations as we feel necessary to make sure of the Offeror's ability to provide the supplies or perform the work or services detailed in this RFP.
2. We will first review all proposals to be sure that proposal have basic requirements and information.
3. Some scoring may simply be Pass/Fail. Any proposal that Fails any part or section that is needed will be removed from further review and scoring.
4. The Review Team will only get correct proposals for review and scoring. Proposals will be scored based on the evaluation criteria below. We may consider accepted industry standards. We may compare all proposals to each other for price, quality, quantity, contract terms, etc. We will use this review and scoring to decide the top-scoring proposal[s] and the best value for our City.
5. The Review Team may decide to create a shortlist of the top-scoring proposals. If so, the shortlisted firms may be invited for a presentation or interview with us; may be asked to set-up a site visit; or may be asked to supply more information for review. We may ask for discussion, negotiation, or a "best and final offer" to finally decide the highest-scoring proposal.
6. We will review and score each proposal using the criteria and percentage weights below:
 - a. Cover letter, business profile, and business information is required but not scored.
 - b. Required Forms are Pass/Fail.
 - c. Contact information and Contact for Legal Notices/Contract are required but are not scored.
 - d. DUNS number is not scored.
 - e. Questionnaire scoring will depend on information requested. Some questionnaire responses will be information only, while others may be pass fail such as addendum acknowledgement.

Evaluation Criteria	Maximum Points
Project Team, Resumes, Statements of Qualifications, References	35
Technical Proposal, Project Approach, Previous Projects	35
Cost Proposal	27
Local Vendor Preference	3
Total Maximum point score	100

WHAT WE WANT TO DO

1. General Description

The City of Alpharetta is requesting proposals from qualified firms to provide sound and stage production as well as talent buying for the Wire and Wood Music Festival. The work includes, but is not limited to:

- Development of stage, sound, and lighting plan,
- Installation and deinstallation of staging, sound, lighting, and décor, and
- Scouting, booking, payment, and management of stage talent for the event.

One full-house company or proposed partnered companies is preferred. This contract may be awarded to multiple contractors if it is in the best interest of the City. The goal of this procurement is to issue a five year contract to the awarded contractor(s).

Additional events may be added on a task order basis at an amount agreed to by the Respondent and the City of Alpharetta. All events are rain or shine.

2. Scope of Work

The proposed work is for Wire and Wood Music Festival, which takes place in downtown Alpharetta on the second weekend (Friday and Saturday) in October from 5 pm – 11 pm.

The scope of this work includes the stage, sound, and lighting plan, build, installation/de-installation, as well as the talent buying and management for the Wire and Wood Music Festival event. Timely communication with the City and other partners is essential to the success of the event.

The budget request for the stage, sound, and lighting portion of the work is not to exceed \$40,000 in calendar year 2022 (fiscal year 2023). The budget request for the talent buying and management portion of the work is not to exceed \$75,000 in 2022 (fiscal year 2023), with the talent buying fees not to exceed 10% of the total talent buying budget. The vendor will be responsible for paying for talent. These amounts are subject to budgetary final approval and subject to change.

The event dates and times are subject to change. Additional events may be added on a task order basis at an amount agreed to by the Respondent and the City of Alpharetta. All events are rain or shine.

STAGE, SOUND & LIGHTING

The stage, sound, and lighting portion of the work includes, but is not limited to, building six (6) outdoor stages/stage decks, developing a timeline for installation and deinstallation, and determining, providing, and operating the type and amount of equipment needed based on the

Scope of Work and Proposal Submission

artists/talent booked for each stage. All setup must meet industry safety standards and comply with City of Alpharetta Code for temporary structures. The total number of stages and equipment needs may vary each year of the contract. The specifics outlined below are based on the equipment provided in 2021 and may vary each year.

Stage 1 - Main on Milton Stage Specifications

- Stageline 100 24x24 ft mobile stage unit
- Two (2) 4x8 ft sound wings
- 8x8 drum riser
- One (1) Stage Tech
- Header banner and side scrims package
- Handrail
- Stairs
- Skirt
- L'Acoustic DV Dosc Line Array or compatible active 3- or 4-way line array capable of being flown from SL 100 mobile stage unit
- 32-channel minimum professional concert grade FOH mixing console capable
- FOH processing placed in a discreet location not to obstruct the viewing public
- Festival microphone, stand, DI, cabling package to support three to eight (3-8) musicians
- 32-channel minimum professional grade mixing console for onstage monitors
- Six (6) matching bi-amped monitors plus a drum box
- Sixteen (16_ [PAR 56 or 64] instruments or compatible LED fixtures capable of a 3-color stage wash with cabling, dimming and light control board

Stage 2 - Town Green Stage Specifications

- 18x24 ft Saddle Span Band Shell tent
- 16x20" stage deck
- Piping for 8x8 ft 70/30 blow through backdrop
- Handrail
- Stairs
- Skirt
- Concert grade active 3-way PA - Two (2) mid hi boxes over one (1) sub box per side
- Four (4) matching bi-amped, on-stage monitors
- 24-channel (minimum) professional grade mixing board capable of 4 on stage mixers
- Microphone, stand, DI, cabling to support three to five (3-5) musicians
- Dimmable eight (8) instrument, two (2) tree lighting solution
- Four (4) back wall wash light instruments
- Lighting control board

Stage 3 - Brooke Street Park Stage Specifications

- 8x8 drum riser
- Concert grade active 3-way PA - Two (2) mid hi boxes over two (2) sub boxes per side
- Four (4) matching bi-amped, on-stage monitors
- 32-channel minimum professional concert grade FOH mixing console capable
- Festival microphone, stand, DI, cabling package to support three to six (3 - 6) musicians

Scope of Work and Proposal Submission

- Two (2) stand up bases, four (4) back wall wash light instruments, and four (4) rear up lights with dimming/control capabilities

Stage 4 – Formal Garden Stage Specifications

- 12x8 ft Stage
- Full range speakers on stands
- Skirt
- Four (4) matching bi-amped on stage monitors
- 24-channel (minimum) professional grade mixing board capable of 4 on stage mixes
- Microphone, stand, DI, cabling to support three to five (3-5) musicians
- Mixing board
- Dimmable eight (8) instrument, two (2) tree lighting solution, lighting board

Stage 5 – Canton Street Stage Specifications

- 8x8 ft stage deck
- Powered full range PA on stand
- Skirt
- Two (2) speakers
- Two (2) monitors
- One (1) mixer
- Two (2) DI's
- Two (2) microphones & microphone stands

Stage 6 – Market Street Park Stage Specifications

- 8x8 ft stage deck
- Powered full range PA on stand
- Skirt
- Two (2) speakers
- Two (2) monitors
- One (1) mixer
- Two (2) DI's
- Two (2) microphones & microphone stands

Personnel & Trucking:

- One (1) Main Stage Audio Lead
- One (1) Main Stage Audio 2
- One (1) Main Stage Lighting Tech
- One (1) Stage 2 Systems Tech
- One (1) Stage 2 Systems Tech Assistant (A2)
- One (1) Stage 3 Systems Tech
- One (1) Stage 3 Systems Tech Assistant (A2)
- One (1) Stage 4 Systems Tech
- One (1) Stage 5 Systems Tech
- One (1) Production Services Supervisor
- Three (3) Stage Managers

Scope of Work and Proposal Submission

- One (1) Artist Liaison/Parking Lot Lead
- Twelve (12) Stagehands
- Trucking

Catering for all crew meals must be outlined in cost proposal.

TALENT BUYING

The Wire and Wood Music Festival's goal is to showcase local and regional music talent that writes and performs their own original work, raise awareness about the importance of music, and highlight the many facets of the music community. Wire and Wood is part of Alpharetta's initiative to bring more music to the community and make it "Alpharetta Music City."

In an effort to work toward this goal, Wire and Wood has six main stages where regional and national talent, as well as some well-known local musicians, perform for the community. In addition, the local businesses open their doors for up-and-coming local artists to perform in "Music Match" performances.

The selected vendor must consider and adhere to the following when scouting, booking and managing talent to perform at the Wire and Wood music festival:

- Wire and Wood Main Stage Performance Considerations
 - o Operate within the City's talent budget, including talent buying fees, (\$75,000 budget request for calendar year 2022 and subject to final budgetary approval) to program outdoor stages with 2-4 performances on each stage, each day of the festival
 - o Talent buying fees must not exceed 10% of the talent buying budget.
 - o For the 1st year, the list of recommended headliners must be submitted to Community Services Division for review by March 1, 2022, with top selection secured by April 1, 2022. For future years, list of recommended headliners must be submitted to Community Services Division for review by mid-December with top selection secured by mid-January.
- Music Match Performance Considerations
 - o Operate within the City's Music Match talent budget, including talent buying fees, of \$10,000 to program local, up and coming musicians for up to (15 - 20) venues.
 - o Talent buying fees must not exceed 10% of the talent buying budget.
 - o Book and pay Music Match performers for downtown businesses with respect to venue availability, genre request, and space provided.
 - o Communicate logistics and contacts for Music Match with the event management team for load in and load out of artists.
- Wire and Wood Main Stages and Music Match Performances
 - o Talent buyers will schedule musicians with consideration to sound bleed, genre, band size, popularity, and availability.

Scope of Work and Proposal Submission

- o Performances must have entertaining, diverse, and family-friendly content, showcasing artists' original music.
- o All supporting acts booked by May 30, or following Monday, with press kits and assets submitted to marketing teams by June 15, or following Monday.
- o Talent buyer will negotiate and sign contractual agreements with all artists and/or agencies, with prior approval from the event management and City teams regarding, but not limited to, the following:
 - Merchandise sales locations
 - Hotel rooms for headliners and top bill artists
 - Use of press kit materials and announcement timelines
 - Media availability, including interviews for articles and TV appearances
- o Plan for the meal buyouts & hospitality room riders must be outlined in response.
- o Talent buyer will manage timely payment of deposits and balances to talent; provide summary sheet of all artist payments to City including name, date/time of service provided, amount, method of payment, and date(s) of payment(s).
- o Manage artist check-in and transportation to stage locations day-of festival.

FOLLOW THIS OUTLINE

How We Want You to Construct Your Proposal

1. Using Bonfire to Submit Proposal

- 1.1. This is the link to Bonfire Project Web Page to get our documents and to upload your proposal: <https://cityofalpharetta.bonfirehub.com/>
- 1.2. We are accepting all proposals by online response only. You must upload completed proposals online before the closing date and time found in Project Details of the project web page for this RFP.
- 1.3. Don't send proposals by mail, fax, or email. We will not accept paper copy proposals. We will not accept any proposals after the closing time deadline has passed.
- 1.4. You have not completed your response simply by uploading proposal documents and information. You must successfully upload all the required documents, including filling out any questionnaires, price sheets, or data requests, and then you must click the submit button before the closing time.
- 1.5. You will receive an email confirmation receipt with a unique confirmation number shortly after you complete your proposal upload. This confirms that you have successfully turned in your proposal with all required information.
- 1.6. You can update your proposal at any time until the closing time.
- 1.7. All uploaded items and responses are Sealed and will only be visible by the City after the closing time has passed.

Scope of Work and Proposal Submission

- 1.8. If the file is 'mandatory' or 'required', you won't be able to complete your proposal until you have met all requirements.
- 1.9. Uploading large documents may take more time, depending on the size of the file(s) and your Internet connection speed.
- 1.10. Pay attention to the type and number of files we have asked you to upload.
- 1.11. The largest upload file size is 1000 MB.
- 1.12. Don't embed any documents within your uploaded files. They won't be accessible or evaluated.
- 1.13. Minimum system requirements: Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Java Script must be enabled.

2. Required Proposal Document Formats

- ❖ Each proposal must follow these document formats.
 - Failure to follow these formats will reduce our review team's ability to evaluate and will result in a lower proposal score or in complete removal of a proposal from scoring.
 - Format your documents using this outline:
 - ☐ formatted to single space lines,
 - ☐ 10 to 12-point font size,
 - ☐ black font color, and
 - ☐ upload proposal in PDF format.

DOCUMENT 1 Title: Company Information 0 Points

- This document must be no more than two (2) pages,
- Each section below will make up the Company Information document. This document must be in the following order:
 - A. **Cover Letter with Brief Business Profile**, length of time in business, and a summary describing company strong points and why your experience with similar projects will benefit the City.
 - B. **Business information**, including name and home office address. If another office address oversees work of this project, add that address information too.
 - C. **Contact**, one person to be the single point of contact for this proposal. All communication with the City will be with this person. Supply the following contact information in the proposal:
 - Name, including business title and preferred personal/honorific title (Mr. Ms. Dr. etc.)
 - mailing address,
 - telephone number, cell phone number, and
 - e-mail address.

Scope of Work and Proposal Submission

**DOCUMENT 2 Title: Project Team, Resumes / Statements of Qualification,
References 35 Points**

- This document must be no more than twelve (12) pages.

D. Project Team, Resumes/Statement of Qualification

- i. Provide an organizational chart for the project team.
- ii. Identify the following team members:
 1. Chief Executive Officer
 2. Producer
 3. Account Representative
 4. Lead Technician(s)
 5. Talent Buyer/ Artist Management Personnel
 6. Other Key Personnel
- iii. For each individual listed above, answer the following questions. Please use a separate page for each team member.
 1. Where is this individual located?
 2. How long has this individual been employed by the respondent?
 3. Years of experience?
 4. Licenses or accreditation?
 5. What is the availability of this individual to devote time to the project?
 6. What is this individual's length of experience with the project team?
 7. What are the scheduled obligations with other production/talent buying events for this same time period?.
 8. Give 3 examples of specific experience relevant to this project.
- iv. Provide one page resumes for all key personnel listed in Document 2 ii.
- v. Describe the team's previous experience in providing production and talent buying services.
- vi. Discuss how the location of the respondent and project staff will impact the project schedule, the coordination with the City's staff, and the project budget.
- vii. Provide three examples of similar events that the team has executed. For each example:
 1. Identify the specific role of the team members.
 2. Discuss the scope of the referenced event in comparison to this event.
 3. Discuss the forecasted schedule vs. actual performance.
 4. Discuss the forecasted budget vs. actual performance, including change orders.
 5. Discuss the relationship with the client and provide a reference name, and telephone number.

E. References.

Supply at least three references for work or services like the project in this RFP (don't include the City of Alpharetta). These references must be for work or services provided within the last three years.

Scope of Work and Proposal Submission

NOTE: We contact references to verify your ability to do the work. We also reserve the right to use any information or other references to decide your ability to perform the work in this RFP. Poor references from any source are grounds to disqualify a proposal.

DOCUMENT 3 Title: Technical Proposal, Project Approach 35 Points

- This document must be no more than ten (10) pages,
 - A. **Project Approach**
 - i. Explain how the project team will approach this project.
 - ii. Discuss how the team will approach the project within a City's proposed budget.
 - iii. Comment on how the team will manage interaction with City staff and potential partnered companies.
 - iv. Provide sample project timeline for the event.
 - v. Discuss team organization, logical sequence of work, staff coordination, quality control, value engineering, life cycle costing, energy efficient design, maintenance considerations, and other critical project components.
 - vi. Explain why the Respondent's project approach is the most beneficial for our City. What are the specific reasons why the Respondent's approach will be successful, efficient, and cost effective?
 - vii. Explain the safety plan and stage safety measures that will be taken to ensure the safety of artists, event patrons, and the general public.
 - viii. Provide a plan and budget for account for crew meals or meal buyouts, and fulfill negotiated hospitality room riders within the stated budget.
 - B. **Examples of Previous Projects.** Keep this section to projects that are like our request in this RFP. Include no more than six (6) examples.

DOCUMENT 4 Title: Value Add Items, Calendar of Obligated Events for 2022 0 Points

- This document must be no more than five (5) pages,
 - A. **Value Add Items.**
 - i. Include a listing of sound and stage equipment beyond those items listed in the Scope of Work to demonstrate your flexibility to meet the needs of the event should the event be modified.
 - B. **Calendar of Obligated Events for 2022.**
 - i. Provide a schedule of obligated events for 2022.

Cost Proposal 27 Points

A cost proposal form is provided separately in Excel format and must be completed with each proposal.

Forms:

- We have provided a document file with three required forms and one optional form.
- Below are the forms for all proposals:

A. **IRS Form W-9**B. **Bidder's Disclosures and Certifications**C. **E-Verify** (Affidavit Verifying Contractor Participation in Federal Work Authorization Program)

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

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

D. **Local Vendor Preference** application is not a required document. **3 Points**

Scope of Work and Proposal Submission

Only if your company fits the requirements for a City of Alpharetta Local Vendor, provide the completed application along with all requested information/documents.

3. Other Required Information

Questionnaire

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

Some questions may require your answers about the work we have described in this RFP.

You will fill out the questionnaire provided. There is no other form or document to upload.

Information requests and response types are as follows:

- Addenda Acknowledgement, enter the number of addenda received: Response Type: 0, 1, 2, etc.
- Authorized signer for contract execution in DocuSign: Name, business title, email address, Response Type: text entry.
- Contact for legal notices-needed for contracting: Business name and mailing address, contact name, Response Type: text entry.
- DUNS Number, Response Type: number entry.
- Acknowledgement of Contract and T&C review, Response Type: Yes, No entry.
- Insurance Requirement Acknowledgement, Response Type: Yes, No entry.
- Note any Exceptions to Contract T&Cs, Response Type: text entry.

**FIRST AMENDMENT TO CITY OF ALPHARETTA
STANDARD CONTRACT FOR SERVICES**

THIS FIRST AMENDMENT TO STANDARD CONTRACT FOR SERVICES (this “Amendment”) amends and supplements that Standard Contract for Services (the “Contract”) and is made and entered into by and between the **City of Alpharetta**, a municipal corporation of the State of Georgia (the “City”), and **RCS Productions and Entertainment, Inc., d/b/a RCS Productions**, a Georgia corporation with its principal office located at 2312 Peachford Road, Suite A, Dunwoody, GA 30338 (the “Consultant”) (collectively, the “Parties”). This Amendment is effective as of the date executed below (the “Effective Date”).

WITNESSETH:

WHEREAS, the Parties entered into and executed the Contract on or about March 8, 2022;

WHEREAS, the Parties agreed in the Scope of Work that Wire and Wood Main Stage Performance considerations were such that RCS must operate within the City’s talent budget and buying fees of \$85,000 for the calendar year 2022 and talent buying fees must not exceed 10% of the total talent buying budget for Wire and Wood and \$1,500 of the talent buying budget for Music Match;

WHEREAS, the Parties agreed in the Scope of Work that the stage, sound, and lighting portion of the Work was not to exceed \$42,225 for the calendar year 2022; and

WHEREAS, the Parties wish to formalize an agreement to provide for an increase in the City’s budgetary allotment for additional stages and talent buying for the Wire and Wood Music Festival for the second year of the term, which began on March 1, 2023;

NOW, THEREFORE, in consideration of the premises and undertakings as herein set forth, it is agreed by and between the City and Consultant as follows:

1. That Section 2 Scope of Services be appended to include the following provision:

Throughout the term of this Agreement, the Parties, by mutual written agreement, may edit and amend the Work to account for present needs regarding Stage, Sound, and Lighting, and Talent Buying. The Parties may adjust the Stage, Sound, and Lighting and Talent Buying pricing subject to budgetary authorization approved by the City Council and/or in partnership with other organizations.

2. That Section 3 Contract Rates be appended to include the following provision:

Calendar Year 2023 (Fiscal Year 2024) Wire and Wood and Music Match events shall include additional stages and music talent. The addition of stages will necessitate additional talent buying. The talent buying will be \$85,000 at a minimum, but may be more, depending on the present needs. In partnership

with other organizations, the talent buying may increase subject to budgetary authorization approved by the City Council. Whereas the City desires and the Parties agree to allocate 10% of the total talent buying budget for Wire and Wood and \$1,500 of the talent buying budget for Music Match; the City will pay Consultant in accordance with the rates set forth in Consultant's Cost Proposal, which is attached hereto, and incorporated herein as Exhibit "A."

3. That Section 20(h) Amendment be modified and amended as follows:

The Parties may amend this Contract by mutual written agreement when such amendment concerns the specifications, rates, and number of stages with associated costs and talent buying for years that this Contract remains in force beyond Calendar Year 2023 and subject to any budgetary constraints. Any such amendment shall be binding upon the Parties only if it is in writing and signed by authorized representatives of both Parties.

Any other term or provision of this Contract may be amended, waived, supplemented, modified, or terminated except by an instrument in writing signed by the party against whom the enforcement of the amendment, waiver, supplement, modification, or termination is sought.

4. That a new Section 20(s) be appended as follows:

(s) Authorized Representative. Hilary Lew shall be authorized to act on the City of Alpharetta's behalf concerning the Consultant's performance of the Work as the City of Alpharetta's authorized representative, provided that this designation shall not relieve either party of any written notice requirements set forth elsewhere in this Contract.

5. That Section 15(b) Notices be modified and amended as follows:

(b) With a copy to:

Molly Esswein
Alpharetta City Attorney
Jarrard and Davis, LLP
222 Webb Street
Cumming, Georgia 30040

(Signatures on following page)

IN WITNESS WHEREOF, the Parties hereto, acting through their duly authorized representatives, have caused this Amendment to be executed and delivered, effective as of _____.

**RCS PRODUCTIONS AND
ENTERTAINMENT, INC. D/B/A RCS
PRODUCTIONS**

By: _____
Stephen Moore, CEO

ATTEST:

By: _____
Monica Moore, Corporate Secretary
(Signatures continue on following page)

CITY OF ALPHARETTA, GEORGIA

By: _____
Jim Gilvin, Mayor

Approved as to substance:

By: _____
Chris Lagerbloom, City Administrator

Approved as to form:

By: _____
Ed Howden, City Attorney

Exhibit A

Stage and Sound Production and Talent Buying for Wire and Wood Music Festival (Calendar Year 2023)		
Stage Buildouts, Sound Production and Talent Management Day-of Event		
Provide costs to install, deinstall, and manage the following items. Assume installation takes place Friday on the morning of the event in downtown Alpharetta and strike begins Saturday night after the final set ends. Costs to include rigging and tech labor, stage/sound/lighting equipment, trucking, weather & safety supplies, etc. but EXCLUDES price of talent & artist hotels.		
Item	Price for 2-Day Event	
Stage 1: Main on Milton Stage	\$	13,250.00
Stage 2: Town Green Stage	\$	6,950.00
Stage 3: Brooke Street Park Stage	\$	5,500.00
Stage 4: Formal Garden Stage	\$	3,350.00
Stage 5: Canton Street Stage	\$	3,150.00
Stage 6: Market Street Park Stage	\$	3,150.00
Stage 7: Roaring Social Stage (Consulting)	\$	650.00
Stage 8: Saturday Sessions	\$	475.00
Stage 9: Hamilton Stage (including Consulting)	\$	4,000.00
Stage 10: Avalon Stage	\$	2,250.00
Backline	\$	2,650.00
Crew for Artist Management & Logistics	\$	1,650.00
Meals for Crew	\$	1,000.00
Artist Hospitality Supplies	\$	1,575.00
Total	\$	49,600.00
Talent/Talent Buying*		
Item	Price for 2-Day Event	
Base Amount		
Wire and Wood Stages 1 - 6	\$	75,000.00
Music Match	\$	10,000.00
Sub-total	\$	85,000.00
Subject to Sponsorship		
Stage 7: Roaring Social Stage	\$	4,250.00
Stage 8: Saturday Sessions	\$	1,500.00
Stage 9: Hamilton Stage	\$	2,750.00
Stage 10: Avalon Stage	\$	2,000.00
Sub-total	\$	10,500.00
Total	\$	95,500.00
* Talent Buying fee is not to exceed 10% of the total talent buying budget for Wire and Wood and \$1,500 for Music Match.		



STAFF REPORT

Department: Recreation, Parks & Cultural Services

Submitted By: Christine Young

Meeting Date: September 25, 2023

AGENDA ITEM:

Phoenix Rugby – Partnered Athletic Association

Consideration of approval of Phoenix Rugby (of Atlanta Youth Rugby, Inc.) as a partnered athletic association with the City of Alpharetta's Recreation, Parks, and Cultural Services Department.

STAFF RECOMMENDATION:

Approve Phoenix Rugby (of Atlanta Youth Rugby) as a partnered athletic association with the City of Alpharetta, and to authorize the mayor to execute all necessary documents.

BUDGET & PROCUREMENT:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: WHILE THERE IS NOT A SPECIFIC FISCAL APPROPRIATION FOR THIS ITEM, ASSOCIATIONS ARE REQUIRED TO CALCULATE A REGISTRATION FEE FOR PROGRAM PARTICIPANTS THAT WILL COVER PROGRAM EXPENSES, THE ASSOCIATION'S OPERATIONS, AND THE CITY'S COST TO MAINTAIN AND REPAIR THE FIELDS AND FACILITIES USED TO FACILITATE THE PROGRAM. NON-RESIDENT FEES WILL APPLY FOR OUT OF CITY PARTICIPANTS.

THE FISCAL IMPACT ON THE CITY WOULD BE THE COST TO REPAIR OR MAINTAIN THE FIELD AND FACILITIES. HOWEVER, THIS EXPENSE IS BUDGETED INTO THE REGISTRATION FEE. ANY REVENUE GENERATED FROM NON-RESIDENT PARTICIPANT FEES IN THE ASSOCIATION PROGRAMS.

APPROPRIATIONS:

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

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

BACKGROUND:

For years, the main entry point to rugby was at the college level. Now, organizations are focusing on growth in youth and high school programs. USA Rugby, one of the nation's largest youth rugby organizations, now has 50,000 registered youth athletes in addition to many more in the 5-12 age bracket who aren't registered. The game is now played by 35,000 high school athletes in the U.S., 10 times more than a decade ago.

Phoenix Rugby has been playing on our fields as renters since January 2022. The association uses North Park Turf Field #1 on Tuesdays and Thursday from 7-9 pm and have been excellent renters in the time they have been with us. The current 2023-2024 schedule for the association is as follows:

Fall Season: September 13th, 2023 — December 13th, 2023

- Lower field at Innovation Athletic Complex on Wednesdays from 7:00pm-8:30pm

Spring Season: January 10th, 2024 — May 2nd, 2024

- North Park turf field #1 on Wednesdays from 7:00pm-8:30pm

Recently, Phoenix Rugby merged under the umbrella of Atlanta Youth Rugby, Inc., which gives the club the opportunity to compete with other clubs locally, as well as travel clubs regionally. Phoenix Rugby will maintain its identity as Alpharetta's rugby provider and will oversee all field usage for Phoenix Rugby matches, practices, clinics, and camps.

YOUTH ATHLETIC ASSOCIATION PARTNERSHIP & FACILITY USE AGREEMENT (2023):

With the sustained and growing interest in rugby in the community and the proposal provided by the association and attached for your review, the City and Phoenix Rugby have considered converting the association to a partnered youth athletic association. The conversion would expand the City's youth sports program offerings and raise awareness of Phoenix Rugby's program, thereby increasing participation.

Currently, the City of Alpharetta Recreation, Parks & Cultural Services Department partners with four additional Youth Athletic Associations. The youth athletic league programs operate in Wills Park, Webb Bridge Park, North Park, and the Innovation Academy Sports Complex.

Under the agreement attached hereto, the City of Alpharetta would add Phoenix Rugby as a fifth partnered youth athletic association, thereby transitioning the youth athletic association's program from private play to a high-quality public youth athletic league (organized league play) for citizens as a City of Alpharetta youth sports program. The agreement would also require Phoenix Rugby's to abide by specific guidelines regarding usage of park fields and facilities for City partnered youth athletic associations.

RECOMMENDATION EXPLANATION:

As there were no questions or concerns raised by the Recreation Commission who approved Phoenix Rugby as a new partnered youth athletic association for the City, staff recommends approval by City Council. If the Mayor and Council agree and approve, staff will direct Phoenix Rugby to proceed with registration to begin their Fall 2023 season.

ALTERNATIVES:

There is one alternative to this recommendation:

1. To deny approval of Phoenix Rugby as a partnered youth athletic association with the City.

ATTACHMENTS:

1. Phoenix Rugby Youth Athletic Association - Proposal
2. Alpharetta-Phoenix Rugby Youth Partnered Athletic Association & Facility Use Agreement



<https://www.phoenixrugby.org/>

Rugby has often been called the 'Father of Football' - and it may even be true! Fans who watch both sports will easily be able to see many similarities, but the fact is that the two games have evolved to be very different. Alpharetta Phoenix Rugby is Georgia's premier championship youth rugby team, with a terrific long-term track record, offering Varsity, JV and Middle School teams for boys.

Not only has the Phoenix Varsity side been invited to Nationals 4 times in our very short history (most recently in 2018), but the club has won multiple Georgia State Championships at every level.

Alpharetta Phoenix Rugby Youth Athletic Association will provide recreation rugby instruction and league competition for boys and girls, ages 8U-18U, as well as Travel competition for Middle and High School ages.

1. Registration dates:

- A. Fall registration starts in August.
- B. Multiple seasons: open registration 4-6 weeks before each begins; Fall (mid-September through mid-November), Winter (mid-November through the end of February), and Spring (March through mid-May). Summer offerings will be limited to one-off camps and clinics scheduled as time & space allow.

2. Number of teams and age groups (projected):

Projecting one team each in the following age groups: 8 & Under coed, 10 & Under coed, 12 & Under coed, 14 & Under Boys, 18 & Under Boys, 18 & Under Girls.

3. Practice schedule days & times:

All age groups practice at the same time and place (but separated by age/ gender); Tuesdays & Thursdays from 6-9pm when in season at North Park Turf 1.

4. Rec Rugby Game Schedule days and times:

Schedule is dependent on the state rugby union and other clubs; matches/ game days occur Saturdays while in season to include home and away matches in the greater Atlanta area. Games to be held on IASC lower grass field or Stadium field / NP Turf 1, dependent upon availability in the season.

5. Travel Game Schedule & # of teams, days, and times:

- A. Fall & Winter : Teams will travel some locally in season - Roswell, Buckhead, Inman Park, Morgan County are examples of other club locations.
- B. Spring, only 14U and High School age teams travel regionally (TN, NC, SC, FL, etc..) as well as host some out-of-state teams as time and field space allow.

6. Any special events anticipated (tournaments, clinics, camps):

Possibility of hosting up to two tournaments in Roswell that draw teams from all over the East Coast; one in the Fall and one in the Spring. Camps and clinics will be scheduled as time and field space allow.



Youth Athletic Associations



North Atlanta
Football League



Alpharetta Youth
Baseball Association



Alpharetta Youth
Softball Association



Alpharetta Ambush Soccer Club

Organizational Requirements & Facility Use Agreement 2024

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION
ORGANIZATIONAL REQUIREMENTS & FACILITY USE AGREEMENT**

*Original approved by Alpharetta Recreation Commission – January 11, 2018
Updated for changes to Milton MOU – December 2021;
John's Creek MOU- December 2022*

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**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION
ORGANIZATIONAL REQUIREMENTS & FACILITY USE AGREEMENT**

MISSION STATEMENT

Alpharetta Recreation, Parks and Cultural Services strives to promote the highest quality recreation programs and park facilities to our citizens consistent with our core values of Excellence, Stewardship, Integrity, Service and Loyalty.

(Adopted: February 14, 2013 by Alpharetta Recreation Commission)

Associations and the leaders of these Associations are expected to understand and promote the mission and philosophy of the City of Alpharetta to serve the citizens of Alpharetta. Association members are ambassadors for the City as well as their affiliate Association. While serving as a volunteer for the Association, members are expected to conduct themselves in an ethical and professional manner.

LEGAL AND ORGANIZATIONAL REQUIREMENTS

In order to qualify as a Youth Athletic Association ("Association") and to operate on City of Alpharetta ("City") property, each Association must adhere to certain minimum legal and organizational requirements. These requirements are a part of the Facility Use Agreement which must be signed by each Association prior to the operation of any activity on City property. These requirements are necessary in order to insure the safety and well-being of all participating Associations.

The signing of the Facility Use Agreement indicates the Association's assumption of the financial responsibility for the program, as well as the management of the program participants and volunteers. The City will not be held responsible for the finances or the program management. Violation of the above mentioned responsibilities constitutes cause for the revocation of the agreement. The requirements are as follows:

1. NON-PROFIT STATUS

Each Association must register with the Secretary of State's office as a non-profit organization. Proof of current non-profit status must be on file with Alpharetta Recreation, Parks and Cultural Services ("Department").

2. BYLAWS

Associations shall furnish a current copy of their by-laws to the Department. By-laws must be on file or submitted with the signed Facility Use Agreement.

3. ELECTION OF OFFICERS

The Board of Directors ("Board") shall be the governing body of each Association for the operation of the affairs of the Association as documented in the bylaws. Each Association board must be comprised of a majority of Residents upon election or appointment, and each Association should strive to achieve a minimum of sixty percent (60%) Residents on the Board. The Board of Directors must be elected annually or as mandated by the Association's by-laws, but no less than once every two years, by the Association membership. A Department employee and a member of Alpharetta

Recreation Commission ("Commission") must be notified of and invited to attend all Board meetings. The Department Director will appoint the employee liaison to the Board. The Chairman of the Commission will appoint the Commission liaison(s) to the Board on an annual basis.

Open advertised election of the Board is mandatory. All members of the Association as defined by the bylaws shall have the opportunity to vote. A notice of upcoming elections must be sent to the Department, and shall be posted on the Association website at least thirty (30) days prior to the elections. Associations are encouraged to email notice of elections to all participant families and to post flyers at the park. Elections should be held in an easily accessible central location within the

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Association's primary park when there are normal Association activities scheduled at the park to provide the best opportunity for members to vote. Associations are also encouraged to provide a process for members to vote electronically.

To serve as a member of the Association executive committee, a candidate must have a child actively participating in the Association program at the time of the elections.

The Association shall consider any and all qualified candidates interested in running for a Board position. The Association nominating committee shall prepare a recommended slate of officers and submit to the City for review at least thirty (30) days prior to the elections. The slate of officers must be advertised along with the notice of elections.

Nominees must successfully pass the City's criminal history check before being included in the slate of officers.

The Association must furnish a list of all elected board members, addresses, email addresses, telephone numbers (home and office) to the Department no later than one (1) month after the elections. City will verify residency and notify Commission liaison of City resident percentage of newly elected board.

Board members are expected to adhere to the City's volunteer code of conduct. Upon election to the board and no less than once every two years, board members shall review and sign the City's volunteer code of conduct.

4. ASSOCIATION MEETINGS AND ANNUAL MEETING

Upon request, Association must provide copies of meeting minutes from Association membership and board meetings to Association members and City. It is recommended that meeting minutes be posted on the Association website.

Each Association must schedule a minimum of one (1) annual membership meeting. This meeting shall be for the purpose of electing board members, and any other necessary business. Efforts must be made to contact all members, and the

Department must be notified of the meeting. Notice of said meeting must be posted at Department facilities and on the Association website two weeks prior to meeting date

5. CAPACITY PLAN

Each Association shall ensure that their total registration for each season does not exceed the capacity of the facilities available. Adequate time shall be allotted for each recreation team to practice and play games. Recreation teams shall have priority of field use for games and practices. Travel/select/elite teams shall be given available field time for practices and games after the recreation teams have been served.

Extra facility space is not available through the City. The Association may seek to utilize facility space at other non-City locations. The Association is financially responsible for field usage fees at non-City locations if applicable.

Field time not used by the Association reverts to the City for use as needed.

6. ASSOCIATION OPERATING BUDGET

Each Association must submit a formal budget to the City to coincide with the start of the

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
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Association's fiscal year. The submitted budget must detail revenues offsetting expenditures for the fiscal year, based on the Capacity Plan. Excess revenues should initiate an Association's review of program fees. Non-resident fees should not be included in the budget due to those fees being remitted to the City.

7. FINANCIAL REPORTS

The City assumes no responsibility for the financial well-being or outstanding debts of Associations. Each Association must provide the City with an annual Financial Statement to include a summary of operating income and expenses, capital expenditures, registration fees charged to participants, Federal and State tax returns, and profit/loss statement.

8. LIABILITY INSURANCE COVERAGE

Each Association must provide comprehensive liability insurance coverage for all players, coaches, officials, volunteers, sub-contractors and all other association participants, minimum of \$1,000,000 coverage stated for Project use, listing names and addresses of designated City venues (to be provided)

The City should be listed as an additional insured. A copy of the current liability insurance coverage policy should be on file with the City, submitted annually.

9. PARTICIPATION REPORTS

All Associations are required to submit a list of registered players to the Department no later than one (1) month after the end of the established program registration period. The list shall be provided in an electronic format (i.e. Microsoft Excel) and shall include each player's name, street address, and zip code. The Department will use the list to verify the resident status of registered players and shall not use the list to promote Department programs, without prior consent of the Association. After the City has verified residency of participants, the City will issue an invoice to the Association for non-resident fees payable to the City.

NOTE: It is imperative that participation information be sent to the Department as soon as possible in order for Department to verify addresses. Association may send participant information at any time during their registration period for Department to check residency status of participants.

10. REGISTRATION

Associations are encouraged to provide registration dates to the Department in time for inclusion in Department program guides or other promotions. City will notify Associations of the deadline to submit information. The City provides a link to Association websites at www.alpharetta.ga.us. Associations must notify City of any web address changes. Associations are encouraged to establish Facebook events for seasonal registration dates, and to invite the Department page as a co-host at www.Facebook.com/AlpharettaRecreation.

11. CITY RESIDENCY REQUIREMENT FOR TRAVEL/SELECT/ELITE TEAMS

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The mission of the Department is to provide quality programs and services to the citizens of Alpharetta. Youth select athletic programs provide high level athletic competition and opportunities for young people. Residency requirement guidelines ensure travel/select/elite teams are formed in the best interest of the City resident participants, to ensure City residents are fairly represented on these teams, to ensure City assets and resources are utilized in the best interest of City resident participants, and to foster long-term success of the Association's competitive youth athletic program.

GUIDELINES:

- A. Open, advertised tryouts must be held prior to team formation. Players are not guaranteed positions on any teams prior to the first tryout date.
- B. For these guidelines, the word "Resident" shall only include residents of the City of Alpharetta.
- C. Each travel/select/elite team must have a minimum of 50% Residents.
- D. Each travel/select/elite team must adhere to the COA guidelines and policy on team formation of Alpharetta Ambush Academy and Select teams dated May 18, 2010.

Each team roster must be verified by Department staff before a team can officially form. Teams that do not meet the minimum requirement will not be permitted to use City facilities for practices and games.

Any team that meets the required Resident percentages as noted above when the team is formed, but drops below the minimum percentage during the season due to no fault of their own (i.e. a Resident quits the team, gets injured, relocates, etc.) shall be allowed to exist and continue playing through the remainder of the season.

Any abuse of these guidelines or the intent of these guidelines may result in punitive action, up to and including immediate dissolution of a team.

12. FACILITY USE - RESTRICTIONS

Each Association is organized to provide league play for youth, including player evaluations, pre-season player and coach clinics, league practices, scrimmages, games, and post-season tournaments. All field use shall be coordinated with the Department using whatever methods are agreed to by the parties to insure proper preparation and care of the facilities. Hosting of camps and tournaments involving participants from outside the association's own program along with participants in the Association's own program is allowed but requires coordination with and written consent of the Department. Field rental fees and staff fees may be applicable. Associations must seek approval from the City to host outside camps and tournaments at the parks at least ninety (90) days prior to the proposed event. Staffing fees for these kinds of events may apply. The Association is specifically not permitted to sublet facilities to any individual or organization. The Association's Facility Use Agreement is for the Association's own use.

Associations may not schedule or host any activities at Wills Park on July 4th and 5th due to the City's annual July 4th celebration and fireworks, and day-after park clean-up.

Associations may request special permission from the Department Director to schedule or host any activities at Wills Park on July 4th and/or 5th. The decision shall be made by the Department Director in his sole discretion.

The City reserves the right to restrict facility use on other dates when there are special events hosted

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by the City, the Department, or a non-City entity utilizing City facilities for a tournament, clinic, camp, etc. deemed appropriate and beneficial to the City. These dates, if applicable, will be included in the annual facility use agreement or will be communicated to the Association as soon as the dates are confirmed.

13. CAPITAL IMPROVEMENTS

The Department formally evaluates the condition of all park facilities and amenities twice per year. During these inspections, Department staff will determine whether or not facilities and amenities are in need of removal, repair, and/or replacement. Maintenance needs are prioritized by the Department based on safety, vandalism, functionality, aesthetics, etc.

During the City budget process (mid-year and/or fiscal year), Department staff will prepare a list of capital improvement projects to be recommended for funding. The list of projects shall include cost estimates and justification and shall be presented to the Commission for review. The Commission shall prioritize the list of projects and may add or delete any projects recommended by staff. The Commission shall approve a capital improvements project budget request to be provided to the City Budget Review Committee and/or Mayor/Council for consideration during the budget process.

Association representatives are encouraged to identify capital improvement projects respective to the facility or facilities on which they operate. The list of projects should be prioritized by the Association Board and presented to the Commission liaison and the Department Director and/or his designee no later than early December prior to the start of the budget process. The Director determines whether or not to include recommended projects in the list that is given to the Commission. Financial partnerships (50/50) between the Associations and the Department are encouraged.

14. ANNUAL PRESENTATION

The President/Commissioner of the Association will be invited to the December meeting of the Commission in order to make a brief presentation on the activities of the Association during the past year and its plans for the following year. Each Association representative will be asked to submit a written report electronically to the City at least one week prior to the meeting. Presentation at the meeting and submission of a written report are both mandatory annual requirements.

15. CHANGES TO PROGRAM CONTENT, STRUCTURE, PHILOSOPHY, ETC.

Each Association shall communicate to the Commission liaison(s) and employee liaison(s) any and all substantial changes in their program. For this purpose, a **substantial change** shall be defined as any change in the philosophy, mission, and organization of the Association which would impact the delivery of expected service to any and all program participants, current and future.

This includes but is not limited to the following:

- A. Addition/elimination of any age or skill level
- B. Addition/elimination of any component of overall program content (i.e. cheerleading, flag football, fast pitch softball, out-of-park All Stars, Sunday select, summer or winter league play, etc.)
- C. Association by-laws
- D. Board structure and composition

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- E. Schedule of fees for participants
- F. Anything that would be in direct conflict with existing City/Department policies

Association shall notify liaisons as soon as the idea for a substantial change is included on an Association meeting agenda. Upon notification by the Association, the Commission and/or employee liaison shall communicate the information to the Department Director or his/her designee. Before any action shall be taken by the

Association to implement the substantial change, the Association shall prepare a written proposal outlining the planned change to include justification for the change; benefits of the change to the Association, citizens of Alpharetta, and the City; communication plan to inform the general public; timeline for implementation; financial impact to program participants (if any); legal requirements (if any); etc. It shall be at the sole discretion of the Department to determine if an in-depth written proposal shall be required. This will be determined on a case-by-case basis, depending on the nature of the proposed change.

The Department shall determine the level of approval needed for the Association to implement the substantial change. The approval levels are noted as follows:

- A. Association Board and members only
- B. Department Director or his/her designee
- C. Recreation Commission Sub-Committees
- D. Alpharetta Recreation Commission
- E. Alpharetta Mayor and City Council

16. SPONSORSHIPS/ADVERTISING

Associations are not permitted to display permanent advertising signage of any kind on fences, dugouts, concession buildings, grounds, roadways, etc.

Associations are allowed to seek sponsors to help offset expenses associated with administering their programs and to create a revenue stream for Associations to assist the City in funding capital projects benefitting the parks and facilities they use. Associations are not permitted to obtain sponsorships, including direct financial aid and/or in-kind donations, from any religious organization, individuals, and businesses that compete with contractual obligations of the City. Sponsors must be in good taste and appropriate for City park environment (i.e., alcohol and/or tobacco-related products/businesses are not allowed to advertise in City parks).

Associations must request in writing to the Department Director permission to display sponsor banners in the parks. With approval of the Department Director, sponsor banners may be displayed on fences only during games. All banners must be taken down immediately at the conclusion of the last game of the day.

Associations are encouraged to support the City's Scoreboard Sponsor Program as a fundraising opportunity for Associations. Associations are assigned certain scoreboards and may sell advertising on these scoreboards per the terms of the City's Scoreboard Sponsor Program. Contact Department Director or his/her designee for information on the City's Scoreboard Sponsor Program.

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REQUIREMENTS OF ASSOCIATIONS

1. FACILITY USE AGREEMENT

Any Association operating on City property must sign a Facility Use Agreement with the City. The agreement is issued prior to the start of the calendar year and specifically identifies the facilities to be used by the Association and the terms of that use.

Adherence to all policies and procedures in this manual is considered part of the Facility Use Agreement. The City retains the right to change these guidelines and policies at anytime, without advance notice, as it deems appropriate. Any changes will be communicated to the Association within five (5) business days after the change has been made and approved.

In accordance with O.C.G.A. § 36-60-13, this agreement may be renewed for one (1) successive one (1) year term if, prior to the expiration of the then existing term, the parties execute a written agreement to renew same for a one (1) year term. For any such subsequent terms, facilities, dates, times, fees, and any modifications to the agreement will be determined by written agreement of the City and Association.

With respect to renewal of this agreement, any Association currently holding a Facility Use Agreement will receive priority, unless the City has reason to revoke the agreement. Facilities not in use will be distributed on a first come first served basis.

2. COACH CERTIFICATION AND TRAINING

Association must provide coach certification and/or training for all head and assistant coaches of each team. It is the responsibility of the Association to ensure that their volunteers complete all legally mandated training programs before being permitted to coach a team. Association must provide documentation of such training to the City upon request.

A comprehensive training program should include but not be limited to the information listed below:

- Sport Specific Training
- How to Organize Practices
- Communication with Parents
- Basic First Aid and CPR/AED
- Concussion Awareness Training
- Mandatory Child Abuse Reporting Requirement
- Severe Weather Policies and Procedures
- Heat and Hydration Guidelines
- Association Mission/Expectations
- Association Relationship with the City

3. SELECTION OF COACHES

Associations are responsible to select qualified coaches for their program. Each Association shall establish their own criteria to determine qualifications of coaches, such as coaching experience, past playing experience, etc.

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4. FEES AND CHARGES

Note: Each Association will adhere to fee policies set by the City, including fees that may not yet be currently established.

Registration Fees

All registration fees shall be fair and equitable to all participants. Associations shall communicate to participants what the registration fee covers, including the number of practices and games per season. Registration fees shall be derived from predicted costs to operate the program, to fund Association operations, and to fund park capital improvements (current and future) that mutually benefit the City and Association.

Registration fees shall include the total cost of operating the association's program to include but not limited to; cost of uniforms, player awards, umpires/officials, equipment for the league/teams, first aid supplies, marketing, web administration, general maintenance of facilities, etc.

Non-Resident Fees

All program participants who reside outside the city limits of Alpharetta will be assessed a non-resident fee. Association shall pay the City non-resident fees for each Association non-resident participant in their program. This fee shall be paid for each athletic season held each year (fall, winter, spring, and/or summer), and must be paid to the City no later than three (3) months after the end of the last game of the season.

Association non-resident fees shall be calculated at 75% more than the resident registration fee.

Note: the dollar amount of the Association non-resident fee shall not exceed the highest non-resident fee charged to participants in youth athletic programs managed directly by the Department. (Department's highest recreation league non-resident fee shall be the maximum for the Association's recreation league non-resident players. Department's highest travel/select league non-resident fee shall be the maximum for the Association's travel/select/division 1 league non-resident players.)

At least two (2) weeks before the advertisement/announcement of registration and non-resident fees for a particular season, the Association must submit a fee schedule to the Department. The Department will review the fee schedule, and will have final approval of any and all non-resident fees.

The Association will be responsible for the determination of city residence during the registration period. Within one (1) week after receiving the Association's participation list with addresses, the Department will verify player residency and report information to the Association. The non-resident fee will be paid directly to the City of Alpharetta based on the Department's verification of player residency. The Association is responsible for remitting non-resident fees for all non-City participants, regardless of whether or not it was collected by the Association.

City of Alpharetta employees and their immediate family members, regardless of where they

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reside, are considered Residents and may register during the Resident registration period. Non-resident fees are waived for these participants. Associations should contact the Department to verify employee status.

Scholarships

The Association should make available a reasonable number of scholarships for participants requiring assistance. The Association shall determine the eligibility criteria for scholarship recipients and shall determine whether or not to charge non-resident fees to scholarship recipients. Regardless, the Association is responsible to pay the City non-resident fees for non-resident scholarship recipients to the City.

Admission Fees

Associations are not allowed to require an admission fee to any normal association play. Admission fees may be collected for tournament play or other special events, upon approval of the Department. The Association must submit a letter of request in order to have an admission fee request approved.

5. PROGRAM/FACILITY SCHEDULES

Associations are required to submit all master schedules to the Department *prior* to the beginning of use of any City facility. This includes tryout dates, practice schedules, opening ceremonies, game schedules, special events such as player clinics, travel team schedules, etc. These schedules should be submitted thirty (30) days prior to the beginning of any program. Facility use outside the scope of the Facility Use Agreement must be requested through the Department and is not guaranteed.

6. SAFETY/ACCIDENT PREVENTION

Associations are responsible for operating their programs in a safe and effective manner. All fields, equipment and other facilities should be inspected before each use.

Associations should have an adequate number of adults present at each scheduled activity to supervise the participants from the outset to the close of the program. League officials are responsible for insuring that all programs are operated under safe weather conditions. Safety plans should be implemented in case hazardous situations should occur.

7. DISCRIMINATION

Associations must provide equal opportunity without regard to race, color, religion, sex, national origin, age, veteran's status, and disability. Associations must comply with the Americans With Disabilities Act (ADA) of 1990 and provide reasonable accommodations to members of the public, if so requested, unless participation would create a risk to any participant.

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8. MAINTENANCE/FACILITY UPKEEP

The Department will be responsible for all field and facility preparation for all practices and games. This includes game day facility preparation, grass mowing, and lining of baseball and softball fields. Parks Services staff will prepare fields only once per day, usually in the morning. Staff is not available to prepare fields on Sundays. Staff is not responsible for lining of grass football fields.

Associations are responsible to report any and all facility maintenance issues to the Department as soon as they are noticed.

Associations are required to provide safe sports equipment for participants.

Associations are responsible for picking up litter around facilities and placing it in proper receptacles after the conclusion of a scheduled program. This includes playing areas, walkways, restrooms, press boxes, concession stands, dugouts, etc.

Associations should take proper steps to ensure that scheduled activities do not infringe on park neighbors or other park users. This includes reducing excessive noise, excessive traffic, parking problems, etc.

9. WEATHER POLICIES

The Department will determine if fields are playable. Associations will be notified as early as possible if the fields are not playable. Associations are prohibited from field use if the field has been deemed “unplayable.” In the event of inclement weather after the Department’s normal business hours, the Association is responsible for determining field playability. Associations are expected to exercise good judgment in determining if a field is playable, keeping the safety of the players foremost.

Associations must adhere to the **City’s Severe Weather Policy**. For the safety of all, the City of Alpharetta observes the following severe weather procedures for all outdoor programs: Any flash or sound (thunder) which indicates diminishing weather conditions will result in the immediate suspension of any outdoor activities for a safe waiting period of **thirty (30) minutes**. All participants will be encouraged to seek shelter immediately.

Department staff and/or on-site supervisors will monitor conditions during this time. Subsequent flashes or sounds will result in an extended safe waiting period until it is determined by staff or on-site supervisor either that conditions are safe to resume scheduled outdoor activities, or that conditions have deteriorated to the point of canceling the outdoor activities.

Associations that do not have their own established **Hydration and Heat Guidelines** must adhere to the Hydration and Heat Related Guidelines observed by the Department. In summary, outdoor activities must be canceled if the WBGT (Wet Bulb Globe Temperature) is over 92 degrees. Additional guidelines also apply. A copy of the guidelines in their entirety will be provided to Associations.

Associations that do not have their own established **Cold Weather Policy** must adhere to the Cold Weather Policy observed by the Department. The policy is as follows: If the official Alpharetta, GA temperature according to www.weather.com is forecasted to be 30 degrees

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or lower at the time of the scheduled practice or game, it is recommended that the scheduled event be cancelled. If the temperature reaches 25 degrees, it is mandatory the event be cancelled.

The Department may cancel and/or postpone all youth programs and activities whenever Fulton County Schools are closed for inclement weather. If Department cancels programs, Associations shall also cancel programs.

10. CONCESSIONS OPERATIONS

Associations must comply with Fulton County Health Department regulations for concessions operations. Associations are required to purchase their own supplies and equipment, such as microwave, popcorn machine, nacho machine, crock pot, etc.

Associations are required to comply with the terms and conditions of City contracts with food and/or beverage providers for concession operations. Failure to adhere to the terms of any City contracts with concessions providers may result in termination of the facility use agreement. Contact the Department Director or his/her designee for information on current contracts.

Each Association that utilizes the services of a contract vendor ("for-profit" business or individual) to provide concession operations is required to pay the City 15% of all gross receipts from concessions. Gross receipts will constitute any and all revenues collected from sales of concessions. This 15% must be paid directly to the City and held by the City for projects the Association requests (in escrow). Projects for future park improvements require Department Director and Recreation Commission approval. All capital improvements must be completed prior to the start of the following season unless the City agrees that it is in the best interest of the City to delay the completion of the capital improvement.

Each Association that utilizes volunteer board members and/or parents to operate the concession stand is not required to remit a percentage of revenue to the City.

Concession facilities must be cleaned after each use and at the end of the season. Necessary building maintenance and vandalism should be reported to the City.

11. RESTROOMS

It shall be the responsibility of Associations to ensure that restrooms are inspected after each program session. The City is responsible for the supply of paper products and general maintenance that may occur.

12. SECURING OF FACILITIES

An Association Board member, Coach or Club Approved Field Marshall should be responsible for securing facilities after each use, including all practices and games. This includes closing and locking of all buildings, the turning off of all lights and scoreboards, and ensuring all necessary gates are closed and secured. Association board members and coaches are asked to turn off lights and scoreboards immediately following the last practice

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or game of the night, instead of waiting for the timer to take effect.

13. KEYS

Keys to all required facilities will be distributed to the Commissioner/President of the Association and may be distributed to the necessary individuals. A list of all individuals who have keys in their possession shall be submitted to the Department. The Association is responsible for returning all issued keys at the conclusion of the program. Any unreturned keys are subject to a fine at the discretion of the City. Periodically, the Department will change the locks and/or combinations to buildings, gates, and electrical boxes. The Department will notify affected Association of any changes and will supply new keys/combinations as needed.

14. PUBLICITY

Associations must provide the Department with information at least two (2) weeks prior to publicizing the information to past and potential participants and on the Association website. The purpose of this is to ensure that guidelines for registration and fee structures (resident/non-resident) are followed by each Association. The Department will review information and notify Association within five (5) business days if any changes need to be made in order to comply with established guidelines.

The Department will provide links to Association websites on the City's website, www.alpharetta.ga.us. The Association must notify the City if the web address changes. Associations may request assistance from the City to help with marketing of registration. City may send news releases to local media outlets, email notifications to Department participants, include information in the City's e-newsletter and the Department's Facebook page. The City will not pay for Association advertising, flyers, mailings, etc.

15. PUBLIC USE OF FIELDS

The Facility Use Agreement applies only to organized league play for the duration of the agreement as specified on the agreement. Unless otherwise scheduled, the facilities are available to the public on a first come first serve basis or may be rented by the Department to outside groups for activities deemed appropriate and beneficial to the City.

The terms of any facility rental agreements between the Department and outside groups are established and agreed upon solely by the City and the group renting the City's facilities. These agreements are independent of the lease agreements with the Associations. The City will not rent facilities to teams and programs that compete with the City's partner Associations. The City may host large tournaments through the Alpharetta Convention and Visitors Bureau.

16. ACCIDENT/INCIDENT REPORTS (attached)

The Association is responsible for filing an accident/incident report to the City which

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documents the details of any accident, injury, or incident which occurs on City property. The report should detail what occurred, the time of the accident/incident, where it occurred, who was involved, and who witnessed the accident/incident and filed the report. A copy of the accident/incident report is included in this manual. The report shall be submitted to the Department within two (2) working days of the accident/incident.

Any and all accidents/incidents must be reported!

17. PARTICIPANT EVALUATIONS

All participants in Association programs must be given an opportunity to complete a participant evaluation at the conclusion of each athletic season in which he/she participated. The evaluation should include questions pertaining to the administration and organization of the program (i.e. ease of registration, quality of the coaches, program structure, program content, etc.), and the condition and appearance of the Department facilities. The Association should ask participants for comments and suggestions to improve the program. A summary of participant evaluations should be prepared and distributed to the Association Board, the Department, and the Recreation Commission within two (2) months at the end of each season. Upon request, the Association must make completed participant evaluations available to the Department and/or Commission. The City reserves the right to conduct independent participant surveys.

18. GRIEVANCE PROCEDURE

All participants must have due process to address any grievances with the Association's Board at a scheduled meeting.

19. COMPLAINT PROCEDURE

Any written complaint regarding a coach, league official, umpire, etc., should be copied to the Department Director.

20. BACKGROUND CHECK - VOLUNTEERS

All Association board members and any individual who wants to coach a youth team shall go through the City's criminal history background check once per calendar year. All potential volunteers must complete the Request for Criminal History form and provide a copy of valid photo identification. An Association representative shall be designated to collect the documentation and shall submit this to the designated Department staff, who will coordinate with Alpharetta Department of Public Safety.

The Recreation Services Manager confers with the Department Director on any problematic criminal history background checks. Any individual who does not meet City standards for criminal history background check will not be allowed to coach in the youth league and should not be assigned a team. Potential volunteers who refuse to provide information necessary to complete the criminal history background check shall not be allowed to

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volunteer.

NOTE: Associations are responsible for collecting and submitting criminal history background check documentation (forms and photo ID) at least one (1) month prior to finalizing team coaching assignments. This will allow ample time for the criminal history background check to be completed. Association will be notified of any and all potential volunteers who do not successfully pass the City's criminal history background check. It is the Association's responsibility to inform volunteers of the outcome of their criminal history background checks. The City provides a process for any denied application to request an appeal of decision. This information is available upon request. The Department strongly encourages all Associations to submit background checks for potential assistant coaches.

21. BACKGROUND CHECK – OFFICIALS AND UMPIRES

Each Association who has a contractual agreement with an outside vendor to provide officiating services for the Association shall require, as part of the written agreement, that all officials/umpires who will be scheduled to officiate at Association activities complete a criminal history background check prior to officiating any games for the Association.

The criminal history background check should be performed once per calendar year. The Association shall require appropriate documentation of completion of background checks. Documentation must be maintained on file by the Association.

22. MANDATORY REPORTING LAW

Volunteers who work with children are required by law to report suspected child abuse. The mandatory reporting requirement is a provision in HB 1176, the criminal justice reform bill signed by Governor Nathan Deal on May 2, 2012. Specifically, HB 1176 changed the definition of "child service organization personnel" to include volunteers. The law defines "child service organization personnel" as follows: "Child service organization personnel" means persons employed by or volunteering at a business or an

organization, whether public, private, for profit, not for profit, or voluntary, that provides care, treatment, education, training, supervision, coaching, counseling, recreational programs, or shelter to children."

It will be the responsibility of each Association to ensure that all volunteers and contracted vendors are notified of the law. All Association volunteers must complete a training program before being allowed to serve as a volunteer for the Association. The City will provide access to online training for volunteers as available.

23. CONCUSSION AWARENESS POLICIES AND PROCEDURES

HB 48 by the Georgia Legislature requires agencies to educate youth athletes and their parents on the dangers of concussions in youth athletic activities. The Georgia Department of Public Health is referring everyone to the "Heads Up – Concussion in Youth Sports"

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program offered by the CDC. The following is a link to the program:

http://www.cdc.gov/concussion/HeadsUp/online_training.html.

It is the policy of the Department to educate coaches, referees, employees, instructors of at-risk activities, trainers, parents, and participants of the signs, symptoms and behaviors consistent with sports- and activity-induced concussions. Further, the Department requires that any participant, under the age of 18, suspected of a concussion or head injury must be removed from the activity and it is recommended that the participant be examined by a licensed health care provider. If a participant is deemed by a licensed health care provider to have sustained a concussion, Department personnel or other designated personnel (coaches, referees, instructors of at-risk activities, trainers, and parents) shall not permit the participant to return to play until he or she receives documented clearance from a licensed health care provider for a full or graduated return to play.

A full copy of the Department's policies and procedures is available upon request.

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
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FACILITY GUIDELINES AND ORDINANCES**

Associations are responsible for adherence to all City and park ordinances.

1. HOURS OF OPERATION

City facilities open at 8:00am and close at 11:00pm. Associations are not allowed to conduct a program prior to 8:00am and after 11:00pm, unless prior written approval has been given by the Department.

2. USE OF PARKS FOR GOLF PRACTICE

Parks may not be used for golf practice, except for disc golf which is permitted at the disc golf course at Wills Park.

3. MOTOR VEHICLES IN PARKS

Motorized vehicle operation is restricted to prescribed paths, marked roadways, driveways, and parking lots. This also applies to parking in areas other than designated parking spaces. Unauthorized vehicles are not allowed in "plaza" areas of ball fields without permission from the Department.

4. LITTER CONTROL

It is unlawful to litter. Each Association is responsible for ensuring that all fields, parking lots, restrooms, dugouts, bleachers, concession areas, etc. are kept clean and litter free daily. Clean up fees may be assessed to Associations not adhering to this policy. All litter should be picked up and placed in the proper containers.

5. ALCOHOL BEVERAGES

Per City ordinance, the selling or consumption of alcoholic beverages on park property is strictly prohibited.

6. TOBACCO USE

Per City ordinance, the use of all tobacco products on park property is strictly prohibited.

7. ANIMALS IN PARKS

Other than service animals, it is against park regulations for any individual who possesses or oversees a domestic animal, restrained or unrestrained, to bring the animal onto any athletic field. It is the owner's responsibility to remove any animal excrement deposited by their animal on park property and dispose of it in a sanitary manner. For the safety of all, pet owners are required by law to obey Fulton County leash laws while visiting city of Alpharetta Park facilities.

8. NOISES AND SOUNDS PROHIBITED

It is unlawful for any person to make, continue or cause to be made any loud, unnecessary, or unusual noises that annoy, disturb, injure, or endanger the safety or comfort of others in the area.

9. CLOSING OF BALLFIELDS

The Department may close to the Association and/or public any ballfield or facility for maintenance purposes. Such facilities will be posted, and it is unlawful for any person to enter a closed facility.

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
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PARK & FACILITY REGULATIONS**

1. Associations conducting youth activities on City facilities must have at least one (1) adult present for every fifteen (15) youth participating in an activity to supervise all scheduled activities from the outset to the conclusion of the activity.
2. Participants, Spectators, Parents, Coaches, or Officials of an organization must display appropriate conduct while operating activities on City facilities and must adhere to the Department's Code of Conduct. A copy of this document is available upon request. Association is responsible to provide this information to the appropriate parties. Continuous failure to do so could result in the termination of this agreement.
3. The Association shall be responsible for any damage incurred to the facilities while in use by the Association. Persistent damage to City facilities while in use by the Association could result in agreement revocation.
4. The Association is responsible for policing the area around athletic fields, plaza areas, parking lots, rest rooms, concession stand, dugouts, and walkways. This must be completed upon the conclusion of each activity.
5. Association representatives are responsible to report any/all suspicious activity occurring on City property to the Department and/or to the City's Department of Public Safety.
6. The Department will supply locks for all required facilities and structures. Keys and/or combinations will be distributed as per Department policy.
7. The City shall be responsible for mowing the grass, moving bleachers, general maintenance, etc., unless otherwise specified in the agreement.
8. A designated Association member must make sure the facilities are secure and all lights turned off before departing the area.
9. The Department reserves the right to cancel any scheduled activities when it is believed that such use as during bad weather would damage facilities or put participants at risk.
10. Bicycles, roller blades, skateboards are prohibited on walkways or other designated areas.
11. No game shall begin after 10:00pm; every effort should be made to conclude by 11:00pm.
12. Questions, recommendations, complaints, etc. regarding park facilities and operations should be directed to the Department: 678-297-6152, athleticprograms@alpharetta.ga.us.

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION
DEPARTMENT PERSONNEL AND CONTACT INFORMATION**

Director

Morgan Rodgers, CPRP 678-297-6103 mrodgers@alpharetta.ga.us

Administrative Office Coordinator

Amber O'Dwyer 678-297-6104 aodwyer@alpharetta.ga.us

Projects Manager

Kurt Kirby, CPRP, CPO, CPSI 770-740-1034 kkirby@alpharetta.ga.us

Wills Park Manager

Park Facilities, Equestrian Center

Matt Casey, CPRP 678-297-6122 mcasey@alpharetta.ga.us

Parks Services Manager

Park Supervisors, Greenway

Eric Milley, CPO, CPSI 678-297-6106 emilley@alpharetta.ga.us

Park Supervisor II

Barry Pike (Wills Park) 678-297-6125 bpike@alpharetta.ga.us
Chris Anderson, CPSI, CPO (North Park) 770-751-7840 canderson@alpharetta.ga.us
Nate Hand, CPSI (Webb Bridge) 770-751-7841 nhand@alpharetta.ga.us

Administrative Assistant II - Parks

Ruby Flynn 678-297-6123 rflynn@alpharetta.ga.us

Community Services Manager

Amanda Musilli 404-314-1245 amusilli@alpharetta.ga.us

Marketing Coordinator

Deanna McKay dmckay@alpharetta.ga.us

Cultural Arts Services Manager

Kim Manning 678-297-6078 kmanning@alpharetta.ga.us
Alpharetta Arts Center 678-297-6135 arts@alpharetta.ga.us

Recreation Services Manager

Christine Young 678-297-6154 cyoung@alpharetta.ga.us

Recreation Centers/Program Areas

General Information 678-297-6100 recreation@alpharetta.ga.us
Athletics Supervisor 678-297-616363 athleticprograms@alpharetta.ga.us
Alpharetta Community Center (Wills Park) 678-297-6100 accprograms@alpharetta.ga.us
Alpharetta Adult Activity Center (North Park) 678-297-6140 activeadults@alpharetta.ga.us
Wills Park Recreation Center (Wills Park) 678-297-6130 wprcprograms@alpharetta.ga.us
Wills Park Pool, Aquatics and Wellness 678-297-6153 aquatics@alpharetta.ga.us

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION
ACCIDENT / INCIDENT REPORT FORM**

Date of accident/incident _____ Time of accident/incident _____

Facility where accident/incident occurred _____

Specific location of accident/incident within the facility _____

Number of persons involved _____ Police notified Y N EMS notified Y N

Information on persons involved in the accident/incident:

NAME (please print)	PHONE	UNDER AGE 18
	Day: Evening:	
	Day: Evening:	
	Day: Evening:	

Information on witnesses to the accident/incident

NAME (print)	SIGNATURE	PHONE
		Day: Evening:
		Day: Evening:
		Day: Evening:
		Day: Evening:

ACCIDENT/INCIDENT SUMMARY:

If applicable, who offered treatment options: _____

Did the injured party waive treatment Y N

**Photos of accident/incident site taken Y N

Person completing form _____

(Print name)

Signature

Date

Person completing form _____

Day phone

Evening phone

Take photographs of the accident/incident site as soon as practical but within 24 hours of the accident/incident Fax or email completed form to **Safety/Risk Administrator at 678-297-6292 or osutton@alpharetta.ga.us; and City at 678-297-6154 or recreation@alpharetta.ga.us.

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION CHECKLIST**

REQUIRED ANNUALLY AND/OR BEFORE SEASON BEGINS EACH YEAR

DESCRIPTION	DUE*	DONE
Proof of Non-profit status submitted to ARPCS	On file each year	
Current Association by-laws to ARPCS	On file each year	
Copy of Certificate of Insurance naming ARPCS as a certificate holder	On file each year	
Open election of Board of Directors	On file each year	
Annual membership meeting	Annually	
Coach Background Check Consent Forms	Annually	
Signed Facility Use Agreement	Annually	
Financial Statements – to include the following:	Annually	
1. Summary of operating budget, income, and expenses		
2. Summary of capital expenditures		
3. Registration fees charged to participants		
4. Federal and State tax returns		
5. Profit and Loss statement		
Slate of nominated officers and home address to ARPCS	30 days before elections	
List of elected officers to ARPCS	One month after elections	
Rosters to ARPCS	End of registration period	
Master Schedule to ARPCS (tryouts, practices, games)	1 month before season	

REQUIRED AFTER THE SEASON ENDS

DESCRIPTION	DUE*	DONE
Participant Evaluation Summary to ARPCS	2 months after each season	
Payment of Non-Resident Fees to City	3 months after each season	
List of Certified Coaches to ARPCS	Provide upon request	

REQUIRED SEASONALLY/AS NEEDED

DESCRIPTION	DUE*	DONE
List of key holders to ARPCS	Update as necessary	
Accident/Incident Reports	As necessary	
Copy of Coach Complaint to ARPCS	As necessary	
Information for ARPCS promotions	TBD by ARPCS	

**Due Dates for each Association will be discussed and agreed upon with each Association Commissioner/President during the contract review process. Some Due Dates will vary per Association, based on Association fiscal year.*

Note: ARPCS = Alpharetta Recreation, Parks and Cultural Services

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION CHECKLIST**

This agreement, made this ____ day of _____ 2023, is entered into by and between the City of Alpharetta, a municipal corporation of the State of Georgia, located at 2 Park Plaza, Alpharetta, Georgia, 30009 ("City"), and the Atlanta Youth Rugby Inc, DBA Phoenix Rugby, a domestic non-profit corporation located at 1531 N Morningside Drive NE, Atlanta, GA 30306 ("Association"). The City and the Association are sometimes referred to in this agreement collectively as the "Parties".

WITNESSETH:

In consideration of the mutual agreements contained in this document, the City and Association agree as follows:

1. The Association agrees to provide a youth sports program (organized league play) as a service for the City in accordance with all policies and procedures for youth sports associations operating on city property previously set forth, (including the Youth Athletic Association Facility Use Agreement and Organizational Requirements) and attached in this agreement.
2. This Facility Use Agreement shall begin on the Effective Date and terminate on August 25, 2024. Thereafter, in accordance with O.C.G.A. § 36-60-13, this agreement may be renewed for one (1) successive one (1) year term if, prior to the expiration of the then existing term, the Parties execute a written agreement to renew same for a one (1) year term. For any such subsequent terms, facilities, dates, times, fees, and any modifications to the agreement will be determined by written agreement of the City and Association.
3. The City agrees to authorize the Association the use of fields and facilities as listed below at North Park. This agreement includes use of all support structures (dugouts, lights, press-boxes, concession stands, storage facilities, bleachers, batting cages, fencing, etc.) for approved league play unless otherwise specified. See Exhibit A for detailed information on days and times of approved use of fields and facilities.
4. The Association agrees the facilities will be used in a safe manner, and in compliance with all applicable federal and state laws and City ordinances, rules, and regulations.
5. Association shall not cause or permit damage or injury to the facilities. No alteration, addition, or improvement to the facilities shall be made by the Association without prior written consent from the City. Such alterations, additions, or improvements shall become and remain City property.
6. Failure of the City to insist upon strict performance of any term or condition of this agreement shall not be a waiver of any right or remedy the City may have and shall not be a waiver of any subsequent breach of terms or conditions.
7. The City may enter the facilities at any time during the period of this agreement for inspection or supervision as deemed necessary.
8. It is agreed and understood that the Association shall indemnify and hold the City, its agents, and employees harmless from any and all liability, costs, legal fees, expenses, damage or injury to participants or property, and any claim or causes of action arising out of the performance of this agreement or negligence.
9. This agreement may be modified only by a written agreement between the City and the Association.
10. It is the understanding of the City and the Association that nothing contained in this agreement shall be interpreted to assign to the Association any status under this agreement other than that of an independent Association.
11. Nothing within this agreement shall be construed as a waiver of governmental immunity by the City, its officers, or employees.
12. For the purpose of this agreement, any notices required to be sent to the Parties shall be mailed to the following respective addresses:

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION CHECKLIST**

ASSOCIATION NAME: Atlanta Youth Rugby, Inc. DBA Phoenix Rugby

ADDRESS: 1531 N Morningside Drive NE

CITY/STATE/ZIP: Atlanta, GA 30306

PHONE: 704.996.3522

WEBSITE: www.atlantayouthrugby.com

EMAIL: suzzanne@atlantayouthrugby.com

CITY: Alpharetta Recreation, Parks & Cultural Services

Attn: Tyler Spinnenweber

2 Park Plaza

Alpharetta, GA 30009

678.297.6163

tspinnenweber@alpharetta.ga.us

13. It is agreed between the City and the Association that this agreement shall be executed in an original and one copy, which may be used for any purpose for which the original may be used.
14. The City has designated the Recreation Manager for the City as its contact person, coordinator, and liaison person with the Association in the execution of the terms of this agreement.
15. The Association shall not have the right to assign the interest it holds in this agreement.
16. The facilities shall not be used for any purpose other than those designated within this agreement, without the written consent of the City.
17. The Association may not deny participation in any park or program based on race, color, national origin, religion, sex, age, or disability.
18. The Association members agree to abide by all City policies and procedures as attached in this agreement.
19. The Association will adhere to fee policies set by the City, including fees that may not yet be currently established.
20. This Agreement shall not be assigned or subcontracted in whole or in part without the prior written consent of ARPCS. This Agreement shall be construed under and governed by the laws of the State of Georgia. This Agreement is the complete understanding of the Parties in respect of the subject matter of this Agreement and supersedes all prior agreements relating to the same subject matter. The Parties may modify this Agreement only by written instrument signed by each of the Parties hereto. Failure by either party to enforce a provision of this Agreement shall not constitute a waiver of that or any other provision of the Agreement. The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of any other provision of this Agreement.
21. The Association acknowledges and agrees that by virtue of the fact that the fields and other facilities made available to the Association under this Facility Use Agreement were funded by the taxpayers of the City and are owned by the City, and further due to the fact that the recreation fees generated from the availability of such fields, the Association is subject to the Open Records and Open Meeting

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION CHECKLIST**

laws of the state of Georgia. The Association agrees to comply with those laws. To the extent that the Association is uncertain or needs assistance as to proper compliance with such laws, the City shall provide such assistance and guidance. The Association further agrees that all books and records of the Association shall be made available to the City of Alpharetta as and when requested for review or audit.

22. City shall have the right to terminate this Agreement upon failure of Association to perform its obligations to the satisfaction of City. Prior to exercising this right of termination, City shall provide Association with a written notice specifying Association's failure to perform and providing Association with a reasonable opportunity to cure its performance. In the event that Association fails to cure its performance, or in the event of subsequent failure to perform, City shall have the right to immediately terminate the Agreement by providing written notice of termination to Association.

Association shall have the right to terminate this Agreement upon failure of City to perform its obligations to the satisfaction of Association. Prior to exercising this right of termination, Association shall provide City with a written notice specifying City's failure to perform and providing City with a reasonable opportunity to cure its performance. In the event that City fails to cure its performance, or in the event of subsequent failure to perform, Association shall have the right to immediately terminate the Agreement by providing written notice of termination to City.

Either party may terminate this Agreement at any time without cause upon ninety (90) days written notice to the other party.

(remainder of page intentionally left blank)

(signatures to follow)

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION CHECKLIST**

I hereby acknowledge and understand that the Association of which I am authorized to represent will abide by and comply with the terms and conditions as set forth in this Facility Use Agreement as well as all of the policies, procedures, guidelines, and rules contained within the City's Youth Athletic Association Handbook. I understand that failure of the Association or any of its members to comply may result in termination of this Agreement with the City.

**ATLANTA YOUTH RUGBY, INC. DBA
PHOENIX RUGBY**

CITY OF ALPHARETTA, GEORGIA

By:

Anthony Forbes-Roberts, CEO

By:

Jim Gilvin, Mayor

WITNESS:

APPROVED AS TO CONTENT:

By:

Suzanne Slaughter, Secretary

By:

Chris Lagerbloom, City Administrator

APPROVED AS TO FORM:

By:

Jennifer McCall, City Attorney

**ALPHARETTA RECREATION, PARKS & CULTURAL SERVICES
YOUTH ATHLETIC ASSOCIATION FACILITY USE AGREEMENT
EXHIBIT A**

2024 Facility Use Agreement**Annual Association Schedule** (attachment)**FIELD SPACE ALLOCATION FOR 2023/2024**

Field space at Innovation Complex and North Park will be allocated by the City to the Association based on demonstrated need by the Association. Association shall use field space solely for the purpose of providing organized Association activities included but not limited to, team practices, games, end of season tournaments, player clinics, coach clinics, referee clinics, camps, and tournaments solely by the Association officials. The City reserves the right to use unscheduled field space for other activities, tournaments, camps, rentals, etc.

Fall Season - September 13th, 2023 - December 13th, 2023

- Lower field at Innovation Athletic Complex on Wednesday's from 7:00pm-8:30pm
- Camps, Clinics and tournaments are TBD based on field availability

Spring Season - January 10th, 2024 - May 2nd, 2024

- North Park Turf 1 on Wednesday's from 7:00pm-8:30pm
- Camps, clinics, and tournaments are TBD based on field availability

Invoicing Schedule

Youth Athletics Seasonal Invoicing				
Season	Association	Season Dates	Roster Verification	Invoice Submission
Fall	AYBA, AYDA, Ambush, NAFL, Phoenix Rugby	September-November	Mid-January	Mid-March
Winter				
Spring	AYBA, AYSA, Ambush, Travel, Phoenix Rugby	March-May	Mid-July	Mid-September
Summer	AYBA, AYSA	June-July	Mid-July	Mid-August

Residents on rosters will be verified per the MOU for each Association.

AYSA: Residents - Alpharetta & Milton; Johns Creek Recreational Only

This fee shall be paid for each athletic season held each year (fall, winter, spring and/or summer), and must be paid to the City no later than three (3) months after the end of the last game of the season.

Travel/Select/Elite Teams: Each team roster must be verified by Department staff before a team can officially form. Teams that do not need the minimum requirement will not be permitted to use City facilities for practices and games.

To check residency: <https://alphagis.alpharetta.ga.us/alphagis/>

Alpharetta Phoenix Rugby - 2023/2024 Contact

Name/Title: Erik Saxon

Email: erik8saxon@gmail.com

Phone: 704-996-3522



BUSINESS SEARCH

BUSINESS INFORMATION

Business Name: **Atlanta Youth Rugby, Inc.** Control Number: **13455710**
Business Type: **Domestic Nonprofit Corporation** Business Status: **Active/Compliance**
Business Purpose: **NONE**
Principal Office Address: **1531 N Morningside Drive NE, Atlanta, GA, 30306, USA** Date of Formation / Registration Date: **9/30/2013**
State of Formation: **Georgia** Last Annual Registration Year: **2023**

REGISTERED AGENT INFORMATION

Registered Agent Name: **Anthony Forbes-Roberts**
Physical Address: **1531 N Morningside Dr NE, Atlanta, GA, 30306, USA**
County: **Fulton**

OFFICER INFORMATION

Name	Title	Business Address
Anthony Forbes-Roberts	CEO	1531 N Morningside Dr NE, Atlanta, GA, 30306, USA
Stephen Anderson	CFO	1150 St. Augustine Place, Atlanta, GA, 30306, USA
Suzanne Slaughter	Secretary	135 Lake Park Drive, Sharpsburg, GA, 30277, USA

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/05/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER FL Dean Chuck Link 12800 UNIVERSITY DR STE 125 FORT MYERS, FL 33907-5335	CONTACT NAME:	
	PHONE (A/C, No, Ext): (800) 745-2409	FAX (A/C, No):
	E-MAIL ADDRESS: clink@fdean.com	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: United States Fire Insurance	
	NAIC # 21113	
INSURED SPORTS AND RECREATION PROVIDERS ASSOCIATION (PURCHASING GROUP) AND ITS PARTICIPATING MEMBERS: Atlanta Youth Rugby Inc 1531 N MORNINGSIDE DR NE ATLANTA, GA 30306-3260	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES**CERTIFICATE NUMBER:** USP361590**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY	X		SRPGAPML-101-0122	10/18/2022 12:00 AM	10/18/2023 12:01 AM	EACH OCCURRENCE	\$1,000,000
	☒ COMMERCIAL GENERAL LIABILITY						FIRE DAMAGE (Any one fire)	\$300,000
	☐ CLAIMS-MADE ☒ OCCUR						MED EXP (Any one person)	\$5,000
	☒ INCLUDES ATHLETIC PARTICIPANTS						PERSONAL & ADV INJURY	\$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	\$2,000,000
	☒ POLICY ☐ PRO-JECT ☐ LOC						PRODUCTS - COMP/OP AGG	\$2,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	
	☐ ANY AUTO						BODILY INJURY (Per person)	
	☐ ALL OWNED AUTOS	☐ SCHEDULED AUTOS					BODILY INJURY (Per accident)	
	☐ HIRED AUTO	☐ NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB	☐ OCCUR					EACH OCCURRENCE	
	EXCESS LIAB	☐ CLAIMS-MADE					AGGREGATE	
	DED	RETENTION \$						
A	Abuse and Molestation	X		SRPGAPML-101-0122	10/18/2022 12:00 AM	10/18/2023 12:01 AM	EACH OCCURRENCE	\$100,000
							GENERAL AGGREGATE	\$100,000
A	Accident/Medical Coverage			US1673003	10/18/2022 12:00 AM	10/18/2023 12:01 AM	AD&D	\$10,000
							MAXIMUM MEDICAL	\$10,000
							DEDUCTIBLE	\$100

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Covered Activities: Rugby, Non-Contact Rugby and Community Programs

The Certificate Holder is added as an additional insured but only with respect to liability arising out of the named insured during the policy period. 678-297-6100

Scheduled Activities Exclusion Applies-Please Refer to Named Insured Member Certificate of Coverage**CERTIFICATE HOLDER**Alpharetta Parks and Recreations
175 Roswell St
Alpharetta, GA 30009**CANCELLATION****SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.**

AUTHORIZED REPRESENTATIVE

Francis L. Dean



STAFF REPORT

Department: Administration
Submitted By: Lauren Shapiro
Meeting Date: September 25, 2023

AGENDA ITEM:

Employment Contract: Kathryn "Kathi" Cook

Consideration of approval of an Employment Contract between the City of Alpharetta and Kathryn Cook to serve as Economic and Community Development Director.

STAFF RECOMMENDATION:

Approve an Employment Contract between the City of Alpharetta and Kathryn Cook to serve as Economic and Community Development Director and authorize the Mayor to sign all necessary documents.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

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

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

Attached is an Employment Contract for Kathryn "Kathi" Cook, and if approved, would provide benefits, conditions of employment, and working conditions for her to serve as the Economic and Community Development Director for the City of Alpharetta.

This agreement would take effect on October 1, 2023.

ALTERNATIVES:

Do not approve the Employment Contract.

ATTACHMENTS:

1. Employment Contract Kathi Cook

EMPLOYMENT CONTRACT

THIS EMPLOYMENT CONTRACT, entered into this ____ day of _____, 2023, is by and between the City of Alpharetta, a Georgia municipality, ("CITY"), and Kathryn Cook, an individual, (hereinafter "Kathryn Cook" or "Economic and Community Development Director") (collectively, "Parties").

WHEREAS, CITY desires to retain the services of Kathryn Cook as Economic and Community Development Director for the CITY. CITY is empowered to execute this Employment Contract, as provided by the Charter of the CITY; and

WHEREAS, it is the desire of CITY to provide certain benefits, establish certain conditions of employment, and to prescribe working conditions of the Economic and Community Development Director;

NOW, THEREFORE, for and in consideration of the mutual covenants contained in this Employment Contract and other good and valuable consideration, the adequacy and receipt of which are hereby acknowledged, CITY and Kathryn Cook agree as follows:

1. DUTIES

CITY agrees to employ Kathryn Cook as Economic and Community Development Director of the City of Alpharetta, Georgia, to perform the functions and duties set forth in the CITY's Charter, ordinances, regulations, rules, policies, and standards, associated with the office, and to perform other legally required duties and functions as CITY shall direct from time to time. Economic and Community Development Director agrees to perform all such functions and duties faithfully, competently, professionally, and promptly to the best of Economic and Community Development Director's ability.

2. TERM

This agreement shall be in full force and effect from October 1, 2023, until terminated by CITY or Economic and Community Development Director, as provided in Section 4 of this Employment Contract.

3. SUSPENSION

CITY may suspend Economic and Community Development Director for just cause with or without full pay and benefits at any time during the term of this Employment Contract. Just cause shall be defined as serious job-related misconduct, charged with a crime involving moral turpitude or a felony criminal conviction. The CITY may suspend Economic and Community Development Director without just cause with full pay and benefits at any time during the term of this Employment Contract.

4. TERMINATION OR RESIGNATION

(A) This Employment Contract may be terminated by the CITY upon sixty (60) days' notice to Economic and Community Development Director, which notice shall specify the effective date of termination which shall not be less than sixty (60) days from the date said notice is given, unless a shorter period is agreed to by the Economic and Community Development Director.

(B) Economic and Community Development Director may be removed or discharged only by

duly adopted Resolution of the City Council. In the event of the Economic and Community Development Director's removal or discharge, Economic and Community Development Director shall have no claim against the CITY except for the enforcement of this Employment Contract. Economic and Community Development Director expressly waives her right to have served upon her a written statement of specific reasons for her removal or discharge and her right to a public hearing before the City Council and waives her right to reinstatement and her right to sue the CITY or the City Council, except her right to enforce this Employment Contract, and claims filed with the EEOC, including but not limited to the Age Discrimination in Employment Act, Title VII of the 1964 Civil Rights Act, and claims under the Uniformed Services Employment and Reemployment Rights Act of 1994, and Workers Compensation claims or any other claim which cannot be waived prospectively, and which a waiver is contrary to public policy.

(C) In the event Economic and Community Development Director intends to voluntarily resign employment with CITY, then Economic and Community Development Director shall give CITY sixty (60) days' written notice in advance, unless a shorter period is agreed to by the CITY. Said notice shall be given in accordance with Section 17 of this Employment Contract.

5. SALARY AND RETENTION BONUS

(A) CITY agrees to pay the Economic and Community Development Director, for employment services described in and rendered pursuant to this Employment Contract, an annual base salary of \$210,000. Economic and Community Development Director agrees to accept such annual base salary for her services and CITY agrees that it shall be payable in equal bi-weekly installments at the same time other CITY employees are paid. Upon anniversary date the Base Salary shall be adjusted by the annual city-wide merit increase approved by City Council as noted in the adopted budget.

(B) Additionally, in consideration for the retention of the Economic and Community Development Director as an effective and experienced employee to foster and ensure continuity, efficiency, productivity, esprit de corps, morale, and maintenance of positive customer, employee, and vendor relations with respect to the overall operation of the CITY's Economic and Community Development Department, CITY agrees to pay the Economic and Community Development Director a retention bonus of \$20,000 annually payable in equal bi-weekly installments. The Economic and Community Development Director agrees that the retention bonus is not considered pensionable earnings or compensation for purposes of the City of Alpharetta Combined Defined Benefit Pension Plan nor the City of Alpharetta Retirement Savings Plan.

6. HOURS OF WORK

The defined work week for the Economic and Community Development Director shall be a minimum of forty (40) hours. However, it is recognized and expected that, on occasion, the Economic and Community Development Director must devote time outside the normal office hours to business of the CITY, and to that end, Economic and Community Development Director shall be allowed to establish an appropriate work schedule.

7. PAID TIME OFF (PTO)

Economic and Community Development Director shall accrue PTO at the same rate she was accruing prior to this agreement. All benefits and restrictions, including unused PTO hours at time of termination, of the City's PTO policy shall govern except for PTO Sellback as noted below.

8. PTO SELL BACK

The Economic and Community Development Director shall be eligible to sell back 120 hours of available PTO she has available at time of execution of this agreement. Such election must be made within 30 days of execution of this agreement. No other PTO sell back options will be eligible for election for the remaining term of this agreement.

9. OTHER BENEFITS

All other benefits available to employees, including Health Insurance and Retirement, shall remain available for the Economic and Community Development Director.

10. DUES AND SUBSCRIPTIONS

CITY agrees to budget for and to pay for reasonable professional dues and subscriptions of Economic and Community Development Director necessary for Economic and Community Development Director's participation in national, and state, and local associations and organizations that are necessary and desirable for both Economic and Community Development Director's continued professional participation, growth, and advancement, and for the good of the CITY.

11. PROFESSIONAL DEVELOPMENT

CITY agrees to budget and to pay for the travel and subsistence expenses of Economic and Community Development Director for conferences, short courses, institutes, and seminars that are necessary for both the Economic and Community Development Director's professional development and for the good of the CITY.

12. NO REDUCTION OF BENEFITS

CITY shall not at any time during the term of this Employment Contract reduce the salary, compensation, or other financial benefits of Economic and Community Development Director without written consent of the Economic and Community Development Director.

13. NOTICES.

Notice pursuant to this Employment Contract may be given by mail, by deposit in the custody of the United States Postal Service, postage prepaid, addressed as follows:

CITY: Mayor Jim Gilvin
2 Park Plaza
Alpharetta, Georgia 30009
(with a copy to the Human Resources Director)

ECONOMIC AND COMMUNITY
DEVELOPMENT DIRECTOR: Kathryn Cook
2325 Melina Place
Alpharetta, Georgia 30009

Alternatively, or additionally, any notice required pursuant to this Employment Contract may be personally served. Notice shall be deemed given and effective as of the date and time of personal service, or if mailed, effective as of the date of deposit of such written notice in the course of transmission in the United States Postal Service.

14. GENERAL PROVISIONS

(A) The provisions of this Employment Contract constitute the entire agreement between the Parties. No representation or understanding, whether communicated orally or in writing, is or shall be effective unless contained in this Employment Contract.

(B) If any provision, or any portion of a provision contained in this Employment Contract is held unconstitutional, invalid, or unenforceable, by a court of competent jurisdiction, the remainder of this Employment Contract, or such portion of it, shall be deemed severable, shall not be affected, and shall remain in full force and effect.

(C) No alteration, modification or amendment of this Employment Contract shall be effective unless contained in writing and executed between the Parties in a document of equal dignity with this Employment Contract.

(D) Venue for any lawsuit by either party against the other party or otherwise arising out of this Employment Contract, and for any other legal proceeding, shall be in Fulton County, Georgia, or in the event of federal jurisdiction, in the State of Georgia.

(E) This Employment Contract shall be construed and administered in accordance with Georgia and any other applicable law.

IN WITNESS OF THE FOREGOING, the CITY and Kathryn Cook execute this Employment Contract as follows:

[SIGNATURES ON FOLLOWING PAGE]

APPROVED AS TO CONTENT:

APPROVED AS TO FORM:

Christopher J. Lagerbloom, City
Administrator

Molly Esswein, City Attorney

ATTEST:

CITY OF ALPHARETTA:

By:

Lauren Shapiro, City Clerk

Jim Gilvin, Mayor

WITNESSES:

KATHRYN COOK

Print Name:

Print Name: