



City Council Meeting and Public
Hearing 9-28-2015
SEPTEMBER 28, 2015

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE TO THE FLAG
- IV. CONSENT AGENDA
 - A. Council Meeting Minutes (Meeting of 9/16/2015 and 9/21/2015)
- V. PROJECT UPDATES
 - A. Convention Center
 - B. City Center - Private
 - C. City Center - Public
- VI. PUBLIC HEARING
 - A. MP-15-05/Z-15-08/-CU-15-08/V-15-19 METLIFE
 - B. V-15-24 Old Milton Holdings Variance to the UDC
 - C. CLUP-15-07/PH-15-16 CLUP Update for Downtown Master Plan
 - D. PH-15-22 Development Impact Fee Ordinance (2nd reading)
 - E. Telecommunications Ordinance (2nd reading)
 - F. PH-15-23 UDC Changes-Sign Ordinance (2nd reading)
- VII. OLD BUSINESS
- VIII. NEW BUSINESS
 - A. Bus Arm Enforcement Program
- IX. WORKSHOP
 - A. Foe Killer Creek Watershed Study and Wills Park Drainage and Water Quality Study - Update
 - B. Presentation And Discussion Of Capital Project Financing Options
- X. PUBLIC COMMENT
- XI. REPORTS
- XII. ADJOURNMENT



Official Minutes of
Special Called Meeting
SEPTEMBER 16, 2015

CITY HALL
2 PARK PLAZA
12:00 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta's Clerk's office during normal business hours.

❖ *Mayor Belle Isle called the meeting to order at 12:02 p.m.*

II. ROLL CALL

Members Present:

Mayor Belle Isle, Council Members Cross, Mitchell, Owens and Kennedy

Members Absent:

Mayor Pro Tem Aiken, Council Member Gilvin

Staff Present:

City Administrator Bob Regus, Assistant City Administrator James Drinkard, City Attorney Sam Thomas, City Clerk Coty Thigpen, Director of Community Development Kathi Cook

III. NEW BUSINESS

A. Resolution to Declare and Impose Emergency Moratorium: Signs

- City attorney, Sam Thomas, explained that the Planning Commission will hear the 1st reading of the proposed Sign Ordinance Thursday night and then will be heard at the City Council meeting on September 21, 2015. The Resolution will extend the moratorium to allow for 2 readings of the Ordinance.
- Mr. Thomas read the resolution aloud

Public Comment

None

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

- *Motion approved (5-0)*

B. Resolution to Extend Temporary Moratorium: Telecommunications Equipment

- The Resolution will extend the moratorium to allow for 2 readings of the Ordinance
- City Attorney, Sam Thomas, read the Resolution aloud

Public Comment

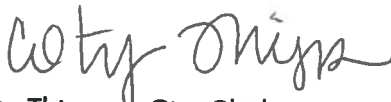
None

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

- *The motion was seconded by Council Member Kennedy*
- *Motion approved (5-0)*

❖ *Mayor Belle Isle adjourned the meeting at 12:15*

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Coty Thigpen".

Coty Thigpen, City Clerk



CITY COUNCIL MEETING
SEPTEMBER 21, 2015

CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
7:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta's Clerk's office during normal business hours.

I. CALL TO ORDER

❖ *Mayor Belle Isle called the meeting to order at 7:30 p.m.*

II. ROLL CALL

Members Present:

Mayor Belle Isle, Mayor Pro Tem Aiken, Council Members Cross (*arrived at 7:38 p.m.), Gilvin, Mitchell, Owens and Kennedy

Members Absent:

None

Staff Present:

City Administrator Bob Regus, Assistant City Administrator James Drinkard, City Attorney Sam Thomas, City Clerk Coty Thigpen, Director of Community Development Kathi Cook, Senior Engineer Eric Graves, Director of Economic Development Peter Tokar, Director of Finance Tom Harris

III. PLEDGE TO THE FLAG

IV. PROCLAMATION

A. Constitution Week

V. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 09/08/2015)

❖ *Council Member Kennedy offered a motion to approve the Consent Agenda*

- *The motion was seconded by Council Member Mitchell*
- *Motion approved (6-0)*

VI. PROJECT UPDATES

- A. Convention Center
- B. City Center - Private
- C. City Center - Public

City Administrator, Bob Regus, reported on 2 updates:

1. Held public input meeting to solicit feedback on future use of the old library site and will host another open house on October 5th.
2. Issued RFP for bandstand and currently reviewing 2 responses. Expect to have a recommendation for consideration on the Council Meeting agenda for next week

Public Comment
None

VII. PUBLIC HEARING

A. PH-1 5-22 Development Impact Fee Ordinance (1st reading)

- Eric Graves came forward to introduce this item on behalf of staff
- Consultant, Bill Ross came forward to answer questions posed by Mayor and Council
- City Attorney, Sam Thomas, read the Ordinance aloud constituting a 1st reading

Public Comment

- James Touchton, 5901-C Peachtree Dunwoody Rd, Atlanta, GA came forward to speak on this item
- ❖ *Council Member Kennedy offered a motion to approve the Ordinance*
 - *The motion was seconded by Council Member Owens*
 - *Motion approved (7-0)*

B. PH-1 5-23 UDC Changes- Sign Ordinance (1st reading)

- Assistant City Attorney, Scott Hastey, came forward to present the changes made to the Ordinance
- City Attorney, Sam Thomas, read the Ordinance aloud constituting a 1st reading

Public Comment
None

- ❖ *Council Member Kennedy offered a motion to approve the Ordinance*
 - *The motion was seconded by Council Member Cross with a friendly amendment to section 7, adding the words 'as its' as the first two words in the parenthetical phrase.*
 - *Motion approved (7-0)*

C. Telecommunications Ordinance (1st reading)

- Assistant Scott Hastey came forward to provide an overview of the changes made to the Ordinance
- Sam Thomas read a Resolution providing a summary of the proposed Ordinance

Public Comment

- Melissa Perignat, of Holt, Ney, Zatcoff and Wasserman, came forward to speak on this item
- Jeremy Berry, of McKenna, Long, and Aldridge, came forward to speak on this item

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

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

VIII. OLD BUSINESS

IX. NEW BUSINESS

A. Code Enforcement Board Appointment (Gilvin)

❖ *Council Member Gilvin offered a motion to appoint Don Nahser to the Code Enforcement Board*

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

B. A Resolution Of The Mayor & Council of The City of Alpharetta Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 11800 Amber Park Drive, Alpharetta, Georgia, For Road Project – Northwinds Parkway Extension (Phase 1), Project No.1114.00.

- City Attorney, Sam Thomas, provided a brief overview of this item and read the Resolution aloud

Public Comment

- Alexander Williamson, 12535 Wexcroft Lane, Alpharetta, GA came forward to speak on this item

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

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

C. Approval Of IGA With Fulton County For Donation Of Former Library Property

- City Attorney, Sam Thomas, read the Resolution aloud, authorizing and approving an

Intergovernmental Agreement between Fulton County and the City of Alpharetta for the donation and conveyance of the 238 canton street property to the city of Alpharetta

Public Comment - None

- ❖ *Council Member Mitchell offered a motion to approve the Resolution to accept the donation of the library from Fulton County*
 - *The motion was seconded by Council Member Gilvin*
 - *Motion approved (7-0)*

X. WORKSHOP

A. Rental Housing Study

- Consultant, Ken Bleakley, came forward to present the highlights of the rental housing study and field questions posed by Mayor and Council
- Discussion was held concerning the possibility of using the findings of this study to adjust the Comprehensive Plan at a later date

XI. PUBLIC COMMENT

- Leah Narro, 11895 Fox Rd, Alpharetta, GA came forward to speak against a proposed rezoning on Fox Rd

XII. REPORTS

- Council Member Owens announced that the Rivers of Life program and Day of Service program are coming together in Alpharetta to benefit projects throughout the City, specifically a Big Creek clean-up project
- Council Member Kennedy announced that the Georgia Planning Association awarded the City of Alpharetta Downtown Master Plan as the 'Outstanding Planning Document for 2015'
- City Clerk, Coty Thigpen, announced that per State Election Code, the City has canceled the 2015 Municipal Election due to each seat up for re-election being uncontested

XIII. ADJOURNMENT TO EXECUTIVE SESSION

- ❖ *Council Member Cross offered a motion to adjourn to Executive Session*
 - *The motion was seconded by Council Member Mitchell*
 - *Motion approved (6-1); Aiken voting no*

Respectfully Submitted,


Coty Thigpen, City Clerk



City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Community Development

Submitted By:

Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: MP-15-05/Z-15-08/-CU-15-08/V-15-19 METLIFE

II. RECOMMENDATION:

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

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

EXTERNAL FUNDING SOURCES:

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

IV. REPORT IN BRIEF:

V. ALTERNATIVES:

VI. ATTACHMENTS:

Revised Letter of Intent 9.16.15, Amended Application, GRTA Report, 2030 FLUP Map, Aerial Map, Zoning Map, Original Application, 2011 Site Plan



COUNCIL AGENDA REPORT

FROM: Kathi Cook, Community Development Director
Prepared by: Richard McLeod, Senior Planner

SUBJECT: MP-15-05 Metropolitan Life/Innovation

PLANNING COMMISSION: September 9, 2015

CITY COUNCIL: September 28, 2015

UPDATE:

The original application was heard at the September 9 Planning Commission meeting and was tabled. On September 16 the applicant amended their application to withdraw their request to allow “for- rent” residential on the property and requested only a modification to the previous 2011 conditions of zoning. Specifically they requested:

Existing 2011 Condition Number 29: Master Plan approval shall be subject to reconsideration if a building permit is not issued by 2/28/2016.

Proposed Amended Condition Number 29: Master Plan approval shall be subject to reconsideration if a building permit is not issued by 2/28/2018.

The Planning Commission removed the item from the table on September 17 and after consideration unanimously recommended approval of the request to change the condition and added that the architecture shall be similar to the renderings submitted with the 2015 application (Condition 13).

RECOMMENDATION:

Approve MP-15-05 Metropolitan Life/Innovation request for change to a previous condition of zoning with the following recommended conditions **(Original 2011 conditions with changes only to Numbers 1, 13 and 29:**

1. The property shall be zoned MU. Site shall be developed substantially similar to plans dated 11/16/10 and substantially similar to architectural renderings designed by **POH Architects, submitted June 2015**, subject to approved conditions.
2. Development regulations shall be as follows:
 - a) Office – 447,200 square foot maximum. Building height shall be limited as depicted on site plan dated November 16, 2010 with 1

building up to 12 stories, remaining office limited to a maximum 5 stories. Mixed use buildings shall be limited to a maximum of 60'.

- b) 25 townhome units (83,400 square feet) in six, 3 story buildings with a maximum height of 45 ft., townhome units located along Lakeview Parkway will be for-sale residential.
 - c) Retail –Maximum of 70,035 square feet. 2 stories or 35 ft., whichever is less; mixed use buildings shall be limited to a maximum of 60'. Retail – two free standing retail buildings be permitted as shown on site plan.
 - d) Hotel – One hotel only with 211 rooms (123,000 square feet) maximum. Hotel may not be an extended stay type facility. Restaurant - A maximum of two, free standing restaurants with a combined square footage of not less than 5,000 square feet and not more than 20,000 square feet with no drive-thru or pick up windows. Maximum height of 2 stories (or 35 ft., whichever is less). One additional “event” restaurant shall also be permitted adjacent to the lake with a maximum of 20,000 square feet.
 - e) Residential - attached ‘for-sale’ units only permitted above office or retail uses- building maximum height of 5 stories or 60 feet, whichever is less. At least 90% of dwelling, for-sale units shall be owner occupied. This occupancy restriction shall be included in the deed conveyance for the property. This restriction shall be included in the recorded condominium declaration. The declaration shall provide that the restriction may not be amended without the approval of the Alpharetta City Council. 470 total units maximum (10 units/ac. based on 47 acres attributed to Pods ‘A’, ‘B’, and a portion of ‘C’ as shown on original master plan)
- 3. Building Setbacks along Haynes Bridge Road shall be as follows: 30' building setback with a 20' landscape strip; building setbacks along Lakeview Parkway shall be 20' with a 15' landscape strip.
 - 4. Building setbacks along internal streets shall be 0 ft. for the first sixty feet of building height. Above sixty feet in height, a 10 ft. setback shall be provided. Sidewalks and street trees shall be incorporated throughout. Pedestrian bridges, stairs, elevators and escalators may encroach over and into public spaces provided that they don't impede pedestrian circulation or safety.
 - 5. Retail / Restaurant/Office and Residential uses shall be developed concurrently. Therefore, no building permit shall be issued for more than one (1) building of a particular use before a building permit is issued for another building of a different use.
 - 6. If stream piping occurs prior to building development, only the minimum disturbance necessary to perform the work will be allowed. No mass grading or clearing will be permitted. A plan to do such work shall be approved by Staff and shall incorporate adequate buffers, tree save areas and other screening provisions to ensure that disturbed

areas will not be visible from external roadways after piping work is completed. At a minimum, mitigation equal to that required by State and Army Corps of Engineer shall be required. Additional water quality or stream restoration in the same basin or other environmental benefit project by developer may be considered for this mitigation.

7. Specimen trees on the site shall be given special consideration and every attempt to incorporate them into the applicant's site plan shall be made as stipulated in the Tree ordinance. In addition, specimen trees along Haynes Bridge Road at Georgia 400, number 701, 803, 804 and 805 will be saved.
8. At-grade pedestrian crossings shall be provided between buildings and across roadway to existing office development. Pedestrian crossings throughout development shall be ramped and the surface materials shall be pedestrian friendly, as approved by Staff.
9. No detention facility shall be visible from Haynes Bridge Road or Lakeview Parkway except a decorative water feature approved by Staff.
10. Parking decks and retaining walls shall be heavily landscaped. Retaining walls visible from developed areas exceeding 16' in height shall be terraced. In areas where the parking decks are visible to the public, the decks will be screened by landscaping or materials approved by Staff.
11. Commercial buildings over 3 stories in height shall be designed in keeping with sustainable practice standards as required by City ordinance.
12. Priority parking spaces shall be provided for alternative fuel vehicles along with accommodation for a vehicle charging station.
13. Prior to LDP for development, the applicant shall submit for approval a document to be entitled 'MetLife (or name TBD) Design Standards'. This document shall include elevations or architectural themes of buildings, specifications for street furniture including benches, trash receptacles, lighting, and bicycle racks, bus shelter, signage landscaping themes, and focal point features and shall be **substantially similar to the renderings from June 26, 2015. Building architectural style shall be Mercantile/warehouse style similar to renderings submitted with the 2015 application. Design standards will be presented to Staff and the Design Review Board for review and approval.**
14. Plans for buildings, landscaping and signage (in the form of a 'sign package') shall be subject to review and approval by the Design Review Board.
15. Awnings shall be provided on buildings at street level where reasonably appropriate in order to protect pedestrians from inclement weather.
16. Surface parking areas shall be screened from Haynes Bridge Road and Lakeview Parkway. A decorative, short wall shall be located along

Lakeview Parkway where needed in order to obscure views of surface parking from Lakeview Parkway.

17. All buildings along Haynes Bridge Road and Lakeview Parkway must face those streets or appear to face those streets. No backside of buildings or “back of house” functions (such as loading or dumpster area), shall be visible from those streets.
18. Measurement of building heights shall not include spires or other decorative architectural features.
19. Focal point features should be incorporated into the development at project entrances and at the corner of Lakeview Parkway and Haynes Bridge Road.
20. Prior to the first LDP for development other than stream piping, applicant shall submit a construction phasing plan which shall demonstrate how construction will be staged and implemented in a manner that screens construction views from adjacent roadways.
21. Prior to the first LDP for development other than stream piping, applicant shall submit a revised master plan for the entire parcel to the City which shall incorporate the approved conditions, as well as the following:
 - a) Approved specifications and standards identified for each use within the total development.
 - b) Pedestrian network.
 - c) Overall planned green space areas.
22. Every plan submitted for a development permit shall include an on-going density and acreage tabulation.
23. All site plans and civil design plans hereafter submitted to the City of Alpharetta shall state as the first note: “This plan reflects conditions stipulated through public hearing regarding case MP-10-01/Z-10-02/V-10-11 Metropolitan Life/Peridot”
24. Provide detailed street planting for Haynes Bridge Road and Lakeview Parkway. Landscape plan shall be approved by Staff prior to a Land Disturbance Permit for development other than stream piping. The landscape plan should include retention of the current mature street trees where reasonably possible (except at curb cuts and in accordance with an approved stream piping plan) along Lakeview Parkway and Haynes Bridge Road with final approval by Staff.
25. The developer and/or property owner shall be responsible for the planting and maintenance of medians within the development site and for the medians located on Lakeview Parkway which are contiguous to the development site. The planting and maintenance shall be in accordance with a plan approved by Staff.
26. Landscaping areas shall not contain any parking, water detention area or buildings, or portion thereof, except that a detention pond or ponds

may be located within the landscaping area if decorative and will provide an amenity.

27. Parking lot islands shall be planted with shrubs and or ground covers (not with mulch only). Provide sufficient green space to provide screening for parking decks. Investigate the possibility of adding shade structures on the top floor of parking deck to cover a minimum 15% of this surface.
28. A bus drop-off area with shelter shall be provided along, Morrison Parkway, Lakeview Parkway or at an alternative location acceptable to MARTA, if requested by MARTA.
29. **Master plan approval shall be subject to reconsideration by City Council if a building permit for a building is not issued by 2/28/2018.**
30. Curb cuts and internal circulation should be considered concept only. Final curb cut locations will need to be approved by the Department of Engineering and Public Works.
31. A 50 ft. easement extending the length of the property within the GA 400 tree buffer shall be dedicated to the City toward the development of an express bikeway.
32. Development Intensity and Use
 - a) Provide a mix of residential, office and retail uses.
33. Improve the intersection at Lakeview Pkwy and Haynes Bridge Rd to include the following: Add a new EB right turn lane along Lakeview (creating dual right turn lanes); extend the existing right turn lane along Haynes Bridge Rd from GA 400 SB Ramp to Lakeview Pkwy; and, construct an additional NB left turn lane along Haynes Bridge Rd at Lakeview Pkwy within the existing median to create dual left turn lanes. Improvements to be implemented as deemed necessary by the Director of Engineering / Public Works.
34. Access Management
 - a) Signalized intersections along Lakeview Parkway shall be a minimum of 1,000 feet from the existing signal at the intersection of Haynes Bridge Road and Lakeview Parkway.
 - b) Provide a maximum of four site driveways on Lakeview Parkway.
 - c) Align driveways on Lakeview Parkway with driveways across the street or offset by a minimum of 150 feet.
 - d) Any full movement site driveway on Lakeview Parkway must be 450 feet minimum from Haynes Bridge Road.
 - e) Any right-in/ right-out site driveway on Lakeview Parkway must be 200 feet minimum from Haynes Bridge Road.
 - f) No site access is allowed onto Haynes Bridge Road.

- g) No outparcels are allowed direct access on Haynes Bridge Road or Lakeview Parkway.
- h) Provide shared driveway between adjacent property (shown as “MetLife”) and the proposed development, as shown on plan.
- i) All internal intersections shall be a minimum of 100 feet from Lakeview Parkway.

35. Pedestrian Facilities

- a) Provide a system of sidewalks throughout the development that accommodates pedestrian access to all uses and building entrances.
- b) Provide continuous pedestrian access around the proposed traffic circle on Lakeview Parkway.

REPORT IN-BRIEF

The subject property is a 47.05-acre tract of land zoned MU and situated within the MetLife Master Plan (Georgia 400 Center) together with a small, separate piece of property, all located at the southwest corner of Morrison Parkway and Haynes Bridge Road. The applicant is requesting a master plan amendment in order to revise a previous condition of zoning (Condition 29) in order to extend the time allowed for a building permit from 2/28/16 to 2/28/18.

The project consists of 40,000 square feet of restaurant space, 70,035 square feet of retail, a 211 room hotel, 447,200 square feet of office use, and 495 “for-sale” dwelling units.

DISCUSSION

The applicant is requesting to change a previous condition of zoning for the 47.05 acres of land that was zoned MU in 2011. In 2011, approval of a Master Plan, entitled Peridot at that time, and a stream buffer variance were requested and approved. The 2010 Master Plan did not require another DRI review. GRTA Submitted a “Notice of Decision” stating the project is approved as submitted with recommended conditions. The Master Plan was approved by the City with 35 conditions in February 2011.

The applicant withdrew their request for a conditional use to allow “for-rent” residential on the property as well as requested variances and rezoning of the remaining O-I parcel.

CONCURRENCES

The project meets the Future Land Use Plan designation for a Mixed Use development and provides onsite “for-sale” residential units in order to promote a live work community. Conditions have been recommended to require the warehouse/mercantile architecture which is important to brand this particular mixed use development and differentiate it from other mixed use developments.

Concurrent construction of the retail, hotel, office and residential was previously required in order to ensure the reduction in vehicular trips is realized on site.

Attachments

Site Plan

Architectural Drawings

Promenade, Suite 3100
1230 Peachtree Street, N.E.
Atlanta, Georgia 30309-3592
Main: 404 815-3500
Fax: 404 815-3509
www.sgrlaw.com

SMITH, GAMBRELL & RUSSELL, LLP
Attorneys at Law

Kathryn M. Zickert
Direct Tel: 404-815-3704
Direct Fax: 404-685-7004
kzickert@sgrlaw.com

September 16, 2015

VIA E-MAIL

Ms. Kathi Cook, Director
Community Development
City of Alpharetta, Georgia
2 Park Plaza
Alpharetta, Georgia 30009

Re: *Amended Application of Metropolitan Life Insurance Company with Respect to 8.04 Acres of Land in the NW Quadrant of Georgia 400 and Haynes Bridge Road, Land Lots 698, 699, 744, 745, 752, 753, 1st District, 2nd Section, Fulton County, Georgia*

Item Nos. MP-15-005; Z-15-08; CU-15-08; V-15-10

Dear Ms. Cook:

As you know, I represent Metropolitan Life Insurance Company ("MetLife") with respect to the above-referenced Applications. Please accept this letter as our request for the Planning Commission to remove this matter from the table at its September 17, 2015 specially called meeting. We are making this request so we may ask for withdrawal of our Rezoning petition, the withdrawal of our two Variances requests, the withdrawal of our Conditional Use Permit request and an Amendment to our Master Plan Amendment application to eliminate all requests relative to amending the 2011 Master Plan, except for Condition 29.

Specifically, with respect to Item Z-15-08, MetLife respectfully requests to amend its original Application to seek only a modification to a single condition of rezoning placed on the Subject Property in 2011:

Existing Condition No. 29: Master plan approval shall be subject to reconsideration if a building permit for a building is not issued by 2/28/2015.

Proposed Amended Condition No. 29: Master plan approval shall be subject to reconsideration if a building permit for a building is not issued by 2/28/2018.



Ms. Kathi Cook, Director
September 16, 2015
Page 2

The Amended Condition No. 29 would allow MetLife to market the property with the potential for it to be developed pursuant to the existing (2011) conditions for a mixed-used development.

Sincerely,



Kathryn M. Zickert

KMZ/tnw

cc: Mr. Brian Soss
Mark A. Shaffer, Esq.
Mr. Tony Bartlett
Robert D. Griest, Esq.

AMENDED

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: **MP-15-05**

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT • 2 PARK PLAZA • ALPHARETTA, GA 30009

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

Contact Information:

Contact Name: Kathryn M. Zickert, Esq. Telephone: 404-815-3704

Address: 1230 Peachtree Street, NE Suite: 3100

City: Atlanta State: GA Zip: 30309 Fax: 404-685-7004

Mobile Tel: 404-906-2792 Email: kmzickert@sgrlaw.com

Subject Property Information:

Address: See Attachment A Current Zoning: MU

District: 1 Section: 2 Land Lot: See Att. A Parcel ID: See Attachment A

Proposed Zoning: MU Current Use: In use for three office buildings; mixed office/retail/residential use is already approved for the site

This Application For (Check All That Apply):

- | | |
|---|---|
| ☐ Conditional Use | ☒ Master Plan Amendment |
| ☐ Rezoning | ☐ Master Plan Review |
| ☐ Variance | ☒ Public Hearing |
| ☐ Comprehensive Plan Amendment | ☒ Other (Specify): |
- Extend potential expiration date of 2/28/16 for existing Master Plan (MP-10-01) until 2/28/18.

City of Alpharetta Public Hearing Application

ATTACHMENT A

Land Lots 698, 699, 744, 745, 752, 753

2300 Lakeview Parkway; 12 271007450317

2325 Lakeview Parkway; 12 271007450507

2400 Lakeview Parkway; 12 271007450523

0 Haynes Bridge Rd.; 12 271007520275

0 Haynes Bridge Rd.; 12 271007520309

0 North Fulton Expwy; 12 272007530264

0 North Fulton Expwy; 12 272007440258

0 Haynes Bridge Rd. # Rear; 12 272007440233

0 Lakeview Dr.; 12 272007440241

0 Haynes Bridge Rd.; 12 271007520291



NOTICE OF DECISION

To: Doug Hooker, ARC
(via electronic Sonny Deriso, GRTA
mail) Bob Voyles, GRTA

Dick Anderson, GRTA
Al Nash, GRTA

To: Mayor David Belle Isle, City of Alpharetta
(via electronic Tony Bartlett, Lincoln Property Company
mail and certified
mail)

From: Chris Tomlinson, GRTA Executive Director

Copy: Kirk Fjelstul, GRTA
(via electronic Laura Beall, GRTA
mail) Jon West, DCA
Jon Tuley, ARC
Patrick Allen, GDOT Dist 7
Greg Floyd, MARTA

Eric Graves, City of Alpharetta
Richard McLeod, City of Alpharetta
Brian Soss, MetLife Real Estate Investors
Kathy Zickert, Gambrell Smith & Russell
John Walker, Kimley-Horn & Associates

Date: July 23, 2015

Re: DRI #2499 Innovation Mixed Use

Summary: This Notice of Decision for DRI 2499 replaces the one previously issued for this property as DRI 1566 Georgia 400 Center (aka MetLife) dated January 25, 2008.

**Notice of Decision for
Request for Expedited Review of
DRI 2499 Innovation Mixed Use**

The purpose of this notice is to inform Lincoln Property Company (the Applicant), City of Alpharetta (the local government), the GRTA Land Development Committee, the Georgia Department of Community Affairs (DCA), the Georgia Department of Transportation (GDOT), and the Atlanta Regional Commission (ARC) of GRTA's decision regarding DRI 2499 Innovation Mixed Use (the DRI Plan of Development). GRTA has completed an Expedited Review for the DRI Plan of Development pursuant to sections 3-101 and 3-102 of the *Procedures and Principles for GRTA Development of Regional Impact Review* and has determined that the DRI Plan of Development meets the GRTA review criteria set forth in Sections 3-101 and 3-102.F. The DRI Plan of Development as proposed is **approved subject to conditions**, as provided in Attachment A and subject to the limitations placed on allowable modifications to the DRI Plan of Development, as described in Attachment B.

This decision will become final and no further review will be required, unless: (1) a request for review by the Land Development Committee is submitted to the Executive Director within five (5) business days of receipt of this notice pursuant to Section 2-502 of the *Procedures and Principles for GRTA Development of Regional Impact Review*, or (2) an appeal by the Applicant is submitted to the Executive Director within five (5) business days of receipt of this notice pursuant to Section 2-501, or (3) an appeal by the local government is submitted to the Executive Director within five (5) business days of receipt of this notice pursuant to Section 2-501. If GRTA staff receives a request for review or an appeal, you will receive another notice from GRTA, and the Land Development Committee will hear the appeal or request for Expedited Review at the Board's August 12, 2015 meeting.

The notice of decision is based upon review of the applicant's DRI Review Package. The Review Package includes site plan prepared by Pieper O'Brien Herr Architects dated July 1, 2015, transportation analysis prepared by Kimley-Horn and Associates dated July 2015 (GRTA received both on July 6, 2015). The review also includes confirmation from the City of Alpharetta received by GRTA on July 6, 2015 and the Atlanta Regional Commission received by GRTA on July 9, 2015 that the Livable Centers Initiative (LCI) criterion has been met.

Approval of the above referenced DRI by expedited review shall not constitute GRTA approval of any subsequent material modifications to the proposed DRI by the local government such that the proposed DRI is no longer eligible for approval by expedited review.



Chris Tomlinson
Executive Director
Georgia Regional Transportation Authority

Attachment A – General Conditions

General Conditions of Approval to GRTA Notice of Decision:

Development Intensity and Use

- Provide a mix of residential, office and retail uses.

Access Management

- Signalized intersections along Lakeview Parkway shall be a minimum of 1,000 feet from the existing signal at the intersection of Haynes Bridge Road and Lakeview Parkway.
- Provide a maximum of four site driveways on Lakeview Parkway.
- Align driveways on Lakeview parkway with opposing existing driveways or offset by a minimum of 150 feet.
- Any full movement site driveway on Lakeview Parkway must be a minimum of 450 feet from Haynes Bridge Road.
- Any right-in/right-out site driveway on Lakeview Parkway must be a minimum of 200 feet from Haynes Bridge Road.
- No direct site access is allowed onto Haynes Bridge Road.
- No outparcels are allowed direct access on Haynes Bridge Road or Lakeview Parkway.
- Provide shared driveway between adjacent property (shown as "MetLife") and the proposed development, as shown on plan.
- All internal intersections shall be a minimum of 100 feet from Lakeview Parkway, except from a roundabout.

Pedestrian Facilities

- Provide a system of sidewalks throughout the development providing pedestrian access to all uses, building entrances and site driveways.
- Provide safe pedestrian crossings at all site driveway intersections (four-legged intersections) on Lakeview Parkway, including roundabouts.

Road Improvements as Conditions to GRTA Notice of Decision:

Haynes Bridge Road at Lakeview Parkway / Northwinds Parkway

- Construct one additional northbound left-turn lane along Haynes Bridge Road onto Lakeview Parkway creating dual northbound left-turn lanes
- Construct one additional eastbound right-turn lane along Lakeview Parkway onto Haynes Bridge Road creating dual eastbound right-turn lanes

Attachment B – Required Elements of the DRI Plan of Development

Conditions Related to Altering Site Plan after GRTA Notice of Decision:

The on-site development will be constructed materially (substantially) in accordance with the Site Plan. Changes to the Site Plan will not be considered material or substantial so long as the following conditions are included as part of any changes:

- All "Proposed Conditions of Approval to GRTA Notice of Decision" set forth in Attachment A are provided.



REVISED LETTER OF UNDERSTANDING & STAFF RECOMENDATION

July 13, 2015

Tony Bartlett
Lincoln Property Company
3405 Piedmont Road, NE
Suite 100
Atlanta, Georgia 30305

RE: **DRI 2499 - Innovations**

Dear Mr. Bartlett:

The purpose of this letter is to inform you of GRTA staff's recommendation regarding your request for expedited review of the **DRI 2499 Innovations** Development of Regional Impact. The proposed development is located in the City of Alpharetta on 55.09 acres located south of Haynes Bridge Road and west of GA 400. The trigger for this development is a Master Plan Amendment.

The project will be a mixed-use development consisting of approximately 414 apartment units, 25 unit condominiums, 200-room hotel, 751,500 square feet of office space, 75,100 square feet of retail space, and 30,700 square feet of restaurant space. The planned build-out of this DRI is 2019.

The site is the same property as the previously reviewed DRI 1566 Georgia 400 Center (aka MetLife) in 2007. DRI 2499 Innovations will replace the previously approved GRTA Notice of Decision issued on January 25, 2008 and associated conditions of approval.

Expedited Review Recommendation

Based on the request, site plan prepared by Pieper O'Brien Herr Architects dated July 1, 2015, transportation analysis prepared by Kimley-Horn and Associates dated July 2015 (GRTA received both on July 6, 2015), and a methodology meeting held on May 18, 2015, the DRI meets the criteria for expedited review under the DRI *Procedures and Principles* Section 3-102.F., Livable Centers Initiative (LCI). The criteria requires the proposed DRI project to be located within an LCI, consistent with the LCI plan adopted by the City of Alpharetta, and that the LCI implementation is in good standing with ARC. GRTA received confirmation from ARC on July 9, 2015 and from the City of Alpharetta on July 6, 2015 regarding consistency with the North Point LCI.

GRTA staff has recommended **APPROVAL with CONDITIONS (below)** for expedited review under Section 2-202.B and 2-202.C of the *Procedures and Principles for GRTA Development of Regional Impact Review*.

Proposed General Conditions to GRTA Notice of Decision:

Development Intensity and Use

- Provide a mix of residential, office and retail uses.

Access Management

- Signalized intersections along Lakeview Parkway shall be a minimum of 1,000 feet from the existing signal at the intersection of Haynes Bridge Road and Lakeview Parkway.
- Provide a maximum of four site driveways on Lakeview Parkway.

- Align driveways on Lakeview parkway with opposing existing driveways or offset by a minimum of 150 feet.
- Any full movement site driveway on Lakeview Parkway must be a minimum of 450 feet from Haynes Bridge Road.
- Any right-in/right-out site driveway on Lakeview Parkway must be a minimum of 200 feet from Haynes Bridge Road.
- No direct site access is allowed onto Haynes Bridge Road.
- No outparcels are allowed direct access on Haynes Bridge Road or Lakeview Parkway.
- Provide shared driveway between adjacent property (shown as "MetLife") and the proposed development, as shown on plan.
- All internal intersections shall be a minimum of 100 feet from Lakeview Parkway.

Pedestrian Facilities

- Provide a system of sidewalks throughout the development providing pedestrian access to all uses, building entrances and site driveways.
- Provide safe pedestrian crossings at all site driveway intersections (four-legged intersections) on Lakeview Parkway.

Proposed Road Improvements to GRTA Notice of Decision:

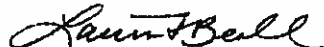
Haynes Bridge Road at Lakeview Parkway / Northwinds Parkway

- Construct one additional northbound left-turn lane along Haynes Bridge Road onto Lakeview Parkway creating dual northbound left-turn lanes
- Construct one additional eastbound right-turn lane along Lakeview Parkway onto Haynes Bridge Road creating dual eastbound right-turn lanes

A meeting has been scheduled for **Tuesday, July 14th 11:00 a.m. at GRTA office** to discuss the above staff recommendations for the Notice of Decision. GRTA's Executive Director will make the final decision regarding your request for expedited review on or before July 23, 2015.

If you would like additional information or discussion, please contact me immediately at (404) 463-3068 or by email at lbeall@grta.org to get a meeting scheduled prior to the final decision.

Sincerely,



Laura F. Beall, AICP
Program Manager

cc:

Jon West, DCA
Jon Tuley, ARC
Patrick Allen, GDOT District 7
Greg Floyd, MARTA

Eric Graves, City of Alpharetta
Richard McLeod, City of Alpharetta
Brian Soss, MetLife Real Estate Investors
Kathy Zickert, Smith Gambrell Russell
John Walker, Kimley-Horn & Associates



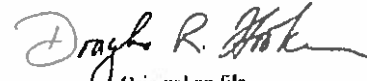
REGIONAL REVIEW FINDING

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax: 404.463.3105 • www.atlantaregional.com

DATE: July 24, 2015

ARC REVIEW CODE: R15071001

TO: Mayor David Belle Isle
ATTN TO: Kathy Cook, Community Development Director
FROM: Douglas R. Hooker, Executive Director
RE: Development of Regional Impact Review


Original on file

The Atlanta Regional Commission (ARC) has completed regional review of the following Development of Regional Impact (DRI). Below is the ARC finding. The Atlanta Regional Commission reviewed the DRI with regard to conflicts to regional plans, goals, and policies and impacts it might have on the activities, plans, goals, and policies of other local jurisdictions and state, federal, and other agencies. The finding does not address whether the DRI is or is not in the best interest of the local government.

Name of Proposal: Innovation Mixed Use

Submitting Local Government: City of Alpharetta

Review Type: Development of Regional Impact **Date Opened:** July 10 2015 **Date Closed:** July 24, 2015

Description: The proposed development will be located in the City of Alpharetta, at the intersection of Haynes Bridge Road and Lakeview Parkway. It is proposed to include 751,500 square feet of office space, 105,800 square feet of retail/restaurant space, 439 residential units, and a 200 room hotel. This development site was previously reviewed as Metlife Tract (Georgia 400 Center), DRI #1566, in 2007.

Comments: Regional Context:

According to the ARC Unified Growth Policy Map (UGPM) and the Regional Development Guide (RDG), the proposed development is within a Regional Center. Additionally, the development is located within the North Point LCI study area, as such, the development should be consistent with the recommendations of the LCI plan, as well as any plan updates or supplemental studies.

Regional Centers have 10,000 jobs or more in approximately four square miles. People travel from around the region to these centers for employment, shopping and entertainment. These centers should be connected to the regional transportation network with existing or planned high capacity transit service. In most cases, these centers have a jobs-housing imbalance, so housing options should be expanded within their boundaries, especially around existing or planned transit.

Some regional Centers could also be considered "Edge Cities," developed in a suburban, auto-oriented way. They have limited multi modal transportation options and are challenged by increasing congestion. Local plans and policies should support efforts to transform these areas into highly accessible mixed-use urban hubs.

Some Regional Centers may have high concentrations of logistics or industrial uses. The retention of these uses is a key regional strategy. While some housing and other uses can be added, special attention should be given to reducing the impacts these will have on the existing logistics/industrial uses.

Recommendations:

During the review, site access and intersections along Lakeview Parkway were identified as needing additional examination. The developer should work with the City of Alpharetta and GDOT to determine the best location and design for access and intersections. Impacts to Haynes Bridge, which is a state route, as well as impacts to other travel modes and nearby property should be carefully considered.

In order to encourage employees and guests of the site to use alternative modes, bicycle and pedestrian facilities should be improved or provided where appropriate. Additionally, the developer should investigate the possibility of providing shared parking, parking for carpooling, space for car sharing or bicycle sharing services, as well as bicycle parking and other related facilities.

Care should be taken throughout the design process to ensure that the development promotes visually interesting, functional, and comfortable pedestrian experience on all streets in and around the project. Where parking garages are proposed, they should be located away from the street, behind or beside buildings, and screened from view. The current plan proposes a large garage facing Lakeview Parkway. Additionally, the existing office development across Lakeview Parkway from the proposed development is surrounded by a large surface parking lot that fronts public roads on all sides. The developer and the City of Alpharetta should explore strategies for minimizing the visual impact of the garage and any existing or planned surface parking on the community.

Additionally, stormwater runoff from these facilities should be considered and mitigated with the use of pervious materials, water collection systems or other strategies.

See additional staff comments included in this report.

THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES RECEIVED NOTICE OF THIS REVIEW:

ARC COMMUNITY DEVELOPMENT

ARC RESEARCH & ANALYTICS

GEORGIA DEPARTMENT OF NATURAL RESOURCES

METRO ATLANTA RAPID TRANSIT AUTHORITY

ARC TRANSPORTATION ACCESS & MOBILITY

ARC AGING & HEALTH RESOURCES

GEORGIA DEPARTMENT OF TRANSPORTATION

CITY OF ALPHARETTA

ARC NATURAL RESOURCES

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

GEORGIA REGIONAL TRANSPORTATION AUTHORITY

CITY OF ROSWELL

If you have any questions regarding this review, Please contact Jon Tuley at (404) 463-3307 or jtuley@atlantaregional.com. This finding will be published to the ARC website.

The ARC review website is located at: <http://www.atlantaregional.com/land-use/planreviews>.



ATLANTA REGIONAL COMMISSION

40 COURTLAND STREET, NE

ATLANTA, GEORGIA 30303

MEMORANDUM

TO: Jon Tuley, Land Use Division

FROM: Daniel Studdard, Transportation Access and Mobility Division

DATE: July 8, 2015

SUBJECT: **Transportation Division Review of DRI # 2499**
Project: Innovation Mixed-Use
County: Fulton, City of Alpharetta
Location: Northwest of GA 400 at Haynes Bridge Road and Lakeview Parkway
Analysis:
Expedited ☒
Non-Expedited ☐

cc: David Haynes
TAMD

The Transportation Access & Mobility Division has reviewed the traffic study performed by Kimley-Horn and Associates, Inc., on behalf of Lincoln Property Company and MetLife Real Estate Investors, the developer of Innovation Mixed-Use. The following input is provided for the Infrastructure section of the DRI Report. The Innovation Mixed-Use development lies within the bounds of the *North Point Activity Center Livable Centers Initiative Study* (April 2008). Based on that, this DRI proposal is being considered for review under the Georgia Regional Transportation Authority Expedited Review Process, based on compliance with the Expedited Review Criteria in Section 3-102, Part F – Livable Centers Initiative (LCI).

The proposed 55.09-acre site is located just northwest of GA 400, bordered by Lakeview Parkway to the north, GA 400 to the south, Haynes Bridge Road to the east, and an existing office complex and lake to the west in the City of Alpharetta. Build-out of the proposed redevelopment project is expected to be completed by 2019. The proposed site consists of the following land uses and densities:

Apartments:	414 Dwelling Units
Condominiums:	25 Dwelling Units
Hotel:	200 Rooms
Office Building:	751,500 SF
Retail Shopping:	65,800 SF
Restaurant:	40,000 SF

INFRASTRUCTURE Transportation

How many site access points and parking facilities will be associated with the proposed development? What are their locations?

The proposed development will be served by four total driveways. Three driveways will be new along Lakeview Parkway: two (2) full-movement driveways and one (1) right-in-right-out driveway. The fourth driveway will be a connection made to the Existing Office Driveway 1, a full-movement driveway approximately 315' south of the intersection of Lakeview Parkway at Morrison Parkway.

Proposed Site Driveway #1 will be a new full-movement driveway connection along Lakeview Parkway, approximately 760' southeast of the intersection of Lakeview Parkway and Morrison Parkway. Based on the site plan, this driveway connection is proposing a new median opening/break along Lakeview Parkway and the relocation of the Existing Office Driveway #2 approximately 140' east of its current location.

Proposed Site Driveway #2 will be a new full-movement driveway connection along Lakeview Parkway, approximately 750' southwest of the intersection of Haynes Bridge Road and Lakeview Parkway. Based on the site plan, this driveway connection is proposed at an existing median opening and will also serve the Existing Offices via a new driveway connection. As shown on the site plan, this intersection is being proposed as a future signalized intersection. The DRI transportation analysis evaluated this intersection as a signalized intersection (Alt. 1) as well as a roundabout (Alt. 2).

Proposed Site Driveway #3 will be a new right-in-right-out (RIRO) driveway along Lakeview Parkway, approximately 335' southwest of the intersection of Haynes Bridge Road and Lakeview Parkway.

The proposed site driveways provide vehicular access to the entire development. Internal private roadways throughout the site provide access to all buildings and parking facilities. Parking will be provided throughout the development as follows:

Parking Provided:	2,950 spaces
Parking Required by code:	2,925 spaces

How much average daily traffic will be generated by the proposed project?

The traffic consultant calculated traffic volumes for the proposed land uses and densities using equations contained in the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, Ninth Edition, 2012*. Trip generation for this proposed development was calculated based upon the following land uses: Apartment (220), Residential Condominium (230), Hotel (310), Office (710), Retail (820), and High-Turnover (Sit-Down) Restaurant (932).

A total of 20,582 gross daily trips are projected. Mixed-use reductions, alternative transportation mode, (walking, bicycle, and transit), and pass-by trip reductions were applied for this study. This resulted in a projected 9,764 net new daily trips. The total (net) trips generated and analyzed were listed in Table 6 of the DRI traffic report.

Table 6 Innovation Mixed-Use DRI						
Net Trip Generation						
	Daily Traffic		AM Peak Hour		PM Peak Hour	
	Enter	Exit	Enter	Exit	Enter	Exit
Gross Project Trips	10,291	10,291	1,266	578	842	1,309
<i>Mixed-Use Reduction</i>	-4,533	-4,533	-244	-244	-346	-346
<i>Alternative Mode Reduction</i>	-288	-288	-51	-17	-25	-48
<i>Pass-By Reduction</i>	-633	-633	-0	-0	-64	-64
Net New Trips	4,837	4,837	971	317	407	851

Summarize the transportation improvements as recommended by the traffic study consultant

The consultant recommended no roadway improvements based on the existing condition analysis.

The 2019 No Build analysis showed one intersection with a failing LOS. The following recommendations were made.

- Intersection #6 – Haynes Bridge Road at GA 400 NB Ramps – operates at a LOS E during the PM Peak hour
 - Provide one (1) additional southbound left-turn lane (creating dual southbound left-turn lanes) along Haynes Bridge Road onto the 400 NB on-ramp by restriping the northbound inside through-lane.
 - Improve the existing eastbound 400 NB on-ramp from one (1) receiving lane to two (2) receiving lanes.

The 2019 Build analysis identified the following recommendations:

- Intersection #4 – Haynes Bridge Road at Lakeview Parkway / Northwinds Parkway – operates at a LOS E and F during the AM and PM Peak hour, respectively.
 - Construct one (1) additional northbound left-turn lane along Haynes Bridge Road onto Lakeview Parkway (creating dual northbound left-turn lanes).
 - Construct one (1) additional eastbound right-turn lane along Lakeview Parkway onto Haynes Bridge Road (creating dual eastbound right-turn lanes).
- Intersection #6 – Haynes Bridge Road at 400 NB Ramps – operates at a LOS E during the PM Peak hour. Note: The following were also recommended as 2019 No-Build recommended improvements (Section 6.2).
 - Provide one (1) additional southbound left-turn lane along Haynes Bridge Road onto the 400 NB on-ramp by restriping the northbound inside through-lane.
 - Improve the existing eastbound 400 NB on-ramp from one (1) receiving lane to two (2) receiving lanes.

The 2019 Build Ingress/Egress analysis identified the following recommendations:

- Intersection #8 – Lakeview Parkway at Relocated Existing Office Driveway #2 / Proposed Site Driveway #1

- Construct a two (2) lane roundabout. Refer to Figure 9 for a more complete laneage depiction.
- Provide two (2) northbound and two (2) southbound entry lanes into the roundabout.
- Provide two (2) lanes exiting the roundabout in the northbound and southbound directions.
- Construct Proposed Site Driveway #1 to have one ingress lane and one egress lane, aligned with Relocated Existing Driveway via the proposed roundabout.
- Relocate the Existing Office Driveway#2 approximately 140 feet south of its current location to be aligned with Proposed Site Driveway #1 via the proposed roundabout.
- Intersection #9 – Lakeview Parkway at Proposed Driveway for Existing Office / Proposed Site Driveway #2
 - Alternative 1 (shown on site plan)
 - Install a traffic signal (when warranted).
 - Construct one (1) northbound left-turn lane and one (1) northbound shared through/right-turn lane from Proposed Site Driveway #2 onto Lakeview Parkway.
 - Construct one (1) southbound left-turn lane and one (1) southbound shared through/right-turn lane from Proposed Driveway for Existing Office onto Lakeview Parkway.
 - Convert the existing eastbound U-turn lane into a left-turn lane into Proposed Driveway for Existing Office.
 - Convert the existing westbound U-turn lane into a left-turn lane into Proposed Site Driveway #2.
 - Alternative 2
 - Construct a two (2) lane roundabout.
 - Provide two (2) eastbound entry lanes and two (2) westbound entry lanes into the roundabout.
 - Provide two (2) lanes exiting the roundabout in the eastbound and westbound directions.
 - Construct Proposed Site Driveway #2 to have one ingress lane and one egress lane, aligned with Proposed Driveway for Existing Office via the proposed roundabout.
 - Construct Proposed Driveway for Existing Office to have one ingress lane and one egress lane, aligned with Proposed Site Driveway #2 via the proposed roundabout.
- Intersection #10 – Lakeview Parkway at Existing Office Driveway #3 / Proposed Site Driveway #3
 - Close the median along Lakeview Parkway.
 - Convert the Existing Office Driveway #3 from a full-movement driveway into a right-in/right-out driveway.
 - Construct Proposed Site Driveway #3 to have one ingress lane and one egress lane as a right-in/right-out driveway.

List the transportation improvements that would affect or be affected by the proposed project.

The transportation study stated that the consultant researched ARC's Transportation Improvement Program (TIP), the GDOT Statewide TIP (STIP), the Plan 2040 Regional Transportation Plan (RTP), GDOT's Construction Work Program, the North Fulton Community Improvement District (CID) and the North Fulton County Comprehensive Transportation Plan (CTP). The identified projects are listed in Table 12 of the DRI Transportation Analysis, shown below.

Table 12 Programmed Improvements			
#	Completion Year	Project ID	Project Description
1	2040	AR-ML-300	SR 400 Managed Lanes from I-285 north to SR 20
2	2040+	ASP-AR-426	North Corridor High Capacity Rail Service from North Point Mall area to Woodward Parkway
3	2030	FN-067A	SR 9 (Alpharetta Highway/Main Street) widening from Upper Hembree Road to Woodward Parkway
4	2020	FN-067B	SR 9 (Alpharetta Highway/Main Street) operational improvements from Upper Hembree Road to Academy Street
5	2017	FN-259	Encore Parkway Corridor Improvements will widen Encore Parkway between Westside Parkway and North Point Parkway
6	2020	FN-299	Encore Parkway Greenway Connection for pedestrian and bicycle use between the Alpharetta Big Creek Greenway and the North Point Activity Center
7	2020	FN-278	Woodward Parkway auxiliary lane from SR 400 to Deerfield Parkway
8	*	NF CID Project # 3	Northwinds Parkway Extension between Kimball Bridge Road and Old Milton Parkway

Source: Innovation Mixed-Use DRI #2499 - Transportation Analysis

Is the site served by transit? If so, describe type and level of service and how it will enhance or be enhanced by the presence of transit? Are there plans to provide or expand transit service in the vicinity of the proposed project?

There is one direct transit route located within the vicinity of the project site; MARTA bus route 140 stops along eastbound Haynes Bridge Road, just west of Lakeview Parkway and along northbound Northwinds Parkway, just north of Haynes Bridge Road. Therefore, a 5% alternative mode reduction is applied. Additionally, there is a long-range plan for the MARTA rail extension to the North Point Mall area.

What other issues should be considered during the traffic study or in general for the proposed development?

Section 6.1 of the transportation analysis states "As described in Section 2.2 of this report, a 0.5% growth factor was applied to all 2015 counts to represent Existing 2015 conditions." This adjustment is not described in Section 2.2 as indicated, and it is unclear why a growth rate was applied to the count

data for the 2015 existing conditions. A growth rate would only be applied for an existing conditions analysis if count data is from a previous year. The applicant should ensure that the counts used for the analysis meet the requirements of the GRTA Letter of Understanding, which states "Capacity analysis shall be based on turning movement counts collected not more than 12-months prior to the date of the actual DRI submittal to GRTA."

The 2019 Build analysis included the following recommendation:

- Intersection #4 – Haynes Bridge Road at Lakeview Parkway / Northwinds Parkway – Construct one (1) additional eastbound right-turn lane along Lakeview Parkway onto Haynes Bridge Road (creating dual eastbound right-turn lanes).

Based on an aerial of this intersection, it appears that a channelized right-turn with a large turning radius was recently removed from this approach. This removal helps to facilitate pedestrian crossings at this intersection, but slows right-turn traffic on the eastbound approach. The proposed addition of a second right-turn lane would be detrimental to pedestrian crossings at this intersection. The applicant should consider other options, such as the addition of a right-turn overlap phase on the eastbound approach to move more vehicular traffic without adding another lane.

The proposed roundabouts shall provide adequate pedestrian crossing facilities, including sidewalks, crosswalks, signage, lighting, and splitter islands with pedestrian refuge locations. They shall also meet appropriate ADA requirements. Stamped concrete, red or other non-white paint colors, or other design features that help to enhance the pedestrian path should also be considered, particularly since multilane roundabouts can be challenging for pedestrians to cross.

Adequate truck parking and loading zones should be provided on-site for all uses, particularly all retail and restaurant uses. Additionally, the site design and access points should provide adequate space and turning radii for trucks to enter and exit the site without creating turning conflicts with vehicles on the adjacent roadways or impacting the curbs or streetscape features at the access points.

**INNOVATION DRI
City of Alpharetta
Natural Resources Division Review Comments**

July 8, 2015

Water Supply Watershed and Stream Buffer Protection

The proposed project property is located within the Big Creek Water Supply Watershed, which is a small (less than 100 square mile) watershed and is a public water supply source for the City of Roswell. The proposed project is within seven miles of the City of Roswell intake.

Under the Georgia Planning Act of 1989, all development in a public water supply watershed is subject to the DNR Part 5 Water Supply Watershed Minimum Criteria (Chapter 391-3-16-.01, Criteria for Water Supply Watersheds) unless alternative criteria are developed and adopted by the jurisdiction according to the requirements of the Part 5 criteria and are then approved by Georgia EPD and DCA. The minimum criteria in a small water supply watershed include: a limit on impervious surfaces of either 25 percent of the watershed area or the existing amount, whichever is greater; buffer requirements on perennial (blue-line on a USGS 1:24,000 quad sheet) streams that include a 100-foot undisturbed buffer and 150-foot impervious setback on streams that are within 7 miles upstream of the closest intake; and requirements for hazardous materials and hazardous waste. However, alternate criteria have been developed for this watershed.

The Big Creek Watershed Study was completed in December 2000 with participation by all jurisdictions in the basin. It includes alternative protection measures to the DNR Part 5 Water Supply Watershed Criteria, including structural and non-structural control measures. It is our understanding that the City of Alpharetta has adopted protection requirements consistent with those proposed in the Study and that DCA has accepted those requirements in lieu of the Part 5 minimum criteria. This project will need to conform to Alpharetta's water supply watershed requirements.

The USGS coverage for the project area shows a short length of an unnamed blue line stream running from the lake on the property to the southern property boundary of the property with the Georgia 400 right-of-way. No buffers are shown for that stream, although it is outside the proposed development area of the property. The State 25-foot Sedimentation and Erosion Control buffer, as well as the City stream buffer ordinance's 50-foot undisturbed buffer and 75-foot impervious surface setback are shown on both the lake and an unmapped tributary to the blue-line stream. If the blue-line has not been piped, all required buffers should be shown along its length on this property. Any other waters of the State on this property will also be subject to the State 25-foot Sediment and Erosion Control Buffer.

Storm Water/Water Quality

All projects should adequately address the impacts of the proposed development on stormwater runoff and downstream water quality. During construction, projects should conform to the relevant state and federal erosion and sedimentation control requirements. After construction, water quality will be impacted due to polluted stormwater runoff. ARC has estimated the amount of pollutants produced after the construction of the entire proposed development, based on the submitted site plan. These estimates are based on some simplifying assumptions for typical pollutant loading factors (lbs/ac/yr). The loading factors are based on regional storm water monitoring data from the Atlanta Region with impervious areas based on estimated averages for land uses in the Region. Where the actual impervious percentages are higher or lower than the estimate, the pollutant loads will differ accordingly. The following table summarizes the results of the analysis:

Innovation DRI
NRD Comments
July 8, 2015
Page Two

Estimated Pounds of Pollutants per Year

Land Use	Land Area (ac)	Total Phosphorus	Total Nitrogen	BOD	TSS	Zinc	Lead
Office/Light Industrial	55.09	71.07	943.69	6280.26	39003.72	81.53	10.47
TOTAL	55.09	71.07	943.69	6280.26	39003.72	81.53	10.47

Total Percent Impervious: 70%

In order to address post-construction stormwater runoff quality, the project should implement stormwater management controls (structural and/or nonstructural) as found in the Georgia Stormwater Management Manual (www.georgiastormwater.com) and meet the stormwater management quantity and quality criteria outlined in the Manual. Where possible, the project should utilize the stormwater better site design concepts included in the Manual.

We also suggest the following additional measures to help reduce stormwater reduction and provide for its reuse:

- Consider using green spaces and tree planting beds as stormwater controls. These can be designed to provide maximum aesthetic value while also providing for water quality treatment and run-off reduction, potentially reducing the need for larger stormwater facilities and helping to minimize the negative effects of stormwater runoff on streams and water quality.
- Consider using pervious concrete or other pervious materials in parking areas and other paved open areas. With the proper substrate, such materials can provide a large storage capacity, which will further help to reduce stormwater runoff.
- Consider including rainwater capture in the project design to provide for landscape irrigation during dry periods.



REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax: 404.463.3105 • www.atlantaregional.com



DEVELOPMENT OF REGIONAL IMPACT REQUEST FOR COMMENTS

Instructions: The project described below has been submitted to this Regional Commission for review as a Development of Regional Impact (DRI). A DRI is a development of sufficient project of sufficient scale or importance that it is likely to have impacts beyond the jurisdiction in which the project is actually located, such as adjoining cities or neighboring counties. We would like to consider your comments on this proposed development in our DRI review process. Therefore, please review the information about the project included on this form and give us your comments in the space provided. The completed form should be returned to the RC on or before the specified return deadline.

Preliminary Findings of the RDC: Innovation See the Preliminary Report.

Comments from affected party (attach additional sheets as needed):

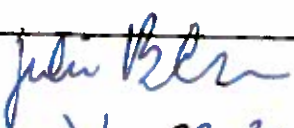
As indicated in the preliminary report, the Innovation Mixed Use DRI (#2499) is located adjacent to a planned project for managed lanes on SR 400 (ARC ID AR-ML-300 / GDOT PI 0001757). Marlo Clowers is the GDOT project manager for this project and can be reached at mclower@dot.ga.gov or 404-631-1713 for further coordination if necessary.

Individual Completing Form: Julia Billings

Local Government:

Department: GDOT, Office of Planning

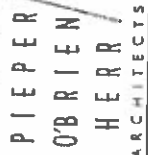
Telephone: (404) 631-1774

Signature: 

Date: July 22, 2015

Please return this form to:
Jon Tuley, Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303
Ph. (404) 463-3307 Fax (404) 463-3254
jtuley@atlantaregional.com

Return Date: July 24, 2015



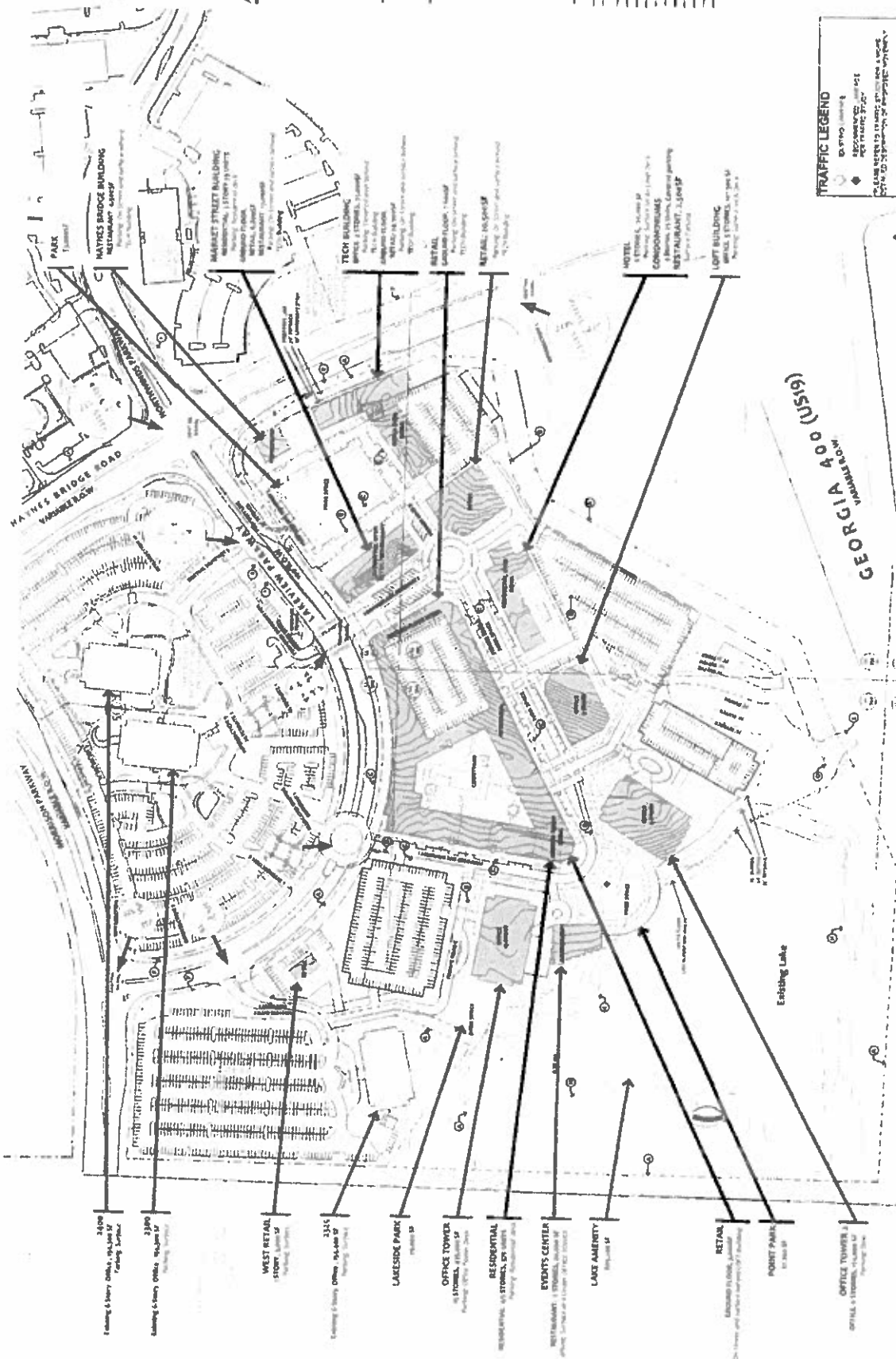
ALPHARETTA GEORGIA 30522
170 949 706 FAX 349 784

INNOVATION
PROPOSED MIXED-USE
ALPHARETTA, GEORGIA
DRI# 2499

DIR# 2499

SP-43

SP-43



TRAFFIC LEGEND

1. **Identify the problem.** The first step is to identify the problem or issue that needs to be addressed. This involves understanding the situation, gathering information, and defining the scope of the problem.

PARKING SUMMARY

2014	11.1
2015	11.1
2016	11.1
2017	11.1
2018	11.1
2019	11.1
2020	11.1
2021	11.1
2022	11.1
2023	11.1
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2097	11.1
2098	11.1
2099	11.1
2100	11.1

AND USE

[illegible]

PLAN KEY

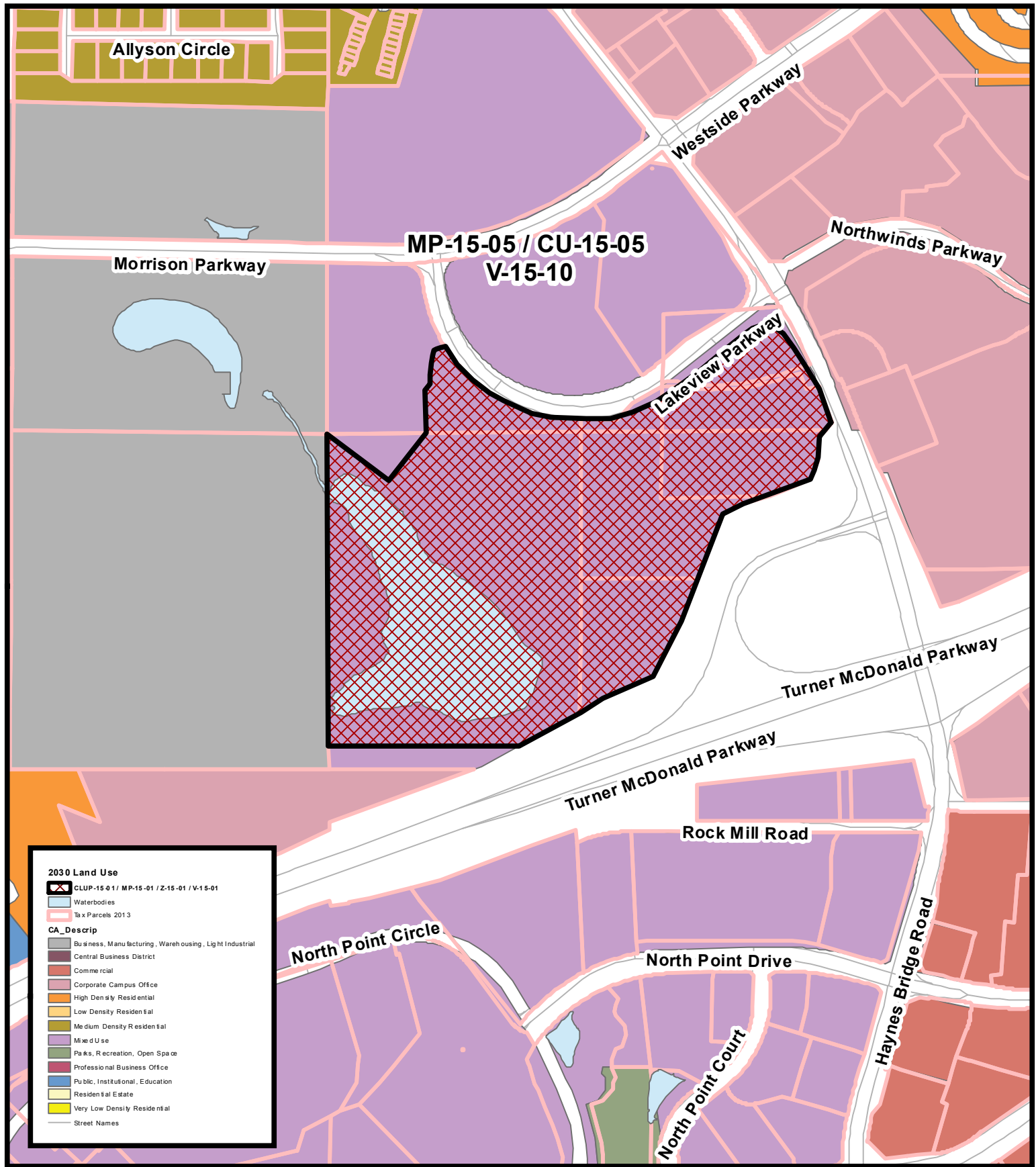
[illegible]

GENERAL INFORMATION

[illegible]

LOCATION MAP





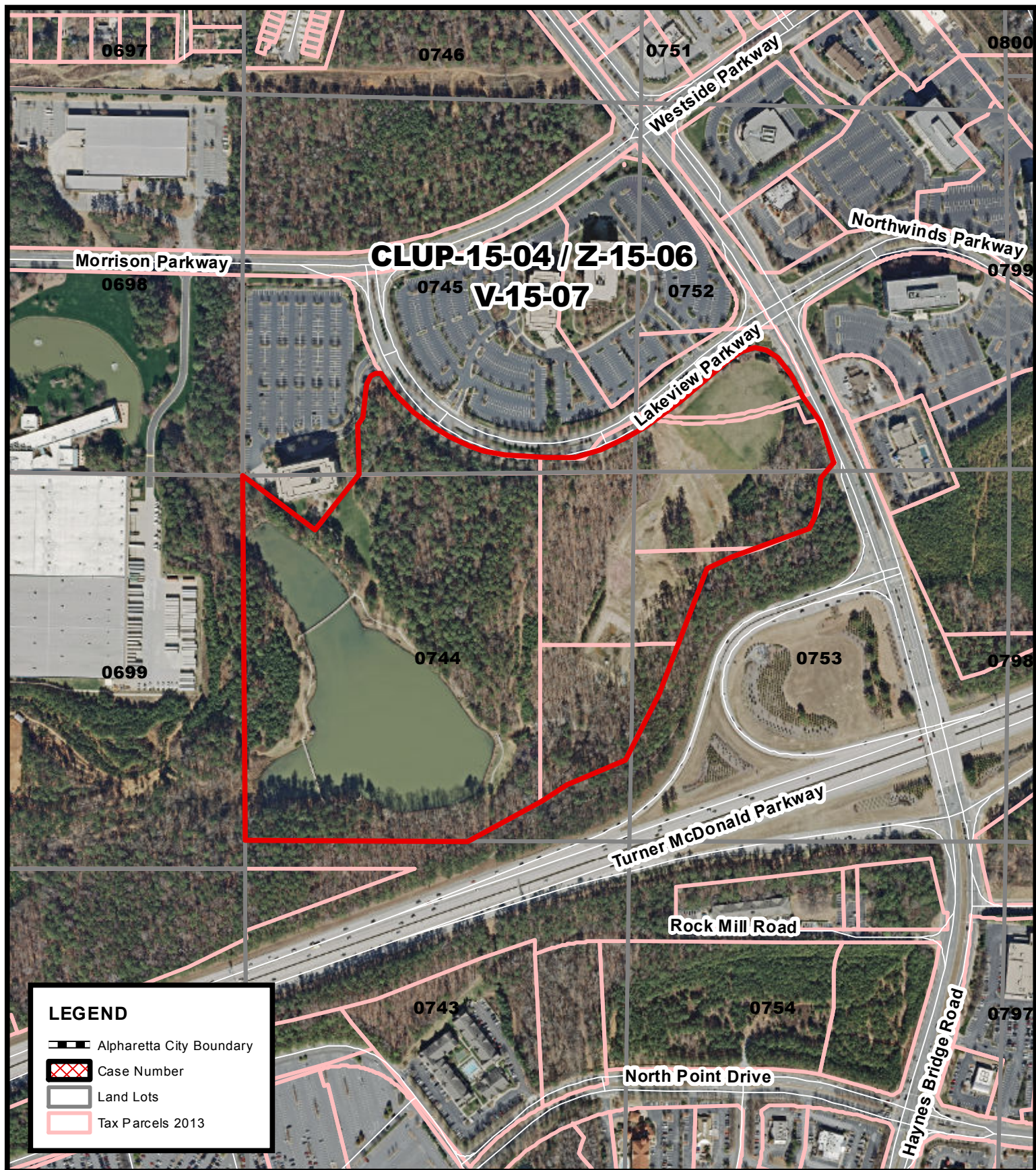
2030 Land Use **Innovation** **Metlife**

Case:MP-15-05 / CU-15-05
V-15-10

D/LL: 1/2/745 & 744
753 & 752

PC Date: 09/09/2015
CC Date: 09/28/2015

Location Map Provided by:
Community Development - GIS



Location Map Innovation Metlife

Case: MP-15-05 / CU-15-05 V-15-10

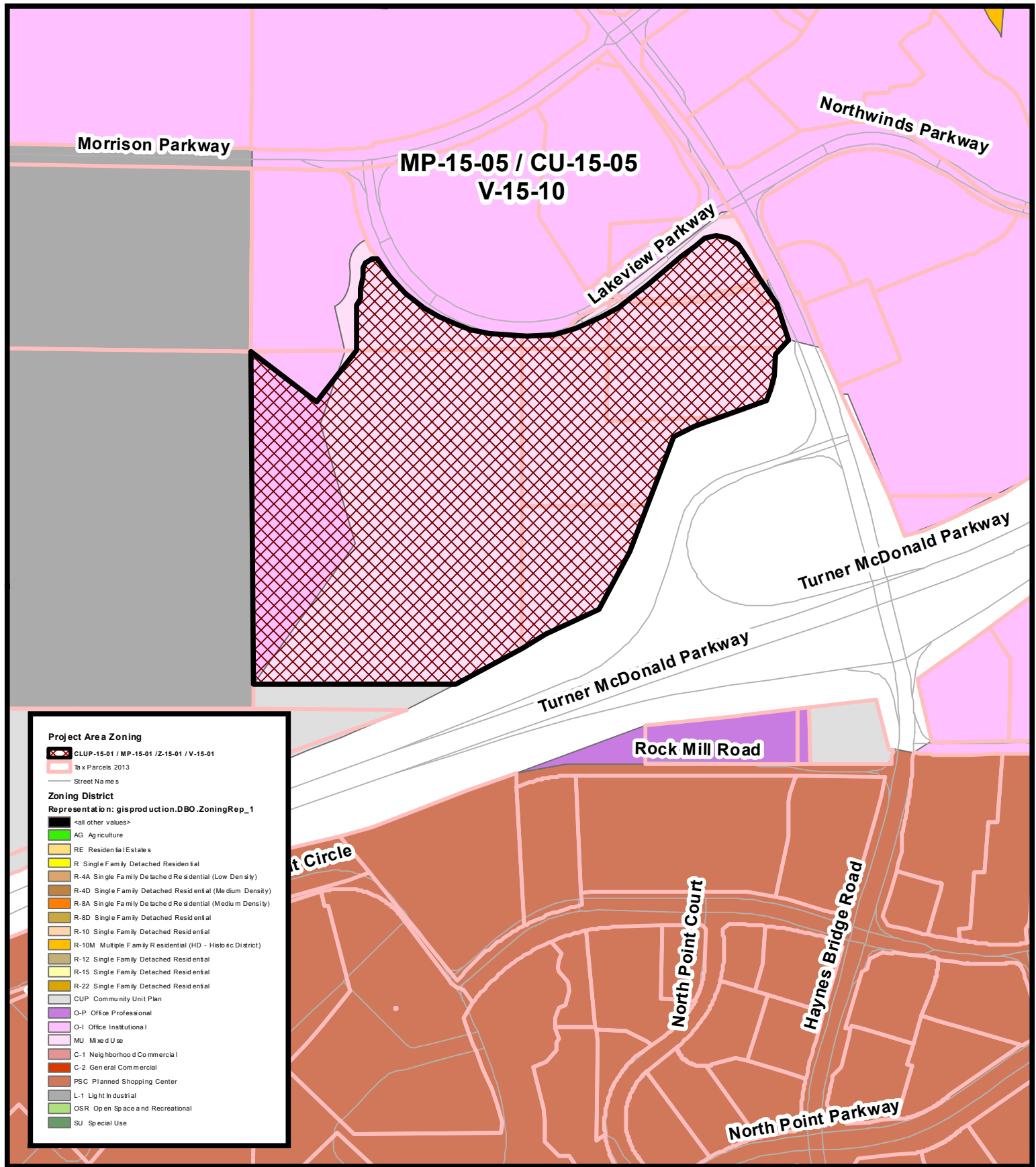
D/LL: 1/2/745 & 744

753 & 752

PC Date: 09/09/2015

CC Date: 09/28/2015

Location Map Provided by:
Community Development - GIS



Zoning Map Innovation Metlife

Case:MP-15-05 / CU-15-05 V-15-10

D/LL: 1/2/745 & 744

753 & 752

PC Date: 09/09/2015

CC Date: 09/28/2015

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

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: MP-15-005; CU-15-08
V-15-10

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT • 2 PARK PLAZA • ALPHARETTA, GA 30009

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

Contact Information:

Contact Name: Kathryn M. Zickert, Esq.

Telephone: 404-815-3704

Address: 1230 Peachtree Street, NE

Suite: 3100

City Atlanta

State: GA

Zip: 30309

Fax: 404-685-7004

Mobile Tel: 404-906-2792

Email: kmzickert@sgrlaw.com

Subject Property Information:

Address: See Attachment A

Current Zoning: O-I / MU

District: 1

Section: 2

Land Lot: See Att. A

Parcel ID: See Attachment A

Proposed Zoning: MU

Current Use: Vacant (MU site) or in use for three office buildings (O-I site)

This Application For (Check All That Apply):

☒ Conditional Use

☒ Master Plan Amendment

☒ Rezoning

☐ Master Plan Review

☒ Variance

☒ Public Hearing

☐ Comprehensive Plan Amendment

☐ Other (Specify): _____

APPLICANT REQUEST AND INTENT

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

Mixed use community, 55.09 acres; density is 8/units per acre

414 for rent units

25 for sale units

65,800 GSF retail

40,000 GSF restaurant

751,500 GSF office

120,000 GSF hotel

24.3 acres of green space

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

To amend the Master Plan for 47.05 acre tract currently zoned MU.

To rezone the 8.04 acre tract currently zoned O-I and to subject it to the new Master Plan for the 47.05 acre tract.

To secure two variances (one to allow for private roads, one to waive prohibition upon liquor sales within certain distance of residential units).

To secure a Conditional Use Permit to allow 414 "for rent" units in the Master Plan. The specific conditions of master plan approval are listed on Attachment B.

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

Please see attached Letter of Intent

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Metropolitan Life Insurance Co. c/o Paul Folger

Telephone: 404-838-2807

Address: 3500 Lenox Road, NE

Suite: 1800

City Atlanta

State: GA

Zip: 30326

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 <u>Public Hearing</u> |

Identify Authorized Applicant:

Name of Authorized Applicant: Kathryn M. Zickert, Esq.

Telephone: 404-815-3704

Address: 1230 Peachtree St., NE

Suite: 3100

City Atlanta

State: GA

Zip: 30309

So Sworn and Attested:

Owner Signature:

Charles E. Davis

Date:

7/8/15

Notary:

Notary Signature:

Susan E. Fitzgerald

Date:

7/8/15

SUSAN E FITZGERALD
NOTARY PUBLIC
Fulton County
State of Georgia
My Comm. Expires Jan. 2, 2017

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: Metropolitan Life Insurance Company

Subject Public Hearing Case: MP-15-05; CU-15-08; V-15-10

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: _____ 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-1.

Signature: _____

Charles E. Dawkins

Date: _____

7/8/15

DISCLOSURE FORM

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Name of Applicant or Opponent: Smith, Gambrell & Russell, LLP

Subject Public Hearing Case: MP-15-005 / CU-15-08 / V-15-10

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: _____ Position: _____

Description of Contribution: _____ Value: _____

Description of Contribution: N/A Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: _____

Katherine M. Esch

Date: _____

7/6/15

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: Kathryn M. Zickert, Esq., Smith, Gambrell & Russell, LLP

Subject Public Hearing Case: MP-15-005 / CU-15-08 / V-15-10

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: _____ 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-1.

Signature: _____

Kathryn M Zickert

Date: _____

7/6/15

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: Dennis J. Webb, Jr., Esq. - Smith, Gambrell & Russell, LLP

Subject Public Hearing Case: MP-15-005 / CU-15-08 / V-15-10

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: _____ Position: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

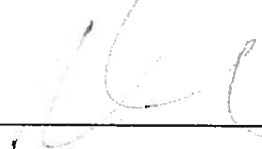
Description of Contribution: _____ Value: _____

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-1.

Signature: 

Date: 7/7/15

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The property is already zoned for very similar uses and is surrounded by compatible non-residential property

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

This proposal will not have any negative impact upon the use and value of surrounding properties. To the contrary, their use and value should be improved

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

The current number of "for sale" units cannot be financed at this time in light of current market conditions.

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

There are actually fewer residential units in the requested project than is currently zoned. Traffic impacts have been summarized in a July 2015 study by Kimley Horn which has already been filed with the City.

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

There are fewer residential units in the requested project than is currently zoned. Additionally, the price points and bedroom mixes are such that school age child generation should be nominal.

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

The project is fully compliant with the Comprehensive Plan and FLUM which is mixed use. The project is also fully compliant with the North Point Activity Center LCI Study (2008).

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

Yes. The recent additional "for rent" approval of 276 residential rental units in Avalon, as well as a number in City Center, signifies the appropriateness of rental product in a mixed use community. Additionally, the new MU regulations expressly contemplate this type of planned community.

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

CITIZEN PARTICIPATION FORM - PART A

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

Public Hearing or Project Name: June 22, 2015 / Peridot

Contact Name: Kathryn M. Zickert, Esq.

Telephone: 404-815-3704

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.

American Honda Motor Co., Inc., 1500 Morrison Pkwy., Alpharetta, GA 3001

Fullon Science Academy, Inc., 3035 Fanfare Way, Alpharetta, GA 30009

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

☒

Letter

☐

Personal Visits

☐

Telephone

☐

Group Meeting

☐

Email

☒

Other (Please Specify)

Will offer to meet in the letter

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

They will be given contact information (telephone, email and address) for the Applicant's representative.

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: Metropolitan Life Insurance Company - Innovation; MP-15-05 / CU-15-08 / V-15-10

Contact Name: Kathryn M. Zickert, Esq.

Telephone: (404) 815-3704

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 not received any comments or concerns from any of the individuals contacted regarding

this application. The letter sent is attached.

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: Kathryn M Zickert

Date: 5-12-15

Print Form

ATTACHMENT A

to

City of Alpharetta Public Hearing Application

Land Lots 698, 699, 744, 745, 752, 753

2300 Lakeview Parkway; 12 271007450317

2325 Lakeview Parkway; 12 271007450507

2400 Lakeview Parkway; 12 271007450523

0 Haynes Bridge Rd.; 12 271007520275

0 Haynes Bridge Rd.; 12 271007520309

0 North Fulton Expwy; 12 272007530264

0 North Fulton Expwy; 12 272007440258

0 Haynes Bridge Rd. # Rear; 12 272007440233

0 Lakeview Dr.; 12 272007440241

0 Haynes Bridge Rd.; 12 271007520291

ATTACHMENT B
To
APPLICANT REQUEST AND LETTER OF INTENT
MP-15-05 / CU-15-08 / V-15-10

To amend Master Plan approved February of 2011 to remove town home units and convert some "for sale" units to "for rent" units, and to amend the conditions below.

To rezone O-I tract to MU and subject it to the Master Plan referenced above subject to the changes to conditions identified below.

The Applicant seeks the following changes:

- Amend Condition 1 to substitute the plan and architectural renderings designed by POH Architects, dated June 26, 2015.
- Amend Condition 2(a) to increase office space to a maximum of 1,003,500 square feet and to eliminate 25 townhome units. Amend it further to limit building heights to those reflected on the site plan dated June 26, 2015.
- Amend Condition 2(b) to increase retail uses to a maximum of 105,800 square feet and as per the building heights reflected on the site plan dated June 26, 2015.
- Amend Condition 2(e) to allow 414 multi-family "for rent" units and 25 condominium "for sale" units over hotel space as per the site plan dated June 26, 2015.
- Revise Condition 5 to reflect that Phase I as described in this Letter of Intent will be developed simultaneously.
- Amend Condition 7 to delete the last sentence and allow for recompense if specimen trees are removed.
- Amend Condition 10 to add the following at the beginning: "Parking decks shall receive architectural façade treatment or".
- Amend Conditions 12 and 23 to change name to MetLife/Innovation Design Standards.
- Amend Condition 15 to add that "awnings shall be provided on buildings at street level "in commercial areas".
- Amend Condition 16 to add at the beginning "other than parallel on street parking".
- Amend Condition 27 to eliminate the deck shading requirement.

CONDITIONAL USE PERMIT:

- Allow multifamily “for rent” units in an MU project

VARIANCES:

- 1) To allow private streets throughout the development; and
- 2) Distance requirements between retailers who sell liquor by the drink and residential units will be waived.

Promenade, Suite 3100
1230 Peachtree Street, N.E.
Atlanta, Georgia 30309-3592
Main: 404 815-3500
Fax: 404 815-3509
www.sgrlaw.com

SMITH, GAMBRELL & RUSSELL, LLP
Attorneys at Law

Kathryn M. Zickert
Direct Tel: 404-815-3704
Direct Fax: 404-685-7004
kzickert@sgrlaw.com

July 10, 2015

VIA EMAIL

Ms. Kathi Cook, Director
Community Development
City of Alpharetta, Georgia
287 South Main Street
Alpharetta, Georgia 30004

Re: Application of Metropolitan Life Insurance Company to rezone 8.04 acres of property from O-I to MU and to subject it to a Master Plan, and to Amend a Master Plan and change Zoning Conditions for 47.05 acres of land zoned MU in the northwest quadrant of Georgia 400 and Haynes Bridge Road, Land Lots 698, 699, 744, 745, 752, 753, 1st District, 2nd Section, Fulton County, Georgia

Dear Ms. Cook;

Please accept this letter as our revised Letter of Intent for the above-referenced Applications. As you know I represent Metropolitan Life Insurance Company in its efforts to rezone certain property from O-I to MU, to subject the O-I tract to a new Master Plan, and to modify a Master Plan and certain conditions of zoning relative to the mixed use development formerly known as "Peridot". MetLife also requires two variances and a Conditional Use Permit. Given the technology focus of the present plan, we are renaming this project, and we have revised multiple aspects of the prior Master Plan in light of this new focus. The site has been re-envisioned under the working name of "Innovation", and as the name suggests, will seek to become the business address in Alpharetta catering to any firm seeking collaborative and innovative retail and office space. The project will blend office, retail, restaurant, hotel and residential uses into an award-winning development that will stand out from all other current mixed use developments in the City. The first phase of Innovation will set the tone for the entire project and will feature buildings that reference the classic architecture found in the early 1900s. The distinctive structures will blend with more modern steel and glass buildings in a second phase that will speak to the project's desire to bring people together to think creatively and to create a youthful and energetic environment that advances excellence.



The former Peridot plan for a mixed use Master Planned Community was approved on the 47.05 acre tract in 2012. The O-I tract is part of a contiguous site zoned in 1988 and which contains 406,853 square feet of office space in three mid-rise buildings (6 to 7 stories). This application adds an additional 8.04 acre zoned O-I site which includes the lake and the O-I land surrounding it. Metropolitan Life has owned the Innovation property for 25 years. Rather than seeking to build it as a typical office park of the type which abounded in the 80's and 90's, MetLife has held the tract in stewardship in the hopes that ultimately it could develop it in a manner which focused upon its natural beauty. Prime among these features is the 13.8 acre lake which exists in the northwest corner of the site, and which will be one of its primary focal points. Another focal point will be the park space at the front of the development where Haynes Bridge intersects with Lakeview Parkway.

Innovation is intended to be a community in and of itself, complete with dining options, office space, hotel availability, retail uses, conference/meeting facilities, and residences. But it will also be a community which invites others into its center with a particular focus on the lake and multiple parks. Parking has been neatly tucked behind buildings and effectively screened. Store fronts and residential uses will line most of the internal streets, with roundabouts, on-street parking, and linear parks as inherent traffic calming and pedestrian-friendly measures. Innovation, unlike some of the other mixed uses in Atlanta, is not trying to be a huge traffic/customer draw. Instead it is intended to create a technology-based feel with a full interrelationship between its residents and the nonresidential uses.

Please accept this correspondence as our Letter of Intent for this revised Application.

I. Project Description

A. Summary

The Subject Property contains 55.09 acres presently zoned MU-10 (47.05 acres) and O-I (8.04 acres). It is bounded by Haynes Bridge Road on its northeastern border; the interchange of Haynes Bridge and GA 400 and GA 400 itself to the southeast, property zoned Light Industrial and developed for the America Honda Motor facility to the west; and Westside Parkway to the north of Westside Parkway is property zoned office institutional and currently in use by Federal Express. East of Haynes Bridge Road are a number of tracts zoned office and a number of nonresidential uses including hotels, restaurants, an office and a bank. South of Georgia 400 is North Point Mall. The overall site is bisected by a four lane internal boulevard known as Lakeview Parkway, which serves as a connection between Northwinds Parkway and Westside Parkway. The general nature of the area as a whole is nonresidential, with a heavy emphasis upon office development with commercial outparcels.

At present three six- or seven-story office buildings have been constructed on MetLife's adjacent property. They total 406,853 square feet of office space. Two are to the north of Lakeview Parkway; the third is west of the project as proposed herein. The bulk of the proposed

development, mostly allowed by the current MU zoning, would lie south of Lakeside Property and is the location of the proposed “for rent” units.

The proposed 33,000 square foot park which fronts Lakeview Parkway (known as Innovation Park), which echoes the large green lawn that many Alpharetta residents equate to this property, is the focal point of Phase I. It will be rimmed with ground floor retail and restaurant uses, as well as with office and residences on top of the retail space. Restaurants will have sidewalk seating opportunities, and the park will provide further opportunities to enjoy food purchased from the surrounding providers. The park also shall provide both active and passive recreational uses. It will become a public gathering opportunity for such things as arts and crafts fairs, concerts, yoga classes, and impromptu athletic events with up to 100 programmed events each year. Parallel parking will be allowed on the streets which surround it to afford easy access, and 10-foot sidewalks and bicycle lanes will surround it as well. Essentially it will emulate Bryant Park in New York City: a 40,000 square foot public space that has been revitalized and is considered one of the greatest public spaces in the country.

The 19,800 square feet of retail/restaurant space on the lower level of the Market Street Building will be modeled after the Krog Street Market on the Atlanta Beltline which is similar to other increasingly popular urban city markets found through-out the country. It will contain individual stalls to sell produce, goods and prepared food; along with restaurants and other retail uses. To further the technology orientation of Innovation, the market will appear to be warehouse space and serve as a gathering place for both employees and residents.

The Tech Building which faces the Park is intended to accommodate a 35,000 square foot, technology-oriented, co-working environment which will become the seed from which the project’s office developments will likely grow. Alpharetta has advertised its desire to be “The Technology City of the South” and Innovation will seek to draw these users into a location that will provide world class technological infrastructure upon which the project’s live, work and play elements will be built. This building contains two-story, flexible office space on top of 24,900 square feet of retail space. The roof of the building provides an opportunity for outside dining, with a view of the park, and will allow networking, social and business activities as well.

A 200-room nationally-flagged hotel will anchor one quadrant of the park’s entrance. A condominium to contain 25 stacked flats will top the hotel and offer Alpharetta a one-of-a-kind residential experience not available today.

Of the total retail space, it is anticipated that approximately 40,000 square feet will be restaurant space, 4,000 to 8,000 square feet of which is outdoor dining.

The main entrance to the mixed use component will run from a signalized traffic table on Lakeside, between the main residential building and the Market Street Building, passing under a pedestrian bridge for the residential tenants to yet another linear park which acts as a median on the primary east/west private street leading to the lake and the park on the Lake (Point Park). Point Park contains 37,700 square feet and will be landscaped and hardscaped to create an

exceptionally attractive and pedestrian-friendly amenity. In Phase II an event facility will be situated so as to be able to take advantage of the park and the lake. To the north of the event space and west of the proposed Phase II office tower, will be an additional lakeside greenspace area of 29,000 square feet in size. The lake amenity itself is more than 13.8 acres in size.

The proposed development is not intended to create a new Alpharetta skyscraper. The tallest office building, at 15 stories, is tucked in the center of the mixed use component adjacent to the lake on some of the lowest property of the development in terms of elevation. The development recognizes its own step down pattern: 15 stories, to 4 to 5 stories, to 2 story and one-story uses.

When the MetLife mixed-use development project is completed, the project will offer a total of 414 luxury apartment homes in two buildings. Residents will enjoy a 24-hour live/work environment in an urban setting with outstanding amenities including two parks, a lake amenity with a landscaped walking path, a resort-style swimming pool, convenient street-level retail, and a planned specialty grocer.

The larger of the two apartment buildings will offer 375 apartment homes in a four- and five-story building with a mix of studio, one-bedroom, and two-bedroom units. The one-bedrooms will include studio units at 550 to 600 square feet and will cost \$1,000 in rent. Regular one-bedroom units which will range in size from 760 square feet to 900 square feet with rents starting at \$1,650 up to \$2,100. The two bedroom units will contain 1,150 square feet with rents starting at \$2,400 and ranging upwards to \$2,500. These apartment homes will feature quartz countertops with designer backsplashes, stainless steel appliances, 42-inch hardwood cabinetry, nine-foot ceilings, eight-foot entry doors, oversized bathtubs with tile surrounds and full-size washers and dryers. Notwithstanding this commitment to quality, the projected rents for the studio units will provide an affordable housing component aimed to attract a younger demographic.

The smaller of the two apartment buildings will offer 39 loft-style apartment homes on three levels above the ground floor. These units will be a mix of one and two bedrooms. The rent on the one-bedrooms will start at \$1,710. Two-bedroom apartment homes, with a unit size of 1,150 square feet will start at \$2,500 and range upwards to \$2,600. Along with the aforementioned interior features, these apartment homes will be loft-style with open floor plans and ten-foot ceilings. Residents will have access to parking and amenity offerings by way of a bridge connecting the two apartment buildings.

In addition to the community amenities mentioned above, the apartment residents will have access to a state-of-the-art fitness center, cyber café, dog park, business center, game room, and controlled-access parking.

The 25 for-sale offerings above the hotel will be larger in size than the apartment homes with an average of 1,250 square feet and will allow the owners to customize their interior finishes. The anticipated price point is \$280 per square foot. This maintenance-free lifestyle

within the mixed-use development will appeal to an empty-nester demographic, but still provide spacious homes and exclusivity. The condominium owners will have private, covered parking and access to all of the boutique hotel amenities, such as concierge services and food and beverage.

A chart which summarizes the changes from the original 2010 Master Plan is as follows:

<u>Prior Plan</u>	<u>Current Proposal</u>	<u>Changes</u>
47 ± acres	55.09 acres	+ 8 acres
Retail: 110,035 square feet	Retail: 105,800 square feet	- 4,235 square feet
Hotel (211 keys) 123,000 square feet	Hotel (200 keys) 120,000 square feet	- 3,000 square feet
Office: 447,200 square feet	Office: 751,500 square feet	+ 304,300 square feet
Single family townhomes: 35 units	Condominium units "for sale": 25 units	- 10 units
Single family stacked flats: 470 units	Multi-Family over nonresidential/retail on	- 95 units
Residential over retail 41 units	at least two sides	- 2 units
Density = 9.17 u/a 546 units	375 units	
	Residential over retail	39 units
	Density = 8.075 u/a	439 units
Open space/green space 11.08 acres	Park space 16.51 acres	+ 5.43 acres
Parking 3,415 spaces	Parking 2,988 spaces	- 427 spaces

B. Mixture of Uses

The project as a whole meets or exceeds the new MU requirements regarding a mixture of uses. The regulation (§ 2.02.20(b)) states that at least 25% of every mixed-use development must be commercial, office and residential space. At least 10% must be public space. Innovation's breakdown is as follows:

	<u>Square Footage</u>
TOTAL SIZE	2,793,600
Office	1,003,500
Commercial	699,200
Residential	748,300
Public Space	342,600

These numbers reflect a mix which is 35.9% office, 25% commercial, 26.8% residential and 12.3% public space. Additionally the new regulations require the provision of park space at 1 acre per 100 likely residents. Assuming occupancy at census rates of 2.2 persons per unit, 9.7 acres would be required. Innovation actually supplies 16.51 acres of park space, exclusive of the multi-family amenity package, (43,000 square feet), as it is defined in the MU ordinance.

C. Area of Influence Analysis

An Area of Influence analysis is no longer required by ARC or GRTA. However, Alpharetta has requested one, which follows.

Employee Recapture is a function of the type of employment (occupation), how many of the future employees are likely to be employed in those occupations, the average monthly income likely to be paid to employees in each household, and the monthly rent. The land uses here and number of employees generated are as follows.

<u>Land Use</u>	<u>Size</u>	<u>*Employees</u>
<u>Retail Space</u>		
Restaurant	40,000 SF	1/300 / 113
Specialty Sales	65,800 SF	1/560 SF / 117
<u>Office</u>	751,500 SF	1/300 SF / 2505
<u>Hotel</u>	200 rooms	.9/room / 180
<u>Residential</u>	414 units	<u>63</u>
TOTAL:		<u>2978</u>

*Ratios are from GRTA's AOI Guidebook, April 2003.

This total number of employees is the basis upon which to calculate the number of persons likely to be employed in a particular type of occupation. Regrettably, the US Department of Labor does not "copy" the occupancy in general land use terms. Instead, it uses defined Occupations. Based upon the 2015 Metropolitan Area Occupational Employment and Wage Estimates – Atlanta – Sandy Springs- Marietta, Georgia, the following general codes to be used are:

11.000	Management Occupations
13.000	Business and Financial Operations
15.000	Computer Operations
17.000	Architecture and Engineering
35.000	Food Preparation and Serving
35-2012	Supervisory
35-3021	Staff
37.000	Maintenance and Repair, General
37-2012	Maids and Housekeeping
39-6011	Baggage Porters and Bellhops
41.000	Retail Sales
41-1011	Management
41-2031	Sales Persons
43.000	Office and Administrative Support
43-4081	Hotel Desk

These occupational codes are then analyzed by the DOL to see how many employees are likely to be found in that occupation, and further breaks that down by annual mean/monthly income.

Based upon the same percentages used in Kimley Horn's 2007 analysis of Area of Influence, within the potential 2978 employees, the following numbers represent anticipated employees per occupation:

Land Use	Occupation	Employees by Percentage	Monthly Employee Salary	Housing Affordability
General Office	Management Occupations	5.9	9763.33	3254.44
	Architecture and Engineering	19.8	6544.16	2181.38
	Office and Administrative Support	7.9	2979.16	993.00
	Computer Operations	15.9	6544.16	2181.38
	Business and Financial Operations	19.9	6153.33	2051.10
Hotel	Baggage Porters and Bellhops	.3	1839.00	613.00
	Maids and Housekeeping Cleaners	1.8	1600.83	633.60
	Hotel, Motel, and Resort Desk Clerks	1.8	1679.16	559.72
	Maintenance and Repair, General	.3	2098.33	699.44
	Food Preparation and Serving	1.1	1693.33	564.44
Specialty Retail	Manager of Retail Sales	1.9	3554.00	1184.72
	Retail Salesperson	7.7	2115.00	705.00
Restaurant	Restaurant Manager	.6	2477.50	824.16
	Restaurant Staff	2.6	1495.83	498.00
Other:		11.1%	N/A	N/A

Whether an employee can afford to live in these units is a function of rent vs. monthly income. GRTA's previous Area of Influence guidelines state that rents should be no more than 30% of monthly income. Additionally, GRTA required a demonstration that the proposed project be "reasonably anticipated to contribute to the balance of uses within the Area of Influence, such that "25% of the people that are reasonably anticipated to be employed in the proposed project, have an opportunity to live in the Area of Influence". In this instance, employees in five of the total occupation categories would be able to afford a dwelling unit in this project: Management Occupations, Architecture and Engineering Occupations, Computer Operations, Business and Financial Operations, and Retail Sales Manager. These five categories contain 63.4% of all of the employees anticipated to work at Innovation, well in excess of the 25% goal.

D. Phasing

Innovation will consist of two distinct phases. Phase I will include the Tech Building over retail or restaurant spaces; the Market Street Building with 39 lofts; the free standing retail/restaurant building on the park; the 20,500 square foot grocery tenant; the hotel with 25

condominium units and the 375 multifamily for rent units. It will also include the 33,000 square foot park on Lakeside, the road system (including sidewalks and linear parks); and the 605,000 square foot lake amenity. Phase II will contain a one-story commercial building of 3,000 square feet; a 15-story office tower with 435,000 square feet oriented in the center of the project near the lake; a two-story events center with 20,000 square feet; a Lakeside Park and Point Park with 29,000 and 37,700 square feet respectively; a 6-story office tower with 174,000 square feet; and a five-story loft office building with 107,500 square feet of space. Phase I will be developed concurrently. Phase II will be built when the market dictates.

II. Zoning History

The zoning history for the Subject Property reveals that this 55.09 acre tract was a part of a larger 81 acre Master Plan zoned O-I in 1988. That 1988 plan contemplated the development of 1,015,520 square feet of office space in a campus like setting; 17,700 square feet of restaurant space; 119,700 square feet of retail space; and a 200 room (102,000 square feet) hotel. No residential component(s) was/were contemplated when it was first zoned. Subsequently the three existing office buildings were built on the site. The total amount of office space today on site is 406,853 square feet.

A first Master Plan and MU zoning was approved for the 47.05 acres at issue today in 2007. In 2011, a Master Plan amendment and variances were sought relative to the original tract. The City Council allowed a reduction in restaurant use to 15,100 square feet; a reduction in retail space to 71,300 square feet; an increase in hotel space to 211 rooms; a reduction in office space to 447,000 square feet; and the addition of 505 "for sale" residential units.

III. Analysis of Proposed Uses

A. Factors

The City's new MU ordinance also sets forth sixteen review factors to be considered in evaluating an MU application, as follows:

1. Retail at ground level.
2. Pedestrian connectivity to all uses.
3. Large parking areas below grade, in decks or screened. Design efforts to provide shared parking will also be considered.
4. Accommodations for public transportation.
5. Buildings that face or appear to face public roadways.
6. Appearance standards for buildings and structured parking.
7. Limitations on uninterrupted building elevations.
8. Creation of vistas and view corridors within development.
9. Focal point features at prominent locations and ends of vistas.
10. Incorporation of natural site features
11. Block lengths conducive to pedestrian traffic.

12. Detention and retention facilities designed to be aesthetically pleasing.
13. Creative methods for storm water management to provide additional open space.
14. Attractive and usable street furniture in public spaces.
15. Emphasis on a high quality landscape plan.
16. Number of office jobs internally captured on-site.

Innovation addresses each and every one of the factors. It has 105,800 square feet of ground floor retail space. 40,000 square feet of this retail space is restaurant space. Pedestrian connectivity via an extensive sidewalk grid system exists in reference to all uses, and the block lengths do not exceed 300 feet in length, making them conducive to pedestrian use. All large parking areas are in decks or screened areas. Public transportation can be accommodated on site should MARTA desire. All buildings face the roadways, and the architectural standards for them are high quality. All elevations contain architectural devices which break up the massing.

The most recent proposal maximizes the view corridor from Haynes Bridge and Lakeview Parkway, and the extensive park system creates focal points in both the retail area and at the lake. This site feature has been fully incorporated into the project, and will, as it currently does, double as the detention feature for the site. Use of the lake for storm water control allows open space to be maximized, and it exceeds seven acres in size.

Street furniture will exist on all sidewalks, as well as in all park spaces. A high quality landscape plan is contemplated for the site.

Finally, as per the analysis in Section B below, recapture of employees from jobs on site is highly likely. This recapture means that employees are likely to live at Innovation and eat/shop and work there. It reduces automobile dependency.

B. Rental Product

Per the recently-approved Avalon apartments, there are several factors to be considered when evaluating requests for new apartments. These include design, long term viability, impacts to Parks and other City services, as well as traffic and school impacts. Units which are vertically integrated with nonresidential uses, for example, are preferred to garden apartments. Projects which include services such as a private fitness facility, resort-style pools with cabanas, a full time concierge, a common great room with kitchen, and a fireside retreat with grills; as well as upgrades within units such as granite or marble countertops, 10-foot ceilings, fireplaces, and laundry rooms within units are also preferred as these amenities relate to long term viability, value, and rental rates. Innovation will have these amenities. A favorable comparison between square footage of the rental product versus nonresidential uses, (with the latter higher in size), is also a factor. Finally, the amount of office space is relevant, since the offices are likely to generate demand for the rental units. This Applicant has committed to the same vertical integration and the amenities and upgrades noted by Staff relative to Avalon.

Perception suggests that dense multi-family housing brings in too many school children without a concomitant increase in taxes to offset the financial burden occasioned by same. In actuality, however, that conclusion is unwarranted; especially in relation to new luxury apartments with only one or two-bedroom units. According to a 2012 Study of this issue in Montgomery County, Pennsylvania, .21 students between the ages of 5 and 17 are generated by new single family attached homes. By way of contrast, .06 students come from new “for rent” product. The approved 505 single family “for sale” condominiums and townhomes, with the 41 stacked flats “for rent” units now allowed, would generate 109 school age children. The proposed 414 “for rent” units and 25 condominiums will generate only 30 school aged children: less than a third fewer than what was approved in 2012.

The staff analysis of the City Center project stated that as of May of 2015, Alpharetta was home to 6,012 “for rent” residential dwelling units and 18,232 “for sale” residential dwelling units. An additional 1,192 “for sale” units currently are under construction or have been approved. Thus the anticipated ratio of “for sale” to “for rent” units at that point was 20,071 to 6,012, or 77% to 23%. Current rental units in Alpharetta are 96% to 100% leased.

The proposed new non-residential space of 977,300 square feet also will generate a certain amount of recapture, i.e. use of the residential units and retail space by the employees who work there. The proposed office buildings themselves, at 751,500 square feet, will generate 3,757 potential residents and shoppers (assuming 1 employee per 200 square feet as was assumed vis-à-vis Avalon). And, of course, if the existing 406,853 square feet of office space is added to the equation, it generates 1,626 to 2,034 employees. Retail space generates a smaller number of on-site employees, but is anticipated to add 200 jobs to the ultimate number and the hotel should have approximately 100 employees (albeit in shifts). The multifamily component will create 63 likely jobs. Potentially, the residential units could capture approximately 10% of all onsite jobs.

The value of these apartments is substantial and they have a positive economic impact:

Economic Impact of 414 Apartment Homes

Total Economic Impact	\$92,195,002
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The combined direct and indirect contribution of apartment construction, operations and resident spending to the state economy.

Total Jobs Supported	867
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The total number of direct and indirect jobs supported by apartment construction, operations and resident spending within the state economy.

Apartment Residents

Spending Power	\$6,541,706
Direct Jobs Supported	54
Total Economic Contribution	\$13,253,497
Total Jobs Supported	145

Apartment Operations

Operations Dollars Spent	\$1,373,329
Direct On-site Jobs	9
Total Economic Contribution	\$2,698,372
Total Jobs Supported	23

Apartment Construction

Construction Dollars Spent	\$34,197,413
Direct Jobs	218
Total Economic Contribution	\$76,243,133
Total Jobs Supported	698

Of course this calculation reflects only the economic impact of the apartments. It does not include property tax or sales tax generation. The project as a whole is expected to generate 2.8 million + annually in property taxes.

C. Shared Parking

To order to provide the maximum utilization from each parking space, this Mixed Use Development plan relies on the following concepts to calculate parking.

Demand Parking:

First, parking demand is met for each use, based on the time of day. The following uses participate in this shared parking concept: Retail, Office, Hotel, and Restaurant. The residences do not share their parking.

See the chart below:

	Weekdays		Weekends		Nighttime
	6am-5pm	5pm-1am	6am-5pm	5pm-1am	1am – 6 am
Retail	60%	90%	100%	70%	5%
Office	100%	10%	10%	5%	5%
Hotel	75%	100%	75%	100%	75%
Restaurant	50%	100%	100%	100%	10%
Entertainment	40%	100%	80%	100%	10%
Church	5%	50%	100%	100%	10%

Mixed Use Reduction:

The office and retail uses will also see a further reduction in parking requirement as some of their occupants/visitors will simply walk from their unit, leaving their cars in its un-shared, residential, space.

The standards for determining the parking requirements for this Mixed Use Development are:

- A. Determine the minimum amount of parking required by ordinance for each separate use.
- B. Multiply each parking requirement by the corresponding percentage for each of the time periods given below.
- C. Calculate the column total parking requirement for each time period.
- D. The largest column total is the parking required to meet the demand.
- E. Reduce the largest column by 15% to account for the residences who are able to participate in these uses without the use of their car.

D. Transportation Impacts

See Kimley Horn Traffic Study (attached).

IV. Approvals Required

The Applicant seeks the following changes:

- Amend Condition 1 to substitute the plan and architectural renderings designed by POH Architects, dated June 26, 2015.
- Amend Condition 2(a) to increase office space to a maximum of 1,003,500 square feet and to eliminate 25 townhome units. Amend it further to limit building heights to those reflected on the site plan dated June 26, 2015.

- Amend Condition 2(b) to increase retail uses to a maximum of 105,800 square feet and as per the building heights reflected on the site plan dated June 26, 2015.
- Amend Condition 2(c) to allow 414 multi-family “for rent” units and 25 condominium “for sale” units over hotel space as per the site plan dated June 26, 2015.
- Revise Condition 5 to reflect that Phase I as described in this Letter of Intent will be developed simultaneously.
- Amend Condition 7 to delete the last sentence and allow for recompense if specimen trees are removed.
- Amend Condition 10 to add the following at the beginning: “Parking decks shall receive architectural façade treatment or”.
- Amend Conditions 12 and 23 to change name to MetLife/Innovation Design Standards.
- Amend Condition 15 to add that “awnings shall be provided on buildings at street level “in commercial areas”.
- Amend Condition 16 to add at the beginning “other than parallel on street parking”.
- Amend Condition 27 to eliminate the deck shading requirement.

This application also requires approval of a Conditional Use, i.e. the rental units. The following factors are to be considered in evaluating a conditional use:

1. The conditional use will not be injurious to the use and enjoyment of the environment or of other property values within the surrounding neighborhood;

There should be no injury to the environment or surrounding property values.
2. The proposed conditional use will not increase local or state expenditures in relation to cost of servicing or maintaining neighboring properties;

All surrounding properties are nonresidential. No increased expenditures will be required.
3. The establishment of the conditional use will not impede the normal and orderly development of surrounding property for uses predominant in the area;
and

All surrounding properties are already developed.

4. The location and character of the proposed conditional use is considered to be consistent with a desirable pattern of development for the City, in general.

The land use plan designates this area as appropriate for a mixed-use.

Finally, this project will require 2 variances, as follows:

1. To allow private streets throughout the development.
2. Distance requirements between retailers who sell liquor by the drink and residential units will be waived.

There is some confusion in the ordinance regarding whether public streets are required. In the MU criteria, buildings are to face "public streets". There are three public streets here: Lakeview Parkway, Haynes Bridge Road and Georgia 400. Buildings will face Lakeview and Haynes Bridge. However, they will also face the internal private street network. The Applicant wants to make sure that the orientation to the private streets is permissible.

Second, the vertical integration of uses here may create problems relative to alcohol sales in restaurants. As was the case with Avalon, the Applicant requests a waiver of the separation requirement between restaurants and residential uses.

V. Preservation of Rights

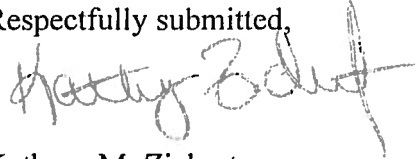
It is the position of the Applicant that the Alpharetta Zoning Ordinance, in zoning the property MU and O&I as it currently exists and with existing conditions is unconstitutional in that it destroys the marketability of the property and renders the property exceptionally less valuable, and such zoning therefore constitutes a taking of property without just and adequate compensation and without due process of law in violation of the Fifth and Fourteenth Amendments to the Constitution of the United States, as well as Article 1, Section 1, Paragraph 1; Article 1, Section 3, Paragraph 1(a); and Article 3, Section 6, Paragraph 2 of the Constitution of the State of Georgia (1983). To zone this property to any intervening category which is less than requested is unconstitutional, renders the property unusable and constitutes the taking of Applicant's property without just and adequate compensation and without due process of law in violation of the provisions of the United States and Georgia Constitutions cited in this paragraph. The same effect would be had by imposing conditions in restraint of trade, or onerous, burdensome, unconstitutional, or unnecessary conditions on the property. The denial of this request would bear no reasonable relation to the health, safety, morals or welfare of the citizens.

The Applicant has tried very hard to work within the confines of the recently-enacted MU ordinance. We have had many meetings with your staff, and we have tried to be responsive to

their comments and observations. We pledge to continue to work with the City to deliver a mutually-acceptable final plan.

The Applicant respectfully requests that the Alpharetta City Council grant the requested rezoning, the change of Master Plan conditions, the Conditional Use Permit, and the two variances as submitted.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Kathryn Zickert", with a stylized flourish at the end.

Kathryn M. Zickert

KMZ/tnw/mw

cc: Mr. Tony Bartlett
Mark Shaffer, Esq.
Mr. Brian Soss

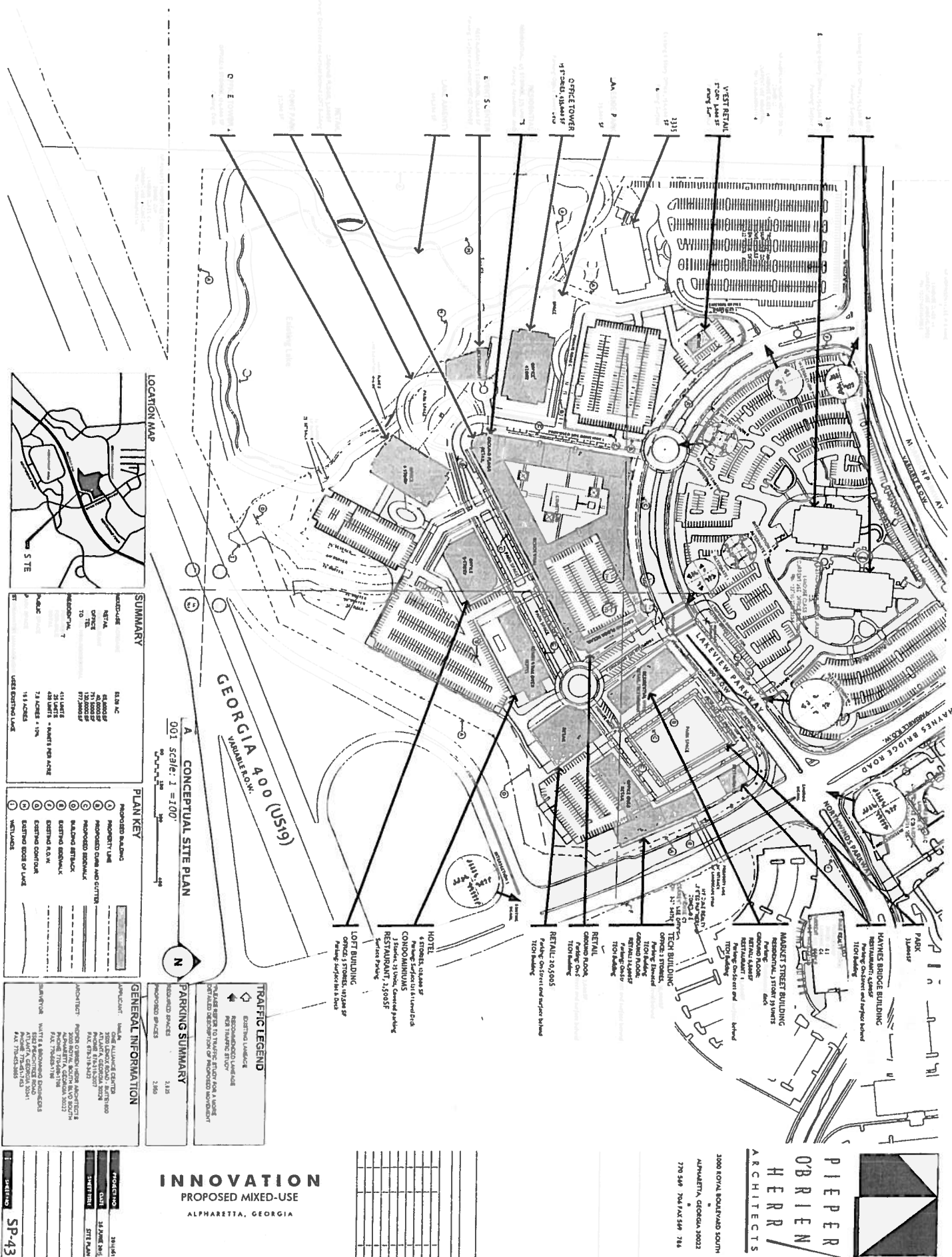
Peridot Legal Description

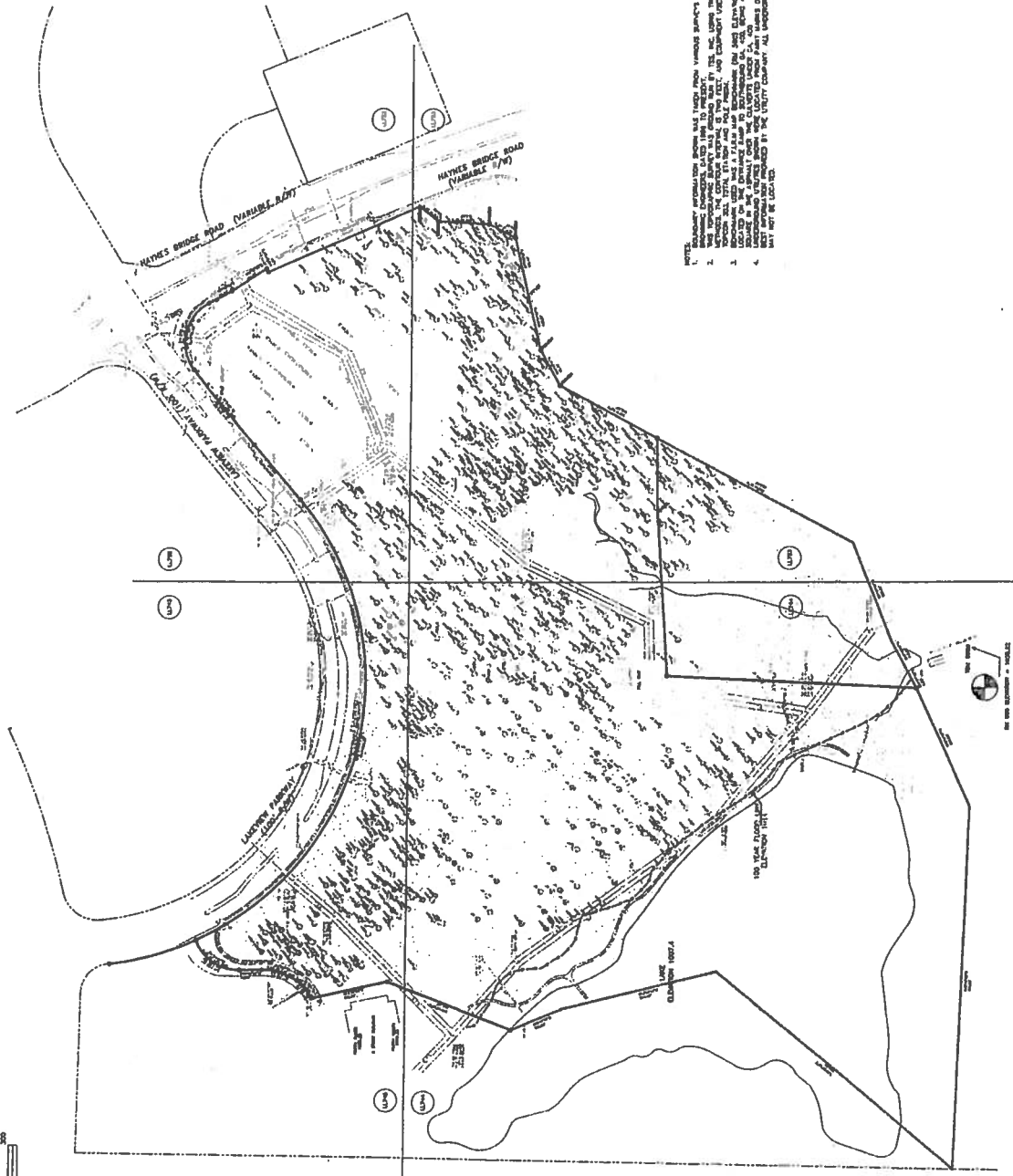
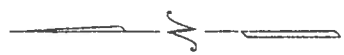
All that tract or parcel of land lying and being in Land Lots 744, 745, 752 & 753 of the 1st District, 2nd Section of Fulton County, Georgia and being more particularly described as follows:

To reach the **True Point of Beginning**, commence at a concrete right of way monument found at the intersection of the northwesterly right of way of Georgia Highway 400 (Variable Right of Way) and the southwesterly Right of Way of Haynes Bridge Road (Variable Right of Way), the **TRUE POINT OF BEGINNING**; thence running along the northwesterly right of way of Georgia Highway 400 the following courses: South 39° 21' 37" West a distance of 53.02 feet to a Right of Way Monument found; thence South 02° 52' 52" West a distance of 113.89 feet to a Right of Way Monument found; thence South 27° 29' 39" West a distance of 66.51 feet to a Right of Way Monument found; thence South 77° 34' 56" West a distance of 135.44 feet to a 1" crimp top pipe found; thence South 76° 59' 03" West a distance of 122.51 feet to a Right of Way Monument found; thence South 60° 55' 35" West a distance of 90.79 feet to a Right of Way Monument found; thence South 28° 20' 57" West a distance of 186.73 feet to a ¾" square rod found; thence South 28° 09' 08" West a distance of 370.91 feet to a Right of Way Monument found; thence South 28° 06' 45" West a distance of 184.07 feet to a Right of Way Monument found; thence South 67° 56' 55" West a distance of 233.52 feet to a Right of Way Monument found; thence South 60° 45' 34" West a distance of 112.54 feet to a Right of Way Monument found; thence South 65° 14' 15" West a distance of 295.86 feet to a point; thence leaving said Right of Way and running North 88° 13' 08" West a distance of 811.03 feet to a point; thence North 00° 56' 38" East a distance of 1045.89 feet to a point; thence North 01° 18' 18" West a distance of 234.07 feet to a point; thence South 06° 17' 41" East a distance of 378.49 feet to a point; thence North 21° 14' 54" East a distance of 209.83 feet to a point; thence North 12° 30' 06" West a distance of 171.76 feet to a point; thence along a curve to the left a distance of 51.32 feet having a radius of 96.18 feet and a chord of North 50° 53' 21" East a distance of 50.71 feet to a point; thence along a curve to the left a distance of 83.49 feet having a radius of 131.84 feet and a chord of North 17° 27' 52" East a distance of 82.10 feet to a point; thence North 00° 40' 36" West a distance of 49.89 feet to a point; thence along a curve to the right a distance of 126.20 feet having a radius of 102.73 feet and a chord of North 34° 30' 39" East a distance of 118.42 feet to a point on the Right of Way of Lakeview Parkway (Variable Right of Way); thence running along said right of way along a curve to the left a distance of 1163.65 feet having a radius of 632.54 feet and a chord of South 77° 17' 40" East a distance of 1006.37 feet to a point; thence North 50° 00' 14" East a distance of 160.00 feet to a point; thence along a curve to the right a distance of 215.95 feet having a radius of 1731.40 feet and a chord of North 51° 16' 40" East a distance of 215.81 feet to a point; thence along a curve to the right a distance of 173.48 feet having a radius of 100.00 feet and a chord of South 77° 44' 14" East a distance of 152.53 feet to a point on the Right of Way of Haynes Bridge Road (Variable Right of Way); thence running along said Right of Way South 27° 40' 40" East a distance of 56.63 feet to a point; thence South 33° 32' 08" East a distance of 92.95 feet to a point; thence South 63° 51' 14" West a distance of

9.01 feet to a point; thence South 23° 49' 42" East a distance of 364.68 feet to a point said point being the **TRUE POINT OF BEGINNING**;

Said property contains 55.09 acres 2,399,720 square feet) more or less. The above legal description was completed by **AEC, Inc.** and is based upon the land plan by PIEPER O'BRIEN HERR ARCHITECTS, dated November 9, 2010.





- NOTES:
1. Boundary information shown on this map was obtained from a survey conducted by the Georgia Department of Transportation in 1997. The survey was conducted by the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section.
 2. The information shown on this map was obtained from a survey conducted by the Georgia Department of Transportation in 1997. The survey was conducted by the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section.
 3. The information shown on this map was obtained from a survey conducted by the Georgia Department of Transportation in 1997. The survey was conducted by the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section.
 4. The information shown on this map was obtained from a survey conducted by the Georgia Department of Transportation in 1997. The survey was conducted by the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section, and the Georgia Department of Transportation, Survey Section.

TOPOGRAPHIC SURVEY FOR
LAND LOTS
CLAYTON COUNTY, GEORGIA
OFFICE: JANUARY 8, 2007

Land Survey
Survey Section
Survey Section
Survey Section

C3.0

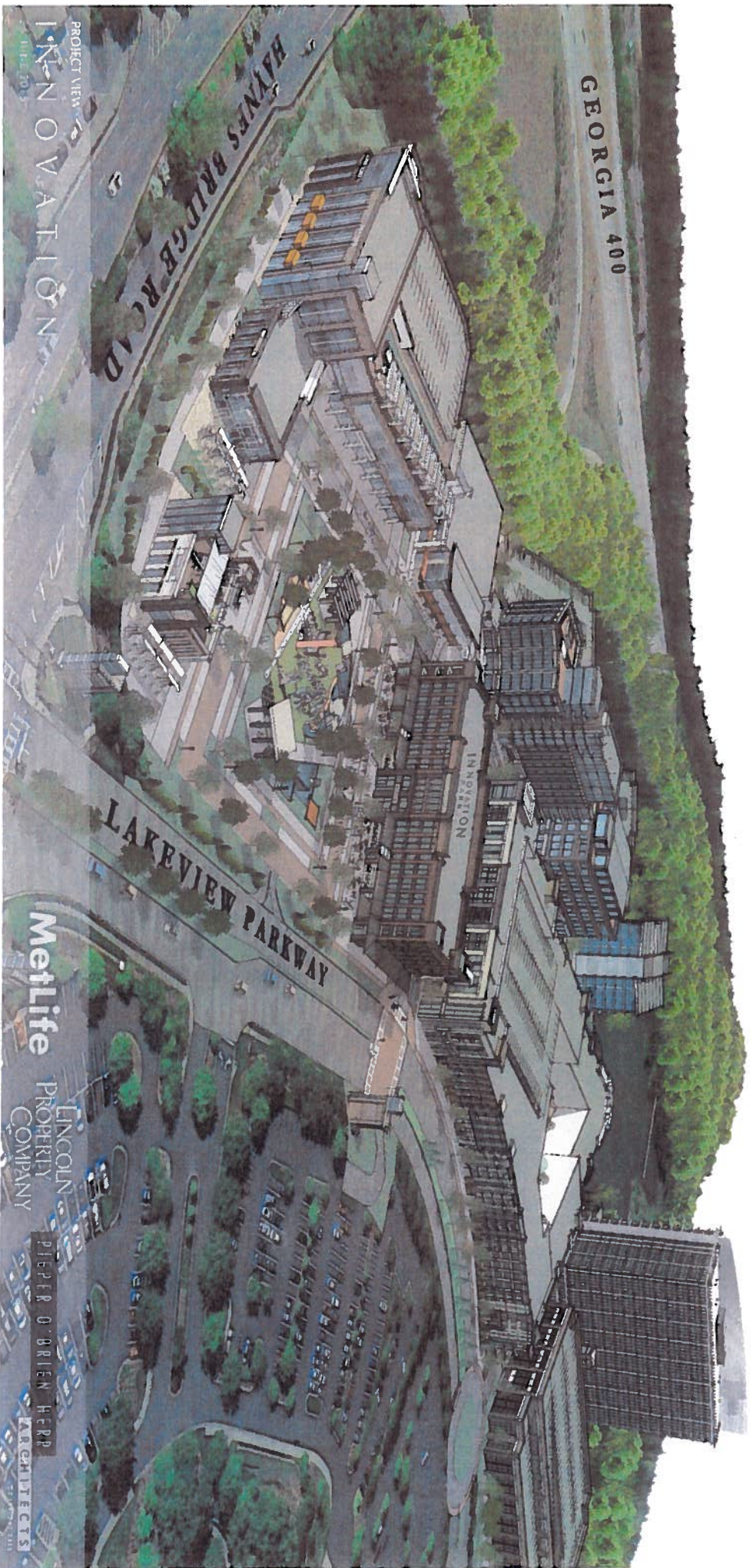
SITE PLAN CHECK LIST

*This document is provided as a resource for the applicant to assist in the preparation of site plans to be submitted in support of applications for public hearing. The items listed below reflect the **minimum** information that must be included on all site plans submitted as part of the public hearing process.*

Site plans submitted as part of a public hearing application must be drawn to scale, and the scale must be displayed in the lower left corner of the plan page. The maximum page size for original full-size plan documents is 30" x 42". Plan copies submitted as part of the completed application packets may be a maximum of 11" x 17", must be folded to a size of 8.5" x 11", and must be attached to each submittal packet set.

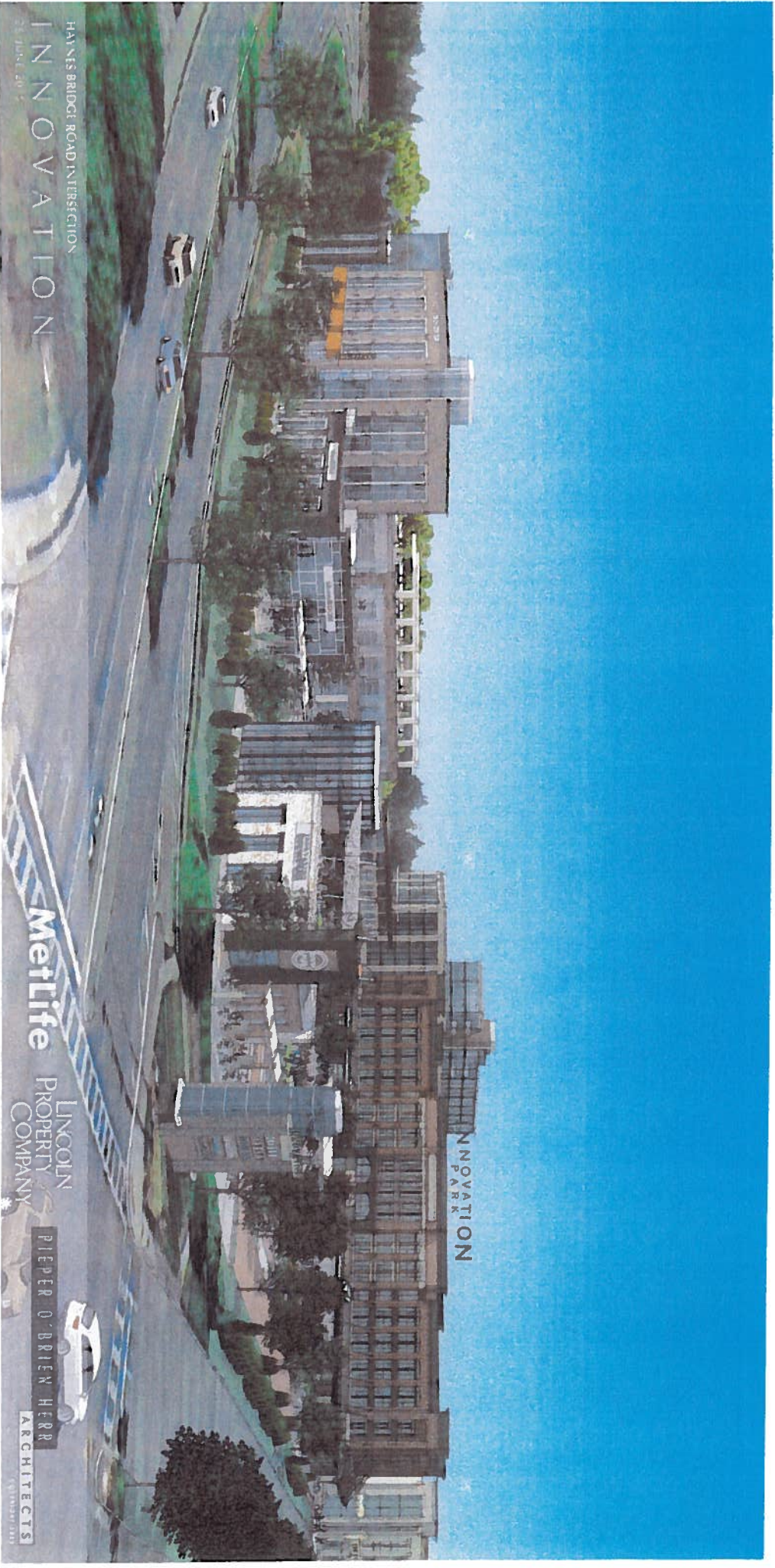
Applications that include site plan documents that do not meet these requirements will not be accepted.

☒	Element Description
☒	Key and/or legend and site location map with North arrow
☐	Boundary survey of subject property which includes dimensions along property lines that match the metes and bounds of the property's written legal description and clearly indicates the point of beginning.
☐	Acreage of the subject property.
☒	Location of land lot lines and identification of land lots.
☐	Existing, proposed, new dedicated, and future reserved rights-of-way of all streets, roads, and rail lines adjacent to and on the subject property.
☒	Proposed streets on the subject site.
☒	Current zoning of the subject site and adjoining properties.
☐	Existing buildings (with square footages, heights, and stories), wells, driveways, fences, cell towers, and any other structures or improvements on the subject property.
☒	Location of proposed buildings with square footages, heights, and stories.
☐	Layout and minimum lot size of proposed single-family residential lots.
☐	Topography of subject site.
☐	Required and proposed setbacks.
☒	100-year flood plain horizontal limits and flood zone designations as shown on survey or FEMA FIRM maps.
☒	Required landscape strips, undisturbed buffers, and any other natural areas as required or proposed.
☐	Tree lines, woodlands, significant trees with critical root zones (1.3 x trunk diameter), and open fields on subject site.
☐	Required and proposed parking spaces, loading, and unloading facilities.
☐	Lakes, streams, and other waters on the site and associated buffers. Wetlands shown on GIS maps or survey.
☐	Proposed stormwater management facilities.
☐	Entrance distance profile assuming the driver's eye at a height of 3.5 feet.
☒	Existing driveways located within 150 feet of the subject property on adjacent or nearby parcels (including those parcels on the opposite side of a public street).
☐	Proposed access driveways and the available intersection sight distance (according to AASHTO Green Book).



PROJECT VIEW /
INNOVATION
JULY 2013

MetLife
LINCOLN PROPERTY COMPANY
PIPER O'BRIEN HERR
ARCHITECTS



HAYES BRIDGE ROAD INTERSECTION

INNOVATION

28 JUNE 2015

INNOVATION
PARK

MetLife

LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HEER

ARCHITECTS

ALPHABET CITY



HAYNES BRIDGE ROADWAY
INNOVATION

MetLife
LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HEPP
ARCHITECTS



TECH BUILDING ALONG HAYNES BRIDGES ROAD
INNOVATION
JULY 2015

MetLife LINCOLN
PROPERTY
COMPANY

DEEPER O'BRIEN HERR
ARCHITECTS
LINCOLN, NE



RESTAURANT VIEW
FROM PARK

INNOVATION

MetLife LINCOLN
PROPERTY
COMPANY

PEPPER O'BRIEN HERR
ARCHITECTS
LINCOLN



RESTAURANT VIEW FROM HAVEN BUILDING AND
INNOVATION

MetLife LINCOLN
PROPERTY
COMPANY

PIEPER O'RIEN HERD
ARCHITECTS
© 2007 PIHP



VIEW OF RETAIL FROM PARK

INNOVATION

MetLife

PROPERTY COMPANY

PETER O'BRIEN HEER

ARCHITECTS



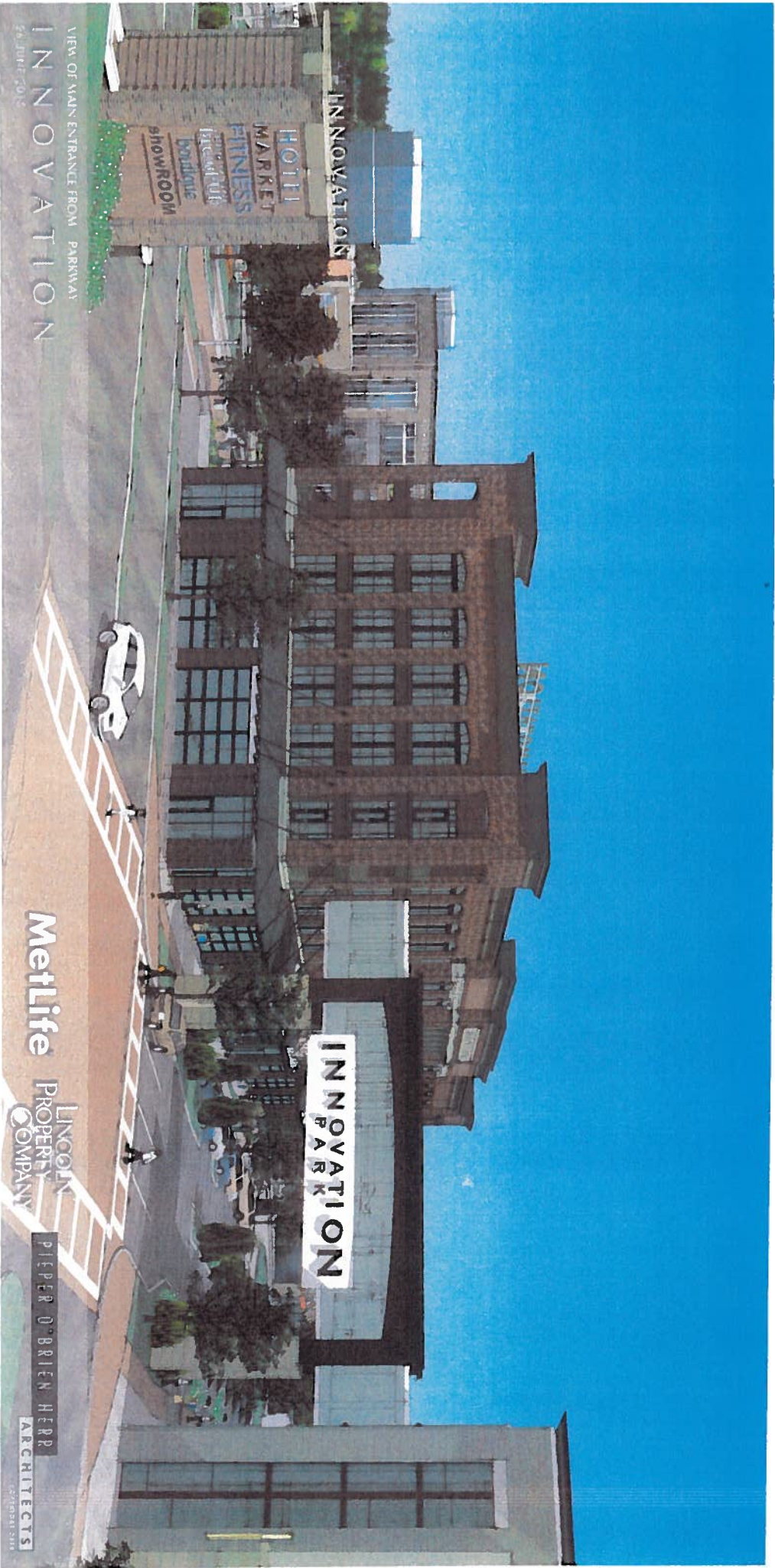
VIEW OF MARKET STREET BUILDING FROM LAKEVIEW PARKWAY

INNOVATION

INNOVATION
PARK

MetLife LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HERR
ARCHITECTS



INNOVATION

HOTEL
MARKET
FITNESS
BOUTIQUE
SHOWROOM

INNOVATION
PARK

VIEW OF MAIN ENTRANCE FROM PARKWAY

INNOVATION

26 JUNE 2015

MetLife

LINCOLN
PROPERTY
COMPANY

PIPER O'BRIEN HEER

ARCHITECTS

12/09/2014 2:18



VIEW OF RETAIL

INNOVATION

HOV
LOFT
LAKESIDE OFFICE
MetLife

LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HERR

ARCHITECTS



ALPHARETTA TECH CENTER

PARKING

KITCHEN & BATH

IN-SIDE

P A F

VIEW OF TECH BUILDING
FROM PARK

INNOVATION

MetLife PROPERTY COMPANY

PIEPER O BRIEN HEER ARCHITECTS

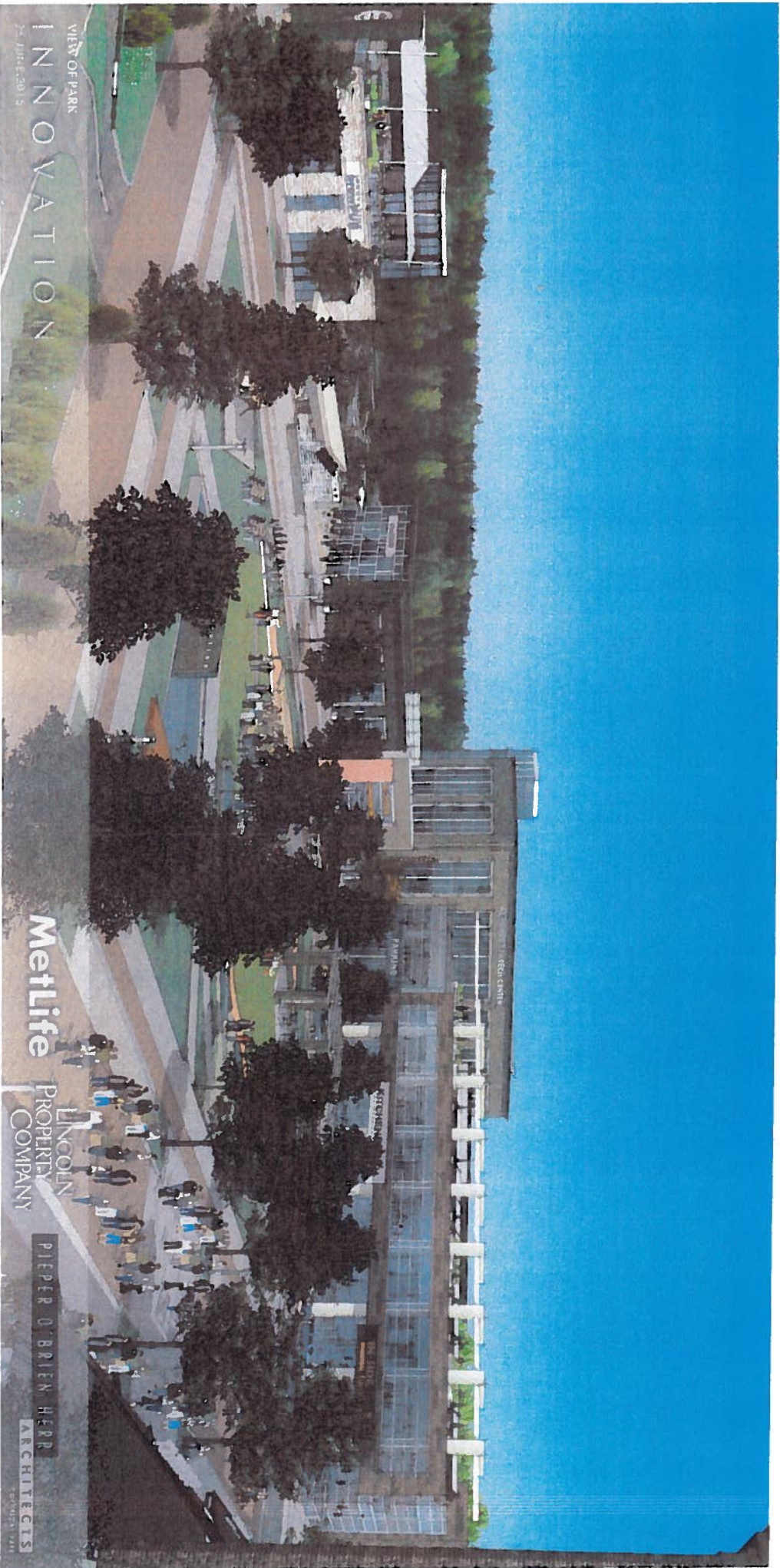


VIEW OF HIGH BUILDING ROOF TERRACE

INNOVATION

Lincoln
PROPERTY
COMPANY

PIEPER O'BRIEN HERR
ARCHITECTS



VIEW OF PARK

INNOVATION

2nd JUNE 2015

MetLife

LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HEER

ARCHITECTS

© 2015 POH





VIEW OF RETAIL AT RESIDENTIAL BUILDING

INNOVATION

300000000

SPA

SPA

boutique

THE LOFT

MetLife
PROPERTY
COMPANY

PIERCE O'BRIEN HERR

ARCHITECTS

1000000000



VIEW OF OFFICE AT POINT PARK

INNOVATION

MetLife

LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HEER

ARCHITECTS

ESTABLISHED 1915



VIEW OF OFFICE TOWER AT POINT PARK

INNOVATION

20 JUNE 2015

MetLife LINCOLN
PROPERTY
COMPANY

PIEPER O'BRIEN HEPP
ARCHITECTS



VIEW OF POINT PARK

INNOVATION

2.4 JUNE 2012

Lincoln
Mellie Property
Company

PIEPER O'BRIEN HEER
ARCHITECTS



City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Community Development

Submitted By:

Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: V-15-24 OLD MILTON HOLDINGS VARIANCE TO THE UDC

II. RECOMMENDATION:

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

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

EXTERNAL FUNDING SOURCES:

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

IV. REPORT IN BRIEF:

V. ALTERNATIVES:

VI. ATTACHMENTS:

Application, Maps, Site Plan, Old Milton Holdings Approved Site Plan

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT • 2 PARK PLAZA • ALPHARETTA, GA 30009

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

Contact Information:

Contact Name: Mr. Bob Cheeley (Old Milton Holdings, LLC) Telephone: 770-861-4100
Address: 5100 Peachtree Parkway Suite: Suite 200
City: Norcross State: Ga Zip: 30092 Fax: _____
Mobile Tel: 770-861-4100 Email: bob@cheeley.us

Subject Property Information:

Address: 305 Thompson Street Current Zoning: MU
District: 1 Section: 2 Land Lot: 2580,2600,262 Parcel ID: 12-2840802160
Proposed Zoning: MU Current Use: Mixed Use Development

This Application For (Check All That Apply):

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

APPLICANT REQUEST AND INTENT

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

Mixed Use Development

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

We are requesting a variance to the tree ordinance to allow for the import and placement of soil on the subject property from a nearby property. Because the subject property required the importing of significant fill (that is currently available) the areas of the ordinance we need a variance from are as follows:

3.2.5 C-2: The property under active development is under separate ownership from this parcel.

3.2.5 C-4: More than 10% of the total tree density will be removed for the placement of fill

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

Please see letter of intent attached.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Bob Cheeley (Old Milton Holdings, LLC)

Telephone: (770) 861-4100

Address: 5100 Peachtree Parkway

Suite: 200

City Norcross

State: Ga

Zip: 30092

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 _____ |

Identify Authorized Applicant:

Name of Authorized Applicant: (Same as Above)

Telephone: _____

Address: _____

Suite: _____

City _____

State: _____

Zip: _____

So Sworn and Attested:

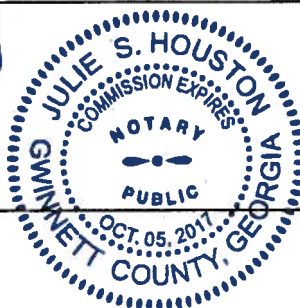
Owner Signature: _____

Date: 9/8/15

Notary:

Notary Signature: _____

Date: 9/8/15



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: Bob Cheeley

Subject Public Hearing Case: _____

Campaign Contribution Information:

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

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

Name of Official: None

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-1.

Signature: Robert D Cheeley

Date: 9/8/15

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.

Yes, this property requires a significant amount of fill to bring the project up to the surrounding road grade. This required the importing of 100,000 cubic yards of fill that is currently available at a close location.

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

Yes, the lowest part of the property that needs to be filled will be screened from the street view but will require the removal of more than 10% of the existing trees.

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

Yes, the natural topography and the required finish grade

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.

No, the cleared part of the property would still be screened from public view with an existing buffer of natural trees greater than or equal to 100'

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

CITIZEN PARTICIPATION FORM - PART A

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

Public Hearing or Project Name: West Village- Stockpile grading

Contact Name: Bob Cheeley Telephone: (770) 861-4100

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

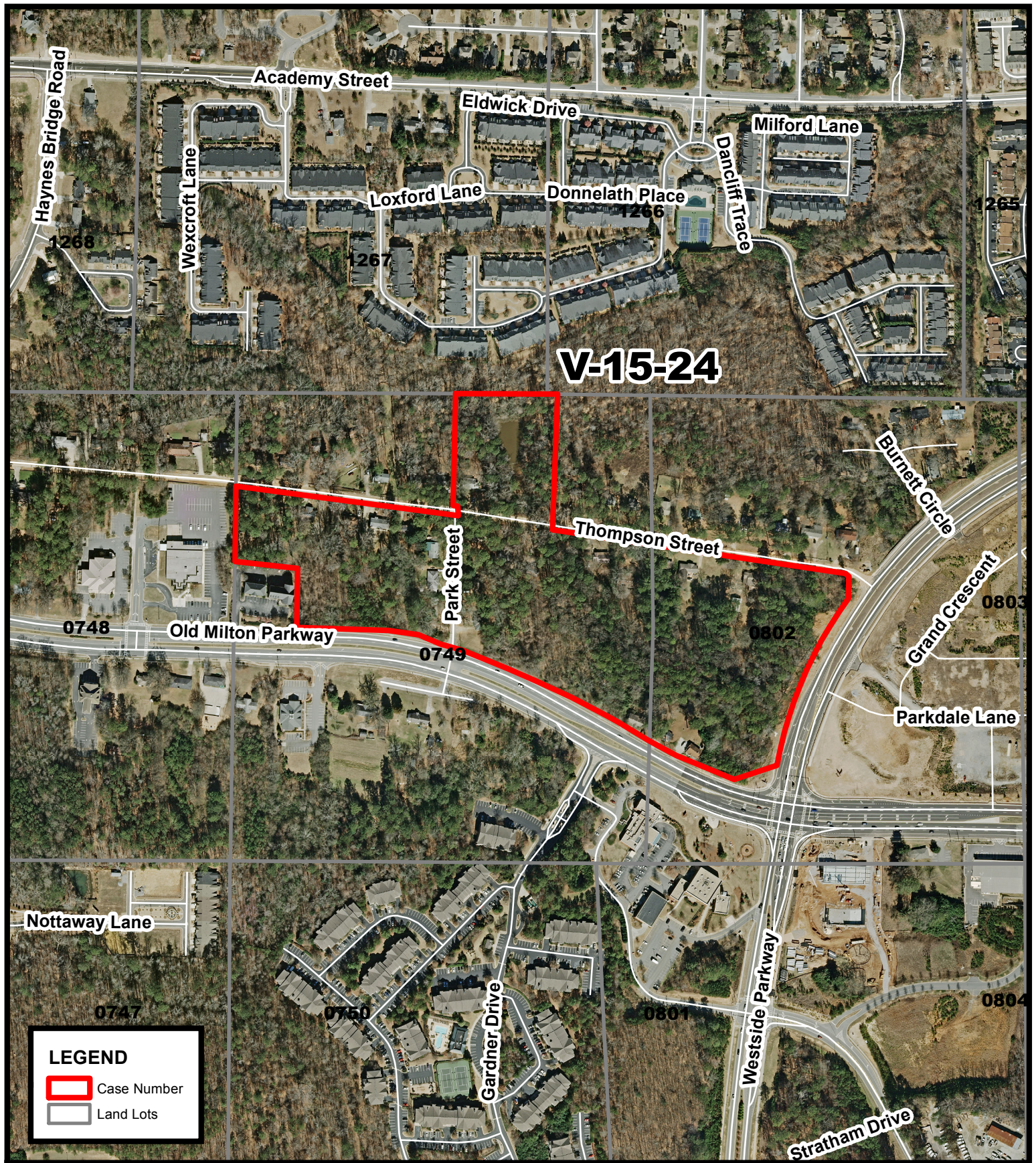
See attached list of surrounding property owners.

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

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

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 send out a letter detailing our request and people can respond via e-mail, letter, telephone or a meeting can be set up if requested.



Aerial Map
Old Milton Holdings, LLC
2000 Block
Old Milton Parkway

Case: V-15-24
D/LL: 2/1/749 & 802
CC Date: 09/28/2015

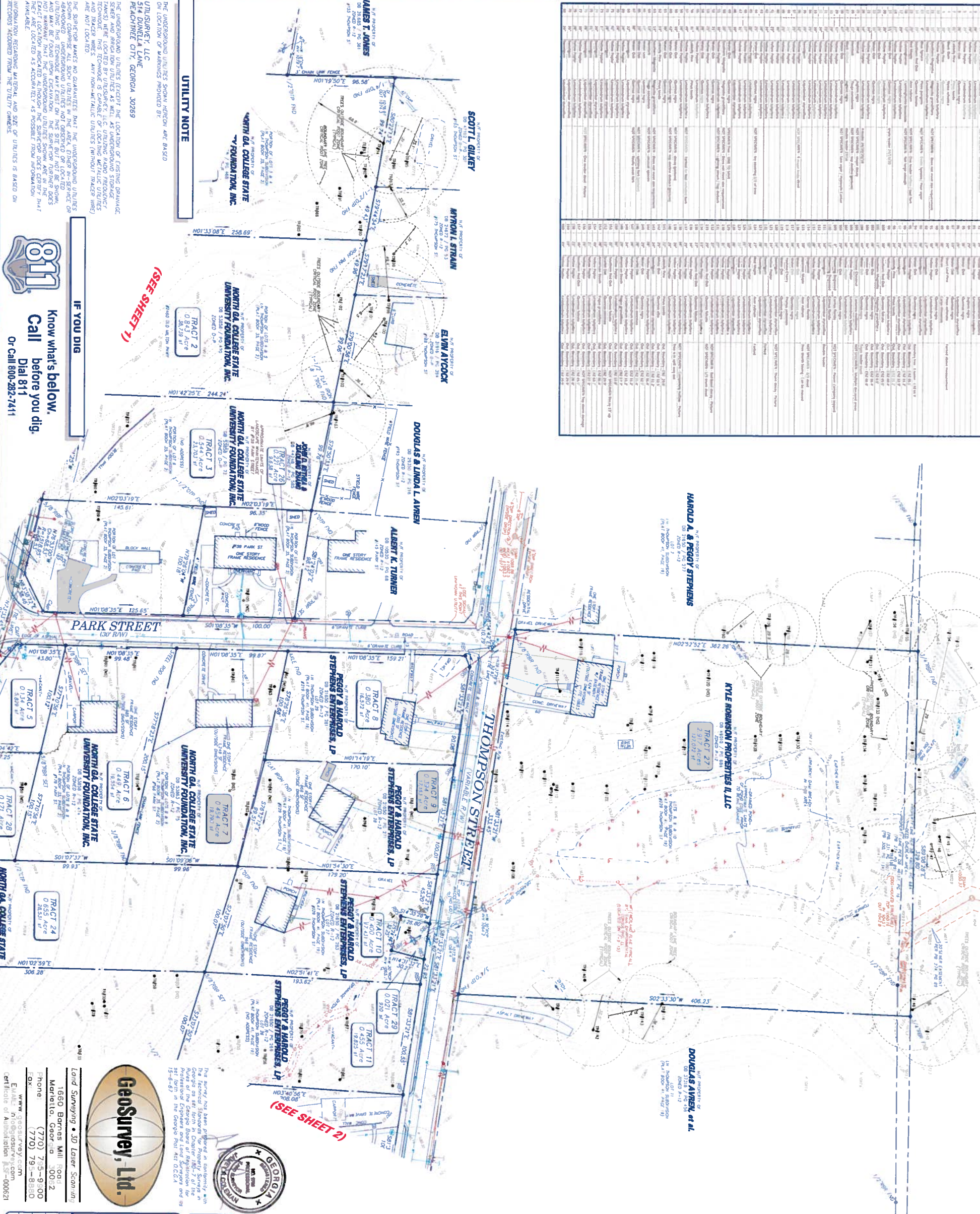
Location Map Provided by:
Community Development - GIS

TREE INVENTORY CHART

TREES REQUIRED ON SHEET WITH 35% ARE NOT PRESENT

Tree ID	Tree Name	Tree Size	Tree Location	Tree Status	Tree Notes
1	Red Oak	12"	Block 100	Present	
2	White Oak	10"	Block 100	Present	
3	Live Oak	14"	Block 100	Present	
4	Pin Oak	8"	Block 100	Present	
5	Shortleaf Pine	16"	Block 100	Present	
6	Longleaf Pine	18"	Block 100	Present	
7	Slash Pine	10"	Block 100	Present	
8	Live Oak	12"	Block 100	Present	
9	White Oak	14"	Block 100	Present	
10	Red Oak	16"	Block 100	Present	
11	Live Oak	18"	Block 100	Present	
12	White Oak	20"	Block 100	Present	
13	Red Oak	22"	Block 100	Present	
14	Live Oak	24"	Block 100	Present	
15	White Oak	26"	Block 100	Present	
16	Red Oak	28"	Block 100	Present	
17	Live Oak	30"	Block 100	Present	
18	White Oak	32"	Block 100	Present	
19	Red Oak	34"	Block 100	Present	
20	Live Oak	36"	Block 100	Present	
21	White Oak	38"	Block 100	Present	
22	Red Oak	40"	Block 100	Present	
23	Live Oak	42"	Block 100	Present	
24	White Oak	44"	Block 100	Present	
25	Red Oak	46"	Block 100	Present	
26	Live Oak	48"	Block 100	Present	
27	White Oak	50"	Block 100	Present	
28	Red Oak	52"	Block 100	Present	
29	Live Oak	54"	Block 100	Present	
30	White Oak	56"	Block 100	Present	
31	Red Oak	58"	Block 100	Present	
32	Live Oak	60"	Block 100	Present	
33	White Oak	62"	Block 100	Present	
34	Red Oak	64"	Block 100	Present	
35	Live Oak	66"	Block 100	Present	
36	White Oak	68"	Block 100	Present	
37	Red Oak	70"	Block 100	Present	
38	Live Oak	72"	Block 100	Present	
39	White Oak	74"	Block 100	Present	
40	Red Oak	76"	Block 100	Present	
41	Live Oak	78"	Block 100	Present	
42	White Oak	80"	Block 100	Present	
43	Red Oak	82"	Block 100	Present	
44	Live Oak	84"	Block 100	Present	
45	White Oak	86"	Block 100	Present	
46	Red Oak	88"	Block 100	Present	
47	Live Oak	90"	Block 100	Present	
48	White Oak	92"	Block 100	Present	
49	Red Oak	94"	Block 100	Present	
50	Live Oak	96"	Block 100	Present	
51	White Oak	98"	Block 100	Present	
52	Red Oak	100"	Block 100	Present	
53	Live Oak	102"	Block 100	Present	
54	White Oak	104"	Block 100	Present	
55	Red Oak	106"	Block 100	Present	
56	Live Oak	108"	Block 100	Present	
57	White Oak	110"	Block 100	Present	
58	Red Oak	112"	Block 100	Present	
59	Live Oak	114"	Block 100	Present	
60	White Oak	116"	Block 100	Present	
61	Red Oak	118"	Block 100	Present	
62	Live Oak	120"	Block 100	Present	
63	White Oak	122"	Block 100	Present	
64	Red Oak	124"	Block 100	Present	
65	Live Oak	126"	Block 100	Present	
66	White Oak	128"	Block 100	Present	
67	Red Oak	130"	Block 100	Present	
68	Live Oak	132"	Block 100	Present	
69	White Oak	134"	Block 100	Present	
70	Red Oak	136"	Block 100	Present	
71	Live Oak	138"	Block 100	Present	
72	White Oak	140"	Block 100	Present	
73	Red Oak	142"	Block 100	Present	
74	Live Oak	144"	Block 100	Present	
75	White Oak	146"	Block 100	Present	
76	Red Oak	148"	Block 100	Present	
77	Live Oak	150"	Block 100	Present	
78	White Oak	152"	Block 100	Present	
79	Red Oak	154"	Block 100	Present	
80	Live Oak	156"	Block 100	Present	
81	White Oak	158"	Block 100	Present	
82	Red Oak	160"	Block 100	Present	
83	Live Oak	162"	Block 100	Present	
84	White Oak	164"	Block 100	Present	
85	Red Oak	166"	Block 100	Present	
86	Live Oak	168"	Block 100	Present	
87	White Oak	170"	Block 100	Present	
88	Red Oak	172"	Block 100	Present	
89	Live Oak	174"	Block 100	Present	
90	White Oak	176"	Block 100	Present	
91	Red Oak	178"	Block 100	Present	
92	Live Oak	180"	Block 100	Present	
93	White Oak	182"	Block 100	Present	
94	Red Oak	184"	Block 100	Present	
95	Live Oak	186"	Block 100	Present	
96	White Oak	188"	Block 100	Present	
97	Red Oak	190"	Block 100	Present	
98	Live Oak	192"	Block 100	Present	
99	White Oak	194"	Block 100	Present	
100	Red Oak	196"	Block 100	Present	

ACADEMY PARK NEIGHBORHOOD ASSOCIATION



VICINITY MAP

SITE LOCATION - LATITUDE: 34° 04' 12" LONGITUDE: 84° 17' 03"

GENERAL NOTES

THIS SURVEY HAS BEEN PREPARED WITHOUT THE BENEFIT OF A CURRENT TITLE INSURANCE POLICY OR OTHER ENCUMBRANCES MAY EXIST ON THE PROPERTY. THE SURVEYOR MAKES NO WARRANTY, NO GUARANTEE, AND MAY BE FOUND UNDER EXCAVATION. THE SURVEYOR FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION SHOWN, AND THE SURVEYOR DOES CERTIFY THAT THE INFORMATION IS ACCURATELY AS POSSIBLE FROM INFORMATION AVAILABLE.

PLEASE NOTE: ZONING AND SETBACKS SHOULD BE COMPLIED AND VERIFIED BY PLANNING AND ZONING PRIOR TO DESIGN OR CONSTRUCTION ACTIVITIES.

PLEASE NOTE: ABOVE GROUND UTILITIES ARE SHOWN HEREON. NO UNDERGROUND UTILITIES WERE VANDER OR LOCATED.

PLEASE NOTE: THE TREES SHOWN ON THIS SURVEY WERE VANDER AND INVENTORIED BY A CHRISTOPHER MARKS LICENSED ARBORIST (770-468-4167) - TREE INVENTORY MAP LAST REVISED ON 1-20-2015. GEOSURVEY, LTD. ATTACHED TO THIS SURVEY FOR THE ACCURACY OF THE TREE INVENTORY.

SURVEY REFERENCES

1. C. WILSON, JR. AND THE SURVEY FOR TOWN QUARTER PROPERTIES, RIVE COMPANY, INC., PREPARED BY GEOSURVEY, LTD., DATED MARCH 22, 2003, LAST REVISED MARCH 17, 2006.

2. SUBDIVISION PLAT FOR L. N. THOMPSON PROPERTY, PREPARED BY J. M. DODD, SURVEYOR, DATED JUNE 3, 1946, AND RECORDED IN PLAT BOOK 35, PAGE 2 OF THE FULTON COUNTY PUBLIC RECORDS.

3. RIGHT OF WAY PLANS FROM THE DEPARTMENT OF TRANSPORTATION, PROJECT NUMBER STD-188-1115, PAGE 21A, DATED OCTOBER 13, 1991.

CLOSURE STATEMENT

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GRAPHIC SCALE

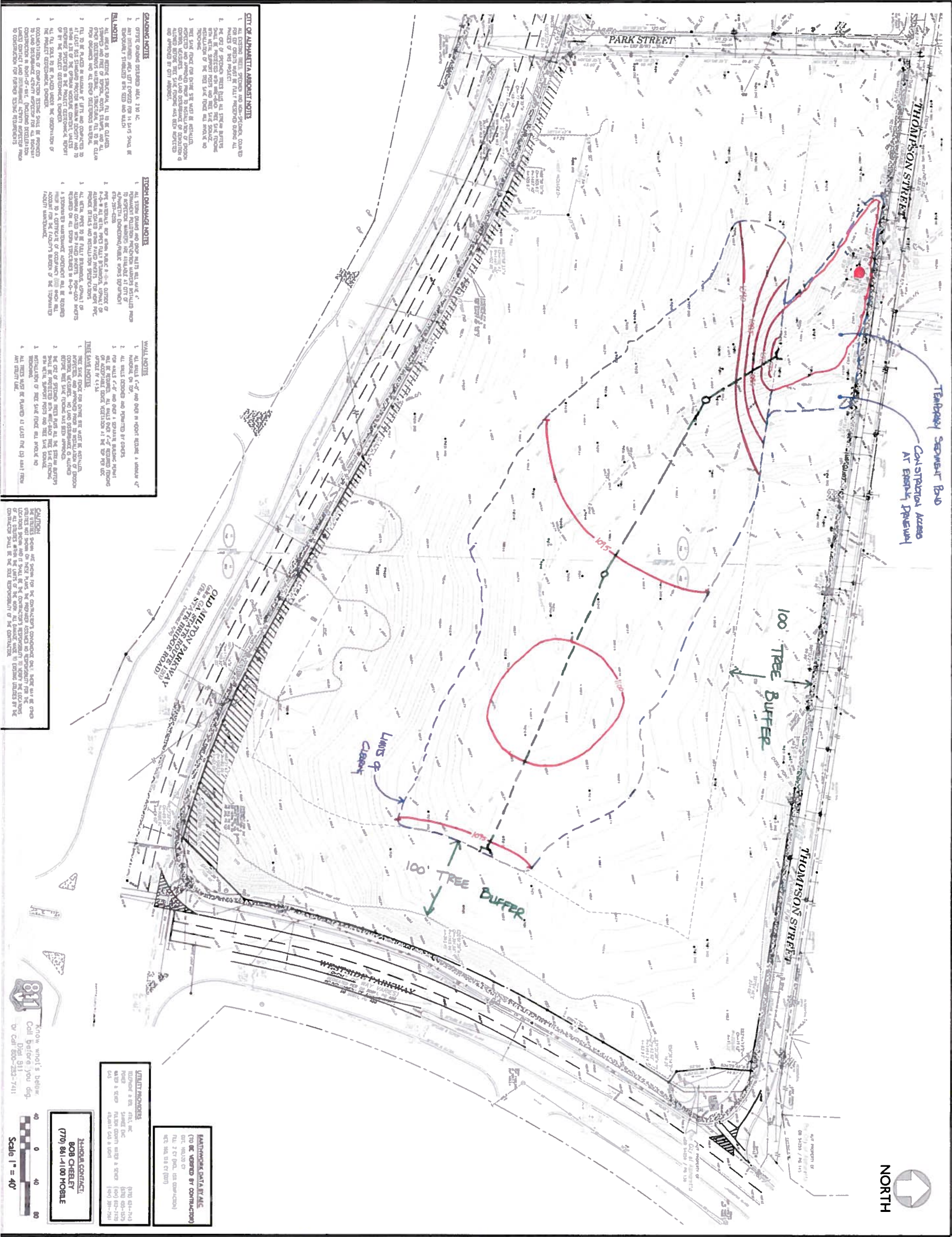
0 20 40 100 200

1" = 40'

BOUNDARY & TOPOGRAPHIC SURVEY FOR

Old Milton Holdings, LLC

1660 Barnes Mill Road
Marietta, Georgia 30067
Phone: (770) 775-9900
Fax: (770) 795-8900
www.geosurvey.com
E-MAIL: info@geosurvey.com
Certificate of Authorization #38-000621



CITY OF ALPHARETTA APPROVAL NOTES:

- ALL EXISTING UTILITIES, STRUCTURES AND NON-STRUCTURES, COULD BE REMOVED OR MODIFIED BY THE CITY OF ALPHARETTA.
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GRADING NOTES:

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WALL NOTES:

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TREE BUFFER NOTES:

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CAUTION:

ALL EXISTING UTILITIES, STRUCTURES AND NON-STRUCTURES, COULD BE REMOVED OR MODIFIED BY THE CITY OF ALPHARETTA.

UTILITY INFORMATION:

ALL EXISTING UTILITIES, STRUCTURES AND NON-STRUCTURES, COULD BE REMOVED OR MODIFIED BY THE CITY OF ALPHARETTA.



Development Summary

Current Zoning	R 12/O P/C 1	Retail/Restaurant	25,000 sf
Proposed Zoning	MU	Office	12,000 sf
Site Area	21.067 ac*	Parking Surface	299 sp
	8.82 ac/acre	Street	81 sp
Open Space	4.67 ac	Total	280 sp

Residential	186 units
Single-Family	21 un
Main Lot Size	3,200 sf
Main Dimension	40' x 80'

Townhomes	45 un
22' x 50'	65 un
Main Lot Size	2,300 sf
Main Dimension	45'

Stacked Flats	54 un
Main Unit Size	1,601 sf
Main Dimension	45'

Building Subsets (conditional per code)	
Front Yard	0
Rear Yard	0
Side Yard	0

*The Site Areaage total is based on 3.105 commercial acres and 27.961 residential acres



SITE LOCATION MAP





City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Community Development
Submitted By: Richard McLeod, Senior Planner
Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: CLUP-15-07/PH-15-16 CLUP UPDATE FOR DOWNTOWN MASTER PLAN

II. RECOMMENDATION:

PLANNING COMMISSION:

This item was heard at the September 8th Planning Commission meeting. After discussion, the Commission unanimously recommended approval of the request.

RECOMMENDATION:

Approve CLUP-15-07/PH-15-16 Comprehensive Plan Amendments and authorize transmission of the document to the Department of Community Affairs and the Atlanta Regional Commission.

III. REPORT IN BRIEF:

REPORT-IN-BRIEF

State regulations require that community comprehensive plans be adopted and updated on a regular basis in order to ensure compliance with regional plans and maintain eligibility for grants and other funding.

Alpharetta adopted a 2030 Comprehensive Plan in 2011 and due to the adoption of Downtown Master Plan an update is required. Guided by the City's consultants, Kimley-Horn and TSW, several of the public meetings were held including 'visioning' sessions. In addition, a steering committee was formed that met over the course of half a year to provide the consultants with more detailed input.

DISCUSSION

Updates have been incorporated into the Central Neighborhood, Old Milton Corridor, North Main Corridor, South Main Corridor, Downtown Activity Center, and Kimball Bridge Activity Center areas of the city, in order to include adoption of the Downtown Master Plan.

In the Future Development Matrices, Table 1 puts checks on high lot coverage and shallow building setback to show greater building coverage. In Table 2, R-8A/D is introduced as well as the DT-C, DT-MU, DT-LW, and DT-R in the Central Neighborhoods, Old Milton Corridor, North Main Corridor, South Main Corridor, Downtown Activity Center, and Kimball Bridge Activity Center.

IV. ALTERNATIVES:

V. ATTACHMENTS:

Comprehensive Land Use Ordinance, 2030 Comprehensive Land Use Plan with Updates, 2030 Land Use Map

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA
TO APPROVAL AN UPDATE TO THE
2030 COMPREHENSIVE LAND USE PLAN**

WHEREAS, the Georgia Planning Act of 1989 requires local governments to keep their comprehensive plans current in order for the plans to be used for policy guidance and as management tools for daily decisions,

WHEREAS, the City of Alpharetta followed the prescribed procedures for public hearing, plan adoption and other requirements identified in the State of Georgia Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the public hearing was advertised in order to notify the public and provide the opportunity for public input;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the updated 2030 Comprehensive Land Use Plan process:

SO RESOLVED this _____ day, of _____ 2015.

CITY OF Alpharetta

By: _____
David Belle Isle, Mayor

COUNCIL MEMBERS

(SEAL)

Attest:

City Clerk

City of Alpharetta

2030 Comprehensive Plan



City of Alpharetta 2030 Comprehensive Plan

Community Agenda

Prepared for:

City of Alpharetta
Alpharetta, Georgia

By:



AMEC E&I, Inc.
Atlanta

Updated/ Amended July 2015

ACKNOWLEDGEMENTS

MAYOR AND CITY COUNCIL

Arthur Letchas
Mayor

Mike Kennedy
City Council – Post 2

Cheryl Oakes
City Council – Post 4

D. C. Aiken
City Council – Post 6

Douglas J. DeRito
City Council – Post 1

Chris Owens
City Council – Post 3

Jim Paine
City Council – Post 5

CITY STAFF

Bob Regus
City Administrator

Lynn Pierson
*Plans Administrator/
Zoning Administrator*

Kathi Cook
Boards Administrator

Eric Graves
City Traffic Engineer

Diana Wheeler
*Community Development
Department Director*

Dora Tejada
GIS Specialist

STEERING COMMITTEE

Larry Attig
Downtown Property Owner

Kyle Caswell
Kimball Bridge Area

Paul Gwyn
Downtown Property Owner

Richard Kramer
Design Review Board

Fred Smith
Downtown Property Owner

Georgia Barrow
Development Authority

Dennis Chapman
North Farm Subdivision

Bill Johnson
WCSA (Windward)

Tom Miller
Windward Subdivision

Jeff Stallard
Design Review Board

Fergal Brady
Northeast Area

Richard Debban
Downtown Property Owner

Eamon Keegan
Youth Population

Cheryl Rand
Recreation Commission

Richard Wernick
Private Sector Developer

Howard Carson
Private Sector Developer

Tom DiGiovani
Berkshire Manor Subdivision

Mike Kennedy
City Council

Ted Schwartz
Commercial Broker

PLANNING COMMISSION

Michael Tomy
Chairman

Will Gurley
Fergal Brady
Nancy Bristol

Kyle Caswell
Francis Kung'u
Rob Partee

Alternates
Jill Reynolds
Ron Carter

COMMUNITY PARTICIPANTS

City of Alpharetta stakeholders submitted 350 community questionnaires online and more than 100 people attended workshops and meetings over a 10-month period of time.

AMEC E&I, INC.

Ron Huffman, ASLA, AICP
Lee Walton, AICP
Marty Sewell, AICP
Paige Hatley, AICP
Brad Davis, AICP

Cover rendering of City Center prepared by Urban Collage, October, 2011.

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ADOPTION RESOLUTION



RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA FOR THE ADOPTION OF THE COMPREHENSIVE PLAN 2030

WHEREAS, in order to maintain its Qualified Local Government (QLG) status, the City of Alpharetta must periodically update its Comprehensive Plan document; and

WHEREAS, the City of Alpharetta followed the prescribed procedures for public hearing, plan adoption and other requirements identified in the Rules of the Georgia Department of Community Affairs Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the City of Alpharetta Comprehensive Plan was found to be in compliance with the requirements and standards of Chapter 110-12-1 by the Georgia Department of Community Affairs and the Atlanta Regional Commission;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the Comprehensive Plan 2030.

SO RESOLVED this 28th day of November, 2011.

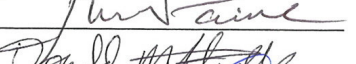
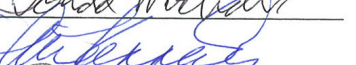
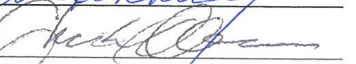
CITY OF ALPHARETTA

By:


Arthur G. Letchas, Mayor

COUNCIL MEMBERS




Attest:


City Clerk

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INSERT 2015 ADOPTION RESOLUTION HERE

2015 AMENDMENTS

The 2015 Downtown Master Plan is incorporated by reference and should be consulted for additional details and information related to the character areas identified below.

PART 2: CHARACTER AREA FOCUS

<u>Central Neighborhoods.....</u>	<u>34</u>
<u>Old Milton Corridor</u>	<u>44</u>
<u>North Main Corridor.....</u>	<u>50</u>
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<u>Future Development Matrices.....</u>	<u>71-74, 76</u>

INTRODUCTION

Introduction to the Community Agenda for the City of Alpharetta, Georgia

Located in Fulton County within the Atlanta-Marietta-Sandy Springs-GA Metropolitan Statistical Area (MSA) and in close proximity to important regional cities and other job centers, Alpharetta is on track to become the premier community in Georgia. In an effort to meet the community's future needs, Alpharetta coordinated the efforts of citizens, elected officials, professional leaders, property owners, and major employers to create a community vision for the future that will be guided by the *City of Alpharetta 2030 Comprehensive Plan – Community Agenda*.

PURPOSE AND SCOPE

The *Community Agenda* represents the community vision, goals, policies, primary issues and opportunities that the community has chosen to address, and a plan of action for implementation. In addition, it outlines desired development patterns and supporting land uses with a future development guide for the city.

The *Community Agenda* serves the purpose of meeting the intent of the Georgia Department of Community Affairs' (DCA) "Standards and Procedures for Local Comprehensive Planning," as established on May 1, 2005. Preparation in accordance with these standards is an essential requirement in maintaining status as a Qualified Local Government (QLG). QLG status allows communities to be eligible for state assistance programs.

The Comprehensive Plan also includes the *Community Participation Program*, *Community Assessment and Analysis of Supporting Data*. These two separate reports were prepared prior to the development of the *Community Agenda*. These documents provide a preliminary look at the issues and opportunities, areas requiring special attention and an analysis of existing development patterns that include recommended "Character Areas."

COMMUNITY SNAPSHOT

POPULATION TRENDS

Year	City of Alpharetta	Fulton County	Atlanta Region
1990	13,002	648,951	2,513,612
2000	34,854	816,006	3,429,379
2010	57,551	920,581	4,107,750

Source: U.S. Census Bureau

GROWTH RATES

2000-2010	City of Alpharetta	Fulton County	Atlanta Region
% Change	65.1%	12.8%	19.8%
Ave. Annual	5.1%	1.2%	1.8%

Source: U.S. Census Bureau

POPULATION PROJECTIONS

Year	City of Alpharetta
2015	62,577
2020	67,494
2025	72,638
2030	77,035

Source: City of Alpharetta Community Development Department 2011

WHY WE PLAN

Comprehensive planning is an important management tool for promoting a strong, healthy community. A comprehensive plan provides a vision, clearly stated and shared by all, that describes the future of the community. It protects private property rights and also encourages and supports economic development. The plan can be used to promote orderly and rational development so the city can remain physically attractive and economically viable while preserving important natural and historic resources.

The comprehensive plan provides the basis to become more certain about where development will occur, what it will be like, when it will happen, and how the costs of development will be met. It provides a tool for the community to achieve the development pattern it desires, addressing factors such as traditional neighborhoods, infill development, creating a sense of place, providing transportation alternatives, permitting mixed uses, protecting natural resources and encouraging economic growth.

Planning also helps the city invest its money wisely in infrastructure such as roads, water and sewer service, parks and green space, and other facilities to maintain and improve the quality of life for the residents of the city.

The *Community Agenda* represents these and additional ideas discussed during the public participation process. The *Community Agenda* does not restate the data included in the *Community Assessment*. Instead, it lists prioritized issues and opportunities, a community vision that includes goals, policies and strategies organized by Vision Themes, a Future Development Guide that describes desired development with the Future Development Map, Character Area Policy, and Character Area Implementation Strategies, and an Implementation Program that prioritizes and assigns costs and responsible parties to the strategies presented throughout the plan.

WHY WE PLAN

- Maintain a high standard for protecting natural and cultural resources
- Promote desired patterns of development
- Facilitate economic development
- Accommodate a range of housing and transportation options
- Prioritize capital expenditures
- Enhance quality of life



Framework Workshop in January 2011

COMMUNITY PARTICIPATION AND PLAN DEVELOPMENT

Creating a functional comprehensive plan begins by defining a common vision for the future development of the community. A community vision is the overall image of what the community wants to be and how it wants to look at some point in the future. It is the starting point for creating a plan and actions to implement the plan. A successful visioning process requires meaningful participation from a wide range of community stakeholders.

Alpharetta residents, property owners, business owners and other stakeholders contributed to the production of the *Community Agenda*. Due to the participation involved in developing the plan, the *Community Agenda* should generate local pride and enthusiasm about the future of the city – encouraging citizens to remain engaged in the development process in order to ensure that each local government implements the plan.



Visioning Workshop in December 2010

Visioning Process

The Visioning Process, or citizen participation process, for the *City of Alpharetta 2030 Comprehensive Plan* included multiple layers of participation from the residents and stakeholders. A Kick-Off Meeting, Visioning Workshops, Framework Workshop, Open House and Public Hearings at Mayor and City Council meetings provided opportunities for input. In addition, a Steering Committee added considerable input into the planning process.

Kickoff Meeting

The Kick-Off Meeting took place in early November at the Crabapple Government Center. Questionnaires were distributed at the meeting and made available for wider distribution by posting the survey on the project website. Responses received by the consultant team helped supplement and expand the list of preliminary issues and opportunities presented in the *Community Assessment*.

Visioning Workshops

Participants provided their input on the future of Alpharetta during the four workshops held during November and December 2010 at three locations throughout the city. Workshop attendees participated in prioritization exercises, facilitated discussion and one-on-one conversations with the planning team.

Visioning Workshop participants prioritized and contributed to a list of preliminary issues and opportunities identified during preparation of the *Community Assessment*, from online questionnaire responses, and discussions with the Steering Committee. The exercises organized information into the following categories: Economic Development; Natural, Historic and Cultural Resources; Housing; Transportation; Community Facilities and Services; Land Use; and Intergovernmental Coordination.

Participants also provided input during a facilitated mapping exercise where they identified specific areas related to Issues, Assets, and Dreams in the community as well as provided input specifically related to the recommended character areas and the future development pattern.

Framework Workshop

The Framework Workshop was held in late January at Alpharetta City Hall. Participants had the opportunity to review the input from the four Visioning Workshops that included a preliminary list of Goals and Policies related to the Community Vision and the framework for the Future Development Guide. Presentation of the Future Development Guide included summaries of the proposed character areas and a conceptual Future Development Map. Feedback on the information presented was provided to the consultant team through one-on-one conversations, a facilitated group discussion, and comment forms provided to participants.

VISIONING MILESTONES

Kickoff Meeting

- Crabapple Government Center
Nov. 9, 2010

Visioning Workshops

- Crabapple Government Center
Nov. 29, 2010 (morning)
- Marriott Alpharetta
Nov. 29, 2010 (evening)
- Alpharetta High School
Dec. 7, 2010
- Crabapple Government Center
Dec. 9, 2010

Framework Workshop

- Alpharetta City Hall
Jan. 20, 2010

Open House

- Alpharetta City Hall
March 22, 2010



Visioning Workshop in December 2010



Visioning Workshop in December 2010

Open House

The public was then presented the “preliminary draft” *Community Agenda* at an Open House held in March. The format allowed participants to drop in at their convenience and stay as little or as long as they desired. Participants viewed the *Community Agenda* document, large scale maps, and spoke individually with planning team members to present questions or concerns.

Public Hearings

The “final draft” *Community Agenda* document was prepared after the Open House. The “final draft,” which included minor updates based on input received from the staff and public in attendance at the Open House along with input from the Steering Committee, was presented at a regularly-scheduled meeting of the Mayor and City Council. The meeting included public hearings providing opportunities for stakeholders to offer additional input. Following the public hearing, the Mayor and City Council adopted a resolution authorizing the transmittal of the *Community Agenda* to ARC and DCA for review.

Steering Committee

In addition to meetings designed to solicit input from the general public, the planning team also organized the Steering Committee that provided important input and feedback into the planning process. The committee included residents from various parts of the city as well as local business and representatives of special populations. Meetings were facilitated by the planning consultant team and supported by City of Alpharetta staff.

The committee assisted in defining the prioritized issues and opportunities, defining Character Areas and preparing the Implementation Program. Committee members also reviewed drafts of plan components at various points during its development and provided critical feedback and insight based on their experience dealing with the important issues facing the cities on a daily basis. Involvement of staff members was crucial since these staff members will be coordinating the execution of many of the strategies identified in the Implementation Program or administering policies defined in the plan. The committee members held a total of five meetings during the planning process.



Open House held at City Hall in March 2011



Open House held at City Hall in March 2011



Steering Committee meeting held at AMEC's Alpharetta office in January 2011

DOCUMENT SUMMARY

The sequence of chapters in the *Community Agenda* is structured to implement the vision, goals, policies and strategies contained within each section and to answer the questions “Where do we want to be in 20 years?” and “How do we get there?”. The *Community Agenda* is structured into the following parts:

- Part 1: Citywide Focus
- Part 2: Character Area Focus
- Part 3: Implementation

Part 1: Citywide Focus

The Citywide Focus reflects the community’s citywide vision for growth and development for the next 20 years. This vision, which was developed with an extensive public visioning process, is defined by Vision Themes. The **Vision Themes** organize a series of primary issues/opportunities, goals, policies and strategies that address specific areas of focus. The Vision Themes are: Economic Development; Natural, Historic and Cultural Resources; Housing; Transportation; Community Facilities and Services; Land Use; and Intergovernmental Coordination. The primary issues/opportunities represent important topics discovered during the analysis of existing conditions (*Community Assessment*) and supplemented and prioritized during the Visioning Process. Included in each vision theme is a series of Goals, Policies and Strategies. The Strategies are used to create the Implementation Program chapter.

Part 2: Character Area Focus

A Comprehensive Plan is a general policy document used to guide the physical development of a community. Character Area Focus is the future development guide that defines the city’s desired development patterns and guides future decision-making related to the physical development of the city. It also includes the Quality Community Objectives pursued by each Character Area. Character Area Focus is comprised of two sections: Character Area Policy and Implementation Strategy and Future Development Map.

The **Future Development Map** section presents the Future Development Map. The Future Development Map identifies the location of Character Areas and clarifies where and what type of development should occur.

The **Character Area Policy and Implementation Strategy** section describes the intent, general characteristics, application, primary land uses, appropriate zoning districts and design principles for each Character Area, which are areas with unique quality worth preserving or areas that have been identified with the potential to develop into something new or different. This section also identifies specific, actionable strategies intended to achieve the desired development patterns described by the Character Areas.

Part 3: Implementation

Implementation identifies specific actions necessary to achieve the community's vision. This chapter incorporates the strategies presented within Parts 1 and 2 into a plan of action. Implementation includes ordinances, programs, community improvements or investments, additional plans or studies, administrative systems and financing arrangements or other initiatives to be put in place to implement the comprehensive plan. The Short-Term Work Program prioritizes the strategies presented throughout the comprehensive plan to be implemented over the next five years and assigns responsible parties, identifies potential funding sources, and provides a timeline for completion of each. Part 3 also details the specifics of maintaining the comprehensive plan. Maintenance of the plan includes major and minor plan amendments, updates of the plan, or required periodic updates of the *Community Agenda*. Finally, Part 3 includes the Report of Accomplishments, which highlights actions completed by the city since submittal (to ARC/DCA) of its most recent STWP.

CITYWIDE FOCUS

Presenting the Community Vision Statement and Community Vision Themes for the City of Alpharetta

In order to implement the community's vision of the future, the comprehensive plan should be guided by a decision-making framework related to growth and development. This plan is based on the community's **VISION** for growth and development over the next 20 years. Developed with input from citizens, elected officials, and community stakeholders, the vision focuses attention on the future of the community and defines the ideal image of what the City should be in the future.

To achieve the community vision, **GOALS** are developed to help define the desired future state of the community. Goals also provide guidance related to the long-term decision making of the community.

Because goals are typically related to big picture ideas and a long-term view of development, **POLICIES** are used to guide everyday decisions related to achieving the community vision. Policies are more specific than goals and provide measurable actions. Policies are represented in this plan by the policy statements presented in this chapter, the Character Area Policy narrative, and the Future Development Map.

In order to accomplish the vision, goals and policies of the community, **STRATEGIES** are created. Strategies are specific action steps that when completed should implement the vision, goals, policies of the community. Strategies are represented in this plan by the Character Area implementation strategies and the strategies associated with goal and policy statements presented in the Community Vision chapter. They are further described in Part 3: Implementation.

Part 2: Citywide Focus, which was developed with an extensive public visioning process described in the Introduction section, uses the following sections to organize the community's overall vision for the future.

- The **Vision Statement** describes the overall idea of what the community desires to be in the future.
- The **Vision Themes** organize a series of goals, policies and strategies that address the community's issues and opportunities.

VISION STATEMENT

The Community Vision Statement is a formal description of what the community wants to become. Input from stakeholders gathered during the visioning process (see Introduction) forms the basis for the Community Vision Statement. Vision Themes presented along with the presentation of the Community Vision Statement in the following pages and Part 2: Character Area Focus tie these descriptions of a desired future to specific goals, policies and strategies.

Our Community Vision is to advance Alpharetta as a Signature City by...

- Offering the highest quality of environment for our residents and businesses;
- Fostering strong sense of community including safety and security; and
- Providing a business climate that attracts the top echelon companies.

VISION THEMES

The Vision Themes organize primary issues/opportunities, goals, policies and strategies. The goals, policies, and strategies were developed to address the primary issues and opportunities. Vision Themes represent the ideas and concerns of participants in the planning process and narrow the big picture vision to specific strategies that aim to make the Community Vision a reality. The themes presented are:

- Economic Development
- Land Use
- Transportation
- Housing
- Natural, Historic and Cultural Resources
- Community Facilities and Services
- Intergovernmental Coordination

In addition to providing a structure to help achieve the community's vision, the vision themes are also used to support the Quality Community Objectives (QCO) as set forth by DCA (see Chapter 2 for the QCO list).

Economic Development

Primary Issues and Opportunities

Few attractions for residents and visitors – While Alpharetta attractions such as Big Creek Greenway, Verizon Wireless Amphitheatre at Encore Park, and the regional shopping destination anchored by North Point Mall provide opportunities for residents and visitors, most choose to leave the city for a wider range of entertainment and cultural attractions offered in other parts of the metro area.

Proliferation of corporate chains and lack of “mom and pop” businesses – Residents enjoy the convenience offered by Alpharetta's array of choices for shopping and dining, but they also desire more locally-owned, “mom and pop” businesses unique to Alpharetta that would add variety, charm and local flare and enhance the city's economy and sense of community.

Life-cycle of retail space – Success as a regional retail center has brought Alpharetta great value over the last two decades. Although new retail space is still available, older centers are now facing the prospect of redevelopment. Opportunities exist to repurpose older centers or create second generation spaces within existing retail areas. In addition, vacant properties provide an opportunity for creative economic development efforts by serving as flex space for offices, artist studios, business incubators, etc.

Unappealing Main Street/GA-9 gateways – The development character of the underperforming commercial properties fronting South Main Street/GA-9 between Downtown Alpharetta and the Roswell city limits is not in keeping with the city's otherwise nicely-maintained, clean, attractive streetscapes.

Demographics of economic importance – The professional workforce that is currently in the 20s to 30s age cohort is the key demographic for the future of economic growth in Alpharetta. To remain an attractive community for this demographic group, the city must accomplish key transformations such as creating a strong, active and viable downtown that provides desired local amenities and character.

Regional nature of infrastructure – Due to the nature of environmental systems and the level of development across north Fulton County, key infrastructure systems such as that for stormwater must be planned and developed in a regional fashion. The regional approach to water-related infrastructure such as supported by the Metropolitan North Georgia Water Planning District (MNGWPD) will result in major long term cost savings, opportunities for development of amenities as byproducts of infrastructure development, and an overall higher quality of life.

Desire to maintain high standard for quality of life – Alpharetta's residents have expressed a strong desire to maintain a high quality of life in the city. This demonstrated commitment continues to make the city attractive to potential new residents, visitors, businesses and employers.

Regional corporate office leader – Despite some losses during the economic downturn, Alpharetta remains a solid regional employment center, with more than 19.3 million square feet devoted to office use; 37.5% of all office space in North Fulton County. Of that, 63% is considered "Class A" office space.

Regional retail center – Alpharetta has 29% of all retail space in North Fulton County, approximately 8.24 million square feet. This existing, established retail base provides a platform for economic growth.

Master plan to guide economic development underway – The City has an economic development plan that includes a proactive strategy to guide business recruitment and economic expansion.

College satellite campuses – Georgia State University, Reinhardt College, DeVry Institute of Technology, and Georgia Perimeter College each have campuses in Alpharetta, providing area residents with convenient opportunities to pursue educational goals and improve job skills. Students travel to Alpharetta from throughout the region, which provides an economic impact to the city, as well.

Presence of local economic development advocates – There are several development agencies and authorities working on behalf of Alpharetta to support strategic economic development, including the City's Office of Economic Development, Alpharetta Development Authority, Greater North Fulton Chamber of Commerce and the Development Authority of Fulton County. Acting in a coordinated and proactive manner, these established economic development advocates give Alpharetta an advantage in the competitive field of corporate and business recruitment.

Goals, Policies and Strategies

ED Goal: Strengthen and sustain the economic base of Alpharetta.

ED Policy 1: Maintain a highly viable, growing and attractive downtown.

- ☞ **ED Strategy 1.1:** Fully implement the Downtown Master Plan.
- ☞ **ED Strategy 1.2:** Complete annual updates to the Downtown Master Plan during regular public meetings to ensure consistency of the plan with community needs and goals.
- ☞ **ED Strategy 1.3:** Encourage continued investment in historic downtown through façade grants and other incentives.
- ☞ **ED Strategy 1.4:** Coordinate with the Downtown Alpharetta Business Association on downtown marketing efforts.
- ☞ **ED Strategy 1.5:** Promote downtown Alpharetta as a prime location for college campus facilities (including satellite campuses).
- ☞ **ED Strategy 1.6:** Maintain community-oriented foot patrol policing for Downtown Alpharetta.
- ☞ **ED Strategy 1.7:** Continue to pursue designation as Georgia Main Street Community and develop annual work plans to guide downtown development initiatives within the framework of the national Main Street approach to revitalization.

ED Policy 2: Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.

- ☞ **ED Strategy 2.1:** Coordinate a technology forum to encourage an environment of innovation, build linkages between technology companies with a presence in the community, and attract new technology firms.
- ☞ **ED Strategy 2.2:** Implement the City's economic development action plan to ensure consistency with overall community objectives and needs.
- ☞ **ED Strategy 2.3:** Implement a business calling and retention program to encourage existing quality businesses to remain and grow in the city.
- ☞ **ED Strategy 2.4:** Research the critical employment age group of 20 to 40 years and establish planning and change strategies appropriate to make Alpharetta an attractive place to live.

ED Policy 3: Continue to attract quality retailers for commercial areas throughout the city.

- ☞ **ED Strategy 3.1:** Provide mobility options such as improved public and private transportation for the retail and service employees who work in commercial centers.
- ☞ **ED Strategy 3.2:** Support the development of locally-owned, unique shopping, dining and entertainment opportunities.
- ☞ **ED Strategy 3.3:** Maintain a healthy and attractive retail environment that continues to draw expenditures from households outside the City of Alpharetta.
- ☞ **ED Strategy 3.4:** Inventory all vacant, underperforming and distressed retail properties in order to inform the creation of targeted development strategies.

ED Policy 4: Maintain a high aesthetic standard and enhance architectural quality.

- ☞ **ED Strategy 4.1:** *Maintain and enforce high aesthetic standards and appropriate architectural guidelines.*

ED Policy 5: Participate in regional efforts that support economic development.

- ☞ **ED Strategy 5.1:** *Coordinate with regional economic development partners and marketing efforts to the benefit of North Fulton.*
- ☞ **ED Strategy 5.2:** *Support regional efforts to solve environmental and infrastructure problems, such as those for water being addressed by the MNGWPD.*

Land Use

Primary Issues and Opportunities

Citywide sense of place and distinguishable character – Alpharetta is not a new city, however most existing single-family residential, retail commercial and office campus development is modern and auto-oriented. Though this is mostly high-quality development, it generally lacks the character-defining pedestrian scale, architectural diversity and civic spaces found in cities that develop more slowly over many decades. Alpharetta lacks an identifiable image or unique iconic element such as a distinguishable civic building, vibrant town square, or landmark.

Downtown revitalization – A small portion of Downtown Alpharetta remains true to the traditional “Main Street” style, but most of downtown generally lacks the vibrancy and vitality deserving of a 50,000-plus resident city. Downtown lacks the essential mix of boutiques, unique restaurants, residences, public gathering places, cultural offerings, entertainment venues, creative office space, iconic landmarks, and community and government institutions. Finally, it lacks walkability and connectivity to important community spaces such as Wills Park. Understanding these realities, the City has embraced the need for change and put forth a plan of action that has led to policies intended to create a true mixed use activity downtown centered on a historic architectural theme.

Slow pace of Downtown redevelopment – Some improvements have occurred in Downtown due to investments in infrastructure and programs that provide façade assistance for local businesses, however the Downtown area has not yet attracted the large-scale development that would provide the level of activity envisioned by the *Downtown Master Plan*.

Prospect Park development site – The northwest corner of the GA-400/Old Milton Parkway interchange is a local example of the impacts of the recent national economic crisis. Cleared of trees in order to construct Westside Parkway and make way for a mixed use lifestyle center, the site today sits vacant due to a series of foreclosures. The 64-acres that this site occupies is at a prime intersection in the city and is expected to realize its development potential in the future.

South Main Street corridor/greyfield redevelopment – The character of land uses along South Main Street/GA-9 conflicts with the “Traditional Main Street” style desired for Downtown Alpharetta. The corridor’s fast-food restaurants and other freestanding businesses, each with separated parking lots and curb cuts, form a pattern that undermines the corridor’s vitality and pedestrian friendliness.

These underutilized, under-performing structures generally lack the visual appeal necessary to seriously contend for tenants the community desires. A greyfield redevelopment approach, however, would provide an opportunity to create commercial and mixed-use centers that provide jobs. The section of South Main Street between Academy Street and Old Milton Parkway is part of the GA-9 corridor and falls within the review jurisdiction of the Design Review Board.

Shifting focus of growth away from annexation – Past comprehensive plans for Alpharetta assumed growth would continue via annexation into previously unincorporated areas of North Fulton County. However, no unincorporated areas remain in North Fulton County following the incorporation of Johns Creek and Milton. This change presents both a challenge and an opportunity to Alpharetta leaders. The city can now focus all of its long-range planning efforts on property within the existing city limits to plan for revitalization of aging commercial strips, creation of flex space for small business in underutilized shopping centers, and mixed use infill development or redevelopment in strategic areas.

Livable Center Initiative (LCI) study areas – The two most significant Alpharetta activity centers proposed for long range development and revitalization as mixed use centers are included in the Atlanta Regional Commission's Livable Centers Initiative program. The LCI program was established by ARC to encourage city and county governments in the Atlanta Region to plan and implement strategies that link transportation improvements with land use development strategies, with an overarching goal of creating sustainable and livable communities that complement regional development policies. North Point Activity Center LCI designation followed completion of the *North Point Activity Center LCI Study* in 2007. ARC designated Downtown Alpharetta as an LCI area by grandfathering the *Downtown Master Plan* as an LCI. Designation qualifies each area for grant money that the City can use to implement each plan (e.g. transportation infrastructure improvements, preparation of specific development regulations/guidelines, etc). Alpharetta and Milton jointly applied for LCI funding for a GA-9/North Main Street/Alpharetta Highway Corridor study, and the planning study currently underway will result in an LCI designation for that corridor.

Design guidelines and Design Review Board – Design guidelines are in place to ensure new and infill development appropriately complements the character of the community. As development occurs over time, the application of these guidelines will result in high quality, higher value development. The Design Review Board reviews site plans, landscape plans, exterior elevations and materials, and exterior signage for development proposed within designated Interchange Areas of Influence (i.e. areas within 1,000 feet of a GA-400 interchange), Corridors of Influence (portions of Windward Parkway, North Point Parkway, West Side Parkway, Main Street/GA-9, Old Milton Parkway, Haynes Bridge Road and Mansell Road), and in Downtown. The exceptions within these areas are single-family detached residential developments, which are not subject to review by the Design Review Board.

Coordinate land use and transportation planning – Coordination of land use planning with transportation planning will remain a critical need in Alpharetta's future. Development should be planned to reduce daily vehicle use, improve air quality, promote a transit-supportive infrastructure, create a pedestrian-friendly environment, improve roadway connectivity, and integrate mixed-use development. Alpharetta can implement the recently-adopted *North Fulton Comprehensive Transportation Plan* with recommended transportation improvements that are coordinated with past and projected development trends

Goals, Policies and Strategies

LU Goal: Develop a land use pattern and structure that fully complements the vision of Alpharetta as a signature community in the region.

LU Policy 1: Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.

- ☞ **LU Strategy 1.1:** Continue to implement the vision detailed in the Downtown Master Plan.
- ☞ **LU Strategy 1.2:** Support improvements to Downtown that will result in a compact arrangement of retail and commercial enterprises with office, financial, entertainment, governmental and certain residential development, all designed and situated to permit internal pedestrian circulation.
- ☞ **LU Strategy 1.3:** Encourage residential uses in the Downtown at higher densities and in mixed use buildings in order to support the viability of Downtown.
- ☞ **LU Strategy 1.4:** Continue to encourage revitalization of Downtown through major streetscape improvements, landscaping, formal open spaces, and transportation network connectivity.

LU Policy 2: Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.

- ☞ **LU Strategy 2.1:** Encourage and promote clean, high tech business activity that strengthens the economic base of the community and minimizes air and water pollution.
- ☞ **LU Strategy 2.2:** Promote development that is pedestrian-oriented and minimizes vehicular trips.
- ☞ **LU Strategy 2.3:** Encourage creative urban design solutions that improve physical character.

LU Policy 3: Promote establishment of a compact urban area and assure the availability of utilities concurrent with development.

- ☞ **LU Strategy 3.1:** Use infrastructure as a tool to guide development into locations where the land is most cost effective to service (i.e., accessible to police, fire, sewer and the urban road network).
- ☞ **LU Strategy 3.2:** When decisions are made about development densities, give due consideration to investments in infrastructure that have been made by the City.
- ☞ **LU Strategy 3.3:** Monitor the impact of new development and projected infrastructure capacities.

LU Policy 4: Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.

-  **LU Strategy 4.1:** Preserve residential estate properties in Northwest Alpharetta and the Big Creek Overlook community by maintaining development densities that are generally at much lower levels than that of the rest of the city (see Part 2: Character Area Focus Character Area Policy for detailed policy for each area). In addition, investigate opportunities to provide incentives through zoning, services, taxes, etc. to preserve the estate land use densities.
-  **LU Strategy 4.2:** Develop neighborhood-specific plans to identify issues within neighborhoods, identify design strategies, and prioritize reinvestment strategies and projects.
-  **LU Strategy 4.3:** Maintain code enforcement efforts to ensure that all residential, commercial and industrial properties are appropriately maintained in accordance with property maintenance codes.

LU Policy 5: Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.

-  **LU Strategy 5.1:** Ensure that roads and sidewalks designed for new suburban neighborhood developments connect with adjacent established neighborhoods to provide connectivity to parks, greenspace, community amenities and commercial services.

LU Policy 6: Support the success and expansion of employment centers.

-  **LU Strategy 6.1:** Support flexibility in employment centers that allows the potential for a corporate campus environment to include a mix of office uses and discreet warehouse/distribution facilities (typically accommodated to the rear of the buildings).
-  **LU Strategy 6.2:** Designate major entranceways to the city, (the interchanges along GA-400) for office use in order to preserve the corporate campus business environment (as described in Part 2: Character-Area Focus for individual Character Areas).
-  **LU Strategy 6.3:** Limit industrial land uses to light industry only.

LU Policy 7: Ensure context-sensitive infill and redevelopment.

-  **LU Strategy 7.1:** Compile an inventory of vacant, tax delinquent, or government entity-owned properties that may be appropriate for infill development to enhance existing neighborhoods and encourage development in locations already served with supporting infrastructure.
-  **LU Strategy 7.2:** Establish an Infill Development Guide and associated regulations to address appropriate site design standards for context sensitive infill development, allowing for accommodation of infill housing with building setbacks and minimum lots sizes that are compatible with surrounding homes.

LU Policy 8: Support mixed-use neighborhood and community centers.

-  **LU Strategy 8.1:** Allow mixed use patterns that will create activity nodes in appropriate areas, as established by the Future Development Map, that provide jobs and services within walking distance of residences, preserve open spaces, and make public transportation more effective.

- ☞ **LU Strategy 8.2:** Focus regional-scaled, suburban, and big box commercial development into development and redevelopment nodes, rather than allowing commercial development along the full length of major corridors. In addition, promote development of smaller-scaled neighborhood centers as well as revitalization and enhancement of existing small-scale commercial centers.
- ☞ **LU Strategy 8.3:** Encourage owners/developers with large land holdings to plan for multiple land uses.
- ☞ **LU Strategy 8.4:** Establish varying levels of mixed use development densities, through overlay districts or other means, such that the highest densities of office, retail and residential development will be located along the GA-400 corridor.

LU Policy 9: Promote redevelopment of highway corridors into pedestrian-friendly, mixed use environments.

- ☞ **LU Strategy 9.1:** Support a cohesive approach to providing retail sales and service nodes within the city, thereby avoiding strip commercial patterns along arterial routes; these nodes should be developed on a scale that is compatible with residential development and pedestrian access.
- ☞ **LU Strategy 9.2:** Define the boundaries of retail areas to avoid “retail creep” beyond designated retail areas.
- ☞ **LU Strategy 9.3:** Sponsor corridor plans to identify specific needs, identify design strategies, and prioritize infrastructure and facilities investments. Specifically, a corridor plan is needed for South Main Street from Old Milton Parkway south to the Roswell city boundary in order to define a clear vision for future development and craft appropriate individualized strategies for implementation.¹
- ☞ **LU Strategy 9.4:** Establish and maintain attractive gateway features at major entranceways into the city, including guidelines for future development.
- ☞ **LU Strategy 9.5:** Maintain the visual aesthetics of GA-400 by preserving and enhancing the tree buffer and prohibiting retail at the interchanges.
- ☞ **LU Strategy 9.6:** Adopt a Main Street/GA-9 overlay zoning district that allows for a vertical mix including higher density residential, office, and commercial uses; that promotes compact, interconnected development; and that continues traditional “Main Street” development patterns.

Transportation

Primary Issues and Opportunities

Traffic congestion – The most vocal complaint that Alpharetta residents have about their city concerns its traffic congestion. Increased regional traffic and peak-period congestion are reducing the level of service of many of the city’s arterial roadways. Congestion is aggravated by limited connectivity of secondary streets that increases the traffic burden on arterial roads,

¹ Includes coordination with the City of Milton on the GA-9 LCI Study as well as consideration to apply for a 2012 LCI grant to fund a potential GA-9/South Main Street Corridor (potentially coordinated jointly with the City of Roswell).

especially on the city's west side. The city's lack of cross-town routes also contributes to congestion.

GDOT plans for Main Street – Plans by GDOT to reduce congestion on GA-9 as it passes through Alpharetta currently include access management controls such as landscaped median, wider sidewalks, and fewer driveway entrances to individual properties. The plans also remove existing on-street parking.

Many residents and business owners in the area have expressed concern that these plans will do more harm than good. Most agree that improvements are needed for GA-9, but many prefer options that reduce the traffic volume rather than allow for a more continuous traffic flow. One option that has been discussed is that in the future GA-9 should be shifted from Main Street to Westside Parkway through the city, thus allowing for improvements on Main Street that would create a more walkable, vibrant town center.

Bicycle and pedestrian infrastructure – Alpharetta provides an expansive system of sidewalks and pedestrian paths that is a community asset. However, some areas of the city continue to lack sidewalks, or are crossed by wide roads that hamper pedestrian safety. As stated in the *2008-2013 Alpharetta Recreation and Parks Master Plan*, more work is needed to connect the city's greenway and pedestrian system to schools, parks, neighborhoods, activity centers, and other civic attractions. Notably absent is a connection between Big Creek Greenway and Downtown Alpharetta. In general, residents expressed a strong desire to expand the greenway and provide more bike and pedestrian connectivity citywide. Bike lanes are available in some locations, but cyclists must still share the road along most of the city's corridors. Implementation of bicycle/pedestrian recommendations from previous studies can enhance connectivity and transportation choice.

Public transit service – Though limited compared with many other employment centers of equal size in the Metro Atlanta region, MARTA provides bus service to retail and employment centers in Alpharetta, connecting workers and residents to the rail system via the North Springs MARTA Station in Sandy Springs. Expanded bus service and extension of MARTA rail to the North Point activity center would provide increased mobility and opportunities for mixed-use, transit-oriented development. Additional public transit access would provide those who live and work in Alpharetta with additional transportation choice while also reducing traffic on already-congested corridors.

Inter-parcel connectivity and access management – Recently improved corridors in the city are well-designed for access management and inter-parcel connectivity. The city's more mature corridors, however, have experienced increased peak-period traffic congestion, and sprawling unconnected development.

Comprehensive multi-modal transportation plan – ARC and North Fulton municipalities together prepared and adopted a comprehensive multi-modal transportation plan that addresses parking, traffic and transit, both at local and regional levels. Implementation of the projects recommended by this plan will provide some relief to the city's congestion problems and increase transportation mode choice.

Community Complete Streets – Alpharetta considers all modes of travel to accommodate all users of all ages and abilities as it maintains and enhances its transportation system. Policies adopted in the *Alpharetta Green Community Ordinance*; the *Green City Resolution*, the *Comprehensive Plan 2025*; the *Comprehensive Transportation Plan, 2002*; the *Unified Development Code*; as well as the LCI plans including the *Downtown Development Plan*, the *Downtown Circulation Study*, and the *North Point Activity Center LCI Plan*; all support and require augmenting the City's bicycle and pedestrian infrastructure, accommodating access to existing and future transit services while striving to facilitate safe and efficient passenger vehicle and freight movement. The City's engineering department requires private developers, City consultants, and City maintenance personnel to follow the latest state and national design guidelines and standards, promoting sustainable infrastructure in a context sensitive manner. Such guidelines and standards support vehicle and freight movement while accommodating alternative modes of

travel. In addition, current standards require accommodating individuals with disabilities as well as the young and elderly. Furthermore, the City is actively working with the North Fulton CID as this business organization pursues Travel Demand Management programs and privately funded shuttle transit services.

Using CID to finance improvements – North Fulton CID financing supports much needed transportation infrastructure improvements within the designated area, which in turn encourages private investment. Transportation projects needing state and federal funding become more competitive due to matching funds provided by the CID. The CID is positioned to continue to help solve transportation problems.

Goals, Policies and Strategies

T Goal: Provide a transportation system that continues to keep pace with growth and integrates various modes of travel in order to allow mobility options.

T Policy 1: Increase transportation accessibility and mobility.

- ☞ **T Strategy 1.1:** Enhance connectivity to community destinations with a street network that expands route options for people driving, biking, walking and riding public transportation.
- ☞ **T Strategy 1.2:** Support transit friendly streets, bicycle routes and walkable communities that provide linkages to activity centers within the city.
- ☞ **T Strategy 1.3:** Promote the development of compact mixed-use and transit-oriented development exclusively in the GA-400 corridor.

T Policy 2: Provide multi-modal transportation options.

- ☞ **T Strategy 2.1:** Develop “Complete Streets” guidelines that encourage a system that accommodates all modes of travel while still providing flexibility to allow designers to tailor the project to unique circumstances.
- ☞ **T Strategy 2.2:** Continue to facilitate the City’s traffic calming program that involves physical improvements designed to decrease traffic speed and increase the walkability of roadways. Methods to be used can include raised crosswalks, narrower traffic lanes, addition of on-street parking, and landscaped medians.
- ☞ **T Strategy 2.3:** Ensure that safe, adequate and well-designed facilities are provided for cyclists, including pavement markings, signage and intersection crossings to make biking a safe and convenient transportation option and recreation activity throughout the city. Require that new developments include dedicated bicycle facilities lanes/route as well as bike- and pedestrian-friendly streetscapes.
- ☞ **T Strategy 2.4:** Encourage an interconnected public sidewalk and trail network within new developments and enhance connectivity area wide by linking new sidewalks and trails to existing sidewalks and trails in adjacent neighborhoods. In addition, the system should link residential areas to commercial, schools, employment centers, transit and parks.
- ☞ **T Strategy 2.5:** Investigate the feasibility of rail service to Alpharetta, improve park and ride lots, provide express bus service and expand local bus and shuttle services.
- ☞ **T Strategy 2.6:** While examining new development proposals, assess their ability to offer transportation alternatives and reduce the number of vehicular trips.
- ☞ **T Strategy 2.7:** Explore the development of an express bikeway on the west side of GA-400

T Policy 3: Improve transportation safety and neighborhood livability.

-  **T Strategy 3.1:** Identify roads that need to be upgraded to City standards.
-  **T Strategy 3.2:** Encourage greater levels of school bus ridership.
-  **T Strategy 3.3:** Develop an interconnected system of sidewalks that extends citywide.
-  **T Strategy 3.4:** Provide interparcel connectivity within commercial areas.
-  **T Strategy 3.5:** Minimize cut-through traffic on local roads, and reduce speed limits, where appropriate.
-  **T Strategy 3.6:** Continue development and operation of the city's Traffic Control Center.

T Policy 4: Improve the environment and air quality.

-  **T Strategy 4.1:** Minimize transportation impacts on social, environmental, and historic resources by reducing total vehicle emissions.
-  **T Strategy 4.2:** Encourage development designs to promote pedestrian activity that reduces on-site vehicular dependence.
-  **T Strategy 4.3:** Encourage accommodations for alternative fuel vehicles.

T Policy 5: Maintain and preserve the existing transportation system.

-  **T Strategy 5.1:** Maintain the City's transportation plan on an annual basis.
-  **T Strategy 5.2:** Promote efficient use of the existing system, through improved operational and maintenance strategies, including access management along major corridors.
-  **T Strategy 5.3:** Encourage transportation demand management (e.g., vanpools, carpools, telecommuting, etc.) in the private and public sector, and greater development of HOV lanes on major corridors.

T Policy 6: Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.

-  **T Strategy 6.1:** Support development of an interconnected public street network within new developments that links new streets and neighborhoods to existing public streets and adjacent subdivisions, allowing for more than one way in and one way out as well as providing for multiple route options within the development.

T Policy 7: Maintain active involvement in state and regional transportation planning activities.

-  **T Strategy 7.1:** Coordinate with North Fulton cities, North Fulton CID and ARC to implement the North Fulton Comprehensive Transportation Plan.

Housing

Primary Issues and Opportunities

Increased number of higher density residential – Alpharetta’s housing stock throughout its history was primarily comprised of single-family, low-to-medium density suburban-scale development. In recent years, however demand in the city and throughout the Metro Atlanta area has grown rapidly for walkable, mixed-use centers and a wider range of housing types. Some residents see the increase of apartments and condos as a threat to the city’s quality of life. Others see it as necessary to provide opportunities for those who work in the city to live in the city. The lack of consensus for this neighborhood concept highlights the need for the city’s plans to be even more specific about the appropriate locations where this type of development is allowed. Equally important is that a measurable balance is retained among housing options.

Infill housing – Infill housing opportunities abound near Downtown Alpharetta. Infill housing development can contribute to an affordable housing stock as well as help to stabilize and enhance established neighborhoods. It allows the reuse of underutilized and neglected properties in areas with existing infrastructure such as roads, water and sewer. It can also improve neighborhood housing options and create additional opportunities to enhance the neighborhood’s visual character and function.

Increasing need for retirement and elderly housing – Approximately 21.4% of the city’s residents are at or near retirement age. This age group experienced considerable growth in the city from 2000 to 2008 at a time when there were few noticeable changes in development patterns that anticipate retired/elderly needs. At this time, only four assisted living centers operate within the city and there are few affordable senior housing opportunities.

Aging in place – As the “Baby Boom” population ages, there is a need to find ways to encourage seniors to continue to live in Alpharetta. Retention of this demographic can help the social, cultural and economic well-being of the community.

Goals, Policies and Strategies

H Goal: Capture the major market share of executive housing while providing opportunities for first-time home buyers and limited number of quality rental options

H Policy 1: Promote and encourage residential densities and designs that ensure varied living areas and housing types.

- ☞ **H Strategy 1.1:** Encourage development, through a public/private venture, for the incorporation of housing in Downtown Alpharetta.
- ☞ **H Strategy 1.2:** Encourage higher residential densities and appropriate mix of uses close to Downtown Alpharetta and in the GA-400 corridor.
- ☞ **H Strategy 1.3:** Review residential plans and master plans (existing and proposed) to determine their response to providing a variety of housing choices as to size and costs.
- ☞ **H Strategy 1.4:** Encourage large land holdings to plan for multiple land uses.
- ☞ **H Strategy 1.5:** Promote subdivisions that foster a sense of community and promote pedestrian mobility, the natural environment, community recreation and public open space.

H Policy 2: Maintain a balance between residential buildings designed “for sale” and residential buildings designed “for rent” in Alpharetta such that at least 85% of the housing stock is “for sale.”

- ☞ **H Strategy 2.1:** Continue to maintain a database to track the number of “for sale” and “for rent” units located in Alpharetta.
- ☞ **H Strategy 2.2:** Update and expand the computerized system for maintaining land development records, building permits, and engineering plans.
- ☞ **H Strategy 2.3:** Update and expand the City's GIS capabilities and systems.

H Policy 3: Preserve the character of distinct residential areas.

- ☞ **H Strategy 3.1:** Preserve Canton Street between Church Street and Vaughan Drive as residential and designate it as the ‘Garden District’ of Alpharetta.
- ☞ **H Strategy 3.2:** Protect all neighborhood character areas from urban development and incompatible land uses.

H Policy 4: Balance residential development on the east and west sides of the city.

- ☞ **H Strategy 4.1:** Encourage initiatives that target capital investment in parks, roads and public buildings, and encourage private investment in business and residential development on the west side of the city in order to balance development on the east and west sides.

H Policy 5: Design quality and long-term value into residential development to maintain appearance and property values.

- ☞ **H Strategy 5.1:** Ensure that at the very beginning of the design process, consideration is given to the natural environment (i.e. topography, tree preservation, creek flows), and accommodations and made for amenities (i.e. sidewalks, lighting, open spaces), in order to support a high quality residential product.

H Policy 6: Assure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.

- ☞ **H Strategy 6.1:** Preserve existing neighborhoods as a source of affordable housing.
- ☞ **H Strategy 6.2:** Assess the need of providing additional affordable housing.

H Policy 7: Promote opportunities for “aging in place”.

- ☞ **H Strategy 7.1:** Encourage development of housing opportunities for seniors that accommodates the needs of the aging population.
- ☞ **H Strategy 7.2:** Permit development of accessory dwelling units or elderly cottage housing (i.e. granny flats) by-right in all residential areas.
- ☞ **H Strategy 7.3:** Encourage the location of senior-oriented and age-restricted housing developments near shopping and health-related services as well as centrally-located areas that provide goods and services such as downtown.
- ☞ **H Strategy 7.4:** Improve access to transit and sidewalks as transportation alternatives.

Natural, Historic and Cultural Resources

Primary Issues and Opportunities

Floodplain – With less undeveloped land remaining for new construction within the city limits, there is potential for increased development pressure within flood prone areas and within areas that could impact flooding on surrounding properties.

Water Quality in streams – Increased development in and around riparian buffers along creeks and streams degrades water quality in the streams.

Loss of trees and greenbelts to development – With less undeveloped land remaining for new construction within the city limits, there is potential for increased development pressure on remaining vacant properties, which in many cases feature old growth trees and riparian buffers along creeks and streams.

Green space for passive recreation – A growing population means the city will need to preserve more greenspace for both passive recreation and environmental sustainability.

Threat of remaining farms/estates converting to suburban residential – Suburban residential development has surrounded the remaining large estates and horse farms located on the city's west side. These properties have defined the character of this area for much of the community's history. Alpharetta residents continue to value history and character, and expressed concern that suburban-scale residential infill could eventually replace the farms/estates.

Threat of losing “small town charm” – Alpharetta's rapid growth during the last two decades has recast the city from a bedroom suburb to an economic hub with highly-valued executive residential housing. As change continues, many residents have expressed concern that the city could further lose the small town charm for which Alpharetta was widely identified.

Regional air quality – Alpharetta is within the Atlanta region's air quality non-attainment zone for ozone and particulate matter. The City must continue to work with regional neighbors to improve air quality and public health.

Tree city – Alpharetta's arborist and Natural Resource Commission work together to maintain the city's urban forest, as required by the Tree Preservation Ordinance. The Arbor Day Foundation has designated Alpharetta as a “Tree City USA.” Protecting the city's tree canopy touches the lives of people within the community who benefit daily from the cleaner air, shadier streets, and natural beauty provided by healthy, well-managed urban forests. In addition, it helps present the kind of image that most citizens want to have for the place they live or conduct business.

Goals, Policies and Strategies

NHCR Goal: Protect and nurture natural, cultural and historic resources.

NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.

- ☞ **NHCR Strategy 1.1:** Encourage preservation and enhancement of historic structures and street tree canopies, especially in the downtown area.
- ☞ **NHCR Strategy 1.2:** Protect the natural environment and areas that contribute to the unique character of the city by ensuring a balance between the natural and the built environment, continued use of buffers and other techniques.

- ☞ **NHCR Strategy 1.3:** Explore regional-level partnerships to protect and enhance the natural environment, without being tied to political boundaries.
- ☞ **NHCR Strategy 1.4:** Enlist non-profit land trusts to help preserve open space through voluntary land conservation agreements.
- ☞ **NHCR Strategy 1.5:** Maintain the scenic tree-lined view along GA-400 through corridor setbacks, clearing and grading setbacks and signage and lighting height limitations.
- ☞ **NHCR Strategy 1.6:** Continue to enforce standards and enact ordinances for tree protection, signage, landscaping, streetscape design, sidewalks, bicycle paths, greenways, open space preservation and water quality protection requirements.
- ☞ **NHCR Strategy 1.7:** Continue to study, update, and enforce best available data for floodplains and future floodplains.
- ☞ **NHCR Strategy 1.8:** Continue to evaluate water quality in City streams. Develop projects and regulations that will improve stream water quality. Continue to regulate new development with required discharge water quality measures. Encourage the use of low impact design and reuse water.

NHCR Policy 2: Promote environmental awareness through education.

- ☞ **NHCR Strategy 2.1:** Promote environmental awareness among the general public and the development community through educational programs.
- ☞ **NHCR Strategy 2.2:** Continue to utilize environmental education programs for both the general public and development through the City's stormwater group in the Engineering/Public Works Department.
- ☞ **NHCR Strategy 2.3:** Continue to emphasize education and current programs to reduce the solid waste stream even further.

NHCR Policy 3: Permanently protect existing greenspace and purchase or protect additional greenspace to meet a 20% open space objective.

- ☞ **NHCR Strategy 3.1:** Study applicability of incentives such as the transfer of development rights or tax abatements to encourage preservation of greenspace.

NHCR Policy 4: Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.

- ☞ **NHCR Strategy 4.1:** Utilize sustainable green design for new public buildings (and facilities) to create resource-efficient facilities that reduce cost of operation and maintenance, and address issues such as historic preservation, access to public transit and other community infrastructure systems.
- ☞ **NHCR Strategy 4.2:** Implement technologies that lessen dependence on fossil fuels and reduce waste by replacing low-mileage vehicles with more fuel-efficient models (e.g. hybrids, electric, natural gas, etc.), use of solar panels, reuse of waste etc.

NHCR Policy 5: Encourage green building design, technology and sustainable site design.

- ☞ **NHCR Strategy 5.1:** Promote low-impact development through stormwater management, wastewater management, heat island mitigation and light pollution mitigation requirements.

- ☞ **NHCR Strategy 5.2:** Continue to offer incentives such as expedited plan review, inspections, etc. as incentives to encourage the use of “green” materials, systems, and practices.
- ☞ **NHCR Strategy 5.3:** Develop a Sustainable Site Design Guide to describe sustainable site design best practices.
- ☞ **NHCR Strategy 5.4:** Continue to enforce water conservation measures in all new development in the City.

Community Services and Facilities

Primary Issues and Opportunities

Independence High School in Downtown Alpharetta – The old Milton High School (MHS), now Independence High School (IHS), occupies a large parcel of property in Downtown Alpharetta. When MHS moved to its new campus in Milton, Fulton County Schools opened IHS as its “alternative” high school. The property is in a strategic location relative to plans for downtown revitalization. While it currently does little to attract customers to existing establishments, there is potential for a new use such as a technical college campus or another educational use to provide a catalyst for the continued redevelopment and remaking of Downtown Alpharetta.

Outdated City Hall – City Hall has limited space for offices and services and has not expanded along with the city’s soaring population growth and service needs. There is opportunity for space needs to be met as part of a larger-scale mixed-use development project that would both provide room for city services and offer opportunities for private sector retail commercial space.

Library services – Alpharetta has expressed interest in expanding the existing Atlanta-Fulton County library branch and would like to incorporate a regional library into a downtown, civic-centered development project.

Expanded recycling efforts desired – Residents have expressed a desire to place higher priority on recycling in Alpharetta. An example is the desire to provide a service similar to that provided by the recycling center operated by the City of Roswell.

Cultural arts facility desired – As noted under previous vision themes, cultural arts offerings in Alpharetta do not match the expectations of residents, to the point that many leave the city for offerings in Roswell, Atlanta and other areas. Residents expressed a desire to support more art galleries, theater, ballet performances, music, and other cultural offerings in Alpharetta.

Regional water supply – Water availability remains one of the Atlanta region’s most important issues. Fulton County provides the City with water service. Alpharetta must continue to work with Fulton County and regional partners to ensure long-term access to a sufficient water supply for the existing population and new growth.

Maintaining quality city services – Surveys have revealed that residents are generally pleased with their local government’s level of service. In the face of rapid residential and economic growth, the City has met the challenge of providing quality services to a growing population and expanded geography. Continued population growth, demographic shifts toward an older population and future development will continue to challenge the City to provide quality services to residents and businesses.

Greenspace, parks and trails – The need for parks expansion and greenspace preservation will increase as growth continues. The *2008-2013 Alpharetta Recreation and Parks Master Plan* addresses these needs.

Goals, Policies and Strategies

CSF Goal: Provide high quality, sustainable public facilities and services for the citizens and businesses within the city

CSF Policy 1: Encourage infrastructure development that keeps pace with growth and develops concurrently with the city's population, including water and sewer service, public safety, parks and recreation, and general government services.

- ☞ **CSF Strategy 1.1:** Ensure that infrastructure and public services are adequately positioned to provide coverage to areas where higher intensity developments planned.
- ☞ **CSF Strategy 1.2:** Continue application of the Cost of Government Services Land Use Model to forecast fiscal impacts of land use decisions within the city.
- ☞ **CSF Strategy 1.3:** Maintain the capital improvements plan and program that is tied to the Comprehensive Plan to ensure that infrastructure keeps pace with new development.
- ☞ **CSF Strategy 1.4:** Revise the Capital Improvements Plan annually as part of the budget process.
- ☞ **CSF Strategy 1.5:** Coordinate development activities with Fulton County to ensure that water and wastewater treatment capacities are sufficient to meet future demand and establish agreements with Fulton County concerning the volume of water the City can acquire and the reserve capacities for sewer effluent.

CSF Policy 2: Meet the health needs of residents through a combination of private and public sources.

- ☞ **CSF Strategy 2.1:** Continue to work with the Fulton County Health Department to develop and expand programming to meet the needs of Alpharetta residents.

CSF Policy 3: Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and cultural opportunities that are convenient to all city residents.

- ☞ **CSF Strategy 3.1:** Create a public art program to promote public art that will foster community pride and improve the visual attractiveness of public spaces.
- ☞ **CSF Strategy 3.2:** Continue expansion of the City's Greenway Program including the northernmost segment extending to the city limits.
- ☞ **CSF Strategy 3.3:** Construct a greenway trail to enhance pedestrian connectivity between the Big Creek Greenway, Wills Park and the downtown core.
- ☞ **CSF Strategy 3.4:** Continue development of the Encore Center for the Arts to include a 2,000 seat multi-use performance hall and a 500 seat black box theater.
- ☞ **CSF Strategy 3.5:** Expand the Senior Activity Center and explore the need for a satellite facility.
- ☞ **CSF Strategy 3.6:** Maintain a regionally recognized equestrian center.
- ☞ **CSF Strategy 3.7:** Encourage developers to build recreational opportunities in conjunction with new development, and encourage permanent protection of open space for future generations to enjoy.

CSF Policy 4: Support an educational system that achieves a higher standard of learning and meets current and future population needs.

- ☞ **CSF Strategy 4.1:** *Communicate with the Fulton County Board of Education concerning future growth areas of the city and the school board's plans for provision of public schools to meet future capacities.*
- ☞ **CSF Strategy 4.2:** *Continue to promote local opportunities for education and related human resource development and employee training.*

CSF Policy 5: Support the expansion of library facilities within Alpharetta to meet the growing population needs.

- ☞ **CSF Strategy 5.1:** *Investigate the feasibility of developing a museum focused on local heritage and culture.*
- ☞ **CSF Strategy 5.2:** *Encourage the Atlanta-Fulton County Library Board to develop a library facility that will meet Alpharetta's needs through the year 2030 and beyond.*

Intergovernmental Coordination

Primary Issues and Opportunities

Milton County – Efforts to create Milton County have thus far failed to gain support from the Georgia General Assembly, however different results may come from future legislative sessions. The City must continue to weigh the potential opportunities and challenges that the establishment of Milton County might create for Alpharetta in order to prepare for the future.

Cooperation with neighbors and regional partners – Alpharetta officials will maintain active involvement in ongoing coordinated transportation planning activities with ARC and GRTA. Transportation issues affect everyone and are the foundation for many home purchases, employment selections and economic development decisions. The *North Fulton Comprehensive Transportation Plan* provided a tremendous opportunity for Alpharetta to collaborate with other North Fulton County communities to address regional transportation planning issues. Also, working with North Fulton CID, in coordination with Roswell, to develop and now implement the *Blueprint North Fulton* was (and remains) an example of Alpharetta working in a proactive manner with its neighbors.

Goals, Policies and Strategies

IC Goal: Coordination with adjacent local governments as well as regional, state and federal agencies

IC Policy 1: Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.

IC Policy 2: Promote partnerships between the City and county Board of Education.

IC Policy 3: Coordinate efforts with regional, state and federal agencies.

-  **IC Strategy 1.1:** Continue to be actively involved in ongoing transportation planning activities with ARC and the North Fulton CID.
-  **IC Strategy 1.2:** Continue to work with the Atlanta Regional Commission to coordinate planning and development efforts in the region.
-  **IC Strategy 1.3:** Work with state and federal agencies to identify funding opportunities to address community development and transportation needs.
-  **IC Strategy 1.4:** Coordinate and participate with the Metropolitan North Georgia Water Planning District. Establish local goals and implementation programs consistent with the water planning goals and objectives.
-  **IC Strategy 1.5:** Continue to coordinate with surrounding municipalities on watershed wide studies, projects, and improvements.

CHARACTER AREA FOCUS

Character Area Policy, Implementation Strategies and Future Development Map for the City of Alpharetta

A key component of the comprehensive planning process is the creation of the Future Development Guide which is expressed by focusing on specific areas of the city. The guide uses Character Areas and future land use categories to describe in detail the vision for growth and development for the next 20 years. This vision, which was developed with a public planning process, is expressed by unique Character Areas.

The Future Development Guide presents the introduction to Character Area-based planning, policies and strategies associated with Character Areas, and the associated map within the four sections described below:

- Character Area-Based Planning Overview
- Character Area Policy and Implementation Strategy
- Future Development Map
- Quality Community Objectives

CHARACTER AREA BASED PLANNING OVERVIEW

Character Area based planning focuses on the way an area is used, how it looks and how it functions. A community is defined by more than the activity that happens on an individual property or what happens within public spaces. In the physical sense, a community is defined by the sum of its parts, both public and private, and how all of the parts function together. Character Areas are used to describe and capture this notion.

Tailored strategies are applied to each area, with the goal of enhancing the existing character/function or promoting a desired new character for the future. Character Areas define areas that presently have unique or special characteristics that need to be preserved, have potential to evolve into unique areas or that require special attention because of unique development issues. Additionally, Character Areas describe intent for future development.

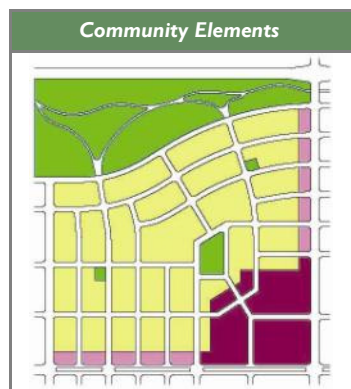
The Character Areas described in this plan are grouped based on four essential development patterns, or Community Elements, that when combined define a complete community. They provide a basic framework to describe how certain areas should function and develop. The Character Area names include a unique descriptor as well as a Community Element name to link the character area to a particular type of development pattern.

Community Elements

The **Community Elements** used in the Character Area Policy section of this chapter describe general development patterns that have unique characteristics. These elements are represented by the following:

- Open Space
- Neighborhoods
- Centers
- Corridors

Below is a summary diagram as well as a summary table of the general characteristics of each Community Element.



Summary of Community Elements

Community Element	Diagram	Summary
Open Space		- Limited or no development - Broadly includes natural areas, parks, recreation areas, etc.
Neighborhood		- Primary area of residence - Provide diversity of housing - Usually features housing located near corridors, activity centers and open spaces
Center		- General gathering places within neighborhoods or at the edges of neighborhoods - Provide access to wide range of retail and commercial services, civic functions, etc. - Typically represent highest level of activity and intensity of development within community
Corridor		- Primary link between neighborhoods, activity centers and other communities - Primarily includes transportation corridors connecting different neighborhoods and centers - Function either as throughways or destinations, depending on land uses

Relationship of Future Development Map to Zoning

City zoning consists of both a zoning map and a written ordinance that divides the city into zoning districts, including various residential, commercial, mixed-use and industrial districts. The zoning regulations describe what types of land uses and specific activities are permitted in each district, and also regulate how buildings, signs, parking and other construction may be placed on a lot. The zoning regulations also provide procedures for rezoning and other applications.

The zoning map and zoning regulations provide property owners in Alpharetta with certain rights to development, while the *Community Agenda's* Future Development Map serves as a guide to the future development of property. The Future Development Map and Character Area Policy should be used as a guide for future rezoning decisions.

How to Use the Future Development Map

The future development guide serves many functions and should be used to make decisions about public projects and private development. For public projects, the future development guide should be used to assess the context for a project and the desired character where a project will be located. Public projects should be designed to support the desired character for public space within the character area(s), serve adjacent private properties in an appropriate manner and support the larger vision and goals for the city.

For private projects, the future development guide should be used to identify the type and location of new development as well as make decisions about re-zoning applications. If a proposed project requires a rezoning to create the project, the character area policy and the future development map should be used to identify what other zoning categories are appropriate for the property.

Decisions about rezoning applications should be made using the character area policy and the future development map, which applies future land use classifications to properties. Each future land use classification includes a list of appropriate zoning districts that apply to that particular future land use classification.

City officials and private developers proposing public infrastructure/building projects and private sector development requiring an application for rezoning should follow the Future Development Guide decision-making process described below:

- Identify which character area(s) the proposed project is located in.
- Read the character area description to understand the desired context and character for the project.
 - For *public projects*, such as a park or transportation project, use the character area description to determine how to plan and design the project. Be sure that the project fits within the context of the character area while also meeting the vision and goals for the city as a whole.
 - For *private development*, read the character area description to understand the context and vision for the area where the project is located. Next identify the future land use classification for the project property using the future development map.
- For rezoning applications, make a decision for or against the rezoning based on the information within the character area policy and the future land use designation for the property.

CHARACTER AREA POLICY

The Future Development Guide Character Area Policy is presented in narrative and graphic form in this section, and is physically depicted in the Future Development Map. The policy represents and describes a unique strategy and development pattern that links intent with design strategies to help achieve the community vision.

The presentation of the Character Area Policy takes place in text sub-sections organized by Community Elements. Each sub-section begins with a general description of the Community Element and lists the Character Areas categorized under each element. Narratives for each Character Area follow the element description. Each Character Area Policy presented in the narrative incorporates the following components:

- **Intent** describes the policy intent of each Character Area, specifically to *preserve, maintain, enhance or create* a desired character.
- **General Characteristics** provides a summary of the desired development pattern in terms of land uses, site design, green space, transportation system and future development priorities.
- **Application** provides a general description of the location of the character area within Alpharetta, the general boundaries of the character area, the zoning nature of the area and the level/type of change envisioned for the area.
- **Design Principles** describes the form, function and character of physical features of development within the Character Area. This includes site design, density/intensity, green space (including appropriate park types described in the *Recreation and Parks Master Plan*), transportation, future land use and compatible zoning districts.
- **Future Land Use Categories with Compatible Zoning Districts** lists the future land uses within the character area and the zoning districts that apply to each future land use category (see Future Land Use category definitions on page 31).
- **Supporting Plans/Studies** list previously adopted planning initiatives that provide more detailed planning information about an area within the character area or that identify projects that will influence the character area.
- **Unique Issues and Opportunities** lists the priority issues and opportunities that apply specifically to the character area. They were identified and prioritized during the *Community Assessment* and public participation process.
- **Visual Character Description** provides illustrative descriptions of the desired development character specifically for development patterns, transportation and green space.
- **Character Area Map** provides a character area close-up of the *Future Development Map*.

FUTURE LAND USE CLASSIFICATION DESCRIPTIONS

The Future Land Use Classification descriptions below include a brief summary of the type, scale and intensity of development associated with the classification. Compatible zoning districts for each classification are presented within the description of each character area on the preceding pages.

Residential Estate — Personal Agricultural uses, such as farms and gardens, as well as single-family detached houses on lots that are 3 acres and greater in size.

Very Low Density Residential — “For sale” detached houses on lots of 1 acre and 22,000 sq. ft. with a max. development density of 1 to 2 units/acre.

Low Density Residential — “For sale” detached house on lots from 15,000 to 12,000 sq. ft. with a max. development density of 2 to 3 units/acre.

Medium Density Residential — “For sale” detached house with min. lot size of 10,000 sq. ft. as well as “for sale” attached houses with a max. density of 4 units/acre.

High Density Residential — “For sale” attached houses with a max. density of 10 units/acre as well as “for rent” apartments with a max. density of 10 units/acre.

Professional/Business Office — Office developments with businesses such as professional services, financial institutions and medical services.

Corporate Campus Office — Corporate campus and businesses park development that primarily includes office buildings. Commercial uses are acceptable but they should be secondary to office uses and be oriented to serve the businesses in the immediate area.

Commercial — Businesses that provide goods and services such as shopping centers, grocery stores, retail stores, restaurants, entertainment, lodging and

other general services to meet the daily needs of the community.

Central Business District — Mixed use development typical of a traditional downtown including offices, shops, residences and civic uses.

Mixed Use — Office, commercial and residential uses mixed vertically within a building and/or horizontally within a development.

Business/Manufacturing/Warehousing/Light Industrial — Businesses with a focus on research and development, low-impact distribution and warehousing as well as low impact manufacturing.

Public Institutional — Civic uses such as schools, places of worship, government buildings, public safety buildings, etc.

Parks/Recreation/Open Space — Public and private active and passive open space such as floodplains, nature preserves, golf courses, playgrounds, recreation centers, parks, etc.

Open Space

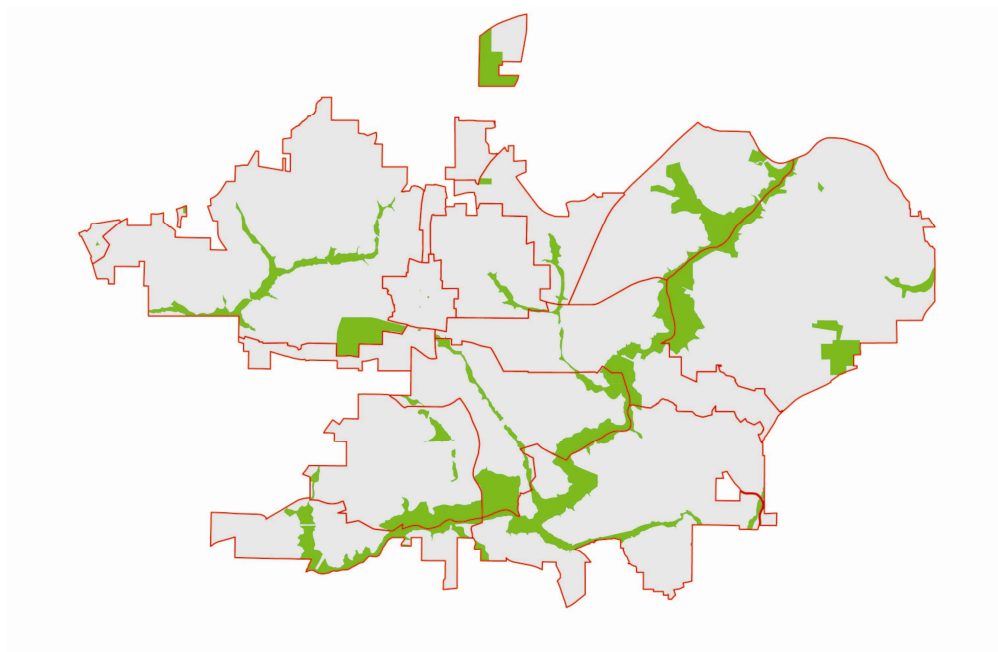
Open space is the least developed Community Element, but it is also an important component of a community's quality of life. Open space ranges from natural areas, such as nature preserves, as well as formal parks, such as neighborhood greens or recreation facilities.

Natural areas are important to preserve because they provide important environmental services as well as an opportunity for the community to connect with and enjoy nature. Emphasis should be placed on connecting natural features to support a healthy natural environment. When natural environments are interrupted or segregated by the built environment, their functional health is reduced. These special areas can be both public and private. Public natural areas can be in the form of parks or government owned land, such as Big Creek Greenway. Privately owned natural areas can be in the form of conservation easements or undesirable areas for development because of sensitive natural features, such as private property within the floodplain.

Formal open spaces provide opportunities for active recreation as well as places for a community to gather for leisure activities, special events and civic functions. They also help create an active, healthy community for all ages by providing opportunities to socialize and play. These open spaces range in size, context and function. Within neighborhoods, formal parks can be small passive parks, parks pocket, or larger neighborhood or community recreation areas. Within activity centers or along corridors, open space should serve as a focal point and compliment the adjacent higher intensity uses. Examples include plazas, courtyards and squares.

For existing parks, emphasis should be on maintenance of facilities, if any, as well as enhancements. Enhancements should include expansion of recreation facilities based on the needs of the community as well as accessibility to and from the park for pedestrians, bike riders and vehicles.

Because open spaces are located throughout Alpharetta, and in many cases cross character area boundaries, there are no open space character areas. Instead, open space policies are set within each character area using text descriptions and future land uses. Below is a graphic showing the general location of open space in Alpharetta.



Neighborhood Character Areas

Neighborhood Character Areas are the primary areas of residence for the community and they can range in development pattern, size, price point and style. In general terms, neighborhoods provide a diversity of housing to meet the needs of all residents in the community and the needs of residents at every point in the life cycle.

Neighborhood Character Areas range in character and development form. Factors influencing the character of a neighborhood include development intensity, the transportation network, green space, the balance of natural and built features, and proximity to activity centers and corridors.

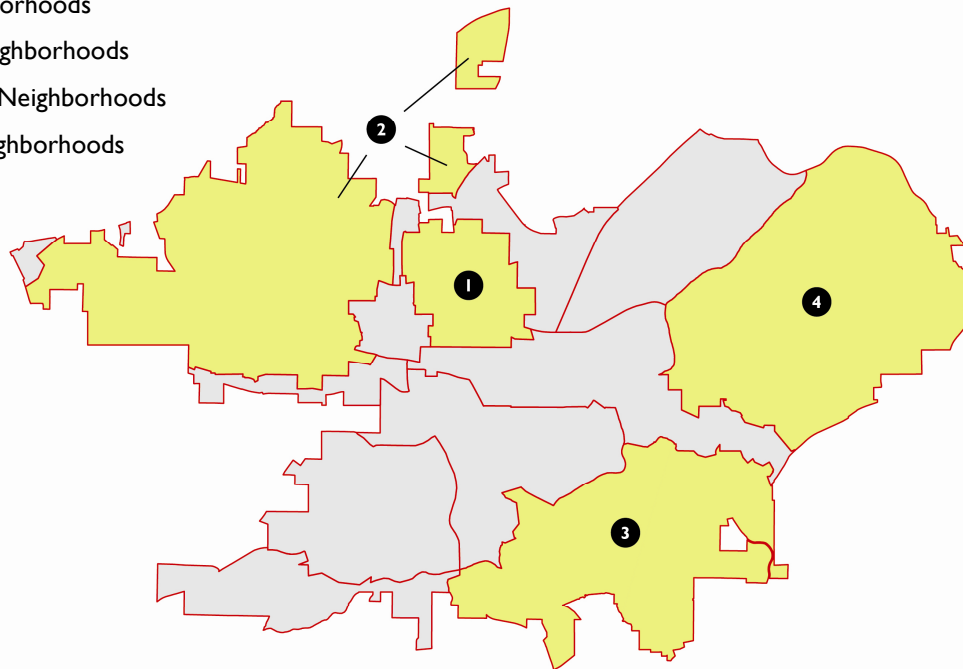
Residential land uses predominate in each of the Neighborhood Character Areas. Other major land uses include civic uses, such as places of worship, or green space, such as public parks. Commercial land uses that meet the immediate needs of the surrounding households can be appropriate, but these uses typically locate at the edge of a Neighborhood Character Area or within Activity Centers and Corridors character areas.

The intensity of residential development ranges throughout the community. Single-family detached homes generally define the character of Alpharetta neighborhoods with higher intensity residential uses located either at the edge or within activity centers and along corridors. Higher intensity residential uses, such as townhomes or multi-story apartments can also provide a transition from higher intensity non-residential development and established single-family.

Regardless of the type, scale and intensity of development, Neighborhood Character Areas generally should focus on maintenance of established communities, providing for appropriately-placed (per the Future Development Map) housing diversity and enhancing connectivity. Housing diversity refers to providing a range of housing options to meet the needs of the entire community.

The *Neighborhood* Character Areas in Alpharetta include the following:

1. Central Neighborhoods
2. Northwest Neighborhoods
3. Kimball Bridge Neighborhoods
4. Windward Neighborhoods



Central Neighborhoods

Intent: **MAINTAIN** and **ENHANCE** established neighborhoods, as well as connectivity to corridors and activity centers with vehicular, pedestrian and bicycle improvements. **CREATE** opportunities for new, more intense residential development at the edge of the character area that provide a transition from a mix of uses in activity centers and corridors to single-family residential neighborhood uses.

General Description: Central Neighborhoods Character Area is characterized by a mix of residential uses including single-family, detached residential subdivisions, townhomes and apartments. Single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks in neighborhoods can enhance the quality of life. Streetscape elements such as street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles, pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and housing diversity. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, parks, commercial clusters, adjacent activity centers, corridors, etc.

Application: Central Neighborhoods is generally located in central Alpharetta and is bound by the Downtown Activity Center and the North Main, Windward and Old Milton Corridors. The area is primarily zoned residential and is envisioned to remain residential.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys or side streets.
- Moderate to shallow setbacks are generally 40 to 20 feet in depth
- Low to moderate lot coverage with small to medium building footprint in relation to lot size
- Reduced setbacks (min. 10 feet) and increased lot coverage in areas closer to Downtown

Density/Intensity

- Low to high density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Neighborhood Parks

Transportation

- Moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Very Low Density Residential: R and R-22
- Low Density Residential: R-15, R-12 and CUP²
- Medium Density Residential: R-10, R-4A, ~~and CUP³~~ and DT-R
- High Density Residential: R-8A, R-10M, ~~and CUP⁴~~ and DT-R
- Commercial: C-1, C-2, PSC and CUP⁵
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP⁶

Unique Issues and Opportunities

- Neighborhoods are transitioning from single-family subdivisions to higher density residential developments
- Remains an attractive place to live due to convenient access to main roadways
- Generally located within walking or biking distance of destinations such as Downtown or Wills Park
- Limited bike and pedestrian connectivity

Visual Character Description



² With single-family detached residential designation

³ With single-family detached residential designation and single-family attached residential designation

⁴ With single-family attached residential designation and multi-family residential designation

⁵ With commercial designation

⁶ With open space designation

Northwest Neighborhoods

Intent: **MAINTAIN** and **ENHANCE** established neighborhoods, the character of residential estate properties as well as connectivity to corridors and activity centers with vehicular, pedestrian and bicycle improvements.

General Description: Northwest Neighborhoods Character Area is defined largely by single-family, detached residential subdivisions with a lot sizes ranging from large residential estate to smaller-lot. Townhome and apartment clusters also are in the character area; however, the “horse-farm” and estate quality of area should be preserved.

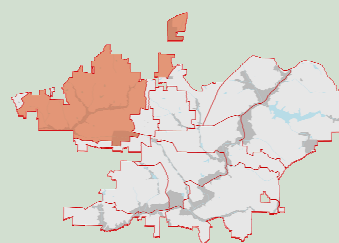
Single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks. Building structures or landscaping frame the street.

Green space is largely incorporated on individual lots, but small neighborhood and community parks in neighborhoods enhance the quality of life. Wills Park and Alpharetta Park currently serve this area of the city. Streetscape elements such as street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and low to moderate for pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections for all areas but those with residential estate character.

Future development should emphasize connectivity enhancement, maintenance of neighborhoods, maintenance of estate lot character while also creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, parks, downtown, commercial clusters, adjacent activity centers, corridors, etc.

Application: Northwest Neighborhoods is generally located in northwest Alpharetta and generally bound by the Downtown and Crabapple Activity Centers, the Windward, North Main and South Main Corridors as well as the cities of Milton and Roswell. The area is primarily zoned residential and is envisioned to remain residential.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways
- Moderate to shallow setbacks are generally 40 to 20 feet in depth as well as larger lots of 1.0+ acres in size with 100-foot setbacks.
- Low to moderate lot coverage with small to medium building footprint in relation to lot size

Density/Intensity

- Low to moderate density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Low to moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- Etowah Habitat Conservation Plan

Future Land Use Categories with Compatible Zoning Districts

- Residential Estate: AG, RE and R
- Very Low Density Residential: R and R-22
- Low Density Residential: R-15, R-12 and CUP⁷
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP⁸

Unique Issues and Opportunities

- Undeveloped estate properties exist that may remain as is or change to single family developments typical of the area
- Traffic congestion along major roads such as Rucker Road impacts residential quality of life
- Limit uses or expansion of uses that generate additional roadway trips
- Limited vehicular, bike and pedestrian connectivity

Visual Character Description



⁷ With single-family detached residential designation

⁸ With open space designation

Kimball Bridge Neighborhoods

Intent: **MAINTAIN** existing suburban-scale neighborhoods and **ENHANCE** connectivity to corridors and activity centers with vehicular, pedestrian and bicycle improvements.

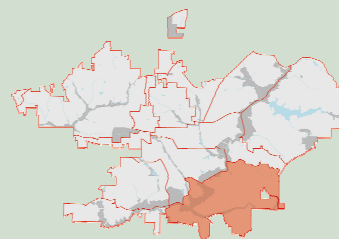
General Description: Kimball Bridge Neighborhoods Character Area is defined largely by single-family, detached residential subdivisions, many of which are part of planned neighborhood developments. While clusters of townhomes and apartments define the western edge of the character area, single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets and moderate distances between intersections. Buildings have moderate setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but neighborhood and community parks in neighborhoods enhance the quality of life. Streetscape elements such as street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and low to moderate for pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity enhancement, creating a pedestrian-friendly environment by linking sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, Big Creek Greenway, parks, commercial clusters, adjacent activity centers, corridors, etc.

Application: Kimball Bridge Neighborhoods is generally located in southeast Alpharetta and generally bound by the Kimball Bridge Activity Center, Old Milton Corridor and the cities of Roswell and Johns Creek. The area is primarily zoned residential and is envisioned to remain residential.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways
- Moderate to shallow setbacks are generally 40 to 20 feet in depth
- Low to moderate lot coverage with small to medium building footprint in relation to lot size

Density/Intensity

- Low to moderate density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Low to moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and generous to moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP⁹
- Medium Density Residential: R-10, R-4A and CUP¹⁰
- High Density Residential: R-8A, R-10M and CUP¹¹
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP¹²

Unique Issues and Opportunities

- Near Old Milton Parkway, Kimball Bridge Road and GA-400 as well as Big Creek Greenway
- Schools, parks and recreation areas are community assets
- Limited bike and pedestrian connectivity
- Traffic challenges associated with east-west traffic volumes on Kimball Bridge Road
- Prevent retail creep up North Point Parkway

Visual Character Description

Development Pattern		Transportation	Green Space
			
			

⁹ With single-family detached residential designation

¹⁰ With single-family detached residential designation and single-family attached residential designation

¹¹ With single-family attached residential designation and multi-family residential designation

¹² With open space designation

Windward Neighborhoods

Intent: **MAINTAIN** existing planned, suburban-scale neighborhoods and **ENHANCE** connectivity to corridors and activity centers with pedestrian and bicycle improvements.

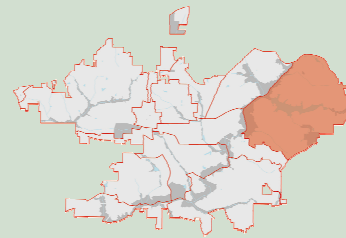
General Description: Most of Windward Neighborhoods was part of a large planned community characterized by suburban-scale residential neighborhoods. Single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks in neighborhoods enhance the quality of life. Windward Neighborhoods, however, also includes the existing Golf Club of Georgia and Lake Windward. Streetscape elements such as street trees and other plantings also enhance the character and appearance of streets.

Connectivity is moderate for vehicles and low to moderate for pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and maintenance of existing character by creating a more pedestrian-friendly environment by linking sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, Big Creek Greenway, Webb Bridge Park, commercial clusters, adjacent activity centers, corridors, etc.

Application: Windward Neighborhoods is generally located in northeast Alpharetta, primarily zoned for suburban-scale residential, and is envisioned to remain residential.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways
- Moderate to shallow setbacks are generally 40 to 20 feet in depth
- Low to moderate lot coverage with small to medium building footprint in relation to lot size

Density/Intensity

- Low to moderate density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Golf Course
- Neighborhood Parks
- Community Park – Webb Bridge Park

Transportation

- Low to moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and generous to moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Windward Master Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Residential Estate: AG, RE and R
- Low Density Residential: R-15, R-12 and CUP¹³
- Medium Density Residential: R-10, R-4A and CUP¹⁴
- High Density Residential: R-8A, R-10M and CUP¹⁵
- Commercial: C-1, C-2, PSC and CUP¹⁶
- Professional/Business Office: O-P and CUP¹⁷
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP¹⁸

Unique Issues and Opportunities

- Primarily developed as a large planned community
- Near Windward Parkway, Old Milton Parkway and GA-400 as well as Big Creek Greenway
- Schools, parks and recreation areas are community assets
- Resist development pressure on remaining designated greenspace

Visual Character Description



¹³ With single-family detached residential designation

¹⁴ With single-family detached residential designation and single-family attached residential designation

¹⁵ With single-family attached residential designation and multi-family residential designation

¹⁶ With commercial designation

¹⁷ With office and light industrial designation

¹⁸ With open space designation

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Corridor Character Areas

Corridors provide linkages between neighborhoods, activity centers and to other communities. They range in character depending on the design and function of the roadway and adjacent land uses. Additionally, corridors can function as throughways or destinations, depending on the land uses.

The general development pattern is linear along a major roadway. In suburban settings, lots are typically moderate to deep with building setbacks that are adequate to accommodate landscaping. Land uses are predominantly commercial and office uses, with the highest activity uses typically clustered around major intersections. Some higher-intensity residential uses, such as multi-story apartments, can be found along suburban corridors, usually located between major intersections.

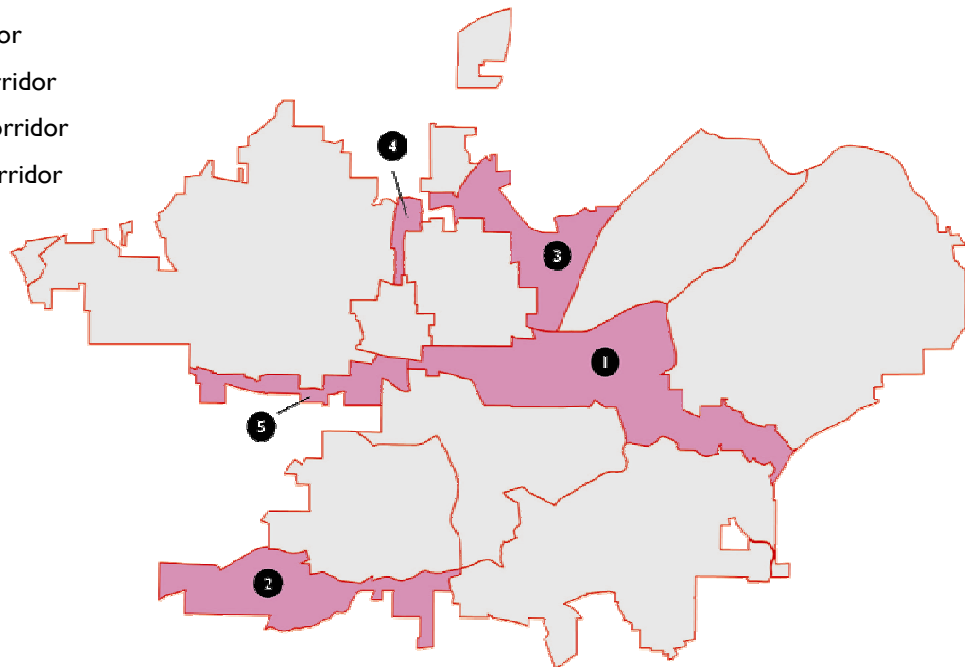
In urban settings, lots are more commonly shallow to moderate in depth. Buildings are located closer to the street with moderate to shallow setbacks. Land uses are mixed and can include residential and non-residential uses.

Corridors should be designed in context, both to the character and uses along the roadway as well as the neighborhoods and activity centers that connect to the corridor. The highest intensity uses should generally be clustered around major intersections with less intense uses, such as residential or offices, located between major intersections.

Additionally, corridor development and transportation improvements should focus on expanding transportation mode options including driving, walking, biking and public transportation. This effort also includes linking adjacent residential areas to major destinations along the corridor and creating a safe and convenient throughway to other destinations in the community.

The Corridor Character Areas in Alpharetta include the following:

1. Old Milton Corridor
2. Mansell Corridor
3. Windward Corridor
4. North Main Corridor
5. South Main Corridor



Old Milton Corridor

Intent: **ENHANCE** existing commercial and office character along the corridor with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for mixed use, commercial, office and medium and high density residential developments.

General Description: Old Milton Corridor Character Area is characterized by a linear mix of commercial, office professional and residential uses along Old Milton Parkway. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and diversity of land uses, while also expanding the street network and enhancing the pedestrian environment by adding and/or linking sidewalks. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient throughway to other destinations in the community.

Application: Old Milton Corridor Character Area stretches east to west through the middle of Alpharetta as shown on the Future Development Map. It is primarily zoned for a mix of residential, office, commercial and mixed use. West of GA-400, the corridor is envisioned to evolve into a mixed use corridor with reduced front setbacks along Old Milton Parkway. East of GA-400, the corridor is envisioned to evolve as an office/commercial corridor, although with a more compact, walkable development pattern.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Deep to moderate setbacks are generally 40 feet or greater in depth, shallow setbacks 10 feet or greater near Downtown
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate to high density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- Big Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP¹⁹
- Medium Density Residential: R-10, R-4A and CUP²⁰
- High Density Residential: R-8A, R-10M, ~~and CUP²¹~~ and DT-LW
- Commercial: C-1, C-2, PSC and CUP²²
- Corporate Campus Office: O-I and CUP²³
- Professional/Business Office: O-P, ~~and CUP²⁴~~ and DT-LW
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP²⁵

Unique Issues and Opportunities

- Primary east-west route— connecting to GA-400, downtown and to the east and west
- Traffic congestion along parkway
- Need to balance the corridor's role as transportation corridor with continued growth of the corridor as a major destination
- West of GA-400, development should transition to traditional Main Street
- Pedestrian/ bicycle connectivity and open space between Downtown Alpharetta and Avalon

Visual Character Description



¹⁹ With single-family detached residential designation

²⁰ With single-family detached residential designation and single-family attached residential designation

²¹ With single-family attached residential designation and multi-family residential designation

²² With commercial designation

²³ With office and light industrial designation

²⁴ With office and light industrial designation

²⁵ With open space designation

Mansell Corridor

Intent: **ENHANCE** existing commercial and office character with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for mixed use, commercial, office and medium and high density residential developments.

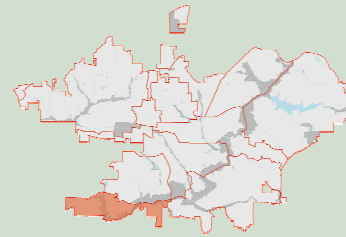
General Description: Mansell Corridor Character Area is characterized by a linear mix of commercial, light industrial, office professional and residential uses along Mansell Road. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and diversity of land uses, expanding the street network, and creating a pedestrian-friendly environment by adding sidewalks and streetscape. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor and also serve as a safe and convenient thoroughway to other destinations in the community.

Application: Mansell Corridor Character Area extends east to west along the southern edge of Alpharetta, as shown on the Future Development Map. The area is zoned a mix of residential, office and commercial. West of GA-400, the corridor is envisioned to evolve into a mixed use corridor. East of GA-400, the corridor is envisioned to evolve as a office/commercial corridor, although with a more compact, walkable development pattern.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Deep to moderate setbacks are generally 40 feet or greater in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate to high density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Big Creek buffer areas

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- North Point Activity Center LCI Study
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP²⁶
- Medium Density Residential: R-10, R-4A and CUP²⁷
- High Density Residential: R-8A, R-10M and CUP²⁸
- Commercial: C-1, C-2, PSC and CUP²⁹
- Professional/Business Office: O-P and CUP³⁰
- Corporate Campus Office: O-I and CUP³¹ with 'Office and Light Industrial' designation
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP³²

Unique Issues and Opportunities

- Gateway to city with access to Big Creek Greenway, GA-400, Alpharetta, Roswell, Johns Creek
- MARTA Park-and-Ride provides a public transit connection
- Limited bike and pedestrian connectivity

Visual Character Description



²⁶ With single-family detached residential designation

²⁷ With single-family detached residential designation and single-family attached residential designation

²⁸ With single-family attached residential designation and multi-family residential designation

²⁹ With commercial designation

³⁰ With office and light industrial designation

³¹ With office and light industrial designation

³² With open space designation

Windward Corridor

Intent: **ENHANCE** existing commercial, office and residential character with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for mixed use, commercial, office and medium and high density residential developments.

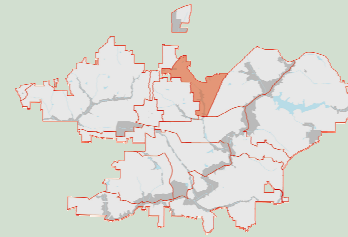
General Description: Windward Corridor Character Area is characterized by a linear mix of commercial, office professional and residential uses along Windward Parkway and the northern section of Westside Parkway. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood and community parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees and other plantings may also define and enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and diversity of land uses, expanding the street network, and creating a more pedestrian-friendly environment by adding and/or linking sidewalks. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient throughway to other destinations in the community.

Application: Windward Corridor extends west from GA-400 along the northern edge of Alpharetta, as shown on the Future Development Map. The area is zoned for a mix of residential, office and commercial. Windward Parkway is envisioned to evolve as a more compact, walkable office/commercial corridor, while Westside Parkway is envisioned to evolve an office, commercial and residential use mix.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Deep to moderate setbacks are generally 40 feet or greater in depth
- Moderate to high lot coverage with medium to high building footprint in relation to lot size

Density/Intensity

- Moderate density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and generous to moderate distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Big Creek Watershed Study
- Upper Fox Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP³³
- Medium Density Residential: R-10, R-4A and CUP³⁴
- Commercial: C-1, C-2, PSC and CUP³⁵
- Corporate Campus Office: O-1 and CUP³⁶
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP³⁷

Unique Issues and Opportunities

- Convenient proximity and access to GA-400
- Major transportation link between GA-400 and Milton
- Traffic congestion along major roads
- Connectivity is limited for people walking and biking

Visual Character Description



³³ With single-family detached residential designation

³⁴ With single-family detached residential designation and single-family attached residential designation

³⁵ With commercial designation

³⁶ With office and light industrial designation

³⁷ With open space designation

North Main Corridor

Intent: **MAINTAIN** and **ENHANCE** established office/residential along Main Street/GA-9 with streetscape and property improvements, as well as vehicular, pedestrian and bicycle connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for new, neighborhood-scaled office and residential development along the corridor.

General Description: North Main Corridor Character Area is characterized by a linear mix of commercial, office professional, residential uses and residential-to-commercial conversions along Main Street/GA-9. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees, wide sidewalks and other plantings may also enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians and bicycle users and moderate for public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity, neighborhood scale and diversity of land uses. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient throughway to other destinations in the community.

Application: North Main Corridor extends north to south from Mayfield Road to Vaughn Road. The area is zoned for a mix of residential, office and commercial and is envisioned to evolve as a compact, walkable area with a mix of residential-scale office, commercial and residential uses.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- High density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian connectivity with sidewalks and bikeways
- Moderate to high vehicular connectivity with curvilinear and linear streets and moderate to short distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Medium Density Residential: R-10, R-4A₁ ~~and R-8A-D₁~~, CUP³⁸ ~~and DT-LW~~
- Commercial: C-1, C-2, PSC and CUP³⁹
- Professional/Business Office: O-P₁ ~~and CUP⁴⁰~~ ~~and DT-LW~~

Unique Issues and Opportunities

- Residence transitioning to commercial/office businesses
- Shallow lot depth/lot size limits development options
- Traffic congestion
- GDOT plans for roadway expansion
- Near downtown
- Connectivity is limited for people walking and biking

Visual Character Description



³⁸ With single-family detached residential designation and single-family attached residential designation

³⁹ With commercial designation

⁴⁰ With office and light industrial designation

South Main Corridor

Intent: ENHANCE established commercial along Main Street/GA-9 with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers, neighborhoods, and Wills Park. **CREATE** opportunities for new mixed use, commercial, office and medium- and high-density residential development along the corridor.

General Description: South Main Corridor Character Area is characterized by a linear mix of commercial, office professional and residential uses along Main Street/GA-9. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate to short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but siting small neighborhood pocket parks within new development along the corridor, as well as improved connectivity to Wills Park can enhance the quality of life. Streetscape enhancements that include wide sidewalks, street trees and other plantings may also enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians and bicycle users and moderate for public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and redevelopment with higher intensity mixed use and office/commercial uses fronting South Main Street backed by less intense residential. Wide sidewalks, a cohesive streetscape, and direct links to Wills Park will improve pedestrian safety while bicycle infrastructure will make biking safe and convenient. This complete transportation system should link adjacent residences and the park to activity along the corridor.

Application: South Main Corridor Character Area extends south from downtown to the Roswell city limit. The area is zoned for a mix of residential, office and commercial and is envisioned to evolve as a compact, walkable mixed use corridor with a mix of office, commercial and residential uses.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- High density/intensity
- 1 to 45 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Commercial: C-1, C-2, PSC, ~~and CUP⁴¹~~ and DT-MU
- Professional/Business Office: O-P, ~~and CUP⁴²~~ and DT-MU
- Mixed Use: MU and DT-MU
- High Density Residential: DT-MU

Unique Issues and Opportunities

- Aging strip commercial and unappealing look/aesthetic quality
- Traffic congestion and limited bike/pedestrian connectivity
- Proximity to Downtown and Wills Park
- Investments/revitalization needed to improve visual quality and economic competitiveness of corridor
- Connectivity between Wills Park and Downtown
- Opportunities for redevelopment and the chance to promote unique, local businesses

Visual Character Description



⁴¹ With commercial designation

⁴² With office and light industrial designation

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Activity Center Character Areas

Activity Center Character Areas tend to be located at the edge of neighborhoods or end of corridors and typically represent the highest level of activity and intensity of development within a community. Activity centers provide access to a wide range of retail and commercial services, employment opportunities, civic uses and sometimes housing options.

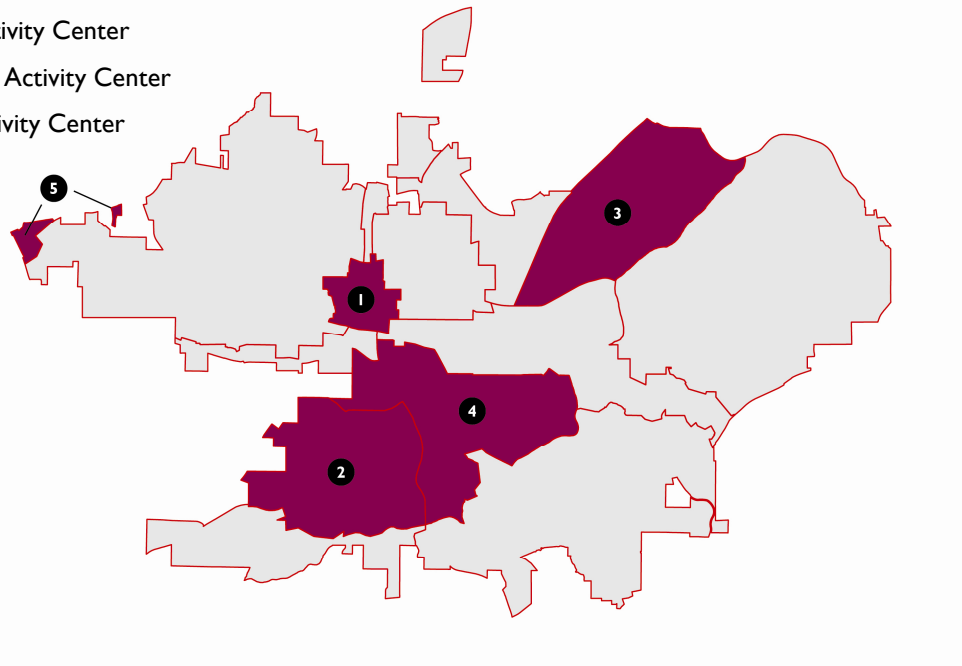
The Activity Center Character Areas in Alpharetta range in scale, size and function. They include the downtown area with mixed-use buildings, walkable streets and important civic functions such as City Hall; corporate office campus clusters that serve as business and job clusters; and regional entertainment destinations for shopping and dining.

Development within Activity Center Character Areas should be designed in accordance with the unique needs and function of uses within each center. Land uses that generate a high level of activity should be located within Activity Centers and should be supported by a complete transportation system. This system should include a well-defined and compact street network, enhanced public transportation service, a well-defined pedestrian environment and bicycle infrastructure that makes biking safe and convenient.

Activity Centers should be linked to adjacent neighborhoods and corridors to make access to major destinations within the activity centers safe and convenient. Where Activity Centers share an edge with a neighborhood, slightly higher-density residential development should be permitted to provide a transition between higher intensity uses within the activity center and the residential areas. This transition allows for higher-density residential uses that support commercial and office uses within the activity center while also providing a natural transition in development character, building type and form.

The Activity Center Character Areas in Alpharetta include the following:

1. Downtown Activity Center
2. North Point Activity Center
3. Windward Activity Center
4. Kimball Bridge Activity Center
5. Crabapple Activity Center



Downtown Activity Center

Intent: **PRESERVE** and **ENHANCE** historic features buildings and small-town character. **CREATE** a central “heart” of the city and a community destination for civic activities, shopping, businesses and residences. It is the intent to encourage a true mixed use destination that creates a walkable and vibrant community center.

General Description: Downtown Activity Center Character Area is the historic center of Alpharetta and includes a mix of commercial, office, residential and civic uses. Mixed-use, “traditional main street” buildings along with single-use activity on individual lots defines the general development pattern. The street network is composed of linear streets with short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is limited on individual lots and is instead primarily located in shared spaces such as along street edges or in public parks. Neighborhood and community parks take the form of pocket parks, plazas and greens which provide recreation and community gathering opportunities. Streetscape enhancements that include wide sidewalks, street furniture, street trees and other plantings are necessary to define and enhance the character of streets.

Connectivity is high for vehicles, pedestrians, bicycle users and public transit riders. Roadway cross sections are typically defined by the roadway, curb and gutter, sidewalks and a well defined pedestrian environment.

Future development should emphasize a strong concentration of activity along Main Street, Milton Avenue, and Academy Street surrounded by a mix of residential and commercial uses generating a high level of activity and reinforcing a walkable, downtown development pattern. The vision for the downtown district is to preserve and strengthen the historic core of Alpharetta through the strategic protection of historic resources and integration of complementary new development. Central to this strategy is expanding the mix of retail, restaurant, and professional uses in downtown while providing new distinct housing opportunities.

The downtown district is intended to be the most walkable area within Alpharetta. A generous network of sidewalk and bicycle facilities should be integrated with existing and new green spaces and streetscapes creating a safe and pleasant walking environment that makes the area a destination. Significant historic buildings and sites should be enhanced with appropriate maintenance and rehabilitation while adding vertical mixed-use buildings that make downtown a vibrant town center.

Application: Downtown Activity Center Character Area is centrally located within Alpharetta with Main Street/GA-9 passing north to south through the center of the character area, as shown in the Future Development Map. It is primarily zoned for a mix of residential, office, commercial and mixed use and is envisioned to evolve as a compact, walkable mixed-use town center with a mix of office, commercial, residential and civic uses.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Shallow setbacks are generally 1020 feet or less in depth
- High lot coverage with large building footprint in relation to lot size

Density/Intensity

- High density/intensity
- 1 to 45 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- High pedestrian and bicycle connectivity with sidewalks and bikeways
- High vehicular connectivity with linear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- 2015 Downtown Master Plan
- Downtown Circulation Plan
- Downtown Zoning/Incentive Package
- Upper Fox Creek Watershed Study
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- See ~~'Downtown Zoning/Incentive Package'~~ Alpharetta Downtown Code for development guidance.
- Low Density Residential: R-15, R-12 and CUP⁴³
- High Density Residential: R-8A, R-10M, ~~and CUP⁴⁴~~ and DT-R
- Central Business District: C-2, MU, DT-C, DT-MU and DT-R ~~and the 'Downtown Zoning/Incentive Package'~~
- Commercial: C-1, C-2, PSC, ~~and CUP⁴⁵~~ DT-C and DT-MU
- Professional/Business Office: O-P, ~~and CUP⁴⁶~~ DT-C and DT-MU
- Public/Institutional/Education: SU, DT-C, DT-MU and DT-R
- Parks/Recreation/Open Space: OSR, SU, CUP⁴⁷

Unique Issues and Opportunities

- Find/maintain balance between preservation of historic qualities and need for new investment and activity
- Traffic congestion
- Enhancement needed to facilitate ~~for~~ walking, biking and transit
- Civic spaces and enhanced connections to Wills Park and Avalon needed
- Medium to high density R residential development to support retail, restaurant, and entertainment
- Develop special design standards to accommodate unique signage, murals, street furniture and outdoor art

Visual Character Description



⁴³ With single-family detached residential designation

⁴⁴ With single-family attached residential designation and multi-family residential designation

⁴⁵ With commercial designation

⁴⁶ With office and light industrial designation

⁴⁷ With open space designation

North Point Activity Center

Intent: **PRESERVE** the North Point area as a regional destination for shopping, jobs and entertainment, and **ENHANCE** the area with improvements and new development that supports a walkable and vibrant community destination with places to shop, work, entertain and live.

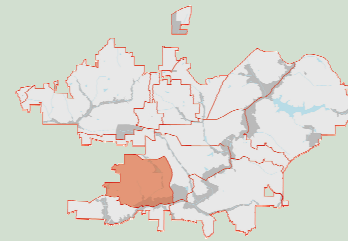
General Description: North Point Activity Center is a regional shopping and entertainment destination with a mix of commercial, office, residential and entertainment uses. Single-use activity on individual lots as well as mixed-use development defines the general development pattern. The street network has curvilinear streets and linear streets with moderate to short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure and streetscape features to frame the street.

Green space is incorporated on individual lots as well as shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas, greens and greenways and should be used for recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and a well-defined pedestrian environment define roadway cross sections.

Future development should emphasize connectivity, uses that generate a high level of activity and transit-oriented development that anticipates the extension of MARTA rail service to the area. It should reinforce a walkable, mixed-use destination supported by a range of housing types and transportation modes. It should also focus on expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community. Expand entertainment uses and capitalize on amphitheater location.

Application: North Point Activity Center is located in the southern portion of Alpharetta with Westside Parkway, GA-400 and North Point Parkway passing south to north through the character area, as shown in the Future Development Map. The area is zoned for a mix of residential, office, commercial and industrial and is envisioned to evolve as a compact, walkable mixed-use center with a mix of office, commercial, residential and mixed use uses.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate to high density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- North Point Activity Center LCI Study
- Downtown Circulation Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- High Density Residential: R-8A, R-10M and CUP⁴⁸
- Commercial: C-1, C-2, PSC and CUP⁴⁹
- Professional/Business Office: O-P and CUP⁵⁰
- Mixed Use: MU
- Business/Manufacturing/Warehousing/Light Industrial: LI and CUP⁵¹
- Public/Institutional/Education: SU or other districts where specific civic uses are permitted
- Parks/Recreation/Open Space: OSR, SU, CUP⁵² and other districts where specific conservation or recreation uses are permitted

Unique Issues and Opportunities

- Potential for redevelopment of commercial or under-utilized properties into mixed use developments
- Potential to extend MARTA rail service to North Point area
- GA-400 offers access from many areas of North Fulton
- Verizon Wireless Amphitheater at Encore Park and North Point Mall are unique, large-scale assets

Visual Character Description



⁴⁸ With single-family attached residential designation and multi-family residential designation

⁴⁹ With commercial designation

⁵⁰ With office and light industrial designation

⁵¹ With office and light industrial designation

⁵² With open space designation

Windward Activity Center

Intent: **PRESERVE** and **ENHANCE** corporate campuses, businesses, parks and shopping areas as well as connectivity to neighborhoods, activity centers and other communities with vehicular, pedestrian, bicycle and public transportation improvements. **CREATE** development and redevelopment that supports the office character of the area and also includes complimentary uses, such as daily convenience retail, restaurants, health clubs and medium and high density residential, to provide convenient access to daily goods and services as well as jobs and living opportunities.

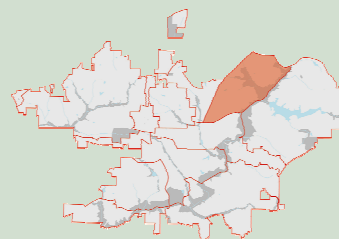
General Description: Windward Activity Center is a regional employment hub with a significant corporate presence. Corporate campuses, business parks, and single use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections define the street networks. Buildings have deep to shallow setbacks and use the building structure or streetscape features to frame the street.

Green space is provided within corporate campus properties, on individual lots, and in shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas, greens and greenways and provide recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings may also define and enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks and a well defined pedestrian environment typically define roadway cross sections.

Future development should emphasize connectivity and accommodate the unique needs of corporate campuses, business parks and the overall mixed use environment. It should balance and enhance transportation options and take advantage of the MARTA Park-and-Ride service that connects the area to the larger metro region. Key focus areas include expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center and also serve as a safe and convenient connection to other destinations in the community.

Application: Windward Activity Center is located along the east side of GA-400 in northeast Alpharetta, as shown in the Future Development Map. The area is zoned for a mix of office, residential or is part of a planned community development. The area is envisioned to continue to evolve as a business center, with commercial, mixed use and residential clustered at the intersection of GA-400 interchange along Windward Parkway.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Deep to shallow setbacks are generally 20 feet or greater in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Very Low Density Residential: R, R-22
- High Density Residential: R-8A, R-10M and CUP⁵³
- Corporate Campus Office: O-I and CUP⁵⁴
- Commercial: C-1, C-2, PSC and CUP⁵⁵
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP⁵⁶

Unique Issues and Opportunities

- Near GA-400 and residential areas
- Significant corporate presence
- Traffic congestion along major roads
- MARTA Park-and-Ride provides a public transit connection to other areas of Metro Atlanta

Visual Character Description



⁵³ With single-family attached residential designation and multi-family residential designation

⁵⁴ With office and light industrial designation

⁵⁵ With commercial designation

⁵⁶ With open space designation

Kimball Bridge Activity Center

Intent: **PRESERVE** and **ENHANCE** corporate campuses, businesses, parks and shopping areas as well as connectivity to neighborhoods, corridors and other communities with vehicular, pedestrian, bicycle and public transportation improvements. **CREATE** development and redevelopment that incorporates a variety of businesses, employment opportunities, retail and commercial services as well as residential options, particularly near Downtown.

General Description: Kimball Bridge Activity Center includes a mix of commercial, office, residential and civic uses. The general development pattern is defined by corporate campuses, business parks and single use activity on individual lots. The street network has curvilinear streets and moderate to short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or streetscape features to frame the street.

Green space is accommodated within corporate campuses, on individual lots as well as shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas, greens and greenways that provide recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings are appropriate to define and enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians, bicycle users and public transportation riders. Roadway cross sections are typically defined by the roadway, curb and gutter, sidewalks and a well defined pedestrian environment.

Future development should emphasize connectivity and accommodate the unique needs of corporate campuses and business parks, as well as commercial and residential areas. Focus should be on expanding the street network, enhancing public transportation service, creating a pedestrian-friendly environment by adding sidewalks, and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community.

Application: Kimball Bridge Activity Center is located along GA-400 in central Alpharetta. It is generally bound by the Kimball Bridge Neighborhoods, the South Main and Old Milton Corridors, and the North Point Activity Center. The area is zoned for a mix of office, commercial, residential or is part of a planned community development. The area is envisioned to continue to evolve as a job center and hub for major businesses. Commercial, mixed use and residential development should be clustered west of GA-400 or between North Point Parkway and the Big Creek Greenway.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate to high density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- North Point Activity Center LCI Study
- Downtown Circulation Plan
- Big Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Medium Density Residential: R-10, R-4A, ~~and~~ CUP⁵⁷ and DT-R
- High Density Residential: R-8A, R-10M, ~~and~~ CUP⁵⁸ and DT-R
- Corporate Campus Office: O-I and CUP⁵⁹
- Professional/Business Office: O-P and CUP⁶⁰
- Commercial: C-1, C-2, PSC and CUP⁶¹
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP⁶²

Unique Issues and Opportunities

- Centrally located within Alpharetta
- Near GA-400 and residential areas
- Growing issue with traffic congestion along major roads at the edge of the character area as well as those that pass through the area

Visual Character Description



⁵⁷ With single-family detached residential designation and single-family attached residential designation

⁵⁸ With single-family attached residential designation and multi-family residential designation

⁵⁹ With office and light industrial designation

⁶⁰ With office and light industrial designation

⁶¹ With commercial designation

⁶² With open space designation

Crabapple Activity Center

Intent: **PRESERVE** and **ENHANCE** established shopping and business destinations at a major crossroads intersection as well as connectivity to neighborhoods, corridors and other communities with vehicular, pedestrian, bicycle and public transportation improvements. **CREATE** new shopping and business opportunities that support the surrounding neighborhoods.

General Description: Crabapple Activity Center is the commercial center of the Crabapple community and includes a mix of commercial and office/professional uses.

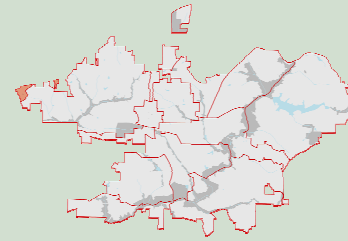
Single-use activity on individual lots located around a major cross-roads intersection defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections define the street networks. Buildings have moderate to shallow setbacks and use the building structure or streetscape features to frame the street.

Green space is largely incorporated on individual lots as in shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas and greens and should be used to enhance recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and a well defined pedestrian environment typically define roadway cross sections.

Future development should emphasize connectivity, neighborhood scale and uses that serve the surrounding neighborhoods. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations within the character area or serve as a safe and convenient thoroughway to other destinations in the community.

Application: Crabapple Activity Center is located at the western edge of Alpharetta at the intersection of Crabapple Road/GA-372 and Houze Road/GA-140, as shown on the Future Development Map. It is primarily zoned for a mix of office and commercial and is envisioned to remain non-residential. This area also includes City Court Services and some of the City's Recreation Services.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to lot coverage with medium building footprint in relation to lot size

Density/Intensity

- Moderate density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks and bikeways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Crabapple Overlay/Northwest Overlay
- Etowah Habitat Conservation Plan

Future Land Use Categories with Compatible Zoning Districts

- Professional/Business Office: O-P and CUP⁶³
- Commercial: C-1, C-2, PSC and CUP⁶⁴
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP⁶⁵

Unique Issues and Opportunities

- Neighborhood shopping and business cluster at major crossroads intersection that serves many Roswell, Milton and Alpharetta residents

Visual Character Description



⁶³ With office and light industrial designation

⁶⁴ With commercial designation

⁶⁵ With open space designation

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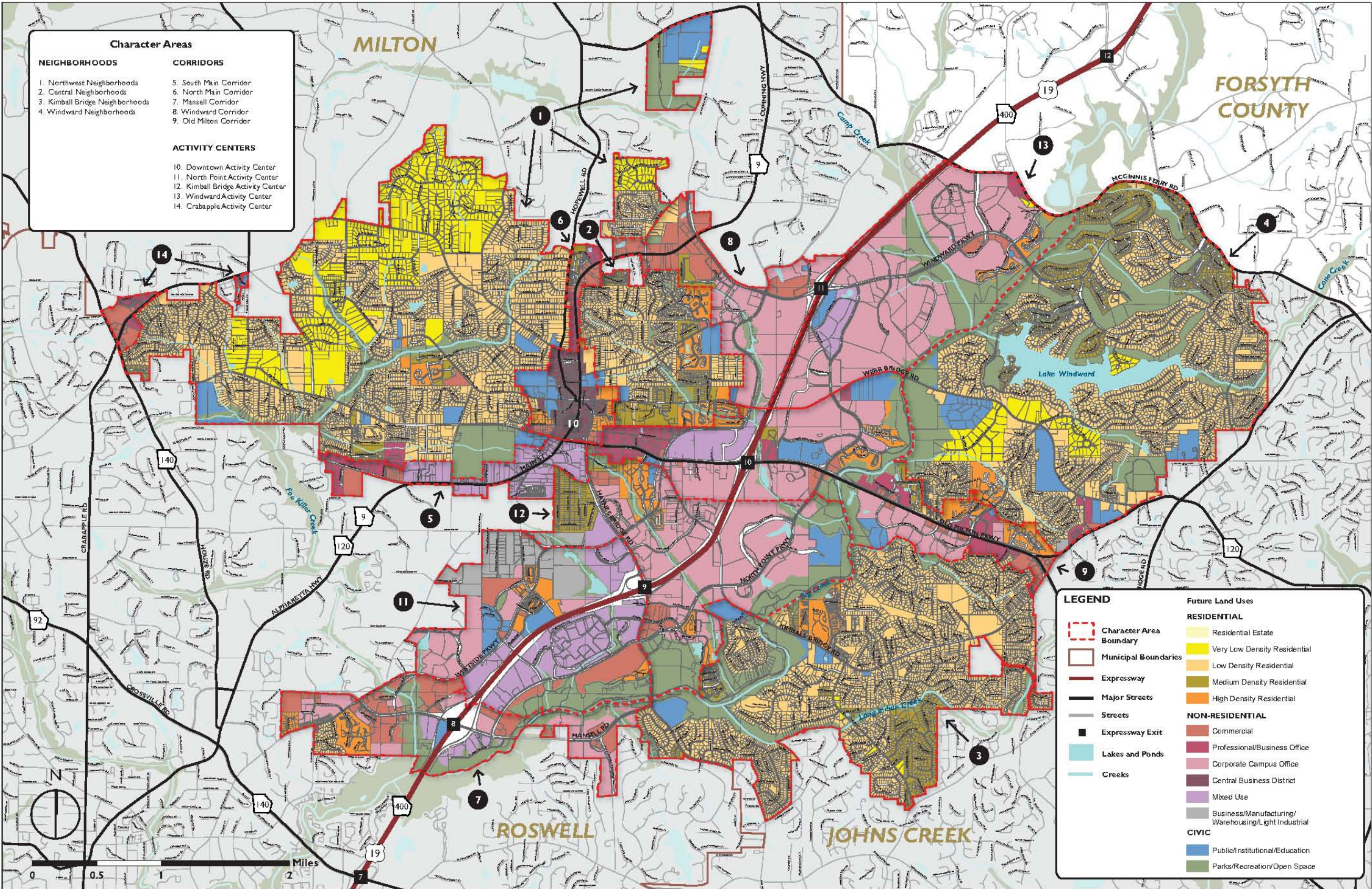
FUTURE DEVELOPMENT MAP

The Future Development Map identifies the geographic location of the Character Areas within the City of Alpharetta (Map 1). This map is intended to guide decision making related to the physical location of development and where the most appropriate scale and intensity of development should occur. Specifically, the Future Development Map is used to guide future rezoning of property. Proposed zone change requests are reviewed for consistency with the Character Area Policy associated with the Future Development Map. While the Future Development Maps recommend land uses and development patterns for a 20-year planning horizon, it is important that they be reviewed on a regular basis to determine if amendments are needed based on changing market and demographic trends.

A table indicating the estimated quantities of land area associated with each Future Land Use classification is included in the appendix to this document.

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Map I: Future Development Map



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Future Development Matrices

Table 1: Character Area Design Principles Matrix presents the design policies shown for each character area and previously individually presented within the character area narratives’ “Design Principles” sidebar. The matrix allows one to compare principles defined for each character area. Table 2: Future Land Use and Zoning Matrix presents the appropriate zoning districts for future land use categories defined for each character area as previously individually presented within the character area narratives.

Table 1: Character Area Design Principles Matrix

Character Area Design Principles			Neighborhoods				Corridors					Activity Centers				
			Northwest	Central	Kimball Bridge	Windward	Old Milton	Mansell	North Main	South Main	Windward	Kimball Bridge	Crabapple	North Point	Downtown	Windward
Side Design	Vehicular Access	Private Driveways	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Alleys		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Side Streets		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Frontage Roads					✓				✓			✓		✓
	Building Setback	Deep	✓				✓	✓			✓					✓
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		Shallow	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓
	Lot Coverage	Low	✓	✓	✓	✓										
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		High		✓			✓	✓	✓	✓	✓	✓		✓	✓	✓
Density/Intensity	Density/Intensity	Low	✓	✓	✓	✓										
		Moderate	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓		✓
		High		✓			✓	✓	✓	✓				✓	✓	
	Building Height	1 to 3 stories	✓	✓	✓	✓		✓	✓		✓		✓			
		1 to 5 stories								✓					✓	
		1 to 10 stories					✓					✓		✓		✓
Green Space	Landscaping	Informal	✓	✓	✓	✓										
		Formal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Park Types	Neighborhood	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
		Community	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
		Golf Course				✓										
Transportation	Connectivity (Bike/Ped)	Low	✓		✓	✓					✓					
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		High					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Connectivity (Vehicular)	Low														
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		High							✓	✓		✓		✓	✓	✓
	Connectivity (Public Transit)	Low	✓	✓	✓	✓										
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		High						✓				✓		✓	✓	✓
	Block Length (distance b/n intersections)	Short							✓	✓		✓		✓	✓	✓
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Generous			✓	✓					✓					

Table 2: Future Land Use and Zoning Matrix

Character Area		Future Land Use	Zoning																								
			AG	RE	R-1	R-22	R-15	R-12	R-10	R-4A	R-8A	R-8A-D	R-10M	CUP	O-P	O-I	C-1	C-2	PSC	L-1	OSR	SU	MU	DT-C	DT-MU	DT-LW	DT-R
Central Neighborhoods	VLDR			✓	✓																						
	LDR					✓	✓						✓ ¹														
	MDR							✓	✓				✓ ²														
	HDR									✓		✓	✓ ³														✓
	C												✓ ⁴			✓	✓	✓									✓
	PIE																			✓	✓						
	PROS												✓ ⁵							✓	✓						
Northwest Neighborhoods	RE	✓	✓	✓																							
	VLDR			✓	✓																						
	LDR					✓	✓						✓ ¹														
	MDR							✓	✓				✓ ²														
	HDR									✓		✓	✓ ³														
	C												✓ ⁴			✓	✓	✓									
	PIE																			✓	✓						
PROS												✓ ⁵							✓	✓							
Kimball Bridge Neighborhoods	LDR					✓	✓						✓ ¹														
	MDR							✓	✓				✓ ²														
	HDR									✓		✓	✓ ³														
	PBO												✓ ⁶	✓													
	PIE																			✓	✓						
	PROS												✓ ⁵							✓	✓						
Windward Neighborhoods	LDR					✓	✓						✓ ¹														
	MDR							✓	✓				✓ ²														
	HDR									✓		✓	✓ ³														
	C												✓ ⁴			✓	✓	✓									
	PBO												✓ ⁴	✓													
	BMWLI												✓ ⁶						✓								
	PIE																			✓	✓						
PROS												✓ ⁵							✓	✓							
Old Milton Corridor	LDR					✓	✓						✓ ¹														
	MDR							✓	✓				✓ ²														
	HDR									✓		✓	✓ ³														✓
	C												✓ ⁴			✓	✓	✓									✓
	PBO												✓ ⁶	✓													✓
	CCO												✓ ⁶	✓													
	MU												✓ ⁷									✓					
	PIE																			✓	✓						
	PROS												✓ ⁵							✓	✓						

¹ With single-family detached residential designation² With single-family detached residential and single-family attached residential designation³ With single-family attached residential designation and multi-family residential designation⁴ With commercial designation⁵ With open space designation⁶ With office and light industrial designation⁷ With vertical mixed use designation (proposed)

Character Area	Future Land Use	Zoning																								
		AG	RE	R-1	R-22	R-15	R-12	R-10	R-4A	R-8A	<u>R-8A-D</u>	R-10M	CUP	O-P	O-I	C-1	C-2	PSC	L-1	OSR	SU	MU	<u>DI-C</u>	<u>DI-MU</u>	<u>DI-LW</u>	<u>DI-R</u>
Mansell Corridor	LDR					✓	✓						✓ ¹													
	MDR							✓	✓				✓ ²													
	HDR									✓		✓	✓ ³													
	C												✓ ⁴			✓	✓	✓								
	PBO												✓ ⁶	✓												
	CCO												✓ ⁶		✓											
	MU												✓ ⁷									✓				
	PIE																			✓	✓					
	PROS												✓ ⁵							✓	✓					
Windward Corridor	LDR					✓	✓						✓ ¹													
	MDR							✓	✓				✓ ²													
	C												✓ ⁴			✓	✓	✓								
	CCO												✓ ⁶		✓											
	PBO												✓ ⁶	✓												
	PIE																			✓	✓					
	PROS												✓ ⁵							✓	✓					
North Main Corridor	MDR							✓	✓		<u>✓</u>		✓ ²													<u>✓</u>
	C												✓ ⁴			✓	✓	✓								<u>✓</u>
	PBO												✓ ⁶	✓												<u>✓</u>
South Main Corridor	C												✓ ⁴			✓	✓	✓						<u>✓</u>		
	MU												✓ ⁷								✓			<u>✓</u>		
	PBO												✓ ⁶	✓										<u>✓</u>		
	<u>HDR</u>																							<u>✓</u>		
Downtown Activity Center	LDR					✓	✓						✓ ¹													
	HDR									✓		✓	✓ ³													<u>✓</u>
	CBD																✓				✓		<u>✓</u>	<u>✓</u>		<u>✓</u>
	C												✓ ⁴			✓	✓	✓					<u>✓</u>	<u>✓</u>		
	PBO												✓ ⁶	✓									<u>✓</u>	<u>✓</u>		
	PIE																			✓	✓		<u>✓</u>	<u>✓</u>		<u>✓</u>
	PROS												✓ ⁵							✓	✓					
North Point Activity Center	HDR									✓		✓	✓ ³													
	C												✓ ⁴			✓	✓	✓								
	PBO												✓ ⁶	✓												
	MU												7									✓				
	BMWLI												✓ ⁶						✓							
	PIE																			✓	✓					
	PROS												✓ ⁵							✓	✓					

¹ With single-family detached residential designation² With single-family detached residential and single-family attached residential designation³ With single-family attached residential designation and multi-family residential designation⁴ With commercial designation⁵ With open space designation⁶ With office and light industrial designation⁷ With vertical mixed use designation (proposed)

Character Area	Future Land Use	AG	Zoning																							
			RE	R-1	R-22	R-15	R-12	R-10	R-4A	R-8A	R-8A-D	R-10M	CUP	O-P	O-I	C-1	C-2	PSC	L-1	OSR	SU	MU	DI-C	DI-MU	DI-LW	DI-R
Windward Activity Center	VLDR			✓	✓																					
	HDR									✓		✓	✓ ³													
	C												✓ ⁴		✓	✓	✓									
	PBO												✓ ⁶	✓												
	MU												✓ ⁷								✓					
	CCO												✓ ⁶					✓								
	PIE												✓						✓	✓						
	PROS												✓ ⁵						✓	✓						
Kimball Bridge Activity Center	MDR							✓	✓				✓ ²													✓
	HDR									✓		✓	✓ ³													✓
	CCO												✓ ⁶		✓											
	PBO												✓ ⁶	✓												
	C												✓ ⁴			✓	✓	✓								
	MU												✓ ⁷								✓					
	PIE																		✓	✓						
	PROS												✓ ⁵						✓	✓						
Crabapple Activity Center	PBO												✓ ⁶	✓												
	C												✓ ⁴			✓	✓	✓								
	PIE																		✓	✓						
	PROS												✓ ⁵						✓	✓						

¹ With single-family detached residential designation

² With single-family detached residential and single-family attached residential designation

³ With single-family attached residential designation and multi-family residential designation

⁴ With commercial designation

⁵ With open space designation

⁶ With office and light industrial designation

⁷ With vertical mixed use designation (proposed)

Quality Community Objectives

The Quality Community Objectives (QCO) analysis presented in Table 3 identifies the QCOs pursued by each character area. The Georgia Department of Community Affairs (DCA) adopted QCOs to measure how communities preserve their unique resources while accommodating future development. The QCOs are as follows:

Traditional Neighborhood – Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Infill Development – Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Sense of Place – Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Transportation Alternatives – Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Regional Identity – Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Heritage Preservation – The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.

Open Space Preservation – New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

Environmental Protection – Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Growth Preparedness – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Appropriate Businesses – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Employment Options – A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Housing Choices – Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

Educational Opportunities – Educational and training opportunities should be readily available in each community to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Regional Cooperation – Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

Regional Solutions – Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Table 3: Quality Community Objectives/Character Area Analysis Matrix

Quality Community Objective	Open Space	Neighborhoods				Corridors					Activity Centers				
		Northwest	Central	Kimball Bridge	Windward	Old Milton	Mansell	North Main	South Main	Windward	Kimball Bridge	Crabapple	North Point	Downtown	Windward
Traditional Neighborhoods			✓			✓					✓	✓	✓	✓	✓
Infill Development			✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sense of Place						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transportation Alternatives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regional Identity	✓												✓	✓	
Heritage Preservation	✓	✓	✓					✓	✓	✓		✓	✓	✓	
Open Space Preservation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Environmental Protection	✓														
Growth Preparedness		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Appropriate Businesses						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Employment Options						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Housing Choices			✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Educational Opportunities							✓	✓	✓	✓		✓	✓	✓	✓
Regional Cooperation	✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

IMPLEMENTATION

Presents the short-term work program, long range project list and plan maintenance outline designed to implement the Community Vision

The Implementation Program outlines the overall strategy for achieving the Community Vision for Future Development and for implementing the future development guide. This section identifies the specific measures to be undertaken by each jurisdiction to implement the *Community Agenda*. The Implementation Program includes the following elements:

- Implementation Tools
- 2011-2015 STWP
- Policy Statements
- Plan Maintenance
- Report of Accomplishments

IMPLEMENTATION TOOLS

The city has several tools that are or that can be used to manage and shape the development of the city. A summary of these tools is below and includes the Unified Development Code, detailed planning studies, Capital Improvements Program, and inducements

Unified Development Code

The Unified Development Code (UDC) is a valuable and necessary tool for the implementation of the Comprehensive Plan and for the creation of quality developments within Alpharetta. It combines the land use regulatory aspects of a zoning ordinance with the land development aspects of subdivision regulations. The UDC regulates the use of the lot, lot size, building bulk and height, and setbacks. In addition, the UDC regulates the manner in which land may be subdivided to ensure that each subdivision meets standards as to minimum block and lot sizes, streets, relationship to existing streets, and provisions for open space, schools, and other public facilities.

Detailed Planning Studies

Detailed plans, such as the Downtown Master Plan, Livable Centers Initiative plans, Solid Waste Management Plan, Park and Recreation Plan, Major Thoroughfare Plan, streetscape plans, small area studies and design guidelines may be adopted as implementing measures of the Comprehensive Plan. These are more detailed planning studies for specific goals and policies described within the plan. The facility improvements recommended by these plans will conform to the overall Comprehensive Plan.

Capital Improvements Program

The Alpharetta Capital Improvements Program (CIP) provides the link between the planning effort and the operational budget of the City. Capital improvement programming is the scheduling of selected physical plans and facilities over a five-year period. These improvements are based on a series of priorities, according to the need for such improvements and the present and expected financial capabilities. The CIP also provides the basis for substantiating impact fees in the community. Currently, the City charges an impact fee for road improvement projects, parks and recreation projects, and public safety projects.

Inducements

The City can implement inducements to encourage certain types of private development that will contribute significantly to the public good. Several development options, such as point systems that promote good design and protection of natural resources, a performance based system and an overall streamlining of the regulatory process, have been the focus of the development regulations. Typically these inducements relate to the creation of favorable financial arrangements, including:

- Low-interest loans
- Tax exemptions
- Fee waivers
- Aids in land acquisition, or
- Direct subsidy payments.

At times land use controls may provide positive inducements to develop in a more favorable manner. For example, in community unit plans where large parcels may be developed with more latitude as to site development, there is much more attention to common areas and open space than would be possible through traditional zoning controls on residential densities.

SHORT TERM WORK PROGRAM

The Short-Term Work Program (STWP), shown in Table 4, identifies specific implementation actions the city or other entities intend to take during the first five-year timeframe of the planning period. This includes programs, ordinances, administrative systems, community improvements or investments, and financing arrangements or other programs/initiatives to be put in place to implement the *Community Agenda*. The subsection titled “Description of Specific Actions” provides additional detail for the major actions presented in the STWP. For each action the STWP outlines the following information:

- Brief description
- Timeframe for undertaking the activity (2012-2016)
- Responsible party for implementing the activity
- Cost estimate
- Funding source

Table 4 Short Term Work Program 2012-2016

Activity	Year	Responsible Party	Cost Estimate	Funding Source
<i>Community Facilities</i>				
Continue expansion of the City's Greenway Program including the northernmost segment to Windward Pkwy. (CSF Strategy 3.2)	2011-2012 (underway)	Rec. & Parks Dept. , Engineering / Public Works Dept.	\$5 million	Impact Fees, City, GO Bond Funds
Develop the Encore Center for the Arts to include a 12,000 seat amphitheater, a 2,000 seat multi-use performance hall, and a 500 seat black box theater (CSF Strategy 3.4)	2011-2013 (underway)	Comm. Dev. Dept., Woodruff Arts Center (WAC)	\$70 million	City, Fulton County, Woodruff Arts Center (WAC), Amphitheater revenues
Construct a greenway trail to enhance pedestrian connectivity between the Big Creek Greenway, Wills Park and the Downtown core (CSF Strategy 3.3)	2011-2012 (underway)	Public Works Dept., Comm. Dev. Dept.	\$2 million	GO Bond Funds, Impact Fees, TE Funds
Expand the Senior Activity Center (CSF Strategy 3.5)	2011-2012	Rec. & Parks Dept. , Engineering / Public Works Dept.	\$200,000	City, CDBG Funds
Alpharetta Community Center Phase III	2011-2012	Rec. & Parks Dept. , Engineering / Public Works Dept.	\$5,000,000	City
Brooke Street Park design and construction	2012	Rec. & Parks Dept. , Engineering / Public Works Dept.	\$800,000	City
Install synthetic turf at North Park	2011 (underway)	Rec. & Parks Dept. , Engineering / Public Works Dept.	\$800,000	City
Install synthetic turf at Wills Park	2011 (underway)	Rec. & Parks Dept. , Engineering / Public Works Dept.	\$800,000	City
Expand the City's internal fiber optic and wireless networks	2011-2012 (underway)	Dept. of Info. Tech.	\$700,000	City
Construction and Implementation of Data Center / Network	2011 (underway)	Dept. of Info. Tech.	\$500,000	City
Telephony Voice Over IP (VOIP)	2011 (underway)	Dept. of Info. Tech.	\$300,000	City
Revise the Capital Improvements Plan annually as part of the budget process (CSF Strategy 1.4)	2011-2013	Finance Dept.	N/A	N/A
Create a public art program to promote public art that will foster community pride and improve the visual attractiveness of public spaces (CSF Strategy 3.1)	2013	Recreation & Parks Dept.	\$25,000	City
Investigate the feasibility of developing a museum focused on local heritage and culture (CSF Strategy 5.1)	2013	Recreation & Parks Dept.	TBD	City
Encourage the Atlanta-Fulton County Library Board to develop a library facility that will meet Alpharetta's needs through the year 2030 and beyond (CSF Strategy 5.2)	2012-2016	Library Board, Comm. Dev. Dept.	Staff time	City
<i>Economic Development</i>				
Through regular public meetings, complete annual updates to the Downtown Development Plan to ensure consistency of the plan with community needs and goals (ED Strategy 1.2)	Annually	Comm. Dev. Dept.	\$1,000	City

Activity	Year	Responsible Party	Cost Estimate	Funding Source
Update the City's economic development action plan to ensure consistency with overall community objectives and needs (ED Strategy 2.3)	2011-2012 (underway)	Comm. Dev. Dept., Alpharetta Development Authority	\$100,000	City and Development Authority
Coordinate a technology forum to encourage an environment of innovation, build linkages between technology companies with a presence in the community, and attract new technology firms (ED Strategy 2.1)	2011-2012	Comm. Dev. Dept., Greater N. Fulton Chamber, private sector	\$7,000 annually	Participants, private donations
Encourage continued investment in historic downtown through façade grants and other incentives (ED Strategy 1.3)	Ongoing	Comm. Dev. Dept.	\$40,000 annually	City
Research the critical employment age group of 20 to 40 years and establish planning and change strategies appropriate to make Alpharetta an attractive place to live (ED Strategy 2.4)	2012-2013	Comm. Dev. Dept.	\$20,000	City
Continue to pursue designation as a Georgia Main Street community and develop annual work plans (ED Strategy 1.7)	2012-2014	Downtown Alpharetta Trade Association	\$20,000-\$60,000 annual program expenses	Various
Inventory vacant, underperforming, and distressed retail properties to inform creation of targeted redevelopment strategies (ED Strategy 3.3)	Ongoing	Comm. Dev. Dept.	Staff Time	City
<i>Transportation</i>				
Develop “Complete Streets” guidelines (T Strategy 2.1)	2012-2013	Engineering / Public Works Dept.	Staff Time	City
Maintain transportation plan on an annual basis (T Strategy 5.1)	Annually	Engineering / Public Works Dept.	Staff Time	City
Continue development and operation of the city's Traffic Control Center (T Strategy 3.6)	2011-2012	Engineering / Public Works Dept.	\$200,000	GO Bond Funds, Impact Fees, City, GDOT
Identify roads that need to be upgraded to City standards (T Strategy 3.1)		Engineering / Public Works Dept.		GO Bond Funds, Impact Fees, City, GDOT
Explore the development of an express bikeway on the west side of GA-400 (T Strategy 2.7)	2012-2013	Engineering / Public Works Dept.		GO Bond Funds, Impact Fees, City, GDOT
<i>Intersection Improvements:</i>				
Kimball Bridge Rd. @ Waters Rd.	2011	Engineering / Public Works Dept.	\$1,200,000	GO Bond Funds, Impact Fees, City, GDOT
Webb Bridge Rd. @ Park Bridge Rd./Shirley Bridge Rd.	2011	Engineering / Public Works Dept.	\$1,200,000	GO Bond Funds, Impact Fees, City, GDOT
Old Milton Pkwy. @ North Point Pkwy.	2011-2012	Engineering / Public Works Dept./GDOT	\$2,000,000	GO Bond, GDOT
<i>Roads and Right-of-Way:</i>				
Kimball Bridge Rd. and Bridge over Big Creek	2011	Engineering / Public Works Dept.	\$500,000	GO Bonds, Impact Fees, City, GDOT
Downtown connector road between Old Milton Pkwy. and Milton Ave.	2011-2012	Engineering / Public Works Dept.	\$3,500,000	GO Bonds, Impact Fees, City, Grants

Activity	Year	Responsible Party	Cost Estimate	Funding Source
<i><u>Sidewalks:</u></i>				
Devore Rd.	2011-2012,	Engineering / Public Works Dept.	\$219,000	GO Bonds, Impact Fees
Windward Pkwy. from North Point Pkwy. to Camp Creek	2011-2012	Engineering / Public Works Dept.		GO Bonds, Impact Fees
North Point Pkwy. from Encore Pkwy. to Haynes Bridge Rd.	2011-2012	Engineering / Public Works Dept.		GO Bonds, Impact Fees
<i><u>Other:</u></i>				
Traffic Signal Interconnect	2011-2012	Engineering / Public Works Dept.	\$500,000	GO Bonds, Impact Fees, City, Grants
<i><u>Housing</u></i>				
Continue to maintain a database to track the number of “for sale” and “for rent” units located in Alpharetta (H Strategy 2.1)	Ongoing	Comm. Dev. Dept.	Staff time	City
Update and expand the computerized system for maintaining land development records, building permits, and engineering plans (H Strategy 2.2)	2011-2012	Dept. of Info. Tech., Engineering / Public Works Dept., Comm. Dev. Dept.	\$25,000	City
Update and expand the City's GIS capabilities and systems (H Strategy 2.3)	2011-2012,	Dept. of Info. Tech.	\$500,000	City
Assess the need of providing additional affordable housing (H Strategy 6.2)	2013-2014	Comm. Dev. Dept.	\$20,000	City
Encourage development, through a public / private venture, for the incorporation of housing in the Downtown Area (H Strategy 1.2)	2012-2016	Comm. Dev. Dept.	N/A	N/A
Encourage the development of a wide variety of housing types to accommodate diverse ages and income levels (H Strategy 1.1)	2012-2016	Comm. Dev. Dept.	N/A	N/A
Encourage development of housing opportunities for seniors that accommodates the needs of the aging population (H Strategy 7.1)	2012-2016	Comm. Dev. Dept.	N/A	N/A
<i><u>Land Use</u></i>				
Develop neighborhood-specific plans to identify issues within neighborhoods (LU Strategy 4.2)	2012-2016	Comm. Dev. Dept.	\$100,000	City
Compile an inventory of vacant properties (LU Strategy 7.1)	2012	Comm. Dev. Dept.	Staff time	City
Establish an Infill Development Guide and associated regulations to address appropriate site design standards for context sensitive infill development (LU Strategy 7.2)	2013-2014	Comm. Dev. Dept.	Staff time	City
Sponsor corridor plans to identify specific needs (North Main St./South Main St./GA-9) (includes coordination with City of Milton on the GA-9 LCI Study; as well as consideration of submittal of an LCI Study application in 2012 for GA-9/S. Main St. corridor — potentially as a joint study with the City of Roswell) (LU Strategy 9.3)	2011-2014	Comm. Dev. Dept.	\$100,000	City, ARC
Establish and maintain attractive gateway features at major entranceways into the city (LU Strategy 9.4)	2012-2013	Comm. Dev. Dept., North Fulton CID	\$35,000	City, North Fulton CID

Activity	Year	Responsible Party	Cost Estimate	Funding Source
Adopt a Main St./GA-9 overlay zoning district that allows for a vertical mix including higher density residential (LU Strategy 9.6)	2012-2014	Comm. Dev. Dept.	Staff time	City
Continue application of the Cost of Government Services Land Use Model to forecast fiscal impacts of land use decisions within the City	2011-2012	Comm. Dev. Dept.	N/A	N/A
Continue integration of the City's land use and transportation plans	2011-2012	Comm. Dev. Dept., Engineering / Public Works Dept.	N/A	N/A
<i>Natural, Historic and Cultural Resources</i>				
Enlist non-profit land trusts to help preserve open space through voluntary land conservation agreements (NHCR Strategy 1.4)	2012-2016	Comm. Dev. Dept., Recreation & Parks Dept.	Staff time	City
Promote environmental awareness among the general public and the development community through educational programs (NHCR Strategies 2.1, 2.2, and 2.3)	2011-2014	Engineering / Public Works Dept.	\$8,000	City
Study applicability of incentives such as the transfer of development rights or tax abatements to encourage preservation of greenspace (NHCR Strategy 3.1)	2011	Engineering / Public Works Dept., Comm. Dev. Dept.	N/A	N/A
Park land acquisition	2011-2014	Recreation & Parks Dept.	\$10,000,000	GO Bond Funds, Impact Fees, Grants
Develop a Sustainable Site Design Guide to describe sustainable site design best practices (NHCR Strategy 5.3)	2013	Engineering / Public Works Dept., Comm. Dev. Dept.	Staff time	City
Study and implement 100 year floodplains and future floodplains down to the 100-acre basin (NHCR Strategy 1.7)	2011-2014 (ongoing)	Engineering / Public Works Dept.	\$165,000	City
Continue to study and evaluate stream water quality on Foe Killer and Big Creek and identify stream improvement projects (NHCR Strategy 1.8)	2011-2016 (ongoing)	Engineering / Public Works Dept.	\$50,000 and Staff Time	City
<i>Other Considerations</i>				
Develop a records management system for city-wide document storage	2011-2012	Dept. of Info. Tech., Finance Dept.	\$350,000	City

POLICY STATEMENTS

Vision Theme: Economic Development (ED)

ED Goal: Strengthen and sustain the economic base of Alpharetta.

- ED Policy 1: Maintain a highly viable, growing and attractive downtown.
- ED Policy 2: Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.
- ED Policy 3: Continue to attract quality retailers for commercial areas throughout the city.
- ED Policy 4: Maintain a high aesthetic standard and enhance architectural quality.
- ED Policy 5: Participate in regional efforts that support economic development.

Vision Theme: Land Use (LU)

LU Goal: Develop a land use pattern and structure that fully complements the vision of Alpharetta as a signature community in the region.

- LU Policy 1: Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.
- LU Policy 2: Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.
- LU Policy 3: Promote establishment of a compact urban area and assure the availability of utilities concurrent with development.
- LU Policy 4: Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.
- LU Policy 5: Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.
- LU Policy 6: Support the success and expansion of employment centers.
- LU Policy 7: Ensure context-sensitive infill and redevelopment.
- LU Policy 8: Support mixed-use neighborhood and community centers.
- LU Policy 9: Promote redevelopment of highway corridors into pedestrian-friendly, mixed use environments.

Vision Theme: Transportation (T)

T Goal: Provide a transportation system that continues to keep pace with growth and integrates various modes of travel in order to allow mobility options.

- T Policy 1: Increase transportation accessibility and mobility.
- T Policy 2: Provide multi-modal transportation options.

- T Policy 3: Improve transportation safety and neighborhood livability.
- T Policy 4: Improve the environment and air quality.
- T Policy 5: Maintain and preserve the existing transportation system.
- T Policy 6: Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.
- T Policy 7: Maintain active involvement in state and regional transportation planning activities.

Vision Theme: Housing (H)

H Goal: Capture the major market share of executive housing while providing opportunities for first-time home buyers and quality rental options

- H Policy 1: Promote and encourage residential densities and designs that ensure varied living areas and housing types.
- H Policy 2: Maintain a balance between residential buildings designed “for sale” and residential buildings designed “for rent” in Alpharetta such that at least 85% of the housing stock is “for sale.”
- H Policy 3: Preserve the character of distinct residential areas.
- H Policy 4: Balance residential development on the east and west sides of the city.
- H Policy 5: Design quality and long-term value into residential development to maintain appearance and property values.
- H Policy 6: Assure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.
- H Policy 7: Promote opportunities for “aging in place”.

Vision Theme: Natural, Cultural and Historic Resources (NHCR)

NHCR Goal: Protect and nurture natural, cultural and historic resources.

- NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.
- NHCR Policy 2: Promote environmental awareness through education.
- NHCR Policy 3: Permanently protect existing greenspace and purchase or protect additional greenspace to meet a 20% open space objective.
- NHCR Policy 4: Continue to lead by example by incorporating green, environmentally-friendly technology into the City’s day-to-day operations.
- NHCR Policy 5: Encourage green building design, technology and sustainable site design.

Vision Theme: Community Services and Facilities (CSF)

CSF Goal: Provide high quality, sustainable public facilities and services for the citizens and businesses within the city

- CSF Policy 1: Encourage infrastructure development that keeps pace with growth and develops concurrently with the city's population, including water and sewer service, public safety, parks and recreation, and general government services.
- CSF Policy 2: Meet the health needs of residents through a combination of private and public sources.
- CSF Policy 3: Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and cultural opportunities that are convenient to all city residents.
- CSF Policy 4: Support an educational system that achieves a higher standard of learning and meets current and future population needs.
- CSF Policy 5: Support the expansion of library facilities within Alpharetta to meet the growing population needs.

Vision Theme: Intergovernmental Coordination (IC)

IC Goal: Provide high quality, sustainable public facilities and services for the citizens and businesses within the city

- IC Policy 1: Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.
- IC Policy 2: Promote partnerships between the City and county Board of Education.
- IC Policy 3: Coordinate efforts with regional, state and federal agencies.

PLAN MAINTENANCE

The Alpharetta City Council is responsible for maintaining the *2030 Comprehensive Plan* to accurately reflect current community conditions and the community's vision and priorities for the future. Maintenance of the plan includes major and minor plan amendments, updates of the plan, or required periodic updates of the *Community Agenda*. Each is discussed in below.

Plan Review and Update

To be a useful and influential tool in guiding growth and development in the future and in ultimately realizing Alpharetta's community Vision for the future, the Comprehensive Plan must be kept current. Over time, changes will occur in the community that may not have been anticipated and over which the community may have no control—changing lifestyles, national or regional economic shifts, the impact of telecommuting or internet access on working and shopping patterns, etc. Annually monitoring these shifts against progress in plan implementation may lead to the need for amendments to the plan. At a minimum, a substantial Update will have to be undertaken five years from adoption, and a 10th year Major Update will be required after ten years, as per State requirements.

Updates to the STWP

At a minimum, the City Council must prepare and submit annual updates or five-year updates to the STWP portion of the *Community Agenda*. The STWP is presented in Part 3: Implementation of this plan. These updates must be submitted to ARC for review in order to maintain Quality Local Government status.

Annual Plan Review

The annual review is to be accomplished in coordination with the annual budgeting and CIE/STWP update process. At a minimum, the annual review should review:

- Pace of growth, in terms of housing units built and land absorbed by nonresidential development.
- Land development approvals over the past year as a score card of the Comprehensive Plan's Vision.
- Zoning approvals over the past year in relation to the Future Development Map.
- Future Development Plan Map changes.
- Planned Short Term Work Program activities compared to actual accomplishments.

Plan Amendments

Minor Plan Amendments

As a result of the annual plan review, amendments to the Comprehensive Plan may be appropriate. If the needed changes are strictly local and not considered to have an effect on another local government, the changes may be adopted as a minor amendment to the Plan at any time during the year by action of the City Council. At the end of each year, along with the annual update to the STWP, a summary of all minor amendments is to be sent to ARC with a statement that the individual and cumulative effects of the minor amendments do not significantly alter the basic tenets of the approved Plan.

Major Plan Amendments

If, as a result of the annual plan review process, conditions or policies on which the Plan is based have changed significantly so as to alter the basic tenets of the Plan, the City will initiate a major Plan amendment. The public will be involved in preparation of the Plan amendment to the extent warranted by the degree of change that has occurred. Following State procedural guidelines, a public hearing will be held to inform the public of the community's intent to amend the Plan, and to seek public participation.

Report of Accomplishments

The Report of Accomplishments (ROA), shown in Table 5, provides a status of each work item identified in the 2010 Short Term Work Program. The ROA identifies whether each activity was completed, postponed, or dropped, or if it is underway and provides brief explanations for dropped or postponed activities. Activities labeled "underway" include projected completion dates.

Table 5: Report of Accomplishments

Activity	Status				
	Complete	Underway	Postponed	Dropped	Notes/Reason Postponed or Dropped
<i>Community Facilities</i>					
Expand the Community Policing Program to continue meeting the City's level of service of 2.6 sworn officers per 1,000 residents	✓				
Develop a veterans and public safety personnel memorial park at the corner of Westside Pkwy. and Old Milton Pkwy. on the grounds of Police Headquarters	✓				
Continue expansion of the City's Greenway Program including the northernmost segment to Windward Parkway		✓			
Develop the Encore Center for the Arts to include a 12,000 seat amphitheater, a 2,000 seat multi-use performance hall, and a 500 seat black box theater		✓			
Construct a greenway trail to enhance pedestrian connectivity between the Big Creek Greenway Wills Park and the Downtown core		✓			
Expand the Senior Activity Center		✓			
Alpharetta Community Center Phase III		✓			
Brooke Street Park design and construction		✓			
Install synthetic turf at North Park		✓			
Install synthetic turf at Wills Park		✓			
Expand the City's internal fiber optic and wireless networks		✓			
Construction and Implementation of Data Center / Network		✓			
Telephony Voice Over IP (VOIP)		✓			
<i>Economic Development</i>					
Through regular public meetings, complete annual updates to the Downtown Development Plan to ensure consistency of the plan with community needs and goals		✓			
Update the City's economic development action plan to ensure consistency with overall community objectives and needs		✓			
Coordinate a technology forum to encourage an environment of innovation, build linkages between technology companies with a presence in the community, and attract new technology firms		✓			
Encourage continued investment in historic downtown through façade grants and other incentives.		✓			
<i>Transportation</i>					
<i>Intersection Improvements</i>					
Mayfield Road @ Canton Street	✓				
Hembree Road and Maxwell Road	✓				

Activity	Status				
	Complete	Underway	Postponed	Dropped	Notes/Reason Postponed or Dropped
Kimball Bridge Road @ Waters Road		✓			
Webb Bridge Road @ Park Bridge/Shirley Bridge		✓			
Old Milton Pkwy. @ North Point Pkwy.		✓			
Kimball Bridge Road @ North Point Pkwy.	✓				
GA-9 @ Vaughn				✓	Working with GDOT for operational improvement
<i><u>Roads / Bike Lanes and Right-of-Way</u></i>					
Kimball Bridge Road, bike lane and Bridge over Big Creek		✓			
Downtown connector road and bike lane between Old Milton Pkwy. and Milton Avenue		✓			
Downtown alley project	✓				
<i><u>Sidewalks</u></i>					
Bethany Road	✓				
Devore Road		✓			
Mid-Broadwell Road	✓				
<i><u>Other</u></i>					
Traffic Signal Interconnect		✓			
Traffic Control Center		✓			
<i><u>Housing</u></i>					
Encourage development, through a public / private venture, for the incorporation of housing in the Downtown Area		✓			
Encourage the development of a wide variety of housing types to accommodate diverse ages and income levels.		✓			
Encourage development of housing opportunities for seniors that accommodates the needs of the aging population.		✓			
Encourage and promote higher density residential development along transportation corridors.		✓			
<i><u>Land Use</u></i>					
Continue application of the Cost of Government Services Land Use Model to forecast fiscal impacts of land use decisions within the City		✓			
Continue integration of the City's land use and transportation plans		✓			
Pursue annexation of the remaining unincorporated islands that currently exist within the main boundaries of the City of Alpharetta and between the boundaries of the City and surrounding jurisdictions, to which we currently provide services	✓				

Activity	Status				
	Complete	Underway	Postponed	Dropped	Notes/Reason Postponed or Dropped
<i>Natural and Cultural Resources</i>					
Promote environmental awareness among the general public and the development community through educational programs		✓			
Study applicability of incentives such as the transfer of development rights or tax abatements to encourage preservation of greenspace		✓			
Park land acquisition		✓			
<i>Other Considerations</i>					
Install tornado alert sirens in newly annexed portions of the City	✓				
To enhance public safety and improve traffic movement through the City, install red light cameras at "high incident" intersections	✓				
Expand the City's Geographic Information System (GIS) capabilities and systems		✓			
<i>General Planning</i>					
Update and expand the computerized system for maintaining land development records, building permits, and engineering plans		✓			
Update and expand the City's GIS capabilities and systems		✓			
Revise the Capital Improvements Plan annually as part of the budget process		✓			
Develop a records management system for city-wide document storage		✓			

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APPENDIX

Table 6: Estimated Quantities of Land Area by Future Land Use Classification

Future Land Use Classification (as shown on Future Development Map)	Acreage	Percentage
<i>Residential</i>		
Residential Estate	0.9	0.0%
Very Low Density Residential	1,083.1	6.2%
Low Density Residential	4,891.2	28.0%
Medium Density Residential	803.9	4.6%
High Density Residential	607.5	3.5%
<i>Non-Residential</i>		
Commercial	662.2	3.8%
Professional Business Office	308.2	1.8%
Corporate Campus Office	2,459.3	14.1%
Central Business District	106.0	0.6%
Mixed Use	726.8	4.2%
Business, Manufacturing, Warehousing, Light Industrial	219.3	1.3%
<i>Civic</i>		
Public, Institutional, Education	692.6	4.0%
Parks, Recreation, Open Space*	2,682.2	15.3%
Transportation, Communications, Utilities**	2,241.6	12.8%

* includes floodplains and lakes

** includes road rights-of-way

City of Alpharetta
2030 Comprehensive Plan

Community Assessment

Prepared for:

City of Alpharetta
Alpharetta, Georgia

By:



AMEC E&I, Inc.
Atlanta

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INTRODUCTION

Introduction to the Community Assessment for the city of Alpharetta

The *City of Alpharetta 2030 Comprehensive Plan* is a long-range plan for guiding development in the city for the next 20 years. Located in the North Fulton County and part of the U.S. Census Bureau-defined Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area, the city of Alpharetta covers 27.3 square miles of suburban and urban landscape. Home to major corporations, small businesses, and many neighborhoods, the city has a major influence on the Atlanta Region.

Past comprehensive plans for Alpharetta encompassed adjacent, formerly unincorporated areas that the City could potentially consider for future annexation. The 2030 Comprehensive Plan focuses exclusively on land within the city limits of Alpharetta. All previously unincorporated land adjacent to the city limits within Fulton County, either incorporated into the new cities of Johns Creek and Milton, or became part of Alpharetta and Roswell via annexation.

Alpharetta has been on the forefront of planning for almost three decades. The City revised its original Comprehensive Plan in 1973, and subsequently adopted a major update in 1989 following a period of extraordinary growth in land area and development activity. The City supplemented the 1989 update by adopting an addendum in 1992 that incorporated 1990 Census data and included items then required to meet the state's new comprehensive plan guidelines. The City adopted major updates in 1995, 2000 and 2005, extending the planning horizon to 2025, consolidating various portions of past plan publications and separate functional plans into a single text, and adding a number of items needed to meet state guidelines. The overall goal of the current comprehensive plan (which this process will update) was to accommodate development in a timely, orderly, and efficient arrangement of land uses and public facilities and services that meet the needs of the present and future residents and businesses of Alpharetta.

PURPOSE

The *Community Assessment* is the first step in the planning process for the *City of Alpharetta 2030 Comprehensive Plan*. It provides a factual and conceptual foundation for the remaining work involved in preparing the comprehensive plan update. Production of the *Community Assessment* involved the collection and analysis of community data and information. This document represents the final product of that analysis and presents a concise, informative report that forms the basis for developing the *Community Agenda*. The *Community Agenda* will express the community's vision, goals, policies, key issues and opportunities and will include an action plan highlighting the necessary tools for implementing the plan. The *Community Agenda* will be prepared within the context of an overall vision that stakeholders will develop during the planning process. This vision will guide the goals, policies and strategies, as well as overall implementation of the plan's recommendations. The *Community Agenda* will stand as the City's vision and intent to provide guidance for future growth.

The *Community Assessment* will be submitted to the Atlanta Regional Commission and the Georgia Department of Community Affairs (DCA) for review and approval. This *Community Assessment* meets the intent of the DCA “Standards and Procedures for Local Comprehensive Planning,” as established on May 1, 2005. Preparation in accordance with these standards is an essential requirement for maintaining Qualified Local Government status.

SCOPE

The *Community Assessment* encompasses all of Alpharetta. It includes the following information, consistent with DCA Standards:

- Listing of potential issues and opportunities
- Analysis of existing development patterns
- Analysis of consistency with the Quality Community Objectives recommended within the State Planning Goals and Objectives.

The *Community Assessment* serves as an executive summary of community analyses in order to provide an easy reference for stakeholders who will need to refer to the information throughout the planning process. More detailed presentations of data and analysis can be found in the *Community Assessment Appendix: Analysis of Supporting Data*.

CHAPTER SUMMARIES

Chapter 1: Introduction

The introduction provides a brief summary of the contents of the plan and outlines the overall framework of the *Community Assessment* document.

Chapter 2: Identification of Potential Issues and Opportunities

The Issues and Opportunities chapter presents a summary of potential issues and opportunities identified from a review of the *Community Assessment Appendix: Analysis of Supporting Data*, discussions with government staff, review of recently completed plans, review of plans currently under development, and other initiatives.

Chapter 3: Analysis of Existing Development Patterns

The Analysis of Existing Development Patterns chapter presents an analysis of development conditions and growth patterns currently occurring “on the ground” in Alpharetta by considering three aspects of the existing development: existing land use, areas requiring special attention, and recommended character areas.

Chapter 4: Analysis of Consistency with Quality Community Objectives

The Analysis of Consistency with Quality Community Objectives (QCO) is an evaluation of Alpharetta’s current policies, activities, and development patterns for consistency with the QCOs contained in the State Planning Goals and Objectives.

IDENTIFICATION OF POTENTIAL ISSUES AND OPPORTUNITIES

Identification of potential issues and opportunities based on an analysis of supporting data and initial stakeholder input

The potential issues and opportunities included in this chapter are based on review of the *Community Assessment Appendix: Analysis of Supporting Data*, discussions with City of Alpharetta staff, discussions with the Steering Committee (see *Community Participation Program* for a full description of the Steering Committee), review of recently completed plans, review of plans currently under development, and information from other initiatives. This analysis included an examination of the state's Quality Community Objectives (see the full analysis of these objectives in Chapter 4). This section organizes potential issues and opportunities by the major topics defined in the DCA Local Planning Requirements. The assessment topics include the following areas:

- Population
- Housing
- Economic Development
- Natural and Cultural Resources
- Community Facilities and Services
- Land Use
- Transportation
- Intergovernmental Coordination

Some statements organized under the heading “issues” could also be considered as “opportunities” and vice versa. Potential issues and opportunities statements presented in this chapter will be refined during the public planning process and recast as primary issues and opportunities in the *Community Agenda* document.

POPULATION

Issues

Growing population – Alpharetta’s population increased from 34,854 in 2000 to 57,551 in 2010, which represented a 65.1% increase. The city’s growth rate outpaced that of Fulton County (county), Atlanta Regional Commission counties (region), Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area (MSA) and the State of Georgia (state). Population increases occurred due to greenfield suburban development as well as annexation. In 2010, Alpharetta was the fourth largest city in North Fulton County behind Roswell, Sandy Springs and Johns Creek. Alpharetta is projected to grow to a population of 77,035 by 2030. The existing city limits must accommodate population growth since annexation is no longer possible. Table I indicates the anticipated population projections for the City of Alpharetta to 2030. Alpharetta experienced a 54% increase in housing units, growing from 13,894 in 2000 to 20,894 in 2009 as a direct consequence. Some of this increase is a result of recent annexations. This rate of growth is not expected to continue. Table 2 shows the 2010 breakdown of single-family and multi-family households.

Table I Population Projections

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2025	2030
57,551	58,546	59,559	60,590	61,683	62,577	63,531	64,500	65,483	66,481	67,494	72,638	77,035

Source: City of Alpharetta Community Development

Table 2 Number of Single and Multi-Family Households

Single-Family	Multi-Family
15,535	5,396

Source: City of Alpharetta Community Development June 2010

Age – Median age increased from 33.2 years in 2000 to 35.9 years in 2008, which is slightly older than the county, MSA and state, but slightly younger than the nation. Over the long term, an aging population can have implications on planning such as providing for aging in place (as described in Housing potential opportunities section).

Opportunities

Household income distribution – Alpharetta experienced significant growth (75.1%) from 2000 to 2010 in the percent of households in the upper income brackets. Households earning more than \$100,000 made up 49.5% of all city households, compared to 31.1%, 25.1% and 19.3% for the county, MSA and state, respectively. Inflation-adjusted median income increased 7.1% compared to only 3.5% for the county, while the MSA, state and nation each recorded a decrease.

Low prevalence of poverty – Less than 4.0% of Alpharetta’s total population (all ages) lived in poverty compared to more than 13% for the county, state and nation in 2008.

Highly educated population – Alpharetta residents were almost twice as likely as those in the MSA, state and nation to hold a *bachelor’s degree or higher*. At 62.8%, this level of educational attainment also exceeds the 46.3% countywide level. More than 20% of Alpharetta residents held *graduate or professional degrees*, which is also well ahead of the county, state and nation.

ECONOMIC DEVELOPMENT

Issues

Slow pace of Downtown redevelopment – While improvements have occurred in downtown due to investments in infrastructure and programs that provide façade assistance for local businesses, the Downtown area has not attracted the large-scale development that would provide the level of activity envisioned by the *Downtown Master Plan*.

Bedroom community – Recognizing that the latest Census data available is dated (and will be updated once 2010 Census data becomes available), approximately 69.2% of Alpharetta's employed labor force worked outside the city in 2000, which was down from 79.7% in 1990 and was lower than the 76.4% recorded by Roswell residents. However, this statistic means that most residents worked in areas outside the city and spent additional time and money getting to and from work. It is anticipated that the number of residents leaving the city for work decreased even more after 2000.

Opportunities

Labor force growth – Alpharetta's labor force grew at a faster rate (84.1%) than the county (22.7%), MSA (75.7%), state (14.3%) and nation (8.2%) from 2000 to 2008.

Balanced base of employment – Retail trade represented the largest share of the city's employment in 2009 at 17.8%, compared to 7.6% for the county and 11.3% for the MSA. High prevalence of lower-paying retail jobs, however, are offset by the proportion of higher-paying jobs represented by professional, scientific and technical services 12.6% (compared to 10.5% in the county and 7.2% in the MSA) and information 11.2% (compared to 6.6% in the county and 3.6% in the MSA). This balanced base of employment provides economic stability.

Regional office and retail center – Alpharetta is a regional jobs center, with more than 19.3 million square feet devoted to office use. Office space in Alpharetta represents 37.5% of all office space in North Fulton County. Of that, 63% is considered "Class A" office space. The city also contains 29% of all retail space in North Fulton County, which represents 8.24 million square feet. This existing, established infrastructure provides a base for economic growth.

Master plan to guide economic development underway – The city is currently initiating an economic development plan that will include a proactive strategy to guide future recruitment of office and commercial development. The results of this focused economic study are expected in early 2011 and will be used to inform recommendations in the *Community Agenda*.

Management and professional occupations well represented in city labor force – The city labor force was more likely than the county, MSA or statewide labor force to hold management, professional and related occupations and less likely to hold positions in lower-paying and lower-skilled production, transportation and material moving occupations. In 2008, 60.2% of Alpharetta's labor force was in management, professional and related occupations (compared to 45.3% for the county, 37.8% for the MSA and 34.0% for the state). In 2008, 46.8% of the labor force was employed in the services industry (compared to 49.5% for the county, 43.6% for the MSA and 42.7% for the state) and 12.5% in finance, insurance and real estate industry (compared to 10.2%, 8.0% and 6.8% for the county, MSA and state, respectively). Alpharetta's prominence in management and professional occupations positions the community to attract economic development at a high level.

Job and business establishment growth from 1999 to 2007 – The number of jobs within the zip codes that include Alpharetta increased 54.7% from 101,894 in 1999 to 157,675 in 2007. Establishments increased 68.7% from 5,235 to 8,833. This represents a positive trend, though it is important to note that the available data predates economic challenges associated with the national economic recession.

College satellite campuses – Georgia State University, Reinhardt College, DeVry Institute of Technology, and Chubb Institute each have campuses in Alpharetta, providing area residents with convenient opportunities to pursue educational goals and improve job skills.

Presence of local economic development advocates – Alpharetta has several development agencies and authorities that support economic development activity, including the City's Office of Economic Development, Alpharetta Development Authority, Greater North Fulton Chamber of Commerce and the Development Authority of Fulton County. If they operate in a proactive manner, these established economic development advocates can give Alpharetta an advantage in the competitive field of corporate and business recruitment.

HOUSING

Issues

Increasing number of housing units – Alpharetta experienced an estimated net increase of 7,000 new housing units from 2000 to 2009, growing from 13,894 in 2000 to 20,894 units in 2009. This 50.4% growth rate outpaced that of the county and state. Some of the increase occurred due to annexation. Alpharetta issued 3,973 building permits during the same period, which included 2,219 new single-family homes, 917 single-family additions and 837 multi-family units. Fast growth has the potential to tax civic infrastructure. Growth has slowed in recent years, however.

Housing types – *Single-family, 1 unit detached* houses represented 58.6% of Alpharetta's housing units in 2008 (an increase from 52.0% in 1990 and 55.1% in 2000). The number of *single-family, 1 unit attached* houses (e.g. townhomes) increased 177.4% from 2000 to 2008 and represented 10.6% of the city's housing units. The number of housing units in multi-family structures with *10 or more units* increased 42.2% from 2000 to 2008.

Overall, the city's share of multi-family units was higher than that of the MSA and state, and slightly lower than that of the county. Meanwhile, the city's share of *single-family, 1 unit detached* houses was slightly higher than the county, but lower than the MSA and state.

Median property values – Alpharetta's inflation-adjusted median property value increased more rapidly than that of the MSA and state, but slower than the countywide rate from 2000 to 2008. The city's median property value of \$340,500 in 2008, however, was 124% of that of the county, 176.1% of that of the MSA and 208.3% of that of the state. While higher than average property values are a positive indicator of community quality, they can present affordability challenges for many, as well.

Median rent – Alpharetta's inflation-adjusted median rent fell 12.9% from 2000 to 2009, but remained 116.7% of that of the county, 121.0% of that of the MSA and 123.0% of that of the state. The median rent fell from \$1,025 in 2000 to \$893 in 2008. The decrease in rent was much higher than the decrease experienced by the state and MSA, while the countywide median rent did not increase or decrease. Though falling rental housing rates may benefit those seeking affordable rental housing options, they may also represent challenges associated with quality of some existing apartment complexes.

Increasing need for retirement and elderly housing – Approximately 15.4% of the city's residents were at or near retirement in 2008. Approximately 6.0% were at retirement age or older. While the share of population in these groups for the city is much lower than the same for the county, MSA, state and nation, this fact still highlights the need for housing options and designs that address the needs of the elderly population. Especially considering that these age groups experienced considerable growth in the city from 2000 to 2008 at a time when there were few noticeable changes in development patterns that anticipate retired/elderly needs.

Opportunities

Newer housing stock – Of Alpharetta’s housing stock in 2008, 49.0% of the units were constructed from 1990 to 1999, 19.0% from 2000 to 2004 and 4.9% after 2005. The city added units at a faster rate than the county, MSA and state during the 1990 to 1999 and 2000 to 2004 time periods, but only outpaced the state after 2005 (as the county and MSA added homes at a faster rate than the city).

Housing and employment balance – Based on ARC’s jobs-housing balance toolkit Alpharetta’s balance of housing to jobs and jobs to labor force were each considered “ideal” in 2009. This indicates that Alpharetta residents and workers have opportunity to live and work in the same community in greater numbers than many of the region’s similarly-situated suburban cities.

Low foreclosure rates – Alpharetta has experienced relatively low foreclosure rates. From 2007 to 2008, the city’s 1.5% foreclosure rate compared favorably to countywide and MSA rates of 4.9% and the state rate of 5.0%. It was also slightly lower than rates recorded in Roswell (1.7%) and Sandy Springs (1.6%). The foreclosure crisis remains a destabilizing condition in neighborhoods throughout the nation. Alpharetta has thus far fared well in comparison.

Preservation of historic buildings – Alpharetta’s historic resources contribute to the city’s value and character and opportunities remain to identify incentives that encourage owners, business or residential, to improve or maintain the historic appearance of buildings located in the city’s historic areas. A Design Review Boards and design guidelines are in place to help.

Aging in place – As the “Baby Boom” population ages, finding ways to encourage seniors to continue to live in Alpharetta can help the social, cultural and economic well-being of the community. Options to consider include:

- Providing access to shopping and health-related services when use of a car is no longer viable allowing residents to otherwise live independently in their homes;
- Establishing close proximity of senior-oriented housing developments to convenient or centrally-located areas of goods and services such as downtown;
- Keeping flexible zoning that facilitates TND communities such as integrating commercial uses (e.g. pharmacies, neighborhood grocery stores, etc.) into a residential development and allowing “in-law suites”;

Infill housing – Infill housing opportunities, including accessory housing units, can contribute to an affordable housing stock as well as help to stabilize and enhance established neighborhoods. Compiling an inventory of vacant, tax delinquent, or government entity-owned properties that may be appropriate for infill development would enhance existing neighborhoods and encourage development in locations already served with urban and suburban-scale infrastructure. Infill housing opportunities abound near Downtown Alpharetta. This topic is discussed further in Chapter 3 in the section titled “Areas Requiring Special Attention”.

Home ownership and occupancy – Alpharetta’s 64.5% *home ownership rate* far exceeded that of the county (49.4%) and exceeded that of the MSA (61.1%) and state (58.7%) in 2008. The city’s 2008 occupancy rate was 93.1% compared to 83.7% for the county, 88.4% for the MSA and 86.6% for the state. High rates of home ownership and housing occupancy are indicators of a healthy housing market.

Downtown housing – Downtown Alpharetta can accommodate a greater mix in housing types (e.g. loft apartments or condominiums) within close proximity to shopping, recreation and employment. The adopted *Downtown Master Plan* encourages housing and recognizes its role in enhancing the vitality and economic potential of Downtown.

NATURAL AND CULTURAL RESOURCES

Issues

Air quality – Alpharetta is within the Atlanta Region’s air quality non-attainment zone for ozone and particulate matter. Alpharetta will need to continue to work with regional neighbors to improve air quality and public health.

Lacking locally-designated historic ordinance – Although Alpharetta has adopted the “Downtown Incentive Zoning” classification in the Zoning Ordinance to regulate land uses and building design for downtown property, the lack of a historic preservation ordinance prevents the city from qualifying for potential grant funding and technical assistance to assist with the protection of historic resources. Adoption of a historic preservation ordinance and appointment of a historic preservation commission is needed to allow the city to identify and designate local historic districts, review major exterior changes and demolition by a body specifically established for this purpose, and become eligible to apply for federal historic preservation funds upon successful designation as a Certified Local Government (CLG) and Preserve America Community.

Opportunities

Tree canopy protection – Alpharetta protects its Tree Canopy with its Tree Preservation Ordinance. The city’s arborist and Tree Commission work together to maintain the city’s urban forest. Due to this and other tree protection measures, the Arbor Day Foundation has designated Alpharetta as a “Tree City USA.” Protecting the city’s tree canopy touches the lives of people within the community who benefit daily from cleaner air, shadier streets, and aesthetic beauty that healthy, well-managed urban forests provide. In addition, it helps present the kind of image that most citizens want to have for the place they live or conduct business. As a “Tree City USA” designee, Alpharetta is able to make a statement to visitors, through signage, that it is a city that cares about its environment.

Regulations in place that protect environmental features – Alpharetta protects a wide range of sensitive environmental features with adopted environmental planning regulations. These include provisions for *watershed protection*, *groundwater recharge areas*, and *wetlands*, flood hazard, *soil erosion and sedimentation control*, and *stormwater management* ordinances to protect floodplains, wetlands, water resources and soil. In addition, with its water conservation permit (requires a minimum of 10% water use reduction for new construction projects) Alpharetta encourages site planning and design based on the understanding that water is a valuable natural resource that should be used conservatively, cleaned, and reused on-site.

Potential for locally-designated historic district – The boundaries of the Alpharetta Historic District (boundary drawn for Downtown Incentive Zoning), have the potential to form a locally-designated historic district. This designation would protect remaining buildings from inappropriate exterior alterations, signage, infill development, as well as demolition due to a required design review process.

COMMUNITY FACILITIES AND SERVICES

Issues

Library services – Alpharetta has expressed interest in expanding the existing Atlanta-Fulton County library branch and has considered the option of investing in a city-owned facility. The city has explored the possibility of creating its own library separate from the Atlanta-Fulton County system.

Greenspace, parks and trails – The need for parks and greenspace preservation will increase as growth continues countywide. The 2008-2013 Alpharetta Recreation and Parks Master Plan addresses these needs.

Opportunities

Water supply – Water availability remains one of the Atlanta Region’s most important issues. Fulton County Public Works Department provides Alpharetta with water service. Alpharetta will need to continue to work with the county and regional partners to ensure long-term access to a sufficient water supply to support the existing population and new growth.

Sewage treatment capacity – While Fulton County provides wastewater treatment services, Alpharetta works with the county to ensure that capacity is available for new development in Alpharetta. Sewer service is currently available for all but a few parcels (located in northwest Alpharetta).

Infill development – Opportunities exist within the city limits to take advantage of existing infrastructure and undeveloped property by encouraging appropriately planned, scaled and designed infill development.

Schools – Fulton County’s public schools serving the Alpharetta area are excellent and are a selling point for the community.

Excellent city services – Services provided by Alpharetta receive high marks from residents who have participated in a variety of surveys over the years. Having a reputation as an excellent service provider is a selling point for Alpharetta.

Excellent park and recreation system – Parks and recreation in the city, the focus of much previous planning and investment, is a selling point and major quality of life factor in Alpharetta.

Providing “green” government services – Local governments can lead by example by incorporating green, environmentally-friendly technology into day-to-day operations. This includes becoming less dependence on fossil fuels by replacing low-mileage vehicles with more fuel-efficient models (e.g. hybrids) as well as better reuse of waste, incorporation of solar energy, etc. A testament to the city’s green leadership, Alpharetta was one of the first local governments certified by ARC as a “Green Community.”

LAND USE

Issues

Suburban development patterns – Since Alpharetta’s population growth primarily took place after 1980, much of the development occurred in a widely spread-out suburban, car-dependent land use pattern. Retail and employment opportunities are primarily relegated to major corridors (e.g. Old Milton Parkway, Main Street, etc.) and the North Point Mall area along North Point Parkway.

Strip commercial development – The land uses along some highway corridors, in particular GA-9 north and south of Downtown, form stereotypical commercial strips that detract from the city’s character. Many of the conventional strip malls lack visual appeal and consist of aging structures in need of revitalization in order to seriously contend for the types of tenants the community desires. GA-9 development has formed streetscapes with unnecessary vehicular access conflicts and challenging situations for pedestrians.

Planning for mixed use – The 2025 Comprehensive Plan Future Land Use Map included areas where mixed use development could occur, however, the plan did not include a specific “mixed use” category. If the city wishes to promote a mix of fuses through redevelopment and infill,

more modification will be needed to zoning districts to allow for parcel by parcel mix of uses rather than wait for assemblage of parcels with large acreage. The city currently requires a minimum of 25 acres for mixed use zoning.

Opportunities

Design guidelines and Design Review Board – Design guidelines are in place to ensure appropriate new and infill development that complements the character of the community. As development occurs over time, the impact of these guidelines will result in high quality, higher value development.

Redevelopment – Redevelopment of highway corridors provides an opportunity to create a more seamless transition of land uses between existing sprawling single-use commercial strips and low-density single family residential. As opportunities for redevelopment of underutilized and under-performing properties arise along commercial corridors, the City and economic development advocates should recruit developers capable of providing commercial and mixed-use centers that produce tax revenue and provide jobs that may reduce commuting patterns for residents who commute to jobs in other parts of the region.

North Point Activity Center LCI area – New development in the North Point Activity Center LCI study area could improve the pedestrian environment and character of streets. Development standards that improve the design of the public realm, by addressing building orientation, location and architecture, could create a well-defined character for the LCI study area.

Mixed-use development – While community development patterns in much of the city separate residential from commercial uses, future development in the city's designated activity centers and corridors should allow mixed-use patterns creating activity nodes that provide jobs and services within walking distance of residences and preserve open space.

Traditional neighborhood development (TND) – TND can provide a wide range of housing types in newly-developing areas with a connected, pedestrian-friendly street system and ample open space. Alpharetta can encourage clustering of community facilities including schools, fire stations, libraries and parks within TNDs in order to create a sense of place.

TRANSPORTATION

Issues

Automobile dependence and congestion – The dependence on the private automobile for most trips in the city contributes to the region's air and water pollution problems. Increased regional traffic and peak-period congestion are reducing the level of service on many of the city's arterial roadways and the neighboring Interstate system.

Inter-parcel connectivity and access management – Arterial corridors have experienced increased peak-period traffic congestion, unattractive commercial sign clutter, and sprawling unconnected development. Inter-parcel connectivity is needed within new developments. While newly constructed corridors in the city handle access management and inter-parcel connectivity well, the city's more mature development corridors face conditions described in this paragraph, especially along GA-9 south of Downtown.

Bicycle and pedestrian infrastructure – Alpharetta provides an expansive system of sidewalks and pedestrian paths. The pedestrian infrastructure provided is far superior to most Atlanta region suburban cities. Some areas of the city continue to have intermittent sidewalks, lack of sidewalks or are crossed by wide roads that hamper pedestrian safety. As stated in the city's Recreation and Park Master Plan, more work is needed to connect the city's greenway and

pedestrian system to schools, parks and other civic attractions (as well as connecting to activity centers). Bicycle infrastructure in the city is less prevalent, however. Bike lanes are available in some locations, but cyclists must still share the road along most of the city's corridors.

Opportunities

Public transit service – MARTA provides bus service to retail and employment centers in Alpharetta, connecting workers and residents to the rail system via the North Springs MARTA Station in Sandy Springs. Expanded bus service and extension of MARTA rail to the North Point Mall and office concentration would provide increased mobility and opportunities for mixed-use, transit-oriented development.

Comprehensive multi-modal transportation plan – ARC and North Fulton municipalities are currently working together to create and adopt a comprehensive multi-modal transportation plan (e.g. includes parking, traffic and transit, both local and regional).

GA-400 Corridor – The GA-400 corridor connects Alpharetta to major job and entertainment centers in Downtown Atlanta (and throughout the region via connection to the interstate system), in addition to connecting workers region-wide to jobs in Alpharetta.

Implementation of bicycle/pedestrian improvements – Implementation of bicycle/pedestrian recommendations from previous studies can enhance connectivity and transportation choice. In addition, the city could require that new developments include bicycle facilities (e.g. lanes, routes, etc.) as well as expand bike- and pedestrian-friendly streetscapes.

Potential for MARTA heavy rail or BRT service – Long-range potential for heavy rail service from MARTA (extending from North Springs Station in Sandy Springs). Additional public transit access would provide those who live in work in Alpharetta with additional transportation choice while also reducing traffic on already-congested corridors.

Mixed-use development patterns – The city promote mixed-use development patterns that blend uses by incorporating housing, jobs, and recreation. These development patterns provide activity nodes that make public transportation more effective as well as create dynamic destinations that draw community residents together.

Improve access management as corridor redevelopment occurs – Access management plans can be developed for corridors experiencing heavy traffic flow. This involves management of access points to homes and businesses along busy corridors. The city could improve access management along its more maturely developed corridors by requiring redevelopment projects to include shared access points for multiple businesses (including reduction in driveways and/or curb cuts) as new development occurs. Providing greater distances between entrances, a requirement that could vary depending upon the road type and land use, would facilitate better operations along heavily-traveled corridors without adding new lanes.

Using CID to finance improvements – North Fulton CID financing supports much needed transportation infrastructure improvements within the designated area which in turn encourages private investment. Transportation projects needing state and federal funding become more competitive due to matching funds provided by the CID. This in turn can help the area within the CID tackle its transportation challenges.

INTERGOVERNMENTAL COORDINATION

Issues

Annexation no longer an option for growth – Past comprehensive plans for Alpharetta assumed growth would continue via annexation into previously unincorporated areas of North

Fulton County. However, no unincorporated areas remain in North Fulton County following the incorporation of Johns Creek and Milton, along with annexation efforts in Roswell and Alpharetta. This change presents both a challenge and an opportunity to Alpharetta leaders.

Milton County – Efforts to create Milton County have thus far failed to gain support from the Georgia Legislature, however, efforts will likely continue in future legislative sessions. As these efforts take place, the city must continue to weigh the potential positive and negative impacts a new county might create for Alpharetta in order to prepare for the future.

Opportunities

Inward focus – The city can now focus all of its long-range planning efforts on property within the existing city limits and look for ways to continue to raise the city's profile such as revitalization of aging commercial strips, creating flex space for small business in underutilized shopping centers and adding mixed use in strategic areas.

Cooperation with neighbors and regional partners – Alpharetta officials will maintain active involvement in ongoing transportation planning activities with ARC and GRTA. Transportation issues affect everyone and are the foundation for many home purchases, employment selections and economic development decisions. The *North Fulton Comprehensive Transportation Plan* has provided a tremendous opportunity for Alpharetta and other North Fulton County communities to work together to address regional transportation planning issues. Working with North Fulton CID, in coordination with Roswell, to develop and now implement the *Blueprint North Fulton* was (and remains) an example of Alpharetta working in a proactive manner with its neighbors.

ANALYSIS OF EXISTING DEVELOPMENT PATTERNS

Analysis of the existing land use, areas requiring special attention and recommended character areas

This chapter describes development conditions and growth patterns in Alpharetta and further explores issues and opportunities related to the physical environment. The following analysis considers three aspects of the existing development patterns:

- Existing Land Use
- Areas Requiring Special Attention
- Recommended Character Areas.

EXISTING LAND USE

Map 1 displays the current state of land use and development in Alpharetta, categorized into 11 existing land use classifications, which are organized by four major groups: residential, commercial, industrial and other. Table 1 defines each of the existing land use classifications presented in Map 1. Table 2 presents Alpharetta's existing land use data. Existing land use information presented in these maps is derived from multiple sources, including the city's land use database, the tax digest data provided by Fulton County, aerial photography and windshield surveys.

Alpharetta's existing land use pattern is defined by proximity to major streets, GA-400 and natural features such as Big Creek and Lake Windward. The most intense development is clustered near GA-400 with many corporate offices and regional shopping centers located along several parkways. On either side of the GA-400 development corridor are large suburban neighborhood areas with parks and institutional uses. A detailed analysis of land use classifications is provided in the following pages, with classifications grouped under the headings residential, commercial, industrial and other.

Table 3 Description of Existing Land Use Classifications

Classification	Description
Residential	
Residential Estate	Personal agricultural uses (horse barns, etc.) and single-family detached houses on lots larger than 3 acres
Low Density	Single-family detached houses on lots less than 3 acres
High Density	Single family attached houses; apartments and condominiums; townhomes
Commercial	
Professional/ Office	Corporate headquarters; engineering companies; financial institutions; Insurance and real estate companies; medical and dental clinics; or other similar type uses
Retail Sales and Services	Shopping centers; entertainment; hotels/motels; or other similar retail sales, offices and service related businesses.
Industrial	
Business, Manufacturing and Warehousing	Research and development services; office-warehouse developments; administrative and sales space; or other similar type uses.
Light Industrial	Light manufacturing or processing; wholesale businesses; warehousing and distribution facilities; or other similar type uses.
Other	
Public/ Institutional	Federal, state and local government uses such as city hall, fire stations, and libraries; schools, colleges and universities; hospitals; nursing homes and assisted living facilities
Parks/Recreation/ Open Space	Public and private passive and active uses such as playgrounds, ball fields, parks, nature preserves, golf courses; cemeteries.
Transportation/ Communication/ Utilities	Electric substations; radio/TV/cable broadcasting; transportation facilities such as park-and-ride lots; and other similar utility facilities.
Vacant/ Undeveloped	No structure or no active use; vacant property with potential for development

Residential

Residential represents 46.2% of Alpharetta land use and is defined largely by single-family residential developments. This group includes *residential estate*, *low density residential*, and *high density residential*.

Residential estate uses (lots larger than three acres) are primarily located west of Main Street/Alpharetta Highway and near Creek View Elementary. Many, previously large, rural lots near *residential estate* uses in this area have transitioned to more dense residential infill development, taking advantage of existing infrastructure that supports suburban-scale development.

Low density residential uses (single-family lots less than three acres) account for most of Alpharetta's residential uses (35.6%). First-generation residential suburbs west of GA-400 and near Downtown and Main Street define one primary *low density residential* cluster. Post-1990 suburban neighborhoods define another major cluster east of GA-400.

High density residential uses (single-family attached, apartments, condominiums and townhomes) generally occur near GA-400 and along other major transportation corridors. The size and scale of these developments ranges from large apartment complexes to small townhouse clusters.

Since Alpharetta can no longer annex, future residential development will increasingly result from infill development on vacant parcels or redevelopment within existing residential and commercial areas. For example, developers may view existing *vacant/undeveloped* and *residential estate* uses for their potential to transition to *low density residential* development. Major corridors and activity centers may be seen as more supportive of *high density residential* development.

Commercial

Commercial uses represent 17.1% of Alpharetta and include *professional/office* and *retail sales/services* uses. *Professional/office* uses represent 10.0% of the city and take two primary forms: large corporate office parks and smaller-scale neighborhood office uses. Corporate office park *professional/office* uses occur primarily near GA-400 with deep setbacks, significant landscaping, large parking areas and small building footprints in relation to parcel size. Small-scale *professional/office* uses (e.g. small businesses such as a doctor's office, law office, etc.) are located along commercial corridors such as Main Street and Old Milton Parkway.

Table 4 Existing Land Use

<i>Classification</i>	<i>% of Total</i>
Residential	46.2%
Residential Estate	5.0%
Low Density Residential	35.6%
High Density Residential	5.6%
Commercial	17.1%
Professional/Office	10.0%
Retail Sales/Services	7.1%
Industrial	1.5%
Business, Manufacturing, Warehousing	0.7%
Light Industrial	0.8%
Other	35.1%
Public/Institutional	4.9%
Parks/Recreation/Open Space	11.6%
Transportation/Communication/Utilities	7.4%
Vacant/Undeveloped	11.2%



Single-family subdivisions account for most of the residential development in Alpharetta.



Higher density residential development, such as these apartments for seniors, are developing along major corridors.

Retail, sale and services uses are typically mixed with professional/office uses. Regional retail outlets are clustered near GA-400. Regional retail uses include big box retailers and North Point Mall. Smaller retail and service uses, located along major corridors, include uses such as dry cleaners and restaurants.

Industrial

Residential and office growth has historically outpaced industrial growth. Industrial uses only account for 1.5% of the city's total area, but they represent an important source of jobs and tax revenue. Industrial uses include *business, manufacturing and warehousing and light industry*.

Primary industrial use, *business, manufacturing and warehousing*, describes developed centers located primarily near Windward Parkway. *Light industrial* uses generally located along Westside Parkway and west of Haynes Bridge Road are also part of the Alpharetta-Roswell industrial business cluster that includes the area between Westside Parkway and Alpharetta Highway/GA-9.

Other Land Uses

Other land use categories in Alpharetta include *public/institutional, parks/recreation/open space, transportation/communication/utilities*, and *vacant/undeveloped*. *Public/Institutional* uses include schools and government buildings, with the majority of such land in Alpharetta devoted to school properties.

Parks/recreation/open space represents 11.6% of the city. The primary land uses associated with this category are city parks, Big Creek Greenway and the Golf Club of Georgia. Additionally, many of the residential neighborhoods have private recreation amenities, such as golf courses, playgrounds, tennis courts and clubhouses, which provide recreation opportunities.

Transportation/communication/utilities uses represent 7.4% of the city, the majority of which accounts for utility substations and telecommunication towers.

Significant areas of *undeveloped/vacant* land remain within the city (11.2% of the city) in spite of Alpharetta's rapid growth during the last 20 years, especially near GA-400 and in northwest Alpharetta. The *undeveloped/vacant* northwest cluster may experience pressure to develop housing (including infill development) as the Alpharetta area continues to rise as a regional job center.



Corporate office parks represent the majority of professional/office uses.



Retail, sales and service uses are primarily located along the major transportation corridors, such as this development along Windward Parkway.



Public/Institutional uses include schools and government services, such as the new Department of Public Safety complex at Westside Parkway and Old Milton Parkway.

Land Use Patterns at the City's Edge

Land use patterns near the edge of Alpharetta's city limits are also important to note. How areas at the city's fringe develop will influence development patterns and impact infrastructure and transportation systems in Alpharetta. Additionally, knowing how adjacent communities are developing will help inform planning decisions about Alpharetta.

A prime example is the development along McGinnis Ferry Road, which serves as the Fulton County-Forsyth County boundary (and also Alpharetta's city boundary). Alpharetta's side consists of suburban residential neighborhoods, while Forsyth County's side has transitioned in part to commercial. While these two development types can complement one another by locating residents in close proximity to goods and services, the development pattern will also impact traffic on McGinnis Ferry Road.

Other important development areas at the edge of the city include commercial development in Milton along Cumming Highway/GA-9, in Roswell along Alpharetta Highway/GA-9, and at the intersection of Old Milton Parkway and Kimball Bridge Road. These areas have experienced significant commercial development or are established commercial areas. They are either established destinations for retail and professional services or are emerging areas for commercial growth. Special attention should be given to these areas in terms of transportation planning as well as commercial. These areas will continue to compete for market share within Alpharetta and adjacent communities.

The majority of development at the edge of Alpharetta is residential. This holds true along the majority of city's border with Johns Creek, Roswell and Milton. These areas will likely remain low density residential areas.

The majority of future change and redevelopment may happen along the commercial corridors connecting Alpharetta to Milton, Johns Creek, Roswell and Forsyth County. Cooperation among these jurisdictions to plan and construct needed transportation improvements is essential to ensure appropriate transitions between Alpharetta and adjacent communities, as well as to improve access and mobility.

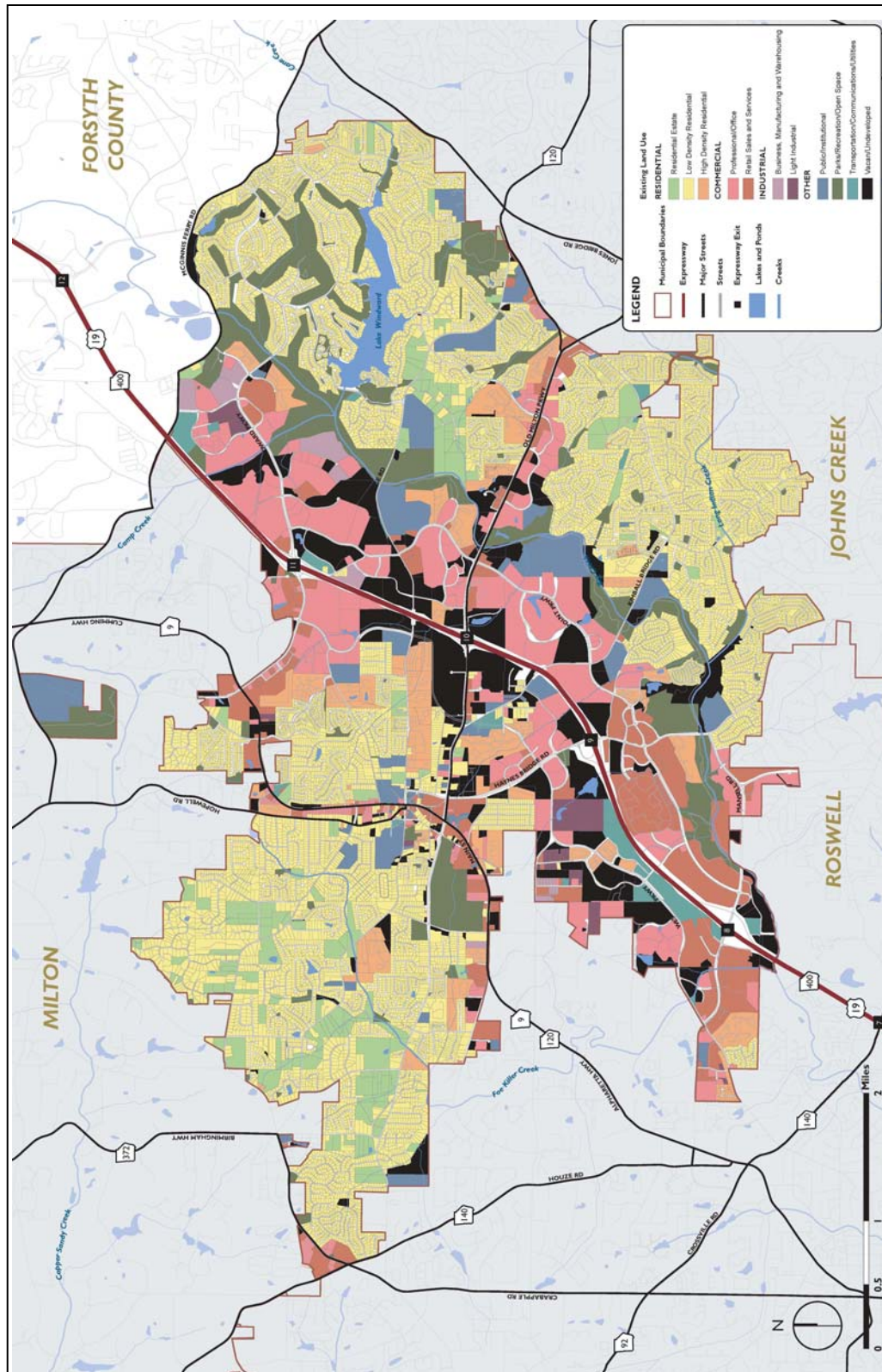


Strip commercial development is emerging in Forsyth County and along McGinnis Ferry Road.



The majority of development at Alpharetta's edge is residential, such as this suburban development pattern along the Alpharetta-Johns Creek border.

Map I Existing Land Use



AREAS REQUIRING SPECIAL ATTENTION

Growth inevitably impacts natural, built and cultural elements of the community as well as the community facilities, services, and infrastructure required to service residents and businesses. State planning standards require the identification of important preservation areas and areas where there is potential for significant growth, change, or need for special planning attention. The sections that follow identify:

- Significant Natural and Cultural Resources
- Major Development Corridors
- Opportunity Investment Areas
- Infill Opportunity Areas

Significant Natural and Cultural Resources

The preservation of Alpharetta's natural resources is important for community health and the wellbeing of the region's ecosystem. Map 2 presents the city's significant natural and cultural resources that require special attention during the planning process as well as when reviewing future specific development proposals. Those natural resources that are most sensitive to development should be given special preservation treatment as the city grows. Steep slopes and floodplains represent Alpharetta's two most sensitive (to development impacts) natural features.

Alpharetta has adopted measures to preserve sensitive natural features including stream buffers to regulate site development and a greenway program associated with Big Creek. Big Creek Greenway preserves an important natural area while providing recreation and educational opportunities for users.

Alpharetta's cultural resources that require special consideration include the city's historic central business district, cemeteries, and new cultural venues such as Verizon Wireless Amphitheatre at Encore Park. Downtown provides a historic and cultural important connection to the Alpharetta's past. The city is currently implementing the *Downtown Master Plan* to enhance the area with improved public spaces, retail and residential development.

Cemeteries represent another important cultural resource. These important resources connect the community to its past, and along with Alpharetta's other cultural resources, should be preserved to ensure their continued significance.

In three years the Verizon Wireless Amphitheatre at Encore Park has quickly become the entertainment destination for music lovers across the region. Set on 45 acres of beautifully-landscaped wooded land, the 12,000-seat venue provides a unique setting for both music lovers and first-time concertgoers.



Big Creek Greenway is used for recreation and preservation of natural areas along Big Creek.

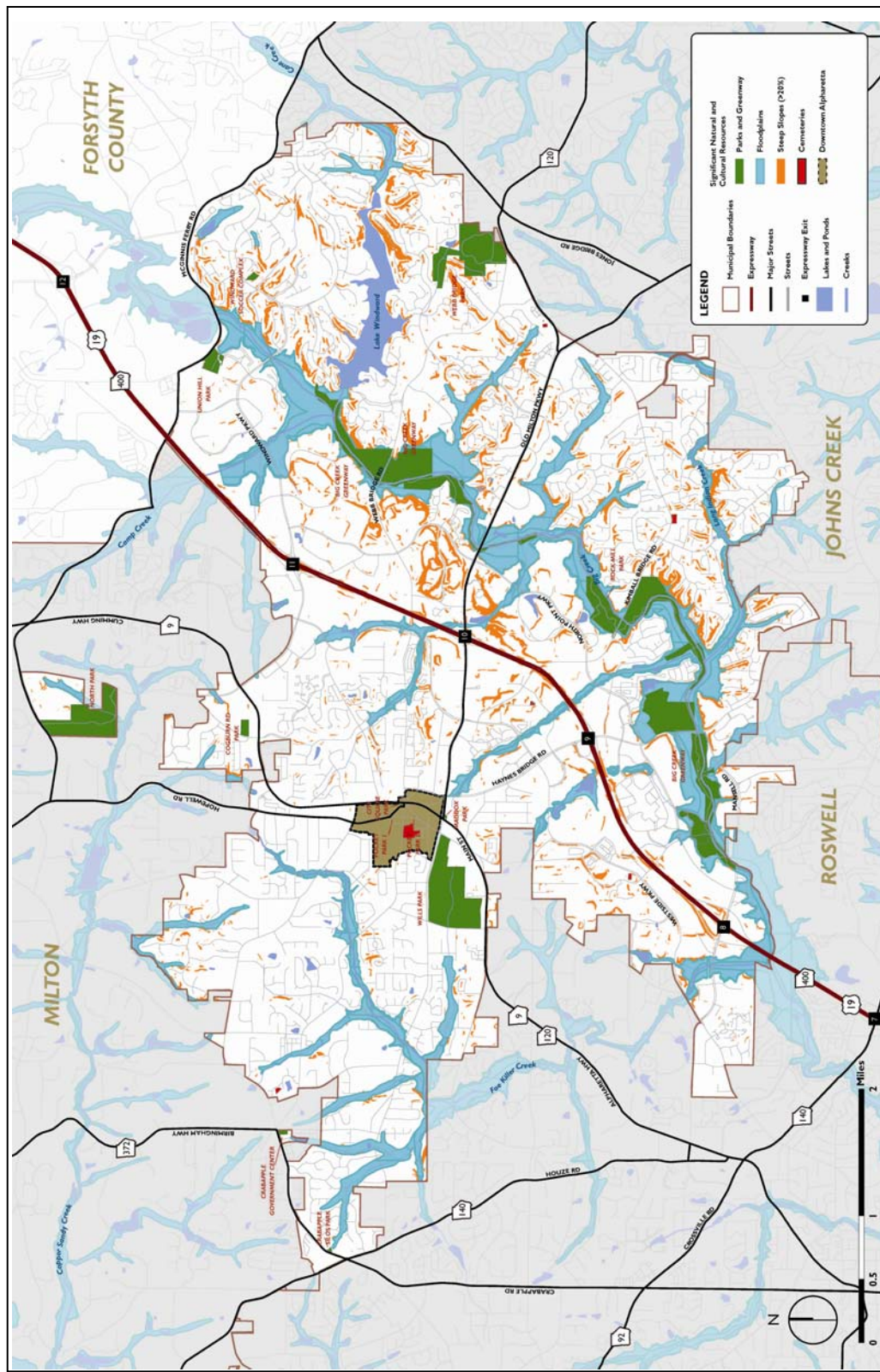


Downtown Alpharetta is an important economic and cultural resource connecting the city to its past.



Several small cemeteries are located throughout the city, including Maxwell Cemetery along Westside Parkway.

Map 2 Areas Requiring Special Attention: Significant Natural and Cultural Resources



Major Development Corridors

Major corridors in Alpharetta that will require special attention during the planning process, as well as during future review of specific development proposals, are shown in Map 3 and include:

- Woodward Parkway Corridor
- Old Milton Parkway Corridor
- North Point Parkway Corridor
- Haynes Bridge Road Corridor
- Westside Parkway Corridor
- Alpharetta Highway Corridor

These corridors have either developed and are in need of new investment, or are developing and will absorb a significant proportion of the city's future growth. To ensure these corridors remain economically competitive and that development along these corridors continues to improve the community, transportation and land use decisions need to be coordinated. These thoroughfares connect major destinations within the city and connect the city to other important regional destinations. They include the majority of the city's jobs, retail and commercial services, and entertainment services. The paragraphs that follow provide a brief summary of each corridor, including issues and opportunities associated with each.

Woodward Parkway Corridor

Woodward Parkway is a major east-west connector in north Alpharetta and runs from McGinnis Ferry Road on the east westward to Alpharetta Highway/GA-9. From McGinnis Ferry Road to Big Creek, development along the corridor is single-family residential subdivisions and greenspace associated with the Golf Club of Georgia. Big Creek serves as a natural buffer between this residential development and the commercial and office development that lines the remainder of the corridor until its intersection with Alpharetta Highway.

The Woodward Parkway corridor experienced significant commercial and office growth near the GA-400 interchange. In addition to the corporate offices that have located along the corridor, several shopping centers and hotels have been developed to serve both the daytime employees and the surrounding residential areas. Moving forward, transportation and congestion conditions will need to be reviewed and addressed as the area continues to grow as an important employment center.

Old Milton Parkway Corridor

Old Milton Parkway is a primary east-west route through Alpharetta and connects residents to GA-400, Downtown Alpharetta, and areas to the east and west of the city. From the eastern edge of the city to Wills Park, the majority of development along the corridor is a mix of commercial and institutional uses. From Wills Park,



The Woodward Parkway Corridor has a mix of uses including this new commercial development just west of GA-400.



Old Milton Parkway is a primary east-west connector in Alpharetta.

development along Old Milton Parkway is defined by a mix of higher density residential development and single-family neighborhoods. Because of the corridor's access to GA-400, as well as its intersections with major north-south connectors North Point Parkway, Westside Parkway, Haynes Bridge Road and Alpharetta Highway, the corridor will continue to be a major transportation route. Future development planning should balance the transportation needs to move people around the city with the continued growth of the corridor as a major destination itself. Access management issues and improved connections to residential areas adjacent to the corridor will be important issues to address in the future.

North Point Parkway Corridor

The North Point Parkway Corridor is the most heavily developed non-residential corridor in Alpharetta. The corridor, as shown in Map 3, covers a wide area between GA-400 and Big Creek. North Point Parkway is lined by a mix of retail and entertainment destinations, corporate offices, schools, churches and some high density residential development. It connects North Point Mall (and surrounding big box commercial) to residential and employment destinations. Due to its access to GA-400, other major east-west streets, and proximity to Big Creek Greenway, the area has emerged as an attractive location for mixed use development. The physical barriers of GA-400 and Big Creek help relieve development pressure on lower density residential development to the east of Big Creek. Future issues and opportunities related to the corridor include managing traffic congestion, improving access to the corridor from GA-400 and residential areas to the east, improving the transportation infrastructure to support walking, biking, driving and public transportation, and continuing to promote new development that enhances the mixed-use development trend in the area.

Haynes Bridge Road Corridor

The Haynes Bridge Road Corridor is a major north-south route in Alpharetta connecting Downtown Alpharetta and residential development in south Alpharetta, Roswell and Johns Creek to GA-400. Through Alpharetta, the majority of the corridor is defined by a mix of commercial and higher density residential. At the northern end of the corridor, Haynes Bridge Road dead-ends into Downtown Alpharetta. At the southern end of the corridor in Alpharetta, Haynes Bridge Road is lined by residential subdivisions. Because of the access that Haynes Bridge Road provides to major destination such as North Point Mall, GA-400 and Downtown Alpharetta, the corridor will continue to be an attractive location for commercial and higher density residential development. Additionally, because the corridor has less traffic demand than other major routes in Alpharetta, it is an attractive bicycle and pedestrian route to connect residential areas east of GA-400 and the Big Creek Greenway to Downtown Alpharetta.



The south end of the North Point Parkway Corridor is anchored by the North Point Mall.



The Haynes Bridge Road Corridor is an emerging corridor with a mix of commercial and residential uses.

Westside Parkway Corridor

Westside Parkway is the major north-south connector west of GA-400. The corridor runs from Holcomb Bridge Road (just outside of Alpharetta) in the south to Cumming Highway/GA-9, which is just north of Alpharetta. Through Alpharetta, Westside Parkway connects with Mansell Road, Haynes Bridge Road, Old Milton Parkway, Webb Bridge Road and Windward Parkway. From Mansell Road to Old Milton Parkway, development along Westside Parkway is a mix of corporate offices, light industrial, warehouses and retail businesses. From Old Milton Parkway to Windward Parkway, development along the Parkway is mix of commercial and higher density residential development in close proximity. As Alpharetta continues to grow, the Westside Parkway will be an attractive location for more mixed use development that puts jobs, entertainment and higher density residential in close proximity. Additionally, there are several large, undeveloped tracks of land between Westside Parkway and GA-400 with potential for new higher intensity development.



The Westside Parkway Corridor is experiencing but new development, such as these residential townhomes.

Alpharetta Highway Corridor

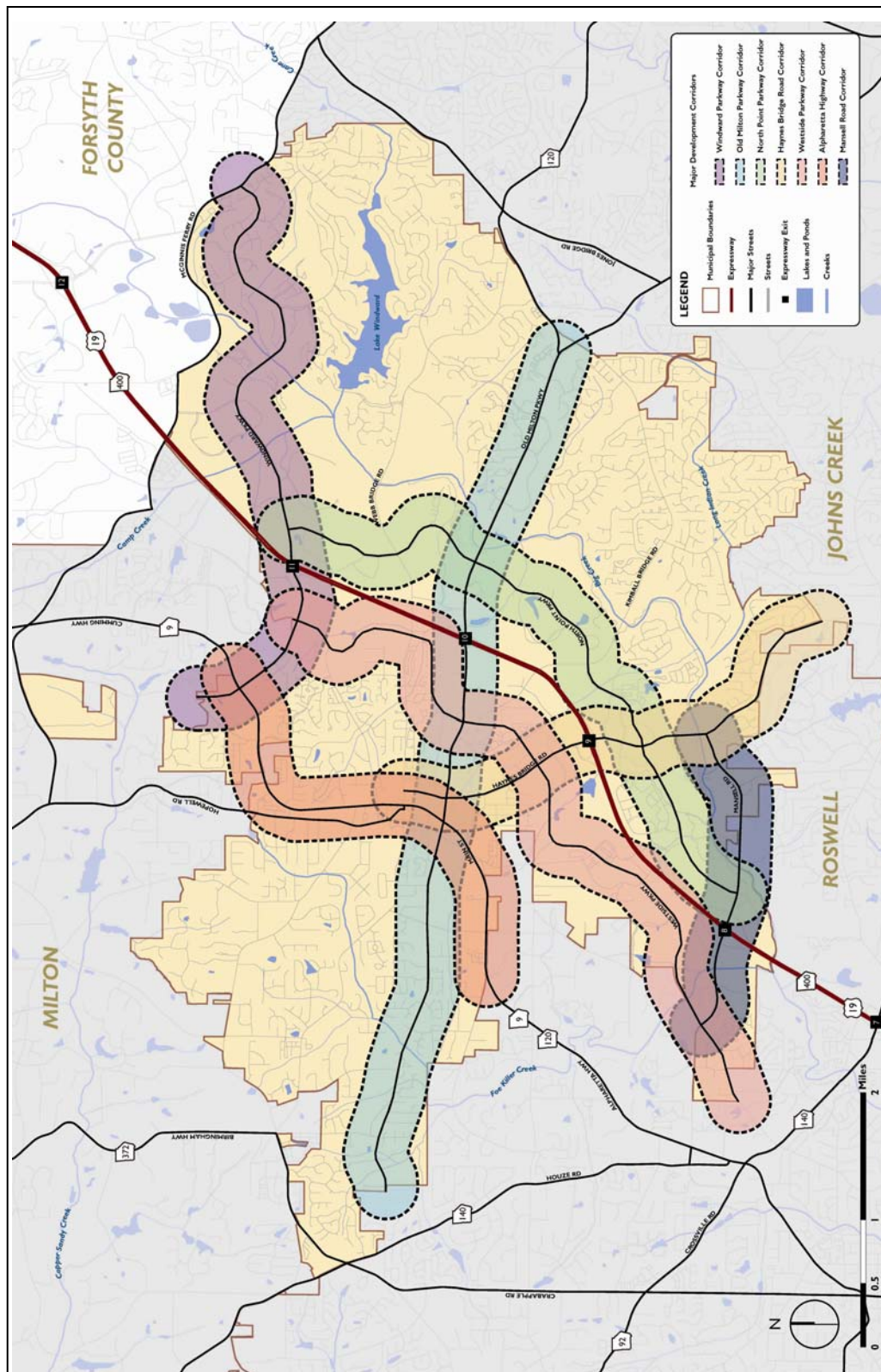
The Alpharetta Highway Corridor is the oldest commercial corridor in Alpharetta. Alpharetta Highway runs through Downtown Alpharetta and is the primary route connecting Cumming, Alpharetta, and Roswell. Development along the corridor is primarily a mix of commercial and civic uses. However, the character changes depending on which stretch of the corridor one is on. Along the southern edge of Alpharetta to Downtown Alpharetta, development is defined by auto-oriented strip commercial shopping centers. Through Downtown Alpharetta, development is reflective of a traditional town center. North of Downtown Alpharetta, development is defined by small-scale commercial with many of the businesses occupying converted single-family houses. Around the corridor's intersection with Windward Parkway, development transitions back to auto-oriented strip commercial developments.



Many of the residential buildings along the Alpharetta Highway Corridor north of Downtown Alpharetta have converted to commercial and office uses.

The corridor has been negatively impacted by the newer commercial development that has taken place along the GA-400 corridor. To encourage new investment along Alpharetta Highway, transportation enhancements as well as development incentives will need to be pursued. Because of the corridor's proximity residential areas and its smaller-scale, it is an attractive corridor for retail, entertainment, and office uses that can serve the adjacent neighborhoods. Additionally, the corridor is an attractive location for medium density residential development, such as townhomes, that can provide new housing options in Alpharetta beyond the single-family home and large apartment complexes.

Map 3 Areas Requiring Special Attention: Major Development Corridors



Opportunity Investment Areas

Alpharetta's opportunity investment areas requiring special attention during the planning process are shown in Map 4. Several have been identified as priority areas for infrastructure and development investment. New investment is needed in these areas because they are in need of revitalization, revitalization/enhancement or because they are locations that have been identified as having capacity to absorb significant new development as the North Fulton area continues to grow. Below is a brief summary of each of the following areas and the issues and opportunities associated with each:

- North Point Activity Center LCI Area
- Alpharetta Highway Corridor
- Downtown Alpharetta Master Plan Area
- North Fulton Community Improvement District Area

North Point Activity Center Livable Centers Initiative (LCI) Area

The area around North Point Mall has been identified as an activity center with the potential to transition from an auto-oriented retail destination to a mixed-use activity center that supports a range of transportation options. In 2007, ARC awarded Alpharetta a Livable Centers Initiative grant to fund a planning study for the North Point Mall area. The study area generally covers the area from Mansell Road to Haynes Bridge Road and Big Creek to the Roswell-Alpharetta boarder west of GA-400.

The LCI study outlined several goals and strategies for the area including promotion of multi-story mixed use development, creating new publicly-accessible open spaces, enhancing pedestrian and bicycle connectivity, creating a new transit stop in the area to enhance regional connectivity and reduce traffic congestion, and improving transportation connectivity across GA-400 for all modes of transportation. The LCI designation brings with it eligibility for transportation enhancement funds needed to implement many of the goals described in the study. The North Point area is an attractive area for transportation investments and new mixed-use development due to both access to special transportation funds and because the area is identified as a potential location for a new MARTA transit station.

Alpharetta Highway Corridor

The Alpharetta Highway Corridor is the oldest commercial corridor in Alpharetta and is in need of enhancements to improve its character and competitiveness. As other commercial corridors in Alpharetta continue to grow and develop due to strong market demand, the City will need to adopt targeted policies and programs to maintain this corridors' commercial competitiveness. Transportation improvements, such as streetscape projects and bicycle and pedestrian projects, can help connect the surrounding



The vision for the future of the North Point Activity Center LCI study area is a transit-oriented and mixed use center.



Infill development and transportation enhancements are needed along the Alpharetta Highway Corridor to improve the area's image and competitiveness to attract quality development.

residential areas to the retail and commercial businesses along Alpharetta Highway. Additionally, promoting new mixed use and residential development along the corridor can help improve the character of the area if new development is of high quality and good design. One competitive advantage of the corridor over other major commercial corridors in Alpharetta is its scale. Because the roadway and adjacent development have developed at a smaller scale, the corridor can make an easier transition to a walkable and bikable corridor.

Downtown Alpharetta Master Plan Area

Downtown Alpharetta has been identified as an important investment opportunity and the City has taken several steps to support Downtown improvements. In 2003, the City adopted the *Downtown Master Plan* and in 2008 adopted the *Downtown Circulation Study* to identify transportation improvements. Additionally, the City adopted incentive zoning for the area intended to implement the *Downtown Master Plan* and encourage new development. The City has invested significant time and funds into developing a long-term vision and continued public and private investment will be needed to ensure the realization of its goals.

North Fulton Community Improvement District (CID) Area

The North Fulton CID was developed in 2003 to maintain and enhance the quality of life and economic competitiveness of North Fulton. Primarily covering the GA-400 corridor through Roswell and Alpharetta, the CID's mission is guide planning efforts and transportation improvements within its boundaries. The CID is a self-taxing district that uses the funds raised to compete for transportation funding and leverage the transportation investments to spur new economic growth in the area. Because the CID has developed a long-term strategy for the district, the GA-400 corridor will continue to be priority investment area for new growth. North Fulton CID produced *Blueprint North Fulton*, which included the *North Point Activity Center LCI Study* area as well as other interchange areas and property near GA-400.

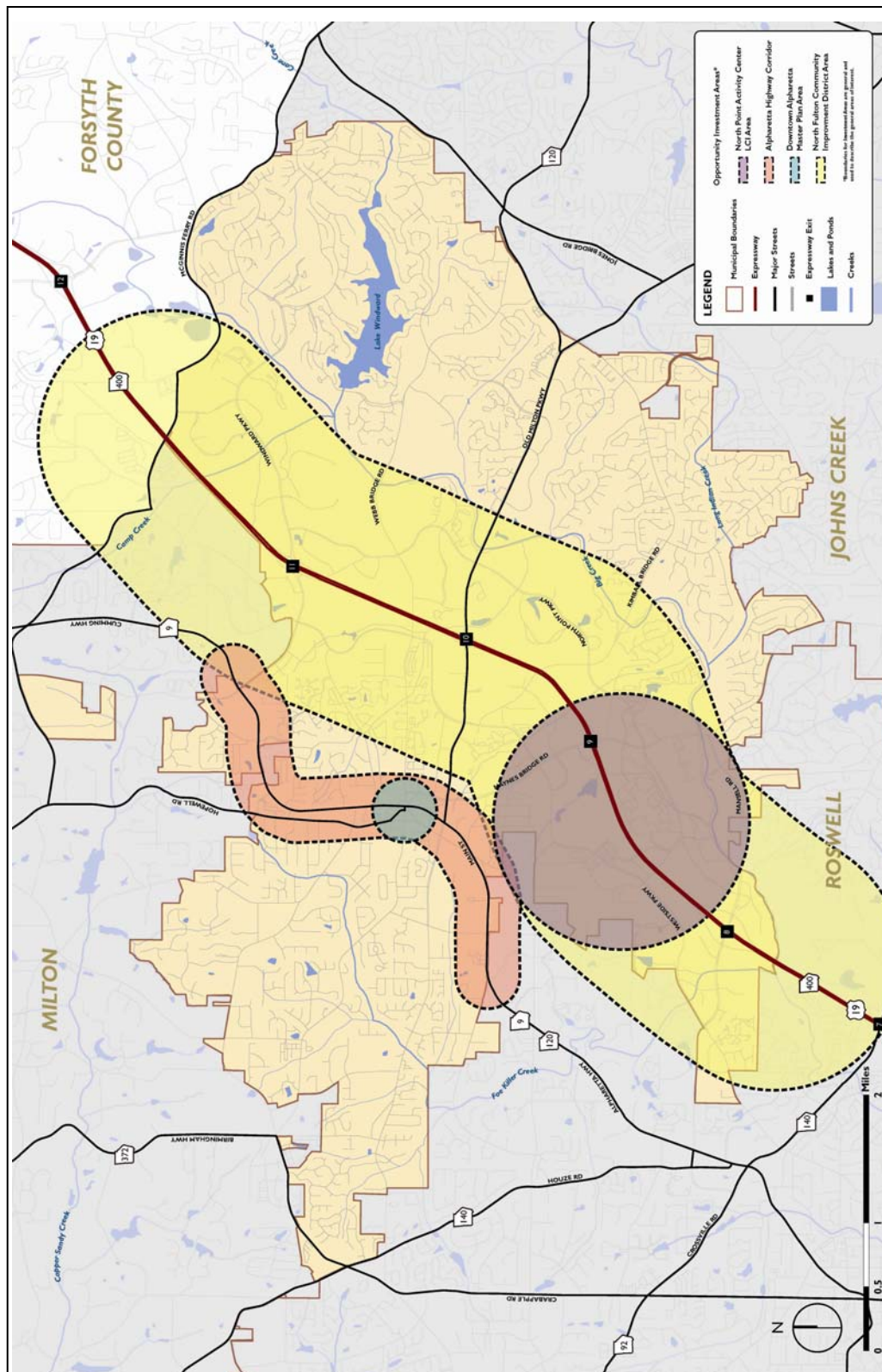


Significant planning efforts have been completed to encourage new development in Downtown Alpharetta.



Transportation improvements are a key strategy to improve the quality of life and economic competitiveness for the North Fulton CID.

Map 4 Areas Requiring Special Attention: Opportunity Investment Areas



Infill Opportunities

Alpharetta's development infill opportunities that are here described as areas requiring special attention are shown in Map 5. Infill opportunities include areas where there are a significant number of vacant or undeveloped parcels or where large residential parcels are likely to transition to more dense residential development. In Alpharetta, there are three primary infill opportunity areas:

- Downtown Alpharetta,
- GA-400 corridor
- Northwest Alpharetta

Downtown Alpharetta Infill Opportunities

The Downtown area has been targeted as the city's civic and cultural center. Additionally, there is a desire to grow the Downtown with new mixed-use development. These goals are supported by the Downtown Master Plan, Incentive Zoning, and Downtown Circulation Plan that have been adopted by the City. The City has put extensive planning effort into improving the economic competitiveness of Downtown, and because of this the area is an attractive location for new infill projects.

Georgia 400 Corridor

Along the GA-400 corridor there are a significant number of vacant or undeveloped parcels. Many of these parcels are relatively large tracts of land. These conditions can allow the corridor to absorb new growth and development. The corridor has already developed as a major job and retail center. While this is the case, the GA-400 corridor is not built out and has many infill opportunities for businesses and residential development.

Northwest Alpharetta Residential Infill Opportunities

The Northwest portion of Alpharetta includes by residential subdivisions and single-family homes. While the area is largely built out, there are a significant number of undeveloped parcels and large lot residential estates. Developers may view these larger lots and undeveloped properties as attractive locations for new, or infill, residential development, especially as demand continues for residential development in North Fulton.



Several properties in Downtown Alpharetta are underdeveloped and are ideal locations for new mixed-use development.

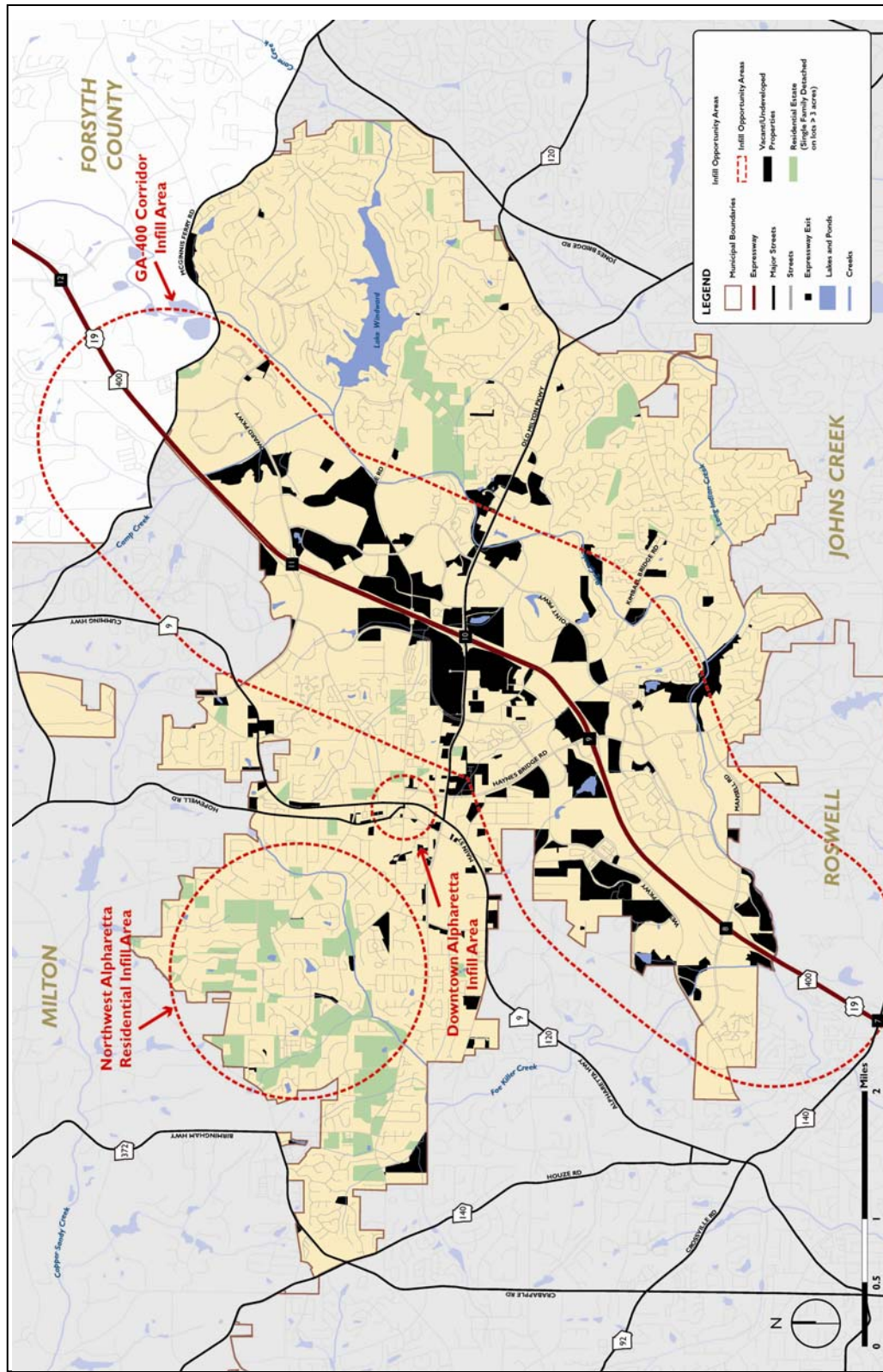


Large, undeveloped properties are still located along the GA-400 corridor and represent opportunities for new business and residential development.



The remaining vacant and residential estate properties in Northwest Alpharetta are potential locations for infill development.

Map 5 Areas Requiring Special Attention: Infill Opportunities



RECOMMENDED CHARACTER AREAS

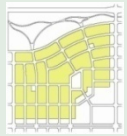
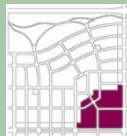
Character area-based planning focuses on the way an area looks and how it functions. Tailored strategies are applied to each area, with the goal of enhancing the existing character/function or promoting a desired character for the future. This technique helps to guide future development using policies and implementation strategies that support the desired character of an area. Applying development strategies to character areas in Alpharetta can preserve existing areas from future development, where appropriate (e.g. sensitive environmental features like wetlands), or help other areas to function better and become more attractive (e.g. urban areas in need of new investment and redevelopment).

The Recommended Character Areas shown in the *Community Assessment* represent a starting point in the discussion to create the Future Development Map that will be a key component of the *Community Agenda*. General areas shown in the *Community Assessment* Recommended Character Area map will be refined through community participation and continued planning analysis. Boundaries, descriptions and vision statements for the future of these areas will be developed during the community visioning process and the development of the *Community Agenda*.

The *Community Elements* describe unique development patterns and character elements in the City. For example, the development pattern for a neighborhood is different than that of a major transportation corridor. For this reason, the *Community Elements* to help describe in greater detail the form and function of different areas in the community. The *Community Elements* are described below in Table 3.



Table 5 Summary of Community Elements

Community Element	Diagram	Summary
Open Space		• Ranges from woodlands and floodplains in natural areas to parks and squares in urban areas • Creates areas that preserve natural features and functions, and provides places for the community to connect with nature or play
Corridor		• Primary link between neighborhoods and communities • Functions as either a thoroughway or a destination, depending on uses along corridor
Neighborhood		• Primary area of residence for most of community • Provides diversity of housing • Locates housing in proximity to corridors, centers and open space
Activity Center		• General gathering places within neighborhoods or at the edge of neighborhoods • Characterized by access to full range of retail and commercial services and civic uses • Typically represents highest level of activity within the community

The Recommended Character Areas Map represents the first step in the development of the final character-based future development recommendations for the *Community Agenda*. The Recommended Character Areas map and associated character area descriptions will be refined during the community participation process, with the final character-based recommendations providing detailed descriptions of the type, scale, design and intensity of development that is appropriate in each character area. The recommended character areas are summarized below and presented in Map 6.

Open Space/Natural Areas

Recreation/Conservation

The Recreation/Conservation character area represents passive open space in the form of natural areas, and active open space in the form of city parks. The conservation areas are primarily associated with the natural land within the 100 year floodplain. These sensitive environmental areas require special protection to preserve their natural function. The city parks support a healthy life-style and provide a place to play and socialize with others in the community.



Preserving natural resources, such as creeks and floodplains, will be important as Alpharetta continues to grow.

Corridors

Mansell Road Corridor

The Mansell Road Corridor is one of the gateways to Alpharetta. When driving to Alpharetta from the south on GA-400, Mansell Road is the first entry point to the city. West of GA-400, development is a mix of strip commercial development, automotive dealers and some residential developments. East of GA-400, there is some commercial development but development is also restricted by Big Creek's floodplain. Because Mansell Road will continue to be a major gateway to the city, emphasis on transportation improvements and mixed use development will likely be important.



The Mansell Road Corridor will continue to be a gateway to Alpharetta.

Old Milton Parkway Corridor

Old Milton Parkway Corridor stretches from Kimball Bridge Road to Downtown Alpharetta. As the major east-west route in Alpharetta, Old Milton Parkway connects to many important transportation routes including Northside Parkway, GA-400, Westside Parkway, Haynes Bridge Road, and Main Street/GA-9. The corridor is fully developed from its eastern edge to GA-400 with a mix of commercial, residential and public/institutional uses. From GA-400 to Downtown, the corridor is transitioning from an undeveloped and small-scale commercial corridor to a more prominent regional destination. Future development along this corridor could include a mix of more intense residential, commercial and civic uses. Transportation improvements along the corridor could include vehicular, pedestrian, bicycle and public transit improvements that are supportive of mixed use development.



Old Milton Parkway Corridor will continue to grow as both an important transportation route and destination.

North Main Street Corridor

The North Main Street Corridor is a corridor in transition. Traveling north from Downtown Alpharetta, development is a mix of residential-to-commercial conversions and new, neighborhood commercial development. The scale of development along the majority of the corridor is small in comparison to commercial development closer to GA-400. At the north end of the corridor, development is defined by larger-scale strip commercial development. Future development along this corridor could be in the form of neighborhood commercial and high density residential development.

South Main Street Corridor

The South Main Street Corridor is the oldest commercial corridor in Alpharetta and is in need of enhancement. The corridor has struggled to maintain its competitiveness with other commercial areas in North Fulton. This corridor is a good candidate for mixed use infill development such as townhomes, apartments, retail businesses and civic uses such as churches. Because the scale of development is smaller than other regional commercial corridors, this corridor has the opportunity to transform in to a unique and walkable mixed use corridor.

Neighborhoods

Central Neighborhood

As one of the first generation suburban neighborhoods of Alpharetta, Central Neighborhood is an established residential area. With Alpharetta's continued growth, this area is transitioning from single-family subdivisions to higher density development. Because the neighborhood is bound on all sides by commercial development and major transportation corridors, it can accommodate higher density residential development. With convenient access to GA-400 and Alpharetta's major roadways, the area will continue to be an attractive place to live.

Windward Neighborhood

The majority of Windward Neighborhood is part of a large planned development. The development is defined by single-family subdivisions, many of which are built around the Golf Club of Georgia and Lake Windward. Because the Windward Neighborhood is comprised of established residential subdivisions, future planning efforts will largely be focused on maintenance and enhancement.



Accommodating new development while preserving the small-scale character of the North Main Street Corridor could be accomplished with new, compact residential development.



Transportation enhancements along the South Main Street Corridor could support new development while making it more walkable by adding wider sidewalks, more pronounced cross walks, on-street parking, street trees, a tree-lined and landscaped median and buildings built to the edge of the sidewalk, as shown in this example photo.



Maintaining single-family subdivisions will be a primary strategy for the Windward Neighborhood.

Kimball Ridge Neighborhood

The Kimball Ridge Neighborhood includes the residential development between Old Milton Parkway, Big Creek and Haynes Bridge Road. Development in this neighborhood is exclusively residential, with single-family subdivisions and a few apartments adjacent to Big Creek. The future development strategy for Kimball Ridge will likely be similar to Windward Neighborhood – preserve and maintain the established residential subdivisions.

Old Milton Neighborhood

The Old Milton Neighborhood is bounded by Big Creek, Old Milton Parkway, Kimball Bridge Road, and Webb Bridge Road. The neighborhood includes a mix of single-family subdivisions, higher density residential developments, schools and small-scale commercial uses at its eastern edge. With a mix of complimentary neighborhood uses, the Old Milton neighborhood could accommodate higher density, walkable development while also preserving and enhancing the established residential areas.

Northwest Neighborhood

The Northwest Neighborhood covers the majority of northwest Alpharetta and incorporates the residential areas west of Main Street/GA-9. Residential development is almost exclusively single-family subdivisions with the exception of some higher density developments along major roads and some remaining residential estate properties. The neighborhood is largely built out, and future development will require residential estate and vacant properties to convert to single-family developments. Future planning efforts should focus on maintaining and enhancing the established neighborhoods and, where appropriate, encouraging residential infill.

Activity Centers

Windward Activity Center

The Windward Activity Center incorporates the majority of the North Fulton CID's *Windward Parkway Concept* area. Prior planning efforts have identified several mixed use development along Windward Parkway. To date, development opportunities along the parkway include a mix of strip commercial shopping centers, corporate office parks, and manufacturing and warehouse uses. While the area is largely built out, there are several large, undeveloped areas that present opportunities for mixed use developments.



The Windward Activity Center is envisioned to include new mixed used development.



The established vision for the North Point Activity Center is to redevelop into an area that is walkable, bikable and is served by a new MARTA transit station.



New mixed use development typical of a traditional town center is desired in the Downtown Activity Center.

North Point Activity Center

The North Point Activity Center was the focus of a Livable Centers Initiative (LCI) planning study. The redevelopment concept for the North Point Mall area includes the long-term intent to create transit-oriented development surrounding a new MARTA transit station. Future planning and development in this area will be focused on creating a walkable, mixed use destination. Transportation changes will focus on making walking, biking and public transit use more convenient.

Downtown Activity Center

Downtown Alpharetta Activity Center has grown and changed over Alpharetta's history – transitioning from Alpharetta's true economic center to one of many mixed use nodes. Recent planning efforts in Downtown have focused on revitalization needed to re-establish the area as Alpharetta's true city center. Transportation improvements have been planned and development incentives adopted to encourage new investment in Downtown. According to the master plan, future development will include higher density mixed use and residential components.

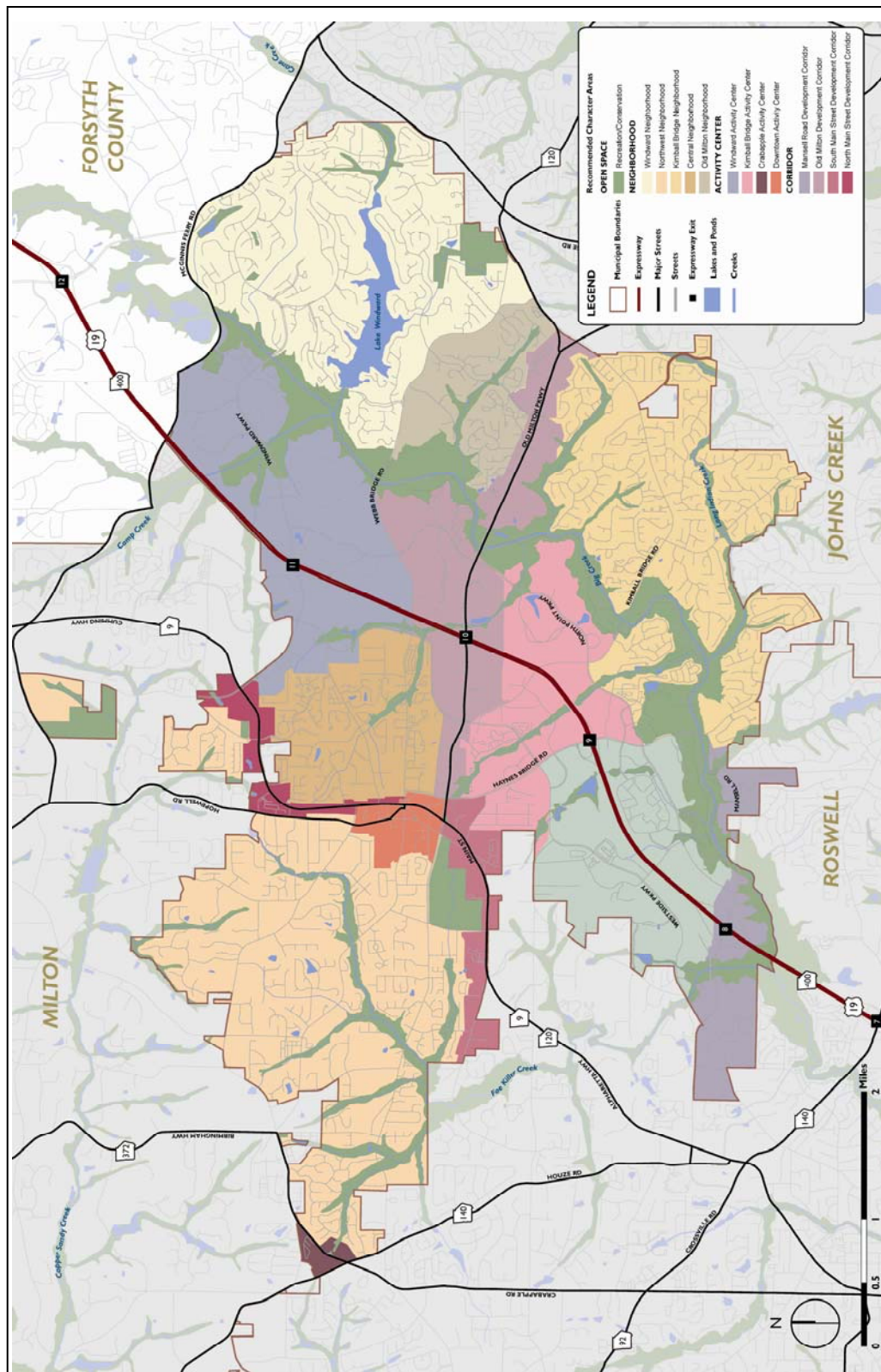
Crabapple Activity Center

The Crabapple Activity Center is a small commercial center at the western edge of Alpharetta. The activity center sits at the cross-roads of GA-140, GA-372 and the cities of Roswell, Milton and Alpharetta. The area has historically been a commercial services destination for many in North Fulton. Future planning and development efforts will likely include maintenance and enhancement elements to ensure the area continues to serve the immediate residential areas.



Strategies for the Crabapple Activity Center include preserving the existing commercial development and creating opportunities for new infill commercial projects, such as shown here near the Lindbergh MARTA Station in Buckhead.

Map 6 Alpharetta Recommended Character Areas



ANALYSIS OF CONSISTENCY WITH QUALITY COMMUNITY OBJECTIVES

Evaluation of the community's current policies, activities and development patterns for consistency with the Quality Community Objectives established by DCA

This chapter presents an evaluation of the community's current policies, activities, and development patterns for consistency with DCA's Quality Community Objectives (QCO) contained in the State Planning Goals and Objectives. The QCO analysis (see Table 4) evaluates local government progress toward reaching these objectives. It consists of a series of questions associated with each objective. The "Y" represents an answer of "yes," while the "N" means an answer of "no." Additional notes that provide information are included in the comments column for some of the questions.

Table 6 Quality Community Objectives Analysis

Traditional Neighborhoods		
Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.		
Question	YES/NO	Comments
1. If we have a zoning code, it does not separate commercial, residential and retail uses in every district.	Yes	MU and CUP allow for mix of commercial, residential and retail.
2. We have ordinances in place that allow neo-traditional development "by right" so that developers do not have to go through a long variance process.	Yes	Developers can build TNDs with CUP and MU without variances. Both require approval of a master plan.
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	Yes	UDC Sec. 3.2 governs overall tree protection. Downtown Incentive Zoning Package includes specific street tree planting requirements for the downtown area. Design Review Board (DRB) Ordinance and Design Guidelines provide specific tree planting requirements for the city's "corridors of influence" (defined in the ordinance as Westside Parkway, Old Milton Parkway, Haynes Bridge Road, and Mansell Rd.).
4. We have an organized tree-planting campaign in public areas that will make walking more comfortable in the summer.	Yes	Sustainable Community Forestry Program in place; city is a Tree city USA; Tree Commission works with the City Arborist to plan and manage the city's urban forest.
5. We have a program to keep our public areas (commercial, retail districts, parks) clean and safe.	Yes	Sanitation division of Public Works provides effective community cleanliness services.
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	Yes	Engineering/Public Works Dept. maintains sidewalks and associated vegetation within the ROW.
7. In some areas several errands can be made on foot.	Yes	Downtown provides for multiple errands on foot. Sidewalks are located throughout the city connecting neighborhoods to parks and other civic uses. However, connections to commercial areas could be improved.

Question	YES/NO	Comments
8. Some of our children can and do walk to school safely.	Yes	Sidewalks are provided near schools. Data not available regarding actual number of children who walk to school.
9. Some of our children can and do bike to school safely.	Yes	Bicycle infrastructure is limited, but growing. Data not available regarding actual number of children who bike to school.
10. Schools are located in or near neighborhoods.	Yes	Schools are located near neighborhoods.

Infill Development

Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Question	YES/NO	Comments
1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	Yes	Primarily for undeveloped commercial, office, industrial and warehousing space (economic development), but not for housing within existing neighborhoods
2. Our community is actively working to promote Brownfield redevelopment.	No	Brownfields have not been identified within the city.
3. Our community is actively working to promote greyfield redevelopment.	Yes	North Point Activity Center LCI Study included focus on converting some existing parking and single-story, single-use shop areas into mixed use. In addition, the City uses retail space in an underperforming shopping center for the Community Development Department. The City will need continued focus more on greyfield redevelopment, especially since annexation is not longer an option for economic growth.
4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road).	Yes	Plans that have established specific development nodes include <i>2025 Comprehensive Plan</i> , <i>Downtown Master Plan</i> , <i>North Point Activity Center LCI</i> , <i>Blueprint North Fulton</i> , etc.
5. Our community allows small lot development (5,000 square feet or less) for some uses.	Yes	C-2 and OSR each have no lot size requirement. R-8A , R-10A , MU , CUP , and PSC have no lot size requirement for lots within the overall development, but have a minimum overall development lot size of greater than 5,000 sq. ft. Lot sizes are not smaller or larger based on use within any of the UDC zoning districts.

Sense of Place

Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Question	YES/NO	Comments
1. If someone dropped from the sky into our community, he or she would know immediately where he or she was, based on our distinct characteristics.	Yes	Distinctive areas include the North Point Mall activity center, Downtown Alpharetta, Big Creek Greenway, Windward.
2. We have delineated the areas of our community that are important to our history and heritage, and have taken steps to protect those areas.	Yes & No	While no historic districts have been established (National Register or locally-designated via Historic Preservation Ordinance), the City protects the historic character of Downtown Alpharetta with design guidelines and Downtown Incentive Zoning with DRB reviews of all development plans.
3. We have ordinances to regulate the aesthetics of development in our highly visible areas.	Yes	DRB reviews all development plans to ensure Design Guidelines are followed potentially to promote aesthetics. Corridors of Influence and Downtown Alpharetta have been specifically called out to ensure quality design in these areas.
4. We have ordinances to regulate the size and type of signage in our community.	Yes	Our sign ordinance limits size and type of signage and promotes monument size off premise signs thereby reducing roadside clutter.
5. We offer a development guidebook that illustrates the type of new development we want in our community.	Yes	DRB Design Guidelines

Question	YES/NO	Comments
6. If applicable, our community has a plan to protect designated farmland.	N/A	However, the northwest area of the city is characterized by rural density that is protected with the Future Land Use map and current zoning.

Transportation Alternatives

Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Question	YES/NO	Comments
1. We have public transportation in our community.	Yes	MARTA operates 3 bus routes within the city. Each links to the North Springs MARTA rail station in Sandy Springs. GRTA operates 1 stagecoach bus route (along GA-400) within the city connecting to Downtown Atlanta. However, the GRTA bus does not actually make stops in Alpharetta.
2. We require that new development connects with existing development through a street network, not a single entry/exit.	Yes & No	Developments must provide more than one entrance. However, they are not required to connect to adjacent neighborhood streets.
3. We have a good network of sidewalks to allow people to walk to a variety of destinations.	Yes	Sidewalks are prevalent in Downtown and in new developments. However, sidewalks are lacking some of the older suburban neighborhoods. Safe quality sidewalks are lacking along older commercial corridors where existing sidewalks are narrow and placed close to automobile traffic
4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	Yes	Sidewalks are required on both sides of the street for all new development.
5. We require that newly built sidewalks connect to existing sidewalks wherever possible.	Yes	
6. We have a plan for bicycle routes through our community.	Yes	Regional bike plan and Big Creek Greenway (see Map 15 in the Appendix: Analysis of Supporting Data).
7. We allow commercial and retail development to share parking areas wherever possible.	Yes	Downtown incentive zoning.

Regional Identity:

Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Question	YES/NO	Comments
1. Our community is characteristic of the region in terms of architectural styles and heritage.	Yes/No	Alpharetta's history differs from many other cities in the region since it grew along GA-400 rather than along a historic railroad. No railroads pass through the city. However, its rate of suburbanization is comparable with many other suburbs in the northern part of the region.
2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.	No	While the city was historically a trading post and based on agricultural production in surrounding areas, the current economy is based heavily in service related industry.
3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal, etc.).	No	There's currently no specific program, but the Economic Development Plan (currently underway) could address this).
4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	Yes	
5. Our community promotes tourism opportunities based on the unique characteristics of our region.	Yes	Alpharetta Convention and Visitor's Bureau
6. Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment and education.	Yes	Verizon Wireless Amphitheater at Encore Park, Big Creek Greenway, North Point Mall, college satellite campuses, many corporate offices and business centers for professional employment.

Heritage Preservation

The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

Question	YES/NO	Comments
1. We have designated historic districts in our community.	Yes & No	No locally-designated historic districts within the city. However, downtown is protected via the city's Downtown Incentive Zoning and DRB Design Guidelines.
2. We have an active historic preservation commission.	No	DRB is not established as a Historic Preservation Commission.
3. We want new development to complement our historic development; ordinances are in place to ensure this.	Yes	City has adopted incentive-based zoning that promotes compatible design for Downtown.

Open Space Preservation

New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

Question	YES/NO	Comments
1. Our community is actively preserving greenspace, either through direct purchase or by encouraging set-asides in new development.	Yes	Recreation Master Plan and Greenways Plan encourage set-asides in many of the zoning districts. The City has purchased property for the Big Creek Greenway and other parks.
2. We have a local land conservation program, or we work with state or national land conservation programs, to preserve environmentally important areas.	Yes	Variety of conservation entities associated with Big Creek Greenway.
3. We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.	Yes	Conservation subdivision development standards are located in UDC Sec. 3.3.11

Environmental Protection

Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Question	YES/NO	Comments
1. Our community has a comprehensive natural resources inventory.	Yes	GIS database includes environmental layers, and inventory has been included in previous comprehensive plans.
2. We use this resource inventory to steer development away from environmentally sensitive areas.	Yes	Included in review of development requests. This includes Floodplain (UDC Sec. 3.4), Stormwater Management (UDC Sec. 3.3), Erosion and Sediment Control (UDC Sec. 3.1.1), Stream Buffer (UDC Sec. 3.3.6).
3. We have identified our defining natural resources and taken steps to protect them.	Yes	Buffer ordinance, construction of Big Creek Greenway, Tree Protection Ordinance (UDC Sec. 3.2).
4. Our community has adopted and enforces the applicable "Part V" environmental ordinances	Yes	Water Supply Watershed (UDC Sec. 3.3.12); Groundwater Recharge (UDC Sec. 3.3.13); Wetlands (UDC Sec. 3.3.7).
5. Our community has a tree preservation ordinance which is actively enforced.	Yes	Tree Preservation Ordinance (UDC Sec. 3.2)
6. We have a tree-replanting ordinance for new development.	Yes	Tree Preservation Ordinance (UDC Sec. 3.2), in addition to tree planting requirements within DRB Design Guidelines.
7. We are using stormwater best management practices for all new development.	Yes	Described in Article 3 of the UDC.
8. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.).	Yes	Floodplain Protection, Other regulations cited within this section (above).

Growth Preparedness

Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Question	YES/NO	Comments
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.	Yes	City maintains estimates for existing population and for future population and uses these for long-range planning across the board.
2. Our local governments, local school board, and other decision-makers use the same population projections.	No	
3. Our elected officials understand the land-development process in our community.	Yes	Elected officials receive training and are very involved and have qualified, professional staff.
4. We have reviewed our development regulations and/or zoning code recently, and believe that our ordinances will help us achieve our QCO goals.	Yes	Reviewed in association with comprehensive plan Community Assessment.
5. We have a CIP that supports current and future growth.	Yes	Capital Improvement Element of the 2025 Comprehensive Plan
6. We have designated areas of our community where we would like to see growth, and these areas are based on a natural resources inventory of our community.	Yes	Future Land Use Plan from 2025 Comprehensive Plan and other studies prepared since 2005.
7. We have clearly understandable guidelines for new development.	Yes	
8. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	Yes	Website, Planning Commission, DRB, City Council, etc. public meetings.
9. We have procedures in place that make it easy for the public to stay informed about land use issues, zoning decisions, and proposed new development.	Yes	Website, Planning Commission, DRB, City Council, etc. public meetings.
10. We have a public-awareness element in our comprehensive planning process.	Yes	Community Participation Program.

Appropriate Businesses

The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Question	YES/NO	Comments
1. Our economic development organization has considered our community's strengths, assets and weaknesses, and has created a business development strategy based on them.	Yes	Community Development Department's Economic Development Division is currently preparing and Economic Development Plan
2. Our economic development organization has considered the types of businesses we have, and has a plan to recruit compatible businesses and/or industries.	Yes	Community Development Department's Economic Development Division is currently preparing and Economic Development Plan
3. We recruit firms that provide or create sustainable products.	Yes	City and Fulton County level emphasis on sustainable industries.
4. We have a diverse jobs base, so that one employer leaving would not cripple our economy.	Yes	Strong economic base that includes retail, services, corporate management, professional, and industrial.

Employment Options

A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Question	YES/NO	Comments
1. Our economic development program has an entrepreneur support program.	Yes	Described on website www.alpharetta.ga.us (Economic Development Division).
2. Our community has jobs for skilled labor.	Yes	
3. Our community has jobs for unskilled labor.	Yes	Primarily via retail and domestic services.
4. Our community has professional and managerial jobs.	Yes	

Housing Choices

Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

Question	YES/NO	Comments
1. Our community allows accessory units like garage apartments or mother-in-law units.	No	
2. People who work in our community can also afford to live in the community.	Yes & No	Many who work in the city cannot afford to live in the city. However, many can, as well (see Chapters 3 and 4 of the Appendix: Analysis of Supporting Data).
3. Our community has enough housing for each income level (low, moderate and above-average).		
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and maintaining small setbacks.	Yes	Where appropriate and specifically for areas surrounding Downtown.
5. We have options available for loft living, downtown living, or “neo-traditional” development.	Yes	Although currently few options are available. The <i>Downtown Master Plan</i> encourages this type of housing in Downtown. The <i>North Point Activity Center LCI</i> also encourages this housing type for that area.
6. We have vacant and developable land available for multifamily housing.	Yes	Especially in the vicinity of GA-400.
7. We allow multifamily housing development.	Yes	R-10A and MU
8. We support community development corporations that build housing for lower-income households.	Yes	North Central Georgia Habitat for Humanity
9. We have housing programs that focus on households with special needs.	No	Fulton County provides these services.
10. We allow small houses built on small lots (less than 5,000 square feet) in appropriate areas.	Yes/No	CUP and MU all homes on lots smaller than 1,000, however both require a minimum square footage for dwelling space.

Educational Opportunities

Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Question	YES/NO	Comments
1. Our community provides workforce training options for its citizens.	Yes	City promotes state and federal training assistance programs associated with corporate location and expansion incentives.
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.	Yes	City promotes and encourages use of state and federal workforce development programs.
3. Our community has higher education opportunities, or is close to a community that does.	Yes	Georgia State University, Reinhardt College and DeVry University each have Alpharetta campuses. Dozens of institutions of higher learning are also easily accessible within the region.
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	Yes	Opportunities in the wide range of industries that are in Alpharetta economy.

Regional Solutions

Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Question	YES/NO	Comments
1. We participate in regional economic development organizations.	Yes	North Fulton Chamber of Commerce
2. We participate in regional environmental organizations and initiatives, especially regarding water quality and quantity issues.	Yes	Participating member of the Metropolitan North Georgia Water Planning District

Question	YES/NO	Comments
3. We work with other local governments to provide or share appropriate services (e.g. such as transit, libraries, special education, tourism, parks and recreation, emergency response, E-911, homeland security, etc.)	Yes	MARTA (transit via Fulton County sales tax), Fulton County (libraries, education)
4. Our community thinks regionally, especially in terms of land use, transportation and housing, understanding that these go beyond local government borders.	Yes	For example, currently working with North Fulton municipalities on the <i>North Fulton Comprehensive Transportation Plan</i>
Regional Cooperation		
Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.		
Question	YES/NO	Comments
1. We plan jointly with our cities and county for comprehensive planning purposes.	Yes	Comprehensive Plans prepared separately. Currently preparing <i>North Fulton Comprehensive Transportation Plan</i> in conjunction with ARC, GDOT, Fulton County, Johns Creek, Milton, Mountain Park, Roswell and Sandy Springs.
2. We are satisfied with our Service Delivery Strategy.	Yes	
3. We initiate contact with other local governments and institutions in our region in order to find solutions to common problems, or to craft region-wide strategies.	Yes	
4. We meet regularly with neighboring jurisdictions to maintain contact, build connections, and discuss issues of regional concern.	Yes	

City of Alpharetta
2030 Comprehensive Plan

Community Assessment Appendix:
Analysis of Supporting Data

Prepared for:

City of Alpharetta
Alpharetta, Georgia

By:



AMEC E&I, Inc.
Atlanta

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INTRODUCTION

Introduction to the Analysis of Supporting Data for the City of Alpharetta, Georgia

The *Analysis of Supporting Data* follows the guidelines of the Rules of Georgia Department of Community Affairs (DCA), Chapter 110-12-1, Standards and Procedures for Local Comprehensive Planning, effective May 1, 2005. This document presents the full collection of analysis and supporting data that provides the backbone of the *Community Assessment*. Maps associated with this document can be found in Appendix A: Atlas of Supportive Maps.

Alpharetta, shown in Map 1: Study Area, covers approximately 27.3 square miles of predominantly suburban landscape and is part of the Atlanta Regional Commission (ARC), as defined by DCA for the purpose of regional planning. The ARC, referred to as the *region* in this report, includes the following 10 counties (inner 10): Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale. ARC also produces and collects data for a larger, 20-county area for air quality purposes. These include the inner 10 counties above plus Barrow, Bartow, Carroll, Coweta, Forsyth, Hall, Newton, Paulding, Spalding and Walton counties (outer 10). Map 2: Regional Context shows Alpharetta in relation to the 20-county ARC air quality area.

The U.S. Census Bureau defines Alpharetta as part of the 28-county Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area, referred to as the *MSA* throughout this report. The MSA includes Barrow, Bartow, Butts, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Haralson, Heard, Henry, Jasper, Lamar, Meriwether, Newton, Paulding, Pickens, Pike, Rockdale, Spalding and Walton.

The federal government defines the Alpharetta area as part of the 18-county Metropolitan Planning Organization, referred to as *MPO* in this report, for regional transportation planning to meet air quality standards and for programming projects to implement the adopted Regional Transportation Plan. The MPO includes Barrow, Bartow, Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Newton, Rockdale, Spalding, and Walton counties.

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POPULATION

Identification of trends and issues in population growth and significant changes in the demographic characteristics of the community

2.1. Total Population

2.1.1. Historic Population

Alpharetta's total population grew significantly over the past 50 years, from 1960 to 2010, as shown in Tables 2-1 and 2-2. Alpharetta experienced population growth during each of these last five decades. Population increases have occurred in recent years thanks to a combination of annexation and development of new housing in previously undeveloped areas. The most dramatic population increase occurred between 1980 and 2000. Since 2000, the population has continued to grow rapidly, however at slower rate compared to the previous two decades.

2.1.2. Population Projections

Alpharetta's population is projected to increase from 57,551 in 2010 to 77,035 in 2030, a 34% increase, as shown in Table 2-3. This represents a 1.47% average annual growth rate over the 20 year period.

2.1.3. Population Growth in Surrounding Areas

As shown in Table 2-4, Alpharetta's 2000 to 2010 growth rate outpaced that of Mountain Park and Roswell as well as the county, MSA and state. While areas within the current boundaries of Johns Creek, Milton, and Sandy Springs also grew during this period, the three municipalities were not incorporated in 2000.

Table 2-1 Historic Population 1960-2010

1960	1970	1980	1990	2000	2010
1,349	2,455	3,000	13,002	34,854	57,551

Source: U.S. Census Bureau: 2000 and 2010; City of Alpharetta

Table 2-2 Historic Population Growth Rates 1960-2010

Calculation	1960-1970	1970-1980	1980-1990	1990-2000	2000-2010
Percent Change	82.0%	22.2%	333.4%	168.1%	65.1%
Ave. Annual Rate of Change	6.2%	2.0%	15.8%	10.4%	5.14%

Source: U.S. Census Bureau: 2000 and 2010; City of Alpharetta

Table 2-3 Population Projections

2010	2015	2020	2025	2030
57,551	62,577	67,494	72,638	77,035

Source: City of Alpharetta Community Development

Table 2-4 Population Growth in Surrounding Areas

Area	Total Population			1990-2000		2000-2010	
	1990	2000	2010	% Change	Ave. Annual Rate	% Change	Ave. Annual Rate
Alpharetta	13,002	34,854	57,551	168.1%	10.4%	65.1%	5.14%
Johns Creek	NA	NA	76,728	NA	NA	NA	NA
Milton	NA	NA	32,661	NA	NA	NA	NA
Mountain Park	554	506	547	-8.7%	-0.9%	8.1%	0.8%
Roswell	47,923	79,334	88,346	65.5%	5.2%	11.4%	1.1%
Sandy Springs	NA	NA	93,853	NA	NA	NA	NA
Fulton County	648,951	816,006	920,581	25.7%	2.3%	12.8%	1.2%
Atlanta Region (10-County Core)	2,513,612	3,429,379	4,107,750	36.4%	3.2%	19.8%	1.8%
Atlanta Region (20-County)	3,040,502	4,228,492	5,260,436	39.1%	3.4%	24.4%	2.2%
Atlanta-Sandy Springs-Marietta MSA	2,833,511	4,247,981	5,268,860	49.9%	4.1%	24.0%	2.2%
State of Georgia	6,478,216	8,186,453	9,687,653	26.4%	2.4%	18.3%	1.7%

Source: U.S. Census Bureau; City of Alpharetta; Atlanta Regional Commission

2.1.4. Household Size

Alpharetta's average household size grew from 2.45 persons per household in 1990 to 2.73 in 2009. As shown in Table 2-5, the city's average household size is projected to remain constant through 2015. The city's 2009 average household size was larger than the county and state, but slightly smaller than the MSA, as shown in Table 2-6. Average household size does not include those living in group quarters. The increasing average household size is inconsistent with both state and national trends. The trend, however, is typical for a growing community that adds young families with children in a larger proportion than it adds childless households.

Table 2-5 Historical and Projected Average Household Size 1990, 2000, 2010 and 2015

1990	2000	2010	2015
2.45	2.5	2.73	2.73

Source: U.S. Census Bureau: 1990 and 2000; ESRI Business Analyst Online

Table 2-6 Average Household Size 2008

Area	2008
Alpharetta	2.74
Fulton County	2.65
MSA	2.77
State of Georgia	2.69

Source: American Community Survey 2008 (2006-2008 three-year estimate)

2.2. Age

2.2.1. Age Distribution

Age distribution affects a variety of needs and services as the city plans for future housing, commercial development, public institutions, and recreational facilities. Table 2-7 shows the historical and projected age distribution for Alpharetta. The school age groups (those 5 to 19 years old) increased significantly since 1990. In doing so, these age groups increased their share of the overall population from 1990 to 2000, but then experienced slight declines in overall share from 2000 to 2010 as other age groups grew more rapidly. Increases for the 0 to 18 years group impact public services aimed at children (e.g. parks and recreation, social services, etc.).

One reason for the reduction in share for the school age groups is the growth of age groups in retirement or nearing retirement. For example, from 2000 to 2010 the 45 to 54 years and 55 to 64 years groups grew by 62.2% and 89.8%, respectively. The 85 years and older group increased by 69.8% between 2000 and 2010. Increases in the 85 years and older group, which follow state and national trends, also impact social services provided for seniors and the health care industry.

Table 2-7 Age Distribution: Historical (1990, 2000, 2010) and Projection (2015)

Age Group	1990		2000		2010		2015		% Change	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	1990-2000	2000-2010
Under 5 years	1,108	8.5%	3,748	12.3%	4,332	8.3%	6,085	8.0%	238.3%	15.6%
5 to 9 years	843	6.5%	3,654	12.0%	4,281	8.2%	6,075	8.0%	333.4%	17.2%
10 to 14 years	708	5.4%	3,183	10.4%	4,266	8.1%	5,869	7.7%	349.6%	34.0%
15 to 19 years	695	5.3%	2,182	7.2%	3,483	6.6%	5,034	6.6%	214.0%	59.6%
20 to 24 years	952	7.3%	1,955	6.4%	2,719	5.2%	4,168	5.5%	105.3%	39.1%
25 to 34 years	3,178	24.4%	7,757	25.4%	7,204	13.7%	11,329	14.9%	144.1%	-7.1%
34 to 44 years	2,531	19.5%	9,467	31.0%	9,765	18.6%	12,544	16.4%	274.0%	3.2%
45 to 54 years	1,380	10.6%	5,606	18.4%	9,096	17.3%	12,439	16.3%	306.2%	62.2%
55 to 64 years	750	5.8%	2,404	7.9%	4,563	8.7%	7,723	10.1%	220.5%	89.8%
65 to 74 years	509	3.9%	1,205	4.0%	1,725	3.3%	3,409	4.5%	136.8%	43.1%
75 to 84 years	284	2.2%	636	2.1%	781	1.5%	1,172	1.5%	123.8%	22.9%
85 years and older	64	0.5%	164	0.5%	278	0.5%	421	0.6%	155.8%	69.8%

Source: City of Alpharetta; U.S. Census Bureau 1990, 2000; 2010 estimate and 2015 projection based on City of Alpharetta population data and ESRI Business Analyst data.

As shown in Table 2-8, the age distribution of Alpharetta in 2008 included a slightly smaller proportion of the population in the younger age group categories and slightly larger proportion in the older age group categories, consistent with that for the county and nation. The share of school age population for Alpharetta was slightly higher than that of the county, MSA, state and nation. The share of those 65 years and older in the city (6.0%) was significantly lower than the county, MSA, state and nation. However, those in the city approaching retirement age (45 to 64 years) accounted for 25% of the city's population.

The anticipated shifts in the overall age distribution of residents in Alpharetta are not predicted to change significantly in the next five years. The population in each age group is projected to see continued growth, increasing significantly the number of retirement-age and school-age residents. The rate of growth in total population will lead to significant growth for each age group and will impact the service demands for each group. National projections anticipate that the senior citizen share of the

Table 2-8 Age Distribution Comparison 2008

Age Groups	Alpharetta	Fulton County	MSA	State of Georgia	United States
Under 5 years	8.4%	7.2%	7.8%	7.6%	6.9%
5 to 9 years	9.3%	7.0%	7.4%	7.2%	6.6%
10 to 14 years	7.9%	6.7%	7.3%	7.2%	6.8%
15 to 19 years	6.1%	6.9%	6.9%	7.3%	7.2%
20 to 24 years	3.1%	6.5%	6.3%	6.9%	6.9%
25 to 34 years	12.9%	14.7%	14.6%	14.1%	13.3%
34 to 44 years	20.6%	17.3%	16.8%	15.4%	14.3%
45 to 54 years	16.2%	14.9%	14.6%	14.2%	14.6%
55 to 64 years	9.4%	10.9%	10.0%	10.2%	10.8%
65 to 74 years	3.2%	4.6%	4.8%	5.6%	6.5%
75 to 84 years	2.3%	2.3%	2.5%	3.2%	4.4%
85 years and older	0.5%	1.1%	0.9%	1.2%	1.7%

Source: ESRI Business Analyst Online, American Community Survey 2006-2008

population will increase significantly during this time period. For example, the number of Americans aged 45 to 65 (who will reach age 65 over the next two decades) increased by 39% from 1994 to 2004, according to the U.S. Department of Health and Human Services' Administration on Aging. The nation's 25 to 54 age groups are projected to increase from 55% to 59% between 2005 and 2030.

2.2.2. Median Age

Alpharetta's median age, as shown in Table 2-9, increased from 33.2 years in 2000 to 35.9 years by 2008, making the city's population slightly older than the county, MSA, and state, but younger than the national median of 36.7.

2.3. Race and Ethnicity

2.3.1. Racial and Ethnic Makeup

White residents comprised the largest share of Alpharetta's population in 2010 with an estimated 77.6%, as shown in Table 2-11. African American residents comprised 6.7% and Asian residents 9.0%. The Census defines *Hispanic origin* as "ethnicity" rather than "race," therefore *Hispanic origin* generally includes portions of more than one racial group. As a group, *Hispanic origin* population is projected to reach 6,271 by 2015. By comparison, Alpharetta's 2008 population was less diverse than that of the county, MSA and state, as shown in Table 2-10.

Table 2-9 Median Age 1990, 2000 and 2008

Year	1990	2000	2008
Alpharetta	NA	33.2	35.9
Fulton County	32.0	32.8	35.5
MSA	31.5	33.0	34.8
State of Georgia	31.6	33.4	34.8
United States	32.6	35.3	36.7

Source: U.S. Census Bureau: 2000 Census, American Community Survey 2008 (2006-2008 three-year estimate)

Table 2-10 Race and Hispanic Origin 2008

Category	Alpharetta	Fulton County	MSA	State of Georgia
White alone	77.1%	48.4%	58.3%	62.2%
African American alone	9.4%	42.5%	31.1%	29.7%
American Indian alone	0.0%	0.2%	0.2%	0.2%
Asian alone	9.7%	4.2%	4.1%	2.8%
Pacific Islander alone	0.8%	0.1%	0.1%	0.0%
Other Race ¹	3.1%	4.7%	6.2%	5.0%
Hispanic Origin (any race)	7.1%	8.0%	9.3%	7.7%

¹Other Race includes the following categories: *Some Other Race Alone* and *Two or More Races*

Source: U.S. Census Bureau: American Community Survey 2008 (2006-2008 three-year estimate)

Table 2-11 Race and Hispanic Origin Share of Population 1990, 2000, 2010 and 2015

Area	1990		2000		2010 ²		2015 ²		% Change 2000-2010
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total	
White alone	12,380	95.2%	29,150	83.6%	40,734	77.6%	43,500	77.0%	39.7%
African American alone	332	2.6%	2,256	6.5%	3,517	6.7%	3,446	6.1%	55.9%
American Indian alone	27	0.2%	68	0.2%	157	0.3%	169	0.3%	131.6%
Asian alone	175	1.3%	1,998	5.7%	4,724	9.0%	5,593	9.9%	136.5%
Pacific Islander alone	2	0.0%	7	0.0%	52	0.1%	56	0.1%	649.9%
Other Race ¹	86	0.7%	1,375	3.9%	3,307	6.3%	3,729	6.6%	140.5%
Hispanic Origin (any race)	240	1.8%	1,927	5.5%	5,144	9.8%	6,271	11.1%	167.0%

¹Other Race includes the following categories: *Some Other Race Alone* and *Two or More Races*

²2010 and 2015 are projections based on ESRI Business Analyst Online and City of Alpharetta projections.

Source: City of Alpharetta; U.S. Census Bureau (SFI); ESRI Business Analyst Online

2.4. Income

2.4.1. Household Income

As shown in Table 2-12, household income distribution changed between 2000 and 2010, shifting a larger share of the city's total households to higher income brackets, as evidenced by a 24.1% drop in households in the \$15,000-\$24,999 category and large percentage increases in households earning more than \$50,000. Inflation and rising incomes both contributed to these shifts. The \$200,000+ bracket experienced the largest 2000-2010 percentage increase (94.8%).

As shown in Table 2-13, the share of those in the city's highest income brackets (more than \$100,000) in 2008 was higher than the county, MSA and statewide share for those categories. Proportions of the population in Alpharetta within the middle income brackets (ranging from \$35,000 to \$99,999) and the lowest income brackets (incomes up to \$34,999) were lower than those for the county, MSA and state.

2.4.2. Median Household income

As shown in Table 2-14, median household income in Alpharetta increased by 7.1% from 2000 to 2008. During the same period, median household income decreased by 7.3%, 7.8% and 3.9% in the MSA, state and nation, respectively while rising countywide.

Table 2-12 Household Income Distribution 2000, 2010, 2015

Household Median Income Category	2000		2010		2015		% Change 2000-10
	Number	% of Total	Number	% of Total	Number	% of Total	
Less than \$15,000	859	4.7%	852	3.5%	545	2.0%	-0.8%
\$15,000 - \$24,999	874	4.8%	663	2.7%	475	1.7%	-24.1%
\$25,000 - \$34,999	1,247	6.9%	802	3.3%	490	1.8%	-35.7%
\$35,000 - \$49,999	2,356	13.0%	2,382	9.8%	1,494	5.4%	1.1%
\$50,000 - \$74,999	3,447	19.0%	4,174	17.2%	4,693	16.8%	21.1%
\$75,000 - \$99,999	2,940	16.2%	4,047	16.7%	4,117	14.8%	37.7%
\$100,000 - \$149,999	3,408	18.7%	6,094	25.2%	8,439	30.2%	78.8%
\$150,000 - \$199,999	1,563	8.6%	2,318	9.6%	3,230	11.6%	48.3%
\$200,000 +	1,485	8.2%	2,893	11.9%	4,426	15.9%	94.8%

Source: ESRI Business Analyst Online

Table 2-13 Household Income Distribution 2008

Category	Alpharetta	Fulton County	MSA	State of Georgia
Less than \$15,000	3.5%	12.0%	9.6%	13.4%
\$15,000 - \$24,999	3.2%	8.1%	8.3%	10.5%
\$25,000 - \$34,999	5.3%	8.9%	9.6%	10.8%
\$35,000 - \$49,999	8.0%	12.6%	14.1%	14.7%
\$50,000 - \$74,999	18.5%	16.3%	19.7%	19.0%
\$75,000 - \$99,999	12.0%	11.0%	13.6%	12.1%
\$100,000 - \$149,999	23.3%	13.5%	14.3%	11.5%
\$150,000 - \$199,999	11.0%	6.9%	5.4%	4.0%
\$200,000 +	15.2%	10.7%	5.4%	3.8%

Source: U.S. Census Bureau: American Community Survey 2008 (2006-2008 three-year estimate)

Table 2-14 Median Household Income 1990, 2000 and 2008

Area	1990	2000	2008	% Change	
				1990-2000	1990-2000
Alpharetta	\$76,980	\$92,023	\$98,535	19.5%	7.1%
Fulton County	\$48,393	\$59,261	\$61,332	22.5%	3.5%
MSA	\$57,941	\$64,587	\$59,882	11.5%	-7.3%
State of Georgia	\$50,389	\$54,837	\$50,549	8.8%	-7.8%
United States	\$52,186	\$54,270	\$52,175	4.0%	-3.9%

Note: Values shown for 1990 and 2000 are adjusted for inflation to year 2008 dollars based on the Consumer Price Index.

Source: U.S. Census Bureau (SF3 1990, 2000); 2006-2008 American Community Survey 2006-2008 three-year estimates. Dollar adjustments provided by U.S. Bureau of Labor Statistics Consumer Price Index Inflation Calculator.

2.4.3. Per Capita Income

Per capita income is the average money income received in a given year computed for every resident of a geographic area. It is derived by dividing the total income of all people 15 years old and over in a geographic area by the area's total population. Income is not factors for people under 15 years old even though those people are included in the denominator of per capita income. Money income includes amounts reported separately for wage or salary income; net self-employment income; interest, dividends, or net rental or royalty income or income from estates and trusts; Social Security or Railroad Retirement income; Supplemental Security Income (SSI); public assistance or welfare payments; retirement, survivor, or disability pensions; and all other income. As shown in Table 2-15, inflation-adjusted per capita income in Alpharetta decreased significantly (7.4%) from 1999 to 2008. The county, MSA, state and nation each experienced decreases of 2.1%, 7.5%, 3.7% and 1.5%, respectively.

2.4.4. Personal Income

The most recent available and comparable data for personal income for Alpharetta is the 2000 Census. As shown in Table 2-16, residents received 84.4% of their personal income from wages and salaries in 2000, compared to 78.4% for the county, 81.4% for the MSA and 78.7% for the state.

2.4.5. Poverty

The share of Alpharetta residents living in households considered below the poverty thresholds in 2008, set by the U.S. Census Bureau, fell from 5.2% in 1999 to 3.8% in 2008, as shown in Table 2-17.

Table 2-15 Per Capita Income 1989, 1999, 2008

Area	1989	1999	2008	% Change	
				1989-1999	1999-2008
Alpharetta	\$35,627	\$50,959	\$47,198	43.0%	-7.4%
Fulton County	\$32,038	\$38,774	\$37,976	21.0%	-2.1%
MSA	\$28,540	\$32,031	\$29,623	12.2%	-7.5%
State of Georgia	\$21,692	\$25,774	\$25,676	18.8%	-3.7%
United States	\$19,828	\$27,897	\$27,466	40.7%	-1.5%

Note: Values shown for 1989 and 1999 are adjusted for inflation to year 2008 dollars via CPI.

Source: U.S. Census Bureau (SF3 1990, 2000); American Community Survey 2006-2008 three-year estimates. Dollar adjustments provided by U.S. Bureau of Labor Statistics Consumer Price Index Inflation Calculator.

Table 2-16 Personal Income 1990 and 2000

Category	Alpharetta		Fulton County		MSA		State of Georgia	
	1990	2000	1990	2000	1990	2000	1990	2000
Wages and/or Salaries	86.0%	84.4%	76.8%	78.4%	81.3%	81.4%	78.5%	78.7%
Other types	1.0%	1.1%	0.9%	1.2%	0.9%	1.3%	1.1%	1.7%
Self employment	4.2%	5.8%	7.6%	6.6%	6.2%	5.6%	6.3%	5.6%
Interest, dividends, or net rental	4.7%	5.2%	8.4%	7.8%	5.6%	5.0%	5.6%	5.3%
Social Security	2.1%	1.4%	3.2%	2.4%	3.0%	2.8%	4.3%	4.1%
Public assistance	0.1%	0.1%	0.6%	0.5%	0.4%	0.4%	0.7%	0.0%
Retirement	1.9%	2.0%	2.6%	3.1%	2.7%	3.5%	3.4%	4.6%

Source: U.S. Bureau of the Census 1990 (STF-3) and 2000 (SF3)

Table 2-17 Percent of Specified Age Groups in Poverty 1989, 1999 and 2008

Age Group	Area	1989	1999	2008
All Ages in Poverty	Alpharetta	3.7%	5.2%	3.8%
	Fulton County	20.0%	14.6%	14.9%
	State of Georgia	14.9%	12.7%	14.7%
	United States	12.8%	11.9%	13.2%
Ages 0-17 in Poverty	Alpharetta	0.6%	5.4%	5.3%
	Fulton County	30.4%	22.0%	19.7%
	State of Georgia	21.1%	18.3%	20.2%
	United States	19.6%	17.1%	18.2%
Ages 5-17 in Poverty	Alpharetta	0.3%	6.2%	3.9%
	Fulton County	28.1%	20.2%	17.9%
	State of Georgia	19.4%	16.8%	18.3%
	United States	17.7%	15.9%	16.5%

Source: U.S. Census Bureau: Small Area Income & Poverty Estimates 1989, 1999 and 2008

2.5. Educational Attainment

Overall, educational attainment of Alpharetta residents exceeds that of the county, MSA, state and nation. As shown in Table 2-18, the share of Alpharetta's 25-and-over age group with a bachelor's degree or higher increased from 36.9% in 1990 to 62.8% in 2008. The proportion of those without a high school diploma decreased during this same period.

In 2008, as shown in Table 2-19, the proportion of Alpharetta's population in the high school graduate or higher category (95.9%) was significantly higher than that of the county, MSA, state and nation. The proportion of city residents within the bachelor's degree or higher category (62.8%) was also significantly higher than that of the county, MSA, state and nation.

Table 2-18 Educational Attainment 1990, 2000 and 2008

Educational Attainment	1990		2000		2008	
	Number	% of Total	Number	% of Total	Number	% of Total
Less than 9th grade	192	2.2%	298	1.3%	772	1.8%
9th to 12th grade, no diploma	460	5.3%	788	3.5%	1,082	2.5%
High school graduate ¹	1,881	21.7%	2,755	12.4%	5,977	13.6%
Some college, no degree	2,266	26.1%	4,350	19.5%	6,245	14.2%
Associate's degree	677	7.8%	1,370	6.1%	2,325	5.3%
Bachelor's degree	2,329	26.8%	8,751	39.2%	18,801	42.7%
Graduate or professional degree	879	10.1%	4,004	18.0%	8,869	20.1%

¹Includes high school equivalency

Source: ESRI Business Analyst Online

Table 2-19 Educational Attainment 2008

Category	Alpharetta	Fulton County	MSA	State of Georgia	United States
Less than 9th grade	1.8%	4.3%	5.0%	6.2%	6.4%
9th to 12th grade, no diploma	2.5%	7.3%	8.5%	10.9%	9.1%
High school graduate ¹	13.6%	21.0%	26.5%	30.0%	29.6%
Some college, no degree	14.0%	16.3%	19.5%	19.5%	20.1%
Associate's degree	5.3%	4.8%	6.6%	6.5%	7.4%
Bachelor's degree	42.7%	29.8%	22.5%	17.6%	17.3%
Graduate or professional degree	20.1%	16.6%	11.5%	9.5%	10.1%
Percent high school graduate or higher	95.9%	88.4%	86.5%	82.9%	84.5%
Percent bachelor's degree or higher	62.8%	46.3%	34.0%	27.0%	27.4%

¹Includes high school equivalency

Source: U.S. Census Bureau: American Community Survey 2008 (2006-2008 three-year estimate)

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ECONOMIC DEVELOPMENT

Identification of trends and issues related to the economic characteristics of Alpharetta

3.1. Introduction

Data collected for and analyzed in this section comes from a variety of sources that include the Georgia Bureau of Labor, Georgia Department of Economic Development, U.S. Census Bureau, and U.S. Bureau of Labor Statistics. The national economic recession greatly impacted Alpharetta, the state, MSA nation. Data presented in this chapter can indicate little of this impact since much of the data reflecting the job losses and economic hardship was not available at the time this report was prepared. The 2010 Census, when available, will provide an updated assessment of economic.

Alpharetta's Community Development Department is currently initiating a focused economic development study with a planned completion date of December 2010. When available, applicable data and findings will be used to inform the comprehensive planning process.

3.2. Economic Base

The section defines "employment" as the jobs located in Alpharetta with no concern for where the employees live (Section 3.2.1). This section defines "labor force" as the eligible working population of Alpharetta with no concern for the location of the job (Section 3.2.2).

3.2.1. Employment

Table 3-1 shows the number of establishments and employees from 1999 through 2007 within zip codes 30004, 30005, 30009, 30022, and 30076. While these zip code boundaries do not match perfectly with the city limits, analysis of these areas can provide a view into local employment. The number of establishments and number of employees within these zip codes increased steadily from 1999 to 2007, though this trend most likely reversed during the recession. The largest employer in Alpharetta in 2009 was AT&T, as shown in Table 3-2, followed by Verizon Wireless and ADP Inc. In total, the top 15 employers in 2009 employed approximately 30% of the total number of employees who work in Alpharetta.

Table 3-1 **Number of Employees**
1999-2007 – Zip Codes 30004, 30005, 30009,
30022 and 30076

Year	Number of	
	Establishments	Employees
1999	5,325	101,894
2000	5,776	112,802
2001 ¹	6,147	NA
2002 ¹	6,563	NA
2003	6,919	128,366
2004	7,613	138,307
2005	7,900	143,749
2006	8,196	142,057
2007	8,833	157,675

¹The number of employees not disclosed by U.S. Census Bureau

Source: U.S. Census Bureau Zip Code Business Patterns

Table 3-2 **Top 15 Employers**

Employer	Number of Employees
AT&T	3,500
Verizon Wireless	3,000
ADP, Inc./National Account Services	2,100
McKesson Provider Technologies	1,500
Hewlett Packard Co.	1,200
ChoicePoint, Inc.	1,100
UPS Supply Chain Solutions	880
AIG Agency Auto	800
Comcast Cable	750
Alcatel-Lucent	700

Source: City of Alpharetta website; 1st Q 2009

Table 3-3 compares Alpharetta's employment to the average monthly employment by NAICS sector to that of the county and MSA. *Retail Trade* represented the largest share of the city's employment at 17.8%, which is significantly higher than the percentage recorded for the county and MSA, thanks in large part to the North Point Mall and surrounding retail area. *Professional, Scientific and Technical Services* represented the second-largest private employment sector in Alpharetta at 12.6% followed by *Information* at 11.2%. *Government* sector (including local, state and federal employees) represented 1.5%. *Government* sector's share of total employment is significantly lower than that of the county and MSA.

Wages

The average weekly wages offered by employers located in Fulton County were well above those for the MSA in almost every NAICS sector in 2009, also shown in Table 3-3. Wage data is not available at the city level. Alpharetta's largest NAICS sector, *Retail Trade*, brought in an average weekly wage of \$569 in 2009, which is only slightly higher than that of the MSA. The highest paying sector, *Finance and Insurance*, made up 8.3% of the jobs in Alpharetta.

Table 3-3 Average Monthly Employment and Average Weekly Wage 2009

NAICS Sector	Average Monthly Employment				Average Weekly Wage	
	Alpharetta 2009	% of Total	Fulton County	MSA	Fulton County	MSA
Goods Producing	6,087	9.8%	6.4%	11.4%	NA	NA
Agriculture, Forestry, Fishing and Hunting	50	0.1%	0.0%	0.1%	\$1,063	\$694
Mining	53	0.1%	0.0%	0.0%	NA	\$1,130
Construction	2,603	4.2%	3.9%	4.5%	\$1,106	\$961
Manufacturing	3,381	5.4%	2.4%	6.7%	\$1,431	\$1,082
Service-Providing	54,460	87.4%	79.4%	73.4%		
Utilities	7	0.0%	0.6%	0.5%	\$1,857	\$1,586
Wholesale Trade	1,462	2.3%	5.5%	6.0%	\$1,572	\$1,289
Retail Trade	11,067	17.8%	7.6%	11.3%	\$569	\$522
Transportation and Warehousing	622	1.0%	4.5%	4.9%	\$1,087	\$954
Information	6,962	11.2%	6.6%	3.6%	\$1,741	\$1,537
Finance and Insurance	5,143	8.3%	6.8%	4.6%	\$1,870	\$1,485
Real Estate and Rental & Leasing	1,737	2.8%	2.7%	1.8%	\$1,099	\$958
Professional, Scientific & Technical Svc	7,831	12.6%	10.5%	7.2%	\$1,700	\$1,453
Management of Companies and Enterprises	26	0.0%	2.3%	1.8%	\$1,760	\$1,717
Admin., Support, Waste Mgmt, Remediation	2,073	3.3%	7.3%	7.2%	\$799	\$683
Education Services	2,407	3.9%	1.9%	1.9%	\$815	\$949
Health Care and Social Assistance	6,029	9.7%	9.3%	9.6%	\$1,000	\$877
Arts, Entertainment, and Recreation	410	0.7%	1.6%	1.2%	\$945	\$611
Accommodation and Food Services	4,666	7.5%	9.4%	9.0%	\$445	\$337
Other Services (except Public Admin.)	4,018	6.5%	2.9%	2.6%	\$669	\$611
Unclassified - industry not assigned	807	1.3%	0.1%	0.1%	\$1,283	\$1,063
Total - Private Sector	61,354	98.5%	85.9%	84.9%	\$1,235	\$934
Total - Government	929	1.5%	14.1%	15.1%	\$1,087	\$871
All Industries	62,283	100.0%	100.0%	100.0%	\$1,151	\$924

Source: Georgia Department of Labor, U.S. Bureau of Labor Statistics, ESRI Business Analyst Online

3.2.2. Labor Force

Participation

Labor force describes the workers who live in Alpharetta without regard for the location of their employment. As presented in Table 3-4, the Alpharetta labor force grew at a significantly higher rate than that of the county, MSA, state and nation from 1990 to 2000 and continued this trend from 2000 to 2008. The city's 84.1% labor force growth rate from 2000 to 2008 was almost four times that of the county.

Employment Status

As shown in Table 3-5, in 2008, an estimated 73.9% of all persons 16 years and over participated in Alpharetta's labor force in 2008, down from 76.5% in 2000. Alpharetta's civilian labor force unemployment rate for increased slightly from 2000 to 2008. Additionally, the rate of the population 16 years and over and not in the labor force also increased slightly during the same period.

Occupations

The share of Alpharetta's residents in specified occupation categories in 2008, shown in Table 3-6, differed significantly from the county, MSA and state. The city recorded a higher share of those working in *management, professional, and related* occupations (60.2%) and a lower share of those working in the *service, sales and office, construction, extraction and maintenance, and production, transportation and material moving* occupations.

Table 3-4 Historical Labor Force Size 1990, 2000 and 2008

Labor Force	Alpharetta	Fulton County	MSA	State of Georgia	United States
1990	7,880	344,956	1,705,341	3,300,136	125,840,000
2000	19,696	431,553	2,272,077	4,242,889	142,583,000
2008	36,266	529,318	3,991,402	4,847,650	154,287,000
Growth Rates 1990-2000					
% Change	150.0%	25.1%	33.2%	28.6%	13.3%
Ave. Annual Rate	10.0%	2.3%	2.9%	2.5%	1.3%
Growth Rates 2000-2008					
% Change	84.1%	22.7%	75.7%	14.3%	8.2%
Ave. Annual Rate	7.9%	2.6%	7.3%	1.7%	1.0%

Note: Labor force includes residents who are employed or actively seeking employment

Source: U.S. Census Bureau 1990 and 2000; American Community Survey 2008 (2006-2008).

Table 3-5 Labor Force Employment Status 1990, 2000 and 2008

Category	1990		2000		2008	
	Number	% of Total	Number	% of Total	Number	% of Total
Population 16 years and over	10,184	100%	25,755	100%	49,072	100%
In labor force	7,880	77.4%	19,696	76.5%	36,266	73.9%
Civilian labor force employed	7,657	75.2%	19,059	74.0%	35,140	71.6%
Civilian labor force unemployed	207	2.0%	637	2.5%	1,126	2.3%
Armed forces	16	0.2%	0	0.0%	0	0.0%
Not in labor force	2,304	22.6%	6,059	23.5%	12,806	26.1%

Source: U.S. Census Bureau 1990 and 2000, American Community Survey 2008 (2006-2008)

Table 3-6 Civilian Labor Force Employment by Occupation 2008

Occupation	Alpharetta		Fulton County	MSA	State of Georgia
	Total	% of Total			
Management, professional, and related	21,158	60.2%	45.3%	37.8%	34.0%
Service	2,657	7.6%	14.6%	14.2%	15.5%
Sales and office	8,702	24.8%	26.4%	27.2%	26.0%
Farming, fishing, and forestry	29	0.1%	0.1%	0.1%	0.6%
Construction, extraction, and maintenance	1,326	3.8%	6.2%	9.9%	10.5%
Production, transportation, and material moving	1,268	3.6%	7.5%	10.7%	13.4%

Source: U.S. Census Bureau - American Community Survey 2008 (2006-2008 three-year estimate)

Labor Force Employment by Industry

As shown in Table 3-7, Alpharetta's employed civilian labor force in 2008 relied heaviest on the services industry (46.8%) followed by the *finance, insurance and real estate* (12.5%), *manufacturing* (9.4%) and *retail trade* (8.9%) industries. The proportion of the city's labor force in the services industry was similar to that of the county, MSA and state. While *retail trade* made up 17.8% of the jobs located in Alpharetta (see Table 3-3), the industry employed only 8.9% of the city's labor force, which means a majority of those who work in the city's retail establishments do not live in the city.

Labor Force by Place of Work

As shown in Table 3-8, 30.8% of Alpharetta's employed civilian labor force worked within the city boundaries in 2000 (the most recent year for which data is available at the city level), up from 20.3% in 1990. This represented a smaller share of the population who worked in their place of residence (i.e. city) than was recorded in Roswell.

Table 3-7 Labor Force Employment by Industry 2008

Industry	Alpharetta		Fulton County	MSA	State of Georgia
	Total	% of Total			
Agriculture, Forestry, Fishing, hunting and mining	130	0.4%	0.2%	0.3%	1.2%
Construction	1,443	4.1%	6.2%	8.7%	8.6%
Manufacturing	3,314	9.4%	6.2%	8.8%	11.4%
Wholesale Trade	2,296	6.5%	3.6%	4.1%	3.6%
Retail Trade	3,130	8.9%	10.4%	11.7%	11.6%
Transportation, warehousing, and utilities	1,126	3.2%	5.5%	6.7%	6.2%
Information	2,484	7.1%	4.7%	3.8%	2.9%
Finance, Insurance, and Real Estate	4,388	12.5%	10.2%	8.0%	6.8%
Services	16,449	46.8%	49.5%	43.6%	42.7%
Public Administration	380	1.1%	3.5%	4.4%	5.2%

Source: U.S. Census Bureau - American Community Survey 2008 (2006-2008 three-year estimate)

Table 3-8 Labor Force by Place of Work 1990 and 2000

Category	Alpharetta		Roswell	
	1990	2000	1990	2000
Worked in place of residence	20.3%	30.8%	23.6%	23.6%
Worked outside place of residence	79.7%	69.2%	76.4%	76.4%

Source: U.S. Census Bureau (SF1)

3.3. Economic Resources

3.3.1. Development Agencies

Alpharetta Office of Economic Development

Alpharetta maintains an office of Economic Development staffed by a professional Economic Development Coordinator. The office is an integral part of the city's Department of Community Development. The office maintains a database of available buildings and sites, tracks, business financing programs and assists entrepreneurs in starting businesses in the city. Additionally, it is the center of economic development planning and marketing and is responsible for assisting and building relationships with existing businesses and industries.

The office also administers the Downtown Facade Grant program. In the program, a business owner can receive a grant matching their investment up to \$1,500 to make improvements to business fronts – or the back side of the buildings located in Downtown Alpharetta. New awnings, new signs, paint and perhaps more major exterior work on structures not compatible with the prevailing architecture of downtown Alpharetta could be funded through the matching grant program. The program requires the business owner to match the grant. Applications are reviewed first by city staff and then by the Design and Review Board.

Alpharetta Development Authority

Alpharetta City Council created the Alpharetta Development Authority in 1995. The body, considered a “dependent” authority, was activated in 1997 and has since held the primary role of financing targeted development projects through the issuance of revenue bonds.

Greater North Fulton Chamber of Commerce

The Greater North Fulton Chamber of Commerce promotes, advances and supports the business, civic and community interests of North Fulton County. Originally founded in 1972 as the North Fulton Chamber of Commerce, the chamber now represents businesses throughout North Fulton, including businesses in Alpharetta, Johns Creek, Milton, Mountain Park, Roswell and Sandy Springs. The Chamber offers several programs for both businesses and potential employees including programs for small business assistance and counseling, business development and job training workshops. The Chamber is also active in promoting transportation improvements and business-to-government relationships that support the high quality of life in the area.

Georgia Economic Development Administration (EDA)

EDA provides funding for public facility expansion essential to industrial and commercial growth. Typical projects include industrial parks, access roads, water transmission and sewer collection lines; and airport terminal developments

Fulton County Economic Development Department

Fulton County’s Economic Development Department markets and promotes Fulton County through comprehensive programs designed to promote the location of new and expanding business. Marketing, Financial Services and Business Services are the three divisions of the Economic Development Department. The services provided are designed to encourage residential, commercial and industrial growth in Fulton County, thereby creating jobs and expanding the tax base.

3.3.2. Programs

Several agencies provide economic development assistance to Alpharetta including Georgia Power, the Technical College System of Georgia’s Quick Start program, the University of Georgia’s Small Business Development Center and the Georgia Department of Economic Development. Additionally, the North Fulton CID and development impact fees are two local programs Alpharetta uses to support economic development efforts.

Georgia Power

Georgia Power offers assistance through its Community Development Department and its Resource Center. The Community Development Department offers development assistance in six program areas: research and information, business retention and expansion, leadership development, downtown revitalization, board governance, industrial location and demographic and labor market analysis. The Resource Center maintains a database of industrial parks and sites located throughout the State and serves as an *entrée* to the State’s economic development resources for prospective out-of-state and international industries.

Technical College System of Georgia Quick Start Employee Training Program

The Quick Start Employee Training Program, which operates under the wing of the Technical College System of Georgia, is designed to train workers for specific, clearly designed jobs in a new or expanding company. Employees learn new skills and receive the opportunity to earn higher pay. Additionally, the company realizes one of its primary goals: increase production with minimum expenditures of time and money. The program provides customized comprehensive training at no cost to the company. Quick Start can provide pre-hire and post-hire training on-site with Quick Start trainers.

University of Georgia Small Business Development Center (SBDC)

The University of Georgia's SBDC provides management consulting for entrepreneurs and conducts marketing analyses and surveys designed to evaluate a community's economic development potential.

Georgia Department of Labor

The Georgia Department of Labor can provide labor recruiting and screening services for each available position for new or expanding companies.

North Fulton Community Improvement District (CID)

The North Fulton CID was formed in 2003 by a group of business leaders committed to maintaining and enhancing the North Fulton community. Focusing on transportation planning, investment and improvement, the North Fulton CID is a self-taxing district that spans from Mansell Road north to McGinnis Ferry Road. A voluntary tax, paid by commercial property owners within the District's boundaries, funds the CID's efforts to improve the area. The cities of Alpharetta, Milton and Roswell fall within the CID's boundaries, and all three cities partner with the CID on projects, planning and initiatives.

Since its inception, the CID has invested more than \$7 million in the North Fulton community, leveraging investment dollars to create almost \$60 million in new infrastructure. In 2009, the CID spent \$2.6 million to advance the design of 10 projects, including designs for a new bridge at Encore Parkway that would include a pedestrian connection to the Big Creek Greenway and significant congestion relief at Windward Parkway and GA-400.

Development Impact Fees

Alpharetta was the first community in the state to adopt impact fees after enactment of the Georgia Development Impact Fee Act in 1988. The fees have produced considerable income that can be seen today in improved roads, fire services, and parks and recreation facilities. Fair and reasonable development impact fees can be a useful tool in encouraging economic development when the development community recognizes that adequate public facilities are important to attracting buyers and tenants to their developments. This maintains the long-range health of the community and therefore the continued ability of development to be a profitable enterprise. Impact fees are also a mechanism to ensure that new growth and development contributes its share of infrastructure costs, thereby lessening the tax burden on the existing community.

3.3.3. Tools**Freeport Tax Exemption**

Freeport is the general term used for the exemption of ad valorem tax on inventories as defined by Georgia law. The law offers manufacturers, distributors, wholesalers and warehouse operations an attractive inventory tax exemption. Alpharetta voters approved, via local referendum, the Freeport Tax Exemption in 2005. The Freeport Tax Exemption approved in Alpharetta exempts the following:

- 100% of raw materials and goods in process
- Finished goods of a Georgia manufacturer that are held for less than 12 months; and
- Finished goods destined for out-of-state shipment typically stored in distribution warehouses from payment of personal property tax.

Georgia. Business Expansion Support Act

In 1994, the State passed legislation for tax credits against state income taxes to encourage economic development in Georgia. Some of the programs are targeted to specific industry groups such as manufacturing, warehousing and distribution, processing, telecommunications, tourism, or research and development (but does not include retail business).

Job tax credits and investment tax credits are available to the targeted industry groups at different levels, depending on the relative need of the area for economic development. Some credits are available to specific industry groups, while others apply to all employers. Overall, Fulton County and its cities are categorized as “Tier 3” communities within the plan and qualifying companies are eligible for associated credits. The following is a summary of the various provisions of the Act as they relate to Alpharetta:

Job Tax Credit

The job tax credit applies to business or headquarters of a business engaged in manufacturing, warehousing and distribution, processing, tourism, and research and development industries. It does not include retail businesses. In Alpharetta, companies creating fifteen or more new jobs may receive a \$1,500 tax credit. Wages for the new jobs must be at least ten percent (10%) above the average wage of the county.

Investment Tax Credit

The investment tax credit allows a corporation or person, which has operated an existing manufacturing or telecommunications support facility in the state for the previous three years to obtain a credit against income tax liability. Such companies expanding in Alpharetta that invest a minimum of \$50,000 qualify for a 1% credit. That credit increases to 3% for recycling, pollution control and defense conversion activities. Taxpayers qualifying for the investment tax credit may choose an optional investment tax credit with the following threshold criteria. In Tier 3 a minimum investment of \$20 million would qualify for a 6% tax credit. A taxpayer must choose either the regular or optional investment tax credit. Once this election is made, it is irrevocable.

Child Care Credit

Any employer in Alpharetta that provides or sponsors childcare for employees is eligible for a tax credit of up to 75% of the direct cost of operation to the employer. In addition, employers who purchase qualified childcare property will receive a credit totaling one hundred percent of the cost of such property. The credit is claimed at the rate of 10% per year for 10 years. These two childcare credits can be combined.

Research and Development Tax Credit

A tax credit is allowed for research expenses for research conducted within Georgia for any business or headquarters or any business engaged in manufacturing, warehousing and distribution, processing, telecommunications, tourism, or research and development industries. The credit is 10% of the additional research expense over the “base amount” provided that the business enterprise for the same taxable year claims and is allowed a research credit under Section 41 of the Internal Revenue Code of 1986.

Small Business Growth Companies Tax Credit

A tax credit is granted for any business or headquarters of any business engaged in manufacturing, warehousing and distribution, processing, telecommunications, tourism, or research and development industries having a state net taxable income which is 20% or more above that of the preceding year if its net taxable income in each of the two preceding years was also 20% more.

Ports Activity Job and Investment Tax Credits

Businesses or the headquarters that increase their port traffic tonnage through Georgia ports by more than 10% over their 1997 base year reported traffic, or by more than 10% over 75 net tons, 5 containers, or 10 20-foot equivalent units (TEUs) during the previous 12-month period are qualified for increased job tax credits or investment tax credits. In Alpharetta companies can receive an additional \$500 per job or 5% investment tax credit or 10% optional investment tax credit. Companies that create 400 or more new jobs, invest \$20 million or more in new and expanded facilities and increase their port traffic by more than 20% above their base year port traffic may take both job credits and investment tax credits.

Retraining Tax Credit

Any employer in Alpharetta that provides retraining for employees to use new equipment, new technology, or new operating systems is eligible for a tax credit worth up to 50% of the direct cost of retaining full-time employees up to \$500 per employee per approved retaining program per year

Headquarters Tax Credit

Companies establishing their headquarters (or relocating their headquarters) within Alpharetta that pay at least 110% of the average wage of the county, invest a minimum of \$1 million dollars and create 100 new jobs may take a credit equal to \$2,500 annually per full-time job (or \$5,000 if the average wage of the new full-time job is 200% above the average wage of the county).

Sales Tax Exemptions

Several sales tax exemptions are available within the City:

- Manufacturing Machinery and Computer;
- Primary Materials Handling
- Electricity

3.3.4. Education and Training

Higher Education Opportunities

Alpharetta residents have access to local higher education and training opportunities at the Alpharetta campuses of Georgia State University, Reinhardt College, DeVry Institute of Technology, and Chubb Institute. These provide access to education opportunities for residents as well as recruiting opportunities for businesses in the city or looking to locate to the city.

Atlanta Regional Workforce Board

The Atlanta Regional Commission coordinates the Local Regional Workforce Board that provides job training and job seeking resources to Atlanta Region residents, including Alpharetta residents.

Fulton County Human Services Department

The Fulton County Workforce Preparation Employment Service offers a variety of services through four "one-stop" career centers and 22 electronic access network sites strategically located throughout Fulton County. Employment and training services, as well as associated supportive services are provided to area youth, adults and dislocated workers. Through these facilities, and in collaboration with numerous State and local agencies and organizations, employers and job seekers alike have access to free individualized services that link current labor market and financial information, employment readiness, skill upgrade and support services to a single unified system.

Electronic Access Network

The Georgia Department of Labor has developed an automated system that supports the delivery of Workforce Investment Act (WIA) services and meets WIA reporting and performance accountability requirements. These automated systems are part of Georgia's One Stop Career Network and are known in Fulton County as the Electronic Access Network Sites.

Youth Services

The Youth Services Program (provided by Fulton County's Human Services Department) is designed to provide assistance to youth in obtaining vocational training and unsubsidized employment. The program targets in-school, out of school and at-risk youth. These resources are provided through collaborations with existing providers. Where gaps in service exist, services are purchased through community providers.

Other Education and Training Options

The HOPE Scholarship Program is Georgia's unique scholarship program that provides financial assistance in degree, diploma and certificate programs at any eligible Georgia public or private college, university or public technical college.

The Intellectual Capital Partnership Program (ICAPP) provides one-stop entry to the intellectual capital of the University System of Georgia - its education programs, faculty expertise, and research and development facilities. ICAPP Advantage is a direct economic development incentive that helps companies meet immediate human resources needs. Through this program, Georgia's public colleges and universities can expedite the education of highly skilled workers to meet specific work force needs. Companies specify the knowledge areas to be taught, then recruit and select the participants they will sponsor to be educated in those skills. These programs can be funded through the HOPE Scholarship program.

3.4. Economic Trends

This section provides an overview of Alpharetta's economic status and trends. Alpharetta is committed to retaining existing quality businesses and to further strengthening the economic base. Recent trends include the redevelopment of vacant retail centers and revitalization of the downtown area. Alpharetta remains a strong employment center for office and retail, and in 2010 had 4,079 total businesses employing 69,698 (source: City of Alpharetta Community Development Department, June 2010).

3.4.1. Regional and State Context

In Georgia, the *government, retail trade, and manufacturing* NAICS sectors account for the greatest percentage of jobs (17.1%, 11.5% and 10.1%, respectively). *Health care and social assistance* and *accommodation and food services* follow with 9.5% and 8.7%, respectively. Following national trends, the number of jobs in *manufacturing* fell during the last decade; the *information* industry also lost ground during this time period. *Professional and business services, education and health services, construction, and leisure and hospitality* gained between 9% (*professional and business services*) and 6.7% (*leisure and hospitality*). The *trade* and *government* sectors also added jobs.¹

Fulton County and the Atlanta Region are expected to continue to grow, although the types of industry jobs are changing. The recent shifts in the information industry have hit the Metro-Atlanta region hard. According to ARC, between 2002 and 2005 the region lost approximately 14,000 jobs in the *information* sector. When the region began to rebound after 2003, jobs gained were primarily in the lower-wage sectors. During the most recent downturn, the region's economy shed thousands of jobs, as well.

3.4.2. Important New Developments

North Point Activity Center Livable Centers Initiative (LCI)

The North Point Activity Center LCI Study was developed in 2009 after a year-long planning process focusing on the area around North Point Mall and Verizon Wireless Amphitheatre at Encore Park. More specifically, the study included properties along GA-400 bounded on the south by Mansell Road, the north by Haynes Bridge Road, the east by Big Creek, and the west (primarily) by the Roswell-Alpharetta boundary.

The study was developed with funding assistance from North Fulton CID and ARC. The goal of the LCI program is to encourage planning and investment in existing activity centers, integrate land use and transportation planning and encourage the creation of more sustainable, livable communities consistent with regional development policies. Communities who successfully complete and adopt LCI plans and show progress toward meeting the plan's initiatives through enacting appropriate development regulations, approving commensurate development projects, and showing local commitment toward necessary transportation improvements may be awarded up to \$4 million in funding toward each of two pre-qualified transportation improvement projects. The study provided an opportunity for Alpharetta to prepare for the future of the activity center and prioritize transportation

¹ Selig Center, University of Georgia

improvements, including opportunities for future transit, to address existing congestion and provide for future growth. The plan also offered a future vision and redevelopment strategy for the district's major retail properties as many of them enter the second half of their life cycle. The plan considered existing and projected market conditions in addition to analysis of pertinent land use, urban design, transportation, natural resources, and cultural resources.

The plan recommended:

- A mixed use village center within 0.5-miles of Encore Parkway between North Pont Parkway and Westside Parkway with a vision for a concentrated, mixed use, walkable district that would reconnect the east and west sides of GA-400.
- Mixed use commercial centers that take advantage of GA-400, Mansell Road and Haynes Bridge Road to accommodate high intensity uses within a short distance of the GA-400 interchanges.
- Transitional areas west of Westside Parkway and east of North Point Parkway as mixed use areas with diminishing building intensities as it moves from the core of the activity center.

Downtown Development

The Downtown Master Plan was adopted in 2003 and followed up with the Downtown Circulation Study in 2008. Each study focused on encouraging redevelopment and enhancement of Downtown as well as overall multi-modal connectivity. Incentive zoning was also adopted for the area that is designed to encourage walkable, mixed use development to the area.

Annexations and incorporation of Milton and Johns Creek

State legislation in 2005 cleared the way for referendums in 2006 to create the cities of Milton and Johns Creek. Milton incorporated all remaining unincorporated properties north of Alpharetta while Johns Creek incorporated all remaining unincorporated properties east of Alpharetta. Prior to the existence of these two cities, Alpharetta considered much of this North Fulton area as having potential for annexation. The 2025 Comprehensive Plan included a future land use map for these areas to guide the city in the event of annexation. Now that annexation is no longer an option, Alpharetta must refocus its vision to reflect the fact that future growth must focus on remaining undeveloped land inside the existing city boundary as well as redevelopment of underutilized, underperforming commercial, industrial and residential areas, especially along corridors located west of GA-400. Corridor such as GA-9 and centers such as Downtown and nearby retail centers each provide potential for redevelopment that can take advantage of nearby job centers, retail, park land and the city's high quality of life.

3.4.3. Unique Economic Situations

Location in the Metro Area and Proximity to GA-400

The area's proximity to Atlanta and easy access to the interstate system via GA-400 make Alpharetta attractive for new office and residential development.

Regional Job Center

Alpharetta is a major corporate office center in the Atlanta MSA. The city includes 540 office buildings with a total of 19.3 million square feet. The North Fulton Comprehensive Transportation Plan Needs Assessment included an inventory of existing market conditions in North Fulton County (included cities of Alpharetta, Johns Creek, Milton, Mountain Park, Roswell and Sandy Springs). According to that study, Alpharetta office space represents 37.5% of all office space in North Fulton County. The city has roughly 347 square feet of office space per resident. Of the available office space in the city, 63% is considered "Class A", 32% "Class B" and 5% "Class C". In addition to office space, Alpharetta also has the highest concentration of warehouse space in North Fulton County. While a hotbed for corporate office space, there will likely be limited demand for local serving office space during the planning period.

Future industrial growth in North Fulton will be limited by the lack of available land and interstate access. Adjacent areas of Forsyth County with GA-400 access will likely absorb demand for most industrial space in the area.

Former retail sites throughout Alpharetta and North Fulton County, however, can potentially provide much needed flex space, which can help solve the problem of the area's overabundance of retail space.

Retail Center

Alpharetta is also a major regional retail player in the Atlanta MSA. The city includes 309 retail buildings with a total of 8.24 million square feet, which represents 29% of all retail space in North Fulton County. The city has roughly 138.3 square feet of retail per resident, which dwarfs the national average of 43.7 square feet of retail per person. The median year built of retail buildings in the city is 1997, compared to 1993 for North Fulton County, 2006 for Milton, 2000 for Johns Creek, 1987 for Roswell and 1983 for Sandy Springs. Over time, much of North Fulton County's retail centers will need to be revitalized and re-tented or demolished and replaced with a new use.

Limited land remaining for development

There is not a great deal of land remaining in Alpharetta for large-scale single-family detached development, but due to the tremendous potential for long-term office and retail development, it is anticipated that there will be a demand for additional housing close to the city's job centers.

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HOUSING

Evaluation of adequacy and suitability of the existing housing stock to serve current and future community needs

4.1. Housing Types and Trends

4.1.1. Number of Housing Units

The number of housing units in Alpharetta grew by 50.4% from 2000 to 2009, according to City of Alpharetta estimates. The number of units increased from 13,894 in 2000 to 20,894 in 2009. The rate increase outpaced the county (26.9%) and state (22.7%). Projections shown in Table 4-1 indicate this trend should continue through 2014. The increase occurred as a result of new construction and annexation. Table 4-2 compares trends in Alpharetta to those recorded in the county and state.

4.1.2. Composition of Housing Stock

The 2008 American Community Survey provides the most recent data for housing types within the city, as presented in Table 4-3. The city's *1 unit*, *10 or more units* and *Mobile Home and Other* housing types increased their share of the total housing stock from 2000 to 2008 while the *2 to 4 units* and *5 to 9 units* housing types decreased their share of the total housing stock over the same period. *1 unit (detached)* represented 55.1% of the total units in 2000 and 58.6% in 2008. The largest increase from 1990 to 2000 occurred in the *10 or more units* category (185.3%) while the largest increase from 2000 to 2008 occurred in the *1 unit (attached)* category (177.4%). The largest decrease (-47.2%) from 1990 to 2000 occurred in the *mobile home and other* category. The largest decrease from 2000 to 2008 occurred in the *2 to 4 units* and *5 to 9 units* categories. These trends show that low density attached housing units are being replaced with detached housing units and some higher density residential developments.

Table 4-1 Historical Number of Housing Units 1990, 2000, 2009, 2014

1990	2000	2009	2014	% Change		
				1990-2000	2000-2009	2009-2014
5,887	13,894	20,894	23,925	136.0%	50.4%	14.5%

Source: U.S. Census Bureau; City of Alpharetta; ESRI Business Analyst Online

Table 4-2 Housing Unit Trends 2000 and 2008

Category	Number of Units		2000-2008	
	2000	2008	% Change	Ave. Annual Growth Rate
Alpharetta	13,984	20,862	49.2%	5.1%
Fulton County	348,632	442,481	26.9%	3.0%
State of Georgia	3,281,737	4,026,082	22.7%	2.6%

Source: U.S. Census Bureau - Annual Estimates of Housing Units for Counties in Georgia: April 1, 2000 to July 1, 2008; City of Alpharetta

Table 4-3 Types of Housing and Mix (units in structure) 1990, 2000, 2008

Category	1990		2000		2008		% Change 1990-2000	% Change 2000-2008
	Number of Units	% of Total	Number of Units	% of Total	Number of Units	% of Total		
1 unit (detached)	3,064	52.0%	7,705	55.1%	12,225	58.6%	151.5%	58.7%
1 unit (attached)	511	8.7%	797	5.7%	2,211	10.6%	56.0%	177.4%
2 to 4 units	401	6.8%	517	3.7%	355	1.7%	29.0%	-31.5%
5 to 9 units	603	10.2%	1,356	9.7%	939	4.5%	124.9%	-30.8%
10 or more units	1,255	21.3%	3,580	25.6%	5,090	24.4%	185.3%	42.2%
Mobile home and other	53	0.9%	28	0.2%	31	0.1%	-47.2%	10.8%

Source: U.S. Census Bureau 1990, 2000, American Community Survey 2008 (2006-2008 three-year estimate); City of Alpharetta

Table 4-4 compares the city's types of housing and mix to that of the county, MSA and state in 2008. The proportion of housing units in the *1 unit (detached)* category was less than that of the MSA and state but greater than that of the county. The city's proportion of the *2 to 4 units* and *5 to 9 units* housing types was less than that of the county, MSA and state. For the *10 or more units* category, Alpharetta had a greater proportion than the MSA and state but lower than that of the county.

Table 4-5 presents building permit data from 2000 to 2009, as recorded by the City of Alpharetta Community Development Department. This provides insight into the variety of housing types constructed in Alpharetta since the 2000. The issuance of a building permit does not always translate into construction of new housing units since plans for construction sometime change.

The number of permitted units peaked in 2006 at 651 and fell to a decade low of only 191 units in 2009. Seventy nine percent (2,219 of the 3,973 units) of the permits issued from 2000 to 2009 were for detached housing units. Conversely, 21% (837 of the 3,973 units) of the permits issued from 2000 to 2009 were for attached housing units.

Detached 'for sale' housing units have been the predominate housing type permitted over the past decade. Since 2006, no 'for rent' housing units have been permitted and only 102 'for rent' housing units have been permitted since 2003.

Table 4-4 Types of Housing and Mix 2008

Category	Alpharetta	Fulton County	MSA	State of Georgia
1 unit (detached)	58.6%	51.1%	67.3%	66.2%
1 unit (attached)	10.6%	6.3%	4.7%	3.5%
2 to 4 units	1.7%	5.5%	4.2%	5.5%
5 to 9 units	4.5%	9.5%	6.3%	5.3%
10 or more units	24.4%	27.3%	14.0%	9.3%
Mobile home and other	0.1%	0.3%	3.4%	10.2%

Source: U.S. Census Bureau - American Community Survey 2008 (2006-2008 three-year estimate)

Table 4-5 Residential Building Permits 2000-2009

Year	Single Family		Multi Family	Total
	New	Additions		
2000 ¹	76	0	308	384
2001 ¹	433	0	139	572
2002	79	166	275	520
2003	245	83	13	341
2004	150	70	0	220
2005	424	88	0	512
2006	474	75	102	651
2007	222	86	0	308
2008	84	190	0	274
2009	32	159	0	191
Total 2000-2009	2,219	917	837	3,973

¹ Single-family (SF) data for 2000 and 2001 was not divided into New SF and SF Additions building permits. SF data represents building permits both new SF and SF Additions.

Source: City of Alpharetta

4.2. Condition and Occupancy

4.2.1. Housing Age

As shown in Table 4-6, 23.9% of the city's housing units in 2008 were built after 2000, compared to 18% for the county, 21.8% for the MSA, and 17.7% for the state. In fact, 72.9% of the city's housing units were built after 1990. The city's housing stock is new relative to the county, MSA and state.

4.2.2. Housing Condition

Table 4-7 presents the housing conditions recorded in Alpharetta, the county, MSA, and state in 2008. The city had much lower rates than the county, MSA and state in both the *lacking plumbing facilities* and *lacking complete kitchen facilities* categories.

4.2.3. Housing Occupancy and Tenure

Table 4-8 compares the latest housing occupancy and tenure figures for the city to that of the county, MSA and state. Table 4-9 presents the city's historical housing occupancy and tenure. Alpharetta recorded a vacancy rate of 6.9% in 2008, significantly lower than the county, MSA, and state figures of 16.3%, 11.6% and 13.4%, respectively. Roughly 70% of the city's housing units were *owner occupied* in 2008, compared to 49.4% for the county, 61.1% for the MSA and 58.7% for the state. The number of *owner occupied* units in Alpharetta increased at a faster rate than *renter occupied* units from 2000 to 2008.

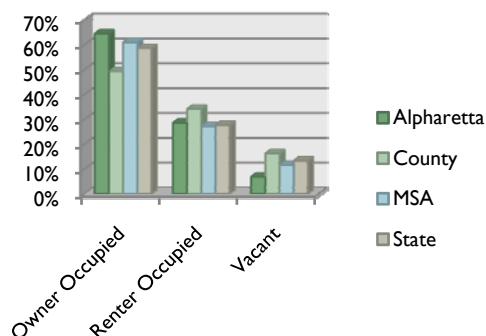


Table 4-6 Housing Age 2008

Category	Alpharetta		Fulton County	MSA	State of Georgia
	Units	% of Total			
Built 2005 or later	1,301	4.9%	5.5%	5.5%	4.4%
Built 2000 to 2004	5,025	19.0%	12.5%	16.3%	13.3%
Built 1990 to 1999	12,988	49.0%	18.2%	23.0%	22.0%
Built 1980 to 1989	5,230	19.7%	16.5%	20.1%	18.7%
Built 1970 to 1979	1,205	4.5%	12.2%	14.1%	15.4%
Built 1960 to 1969	290	1.1%	13.3%	9.3%	10.2%
Built 1950 to 1959	254	1.0%	10.4%	5.8%	7.2%
Built 1940 to 1949	27	0.1%	4.0%	2.3%	3.4%
Built before 1940	166	0.6%	7.5%	3.6%	5.3%

Source: U.S. Census Bureau American Community Survey 2008 (2006-2008 three-year estimate)

Table 4-7 Housing Condition 2008

Area	Lacking Plumbing Facilities		Lacking complete kitchen facilities	
	Units	% of Total	Units	% of Total
Alpharetta	49	0.2%	97	0.4%
Fulton County	8,100	1.9%	12,797	3.0%
MSA	22,970	1.1%	42,784	2.0%
State of Georgia	68,336	1.7%	102,121	2.6%

Source: U.S. Census Bureau - American Community Survey 2008 (2006-2008 three-year estimate)

Table 4-8 Housing Occupancy and Tenure 2008

Category	Alpharetta	Fulton County	MSA	State of Georgia
Occupied	93.1%	83.7%	88.4%	86.6%
Owner occupied	64.5%	49.4%	61.1%	58.7%
Renter occupied	28.6%	34.2%	27.3%	27.8%
Vacant	6.9%	16.3%	11.6%	13.4%

Source: U.S. Census Bureau - American Community Survey 2008 (2006-2008 three-year estimate)

Table 4-9 Housing Occupancy and Tenure 1990, 2000 and 2009

Category	1990		2000		2008		2009		% Change	
	# of Units	% of Total	# of Units	% of Total	# of Units	% of Total	# of Units	% of Total	1990-2000	2000-08
Occupied	5,265	89.4%	13,843	94.5%	24,651	93.1%	23,494	92.3%	162.9%	69.7%
Owner occupied	3,001	51.0%	8,327	56.9%	17,082	69.3%	15,476	60.8%	177.5%	85.9%
Renter occupied	2,264	38.5%	5,516	37.7%	7,569	30.7%	8,018	31.5%	143.6%	45.4%
Vacant	622	10.6%	802	5.5%	1,835	6.9%	1,960	7.7%	28.9%	144.4%

Source: Census 1990 (DP-1, STF-1), 2000; American Community Survey 2008 (2006-2008 three-year estimate), ESRI Business Analyst Online 2009

4.3. Housing Costs

4.3.1. Median Property Value

Alpharetta's inflation-adjusted median property value increased (from 2000 to 2008) more rapidly than the MSA and state, but more slowly than the county. Additionally, the city experienced a greater increase in property value from 1990 to 2008 than the county, MSA and state. While the consistent and steady increase in property values has benefitted property owners, it has also effectively decreased statistical affordability relative to the county, MSA and state. The city's median property value in 2008 was 124.3% of that of the county, 176.1% of that of the MSA and 208.3% of that recorded for the state.

Table 4-10 Median Property Value 1990, 2000 and 2008

Area	1990	2000	2008	% Change			Area as a % of in 2008:		
				1990-2000	2000-2008	1990-2008	County	MSA	State
Alpharetta	\$196,853	\$282,944	\$340,500	43.7%	20.3%	73.0%	124.3%	176.1%	208.3%
Fulton County	\$160,930	\$225,899	\$273,900	28.8%	21.2%	70.2%	100.0%	141.6%	167.5%
MSA	\$144,829	\$167,663	\$193,400	13.6%	15.4%	33.5%	70.6%	100.0%	118.3%
State of Georgia	\$116,465	\$139,034	\$163,500	16.2%	17.6%	40.4%	59.7%	84.5%	100.0%

Note: 1990 and 2000 values shown have been adjusted to 2008 dollars for comparison

Source: U.S. Census Bureau 1990 and 2000; American Community Survey 2008 (2006-2008 three-year estimates)

4.3.2. Median Rent

As presented in Table 4-11, the city's median rent was higher than that of the county, MSA and state in 2008. Alpharetta, the MSA and the state all experienced inflation-adjusted decreases in median rent from 2000 to 2008 while median rent in Fulton County remained held steady. Fair Housing Rents (issued by HUD) for 2010 the county and MSA are \$757, \$820, \$912, \$1,110, and \$1,211 (values are the same for both the county and MSA).

Table 4-11 Median Rent 1990, 2000 and 2008

Area	1990	2000	2008	% Change		Area as a % of in 2008:		
				1990-2000	2000-2008	County	MSA	State
Alpharetta	\$1,037	\$1,025	\$893	-1.2%	-12.9%	116.7%	121.0%	143.6%
Fulton County	\$789	\$765	\$765	-3.0%	0.0%	100.0%	103.7%	123.0%
MSA	\$871	\$805	\$738	-7.6%	-8.3%	96.5%	100.0%	118.6%
State of Georgia	\$713	\$631	\$622	-11.5%	-1.4%	81.3%	84.3%	100.0%

Note: 1990 and 2000 values shown have been adjusted to 2008 dollars for comparison

Source: U.S. Census Bureau 1990 and 2000; American Community Survey 2008 (2006-2008 three-year estimates),

4.3.3. Affordability for Residents and Workers

As demonstrated in Table 4-10, inflation-adjusted median property values increased from 2000 to 2009 in Alpharetta. Conversely, Table 4-11 shows that inflation-adjusted median rent decreased (from \$1,025 to \$893). The increasing property values can be attributed to the growing demand for owner-occupied housing in the city. Alpharetta includes a lower proportion of renter-occupied units and multi-family units than the county, MSA and state. Few multi-family units have come online in the city since 2000, according to building permit data. Hence, the share of single-family detached units has increased since 2000.

4.3.4. Cost-Burdened Households

Table 4-12 presents cost-burdened household information for Alpharetta households as calculated by the U.S. Department of Housing and Urban Development (HUD) in 2000 (note: update of these statistics will be possible following release of 2010 Census data).

Table 4-12 Cost-Burdened Households 1990 and 2000

Area	1990			2000				
	Total Units	30% to 49%		Total Units	30% to 49%		50% and Greater	
		Units	% of Total		Units	% of Total	Units	% of Total
Alpharetta	5,887	752	12.8%	14,645	1,866	12.7%	1,097	7.5%
Fulton County	297,503	80,559	27.1%	348,632	33,080	9.5%	42,534	12.2%
State of Georgia	2,638,418	521,113	19.8%	3,281,737	397,964	12.1%	278,401	8.5%

* Rent 0-30% = Units with gross rent (rent and utilities) that are affordable to households with incomes below 30% of HUD Area Median Family Income. Affordable is defined as gross rent less than or equal to 30% of a household's gross income.

** Value 0-50% = Homes with values affordable to households with incomes at or below 50% of HUD Area Median Income. Affordable is defined as annual owner costs less than or equal to 30% of annual gross income. Annual costs are estimated assuming the cost of purchasing a home at the time of the Census based on reported value of the home. Assuming a 7.9% interest rate and national averages for utility costs, taxes, and hazard and mortgage insurance, multiplying income times 2.9 represents the value of a home a person can afford to purchase. For example, a household with an annual gross income of \$30,000 is estimated to be able to afford an \$87,000 home without having total costs exceed 30% of their annual household income.

Source: Georgia Department of Community Affairs

4.3.5. Foreclosures

The U.S. Department of Housing and Community Development (HUD) estimates foreclosures (based on risk) and vacancy rates to assist state and local governments in their efforts to target the communities and neighborhoods with the greatest needs. The HUD estimates, shown in Table 4-13, represent the estimated number and percent of foreclosure starts from January 2007 through June 2008. North Fulton County communities experienced lower foreclosure rates than the county, MSA and state. Alpharetta's 1.5% foreclosure rate was lower than the adjacent cities Rowell and Sandy Springs during the reporting period.

Table 4-13 Foreclosure Starts and Rate 2007-2008

Area	Foreclosure Starts	Number of Mortgages	Foreclosure Rates
Alpharetta	217	14,474	1.5%
Roswell	424	24,472	1.7%
Sandy Springs	353	21,825	1.6%
Fulton County	12,407	255,621	4.9%
Atlanta-Sandy Springs-Marietta MSA	64,994	1,357,537	4.9%
State of Georgia	101,630	1,981,801	5.1%

Note: Estimates are based on Federal Reserve Home Mortgage Disclosure Act Data on high cost loans, Office of Federal Housing Enterprise Oversight Data on falling home prices, and Bureau of Labor Statistics data on place and county unemployment rates. Recorded from January 2007 through June 2008.

Source: U.S. Department of Housing and Community Development 2008
Neighborhood Stabilization Data by County and Place

4.4. Special Housing Needs

At this time, most special needs housing data is only available at the county level. Fulton County has several special needs populations with particular housing needs, including elderly, frail elderly, persons with severe mental and physical disabilities, substance abuse, and those with HIV/AIDS. Households may have one or more persons with these special housing needs. Comparable data was not available at the city level; however, it is assumed that Alpharetta includes only a very small portion of Fulton County's special needs population at this time. Since information is not available at the city level, there is no accurate way to assess whether the needs of these populations within the city are being met through city and county services. For example, multiple mental health, mental retardation and/or substance abuse service providers are available to Alpharetta residents throughout the North Fulton County area. Fulton County has the largest population and probably one the most diverse in Georgia. Many county residents have special housing needs. This section provides a brief overview of special needs housing as presented in *Focus Fulton 2025*, the county's Comprehensive Plan, and based on available city data.

4.4.1. Elderly and Frail Elderly

This population includes those persons 65 years of age or older, with incomes up to 80% of average median income, spending more than half of their incomes on housing. In 2010, an estimated 5.3% of the Alpharetta population was represented in the 65 years and older category. Frail elderly are those individuals with two or more "personal care limitations." These are physical or mental disabilities that substantially limit one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying. Frail elderly residents often require some type of supportive living arrangement such as an assisted living community, skilled nursing facility, or an independent living situation with in-home health care.

With fixed and/or reduced incomes, the affordability of elderly-occupied housing is an important issue. HUD (2000) estimates nationwide that 30% of elderly households pay more than 30% of their income for housing and 14% pay more than 50% toward housing. HUD reports that millions of elderly households live in housing that is in substandard condition or that fails to accommodate their physical capabilities or assistance needs. Lower-income elderly households, in particular, are more likely to live in physically substandard housing. Households with elderly occupants age 85 and over are particularly vulnerable to the above mentioned housing problems.

There are a variety of facilities and services available for the elderly and the frail elderly in North Fulton County, many of which are located in Alpharetta.

4.4.2. Persons with Disabilities

The U.S. Census defines persons with mental disabilities as those with a condition that substantially limits one or more basic mental activities such as learning, remembering, and concentrating. This definition is quite broad, encompassing all types of individuals with varying degrees of mental ability. The Census defines persons with physical disabilities as those with a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying. This definition encompasses a wide spectrum of people, including those in wheelchairs or in need of a mobility device for support, those with sensory or respiratory discrepancies that impair short-term or long-term mobility, and those who require assistance with dressing or eating. Persons with disabilities in Alpharetta is presented and compared with those of the State in Table 4-14.

Table 4-14 Type of Disabilities 2000

Type of Disability	Alpharetta		State of Georgia
	Number	% of All Disabilities	% of All Disabilities
Total	5,435	100.0%	100%
Sensory	483	8.9%	9.7%
Physical	989	18.2%	23.0%
Mental	873	16.1%	13.6%
Self-care	256	4.7%	7.4%
Go-outside home	1,295	23.8%	21.2%
Employment	1,539	28.3%	25.2%

Source: U.S. Census Bureau 2000 (SF3).

The Fulton Regional Mental Health, Mental Retardation, and Substance Abuse Board (Fulton MHMRSA Regional Board) provides a “comprehensive assessment of the demographic description” and “estimate of need” of persons with mental and developmental disabilities and substance abuse problems. According to their FY 2001 Annual Plan, there are an estimated 52,864 adults and children with severe emotional disturbance (SED), serious mental illness (SMI), or mental retardation and other developmental disabilities (MR/DD). Of the estimated population, a little over one-fourth (13,619) depend on public sector resources.

While figures regarding the housing costs of persons with disabilities in Fulton County are not available, it can be assumed that the majority of this population spends over 50% of their income on housing. The National Low Income Coalition (1999) reports that people with disabilities receiving Social Security Insurance are among the lowest income households in the country and that there is not a single housing market area in the U.S. where a person with a disability receiving SSI benefits can afford to rent a modest efficiency apartment.

4.4.3. Mental Illness

There are an estimated 30,732 persons in Fulton County who are severely mentally ill. Approximately 31% are in need of public sector mental health services. Approximately 5,300 individuals are receiving some public services. These estimates are not available at the city level.

4.4.4. Persons with Alcohol or Substance Abuse Problems

Individuals with chemical dependencies are often unable to maintain permanent housing. Without supportive services to help them overcome their addictions, many are at risk of becoming homeless. Relevant statistics are not available at the city level.

4.4.5. Domestic Violence

In Fulton and DeKalb Counties and the City of Atlanta, an estimated 500 individuals and 995 families with children are in need of emergency shelter from domestic violence. Certified shelters for women and children fleeing domestic violence are located throughout the region. Specific estimates are not available at the city level.

4.4.6. Persons with HIV/AIDS

Using current national statistics, it can be estimated that one in every 250 persons is HIV-positive. When applying this estimated rate to Alpharetta's population, the estimated number of HIV-positive city residents would be approximately 264. Since this is a relatively small number of persons, it is assumed that Fulton County's programs are adequate to address these needs at the current time and will continue to do so throughout the next 20 years.

4.4.7. Homeless

Homeless shelters and services in are not currently provided in Alpharetta. However, services are available throughout the region where there are identified needs.

4.4.8. Migrant Farm Workers

Based on the 2007 Census of Agriculture, there is not a significant enough population of migrant farm workers to warrant special housing in Fulton County.

4.5. Job-Housing Balance

The jobs-to-housing ratio compares the number of jobs in the city to the number of residents in the city. The ratio is a useful analysis tool because housing location decisions, in relation to workplace, affect commute times, costs, and congestion. An ideal community would provide housing for the labor force near employment centers that give the workers transportation choices (e.g., walking, biking, driving, public transit, etc.). Bedroom community suburbs often develop without such balance and require the labor force to commute to work in private automobiles along major arterials resulting in congestion and other quality of life challenges.

Communities can use two jobs/housing balance ratios to monitor their ability to achieve a balance of jobs and housing: (1) employment (jobs)/housing unit ratio, and (2) employment/labor force ratio. According to the *Jobs/Housing Balance Community Choices Quality Growth Toolkit*, prepared by the Atlanta Regional Commission, an employment (jobs)/housing ratio of between 1.3 and 1.7 implies an ideal balance with 1.5 as the standard target. An employment (jobs)/labor force (employed residents) ratio of between 0.8 and 1.25 implies a balance for that ratio with 1:1 as the standard target.

Table 4-15 presents the employment/housing ratio and employment/labor force ratio for Alpharetta. The 2009 employment/housing ratio of 1.43 falls within the ideal range of 1.3 to 1.7. This ratio means that there are more jobs than the number of housing units. Table 4-15 also presents the employment/labor force ratio for the city. The 2009 ratio of 0.85 also falls within the ideal range of 0.8 to 1.25. This ratio means that the labor force is larger than the number of jobs available in the city.

Table 4-15 Jobs-Housing Balance 2009

Category	2009
Population	52,415
Average Household Size	2.7
Housing Units	20,894
Labor Force	35,383
Employment	29,972
Employment/Housing Unit Ratio	1.43
Employment/Labor Force Ratio	0.85

Source: ESRI Business Analyst Online, City of Alpharetta

4.5.1. Supply of Affordable Housing

Table 4-16 relates the average weekly wages received by employees who work in Fulton County to the housing values afforded by their wages. Table 4-16 also provides housing affordability ranges (based on 2.5 and 3.0 multipliers that are widely used to calculate affordable housing prices) for each employment sector based on the average wages paid by Fulton County employers in 2008.

Table 4-16 Correlation of Average Weekly Wages to Housing Prices for Workers 2009

Sector	Average Wage			Monthly Income Available for Housing (30%)	Equivalent House Price ¹ (2.5 multiplier)	Equivalent House Price ¹ (3.5 multiplier)
	Average Weekly Wage	Average Annual Wage	Average Monthly Wage			
Agriculture, forestry, & fishing	\$1,063	\$55,276	\$4,252	\$1,276	\$138,190	\$193,466
Mining ²	**	**	**	**	**	**
Construction	\$1,106	\$57,512	\$4,424	\$1,327	\$143,780	\$201,292
Manufacturing	\$1,431	\$74,412	\$5,724	\$1,717	\$186,030	\$260,442
Utilities	\$1,857	\$96,564	\$7,428	\$2,228	\$241,410	\$337,974
Wholesale trade	\$1,572	\$81,744	\$6,288	\$1,886	\$204,360	\$286,104
Retail trade	\$569	\$29,588	\$2,276	\$683	\$73,970	\$103,558
Transportation and warehousing	\$1,087	\$56,524	\$4,348	\$1,304	\$141,310	\$197,834
Information	\$1,741	\$90,532	\$6,964	\$2,089	\$226,330	\$316,862
Finance and insurance	\$1,870	\$97,240	\$7,480	\$2,244	\$243,100	\$340,340
Real estate and rental and leasing	\$1,099	\$57,148	\$4,396	\$1,319	\$142,870	\$200,018
Professional, scientific/tech services	\$1,700	\$88,400	\$6,800	\$2,040	\$221,000	\$309,400
Mgt companies/enterprises	\$1,760	\$91,520	\$7,040	\$2,112	\$228,800	\$320,320
Administrative and waste services	\$799	\$41,548	\$3,196	\$959	\$103,870	\$145,418
Educational services	\$815	\$42,380	\$3,260	\$978	\$105,950	\$148,330
Health care and social services	\$1,000	\$52,000	\$4,000	\$1,200	\$130,000	\$182,000
Arts, entertainment and recreation	\$945	\$49,140	\$3,780	\$1,134	\$122,850	\$171,990
Accommodation and food services	\$445	\$23,140	\$1,780	\$534	\$57,850	\$80,990
Other services (except government)	\$669	\$34,788	\$2,676	\$803	\$86,970	\$121,758
Government	\$1,087	\$56,524	\$4,348	\$1,304	\$141,310	\$197,834
All industries - County 2000 ³	\$1,043	\$54,236	\$4,172	\$1,252	\$135,590	\$189,826
All industries - County 2008	\$1,151	\$59,852	\$4,604	\$1,381	\$149,630	\$209,482
All industries - State 2009	\$824	\$42,848	\$3,296	\$989	\$107,120	\$149,968

¹ Multipliers are applied to the Average Annual Wage - 2.5 and 3.5 are used widely to calculate affordable housing prices

² BLS did not release data for this sector in Fulton County

³ Adjusted 2000 dollars to 2009 via the BLS Inflation Calculator

Source: Georgia Department of Labor (these data represent jobs that are covered by unemployment insurance laws), U.S. Bureau of Labor Statistics

Approximately 70% of Alpharetta's labor force (Alpharetta residents) commuted to workplaces outside of the city in 2000, the latest year for which these statistics are available from the Census. This means a large portion of those working in Alpharetta commuted to the city from outside of the city limits, as well.

The city's largest employment category in 2009 was *retail trade* (17.8% of all jobs). Wages for this job sector in Fulton County are among the lowest of all categories reported. *Retail trade* paid an average weekly wage of \$569, which translates into income available to purchase a home in the range of \$73,970 to \$103,558 (or monthly rent of \$683). *Professional, scientific/tech services*, the second largest sector, paid an average weekly wage of \$1,700, which translates into income available to purchase a home in the range of \$221,000 to \$309,400 (or a monthly rent of \$2,040).

The Alpharetta median household income in 2009 was \$96,515. As shown in Table 4-17, that income level theoretically supports purchase of a home within the range of \$241,288 to \$337,803. As shown previously, the median property value in Alpharetta in 2009 was \$340,500. This comparison of median income with median property value suggests that the housing market in the Alpharetta area may be trending towards losing its ability to provide affordable homes for those who work in the area. The availability of housing for the median and/or average income households does not mean the community has met the housing needs of those employed within its boundaries, however. Statistically, the lower-paid workers employed in the city can face challenges in finding quality, affordable housing close to their place of work.

Table 4-17 Correlation of Household Income to Housing Prices for City Residents 2000 and 2009

<i>Annual Household Income</i>	<i>Maximum Annual Income</i>	<i>Maximum Monthly Income</i>	<i>Maximum Monthly Income for Housing (30 %)</i>	<i>Equivalent House Price (2.5 multiplier)*</i>	<i>Equivalent House Price (3.5 multiplier)*</i>
Less than \$15,000	\$15,000	\$1,250	\$375	\$37,500	\$52,500
\$15,000-24,999	\$25,000	\$2,083	\$625	\$62,500	\$87,500
\$25,000-\$34,999	\$35,000	\$2,917	\$875	\$87,500	\$122,500
\$35,000-\$49,999	\$50,000	\$4,167	\$1,250	\$125,000	\$175,000
\$50,000-\$74,999	\$75,000	\$6,250	\$1,875	\$187,500	\$262,500
\$75,000-\$99,999	\$100,000	\$8,333	\$2,500	\$250,000	\$350,000
\$100,000-\$149,999	\$150,000	\$12,500	\$3,750	\$375,000	\$525,000
\$150,000-\$249,999	\$250,000	\$20,833	\$6,250	\$625,000	\$875,000
\$250,000-\$499,999	\$500,000	\$41,667	\$12,500	\$1,250,000	\$1,750,000
\$500,000 or more	NA	NA	NA	NA	NA
<i>Mean Household Income (in 2008 dollars)</i>					
2000	\$123,408	\$10,284	\$3,085	\$308,520	\$431,928
2009	\$137,491	\$11,458	\$3,437	\$343,728	\$481,219
<i>Median Household Income (in 2008 dollars)</i>					
2000	\$95,845	\$7,987	\$2,396	\$239,613	\$335,458
2009	\$96,515	\$8,043	\$2,413	\$241,288	\$337,803

*Multipliers are applied to the Average Annual Wage - 2.5 and 3.5 are used widely to calculate affordable housing prices

Source: ESRI Business Analyst Online

4.5.2. Barriers to Affordability

While Alpharetta provides a wide range of affordable housing options, statistics suggest that there are barriers to affordable housing that would be expected to hinder and/or limit affordable housing opportunities for those earning lower incomes (80% of AMI or below). A number of these obstacles are common in Metropolitan Atlanta regardless of geographic location and include the following:

Increasing Land Prices and Costs of Development

Once data is reported for the 2010 Census, an analysis most likely will show that in Alpharetta, housing is becoming less affordable for many who are employed in the city as a result of the rapidly increasing costs of housing (especially new single-family housing). Even after some cost/value reduction during the economic recession of the past few years, it is reasonable to presume that for a variety of reasons, including increasing land and development costs, market-rate housing remains out of the affordable range for a segment of the population.

Burdensome Federal and State Regulations

Federal and State programs and regulations often place requirements on local jurisdictions which drive up the cost of development. They frequently do not allow the flexibility needed for local communities to devise cost efficient solutions to their particular affordable housing problems.

Lack of Public/Private Partnerships with Financial Institutions

More lender involvement in affordable housing efforts is needed. There is also a need for more affordable housing, community awareness and homebuyer education. This can assist the critical local workforce such as teachers, law enforcement and other vital service providers. Homebuyer education programs are growing, and can be strengthened and expanded.

Despite these obstacles, Alpharetta has a history of integrating affordable housing into its community. The first Habitat for Humanity subdivision, Fuller Farms, was built in Alpharetta. It was located across the street from affluent homes to prevent the segregation of residential areas by income that often leads to the erosion of property values. In addition, federally-supported Section 8 rental housing can be found in Alpharetta as well as subsidized apartments for seniors. Residents, businesses, churches and other organizations have strongly supported non-profit groups such as the Habitat for Humanity North Central Georgia Chapter, which has added numerous affordable housing units to the area over many years. While there are many success stories, there are also challenges to continuing non-profit housing development in the Alpharetta area due to cost and availability of land, limited numbers of existing non-profit housing developers or private developers willing to construct affordable housing for low-income homebuyers and limited financial incentive programs to do so. To a great extent, affordability is a function of project economics which is driven by market forces. Alpharetta's challenge is to continue to reduce barriers to affordability by facilitating appropriate options in conjunction with housing development.

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NATURAL AND CULTURAL RESOURCES

Evaluation of how new development is likely to impact Natural and Cultural Resources along with an identification of needed regulations and policies

5.1. Physiography

Alpharetta is located entirely within the Atlanta Plateau of the Appalachian chain with an average elevation of 1,050 feet above sea level. Rolling, well-drained terrain with coarse loamy soils on the surface and clayey subsoils characterize the area's topography. Underlying geology consists of igneous rocks, a prevalent characteristic throughout the Atlanta Plateau.

5.2. Environmental Planning Criteria

Georgia Department of Natural Resources (DNR) developed minimum standards and procedures, *Rules for Environmental Planning Criteria* (Chapter 391-3-16 and also known as Part V Criteria), to protect the state's natural resources and environment. Part V Criteria require city comprehensive plans to identify whether five specific critical environmental resources exist within the city limits and if so, whether the city has adopted ordinances that protect each resource. Table 5-1 lists and describes the three applicable Part V Criteria-addressed critical environmental resources and indicates the presence of three resources in Alpharetta. The City Council has adopted local ordinances that specifically address each resource and meet the "Part V Criteria" requirements. Map 3: Environmental Planning Criteria depicts the location of each resource.

Table 5-1 Compliance with Rules for Environmental Planning Criteria

Critical Environmental Resource	Definition ¹	Is the Critical Environmental Resource present within Alpharetta?	Ordinance Adopted
Water Supply Watershed	Area of land upstream of a governmentally-owned public drinking water intake.	Yes (UDC Sec. 3.3.12). See Map 3: Environmental Planning Criteria for general location.	Adopted 2001
Groundwater Recharge Areas	Any portion of the earth's surface where water infiltrates into the ground to replenish an aquifer.	Yes (UDC 3.3.13). See Map 3: Environmental Planning Criteria for general location.	Adopted 2001
Wetlands	Areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.	Yes (UDC 3.3.7). See Map 3: Environmental Planning Criteria for general location.	Adopted 2001

¹Definitions taken from DNR Rules for Environmental Planning Criteria (Chapter 391-3-16)

5.3. Other Environmentally Sensitive Areas

5.3.1. Water Quality

Alpharetta is located in the Chattahoochee River Basin and is drained by Big Creek, Foe Killer Creek, and their associated tributaries. Alpharetta receives its water supply from the Chattahoochee River via the Fulton County Department of Public Works, which has permitted water rights to withdraw water. The city's Public Works Department operates a laboratory that tests source water samples collected weekly from lakes, streams, ponds, storm drain outfalls and other drainage pipes. The department uses the data to identify problems, such as erosion and sewer spills, as well as develop policy recommendations.

Alpharetta has adopted ordinances that address stormwater issues and watershed protection in addition to the "Part V Criteria" ordinances described in Section 5.2 and shown in Table 5-1. The city's Metropolitan North Georgia Water Planning District (MNGWPD) membership requires local adoption of environmental-protection-measure model ordinances (developed by the state) to improve water quality. Table 5-2 lists Alpharetta's local protection measures and describes the areas protected by the ordinances. Together, these ordinances help mitigate land development's negative impacts on water quality by managing stormwater, soil erosion, and sedimentation pollution. In addition, they also help preserve natural areas adjacent to water bodies.

Table 5-2 Local Protection Measures for Environmentally Sensitive Areas

Ordinance	Required by MNGWPD	Purpose
Floodplain Management and Flood Damage Prevention	Yes UDC Sec. 3.4	Floodplain regulations and development restrictions can greatly reduce flooding impacts, preserve greenspace and habitat, and protect their function in safely conveying floodwaters and protection water quality. The ordinance aims to help areas avoid potential flood damage by regulating future-conditions floodplains and providing building standards in flood-prone areas.
Stream Buffer Protection	Yes UDC Sec. 3.3.6	Stream buffers, along with other protection measures, can help protect streams and preserve water quality by filtering of pollutants, reducing erosion and sedimentation, protecting and stabilizing stream banks, preserving vegetation and providing both aquatic and land habitat. This ordinance provides a framework to develop buffer zones for streams as well as the requirements that minimize land development within those buffers. It is the purpose of these buffer zone requirements to protect and stabilize stream banks, protect water quality and preserve aquatic and riparian habitat. The city has adopted more stringent requirements than the Metropolitan River Protection Act. UDC Sec. 3.3.6 <i>Stream Buffer Protection</i> requires a 100-foot undisturbed buffer and a 150-foot impervious setback on perennial streams and a 50-foot undisturbed buffer and 75-foot impervious setback on non-perennial streams.
Illicit Discharge and Illegal Connection	Yes UDC Sec. 3.3.9.C & Sec. 3.3.9.D	An illicit discharge is defined as any discharge to a storm drainage system or surface water that is not composed entirely of stormwater runoff (except for discharge allowed under an NPDES permit or waters used for firefighting operations). The ordinance provides Alpharetta the authority to deal with illicit discharges and establishes enforcement actions for those properties found to be in noncompliance or that refuse to allow access to their facilities.
Post Development Stormwater Runoff	Yes UDC Sec. 3.3.4 & Sec. 3.3.5	The ordinance provides post-development stormwater management requirements for new development and redevelopment in Alpharetta. The ordinance defines requirements for development to address stormwater runoff quality and quantity impacts following construction resulting from the permanent alteration of the land surface as well as the nonpoint source pollution from land use activities.
Litter Control	Yes City Code, I-B-10-10	Litter found throughout the community often finds its way into the region's streams, rivers and lakes and detracts from area's quality of life. The ordinance provides a prohibition against littering and provides an enforcement mechanism with penalties for dealing with those found littering. The ordinance helps Alpharetta address the impacts trash and debris have on water resources.
Soil Erosion and Sedimentation Control	Yes UDC Sec. 3.1.1	Soil erosion and sedimentation of water bodies can be a significant and negative environmental impact during development protections. To mitigate the negative impacts, Alpharetta has adopted this ordinance to manage and limit soil erosion and sedimentation during development and land disturbance projects.
Alpharetta Chattahoochee River Protection Ordinance	No	The water quality of the Chattahoochee River depends largely on the water quality its tributaries. To ensure adequate water quality of the Chattahoochee's tributaries in Alpharetta, the ordinance requires the creation of vegetative buffers along these tributaries and where land disturbances occur within these buffers, that the disturbances are regulated with requiring a permit to begin activity.

5.3.2. Air Quality

Environmental concern for air quality has become increasingly important region-wide during the last two decades. Air quality has a direct impact on public health and certain groups within the community, primarily young children, the elderly, and people with asthma and other respiratory ailments. These groups are especially vulnerable to polluted air conditions.

Alpharetta is within the Atlanta non-attainment area for ozone and particulate matter. As the regional transportation planning agency, ARC's policies and implementation measures must comply with the federal Clean Air Act. Compliance is established through monitoring and management of federally-regulated industries as well as transportation planning. ARC's responsibilities include developing transportation and land use measures that can help improve the region's air quality, when implemented at the local and regional level. These measures include supporting development patterns that reduce the number of vehicle miles traveled and reduce the number of vehicle trips. Alpharetta works with ARC to implement these development patterns and transportation projects to help reduce air pollution and improve the region's air quality.

5.3.3. Steep Slopes

Areas with a grade of 15% or greater are considered steep slopes. These areas are typically more prone to soil erosion and vegetation loss as a result of development, making it necessary to identify and manage them. Gently-rolling terrain slopping from 0% to 15% makes up the majority of Alpharetta. Consequently, much of the city's existing development occurred in these areas. Several steep slope areas exist in Alpharetta. Most are associated with creeks and the associated stream banks and are located east of GA-400 and in areas currently undeveloped. For more detail see Map 4: Slope Analysis.

Alpharetta has adopted development regulations, such as the Soil Erosion and Sedimentation Control ordinance (UDC Sec. 3.1.1) and the Floodplain Management ordinance (UDC Sec. 3.4) to address steep slope development and to manage water quality and erosion. As a result, developers in Alpharetta must take additional measures necessary to limit soil erosion and sedimentation pollution in waterways, as well as development encroachment into sensitive environmental areas. The city also requires the notation of steep slopes on site plans during the land development process in order to identify negative impacts on areas with steep slopes.

5.3.4. Floodplains

Flooding is the temporary covering of soil with water from overflowing streams and by runoff from adjacent slopes. Water standing for short periods after rainfalls is not considered flooding, nor is water in swamps. A floodplain is any land area susceptible to being inundated by water from any source. Floodplains in their natural or relatively undisturbed state are important water resource areas. They serve three major purposes: natural water storage and conveyance, water quality maintenance, and groundwater recharge. Unsuitable development can destroy their value. For example, any fill material placed in the floodplain eliminates essential water storage capacity, causing water elevation to rise, resulting in the flooding of previously dry land. Alpharetta's 100 and 500-year floodplains are shown on Map 5: Floodplains. The city regulates floodplain development with the Floodplain Management ordinance (UDC Sec. 3.4).

Moderate flooding occurs periodically along Big Creek and its associated tributaries in east Alpharetta. Because the city has identified these areas as prone to flooding and an important natural resource, much of the floodplain of Big Creek and its associated tributaries (including Long Indian Creek) has been designated as open space and is being incorporated into the city's greenway system. Foe Killer Creek's floodplain impacts areas of west Alpharetta

Additionally, the Federal Emergency Management Agency (FEMA) has identified and mapped areas of the city that have the highest risk of flooding in order to establish actuarial flood insurance rates and promote sound floodplain management planning. To meet FEMA's floodplain management standards, the city has adopted the Floodplain Management ordinance, as shown in Table 5-2. The ordinance regulates new development based on FEMA's regulatory flood definition, which means the flood has a 1% chance of being equaled or exceeded in any given year assuming the drainage basin is fully developed. Among the requirements of the ordinance is that new development be at least 1 foot above the regulatory flood level.

The city is working in conjunction with DNR and FEMA to update the current flood maps. Preliminary maps are expected July 2011. Open house meetings will be schedule for the public to view the maps and a 90-day comment period will follow for the public to make appeals and protests to items shown on the maps. The city expects to adopt final maps in July 2012. When finished, the new digital flood maps will provide detailed, property-specific flood risk data to guide construction and flood insurance decisions. Alpharetta residents and business owners will have up-to-date, reliable, Internet-accessible data about the flood hazards they face.

5.3.5. Soils

Soils regulate water, sustain plant and animal life, filter potential pollutants, cycle nutrients and support structures. Knowledge of soil types in an area provides a good indication of topography (slope), erosion patterns, the presence and depth of rock, and the presence of water, as in wetland or floodplain areas. These characteristics in turn help indicate whether a soil type is suitable for a specific land use.

Soil Types

Alpharetta area soils include Congaree-Chewacla-Wickham, Cecil-Lloyd-Appling, Madison-Louisa, Lloyd-Cecil-Madison, and Appling-Cecil. Well-drained and moderately-permeable soils make up much of the city. These soils impose no potential development limitations, such as low-bearing capacity, poor soil drainage or other factors affecting suitability of the land for development.

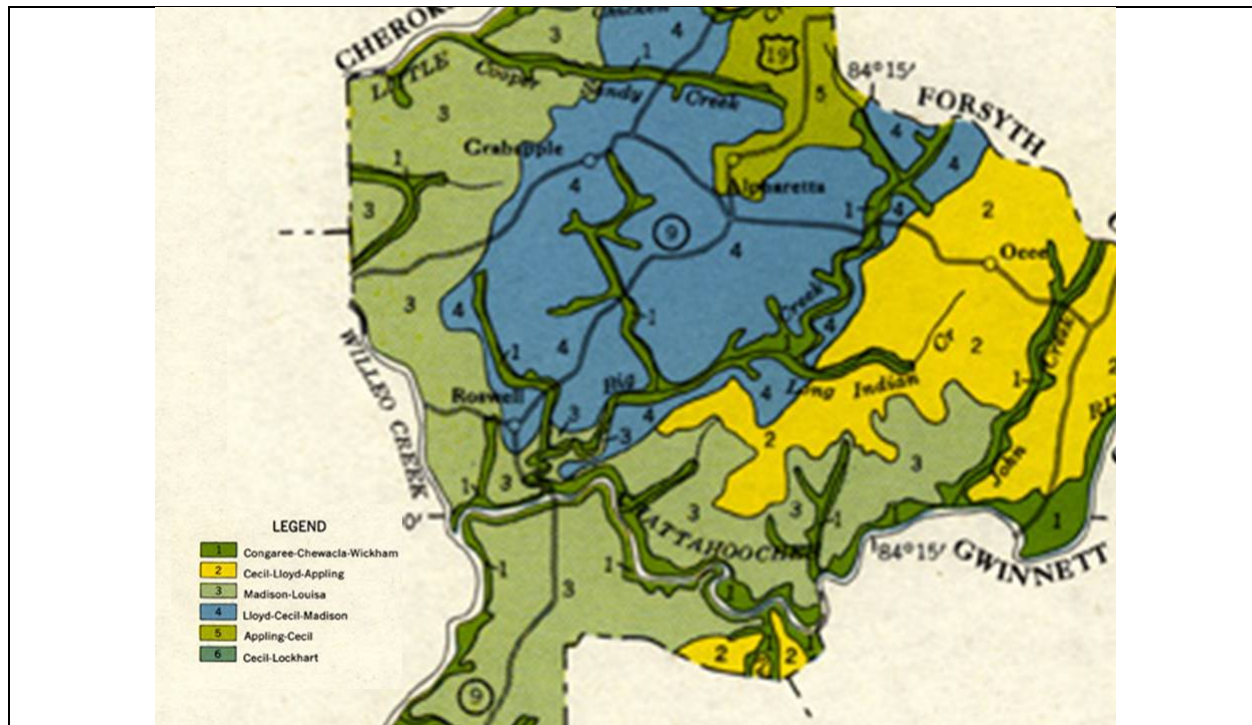
The General Soil Map for Fulton County, as defined by the Natural Resources Conservation Service (NRCS) of the U.S. Department of Agriculture (USDA), defines six soil associations for Fulton County. Figure 5-1 presents the Alpharetta area of the General Soil Map. Five of the soil associations are applicable for the Alpharetta area and described in Table 5-3.

Table 5-3 Soil Associations

Soil Association	Description
Congaree-Chewacla-Wickham (1)	Occurs in irregular and comparatively narrow strips on first bottoms and terraces along the Chattahoochee and Little rivers and their tributaries. While drainage is good along the rivers (outside of Alpharetta), drainage can be somewhat poor along the small streams as sediment and undergrowth have clogged the stream channels and raised the water table. The natural fertility of the soils is moderate to high. They are largely covered with forest or bushes and water-loving grasses.
Cecil-Lloyd-Appling (2)	Occurs chiefly on rolling and hilly uplands, although some areas along drainageways are steep and others on interstream ridges are undulating. Includes a well-developed dendritic drainage system and natural drainage ranges from good to excessive. The natural fertility of the soils is low to medium. Moderate to severe erosion is common. The soils are best suited for forest, though much of the association has been cleared or are in second-growth pine. These soils are located primarily west of Big Creek.
Madison-Louisa (3)	Occupies the most dissected uplands of the Chattahoochee and its larger tributaries and is characterized by steep V-shaped valleys and sharp ridge tops. The association has a well-developed dendritic drainage system and its soils are well drained to excessively drained. Soil fertility is low. These soils are associated with pine and hardwoods. These soils have limited occurrence in Alpharetta.
Lloyd-Cecil-Madison (4)	Occurs on rolling to hilly uplands. The association has a well-developed dendritic drainage pattern and its soils are well to somewhat excessively drained. Soil fertility is low to medium. Erosion is moderate to somewhat severe for this association. Most of the land has been cleared. This is the largest soil association in the city and is primarily located near Big Creek on the east side of the city and includes a large swath of west Alpharetta.
Appling-Cecil (5)	Made up of grayish sandy soil on rolling to hilly uplands. Deep soils are underlain by granite and gneiss having a high content of quartz. The association has a well-developed dendritic drainage system and its soils are well to somewhat excessively drained. Soil fertility is low. These soils occur mainly on the smoother areas. Erosion is generally moderate. Most of the association has been cleared, but much of it is idle or covered with second-growth pine. These soils are located primarily along GA-9.

Note: Number shown in parenthesis corresponds to areas shown in Figure 5-1

Source: Natural Resources Conservation Service of the U.S. Department of Agriculture

Figure 5-1 General Soil Map for Fulton County (Alpharetta Area)

Source: Soil Survey of Fulton County, Georgia, Natural Resources Conservation Service, U.S. Department of Agriculture

Prime Farmland and Soils of Statewide Importance

Limited farmland or farming remains within the city limits of Alpharetta due to wide-scale suburbanization. Scattered gardens, limited crop fields and a few pastures are all that remain of the city's agricultural past. Horse farms primarily devoted to boarding horses for pleasure and personal enjoyment dot the western portion of the city. Map 6: Soils of Statewide Importance shows the general locations of these important soils in the Alpharetta area. These soils are primarily located in west Alpharetta, west of Foe Killer Creek and along GA-400 and North Point Mall.

Suitability for Septic Systems

The use of private septic systems is permissible in Alpharetta if public sewer is unavailable. Generally, septic systems are more common in recently-incorporated areas previously under the planning jurisdiction of Fulton County. Currently, Fulton County provides or has the potential to provide sewer service to approximately three-quarters of the land area of Alpharetta. The non-serviceable area, located in the northwest portion of the city, depends on individual septic tanks for waste water disposal and is characterized by low-density residential development.

Some soils, however, exhibit limitations for development with septic tanks and should be evaluated when planning for locations suitable for accommodating future growth. With respect to the effluent absorption capacity of a soil, NRCS data rates portions of land in Alpharetta area as "Very Limited" or "Somewhat Limited". "Very limited" indicates that the soil has one or more limiting features that generally cannot be overcome without major soil

Table 5-4 Fulton County Soil Suitability for Septic Tank Absorption Fields

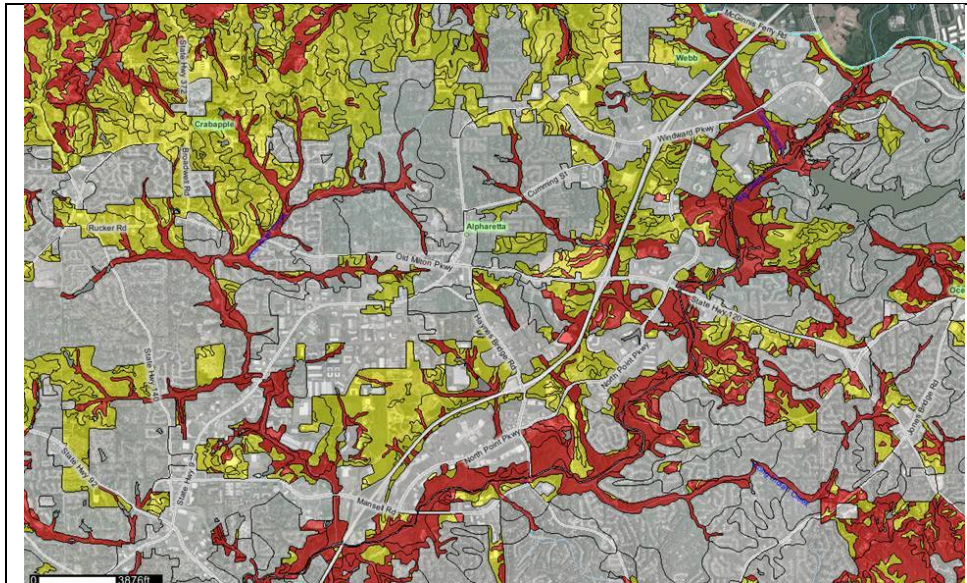
Rating	Acres	% of Total
Very Limited	116,570	34.1%
Somewhat Limited	83,666	24.5%
Null or Not Rated	141,879	41.5%
Totals	342,115	100.0%

Source: U.S. Department of Agriculture, Natural Resources Conservation Service

reclamation, special design, or expensive installation procedures, likely resulting in poor performance and high maintenance. These areas are primarily associated with the creeks and streams in the area. “Somewhat limited” indicates that the soil has features that can be overcome or minimized by special planning, design, or installation. These areas are primarily located adjacent to GA-400 and in northwest portions of the city.

The NRCS ratings for septic tank absorption fields (areas in which effluent for a septic tank is distributed into the soil) are based on the soil properties that affect absorption, construction and maintenance of the system, and public health. Overall ratings are currently only available by county, as shown in Table 5-4 and mapped in Figure 5-2. Red indicates “Very Limited”, yellow indicates “Somewhat Limited” and white indicates “Null or Not Rated”.

Figure 5-2 Alpharetta Area Soil Suitability for Septic Tank Absorption



Note: Red indicates “Very Limited”, yellow indicates “Somewhat Limited” and white indicates “Null or Not Rated”.
Source: Natural Resources Conservation Service, U.S. Department of Agriculture

5.3.6. Plant and Animal Habitats

The Fish and Wildlife Service of the U.S. Department of the Interior defines habitat as a combination of environmental factors that provides food, water, cover and space that living beings need to survive and reproduce. Habitat types include: coastal and estuarine, rivers and streams, lakes and ponds, wetlands, riparian areas, deserts, grasslands/prairie, forests, coral reefs, marine, perennial snow and ice, and urban areas. These habitats are vulnerable to land development and are in danger of becoming permanently altered or completely lost because of sporadic land development in and around ecologically sensitive areas. Ecologically sensitive areas include wetland, forests, and river corridor, and plant and animal habitats. Habitats specific to any endangered or threatened species should also be carefully protected. Endangered and threatened species are listed only by county and not at the city level. However, the county level should provide a close enough look at species that may be endangered in Alpharetta, as listed in the Tables 5-6 and 5-7.

To counteract negative or potentially negative impacts on the habitats of these plants and animals, the city has adopted several policies to protect important natural habitats. During both the master plan process and land disturbance-permitting process, the city requires identification of any plant or animal habitats. Additionally, as part of the city’s Tree Protection Ordinance, developments must retain certain existing mature trees and replant additional trees. Native vegetation is suggested to provide habitat for indigenous birds and animals.

Species of Special Concern

DNR maintains an inventory of federally protected, state-protected, and other rare or imperiled plants and animals. This working “special concerns list” includes 22 species of plants and animals in Fulton County that are tracked by the Nongame Conservation Section of the DNR Wildlife Resources Division. The list identifies species thought to be in need of conservation. Some listed species are currently protected by state or federal laws. Alpharetta does not currently provide additional protection for these species. Tables 5-6 through 5-7 list the species of special concern in Fulton County. Table 5-5 lists definitions of the federal and state status designations and provides the abbreviations for each that are used in Tables 5-6 and 5-7.

Table 5-5

Federal and State Species Status Definitions

Federal Status	
Listed As	Definition
Endangered (LE)	Most critically imperiled species; a may become extinct or disappear from a significant part of its range if not immediately protected
Threatened (LT)	Most critical level of threatened species; may become endangered if not protected
Candidate Species (C)	Enough scientific information to warrant proposing these species for listing as endangered or threatened
State Status	
Listed As	Listed As
Endangered (E)	In danger of extinction throughout all or part of its range
Threatened (T)	Likely to become an endangered species in the foreseeable future throughout all or parts of its range
Rare (R)	A species which may not be endangered or threatened but which should be protected because of its scarcity
Unusual (U)	Unusual, thus deserving of special consideration; includes plants subject to commercial exploitation

Table 5-6

Species of Special Concern in Fulton County – Animals

Species		Status	Habitat
		US GA	
Bachman's Sparrow	Aimophila aestivalis	R	Open pine or oak woods; old fields; brushy areas
Chattahoochee Crayfish	Cambarus howardi	T	Moderate to swiftly flowing streams with rocky or rubble substrate
Bluestripe Shiner	Cyprinella callitaenia	R	Flowing areas in large creeks and medium-sized rivers over rocky substrates
Delicate Spike	Elliptio arctata	E	Large rivers and creeks with some current in sand and sand and limestone rock substrates
Cherokee Darter	Etheostoma scotti	LT T	Small to medium-sized creeks with moderate current and rocky substrates
Peregrine Falcon	Falco peregrinus	R	Rocky cliffs & ledges; seacoasts
Shinyrayed Pocketbook	Hamiota subangulata	LE E	Sandy/rocky medium-sized rivers & creeks
Four-toed Salamander	Hemidactylium scutatum		Swamps; boggy streams & ponds; hardwood forests
Gulf Moccasinshell	Medionidus penicillatus	LE E	Sandy/rocky medium-sized rivers & creeks
Highscale Shiner	Notropis hypsilepis	R	Flowing areas of small to large streams over sand or bedrock substrates
Sculptured Pigtoe	Quincuncina infucata		Main channels of rivers and large streams with moderate current in sand and limestone rock substrate

Source: Georgia Department of Natural Resources. Wildlife Resources Division – Updated May 27, 2008

Table 5-7

Species of Special Concern in Fulton County – Plants

Species		Status	Habitat
		US GA	
Pink Ladyslipper	Cypripedium acaule	U	Upland oak-hickory-pine forests; piney woods
Large-flowered Yellow Ladyslipper	Cypripedium parviflorum var. pubescens		Upland oak-hickory-pine forests; mixed hardwood forests
Log Fern	Dryopteris celsa		Floodplain forests; lower slopes of rocky woods
Mountain Witch-alder	Fothergilla major	T	Rocky (sandstone, granite) woods; bouldery stream margins
Harper Wild Ginger	Hexastylis shuttleworthii var. harperi		Low terraces in floodplain forests; edges of bogs
Southern Twayblade	Listera australis		Poorly drained circumneutral soils
Sweet Pinesap	Monotropsis odorata	T	Upland forests

Species		Status		Habitat
		US	GA	
American Ginseng	<i>Panax quinquefolius</i>			Mesic hardwood forests; cove hardwood forests
Bay Star-vine	<i>Schisandra glabra</i>	T		Rich woods on stream terraces and lower slopes
Georgia Aster	<i>Symphiotrichum georgianum</i>	C	T	Upland oak-hickory-pine forests and openings; sometimes with <i>Echinacea laevigata</i> or over amphibolite
Barren Strawberry	<i>Waldsteinia lobata</i>	R		Stream terraces and adjacent gneiss outcrops

Source: Georgia Department of Natural Resources, Wildlife Resources Division – Updated May 27, 2008

5.4. Significant Natural Resources

5.4.1. Scenic Areas, Forests, Recreation and Conservation Areas

Substantial development and redevelopment have occurred in Alpharetta, particularly along the GA-400 corridor. As a result of this development, few significant scenic views or visual landmarks remain within the city. However, while no major federal or state parks, recreation or conservation areas are located in Alpharetta, the city does maintain the Big Creek Greenway. The city created the greenway to help preserve the creek and adjacent natural areas while also providing a place for the public to connect with nature.

Additionally, portions of the Environmental Protection Agency's Southeastern Ecological Framework (SEF) cover Alpharetta. The SEF is an EPA program meant to identify primary ecological areas, identify ecological corridors that can link the primary ecological areas, and create a green infrastructure network throughout the Southeastern United States. The areas within Alpharetta that have been identified as part of the SEF are primarily associated with land adjacent to the creeks and streams, as well as some large clusters of preserved forests. These areas are important for the natural health of the community and can serve as a guide for preserving important natural features in Alpharetta. Map 7: Scenic, Recreation and Conservation Areas shows the greenway system, city parks, and the Southeastern Ecological Framework areas. City parks and recreation areas are discussed in more detail in Section 6.3.2.

Table 5-8 Percent of Fulton County Land in Farms – 1982, 1989, 1997 and 2007

1987	1992	1997	2002	2007
9.6%	6.4%	7.9%	8.2%	4.5%

Table 5-9 Percent of Fulton County Land Forested– 1982, 1989, 1997 and 2007

1982	1989	1997	2008
50.4%	41.1%	37.2%	35.3%

Source: Center for Agribusiness and Economic Development, Cooperative Extension Service, University of Georgia (Tables 5-8 and 5-9)

5.4.2. Agriculture and Forested Land

Farming and forestry activities are not significant in Fulton County, and do not occur in Alpharetta. These activities will most likely not play a role in the local economy over the planning period. The countywide percentage of land in *farms* (see Table 5-8) and as *forested land* (see Table 5-9) has decreased over the past 20 years.

5.4.3. Urban Forest Protection

Alpharetta protects its Tree Canopy with its Tree Preservation Ordinance (UDC 3.2). This ordinance governs conservation, planting and replacement of trees citywide. The regulations are in place to prevent the indiscriminate removal of trees without denying the reasonable use and enjoyment of real property. The regulations require reasonable efforts to preserve and retain certain existing, self-supporting trees.

The Tree Commission, which was also established by the Tree Protection Ordinance, give advises City Council based on an annual re-evaluation of experience under the ordinance, provides leadership in the development of understanding of the objectives and methods of the tree program, and assist the city staff in the development and maintenance of technical specifications and guidelines.

In addition, the Design Review Board (DRB) Ordinance and Design Guidelines provide specific tree planting requirements for the city's "corridors of influence" (defined in the ordinance as Westside Parkway, Old Milton Parkway, Haynes Bridge Road, and Mansell Road).

The Downtown Incentive Zoning Package includes specific street tree planting and tree protection requirements specifically for Downtown Alpharetta, as defined in the ordinance. Planting requirements are presented in Chapter 5 of the Downtown Incentive Zoning Package and include detailed specifications for each of the major corridors (as well as corridors planned in the *Downtown Master Plan*). Tree protection requirements include protection of the critical root zone as well as protection of specific specimen trees located in Downtown Alpharetta and documented in maps included in the Downtown Incentive Zoning Package. This zoning designation seeks to preserve as many specimen trees as feasible, and encourages incorporation of these existing trees into development plans.

Due to this and other tree protection measures, the Arbor Day Foundation has designated Alpharetta as a "Tree City USA." Protecting the city's tree canopy touches the lives of people within the community who benefit daily from cleaner air, shadier streets, and aesthetic beauty that healthy, well-managed urban forests provide. In addition, it helps present the kind of image that most citizens want to have for the place they live or conduct business. As a "Tree City USA" designee, Alpharetta is able to make a statement to visitors, through signage, that it is a city that cares about its environment.

5.5. Significant Cultural Resources

Cultural resources include structures, sites, and districts of historic, cultural or archaeological significance. Such resources provide a context for recent and current events due to their influence on development patterns and characteristics of a community.

The Historic Preservation Division (HPD) of the DNR is the delegated, state-level authority in matters of historic preservation. HPD also acts as the State Historic Preservation Office (SHPO), mandated by the federal Historic Preservation Act of 1966. HPD holds advocacy and administrative roles while coordinating statewide preservation initiatives, providing technical assistance, and allocating federal funding for local preservation-oriented projects. The protection of cultural resources is best accomplished on the local level with historic preservation planning, creation of appropriate growth strategies, comprehensive planning, the adoption of local protective ordinances, and coordination between all groups (those appointed by the local government and those organized by concerned private individuals) interested in preserving and promoting the community's history.

5.5.1. Local History

Early Settlement

Settlement of New Prospect Campground, the first settlement in present-day Alpharetta, began in the 1830s following the relocation of the Cherokee Nation. The camp and surrounding farming lands established the area as a trading post for Native Americans and settlers. The town was chartered on December 11, 1858 as the "Town of Milton" and county seat of Milton County, including lands within a half-mile radius of what would become the courthouse (constructed shortly after the charter). The town was renamed Alpharetta from the Greek words *alpha*, meaning first, and *retta*, meaning town. When the Civil War began, Alpharetta was home to three hotels, several mercantile shops, numerous churches and a school and surrounded by small, family farms.

Railroads spurred much of the residential and economic development in Atlanta and surrounding towns during after the Civil War and through the Great Depression periods. Alpharetta lacked railroad service, and thus only experienced steady, limited growth. The city lost its county seat status when the General Assembly combined Milton and Fulton counties in the 1930s in order to spare Milton County from bankruptcy. Alpharetta's downtown and business district grew with the new investment in paved roads and other infrastructure that followed the

merger. From 1940 and into 1960s Alpharetta evolved into a cross-roads community catering to salesmen, travelers and residents, but remained largely a community focused on farming and cotton production. Suburban growth began as outmigration occurred from Atlanta during the 1960s and 1970s. By the 1980s, continued commercial and office development made Alpharetta a major business and residential area. The 1990s and 2000s saw an accelerated continuation of the city's residential and commercial growth. Today, the city is home to major corporations and is among the largest cities in the Atlanta.

5.5.2. Historic Resources

Historic Resource Surveys

Over the past twenty years, several historic resource surveys have been conducted in the Alpharetta area. Several of these surveys have been uploaded to the Georgia Natural, Archeological and Historic Resources Geographic Information System (NAHRGIS) database. The most recent survey to be uploaded to the database was conducted in 2000.

Table 5-10 below presents summary information about the resources identified in Alpharetta. Several resources are listed more than once in the database, but are presented only once for brevity. The NAHRGIS ID column lists all ID numbers for each resource. Additionally, many of the resources may have been lost since they were documented due to new development. Where this is the case, the resource's location could serve as a place for a historic marker to document the resources significance. The resources are also presented in Map 8: Cultural and Historic Resources.

Table 5-10 Historic Resource Survey Results (Buildings)

Map ID	Resource Name	Address	National Register	Const. Year	Survey Date	NAHR ID
1	None	10480 Waters Rd.	No	c1930-39	1995	32221
2	Rayner House	3610 Kimball Bridge Rd.	No	c1910-19	1995	32222
3	Carter-Spruell House	3523 Spruell Cir.	No	c1870-79	1995	32223
4	None	Clement Dr. and 0.1mi. E of Bailey Johnson Rd. intersection	No	c1928	1995	32224
5	Jackson house	10210 Jone Bridge Rd.	No	c1910	1995	32211
6	None	Kimball Bridge Rd. and 0.25 mi. S of State Br. Rd. intersection	No	c1890-99	1995	32212
7	None	Rucker Rd. across from Michaela Dr. intersection	No	c1910-19	1995	32281
8	None	1475 Rucker Rd.	No	c1936	1995	32282
9	Newport Broadwell House	12590 Broadwell Rd.	No	c1910-19	1995	32323
10	Rucker House	1225 Rucker Rd.	No	c1895	1995	32295
11	Rucker-Wright House	1045 Rucker Rd.	No	c1920-29	1995	32297
12	None	Charlotte Rd. and 0.3 mi. N of Rucker Rd. intersection	No	c1890-99	1995	32298
13	Joel Jackson Rucker Home	760 Old Rucker Rd.	No	c1903	1995	32300
14	None	418 Brady St.	No	c1940-49	2000	32755
15	None	388 Brady St.	No	c1930-39	2000	32756
16	None	378 Brady St.	No	c1940-49	2000	32757
17	None	370 Brady St.	No	c1940-49	2000	32758
18	None	341 Brady St.	No	c1920-29	2000	32759
19	None	365 Brady St.	No	c1910-19	2000	32760
20	None	350 Brady St.	No	c1930-39	2000	32761
21	Chelsea Antiques	356 S. Main St.	No	c1929- 34	2000	32762; 32291
22	Vordermeier Insurance	372 S. Main St.	No	c1920-29	2000	32763; 32294
23	None	12989 Providence Rd.	No	c1930-39	1995	32263
24	Reece-Krough-Lightsey House	1750 Mayfield Rd.	No	c1830-39	1995	32264

Map ID	Resource Name	Address	National Register	Const. Year	Survey Date	NAHR ID
25	None	371 S. Main St.	No	c1920-29	2000	32764
26	None	3310 Webb Rd.	No	c1910-19	1995	32235
27	None	13630 Cogburn Rd.	No	c1890-99	1995	32245
28	Smith-Blaizer-Haigler house	1825 Mayfield Rd.	No	c1910-19	1995	32285
29	None	341 Brady Pl.	No	c1930-39	1995	32289
30	Neal Gentry Cobb House	365 Brady Pl.	No	c1898	1995	32290
31	Matilda's Hen House	371 1/2 S. Main St.	No	c1930-39	2000	32765
32	None	935 Maxwell Rd.	No	c1935-44	2000	32767
33	None	1225 Harris Rd.	No	c1920-29	2000	32768
34	None	1080 Rucker Rd.	No	c1910-19	2000	32769; 32296
35	None	12330 Broadwell Rd.	No	c1920-29	1995	32326
36	None	342 Main St.	No	c1940- 49	1995	32292
37	None	348 S. Main St.	No	c1940-49	1995	32293
38	Big Creek Primitive Baptist Church	Kimball Bridge Rd. and 1000 ft. E of State Bridge Rd. intersection	No	c1890-99	1995	32421
39	Rucker, Simeon and Jane, Log House	755 Old Rucker Rd.	Yes	c1833	1997	81283; 32299; 32820

Source: Georgia Natural, Archeological and Historic Resources Geographic Information System (NARGIS) database

Downtown Alpharetta

Although not a designated historic district, Downtown Alpharetta, shown in Map 8: Cultural and Historic Resources, includes several structures with historic significance connecting the city to its small-town roots. A 1989 survey of downtown district structures determined 51% of the buildings were built after 1960. Continued interest in the downtown as a tourist and activity destination continues. Historic building preservation and maintenance will allow the city to retain its history while maintaining the area as a viable commercial area of the city.

In 2005, the city has adopted an overlay zoning district to implement the Downtown Master Plan. The overlay district supplements the development standards in Alpharetta's Unified Development Code and includes design standards for new development as well as incentives to promote new development. Protecting existing development rights, protecting adjacent residential development, creating new residential and mixed use development, improving development review and promoting a high standard of design are all goals supported by the Historic Downtown Overlay District.

The city administers a grant façade grant program to assist Downtown in making improvements to business fronts – or the back side of the buildings located in Downtown Alpharetta. Section 3.1.1 describes this program in detail..

National Register Listing

The National Register of Historic Places (National Register) is the official list of the nation's historic and archaeological resources worthy of protection. A program of the National Park Service, the National Register identifies, evaluates and protects historic places. It is an honorary designation and places no obligations or restrictions on private owners. However, in order to take advantage of incentive-based preservation programs such as the 20% federal tax credit (Federal Historic Preservation Tax Incentives Program), rehabilitation projects must retain a property's historic character by following the Secretary of the Interior's Standards for Rehabilitation. The Rucker, Simeon and Jane Log House located at 755 Old Rucker Road is Alpharetta's one listing (built in 1833 and nominated to the register in 1997). This listing is also shown in Map 8: Cultural and Historic Resources.

Housing Units Built Prior to 1960

As buildings age, they become suitable candidates for future historic resource surveys and/or nominations to the National Register of Historic Places. Table 5-11 identifies the number of housing units that may have historic value (at least 50 years old) based on 2008 U.S. Census Bureau American Community Survey data.

Locally Designated Historic Districts

While National Register designation is largely symbolic, a locally-designated historic district can afford real protection to a historic resource. Local designation, accomplished by adoption of an ordinance, requires review and approval of proposed exterior alterations to an affected property. A historic preservation commission (HPC) is appointed as the reviewing body, as authorized by a historic preservation ordinance, and approvals are granted in the form of a Certificate of Appropriateness (COA).

An HPC is also authorized to review and approve the proposed relocation or demolition of a building. A COA must be granted before building permits are issued. Paint colors and general maintenance items are not required to be reviewed, although guidance can be provided at the request of a property owner to help maintain the historic integrity of a building and neighboring properties. In Alpharetta, there are no districts that have been designated upon adoption of a historic preservation ordinance and establishment of a historic preservation commission.

Even though the city has not designated its downtown as a historic district, it has been focused on supporting the historic character of the area. Many investments have been made to enhance the livability and viability of the district that include streetscape enhancements, historic remodeling, façade improvements, road improvements and pedestrian connections. The city has also instituted a low interest loan program, with the help of local community banks, to assist property owners in improving their properties. In addition, the Design Review Board for the district reviews projects for aesthetic and architectural control.

Several organizations promote the unique character and history of the district that includes Awesome Alpharetta Welcome Center, the Greater North Fulton Chamber of Commerce, the Alpharetta Historic Society and the downtown merchants through special events and festivals.

Table 5-11 Housing Units Built Prior to 1960

Category	Number of Housing Units
Built 1950 - 1959	254
Built 1940 - 1949	27
Built before 1940	166
Total Built before 1960	447

Source: U.S. Census Bureau 2008

5.5.3. Historic Resource Protection Tools

Alpharetta Historical Society

The Alpharetta Historical Society, whose mission is to preserve, document, and promote the history of the city, provides a variety of services and programs to its members and the public. Among the services the society provides are: historical and genealogical research, preservation and restoration projects, historical programs for Society members and the public, presentations and demonstrations for schools, and publications of local research.

Additionally, the society manages two historic buildings: the Mansell House and the Log Cabin at Milton High School. The Mansell House, a Queen Anne style house constructed in 1912, is owned by the City of Alpharetta and is used as a special events facility. The Log Cabin at Milton High School, originally constructed between 1934 and 1935 by the Future Farmers of American Milton High School Chapter, is owned by the Fulton County Board of Education. Both of these buildings are maintained as collaborations between the Alpharetta Historical Society and the City of Alpharetta. More information about the Alpharetta Historical Society and its work can be found at their website: <http://www.ahsga.org/about.htm>.

Georgia Main Street Designation

The Georgia Main Street Program is an initiative of the National Trust for Historic Preservation that is administered at the state level by the Georgia Department of Community Affairs' (DCA) Office of Downtown Development. This nationally-recognized program combines historic preservation with economic development and focuses on the four-point approach” of design organization, economic restructuring, and promotion to restore prosperity and vitality to downtowns and neighborhood business districts. Cities accepted for participation in the Georgia Main Street Program are eligible to receive assistance in the form of technical services, networking, training and information.

DCA also administers the Affiliate Program under the Main Street umbrella. The Affiliate Program is a new concept that may be appropriate for communities just beginning to explore downtown revitalization, those that do not wish to become a designated Main Street community, or those that wish to use the Main Street Approach in a non-traditional commercial setting. Alpharetta is not a designated Main Street or Affiliate community.

Certified Local Government Program

HPD provides state-level administration of the federal Certified Local Government Program (CLG). Any city, town, or county that has enacted a historic preservation ordinance and enforces that ordinance through a local preservation commission is eligible to become a CLG. The benefits of becoming a CLG include eligibility for federal historic preservation grant funds, the opportunity to review local nominations for the National Register prior to consideration by the Georgia National Register Review Board, opportunities for technical assistance, and improved communication and coordination among local, State, and federal preservation activities. Alpharetta has not adopted a historic preservation ordinance and has not established a historic preservation commission, currently making the city ineligible to apply to the CLG Program.

5.5.4. Cemeteries

There are eight cemeteries located in Alpharetta, as shown in Map 8: Cultural and Historic Resources. Most of cemeteries are small and associated with older churches. The largest cemetery is located in Downtown Alpharetta and directly across the street from Independence High School. The Downtown cemetery serves as an important historic and cultural resource of Alpharetta as well as a prominent green space. Development around all of these cemeteries should give special consideration to the cultural and historic significant of these areas.

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COMMUNITY FACILITIES AND SERVICES

Service areas and levels of services of public facilities and services with an evaluation of the adequacy and useful life

This chapter provides an assessment of the community facilities and services in Alpharetta. Community facilities and services assessed were organized into the following major categories shown in the sections that follow: water supply and treatment, sewerage system and wastewater treatment, other facilities and services.

6.1. Water Supply and Treatment

6.1.1. Existing Facilities

Water availability is one of the most important factors in planning current and potential land use. Water service availability is primarily governed by the permitted withdrawal rate from the Chattahoochee River as allowed by the Environmental Protection Division of the Georgia Department of Natural Resources. Secondary factors that affect service availability include the reservoir impoundment volume, water treatment capacity and the hydraulic capacity of the distribution system. Alpharetta's water is provided by the Fulton County Department of Public Works from the Atlanta - Fulton Water Resources Commission (AFCWRC) Water Treatment Plant. Fulton County owns and operates water lines in Alpharetta.

An extensive infrastructure network of six-to 24-inch diameter water lines is currently in place and adequately serves the average and peak daily needs of Alpharetta residents and businesses. Deficiencies which have been identified in the system hydraulic capacity to meet sufficient water flows for firefighting needs are currently being addressed by Fulton County through both capital improvement projects and annual replacement projects.

The construction of several large water mains in the north Alpharetta and Johns Creek areas help meet current and projected demand for potable water. Fulton County has also added three elevated storage tanks and two new booster pump stations to insure proper pressure during the day.

Using the Fulton County consumption rates of 92 gallons per day (GPD) per resident, 210 GPD per industrial employee and 32 GPD for other employees², in the year 2030 Alpharetta's 69,395 residents will need 6.4 million gallons per day (MGD), and its 129,000 employees will consume 4.6 million gallons per day, for a total of 9.0 million gallons per day.

6.1.2. Improvement Plans

It is expected that new development will continue to extend water distribution lines where necessary. It is the goal of Fulton County Public Works to design new water lines to meet both present and future demands. The City will continue to coordinate development activities with Fulton County to insure adequate water capacities are planned to meet future demands, and to enforce water conservation measures in all new development in the City.

² Fulton County Public Works Department

6.2. Sewerage System and Wastewater Treatment

6.2.1. Existing Facilities

An adequate infrastructure of sewer lines serves the existing development in Alpharetta. Fulton County currently provides service all but a small triangle area north of Mayfield Road between Freemanville Road and Bethany Roads (near the Milton/Alpharetta city boundary) that drains to Cooper Sandy Creek (Little River). Few areas in downtown are on septic tanks and will be seweraged through sewer petitions as they come up. The Big Creek Water Reclamation Plant provides wastewater treatment to Alpharetta. The Big Creek Water Reclamation Plant has a current capacity of 24 MGD and has planned to increase to 38 MGD in the next five years.

Fulton County estimates sewage generation in the Big Creek Basin at 100 GPD per resident, 230 GPD per industrial employee and 60 GPD for other employees.³ Total demand at the plant is projected to reach 27 MGD in the year 2010. Breaking out the City of Alpharetta, in the year 2030 Alpharetta's 69,395 residents will generate 6.9 MGD, and its employment of 129,000 will generate 7.6 MGD for a total of 12.4 MGD. Maximum wastewater flow and pollutant loadings are currently being established by the EPD for the Chattahoochee River below the Big Creek Wastewater Reclamation Facility. According to EPD, the maximum amount of wastewater that can be safely discharged into the Chattahoochee River is 358 MGD. Currently, jurisdictions have been permitted for 302 MGD of wastewater discharge. Total sewer plant expansions, if approved, would increase wastewater flows to approximately 361 MGD within the next ten years; therefore, EPD is investigating several alternative options for wastewater treatment in the future, including enhanced treatment, implementing better stormwater management techniques and encouraging water conservation.

6.2.2. Improvement Plans

While the current infrastructure of sewer lines in Alpharetta is adequate to serve the area, new infrastructure will be extended to accommodate new development as necessary. It is the policy of the City that new sewer lines be designed per Fulton County Standards to meet both present and future service demands and that lines should be sited to accommodate growth at the time of installation.

6.3. Other Facilities and Services

6.3.1. Public Safety

Existing Facilities

The Department of Public Safety combines Police, Fire and E-911, and the Office of Emergency Management into a singular department. This public safety model offers a command and administrative structure that provides a coordinated emergency response. Police-fire collaboration has led to service enhancements that go beyond addressing routine issues. Daily collaboration between police and fire commanders on crime, fire, and quality-of-life issues has established a strong base upon which to build a comprehensive emergency preparedness program.

Fire and Emergency Services

The Fire and Emergency Services Division provides fire protection and EMS to areas within the incorporated city limits. As shown in Map 9: Public Safety and described in Table 6-2, Fire and Emergency Services operates six fire stations with a total of 99 certified fire fighters. The city has an outstanding ISO rating of 2. The Fire Marshall's Office reviews all new and remodeling plans for businesses and conducts site inspections during construction.

³ Fulton County Public Works Department

Police Services

The Police Services Division delivers full service law enforcement to the city in addition to management and operation of a detention center and Emergency 911 center. The division currently employs 104 sworn police officers and is headquartered at 2565 Old Milton Parkway. Using Alpharetta's current 2010 population of 52,493, and to provide the highest level of public safety protection, the division staffs roughly 2 officers for every 1,000 residents. The city does however have a sizable non-residential population and therefore the current supply of officers is not overly generous.

Joint and Other Services

The Department of Public Safety operates the Georgia's only ESU (Emergency Services Unit) vehicle. This special duty vehicle is staffed by police officers who have been and are also trained certified firefighters. This specialized vehicle and staff can respond to a scene and handle initial medical, fire or a law enforcement response. The department has a total of eight staff members who hold both the police and firefighter certifications. In addition, the department operates a reserve police officer program allowing for 25 unpaid reserve police officers who donate countless free policing services. The reserve officers must serve 20 hours each month to maintain their law enforcement certifications.

Improvement Plans

There are currently no near-term plans for major changes to Public Safety related facilities.

Table 6-1 Public Safety Facilities

Station	Location
Fire Station 1	2920 Webb Bridge Rd.
Fire Station 2	3070 Market Place Blvd.
Fire Station 3	9800 Westside Pkwy.
Fire Station 4	525 Park Bridge Pkwy.
Fire Station 5	1475 Mid Broadwell Rd.
Fire Station 6	3275 Kimball Bridge Rd.
Public Safety Headquarters	2565 Old Milton Pkwy.
Detention Center	2565 Old Milton Pkwy.
Emergency 911 Center	2565 Old Milton Pkwy.

Source: City of Alpharetta Public Safety Department

6.3.2. Parks and Recreation

Existing Facilities

The Recreation and Parks Department, with a staff of 51, is responsible for providing safe and pleasant recreation conditions for city residents and visitors. The department provides year-round sports, activities, and special events for children, adults and seniors and manages and operates park and recreation facilities located on approximately 754 acres that are presented in Table 6-2. The Recreation Commission, a nine-member board appointed by the Mayor, is charged with directing the city's recreation programs to include budgeting, planning and staffing. The commission adopts and implements the city's Recreation Master Plan, which serves as the blueprint for development of facilities and programs.

In addition to the parks shown in Table 6-2, several small pocket parks are also located throughout the city, including the downtown area City Square Park (a.k.a. Ole Milton Park), a greenspace adjacent to the Alpharetta Convention and Visitors Center, a pocket park at the intersection of South Main Street and Marietta Street, a pocket park at the Roswell Street/Canton Street intersection, and the Crabapple Silos Park. All parks in Alpharetta are shown in Map 10: Community Facilities. Although not counted towards public park and recreation needs, private parks complement the overall park system and help to satisfy the recreation needs of the citizens. Here are many private parks and recreation facilities located in Alpharetta such as the YMCA, the American Legion facility, the First Baptist Church, the Gold Club of Georgia and single and multi-family recreational facilities.

Table 6-2 Parks and Recreation

Park/Facility Name	Location	Acres	Activities/Facilities
Alpharetta Community Center	175 Roswell St.	10	2 gymnasiums, gymnastics area, outdoor track, dance room and restroom
Big Creek Greenway Trail	Big Creek	400	7.2-mile walking trail/path (12-foot-wide concrete path) along Big Creek and parallel to North Point Pkwy. from Webb Bridge Rd. south to Mansell Rd. and restroom facilities
Cogburn Road Park	12825 Cogburn Rd.	5.1	Walking path, passive play area, 2 pavilions, children's playground, arboretum and restroom facilities
Crabapple Government Center	12624 Broadwell Rd.	2	Gymnasium, multi-purpose room, classrooms
North Park (includes Alpharetta Adult Activity Center)	13450 Cogburn Rd.	97	North Park includes 7 tennis courts, 2 football fields, 3 picnic pavilions, 8 softball fields, 2 children's playgrounds, 3 meeting rooms, walking trail/path, North Park Adapted Sports Complex, and restroom facilities; Alpharetta Adult Activity Center includes 3 meeting rooms, 3 arts and crafts rooms, and computer room
Rock Mill Park	3100 Kimball Bridge Rd.	6	Green roof pavilion, outdoor classroom, small-group pavilion, restrooms, visitor comfort station, with trails that connect to the Big Creek Greenway.
Union Hill Park	1590 Little Pine Tr.	12.4	2 outdoor roller hockey rinks (1 covered and 1 uncovered), and restroom concession building.
Willis Park (includes Alpharetta City Pool, Equestrian Center and Recreation Center)	11925 Willis Rd.	110	Willis Park with 10 youth baseball fields, 6 tennis courts, 4 picnic pavilions, 3 children's playgrounds, 1 disc golf course, 4 stables (covered area/show rings), Olympic-size swimming pool/wading pool, walking trail/path, dog park, arboretum, community garden, restrooms. Alpharetta City Pool 50 meter pool, locker room, concession stand; Equestrian Center includes 50 acres (which is part of the 110 acres) show grounds/woods, 8 shed row barns with 298 stalls, 3 open and 1 covered show rings, bleachers, picnic area, viewing room, meeting room, 40 camper hook-ups and restrooms. Recreation Center includes a meeting room and gymnasium
Windward Soccer Complex	6435 Windward Pkwy.	2.3	Youth soccer field
Webb Bridge Park	4780 Webb Bridge Rd.	109	4 youth baseball fields, 3 youth soccer fields, 4 tennis courts, 3 picnic pavilions, children's playground, walking trail/path, arboretum, multi-purpose open field area and restrooms

Source: Alpharetta Recreation Department

Improvement Plans

The 2008-2013 Alpharetta Recreation and Parks Master Plan established a vision for ensuring that the city's parks, greenways, and recreation facilities and programs continue to be an integral part of the community fabric. This document included an analysis of existing facilities and programs, provided updated standards, outlined strategic initiatives to guide future park development and detailed costs associated with priority projects. The plan's "Areas of Interest Chapter (Chapter 7) identified a wide-range of policies and projects, the highlights of these that impact the city's overall planning and community development include:

- Establish more small, neighborhood parks that offer opportunities for public interaction and passive recreation uses, and locate these parks within walking distance of residential areas (incorporated into the greenway system to improve connectivity, where possible). A specific need exists to provide more parks in the northwest. This includes providing more playgrounds, including destination playgrounds that parents drive to as well as smaller neighborhood playgrounds within walking distance of where people live.
- Add facilities for senior citizens and different cultural groups that have not traditionally been reflected.
- Create conceptual site master plans for each park site and open space that promote appropriate active and passive recreational use as well as environmental sustainability, presenting a functional vision for each site.

- Develop more multi-purpose rectangular fields that can be used for a variety of uses, including soccer, rugby, lacrosse, cricket and other activities.
- Develop an additional dog park on the east side of town.
- Develop a community center on the east side near Webb Bridge that includes a premier multi-use facility with an indoor Olympic size pool, multi-use courts, meeting rooms, and an exercise facility for all ages. This facility should be viewed as an opportunity to work jointly with Johns Creek, since Webb Bridge is near the Alpharetta-Johns Creek boundary (and since there is no similar facility in that particular area of Johns Creek).
- Expand the existing adult activity center in order to accommodate the changing demographics. In addition, develop a master plan for the adult activity center and tennis center that could review the large number of activities taking place in a relatively small area.
- Expand the Willis Park pool to help accommodate demand.
- Implement Phase II of the Alpharetta Community center that includes addition of a fitness facility, indoor track, meeting space and additional staff office space. Invest more in horticulture, the use of indigenous flowers and plants, and the greening of parks. Undisturbed greenspace should be set aside at each part to maintain a “green” feel in the city. This could include looking at community gardens and specialty gardens (such as butterfly gardens).
- Explore options for incorporating more tennis courts in the city. The city does not meet standards established in the plan for tennis courts per capita.
- Expand the existing greenway and create more connections with other trail systems, parks, greenspace, public gathering areas, and residential areas. Linear parks and greenways should help connect other parks in the city system.
- Aggressively pursue acquisition of land as it becomes available, especially for neighborhood parks and public gathering places. A second priority is to acquire land for greenspace, multipurpose trails and cultural and natural resource protection. The third priority is to acquire land for active recreation use.

6.3.3. Stormwater Management

Stormwater can be a significant non-point source of water pollution. The impervious surfaces associated with development and public infrastructure, such as roads, can dramatically change the hydrological function of an area and degrade water quality. Impervious surfaces reduce ground water recharge, increase water run-off rates and increase sediment and other pollutant levels in water bodies. The city maintains an inventory of more than 300 private stormwater outfall locations that discharge into waters of the state. A random audit of these outfalls is performed by the city on a yearly basis. In addition, the city Engineering/Public Works Department inspects and maintains 30 stormwater structures located on city properties on a yearly basis. The department also enforces the city’s Stormwater Management ordinance (UDC Sec. 3.3). Alpharetta encourages site planning and design based on the understanding that water is a valuable natural resource that should be used conservatively, cleaned, and reused on-site. However, Downtown Alpharetta includes common, shared stormwater detention facilities, since the urban development pattern makes providing onsite detention for individual parcels impracticable.

6.3.4. Solid Waste Management

Alpharetta has no solid waste disposal system of its own and contracts with Republic for solid waste collection, recycling and disposal. The city provides yard trimmings collection and disposal services. The city started the RecycleBank program in April 2010. RecycleBank is a rewards program that motivates participants to recycle by offering valuable Recycling Points for recycling efforts. Participants can save over \$100 annually through this rewards program.

6.3.5. Education

Public Schools

Existing Facilities

Fulton County Schools provides public school services for all of Fulton County, with the exception of the city of Atlanta. Nine county schools are located within the Alpharetta city limits. However, more than 25 county schools serve Alpharetta residents since district boundaries are not based on city boundaries. Three charter schools also operate in the city. County schools located in Alpharetta are shown in Table 6-3 (See Map 10: Community Facilities) along with 2009-2010 enrollment, capacities and enrollment forecasts for future years. Five of the nine county schools located in Alpharetta operated near or over their specified capacity during the 2009-2010 school year. School capacity numbers do not tell the full story on whether a school is overcrowded or not. Particularly at the elementary school level, some programs (e.g. special education) require certain classroom sizes. The school board uses a model based on classroom allocations to determine space. Charter schools located in Alpharetta are shown in Table 6-4 and in Map 10: Community Facilities.

Table 6-3 Public Schools in Alpharetta

School Name	Address	2009-10 School Year Enrollment	School Capacity	2009-10 % of Capacity	Forecasted Enrollment		Range
					2010-11	2014-15	
Alpharetta Elementary	192 Mayfield Rd.	711	775	91.7%	688	619	PK-5
Creek View Elementary	3995 Webb Bridge Rd.	960	850	112.9%	969	974	PK-5
Lake Windward Elementary	11770 E. Fox Ct.	851	875	97.3%	852	806	PK-5
Manning Oaks Elementary	405 Cumming St.	756	843	89.7%	826	843	PK-5
New Prospect Elementary	3055 Kimball Bridge Rd.	612	515	118.8%	583	515	PK-5
Haynes Bridge Middle	10665 Haynes Bridge Rd.	625	1,000	62.5%	630	679	6-8
Webb Bridge Middle	455 Webb Bridge Rd.	1,357	1,223	111.0%	1,302	1,223	6-8
Alpharetta High	3595 Webb Bridge Rd.	2,254	2,125	106.1%	2,303	2,172	9-12
Independence High ¹	86 School Dr.	400	NA	NA	NA	NA	9-12

¹Forecasted enrollment not included for Independence High because it is an open campus school without a regular attendance zone, instead drawing students from throughout Fulton County.

Source: Fulton County Schools

Improvement Plans

Fulton County Schools does not currently have plans for new schools or expansion of existing schools located in Alpharetta, based on forecasted enrollment figures. However, they do plan to open a new high school for the 2012-2013 school year at the corner of Bethany Bend and Cogburn Road in Milton. As the school board prepares to open this school, they will modify other high school attendance zones in the area and may potentially consider modification of some middle and elementary school attendance zones. These modifications will impact forecasted enrollment numbers for each school.

Private Schools

There are five private secondary schools operating in Alpharetta (or on properties adjacent to the city limits) that offer post-kindergarten education. Table 6-5 presents the detailed list of private schools in Alpharetta. Private school locations are shown in Map 10: Community Facilities.

Post-Secondary Education

Residents have access to higher education and training opportunities at the Alpharetta campuses of DeVry Institute of Technology, Reinhardt College, and Georgia State University. In addition, there are a multitude of post-secondary opportunities at locations throughout the Atlanta region. Post-secondary education facility locations are shown in Map 10: Community Facilities.

6.3.6. Libraries

The Alpharetta Branch Library, a branch library that is part of the 35-branch Atlanta-Fulton Public Library System (AFPLS) is located at 238 Canton Street in Alpharetta. In its 35 years of operation, the Alpharetta Branch Library has grown from a collection of approximately 7,000 books to 80,000 books and currently ranks third in usage among the AFPLS branches, according to the Friends of the Alpharetta Library.

6.3.7. Public Health Care Facilities and Services

Major public health care facilities are shown in Map 10: Community Facilities. These include Public Safety Department resources as well as private hospitals and medical centers.

Alpharetta Fire and Emergency Services maintain a proactive emergency medical services (EMS) system. All engine companies are equipped with advanced cardiac life support supplies and tools to render emergency pre-hospital life support. Other first-line equipment that maintains basic cardiac life support includes semi-automatic defibrillators. Fire and Emergency Services manages and coordinates the service delivery of emergency medical transport services as provided by Fulton County approved third-party vendor.

Northside Hospital Alpharetta Medical Campus is located at the GA-400/Old Milton Parkway interchange area. It offers a variety of comprehensive outpatient services. It includes the Pediatric Imaging Center. Full-service Northside Hospital locations are located 12 miles north of the center in Cumming and 13 miles south in Sandy Springs. North Fulton Hospital located on Hospital Boulevard in Roswell (near the Roswell-Alpharetta border and the intersection of GA-9 and Hembree Road) provides the closest full-care hospital services to residents of Alpharetta. The North Fulton Health Center is located at 3155 Royal Drive in Alpharetta, operated by the Fulton County Department of Health and Wellness.

Table 6-4 Public Charter Schools in Alpharetta

School Name	Address	2009-10 School Year Enrollment	Range
Amana Academy	285 S. Main St.	425	K-8
Fulton Science Academy Middle School	1675 Hembree Rd.	503	6-8
Tech. Enriched Accelerated Charter High (TEACH) School	4100 Old Milton Pkwy.	190	9-12

Source: Georgia Charter Schools Association

Table 6-5 Private Schools in Alpharetta

School Name	Address	2009-10 School Year Enrollment	Range
Alpharetta Christian Academy	44 Academy St.	351	PK-5
Alpharetta International Academy	4772 Webb Bridge Rd.	164	PK-3
King's Ridge Christian School	2765 Bethany Bend	533	K-12
Preston Ridge Montessori School	3800 North Point Pkwy.	87	PK-K
Rivers Academy	38 N. Main St.		5-12

Source: greatschools.org

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INTERGOVERNMENTAL COORDINATION

Identification of existing coordination mechanisms and process with adjacent local governments, independent special authorities and districts, independent development authorities and districts, school boards, and programs

This chapter identifies existing coordination mechanisms and processes in Alpharetta. These include intergovernmental agreements, service delivery, joint planning and service agreements, special legislation or joint meetings or work groups for the purpose of coordination. Sections below outline the independent agencies, boards and authorities, regional programs, and consistency with the Fulton County Service Delivery Strategy. This chapter assesses the adequacy and suitability of existing coordination mechanisms to serve the current and future needs of the community.

7.1. Adjacent Local Governments

Alpharetta shares municipal borders with the cities of Johns Creek, Milton and Johns Creek. In addition, the northeastern boundary is shared with the Fulton County-Forsyth County boundary. A substantial portion of intergovernmental coordination is achieved through informal processes, such as the exchange of data between Alpharetta and Fulton County government agencies. These informal processes are useful and effective, but formal mechanisms for intergovernmental coordination are also necessary to address some issues that cannot always be resolved through informal methods. The following sections will detail some of the many formal and informal coordination mechanisms that exist between Alpharetta and adjacent local governments.

7.2. Independent Agencies, Boards and Authorities

Development Authority of Fulton County

The Alpharetta Development Authority is a dependent state-enabled authority created by the Mayor and Council pursuant to O.C.G.A. 36-62-1. The city, however, does partner from time-to-time with the Development Authority of Fulton County (DAFC). An independent authority set up by the Fulton County Commission pursuant to O.C.G.A. 36-62-1. DAFC can serve as a tool by which commercial projects are attracted to the city. The Downtown Development Authority, discussed previously in this document, is also a dependent authority.

North Fulton Community Improvement District

North Fulton Community Improvement District (CID) is a self-taxing district that uses additional property taxes to help accelerate transportation and infrastructure improvement projects. CIDs are leading the charge to implement vital transportation enhancements coupled with land use and zoning strategies that will enhance mobility and improve access to the North Fulton activity centers. One seat on the North Fulton CID is appointed by the City of Alpharetta.

Atlanta Fulton County Water Resources Commission

The Atlanta Fulton County Water Resources Commission (AFCWRC) oversees issues relating to a contract signed between the City of Atlanta and Fulton County for the provision of water to the residents of North Fulton County, including the city of Alpharetta. The Fulton County Department of Public Works is the department with responsibility for coordinating with the AFCWRC.

7.3. School Board

Fulton County Board of Education

Alpharetta is served by the Fulton County Board of Education. The board's purpose is to manage the public school system and its facilities in Fulton County. The board is created by the state and receives its powers from state legislation. The board is governed by an elected seven-member board. Alpharetta is served by 15 elementary, seven middle and four high schools operated by the Fulton County Board of Education.

7.4. Regional and State Programs

7.4.1. Regional

Atlanta Regional Commission (ARC)

Alpharetta is within the service area of the ARC, the regional planning and intergovernmental coordination agency for local governments in the Atlanta metro area. ARC provides aging services, community services, environmental planning, government services, job training, land use and public facilities planning, and data gathering and analysis. ARC works with DCA to oversee the development of Comprehensive Plans in accordance with the Georgia Planning Act and to enforce the Part V planning criteria. ARC also acts as the Metropolitan Planning Organization for area-wide transportation planning. ARC's service area includes ten counties: Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale; and the 63 incorporated municipalities.

Metropolitan North Georgia Water Planning District (MNGWPD)

Alpharetta is a municipality within the MNGWPD. The MNGWPD develops regional plans for stormwater management, wastewater management, and water supply and conservation in a 16-county area comprised of Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Fulton, Forsyth, Gwinnett, Hall, Henry, Paulding, Rockdale and Walton Counties. As such, the City is required to abide by the guidelines established by these plans.

Metropolitan Atlanta Rapid Transit Authority (MARTA)

MARTA is a public authority with a governing board including the City of Atlanta and the counties of Fulton, DeKalb, Clayton and Gwinnett for the purposes of planning, constructing, financing and operating a public transportation system. Although MARTA is governed by the aforementioned city and counties, the City of Atlanta, Fulton County and DeKalb County are the only local governments that contribute to the financing of the system. MARTA's revenue source is generated from fares and a 1% sales tax levied on the City of Atlanta, Fulton County and DeKalb County. As a city in Fulton County, Alpharetta is subjected to this sales tax. MARTA has bus routes that connect Alpharetta to the regional system.

7.4.2. State

Department of Transportation (GDOT)

GDOT plans, constructs, maintains and improves the State and federal roads and bridges in Alpharetta. GDOT provides planning and financial support for other modes of transportation, including mass transit and airports. GDOT is the contractual agency for all transportation projects funded with federal dollars.

Georgia Regional Transportation Authority (GRTA)

GRTA's mission is to combat air pollution, traffic congestions and poorly planned development in the metropolitan Atlanta region. Most of GRTA's activities pertain to the transportation, land use and economic development elements of the comprehensive plan. GRTA's legislation requires that it review Developments of Regional Impacts (DRI) within its jurisdiction. DRIs are large-scale developments likely to have effects outside the local government jurisdiction in which they are located. The Georgia Planning Act of 1989 authorizes DCA to establish procedures for intergovernmental review of large-scale projects. The procedures are designed to improve communication between affected governments and to provide a means of assessing potential impacts of large-scale developments before related conflicts arise.

Department of Community Affairs (DCA)

DCA has several management responsibilities for the state's coordinated planning program and reviews plans for compliance with minimum planning standards. DCA provides a variety of technical assistance and grant funding to county and cities.

Department of Natural Resources (DNR)

DNR is available to provide assistance and guidance to the local governments in a number of important areas including: water conservation, environmental protection, wildlife preservation and historic preservation. It is the mission of the DNR to sustain, enhance, protect and conserve Georgia's historic and cultural resources for present and future generations, while recognizing the importance of promoting the development of commerce and utilizing sound environmental practices. The department has nine divisions working to accomplish this mission: Environmental Protection Division (EPD), the Coastal Resources Division, Pollution Prevention Assistance Division, Wildlife Resources Division, Water Conservation Program, and the Program Support Division.

EPD is charged with protection of Georgia's air, land and water resources through the authority of state and federal environmental statutes. These laws regulate public and private facilities in areas of air quality, water quality, hazardous waste, water supply, solid waste, surface mining, underground storage tanks and others. EPD issues and enforces all State permits in these areas and has full delegation for federal environmental permits except Section 404 (wetland) permits.

Department of Human Resources (DHR)

DHR is responsible for the delivery of health and social services. It is one of the largest agencies in state government and serves all Georgia citizens through regulatory inspection, direct service and financial assistance programs.

7.5. Consistency with Service Delivery Strategy

In 1997, the Georgia General Assembly passed the Service Delivery Strategy Act (HB489). This law mandates the cooperation of local governments with regard to service deliver issues. The act required each county to adopt a Service Delivery Strategy (SDS). Table 7-1 provides a summary of services provided in Alpharetta.

Table 7-1 Fulton County Service Delivery Strategy Summary

<i>Service Provided</i>	<i>Summary of Service Delivery Strategy as it pertains to Alpharetta</i>
Electricity	Alpharetta provides this service within its boundaries via a franchise agreement.
Economic Development	Alpharetta also provides this service within its boundaries. Fulton Co. provides the service countywide.
Drug Task Force	Alpharetta provides this service within its boundaries. The GBI and DEA provide overlapping support to Alpharetta.
Law Enforcement (Police, Sheriff, Marshall)	Alpharetta provides this service (police) within its boundaries. Fulton Co. provides this service (Sheriff and Marshall) to Alpharetta via the Sheriff's duties and the Marshall's duties associated with the State and Magistrate Courts of Fulton Co.

Service Provided	Summary of Service Delivery Strategy as it pertains to Alpharetta
Building Inspection and Permits ,Planning and Zoning, Environmental Regulation, Environmental Health, Computer Maps, Code Enforcement, Engineering, Refuse Collection, Recycle/Curb, Yard Waste Collection, Street Maintenance, Street Construction, Storm Water, Building Maintenance, Vehicle Maintenance, Purchasing, Management Info. Systems, Jail, Fire, EMS, 911, Senior Centers, Parks, Recreation Programs, Art Programs	Alpharetta provides these services within its boundaries.
Courts	Alpharetta provides this service within its incorporated boundaries via municipal courts within its jurisdiction. Fulton Co. provides this service to Alpharetta via Probate, Juvenile, State and Superior Courts.
Solicitor	Alpharetta provides this service within its boundaries for violations of Alpharetta ordinances. Fulton Co. provides this service to Alpharetta for countywide offenses (i.e. misdemeanors and Fulton Co. ordinance violations).
Elections	Alpharetta provides this service within its boundaries for municipal elections. Fulton Co. will provide the service countywide for county, state and national elections.
Tax Collection	Alpharetta provides this service within its incorporated boundaries to provide collection of municipal property taxes. Fulton Co. provides this service to Alpharetta via tax collection services for the Fulton Co. General Fund and the Fulton Co. School System.
Housing	Alpharetta does not provide this service. Fulton Co. provides this service to Alpharetta via administrative program oversight, down payment assistance, housing rehabilitation program, rental rehabilitation, tenant based rental assistance and housing enterprise zones. The Fulton Co. Housing Authority provides this service to Alpharetta via Section 8 voucher and certificate Program and the tax exempt bond program.
Water Treatment, Water Distribution, Waste Water Treatment, Waste Water Collection, Tax Assessment, Voter Registration, Medical Examiner, District Attorney, Public Defender, Disability Affairs, Workforce Development	Fulton Co. provides these services to Alpharetta.
Board of Education	Fulton Co. Board of Education provides this service to Alpharetta.
Fulton Co. Airport	Fulton Co. provides this service to Alpharetta via the Charlie Brown Airport.
Atlanta Hartsfield Jackson Int'l Airport	Atlanta provides this service countywide.
Indigent Care	Fulton Co. provides this service to Alpharetta via the Fulton-DeKalb Hospital Authority (Grady Hospital)
Animal Control	Fulton County Animal Services provides this service to Alpharetta via a management contract with Barking Hound Village Foundation, Inc..
Physical Health	Fulton Co. provides this service to Alpharetta via the Fulton Co. Dept. of Health and Wellness.
Mental Health/Mental Retardation/Substance Abuse	Fulton Co. provides this service to Alpharetta via the Fulton Co. Dept. of Mental Health/Mental Retardation/Substance Abuse.
Welfare Service	Fulton Co. provides this service to Alpharetta via the Fulton Co. Dept. of Family and Children Services.
Atlanta/Fulton Public Library	Atlanta-Fulton Public Library System provides this service to Alpharetta.
Arts Service Grants	Fulton Co. provides this service to Alpharetta via funding grants (with required municipal matching funds) available through the Fulton Co. Arts Council.
Compatible Land Use Plan Agreement Policies	Fulton Co., Alpharetta and the remaining cities in Fulton Co. have signed intergovernmental agreements establishing compatible land use plan agreement policies as well as a land use conflict identification and resolution procedure.
Extraterritorial Water and Sewer Services Consistency with Land Use Plans and other Ordinances Agreement Summary	Fulton Co., Alpharetta and the remaining cities in Fulton Co. have signed intergovernmental agreements establishing the provision of extraterritorial water and sewer extension and any associated conflicts associated with land use and annexation.

Source: Fulton County Service Delivery Strategy 2002

TRANSPORTATION SYSTEM

Identification and evaluation of the adequacy of the road network, alternative transportation modes, railroads, trucking, airports and the transportation-land use connection

8.1. Introduction

The following section provides an inventory of the Alpharetta's existing transportation infrastructure, plans and projects. This inventory will provide a basis for future analyses and help identify an appropriate mix of strategies and projects necessary to address transportation and land use needs. Information from this section comes in part from the *North Fulton Comprehensive Transportation Plan (CTP)*, which is currently being developed, and *Envision6*, the Regional Transportation Plan (RTP) for the Atlanta region.

8.1.1. North Fulton Transportation Plan

The Atlanta Regional Commission (ARC) is working cooperatively with Alpharetta and the cities of Johns Creek, Milton, Mountain Park Roswell and Sandy Springs to develop a multi-modal comprehensive transportation plan for North Fulton County. The CTP made up of three parts: *Existing Conditions Report*, *Needs Assessment*, and *Recommendations*. To date, the *Existing Conditions Report* and *Needs Assessment* have been completed. The *Recommendations* portion will be guided by the CTP vision statement that was developed at the outset of the project, as follows:

The North Fulton Comprehensive Transportation Plan's vision is to develop a functional, reliable and implementable transportation system that...

- Supports economic vitality, environmental responsibility, innovation and quality of life*
- Is designed to achieve safety, connectivity, accessibility, and mobility for users of all modes and support lifelong communities enabling independence as citizens age*
- Works cooperatively with the area's infrastructure and jurisdictional land use policies*
- Is developed cooperatively with respect for the preservation of individual jurisdiction's community character*

The goals, needs and priorities identified in the completed NFCTP will help the city plan for improvements to the transportation system in Alpharetta while also informing the regional transportation planning process.

8.1.2. Envision6

The RTP is developed by the Atlanta Regional Commission (ARC), which acts as the federally-designated Metropolitan Planning Organization (MPO) for an 18-county area in metro Atlanta. The MPO was created in response to the Federal Aid Highway Act of 1962 that required transportation projects in urbanized areas with 50,000 or more in population be based on “comprehensive, coordinated, and continuing (3-C)” planning process. *Envision6* examines the region’s transportation needs through the year 2030 and provides a framework to address anticipated growth, enhance mobility, reduce congestion and meet air quality standards through systems and policies. A six-year Transportation Improvement Program (TIP) allocates federal funds to construct the highest priority transportation projects in the near term of the RTP. The TIP identifies federally-funded highway and bridge projects; safety and maintenance projects; bicycle and pedestrian projects; public transit projects; and State and locally funded transportation projects having regional significance. Both the RTP and FY2008-2013 TIP were approved in 2007. A major update to the RTP began in 2009 and is slated for completion in 2011. The resulting *Plan 2040* will also include a comprehensive regional development plan for the 10-county ARC area. Alpharetta related projects are described in tables presented in the following sections and collectively shown in Map 11: ARC Regional Transportation Plan Projects.

8.2. Road Network

8.2.1. Jurisdiction

The Alpharetta roadway network is comprised of a system of U.S., state and local (i.e. city) routes. The following is a listing of the major roads in Alpharetta:

- GA-400/US-19 (more commonly known as GA-400) is the principal expressway connecting North Fulton to other areas of the Atlanta Region. South of Alpharetta, GA-400 connects with I-285 and I-85. Alpharetta has four GA-400 exits: Mansell Road, Haynes Bridge Road, Old Milton Parkway and Windward Parkway.
- GA-120/Old Milton Parkway runs east to west through Alpharetta and connects the city to Johns Creek, Duluth and I-85 to the east and Roswell, Marietta and I-75 to the west.
- GA-9/Alpharetta Highway a primary north-south corridor west of GA-400 and connects Alpharetta to Milton and Cumming to the north and Roswell, Sandy Springs, Atlanta and I-285 to the south. the primary north-south connector to Downtown Alpharetta.
- Westside Parkway is a primary north-south corridor west of GA-400. The Parkway runs from Mansell Road to the south and to Windward Parkway to the north.
- North Point Parkway is the primary north-south corridor east of GA-400. It runs from Mansell Road to the south, and to Windward Pkwy to the north. Additionally, the roadway connects two major activity center, North Point Mall and the Windward Parkway Business Corridor.
- Windward Parkway is a major east-west connector on the north side of Alpharetta that connects to GA-400 and is a major employment corridor with many large businesses located nearby.
- Haynes Bridge Road is the only major north-south roadway that connects to GA-400. North of GA-400, Haynes Bridge Road connects to Downtown Alpharetta and Alpharetta Highway. South of GA-400, and to connects to North Point Mall and residential developments south of the city.

8.2.2. Functional Classification

Alpharetta’s road network is classified by function (service area, traffic mobility and volumes, trip length, land access) under the Georgia Department of Transportation (GDOT) functional classification system. Table 8-1 highlights the functional classification system for urban areas, including a description of the road type and corresponding roads inside the city limits (See Map 12: Functional Classification). The functional classifications assigned to the listed roadways are current as of October 1, 2009.

8.2.3. Lanes

The number of available lanes on a road largely determines the roadway capacity, or the maximum traffic flow obtainable. In Alpharetta, most roads are two-lane (one lane in each direction). Roads that are designed to accommodate higher traffic volumes have additional lanes. These are generally arterial roads and freeways, although some collector and local roads may exceed two lanes due to their function. Primary examples are North Point Parkway (local road) and Westside Parkway (collector road), which have four to six lanes to facilitate access to regional commercial areas. Table 8-2 indicates the roads within the city that have more than two travel lanes.

8.2.4. Medians

Medians separate opposite direction travel lanes and may take the form of raised concrete, landscaping, a center two-way left-turn lane, or striped pavement not intended for travel. They are used to ensure the safe, efficient movement of travel, as an access management tool to control left-turn movements, or as a refuge for pedestrians crossing multi-lane roads. Table 8-3 lists the type and location of medians located in Alpharetta.

Table 8-1 Functional Classification of Road Network

Functional Classification	Description	Roadway in Alpharetta
Interstate and Freeway	- Highest mobility and heaviest traffic volumes - Serve longer distance travel - Support regional mobility - Access only at grade-separated interchanges - Funded by GDOT	- Interstate: None - Freeway: GA-400 (with interchanges at Mansell Rd., Haynes Bridge Rd., Old Milton Pkwy., and Windward Pkwy.).
Principal Arterial	- Serve medium to longer distance travel - Tightly-controlled access with few, if any, individual site driveways - Funded by local governments and GDOT	- GA-9 - GA-120 - Old Milton Pkwy.
Minor Arterial	- Heavy traffic volumes - Trips of medium length - Provides intra-community connectivity - Some emphasis on land access - Funded primarily by local governments	- Rucker Rd./Marietta St. - Mid Broadwell Rd./Milton Ave. - Mansell Rd. - Haynes Bridge Rd. - McGinnis Ferry Rd.
Collector Street	- Medium traffic volumes - Trips of moderate length - Provides intra-community connectivity - Some emphasis on land access - Funded generally by local governments	- Mayfield Rd. - Cogburn Rd. - Webb Bridge Rd. - Kimball Bridge Rd. - Waters Rd. - Westside Pkwy. (west of GA-400)
Local Road	- Lower traffic volumes - Moderate trip lengths - Highest access and least mobility - Least mobility and lowest traffic volumes - Funded generally by local governments	Located throughout Alpharetta (includes North Point Pkwy. and Windward Pkwy. east of GA-400)

Source: Georgia Department of Transportation

Table 8-2 Number of Travel Lanes

Number of Lanes	Roadway
Four (two in each direction)	- GA-9 - Old Milton Pkwy. (east of GA-400) - Mansell Rd. - Westside Pkwy. - North Point Pkwy. (north of Kimball Bridge Rd.)
Six (three in each direction)	- Old Milton Pkwy. (west of GA-400) - North Point Pkwy. (south of Kimball Bridge Rd.) - Haynes Bridge Rd. (north of North Point Pkwy.)
Eight (four in each direction)	GA-400

Table 8-3 Medians

Type	Roadway
Concrete median	- GA-400 - Westside Pkwy. at Mansell Rd.
Landscaped median	- North Point Pkwy. - Westside Pkwy. - Windward Pkwy. - Webb Bridge Rd. (from GA-400 to North Point Pkwy.) - Haynes Bridge Rd. (from of GA-400 to North Point Pkwy.) - Mansell Rd. (from Westside Pkwy. to Haynes Bridge Rd.) - Old Milton Pkwy.
Two-way left turn lane	- Portions of GA-9 - Westside Pkwy. at Haynes Bridge Rd.
Striped median	Haynes Bridge Rd. at Roswell city limits

Source: North Fulton Comprehensive Transportation Plan, Existing Conditions Report (includes Tables 8-2 and 8-3)

8.2.5. Level of Service

The *Highway Capacity Manual* states that Level-of-Service (LOS) is a measure of operating conditions experienced by motorists. The LOS is an indication of delay and is measured on a grading scale from A to F, with A representing best conditions and F representing the worst conditions. LOS A typically occurs on roadways with free-flowing conditions and little delay, while LOS F typically occurs on roadways with high congestion and heavy delay (approaching gridlock). The NFCTP's *Existing Conditions* identified the following roadway segments with daily LOS F within Alpharetta:

- GA-9 from northern Fulton County line to Academy Street
- Windward Parkway From GA-9 to Windward Concourse
- McGinnis Ferry Road from Morris Road to the eastern Fulton County line
- Rucker Road from Arnold Mill Road to GA-9
- GA-120 from GA-400 to Jones Bridge Road
- Kimball Bridge Road/Waters Road from North Point Parkway to Jones Bridge Road
- Mansell Road from GA-9 to GA-400

8.2.6. Improvement Projects

The RTP identified improvement projects based on an evaluation of the number and type of regional land use objectives and growth policies that each transportation project supports, including system management (i.e. signal timing, access management), connectivity to activity centers transit amenities, and bike/pedestrian elements. Road improvement projects that are located in Alpharetta are listed in Table 8-2 and shown in Map 11: ARC RTP Projects. The list includes projects located entirely within the city limits as well as those where the project termini may be outside of the city. Projects identified as “programmed” are those for which one or more phases (preliminary engineering, right-of-way acquisition or construction) are scheduled to be undertaken during the years covered by the TIP (2008-2013). “long range” projects are those where all of the phases are not scheduled until 2014 or later. Local roadway improvement projects are also identified in several planning studies completed in recent years. Recommended projects are listed in Table 8-4.

Table 8-4 Envision 6 Roadway Improvement Projects

ARC ID	Project Type	Project Description	Status	Planned Completion Date
AR-936	General Purpose Roadway Capacity	GA-400 Flexible Shoulder Lanes from Spalding Dr. in North Fulton Co. to McFarland Rd. in Forsyth Co.	Long Range?	2011
FN-003A	General Purpose Roadway Capacity	GA-120 (Kimball Bridge Rd./Abbotts Bridge Rd.) from State Bridge Rd./Old Milton Pkwy. in Fulton Co. to Peachtree Industrial Blvd. in Gwinnett Co.	Long Range	2020
FN-031B	General Purpose Roadway Capacity	Haynes Bridge Rd. from Mansell Rd. to Old Alabama Rd.	Long Range	2020
FN-067A	General Purpose Roadway Capacity	GA-9 (N. Main St./Cumming Hwy.) from Academy St. to Windward Pkwy.	Long Range	2030
FN-067B	General Purpose Roadway Capacity	GA-9 (S. Main St.) from Upper Hembree Rd. to Academy St.	Long Range	2030
FN-107	General Purpose Roadway Capacity	Kimball Bridge Rd. from North Point Pkwy. to State Bridge Rd. / Old Milton Pkwy.	Long Range	2020
FN-126	General Purpose Roadway Capacity	GA-140 (Houze Rd. / Arnold Mill Rd.) from Mansell Rd. to Ranchette Rd.	Long Range	2020
FN-173A	General Purpose Roadway Capacity	Westside Pkwy Segment 2 from 1,000' south of Mansell Rd. to Rock Mill Rd. at Sanctuary Park	Programmed	2009
FN-192A	Intersection Improvements	Webb Bridge Rd. at Park Bridge Pkwy. / Shirley Bridge Rd.	Programmed	2011
FN-199	ITS¹-Smart Corridor	GA-9 ATMS (Advanced Traffic Management System) from Abernathy Rd. to Forsyth Co. Line	Programmed	2011
FN-201	ITS-Other	Windward Pkwy. Traffic Signal Interconnections from GA- 9 (Alpharetta Rd.) to McGinnis Ferry Rd.	Programmed	2011
FN-202	ITS-Other	North Point Pkwy. Traffic Signal Interconnections from Mansell Rd. to Windward Pkwy.	Programmed	2011

ARC ID	Project Type	Project Description	Status	Planned Completion Date
FN-215	Intersection Improvements	Kimball Bridge Rd. at Waters Rd.	Programmed	2011
FN-222	General Purpose Roadway Capacity	GA-9 (Cumming Hwy.) from Windward Pkwy. to Forsyth Co.	Long Range	2030
FN-233A	General Purpose Roadway Capacity	McGinnis Ferry Rd. seg. I from Union Hill Rd. to Sargent Rd.	Programmed	2020
FN-242	Roadway Operational Upgrades	GA-140 (Houze Rd.) Traffic Signal Upgrades at four locations	Programmed	2009
FN-246	Roadway Maintenance/ Operations	GA-9 (Atlanta St.) Repaving from Chattahoochee River to GA-120 (Marietta Hwy.)	Programmed	2009

Source: Envision6 Regional Transportation Plan (RTP), FY 2008-2013 Transportation Improvement Program (Updated 06/24/10); City of Alpharetta

¹Intelligent Transportation Systems (ITS)

Table 8-5 Local Roadway Improvement Projects

Source	Project Description	Timeframe for Completion
Comprehensive Plan 2025 (City of Alpharetta, 2006)	- Webb Ridge Rd. from Red Oak Ln. to GA-400 - Future Westside Pkwy. from Mansell Rd. to Old Milton Pkwy. - Norcross St. from Marietta St. to Thompson St.	Short Term
	- Westside Pkwy. from Old Milton Pkwy. to Windward Pkwy. - Mansell Rd. from Old Roswell Rd. to GA-400	Intermediate
	- Webb Ridge Rd. from GA-400 to Kimball Bridge Rd. - Alpharetta Rd. from Canton St. to Windward Pkwy. - Haynes Bridge Rd. from Mansell Rd. to County Line	Long Term
Downtown Circulation Study (City of Alpharetta, 2008)	- Install a median along Main St. from Old Milton Ave. to Mayfield Rd. - Reassign GA-9 designation to other city streets - Reduce lane widths of Old Milton Pkwy. to Mayfield Rd. - Dual right-turn lane NB Main St. to EB Old Milton Pkwy.	Short Term
North Point Activity Center Livable Centers Initiative (City of Alpharetta, 2008)	New roadway extending from Encore Pkwy. to Mansell Rd. and from GA-400 to North Point Pkwy.	TBD commensurate with development
	Advanced traffic management system for North Point Activity Center, including Mansell Rd. and Haynes Bridge Rd.	2010
Blueprint North Fulton Master Plan (North Fulton Community Improvement District, 2008)	Mansell Rd. Triple-left-turn-lane onto North Point Pkwy.	2010
	Windward Pkwy. Right-turn lane at GA-400 exit	2011
	Alpharetta Intersection Improvements	2010-2011
	- Key Corridor Signal Timing - Reconstruct Windward Pkwy./Windward Concourse intersection	Ongoing Short Term
City of Alpharetta Capital Budget for Fiscal Year 2011	Old Milton Pkwy. at GA-9 intersection improvement project	Priority II

8.3. Bridges

Seventeen bridges are located in Alpharetta, and they are inspected by GDOT every two years as required by the Federal Highway Administration. The bridges are assigned a sufficiency rating to provide an overall measure of their condition and to determine eligibility for federal funds. Bridges with a sufficiency rating of 50.0 or below qualify for federal replacement funds. Based on the *Existing Conditions* report from the NFCTP, four bridges in the city have a rating below 50.0:

- Windward Parkway EBL over Big Creek
- Windward Parkway WBL over Big Creek
- Douglas Road over Caney Creek
- Rockmill Way over Foe Killer Creek

The long-range RTP includes two bridge projects in Alpharetta, both of which are in the short-term TIP, as identified in Table 8-6 and shown in Map 11: ARC RTP Projects. In addition, Alpharetta's Capital Budget for Fiscal Year 2011 (July 1, 2010 through June 30, 2011) identifies maintenance measures for several city-owned bridges in response to biennial inspections by GDOT inspectors. The measures are intended to prevent further deterioration of bridge conditions at the following locations:

- Mansell Road over Big Creek (two bridges)
- Windward Parkway over Camp Creek (two bridges)
- Windward Parkway over Big Creek (two bridges)
- Rucker Road over Foe Killer Creek Tributary (one bridge)
- McGinnis Ferry Road over Big Creek (one bridge)
- Waters Road over Long Indian Creek (one bridge)
- Windward Parkway over Big Creek Tributary (one bridge)
- Deck joint/other repairs for bridges throughout the city

The city also plans to replace the Douglas Road bridge at Caney Creek in order to improve vehicular safety and pedestrian safety and connectivity.

Table 8-6 FY2008-2013 TIP Bridge Projects

ARC ID	Project Type	Project Description	Planned Completion Date
FN-165	Bridge Replacement	Kimball Bridge Rd. at Big Creek (includes sidewalks, bike lanes and Big Creek Greenway underpass)	2011
FN-173B	Bridge Capacity	Westside Pkwy Segment 2 – Rock Mill Rd. / Old Roswell Rd. at Foe Killer Creek	2009

Source: FY 2008-2013 Transportation Improvement Program (Updated 06/24/10)

8.4. Railroads

The Atlanta region is served by two primary Class I railroads, CSX Transportation and Norfolk Southern, and three smaller rail lines: Georgia Northeastern, Fulton County Railway, and GDOT-owned rail lines. None of these railroads transverse Alpharetta.

8.5. Trucking

There are two officially-designated truck routes in Alpharetta, shown in Map 13: Regional Truck Routes, which include GA-400 and a portion of GA-9. Designated truck routes are part of a national network of highways suitable for safely and efficiently accommodating large vehicles authorized by provisions of the Surface Transportation Assistance Act of 1982 (STAA) as amended. However, the *Atlanta Regional Freight Mobility Plan* identifies an Atlanta Regional Priority Freight Highway Network. This network includes GA-92 and GA-120, in addition to GA-400.

8.6. Airports

There are no airports within the city boundaries. Alpharetta residents and workers are served primarily by Hartsfield-Jackson-Atlanta International Airport along with several small airports that do not offer commercial flights. No airports are located in Alpharetta.

8.7. Pedestrian and Bicycle Facilities

The sidewalk network in Alpharetta includes the presence of sidewalks along one or both sides of arterial and collector streets, and sidewalks on local streets in most neighborhoods, as shown in Map 14: Sidewalk Network. As shown in Map 15 Bicycle Network, bicycle facilities include a designated bike lane on Windward Parkway from a shopping center driveway west of GA-400 to North Point Parkway, a paved shoulder on Kimball Bridge Road from Bridgeway Christian Academy to Jones Bridge Road, a designated bike lane at the intersection of Mayfield and Providence Roads, as well as a segment of the Northern Crescent State Bicycle Route. The Northern Crescent is an unmarked route that connects the Cities of Woodstock (Cherokee County) and Suwanee (Gwinnett County) and passes through Alpharetta along Webb Bridge Road and Mayfield Road.

The NFCTP's *Existing Conditions* assigns a LOS grade (A through F) based on how well a roadway segment accommodates the needs of pedestrians and bicyclists. Segments with graded "E" or "F" are considered to operate at a poor LOS. In Alpharetta LOS E or F roadways with respect to pedestrian use are Rucker Road and Old Milton Parkway / GA-20 east of North Point Parkway. Poorly operating segments for bicycling are GA-9, Old Milton Parkway east of North Point Parkway, McGinnis Ferry Road, and the eastern most portion of Windward Parkway.

Walking and cycling opportunities are combined in the city's multi-use paths at North Park, Wills Park and Recreation Center, and Webb Bridge Park, in addition to the Big Creek Greenway. The greenway extends from the southern end of the city just east of GA-400 to Webb Ridge Road. The city is currently constructing an extension of Big Creek Greenway, for completion in fall 2011. The project will extend the greenway from Webb Bridge Road to Marconi Drive. Further extensions are recommended in the *North Point Activity Center Livable Centers Initiative* (LCI) study, resulting in phased connections to and along Haynes Bridge Road and North Point Parkway from 2015 to 2017. Ultimately, the greenway is planned to connect to Forsyth County's greenway system to the north.

Several pedestrian and bicycle improvement projects were recommended in recent planning studies conducted by the city. Priority projects in the *Alpharetta Downtown Circulator Study* include the installation of new midblock crossings adjacent to the Smokejack Restaurant (South Main Street) and north of the South Main Street/Marietta Street intersection; associated projects are the reduction of lane widths on Main Street and the reassignment of GA-9 markers to other city streets. Other recommended priority projects are trail and path connections around the west and northwest sections of the Downtown area near Independence High School, bicycle enhancements (signage, striping, or shared lane symbol) along the Big Creek Greenway connection via Webb Ridge Road and Academy Street, and the Downtown Greenway to connect Old Milton Parkway and Milton Avenue.

In addition to the Big Creek Greenway extension projects, *North Point Activity Center LCI* recommendations include the construction of bicycle and pedestrian facilities on Mansell Road from Big Creek to the MARTA Park and Ride Lot, as well as the installation of sidewalks and bicycle lanes on Encore Parkway and its bridge over GA-400. The *Blueprint North Fulton Master Plan*, sponsored by the North Fulton Community Improvement District (CID), echoes the LCI recommendations related to Encore Parkway. The CID is currently coordinating with the city on the Encore Parkway Corridor Improvement project, which in addition to bike/pedestrian improvements is proposed to include median improvements and landscape upgrades.

The city is in the process of completing two local sidewalk construction projects: Mid-Broadwell Road Sidewalk (Phase II), which will connect Downtown Alpharetta and Wills Park, and Webb Bridge Road Sidewalk, which will connect surrounding neighborhoods with Creekview Elementary School. The city's FY2011 Capital Budget includes the construction of sidewalks on Devore Road and a northern segment of Houze Road.

8.8. Public Transit

The Metropolitan Atlanta Rapid Transit Authority (MARTA) has several bus routes that pass through Alpharetta, and Georgia Regional Transportation Authority (GRTA) Xpress Regional Commuter Service is accessible. GDOT Rideshare park-and-ride lots are located within at the GA-400-Mansell Road interchange and at the GA-400/Windward Parkway interchange, allowing commuters to ride a bus to the North Springs MARTA rapid rail station. Area MARTA bus routes are shown in Table 8-5 and in Map 16: Public Transportation. While Xpress' GA-400 Cumming to North Springs/Atlanta route passes through Alpharetta, it does not have an Alpharetta stop. Alpharetta residents who wish to use the service must take MARTA (or drive) to North Springs Station or travel north to the Cumming Park and Ride lot.

Table 8-7 Public Transit Routes

Service Provider	Route Number/Name	Route Description
MARTA	140 – North Point/Mansell Park & Ride	Service between Mansell Park and Ride in Alpharetta and the North Springs Station
MARTA	143 – Windward Park & Ride	Service from the Windward Pkwy. corridor and Windward Park & Ride (via US-19/GA-400) in Alpharetta to the North Springs Station
MARTA	185 – Alpharetta/Holcomb Bridge Rd.	Service between Windward Park and Ride in Alpharetta and the North Springs Station. Provides service between Alpharetta and the northern portion of Roswell along GA-9/GA-120.
GRTA	400 – Cumming to North Springs/Atlanta	Service between the Cumming Park and Ride lot in Forsythe County to the North Springs Station in Sandy Springs.

Source: North Fulton Comprehensive Transportation Plan Existing Conditions Report 2010

In 2008 a long-range transit vision, *Concept 3*, was developed by the Transit Planning Board (TPB), a joint venture of MARTA, ARC and the Georgia Regional Transportation Authority (GRTA). In 2009, the Atlanta Regional Transit Implementation Board (TIB) was established to guide the implementation of *Concept 3*. TIB is a partnership between MARTA, ARC, GRTA and GDOT. *Concept 3*'s recommendations include major transit corridors for the North Fulton area, including bus rapid transit (BRT) systems on GA-9 and GA-120 and an extension of the MARTA North Line from the North Springs Station to Windward Parkway. In addition, the *North Point Activity Center LCI* study recommends the preservation of land for a future North Point station. The study also addresses the potential for a circulator/shuttle system. Although a 2008 North Fulton CID feasibility study showed there is the potential for a CID-wide commuter shuttle, the LCI study indicated a local shuttle in the city is not currently feasible due to development patterns, densities and cost.

The *Needs Assessment* report of the NFCTP summarizes transit-related needs based on stakeholder input. The primary need for Alpharetta was local bus service improvements, including the following examples:

- Improved east-west service (potentially along GA-120) to provide access to key destinations within North Fulton without having to go through Atlanta;
- Enhanced service to LCI areas in Downtown Alpharetta, the North Point area, and Windward Parkway; and
- Working with the North Fulton CID to coordinate employer shuttle service between the MARTA North Springs Station and the major employment centers.

Bus service improvements are reflected in the study recommendations of the *Alpharetta Downtown Circulator Study*, which proposes upgraded bus stops at 12 locations throughout the Downtown area. Other local transit-related projects identified for the city include those in the *City of Alpharetta Comprehensive Plan 2025*, as follows:

- Maxwell Road/Main Street from Upper Hembree Road to North Point Center East
- Hardscrabble Road/Houze Road/Hembree Road from County Line to city Limit
- GA-400 from City Limit to Windward Parkway
- North Point Center East from North Point Circle to Upper Hembree Road
- North Point Center East/North Point Parkway/State Bridge Road from North Point Circle to county line

- Morris Road from North Point Parkway to North Point Parkway

The current TIP includes one project that support transit, as identified in Table 8-9 and shown in Map 11: ARC RTP Projects. Previous to October, 2009 the TIP included the “MARTA Rail Line Extension – Feasibility Study and Alternatives Analysis, North Springs Station to Vicinity of North Point Mall”; however an amendment to the TIP removed the study.

Table 8-8 FY2008-2013 TIP Transit Projects

ARC ID	Project Type	Project Description	Status	Planned Completion Date
AR-H-400	HOV Lanes	GA-400 Managed Lanes (Bus/Auto) from I-285 to McFarland Rd.	Programmed	2020

Source: FY 2008-2013 Transportation Improvement Program (Updated 06/24/10)

8.9. Private Transit System

Passenger rail in Georgia is provided by Amtrak, which is the only entity authorized to operate on any freight railroad in the railroad. The Crescent line offers daily trips between New Orleans and New York City via Atlanta. The closest Amtrak station to Alpharetta is near downtown Atlanta. The closest Greyhound intercity bus stop is in downtown Atlanta.

8.10. Parking

Free parking is available throughout the city and primarily consists of privately owned surface parking lots located in front of individual developments as well as city-managed on-street parking in the downtown area. The GDOT Rideshare park-and-ride lots are currently underutilized and not convenient to transit users. Structured parking facilities are located at many of the city’s office parks, and large amounts of surface parking are provided with retail land uses.

Surface parking is particularly abundant east of GA-400 at North Point Mall and the large commercial centers along North Point Parkway. The *North Point LCI* study estimates there are more than 27,600 private parking spaces provided with the area’s major office and retail developments. The study also noted that the parking lots associated with the retail development provide interparcel access between outparcel uses and the inparcel uses; however this access does not benefit pedestrians due to a lack of sidewalks as well as the large size of the parking lots. The study points to these strip retail centers with their large parking areas as redevelopment opportunities over the next 5-10 years.

In the Downtown area, parking was first addressed in the *Downtown Master Plan* (2003), which indicated there is a perception of inadequate parking serving local businesses and identified new locations for potential municipal private lots and decks. The 2008 *Downtown Circulator Study* further evaluated the topic, and determined that there is an adequate supply of parking that should be used more efficiently and supplemented with additional parking in select locations. The study recommended several strategies in support of the overall objective to improve, expand, and better facilitate parking in and around the downtown area, as follows:

Recommendation: Parking by Street/Corridor

- Move exclusive parking along Milton Avenue west of Roswell Street out to street and open to general use; add a defined sidewalk with streetscaped elements
- Enforce or meter Old Roswell Street lot in one- or two-hour increments

Recommendation: Parking Structure

- Build a multi-story parking structure on the existing Roswell Street lot

- Enhance driveway/entrance to attract downtown visitors to the structure's location

Recommendation: Improve Visibility of Signage

- Erect signs directing drivers to “Public Parking” on Main Street, Milton Avenue, Canton/Roswell Streets, and Old Roswell/Old Canton Streets

For Additional Discussion

- Partner with the two churches adjacent to the downtown area to lease parking Monday to Saturday.
- Purchase new properties (such as the large residential track close to the Old Roswell/Roswell Street intersection) for potential parking lot/structure locations
- Consider a new Comprehensive Parking Strategy Study that is implementable and has broad political and business support

8.11. Transportation and Land Use Connection

Transportation has had a significant impact on development patterns and opportunities in Alpharetta. In the latter 1980s, construction of GA-400 helped stimulate commercial and residential development east of the traditional city center, including concentrated office development along Windward Parkway and continued retail growth of the North Point Mall area. GA-400 also provided the city with accessibility to a major commuting and commerce route as well as Hartsfield-Jackson Atlanta International Airport.

Due to the intensity of development that has occurred along GA-400, much of the corridor and adjacent areas in Alpharetta has been designated as a “Mega Corridor” on ARC’s Unified Growth Policy Map. The map was developed in 2008 as part of the *Envision 6* regional planning process for use in guiding future growth patterns. It identifies and encourages growth in established areas, including North Point Mall and Windward Parkway “regional centers,” and Downtown Alpharetta. The remaining areas in the city are identified as “suburban neighborhoods” intended to maintain the existing development pattern. The following land use policies are associated with the map, specifically for developed areas:

- Promote sustainable economic growth in all areas of the region
- Encourage development within principal transportation corridors, the Central Business District, activity centers and town centers
- Increase opportunities for mixed-use development, transit-oriented development, infill and redevelopment
- At strategic regional locations, plan and retain industrial freight land uses
- Design transportation infrastructure to protect the context of adjoining development and provide a sense of place appropriate for our communities
- Promote the reclamation of brownfield development sites

In support of these policies, the *Downtown Master Plan* envisions Downtown Alpharetta as a mixed-use center that provides a variety of housing types to attract a residential population who can support area businesses and reduce commute times to local employers. A key to realizing this vision is enhancing connectivity within Downtown and to surrounding activity areas. The *Downtown Circulation Study* cites the importance of concentrating infill development or redevelopment opportunities in the city’s Historic Businesses District and encouraging denser development patterns beyond the downtown core in order to maximize connectivity and walkability in the area.

In the North Point Activity Center, defined in the LCI Study as an area that includes North Point Mall, a collection of retail commercial developments, and the Big Creek Greenway on the eastern side of GA-400, a development framework of more compact mixed-use village and commercial centers is recommended. To that end, the study’s transportation recommendations address:

- Providing multi-modal connectivity throughout the study area;

- Leveraging the existing transportation network for vehicular and alternative mode travel;
- Creating an off-road network for pedestrian and bicycle travel; and
- Supporting potential future transit investments.

The potential for transit opportunities to increase in an area is dependent largely on the density, diversity, and design of future land uses, as summarized in the NFCTP's Existing Conditions report. MARTA's North Line Transit Oriented Development Study (2006) was developed to assess the potential for transit oriented development (TOD) and encourage new development patterns along the GA-400 corridor that could support future MARTA expansion in North Fulton County. The selection of an area best suited for a future TOD prototype was guided by a development strategy that encouraged a mix of commercial, residential and recreational uses, housing, transportation options, and connectivity to cities and major activity and employment centers. The North Point area was selected as the most viable option.

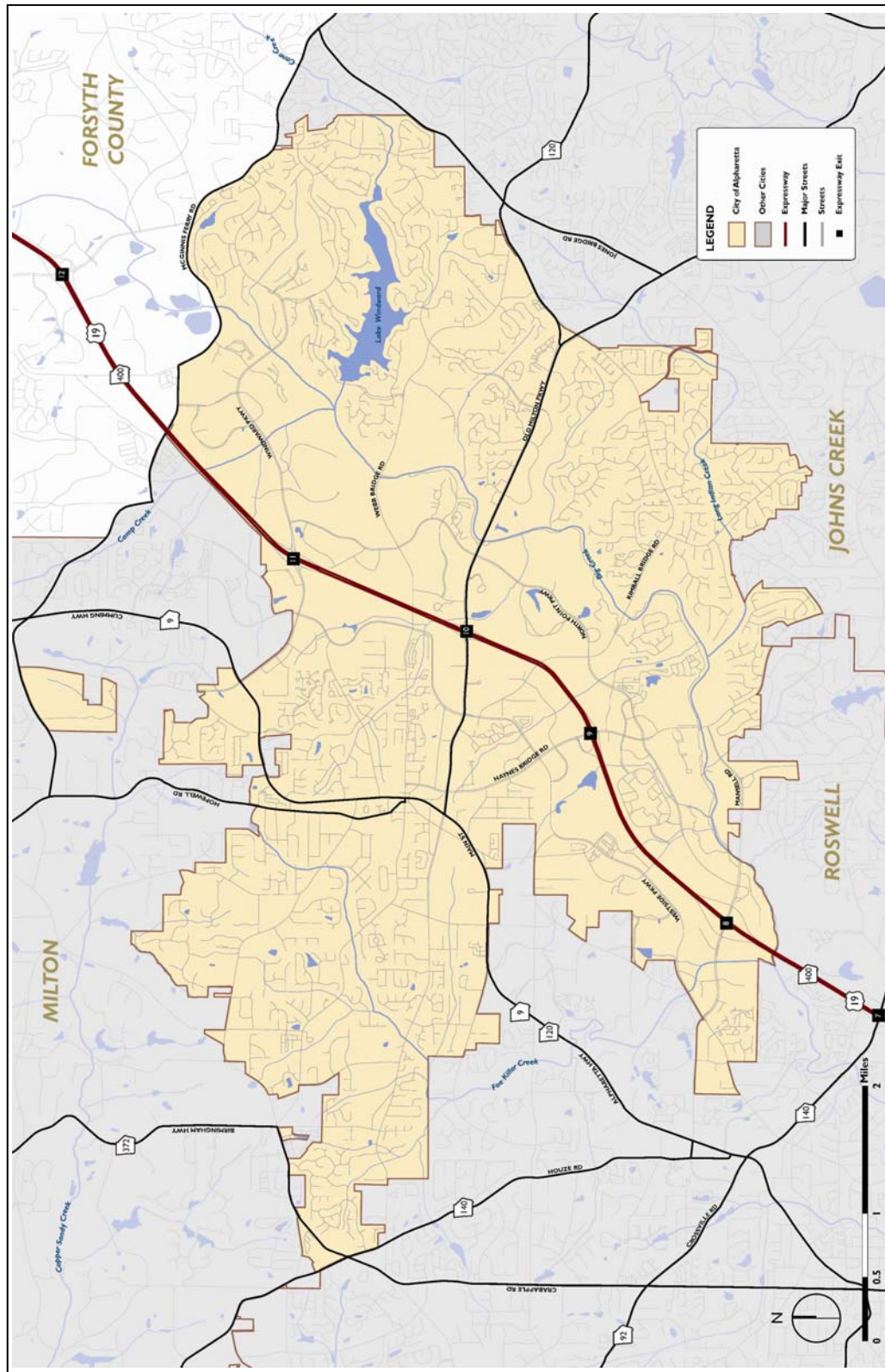
As these recent planning studies have illustrated, and consistent with *Envision6* policies, it is important to continue to coordinate transportation and land use planning. Development patterns should reduce daily vehicle use, improve air quality, and promote a transit-supportive infrastructure, a pedestrian-friendly environment, improved roadway connectivity and integrated mixed-use development.

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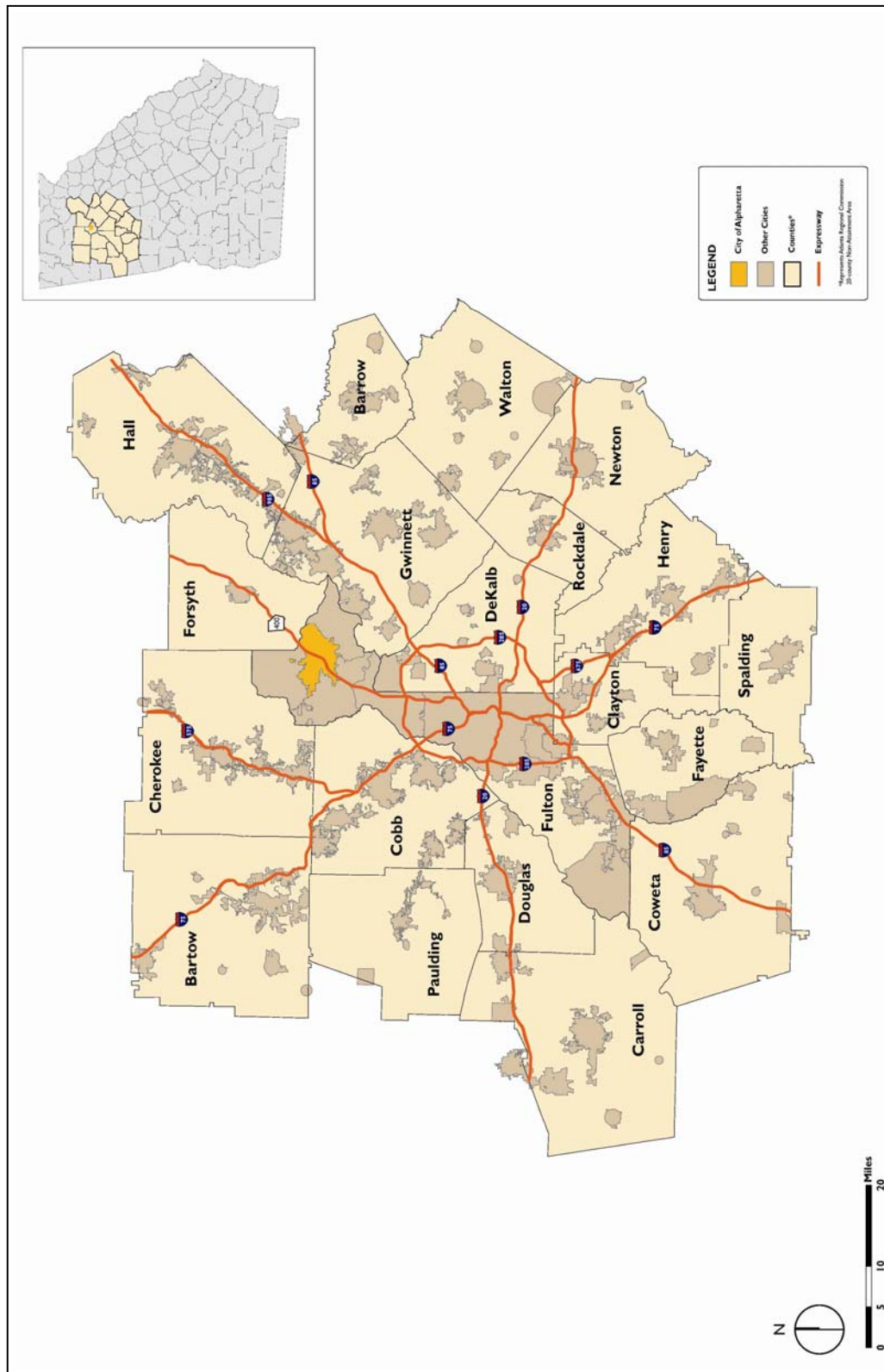
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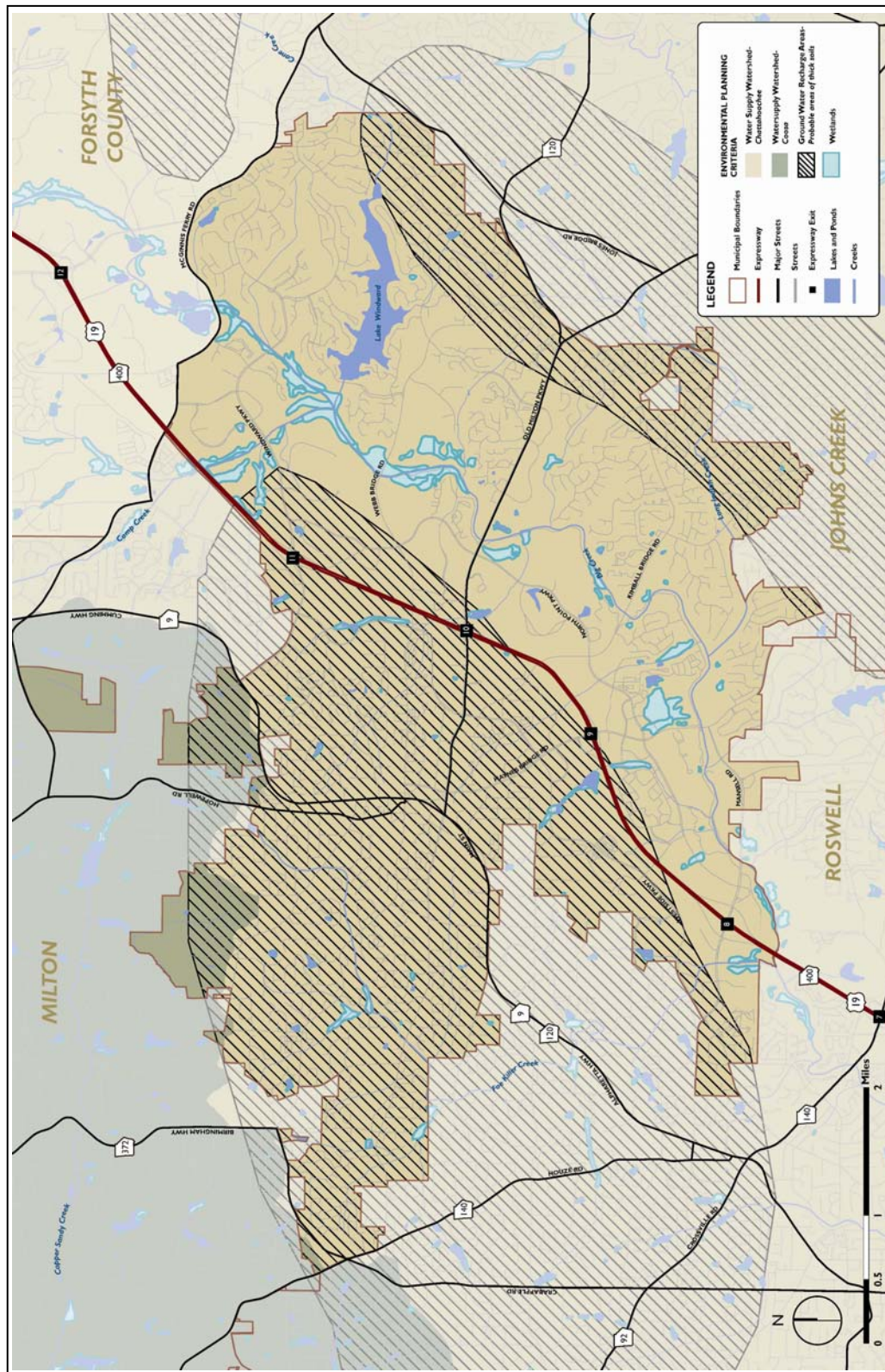
Map I – Study Area



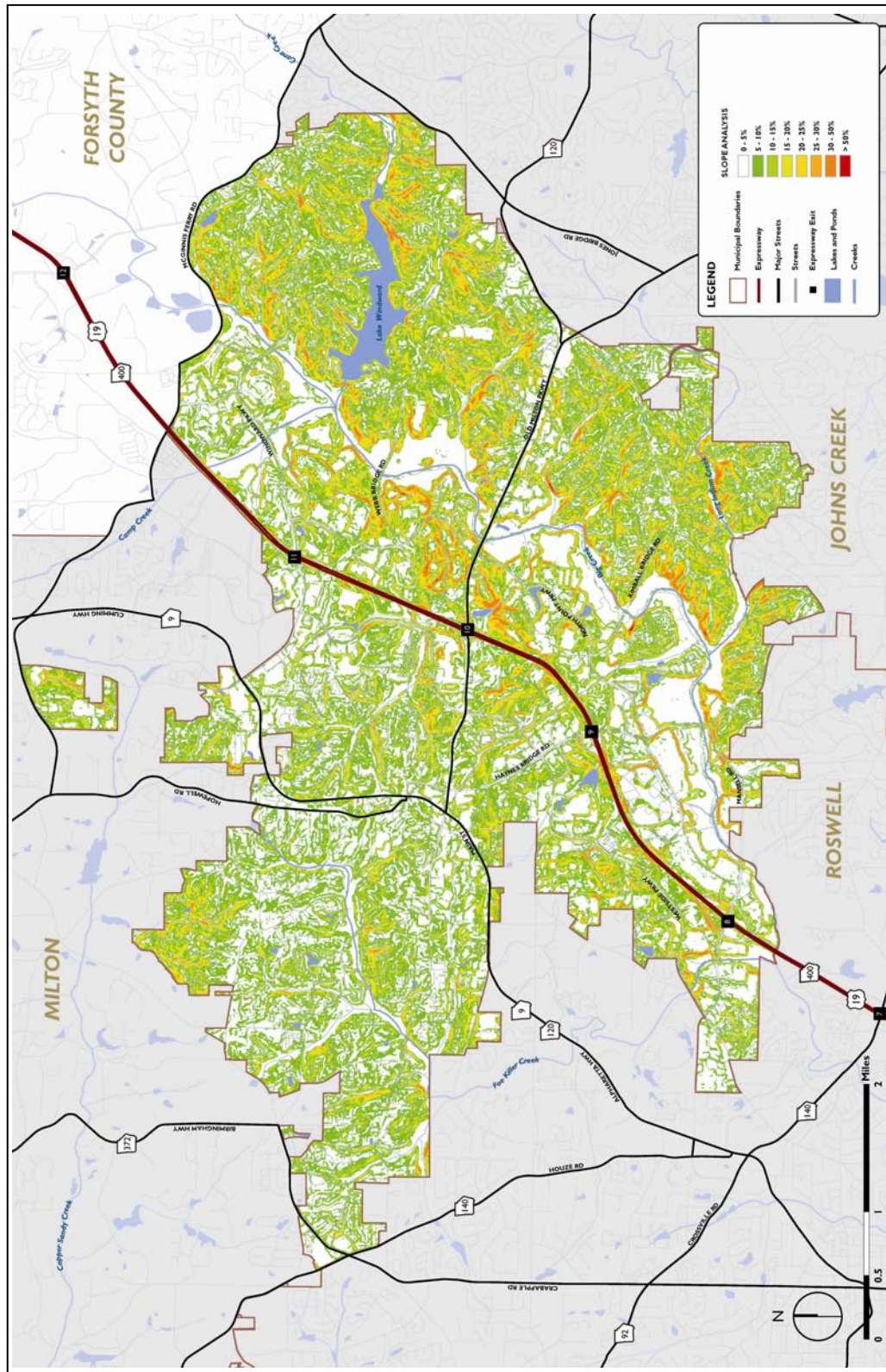
Map 2 – Regional Context



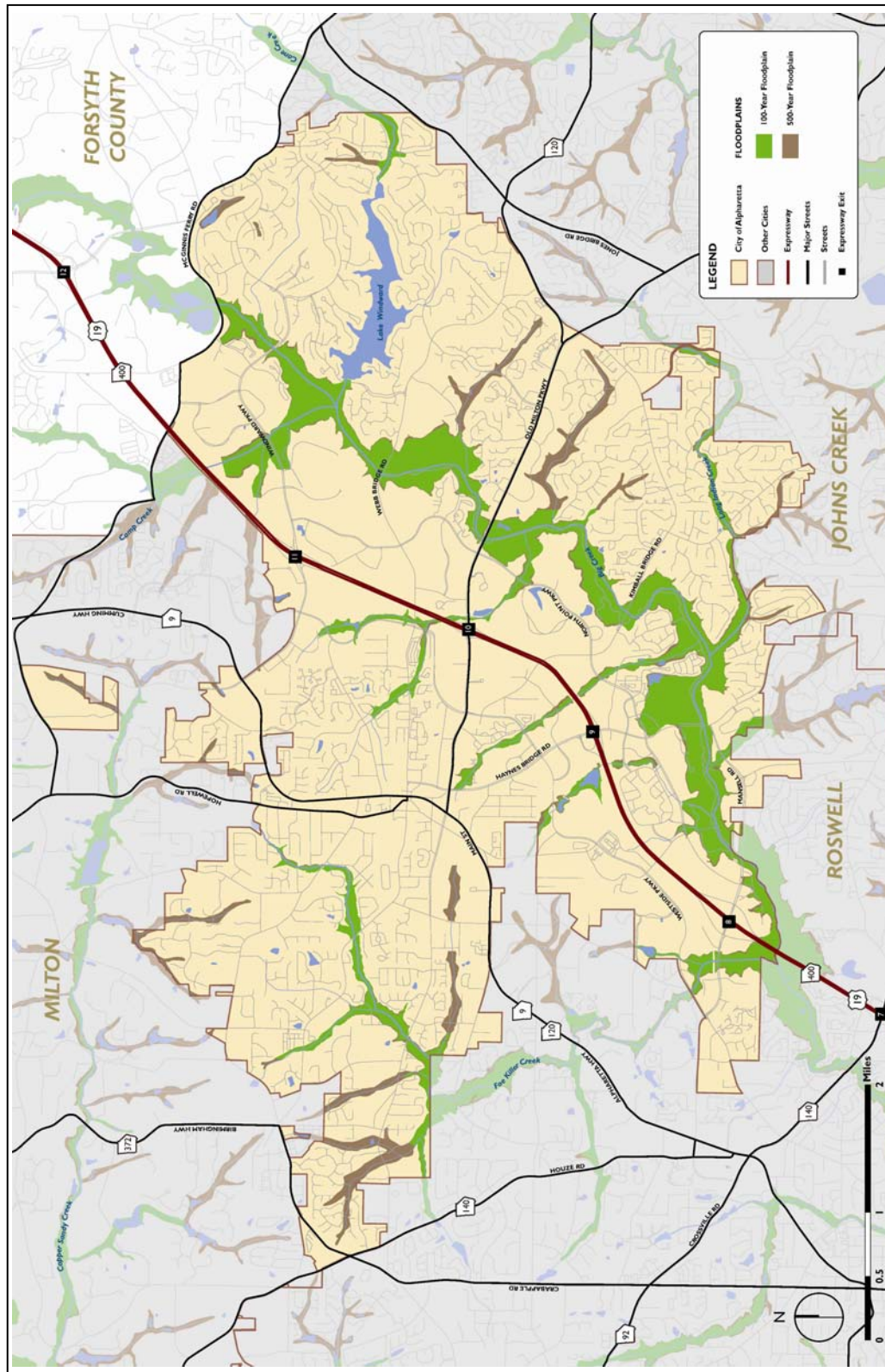
Map 3 – Environmental Planning Criteria



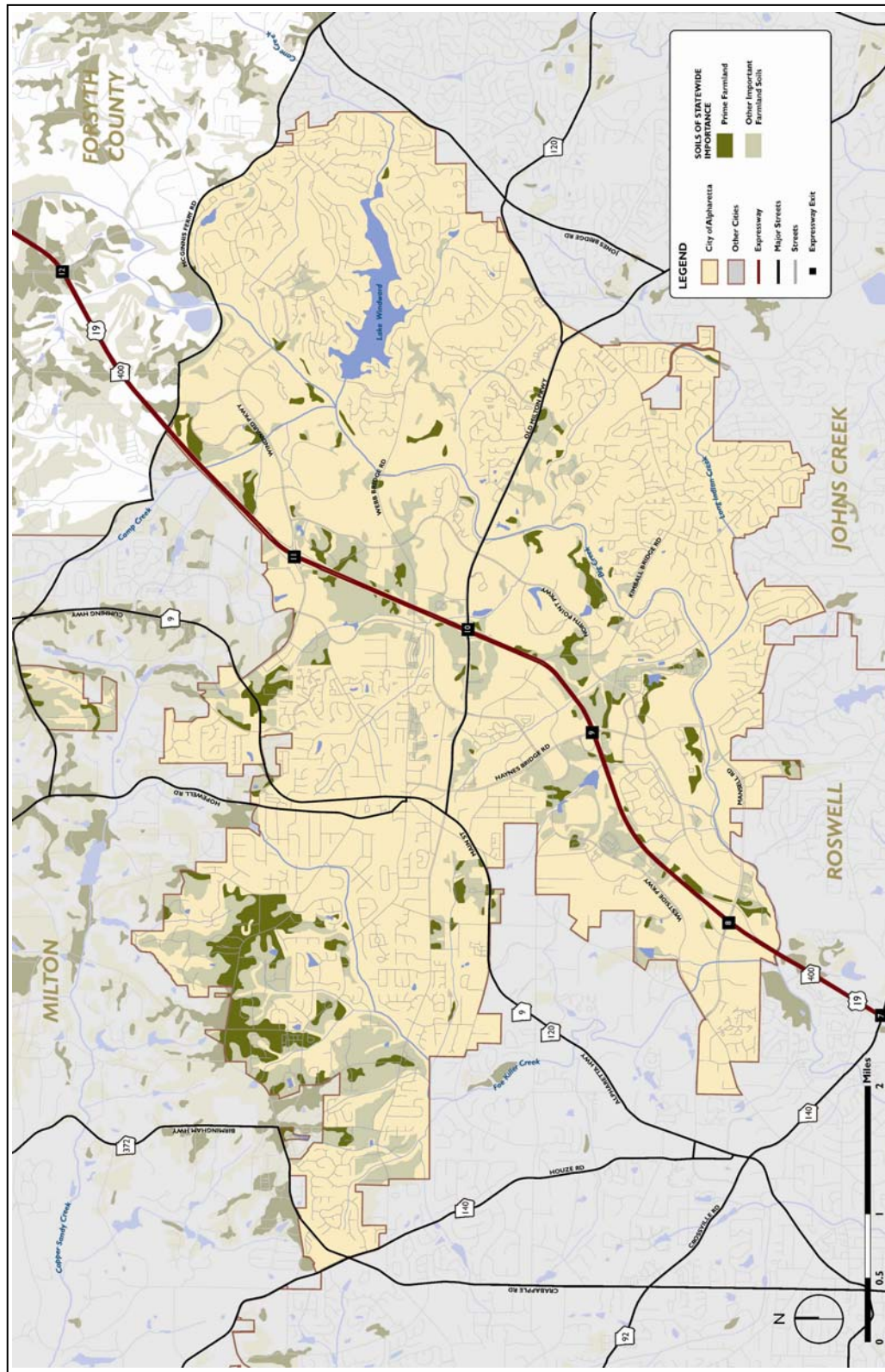
Map 4 – Slope Analysis



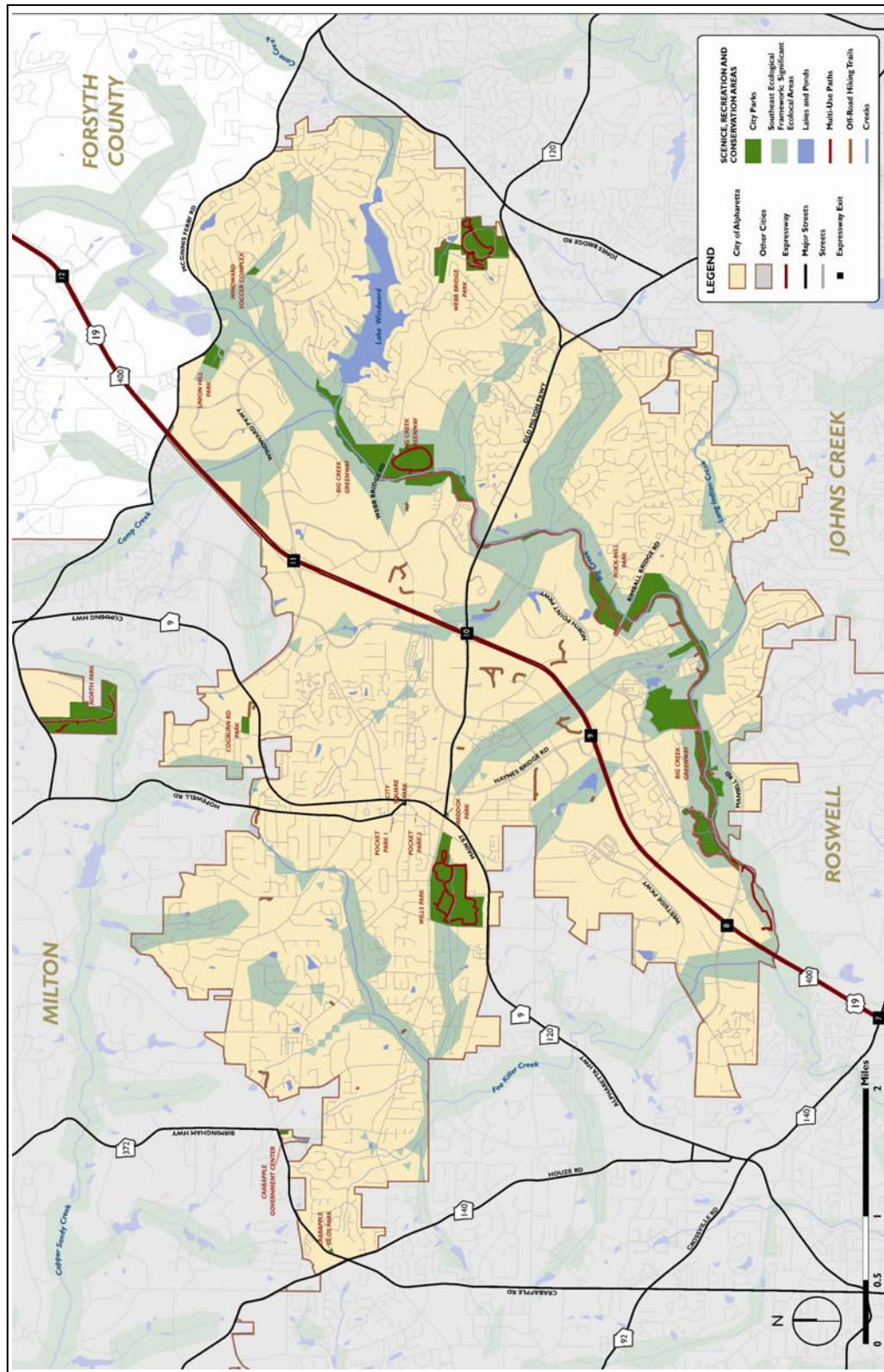
Map 5 – Floodplains



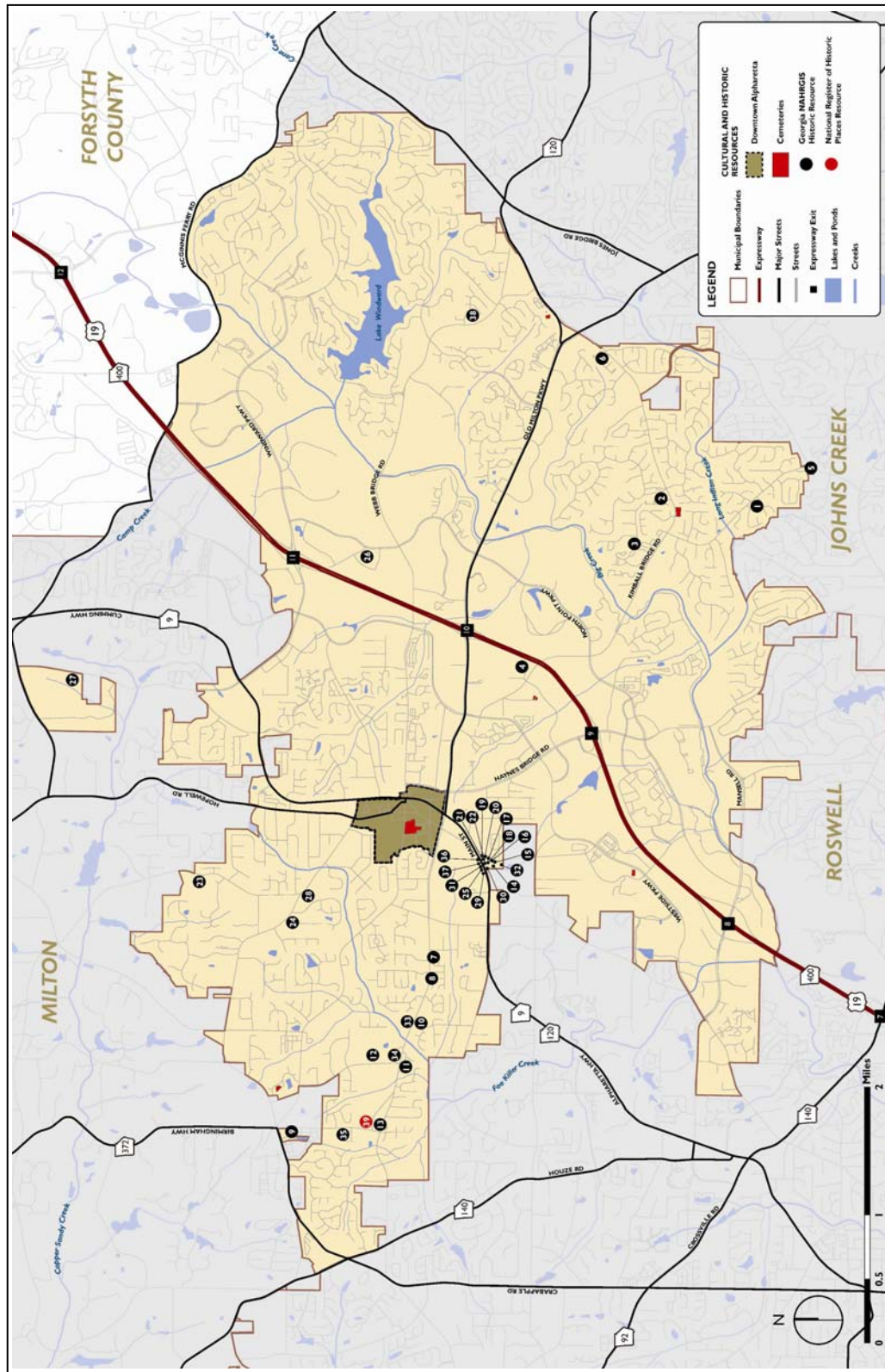
Map 6 – Soils of Statewide Importance



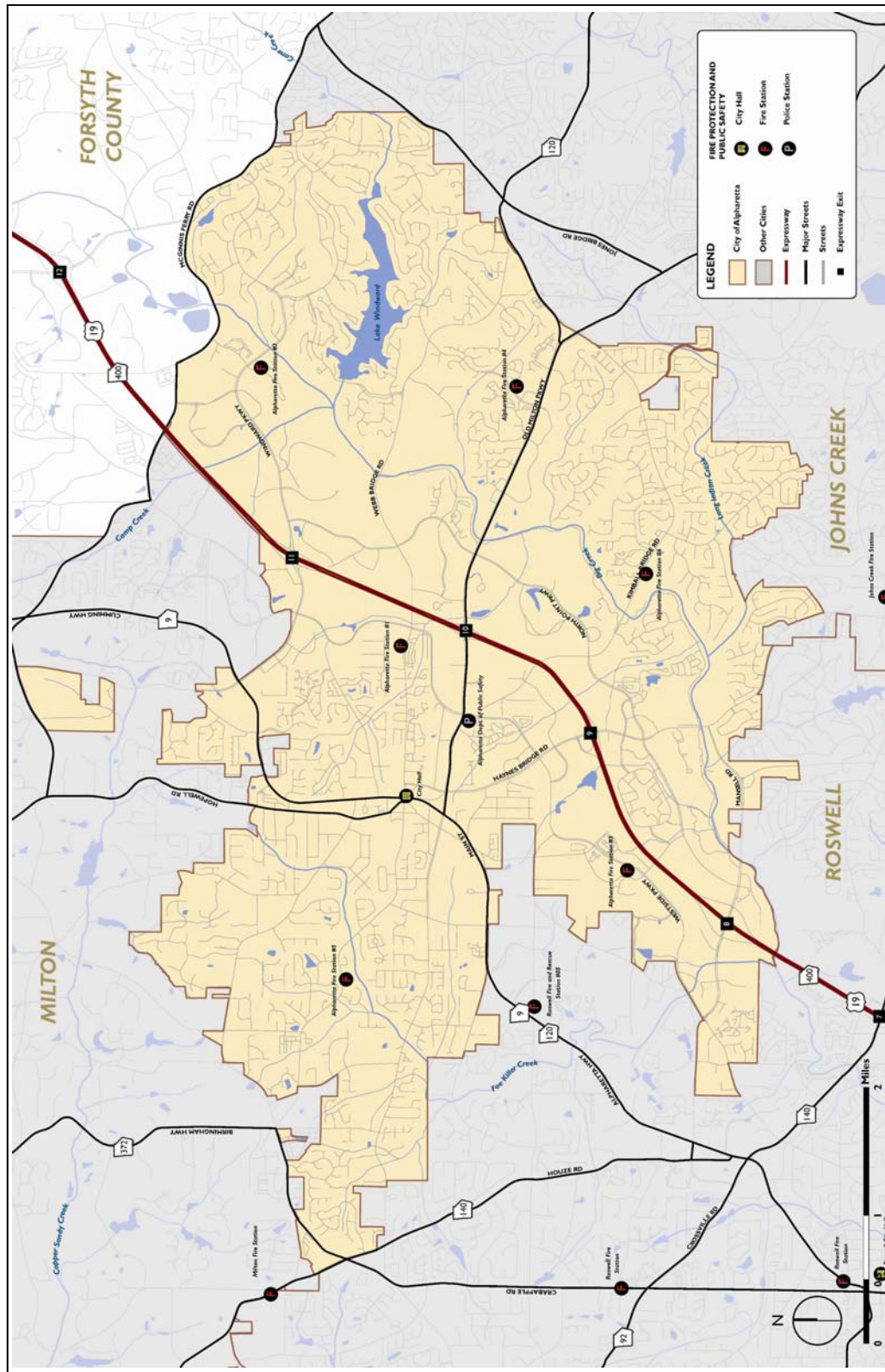
Map 7 – Scenic Areas/Forests/Recreation and Conservation Areas



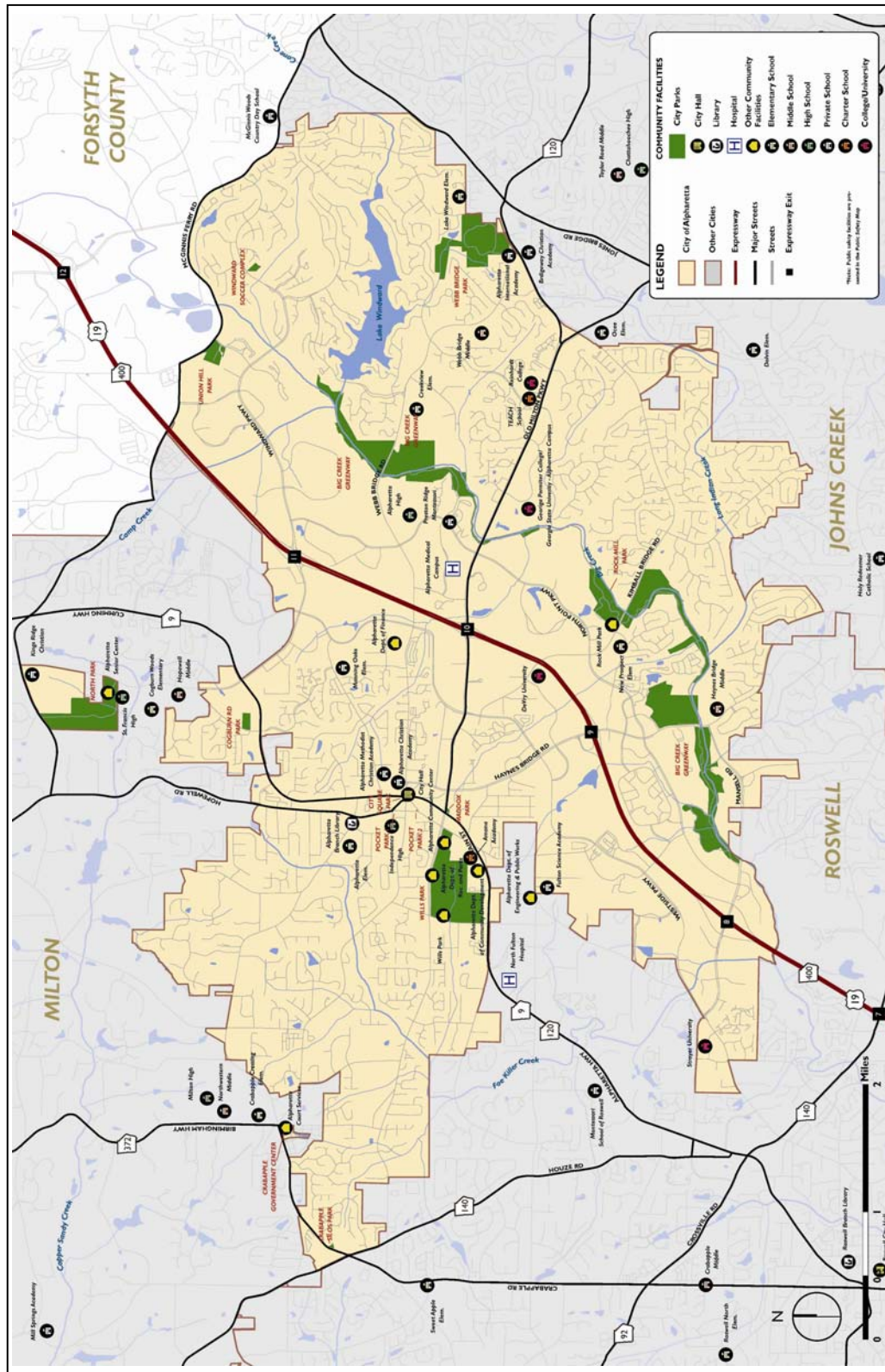
Map 8 – Cultural and Historic Resources



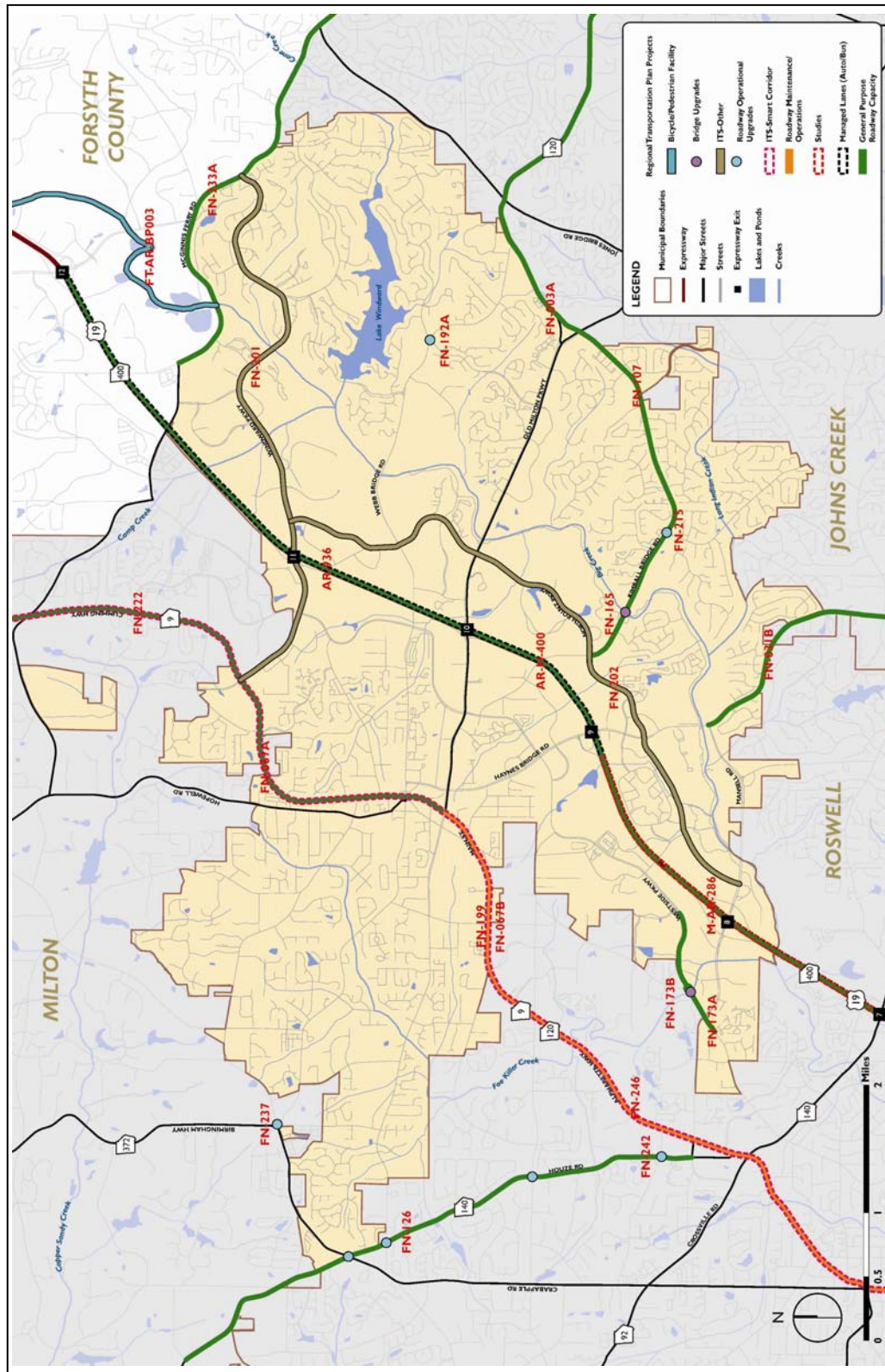
Map 9 – Public Safety



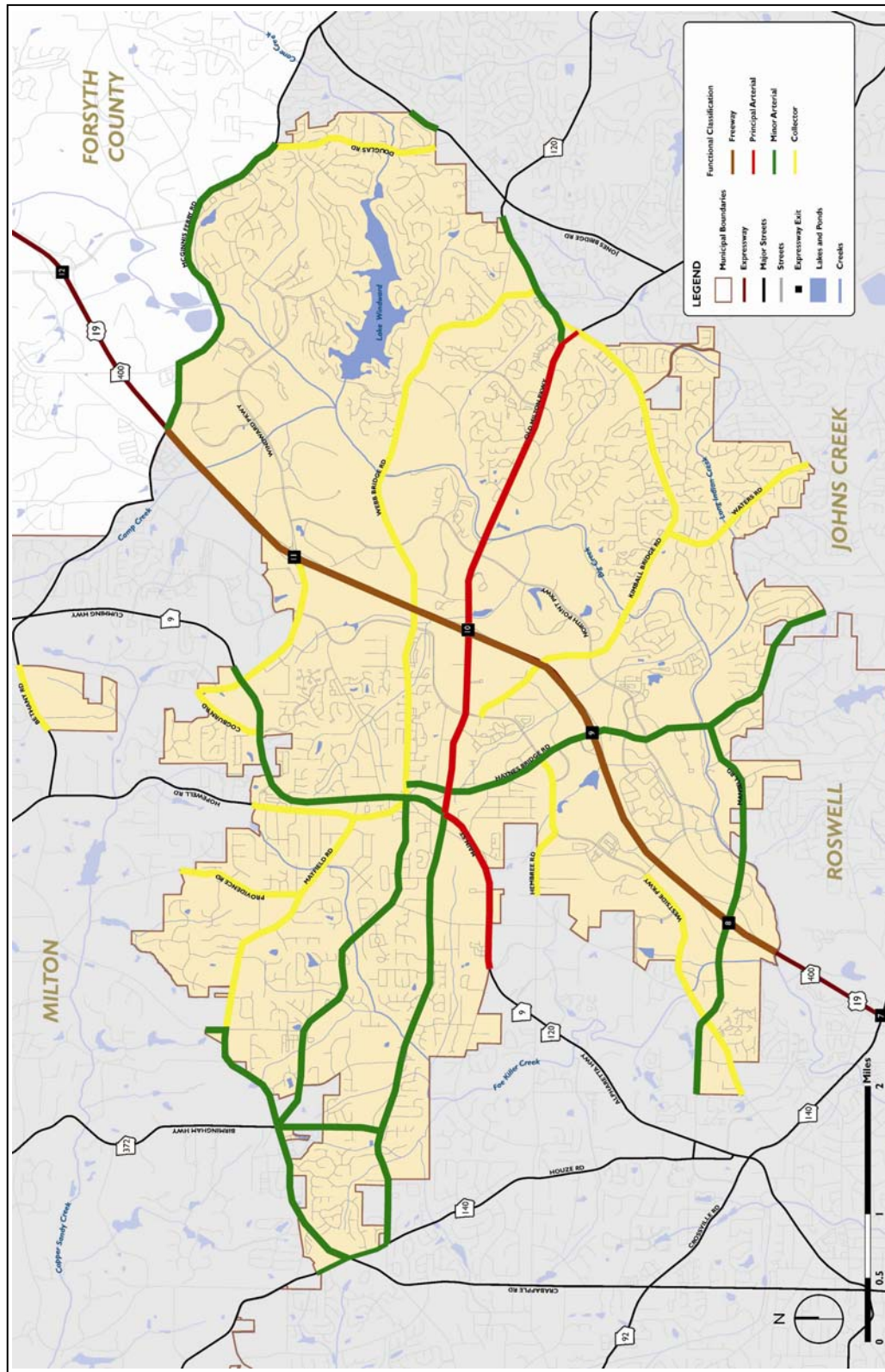
Map 10 – Community Facilities



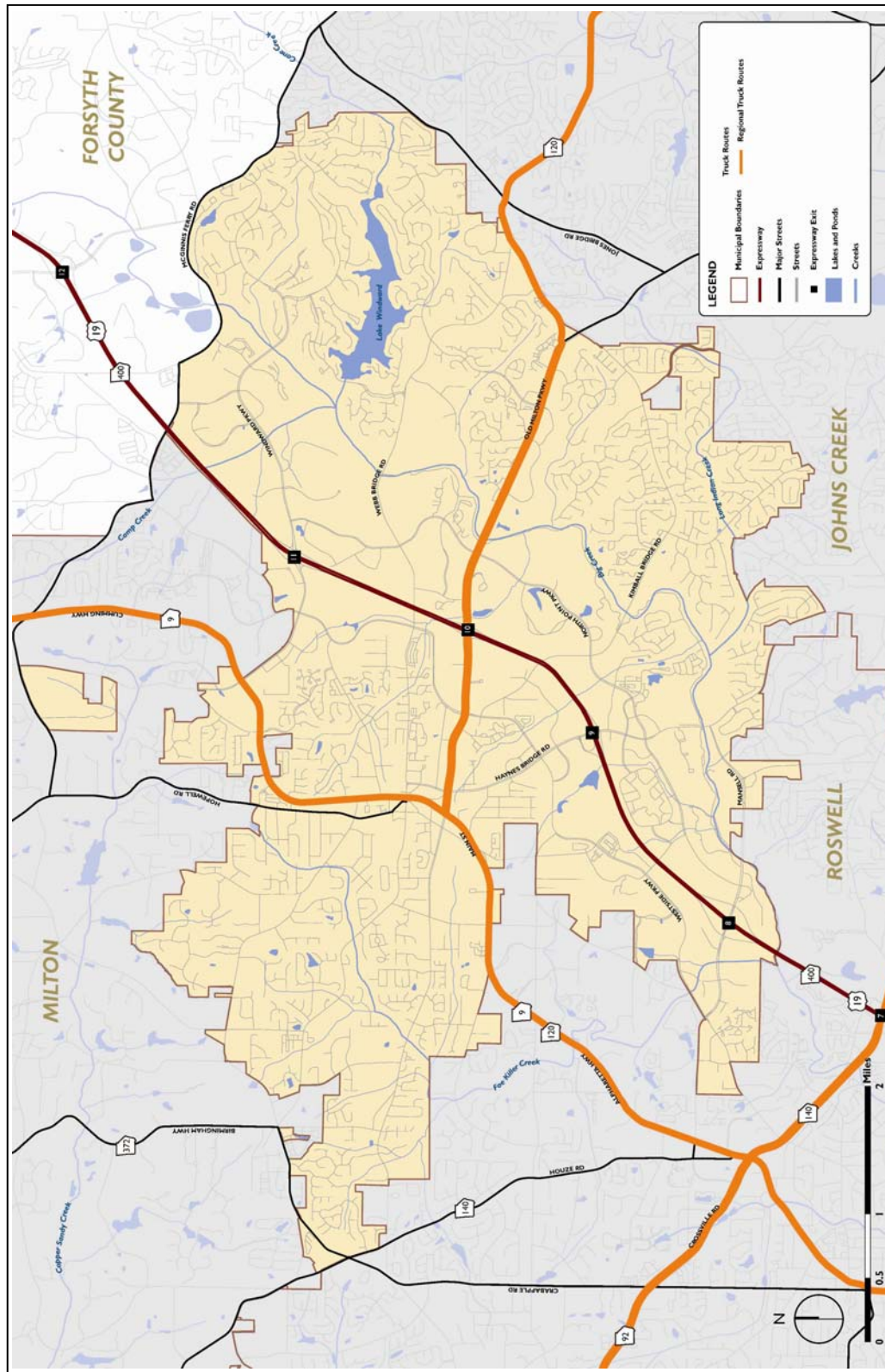
Map 11 – ARC Regional Transportation Plan Projects



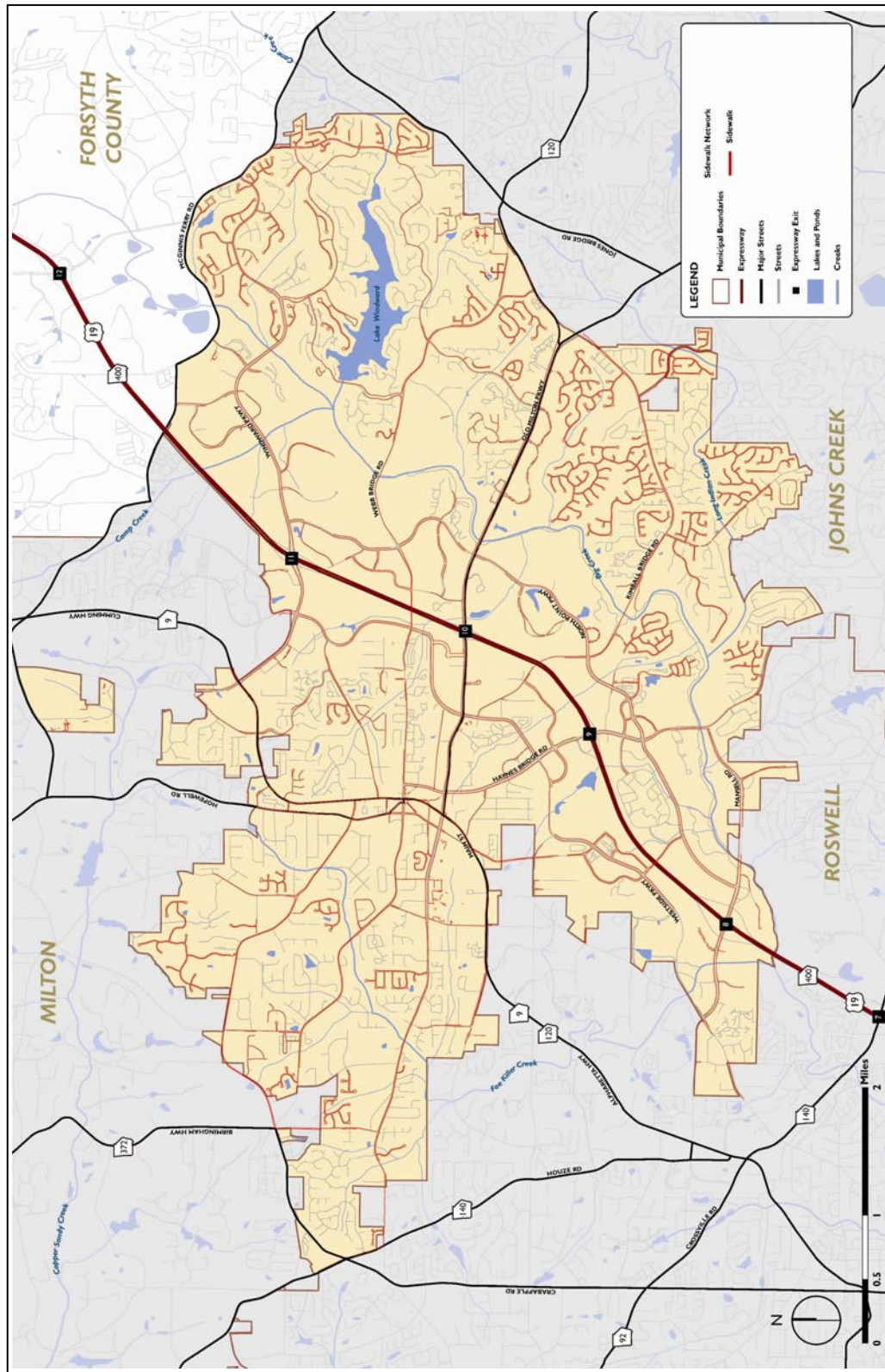
Map 12 – Functional Classification



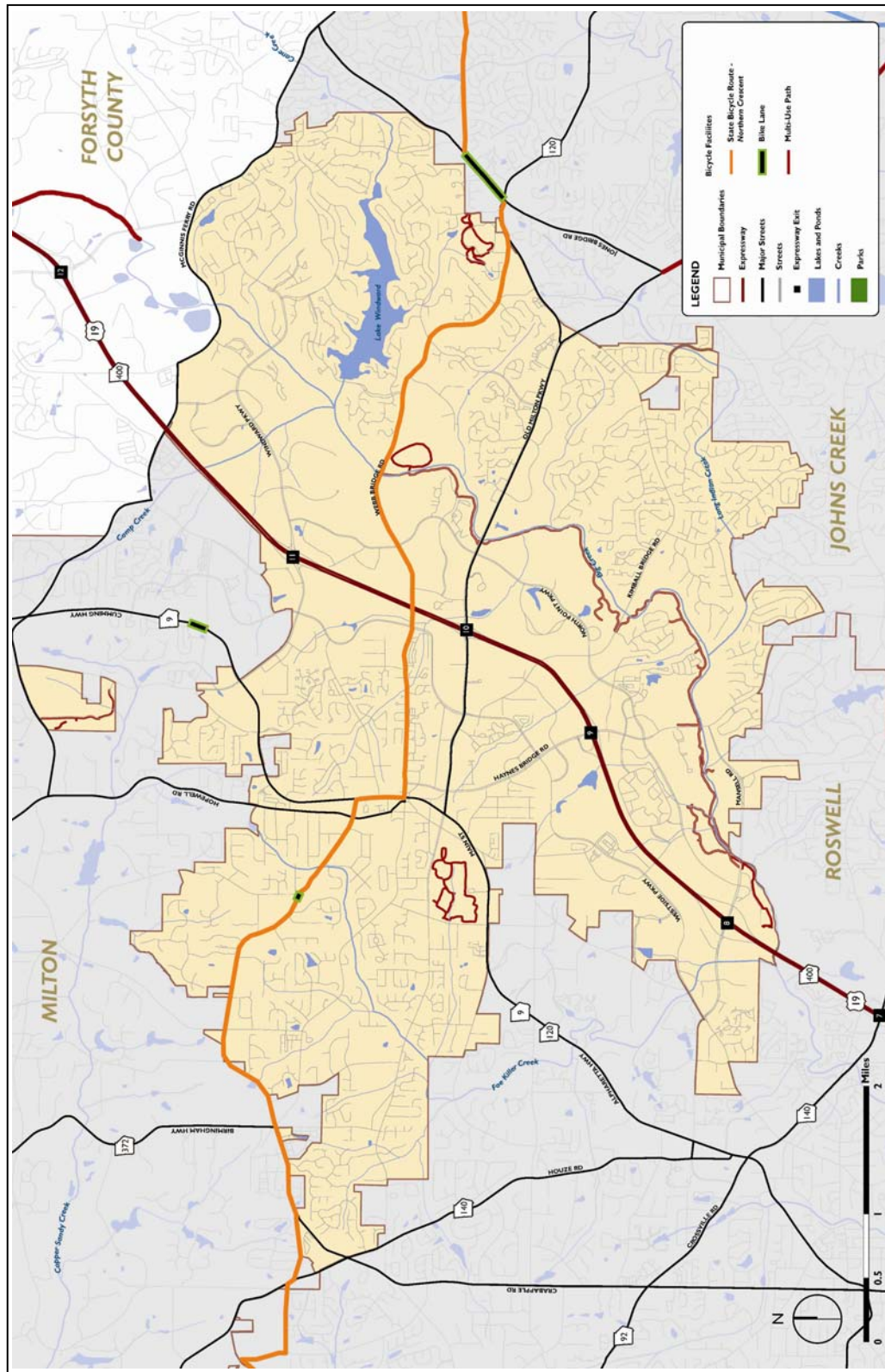
Map 13 – Regional Truck Routes



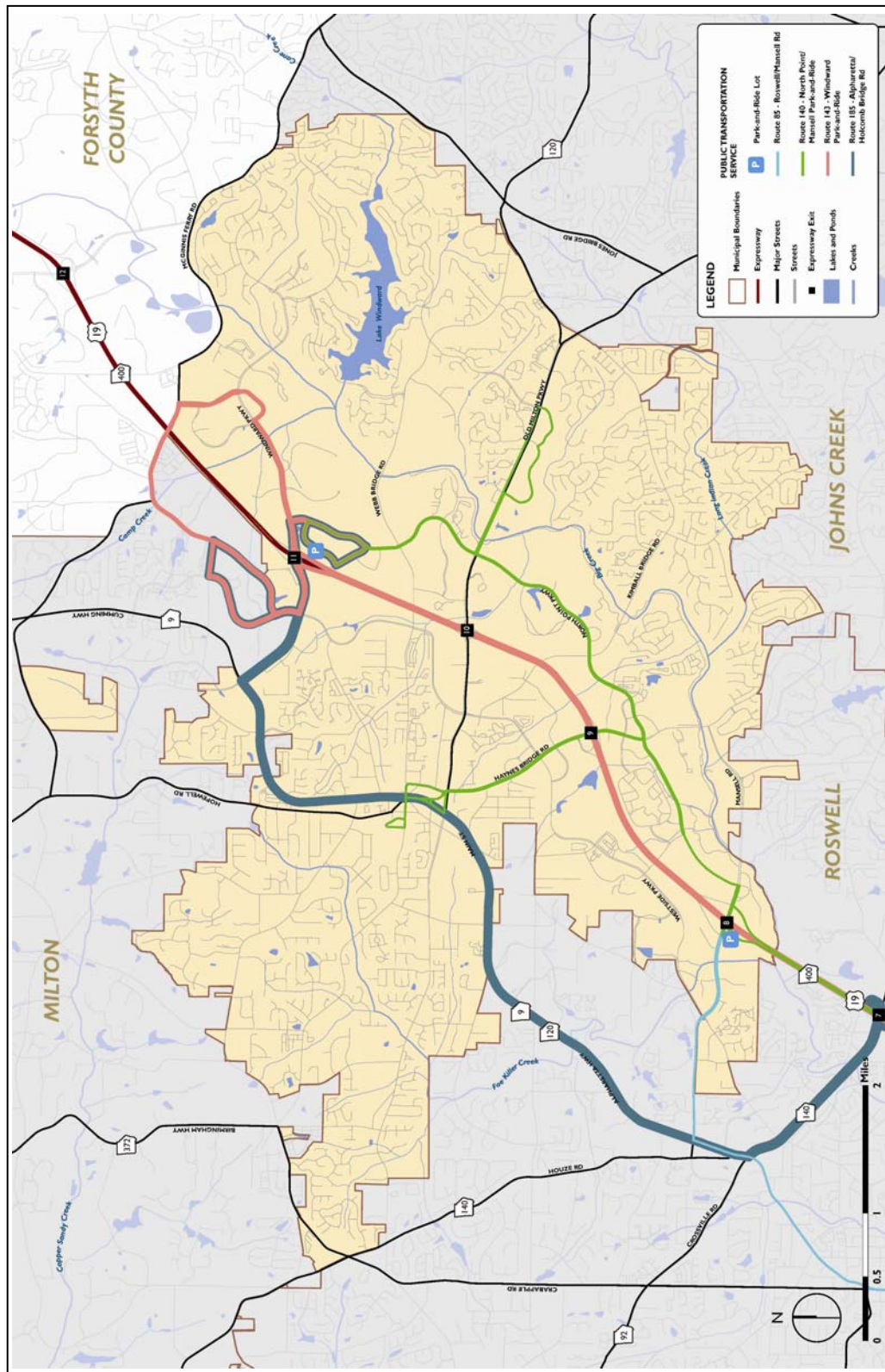
Map 14 – Sidewalk Network



Map 15 – Bicycle Facilities



Map 16 – Public Transportation



City of Alpharetta
2030 Comprehensive Plan

Community Participation Program

Prepared for:

City of Alpharetta
Alpharetta, Georgia

By:



AMEC E&I, Inc.
Atlanta

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INTRODUCTION

Introduction to the Community Participation Program for Alpharetta

PURPOSE

The purpose of the *Community Participation Program* is to ensure that the *City of Alpharetta 2030 Comprehensive Plan* reflects the full range of the community's values and desires, by involving a diverse group of stakeholders in the development of the plan. This broad-based participation, through stakeholder commitment and involvement, will help ensure that the plan is implemented.

SCOPE

The *Community Participation Program* provides a schedule to guide the development of the *Community Agenda*, including planned community participation events or meetings at key points during the process. This document includes three required steps described in the sections below:

- Identification of Stakeholders
- Identification of Participation Techniques
- Schedule for Completion of the Final Plan

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IDENTIFICATION OF STAKEHOLDERS

Outline of the Comprehensive Plan's diverse group of community stakeholders set to be involved in the development of the Community Agenda

Coordination and oversight are very important parts of the overall work effort for this project. This approach, to ensure proper management of the process, includes oversight by the Alpharetta Mayor and City Council, Steering Committee and city staff.

MAYOR AND CITY COUNCIL

Arthur Letchas
Mayor

Mike Kennedy
City Council – Post 2

Cheryl Oakes
City Council – Post 4

Douglas J. DeRito
City Council – Post 1

Chris Owens
City Council – Post 3

D. C. Aiken
City Council – Post 6

STEERING COMMITTEE

Larry Attig
Downtown Property Owner

Kyle Caswell
Planning Commission

Eric Graves
City Staff–Traffic Engineering

Mike Kennedy
City Council

Cheryl Rand
Recreation Commission

Georgia Barrow
Development Authority

Dennis Chapman
North Farm Subdivision

Paul Gwyn
Downtown Property Owner

Debbie Michelet
Senior Population

Fred Smith
Downtown Property Owner

Fergal Brady
Code Enforcement Board

Richard Debban
Downtown Property Owner

Bill Johnson
WCSA (Windward)

Tom Miller
Windward Subdivision

Jeff Stallard
Design Review Board

Howard Carson
Private Sector Developer

Tom DiGiovani
Berkshire Manor Subdivision

Eamon Keegan
Youth Population

John Monson
Arrowood Subdivision

Richard Wernick
Private Sector Developer

PROJECT MANAGEMENT TEAM

Diana Wheeler
*City of Alpharetta
Community Development
Director*

Christopher Jones
*City of Alpharetta Economic
Development Coordinator*

Bog Regus
City Administrator

Ron Huffman, AICP, ASLA
AMEC

Marty Sewell, AICP
AMEC

Lynn Pierson
*City of Alpharetta Plans
Administrator/
Zoning Administrator*

Dora Tejada
*City of Alpharetta
GIS Specialist*

Lee Walton, AICP
AMEC

Paige Hatley, AICP
AMEC

Brad Davis, AICP
AMEC

SPECIFIC GROUPS TARGETED FOR OUTREACH

Developing a shared vision for the community requires input from all segments of the population. As recommended by DCA, the planning process will incorporate techniques (described in Chapter 3 of this document) that target outreach to the following diverse range of stakeholders/stakeholder groups in order to provide each with the opportunity to participate:

- Banks
- Beautification/community cleanup organizations
- Bicycle, hiking clubs
- Business owners, managers
- Greater North Fulton Chamber of Commerce
- Churches, ecumenical councils
- Community development corporations
- Community residents representing a diverse range of backgrounds and interests
- Community service organizations
- Convention and Visitors Bureaus or other local/regional tourism officials
- Developers (profit and non-profit) and related planning and design consultants
- Downtown or area business people
- Entrepreneurs
- Environmental organizations
- Federal, state, regional agencies with local jurisdiction
- High school/college student representatives
- Insurance companies
- Land trusts
- Library boards
- Local Family Connection Collaborative
- Local/regional news media
- Local/regional tourism officials
- Low income groups
- Major employers
- Municipal agencies and authorizes
- Neighborhood organizations (including HOAs)
- Other interested community parties not included in this list
- Planning commission, design review board, board of zoning appeals, preservation commission, and key staff
- Preservation organization and historical societies
- Property owners, including major land holders
- Public and private schools systems and colleges and universities
- Public and private Utility Boards/Directors
- Public Community Health Officials
- Public safety officials
- Real estate professionals
- Regional office of the Georgia EPD
- School boards
- Senior Population
- North Fulton Community Improvement District
- State agencies with substantial local facilities in the area
- Trade associations (home builders, etc)
- Under-represented, marginalized groups

PARTICIPATION TECHNIQUES

Identification of the specific techniques to be used during the Comprehensive Plan planning process that will help develop the Community Agenda

Alpharetta will rely heavily on public input during the preparation of the *Community Agenda*. Techniques described below will include stakeholder interviews, Steering Committee meetings, interviews, workshops, the creation of a web site, press releases, an open house, public hearings, and presentations to elected officials.

STEERING COMMITTEE

The Steering Committee is charged with providing feedback, advising the AMEC Team, and providing assistance in shaping the overall planning process. Individuals invited to participate on the Steering Committee represent a wide range of interest groups and, to some extent, are intended to serve as a microcosm of the community. They may include a mix of key property owners, neighborhood leaders, local business and other economic development professionals, community service providers, areas residents, and others vested in the future development of the city and region (see list on page 2-1). The committee will meet regularly during the planning process often meeting in advance of major public meetings. The Steering Committee will assist with keeping the project on schedule, reviewing the preliminary data and findings, providing a “reality check” to the staff and planning team, and serving as a political barometer for plan recommendations.

GENERAL PUBLIC MEETINGS

Kickoff Meeting

The purpose of the Kickoff Meeting is to announce the beginning of the planning process to the citizens and other stakeholders and provide opportunity to view a presentation covering the project purpose and general plan approach. Initial opinion surveys and volunteer sign up forms are available at this meeting.

Community Workshops

Alpharetta will conduct two phases of community workshops during the development of the plan. Visioning workshops will make up phase one. A Framework workshop makes up phase two. Each phase is briefly described below.

Visioning Workshops

The visioning workshops (five total held in locations throughout the city) are facilitated meetings designed to determine the community vision and address the three key planning questions – “What do we have?” “What do we want?” and “How will we get it?” These will be highly interactive meetings where attendees work in groups to draw maps, develop goals and policies, and design their community. The AMEC Team will use the input from the workshops to finalize the issues and opportunities, character areas and to define the community vision. An evaluation of a series of visual images categorized by housing types and styles, streetscape appearance, open space, commercial areas, and other design or use types will take place. The planning team will ask participants to state a preference as images showing alternative designs are displayed side by side. The planning team will tabulate the results for presentation in later meetings.

Framework Workshops

A framework workshop will take place following the visioning workshop. The workshop will include a presentation of the information gathered during the visioning workshop, including recommendations for addressing the issues and opportunities. The AMEC Team will facilitate exercises with the participants intended to fine tune the community vision, including a discussion of the draft Future Development Map. The framework workshop provides the opportunity to specifically discuss key areas of the community where more specific implementation plans are warranted to ensure implementation of the community vision. The AMEC Team will use the input from the workshop to prepare a final draft of the issues and opportunities, character areas and community vision and to begin exploring specific strategies designed to implement the community vision.

Open House

The open house will take place following the framework workshop in advance of the Transmittal Public Hearings for the *Community Agenda*. Participants will view the *Community Agenda*, including the Future Development Map and implementation plan, and will also have the opportunity to offer comments that may result in changes to the plan. The open house format allows participants to drop in at their convenience and stay as long as they wish.

Public Hearings

Public hearings will be held in two rounds during the planning process at the meetings of the Alpharetta City Council. The first public hearing, the Transmittal Resolution for the *Community Assessment* and *Community Participation Program*, will announce to the public that the planning process for updating the comprehensive plan is underway. The second public hearing, the Transmittal Resolution for the *Community Agenda*, will brief the community on the contents of the *Community Agenda*. The following paragraphs describe the two public meetings in greater detail.

Public Hearing I: Transmittal of Community Assessment/Community Participation Program

This public hearing will inform the public of the *Community Participation Program*, including the project schedule and how the community can get involved as outlined in this document. It also provides the community an opportunity to comment on the draft *Community Assessment*. The *Community Assessment* highlights the issues and opportunities that will be taken into consideration in developing the *Community Agenda*. Following the public hearing, and based on input from the public and city officials, the *Community Assessment*, Analysis of Supporting Data, and *Community*

Participation Program documents will be transmitted to the Atlanta Regional Commission for review and comment.

Public Hearing 2: Transmittal of the *Community Agenda*

At this public hearing, the consultant team will present the *Community Agenda* to the City Council following an Open House. The hearing provides an opportunity for residents to make final suggestions, additions, or revisions and to be informed of when the *Community Agenda* will be submitted to ARC for review. Following the public hearing, and based on input from the public and city officials, the *Community Agenda* will be transmitted to ARC for review and comment.

ADDITIONAL INFORMATION GATHERING TECHNIQUES

Stakeholder Interviews

During the development of the plan, the AMEC Team will conduct one-on-one interviews with key community leaders using a standardized series of questions designed to gather detailed information about Alpharetta's future. Information collected during stakeholder interviews will assist in the development of the goals, objectives, and strategies for the comprehensive planning process.

Community Survey

The planning team will distribute a community survey to those who attended the Kickoff meeting in order to solicit comments, seek opinions, and begin to identify community goals. The AMEC Team and county and city staff will meet with the local newspaper and request that each include in multiple editions a copy of a printed survey that residents can complete and submit for consideration in the planning process. The survey provides an opportunity for stakeholders to provide the AMEC Team input related to the issues and opportunities facing Alpharetta. Surveys will also be made available for distribution strategically-located properties, such as the Crabapple Government Center, City Hall, and the Roswell Street Community Center. In addition, the survey will be made available online on the project website. Surveys may also be made available at an information table at City Hall.

PUBLIC RELATIONS STRATEGIES

Press Releases

Press releases will be prepared and distributed to the newspapers that serve the Alpharetta area. The press releases will be used to announce public meetings and the posting of documents for public review. Press releases will include contact information for Alpharetta public officials and consultant team staff.

Web Site

The consultant team has created a project website, www.alpharettaplan.com, to serve as a portal for plan information throughout the planning process. Browsers will be able to download the documents for review as well as agendas and presentations from public meetings in PDF. The

website will include meeting schedules, background information regarding planning in Georgia, and links to sources for additional information. It will also include contact information in order to submit comments by traditional mail, by e-mail, or by telephone. A link to the site will be provided on the city's website.

Email “blast” Database

Periodic mass mailings by email to provide important notices and other information are also a tool for distributing information. At public meetings, attendees can provide their e-mail addresses on the sign in sheet. Periodic progress e-mails and future meeting announcements will then be sent to the distribution list.

Other Methods

Beyond the use of newspapers and the Internet for notification, there are many other alternatives for getting the word out.

Newsletter

Newsletters of community groups and neighborhood associations are a great way to target information of interest in a particular geographic area or to specific interest groups.

Flyers

The consultant team will prepare an announcement flyer to be printed and post – with permission – in high traffic areas such as libraries, shopping areas, schools, and colleges.

Information Display

An information display can be set up in the lobby of City Hall that includes a display of photographs, maps, and planning features for all visitors to the building to visit.

Online Social Media

The planning team will incorporate social media to further inform the public and provide opportunities for input. The team will set up a Facebook page and a Twitter account.

SCHEDULE FOR COMPLETION OF THE *COMMUNITY AGENDA*

Outline of the schedule proposed for preparation, review and adoption of the City of Alpharetta 2030 Comprehensive Plan Community Agenda

The full proposed schedule for completion of the Plan is as follows:

Community Assessment/Community Participation Program Transmittal Resolution Public Hearings

- September 27, 2010

Public Citywide Kickoff Meeting

- November 9, 2010

Visioning Workshops (five total)

- Week of November 29, 2010
- Week of December 6, 2010

Framework Workshop

- January 11, 2011

Steering Committee Meetings

- July 19, 2010
- August 17, 2010
- October 26, 2010
- January 31, 2011
- March 3, 2011 (conducted in conjunction with the regularly-scheduled Planning Commission meeting)
- March 31, 2011

Open House and Final Plan Draft Review

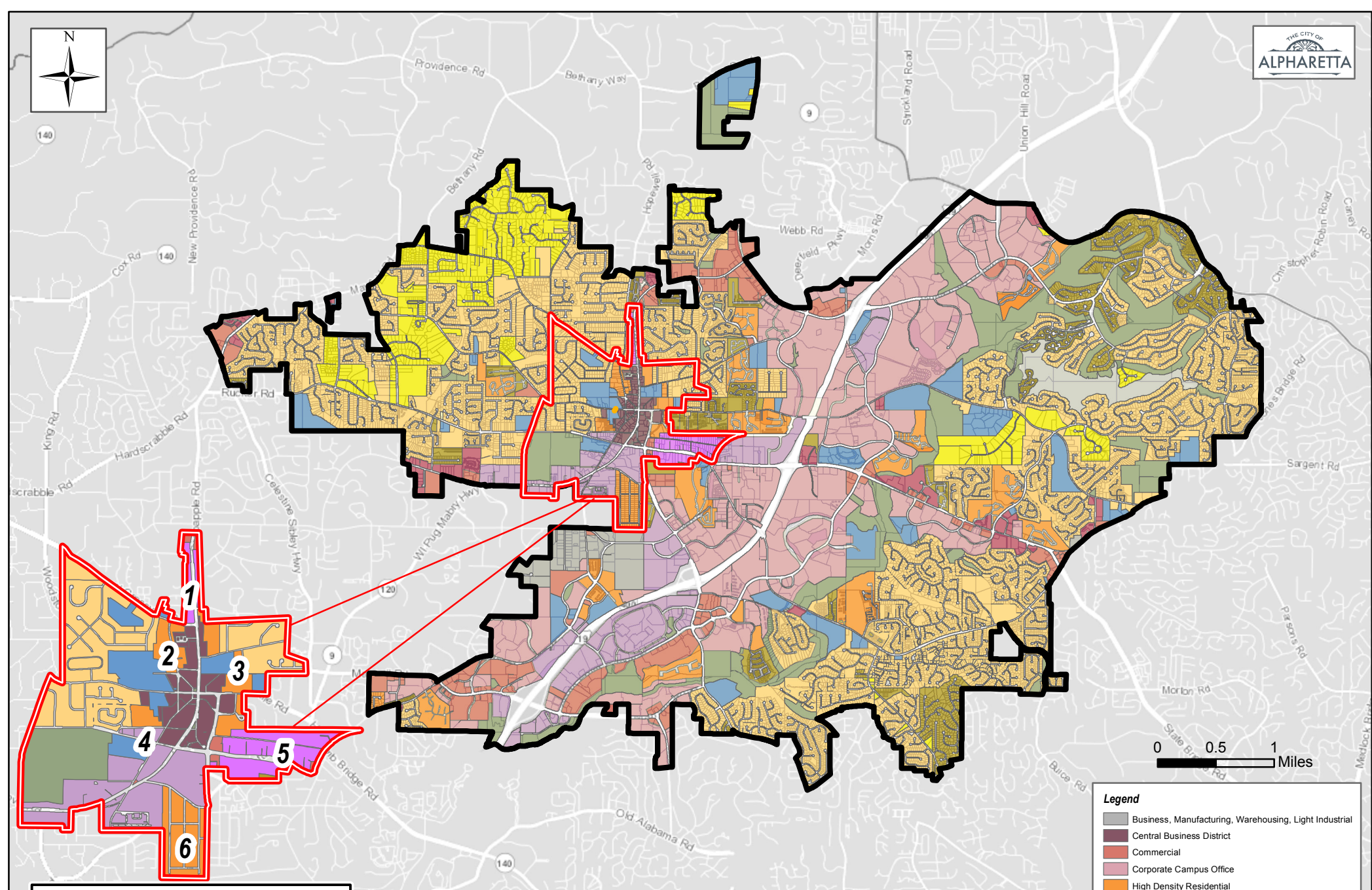
- March 22, 2011

Community Agenda Transmittal Resolution Public Hearings

- May 23, 2011

Adoption

- August to October 2011



Recent LandUse Changes

1. Professional Business Office ----> Mixed Use Live Work
2. Central Business District ----> High Density Residential
3. Low Density Residential ----> High Density Residential
4. Commercial ----> Mixed Use
5. Professional Business Office ----> Mixed Use Live Work
6. Medium Density Residential ----> High Density Residential

2030 LandUse Changes

Location Map Provided by:
Community Development - GIS



City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Community Development
Submitted By: Elicia Taylor, Boards Assistant
Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE:

PH-15-22 DEVELOPMENT IMPACT FEE ORDINANCE **(2ND READING)**

II. RECOMMENDATION:

Adopt the Development Impact Fee Ordinance with the attached Fee Schedule based on the maximum allowable fees.

III. REPORT IN BRIEF:

City staff have been working to update the Development Impact Fee Ordinance. This has been a collaboration between the departments of Finance, Public Works, Recreation and Parks, and Community Development.

Earlier efforts in this project developed the Impact Fee Methodology Report which led to the Capital Improvements Element Amendment and 2015 Annual CIE Update Report which was approved by the State of Georgia Department of Community Affairs, the Atlanta Regional Commission and subsequently adopted by the City Council.

This item finalizes the effort with an updated Development Impact Fee Ordinance and Fee Schedule. This Fee Schedule accounts for projects from the Downtown Plan and recent refinements to the City's 2016 CIP.

IV. ALTERNATIVES:

V. ATTACHMENTS:

Ordinance to Adopt, Impact Fee Ordinance w/Fee Schedule, Impact Fee Presentation

AN ORDINANCE TO ADOPT AND IMPOSE DEVELOPMENT IMPACT FEES ON NEW GROWTH AND DEVELOPMENT TO ENSURE THAT NEW GROWTH AND DEVELOPMENT SHALL BEAR A PROPORTIONATE SHARE OF THE COST OF PUBLIC FACILITIES NECESSARY TO SERVE NEW GROWTH AND DEVELOPMENT; TO REPEAL CONFLICTING LAWS; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES

WHEREAS, the City has heretofore adopted certain development impact fee ordinances codified in Chapter 16, Article III, Section 16-50, et seq., of the Alpharetta Code of Ordinances;; and

WHEREAS, the Mayor and Council, upon recommendation of staff, have determined that it is fair and appropriate and in the best interest of the citizens of Alpharetta that the City's current impact fee ordinances and fee schedules be revised to reflect new conditions; and

WHEREAS, by the adoption of this Ordinance, the Mayor and Council specifically repeal and replace Chapter 16, Article III, Section 16-50, et seq., of the Alpharetta Code of Ordinances; and

WHEREAS, public hearings have been duly and properly advertised and conducted pursuant to the requirements of the Georgia Zoning Procedures Law.

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

Section 1. Chapter 16, Article III, Section 16-50, et seq., of the Alpharetta Code of Ordinances is hereby repealed in its entirety and replaced with a new Chapter 16, Article III, Section 16-50, et seq. to read as set forth in Exhibit "A" attached hereto as if fully set forth herein.

Section 2. In the event that any section, subsection, or provision of this Ordinance is declared or judged 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 or invalid provisions are stricken.

Section 3. This Ordinance shall become effective immediately upon its adoption. Where this Ordinance overlaps with other ordinances or regulations adopted by the City Council, whichever imposes the most stringent restrictions shall prevail. This

Ordinance hereby repeals any and all conflicting ordinances and amendments.

ADOPTED AND APPROVED this _____ day of _____, 2015.

CITY OF ALPHARETTA, GEORGIA

By: _____
David C. Belle Isle, Mayor

COUNCIL MEMBERS

(SEAL)

ATTEST:

Coty Thigpen, City Clerk

First Reading _____

Second Reading _____

Adopted _____

2nd Reading: September 28

DEVELOPMENT IMPACT FEE ORDINANCE

CITY OF ALPHARETTA, GEORGIA

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Georgia, City of Alpharetta

DEVELOPMENT IMPACT FEE ORDINANCE

Sec. 16-50 - Short title, authority, and applicability.

(a) Short title.

This ordinance shall be known and may be cited as the “Development Impact Fee Ordinance of Alpharetta, Georgia,” or, for brevity, the “Impact Fee Ordinance.”

(b) Authority.

This ordinance has been prepared and adopted by the city council of Alpharetta, Georgia, in accordance with the authority provided by Article 9, Section 2, Paragraph 3 of the Constitution of the State of Georgia, the Georgia Development Impact Fee Law (O.C.G.A. 36-71-1 *et seq.* as amended), and such other laws as may apply to the provision of public facilities and the power to charge fees for such facilities.

(c) Applicability.

- (1) The provisions of this ordinance shall not be construed to limit the power of Alpharetta, Georgia, to use any other legal methods or powers otherwise available for accomplishing the purposes set forth herein, either in substitution of or in conjunction with this ordinance.
- (2) This ordinance shall apply to all areas under the regulatory control and authority of Alpharetta, Georgia, and such other areas as may be included by intergovernmental agreement.

Sec. 16-51 - Findings, purpose, and intent.

(a) Findings.

The city council of Alpharetta, Georgia, finds and declares:

- (1) That an equitable program for planning and financing public facilities to serve new growth and development is necessary in order to promote and accommodate orderly growth and development and to protect the public health, safety, and general welfare of the citizens of Alpharetta; and
- (2) That certain public facilities as herein defined have been and must be further expanded if new growth and development is to be accommodated at the same level of service available to existing development; and
- (3) That it is fair and equitable that new growth and development shall bear a proportionate share of the cost of such public facilities necessary to serve new growth and development.

(b) Purpose.

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- (1) The purpose of this ordinance is to impose impact fees, as hereinafter set forth, for certain public facilities, as hereinafter defined.
 - (2) It is also the purpose of this ordinance to ensure that adequate public facilities are available to serve new growth and development in Alpharetta and to provide that new growth and development bears a proportionate share of the cost of new public facilities needed to serve them.
- (c) Intent.
- This ordinance is intended to implement and be consistent with the Alpharetta Comprehensive Plan, as it may be adopted or amended in accord with the Georgia Comprehensive Planning Act (O.C.G.A. 50-8-1 *et seq.*); and the applicable *Minimum Standards and Procedures for Local Comprehensive Planning* and the *Development Impact Fee Compliance Requirements*, both as adopted by the Georgia Board of Community Affairs and amended from time to time.

Sec. 16-52 - Rules of construction and definitions.

The provisions of this ordinance shall be construed so as to effectively carry out its purpose in the interest of the public health, safety, and general welfare of the citizens of Alpharetta.

- (a) Rules of construction.
- Unless otherwise stated in this ordinance, the following rules of construction shall apply to the text of this ordinance:
- (1) In the case of any difference of meaning or implication between words or phrases as used in this ordinance and as used in other codes, regulations or laws of Alpharetta, such difference shall not affect the meaning or implication of such words or phrases as used in this ordinance.
 - (2) In the case of any difference of meaning or implication between the text of this ordinance and any caption, illustration, summary table or illustrative table, the text shall control.
 - (3) The word “shall” is always mandatory and not discretionary; the word “may” is permissive.
 - (4) Words used in the present tense shall include the future and words used in the singular number shall include the plural and the plural the singular, unless the context clearly indicates the contrary.
 - (5) The word “person” includes an individual, a corporation, a partnership, an incorporated association, or any other legal or similar entity.
 - (6) The conjunction “and” indicates that all the connected terms, conditions, provisions, or events shall apply.
 - (7) The conjunction “or” indicates that the connected items, conditions, provisions, or events may apply singly or in any combination.
 - (8) The use of “either ... or” indicates that the connected items, conditions, provisions, or events shall apply singly and not in combination.

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- (9) The word “includes” or “including” and the phrase “such as” shall not limit a term to the specific example or examples given but are intended to extend its meaning to all other instances or circumstances of like kind or character.
- (10) The article, section, and paragraph headings and enumerations used in this ordinance are included solely for convenience and shall not affect the interpretation of this ordinance.
- (b) Definitions.

As used in this ordinance, the following terms shall have the meaning set forth below.

Administrator means the director of community development of Alpharetta, Georgia, or the director’s designee, who is hereby charged with implementation and enforcement of this ordinance.

Building permit means the document issued by the city authorizing the construction, repair, alteration or addition to a structure, or authorizing the installation of a mobile home or recreational vehicle. For the purposes of this article, a building permit also means a change of use permit.

Capital improvement means an improvement with a useful life of ten years or more, by new construction or other action, which increases the service capacity of a public facility.

Capital improvements element means that portion of the Alpharetta comprehensive land use plan that sets out projected needs for system improvements during the planning horizon established therein, which provides a schedule that will meet the anticipated need for system improvements, and which provides a description of anticipated funding sources for each required improvement, as most recently adopted or amended by the city council.

City means Alpharetta, a municipal corporation of the state of Georgia.

City council means the city council of Alpharetta, Georgia.

Commencement of construction, for private development, means initiation of physical construction activities as authorized by a development or building permit and leading to completion of a foundation inspection or other initial inspection and approval by a public official charged with such duties; and for public projects, means expenditure or encumbrance of any funds, whether they be development impact fee funds or not, for a public facilities project, or advertising of bids to undertake a public facilities project.

Comprehensive plan means the Alpharetta plan or planning elements as adopted or amended in accord with the Georgia comprehensive planning act (O.C.G.A. 50-8-1 *et seq.*) and the applicable *minimum standards and procedures for local comprehensive planning* as adopted by the Georgia board of community affairs.

Day means a calendar day, unless otherwise specifically identified as a “work” day or other designation when used in the text.

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Developer means any person or legal entity undertaking development.

Development means any action which creates demand on or need for public facilities, as defined herein, and includes any construction or expansion of a building, structure, or use; any change in use of land, a building, or structure; or the connection of any building or structure to a public utility.

Development approval means written authorization, such as issuance of a building permit, land disturbance permit or other approval for grading or site development, or other forms of official action required by local law or regulation prior to commencement of construction.

Development impact fee means the payment of money imposed upon and paid by new development as a condition of development approval as its proportionate share of the cost of system improvements needed to serve it.

Dwelling unit means one or more rooms connected together and constituting a separate, independent housekeeping establishment designed for use by one family with provision for cooking, eating, sleeping, bathing and personal sanitation, and physically set apart from any other rooms or dwelling units in the same structure or another structure. A dwelling unit may be a single-family detached home, an apartment or condominium in a multi-family structure, or a manufactured home.

Encumber means to legally obligate by contract or otherwise commit to use by appropriation or other official act of the city council.

Excess capacity means that portion of the capacity of a public facility or system of public facilities which is beyond that necessary to provide adequate service to existing development at the adopted level-of-service standard.

Fee payor means that person or entity who pays a development impact fee, or his or her legal successor in interest when the right or entitlement to any refund of previously paid development impact fees that are required by this ordinance has been expressly transferred or assigned to the successor in interest.

Floor area means the total number of square feet of heated floor space within the exterior walls of a building. Also referred to as the "gross floor area".

Individual assessment determination means a finding by the administrator that an individual assessment study does or does not meet the requirements for such a study as established by this ordinance or, if the requirements are met, the fee calculated therefrom.

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Individual assessment study means the engineering, financial, or economic documentation prepared by a feepayor or applicant to allow individual determination of a development impact fee other than by use of the applicable fee schedule.

Level of service means a measure of the relationship between service capacity and service demand for specified public facilities as established by Alpharetta, Georgia in terms of demand to capacity ratios or the comfort and convenience of use or service of such public facilities or both.

Present value means the current value of past, present, or future payments, contributions, or dedications of goods, services, materials, construction, or money, as calculated using accepted methods of financial analysis for determination of “net present value.”

Project means a single improvement or set of interrelated improvements undertaken together within a finite time period at a specific location. With regard to land development, a project may be identified as those construction activities authorized collectively by a building permit or other development approval, or for an interrelated collection of buildings and common public facilities such as a residential subdivision or an office park.

Project improvements means site specific improvements or facilities that are planned, designed, or built to provide service for a specific development project and that are necessary for the use and convenience of the occupants or users of that project only, and that are not “system” improvements. The character of the improvement shall control a determination of whether an improvement is a “project” improvement or a “system” improvement, and the physical location of the improvement on-site or off-site shall not be considered determinative of whether an improvement is a “project” improvement or a “system” improvement. A project improvement may provide no more than incidental service or facility capacity to persons other than users or occupants of the particular project they serve. No improvement or facility included in a plan for public facilities and approved for public funding by Alpharetta, Georgia shall be considered a project improvement.

Property owner means that person or entity that holds legal title to property.

Proportionate share means that portion of the cost of system improvements that is reasonably and fairly related to the service demands and needs of a project.

Public facilities means: (a) parks, open space, and recreation areas and related facilities; and (b) public safety facilities, including police, fire and emergency medical and communications facilities; and (c) roads, streets, and bridges, including rights of way, traffic signals, landscaping, and any other components of local, state or federal streets or highways.

Service area means a geographically defined area as designated in the capital improvements element of the comprehensive plan in which a defined set of public facilities provide or are proposed to provide service to existing or future development.

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System improvement costs means costs incurred to provide public facilities capacity to serve new growth and development, including the costs of planning, design, engineering, construction, land acquisition, and land improvement for the construction or reconstruction of facility improvements or expansions. System improvement costs include the construction contract price, surveying and engineering fees, related land acquisition costs (including land purchases, court awards and costs, attorneys' fees, and expert witness fees), and expenses incurred for qualified staff or any qualified engineer, planner, architect, landscape architect, or financial consultant for preparing or updating the capital improvements element, and administrative costs of up to 3 percent of the total of all other system improvement costs. Projected interest charges and other finance costs may be included if the impact fees are to be used for the payment of principal and interest on bonds, notes, or other financial obligations issued to finance system improvements, but such costs do not include routine and periodic maintenance expenditures, personnel training, and other operating costs.

System improvements means capital improvements that are public facilities designed to provide service to more than one project or to the community at large, in contrast to "project" improvements.

Unit of development means the standard incremental measure of land development activity for a specific type of land use upon which the rate of demand for public service and facilities is based, such as a dwelling unit, square foot of floor area, motel room, etc.

Unused or excess impact fee means any individual impact fee payment from which no amount of money or only a portion thereof has been encumbered or expended according to the requirements of this ordinance.

Sec. 16-53 - Imposition of development impact fees.

Any person who after the effective date of this ordinance engages in development shall pay a development impact fee in the manner and amount set forth in this ordinance.

(a) Construction not subject to impact fees.

- (1) The following projects and construction activities do not constitute "development" as defined in this ordinance, and are therefore not subject to the imposition of impact fees:
 - a. Rebuilding no more than the same number of units of development (as defined in this ordinance) that were removed by demolition, or destroyed by fire or other catastrophe, on the same lot or property.
 - b. Remodeling or repairing a structure that does not result in an increase in the number of units of development.
 - c. Replacing a residential housing unit with another housing unit on the same lot or property.

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- d. Placing a temporary construction or sales office on a lot during the period of construction or build-out of a development project.
 - e. Constructing an addition to or expansion of a residential housing unit that may increase the floor area or number of rooms. but does not increase the number of housing units.
 - f. Adding uses that are typically accessory to residential uses and intended for the personal use of the residents, such as a deck or patio, detached garage or utility shed, satellite antenna, pet enclosure, or private recreational facilities such as a swimming pool or tennis court.
- (2) A person claiming to be not subject to impact fees under Sec. 16-53 -(a)(1) above shall submit to the administrator information and documentation sufficient to permit the administrator to determine whether such claim is correct.
- (b) Grandfathered projects.
- (1) Notwithstanding any other provision of this ordinance, that portion of a project for which a valid building permit has been issued prior to the effective date of this ordinance shall not be subject to development impact fees so long as the permit remains valid and construction is commenced and is pursued according to the terms of the permit.
 - (2) Any building for which a valid and complete application for a building permit has been received prior to the effective date of this ordinance may proceed without payment of fees otherwise imposed by this ordinance, provided that:
 - a. all fees and development exactions in effect prior to the effective date of this ordinance shall be or have been paid in full; and,
 - b. said construction shall be commenced, pursued and completed within the time established by the building permit, or within 180 days, whichever is later.
- (c) Method of calculation.
- (1) Any development impact fee imposed pursuant to this ordinance shall not exceed a project's proportionate share of the cost of system improvements, and shall be calculated on the basis of levels of service for public facilities that are the same for existing development as for new growth and development, as established in the capital improvements element.
 - (2) Notwithstanding anything to the contrary in this ordinance, the calculation of impact fees shall be net of credits for the present value of ad valorem taxes or other revenues as established in the capital improvements element, and which:
 - a. are reasonably expected to be generated by new growth and development; and
 - b. are reasonably expected on the basis of historical funding patterns to be made available to pay for system improvements of the same category for which an impact fee is imposed.
 - (3) The method of calculating impact fees for public facilities under this ordinance shall be maintained for public inspection as a part of the official records of Alpharetta, Georgia, and may be amended from time to time by official act.

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- (4) In addition to the cost of new or expanded system improvements needed to be built to serve new development, the cost basis of a development impact fee may also include the proportionate cost of existing system improvements to the extent that such public facilities have excess service capacity and new development will be served by such facilities, as established in the capital improvements element.
- (5) Development impact fees shall be based on actual system improvement costs or reasonable estimates of such costs, as set forth in the capital improvements element.

Sec. 16-54 - Fee assessment and payment.

- (a) Fee schedule.
 - (1) Payment of a development impact fee pursuant to the fee schedule attached hereto and incorporated herein as Attachment A, shall constitute full and complete payment of the project's proportionate share of system improvements as individually levied by Alpharetta, and shall be deemed to be in compliance with the requirements of this ordinance.
 - (2) When a land development activity for which an application for a building permit has been made includes two or more buildings, structures or other land uses in any combination, including two or more uses within a building or structure other than a shopping center, the total development impact fee shall be the sum of the fees for each and every building, structure, or use, including each and every use within a building or structure. Shopping centers shall be assessed a single impact fee, in accordance with Attachment A, as a single use without regard to its individual tenants.
 - (3) In the event that an applicant contends that the land use category of the proposed development is not shown on the fee schedule or fits within a different category, then:
 - a. The administrator in his or her reasonable discretion shall make a determination as to the appropriate land use designation and the appropriate development impact fee.
 - b. In making such determination, the administrator may require such additional information from the applicant as necessary to form a logical fee determination relative to the impact fees shown on the adopted fee schedule.
 - c. If a land use designation is not in a category contained in this ordinance, then an appropriate new category may be added by the administrator and an appropriate fee established under the city's current impact fee methodology, subject to annual confirmation by the city council.
 - d. Appeals from the decision of the administrator shall be made to the city council in accordance with the administrative appeals section of this ordinance.
- (b) Timing of assessment and payment.
 - (1) Development impact fees shall be assessed at the time of application for a building permit.

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- (2) All development impact fees shall be collected no earlier than at the time of issuance of a building permit, and no later than as a prerequisite to issuance of an interior finishes permit or a certificate of occupancy for the building or building shell.
 - (3) For projects not involving issuance of a building permit, all development impact fees shall be collected at the time of approval of the development permit or such other authorization to commence construction or to commence use of a property.
 - (4) If the final use of a building cannot be determined at the time of the initial building permit, the administrator shall have the authority to assess a development impact fee based on the most likely use of the building, and shall adjust the fee in accordance with the following:
 - a. Prior to the completion of the project, and as a condition to the issuance of an interior finishes permit or a certificate of occupancy, as applicable, the developer shall recertify in writing to the administrator the actual land use or uses of the project, and shall present an architect's certificate of the actual gross square footage of floor area attributable to each use.
 - b. In the event that the actual land use or uses and/or the actual gross square footage applicable to the actual land use or uses differs from that originally certified, and in the event that the impact fee applicable to the actual land use or uses and/or gross square footage exceeds the impact fee previously paid, the developer shall be required to pay the amount of the excess as a condition to the issuance of an interior finishes permit or a certificate of occupancy.
 - c. The amount of the excess shall be based upon the impact fee schedule in effect on the date the interior finishes permit or the certificate of occupancy is issued.
 - d. If the actual gross square footage constructed after the issuance of the building permit is less than the amount originally certified, the developer shall be entitled to a refund of the excess portion of the fee.
 - (5) Notwithstanding any other provision of this ordinance, any future change in demand for public facilities in excess of the average demand anticipated at the time of issuance of the building permit shall be assessed such additional fee as would otherwise have been due. Future changes in demand may result from a change in the land use category of the occupant of the building or property, the expansion of a building or use on a property that results in an increase in the units of development (as defined herein), or the subsequent discovery of facts unknown or misrepresented at the time of issuance of the building permit.
- (c) Individual assessment determinations.
- An individual assessment of development impact fees for a particular property or proposed use may be established as follows:
- (1) At their option, an applicant for development approval may petition the administrator for an individual assessment determination of development impact fees due for their project

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in lieu of the fee established on the fee schedule attached hereto and incorporated herein as Attachment A.

- (2) In the event that an applicant elects an individual assessment, the applicant shall submit an individual assessment study. The individual assessment study shall:
 - a. be based on relevant and credible information from an accepted standard source of engineering or planning data; or,
 - b. be based on actual, relevant, and credible studies or surveys of facility demand conducted in Alpharetta or its region, carried out by qualified engineers or planners pursuant to accepted methodology; and,
 - c. provide any other written specifications as may be reasonably required by the administrator to substantiate the individual assessment determination.
- (3) The administrator in his or her reasonable discretion shall determine whether the content of an individual assessment study satisfies the requirements of this ordinance. A negative determination by the administrator may be appealed to the city council in accordance with the administrative appeals section of this ordinance.
- (4) Any fee approved as an individual assessment determination shall have standing for 180 days following the date of approval. Payment of such an approved individual assessment determination shall constitute full and complete payment of the project's proportionate share of system improvements as individually levied by Alpharetta, and shall be deemed to be in compliance with the requirements of this ordinance.

(d) Fee certification.

Upon application to the administrator, a property owner or developer may receive a certification of the development impact fee schedule attached hereto and incorporated herein as Attachment A or a certified fee for a particular project, as applicable.

- (1) The administrator shall provide an applicant with a written certification of the impact fee schedule within 5 working days after the administrator's receipt of a completed application. The fee schedule certified by the administrator shall establish the impact fee schedule for the proposed development activity for a period of 180 days from the date of certification.
- (2) The administrator shall provide the applicant with a written certification of an individual fee determination within 30 days after receipt of a completed application. The individual fee determination certified by the administrator shall establish the total impact fee for the proposed development activity for the 180 day period immediately following the date of such certification.
- (3) Notwithstanding the issuance of any certification of an individual fee determination, any additions to the proposed development activity different from the development activity identified in the original application shall be subject to increased or additional impact fees in accordance with the new total amount of development. The impact fees shall be based

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upon the impact fee schedule in effect at the time of building permit issuance for the development.

Sec. 16-55 - Exemptions

(a) Exemption policy

The city of Alpharetta recognizes that certain office, retail trade and industrial development projects provide extraordinary benefit in support of the economic advancement of the city's citizens over and above the access to jobs, goods and services that such uses offer in general. To encourage such development projects, the Mayor and city council may consider granting a reduction in the impact fee for such a development project upon the determination and relative to the extent that the business or project represents extraordinary economic development and employment growth of public benefit to Alpharetta, in accordance with exemption criteria the city may adopt. It is also recognized that the cost of system improvements otherwise foregone through exemption of any impact fee must be funded through revenue sources other than impact fees.

(b) Process for exemption approval.

An application for exemption shall be considered under the following procedures:

- (1) An application for exemption approval must be made to the administrator prior to or along with an application for a building permit. Any exemptions not so applied for shall be deemed waived.
- (2) A building permit may be issued upon approval of an exemption, or may be issued without payment of applicable impact fees following receipt of a complete exemption application and pending its approval, but a certificate of occupancy shall not be issued until a decision regarding the exemption has been made, or until such time that the application for exemption is otherwise withdrawn by the applicant and payment of impact fees have been paid.
- (3) Documentation must be provided to the administrator that demonstrates the applicant's eligibility for an exemption. This documentation shall address, but need not be limited to, all applicable exemption criteria adopted by the city. This documentation constitutes the application for exemption.
- (4) The administrator in his or her reasonable discretion shall determine whether an application for exemption addresses the exemption criteria adopted by the city and is complete. A negative determination by the administrator may be appealed to the city council in accordance with the administrative appeals section of this ordinance.
- (5) The administrator or the city council shall determine the eligibility for and extent of exemption, in accordance with the standards and procedures contained in the exemption criteria adopted by the city council. If action by the city council is required, the application for exemption shall be considered at the next regularly scheduled meeting of the city

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council that falls at least two weeks after a complete application for exemption has been received by the administrator.

Sec. 16-56 - Deposit and expenditure of fees.

- (a) Maintenance of funds.
 - (1) All development impact fee funds collected for future expenditure on construction or expansion of facilities pursuant to this ordinance shall be maintained in one or more interest-bearing accounts until encumbered or expended. Restrictions on the investment of development impact fee funds shall be the same that apply to investment of all such funds generally.
 - (2) Separate accounting records shall be maintained for each category of system improvements (public safety, recreation and parks, and roads) and for administration fees collected.
 - (3) Interest earned on development impact fees shall be allocated to each category of system improvements and the administration accounts in proportion to the impact fees collected, shall be considered funds of the account on which it is earned and shall be subject to all restrictions placed on the use of development impact fees under this ordinance.
- (b) Expenditures; restrictions.
 - (1) Expenditures from the system improvements impact fee accounts shall be made only for the category of system improvements for which the development impact fee was assessed and collected.
 - (2) Expenditures from the administration account may be expended directly for administrative purposes or transferred to the general fund to cover administrative costs.
 - (3) Except as provided below, development impact fees shall not be expended for any purpose that does not involve building or expanding system improvements that create additional capacity available to serve new growth and development.
 - (4) Notwithstanding anything to the contrary in this ordinance, the following shall be considered general revenue of Alpharetta, and may be expended accordingly:
 - a. impact fees collected to recover the present value of excess capacity in existing system improvements;
 - b. any portion of an impact fee collected as a repayment for expenditures made by Alpharetta for system improvements intended to be funded by such impact fee; and,
 - c. any portion of the impact fee (but not to exceed three percent of the total) collected and allocated by the administrator for administration of the impact fee ordinance, and such additional amount assessed for repayment of the cost of preparing the capital improvements element of the Comprehensive Plan.
- (c) Annual report.

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- (1) The administrator shall prepare an annual report to the city council as part of the annual audit describing the amount of any development impact fees collected, encumbered, and used during the preceding fiscal year by category of public facility.
- (2) Such annual report shall be prepared following guidelines of the Georgia Department of Community Affairs (DCA), and submitted to DCA in conjunction with the annual update of the city's capital improvements element.

Sec. 16-57 - Credits.

When eligible, feepayors shall be entitled to a credit against impact fees otherwise due and owing under the circumstances and in the manner set forth in this section.

(a) Credits; restrictions.

- (1) Except as provided in the following Paragraph (2), no credit shall be given for construction, contribution, or dedication of any system improvement or funds for system improvements made before the effective date of this ordinance.
- (2) If the value of any construction, dedication of land, or contribution of money made by a developer (or his or her predecessor in title or interest) prior to the effective date of this ordinance for system improvements that are included for impact fee funding in the capital improvements element, is greater than the impact fee that would otherwise have been paid for the project, then the developer shall be entitled to a credit for such excess construction, dedication, or funding. Notwithstanding anything to the contrary in this ordinance, any credit due under this section shall not constitute a liability of Alpharetta, and shall accrue to the developer to the extent of impact fees assessed for new development for the same category of system improvements.
- (3) In no event shall credit be given for project improvements, or for system improvements not included for impact fee funding in the capital improvements element.

(b) Granting of credits.

- (1) Credit shall be given for the present value of any construction of improvements, contribution or dedication of land, or payment of money by a developer or his or her predecessor in title or interest for system improvements of the same public facilities category for which a development impact fee is imposed, provided that:
 - a. the system improvement is included for impact fee funding in the capital improvements element;
 - b. the amount of the credit does not exceed the portion of the system improvement's cost that is eligible for impact fee funding, as shown in the capital improvements element.
- (2) The credit allowed pursuant to this section shall not exceed the impact fee due for such system improvement unless a greater credit is authorized under a private contractual agreement executed under the provisions of this ordinance.

2nd Reading: September 28

(c) Guidelines for credit valuation.

Credits under this section shall be valued using the following guidelines:

- (1) For the construction of any system improvements by a developer or his or her predecessor in title or interest and accepted by the city, the developer must present evidence satisfactory to the administrator of the original cost of the improvement, from which present value may be calculated.
- (2) For any contribution or dedication of land for system improvements by a developer or his or her predecessor in title or interest and accepted by the city, the original value of the land shall be the same as that attributed to the property by the validated tax appraisal at the time of dedication, from which present value may be calculated.
- (3) For any contribution of capital equipment that qualifies as a system improvement by a developer or his or her predecessor in title or interest and accepted by the city, the value shall be the original cost to the developer of the capital equipment or the cost that the city would normally pay for such equipment, whichever is less.
- (4) For any contribution of money for system improvements from a developer or his or her predecessor in title or interest accepted by the city, the original value of the money shall be the same as that at the time of contribution, from which present value may be calculated.
- (5) In making a present value calculation, the discount rate used shall be the interest rate being earned on the city's impact fee funds, less average annual inflation, or such other discount rate or inflation rate as the city council in its sole discretion may deem appropriate.

(d) Credits; application.

- (1) Credits shall be given only upon written request of the developer to the administrator. A developer must present written evidence satisfactory to the administrator at or before the time of development impact fee assessment.
- (2) The administrator, in his or her reasonable discretion, shall review all claims for credits and make determinations regarding the allowance of any claimed credit, and the value of any allowed credit.
- (3) Any credit approved by the administrator shall be acknowledged in writing by the administrator and calculated at the time of impact fee assessment.
- (4) Appeals from the decision of the administrator shall be made to the city council in accordance with the administrative appeals section of this ordinance.

(e) Credits; registry.

- (1) Credits shall be recognized in writing setting forth the name of the person or entity to whom the credit is issued and the amount of the credit.
- (2) The city shall maintain a register (the "credit register") which shall set forth the name of the credit holder and the amount of the credit.

2nd Reading: September 28

- (3) Credits are transferable from one developer to another and from one project to another provided that the transfer is accomplished in accordance with the provisions of this section.
 - a. Transfers of credits shall only be effective when entered in the credit register of the city upon written notification signed and dated as of the date of the purported transfer by the person in whose name the credit is registered or on his or her behalf by a person legally authorized to so sign.
 - b. Any attempted transfer not in compliance with the terms of this section shall not be effective, shall not be recognized by the city, and shall result in the waiver and forfeiture of the credit.
- (f) Credits; abandoned building permits.
 - (1) In the event that an impact fee is paid but the building permit is abandoned, credit shall be given for the amount of the impact fee against future impact fees for the same parcel of land, upon submission of adequate evidence to the administrator that an impact fee was received by the city, the amount paid, and that the building permit was abandoned.
 - (2) A building permit shall be deemed abandoned if no construction has been commenced prior to the expiration of the building permit.

Sec. 16-58 - Refunds.

- (a) Eligibility for a refund.
 - (1) Upon the request of a feepayor regarding a property on which a development impact fee has been paid, the development impact fee shall be refunded if:
 - a. capacity is available in the public facilities for which the fee was collected but service is permanently denied; or,
 - b. the development impact fee has not been encumbered or construction has not been commenced within six years after the date the fee was collected.
 - (2) In determining whether development impact fees have been encumbered, development impact fees shall be considered encumbered on a first-in, first-out (FIFO) basis.
- (b) Notice of entitlement to a refund.

When the right to a refund exists due to a failure to spend or encumber the development impact fees, the administrator shall provide written notice of entitlement to a refund to the feepayor who paid the development impact fee at the address shown on the application for development approval or to a successor in interest who has given adequate notice to the administrator of a legal transfer or assignment of the right to entitlement to a refund and who has provided a mailing address. Such notice shall also be published in a newspaper of general circulation in Alpharetta within 30 days after the expiration of the six year period after the date that the development impact fee was collected and shall contain a heading "Notice of Entitlement to Development Impact Fee Refund." No refund shall be made for a period of 30 days from the date of said publication.

2nd Reading: September 28

(c) Filing a request for a refund.

A request for a refund shall be made in writing to the administrator within one year of the time the refund becomes payable or within one year of publication of the notice of entitlement to a refund, whichever is later. Failure to make a claim for a refund within said time period shall result in a waiver of all claims to said funds.

(d) Payment of refunds.

- (1) All refunds shall be made to the feepayor within 60 days after it is determined by the administrator that a sufficient proof of claim for refund has been made, but no sooner than 30 days after publication of the notice of entitlement to the refund.
- (2) A refund shall include a refund of a pro rata share of interest actually earned on the unused or excess impact fee collected.
- (3) In no event shall a feepayor be entitled to a refund for impact fees assessed and paid to recover the cost of excess capacity in existing system improvements, for any portion of an impact fee collected as a repayment for expenditures made by Alpharetta for system improvements intended to be funded by such impact fee, or for that portion of the fee payment that was assessed for administration of the impact fee ordinance or for recovery of the cost of preparation of the capital improvements element.

Sec. 16-59 - Private contractual agreements.

(a) Private agreements; authorized.

Nothing in this ordinance shall prohibit the voluntary mutual approval of a private contractual agreement between the city and any developer or property owner or group of developers and/or property owners in regard to the construction or installation of system improvements and providing for credits or reimbursement for system improvement costs incurred by a developer, including interproject transfers of credits or providing for reimbursement for project improvement costs which are used or shared by more than one development project.

(b) Private agreements; procedure.

- (1) Any private agreement proposed by an applicant pursuant to this section shall be submitted to the administrator for review and negotiation, prior to submission to the city council.
- (2) Any private agreement proposed by an applicant pursuant to this section shall be reviewed and approved by the city attorney as to form and sufficiency prior to consideration by the city council.
- (3) Any such agreement must be presented to and approved by the city council of Alpharetta, Georgia prior to the issuance of a building permit.
- (4) Any such agreement shall provide for execution by mortgagees, lien holders or contract purchasers in addition to the landowner, and shall require the applicant to submit such agreement to the clerk of superior court for recording.

2nd Reading: September 28

Sec. 16-60 - Periodic review and amendments.

- (a) Ordinance amendments.
 - (1) This ordinance may be amended from time to time as deemed appropriate or desirable.
 - (2) Interim amendments to the impact fee schedule regarding the establishment of new land use categories by the administrator under Sec. 16-54 -(a)(3)c are expressly authorized, and shall be confirmed by the city council when the annual CIE update required under Sec. 16-60 -(b)(1) is approved or when this ordinance is subsequently amended.
- (b) Capital improvements element periodic review.
 - (1) Annual update. At least once each year, the city council shall review and may update the capital improvements element so as to maintain, at a minimum, a schedule of system improvements for each of the subsequent five years. The capital improvements element update may include changes in funding sources or project costs, or changes in the list or scheduling of projects. The capital improvements element Update shall be submitted to the Atlanta Regional Commission for their review, in accordance with the *Development Impact Fee Compliance Requirements* as adopted by the Board of Community Affairs of the State of Georgia.
 - (2) Amendment. In conducting a periodic review of the capital improvements element and calculation of development impact fees, the city council may determine to amend the capital improvements element. Amendments to the capital improvements element shall comply with the procedural requirements of the *Development Impact Fee Compliance Requirements* as adopted by the Board of Community Affairs of the State of Georgia, and shall be required for any change to the capital improvements element that would:
 - a. redefine growth projections, land development assumptions, or goals or objectives that would affect system improvements proposed in the capital improvements element;
 - b. add new public facility categories for impact fee funding, modify impact fee service areas or make changes to system improvement projects;
 - c. change service levels established for an existing impact fee service area; or
 - d. make any other revisions needed to keep the capital improvements element up to date.
- (c) Continuation of validity.

Failure of the city council to undertake a periodic review of the capital improvements element shall result in the continued use and application of the latest adopted development impact fee schedule and other data. The failure to periodically review such data shall not invalidate this ordinance.

Sec. 16-61 - Administrative appeals.

- (a) Eligibility to file an appeal.

2nd Reading: September 28

Only applicants or feepayors who have already been assessed an impact fee by the city or who have already received a written determination of individual assessment, refund or credit amount shall be entitled to an appeal. Such appeals may address:

- (1) The imposition of an impact fee.
 - (2) The amount of an impact fee.
 - (3) The entitlement to and/or the amount of credits applicable to an impact fee.
 - (4) The entitlement to and/or the amount of a refund of an impact fee.
- (b) Appeals process.
- (1) The aggrieved applicant or feepayor (hereinafter, the “appellant”) must file a written appeal with the administrator within 15 days of the decision or receipt of written determination from which the appeal is taken.
 - (2) Such written appeal shall constitute an application for relief, shall be of sufficient content to set forth the basis for the appeal and the relief sought, and shall include:
 - a. the name and address of the appellant;
 - b. the location of the affected property; and,
 - c. a copy of any applicable written decision or determination made by the administrator (from which the appeal is taken).
 - (3) Within 15 days after receipt of the appeal, the administrator shall make a written final decision with respect to the appeal, such decision to be of sufficient content to set forth the basis for the determination.
 - (4) Appeals from the final decision of the administrator shall be made to the city council within 30 days of receipt by the appellant of the administrator's final decision. Delivery by hand or certified mail to, or posting upon the property at, the address given by the appellant in the application for relief shall constitute “receipt by the appellant” under this provision.
 - (5) The city council shall thereafter hold a hearing on the appeal within 30 days provided that at least 2 weeks written notice thereof can be given to the appellant. The city council shall decide the issue within a reasonable time following the hearing, but in no case later than its next regular meeting, unless the appellant agrees to an extension to a later date. Any party making an appeal shall have the right to appear at the hearing to present evidence and may be represented by counsel.
- (c) Payment of impact fee during appeal.
- (1) The filing of an appeal shall not stay the collection of a development impact fee as a condition to the issuance of development approval.
 - (2) A developer may pay a development impact fee under protest to obtain a development approval, and by making such payment shall not be estopped from exercising this right of appeal or receiving a refund of any amount deemed to have been collected in excess.

2nd Reading: September 28

Sec. 16-62 - Enforcement and penalties.

- (a) Enforcement authority.
 - (1) The enforcement of this ordinance shall be the responsibility of the administrator and such personnel as the administrator may designate from time to time.
 - (2) The administrator shall have the right to inspect the lands affected by this ordinance and shall have the right to issue a written notice, a stop work order or citation for violations, as the administrator in his or her reasonable determination may deem appropriate to the circumstances. Refusal of written notice of violation, stop work order or citation under this ordinance shall constitute legal notice of service. The citation shall be in the form of a written official notice issued in person or by certified mail to the owner of the property, or to his or her agent, or to the person performing the work. The receipt of a citation shall require that corrective action be taken within 30 days unless otherwise extended at the discretion of the administrator.
 - (3) The administrator may suspend or revoke any building permit or withhold the issuance of other development approvals if the provisions of this ordinance have been violated by the developer or the owner or their assigns.
- (b) Violations.
 - (1) Knowingly furnishing false information on any matter relating to the administration of this ordinance shall constitute an actionable violation.
 - (2) Proceeding with construction of a project that is not consistent with the project's impact fee assessment, such as the use category claimed or units of development indicated, shall constitute an actionable violation.
 - (3) Failure to take corrective action following the receipt of a citation shall constitute an actionable violation.
 - (4) A violation of this ordinance shall be a misdemeanor punishable according to law, including the general penalty provisions of the Alpharetta Code of Ordinances. In addition to or in lieu of criminal prosecution, the city council shall have the power to sue in law or equity for relief in civil court to enforce this ordinance, including recourse to such civil and criminal remedies in law and equity as may be necessary to ensure compliance with the provisions of this ordinance, including but not limited to injunctive relief to enjoin and restrain any person from violating the provisions of this ordinance and to recover such damages as may be incurred by the implementation of specific corrective actions.

2nd Reading: September 28

Attachment A: Impact Fee Schedule

Impact Fee Schedule							
City of Alpharetta, Georgia							
	ITE Code	Land Use Category	Net Impact Fee	Adminis-tration (3%)	Total Impact Fee		
<i>Residential</i>	210	Single-Family Detached Housing	\$6,494.69	\$194.84	\$6,689.53	per	dwelling
	220	Apartment	\$6,494.69	\$194.84	\$6,689.53	per	dwelling
	230	Residential Condominium/Townhouse	\$6,494.69	\$194.84	\$6,689.53	per	dwelling
<i>Port and Terminal</i>	030	Intermodal Truck Terminal	\$0.57	\$0.02	\$0.59	per	square foot
<i>Industrial/ Agricultural</i>	110	General Light Industrial	\$0.58	\$0.02	\$0.60	per	square foot
	120	General Heavy Industrial	\$0.31	\$0.01	\$0.32	per	square foot
	140	Manufacturing	\$0.39	\$0.01	\$0.40	per	square foot
	150	Warehousing	\$0.26	\$0.01	\$0.27	per	square foot
	151	Mini-Warehouse	\$0.11	\$0.00	\$0.11	per	square foot
	152	High-Cube Warehouse	\$0.08	\$0.00	\$0.08	per	square foot
<i>Lodging</i>	310	Hotel or Conference Motel	\$419.49	\$12.58	\$432.07	per	room
	311	All Suites Hotel	\$273.07	\$8.19	\$281.26	per	room
	320	Motel	\$295.44	\$8.86	\$304.30	per	room
<i>Recreational</i>	430	Golf Course	\$212.75	\$6.38	\$219.14	per	acre
	437	Bowling Alley	\$1.32	\$0.04	\$1.36	per	square foot
	443	Movie Theater	\$2.98	\$0.09	\$3.07	per	square foot
	460	Arena	\$1,638.82	\$49.16	\$1,687.98	per	acre
	480	Amusement Park	\$3,931.18	\$117.94	\$4,049.12	per	acre
	490	Tennis Courts	\$611.95	\$18.36	\$630.31	per	acre
	491	Racquet/Tennis Club	\$0.54	\$0.02	\$0.56	per	square foot
	492	Health/Fitness Center	\$1.27	\$0.04	\$1.31	per	square foot
	495	Recreational Community Center	\$1.37	\$0.04	\$1.41	per	square foot
<i>Institutional</i>	520	Private Elementary School	\$0.65	\$0.02	\$0.67	per	square foot
	530	Private High School	\$0.55	\$0.02	\$0.56	per	square foot
	560	Church/Place of Worship	\$0.39	\$0.01	\$0.40	per	square foot

2nd Reading: September 28

Impact Fee Schedule							
City of Alpharetta, Georgia							
	ITE Code	Land Use Category	Net Impact Fee	Adminis-tration (3%)	Total Impact Fee		
	565	Day Care Center	\$0.71	\$0.02	\$0.74	per	square foot
	566	Cemetery	\$189.34	\$5.68	\$195.02	per	acre
<i>Medical</i>	610	Hospital	\$0.82	\$0.02	\$0.85	per	square foot
	620	Nursing Home	\$0.56	\$0.02	\$0.57	per	square foot
	630	Clinic	\$1.55	\$0.05	\$1.59	per	square foot
<i>Office</i>	710	General Office Building	\$0.88	\$0.03	\$0.90	per	square foot
	714	Corporate Headquarters Building	\$0.77	\$0.02	\$0.80	per	square foot
	715	Single-Tenant Office Building	\$0.88	\$0.03	\$0.90	per	square foot
	720	Medical-Dental Office Building	\$1.94	\$0.06	\$2.00	per	square foot
	760	Research and Development Center	\$0.71	\$0.02	\$0.73	per	square foot
	770	Business Park	\$0.90	\$0.03	\$0.92	per	square foot
<i>Retail</i>	812	Building Materials and Lumber Store	\$1.72	\$0.05	\$1.77	per	square foot
	813	Free-Standing Discount Superstore	\$1.72	\$0.05	\$1.78	per	square foot
	814	Variety Store	\$1.44	\$0.04	\$1.49	per	square foot
	815	Free-Standing Discount Store	\$1.73	\$0.05	\$1.78	per	square foot
	816	Hardware/Paint Store	\$0.99	\$0.03	\$1.02	per	square foot
	817	Nursery (Garden Center)	\$2.73	\$0.08	\$2.82	per	square foot
	818	Nursery (Wholesale)	\$1.55	\$0.05	\$1.60	per	square foot
	820	Shopping Center	\$1.58	\$0.05	\$1.62	per	square foot
	823	Factory Outlet Center	\$1.13	\$0.03	\$1.16	per	square foot
	826	Specialty Retail Center	\$1.77	\$0.05	\$1.83	per	square foot
	841	Automobile Sales	\$1.28	\$0.04	\$1.31	per	square foot
	843	Auto Parts Store	\$1.27	\$0.04	\$1.31	per	square foot
	848	Tire Store	\$0.87	\$0.03	\$0.90	per	square foot
	849	Tire Superstore	\$0.88	\$0.03	\$0.91	per	square foot
	850	Supermarket	\$2.00	\$0.06	\$2.06	per	square foot
	851	Convenience Market (Open 24 Hours)	\$6.43	\$0.19	\$6.62	per	square foot

2nd Reading: September 28

Impact Fee Schedule							
City of Alpharetta, Georgia							
	ITE Code	Land Use Category	Net Impact Fee	Adminis-tration (3%)	Total Impact Fee		
	853	Convenience Market with Gasoline Pumps	\$5.91	\$0.18	\$6.09	per	square foot
	854	Discount Supermarket	\$2.28	\$0.07	\$2.35	per	square foot
	860	Wholesale Market	\$0.28	\$0.01	\$0.29	per	square foot
	861	Discount Club	\$1.24	\$0.04	\$1.28	per	square foot
	862	Home Improvement Superstore	\$0.53	\$0.02	\$0.55	per	square foot
	863	Electronics Superstore	\$0.64	\$0.02	\$0.66	per	square foot
	870	Apparel Store	\$1.59	\$0.05	\$1.64	per	square foot
	875	Department Store	\$0.74	\$0.02	\$0.76	per	square foot
	880	Pharmacy/Drugstore	\$1.74	\$0.05	\$1.79	per	square foot
	890	Furniture Store	\$0.10	\$0.00	\$0.10	per	square foot
Services	912	Drive-in Bank	\$2.01	\$0.06	\$2.08	per	square foot
	931	Quality Restaurant	\$2.44	\$0.07	\$2.52	per	square foot
	932	High-Turnover (Sit-Down) Restaurant	\$3.04	\$0.09	\$3.13	per	square foot
	934	Fast-Food Restaurant	\$7.09	\$0.21	\$7.30	per	square foot
	941	Quick Lubrication Vehicle Shop	\$1,675.45	\$50.26	\$1,725.72	per	service bay
	944	Gasoline/Service Station	\$1,433.65	\$43.01	\$1,476.66	per	pump
	945	Gasoline Station w/Convenience Market	\$954.49	\$28.63	\$983.13	per	pump
	947	Self-Service Car Wash	\$1,836.45	\$55.09	\$1,891.55	per	stall

Notes: All dollar amounts shown rounded to "cents". See fee schedule for each public facility component for more accurate amounts to four decimals.
 ITE Code means the land use code assigned in the *Trip Generation* manual published by the Institute of Transportation Engineers, 9th Edition.
 Parks fee applies only to residential uses.
 "Square foot" means square foot of gross building floor area.



FUNDING ALTERNATIVES IMPACT FEE PROGRAM ALPHARETTA, GEORGIA

AUGUST 31, 2015

ROSS+associates
urban planning & plan implementation

in association with

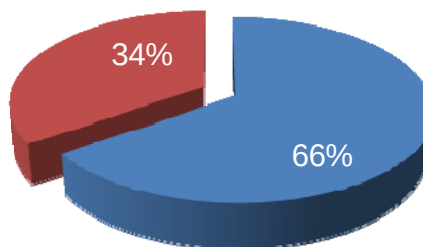


Net Program Costs

	Public Safety			Recreation & Parks		Roads	TOTAL
	Police & Fire	Detention Center	E-911 Center	Parks Projects	Walkways		
Total Costs	\$ 2,327,779	\$ 284,469	\$ 830,469	\$ 118,993,277	\$ 65,676,934	\$ 167,472,302	\$ 355,585,230
Less: Ineligible Costs	\$ (94,180)	\$ -	\$ (377,096)	\$ (58,079,527)	\$ (50,072,360)	\$ (124,561,090)	\$ (233,184,254)
Impact Fee Eligible Cost	\$ 2,233,598	\$ 284,469	\$ 453,373	\$ 60,913,751	\$ 15,604,573	\$ 42,911,212	\$ 122,400,976
Less: Property Tax Credits	\$ (34,979)	\$ -	\$ (15,475)	\$ (18,558,963)	\$ (12,192,902)	\$ (14,570,318)	\$ (45,372,637)
Less: Funds on Hand	\$ (399,989)	\$ -	\$ -	\$ (348,153)	\$ -	\$ (957,053)	\$ (1,705,196)
Net Impact Fee Program Cost	\$ 1,798,630	\$ 284,469	\$ 437,897	\$ 42,006,635	\$ 3,411,671	\$ 27,383,841	\$ 75,323,144
Total by Category \$ 2,520,996 \$ 45,418,306 \$ 27,383,841 \$ 75,323,144							

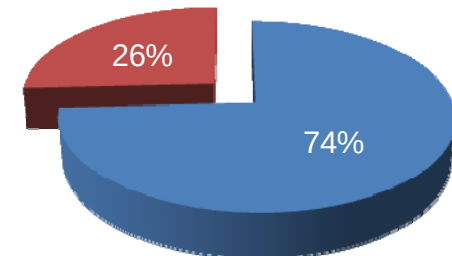
**Potential Revenue by Funding Source
WITH Impact Fees**

■ Existing Tax Base ■ New Growth



**Potential Revenue by Funding Source
WITHOUT Impact Fees**

■ Existing Tax Base ■ New Growth



Example Impact Fees

Land Use	Unit	Public Safety	Recreation & Parks	Roads	Total Fee
Single-Family House	per dwelling	\$ 133.00	\$ 5,111.81	\$ 1,444.72	\$ 6,689.53
Apartment	per dwelling	\$ 133.00	\$ 5,111.81	\$ 1,444.72	\$ 6,689.53
General Light Industrial	per square foot	\$ 0.14	\$ 0.19	\$ 0.28	\$ 0.60
Warehousing	per square foot	\$ 0.05	\$ 0.07	\$ 0.14	\$ 0.27
General Office Building	per square foot	\$ 0.20	\$ 0.27	\$ 0.44	\$ 0.90
Motel	per room	\$ 26.10	\$ 35.32	\$ 242.87	\$ 304.30
Day Care Center	per square foot	\$ 0.17	\$ 0.23	\$ 0.34	\$ 0.74
Drive-in Bank	per square foot	\$ 0.28	\$ 0.38	\$ 1.41	\$ 2.08
Discount Superstore	per square foot	\$ 0.06	\$ 0.08	\$ 1.64	\$ 1.78
Shopping Center	per square foot	\$ 0.10	\$ 0.13	\$ 1.39	\$ 1.62
Specialty Retail Center	per square foot	\$ 0.12	\$ 0.16	\$ 1.55	\$ 1.83
Quality Restaurant	per square foot	\$ 0.44	\$ 0.60	\$ 1.47	\$ 2.52
Fast-Food Restaurant	per square foot	\$ 0.65	\$ 0.88	\$ 5.78	\$ 7.30
Pharmacy/Drugstore	per square foot	\$ 0.10	\$ 0.13	\$ 1.55	\$ 1.79
Convenience Market w/gas	per square foot	\$ 0.11	\$ 0.14	\$ 5.84	\$ 6.09
Supermarket	per square foot	\$ 0.07	\$ 0.09	\$ 1.90	\$ 2.06

Notes: All dollar amounts shown rounded to "cents".
All fees include administration at 3%.

Impact Fee Schedule – Maximum Allowable Fees

ITE Code	Land Use Category	Public Safety	Recreation & Parks	Roads	Subtotal	Admin (3%)	Total Impact Fee	Unit of Measure
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Residential (200-299)

210	Single-Family Detached Housing	129.13	4,962.92	1,402.64	\$ 6,494.69	194.84	\$ 6,689.53	per dwelling
220	Apartment	129.13	4,962.92	1,402.64	\$ 6,494.69	194.84	\$ 6,689.53	per dwelling
230	Residential Condominium/Townhouse	129.13	4,962.92	1,402.64	\$ 6,494.69	194.84	\$ 6,689.53	per dwelling

Port and Terminal (000-099)

030	Intermodal Truck Terminal	0.08	0.11	0.38	\$ 0.57	0.02	\$ 0.59	per square foot
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Industrial/Agricultural (100-199)

110	General Light Industrial	0.13	0.18	0.27	\$ 0.58	0.02	\$ 0.60	per square foot
120	General Heavy Industrial	0.11	0.14	0.06	\$ 0.31	0.01	\$ 0.32	per square foot
140	Manufacturing	0.10	0.14	0.15	\$ 0.39	0.01	\$ 0.40	per square foot
150	Warehousing	0.05	0.07	0.14	\$ 0.26	0.01	\$ 0.27	per square foot
151	Mini-Warehouse	0.00	0.01	0.10	\$ 0.11	0.00	\$ 0.11	per square foot
152	High-Cube Warehouse	0.00	0.01	0.06	\$ 0.08	0.00	\$ 0.08	per square foot

Lodging (300-399)

310	Hotel or Conference Motel	32.85	44.46	342.18	\$ 419.49	12.58	\$ 432.07	per room
311	All Suites Hotel	28.83	39.02	205.22	\$ 273.07	8.19	\$ 281.26	per room
320	Motel	25.34	34.30	235.80	\$ 295.44	8.86	\$ 304.30	per room

Recreational (400-499)

430	Golf Course	14.16	19.17	179.42	\$ 212.75	6.38	\$ 219.14	per acre
437	Bowling Alley	0.06	0.08	1.19	\$ 1.32	0.04	\$ 1.36	per square foot
443	Movie Theater	0.08	0.11	2.78	\$ 2.98	0.09	\$ 3.07	per square foot
460	Arena	192.19	260.09	1,186.55	\$ 1,638.82	49.16	\$ 1,687.98	per acre
480	Amusement Park	524.42	709.70	2,697.05	\$ 3,931.18	117.94	\$ 4,049.12	per acre
490	Tennis Courts	14.06	19.03	578.86	\$ 611.95	18.36	\$ 630.31	per acre
491	Racquet/Tennis Club	0.02	0.02	0.50	\$ 0.54	0.02	\$ 0.56	per square foot
492	Health/Fitness Center	0.04	0.06	1.17	\$ 1.27	0.04	\$ 1.31	per square foot
495	Recreational Community Center	0.07	0.10	1.20	\$ 1.37	0.04	\$ 1.41	per square foot

Impact Fee Schedule – Maximum Allowable Fees *Continued*

ITE Code	Land Use Category	Public Safety	Recreation & Parks	Roads	Subtotal	Admin (3%)	Total Impact Fee	Unit of Measure
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Institutional (500-599)

520	Private Elementary School	0.06	0.08	0.52	\$ 0.65	0.02	\$ 0.67	per square foot
530	Private High School	0.04	0.05	0.46	\$ 0.55	0.02	\$ 0.56	per square foot
560	Church/Place of Worship	0.02	0.03	0.34	\$ 0.39	0.01	\$ 0.40	per square foot
565	Day Care Center	0.16	0.22	0.33	\$ 0.71	0.02	\$ 0.74	per square foot
566	Cemetery	4.70	6.35	178.29	\$ 189.34	5.68	\$ 195.02	per acre

Medical (600-699)

610	Hospital	0.17	0.23	0.43	\$ 0.82	0.02	\$ 0.85	per square foot
620	Nursing Home	0.13	0.18	0.24	\$ 0.56	0.02	\$ 0.57	per square foot
630	Clinic	0.23	0.31	1.01	\$ 1.55	0.05	\$ 1.59	per square foot

Office (700-799)

710	General Office Building	0.19	0.26	0.43	\$ 0.88	0.03	\$ 0.90	per square foot
714	Corporate Headquarters Building	0.20	0.27	0.31	\$ 0.77	0.02	\$ 0.80	per square foot
715	Single-Tenant Office Building	0.18	0.25	0.45	\$ 0.88	0.03	\$ 0.90	per square foot
720	Medical-Dental Office Building	0.23	0.32	1.39	\$ 1.94	0.06	\$ 2.00	per square foot
760	Research and Development Center	0.17	0.23	0.31	\$ 0.71	0.02	\$ 0.73	per square foot
770	Business Park	0.18	0.24	0.48	\$ 0.90	0.03	\$ 0.92	per square foot

Retail (800-899)

812	Building Materials and Lumber Store	0.08	0.11	1.53	\$ 1.72	0.05	\$ 1.77	per square foot
813	Free-Standing Discount Superstore	0.06	0.07	1.59	\$ 1.72	0.05	\$ 1.78	per square foot
814	Variety Store	0.06	0.07	1.31	\$ 1.44	0.04	\$ 1.49	per square foot
815	Free-Standing Discount Store	0.11	0.15	1.46	\$ 1.73	0.05	\$ 1.78	per square foot
816	Hardware/Paint Store	0.06	0.08	0.86	\$ 0.99	0.03	\$ 1.02	per square foot
817	Nursery (Garden Center)	0.18	0.24	2.31	\$ 2.73	0.08	\$ 2.82	per square foot
818	Nursery (Wholesale)	0.10	0.13	1.32	\$ 1.55	0.05	\$ 1.60	per square foot
820	Shopping Center	0.10	0.13	1.35	\$ 1.58	0.05	\$ 1.62	per square foot
823	Factory Outlet Center	0.10	0.13	0.90	\$ 1.13	0.03	\$ 1.16	per square foot
826	Specialty Retail Center	0.11	0.15	1.50	\$ 1.77	0.05	\$ 1.83	per square foot

Impact Fee Schedule – Maximum Allowable Fees *Continued*

ITE Code	Land Use Category	Public Safety	Recreation & Parks	Roads	Subtotal	Admin (3%)	Total Impact Fee	Unit of Measure
<i>Retail - Continued</i>								
841	Automobile Sales	0.09	0.12	1.07	\$ 1.28	0.04	\$ 1.31	per square foot
843	Auto Parts Store	0.06	0.07	1.14	\$ 1.27	0.04	\$ 1.31	per square foot
848	Tire Store	0.07	0.10	0.70	\$ 0.87	0.03	\$ 0.90	per square foot
849	Tire Superstore	0.07	0.10	0.71	\$ 0.88	0.03	\$ 0.91	per square foot
850	Supermarket	0.07	0.09	1.84	\$ 2.00	0.06	\$ 2.06	per square foot
851	Convenience Market (Open 24 Hours)	0.10	0.14	6.18	\$ 6.43	0.19	\$ 6.62	per square foot
853	Convenience Market with Gasoline Pumps	0.10	0.14	5.67	\$ 5.91	0.18	\$ 6.09	per square foot
854	Discount Supermarket	0.13	0.18	1.98	\$ 2.28	0.07	\$ 2.35	per square foot
860	Wholesale Market	0.05	0.06	0.17	\$ 0.28	0.01	\$ 0.29	per square foot
861	Discount Club	0.07	0.10	1.07	\$ 1.24	0.04	\$ 1.28	per square foot
862	Home Improvement Superstore	0.06	0.07	0.40	\$ 0.53	0.02	\$ 0.55	per square foot
863	Electronics Superstore	0.06	0.07	0.51	\$ 0.64	0.02	\$ 0.66	per square foot
870	Apparel Store	0.10	0.13	1.36	\$ 1.59	0.05	\$ 1.64	per square foot
875	Department Store	0.11	0.15	0.47	\$ 0.74	0.02	\$ 0.76	per square foot
880	Pharmacy/Drugstore	0.10	0.13	1.51	\$ 1.74	0.05	\$ 1.79	per square foot
890	Furniture Store	0.02	0.03	0.04	\$ 0.10	0.00	\$ 0.10	per square foot
<i>Services (900-999)</i>								
912	Drive-in Bank	0.28	0.37	1.37	\$ 2.01	0.06	\$ 2.08	per square foot
931	Quality Restaurant	0.43	0.58	1.43	\$ 2.44	0.07	\$ 2.52	per square foot
932	High-Turnover (Sit-Down) Restaurant	0.43	0.58	2.02	\$ 3.04	0.09	\$ 3.13	per square foot
934	Fast-Food Restaurant	0.63	0.85	5.61	\$ 7.09	0.21	\$ 7.30	per square foot
941	Quick Lubrication Vehicle Shop	121.09	163.87	1,390.49	\$ 1,675.45	50.26	\$ 1,725.72	per service bay
944	Gasoline/Service Station	9.23	12.49	1,411.94	\$ 1,433.65	43.01	\$ 1,476.66	per pump
945	Gasoline Station w/Convenience Market	0.01	0.02	954.46	\$ 954.49	28.63	\$ 983.13	per pump
947	Self-Service Car Wash	11.53	15.61	1,809.32	\$ 1,836.45	55.09	\$ 1,891.55	per stall

Comparison of Impact Fees

Examples 2015 and as Currently Adopted

Land Use	Units in Example	Public Safety	Recreation & Parks	Roads	Total
Maximum Impact Fees--2015					
Single-Family House	1 house	\$ 133	\$ 5,112	\$ 1,445	\$ 6,690
Apartment	200 units	\$ 26,601	\$ 1,022,362	\$ 288,944	\$ 1,337,907
General Light Industrial	30,000 sq. feet	\$ 4,110	\$ 5,565	\$ 8,300	\$ 17,975
Warehousing	100,000 sq. feet	\$ 5,438	\$ 7,354	\$ 14,132	\$ 26,924
General Office Building	40,000 sq. feet	\$ 7,894	\$ 10,683	\$ 17,510	\$ 36,087
Motel	120 rooms	\$ 3,132	\$ 4,239	\$ 29,145	\$ 36,516
Day Care Center	3,000 sq. feet	\$ 502	\$ 679	\$ 1,026	\$ 2,207
Drive-in Bank	3,000 sq. feet	\$ 853	\$ 1,154	\$ 4,218	\$ 6,226
Discount Superstore	120,000 sq. feet	\$ 6,835	\$ 9,258	\$ 197,031	\$ 213,123
Shopping Center	600,000 sq. feet	\$ 59,513	\$ 80,525	\$ 833,558	\$ 973,597
Specialty Retail Center	10,000 sq. feet	\$ 1,177	\$ 1,593	\$ 15,486	\$ 18,257
Quality Restaurant	3,000 sq. feet	\$ 1,329	\$ 1,799	\$ 4,424	\$ 7,551
Fast-Food Restaurant	2,500 sq. feet	\$ 1,618	\$ 2,190	\$ 14,446	\$ 18,255
Pharmacy/Drugstore	30,000 sq. feet	\$ 2,976	\$ 4,026	\$ 46,622	\$ 53,624
Convenience Market w/gas	2,000 sq. feet	\$ 214	\$ 289	\$ 11,673	\$ 12,176
Supermarket	60,000 sq. feet	\$ 4,153	\$ 5,611	\$ 113,792	\$ 123,557

Currently Adopted Impact Fees					
Single-Family House	1 house	\$ 264	\$ 545	\$ 1,131	\$ 1,940
Apartment	200 units	\$ 40,600	\$ 79,200	\$ 224,600	\$ 344,400
General Light Industrial	30,000 sq. feet	\$ 8,160	\$ 420	\$ 15,390	\$ 23,970
Warehousing	100,000 sq. feet	\$ 28,500	\$ 1,400	\$ 65,400	\$ 95,300
General Office Building	40,000 sq. feet	\$ 7,840	\$ 560	\$ 48,440	\$ 56,840
Motel	120 rooms	\$ 24,480	\$ 960	\$ 130,920	\$ 156,360
Day Care Center	3,000 sq. feet	\$ 753	\$ 42	\$ 8,295	\$ 9,090
Drive-in Bank	3,000 sq. feet	\$ 753	\$ 42	\$ 8,295	\$ 9,090
Discount Superstore	120,000 sq. feet	\$ 28,800	\$ 1,680	\$ 499,920	\$ 530,400
Shopping Center	600,000 sq. feet	\$ 137,400	\$ 8,400	\$ 2,401,200	\$ 2,547,000
Specialty Retail Center	10,000 sq. feet	\$ 2,510	\$ 140	\$ 27,650	\$ 30,300
Quality Restaurant	3,000 sq. feet	\$ 753	\$ 42	\$ 8,295	\$ 9,090
Fast-Food Restaurant	2,500 sq. feet	\$ 628	\$ 35	\$ 6,913	\$ 7,575
Pharmacy/Drugstore	30,000 sq. feet	\$ 7,440	\$ 420	\$ 89,070	\$ 96,930
Convenience Market w/gas	2,000 sq. feet	\$ 502	\$ 28	\$ 5,530	\$ 6,060
Supermarket	60,000 sq. feet	\$ 14,640	\$ 840	\$ 252,600	\$ 268,080

Why the Differences?

The current impact fees were initially adopted as separate ordinances by 1992, with one amendment to the Public Safety ordinance in 1998.

Alpharetta has grown considerably in population since 1990, increasing to 62,824 people in 2014, a 350% increase over 1990's 13,984.

The new impact fees reflect several factors:

- the progress already made by the City,
- limitations on future growth, and
- a focus on quality of life.

At this point, **Fire Department** facilities and equipment are in place to serve the city's residents and businesses without further expansion, other than the need for additional administrative space.

Police Department needs for additional capacity focus on expansion of the Public Safety Headquarters (which will accommodate the Fire Department also) and one additional 'heavy' vehicle. While personnel, maintenance and vehicle replacement needs will continue, only capital improvements that expand capacity (and have at least a 10-year life) are impact fee eligible.

The **major road network** in the city has also undergone major improvements as a result of the current impact fee program over the past 25 years. Many improvements are planned for the future as traffic congestion persists, but impact fee eligibility has lessened as the proportion of vehicle trips generated by new growth, compared to existing traffic, is much smaller than 20 years ago when Alpharetta was on the cusp of explosive growth. Overall, of the planned major road improvements that will relieve congestion, slightly less than 26% of the cost can come from new growth.

On the other hand, **Recreation & Parks** reflects a major increase in potential impact fee funding. This is due primarily because of the increase in Level of Service standards adopted as part of the Master Plan Update 2015, supplemented by numerous recreation projects included in the City's Capital Improvement Plan. The Recreation & Parks Master Plan Update raises the Level of Service for parks and recreation facilities for today's residents and those expected in the future, in many cases showing the existing facilities to be below the new standards even for the current population. These new standards, extended from the Master Plan's target of 2025 out to 2035, results in a major increase in recreational opportunities for all citizens of the city.

Reducing the Impact Fee Amounts

Adoption of Reduced Impact Fees

The City may adopt the maximum fee for any given public facility category, or could adopt a lower fee if all fees in a particular public facility category are **reduced proportionally** (that is, by the same percentage).

Individual Fee Assessment

A landowner or developer may request an individual assessment when the average figures used in the Methodology Report do not apply to the specific project being proposed.

Individual Appeals

The City's Impact Fee Ordinance provides for the appeal by anyone assessed an impact fee, first to the Impact Fee Administrator and then, if not resolved, to the City Council.

Exemptions

Exemptions from the established impact fee amounts on the adopted Impact Fee Schedule can be adopted by the City Council for development that represents '**extraordinary economic or employment growth.**' The exemptions can be applied by the Council in whole or in part to specified uses based on standards reflecting the Exemption Policy.

Exemption Policy in CIE

The City of Alpharetta recognizes that certain office, retail trade and industrial development projects provide extraordinary benefit in support of the economic advancement of the city's citizens over and above the access to jobs, goods and services that such uses offer in general. To encourage such development projects, the Mayor and City Council may consider granting a reduction in the impact fee for such a development project upon the determination and relative to the extent that the business or project represents extraordinary economic development and employment growth of public benefit to Alpharetta, in accordance with exemption criteria the City may adopt. It is also recognized that the cost of system improvements otherwise foregone through exemption of any impact fee must be funded through revenue sources other than impact fees.

Examples of Impact Fees at 100% Maximum

Land Use	Units in Example	Public Safety	Recreation & Parks	Roads	Total
Single-Family House	1 house	\$ 133	\$ 5,112	\$ 1,445	\$ 6,690
Apartment	200 units	\$ 26,601	\$ 1,022,362	\$ 288,944	\$ 1,337,907
General Light Industrial	30,000 sq. feet	\$ 4,110	\$ 5,565	\$ 8,300	\$ 17,975
Warehousing	100,000 sq. feet	\$ 5,438	\$ 7,354	\$ 14,132	\$ 26,924
General Office Building	40,000 sq. feet	\$ 7,894	\$ 10,683	\$ 17,510	\$ 36,087
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Fast-Food Restaurant	2,500 sq. feet	\$ 1,618	\$ 2,190	\$ 14,446	\$ 18,255
Pharmacy/Drugstore	30,000 sq. feet	\$ 2,976	\$ 4,026	\$ 46,622	\$ 53,624
Convenience Market w/gas	2,000 sq. feet	\$ 214	\$ 289	\$ 11,673	\$ 12,176
Supermarket	60,000 sq. feet	\$ 4,153	\$ 5,611	\$ 113,792	\$ 123,557

AN ORDINANCE TO AMEND ARTICLE I, SECTION 1.4.2, “DEFINED TERMS,” DELETE ARTICLE II, SECTION 2.7.1, “ANTENNAS AND TOWERS (TELECOMMUNICATIONS TRANSMISSION EQUIPMENT)”, AND ADD A NEW SECTION 2.8, “WIRELESS TELECOMMUNICATIONS FACILITIES,” OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO PROVIDE FOR THE MODIFICATION, DELETION AND/OR ADDITION OF CERTAIN DEFINED TERMS RELATED TO WIRELESS TELECOMMUNICATIONS FACILITIES; TO PROVIDE FOR THE MODIFICATION, DELETION AND/OR ADDITION OF PROVISIONS RELATED TO WIRELESS TELECOMMUNICATIONS FACILITIES, INCLUDING PROVISIONS RELATED TO ALLOWED ZONING DISTRICTS, SITING REQUIREMENTS, ADMINISTRATIVE PERMITS AND CONDITIONAL USE PERMITS FOR WIRELESS TELECOMMUNICATIONS FACILITIES; AND FOR OTHER PURPOSES.

WHEREAS, the Federal Telecommunications Act authorizes the City to regulate the placement of wireless telecommunications towers and facilities through proper zoning procedures, so long as personal wireless services are not prohibited; and

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

WHEREAS, the City Council finds that aesthetic, cultural, and property values and the health, safety and welfare of the citizens of the City are directly impacted by the number, type and location of wireless telecommunications facilities, including antennas, antenna support structures, wireless towers, equipment cabinets, and other wireless transmission equipment, within the City; and

WHEREAS, the City Council desires to adopt new requirements for applicants to obtain wireless telecommunications facility permits and new regulations governing wireless telecommunications facilities, which will ensure adequate personal wireless services while preserving the health, safety and welfare of the citizens of the City, as well as preserving the aesthetic and historic nature of certain areas in the City; and

WHEREAS, such new regulations are intended to facilitate the orderly deployment of wireless telecommunications facilities throughout the City consistent with the community’s wireless communications service demands and health, safety and general welfare objectives, without conflicting with federal and state regulations; and

WHEREAS, such new regulations are further necessary for compliance with recent revisions to federal law and recent regulations promulgated by the Federal Communications Commission; and

WHEREAS, City staff has sought and obtained input from interested industry members in developing the new regulations; and

WHEREAS, in order to accomplish the foregoing and for other purposes, the City desires to amend Article I, Section 1.4.2, “Defined Terms,” of the Unified Development Code of the City of Alpharetta, Georgia (the “Unified Development Code”) to delete, modify and add definitions for certain terms utilized in the Unified Development Code related to wireless telecommunications facilities; and

WHEREAS, in order to accomplish the foregoing and for other purposes, the City desires to amend Article II, Subsection 2.2.16(C)(3)(k) and Subsection 2.2.17(C)(3.0)(b) to delete inconsistent terms related to wireless telecommunications facilities; and

WHEREAS, in order to accomplish the foregoing and for other purposes, the City desires to amend the regulations set forth in Article II, Section 2.7.1, “Antennas and Towers (Telecommunications Transmission Equipment),” of the Unified Development Code governing wireless telecommunications towers, facilities, antennas and related equipment replacing same with a new Section 2.8, “Wireless Telecommunications Facilities,” in order to provide City requirements for obtaining administrative permits and use permits for wireless telecommunications facilities; and

WHEREAS, a public hearing has been properly advertised and conducted pursuant to the requirements of the Georgia Zoning Procedures Law.

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

Section 1: Article I, Section 1.4.2, “Defined Terms,” of the Unified Development Code is hereby amended by striking the terms and definitions for “antenna” and “tower” and adding the following terms and definitions in their appropriate alphabetical order:

“Antenna. See Section 2.8 for definition of ‘antenna.’”; and

“Wireless Tower. See Section 2.8 for definition of ‘wireless tower.’”

Section 2: Subsection 2.2.16(C)(3)(k) of Article II of the Unified Development Code, is hereby amended by deleting the term “Tower” therefrom, leaving subparagraph (k) “[Reserved]”.

Section 3: Subsection 2.2.17(C)(3.0)(b) of Article II of the Unified Development Code is hereby amended by deleting the term “Antenna Tower” therefrom, leaving subparagraph (b) “[Reserved]”.

Section 4: Table 2.2 of Article II of the Unified Development Code is hereby amended by deleting the row labeled “Tower” in its entirety and inserting a new row labeled “Wireless Tower (subject to approval of conditional use permit in accordance with Section 2.8.7)”, in its

appropriate alphabetical order, with the columns for L-I, O-I, C-2, PSC, SU, CUP, and AG marked "O".

Section 5: Article II, Section 2.7.1, "Antennas and Towers (Telecommunications Transmission Equipment)," of the Unified Development Code is hereby deleted in its entirety and reserved; and

Section 6: Article II of the Unified Development Code is hereby amended by adding a new Section 2.8, entitled "Wireless Telecommunications Facilities," to read as set forth in Exhibit "A" attached hereto as if fully set forth herein; and

Section 7: In the event that any section, subsection, or provision 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 or invalid provisions are stricken; and

Section 8: This Ordinance shall be effective immediately upon its adoption by the City Council and incorporated into The Unified Development Code of the City of Alpharetta, Georgia. This Ordinance hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED this the _____ day of _____, 2015.

Approved:

David Belle Isle, Mayor

Attest:

City Clerk

(Seal)

Approved as to Form:

C. Sam Thomas, City Attorney

SECTION 2.8 WIRELESS TELECOMMUNICATIONS FACILITIES

2.8.1. PURPOSE, INTENT AND OBJECTIVES

The purpose of this Section is to reasonably regulate, to the extent permitted under Georgia and federal law, the installations, operations, collocations, modifications, replacements and removals of wireless telecommunications facilities in the City of Alpharetta, recognizing the benefits of wireless communications while reasonably protecting other important City interests, including the public health, safety and welfare, aesthetics and local property values. These regulations are intended to establish reasonable standards and requirements for the siting of wireless telecommunications facilities, including wireless towers, antennas and accessory equipment. It is the intent of these regulations to promote the health, safety and general welfare of the citizens of the City of Alpharetta by establishing an orderly process for regulating the siting of wireless telecommunications facilities while balancing the need for adequate service levels. Therefore, the purposes of this Section are to establish standards for the safe provision of wireless communication services consistent with state and federal law; to minimize the adverse visual impact of wireless telecommunications facilities through proper design, site placement, height limitation and screening and thereby retain the residential and traditional character of the City and maintain property values; and to encourage the shared use of wireless telecommunications facilities. In furtherance of these purposes, the City shall give consideration to the Comprehensive Plan and Future Land Use Map, the Zoning Map, existing land uses, and environmental, residential, historic and other sensitive areas in approving the location and siting of wireless telecommunications facilities.

It is the intent of this Section to address the aesthetic effect of wireless telecommunications facilities on landscapes in the City, the visual impact of wireless telecommunications facilities on surrounding property owners, citizens' demands for these services, and the needs of service providers to close significant gaps in service coverage by implementing the following objectives:

1. Minimize the visual and aesthetic effects of wireless telecommunications facilities through appropriate design, screening and location standards;
2. Promote the siting of wireless telecommunications facilities in a manner such that potential adverse effects to the City and its residents are minimal in order to insure harmony and compatibility with surrounding land uses;
3. Promote the location of wireless telecommunications facilities in areas where the adverse impact on the community is minimal;
4. Promote the installation of wireless telecommunications facilities at locations where other such facilities already exists; and
5. Promote the location and collocation of wireless communication equipment on existing structures thereby minimizing new visual, aesthetic, and public safety impacts.

Pursuant to federal and state law, including Section 704(a) of the Federal Telecommunications Act of 1996, it is not the intent of this section to:

EXHIBIT A

1. Prohibit or have the effect of prohibiting the provision of personal wireless services in the City of Alpharetta;
2. Unreasonably discriminate among providers of functionally equivalent wireless communication services;
3. Regulate the placement, construction or modification of wireless telecommunications facilities on the basis of environmental effects of radio frequency ("RF") emissions where it is demonstrated that the wireless telecommunications facility complies or will comply with the applicable FCC regulations;
4. Prohibit, effectively prohibit or unreasonably delay collocations or modifications to existing wireless telecommunications facilities that the City is required to approve pursuant to federal and state law; or
5. Require the location or siting of wireless telecommunications facilities on City-owned public property.

2.8.2 APPLICABILITY

The provisions of this Section shall apply to all applications to install, place, site, locate, collocate or modify any new or existing wireless telecommunications facility within the City. The provisions of this Section are in addition to, and do not replace, any obligations a wireless telecommunications facility permit holder may have under any other permits issued by the City. Notwithstanding any other provision herein to the contrary, no wireless telecommunications facility may be installed, sited, located, collocated or modified within the public rights-of-way of the City except in accordance with Section 2.8.10 (Wireless Telecommunications Facilities in Public Rights-of-Way). Further, except as expressly set forth in Section 2.8.10 regarding public rights-of-way, no person shall install, place, site, locate, or collocate a wireless telecommunications facility on any property, building or structure owned by the City without the City's separate and distinct agreement and conveyance of a property interest, such as an easement or license, to such party authorizing such use. Subject to the foregoing, the installation, placement, siting, location, or collocation of a wireless telecommunications facility on a City-owned property other than public right-of-way shall be exempt from regulation under this Section.

2.8.3 DEFINITIONS

A. DEFINED TERMS.

When used in this Section, unless the context indicates otherwise, the following terms shall have the meanings set forth below:

Accessory Equipment. Any equipment serving or being used in conjunction with a wireless telecommunications facility, including, without limitation, utility equipment, power meters, power supplies, generators, batteries, cables, control boxes, and equipment cabinets, but

EXHIBIT A

excluding antennas, antenna arrays, antenna attachment devices, equipment shelters, storage sheds, antenna support structures and alternative support structures.

Amateur Radio Antenna. A radio communication facility operated for non-commercial purposes by a FCC-licensed amateur radio operator. The term “amateur radio antenna” shall include the antenna, electronic system and the structure it is affixed to for primary support.

Antenna. An apparatus, device or system of electrical conductors that transmits and/or receives electromagnetic waves, radio or other wireless signals used in the provision of all types of wireless communication services. Where the context permits, use of the term ‘antenna’ shall also refer to the antenna concealment enclosure when such concealment enclosure is required by the applicable design standards.

Antenna Array. A set of antennas and associated mounting hardware having transmission and/or reception elements extending in more than one direction or other similar appurtenances, which share a common attachment device such as a mounting frame or mounting support.

Antenna, Whip. A slim, vertically-oriented, omni-directional antenna.

Antenna Attachment Device. Any pole, mount or device which attaches an antenna(s) or antenna array(s) to the roof or side of an existing building or other alternative support structure, such as an electrical transmission tower, light structure, utility pole, or other similar existing structure. Also referred to as a ‘mount’.

Attached Wireless Telecommunications Facility or Attached WTF. An antenna or antenna array that is attached to an existing building, electrical transmission tower, light structure, utility pole or other alternative support structure with an antenna attachment device, together with accessory equipment, mounted on the roof of or within the subject building, to or within the structure or pole, or on or under the ground proximate to the subject building, structure or pole, as applicable. Attached WTF’s for which an existing building serves as the alternative support structure are:

- (1) “roof-mounted wireless telecommunications facility” - antenna(s) attached with antenna attachment device(s) to the roof of an existing building; and
- (2) “building-mounted wireless telecommunications facility” - antenna(s) mounted on the side of an existing building.

Base station. A station at a specific site authorized to communicate with mobile stations, generally consisting of radio transceivers, antennas, coaxial cables, power supplies and other associated electronics.

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Building-Concealed Wireless Telecommunications Facility. An attached wireless telecommunications facility designed and constructed as an existing architectural feature of an existing building in a manner such that the WTF is not discernible from the remainder of the building and is completely enclosed within the architectural feature. Building-Concealed WTF's function as replacements of existing architectural features of a building that extend vertically above the roof of the building in order to position antennas at a greater height. Building architectural features employed as building-concealed WTF's include, but are not limited to steeples, church spires, clock towers, bell towers and cupolas. The term "building-concealed wireless telecommunications facility" does not include in-building antennas and other wireless transmission equipment that are exempt from the permitting requirements of this Section pursuant to Subsection 2.8.8(C) hereof.

Cell on Wheels or COW. A portable self-contained wireless telecommunications facility that can be moved to a location and set up to provide wireless communication services on a temporary or emergency basis. A COW is normally vehicle-mounted and contains a telescoping boom as the antenna support structure.

Collocation. The placement or installation of new wireless transmission equipment on a previously approved and constructed wireless tower or support structure on which there is an existing antenna in a manner that negates the need to construct a new freestanding support structure.

Concealed. The classification of a wireless telecommunications facility that is disguised, hidden, integrated as or as part of an existing or proposed structure, or placed and enclosed within an existing or proposed structure, and camouflaged and designed to be aesthetically compatible with existing and proposed building(s), structures, uses, and other site features, including natural and architectural features, located on the site and nearby properties, such that it is not readily identifiable as a wireless telecommunication facility by a casual observer, its presence is not apparent to a casual observer, or it is otherwise minimally visible to the casual observer in accordance with such other prescribed standard of visibility. A concealed WTF (i) is integrated as an architectural feature of an existing building such as a cupola; (ii) uses a design which mimics and is consistent with nearby natural, architectural or site features and is integrated as such a feature, such as a flagpole; or (iii) is attached to and, through the use of concealment techniques, is incorporated as part of an existing non-tower structure, such as utility poles or light structures. "Concealed" also refers to the effective employment of the foregoing design techniques in such a manner as to render a wireless telecommunications facility, or certain components or aspects thereof, minimally visible to the casual observer pursuant to a prescribed standard of visibility. The standard of visibility of a concealed WTF may be further prescribed by other guidelines, standards and regulations applicable to the subject type of WTF.

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Coverage, Service. The geographic area reached by an individual wireless telecommunications facility.

Distributed Antenna System or DAS. A network of one or more antennas and related fiber optic nodes typically mounted to existing or proposed non-tower structures, such as utility poles or light structures. A DAS system typically consists of: (1) a number of remote communications nodes deployed throughout a certain coverage area, each including at least one antenna for transmission and reception; (2) a high capacity signal transport medium (typically fiber optic cable) connecting each node to a central communications hub site (DAS hub); and (3) radio transceivers located at the hub site, rather than at each individual node as is the case for small cells) to process or control the communications signals transmitted and received through the antennas. A DAS installation may be considered an attached WTF or concealed freestanding support structure for purposes of these regulations.

DAS Hub. An equipment shelter containing accessory equipment utilized in the deployment and operation of wireless DAS receive/transmit infrastructure that is located elsewhere, but which typically does not have any DAS antennas located at such site.

Electrical Transmission Tower. An electrical transmission tower used to support high voltage (110-kV and above) overhead electrical transmission lines.

Equipment cabinet. A cabinet, enclosure, pedestal, or other similar fixture that is used in association with a WTF to house or contain accessory equipment necessary for the transmission or reception of wireless communication signals. Also referred to as “equipment enclosure.”

Equipment compound. A fenced area surrounding equipment shelters, equipment cabinets, storage sheds, and other ground-mounted wireless transmission equipment, and, if applicable, the framework (or base) of a wireless tower or stealth tower.

Equipment shelter. A small building, shed or similar structure that that is used in association with a WTF to shelter, store or house equipment cabinets and accessory equipment necessary for the transmission or reception of wireless communication signals.

FCC. The Federal Communications Commission.

Flush-mounted. The attachment of an antenna, equipment cabinet or other accessory equipment to the exterior (side) of an antenna support structure or alternative support structure (e.g., building, utility pole, or light structure) in a manner such that there is no visual separation between the support structure and wireless transmission equipment at the

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point of attachment or such that the wireless transmission equipment remains in close proximity, abreast and generally parallel to the exterior surface of the support structure, as applicable. Where a maximum distance related to such mounting is given, such distance shall be measured from the existing appurtenant edge of the antenna support structure or alternative support structure to the outside edge of the antenna or accessory equipment, as applicable. Unless otherwise prescribed, where no distance related to the flush-mounting of accessory equipment is given or where flush-mounting is required to be provided such that there is no visual horizontal separation, the accessory equipment or antenna, as applicable, shall appear to a casual observer to be in direct contact with the exterior surface of the support structure. When an antenna housed within an antenna concealment enclosure is expressly allowed to be flush-mounted to the top of a utility pole, light standard, or similar structure, there shall be no vertical separation between the utility pole and antenna concealment enclosure at the point of attachment, and the circumference of the antenna concealment enclosure shall be consistent with the subject structure's circumference at the point of attachment.

Geographic Search Area (GSA). A geographic area designated by a wireless carrier as the area within which to locate a new wireless telecommunications facility, produced in accordance with generally accepted principles of wireless telecommunications or radiofrequency engineering.

Modification or modify. The improvement, upgrade, expansion, or replacement of existing wireless telecommunications facilities, including the installation or replacement of wireless transmission equipment associated with an existing wireless telecommunications facility.

Monopole. A cylindrical, self-supporting (i.e., not supported by guy wires) wireless tower constructed of a single spire.

OTARD antennas. Antennas covered by the "Over-the-Air Reception Devices" rule in 47 C.F.R. § 1.4000 et seq. as may be amended or replaced from time to time.

Propagation Study. A computer simulated model of how a wireless telecommunications facility should perform as part of a network or system. It gives an idea of the service coverage, dead-spots and performance of a proposed wireless telecommunications facility for planning purposes, as well as existing facilities for diagnostic and planning purposes.

Public Right-of-Way. A strip of land over which the City or the State has designated a right of use as a street, road, public thoroughfare or sidewalk for vehicular and/or pedestrian traffic.

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Radiofrequency Engineer. An engineer with specialized training and/or experience in (i) the analysis and development of wireless telecommunications facilities and networks and (ii) electrical or microwave engineering, especially the study of radiofrequencies.

Radome. A visually-opaque, radio frequency transparent enclosure which may contain one or more antennas, cables, and related accessory equipment therein.

Repeater. A low power, mobile radio service wireless telecommunication facility used to extend service coverage of cell areas to areas not covered by the originating facility.

Residential. Pertaining to the use of land, means premises such as homes, townhomes, patio homes, duplexes, condominiums and apartment complexes, which contain habitable rooms for occupancy as a residence and which are designed primarily for living, sleeping, cooking, and eating therein.

Scenic View. A wide angle or panoramic field of sight or open space vista that may include natural and/or manmade structures and activities. A scenic view may be from a stationary viewpoint or be seen as one travels along a roadway, waterway, or path. A scenic view may be to a far-away object, such as a mountain, or a nearby object, or as part of an open space vista.

Screening or [to] screen. The use of design, existing buildings and structures, existing and proposed vegetation, foliage, and landscaping, existing and proposed man-made or natural site features, and color to obscure a wireless telecommunications facility.

Siting or [to] site. The method and form of placement of a wireless telecommunications facility on a specific area of a property.

Small Cell Facility. A miniaturized, low power mobile radio service wireless telecommunication facility used to provide targeted capacity or service coverage. Small cell facilities are often employed to provide increased capacity in high call-demand areas or to improve service coverage to weak areas. Small cell facilities can consist of one or more radio transceivers, antennas, coaxial cable, power supply, and other associated electronics. Often, this type of wireless telecommunication facility will have all of the components, except for the coaxial cables and antennas, gathered in a self-contained protective housing, or attached separately to a support structure or alternative support structure. Small cell facilities are generally made up of an equipment enclosure and antenna, and are often attached to an existing structure.

Stealth Tower. A freestanding antenna support structure, together with attached wireless transmission equipment, designed with camouflaging methods that render the wireless

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telecommunications facility more visually appealing and compatible with the surrounding area and blend the wireless telecommunications facility into an existing visual backdrop. Through the use of structural designs and other camouflaging techniques that are compatible with the natural setting and surrounding structures, stealth towers, such as monopines (or other man-made trees) and unipoles (or slick sticks), are designed to blend into an existing visual backdrop and render the wireless telecommunications facility more visually appealing so as to make the facility less recognizable to the casual observer and reduce or mitigate the facility's potential adverse visual impacts on the surrounding area.

Structure, Historic. A building or structure which has been formally designated as a historic property, building or structure as designated by the Georgia Historic Preservation Division of the Department of Natural Resources, the United States Department of the Interior, or the City Council, or which has sufficient historic merit so as to be listed as a contributing historic building on the City's Historic Resources Inventory.

Support Structure. Any structure on which one or more antennas may be mounted. The term 'support structure' is inclusive of 'alternative support structure' and 'antenna support structure'.

Support Structure, Alternative. An existing structure that is not primarily constructed or designed for the purpose of supporting antennas, but on which one or more antennas may be mounted. Alternative support structures include, but are not limited to, buildings (which may serve as alternative support structures for roof-mounted WTF's, building-mounted WTF's, and building-concealed WTF's), utility poles, light structures, and electrical transmission towers. Alternative support structures have a primary, obvious function other than that of a WTF, and may be concealed or non-concealed.

Support Structure, Antenna. A structure constructed and designed to support antenna(s), antenna array(s), and certain accessory equipment for the primary purpose of accommodating antennas at a desired height, such as a wireless tower, stealth tower or concealed freestanding support structure.

Support Structure, Concealed Freestanding. A clock tower, campanile, free standing steeple, or other similarly designed freestanding support structure that conceals antennas as an architectural feature, or an alternatively designed freestanding antenna support structure that mimics or also serves as a common site feature, such as a flagpole or light structure, and in which the antenna, and the accessory equipment, are completely hidden from view. Concealed freestanding support structures designed as flagpoles or light standards are referred to herein as "faux flagpoles" or "faux light standards", respectively. Concealed freestanding support structures are designed to be aesthetically compatible with existing uses, building(s), and site features located on the site and nearby properties, such that they

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are not identifiable or recognizable to the casual observer as a wireless telecommunication facility in order to substantially reduce the facility's potential adverse visual impacts on the surrounding areas. Antenna support structures utilizing concealment elements but which are obviously not such a natural, architectural or site feature so as to render it unidentifiable or unrecognizable as a WTF to the casual observer, such as monopines, slick sticks and other stealth towers, are not 'concealed freestanding support structures.'

Tower, Guy. A wireless tower supported, in whole or in part, by guy wires and ground anchors.

Tower, Lattice. A guyed or self-supporting open frame wireless tower that has three (3) or four (4) sides.

Unipole. A uniformly tapered pole with one or more antennas and associated equipment and cables contained within the interior of the pole, and with a radome located at the top of the pole being the same width as the pole at the point of attachment.

Utility Pole. An existing pole or structure owned or operated and in active use by a public utility, electric membership corporation or electric cooperative that is specifically designed and used to carry lines, cables, or wires for electricity, telephone, or cable television. A "utility pole" does not include street light or light structures, light poles, lamp posts, and other structures primarily designed and used to provide lighting. "Utility pole" includes electrical transmission structures or poles used to support lower voltage overhead electrical transmission lines, but does not include "electrical transmission towers."

Wireless Carrier or Carrier. An entity that provides 'personal wireless services' as defined in 47 U.S.C. §332.

Wireless Communications Services. Wireless radio, data and/or telecommunications services, including cellular, telephone, television, microwave, analog, and digital services, 'personal wireless services' as defined in 47 U.S.C. §332, personal communication services, wireless information services provided to the public or to such classes of users as to be effectively available directly to the public via licensed or unlicensed frequencies, wireless utility monitoring and control services, and any other FCC licensed or authorized communications service transmitted over frequencies in the electromagnetic spectrum.

Wireless Telecommunications Facility or WTF. Any facility designed or intended to be used for transmitting or receiving electromagnetic waves, radio or other wireless signals or to otherwise provide wireless communications services, and usually consisting of wireless transmission equipment, including antenna(s) and accessory equipment, mounted to or supported by a wireless tower, antenna support structure, or alternative support structure.

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The following nonexclusive list shall be considered a wireless telecommunications facility: new, existing, and replacement wireless towers or other antenna support structures, wireless transmission equipment collocated on existing wireless towers or support structures, and attached wireless telecommunications facilities.

Wireless Tower. A freestanding antenna support structure that is designed and constructed for the sole or primary purpose of supporting one or more antennas, antenna array(s), and other wireless transmission equipment, including non-concealed wireless towers, such as lattice towers, guy towers and monopoles, and stealth towers. The term includes, without limitation, tower structures that are constructed to provide wireless communications services, radio and television transmission towers, microwave towers, common carrier towers, cellular (cell) and digital telephone towers and the like.

Wireless Transmission Equipment. The set of equipment and network components, including antennas, antenna arrays, transmitters, receivers, base stations, power supplies, antenna attachment devices, mounts, cabling, equipment cabinets, other accessory equipment, and equipment shelters, used in connection with a support structure or antenna to provide wireless communication services, but exclusive of the underlying wireless tower, antenna support structure or alternative support structure.

B. CONSTRUCTION OF CERTAIN WORDS AND PHRASES.

For the purposes of this Section 2.8, the following rules shall govern the construction of the respective words and phrases used herein:

1. Measurement of Height. Unless otherwise expressly provided in this Section 2.8, height shall be measured as follows:
 - a. Antenna Support Structure: The height of an antenna support structure (i.e., wireless tower, stealth tower or concealed freestanding support structure) shall be measured as the vertical distance from the average finished grade adjacent to the perimeter of the base of antenna support structure to the highest point of the antenna support structure, including any antenna or other wireless transmission equipment mounted thereto.
 - b. Alternative Support Structure: The height of an alternative support structure other than a building (i.e., utility pole, light structure or electrical transmission tower) shall be measured as the vertical distance from the adjacent finished grade to the highest point of the alternative support structure, including any antenna or other wireless transmission equipment mounted thereto.
 - c. Building: The height of a building shall be measured in the same manner as provided for “Building Height” in Section 1.4.2 of the UDC.
 - d. Roof-Mounted Wireless Telecommunications Facility: The height of a roof-mounted WTF shall be measured as the vertical distance from the existing roof surface of the

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building (at the location where the antenna attachment device or mount is affixed) to the highest point of the roof-mounted wireless telecommunications facility, including any antenna positioned for operation. The height of accessory equipment, new architectural features, concealment enclosures or other approved screening features installed on the roof in association with the WTF shall be measured as the vertical distance from the existing roof surface of the building (at or below the location where such accessory equipment or screening features are affixed) to the highest point of such equipment or screening feature.

- e. Ground-Mounted Equipment Cabinets: The height of a ground-mounted equipment cabinet shall be measured as the vertical distance from the adjacent finished grade to the highest point of the equipment cabinet or related concealment enclosure.
-
- 2. Measurement of Volume. Volume is a measure of the exterior displacement, not the interior volume of the enclosures. The measurements used to calculate the volume of an imaginary enclosure shall be based on the dimensions of rectangular cubes within which the antenna and its mount fit.
 - 3. Visibility. Unless otherwise expressly provided in this Section 2.8, the visibility of a wireless telecommunications facility or wireless transmission equipment is based on the viewpoint of a casual observer, who is a person of ordinary sensibilities and intelligence, at ground level from the locations specified within this Section. A wireless telecommunications facility (or wireless transmission equipment) is “visible” when its location or the manner in which it is sited is such that it is likely to be seen by a casual observer or its size, height, shape, color or material contrasts with other objects or features in the surrounding setting such that it is likely to be seen by a casual observer. A wireless telecommunications facility (or wireless transmission equipment) is “plainly visible” when same stands out as an obvious or noticeable feature within its setting. A wireless telecommunications facility is “identifiable” when it is likely to be seen and recognized by a casual observer as a wireless telecommunications facility or something other than the structure or feature that it is designed to mimic.
 - 4. Adjacent Property. An “adjacent property” shall refer to other properties that are contiguous to the subject property or which are only separated from the subject property by right-of-way.
 - 5. DAS and Small Cell Facilities. References to DAS, small cell facilities or small wireless technologies, or to antennas, repeaters, equipment cabinets/pedestals, and other accessory equipment associated therewith, are intended to refer to wireless telecommunications facilities or wireless transmission equipment that are physically much smaller and less visible and can be placed at much lower elevations than macrocell

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antennas and accessory equipment, such that they can be more easily deployed with concealment enclosures and other concealment elements that blend with the non-tower support structure on or within which they are installed. The use of the terms “DAS”, “small cell facility”, or “small wireless technologies” herein is for the purpose of generally describing in prevailing industry terminology the type of wireless transmission equipment (in terms of its size, scale, design and feasibility for location on alternative support structures or concealed freestanding support structures) that is allowed for the subject type of wireless telecommunications facility. Such terms are used for the purpose of regulating the design standards of wireless telecommunications facilities in order to limit the aesthetic impact of such facilities. The use of such terms is not intended to regulate the technological or operational aspects of wireless transmission equipment.

2.8.4 PERMITS AND APPLICATIONS

A. WIRELESS TELECOMMUNICATIONS FACILITY PERMIT REQUIRED

No wireless telecommunications facility shall be installed, placed, sited, located, collocated or modified without the issuance of a permit from the City in accordance with the provisions hereof, subject to certain exemptions set forth herein (a permit to install, place, site, locate, collocate or modify a wireless telecommunications facility, whether an administrative permit or a conditional use permit, is also referred to herein as a “WTF permit”). A WTF permit shall be required for each wireless telecommunications facility installation site. The complete removal of a wireless telecommunications facility shall not require a permit under this Section; however, removal must be performed in strict compliance with this Section and other applicable law.

1. Administrative Permits.

Applications requesting administrative approval to install, place, site, locate, collocate or modify a wireless telecommunications facility shall be subject to the approval of the Director or his/her designee, as further set forth herein. Subject to compliance with the regulations provided herein, the following types of wireless telecommunications facilities are authorized by administrative permit:

- a. Concealed Attached Wireless Telecommunications Facilities;
 - (i) Concealed Roof-Mounted WTF's;
 - (ii) Concealed Building-Mounted WTF's;
 - (iii) Building-Concealed WTF's;
 - (iv) Concealed Attached WTF's Mounted to Utility Poles; and
 - (v) Concealed Attached WTF's Mounted to Light Structures;
- b. Attached WTF's Mounted to Electrical Transmission Towers; and
- c. Concealed Freestanding Support Structures.

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2. Conditional Use Permits.

Unless authorized by administrative permit or expressly exempted from the WTF permit requirement, all other applications to install, place, site, locate, collocate or modify a wireless telecommunications facility shall be subject to the approval of a conditional use permit by the City Council, as further set forth herein.

B. PRE-APPLICATION REVIEW

Prior to the submission of an application for a WTF permit, a person seeking to install or locate a new wireless telecommunications facility shall have a pre-application meeting with the Director, or his/her designee, to review preliminary documents and graphic exhibits of the proposed WTF and discuss the application, location and design requirements for the proposed WTF. The primary purposes of the review are to streamline applications and reduce site plan and design revisions, as well as the multiple reviews associated therewith.

C. APPLICATION FOR WIRELESS TELECOMMUNICATIONS FACILITY PERMIT

Any person desiring to obtain a permit to install, place, site, locate, collocate or modify a wireless telecommunications facility shall make application to the Community Development Department. All applications for a WTF permit shall be reviewed by the Community Development Department. The submittal of an application for a WTF permit does not authorize the installation, location, collocation, modification or operation of the wireless telecommunication facility.

D. APPLICATION CONTENTS

An application to install, site, locate, collocate or modify a wireless communication facility shall be made on a form(s) prepared by the Community Development Department. The Community Development Director is authorized to prepare application forms, and may develop application forms that distinguish between different types of wireless telecommunications facilities, installations, collocations and modifications in order to streamline the processing of certain applications and to comply with legal requirements. An applicant for a wireless telecommunications facility permit (or such other approvals required herein) shall include such information and documents required by the subject application form, which shall generally include, but not be limited to, the information the City Council requires for a planning and zoning decision, as well as the following:

1. Project Description: A written project description for the proposed wireless telecommunications facility that includes, but is not limited to, a general description of the existing land use setting, existing site features, the type of WTF proposed, visibility from public rights-of-way and properties with 'For-Sale' dwelling uses, concealment

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elements and other design features, on and off-site access, landscaping, and other components of the facility; the project description shall also provide the additional authorizations required for the installation, collocation or modification, and describe the steps that applicant has taken to comply with this Section;

2. **Written Narrative:** A written and technically accurate and reliable narrative that explains the nature of the permit sought (new installation, collocation, or modification of an existing WTF) and that further states whether the applicant believes (and the basis therefor) that the WTF is subject to: (a) the provisions of 47 U.S.C. section 332(c)(7), and if so, who the entity is that will be providing personal wireless services; (b) O.C.G.A. § 36-66B-1, *et seq.* (the BILD Act), and if so, why its proposal fits each and every criteria set forth therein; and/or (c) 47 U.S.C. § 1455(a), and if so, why its proposal fits each and every criteria for a Section 6409(a) modification set forth in Section 2.8.9 hereof;
3. **Property Owner Authorization:** A letter of authorization from the property owner(s), including, to the extent allowed by law, the owner of any existing support structure for any proposed attached WTF or collocation, that demonstrates knowledge and acceptance of the applicant's proposed wireless telecommunications facility and use on the subject property;
4. **WTF Owner/Operator and Wireless Provider/Carrier:** The name of the respective parties that will own, operate and be responsible for the maintenance of the proposed WTF and the name of the wireless provider and/or carrier that such WTF will serve;
5. **Photo Simulations and Visual Impact Analysis:** (a) Photo simulations of the WTF, which show the proposed facility from at least four (4) directions within the surrounding area and depict the visibility of WTF from public right-of-way and other properties zoned or used for 'For-Sale' dwelling use (the photo simulations shall include "before" and "after" renderings of the site, its surroundings, the proposed WTF and antennas at maximum height, and any other structures, vegetation, or topography that will conceal or screen the proposed WTF from visibility), (b) detailed drawings or renderings of the proposed WTF, which further provide the manner in which the proposed facility will be enclosed, camouflaged, screened, and/or obscured to meet the visibility requirements set forth herein, and (c) such other visual information, as necessary, to determine the visual impact of the proposed wireless telecommunications facility on the existing setting or to determine compliance with design standards established herein;
6. **Site Plan and Design Specifications.** Written explanation, drawings and scaled site plan providing the following:
 - a. Description of the WTF's components and design (including dimensions, colors, and materials), including accessory equipment, equipment cabinets, and the number, direction, and type of antennas;
 - b. The location and dimensions of the entire site area and the exact location of the support structure, ground-mounted wireless transmission equipment and equipment

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- compound (if applicable) with proposed setbacks, buffers, access road improvements, and any proposed landscaping or other development or site features;
- c. Front, side, and rear elevation plans showing the proposed WTF, including the support structure, antennas, accessory equipment, and all ground-mounted wireless transmission equipment;
 - d. Manufacturer specifications, schematics, renderings, and illustrations of the proposed design of the WTF, including, but not limited to, samples of colors and materials of any proposed concealment elements; and
 - e. Land uses and zoning designations or adjacent properties;
- 7. Certification from a professional civil and/or structural engineer (licensed in the State of Georgia) that the proposed antenna attachment device, antenna support structure and/or alternative support structure meet the applicable design standards for wind loads and have structural integrity to accommodate the proposed use;
 - 8. Such additional information necessary for review to confirm compliance with the design requirements set forth herein, as reasonably determined and requested by the Director; and
 - 9. Payment of the application and review fee as established from time to time by resolution of the City Council or, to the extent authorized, by the Director.

E. APPEALS.

Notwithstanding any other provision of the UDC or City Code to the contrary, appeals of administrative decisions or determinations of the Director regarding wireless telecommunications facilities, including denials of WTF permits and alleged errors in the enforcement or interpretation of the meaning of the provisions of this Section 2.8, shall not be taken to or heard by the Board of Appeals. The appeal of a written administrative decision of the Director, including the denial of a WTF permit, may be appealed to the City Council. Any such appeal must be filed with the Director within fifteen (15) days of the date of the written decision being appealed. Failure to timely file such appeal shall render the decision as a final decision. The decision of the City Council in regard to a timely-filed appeal, as well as all other decisions of the City Council pursuant to this Section 2.8, shall be final. The provisions of this Paragraph shall not apply to any request to locate a wireless telecommunications facility within or upon public right-of-way in the City or any decision related thereto.

2.8.5 GENERAL REGULATIONS APPLICABLE TO WIRELESS TELECOMMUNICATIONS FACILITIES

The regulations set forth in this Subsection apply to all wireless telecommunications facilities; provided, however, to the extent additional, conflicting or more detailed requirements are provided for specific types of wireless telecommunication facility in other subsections of this Section 2.8, such specific requirements and design standards shall govern.

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- A. The wireless telecommunications facility shall comply with all applicable federal, state and local laws, statutes, regulations rules and ordinances, including, but not limited to, building and safety codes. Wireless telecommunications facilities which have become unsafe or dilapidated shall be repaired or removed pursuant to applicable state and local statutes and ordinances.
- B. Wireless telecommunications facilities shall not be artificially lighted except as follows:
 - 1. When required by the FCC or Federal Aviation Administration (FAA);
 - 2. Where such lighting currently exists on an alternative support structure, such as a light structure or utility pole;
 - 3. Where such lighting is required to assure human safety or protect the public health, safety or welfare as required or approved by the Director of Community Development or City Council, as applicable; or
 - 4. Where such lighting is approved as part of the design for a concealed attached WTF or concealed freestanding support structure, such as a faux light structure.
- C. Wireless telecommunications facilities shall be designed and constructed to ensure that the structural failure or collapse of the antenna support structure or antenna attachment device will not create a safety hazard to adjoining properties, according to applicable Federal regulations and standards which may be amended from time to time.
- D. Wireless telecommunications facilities shall not contain any signs for the purpose of commercial advertising; provided however, signs necessary to identify site identification or ASR (antenna structure registration) number, the owner, the party responsible for the operation and maintenance (including address and telephone number), to warn of danger, and to comply with applicable federal regulations are permitted. Such signage shall be limited to the smallest face area possible to be visible and legible at ground level.
- E. A wireless telecommunications facility, including any antenna or antenna array, that ceases operation for a period of twelve (12) consecutive months shall be determined to have been abandoned and shall be removed within ninety (90) days of such abandonment at the property owner's expense. It shall be the duty of both the property owner and the owner of the wireless telecommunications facility to notify the City in writing of any intent to abandon the use of the facility.
- F. A wireless telecommunications facility, including the antenna support structure, alternative support structure, and/or antenna attachment device, shall meet the applicable design standards for wind loads and have sufficient structural integrity to accommodate the proposed use, as certified by a professional engineer (licensed in the State of Georgia).

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- G. Wireless telecommunications facilities shall not be located in a 100-year flood plain or delineated wetlands. Notwithstanding the foregoing, a wireless telecommunications facility may be located in the 100-year floodplain if all accessory equipment can be located above the 100-year flood level, subject to such wireless telecommunications facility's compliance with any and all other City ordinances, regulations and/or rules related to floodplain management, flood damage prevention, and flood hazard reduction.

2.8.6 REGULATIONS FOR WIRELESS TELECOMMUNICATIONS FACILITIES AUTHORIZED BY ADMINISTRATIVE PERMIT

The guidelines, standards and regulations set forth in this Subsection regulate the location, siting, and design of wireless telecommunications facilities authorized by administrative permit. This Subsection shall not apply to any request to locate a wireless telecommunications facility within or upon public right-of-way in the City, including, but not limited to, any request to install, place, site, or locate an attached wireless telecommunications facility on any electrical transmission tower, utility pole or light structure located within or upon any public right-of-way in the City.

A. GENERAL GUIDELINES AND CONSIDERATIONS FOR WTF's AUTHORIZED BY ADMINISTRATIVE PERMIT.

1. Compatibility with the Existing Setting; Aesthetics; Visibility. To ensure the compatibility with surrounding properties and to protect the aesthetics and character of the City, particularly districts and properties zoned or used for 'For-Sale' dwelling uses, the Downtown Overlay, corridors of influence, and public places, all wireless telecommunications facilities subject to administrative approval shall be located, sited and designed so as to be compatible with the existing setting, to minimize the aesthetic and visual impact on surrounding properties, and to maintain the character and appearance of the subject area of the City, as further provided below.
 - a. Location and Siting: WTF's shall be located in areas where existing topography, vegetation, buildings, structures or other site features are available to screen, obscure and/or camouflage the proposed facility, and sited in a manner that utilizes such existing features to effectively screen, hide, and/or camouflage the proposed WTF. WTF's shall be located, sited and otherwise configured in a manner that minimizes adverse effects to the existing landscape and character of the subject area, with specific considerations given to the land uses, architectural design of buildings, and quality of development existing on or planned for the subject and surrounding properties.
 - b. Design: WTF's shall be designed (in terms of size, scale, height, shape, style, color, texture, and materials) to blend in with the existing topography, vegetation, buildings, and structures on the project site as well as its existing setting. WTF's shall

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employ a design that is in harmony with the surrounding area in terms of size, mass, visual and physical impact, and that minimizes adverse aesthetic effects to surrounding properties, with specific design considerations as to the height, scale, color, texture, and architectural design of existing buildings, structures and other features located on the subject lot and surrounding properties. Further, the design of a WTF in terms of its size and scale shall give consideration to the required screening of the WTF, including whether the size and scale of concealment enclosures or installed screening elements would create a greater visual impact than the WTF itself or otherwise not meet applicable screening, concealment or visibility standards. The colors and materials of a WTF shall blend into the predominant visual backdrop or the structure on which it is located and be compatible with existing screening features and/or proposed screening elements.

- c. Screening: WTF's shall be screened through the use of existing buildings and structures, existing and proposed vegetation/landscaping, and/or installed site features. Proposed site features shall comply with any and all other applicable provisions or requirements set forth in the UDC governing the location and design of the subject site feature. Proposed vegetation/landscaping must be approved by the City Arborist.
2. Concealment Design Requirements. Except as otherwise expressly provided herein, all wireless telecommunications facilities authorized by administrative permit shall be designed as a concealed WTF. Certain types of attached WTF's may only require partial concealment, such that the applicable design standards and requirements require that certain components of the WTF be fully concealed, such as antenna(s) or certain accessory equipment, while other components of the WTF are required to comply with a less restrictive standard or requirement, provided the overall design of the WTF meets the subject standard of visibility. Subject to and in accordance with the design standards and requirements applicable to the attached WTF, partially-concealed antennas are allowed on certain utility poles and certain buildings, and non-concealed antennas are only allowed on certain electrical transmission towers.
3. General Location and Design Standards for Ground-Mounted Equipment Cabinets. Ground-mounted equipment cabinets shall be located in the rear or side yard or other areas of a property where existing topography, vegetation, buildings, structures or other site features are available to screen, hide, and/or camouflage the equipment cabinet(s). Except as otherwise expressly permitted or restricted pursuant to the specific design standards and requirements set forth in other Paragraphs of this Subsection 2.8.6 applicable to the subject type of WTF, ground-mounted equipment cabinets shall be hidden and/or screened from visibility from public rights-of-way and adjacent properties with a 'For-Sale' dwelling use in a manner that meets the prescribed standard of

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visibility applicable to the WTF. Ground-mounted equipment cabinets shall be screened through the use of existing buildings, structures or site features or existing or proposed vegetation or landscaping. When further required to provide sufficient screening, site features, such as fences, walls or other similar screening features, that are compatible with the design (in terms of size, scale, shape, color, texture, and materials) of other existing site features and the style of architecture on the subject property and surrounding properties may be installed. Proposed site features shall comply with any and all other applicable provisions and requirements set forth in the UDC governing the location and design of the subject site feature. Unless sufficiently screened through the use of the foregoing techniques, ground-mounted equipment cabinets shall be painted, colored and textured or located within concealment enclosures designed to blend into the predominant visual backdrop. When a ground-mounted equipment cabinet cannot be located in accordance with the foregoing standards, such equipment shall be located in a flush-to-grade underground vault enclosure with flush-to-grade vents, or vents that extend no more than twenty-four (24) inches above the finished grade, screened from view from public right-of-way. Where an equipment compound is permitted for the subject type of WTF pursuant to the applicable design standards and requirements further set forth in this Subsection 2.8.6, such equipment shall be enclosed by fencing not less than six (6) feet in height. Except where access to the equipment compound is provided, a minimum ten-foot (10') wide landscape strip planted to buffer standards, as set forth in Article II of this Code, shall be required on the exterior of all sides of the fence surrounding the equipment compound as a vegetative screen unless the City Arborist determines that existing plant materials are adequate or other existing site features fully screen the equipment from visibility. Such landscape strip shall be maintained in accordance with Section 3.2 of this Code. Fences shall comply with other applicable regulations of this Code not in conflict with this Section. Unless otherwise expressly provided herein, ground-mounted equipment cabinets and equipment compounds are subject to the setback requirements of the zoning district in which located. The foregoing standards and requirements regulating the location and design of ground-mounted equipment cabinets are intended to supplement the general guidelines and considerations set forth in the preceding subparagraphs of this Paragraph A, as well as the specific design standards and requirements set forth in other Paragraphs of this Subsection 2.8.6 governing the subject type of WTF.

4. Exemptions from Certain Design Requirements. When buffers are provided on the subject lot and the proposed WTF is located, sited and otherwise designed such that the WTF as proposed, and following a 6409(a) modification or as a result of future development on the subject lot, is not and would not be visible from any other lot or any public right-of-way within the City, an application for an administrative WTF permit shall be approved by the Director without requiring the WTF to fully comply with other design standards and requirements applicable to the subject type of WTF.

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B. STANDARDS FOR APPROVAL.

1. Administrative Approval. An application for wireless telecommunications facility authorized by administrative permit shall be approved by the Director whenever the Director determines that the proposed wireless telecommunication facility comports with applicable guidelines and fully complies with all regulations, standards and requirements applicable to the subject WTF. Compliance with the minimum requirements further set forth herein (i.e., requirements expressed in specific quantitative values, such as maximum height or antenna volume requirements) does not alone confer a right to issuance of an administrative permit; rather, a proposed wireless telecommunications facility must fully comply with all applicable regulations, standards and requirements, as determined by the Director after consideration of the guidelines, factors for consideration and criteria set forth in this Subsection 2.8.6.
2. Criteria for Evaluating Visual Compatibility and Compliance with Standard of Concealment/Visibility. The general guidelines and factors for consideration set forth in Paragraph A shall be considered by the Director when evaluating whether the proposed wireless telecommunications facility complies with the location, siting, and design standards and requirements applicable to the subject type of WTF. In addition to the aforementioned guidelines and factors for consideration, the following criteria shall be considered by the Director when evaluating and determining whether the proposed wireless telecommunications facility is visually or aesthetically compatible and whether the WTF meets the applicable standard of concealment or visibility:
 - a. Blending: Whether and the extent to which the proposed WTF blends into the surrounding environment, is architecturally compatible with existing buildings and structures, and is integrated into the predominant visual backdrop;
 - b. Screening: Whether and the extent to which the proposed WTF is concealed or screened by existing or proposed topography, vegetation, buildings or other structures, including architectural features or site features located or proposed to be located thereon;
 - c. Size and Height: Whether and the extent to which the size and height of the proposed WTF is compatible with surrounding buildings and structures; and
 - d. Location/Siting. Whether and the extent to which the proposed WTF is located and sited so as to utilize existing natural or manmade features in the vicinity of the WTF, including topography, vegetation, buildings, or other structures, to provide the greatest amount of visual screening and blending with the predominant visual backdrop.

C. CONCEALED ROOF-MOUNTED AND BUILDING-MOUNTED WIRELESS TELECOMMUNICATIONS FACILITIES

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The following regulations, standards and requirements govern the location, siting, and design of roof-mounted and building-mounted wireless telecommunications facilities.

1. Allowed Districts with Administrative Permit: L-I, C-2, C-1, O-I, O-P, PSC, SU, MU*, CUP*, R-10M* and AG*.

*The MU, CUP, R-10M and AG districts are subject to the following conditions:

- a. MU and CUP zoned properties. In the MU and CUP districts, concealed roof-mounted and building-mounted wireless telecommunications facilities may only be attached to an existing building or structure used (existing principal use) for an industrial, commercial, office or 'For-Rent' dwelling building (apartment) use.
 - b. R-10M zoned properties. In the R-10M district, concealed roof-mounted and building-mounted wireless telecommunications facilities may only be attached to an existing building or structure used (existing principal use) for a 'For-Rent' dwelling building (apartment) use.
 - c. AG zoned properties. In the AG district, concealed roof-mounted and building-mounted wireless telecommunications facilities may only be attached to an existing building or structure used (existing principal use) for a business, semi-public or institutional use.
2. Standards and Requirements Applicable to Concealed Roof-Mounted and Building-Mounted Wireless Telecommunications Facilities:
 - a. Setback. Concealed roof-mounted and building-mounted wireless telecommunications facilities are subject to the setback requirements of the zoning district in which located.
 - b. General Concealment Elements. The antennas and roof-mounted accessory equipment of concealed roof-mounted and building-mounted wireless telecommunications facilities shall be concealed, camouflaged, screened, and/or obscured by, within or behind existing or proposed architectural features or concealment enclosures in such a manner so as to not be identifiable as a wireless telecommunications facility or visible from public rights-of-way and adjacent properties with 'For-Sale' dwelling uses; provided, however, the antenna(s) of a concealed roof-mounted wireless telecommunications facility located on an existing building that is six (6) stories or seventy-two (72) feet in height, whichever is greater, shall be concealed, camouflaged, screened, and/or obscured by, within or behind existing or proposed architectural features or otherwise sited and designed in such a manner so as to not be readily identifiable as a wireless telecommunications facility or plainly visible from public rights-of-way and adjacent properties with 'For-Sale' dwelling uses. Wireless transmission equipment

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may be located within an existing cupola, steeple, or similar architectural treatment in order to screen same from visibility. If existing architectural features are not sufficient to screen the antenna(s) and accessory equipment of a roof-mounted WTF or the accessory equipment of a building-mounted WTF, a parapet wall, cupola, roof screen, or other similar architectural feature that matches the existing architecture of the building, as determined and approved by the Director, may be installed. Notwithstanding the foregoing, antennas for concealed building-mounted WTF's are required to be located within antenna concealment enclosures designed and camouflaged to blend in with the existing building as further set forth herein.

- c. **Accessory Equipment; Equipment Cabinets.** Accessory equipment, including equipment cabinets/enclosures, located on the roof of a building and not otherwise screened by existing or installed architectural features shall be located within concealment enclosures designed to architecturally match the facade, roof, wall or other architectural features of the building, blend in with the existing structural design, color and texture of the building, and, if necessary for compatibility with the existing architectural style of the building, be stepped back from the facade of the building in order to limit the WTF's impact on the building's silhouette. Any newly created architectural feature designed to screen or enclose accessory equipment located on the roof shall not exceed twelve (12) feet in height, as measured from the existing roof surface of the building. Equipment cabinets may also be located on the ground in accordance with the standards set forth in Subsection 2.8.6(A)(3). An equipment compound conforming with the requirements set forth in Subsection 2.8.6(A)(3) may only be sited in the rear or side yard of the lot in locations consistent with existing utility areas of the subject lot.
 - d. Roof-mounted and building-mounted WTF's, including newly created architectural structures or features designed to enclose or screen same, shall be compatible with the architectural style, color, texture, facade design, and materials of the building, and shall be proportional to the scale and size of the building. Antennas and accessory equipment mounted to the roof of the building shall not protrude beyond the exterior walls of the building.
 - e. Cables that are located on the side of the building shall be enclosed in conduit finished to match the materials and color of the building. Cables and conduit shall not be located on the façade of the building.
3. **Additional Design Standards and Requirements for Concealed Roof-Mounted Wireless Telecommunications Facilities.**

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- a. Type and Height of Antenna. No antenna, other than a whip antenna, or newly created architectural feature designed to screen same shall exceed twelve (12) feet in height. The antenna of a concealed roof-mounted wireless telecommunication facility shall not protrude above required screening and other architectural features so as to be visible, except as follows:
 - i. Whip antennas, provided that the whip antenna does not exceed fifteen (15) feet in height, no more than fifty percent (50%) of the whip antenna is visible, and the visible portion of such whip antenna is no greater than two (2) inches in diameter;
 - ii. Panel antenna(s) located on an existing building that is six (6) stories or seventy-two (72) feet in height, whichever is greater, which are not otherwise screened by existing or installed architectural features, provided that the antennas are designed, colored and textured to match the facade, roof, walls or other architectural features of the building in order to blend in with same or otherwise camouflaged, designed and sited to blend in with the predominant visual backdrop such that the antenna(s) conforms to the subject visibility standard; and
 - iii. Antennas located within antenna concealment enclosures designed or camouflaged in a manner such that the wireless telecommunications facility conforms to the subject visibility standard.
 - b. The antenna(s) of a concealed roof-mounted WTF's may only be mounted to an existing pitched, gabled or mansard roof if such a mount operates to completely screen the roof-mounted WTF from visibility from the public right-of-way and adjacent properties.
4. Additional Design Standards and Requirements for Concealed Building-Mounted Wireless Telecommunications Facilities:
- a. Type and Height of Antenna. Only antennas enclosed within an antenna concealment enclosure shall be authorized for a concealed building-mounted wireless telecommunication facility. Antennas and their concealment enclosures shall be flush-mounted to the building (with no visual horizontal separation) and shall not extend or project more than eighteen (18) inches outside of the building's silhouette unless architectural features camouflage, screen or obscure same. Antenna concealment enclosures shall be compatible with the architectural style, color, texture, façade, and materials of the building, and appear as an integral part of the building. Antenna concealment enclosures shall not interrupt architectural lines of building facades, including the length and width of the portion of the

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façade on which mounted. Antennas and their concealment enclosures shall not extend vertically above the height of the building.

D. BUILDING-CONCEALED WIRELESS TELECOMMUNICATIONS FACILITIES

The following regulations, standards and requirements govern the location, siting and design of building-concealed wireless telecommunications facilities:

1. Allowed Districts with Administrative Permit: L-I, O-I, O-P, C-2, C-1, MU*, CUP*, PSC, SU, R-10M* and AG*.

*The MU, CUP, R-10M and AG districts are subject to the following conditions:

- a. MU and CUP zoned properties. In the MU and CUP districts, building-concealed wireless telecommunications facilities may only be attached to an existing building or structure zoned and used (existing principal use) for an industrial, commercial, office, or 'For-Rent' dwelling building (apartment) use.
 - b. R-10M zoned properties. In the R-10M district, building-concealed wireless telecommunications facilities may only be attached to an existing building or structure used (existing principal use) for a 'For-Rent' dwelling building (apartment) use.
 - c. AG zoned properties. In the AG district, building-concealed wireless telecommunications facilities may only be attached to an existing building or structure used (existing principal use) for a business, semi-public or institutional use.
2. Standards and Requirements Applicable to Building-Concealed Attached Wireless Telecommunications Facilities:
 - a. Existing Building. Building-concealed wireless telecommunications facilities may only be located on existing buildings containing steeples, church spires, clock towers, bell towers or cupolas.
 - b. Maximum Height. The height of a building-concealed wireless telecommunications facility shall not exceed the height of the existing architectural feature (e.g., steeple, church spire, clock tower, bell tower or cupola) that it is designed to replace by more than twenty-five percent (25%); provided, however, the height of a building-concealed WTF designed as a cupola may exceed the height of the existing cupola that it is designed to replace by up to four (4) feet when the subject building is at least three (3) stories or forty (40) feet in height, whichever is greater. Height of the existing architectural feature shall be measured from the location where the roof surface of the building and base of the existing

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architectural feature meet to the highest point of the existing architectural feature. Height of the building-concealed WTF is measured from the location where the roof surface of the building and base of the existing or new (replacement) architectural feature meet to the highest point of the new architectural feature in which the antenna is concealed.

- c. Setback. Building-concealed wireless telecommunications facilities are subject to the setback requirements of the zoning districts in which located.
- d. Design Standards and Concealment Elements.
 - (i) A building-concealed WTF, including antenna(s) and accessory equipment, shall be fully enclosed by a new (replacement) architectural feature installed to replace an existing architectural feature of like kind; provided, the following exceptions shall be permitted:
 - (a) Equipment cabinets may be located on the ground in accordance with the standards set forth in Subsection 2.8.6(A)(3). An equipment compound conforming with the requirements set forth in Subsection 2.8.6(A)(3) may be sited in the rear or side yard of the lot in locations consistent with existing utility areas of the subject lot; and
 - (b) Cables may be enclosed in conduit and located on the sides of the architectural feature in which the building-concealed WTF is enclosed and/or the building to which the building-concealed WTF is attached, provided conduit shall be finished to match the materials, texture, and color of the architectural feature and building, as applicable. Cables and conduit shall not be located on the front/façade of the building or architectural feature.
 - (ii) A building-concealed WTF shall be designed as a replacement of an existing architectural feature of a building in such a manner so as to not be identifiable as a WTF by a casual observer. The design of the building-concealed WTF shall be compatible with the architectural style, color, texture, façade, design, and materials of the existing (original) architectural feature and building on which it is located.
 - (iii) The width of a building-concealed WTF shall not increase the width of the existing building, or create building features that protrude beyond the exterior walls of the building.
 - (iv) A building-concealed WTF shall not increase the habitable floor area of the building on which it is located.

E. CONCEALED ATTACHED WTF'S MOUNTED TO UTILITY POLES OR LIGHT STRUCTURES.

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The following regulations, standards and requirements govern the location, siting, and design of concealed attached WTF's mounted to existing utility poles or light structures:

1. Allowed Districts with Administrative Permit: L-I, O-I, O-P, C-2, C-1, MU, PSC, and SU.
2. Standards and Requirements Applicable to Concealed Attached WTF's Mounted to Utility Poles or Light Structures.
 - a. Allowed Utility Poles. Attached WTF's may only be attached to existing utility poles supporting aerial (overhead) telephone and electric distribution lines that are at least thirty (30) feet in height.
 - b. Allowed Light Structures. Attached WTF's may only be attached to freestanding light structures that are at least twenty-five (25) feet in height.
 - c. Prohibited Structures. Attached WTF's are not permitted to be attached to the following types of light fixtures:
 - a. Antique or decorative light fixtures or lampposts;
 - b. Post-top lights (post top luminary fixtures); and
 - c. Traffic control devices, including, but not limited to, traffic signal poles or supports.Further, compliance with the requirements and standards set forth in this Subsection shall not authorize or permit the location of a wireless telecommunications facility within or upon public right-of-way in the City (See, Section 2.8.10), or upon any property or light structure owned by the City.
 - d. Minimum Height Location of Antennas. Antenna(s) shall be mounted on the alternative support structure at a height of fifteen (15) feet or more above grade. Pole-mounted equipment cabinets/enclosures shall be mounted on the on the alternative support structure at a height of ten (10) feet or more above grade.
 - e. Wireless Transmission Equipment. Only antennas, repeaters, equipment cabinets or pedestals, and other accessory equipment associated with DAS or small cell facilities may be installed in association with the attached WTF, subject to compliance with other design requirements set forth herein.
 - f. Cables. Cables shall be enclosed in conduit flush mounted to the utility pole or light structure. Conduit shall be finished to match the materials, texture, and color

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of the subject utility pole or light structure and positioned on the utility pole or light structure so as to be screened from view from public rights-of-way.

3. Additional Design Standards and Requirements for Attached WTF's Mounted to Utility Poles.

- a. General Concealment Elements. The size, shape and orientation of antenna(s) and accessory equipment mounted to a utility pole shall be consistent with the size, shape and orientation of existing utility equipment installed on the subject utility pole and other utility poles in the nearby area. Such antenna(s) and accessory equipment shall be painted, textured, and designed in a manner consistent with the utility pole's style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing utility pole such that the attached WTF is no more readily apparent or plainly visible from public rights-of-way or adjacent property with a 'For-Sale' dwelling use than the existing utility equipment located on the utility pole. Further, if the utility pole is visible (at ground level) from any property with a 'for-sale' dwelling use, antennas shall be concealed or screened by means of canisters, radomes, shrouds or other similar concealment enclosures, which shall be flush-mounted to the utility pole and painted, textured, and designed in a manner consistent with the utility pole's style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing utility pole.
- b. Type of Antennas; Maximum Number. No type of antenna other than a panel antenna, whip antenna, or antenna enclosed within a canister, radome, shroud or other similar antenna concealment enclosure may be mounted to a utility pole. No more than (a) one (1) whip antenna and (b) three (3) panel antennas or three (3) antenna concealment enclosures (mounted on the side of the pole) may be attached to a utility pole. Alternatively, no more than one (1) canister, radome, shroud or other similar antenna concealment enclosure may be mounted at the top of the utility pole, as set forth below.
- c. Mounting of Antennas. Antennas shall be flush-mounted. A panel antenna, together with its mount, shall not extend horizontally from the utility pole more than the width of existing pole-mounted equipment (on the subject utility pole) with the same orientation, or more than three (3) feet, whichever is less. Panel antennas shall not extend vertically above the height of the utility pole. When flush-mounted to the side of the utility pole, a whip antenna, together with its mount, may extend horizontally up to eighteen (18) inches from the utility pole, and the whip antenna, exclusive of its mounts, may extend vertically up to three (3) feet above the height of the utility pole. Alternatively, the base of a whip antenna

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may be flush-mounted (without vertical separation) to the top surface of the utility pole, but shall not extend vertically above the height of the utility pole by more than three (3) feet. For any canister, radome, shroud or other similar antenna concealment placed at the top of the pole, the base of such canister, radome, shroud or other similar antenna concealment enclosure shall be flush-mounted (without vertical separation) to the top surface of the utility pole and shall not extend vertically above the height of the utility pole by more than three (3) feet.

- d. **Maximum Size of Antennas.** A non-enclosed panel antenna shall be no larger than one (1) foot in width and two (2) feet in length. A whip antenna shall be no larger than two (2) inches in diameter and five (5) feet in length.
 - e. **Maximum Antenna Volume.** In addition to the foregoing size limitations, each antenna located on the utility pole shall either be (a) located within a canister, radome, shroud or other similar antenna concealment enclosure that is no more than three (3) cubic feet in volume, or (b) if the antenna is not enclosed within an antenna concealment enclosure, capable of fitting within an enclosure (i.e., an imaginary enclosure) that is no more than three (3) cubic feet in volume. The aggregate volume of actual concealment enclosures and/or imaginary enclosures of all antennas located on the utility pole, including any pre-existing antennas, shall not exceed six (6) cubic feet in volume.
 - f. **Accessory Equipment; Equipment Cabinets.** All pole-mounted accessory equipment, other than cables, conduit, and power meters and switches (and similar equipment installed by an electric utility) shall be located in equipment cabinets or other equipment enclosures. Pole-mounted equipment cabinets and enclosures shall be flush-mounted to the side of the utility pole. The dimensions of a pole-mounted equipment cabinet/enclosure shall be not exceed 30 inches in height (length), 24 inches in width, and 18 inches in depth. The volume of all pole-mounted and ground-mounted equipment cabinets and enclosures associated with wireless transmission equipment located on the utility pole, including pre-existing wireless transmission equipment located on the utility pole, shall not exceed seventeen (17) cubic feet.
4. **Additional Design Standards Requirements for Attached WTF's Mounted to Light Structures.**
- a. **General Concealment Elements.** Antenna(s) and pole-mounted accessory equipment of an attached WTF mounted to a light structure shall be designed, camouflaged, screened and obscured from view in order to render the attached

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WTF as visually inconspicuous as possible. Such antenna(s) and accessory equipment shall be painted, textured, and designed in a manner consistent with the light structure's style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing light structure in order to render the attached WTF as visually inconspicuous as possible, such that it is not readily identifiable or plainly visible from public rights-of-way or adjacent property with a 'For-Sale' dwelling use. Antennas shall be concealed or screened by means of canisters, radomes, shrouds or other similar concealment enclosures, which shall be flush-mounted to the top of the light structure and painted, textured, and designed in a manner consistent with the light structure's style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing light structure.

- b. Type of Antennas. Only panel antennas or antennas enclosed within a canister, radome, shroud or other similar antenna concealment enclosure may be mounted to a light structure. No more than (a) three (3) panel antennas or antenna concealment enclosures mounted to the side of a light structure or (b) one (1) antenna concealment enclosure vertically mounted to the top of a light structure shall be attached to a light structure. No light structure shall contain both types of antenna mounts.
- c. Mounting of Antennas. Panel antennas and antenna concealment enclosures mounted to the side of a light structure shall be flush-mounted with minimal visual horizontal separation and without extending vertically above the height of the light structure. Antenna attachment devices shall not extend horizontally from the light structure's pole more than the width of the pole at the location of attachment. Canisters, radomes, or similar antenna concealment enclosures that are vertically mounted shall be flush-mounted (without vertical separation) to the top of the pole and shall not extend vertically above the height of the light structure by more than three (3) feet. The canister, radome or similar antenna concealment enclosure shall be designed and camouflaged to appear as an integral part of the existing pole to which it is attached. If the diameter of an antenna concealment enclosure is greater than the diameter of the top end of the pole, the antenna concealment enclosure must be tapered in a manner consistent with the style of the subject pole. Antennas shall not be mounted to the mast arm or luminary of a light structure.
- d. Maximum Size of Antennas. The diameter of a canister, radome or similar antenna concealment enclosure that is mounted to the top of a pole shall not exceed the diameter of the existing pole at its mid-point. The depth and width of panel antennas and antenna concealment enclosures mounted to the side of a light structure shall not exceed the minimum width of the pole at the location of

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attachment by more than fifty percent (50%) and the length of such panel antennas and antenna concealment enclosures shall be no greater than two (2) feet.

- e. Accessory Equipment; Equipment Cabinets. Cable and conduit shall be located inside the pole and not attached to the exterior. All accessory equipment, other than antenna concealment enclosures, cables, conduit, and power meters and switches (and similar equipment installed by an electric utility), shall be located in equipment cabinets or similar enclosures. Equipment cabinets and enclosures shall be flush-mounted to the side of the light structure. The height (length) and depth of a pole-mounted equipment cabinet/enclosure shall not exceed 24 inches and 10 inches, respectively, and the width of a pole-mounted equipment cabinet/enclosure shall not exceed 12 inches or the minimum width of the pole at the location of attachment by more than fifty (50) percent, whichever is greater. The volume of all pole-mounted equipment cabinets/enclosures associated with wireless transmission equipment located on the light structure, including pre-existing wireless transmission equipment located on the light structure, shall not exceed six (6) cubic feet. To the extent ground-mounted equipment cabinets/enclosures are permitted in accordance with Subsection 2.8.6(A)(3) hereof, the volume of all pole-mounted and visible ground-mounted equipment cabinets/enclosures associated with wireless transmission equipment located on the light structure, including pre-existing wireless transmission equipment located on the light structure, shall not exceed seventeen (17) cubic feet.

F. ATTACHED WTF'S MOUNTED TO ELECTRICAL TRANSMISSION TOWERS

The following standards and requirements regulate the location, siting, design, and height of attached WTF's mounted to electrical transmission towers:

1. Allowed Districts with Administrative Permit: All districts.
2. Minimum Height of Alternative Support Structure. Non-concealed attached WTF's may only be mounted to electrical transmission towers with a height of fifty (50) feet or taller, as measured from finished grade. If the height of the electrical transmission tower is less than fifty (50) feet, only concealed attached WTF's may be mounted to such structure.
3. Design Standards and Requirements Applicable to Non-Concealed Attached WTF's Mounted to Electrical Transmission Towers.
 - a. If the electrical transmission tower is eighty (80) feet or more in height, as measured from finished grade, the attached wireless telecommunications facility, including any antenna(s) or antenna array(s), may be mounted to the top of the

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electrical transmission tower and extend up to ten (10) feet above the height of such electrical transmission tower.

- b. If the electrical transmission tower is less than eighty (80) feet in height, the attached wireless telecommunications facility, including any antenna(s) or antenna arrays, shall not extend vertically above the height of the electrical transmission tower by more than five (5) feet.
 - c. Antenna(s), antenna array(s), and any other accessory equipment attached to the electrical transmission tower shall be painted and textured to match the color and texture of the electrical transmission tower.
 - d. Ground-mounted equipment cabinets shall be located and designed in conformity with Subsection 2.8.6(A)(3) or located within an equipment compound complying with the requirements set forth in Subsection 2.8.6(A)(3) hereof and set back a minimum of twenty (20) feet from the boundaries of the public utility easement.
4. Design Standards and Requirements Applicable to Concealed Attached WTF's Mounted to Electrical Transmission Towers Less than Fifty Feet in Height.

Only concealed attached WTF's may be attached to an existing electrical transmission tower less than fifty (50) in height. Concealed attached WTF's mounted to electrical transmission towers less than fifty (50) in height require an administrative permit and are required to comply with the design standards applicable to concealed attached WTF's mounted to utility poles, as set forth in subject to the following exceptions:

- a. Pole-mounted equipment cabinets may have dimensions up to 48 inches in height, 28 inches in width, and 20 inches in depth.

G. CONCEALED FREESTANDING SUPPORT STRUCTURES

The following standards and requirements regulate the location, siting, design and height of concealed freestanding support structures:

1. Allowed Districts with Administrative Permit:
 - a. Concealed Freestanding Support Structure to Exceed District Height: L-I and O-I; and
 - b. Concealed Freestanding Support Structure Not to Exceed District Height: All other nonresidential districts and AG*, subject to the following:
 - (i) AG zoned properties: In the AG district, concealed freestanding support structures may only be located on a property used (existing principal use) for a business, semi-public or institutional use.
2. Location, Setback and Height Requirements

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- a. Maximum Height.
 - (i) L-I and O-I Districts. The height of a concealed freestanding support structure located in the L-I or O-I districts shall not exceed the following maximum heights, as measured above:
 - (a) Clock tower, campanile, free standing steeple, or other similarly designed freestanding support structure that conceals antennas as an architectural feature: eighty (80) feet;
 - (b) Faux Flagpoles: sixty (60) feet; and
 - (c) Faux Light Structures: forty (40) feet or as otherwise limited by applicable design standards set forth in other provisions of this Code or the City Code.
 - (ii) Nonresidential and AG Districts. The height of a concealed freestanding support structure, as measured above, located in any other nonresidential district or AG district shall not exceed the maximum building or structure height allowed for the subject district or, if otherwise prescribed, the maximum height allowed for the subject type of structure feature in accordance with other applicable provisions of this Code or the City Code.
- b. Setback. Concealed freestanding support structures must be set back from the property line of any other property with a 'For-Sale' dwelling use a minimum distance equal to the height of such concealed freestanding support structure. Concealed freestanding support structures and accessory equipment are further subject to the setback requirements of the zoning district in which located and/or required by existing conditions of zoning, or which are otherwise applicable to the subject type of structure in accordance with other provisions of this Code.

3. Concealment Elements and Design Standards.

- a. General. Concealed freestanding support structures shall fully conceal all wireless transmission equipment, including antenna(s), and may either be designed as an architectural feature or as a structure that mimics a common site feature, such as a faux flagpole or faux light structure, in which the antenna and accessory equipment shall be fully enclosed and completely hidden from view. Concealed freestanding support structures shall be located and designed to be aesthetically compatible with existing uses, building(s), and site features located on the site and nearby properties in such a manner so as not to be reasonably identifiable or recognizable to the casual observer as a wireless telecommunication facility.
- b. Freestanding Architectural Feature.
 - (i) A concealed freestanding support structure designed as an architectural feature may be designed as a clock tower, bell tower, campanile, free standing

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steeple, or other similarly designed freestanding architectural feature so as to substantially reduce the WTF's potential adverse visual impacts on the surrounding areas. The design of the concealed freestanding support structure shall be compatible with the architectural style, color, texture, facade, design, and materials of the principal building of the lot on which located and other structures located thereon. In order to ensure visual and aesthetic compatibility with the existing buildings and structures located on the subject property and nearby properties, a concealed freestanding support structure designed as an architectural feature shall require the review and approval of a certificate of design approval by the Design Review Board prior to the issuance of an administrative permit hereunder.

- (ii) All accessory equipment for a concealed freestanding support structure designed as an architectural feature shall be located within the concealed freestanding support structure.
- c. Faux Flag Pole.
 - (i) The pole of a faux flag pole shall be tapered in a manner consistent with the style of other flag poles. The diameter of a faux flag pole that is less than fifty (50) feet in height shall not exceed eight (8) inches at its mid-point. The diameter of a faux flag pole that is more than fifty (50) feet in height shall not exceed twelve (12) inches at its mid-point.
 - (ii) No more than one faux flag pole shall be located on any lot or common development.
 - (iii) The faux flag pole shall be located on the property in a manner that is compatible with the location of similar site features on the subject property and other properties in the surrounding area.
 - (iv) Antenna(s) shall be fully concealed within the pole or through the use of canisters, radomes, or similar antenna concealment enclosures flush-mounted (without vertical separation) to the top of the pole. A canister, radome, or similar antenna concealment enclosure shall not exceed the diameter of the pole at its mid-point and shall be designed and camouflaged to appear as an integral part of the flag pole. If the diameter of an antenna concealment enclosure is greater than the diameter of the top end of the pole, the antenna concealment enclosure must be tapered and may not exceed three (3) feet in length. Further, the hoist side of the flag shall be required to span the length of any such antenna concealment enclosure. The flag used on a faux flag pole shall comply with other provisions of this Code governing flags.
 - (v) Accessory equipment shall either be fully enclosed and concealed within the faux flag pole or placed within a ground-mounted equipment cabinet complying with Subsection 2.8.6(A)(3).. An equipment compound

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conforming with the requirements set forth in Subsection 2.8.6(A)(3) may only be sited in the rear or side yard of the lot in locations consistent with existing utility areas of the subject lot.

d. Faux Light Structure.

- (i) A faux light structure shall be designed as a replacement of an existing light structure located on the same property so as to substantially reduce the WTF's potential adverse visual impacts on the surrounding areas. The design of a faux light structure, including the design of the pole and any attached light arms, shall be consistent with the size, shape, style, and design of the existing light structure on the property that it is designed to replace/mimic. A faux light structure shall not exceed the height of the existing light structure that it is designed to replace by more than five (5) feet.
- (ii) The faux light structure shall be sited at the same location as the existing light structure that is being replaced.
- (iii) Antenna(s) shall be fully concealed within the pole of the faux light structure or by the use of radomes that do not exceed the circumference of the pole at the location of attachment.
- (iv) Accessory equipment shall either be fully enclosed and concealed within the faux light structure or placed within a ground-mounted equipment cabinet complying with Subsection 2.8.6(A)(3)..

H. VARIANCES.

Notwithstanding any other provision of this Code or the City Code to the contrary, no request for a grant of relief from or a variance or exception to any regulation, standard or requirement set forth in this Section 2.8 may be heard or acted upon by the Board of Appeals. Further, subject to the limited exemption set forth in Subsection 2.8.6(A)(4), no administrative variances to any requirement of this Subsection 2.8.6 shall be permitted except for variances to prescribed setback requirements, as herein provided. Provided the proposed WTF meets the standard of visibility, the Director shall be authorized to grant variances from setback requirements for up to twenty percent (20%) of the prescribed setback requirement in accordance with the standards set forth in Articles IV and V of this Code. Except for the foregoing, any person seeking to install, place, site, locate, collocate or modify an attached wireless telecommunications facility or concealed freestanding support structure that does not fully comply with the applicable standards and requirements set forth in Subsection 2.8.6 shall be required to submit an application for a conditional use permit in accordance with Subsection 2.8.7. The additional application, procedural and other requirements for any such request and the factors to be considered in granting or denying such a request are set forth in Paragraphs B, C, and D of Subsection 2.8.7. The provisions of this Paragraph shall not

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apply to any request to locate a wireless telecommunications facility within or upon public right-of-way in the City or any decision related thereto.

2.8.7 STANDARDS AND REGULATIONS FOR WIRELESS TELECOMMUNICATIONS FACILITIES AUTHORIZED BY CONDITIONAL USE PERMIT

The procedures, standards, minimum requirements and standards of approval set forth in this Subsection govern the installation, placement, siting, location, collocation and/or modification of wireless towers, including stealth towers, and the wireless transmission equipment associated therewith, which may only be allowed in certain zoning districts pursuant to the approval of a conditional use permit. Additionally, the procedures and standards for approval set forth in this Subsection govern the installation, placement, siting, location, collocation or modification of concealed attached WTF's, attached WTF's mounted to electrical transmission towers, and concealed freestanding support structures that do not fully comply with the administrative permit standards.

A. WIRELESS TOWERS AND STEALTH TOWERS

1. Allowed Districts with Conditional Use Permit: L-I, O-I, C-2, PSC, SU, CUP*, and AG*.

*The CUP and AG districts are subject to the following conditions:

- a. CUP zoned properties: Wireless towers may only be allowed as a conditional use on lots in the CUP district that are zoned and used (existing principal use) for an industrial, commercial, office, semi-public, or 'For-Rent' dwelling building (apartment) use.
- b. AG zoned properties: Wireless towers may only be allowed as a conditional use on lots in the AG district that are a minimum of four (4) acres in size.

2. Prohibited in Downtown Overlay.

Wireless towers are prohibited in the Downtown Overlay.

3. Minimum Requirements.

- a. Wireless towers must be set back from any off-site residential building or structure a minimum distance equal to the height of the wireless tower. Additionally, wireless towers must be set back from any public right-of-way a distance equal to fifty percent (50%) of the height of the wireless tower.

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- b. A wireless tower shall be designed as a stealth tower or monopole.
- c. The height of a wireless tower shall not exceed one-hundred-and-sixty (160) feet.
- d. The wireless tower and all ground-mounted wireless transmission equipment, including equipment shelters and equipment cabinets, shall be located within an equipment compound enclosed by fencing not less than six feet (6') in height and equipped with an appropriate anti-climbing device. The equipment compound shall be subject to the setback requirements of the zoning district in which located.
- e. Landscaping shall be designed in such a way as to preserve existing mature growth and to provide in the determination of the City Arborist, a suitable buffer of plant materials that mitigates the view of the wireless tower and wireless transmission equipment from surrounding properties. Additionally, a minimum 10-foot (10') wide landscape strip planted to buffer standards, as set forth in Article II of the UDC, shall be required on the exterior of all sides of the fence surrounding the equipment compound, except where access to the equipment compound is provided, as a vegetative screen unless the City of Alpharetta Arborist determines that existing plant materials are adequate. Such landscape strip shall be maintained in accordance with the Section 3.2 of the UDC.
- f. A fifty foot (50') heavy planted landscape buffer shall be required along all property lines adjoining property zoned or used for a 'For-Sale' dwelling use. Additionally, if the subject property is zoned AG, a fifty foot (50') heavy planted landscape buffer shall also be required along all public right-of-way. Use of natural topography and preservation of existing vegetation within a fifty foot (50') buffer, which may be supplemented by new vegetation, if needed, may be substituted for the above requirements when found by the Director to provide screening at the appropriate density, depth and height. Landscaping shall be maintained for the life of the project.

B. ATTACHED WIRELESS TELECOMMUNICATIONS FACILITIES AND CONCEALED FREESTANDING SUPPORT STRUCTURES NOT MEETING ADMINISTRATIVE STANDARDS.

1. Purpose and Intent. The purpose of this Paragraph B is to provide a procedure for the review of an application to install, place, site, locate, collocate or modify a wireless

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telecommunications facility that generally comports with the design standards and guidelines set forth in Subsection 2.8.6, but fails to fully comply with all guidelines, standards and requirements set forth therein, such that the wireless telecommunications facility is not permitted by administrative permit. Any such application shall be subject to the review and approval of a conditional use permit by City Council in accordance with the standards for approval set forth in Paragraph C below.

2. Allowed Districts with Conditional Use Permit: See, Subsection 2.8.6 for allowed districts based on the subject type of wireless telecommunications facility.
3. Minimum Requirements.
 - a. The wireless telecommunications facility must be sited and designed as a concealed attached wireless telecommunications facility (concealed roof-mounted WTF, concealed building-mounted WTF, building-concealed WTF, concealed attached WTF mounted to utility pole, concealed attached WTF mounted to light structure), attached WTF mounted to electrical transmission tower, or concealed freestanding support structure that generally comports with the design standards and guidelines set forth in Subsection 2.8.6.
 - b. The maximum height of the attached WTF or concealed freestanding support structure shall not exceed the maximum height allowed pursuant to Subsection 2.8.6 by more than twenty-five percent (25%).
 - c. Relief from setback requirements shall not exceed fifty percent (50%) of the applicable requirement.

C. ADDITIONAL APPLICATION REQUIREMENTS FOR CONDITIONAL USE PERMITS

In addition to the application requirements set forth in Subsection 2.8.4 hereof, an applicant applying for a conditional use permit shall further provide the following:

1. A scaled site plan which shall clearly indicate: (a) cable/electrical elements to be utilized, (b) parking, (c) current and proposed on-site land uses and zoning of the property, (d) land uses and zoning designations of adjacent properties, (e) distance from the nearest edge of the support structure and all related equipment to historic structures or scenic views within one (1) mile of the proposed site, (f) adjacent roadways and proposed means of access to the site, (g) proposed setbacks and buffers from adjacent property lines, , and (h) topography of the proposed site, including any existing streams, wetlands and floodplains or similar features.

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2. Legal description of the lot and leased parcel (if applicable), for which the conditional use permit is to apply.
3. If applicant contends that the wireless telecommunications facility is required to close a significant gap in service coverage or capacity, an engineering study which includes a current and a future definition of the area of service coverage, capacity and radio frequency goals for voice and data (delineated individually and combined) to be served by the antenna or support structure and the extent to which such antenna or support structure is needed for service coverage and/or capacity of the subject wireless carrier. The study shall include the following information: (a) a description of the applicant's/wireless carrier's current wireless tower locations/sites within a two (2) mile radius of the proposed site, to include the types and kinds of services, service coverage, capacity and radiofrequencies provided by the wireless carrier's antenna located thereon; (b) all other currently proposed wireless tower locations/sites of the applicant/wireless carrier within a two (2) mile radius of the proposed site for which an application or registration has been filed or submitted to another local government or the FCC; (c) the locations of other antennas of the wireless carrier currently proposed for collocation on other existing wireless towers of other owners or wireless carriers within a two (2) mile radius of the proposed site for which an application or registration has been filed or submitted to another local government or the FCC by, or on behalf of, the applicant and/or wireless carrier; ; (d) all existing wireless tower locations and sites of other owners or wireless carriers located within the geographic search area (GSA) that were considered by the applicant/wireless carrier as alternatives to the proposed siting;; (e) other locations within the geographic search area (GSA) that were considered by the applicant/wireless carrier as alternatives to the proposed siting; (f) an analysis and color propagation study of the current usage and service coverage in the service area, including detailed service coverage maps indicating lack of service coverage (coverage gaps), , and the projected or anticipated service coverage of the proposed wireless telecommunications facility. The propagation study shall include a map showing the carrier's existing facilities, existing coverage or capacity area, and the proposed coverage or capacity area at varied antenna heights. The study shall also provide justification that the proposed height of the wireless tower or other wireless telecommunications facility is the minimum necessary to achieve the required service coverage delineated in the study. If a capacity issue is involved, an analysis of the current and projected usage in the GSA shall be included. If applicant contends that the wireless telecommunications facility is required due to a coverage or capacity issue for in-home, in-building or transitory use, the analysis shall describe the service coverage/capacity currently existing for such use and the anticipated service coverage/capacity of the proposed wireless telecommunications facility shall be provided. The study shall bear the signature and certification of a radiofrequency engineer that the information provided in the application is true and correct.

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4. A curriculum vitae shall be provided for the radio frequency engineer who certifies any documentation provided as part of the application for a WTF. Information shall include education obtained in the area of radio frequency engineering, and experience in the field, including length of time.
5. An engineer scaled drawing providing the distance between (a) the nearest edge of the proposed wireless tower or other wireless telecommunications facility and the nearest off-site residential building or structure and (b) the nearest point of any proposed accessory equipment of the wireless telecommunications facility and the nearest off-site residential building or structure.
6. Photos depicting the results of a balloon test of the wireless tower.__
7. Certification that the wireless telecommunications facility, including the foundation and all attachments, are designed and will be constructed to meet all applicable and permissible local codes, ordinances, and regulations, including any and all applicable County, State and Federal laws, rules, and regulations, including but not limited to the most recent editions of the National Electrical Safety Code and the National Electrical Code, as well as accepted and responsible workmanlike industry practices and recommended practices of the National Association of Tower Erectors. Structural integrity analysis shall be provided where antennas and equipment will be attached to an existing structure. Such certification and structural integrity analysis shall bear the signature and seal of a professional engineer (licensed in the State of Georgia) and shall include the design plans.
8. Written documented, detailed analysis of the impact of the proposed wireless telecommunications facility/use addressing the factors specified in Paragraph D below.
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9. Evidence of compliance with applicable FAA requirements under 14 C.F.R. Section 77, as amended, which may include a copy of the FAA determination of no hazard letter or a written statement prepared and signed by a professional airspace safety consultant.
10. Copies of the National Environmental Policy Act (NEPA) and the State Historic Preservation Office (SHPO) reports for the proposed wireless telecommunications facility, if any have been issued.
11. Copy of the Federal Communications Commission (FCC) license applicable for the intended use of the wireless telecommunication facility.

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12. Documentation establishing whether a stealth tower is to be proposed, and if not, an explanation as to why not.
13. Analysis of possibilities of collocation or the inability to collocate, including any studies and detailed reasons as to why collocation is not possible and proof of the following: (a) all collocation sites and other alternative sites in the area that are/were being pursued and whether use of such sites has been denied; (b) the ability or inability to site an attached WTF by using existing structures; and (c) all actions taken by the applicant to achieve collocation or site an attached WTF to an existing structure.
14. A written statement providing whether the proposed WTF is engineered and constructed to accommodate additional antennas or antenna arrays and whether the applicant consents to the future collocation of other wireless carriers on the proposed wireless tower .
15. In addition to the nonrefundable application fees (as established by the City Council), an applicant requesting a conditional use permit for a wireless tower shall be responsible for an additional fee equal to the City's actual, direct costs for the review of the engineering study (provided pursuant to Paragraph 4 above) by a third-party consultant (radiofrequency engineer), which shall not exceed \$3,500.00. The applicant shall submit a deposit of \$2,000.00 toward the fee to be paid pursuant to this section with its application.

D. CONSIDERATION OF CONDITIONAL USE PERMITS

Compliance with the minimum requirements set forth in Paragraph A or B of this Subsection does not alone confer a right to issuance of a conditional use permit. In regard to an application for a conditional use permit for a wireless telecommunications facility (i) the Planning Commission shall, after public hearing and consideration of the criteria set forth below, adopt a recommendation of approval, approval with conditions, or denial of the conditional use permit, and (ii) the City Council shall, after public hearing and consideration of the criteria set forth below, approve, approve with conditions, or deny the conditional use permit. Notwithstanding any other provision of this Code to the contrary and in lieu of the conditional use standards set forth in Sections 2.3.7 and 4.2.3, in determining whether to approve, approve with conditions, or deny an application for a conditional use permit for a wireless telecommunications facility, the City Council shall consider the following criteria:

1. Proximity and impact, if any, on residential districts, properties with 'For-Sale' dwelling uses, and historic structures/properties, including the visual and aesthetic impact of the wireless telecommunications facility;
2. Impact on the use of adjacent properties and surrounding areas;

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3. Visibility from public rights-of-way, particularly Corridors of Influence, minor arterials, collector streets, and local streets;
4. Demonstrated need for the wireless telecommunications facility at the specified site, including need for service coverage or additional capacity;
5. Demonstrated need for the proposed height of the wireless telecommunications facility;
6. Topography, tree coverage and foliage of the area where the wireless telecommunications facility is to be located that buffer or screen the potential visual impact of the support structure and wireless transmission equipment;
7. Design of the wireless telecommunications facility, with particular reference to design characteristics which have the effect of reducing or eliminating visual obtrusiveness, including consideration of stealth towers and concealed WTF's;
8. Proposed ingress and egress;
9. Availability of suitable existing wireless towers or other support structures for collocation or for siting an attached WTF, so as to not require the construction of additional wireless towers or other antenna support structures;
10. Other alternative sites;
11. Collocation capability (i.e., whether the WTF is engineered and constructed to accommodate additional antennas or antenna arrays) and whether applicant intends to allow, accept, and accommodate collocation in the future;
12. Whether the proposed wireless telecommunications facility will impede the normal and orderly development of surrounding property for uses predominant in the area; and
13. Whether the location and siting of the proposed wireless telecommunications facility is considered to be consistent with a desirable pattern of development for the City, in general.

E. VARIANCES

1. An application for a variance or exception to the minimum requirements applicable to wireless telecommunications facilities subject to the approval of a conditional use permit may only be heard and acted upon by the City Council following the recommendation of

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the Planning Commission. Any such variance or exception must be requested as part of the conditional use application and shall be heard by the Planning Commission and decided by the City Council as part of the public hearing process related to the conditional use application. If the conditional use is denied, the variance/exception may not be approved. If the conditional use is approved, with or without conditions, action may then be considered on the proposed variance/exception. Any request to change or modify the conditions of an approved conditional use permit or to modify an existing wireless telecommunications facility that is not otherwise exempt pursuant to Sections 2.8.8 or 2.8.9 (§6409 modification) or subject to administrative approval, shall require an application for a conditional use permit. Notwithstanding any other provision of this Code or the City Code to the contrary, no grant of relief from or variance or exception to the requirements applicable to a wireless telecommunications facility subject to the approval of a conditional use permit shall be heard or acted upon by the Board of Appeals.

2. Variances or exceptions shall be limited to relief from the following requirements of this Section 2.8:

- a. maximum height of the WTF;
- b. minimum setback; and
- c. minimum buffer.

A variance or exception to a height limitation shall not exceed twenty percent (20%) of the maximum height allowed pursuant to the applicable provision of this Section 2.8. Further, a variance or exception to minimum setback or buffer requirements shall not exceed fifty percent (50%) of the minimum setback or buffer required pursuant to the applicable provision of this Section 2.8 or this Code.

3. When a proposed wireless telecommunications facility is recognized as potentially appropriate pursuant to the criteria set forth in Paragraph D, the City Council may grant a variance or exception only upon a showing by applicant, as found by the City Council, of the following:

- a. (i) There are extraordinary and exceptional conditions pertaining to the property where the wireless telecommunication facility is to be located as a result of its size, shape or topography, which are not applicable to other lands in the area; and
- (ii) The application of the particular provision of this Section 2.8 to the property will result in a hardship that is substantially unwarranted by the protection of the public health, safety or general welfare and the need for consistency among all properties similarly zoned; and
- (iii) Granting the variance will not confer any special privileges to the applicant which are inconsistent with the limitations upon other properties similarly

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zoned or which are denied to others similarly situated, or otherwise confer to applicant any advantage over similarly zoned properties or others similarly situated; and

- (iv) Granting of the variance would not violate more than one standard of this Section; and
- (v) Relief, if granted, is the minimum necessary to alleviate such unnecessary hardship and will not otherwise serve as a mere convenience to the applicant; and
- (vi) Relief, if granted and with necessary conditions imposed, would be in harmony with the general purpose and intent of this Section 2.8; and
- (vii) Relief, if granted, would not be injurious to surrounding residential areas and neighborhoods, cause substantial detriment to the public good or impair the purpose and intent of this Code; or

b. Failure to grant relief would have the effect of prohibiting personal wireless services.

2.8.8 EXEMPTIONS

The following uses shall not require the approval of an administrative or conditional use WTF permit, as otherwise required pursuant to this Section 2.8, subject to compliance with the applicable requirements set forth below; provided, however, nothing set forth herein shall exempt the subject property or structure from compliance with applicable building, electrical, safety and other construction code requirements, or building or land development regulations, including building and land development permit and site plan review requirements:

- A. Governmental WTF's. Wireless telecommunications facilities, including wireless towers, used solely for public safety purposes, installed and operated as a governmental function by federal or state government, the City, the North Fulton Regional Radio System Authority, or authorized Fulton County public safety agencies (e.g., City or Fulton County 911 emergency communications and City or Fulton County public safety communications for sheriff's office, police department, fire department or first responder medical services) may be installed without the requirement of an administrative or conditional use permit. Unless otherwise prohibited by law, public safety agencies shall be required to provide a map of the wireless tower or wireless telecommunications facility location. Notwithstanding the foregoing requirement regarding the use of the wireless tower for public safety purposes, collocations of wireless transmission equipment for commercial purposes onto an existing governmental wireless tower may be allowed (pursuant to the requirements set forth in the preceding paragraph). When a wireless tower or other wireless telecommunications facility approved for an authorized public safety agency ceases to be operated or used by an authorized public safety agency for a public safety purpose, any current use of such wireless

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tower or other wireless telecommunications facility by a nonpublic safety entity (due to prior collocation) shall be deemed nonconforming and the structure shall be deemed a nonconforming structure, unless such nonpublic safety entity submits an application for use of the wireless tower or WTF pursuant to the administrative or conditional use permit requirements set forth in this Section, as applicable, as if it were a new wireless tower or WTF.

- B. COW's. Upon a declaration of a state of emergency or disaster by federal, state, or local government or a determination of public necessity by the City, the City Administrator or his/her designee may approve the placement of a COW at any location within the City, subject to the COW's compliance with Federal and/or State requirements, for a period of not more than one-hundred and twenty (120) days following the duration of the state of emergency or occurrence of the disaster or other event providing for public necessity. Further, the City Administrator or his/her designee may approve the placement of a COW for the purpose of providing service for a special event, subject to the COW's compliance with Federal and/or State requirements, for up to forty-five (45) days prior to such special event, for the duration of the special event, and for up to fourteen (14) days thereafter.
- C. In-Building Antennas. Antennas and other wireless transmission equipment installed entirely within buildings (without any exterior alterations to the exterior walls, roof, or other exterior architectural features of the building) for the primary purpose of providing wireless communications services within such building are not subject to the requirements of this Section.
- D. Amateur Radio Antennas. An amateur radio antenna owned and operated by a FCC-licensed amateur radio station operator and used solely for non-commercial purposes may be located without the requirement of an administrative or conditional use permit provided the following requirements are met:
 - 1. The amateur radio tower, including antenna, is located in the rear yard of the property (behind the principal structure);
 - 2. The amateur radio tower is less than (a) fifty (50) feet in height if located outside the Downtown Overlay, or (b) twenty-five (25) feet in height if located within the Downtown Overlay;
 - 3. The amateur radio tower shall be designed such that the entire structure will remain on the property or within a fall easement if it should fall; and
 - 4. The amateur radio tower and antenna shall meet all accessory structure requirements for the zoning district in which the amateur radio antenna is located except for the foregoing height limitations, which shall control.

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- E. Minor Antennas. Satellite dish, television broadcast receiving antennas, and other OTARD antennas that are one meter (39.37 inches) or less in diameter and designed and used only to receive video programming signals (a) from direct broadcast satellite services, (b) from television broadcast stations, or (c) for wireless cable service.

F. Collocations and Modifications.

Collocation of new wireless transmission equipment on an existing antenna support structure and modification of an existing wireless telecommunications facility that conform with the following requirements, as applied to the wireless telecommunications facility as it was previously approved and constructed, do not require the approval of a WTF permit:

1. The proposed collocation shall not increase the height or width of the antenna support structure, as previously approved, to which the wireless transmission equipment is to be attached;
2. New ground-mounted wireless transmission equipment shall be installed within the existing equipment compound, or, when there is not an existing equipment compound, shall be located within an existing equipment cabinet or a replacement equipment cabinet, which shall not exceed the dimensions or footprint of the equipment cabinet being replaced;
3. The proposed modification shall not increase the dimensions (area/perimeter) of the equipment compound, as previously approved, or where there is no equipment compound;
4. The proposed collocation or modification shall comply with any and all regulations, and/or conditions of approval applicable to the wireless telecommunications facility, including any and all design standards and requirements or conditions of approval providing required concealment elements or otherwise related to the design or visibility of the WTF;
5. The proposed modification or collocation shall not exceed the applicable weight limits for the antenna support structure, as demonstrated by a certified letter from a structural engineer licensed to practice in the State of Georgia; and
6. The proposed wireless telecommunications facility will not interfere with emergency or public safety communications, as demonstrated by a certified letter from a licensed radiofrequency engineer.

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Notwithstanding the foregoing exemption, any such proposed collocation or modification requires the submittal of an application to the Community Development Department. The contents of such application shall include such information and documentation set forth in Subsection 2.8.4 as necessary to determine compliance with the foregoing criteria, as well as the applicable certifications required above. An application submitted pursuant to this Paragraph shall include a statement providing that the proposed application for collocation or modification is entitled to streamlined processing pursuant to O.C.G.A. § 36-66B-1, *et seq.* (the BILD Act). Any such application shall be reviewed for conformance with applicable building, electrical, safety and other construction code permit requirements, land development permit requirements, and site plan review requirements, including zoning and land use conformity, but shall not otherwise be subject to the issuance of additional administrative or conditional use permit (WTF permit) approvals, provided the proposed collocation or modification conforms with the requirements of this Paragraph. The provisions and procedures set forth in this Paragraph are adopted for the purpose of complying with O.C.G.A. § 36-66B-1, *et seq.* (the BILD Act) and are intended to allow previously approved wireless telecommunications facilities to be modified or collocations to previously approved antenna support structures to be accepted without the requirement of additional zoning or land use review and approval beyond that which is typically required by the City for the issuance of building or electrical permits.

2.8.9 § 6409 MODIFICATIONS – EXEMPTIONS FOR MODIFICATIONS THAT DO NOT SUBSTANTIALLY CHANGE THE PHYSICAL DIMENSIONS OF A WIRELESS TELECOMMUNICATIONS FACILITY

A. Purpose.

This Subsection is adopted pursuant to § 6409(a) of the 2012 Middle Class Tax Relief and Job Creation Act (also referred to as § 6409(a) of the Spectrum Act), codified at 47 U.S.C. § 1455(a), and the new FCC rules and regulations adopted pursuant to Federal Communications Commission Report and Order FCC-14-153 (“Wireless Infrastructure Order”) and set forth in 47 CFR § 1.40001.

B. Definitions.

For the purposes of this Subsection 2.8.9 only, the following terms shall have the meanings ascribed to them below (terms not otherwise defined in this Paragraph B, shall have the meanings set forth in Section 2.8.3):

1. “Base Station” means the alternative support structure of an attached WTF or any wireless transmission equipment at such fixed location associated with the attached

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WTF, provided the location and installation of such attached WTF was reviewed, approved, and issued a permit by the City in accordance with the applicable zoning and development regulations set forth in Section 2.8 (or any prior applicable City or local government zoning regulations in effect at the time of the original approval). The term “Base Station” does not encompass the term “Wireless Tower” as defined in this Subsection 2.8.9, or any wireless transmission equipment associated with a Wireless Tower.

2. “Collocation” means the mounting or installation of wireless transmission equipment on an Existing Wireless Tower or Existing Base Station for the purpose of transmitting and/or receiving radio frequency signals for communications purposes.
3. “Concealment Elements” means any and all concealment, camouflaging, screening, or blending techniques or methods, or other similar techniques or methods to reduce the visibility of the wireless telecommunication facility, (a) imposed as condition of zoning or conditional use approval at the time of the original approval of the Wireless Tower or Base Station or at the time of the approval of any modification to the Wireless Tower or Base Station occurring prior to February 22, 2012, or constituting a Substantial Change, or (b) required by any applicable regulation or provision of this Section 2.8 (or any prior applicable City or local government zoning regulations) in effect at the time of the original approval of the Wireless Tower or Base Station or at the time of the approval of any modification to the Wireless Tower or Base Station occurring prior to February 22, 2012, or constituting a Substantial Change. “Concealment Elements” include any and all design regulations, requirements or conditions that are applied to Wireless Towers and Base Stations to reduce the visibility of the wireless telecommunication facility, including, but not limited to, conditions or design regulations pertaining to antenna size and type, color of the support structure and wireless transmission equipment, antenna mounting techniques, including the requirement that antennas be flush-mounted, siting Base Stations so that they blend in with similar surrounding structures, requirements as to how cables should be located, and the size, location, design, and screening for ground based equipment. “Concealment Elements” include limitations on the height of the Wireless Tower or Base Station when such height limitations are imposed in conjunction with other design regulations or conditions requiring concealment, camouflaging, screening, blending, or other similar techniques or methods to be employed in order to reduce the visibility of the wireless telecommunication facility.
4. “Current Site” means:
 - a. For Wireless Towers, other than Wireless Towers located in the public rights-of-way, the current boundaries of the leased or owned property surrounding the Wireless Tower and any related access or utility easements, as set forth in the application for

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the original approval of such Wireless Tower or any subsequent application to modify such Wireless Tower approved prior to February 22, 2012; and

- b. For Wireless Towers located in the public rights-of-way and Base Stations, the limited area in proximity to the alternative support structure and other wireless transmission equipment already deployed on the ground, but only such restricted area that lies within the current boundaries of the leased or owned property surrounding the Base Station and any related access or utility easements.

5. “Existing Wireless Tower” or “Existing Base Station” means a Wireless Tower or Base Station that:

- a. At the time an application is filed with the City pursuant to this Subsection, supports or houses wireless transmission equipment; and
- b. (i) Was reviewed, approved, and issued a permit by the City in accordance with the applicable zoning and development regulations set forth in Section 2.8, or was reviewed and approved in accordance with any former applicable City or other local government zoning and development regulations governing the permitting of such facilities and equipment at the time of its approval; or
(ii) Was lawfully built and placed into operation in an area that was not zoned at the time of its installation.

“Existing Wireless Tower” or “Existing Base Station” does not include a structure that (i) is merely capable of supporting wireless transmission equipment, (ii) was constructed without the required zoning and development review and approval, or was otherwise illegally constructed, or (iii) was legally constructed in an area that was zoned, but at a time when applicable City or local zoning and development regulations did not require WTF review and approval.

6. “Modification” means the improvement, upgrade, expansion, removal, or replacement of existing wireless telecommunications facilities, including the installation, removal or replacement of wireless transmission equipment associated with an Existing Wireless Tower or Existing Base Station, such as the collocation of antenna on an Existing Wireless Tower or Base Station, the installation, removal or replacement of wireless transmission equipment within an existing equipment compound, or the installation, removal or replacement of an equipment cabinet associated with an Existing Wireless Tower or Existing Base Station, but does not include the complete or substantial replacement of a Wireless Tower or Base Station.

7. “Substantial Change” means a modification that, either singularly or due to the cumulative effect of a series of changes over time, changes the physical dimensions of a Wireless Tower or Base Station in any manner meeting one or more of the following criteria:

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- a. For a Wireless Tower other than a Wireless Tower located in the public right-of-way, increases the height of the Wireless Tower by more than ten percent (10%) or by the height of one additional antenna array with separation from the nearest existing antenna not to exceed twenty (20) feet, whichever is greater; for a Wireless Tower located in the public right-of-way or a Base Station, increases the height of the structure by more than ten percent (10%) or more than ten (10) feet, whichever is greater, provided:
 - (i) In cases where the deployments are or will be separated horizontally, such as on buildings' rooftops, changes in height resulting from a modification shall be measured from the height of the original structure (e.g., change in height is measured from the rooftop to the highest point of the proposed deployment) rather than from the height of a previously approved antenna or WTF (e.g., change in height is not based on the highest point of the existing roof-mounted WTF's antenna); and
 - (ii) In other circumstances, changes in height shall be determined by measuring the change in height from the dimensions of the Wireless Tower or Base Station as originally approved, but inclusive of the most recent modification that received City approval or other applicable local zoning approval prior to February 22, 2012; or
- b. For a Wireless Tower other than a Wireless Tower located in the public right-of-way, involves adding an appurtenance to the body of the Wireless Tower that would protrude from the edge of the Wireless Tower by more than twenty (20) feet, or more than the width of the Wireless Tower structure at the level of the appurtenance, whichever is greater; for a Wireless Tower located in the public right-of-way or a Base Station, involves adding an appurtenance to the body of the structure that would protrude from the edge of the structure by more than six (6) feet; or
- c. Involves the installation of more than the standard number of new equipment cabinets for the technology involved, as reasonably determined by the Director, but not to exceed four (4) equipment cabinets; or, for Wireless Towers located in the public rights-of-way or Base Stations, involves the installation of new equipment cabinet(s) on the ground if there are no pre-existing ground-mounted equipment cabinets associated with such Wireless Tower or Base Station, or involves the installation of ground-mounted equipment cabinets that are more than ten percent (10%) larger in height or overall volume than any other ground cabinet associated with the structure; or
- d. Entails excavation or deployment outside the Current Site boundaries; or

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- e. Results in the Wireless Tower or Base Station, as modified, being out of compliance with any current regulation required for approval of a WTF permit, any condition imposed as condition of zoning or conditional use approval at the time of the original approval of the Wireless Tower or Base Station or at the time of the approval of any modification to the Wireless Tower or Base Station occurring prior to February 22, 2012, or constituting a Substantial Change, or any applicable regulation or provision of this Section 2.8 (or any prior applicable City or local government zoning regulations) in effect at the time of the original approval of the Wireless Tower or Base Station or at the time of the approval of any modification to the Wireless Tower or Base Station occurring prior to February 22, 2012, or constituting a Substantial Change, other than regulations or conditions related to height, width, equipment cabinets, or excavation or deployment that do not constitute Substantial Changes in accordance with the thresholds identified in subparagraphs (a) – (d) above, provided that such regulations or conditions related to height, width, equipment cabinets, or excavation or deployment are not concealment elements; or
 - f. Would defeat the concealment elements of the Wireless Tower or Base Station.
8. “Wireless Tower” means any structure built for the sole or primary purpose of supporting any FCC licensed or authorized antennas and their associated facilities, including tower structures that are constructed for wireless communications services, and the associated Current Site.

C. Application Review and Approval

Notwithstanding any other provision of Section 2.8 of this Code, a request for Collocation or Modification that will not result in a Substantial Change in the physical dimensions of an Existing Wireless Tower or Existing Base Station, shall be reviewed and approved in accordance with the procedures set forth in 47 CFR § 1.40001, provided the Director further finds that the proposed Collocation or Modification will comply with generally applicable building, structural, electrical and safety codes and all other objective standards set forth in applicable regulations related to health and safety.

D. Application Contents

Each application that is submitted for review under this Subsection shall clearly identify the application as a Section 6409(a) application and shall be accompanied by such information and documentation set forth in Subsection 2.8.4 as necessary to determine compliance with the foregoing criteria, including, but not limited to:

1. A written and technically accurate and reliable narrative that explains the nature of the permit sought (collocation or modification) and that further states whether the applicant

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believes (and the basis therefor) that the WTF is subject to 47 U.S.C. § 1455(a), and if so, why its proposal fits each and every criteria for a Section 6409(a) modification set forth herein.

2. A detailed written description of the proposed Modification to the Existing Wireless Tower or Existing Base Station;
3. A photograph or graphic description to scale and a written description of the Existing Wireless Tower or Existing Base Station as originally constructed, if available, and as currently existing, and a graphic depiction to scale of the Wireless Tower or Base Station after Collocation or Modification;
4. A description of all construction that will be performed in connection with the proposed Collocation or Modification, including any excavation; and
5. A signed declaration by the applicant certifying that the proposed Collocation or Modification shall not constitute a Substantial Change and detailing the reasons therefor.

E. Validity

This Subsection 2.8.9 is adopted for the purpose of complying with Section 6409(a) and the Wireless Infrastructure Order. This Subsection shall become null and void if Section 6409(a) or the Wireless Infrastructure Order is rescinded or invalidated. Any and all permits issued pursuant to this Subsection 2.8.9 shall terminate on the ninety-first (91st) day after Section 6409(a) or the Wireless Infrastructure Order is rescinded or invalidated. Further, if any provision of Section 6409(a) or the Wireless Infrastructure Order limiting the review of a modification or collocation by a local government is found unconstitutional, unenforceable or invalid by a court of competent jurisdiction, the corresponding provision(s) set forth in this Subsection 2.8.9 shall become null and void.

2.8.10 WIRELESS TELECOMMUNICATIONS FACILITIES IN PUBLIC RIGHTS-OF-WAY

A. PURPOSE AND INTENT

It is the purpose and intent of this Section 2.8.10 to provide for the management of the public rights-of-way in order to protect, maintain and promote the public health, safety, and general welfare; to establish reasonable regulations designed to manage the public rights-of-way that provide design requirements and procedures for the placement, construction and maintenance of wireless telecommunications facilities within the public rights-of-way by chartered telephone companies authorized to access such public rights-of-way per to § 46-5-1; to establish and administer reasonable regulations governing the placement, construction and maintenance of wireless telecommunications facilities within the public rights-of-way pursuant to O.C.G.A. § 32-4-92 and consistent with state and federal law, including O.C.G.A. § 46-5-1 and 47 U.S.C. § 253; to provide for and maintain the safety of the traveling public and pedestrians and the appearance

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of public rights-of-way; to minimize disruption to the public rights-of-way; and to otherwise preserve the City's authority to manage and regulate the public rights-of-way with the City. Further, these provisions supplement and are in addition to other regulations and guidelines applicable to the use of public rights-of-way in the City.

B. DEFINITIONS

For the purposes of this Subsection 2.8.10 only, the following terms shall have the meanings ascribed to them below (terms not otherwise defined in this Paragraph, shall have the meanings set forth in Section 2.8.3):

Evidence of Need Report. A report providing sufficient information to demonstrate why existing alternative support structures in the public right-of-way cannot reasonably accommodate the applicant's need.

Post-top street light. A tapered steel pole with the luminaire mounted on top of the pole. Also referred to as a "post top luminary fixture."

Registrant. A telephone company that has filed a complete registration application adopted by the City authorizing the telephone company to construct, maintain and operate its lines upon, under, along, and over public rights-of-way of the City in accordance with O.C.G.A. § 46-5-1 and Section 12-21 of The Code of the City of Alpharetta, Georgia, as further set forth in Subsection 2.8.10.C.

Street light standard. A tapered steel pole with a mast arm extending a minimum of three (3) feet from the pole, to which the luminaire or lighting fixture is mounted.

Telephone Company. A telephone company chartered by the laws of the State of Georgia or any other state and certified by the Georgia Public Service Commission to provide telecommunications services in this state, and which is authorized to construct, maintain and operate its lines upon, under, along, and over public rights-of-way of this State in accordance with O.C.G.A. § 46-5-1.

C. REGISTRATION TO ACCESS PUBLIC RIGHTS-OF-WAY OF CITY

1. **Registration Required.** Subject to and in accordance with the additional regulations, terms and conditions prescribed in this Section 2.8.10, only a telephone company that has filed a complete registration application approved by the City in accordance with O.C.G.A. § 46-5-1 and Section 12-21 of The Code of the City of Alpharetta, Georgia (the "City Code") may place, site, locate, install, modify, or maintain a wireless telecommunications facility in public rights-of-way of the City. Wireless

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telecommunications facilities may only be placed, sited, located, installed, modified, or maintained by such registrants in public rights-of-way that are located within the service area identified in the registration application approved by the City in accordance with O.C.G.A. § 46-5-1 and Section 12-21 of the City Code. Further, only wireless telecommunications facilities providing the types of services included in the description of services set forth in the application approved by the City in accordance with O.C.G.A. § 46-5-1 and Section 12-21 of the City Code may be placed, sited, located, installed, modified or maintained by a registrant in public right-of-way. If the telephone company has modified the service area or the description of services to be provided as identified in the original application, the telephone company shall update the changes to the service area and/or the services provided prior to submitting an application to locate a wireless telecommunications facility in public rights-of-way of the City.

2. **Review of Registration.** The registration of the registered telephone company shall be reviewed by the City at the time an application to locate a wireless telecommunications facility in public right-of-way is submitted by such registrant. Such review shall include confirmation that all “due compensation” owed to the City has been paid by the registrant pursuant to Section 12-21 of the City Code and O.C.G.A. § 46-5-1. If the City confirms that the registrant has submitted all information in accordance with this subsection (C) and is compliant with the provisions of O.C.G.A. § 46-5-1 and Section 12-21 of the City Code, the City shall notify the registrant of same; provided, however, such notification shall neither have the effect of nor be deemed an accord and satisfaction or waiver of any “due compensation” owed to the City. If the City determines that information has not been submitted in accordance with this subsection (C) or the registration is not compliant with the provisions of O.C.G.A. § 46-5-1 and Section 12-21 of the City Code, the City shall notify the registrant in writing of the non-effectiveness of registration, and reasons for the non-effectiveness.
3. **Effect of Registration; Additional Permits Required.** An effective registration is a pre-condition for obtaining a permit to locate or place a WTF in public right-of-way. Notwithstanding an effective registration, a registrant shall be required to obtain a permit to place a wireless telecommunications facility in public right-of-way and such other permits as required by other applicable City ordinances, codes or regulations, as well as state and federal law. A permit may be obtained by or on behalf of a registrant having an effective registration if all permitting requirements are met.
 - a. **Non-Exclusive.** Registration in accordance with O.C.G.A. § 46-5-1 and Section 12-21 of the City Code is nonexclusive and does not establish any right or priority to place or maintain a wireless telecommunications facility in any particular area in public rights-of-way within the City. Registrations and the placement of WTF’s in the public rights-of-way are expressly subject to any future amendment of this

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Section 2.8.10, and such other City, state or federal laws, codes, ordinances, regulations or policies that may be enacted.

- b. Neither registration nor the issuance of WTF right-of-way placement permit conveys any title, equitable or legal, in the public rights-of-way of the City. Pursuant to O.C.G.A. §§ 46-5-1 and 32-4-92, registration governs only the right to access the public rights-of-way of the City in compliance with City, local, state and federal laws, ordinances, codes and regulations. Registration does not excuse a registrant from obtaining appropriate access or pole attachment agreements before locating its wireless transmission facilities on the facilities of another utility or person, nor does it excuse a registrant from complying with the provisions of this Section 2.8.10 and other applicable City, local, state or federal laws, ordinances, codes and regulations.
- c. A registrant shall not commence to place or maintain a wireless telecommunications facility in public rights-of-way until all applicable permits, including a WTF right-of-way placement permit, have been applied for by registrant and issued by the City or other appropriate authority.

D. WTF RIGHT-OF-WAY PLACEMENT PERMITS

- 1. WTF Right-Of-Way Placement Permit Required. A registrant shall not place, install, site, locate, collocate or modify a wireless telecommunications facility in the public right-of-way of the City without the issuance of an administrative permit from the City in accordance with the provisions hereof (an administrative permit to place, install, site, locate, collocate or modify a wireless telecommunications facility in the public right-of-way of the City is referred to herein as a “WTF right-of-way placement permit”). A WTF right-of-way placement permit shall be required for each wireless telecommunications facility installation site in the public right-of-way. The complete removal of a wireless telecommunications facility shall not require a permit under this Section; however, removal must be performed in strict compliance with this Section.
 - a. Following the issuance of a WTF right-of-way placement permit, a registrant shall not commence to install, construct or place a wireless telecommunications facility in the public right-of-way until all other applicable permits have been issued by the City or other appropriate authority. Registrant acknowledges that as a condition of granting such permits, the City may impose reasonable terms and conditions governing the placement or maintenance of a wireless telecommunications facility in public rights-of-way.
 - b. All issued permits shall apply only to the areas of public rights-of-way specifically identified in the permit. The City may issue a blanket permit to cover certain

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activities, such as routine maintenance and repair activities, that may otherwise require individual permits or may impose lesser requirements.

- c. A registrant that places or maintain a wireless telecommunications facility in the public right-of-way shall comply with and abide by all applicable provisions of this Section 2.8.10 and any and all other City, local, state and federal laws, ordinances, codes, statutes, regulations and policies.
2. Exemptions. A WTF right-of-way placement permit shall not be required for the following:
 - a. §6409 Modifications. A registrant shall be exempt from the requirement of obtaining an additional WTF right-of-way placement permit for collocations and modifications that are exempt per Section 2.8.9 hereof (§6409 Modifications – Exemptions for Modifications that do not Substantially Change the Physical Dimensions of a Wireless Telecommunications Facility); provided, however, the registrant shall be required to submit an application as set forth therein.
 - b. Emergencies. Subject to compliance with the other requirements provided herein, in the event of an emergency requiring the replacement or maintenance of a wireless telecommunications facility in the public right-of-way, a registrant shall be exempt from the requirement of first obtaining a WTF right-of-way placement permit prior to performing such work. The term “emergency” shall mean a condition that affects the public's health, safety or welfare, and which includes an unplanned out-of-service condition of a pre-existing service. Registrant shall provide prompt notice to the City of the replacement or maintenance of a wireless telecommunications facility in public rights-of-way in the event of an emergency.
3. Application for WTF right-of-way placement permit.
 - a. General. The Director of Engineering/Public Works, or his/her designee, shall be responsible for the review and approval or denial of all WTF right-of-way placement permit applications. The Community Development Department shall be responsible for receiving all WTF right-of-way placement permit applications. Original applications received by the Community Development Department shall be forwarded to the City Engineering/Public Works Department and copies of same shall be distributed to the Finance Department and all other affected City departments for review for completeness and compliance with City regulations and laws. The Director of Engineering/Public Works shall be responsible for further coordinating departmental review for compliance. Applications for a WTF right-of-way placement permit shall be approved by the Director of Engineering/Public Works

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whenever the Director of Engineering/Public Works determines that the proposed WTF fully complies with the subject standards, regulations and requirements, as more fully set forth herein---which may include revisions to the application.

- b. Submittal of Application(s). An application for a WTF right-of-way placement permit shall be submitted to the Community Development Department on an application form prepared by the City and made available to the public. An application shall be required for each WTF or installation site. Where a proposed WTF is part of a planned network of WTF's that will be installed contemporaneously or sequentially, such as a WTF for DAS, applications for each of the WTF's in the proposed network shall be submitted at the same time.
4. Contents of Application. An application for a WTF right-of-way placement shall include such information and documents required by the application form, which shall include, but not be limited to, the information and documents set forth in Section 2.8.4(C), as well as the following:
 - a. Description of Construction: A description of the manner in which the WTF will be installed (i.e. anticipated construction methods and/or techniques) and the timetable for construction of the project or each phase thereof, and the areas of the City which will be affected;
 - b. Traffic Maintenance Plan: A traffic maintenance plan for any disruption or obstruction of the public rights-of-way;
 - c. If appropriate given the type of WTF proposed, an estimate of the cost of restoration to the public rights-of-way;
 - d. Identification of Facilities in Public Right-of-Way: Information that identifies and depicts all utility poles, electrical transmission towers, street light fixtures, traffic control signals and device, and other above-ground structures, fixtures, facilities and equipment currently existing in the area of the public right-of-way to which the permit application applies, and extending one thousand (1,000) feet in each direction along the public right-of-way, if available, including, but not limited to, those owned or used by public utilities, electric membership corporations, electric cooperatives, or the City (such information shall be provided without certification as to correctness, to the extent obtained from other persons with fixtures, facilities or equipment in the public rights-of-way);
 - e. WTF Inventory: An inventory of all existing wireless telecommunications facilities located in the areas of the public right-of-way to which the permit application

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applies, and extending one thousand (1,000) feet in each direction along the public right-of-way, including any wireless transmission equipment or support structures that the registrant or its predecessor(s) in interest has previously placed or which are otherwise used by the registrant, and, to the extent such information is available, or which are owned or used by other wireless providers (such information shall be provided without certification as to correctness, to the extent obtained from other persons with WTF's in the public rights-of-way);

- f. Evidence of Need Report: If required due to the type of WTF proposed, an evidence of need report, which shall include sufficient information to demonstrate that existing WTF's, existing utility poles and/or existing street light standards in the public right-of-way, as applicable, cannot reasonably accommodate the applicant's need because:
 - (i) There are no existing WTF's, existing utility poles and/or street light standards, as applicable, located in the public right-of-way within the GSA;
 - (ii) The existing utility poles and/or street light standards, as applicable, in the GSA cannot accommodate the proposed attached WTF because the antenna and/or other wireless transmission equipment cannot be mounted at a sufficient height to meet the applicant's engineering requirements or there is not sufficient space available for mounting wireless transmission equipment meeting the applicant's engineering requirements due to the location of utility equipment or other equipment currently mounted on the subject structure;
 - (iii) The existing utility poles and/or street light standards, as applicable, in the GSA do not have sufficient structural strength and cannot be structurally improved to support the wireless transmission equipment for the applicant's proposed WTF, which shall be further certified by a Georgia-licensed professional engineer;
 - (iv) Taking into consideration economic and technical feasibility, compliance with the design requirements and standards governing the proposed attached WTF are not reasonably practicable due to other existing conditions associated with the existing utility poles and/or street light standards, as applicable;
 - (v) To the extent there are existing WTF's within the GSA available for collocation or modification, the collocation of the proposed WTF on or modification to the existing WTF's would defeat the concealment elements required for the existing WTF; or
 - (vi) The existing utility poles and/or street light standards in the GSA are unsuitable due to other similar limiting factors; and
- g. Such additional information necessary for review in order to confirm compliance with the requirements set forth herein, as reasonably determined and requested by the City.

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5. No Application Fee. Notwithstanding any provision set forth in Section 2.8.4 to the contrary, no permit, application or review fee is required for a WTF right-of-way placement permit.

E. GENERAL STANDARDS.

1. General Standards of Approval; Factors for Consideration. The City shall have the authority to prohibit or limit the placement of new or additional wireless telecommunications facilities within certain public rights-of way as reasonably necessary to protect existing facilities in the public rights-of-way, including facilities owed by a public utility or the City, to accommodate City plans for public improvements or projects that the City determines are in the public interest, to prevent interference with the operations of public safety communications services, to accommodate or address traffic safety issues or concerns related to the subject location or arising out of the proposed placement of the wireless telecommunication facility at the subject location, or as otherwise necessary, proper, or incidental to the efficient operation, management or development of the public rights-of-way and the municipal street system.
 - a. Preservation of Safe Traffic Environment, Appearance of Right-of-Way and Efficiency of Right-of-way Maintenance. The type of construction required for the installation, vertical clearance above pavement, horizontal clearance within the public right-of-way, the location of the support structure and wireless transmission equipment, and the location of existing poles, guys, and related ground-mounted utility appurtenances, such as transformers or cabinets, are factors of major importance to preserve a safe traffic environment as well as the appearance of the public right-of-way and the efficiency and economy of public right-of-way maintenance. A critical requirement for locating support structures and wireless transmission equipment along the roadside is the width of the border area; i.e., the space between the edge of pavement, edge of paved shoulder or curb line and the right-of-way line, and its availability and suitability for accommodating such facilities. The safety, maintenance efficiency and appearance of public rights-of-way are enhanced by keeping this space as free as possible from encroachment by obstacles above the ground. Where ground-mounted utility facilities are to occupy this space, they shall be placed as far as possible from the traveled way and beyond the clear zone. The nature and extent of roadside development and the ruggedness of the terrain are additional controlling factors for locating support structures and wireless transmission equipment within the public right-of-way as close as possible to the right-of-way line and outside of the clear zone.
 - b. Non-interference.

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- (i) Wireless telecommunications facilities shall be placed and maintained so as not to interfere unreasonably with the use of the public rights-of-way by the public and so as not to cause unreasonable interference with the rights and convenience of property owners who own property adjacent to the subject public right-of-way.
 - (ii) All wireless telecommunications facilities shall be placed and maintained so as not to interfere, displace, damage or destroy any other utilities or facilities, including but not limited to, water mains, sanitary sewer facilities, storm drains, electrical facilities; gas mains, pipes, cables or conduits of the City or any utility's facilities lawfully occupying the public rights-of-way of the City.
 - (iii) All wireless telecommunications facilities shall be placed and maintained so as not to create interference with the operations of public safety communications services.
- c. **Insufficient Space.** The City has the authority to prohibit or limit the placement of new or additional wireless telecommunications facilities within the public rights-of-way if there is insufficient physical space to accommodate all of the requests to place and maintain WTF's or other facilities in that area of the public rights-of-way.

2. General Design Standards.

- a. **Concealed Attached WTF's and Concealed Freestanding Support Structures.** Subject to compliance with the other regulations set forth herein, including location, siting and design standards and requirements, and the issuance of a WTF right-of-way placement permit, only the following types of concealed attached WTF's and concealed freestanding support structures may be placed in the public rights-of-way:
 - (i) Concealed attached WTF mounted to one of the following types of alternative support structures:
 - (a) utility pole or electrical transmission tower (i.e., utility-pole-mounted WTF); or
 - (b) streetlight standard (i.e., streetlight-mounted WTF).
 - (ii) Concealed freestanding support structure designed as a:

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- (a) streetlight standard, decorative streetlight fixture or decorative lamppost primarily used for public lighting (i.e., faux streetlight facility).
 - b. Wireless Transmission Equipment. Only antennas, repeaters, equipment cabinets or pedestals, and other accessory equipment associated with small wireless technologies, like DAS or small cell facilities, which are physically much smaller and less visible and can be placed at much lower elevations than macrocell antennas and accessory equipment, such that they can be more easily deployed with concealment enclosures and other concealment elements that blend with the non-tower support structure on or within which they are installed, may be located within the public right-of-way; provided, however, a DAS hub may not be located within the public right-of-way. The foregoing provisions are provided for the purpose of generally describing in prevailing industry terminology the type of wireless transmission equipment (in terms of its size, scale, design and feasibility for location on alternative support structures or concealed freestanding support structures) allowed in public rights-of-way in accordance with the further regulations provided herein; the foregoing provisions are not intended to restrict the technology used by the registrant.
 - c. Concealment Elements. In order to preserve the appearance of the public right-of-way and minimize the visual impact of new facilities, all wireless telecommunications facilities and wireless transmission equipment located in the public rights-of-way shall be designed with concealment elements, as further prescribed herein.
- 3. Siting Standards and Requirements for WTF's. In order to limit the proliferation of new support structures in the public right-of-way so as to preserve the appearance of the public right-of-way and prevent physical or visual obstructions to pedestrian or vehicular traffic, inconveniences to public use of the right-of-way, safety hazards to pedestrians and/or motorists, and new visual and aesthetic impacts, a proposed wireless telecommunications facility shall be sited in the public right-of-way in accordance with the following siting alternatives order:
 - a. Utility-Pole-Mounted WTF's. A new wireless telecommunications facility in the public rights-of-way must be placed on existing utility poles (subject to and in accordance with the standards and regulations governing concealed utility-pole-mounted WTF's and other requirements set forth herein), unless such siting is impracticable or technically infeasible. In order to demonstrate that such siting is impracticable or technically infeasible, the registrant shall provide an evidence of need report to the City at its pre-application meeting or as part of the application showing why and how complying with the foregoing standard would be impractical or technically infeasible.

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- b. Concealed Streetlight-Mounted WTF's. When a registrant sufficiently demonstrates that there are no existing utility poles in the subject area of the public right-of-way to accommodate the proposed WTF, the proposed wireless telecommunications facility shall be placed on an existing streetlight standard (subject to and in accordance with the standards and regulations governing concealed street-light-mounted WTF's and other requirements set forth herein), unless such siting is impracticable or technically infeasible as sufficiently demonstrated by an evidence of need report; or
 - c. Concealed Freestanding Support Structures: Faux Streetlight Facility. When a registrant sufficiently demonstrates that there are no existing utility poles or streetlight standards in the subject area of the public right-of-way to accommodate the proposed WTF, a faux streetlight facility may be sited in the public right-of-way (subject to and in accordance with the standards and regulations governing faux streetlight facilities and other requirements set forth herein).
4. General Location, Siting and Design Standards for Ground-Mounted Equipment Cabinets.
- a. Purpose and Intent. The purpose of this Paragraph 4 is to establish and prescribe uniform standards and controls for the location and placement of ground-mounted equipment cabinets within the public right-of-way in order to provide a basis for the planning of such installations. These regulations, standards and guidelines for ground-mounted equipment cabinets are intended to cover the majority of situations which will occur and are general in application, particularly in regard to the location of new ground-mounted equipment cabinets in the public rights-of-way. There may be instances where the location of a proposed installation of a ground-mounted equipment cabinet appears to meet the requirements set forth herein, but special circumstances, other considerations, or other regulations may make the location inappropriate. Each requested location for placement of a ground-mounted equipment cabinet is subject to the approval of the City Engineer/Public Works Director and shall be reviewed on its own merit with regard to the foregoing general standards, including, but not limited to, its impact on safety, visual quality of the public right-of-way, and the difficulty of public right-of-way and public utility construction and maintenance, as well as the additional standards and requirements set forth herein.
 - b. Authority. A ground-mounted equipment cabinet may only be installed in the public right-of-way when the location has been reviewed and approved by the City Engineer/Public Works Director. In determining whether the location is appropriate, the City Engineer/Public Works Director shall review the proposed location for compliance with the general standards, the additional standards and requirements

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applicable to the subject type of WTF, and such other applicable City, state and federal laws, codes, ordinances, regulations and policies, and further give due consideration to such other factors relevant to the protection of the public health, safety, and welfare in relation to the use and regulation of the public rights-of-way.

- c. General Location Standards and Guidelines. In order to avoid the clustering of multiple ground-mounted equipment cabinets in a single area, a ground-mounted equipment must be spaced a minimum of one thousand (1000) linear feet from another ground-mounted equipment cabinet located in the public right-of-way; however, a maximum of two (2) ground-mounted equipment cabinets may be grouped together in a single location when the other standards hereof are also met. Individual ground-mounted equipment cabinets shall not exceed three (3) feet in width, three (3) feet in depth or five (5) feet high in height. Ground-mounted equipment cabinets shall only be located in areas of the public right-of-way with existing foliage or other aesthetic features that screen or obscure the view of the equipment cabinet or in which there is existing space and conditions such that landscaping can be installed to fully screen such equipment cabinet; provided, however, a ground-mounted equipment cabinet may be located adjacent to an existing utility cabinet in any area of the right-of-way in which there are aerial telecommunications and electric distribution lines. Accessory equipment and equipment cabinets not meeting the requirements hereof, may only be located on the support structure of the WTF subject to and in accordance with the additional regulations set forth herein, or in flush-to-grade underground vault enclosures. Such flush-to-grade underground vault enclosures, including flush-to-grade vents, or vents that extend no more than twenty-four (24) inches above the finished grade and are screened from public view may be incorporated. Electrical meters required for the purpose of providing power to the proposed WTF may be installed above ground on a pedestal in the public right-of-way provided such pedestal is designed or screened to blend in with the surrounding area and meets other applicable standards.
- d. General Design Standards for Ground-Mounted Equipment Cabinets. Subject to such additional design standards and regulations for the subject type of WTF, ground-mounted equipment cabinets shall be painted, textured, and designed in a manner consistent with the style, color, texture and materials of other fixtures and features in the area in which located, or painted, textured and located to blend in with existing foliage/vegetation or additional landscaping, and otherwise camouflaged, screened and designed in such a manner to render the ground-mounted equipment cabinet as visually inconspicuous as possible, such that the ground-mounted equipment cabinet meets the visibility standard applicable to the subject type of WTF, as further set forth herein. All ground-mounted equipment cabinets shall be screened by landscaping unless existing foliage and vegetation and/or other existing

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structures or fixtures provide sufficient screening to meet the subject standard of visibility.

- e. Downtown Overlay District. In addition to the foregoing standards, in the Downtown Overlay District, ground-mounted equipment cabinets shall not be located in any area of the public right-of-way in which a pedestrian walkway is also located or planned, unless such equipment cabinet is camouflaged, screened and designed such that it is not visible (to a reasonable person of ordinary sensibilities) from public rights-of-way or any public place.
- f. Residential Areas. In addition to the foregoing standards, ground-mounted equipment cabinets shall not be located in any portion of the public right-of-way that is contiguous to the front or side yard property line of a property with a “for-sale” dwelling use, unless there are existing utility cabinets or enclosures located on the ground and screened with landscaping, such as telephone cabinets or electrical transformer boxes/enclosures, provided (i) there is sufficient space to place the ground-mounted equipment cabinet within such screened area, (ii) the height and other dimensions of the ground-mounted equipment cabinet do not exceed the height or size of the existing utility cabinet or enclosure located on the ground, or be more than five (5) feet in height, three (3) feet in width, or three (3) feet in depth, whichever is less, and (iii) the ground-mounted equipment cabinet is otherwise camouflaged, screened and designed so as to render it as visually inconspicuous as possible, such that the ground-mounted equipment cabinet is not readily apparent or plainly visible (to a reasonable person of ordinary sensibilities) from public rights-of-way or any property with a “for-sale” dwelling use.

F. ADDITIONAL REGULATIONS, DESIGN STANDARDS AND MINIMUM REQUIREMENTS FOR WTF’S IN PUBLIC RIGHTS-OF-WAY

- 1. Additional Regulations and Design Standards for Concealed Utility-Pole-Mounted WTF’s.
 - a. Location Standards. Utility-pole-mounted WTF’s shall be located in areas of the public right-of-way in which there are existing aerial (overhead) telephone and electric distribution lines. Antenna(s) and pole-mounted accessory equipment of utility-pole-mounted WTF’s may only be located on an existing utility pole supporting such aerial lines or on an existing electrical transmission tower. Notwithstanding the foregoing, utility-pole-mounted WTF’s shall not be located in

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any portion of the public right-of-way that is contiguous to the front yard property line of a property with a “for-sale” dwelling use.

- b. Minimum Height of Utility Pole. Antenna(s) and pole-mounted accessory equipment of a utility-pole-mounted WTF may only be attached to a utility pole with a height of thirty (30) feet or greater, as measured from finished grade, or on an electrical transmission tower.
- c. Minimum Height Location of Antennas. Antenna(s) shall be mounted on the utility pole or electrical transmission tower) at a height of fifteen (15) feet or more above grade. Pole-mounted equipment cabinets/enclosures shall be mounted on the utility pole or electrical transmission tower at a height of ten (10) feet or more above grade.
- d. Design Standards and Concealment Elements.
 - (i) General Concealment Measures. The size, shape and orientation of antenna(s) and accessory equipment mounted to a utility pole (use of the term “utility pole” shall include “electrical transmission tower” when an electrical transmission tower serves as the alternative support structure) shall be consistent with the size, shape and orientation of existing utility equipment installed on the subject utility pole and other utility poles in the nearby area (within 500 linear feet of the subject utility pole and on the same side of the right-of-way). Such antenna(s) and accessory equipment shall be painted, textured, and designed in a manner consistent with the utility pole’s style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing utility pole such that the utility-pole-mounted WTF is no more readily apparent or plainly visible from public rights-of-way than the existing utility equipment located on the utility pole. Further, if the utility pole is visible (at ground level) from any property with a residential ‘for-sale’ dwelling use, antennas shall be concealed or screened by means of canisters, radomes, shrouds or other similar concealment enclosures, which shall be flush-mounted to the utility pole and painted, textured, and designed in a manner consistent with the utility pole’s style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing utility pole.
 - (ii) Type of Antennas; Maximum Number. No type of antenna other than a panel or whip antenna may be mounted to a utility pole unless such antenna is enclosed within a canister, radome, shroud or other similar concealment enclosures. No more than (a) one (1) whip antenna and (b) three (3) panel

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antennas or three (3) antenna concealment enclosures may be attached to a utility pole.

- (iii) **Mounting of Antennas.** Antennas shall be flush-mounted. A panel antenna, together with its mount, shall not extend horizontally from the utility pole more than the width of existing pole-mounted equipment (on the subject utility pole) with the same orientation, or more than three (3) feet, whichever is less. Panel antennas shall not extend vertically above the height of the utility pole. When flush-mounted to the side of the utility pole, a whip antenna, together with its mount, may extend horizontally up to eighteen (18) inches from the utility pole, and the whip antenna, exclusive of its mounts, may extend vertically up to three (3) feet above the height of the utility pole. Alternatively, the base of a whip antenna may be flush-mounted (without vertical separation) to the top surface of the utility pole, but shall not extend vertically above the height of the utility pole by more than three (3) feet. Canisters, radomes, shrouds or other similar antenna concealment enclosures shall be flush-mounted to the side of a utility pole without any visual horizontal separation and without extending vertically above the height of the utility pole. Additionally, one (1) canister, radome, shroud or other similar antenna concealment enclosure may be flush-mounted (without vertical separation) to the top surface of the utility pole, but shall not extend vertically above the height of the utility pole by more than three (3) feet.
- (iv) **Maximum Size of Antennas.** A non-enclosed panel antenna shall be no larger than one (1) foot in width and two (2) feet in length. A whip antenna shall be no larger than two (2) inches in diameter and five (5) feet in length.
- (v) **Maximum Antenna Volume.** In addition to the foregoing size limitations, each antenna located on the utility pole shall either be (a) located within a canister, radome, shroud or other similar antenna concealment enclosure that is no more than three (3) cubic feet in volume, or (b) if the antenna is not enclosed within an antenna concealment enclosure, capable of fitting within an enclosure (i.e., an imaginary enclosure) that is no more than three (3) cubic feet in volume. The aggregate volume of actual concealment enclosures and/or imaginary enclosures of all antennas located on the utility pole, including any pre-existing antennas, shall not exceed six (6) cubic feet in volume.
- (vi) **Accessory Equipment; Equipment Cabinets.** All pole-mounted accessory equipment, other than antennas, antenna attachment devices, cables, conduit, and power meters and switches (and similar equipment installed by an electric utility) shall be located in equipment cabinets or smaller equipment enclosures. Except for any approved ground-mounted equipment cabinet(s), all equipment

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cabinets and enclosures shall be flush-mounted to the utility pole. The dimensions of a pole-mounted equipment cabinet/enclosure shall be not exceed 30 inches in height (length), 24 inches in width, and 18 inches in depth. The volume of all pole-mounted and ground-mounted equipment cabinets and enclosures associated with wireless transmission equipment located on the utility pole, including pre-existing wireless transmission equipment located on the utility pole, shall not exceed seventeen (17) cubic feet.

2. Additional Regulations and Design Standards for Concealed Streetlight-Mounted WTF's.
 - a. Location Standards. Streetlight-mounted WTF's may only be located in arterial rights-of-way or areas of the public right-of-way in which there are existing aerial (overhead) telephone and electric distribution lines, and antenna(s) and pole-mounted accessory equipment of streetlight-mounted WTF's may only be located on an existing street light standard. Notwithstanding the foregoing, streetlight-mounted WTF's shall not be located in the Downtown Overlay District or in any portion of the public right-of-way that is contiguous to the front yard property line of a property with a "for-sale" dwelling use.
 - b. Minimum Height of Streetlight Standard. Antenna(s) and pole-mounted accessory equipment of streetlight-mounted WTF's may only be attached to a street light standard with a height of twenty-five (25) feet or more above grade.
 - c. Minimum Height Location of Equipment Cabinets/Enclosures. Pole-mounted equipment cabinets and other equipment enclosures shall be mounted on the street light standard at a height of ten (10) feet or more above grade.
 - d. Lighting, Operability and Maintenance. The streetlight-mounted WTF shall not impair the existing function of the street light standard, including its lighting. Further, the faux streetlight facility must be separately metered for electric power to all wireless transmission equipment located thereon. The applicant shall be responsible for all maintenance to the wireless transmission equipment located on the street light facility or otherwise installed in association therewith.
 - e. Design Standards and Concealment Elements.
 - (i) General Concealment Measures. Antenna(s) and pole-mounted accessory equipment of streetlight-mounted WTF's shall be designed, camouflaged, screened and obscured from view in order to render the attached WTF as visually inconspicuous as possible. Such antenna(s) and accessory equipment shall be painted, textured, and designed in a manner consistent with the street

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light standard's style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing street light standard in order to render the attached WTF as visually inconspicuous as possible, such that the streetlight-mounted WTF is not identifiable or plainly visible from public rights-of-way. Antennas shall be concealed or screened by means of canisters, radomes, shrouds or other similar concealment enclosures, which shall be flush-mounted to the top of the street light standard and painted, textured, and designed in a manner consistent with the street light standard's style, color, texture and materials and otherwise camouflaged and designed to blend in with the existing street light standard.

- (ii) Type of Antennas. Only antenna enclosed within a canister, radome, shroud or other similar antenna concealment enclosure may be mounted to a street light standard. No more than one (1) antenna concealment enclosure may be attached to a street light standard.
- (iii) Mounting of Antennas. Canisters, radomes, or similar antenna concealment enclosures shall be flush-mounted (without vertical separation) to the top of the pole located above the point of attachment of the mast arm, but shall not extend vertically above the height of the street light standard by more than three (3) feet. The canister, radome or similar antenna concealment enclosure shall be designed and camouflaged to appear as an integral part of the existing pole to which it is attached. If the diameter of an antenna concealment enclosure is greater than the diameter of the top end of the pole, the antenna concealment enclosure must be tapered in a manner consistent with style of the subject pole. Antennas shall not be mounted to the mast arm of the street light standard.
- (iv) Maximum Size of Antennas. The diameter of the canister, radome or similar antenna concealment enclosure shall not exceed the diameter of the existing pole at its mid-point.
- (v) Accessory Equipment; Equipment Cabinets. Cable and conduit shall be located inside the pole and not attached to the exterior. All accessory equipment, other than antenna concealment enclosures, cables, conduit, and power meters and switches (and similar equipment installed by an electric utility), shall be located in equipment cabinets or smaller equipment enclosures. Equipment cabinets and enclosures shall be flush-mounted to the side of the street light standard. The height (length) and depth of a pole-mounted equipment cabinet/enclosure shall not exceed 24 inches and 10 inches, respectively, and the width of a pole-mounted equipment cabinet/enclosure shall not exceed the minimum width of

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the pole at the location of attachment by more than fifty (50) percent. The volume of all pole-mounted equipment cabinets/enclosures located on the street light standard, including pre-existing wireless transmission equipment located on the street light standard, shall not exceed six (6) cubic feet. To the extent ground-mounted equipment cabinets/enclosures are permitted in accordance with Subsection 2.8.10(E)(4) hereof, the volume of all pole-mounted and ground-mounted equipment cabinets/enclosures associated with wireless transmission equipment located on the street light standard, including pre-existing wireless transmission equipment located on the street light standard, shall not exceed seventeen (17) cubic feet.

3. Additional Regulations and Design Standards for Faux Streetlight Facilities.

- a. Purpose and Intent. The following regulations, standards and guidelines for the placement of faux streetlight facilities attempt to cover the large majority of situations which will occur and are general in application, particularly in regard to the location of new faux streetlight facilities in the public right-of-way. There may be instances where a proposed installation of a faux streetlight facility appears to meet the requirements set forth herein, but special circumstances, other considerations, or other regulations may make the installation inappropriate. Each requested location for placement of a faux streetlight facility is subject to the approval of the City Engineer/Public Works Director and shall be reviewed by the City Engineer/Public Works Director on its own merit with regard to the policies and purposes of this Section 2.8.10, including, but not limited to, its impact on safety, visual quality of the public right-of-way, and the difficulty of public right-of-way and public utility construction and maintenance.
- c. Location Standards and Guidelines.
 - (i) A faux streetlight facility may only be installed in the public right-of-way when the location has been reviewed and approved by the City Engineer/Public Works Director. In determining whether the location is appropriate, the City Engineer/Public Works Director shall review the proposed location for compliance with the foregoing general standards, the additional standards and requirement set forth below, and such other applicable City, state and federal laws, codes, ordinances, regulations and policies, and further give due consideration to such other factors relevant to the protection of the public health, safety, and welfare in the use and regulation of the public rights-of-way.
 - (ii) In addition to the standards set forth herein, the location of faux streetlight facilities, including required spacing and separation from existing or planned

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street lights, shall comply with all other design standards and guidelines related to street lights required by other applicable City or State laws, ordinances, codes or regulations, including design standards and guidelines that are applicable due to the proposed location lying within certain areas and corridors of the City (e.g., Design Review Board Guidelines, the Downtown Code, and the Northpoint Activity Center Design Guidelines). The spacing and separation of the faux streetlight facility from other street lights shall be consistent and visually compatible with the existing spacing of street lights located on the same side of the right-of-way; provided, however, such compatibility may further require that the location be opposite of or staggered with street lights located on the other side of the public right-of-way, when applicable. When appropriate due to the separation of existing street lights and the locations of any planned street lights, new faux streetlight facilities should generally be located midway between existing/planned street lights on the same side of the right-of-way. Faux streetlight facilities shall be located so as to align with existing and/or planned street lights in the surrounding areas of the public right-of-way and have consistent setback distances from the curb as other street lights.

- (iii) In the event appropriate spacing and separation distances cannot be met, the applicant may include with its application a proposal to replace an existing street light fixture with a faux streetlight facility of the same design. A proposal to replace an existing street light fixture with a faux streetlight facility shall be subject to the approval of the City Council.
- c. Height of Faux Streetlight Facility. The height of the faux streetlight facility shall comply with height requirements set forth in other applicable City regulations, policies and guidelines, including City design standards and guidelines applicable to the proposed location within the City, and/or shall be equivalent to the height of the adjacent existing street lights that it is designed to replicate.
- d. Lighting, Operability and Maintenance. The faux streetlight facility shall function as a street light facility and comply with all City requirements applicable thereto, including, but not limited to, the lighting fixture must comply with all lighting and illumination standards required pursuant to other City laws, codes, regulations and policies. Further, the faux streetlight facility must be separately metered for electric power to its wireless transmission equipment and the lighting fixture. The applicant shall be responsible for all maintenance to and operations of the faux streetlight facility, including the operation, replacement and repair of the lighting fixture.
- e. Design Standards and Concealment Elements.

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- (i) Full Concealment. The faux streetlight facility shall be designed (i) in compliance with City design requirements and standards applicable to new street light fixtures generally and as further prescribed for the subject area of the right-of-way, (ii) in compliance with the specifications of street light fixtures that are planned for installation in the subject area of the right-of-way, and/or (iii) to replicate the design of existing street light fixtures in the surrounding area of the public right-of-way, such that the faux streetlight facility is indistinguishable by a casual observer from the existing, planned or other street light fixture(s) that it replicates. The size, shape, height, design, style, color, texture and materials of all components of the faux streetlight facility shall match the existing, planned or other street light fixture(s) that it replicates, and all wireless transmission equipment associated with the faux streetlight facility, other than any permitted ground-mounted equipment cabinet or electric meter, shall be concealed within the pole or post of the structure or otherwise designed and incorporated as a design element of the required style of street light fixture. When the faux streetlight facility is a replacement of an existing street light, the faux streetlight facility shall be designed to fully replicate the street light feature being replaced.
- (ii) Antennas. Antenna(s) shall be enclosed within a canister, radome, shroud or other similar antenna concealment enclosure designed to replicate a design element and to appear to be an integral part of the subject style of street light fixture, such that the antenna and concealment enclosure are indistinguishable from the related feature or design element of the street light fixture(s) that the faux streetlight facility is designed to replicate.
- (iii) Ground-Mounted Equipment Cabinets. The placement of ground-mounted equipment cabinets is subject to Subsection 2.8.10(E)(4) hereof.

G. GENERAL CONDITIONS

1. A WTF right-of-way placement permit issued by the City is a mere privilege that authorizes the permissive use of the public right-of-way for the placement and maintenance of the WTF only. The issuance of a WTF right-of-way placement permit and the placement of such facility in accordance therewith does not create or vest any property right in the applicant, or any other party, or grant authority to impinge upon the rights of others who may have an interest in the public rights-of-way.
2. Other Government Approvals. An applicant shall be required to obtain any and all approvals that may be required by any state or federal governmental unit, department or agency related to the use of right-of-way under its jurisdiction.

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3. Conditional Use of Public Right-of-Way.
 - a. The City shall retain the right, without limitation, to alter, change, or cause to be changed, the grading, installation, relocation or width of the public rights-of-way within the limits of the City. Neither the approval of WTF right-of-way placement permit nor any provision set forth in this Section 2.8.10 shall affect the City's authority to add, modify, vacate or abandon public rights-of-way.
 - b. If a registrant desires to use any of its wireless telecommunications facilities for the purpose of providing any other services other than the provision of communications service, including utility or non-utility services to existing or potential consumers or resellers, or by providing any other use to existing or potential consumers, a registrant shall seek such additional and separate authorization from the City and other governmental or regulatory authorities as may be required by applicable law.
 - c. A registrant, or any person that leases or otherwise uses the wireless telecommunications facilities of a registrant, that has been issued a WTF right-of-way placement permit or that has otherwise been authorized to place a WTF in the public rights-of-way of the City shall not make or assert any claim, right, or cause of action or take any other action against the City that will impede the lawful exercise of the City's rights, including requiring the removal or relocation of such facilities from the public rights-of-way of the City, notwithstanding the effect of same on registrant's ability to place or maintain wireless telecommunications facilities in public rights-of-way of the City.
4. Removal and Relocation. Notwithstanding the issuance of a WTF right-of-way placement permit, the City shall have the authority to order the removal and relocation of a WTF located in the public right-of-way that in the reasonable opinion of the City constitutes an obstruction or interference with the construction, maintenance, use, or safe operation of the roadway. Any registrant owning a wireless telecommunications facility located within or adjacent to any part of the public right-of-way or public road which the City or Georgia Department of Transportation (GDOT) has undertaken to improve or intends to improve shall, at registrant's sole cost and expense, remove, relocate, or make the necessary adjustments to its wireless telecommunications facility when, in the reasonable opinion of the City or GDOT, the facility constitutes an obstruction or interference with the use or safe operation of such road by the traveling public or when, in the reasonable opinion of the City or GDOT, the facility will interfere with such contemplated construction or maintenance. Removal or relocation of a wireless telecommunication facility at the direction of the City or GDOT shall be subject to and governed by the applicable provisions of O.C.G.A. §§ 32-4-92, 32-6-171 and 32-6-173, as amended, which shall include the provision of a minimum of sixty (60) days' notice of the required removal or relocation.

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5. All Rights of City Reserved. Notwithstanding any provision of this Section 2.8.10 or the City's issuance of a permit or other authorization to place a WTF in the public right-of-way, the City may place and maintain, grant utility easements for, or otherwise permit the placement and maintenance of other utilities in the public rights of way, including, water, sewer, electric, gas, storm drainage, telecommunications, traffic, and other utilities and facilities, cables or conduit, including underground and overhead installations, in public rights-of-way occupied by the registrant. Registrant may allow City facilities to be co-located within City's public rights-of-way through the use of a joint trench during registrant's construction project. Such joint trench projects shall be negotiated in good faith by separate agreement between registrant and City and may be subjected to other City rights-of-way requirements. The City further reserves without limitation the right to alter, change, or cause to be changed, the grading, installation, relocation or width of the public rights-of-way within the City.
6. Restoration of ROW. The area disturbed by the construction or maintenance of a WTF in the public right-of-way shall be kept to a minimum. The registrant shall, at its own expense, restore all right-of-way to a condition equal to or better than the condition existing prior to such construction or maintenance activities. Restoration methods and any work required to repair the right-of-way shall be performed in accordance with City Design Standards or other City-adopted standards and specifications applicable to the construction of City improvements within the public right-of-way. In the absence of any City standards and specifications applicable to the subject work or improvement(s), the materials and methods of construction shall be in accordance with GDOT's current standards and specifications, including GDOT Standard and Supplemental Specifications and/or Special Provisions, and Construction Standards and Details. All repairs and restoration work must be approved by the Director of Engineering/Public Works and final completion of any such work is subject to the reasonable approval of the Director of Engineering/Public Works. If necessary, unsatisfactory restoration work shall be corrected by the registrant, or by the City with all costs billed to the registrant.
7. Registrant shall at all times keep the wireless telecommunications facility authorized by the WTF right-of-way placement permit in a good state of repair from the standpoint of both structure and appearance.
8. Compliance with Applicable Law; Acceptable Industry Practices. Registrant shall place and maintain a wireless telecommunications facility in public rights-of-way in compliance with all applicable standards as established by all local, state or federal law and in conformance with the City ordinances, codes and regulations. All safety practices required by applicable City, local, state and federal law or accepted industry practices and standards shall be used during the placement or maintenance of wireless telecommunications facilities in the public right-of-way. Registrant shall use and

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exercise due caution, care and skill in performing work in the public rights-of-way and shall take all reasonable steps to safeguard work site areas. A registrant shall maintain all of its WTF's located in the public rights-of-way in a manner consistent with accepted industry practice and applicable law.

9. Scheduling. In the interest of the public's health, safety and welfare, upon request of the City, a registrant shall coordinate placement or maintenance activities under a permit with any other work, construction, installation or repairs that may be occurring or scheduled to occur within a reasonable timeframe in the subject public rights-of-way. The City may require a registrant to alter reasonably its placement or maintenance schedule for permitted work as necessary so as to minimize disruptions and disturbance in the public rights-of-way. The City may provide a more definite time frame based on specific City construction or maintenance schedules.
10. Registrant's Liability and Risk. City makes no warranties or representations regarding the fitness, suitability or availability of public rights-of-way for the registrant's wireless telecommunications facilities and any performance of work or costs incurred by registrant or provision of services shall be at registrant's sole risk. Nothing in this article shall affect the City's authority to add, vacate or abandon public rights-of-way and City makes no warranties or representations regarding the availability of any added, vacated or abandoned public rights-of-way for wireless telecommunications facilities. Notwithstanding any requirements or conditions the City Engineer may impose in order to protect the public from injury and the right-of-way from damage, a registrant shall be solely responsible for the adequacy and safety of the engineering of its facilities and the operations authorized by the permit. Construction performed to place or maintain a registrant's wireless telecommunications facilities shall not interfere, displace, damage or destroy any other utilities or facilities, including but not limited to, sewers, gas or water mains, storm drains, pipes, cables or conduits of the City or any other person's facilities lawfully occupying the public rights-of-way of the City.
11. Inspection. The City shall have the right to make such inspections of facilities placed or maintained in public rights-of-way as it finds necessary to ensure compliance with this Section. In the event the City determines that a violation exists with respect to registrant's placement or maintenance of facilities in the public rights-of-way that is not considered to be an emergency or danger to the public health, safety or welfare, the City will provide registrant written notice setting forth the violation and requesting correction.
12. As-Builts Plans. An application for a WTF right-of-way placement permit, including an application to replace an existing WTF in the public right-of-way, shall include plans showing the location of the proposed installation of facilities in the public rights-of-way. If the plans so provided require revision based upon actual installation, the registrant

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shall promptly provide revised plans. Further, the registrant shall provide “as-builts” upon completion of any installation or construction. The plans shall be in a digitized format showing the two-dimensional location of the facilities based on the City’s geographical database, or other format acceptable to the City. The registrant shall provide such plans at no cost to the City.

13. Cooperation. Subject to applicable law, a registrant shall, on the request of any person holding a permit issued by the City, temporarily support, protect, raise or lower its wireless telecommunications facilities to permit the work authorized by the permit. The expense of such temporary support, protection, raising or lowering of facilities shall be paid by the person requesting the same, and the registrant shall have the authority to require such payment in advance. The registrant shall be given not less than thirty (30) days advance written notice to arrange for such temporary measures. If the City requests the temporary support, protection, raising or lowering of a facility for a public purpose, the City shall not be charged for the temporary support, protection, raising or lowering of the facility.
14. Due Compensation. A registrant that places or maintains wireless telecommunications facilities in the public rights-of-way shall be required to pay “due compensation” to the City as required by applicable City and State laws, ordinances and regulations.
15. Terms and Conditions of Permit. Registrant, in accepting the permit, agrees to abide by the terms and conditions thereof. The placement of the WTF must fully comply with this Section 2.8.10, and any other requirements that the Director of Engineering/Public Works may stipulate. Registrant shall review the permit for additional requirements and, if not in agreement, may withdraw the permit application by written request prior to the placement of the WTF covered by the permit. The registrant, in accepting the permit, agrees to abide by the terms and conditions thereof. Failure to comply with terms of the permit during the installation, operation and maintenance of the WTF may result in revocation of the permit and removal of the WTF.
16. Insurance. A registrant shall, at registrant’s own expense, obtain and continuously maintain for the period of time required for the complete installation of the facilities authorized by the permit, including the repair and restoration of the public right-of-way, and also during such future periods of time when operations are performed involving the maintenance, repair, relocation, or removal of said facilities authorized by the permit, insurance of the kind and in the minimum amounts described herein. Prior to placing a WTF in the public right-of-way or otherwise performing any work in the public right-of-way, registrant shall furnish the City with certificates of insurance, which shall insurance limits, term of insurance, insured parties, and other information sufficient to demonstrate conformance with the requirements provided herein. All insurance coverages required

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herein shall be procured and maintained with insurers with an A- or better rating as determined by Best's Key Rating Guide and with a financial size rating of Class V or larger. All liability policies shall be endorsed to name the City, and its elected officials, officers, employees and agents as additional insured parties. The required coverages must be evidenced by properly executed certificates of insurance forms. Every policy of insurance shall provide that the City will receive notice no less than thirty (30) calendar days prior to any cancellation, termination, or a material change in such policy. Registrant shall ensure that any and all policies of insurance procured hereunder shall provide for a waiver of subrogation against the City, and registrant waives any claim against the City which is covered by its insurance hereunder. No policy of insurance shall contain any exclusion for bodily injury or property damage arising from completed operations. The minimum required insurance coverages and respective limits of coverage are as follows:

- a. Worker's compensation insurance in accordance with statutory limits and covering all employees and other persons as established and required by Georgia law. A group-insurer must submit a certificate of authority from the Insurance Commissioner approving the group insurance plan. A self-insurer must submit a certificate from the Georgia Board of Workers' Compensation stating that the registrant qualifies to pay its own workers' compensation claims. Registrant shall require all contractors using the public right-of-way or performing work under the permit to obtain an insurance certificate showing proof of workers' compensation insurance, and registrant shall submit a certificate on its letterhead to the City providing that all contractors performing work in the public right-of-way are covered by workers' compensation insurance.
- b. Employers' liability insurance with minimum limits of (a) One Million Dollars (\$1,000,000) per accident for bodily injury by accident and (b) One Million Dollars (\$1,000,000) per employee for bodily injury by disease. Registrant shall require all contractors using the public right-of-way or performing work under the permit to obtain an insurance certificate showing proof of employers' liability insurance coverage and shall submit a certificate on its letterhead to the City providing that all contractors performing work in the public right-of-way are covered by employers' liability insurance.
- c. Comprehensive general liability insurance with minimum combined single limits of One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate which shall include coverage for bodily injury, broad form property damage (including completed operations coverage), personal injury (including coverage for contractual and employee acts), blanket contractual, independent contractors, products, and completed operations. Further, the policy shall be endorsed to provide "all risks" coverage. The policy shall contain a severability of interests provision. Coverage shall be provided on an "occurrence"

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basis as opposed to a “claims made” basis and must include separate aggregates for each permit.

- d. 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 registrant’s or its contractor’s owned, hired and non-owned vehicles assigned to or used to place or maintain facilities in the public right-of-way.
 - e. Umbrella/excess liability insurance with minimum combined single limits of Two Million Dollars (\$2,000,000) per occurrence and Four Million Dollars (\$4,000,000) in the aggregate. Such policy shall provide the same coverage set forth in the Comprehensive General Liability insurance policy, and coverage shall be provided on an “occurrence” basis. Such insurance shall be endorsed to name the City, and its elected officials, officers, employees and agents as additional insured parties.
17. Indemnification. A registrant shall indemnify and hold harmless the City, its elected officials, officers, agents and employees, from and against any and all claims, demands, losses, liabilities, suits, actions, costs, expenses (including expenses of litigation and attorneys' fees) and damages (“Claims”) of any type or nature, arising out of the construction, installation, maintenance, repair, removal, relocation, operation, or use of its wireless telecommunications facilities in public rights-of-way, regardless of whether the act or omission complained of is authorized, allowed or prohibited by this Section, provided, however, that a registrant's obligation hereunder shall not extend to any Claims caused by the sole negligence of the City. This indemnification extends to the successors and assigns of registrant and survives the termination or revocation of the permit and the dissolution or, to the extent allowed by law, the bankruptcy of the registrant. This indemnification does not extend beyond the scope of the permit and the uses or work undertaken thereunder.
18. Performance Bond. When necessary due to the estimated costs to repair and restore potential damages to infrastructure located in the right-of-way and/or the estimated costs to remove the WTF, or when warranted by unique circumstances related to the installation of the WTF, as reasonably determined by the City, a performance bond, irrevocable letter of credit, or other acceptable form of surety (as determined by the City) payable to, in favor of, and for the protection of the City shall be required as a condition of a WTF right-of-way placement permit. Such bond or surety shall secure the restoration of the public rights-of-way and ensure the registrant's faithful performance of the installation of the WTF and performance of other work in the public rights-of-way in accordance with the WTF right-of-way placement permit (or any related permit), this Section 2.8.10, or other applicable law, regulation or requirement of the City. The term of any such performance bond, irrevocable letter of credit, or other form of surety shall

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be for the period of time required to complete the installation of the facilities authorized by the WTF right-of-way placement permit and to restore the public right-of-way, and shall extend for an additional twelve (12) month period to cover any warranty/guarantee period related to the repair and restoration of any infrastructure located in the right-of-way. The amount of the performance bond, letter of credit, or other form of surety shall be limited to an engineering estimate of the costs to repair and restore potential infrastructure damages and remove the installation or facilities installed by registrant. The bond shall be written by a Surety Company or Bank duly qualified and licensed to do business in the State of Georgia. A registrant shall not commence the installation of any portion of a WTF authorized pursuant to a WTF right-of-way placement permit until the performance bond, letter of credit, or other acceptable surety has been submitted to and approved by the City. In the event the WTF installed by registrant fails to comply with the WTF right-of-way placement permit (or any related permit) or any provision of this Section 2.8.10, registrant fails to complete the installation of the WTF, or registrant fails to complete all restoration work in the public right-of-way as required, the City may declare registrant in default and, in accordance with the provisions of the bond or surety agreement, the City may call the bond/surety agreement, or any part thereof, and use the proceeds thereof to perform the work necessary to correct the subject condition. The rights of the City with respect to any performance bond or surety agreement pursuant to this subsection are in addition to all other rights and remedies the City may have in accordance with other City ordinances, codes or regulations, or at law or in equity, and no action, proceeding or exercise of a right with respect to such bond/surety agreement will affect any other right the City may have.

19. Injury or Damage to Other Property. Nothing contained in this Section shall be construed to make or hold the City responsible or liable for any damage to persons or any property whatsoever arising from the use, operation or condition of the registrant's wireless telecommunications facilities; or by reason of any inspection or re-inspection authorized herein or failure to inspect or re-inspect. Nor shall the issuance of any permit or the approval or disapproval of any placement or maintenance of the registrant's wireless telecommunications facilities constitute any representation, guarantee or warranty of any kind by, nor create any liability upon, the City or any elected official, officer, agent or employee thereof. The City, including its elected officials, officers, agents and employees, shall not be held responsible or liable for any injury or damages that may occur to wireless telecommunications facilities covered by a WTF right-of-way placement permit, or to any connection or connections thereto, by reason of right-of-way maintenance and construction activities, including work performed by the City's employees or contractors, or as a result of work performed by another permittee.
20. Expiration. Unless otherwise provided in the terms and conditions of the permit, a WTF right-of-way placement permit shall expire twelve (12) months after its issuance if the

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placement of such facility has not occurred or work to place same has not commenced and been continuously pursued within such time. Subject to the foregoing, a WTF right-of-way placement permit shall be in effect for an indefinite period of time from and after the date approved, unless sooner suspended or revoked by the City, terminated by the registrant, or as otherwise provided by applicable law. A WTF right-of-way placement permit is automatically revoked upon the abandonment of the subject facility.

H. SUSPENSION OR REVOCATION OF WTF RIGHT-OF-WAY PLACEMENT PERMITS

1. Failure of a registrant, within a reasonable time after receipt of written notice from the City, to comply with any of the terms and conditions of a WTF right-of-way placement permit shall be sufficient cause for the suspension or revocation of the permit. The Director of Engineering/Public Works or his/her designee may suspend or revoke a WTF right-of-way placement permit or any related permit authorizing a registrant to use or work in the public rights-of-way for one or more of the following:
 - a. Subject to written notice by the City and a reasonable opportunity to cure same, failure to comply with or satisfy permit conditions or any requirement or condition set forth in this Section 2.8.10 or other applicable City ordinances, codes or regulations governing placement or maintenance of wireless telecommunications facilities in public rights-of-way or the use of the public rights-of-way in relation thereto;
 - b. Misrepresentation or fraud by registrant in a registration or any permit application to the City;
 - c. Subject to O.C.G.A. § 46-5-1, failure to pay “due compensation” to the City; or
 - d. Failure to remove or relocate wireless telecommunications facilities or reimburse the City for the cost of same, as lawfully required.
2. After the suspension or revocation of a permit pursuant to this section, the Director of Engineering/Public Works shall provide written notice of same and the reason therefor to the registrant.

I. APPEALS.

Notwithstanding any other provision of the City Code or Unified Development Code to the contrary, (i) any decision or determination of the Director of Engineering/Public Works in the administration of this Section 2.8.10 or any interpretation of the provisions hereof, may only be appealed to the City Council, and (ii) no variances or exceptions to the requirements of this Section may be granted. The decisions of the Director of Engineering/Public Works, including any decision to deny, suspend or revoke a WTF right-of-way placement permit, are final and conclusive unless appealed to the City Council. An appeal must be filed with the City within thirty (30) days of the date of the written notice of the decision being appealed. The hearing of the appeal shall occur within thirty (30) days of the receipt of the appeal, and the appeal shall be heard

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and decided in accordance with procedures to be published in writing by the City, which at a minimum shall include notice to all affected parties and the opportunity to be heard. The decision of the City Council shall be final.

J. TRANSFER OR CONTROL; SALE OR ASSIGNMENT OF ASSETS.

If a registrant transfers, sells or assigns its registration, transfers, sells or assigns any of its WTF's in the public rights-of-way to another telephone company, or upon the occurrence of any such transfer or assignment as an incident of the transfer, sale or assignment of the registrant's assets, the transferee, buyer or assignee shall be obligated to comply with the terms of this Section. Written notice of any such transfer, sale or assignment shall be provided to the City within thirty (30) days of the effective date of the transfer, sale or assignment. If the transferee, buyer or assignee is a current registrant, then the transferee, buyer or assignee is not required to re-register. If the transferee, buyer or assignee is not a current registrant, then the transferee, buyer or assignee shall register as provided in Ch. 12 of the City Code within sixty (60) days of the transfer, sale or assignment. If permit applications are pending in the registrant's name, the transferee, buyer or assignee shall notify the appropriate City officials that the transferee, buyer or assignee is the new applicant. A WTF right-of-way placement permit, the privileges granted, and the further obligations of a registrant created thereby, shall be binding upon all successor and assigns of registrant. Any mortgage, pledge, lease or other encumbrance of or upon the wireless telecommunications facilities shall be subject and subordinate to the rights of the City under this Section and applicable law.

K. ENFORCEMENT.

The City Director of Engineering/Public Works shall be responsible for the administration and enforcement of this Section 2.8.10, and is authorized to give any notice required by law. The remedies and penalties set forth herein are nonexclusive and the exercise of one or more of such remedies or penalties shall not preclude the exercise of another. In addition to the other remedies previously set forth herein, violations of the provisions of this Section shall be enforced, prosecuted and punished in the same manner as set forth in Section 5.9 the Unified Development Code. Additionally, the City may take all necessary civil action to enforce the provisions hereof and may seek appropriate legal or equitable remedies or relief, including injunctive relief. The remedies set forth for in this Section are in addition to and cumulative of all other remedies provided by law.

L. ABANDONMENT OF WTF.

EXHIBIT A

Upon abandonment of a wireless telecommunications facility owned by a registrant and located in the public right-of-way, the registrant shall notify the City of such abandonment within ninety (90) days. In the event of the foregoing or following the City's determination that any such wireless telecommunication facility has been abandoned, the City may direct the registrant by written notice to remove all or any portion of such abandoned wireless telecommunications facility at the registrant's sole expense when the City determines that the abandoned facility's presence interferes with the public health, safety or welfare, which shall include, but shall not be limited to, a determination that such facility:

1. Compromises safety at any time for any public rights-of-way user or during construction or maintenance in the public rights-of-way;
2. Prevents another person from locating facilities in the area of public rights-of-way where the abandoned facility is located when other alternative locations are not reasonably available; or
3. Creates a maintenance condition that is disruptive to the public rights-of-way's use.

In the event of circumstances noted above in (2), the City may require the third person to coordinate with the registrant that owns the existing wireless telecommunications facility for joint removal and placement, where agreed to by the registrant. In the event the City does not direct the removal of the abandoned wireless telecommunications facility, the registrant, by its notice of abandonment to the City shall be deemed to consent to the alteration or removal of all or any portion of the facility by the City or a third party. If the registrant fails to remove all or any portion of an abandoned wireless telecommunications facility as directed by the City within a reasonable time period as may be required by the City under the circumstances, the City may perform such removal and charge the cost of the removal against the registrant or any such third person may perform such removal at its sole costs.

M. Applicability and Effective Date.

The City may further amend this Section 2.8.10 as it shall find necessary in the lawful exercise of its police powers and in the management of the public rights-of-way. The provisions hereof shall be applicable to all wireless telecommunications facilities placed in the public rights-of-way on or after the effective date of the ordinance adopting or amending these provisions, as applicable. Further, to the full extent permitted by state and federal law, the provisions hereof shall be applicable to all existing wireless telecommunications facilities placed in the public rights-of-way prior to the effective date of the ordinance adopting or amending these provisions, as applicable, except that any provision of this article regarding the design, size, composition, or location of wireless telecommunications facilities shall not apply to any facilities lawfully placed within any City right-of-way prior to the effective date of the ordinance from which such provision is derived.



City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Community Development

Submitted By: Richard McLeod, Senior Planner

Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: PH-15-23 UDC CHANGES-SIGN ORDINANCE **(2ND READING)**

II. RECOMMENDATION:

Approve the language of the sign ordinance changes.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

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

EXTERNAL FUNDING SOURCES:

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

IV. REPORT IN BRIEF:

V. ALTERNATIVES:

VI. ATTACHMENTS:

Sign Ordinance

AN ORDINANCE TO AMEND ARTICLE II, SECTION 2.6, “SIGNS,” OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO PROVIDE FOR THE MODIFICATION, DELETION AND/OR ADDITION OF CERTAIN DEFINED TERMS RELATED TO SIGNS; TO PROVIDE FOR THE MODIFICATION, DELETION AND/OR ADDITION OF OTHER PROVISIONS RELATED TO CERTAIN TYPES OF SIGNS; AND FOR OTHER PURPOSES.

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

WHEREAS, Section 2.6 of the Unified Development Code of the City of Alpharetta, Georgia (the “Sign Ordinance”) currently regulates the use of signage throughout and within the municipal boundaries of the City of Alpharetta, Georgia (“City”); and

WHEREAS, on June 18, 2015, the United States Supreme Court issued its decision in Reed v. Town of Gilbert, 2015 WL 2473374 (June 18, 2015) (“Reed decision”), a case involving government regulation of signs, which ostensibly expanded First Amendment rights and further limited the restrictions that a government may constitutionally place on the use of signs; and

WHEREAS, due to the Reed decision, the City desires to amend Section 2.6 of the Unified Development Code by deleting, modifying and/or adding certain provisions regulating the placement of signs; and

WHEREAS, a public hearing has been properly advertised and conducted pursuant to the requirements of the Georgia Zoning Procedures Law.

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

Section 1: Subsection 2.6.3, “Definitions,” of Article II of the Unified Development Code is hereby amended by deleting the terms and definitions for “Animated Sign,” “Arcade, Directory or Mall Sign,” “Changing Sign,” “Flashing Sign,” “Tag Sign,” and “Weekend Sign,” and inserting the following terms and definitions in their appropriate alphabetical order:

“Animated Sign. A sign which changes colors or physical position by movement or rotation or which gives the visual impression of such movement or rotation.”

“Directory Sign. A single sign for multiple businesses, offices, professionals, industries, or other entities located within a planned center.”

“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.”

“Weekend Sign. A temporary sign that is placed after 12:01 a.m. on Thursday and removed prior to 11:59 p.m. on Sunday.”

Section 2: Subsection 2.6.8, “Prohibited Signs,” of Article II of the Unified Development Code is hereby amended by deleting the last sentence of Paragraph 4, such that Paragraph 4 reads as follows:

“4. Animated and intensely lighted signs—no sign shall be permitted which is animated by means of flashing, blinking or traveling lights or any other means not providing constant illumination.”

Section 3: Subsection 2.6.8, “Prohibited Signs,” of Article II of the Unified Development Code is hereby further amended by deleting Paragraph 32 of said Subsection.

Section 4: Paragraph 2 of Subsection 2.6.11(B), “Illumination of Signs,” of Article II of the Unified Development Code is hereby amended by deleting same, and replacing in lieu thereof a new Paragraph 2, to read as follows:

“2. No sign shall have blinking, flashing or fluctuating lights or other illuminating devices which have a changing light intensity, brightness or color.”

Section 5: Paragraph 1 of Subsection 2.6.11(C), “Weekend Signs,” of Article II of the Unified Development Code is hereby amended by deleting same, and replacing in lieu thereof a new Paragraph 1, to read as follows:

“1. Weekend signs shall be permitted between 12:01 a.m. on Thursday and 11:59 p.m. on Sunday. No weekend sign may be placed for a period longer than ninety-six (96) hours.”

Section 6: Paragraph 1 of Subsection 2.6.11(D), “Flags, Banners and Streamers,” of Article II of the Unified Development Code is hereby amended by deleting same, and replacing in lieu thereof a new Paragraph 1, to read as follows:

“1. Flags, banners, streamers, and similar devices shall be permitted on private property during special events.”

Section 7: Subsection 2.6.11(F), “Changeable Copyboard Signs,” of Article II of the Unified Development Code is hereby amended by deleting same and replacing in lieu thereof a new Section 2.6.11(F), to read as follows:

“F. Changeable Copy Board Signs. Any ground 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.”

Section 8: Paragraph 8 of Subsection 2.6.12(A), “Signs Permitted in Strip Shopping Centers,” of Article II of the Unified Development Code is hereby amended by deleting same.

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 incorporated into The Unified Development Code of the City of Alpharetta, Georgia. This Ordinance hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED this the _____ day of _____, 2015.

Approved:

Attest:

David Belle Isle, Mayor

Coty Thigpen, City Clerk
(Seal)

Approved as to Form:

C. Sam Thomas, City Attorney



City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Public Safety
Submitted By: Tom Patton, Police Captain
Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: BUS ARM ENFORCEMENT PROGRAM

II. RECOMMENDATION:

Approve entering into a partnership with Fulton County Schools for the operation of a photo enforcement system to reduce the illegal passing of school buses, and authorize the mayor to execute an intergovernmental agreement for the purpose.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL
IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN
CURRENT FY
OPRT.
BUDGET: NO

TOTAL PROJECT COST: THERE SHOULD NOT BE ANY HARD DOLLAR EXPENSE TO THE CITY. PERSONNEL TIME DEVOTED TO REVIEWING VIOLATION PHOTOS, WHICH MUST BE DONE BY A SWORN OFFICER, IS ESTIMATED AT FIFTEEN MINUTES PER DAY. THERE MAY ALSO BE A MODEST AMOUNT OF COURT TIME AND RESOURCES USED TO ADJUDICATE DISPUTED CITATIONS.

REVENUE WILL BE USED TO PAY THE SCHOOL SYSTEM'S CAMERA VENDOR (AMERICAN TRAFFIC SOLUTIONS), WITH ANY SURPLUS TO BE DIVIDED 50/50 BETWEEN THE SCHOOL SYSTEM AND THE CITY. THE DEPARTMENT ANTICIPATES THAT THIS WILL HELP DEFRAY THE ASSOCIATED SOFT COSTS BUT WILL NOT BE FINANCIALLY MATERIAL.

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

IV. REPORT IN BRIEF:

BACKGROUND

Multiple children are struck by vehicles each year while loading or unloading from their school bus. In response, the use of photo enforcement to capture violators who pass the bus while kids are loading and unloading is now available as a tool to increase enforcement of the laws designed to keep these children safe. On average, there are between six and eight bus passing violations per day for each 10 buses on the road in Georgia. Multiple children have been struck and several killed in Georgia in the last several years.

To address the problem, many cities and school districts have implemented photo enforcement on their buses with the support of their local jurisdiction. Marietta, Decatur, Cobb County and Clayton County are just

a few local examples. The programs have broad public support, and have been receiving very positive press coverage. Most recently, Atlanta Public Schools, in partnership with the City of Atlanta have begun implementation of a program.

Fulton County Schools has entered into an agreement with a vendor (ATS) to provide the camera systems and to provide processing services. In the agreement no capital expense will be required of the City or the School District and the equipment and program operation will be paid by violation revenue. The City would be responsible for reviewing all potential violations, and the vendor (ATS) is responsible for retrieving the owner information and vehicle description and printing and mailing the citation.

PROGRAM	OBJECTIVES	&	BENEFITS
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The objective of the automated stop arm enforcement program will be to reduce the number of vehicles that violate the law and run flashing stop arms, thereby reducing violations of traffic laws and thus, reducing the chance of a child being injured or killed. In addition, this would supplement police traffic enforcement with a more efficient, effective and safe alternative to patrol unit enforcement; and, to increase the general public's awareness of student vulnerability while loading and unloading their bus. Patrol unit enforcement is of limited effectiveness since violators don't pass stopped buses when a patrol car is visible.

Nationwide, violations have dropped 30%-40% after implementation. Smaller communities are showing a larger decrease. Cobb County's driver survey showed over a 40% drop after the first year of operation.

PROGRAM	OPERATIONS
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The camera system uses digital image technology with integrated violation detection. The camera assemblies are bus mounted and work in both daylight and dark. Each system monitors four lanes of traffic, and includes a wireless modem and GPS unit.

While students are loading or unloading the bus, the system monitors oncoming vehicles from both directions. If a violation occurs, an eight second video is captured and three images are extracted. These show a "before" violation photograph, a "during" violation photograph, and a close up of the vehicles license plate.

The images and violation data are combined into a single encoded violation file that is downloaded to the ATS office processing center. ATS reviews the images for license plate readability and transfers the video, images, as well vehicle and registered owner information to the City Police Department. Each violation shows the location of the event, and a data bar also shows that the brake lights, flashing red lights, and stop arm were extended.

The City is responsible for reviewing all potential violations, and the vendor (ATS) is responsible for retrieving the owner information and vehicle description and printing and mailing the citation. Based on the expected violation rate, this should require less than 15 minutes a day of officer review time. As drivers become more familiar with the system, it is anticipated that violations will be reduced by 30-50%. Municipal court will be responsible for adjudication of those violations which are contested.

PUBLIC	EDUCATION
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All of the research indicates that a good public education and awareness program is essential. As part of the proposed agreement, the vendor, ATS will work with the School District and City's Communications Director and Community Relations Specialist to support public awareness through promotional materials; introduction of a specialized public awareness video; a website presence; and, media contacts and information.

V. ALTERNATIVES:

VI. ATTACHMENTS:

Fulton County Schools IGA

**INTERGOVERNMENTAL AGREEMENT BETWEEN
FULTON COUNTY SCHOOLS AND THE CITY OF ALPHARETTA**

This Intergovernmental Agreement ("IGA") is entered into this ____ day of _____, 20__, between Fulton County Schools, a school district in the State of Georgia, with principal offices at 6201 Powers Ferry Rd., NW; Atlanta, GA 30339 ("School District") and The **City of Alpharetta**, with principal offices at 2 Park Place, Alpharetta, GA, 30009 ("Municipality"). Each entity may be referred to individually as a "party" and collectively as the "parties."

BACKGROUND

WHEREAS, School District entered into a Professional Services Agreement dated October 9, 2014 with American Traffic Solutions, Inc. ("ATS") to provide School District with a School Bus Safety Camera Enforcement Program;

WHEREAS, Municipality wishes to implement an automated enforcement program for school bus stop arm violations ("School Bus Safety Camera Enforcement Program"); and

WHEREAS, ATS has the knowledge, possession and ownership of certain equipment, licenses, and processes, referred to collectively as the "Axisis™ System", to allow the School District to implement and maintain a School Bus Safety Camera Enforcement Program.

AGREEMENT

NOW THEREFORE, in consideration of the mutual covenants and promises, the parties agree:

I. Purpose

This IGA allocates responsibility among the parties for: 1) implementing a school bus safety camera enforcement program ("Enforcement Program") to capture recorded images of motor vehicles unlawfully passing school buses; and 2) capturing the fundamental terms and conditions of services to be performed by each party, the means and methods of Enforcement Program funding, accounting and recordkeeping and the allocation of revenue realized from fines (including any fees and surcharges) for each party's services related to the Enforcement Program. Each party warrants that it has appropriate authorization to enter into this IGA.

II. School District responsibilities

School District has contracted with a third party Vendor for the provision of violation detection technology equipment and services to administer the Enforcement Program ("Program Agreement"). School District will manage the Program Agreement and Vendor relationship. Upon expiration or termination of the Program Agreement, School District will wind up performance, in accordance with the Program Agreement.

III. Municipality responsibilities

Municipality will provide law enforcement resources necessary to administer traffic enforcement and violation assessment for the Enforcement Program. In performing its obligations under this IGA, Municipality shall comply with O.C.G.A. § 40-6-163 and all statutes, regulations, policies, and ordinances related to the administration of traffic enforcement and violation assessment. Municipality will provide resources necessary to administer the Enforcement Program and prosecute violations.

Municipality will ensure that a qualified officer or other qualified staff member reviews the recorded images no later than three (3) days after the transmission of data indicating a traffic violation captured by Vendor's technology to determine whether an infraction occurred. A determination of whether an infraction occurred, and communication of such determination, shall be made no later than three (3) days after transmission of data indicating a traffic violation. The communication of such determination shall be communicated to the motorist in accordance with O.C.G.A. § 40-6-163, as that code section may be amended from time to time.

The Municipality warrants that it has sufficient funds and personnel to implement the responsibilities of this IGA, including, but not limited to, issuing citations, serving as a witness when necessary, and facilitating such law enforcement duties of the Municipality.

Municipality will reasonably cooperate with the School District in the administration of the Enforcement Program. Such cooperation may include, but is not limited to, working directly with the School District's Vendor to communicate enforcement determinations or approvals necessary for Vendor to process all paperwork (i.e., notices of violation, citations and other administrative or collections activities) and payment of civil monetary penalties.

Municipality shall maintain accounting records for violations, citations, and other administrative or collection activities and such records shall be made available for review by the School District within ten (10) days upon request. Municipality shall send monthly progress reports to the School District detailing the number of violations issued. The balance or value of an account shall be determined as of the last day of each month during the Program Agreement term.

IV. Financing and Reimbursement

School District will contract with Vendor for detection equipment, installation and field technical services and any other agreed-to services such as processing notices of violations and collections activities.

School District shall reimburse Vendor fees as required in the Program Agreement.

Each party will bear its respective administrative costs associated with the Enforcement Program.

The funds from citation will be collected in a designated account operated by the School District. After the School District reimburses the Vendor's fee, as required by the Program Agreement, each party shall be entitled to a percentage of the remaining dollar amount of fines collected as part of the Enforcement Program ("Program Revenue"):

Municipality: 50%

School District: 50%

V. Term

This IGA will commence on the Effective Date of the Program Agreement and will run concurrently with the term (including any renewal terms) set forth in the Program Agreement ("Term").

VI. Agency

No personnel of one party will be considered an employee or agent of any other party to this IGA. Each party to this IGA assumes full responsibility for its personnel while performing services related to the Enforcement Program. Each party shall be solely responsible for the supervision, daily direction, control and payment of salary (including provision of benefits and withholding of income taxes and social security), worker's compensation and disability benefits.

VII. Non-Assignability

None of the parties to this IGA shall assign any of the obligations or benefits of this IGA without the mutual written consent of all parties.

VIII. Community Coordination and Communication

The parties to this IGA agree to jointly determine their roles for community coordination and communication for the Enforcement Program and to jointly develop a public information/education plan for this Enforcement Program. Parties agree to assist in producing materials for public distribution.

IX. Miscellaneous Provisions

- a. In the event of any controversy which may arise out of this IGA, the parties agree to participate in mutually agreeable mediation.
- b. All notices or demands upon any party to this IGA will be in writing and will be delivered in person or sent by mail, addressed as follows:

City of Alpharetta 2 Park Place Alpharetta, GA 30009 Attn: Bob Regus, City Administrator	Fulton County Schools 6201 Powers Ferry Road NW Atlanta, GA 30339 Attn: Superintendent
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- c. Headings are used for convenience only and will not be construed to limit or derogate from the meaning of each clause.
- d. This IGA may be signed in counterparts (including electronic or facsimile transmission); each counterpart will be deemed an original and all taken together constitute one and the same instrument.
- e. To the extent required by applicable law, the parties will include as attachments to this IGA authenticated copies of each appropriate action by ordinance, resolution or otherwise of the governing bodies authorizing the execution hereof.
- f. This IGA represents the parties' entire understanding and complete agreement on the subject matter contained herein and supersedes any prior or contemporaneous agreements, representations or understandings, either written or verbal. This IGA may not be modified or amended, except by a mutually-agreed writing that is signed by an authorized representative of each party and, to the extent required by law made effective by authentication, determination of an agency lawyer or Attorney General or recording.

[SIGNATURE PAGE FOLLOWS]

ACKNOWLEDGED AND AGREED TO BY:

Fulton County Schools

By:

Name/Title

Date _____

By:

Date

Superintendent



City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Public Works
Submitted By: Jill Bazinet, Senior Engineer
Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: Foe Killer Creek Watershed Study and Wills Park Drainage and Water Quality Study - Update

II. RECOMMENDATION:

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

IV. REPORT IN BRIEF:

In December 2014 Council approved Tetra Tech, Inc. to complete a study of Foe Killer Creek's Watershed. This study included an enhanced look at Wills Park drainage and water quality.

Foe Killer Creek is listed as an impaired stream on the Georgia Environmental Protection Division (EPD) 303(d) list for fecal coliform and biota-f. This means that the stream shows elevated levels of fecal coliform bacteria and poor habitat for fish typically due to excessive sediment. Fecal coliform bacteria can be elevated due to animal waste entering the stream or due to human waste entering because of failure of sewer and septic systems. Excessive sediment in the stream is typically due to scour and erosion in the stream bank or failure to maintain erosion control measures at construction sites.

Tetra Tech has completed a full stream walk assessment of Foe Killer Creek and its major tributaries, hydrodynamic and pollutant load modeling of the watershed, and identified potential improvement projects for the City. While the stream walks did identify a handful of potential sanitary sewer pipes that should be evaluated by Fulton County, areas of stream bank erosion, and some privately owned, maintained detention ponds in need of maintenance, and some programmatic measure updates, most of the proposed City structural improvement projects are located in Wills Park. Tetra Tech has specifically evaluated and prioritized eleven structural projects and has included cost estimates for design and construction of these projects.

New Structural Measures:

Vault and step-pools for main parking lot – Wills Park - \$340,950

Cistern at equestrian center – Wills Park - \$150,000

Waste containment – Wills Park - \$82,850

Wills Park stream restoration – Wills Park - \$737,200

Frisbee golf and trail management – Wills Park - \$291,600

Rock filter dams by equestrian center parking– Wills Park - \$153,000
Detention at Old Milton High School (near track) - \$213,500*
Detention at Old Milton High School (by log cabin) - \$76,200*
Dry detention for northwest parking lot – Wills Park - \$216,500
Multiple outfalls below baseball fields (C&D) – Wills Park - \$105,850
Underground storage below baseball fields (C&D) – Wills Park - \$866,100
*price does not include land or easements

New Programmatic Measures:

Bacterial Source Tracking – entire watershed - \$20,000-\$30,000
Nutrient and Total Suspended Solids (TSS) Monitoring – entire watershed - \$9,000
Ordinance updates (currently in RFP process) - \$100,000
Improved site planning (to be completed by staff) - \$ negligible
Stream buffer preservation (buffer clean-up on city property) - \$ negligible
Beaver control (based on recommended city involvement) - \$ negligible
Agricultural measures (based on recommended city involvement) - \$ negligible

Tetra Tech met with Recreation and Parks staff and the Recreation Committee to discuss the projects proposed in Wills Park. The projects range from solutions to the eroding stream banks due to excessive stormwater runoff, to enhancements at the equestrian center to reduce animal waste washing into the stream, to capturing the arena roof runoff for reuse.

Additional projects outside the park include coordinating inspection of sewer pipes with Fulton County, construction of master detention and water quality facilities on the Old Milton High School site, outsourcing bacterial source tracking on streams to determine if the bacteria is human or animal in origin, continuing the rip-rap distribution program, consider requiring low impact design and green infrastructure practices in developments draining to impaired streams, and continuing to inspect privately maintained stormwater management facilities and work toward getting repairs completed by the responsible parties.

V. ALTERNATIVES:

VI. ATTACHMENTS:

Draft Watershed Improvement Plan - Foe Killer Creek - Executive Summary

Executive Summary – Foe Killer Creek Watershed Improvement Plan

Foe Killer Creek is a perennial stream that flows through the cities of Alpharetta and Roswell, Georgia. It flows into Big Creek and then into the Chattahoochee River. The creek and its tributaries run primarily through residential and agriculturally zoned land. The Foe Killer Creek drainage basin, from its confluence with Big Creek, is approximately 12 square miles, and is located on the west side of Highway 9. The project area for this Watershed Improvement Plan (WIP) includes the 5.85 square mile portion of the watershed that is within Alpharetta city limits. The main stem of Foe Killer Creek is listed on the Georgia Environmental Protection Division (EPD) Draft 2014 Integrated Clean Water Act 305(b)/303(d) list of impaired waters for not supporting its designate use of “fishing.” Two criteria were violated—biota (fish community) caused by sediment in the creek and fecal coliform bacteria.

The Foe Killer Creek WIP provides a summary of existing conditions in the watershed, and recommends programs and projects for watershed improvement. In order to characterize existing conditions, Tetra Tech and Moreland Altobelli (the Tetra Tech Team) reviewed recent studies in the watershed and then conducted additional assessments. The Tetra Tech Team conducted a stream assessment, evaluated upland areas for potential pollution sources and drainage issues, collected survey data on stormwater infrastructure, evaluated impervious coverage in the watershed, and developed a hydrodynamic model of the watershed. The WIP also includes a comprehensive assessment of Wills Park, a city-owned property within the watershed, which is a priority area for the City for watershed improvement efforts.

The WIP evaluates potential watershed improvement measures and recommends specific capital improvement projects that can be undertaken by the City. The recommended projects were prioritized and concept plans and cost estimates were developed to facilitate project implementation. Potential structural improvement projects were incorporated into the hydrodynamic model to evaluate their effectiveness for improving hydrology.

The Tetra Tech Team developed a schedule that calls for WIPs to be implemented during the next 5 years. Plan implementation is expected to improve water quality in Foe Killer Creek. Ultimately, the City would like to see Foe Killer Creek delisted and the creek restored to its intended use designation.

This plan meets the minimum standards required for a WIP per Georgia EPD and U.S. Environmental Protection Agency (EPA) standards, and meets all regulations spelled out in the City’s municipal separate storm sewer system (MS4) permit and through the Metropolitan North Georgia Water Planning District Watershed Management Plan. This plan also meets the minimum requirements so that the City is eligible for state and federal grant funding of future projects.

An initial GIS analysis was conducted to identify public lands, existing stormwater BMPs, highly impervious areas, stream reaches with poor buffers, and open lands upstream of flood-prone areas. Hydrology was the primary focus of this effort, although potential sources of pollution including agricultural land, industries, and potential sources of fecal coliform bacteria were also investigated. Most of the opportunities were located in the eastern portion of the watershed, which includes part of downtown Alpharetta, two Fulton County schools, commercial land uses, and older developments that were constructed prior to current stormwater regulations.

Tetra Tech conducted a field assessment to look at areas identified in the GIS analysis, as well as areas identified through the upland assessment as having potential. This assessment helped determine if there were, in fact, opportunities for watershed improvement, and what type of management measures would be appropriate. Data sheets were completed identifying site information and noting access constraints, utility conflicts, contributing land use, etc. Existing site conditions were described and potential management features or restoration opportunities were also described. Simultaneously, a stream assessment was being conducted to evaluate stream channel conditions and potential opportunities for stream restoration.

A total of eleven structural management measures and a handful of programmatic measures have been proposed. The structural measures have been prioritized based on criteria such as publically owned land, ease of constructability, overall impact, leverage dollars, and public perception of need. The recommended measures include stormwater detention ponds and velocity reduction measures to address hydrology and sediment issues, buffer enhancement and waste containment measures to address fecal coliform bacteria, and stream restoration, buffer enhancement, and trail management to further address sediment. Additional management recommendations (programmatic improvements) include bacterial source tracking, nutrient and total suspended solids monitoring, ordinance updates to encourage or require use of Green Infrastructure / Low Impact Development (GI/LID) measures in impaired watersheds or provisions for regional ponds, continuation of rip-rap distribution program, and inspection of privately maintained stormwater management facilities.

New Structural Measures:

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City Council Meeting and Public Hearing 9-28-2015

STAFF REPORT

Submitting Department: Finance
Submitted By: Thomas Harris, Finance Director
Meeting Date: September 28, 2015

I. AGENDA ITEM TITLE: PRESENTATION AND DISCUSSION OF CAPITAL PROJECT FINANCING OPTIONS

II. RECOMMENDATION:

III. REPORT IN BRIEF:

Tom Harris, Director of Finance, will present options for the financing of projects identified in the Capital Improvement Plan.

IV. ALTERNATIVES:

V. ATTACHMENTS: