

*Final*  
*For ARC and DCA Review*

**CITY OF ALPHARETTA  
2030 COMPREHENSIVE PLAN**

**Community  
Participation  
Program**

Prepared for:

City of Alpharetta  
Alpharetta, Georgia

By:



MACTEC Engineering and Consulting, Inc.  
Atlanta, Georgia

In association with:

September 2010

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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**  
*MACTEC*

**Marty Sewell, AICP**  
*MACTEC*

**Lynn Pierson**  
*City of Alpharetta Plans  
Administrator/  
Zoning Administrator*

**Dora Tejada**  
*City of Alpharetta  
GIS Specialist*

**Lee Walton, AICP**  
*MACTEC*

**Paige Hatley, AICP**  
*MACTEC*

**Steve Cover, AICP**  
*MACTEC*

**Brad Davis**  
*MACTEC*

## 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 MACTEC 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***

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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***

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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 MACTEC 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 MACTEC 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 MACTEC 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

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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

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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***

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During the development of the plan, the MACTEC 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***

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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 MACTEC 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 MACTEC 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***

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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***

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The consultant team has created a project website, [www.alpharettaplan.com](http://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**

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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**

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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