



RESOLUTION NO. 2069

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA FOR THE ADOPTION OF THE HORIZON 2040 COMPREHENSIVE PLAN

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 Atlanta Regional Commission and Georgia Department of Community Affairs;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the Horizon 2040 Comprehensive Plan.

SO RESOLVED this 25th day of October, 2021.

CITY OF ALPHARETTA

By: _____


Jim Gilvin, Mayor

COUNCIL MEMBERS


Mayor Pro Tem Mitchell

ABSENT

Council Member Burnett


Council Member Richard

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Council Member Hipes



Council Member Binder



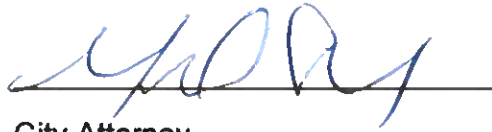
Council Member Merkel





Lauren Shapiro, City Clerk

Approved as to form and legal sufficiency:



City Attorney



HORIZON 2040

COMPREHENSIVE PLAN | CITY OF ALPHARETTA

PLAN ADOPTED 10-25-21

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MAYOR & CITY COUNCIL

JIM GILVIN Mayor
 DONALD MITCHELL Mayor Pro Tem - Post 1
 BEN BURNETT City Council - Post 2
 KAREN RICHARD City Council - Post 3
 JOHN HIPES City Council - Post 4
 JASON BINDER City Council - Post 5
 DAN MERKEL City Council - Post 6



CITY STAFF

BOB REGUS City Administrator
 JAMES DRINKARD Assistant City Administrator
 KATHI COOK Director of Community Development
 MICHAEL WOODMAN Senior Planner
 ERIC GRAVES Senior Transportation Engineer / Planner
 ZACHARY TRUELOVE Stormwater Engineer
 DAVID SHOSTAK City Arborist
 BRIAN BORDEN Zoning Administrator
 BEN KERN GIS Specialist / Special Projects Planner
 LAUREN SHAPIRO Planning + Zoning Coordinator
 ELICIA TAYLOR Planning + Zoning Coordinator
 JAY BURNETT Community Development Intern



PLANNING COMMISSION

FRANCIS KUNG'U Planning Commission Chair
 FERGAL BRADY Planning Commission Vice-Chair
 LARRY ATTIG Planning Commissioner
 DANA DAVIS Planning Commissioner
 WILLIAM PERKINS Planning Commissioner
 CANDY WAYLOCK Planning Commissioner
 MARTINE ZURINSKAS Planning Commissioner
 JAMIE BENDALL Alternate Planning Commissioner
 VALERIE MANLEY Alternate Planning Commissioner



STEERING COMMITTEE

KAREN RICHARD City Council - Post 3
 JASON BINDER City Council - Post 5
 FERGAL BRADY Planning Commission Vice-Chair
 VALERIE MANLEY Alternate Planning Commissioner
 HOLLY PALMER Design Review Board Member
 JILL BAZINET City of Alpharetta Stormwater Engineer
 KATHI COOK City of Alpharetta Director of Economic Development
 MATTHEW THOMAS City of Alpharetta Economic Development Manager
 AKASH BHATT Alpharetta Resident, Youth Representative
 AUGUST CASEY Alpharetta Resident
 BEN EASTERLING Alpharetta Resident, Technology Representative
 NICK GARZIA Alpharetta Resident, Retail Market Representative
 CHAD KOENIG Office Market Representative
 KEVIN LANDRY Architect & Senior Project Manager, Nelson
 JESSICA PLETTE Alpharetta Resident
 MORGAN REYNOLDS Alpharetta Resident, Office Market Representative
 TODD STRATTON Alpharetta Resident
 HERB VELAZQUEZ Alpharetta Resident, Professor, Georgia Tech

ACKNOWLEDGEMENTS



COMMUNITY PARTICIPANTS

City of Alpharetta Stakeholders
 Alpharetta community members who attended public meetings
 Online survey respondents
 Geoff Koski, KB Advisory Group

A special thank you to these individuals for their contributions towards creating the Horizon 2040 Comprehensive Plan.
 This project would not have been possible without your participation.



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By: 
Jim Gilvin, Mayor

COUNCIL MEMBERS


Mayor Pro Tem Mitchell

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Council Member Burnett

Council Member Richard

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Council Member Hipes



Council Member Binder




Council Member Merkel





Lauren Shapiro, City Clerk

Approved as to form and legal sufficiency:



City Attorney



RESOLUTION NO. 2048

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA, GEORGIA FOR THE TRANSMITTAL OF THE HORIZON 2040 COMPREHENSIVE PLAN TO THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS AND THE ATLANTA REGIONAL COMMISSION FOR OFFICIAL REVIEW

WHEREAS, the City of Alpharetta has completed an update of its comprehensive plan; and

WHEREAS, in drafting the Horizon 2040 Comprehensive Plan, the City of Alpharetta followed the prescribed procedures for public hearing, plan transmittal, and other requirements identified in the Rules of the Georgia Department of Community Affairs (DCA), Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

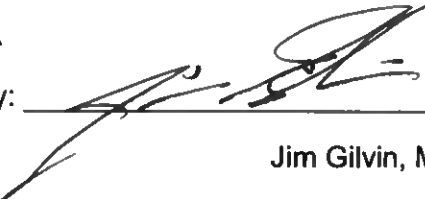
WHEREAS, the required transmittal public hearings were properly advertised and held on September 2, 2021 and September 20, 2021; and

WHEREAS, the Planning Commission, at a public hearing, voted unanimously recommending approval to transmit the Horizon 2040 Comprehensive Plan to the Georgia DCA and Atlanta Regional Commission (ARC); and

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby transmits the Horizon 2040 Comprehensive Plan to the Georgia DCA and the ARC for official review.

SO RESOLVED this 20 day of September, 2021.

CITY OF ALPHARETTA

By: 
Jim Gilvin, Mayor

COUNCIL MEMBERS


Mayor Pro Tem Mitchell



Council Member Burnett

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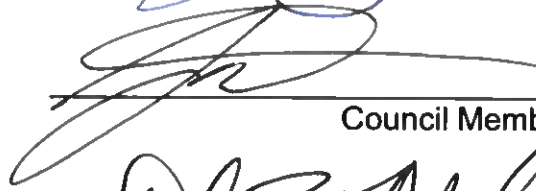
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Council Member Richard



Council Member Hipes



Council Member Binder



Council Member Merkel

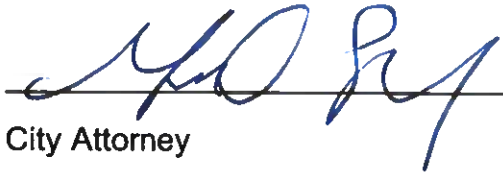


Attest:



Erin Cobb, City Clerk

Approved as to form and legal sufficiency:

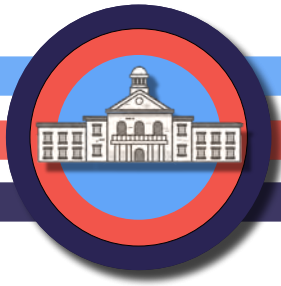


City Attorney

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“By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities.”

Socrates.

Philosopher, teacher & educator

INTRODUCTION

└─ PURPOSE & SCOPE

The Horizon 2040 Comprehensive Plan serves the purpose of meeting the intent of the Georgia Department of Community Affairs' (DCA) "Minimum Standards and Procedures for Local Comprehensive Planning", as established on October 1, 2018. Preparation of the comprehensive plan in accordance with these standards is an essential requirement in maintaining the City's status as a Qualified Local Government (QLG). QLG status allows communities to be eligible for state funding and permitting programs.

The Comprehensive Plan includes a Community Involvement Plan, Existing Conditions Analysis, and the Plan Elements. Plan Elements addressed in the Horizon 2040 Comprehensive Plan are Community Goals, Needs and Opportunities, Economic Development, Housing, Land Use (Future Land Use Map), Transportation, Broadband Services, Intergovernmental Coordination, the annual Community Improvement Element (CIE), and 5-Year Short Term Work Program (STWP). A Report of Accomplishments is provided at the conclusion of the document and describes the status of projects or activities in the previous (2035) Comprehensive Plan.

WHY WE PLAN

A Comprehensive Plan is a long-range growth management tool, typically based on a 20-year horizon. The Plan provides a clear, shared vision and describes the future of the City. This allows for more certainty about where development will occur, what it will be like, when it will happen, and how development costs will be met. The Plan 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. The City will continue to use the Plan to promote orderly and rational development so that the City remains physically attractive and economically viable while preserving important natural and historic resources.

COMMUNITY BENEFITS RESULTING FROM THE COMPREHENSIVE PLANNING PROCESS

IMPROVE QUALITY OF LIFE

CLEAR, SHARED VISION FOR THE FUTURE

PROTECT PRIVATE PROPERTY RIGHTS

ENCOURAGE & SUPPORT ECONOMIC DEVELOPMENT

PROVIDE MORE CERTAINTY AROUND DEVELOPMENT



EXISTING CONDITIONS



Downtown Alpharetta in the 1960s

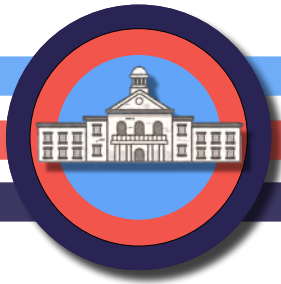


Downtown Alpharetta in 2019

FROM THEN TO NOW

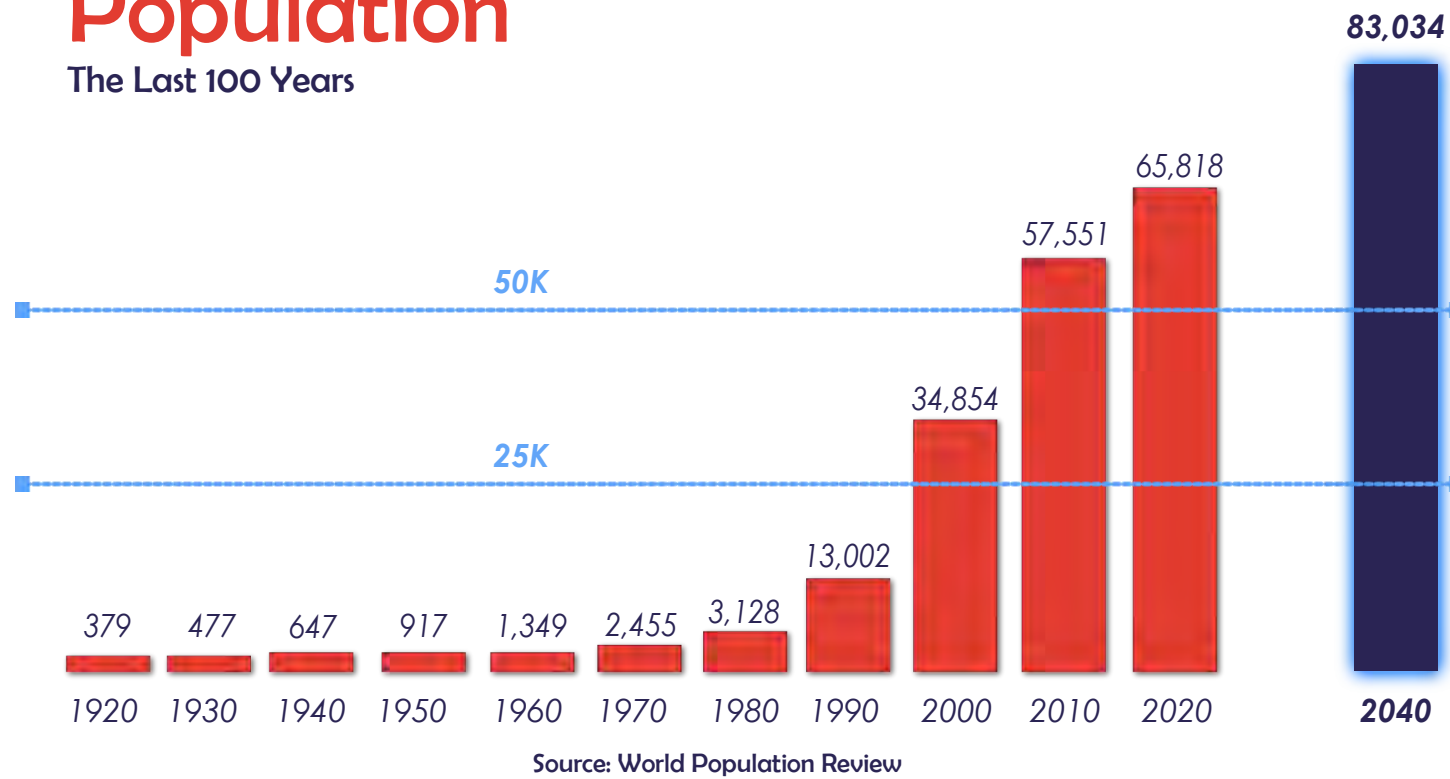
In 1980 Alpharetta was a predominantly agrarian community of just over 3,000 people. **Today's population is 21 times greater than it was in 1980.**

Located approximately 25 miles north of the City of Atlanta, Alpharetta occupies a land area of roughly 27 square miles. Originally chartered in December 1858, the City is now one of 14 incorporated cities/towns within Fulton County and is one of the fastest-growing communities in the South. The City's tremendous population growth in recent years is fueled in part by its strong economic base and through the annexation of surrounding areas. Alpharetta's environment is considered ideal for raising families and living a quality lifestyle free from the challenges found in other similar-sized communities.



Population

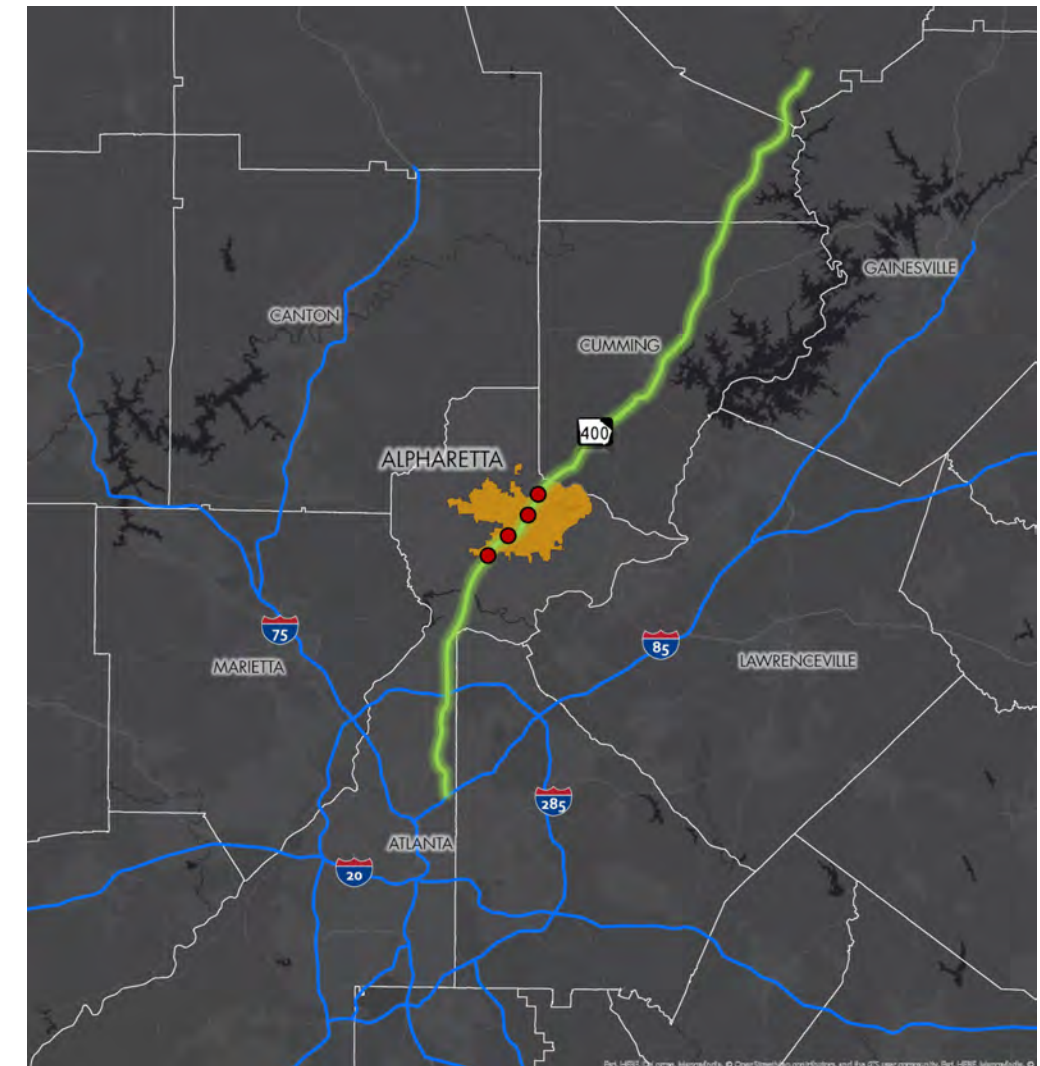
The Last 100 Years



A GROWING CITY

A huge catalyst of change was the **construction of GA 400 through the middle of Alpharetta in the 1970s/1980s**. The city received 4 interchanges and much of the land along the highway corridor was designated for future corporate offices. A robust fiber optic network followed and corporate offices and executive housing began to emerge in the following decades as many of Alpharetta's current subdivisions emerged during the 1990s and early 2000s.

Quality education has also driven much of the City's recent growth as some of the top-performing schools in the nation can be found in the Alpharetta area. Local high schools possess graduation rates of 94.4% percent, average ACT scores of 24.5, with 70% of students enrolled in AP courses. Alpharetta also has a **highly educated adult workforce with 65% possessing at least a bachelor's degree**. This concentration of educated workforce has resulted in a continuous increase in both population, as well as economic opportunities over the past three decades.



GA 400 (in green) came through the middle of Alpharetta in the 1970s/1980s. The City of Alpharetta received 4 interchanges along the new highway.

Alpharetta's **2020** population is **21 times greater** than its population in **1980**

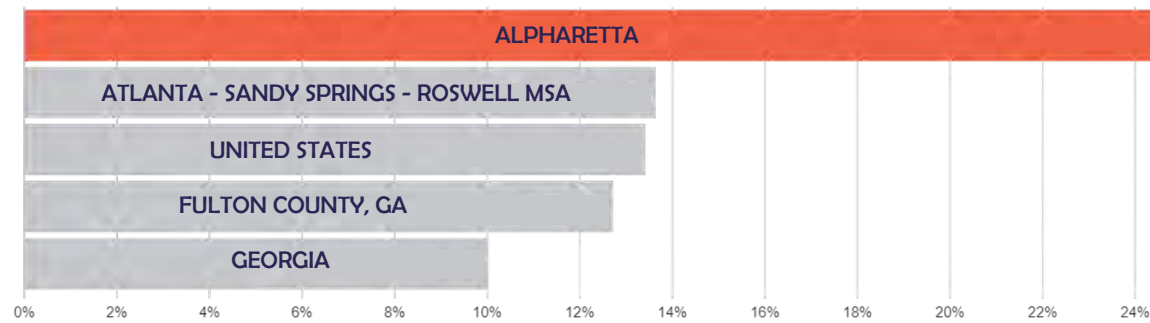
Source: US Census

DEMOGRAPHIC MAKEUP

One quarter of Alpharetta's population consists of foreign-born residents. **Alpharetta has twice as many foreign-born residents as the rest of the metro Atlanta MSA** and 2.5 times as many as the state of Georgia as a whole.

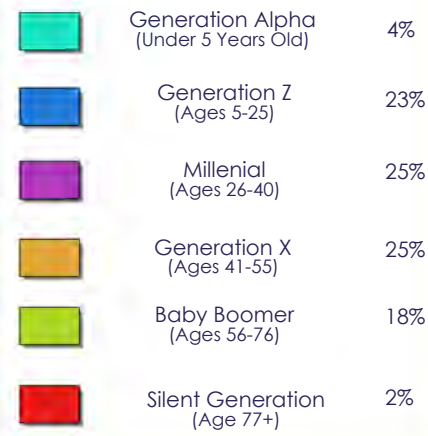
With regard to generational make-up, the periphery of the city contains many of the single-family neighborhoods, where Gen-Xers (ages 41-55) and Baby Boomers (ages 56-76) make up a predominant percentage of the people residing there. The corridor along GA 400 is where the highest percentage of the City's millennials (ages 26-40) reside.

Percentage of Foreign-Born Population



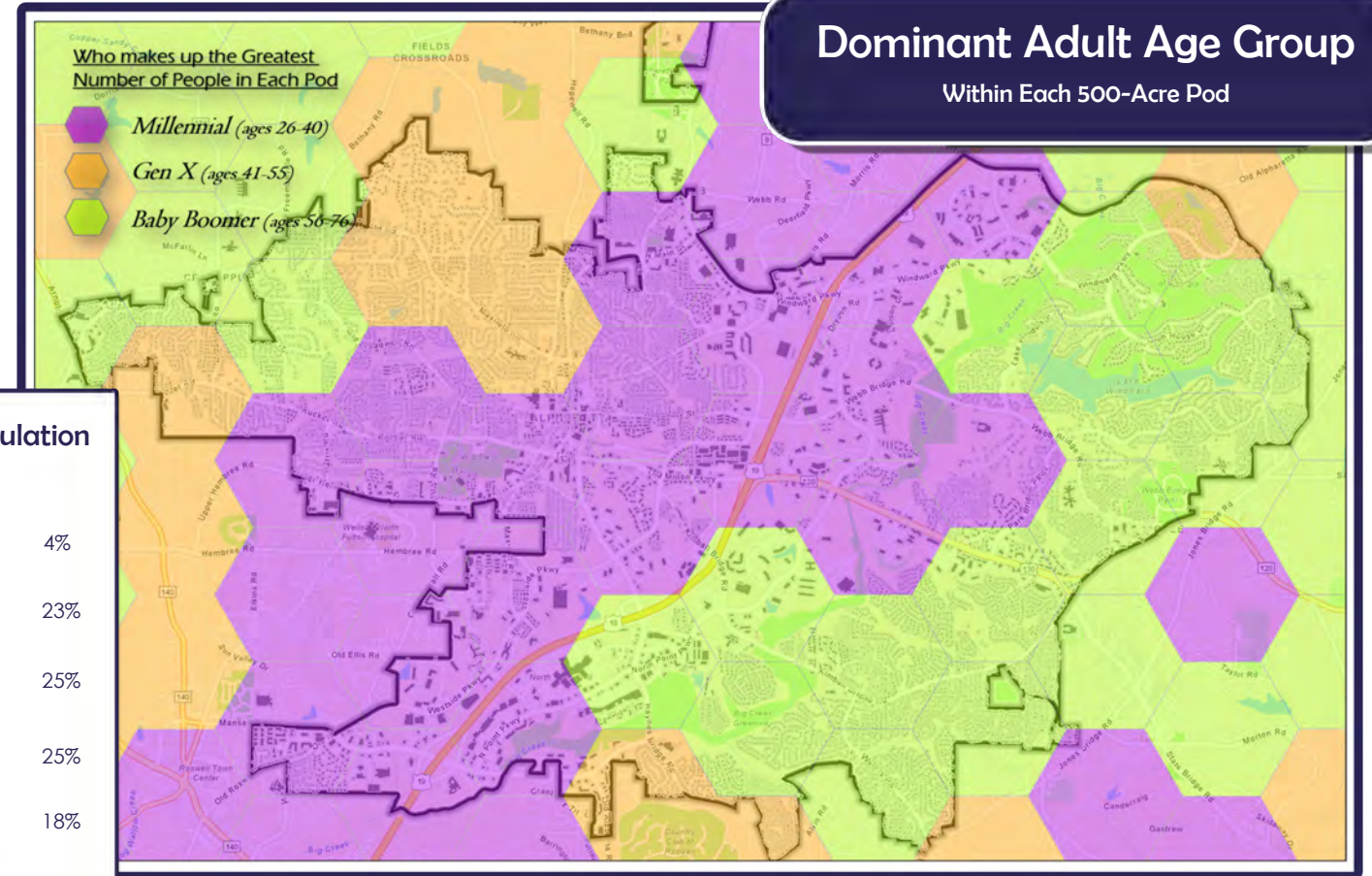
Source: data-usa/Deloitte (2018)

Percentage of Total Population by Generation



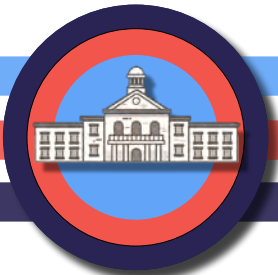
Dominant Adult Age Group

Within Each 500-Acre Pod



Source: Esri, American Community Survey (2020)





REGIONAL EMPLOYMENT HUB

The construction of GA 400 and subsequent development of millions of square feet of corporate office positioned Alpharetta as a major employment hub within the Southeast.

Within the entire greater Atlanta metro area, there are five main concentrations of large office buildings (buildings greater than 150,000 square feet). Downtown/Midtown, Buckhead, Cumberland, the Perimeter, and Alpharetta. **Alpharetta has over 40 of these large office buildings, making up more than 10% of the Metro area's large office inventory, while making up only less than 2% of the total population.**

Top 10 Employers

1. ADP
2. Fiserv
3. Lexis Nexis Risk Solutions
4. Verizon Wireless
5. Jackson Healthcare
6. Change Healthcare
7. UPS Supply Chain Solutions
8. E*Trade
9. Equifax
10. Ernst & Young

Source: GrowAlpharetta (2020)

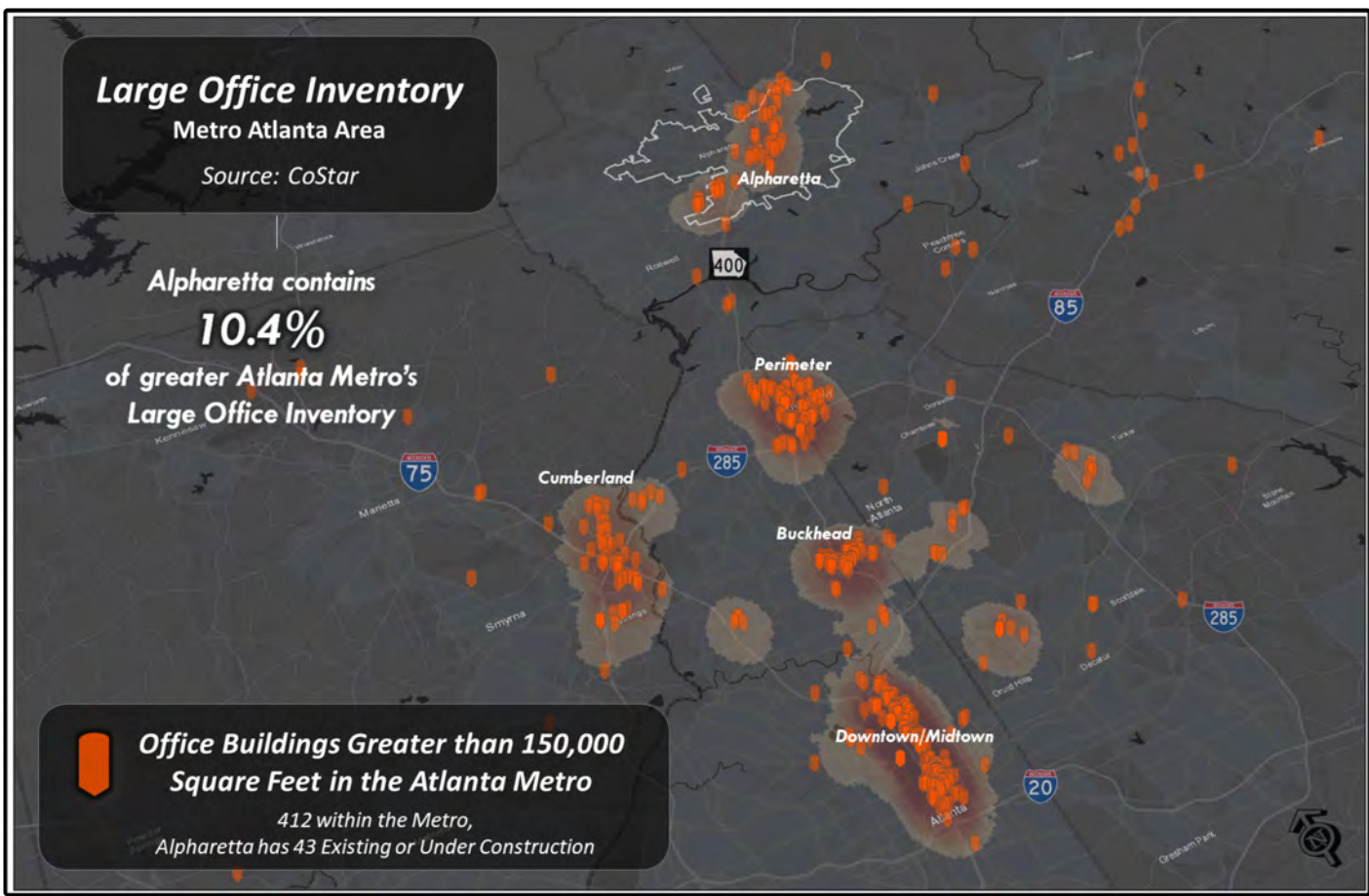


55%
OF ALPHARETTA
HOUSEHOLDS MAKE OVER
\$100,000 ANNUALLY

Source: American Community Survey (2020)

ECONOMIC DEVELOPMENT

Alpharetta continues to be a leading destination for corporate locations, high-tech services, and retail trade. With nearly 700 technology companies, Alpharetta boasts one of the largest concentrations of high-tech firms in a single community. Like other US cities, Alpharetta experienced higher than normal vacancy rates due to Covid-19, as well as a trend toward new office being located within mixed-use/walkable developments. That, along with more employees working from home, is resulting in the desire for office space that is configured with various amenities, or less office space in general. In the past couple decades, the City has made its mark on the region and the nation as a preferred place to live, work and prosper. But because of the changes in the market, there is a current need for stronger economic development initiatives geared toward marketing the vast quality of life amenities within Alpharetta.



Source: CoStar (2020)

Pre Covid-19, Alphaertta ranked **3rd in the US** for **daytime percent population increase** for cities with a population of 50,000 or greater (98% Increase)

Nighttime Population
67,681



Daytime Population
134,008

Source: City-data (2019)

TAX BASE SEGMENTATION

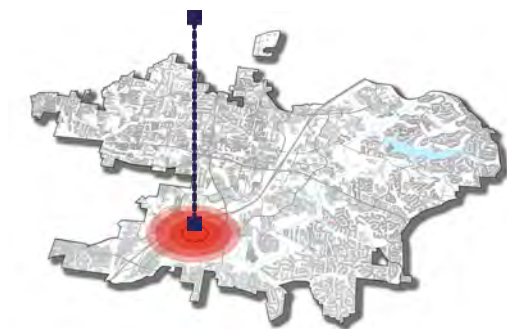


Residential 40%
Commercial 60%

Source: City of Alpharetta 2019 Annual Financial Report



NORTH POINT DISTRICT



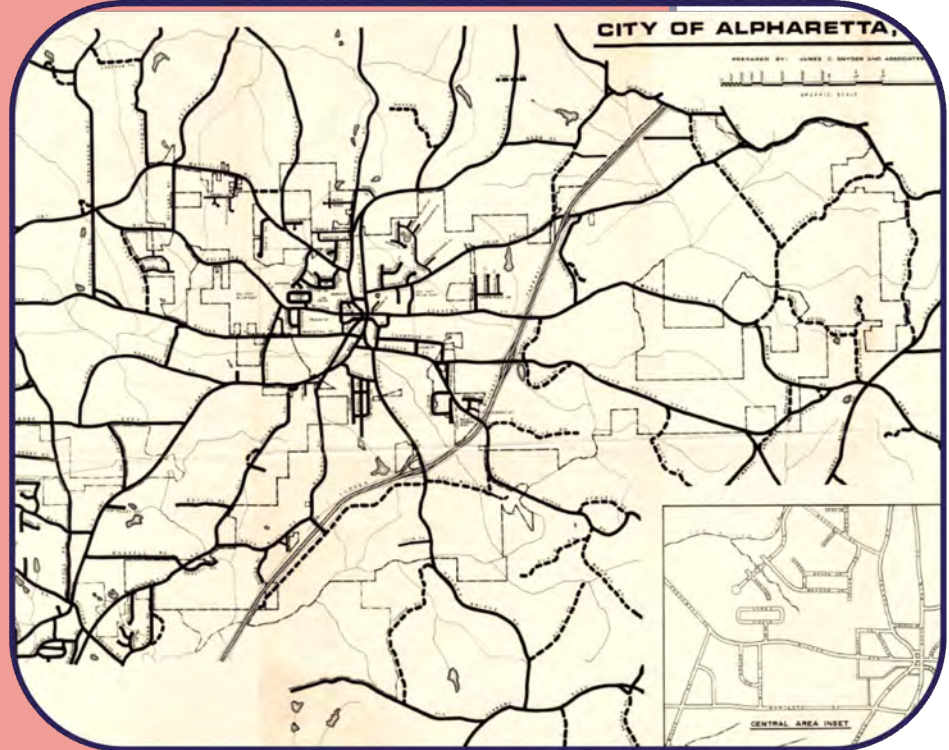
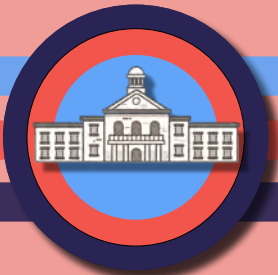
The City should continue efforts for the redevelopment of the North Point District. Built in the mid-1990s, Alpharetta's North Point District has had a huge commercial presence regionally with 3.4 million square of retail. North Point had a 10-year average vacancy rate of 4.9% (2010-2020), but by the end of 2020, the vacancy rate had reached close to 10% (per CoStar). This included over 25 closed businesses along its main commercial corridor of North Point Parkway. The fabric of that corridor reflects an auto-centric retail development pattern that may no longer possess the market appeal that it did earlier in it's life cycle.

ECONOMIC DEVELOPMENT CONTINUED

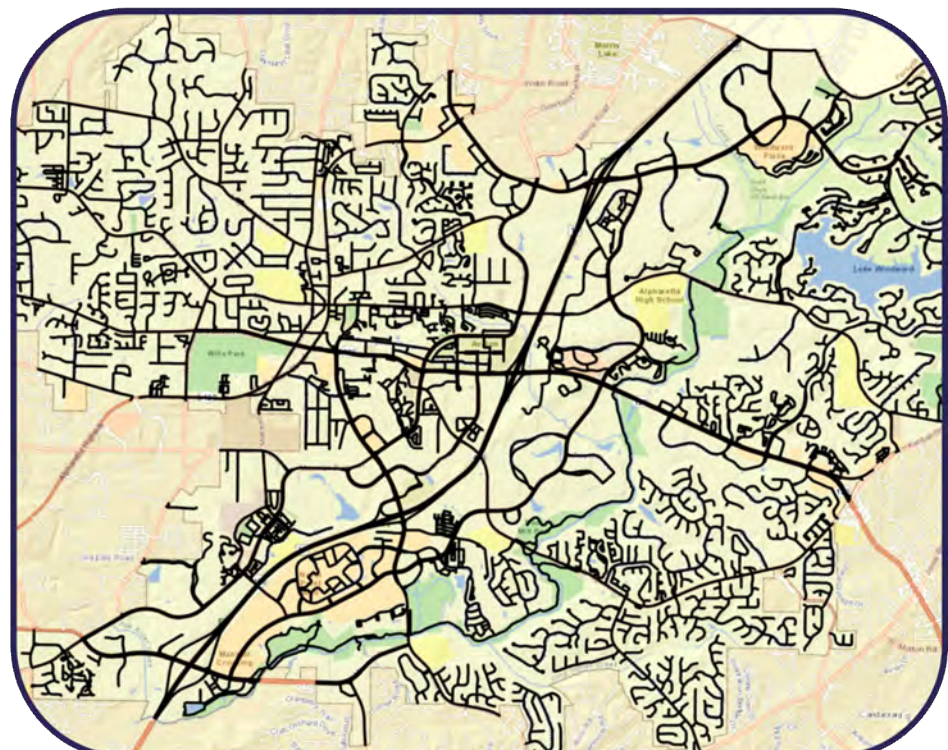
The brand messages of *Technology* and *Innovation* have served Alpharetta well and the city will also continue building on Alpharetta as "Georgia's Connected City", which enhances the already successful "Technology City of the South" branding. Marketing Alpharetta as Georgia's Connected City is a way to showcase our "Tech to Trails" infrastructure, as well as our connections to the community. Promoting key features and popular destinations will attract business to the region by enhancing existing channels such as brand campaigns, website audit, etc., with the goal to reach new audiences.

Efforts are also underway to work with Windward, the City's largest office park, to assist with research needed to brand and market the district in order to attract new investment and strengthen employee recruitment. Regional and national selectors are looking for new, highly desirable locations with compelling stories and easy access to data, available property, and quality of life amenities. Currently there is a big demand for having this kind of branding and marketing information readily available for site selectors to access and aid in company decision-making. The model for Windward, the City's largest office park, can be used for other office parks throughout the City.

The Alpharetta Development Authority actively assists with economic development initiatives. They recently approved a pilot program aimed at organizing the Downtown under the Alpharetta Chamber of Commerce to market and promote the area and attract more people to live, work and visit. Businesses, employees, residents and visitors are attracted to cities that include a vibrant downtown. The purpose of the program is to drive economic development activity through the creation, management, promotion, and execution of events and experiences that attract visitors and residents, while strengthening the retention and recruitment of business in Downtown. The Chamber will assist in creating a thriving downtown by establishing 1) unity in purpose and mission 2) implementation of a competitive marketing strategy and 3) a consistent event and program calendar.

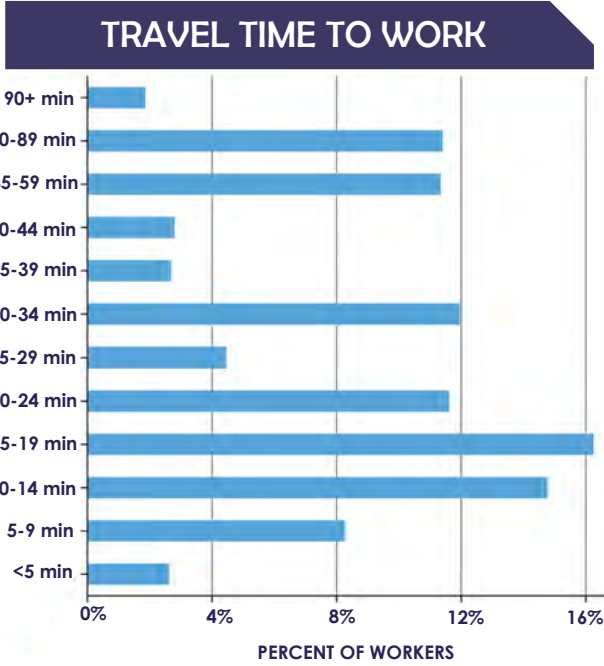
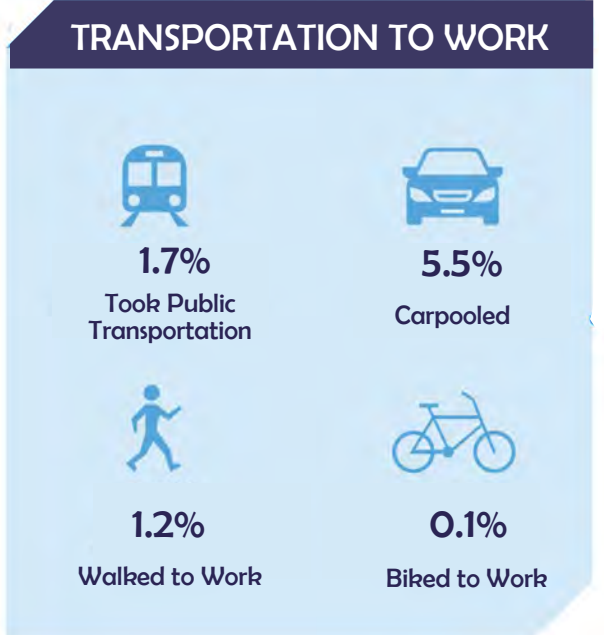


Alpharetta Street Network in 1975



Alpharetta Street Network in 2020

COMMUNTE PROFILE

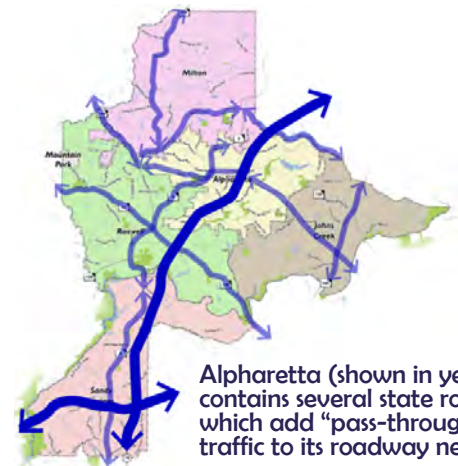


Source: Esri Community Analyst (2020)

TRAFFIC & TRANSIT

Alpharetta is situated in the heart of the north Metro Atlanta area. It's roadway system must work to balance both internal trips, as well as cross-county trips. Within the City limits there are **several transportation routes that provide connectivity to surrounding Gwinnett, DeKalb, Forsyth, Cherokee and Cobb Counties**. In 2019, sections of Old Milton Parkway, Windward Parkway and Mansell Road all saw greater than 40,000 average daily vehicular trips according to the Georgia Department of Transportation. These three roadways each have an interchange on GA 400.

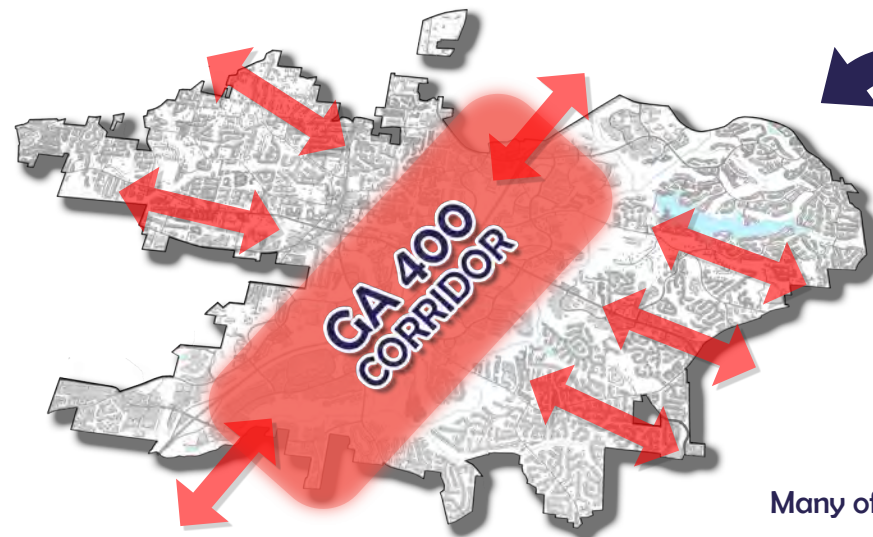
Georgia Department of Transportation is currently adding express lanes to GA 400, which will result in two additional buffer-separated lanes in each direction from North Springs MARTA Station to McGinnis Ferry Road. MARTA also plans to establish a Bus Rapid Transit (BRT) line along GA 400, with stops designated for both Windward and the North Point District. Alpharetta is the northern hub for MARTA's bus network, possessing two park and ride facilities and five different bus routes (85, 140, 141, 143, 185).



Alpharetta (shown in yellow) contains several state routes, which add "pass-through" traffic to its roadway network.

Source: North Fulton Comprehensive Transportation Plan (2018)





Along the GA 400 corridor there are several activity nodes such as Avalon, North Point, and Windward. This corridor is also where offices are located for most of Alpharetta's largest employers. This results in a large amount of vehicular traffic along the City's major East-West arterial roadways.

Many of the vehicular transportation projects the City has done in the last 5 years have focused on alleviating congestion/ improving operational efficiency along the major East-West arterial roadways which see the heaviest flows of both commuter and residential traffic.

TRAFFIC & TRANSIT CONTINUED

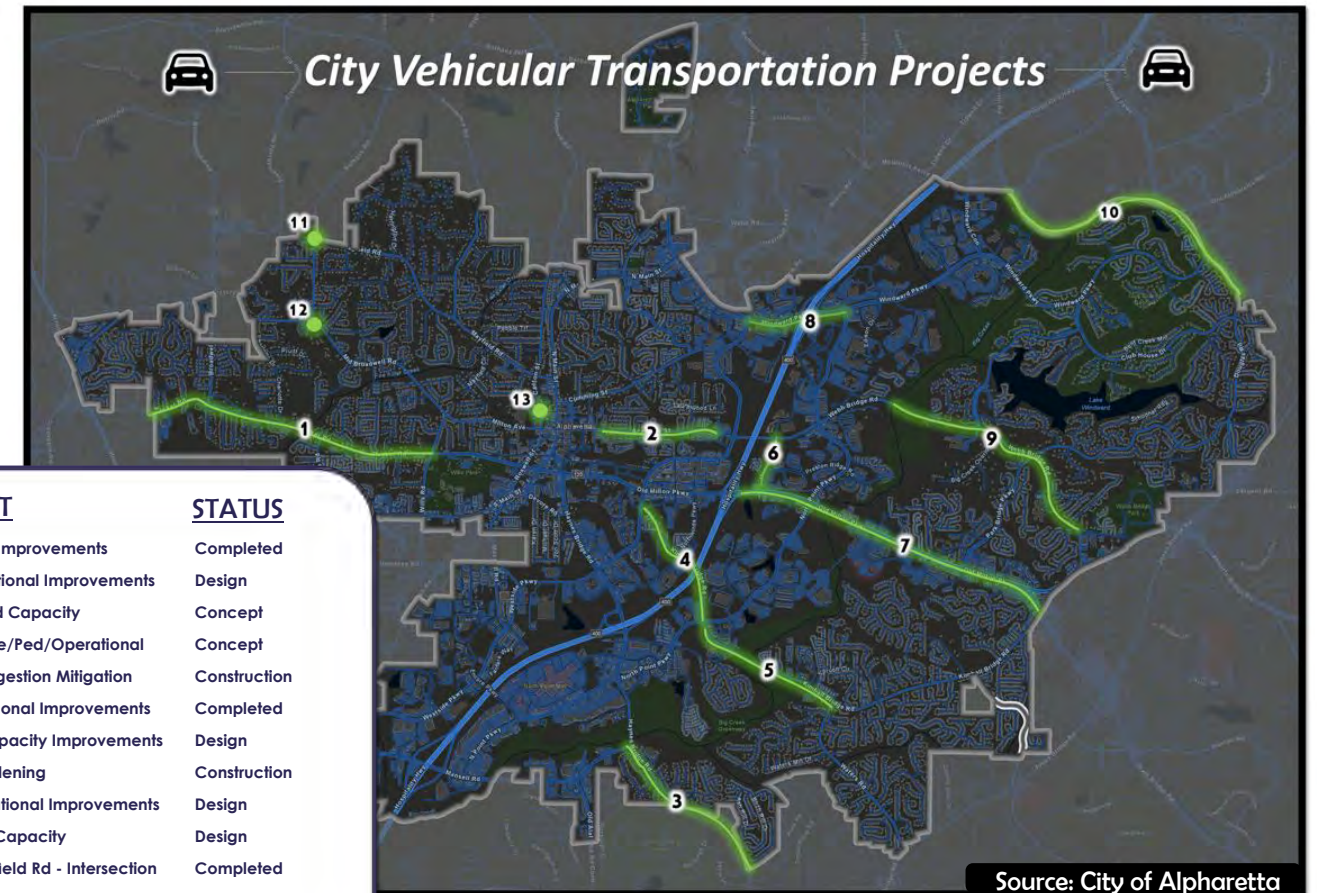
The following list shows the daily vehicular volume for popular roadways according to GDOT Traffic Count Data. A comparison of Average Annual Daily Traffic (AADT) for both 2019 and 2020 helps show roadway use both before and after the onset of Covid-19.

Roadway	Roadway Volume (Daily Avg)	
	(2019)	(2020)
Old Milton Parkway (at Brookside Pkwy)	52,400	41,800
South Main Street (at Devore Rd)	26,300	24,200
Windward Parkway (at Westside Pkwy)	48,300	31,800
Windward Parkway (at Marconi Dr)	33,100	26,300
Westside Parkway (at Encore Dr)	14,000	12,900
Mansell Road (at Davis Drive)	44,600	41,100
Rucker Road (at Harris Rd)	22,400	20,700
Haynes Bridge Road (at North Point)	23,000	21,200

79% of owner households possess 2 or more vehicles

37% of renter households possess 2 or more vehicles

Source: American Community Survey

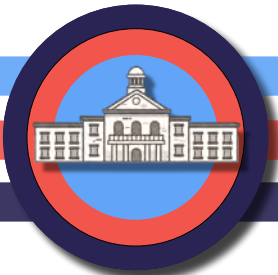


PROJECT	STATUS
1. Rucker Rd Corridor Improvements	Completed
2. Academy St Operational Improvements	Design
3. Haynes Bridge Road Capacity	Concept
4. Kimball Bridge - Bike/Ped/Operational	Concept
5. Kimball Bridge Congestion Mitigation	Construction
6. Morris Road Operational Improvements	Completed
7. Old Milton Pkwy Capacity Improvements	Design
8. Windward Pkwy Widening	Construction
9. Webb Bridge Operational Improvements	Design
10. McGinnis Ferry Rd Capacity	Design
11. Bethany Rd @ Mayfield Rd - Intersection	Completed
12. Bethany Rd @ Mid Broadwell - Intersection	Completed
13. Canton St Improvements	Completed

Concept → Design → Construction → Completion

Source: City of Alpharetta

Household Vehicle Availability		Source: American Community Survey		
	Owner	Renter	Total	
No Vehicles	202	684	886	
1 Vehicle	3,024	4,548	7,572	
2 Vehicles	8,469	2,676	11,145	
3 Vehicles	3,037	352	3,389	
4 Vehicles	673	21	694	
5 or More Vehicles	104	0	104	



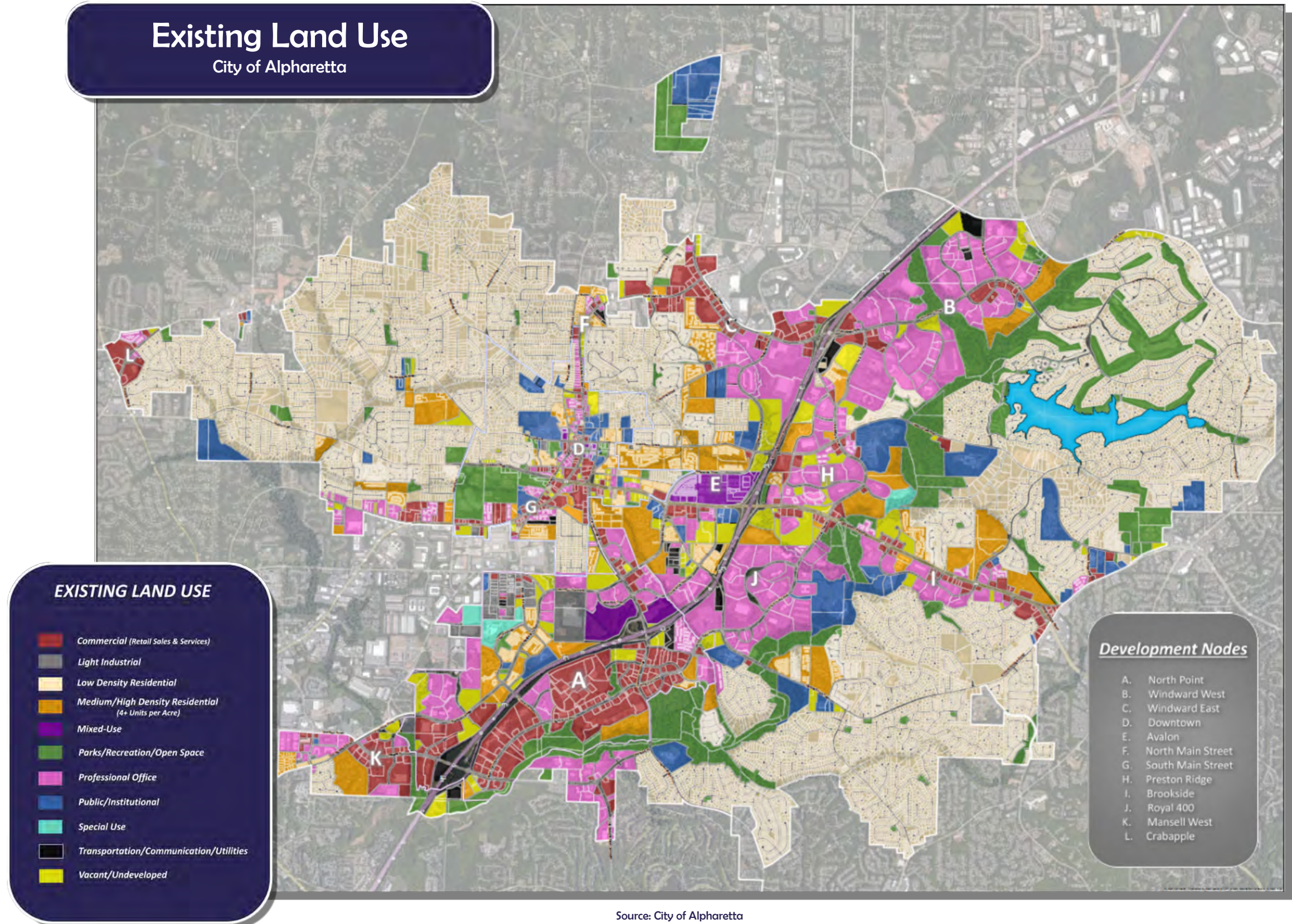
LAND USE

A majority of Alpharetta's commercial land is professional office, with a majority of its residential land consisting of single family detached residential.

One of the most significant changes in the last 10 years has been the emergence of Mixed-Use centers in direct or very close proximity to GA 400. This can be seen in the likes of Avalon, Northwinds Summit and TPA/Lakeview. These three projects make up less than 200 acres total but will contain a concentrated density of both commercial and residential uses.

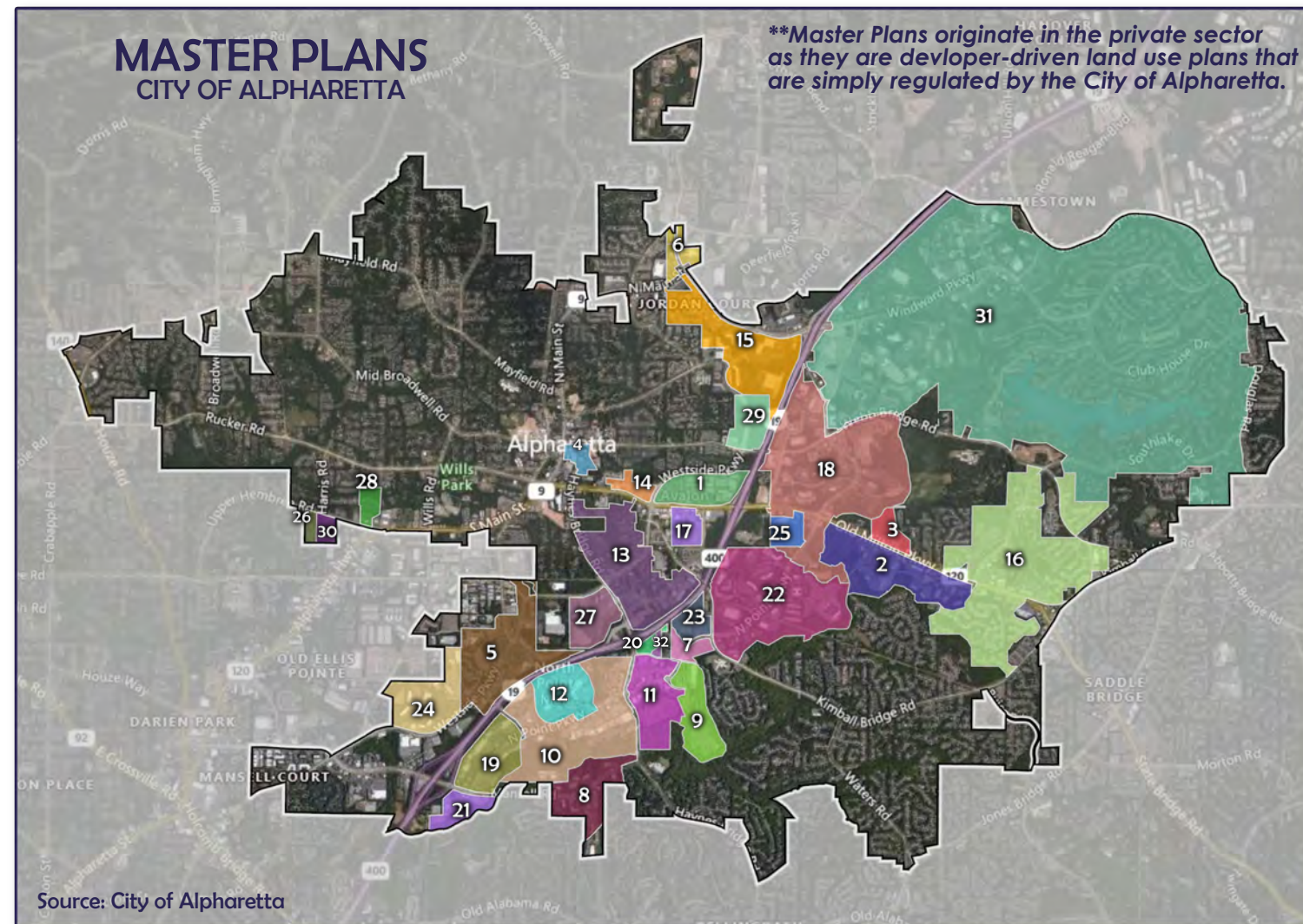
The remaining undeveloped land within the City is scattered along the GA 400 corridor and consists of land that is difficult to build on or contains significant floodplain, or both.

Existing Land Use City of Alpharetta



Source: City of Alpharetta

Master Plans

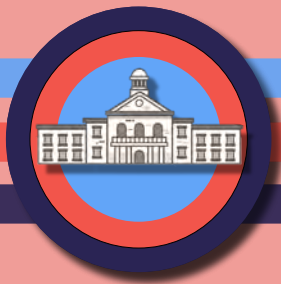


Name	Adoption Year	Total Acreage
1. AVALON	2012	86
2. BROOKSIDE	1997	131
3. CAMDEN POND	1997	63
4. CITY CENTER	2015	26
5. COUSINS WESTSIDE	2003	219
6. FULTON GREENS	1998	21
7. KB400	1999	27
8. MANSELL RIDGE PARK	1991	107
9. MILTON PARK	1999	110
10. NORTH POINT BUSINESS CENTER	1991	320
11. NORTH POINT COMMONS	1998	129
12. NORTH POINT MALL	1989	145
13. NORTHWINDS	1986	257
14. OLD MILTON HOLDINGS	2015	24
15. OXFORD GREEN	1998	256
16. PARK BRIDGE	1990	611
17. PARKWAY 400	1998	41
18. PRESTON RIDGE	1987	505
19. REGENCY PARK	1991	127
20. REGENCY PARTNERS	2011	10
21. RESURGENS PARK	2000	53
22. ROYAL 400	1980	377
23. SAMANTHA & ASSOC.	2000	53
24. SANCTUARY PARK	1995	137
25. SIEMENS	2001	37
26. SOUTHFUND	1995	13
27. TPA/LAKEVIEW	2019	62
28. UPPER HEMBREE PARTNERS	1991	26
29. WEBB BRIDGE RD/GA 400	2002	66
30. HARRY'S MARKET	1987	27
31. WINDWARD (COMMERCIAL)	1980	3,428
32. DELTA CREDIT UNION	2011	6

WHAT IS A MASTER PLAN?

A master plan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. Master planning is about making the connection between buildings, social settings, and their surrounding environments. A master plan includes analysis, recommendations, and proposals for a site's population, economy, housing, transportation, community facilities, and land use. It is based on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions.

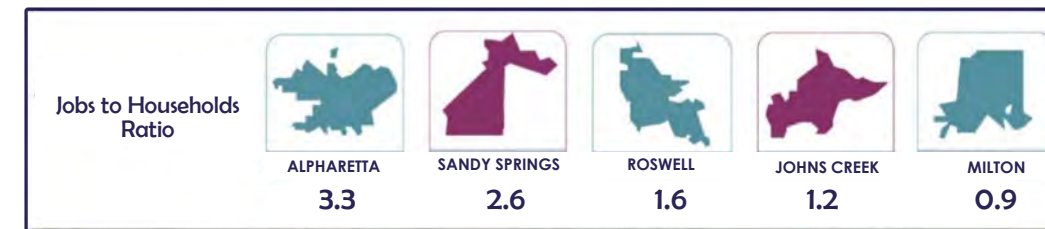
Of the 7 Master Plans greater than 250 acres in size, all but one were adopted in 1991 or before.



GROWING DEMAND AND COST

Per the 2020 City of Alpharetta Housing Analysis, there were a total of 26,710 total housing units within the City. Single-family detached makes up 57%, multi-family makes up 30%, townhomes make up 9% and small multi-family (2-4 units a building) make up the remaining 4%.

The median home value for owner-occupied housing in Alpharetta is \$470,961, which is significantly higher than the median home value for the Atlanta MSA, which is \$249,538. Due to the nature of Alpharetta as an employment hub, **the city experiences a 3.3 jobs to household ratio, which is the highest of any city in the county.** This drives up demand for housing in close proximity to jobs, which in turn drives up the price of available housing within the city of Alpharetta.



Source: North Fulton Comprehensive Transportation Plan (2018)

Between **2014 and 2019** the average cost of a newly constructed home in Alpharetta **increased by \$285,000**

Source: 2020 City of Alpharetta Housing Analysis



DETACHED SINGLE FAMILY HOMES ARE **57%**

of City of Alpharetta's housing stock.

WHILE ONLY **45%**

of City of Alpharetta households have three or more people.

TOWNHOMES ARE **9%**

of City of Alpharetta's housing stock.

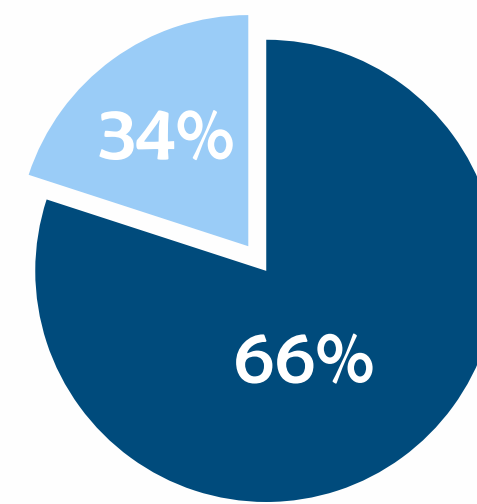
MULTIFAMILY HOMES ARE ALMOST **35%**

of City of Alpharetta's housing stock.



\$471,000
MEDIAN HOME VALUE

Source: 2020 City of Alpharetta Housing Analysis



■ Renter-Occupied Units
■ Owner-Occupied Units

Source: 2020 City of Alpharetta Housing Analysis

HOUSING CONTINUED...

The largest percentage of the City's housing stock was built between 1990-1999. 2018 saw the single largest amount of single-family permits since Alpharetta's previous most active year, which was 1998.

Multi-family housing costs have also seen a significant shift in recent years. Multi-family rental rates in Alpharetta have increased by 39% since 2010. Increasing rents in a suburban multi-family market reflect the strength of the Atlanta MSA economy in the post-Great Recession era.



Between 2014-2019, newly constructed townhome closings outpaces newly constructed detached home closings in the City of Alpharetta.

Source: 2020 City of Alpharetta Housing Analysis

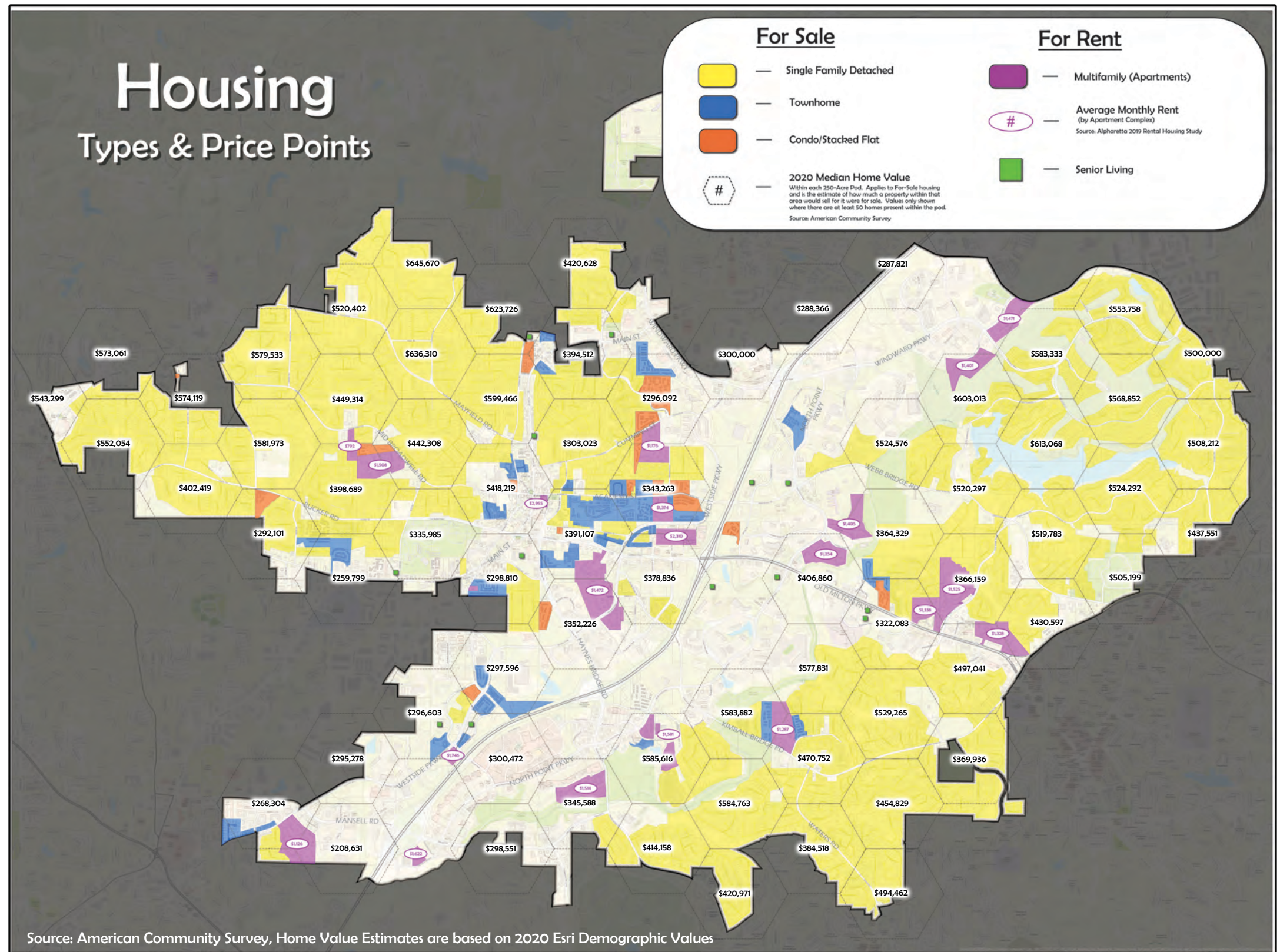
\$11,715

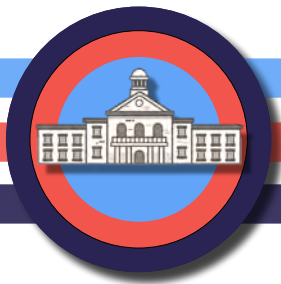
CITY OF ALPHARETTA'S MEDIAN HOUSEHOLD INCOME



Source: American Community Survey (2020)

Housing Types & Price Points





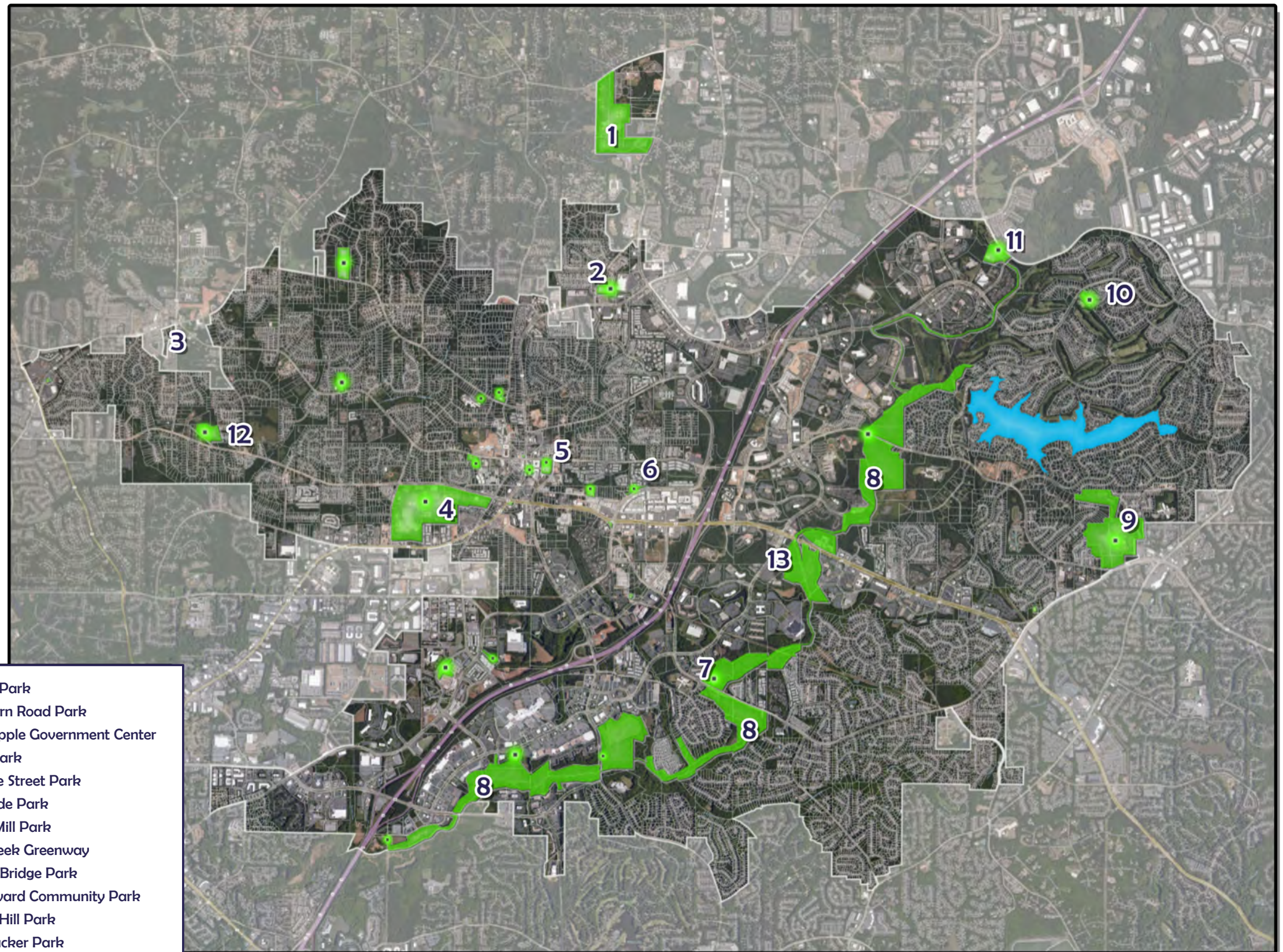
CITY OPEN SPACE

Open space consists of natural areas and preserves, formal parks, trails, neighborhood greens, and recreational facilities. It continues to be an immense driver of quality of life and is highly regarded by the citizens of Alpharetta.

Alpharetta has 339 acres of parkspace citywide, with another 459 acres belonging to the Big Creek Greenway.

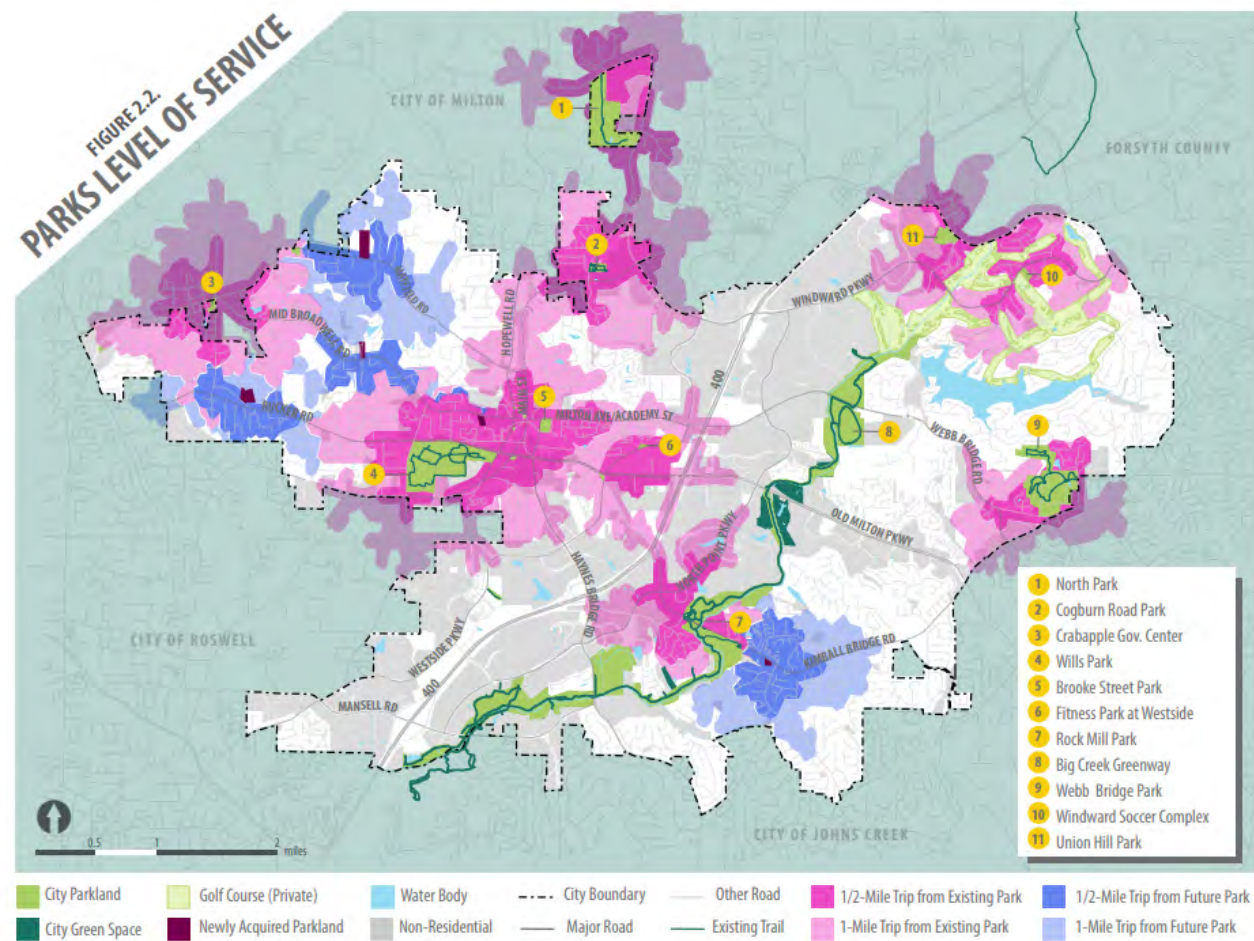
The map to the right shows the locations of major City parkland and facilities. This depicts land the City owns for the sole purpose of use as parks or open space.

In the last 5 years, the City has purchased five additional properties for parkland. With the exception of Old Rucker Park, all of these properties are currently undeveloped with future plans to build them out for use as park space.



- 1. North Park
- 2. Cogburn Road Park
- 3. Crabapple Government Center
- 4. Wills Park
- 5. Brooke Street Park
- 6. Westside Park
- 7. Rock Mill Park
- 8. Big Creek Greenway
- 9. Webb Bridge Park
- 10. Windward Community Park
- 11. Union Hill Park
- 12. Old Rucker Park
- 13. Brookside Park

Note: Not all city parks are labelled, just major park facilities that are actively programmed. The City owns several park properties that are not yet developed.
Source: City of Alpharetta

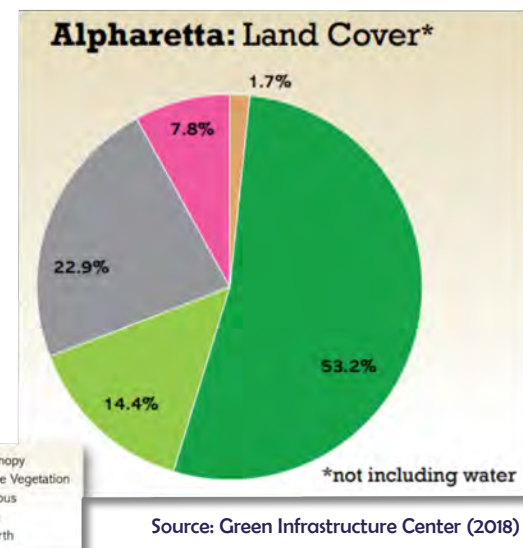
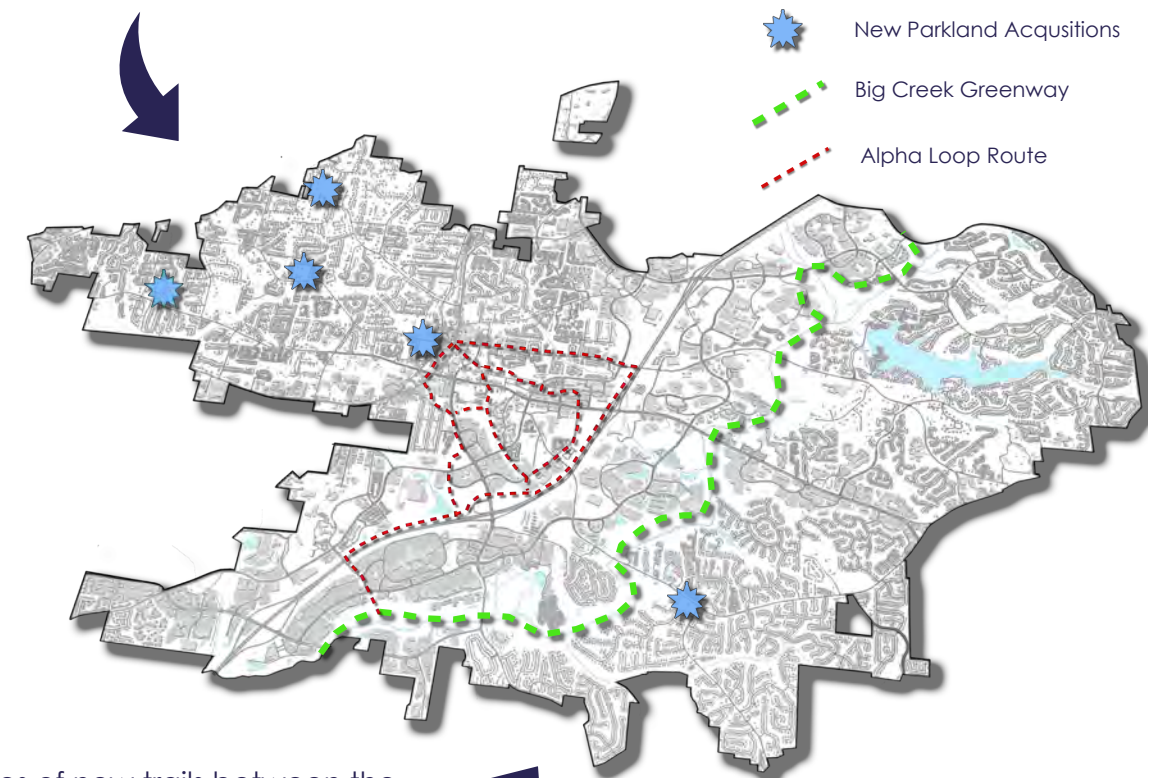


Source: Alharetta Recreation & Parks Master Plan (2018)

A goal for Alharetta is to have a park or other active destination **within a 10-minute walk (or 1/2 mile)** of every resident

Source: Alharetta Recreation & Parks Master Plan (2018)

In 2016, five new parkland acquisitions were made, adding an additional 28 acres of parkland to the City.



Source: Green Infrastructure Center (2018)

A CITY OF TRAILS AND TREES

In the last three years, Alharetta has opened over three miles of new trails between the recently completed extension of the Big Creek Greenway and Phase 1 of the Alpha Loop. The Big Creek Greenway is now 8.75 miles long and stretches from the southern city limits at Mansell Road all the way to the northern city limits at Union Hill Park. The entirety of the Big Creek Greenway runs along the east side of GA 400. The Alpha Loop, which is predominantly aligned on the west side of the City, will be approximately 8 total miles once it is completed. The two trail systems will connect in the North Point District.

Even with the high level of development activity over the past few decades, Alharetta still maintains a robust City-wide tree canopy. A 2018 study done by the Green Infrastructure Center found that **over 53% of Alharetta's land area is covered by tree canopy**. Because one mature tree can absorb thousands of gallons of rain water per year, open space and tree canopy are a critical component of the city's Municipal Separate Storm Sewer System (MS4).



COMMUNITY PARTICIPATION



2020

- JULY 17 - AUGUST 10, 2020 - Comprehensive Plan Pre-Survey
- JULY 20, 2020 - Comprehensive Plan Kick-off **Required Public Hearing**
- SEPTEMBER 9, 2020 - Steering Committee Meeting #1
- OCTOBER 7, 2020 - Public Meeting # 1
- OCTOBER 15 - NOVEMBER 5, 2020 - Online Surveys # 1

2021

- MARCH 16, 2021 - Steering Committee Meeting #2
- APRIL 27, 2021 - Public Meeting # 2
- JUNE 1 - JUNE 25, 2021 - Online Surveys # 2
- AUGUST 2, 2021 - City-Wide Housing Analysis presented to City Council
- AUGUST 31, 2021 - Steering Committee Meeting #3
- SEPTEMBER 2, 2021 - Planning Commission Transmittal Hearing
- SEPTEMBER 20, 2021 - City Council Transmittal Hearing **Required Public Hearing**
- OCTOBER 31, 2021 - Plan adoption no later than October 31, 2021

COMMUNITY PARTICIPATION

Gathering public input was an integral part of creating the vision of Horizon 2040. Alpharetta residents, property owners, business owners, city staff, elected and appointed officials, and stakeholders contributed to the production of this comprehensive plan. Public input was collected through both in-person meetings and through online surveys. Online surveys were created and dispersed to the community in order to diminish the effects that COVID-19 may have had on in-person attendance and participation.

STAKEHOLDERS

Before getting started, the Community Development team identified individuals who were necessary to include in the planning process of Horizon 2040, also known as stakeholders. Stakeholders included Alpharetta residents, homeowner's associations, local organizations, local newspapers, colleges and universities, city staff, and elected and appointed officials. A list of stakeholders is included within the Appendix.

STEERING COMMITTEE

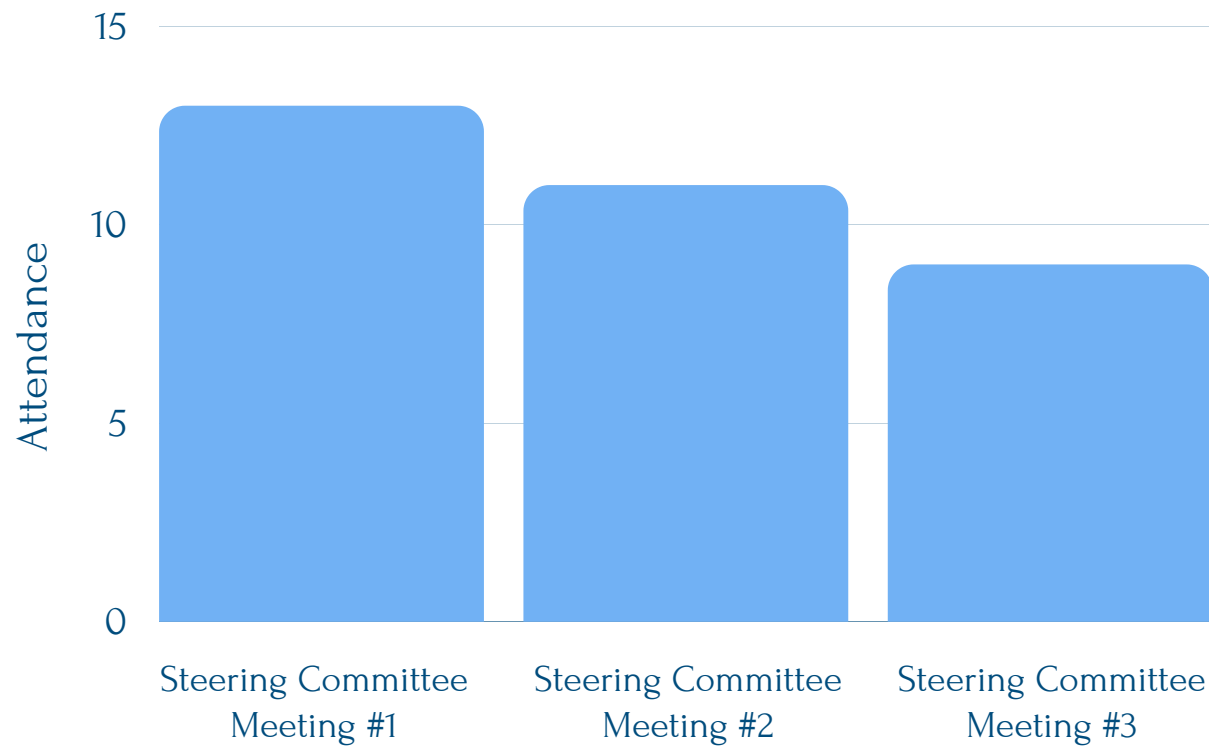
The steering committee was comprised of eighteen (18) individuals, including two (2) City Council Members, one (1) Design Review Board Member, two (2) Planning Commissioners, the City of Alpharetta's Director of Economic Development and the City of Alpharetta's Economic Development Manager, and the City of Alpharetta's Stormwater Engineer. The Mayor and each City Council Member appointed one (1) member to the steering committee. Also, Staff recommended including additional steering committee members in order to represent the younger population of the community. A list of steering committee members and meeting notes are both included within the Appendix.

The steering committee first met on September 9, 2020 to discuss how to best present community goals to the public and provided feedback on Needs and Opportunities.

On April 27, 2021, the steering committee assembled to discuss elements of the mapping exercises and future land use map that were utilized during public meeting #2.

The steering committee held its final meeting on August 31, 2021. At this meeting, the Community Development team presented a summary of the planning process and welcomed feedback on the final draft of the comprehensive plan.

STEERING COMMITTEE ATTENDANCE



COMMUNITY OUTREACH

City Staff shared opportunities for public participation on multiple media platforms in order to get a broad representation of the community involved in creating the vision for the comprehensive plan. Specific examples are included in the Appendix and a list is provided in the adjacent column.

MORE THAN
55



total social media posts, newsletter articles, advertisements, and emails were dispersed throughout the community on multiple media channels

- 1 Email correspondence and invitations to Steering Committee members, Stakeholders, the Mayor and City Council
- 2 Twitter
- 3 Facebook & Facebook Events
- 4 LinkedIn
- 5 Nextdoor
- 6 Grow Alpharetta's Social Media Pages
- 7 City of Alpharetta Website - Horizon 2040 Landing Page
- 8 Council for Quality Growth Newsletter
- 9 Community Impact Newsletter
- 10 My Alpharetta Newsletter
- 11 Alpharetta's COVID-19 Business Resources Newsletter
- 12 Alpharetta-Roswell Herald
- 13 Eventbrite

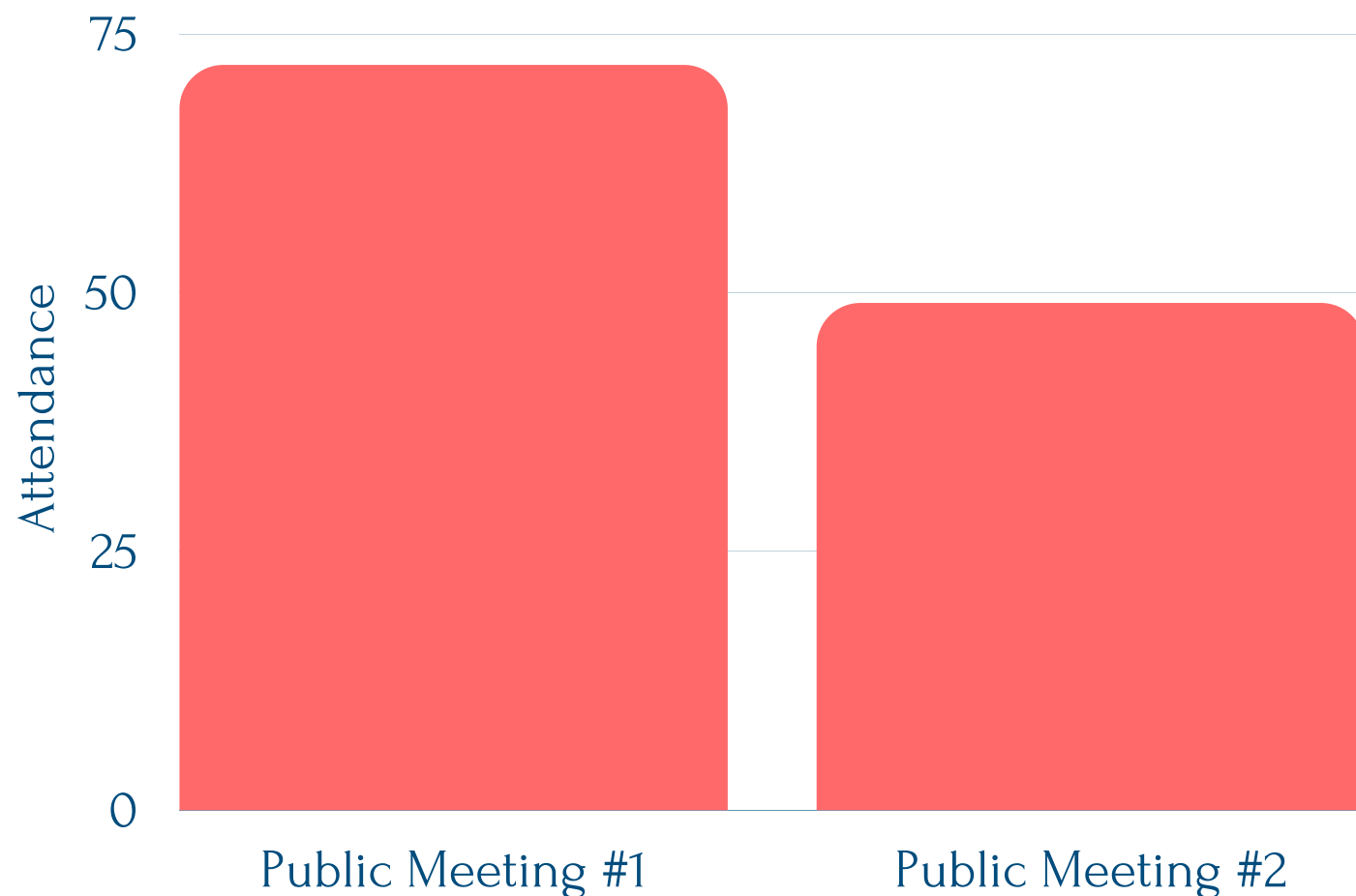
PUBLIC MEETING #1

Public Meeting #1 was held outdoors in Brook Street Park on October 7, 2020. There were approximately seventy-two (72) people in attendance. Public input exercises included a dot exercise which asked residents to identify important community policies and strategies and a mapping exercise to identify areas in need of redevelopment and where future development should be directed. The community policy topics included in the dot exercise were economic development, land use, transportation, housing, natural, historic and cultural resources, community services and facilities, intergovernmental coordination, and broadband services.

PUBLIC MEETING #2

Public Meeting #2 was on April 27, 2021 at an outdoor amenity space owned by an office building on the east side of GA400, located at 3625 Brookside Parkway. There were approximately forty-nine (49) people in attendance. Public input exercises focused on honing in on the six (6) main themes that were identified in the previous public meeting, online surveys, and steering committee meetings. The six (6) main themes are traffic and walkability, housing, placemaking, vacant retail and office, open space, and growth management.

PUBLIC MEETING ATTENDANCE



ONLINE PRESURVEY

Prior to the Horizon 2040 Comprehensive Plan Kick-off, an online survey was created and made available to the community from July 17, 2020 to August 10, 2020. Staff received 718 responses from this set of survey questions, and those responses guided the planning efforts of the steering committee.

ONLINE SURVEY #1

The exercises from Public Meeting #1 were digitized and made available to the public from October 15, 2020 to November 5, 2020. Staff received 105 responses from this set of online survey exercises.

ONLINE SURVEY #2

The exercises from Public Meeting #2 were digitized and made available to the public from June 1, 2021 to June 25, 2021. Staff received 352 responses from this set of online survey exercises.

PUBLIC HEARING

#1

At the July 20, 2020 City Council meeting, Staff presented and announced the kickoff of the Horizon 2040 Alpharetta comprehensive plan. This presentation included an overview of the planning process, public participation plan, and the project schedule.

PUBLIC HEARING

#2

At the September 2, 2021 Planning Commission meeting, Staff presented the "final draft" of the comprehensive plan and allowed residents the opportunity to offer additional input.

CITY COUNCIL WORKSHOP ITEM

#1

At the August 2, 2021 City Council meeting, Geoff Koski with KB Advisory Group presented a City-Wide Housing Analysis during the workshop section of the meeting. The presentation to City Council was presented for informational purposes only.

PUBLIC HEARING

#3

After addressing all public comments, City Staff presented the "final draft" of the comprehensive plan at the September 20, 2021 City Council meeting. After public hearing, the Mayor and City Council adopted a resolution authorizing the transmittal of the plan to the Regional Commission.



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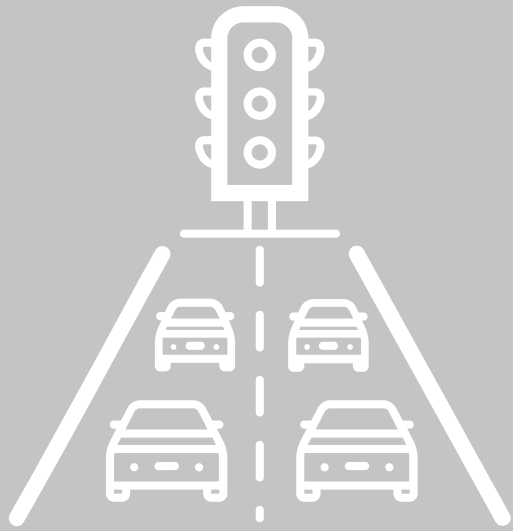


NEEDS & OPPORTUNITIES

The community identified six (6) Themes or Areas of Focus for the Horizon 2040 Comprehensive Plan, which include Traffic Congestion/Walkability, Housing, Office and Retail Vacancies, Growth Management, Sense of Place/Placemaking, and Open Space. In addition, needs and opportunities were identified by the community as it relates the new Broadband Services Element. The Broadband Services coverage map provided by the Georgia Department of Community Affairs (DCA) indicates that the Census Block located west of Encore Parkway and north of Westside Parkway is not served by broadband services. The Census Block in question covers a portion of Sanctuary Park, Somerby at Westside, Overture at Encore and Ameris Bank Amphitheatre. While the City disputes the lack of broadband coverage, needs and opportunities were identified by the community and a Broadband Services Element is included with the Horizon 2040 Comprehensive Plan.

SIX MAIN THEMES/FOCUS AREAS (AND BROADBAND ELEMENT)





TRAFFIC CONGESTION/ WALKABILITY

- Manage congestion due to growth
- Significant infrastructure improvements are needed
- Provide targeted, alternative transportation improvements for seniors and the workforce
- Utilize smart technology to better manage signalized intersections
- Plan for alternative modes of travel
- Increase safety for pedestrians and cyclist
- Explore local shuttle, trolley and/or autonomous vehicle options
- Promote and improve walkability
- Promote and provide a system of trails
- Alpha Loop and Big Creek Greenway as transportation options
- GDOT Georgia 400 managed lanes and MARTA BRT dedicated lanes project
- North Fulton CID and North Point Tax Allocation District to fund capital projects
- Implement North Point Trail Feasibility Plan and Creative Placemaking Plan
- Develop street grid in North Point area



HOUSING

- Address affordability of housing
- Manage scale of homes to lot size
- Manage density
- Concentrate density at North Point
- Create walkable neighborhoods
- Diversify housing opportunities
- Address missing housing types/price points
- Protect existing workforce housing stock
- Redevelop large surface parking lots in North Point area and suburban office areas with residential uses
- Utilize accessory dwelling units (ADUs) to increase housing stock

- Develop a plan to deal with office and retail vacancies
- Develop incentives for the North Point area
- Business recruitment should be expanded beyond a technology focus to include healthcare and renewal energy companies
- Redevelopment plan for North Point Mall
- Vacancies provide an opportunity for re-use or redevelopment
- Opportunity to incorporate sustainable practices with redevelopment
- Regional corporate office leader
- Add amenities, mix of uses, branding, and placemaking at suburban office parks
- Utilize City assets, such as the Big Creek Greenway, Alpha Loop, City Center, Avalon and schools, to help fill or redevelop vacant spaces

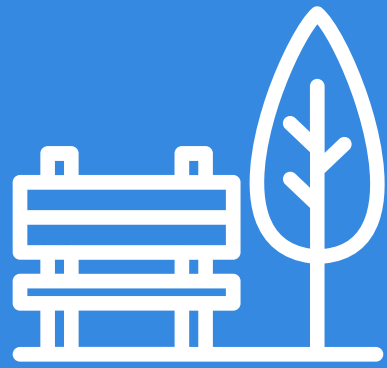


OFFICE & RETAIL VACANCIES

- Manage overdevelopment
- Repurpose vacant buildings
- Maintain natural areas
- Limit high density
- Limit expansion of retail uses
- Decline of suburban office provides opportunity to retrofit or redevelop
- Use transportation planning to justify growth
- Improve walkability and encourage a mix of uses to revitalize the North Point area
- Protect established neighborhoods
- Improve walkability and connectivity along the Old Milton Parkway corridor east of Georgia 400
- Create development patterns that promote walkability



GROWTH MANAGEMENT



SENSE OF PLACE / PLACEMAKING

- Build on the arts by expanding public art and cultural arts services
- Maintain small town feel
- Expand special events
- Create a mixed-use environment in the North Point area
- Support a strong school system
- Improve walkability (infrastructure and safety)
- Preserve history in the City
- Preserve tree canopy

**Placemaking is the process of creating Quality Places that people want to live, work, play, and learn in. Placemaking focuses on transforming public spaces to strengthen the connections between people and these places.*



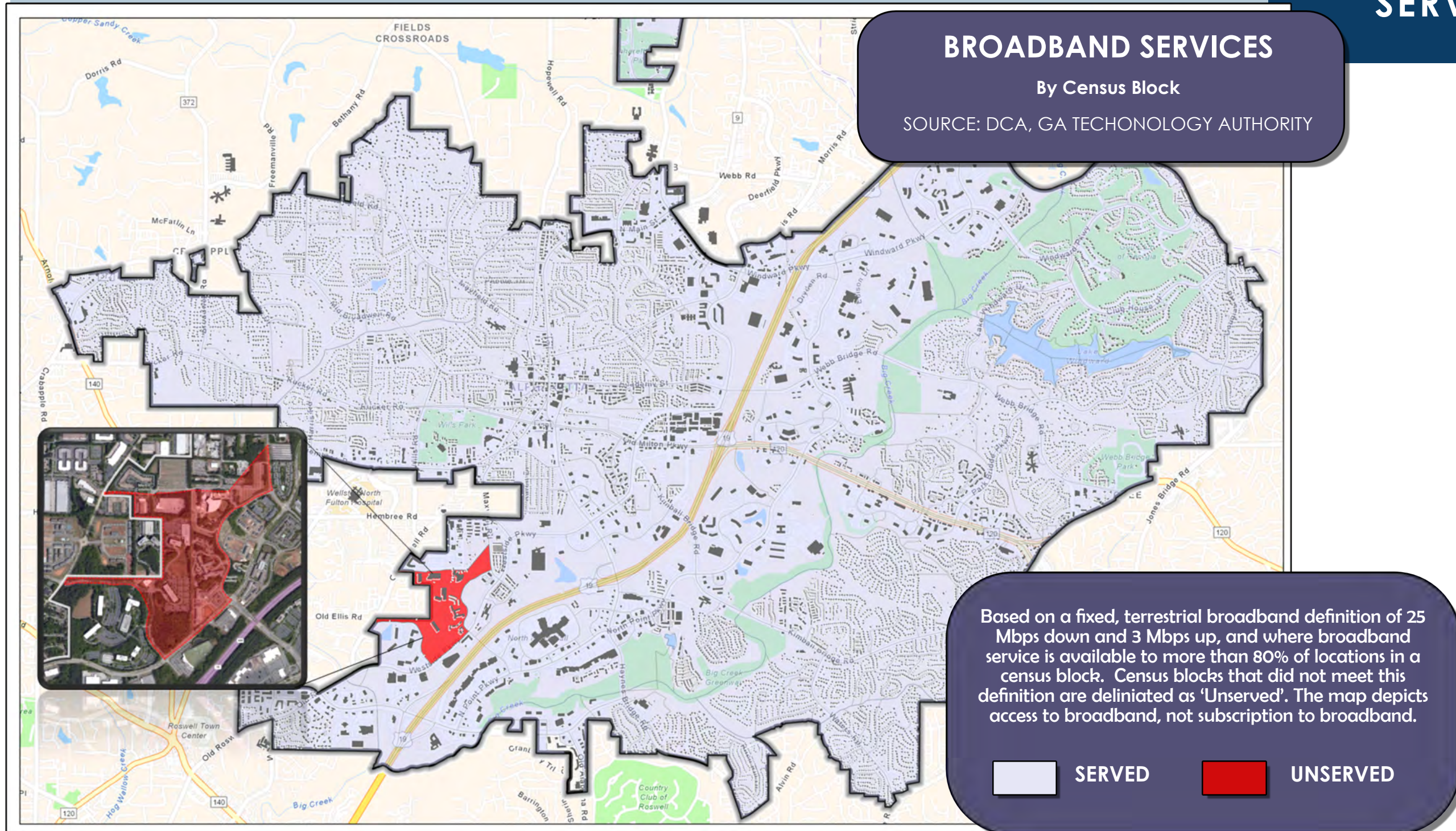
OPEN SPACE

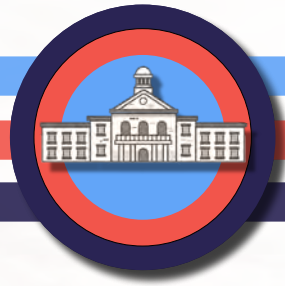
- Provide more open space
- Provide park and recreational opportunities for all age groups
- Need a skate park in the City
- Provide and protect natural areas in parks
- Extend Big Creek Greenway and expand trail systems
- Provide more biking trails
- Improve pedestrian and bicycle connectivity between neighborhoods and open space

- Alpharetta as the Technology City of the South
- City updated Wireless Telecommunications Facilities (WTF) ordinance to comply with FCC order
- City's WTF ordinance addresses small cell technology
- North Point Creative Placemaking Plan recommends co-locating small cell technology in public art installations and district monuments
- No known broadband services coverage gaps in Alpharetta



BROADBAND SERVICES





COMMUNITY VISION



WHAT MAKES UP THE COMMUNITY VISION?

DEVELOPED WITH THE INPUT OF CITIZENS, ELECTED OFFICIALS, & COMMUNITY STAKEHOLDERS, THE VISION DEFINES THE IDEAL IMAGE OF WHAT THE CITY SHOULD BE IN THE FUTURE, TYPICALLY A 20-YEAR HORIZON.

THE COMMUNITY VISION HAS 3 MAIN COMPONENTS:

- GOALS
- POLICIES
- STRATEGIES

GOALS

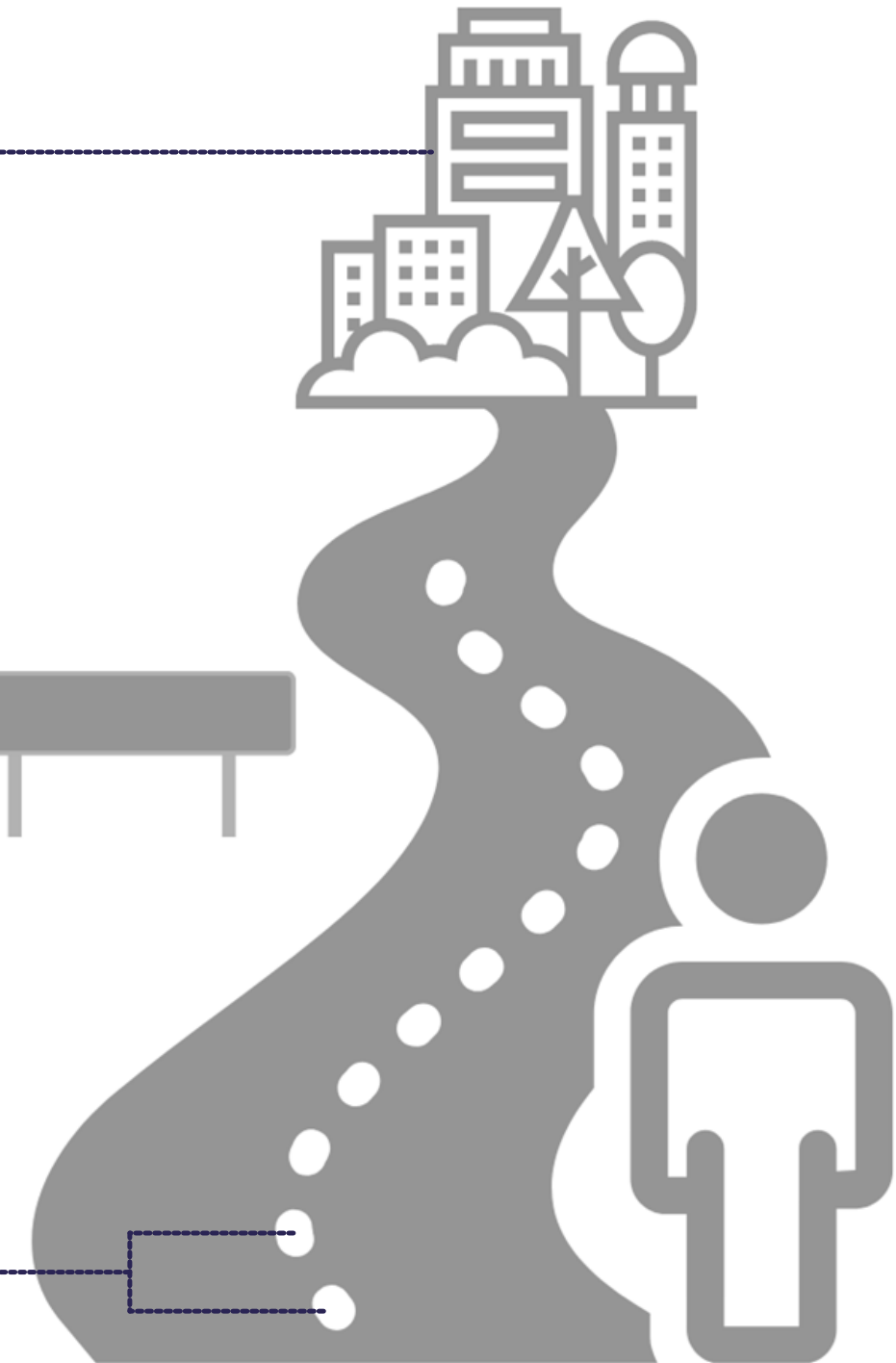
These define the desired future state of the community. They are high-level and provide guidance related to long-term decision making.

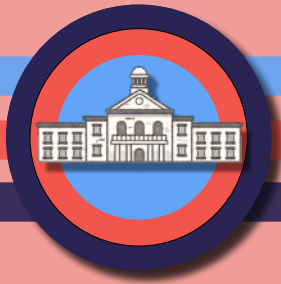
POLICIES

Policies are not as abstract as goals, yet not as concrete as strategies. Like signposts, policies help guide the way to the the future goal by clarifying prioritiees in everyday decision making.

STRATEGIES

Strategies are the most concrete, action steps to help move a community toward the desired policies and goals.





Community Housing Vision

GOAL

Capture the major market share of executive housing while providing opportunities for first-time home buyers and quality rental options.

POLICIES

- Promote and encourage residential densities and designs that ensure varied living areas and housing types.
- Maintain a balance between ‘owner-occupied’ and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.
- Preserve the character of distinct residential areas.
- Design quality and long-term value into residential development to maintain appearance and property values.
- Provide opportunities for people who work in Alpharetta to live in Alpharetta by monitoring the housing-to-jobs balance and promoting a variety of housing options, including housing types, design and price-points.
- Promote opportunities for “aging in place.”


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

H Strategy 1.1: Encourage appropriate residential densities and mix of uses close to Downtown Alpharetta.

H Strategy 1.2: 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 1.3: Encourage large land holdings to plan for multiple land uses.

H Strategy 1.4: Promote subdivisions that foster a sense of community and promote pedestrian mobility, the natural environment, community recreation and public open space.

 *H Strategy 1.5: Prioritize high density development to locate in the North Point area and limit high density development in other areas of the City. Base high density development approvals on the availability of adequate infrastructure, such as schools, roads, sidewalks, utilities, etc.*

 *H Strategy 1.6: Manage residential densities to be consistent with the character of the area.*

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

POLICY DEVELOPMENT

-HOUSING-

H Policy 2: Maintain a balance between ‘owner-occupied’ and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.

H Strategy 2.1: Use Census Data to track the number of ‘owner-occupied’ and ‘renter-occupied’ units located in Alpharetta.

H Strategy 2.2: Maintain the computerized system for land development records, building permits and engineering plans.

 H Strategy 2.3: Continue biannual updates to the City’s Rental Housing Study.

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 Strategy 3.3: Explore regulations that limit height, massing and lot coverage in order to protect existing neighborhoods from incompatible infill development.

H Policy 4: Design quality and long-term value into residential development to maintain appearance and property values.

H Strategy 4.1: 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 are made for amenities (i.e. sidewalks, lighting, open spaces), in order to support a high quality residential product.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

H Policy 5: Provide opportunities for people who work in Alpharetta to live in Alpharetta by monitoring the housing-to-jobs balance and promoting a variety of housing options, including housing types, design and price-points.

H Strategy 5.1: Preserve existing neighborhoods as a source of workforce housing.

H Strategy 5.2: Assess the need of providing additional workforce housing.

 H Strategy 5.3: Encourage housing types that address the ‘Missing Middle Housing’, such as cottage court, accessory dwelling units, live-work housing, etc.

 H Strategy 5.4: Research and implement the use of housing affordability tools, such as long-time owner-occupancy program, energy-efficient updates to reduce utility costs, density bonuses, public/private partnerships, tax incentives and accessory dwelling units to address workforce housing needs in the City.

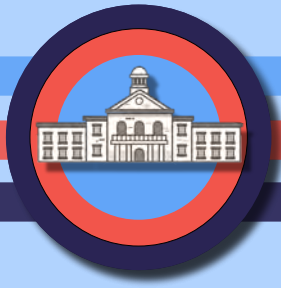
H Policy 6: Promote opportunities for “aging in place”.

H Strategy 6.1: Encourage development of housing opportunities for seniors that accommodates the needs of the aging population.

H Strategy 6.2: Develop regulations that expand the use of accessory dwelling units (ADUs) (i.e. in-law suite, granny flats) in single-family detached residential areas.

H Strategy 6.3: Encourage the location of senior-oriented and age-restricted housing developments near shopping, health-related services, transit, as well as, in centrally-located areas that provide goods and services.

 H Strategy 6.4: Discourage the development of single option senior housing facilities and encourage comprehensive senior housing facilities that include independent, assisted, memory care and a variety of services and amenities within a single development.



Community Transportation Vision

GOAL

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

POLICIES

- Increase transportation accessibility and mobility.
- Provide multi-modal transportation options.
- Improve transportation safety and neighborhood livability.
- Improve the environment and air quality.
- Maintain and preserve the existing transportation system.
- Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.
- Maintain active involvement in state and regional transportation planning activities.
- Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.

POLICY DEVELOPMENT

-TRANSPORTATION-

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 particularly 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, roundabouts, 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.

POLICY DEVELOPMENT

-TRANSPORTATION-

T Strategy 2.5: Investigate the feasibility of effective transit options 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: Continue to expand the Citywide trail systems, including the Alpha Loop and Big Creek Greenway.

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 Strategy 3.7: Continue implementation of prescribed streetscapes in the Downtown and North Point areas.

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.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

T Strategy 4.4: For City street improvement projects (including new streets, street widenings, complete street design, and other street improvement measures to the extent practicable), develop public-private partnerships for integrating green infrastructure/low impact development to mitigate stormwater runoff impacts and beautify the right-of-way area.

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

T Strategy 5.1: Maintain the City's transportation plan on a regular 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.

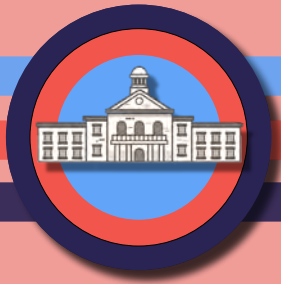
T Strategy 7.1: Coordinate with North Fulton cities, North Fulton CID and ARC to implement the North Fulton Comprehensive Transportation Plan.

T Policy 8: Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.

 T Strategy 8.1: Explore an integrated transportation system for seniors to increase mobility around North Fulton.

 T Strategy 8.2: Explore the use of shuttles, trolleys and autonomous vehicles in the Downtown and North Point areas, including coordination with The ATL, MARTA, and other transportation and transit agencies.

 T Strategy 8.3: Explore innovative traffic management solutions and promote their use, such as The Connected Vehicle Technology.



Community Economic Development Vision

GOAL

Strengthen and sustain the economic base of Alpharetta.

POLICIES

- **Maintain a highly viable, growing and attractive downtown.**
- **Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.**
- **Continue to attract quality retailers for commercial areas throughout the City.**
- **Maintain a high aesthetic standard and enhance architectural quality.**
- **Participate in regional efforts that support economic development.**
- **Promote branding and placemaking as a means of creating interesting, sustainable developments.**
- **Promote infill of vacant office and retail space with compatible uses and amenities that enhance synergy within the development.**

POLICY DEVELOPMENT

-ECONOMIC DEVELOPMENT-

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

ED Strategy 1.1: Continue to implement the Downtown Master Plan.

ED Strategy 1.2: Complete annual updates to the Downtown Code 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: Create and coordinate with the Alpharetta Business Association *and/or* Alpharetta Chamber on downtown marketing efforts.

ED Strategy 1.5: Explore community-oriented foot patrol policing for Downtown Alpharetta.

ED Strategy 1.6: 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 Strategy 1.7: Continue to build on the arts and special event programming in order to draw employers to Alpharetta.*

 *ED Strategy 1.8: Identify public-private partnerships in order to coordinate marketing, maintenance, safety and event programming efforts in activity centers throughout the City.*

 *ED Strategy 1.9: Continue Downtown Economic Development Initiative with the Alpharetta Chamber of Commerce in order to unify the downtown businesses.*

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

POLICY DEVELOPMENT

-ECONOMIC DEVELOPMENT-

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: Expand the technology forum to include the healthcare and renewable energy industries and encourage an environment of innovation, build linkages between companies with a presence in the community, and attract new firms.

ED Strategy 2.2: Continue to maintain the City's economic development action plan to ensure consistency with overall community objectives and needs.

ED Strategy 2.3: *Continue to* 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 Strategy 2.5: *Explore and implement economic development incentives to attract new businesses, especially in the North Point area.*

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

ED Strategy 3.1: Encourage a variety of 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: Continue to 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.

 **ED Policy 6: Promote branding and placemaking as a means of creating interesting, sustainable developments.**

 ED Strategy 6.1: *Implement the North Point Creative Placemaking Plan.*

 ED Strategy 6.2: *Promote marketing and branding in redevelopment areas and employment centers.*

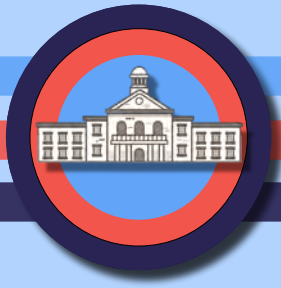
 ED Strategy 6.3: *Provide public investments in the City's redevelopment areas in order to promote private re-investment.*

 **ED Policy 7: Promote infill of vacant office and retail space with compatible uses and amenities that enhance synergy within the development.**

 ED Strategy 7.1: *Maintain a list of vacant office and retail space and promote the vacant spaces to companies looking to move to Alpharetta.*

 ED Strategy 7.2: *Continue quarterly outreach efforts with tenant representatives and leasing agents in order to keep them updated on public and private development.*

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



Community Land Use Vision

GOAL

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

POLICIES

- Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.
- Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.
- Guide development to areas where infrastructure is available concurrent with development.
- Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.
- Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.
- Support the success and expansion of employment centers.
- Ensure context-sensitive infill and redevelopment.
- Support appropriately located mixed-use development and employment centers.
- Promote redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed-use environments to create viable, growing and attractive areas.
- Promote the retrofitting of suburban office developments with amenities to increase marketability.

POLICY DEVELOPMENT

-LAND USE-

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.

POLICY DEVELOPMENT

-LAND USE-

LU Policy 3: Guide development to areas where infrastructure is available 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 large 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.

LU Strategy 4.2: Maintain code enforcement efforts to ensure that all residential, commercial and industrial properties are appropriately maintained in accordance with property maintenance codes.

 LU Strategy 4.3: Investigate short-term rentals and explore whether or not regulations are necessary.

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 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 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 Strategy 6.4: Maintain code enforcement efforts to ensure that commercial and industrial properties are appropriately maintained in accordance with property maintenance codes.

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.

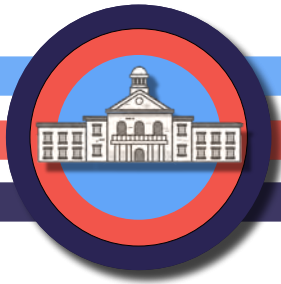
LU Strategy 7.2: Establish an Infill Development Guide and associated regulations to address appropriate site design standards for context sensitive infill development, allowing for accommodation of infill housing with building setbacks and minimum lots sizes that are compatible with surrounding homes.

LU Policy 8: Support appropriately located mixed-use development and employment 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.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



POLICY DEVELOPMENT

-LAND USE-

LU Strategy 8.3: Encourage property owners and 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, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed-use environments to create viable, growing and attractive areas.

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: Establish and maintain attractive gateway features at major entranceways into the city, including guidelines for future development.

LU Strategy 9.4: Maintain the visual aesthetics of GA-400 by preserving and enhancing the tree buffer and prohibiting retail at the interchanges.

 LU Strategy 9.5: Create small area plans/overlays for the Old Milton Parkway corridor (east of Georgia 400), South Main Street and Windward Master Plan.

 LU Strategy 9.6: Plan for uses, such as a college/university, entertainment, or similar assembly uses, that will have a regional draw to the North Point area.

 **LU Policy 10: Promote the retrofitting of suburban office developments with amenities to increase marketability.**

 LU Strategy 10.1: Allow mixed use patterns that will create activity nodes in appropriate areas near or within existing suburban office developments.

 LU Strategy 10.2: Establish regulations and incentives that promote retrofitting suburban office with desirable amenities.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



Natural, Historic & Cultural Resources Vision

GOAL

Protect and nurture natural, cultural and historic resources

POLICIES

- Protect the natural, historic and scenic qualities of the city, including water resources.
- Promote environmental awareness through education.
- Permanently protect existing open space and purchase or protect additional open space to meet a 20% open space objective.
- Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.
- Encourage green building design, technology and sustainable site design.
- Continue to add to the City's open space inventory and provide trail connections between parks and where people live and work.

POLICY DEVELOPMENT

-NATURAL, HISTORIC & CULTURAL 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.

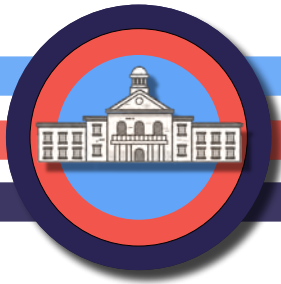
NHCR Strategy 1.3: Explore regional-level partnerships to protect and enhance the natural environment, without being tied to political boundaries.

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 historic preservation, 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.







POLICY DEVELOPMENT

-NATURAL, HISTORIC & CULTURAL RESOURCES-

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 Strategy 1.9: Continue to evaluate ways to encourage Public Arts Programming and Arts Facilities.

NHCR Strategy 1.10 : Continue to work with the Historic Preservation Commission to preserve historic properties in the City of Alpharetta.

-  NHCR Strategy 1.11: Inventory and map public art throughout the City and develop a walking tour of public art in the Downtown.
-  NHCR Strategy 1.12: Encourage public and private arts and cultural event venues (symphony, museums, music venues, amphitheaters, etc.) in the City.
-  NHCR Strategy 1.13: Identify public-private partnerships and develop and expand Citywide special event programming.
-  NHCR Strategy 1.14: Encourage the use of incentives to preserve historic structures.

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 community through the City's stormwater group in the Engineering/Public Works Department.

NHCR Strategy 2.3: Continue to emphasize education and current programs to further reduce the solid waste stream.

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

NHCR Strategy 3.1: Develop a pocket park plan and link greenspaces with linear multi-use paths in order to maximize greenspace.

NHCR Strategy 3.2: Actively pursue methods to expand, enhance, and create more multi-use trail activity.

-  NHCR Strategy 3.3: Inventory and map open space and greenspace throughout the City.
-  NHCR Strategy 3.4: Provide a balance of amenity space (privately owned, maintained and used) and civic space (publicly or privately owned and maintained, for public use) throughout the City.

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, incentives and code requirements 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 materials and resources etc.

-  NHCR Strategy 4.3: Maintain the City's certification as a Green Community through the Atlanta Regional Commission.

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.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

POLICY DEVELOPMENT

-NATURAL, HISTORIC & CULTURAL RESOURCES-

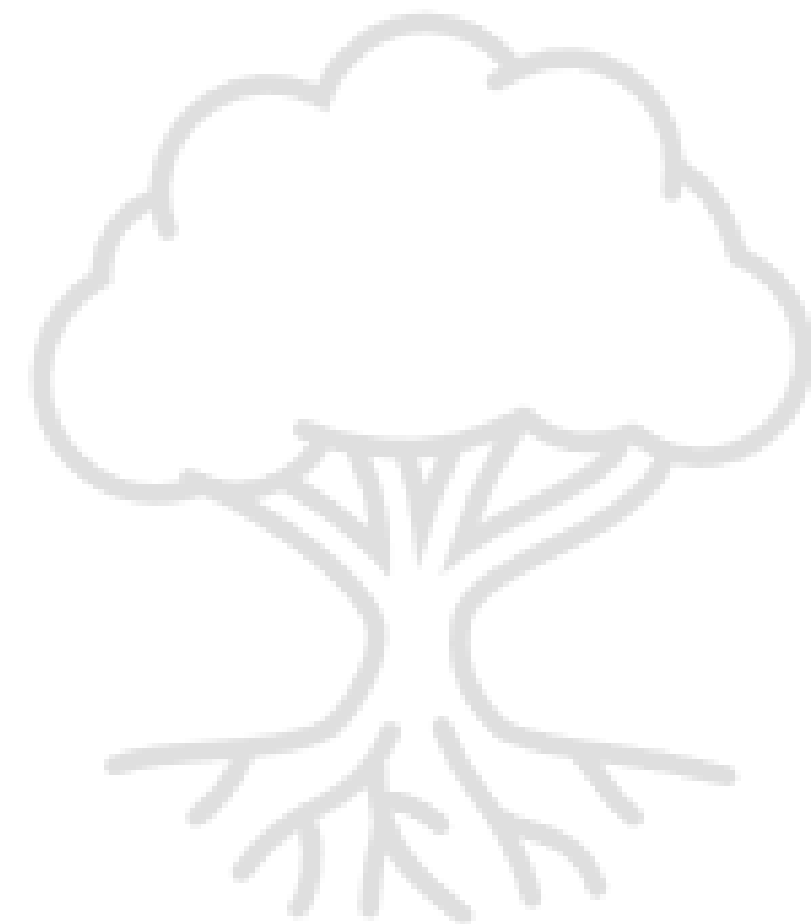
NHCR Strategy 5.2: Continue to offer incentives such as expedited plan review, inspections, etc. as incentives to encourage the use of “green” materials, systems, and practices.

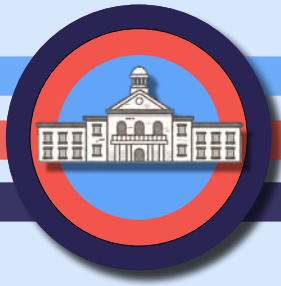
NHCR Strategy 5.3: Develop a Sustainable Site Design Guide describing best practices.

NHCR Strategy 5.4: Continue to enforce water conservation measures in all new development in the City.

- NHCR Strategy 5.5: Continue to update and implement the North Point Overlay EcoDistrict regulations.
- **NHCR Policy 6: Continue to add to the City’s open space inventory and provide trail connections between parks and where people live and work.**
- NHCR Strategy 6.1: Provide a balance of active and passive open space opportunities.
- NHCR Strategy 6.2: Protect natural areas within passive parks.

● Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.





Community Services & Facilities Vision

GOAL

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

POLICIES

- 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.
- Meet the health needs of residents through a combination of private and public sources.
- 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.
- Support an educational system that achieves a higher standard of learning and meets current and future population needs.
- Promote walkable communities and areas throughout the City.
- Promote community safety and security.

POLICY DEVELOPMENT

-COMMUNITY SERVICES & FACILITIES-

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 are 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 Element 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.

POLICY DEVELOPMENT

-COMMUNITY SERVICES & FACILITIES-

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: Maintain the 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: Continue to implement the Alpha Loop to enhance pedestrian connectivity between the Big Creek Greenway, Wills Park, Avalon, Northwinds, North Point and the Downtown.

CSF Strategy 3.4: Continue to promote the Center for the Arts.

CSF Strategy 3.5: Expand the Senior Activity Center and explore the need for a satellite facility.

CSF Strategy 3.6: Invest in a regionally recognized equestrian center.

CSF Strategy 3.7: Encourage developers to build recreational opportunities like the Alpha Loop in conjunction with new development, and encourage permanent protection of open space for future generations to enjoy.

 CSF Strategy 3.8: Develop a skate park in the City.

 CSF Strategy 3.9: Continue to support and assist the Alpha Loop Foundation, a private non-profit, to assist their efforts in seeking private funding to construct, maintain and sponsor the Alpha Loop.

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 Strategy 4.3: Expand partnerships with area schools, such as the Old Rucker Urban Farm partnership with Cambridge High School.


CSF Policy 5: Promote walkable communities and areas throughout the City.

 CSF Strategy 5.1: Identify partnerships to provide centralized parking facilities to promote walking and biking.

 CSF Strategy 5.2: Address pedestrian improvements in areas of the City where pedestrian facilities are missing or disconnected.

 CSF Strategy 5.3: Continue to implement the recommendations from the Alpharetta Walkability and Pedestrian Safety Study.

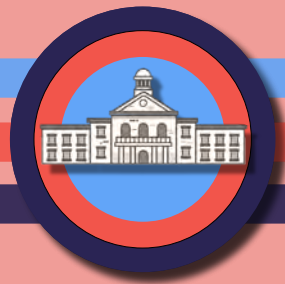
CSF Policy 6: Promote community safety and security.

 CSF Strategy 6.1: Implement the principles of Crime Prevention Through Environmental Design (CPTED) as part of the City's site plan approval process.

 CSF Strategy 6.2: Implement pedestrian safety and walkability policies as part of the City's site plan approval process.

 CSF Strategy 6.3: Complete regular updates to the City's Hazard Mitigation Plan and prioritize projects identified in the Plan.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



Intergovernmental Coordination Vision

GOAL

Coordination with adjacent local governments as well as regional, state & federal agencies

POLICIES

- 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.
- Promote partnerships between the City and county Board of Education.
- Coordinate efforts with regional, state and federal agencies.

POLICY DEVELOPMENT

-INTERGOVERNMENTAL COORDINATION-

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 3.1: Continue to be actively involved in ongoing transportation planning activities with Atlanta Regional Commission and the North Fulton CID.

IC Strategy 3.2: Continue to work with the Atlanta Regional Commission to coordinate planning and development efforts in the region.

IC Strategy 3.3: Work with regional, state and federal agencies to identify funding opportunities to address community development and transportation needs.

IC Strategy 3.4: 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 3.5: Continue to coordinate with surrounding municipalities on watershed wide studies, projects, and improvements.

GOAL

Support regulations that promote access to broadband services throughout the City and for all groups regardless of socio-economic factors

POLICIES

- Promote access to broadband services, especially in areas that lack coverage.

- **BBS Policy 1: Promote access to broadband services, especially in areas that lack coverage.**
- *BBS Strategy 1.1: Continue to update the wireless telecommunications facilities ordinance to promote the availability of broadband services throughout the City.*

● Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.





FUTURE LAND USE

FUTURE LAND USE MAP



DEVELOPMENT / REDEVELOPMENT PRIORITY AREAS

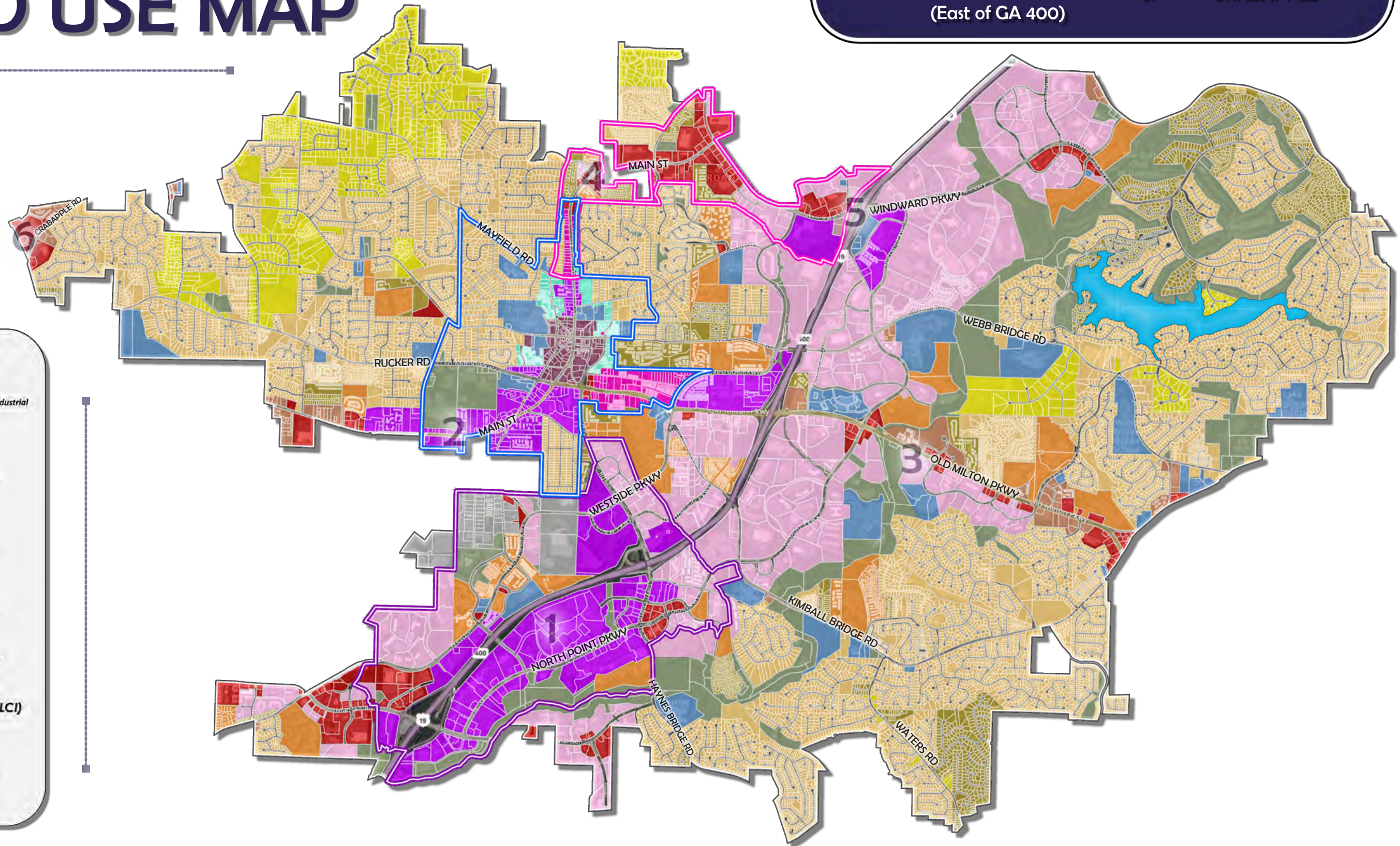
- | | | | |
|----|-------------------------------------|----|---------------|
| 1. | NORTH POINT | 4. | NORTH MAIN ST |
| 2. | SOUTH MAIN ST | 5. | WINDWARD PKWY |
| 3. | OLD MILTON PKWY
(East of GA 400) | 6. | CRABAPPLE |

FUTURE LAND USE DESIGNATION

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

LIVABLE CENTER INITIATIVE (LCI) STUDY AREAS

- Downtown LCI
- North Point LCI
- Highway 9 LCI



VERY LOW DENSITY RESIDENTIAL	LOW DENSITY RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL	DOWNTOWN RESIDENTIAL DENSITY	MIXED USE LIVE WORK	MIXED USE
VLDR	LDR	MDR	HDR	DRD	MULW	MU
'For-Sale' detached dwelling on minimum 22,000 square foot lot with a maximum density less than 2 units per acre.	'For-Sale' detached dwelling on minimum 12,000 square foot lot with a maximum density up to 3 units per acre.	'For-Sale' detached dwelling on minimum 10,000 square foot lot as well as 'For-sale' attached dwelling with a maximum density up to 4 units per acre.	'For-Sale' attached / detached dwelling and 'For-Rent' attached/detached dwelling with a maximum density up to 10 units per acre.	'For-Sale' attached/detached dwelling in the Downtown Overlay with densities in compliance with the Downtown Master Plan.	In the Downtown Overlay, office and residential uses mixed vertically within a building and/or horizontally within a development or area.	Office, commercial, and residential uses mixed vertically within a building and/or horizontally within a development. In the Downtown Overlay, office, commercial and residential uses mixed vertically within a building and/or horizontally within a development or area.
FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING
AG R RE R-22	R-15 R-12 CUP	R-10 R-4 A/D CUP	R-8 A/D R-10 M CUP	DT-R	DT-LW	CUP MU DT-MU
CENTRAL BUSINESS DISTRICT	PROFESSIONAL / BUSINESS OFFICE	CORPORATE OFFICE	COMMERCIAL	BUSINESS, MANUFACTURING, WAREHOUSING, LIGHT INDUSTRIAL	PUBLIC, INSTITUTIONAL, EDUCATIONAL	PARKS, RECREATION, OPEN SPACE
CBD	PBO	CO	C	BMWLI	PIE	PROS
In the Downtown Overlay, mixed use development typical of a traditional downtown, including offices, shops, residences, and civic uses.	Office developments with businesses such as professional services, financial institutions, and medical services.	Corporate Office and Business Park development that primarily includes office buildings. Commercial uses are acceptable, but they should be subordinate to office uses and be oriented to serve businesses in the immediate area.	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.	Businesses with a focus on research and development, low-impact distribution and warehousing, as well as, low impact manufacturing.	Civic uses, such as: schools, places of worship, government buildings, etc.	Public and private active and passive open space, such as floodplains, natural preserves, golf courses, playgrounds, recreation centers, parks, etc.
FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING
DT-C	CUP O-P	CUP O-I	CUP C-1 C-2 PSC	CUP L-I	OSR SU	CUP OSR SU

DEVELOPMENT / REDEVELOPMENT

PRIORITY AREAS

1. NORTH POINT

Preserve the North Point area as a regional destination for shopping, jobs and entertainment, and enhance the area with improvements, redevelopment and new development that supports a walkable and vibrant mixed-use community destination with places to shop, work, entertain and live. Future development should emphasize connectivity, uses that generate a high level of activity and transit-oriented development that anticipates the extension of MARTA transit service to the area. The area should be supported by a range of housing types and transportation modes. A focus should be placed on expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and multi-use trails 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.

ISSUES & OPPORTUNITIES

- Potential for redevelopment of commercial, surface parking lots, or underutilized properties into mixed-use developments
- Extension of MARTA transit (BRT) service to North Point area
- GA-400 offers access from many areas of North Fulton
- Ameris Bank Amphitheatre and North Point Mall are unique, large-scale assets with a regional draw

2. SOUTH MAIN ST

Enhance established commercial along South 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. The area is envisioned to evolve as a compact, walkable mixed-use corridor with a mix of office, commercial and residential uses. Future development should emphasize connectivity and redevelopment with higher intensity mixed-use and office/commercial uses fronting South Main Street and 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.

ISSUES & OPPORTUNITIES

- Aging strip commercial, auto-oriented uses and unappealing look/aesthetic quality
- Traffic congestion and limited bike/pedestrian infrastructure and connectivity
- Proximity to the Downtown Core, City Center 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

3. OLD MILTON PKWY (East of GA 400)

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. The corridor is envisioned to evolve into a more compact, connected, and walkable development pattern. It is primarily zoned for a mix of commercial, office, and residential. 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 thoroughway to other destinations in the community.

ISSUES & OPPORTUNITIES

- Primary east-west route, connecting to GA-400, Downtown, Avalon and Johns Creek
- Traffic congestion along parkway
- Need to balance the corridor's role as transportation corridor with continued growth of the corridor as a major destination
- Pedestrian/ bicycle connectivity and open space lacking along the corridor

DEVELOPMENT / REDEVELOPMENT

PRIORITY AREAS

4. NORTH MAIN ST

Enhance established commercial, office and residential along North 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. The area is envisioned to evolve as a compact, walkable area with a mix of residential-scale office, commercial and residential uses. 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 thoroughway to other destinations in the community.

ISSUES & OPPORTUNITIES

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

5. WINDWARD PKWY

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, and office developments. The area is envisioned to evolve as a more compact, walkable mixed-use and office/commercial corridor.

ISSUES & 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

6. CRABAPPLE

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. 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.

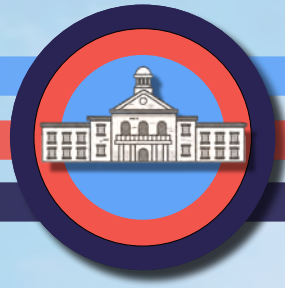
ISSUES & OPPORTUNITIES

- Neighborhood shopping and business cluster at major crossroads intersection that serves many Roswell, Milton and Alpharetta residents
- Traffic congestion along major roads and intersections



BROOKSIDE SMALL AREA PLAN

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FOR BROOKSIDE SMALL AREA PLAN*



SHORT TERM WORK PROGRAM

SHORT TERM WORK PROGRAM

The Five-Year Short-Term Work Program (STWP) identifies specific implementation actions the City (or other entities) intends to take during the first five-year timeframe of the planning period. This includes programs, ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs/initiatives to be put in place to implement the Comprehensive Plan. For each line item, the STWP outlines the following information:

- Brief Description
- Timeframe for undertaking the activity during 2022 - 2026
- Responsible party for implementing the activity
- Cost estimate
- Funding source

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
ECONOMIC DEVELOPMENT				
Economic Development Toolbox Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	2022 - 2026	Economic Development	City	\$360,800
Develop and update Economic Development Strategic Plan	2022 - 2026	Economic Development	City	\$150,000
Tech Alpharetta Support local business incubator	2022 - 2026	Economic Development	City	\$475,000
LAND USE				
North Point Development Framework Plan	2023	Community Development	City & Grants	\$120,000
South Main Street LCI Supplemental Study	2022	Community Development	City & Grants	\$200,000
Planning Updates Updates to the City's master plans, LCI's, and other planning documents	2022 - 2026	Community Development	City & Grants	\$800,000

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
TRANSPORTATION				
Crosswalk Improvements - Milton Avenue Parking Deck across Milton Avenue	2023 - 2024	Public Works	City	\$350,000
Crosswalk Improvements - Kingry & Old Milton Parkway Pavement Markings and Lighting	2023	Public Works	City	\$50,000
Cumming Street (Lily Garden) Extension	2024 - 2026	Public Works	City	\$800,000
McGinnis Ferry Road Capacity Improvements	2022 - 2025	Public Works	TSPLOST, Bond, & City	\$8,900,000
Sidewalk Improvements Providence Road & Waters Road	2023 - 2026	Public Works	Bonds & City	\$1,590,000
North Point Parkway Streetscape Design	2022 - 2026	Community Development & Public Works	City & Grants	\$2,000,000
North Point Parkway Streetscape Improvements Phase 1	2025 - 2026	Public Works	City & Grants	\$6,250,000
Haynes Bridge Road Capacity Improvements	2022 - 2025	Public Works	TSPLOST & City	\$8,264,103
Kimball Bridge Road Improvements	2022 - 2026	Public Works	Bond, TSPLOST, & City	\$15,707,024

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
TRANSPORTATION (CONTINUED)				
Old Milton Parkway Capacity Improvements	2022 - 2023	Public Works	TSPLOST & Grants	\$25,000,000
Webb Bridge Road Improvements	2022 - 2026	Public Works	TSPLOST & City	\$34,568,904
Windward Parkway West Improvements	2022 - 2023	Public Works	TSPLOST	\$996,285
Windward Parkway East Improvements	2022 - 2023	Public Works	TSPLOST	\$1,615,348
Academy Street Improvements	2022 - 2025	Public Works	TSPLOST, City, & Grants	\$3,089,576
GA400 Bridge - Webb Bridge Road	2022 - 2025	Public Works	TSPLOST	\$1,703,000
GA400 Bridge - Kimball Bridge Road	2022 - 2025	Public Works	TSPLOST	\$1,317,000
GA400 Bridge - Tradewinds	2022 - 2025	Public Works	TSPLOST	\$1,866,000
Bus Shelter Construction Program	2022 - 2026	Community Development	City & Grants	\$500,000
Scramble Intersection Milton Avenue and Canton Street	2026	Public Works	City	\$100,000
Raised Intersection Marietta Street and Roswell Street	2023 - 2024	Public Works	City	\$350,000

SHORT TERM WORK PROGRAM

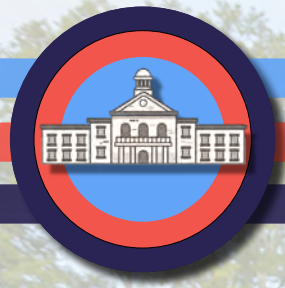
ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
TRANSPORTATION (CONTINUED)				
Various Mid-Block Crossings	2023 - 2024	Public Works	City	\$300,000
Roundabout Improvements Hopewell & Vaughn, Mayfield & Canton, and Mayfield & Providence	2022 - 2026	Public Works	TSPLOST & City	\$5,367,034
NATURAL, HISTORIC AND CULTURAL RESOURCES				
Downtown Sculpture Program	2022 - 2026	Recreation & Parks	City	\$212,500
Alpharetta Arts Center Parking Lot Expansion	2022 - 2024	Recreation & Parks	City	\$950,000
Historic Preservation Initiative	2022 - 2026	Recreation & Parks	City	\$325,000
Cultural Services Plan	2023	Recreation & Parks	City	\$30,000
BROADBAND SERVICES				
UDC updates to promote availability of broadband services	2024	Community Development	City	\$20,000
On-call consultant Wireless telecommunication facilities assistance	2022 - 2026	Community Development	Cost Recovery	\$10,000

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
COMMUNITY SERVICES & FACILITIES				
Gateway Park - North Point Design and build-out	2023 - 2025	Recreation & Parks	City & Grants	\$3,000,000
Alpha Loop Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$7,500,000
Farmhouse Park Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$2,000,000
Milton Avenue Park Build-out	2022 - 2026	Recreation & Parks	City	\$2,000,000
Mid-Broadwell Park Build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$500,000
Old Rucker Park Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$3,000,000
Webb Bridge Park Soccer field turf	2022 - 2026	Recreation & Parks	Bonds & City	\$1,000,000
Brookside Park Build-out	2022 - 2026	Recreation & Parks	City	\$2,000,000
Union Hill Park Trailhead / Redevelopment	2022 - 2026	Recreation & Parks	Bonds & City	\$3,250,000
Waters Road Park Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$1,250,000

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
COMMUNITY SERVICES & FACILITIES (CONTINUED)				
Wills Park Equestrian Center Renovation Build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$5,000,000
Wills Park Master Plan	2022 - 2026	Recreation & Parks	Bonds & City	\$6,000,000
Downtown Stormwater Studies	2022 - 2026	Public Works	City	\$500,000
Downtown Stormwater Enhancements Meadow Brook Hills	2022	Public Works	City	\$250,000
Downtown Stormwater Enhancements Milton Estates (design)	2023	Public Works	City	\$260,000
Milton Avenue Streetscape Improvements	2023 - 2026	Public Works	City & Grants	\$3,950,000
Four (4) Pedestrian Bridges Windward Parkway over Big Creek Greenway; Greenway Access	2023 - 2026	Public Works	City	\$2,500,000
HOUSING				
Biannual updates to the Rental Housing Study	2022, 2024, 2026	Community Development	City	\$120,000
Develop a housing affordability toolbox	2022	Community Development	City	\$80,000



REPORT OF ACCOMPLISHMENTS

REPORT OF ACCOMPLISHMENTS

The Report of Accomplishments, shown in the table below, provides the status of each activity from the 2035 Comprehensive Plan Short Term Work Program, which covered the Years 2017 - 2021. The Report identifies whether each activity was completed, underway, postponed, or dropped. Explanations are provided for postponed or dropped activities.

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	PROJECT NOTES
COMMUNITY FACILITIES					
Parking Garage (west side of Main Street) Planning, construction drawings, and construction	X				
Construct of Surface Parking Lot (west side of Main Street)	X				
Downtown Enhancements	X				
Public Safety Headquarters Expansion	X				
Eastside Community Center / YMCA Partnership	X				Renamed Preston Ridge Community Center, to open June 2020
Synthetic Turf Fields (replacement)	X				Webb Bridge Park soccer field, North Park football field
ECONOMIC DEVELOPMENT					
Economic Development Toolbox Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	X				

REPORT OF ACCOMPLISHMENTS

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	PROJECT NOTES
TRANSPORTATION: INTERSECTION IMPROVEMENTS					
Pedestrian Intersection Improvements Design	X				
Rucker Road Corridor Improvements	X				
Kimball Bridge Road Congestion Migration North Point Parkway to Waters Road	X				
Windward Parkway Corridor Improvements S.R. 9 to Westside Parkway				X	Project budget considerations with City of Milton
Lily Garden Terrace Extension (Trailer Street) Construction			X		On hold due to funding considerations
TRANSPORTATION: SIDEWALKS					
Unallocated Improvements	X				
LAND USE					
Planning Updates Updates to the City's master plans, LCI's, and other planning documents	X				

REPORT OF ACCOMPLISHMENTS

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	PROJECT NOTES
NATURAL, HISTORIC AND CULTURAL RESOURCES					
Alpharetta History Room	X				Alpharetta History Museum
Parkland Acquisition	X				City purchased five (5) properties, including joint purchase with City of Milton
Stormwater Studies	X				
Stormwater Enhancement Projects			X		On hold due to funding considerations
Alpharetta Arts Center Development	X				
Wills Park Pool Renovation	X				
Greenway Extension to Forsyth County	X				
Senior Citizen History Project	X				Stories Project, annual updates, including Farm House Documentary
Downtown Sculpture Program	X				Instruments of Inspirations

REPORT OF ACCOMPLISHMENTS

PROJECT

COMPLETE

UNDERWAY

POSTPONED

DROPPED

PROJECT NOTES

NATURAL, HISTORIC AND CULTURAL RESOURCES (CONTINUED)

Downtown Beautification / Façade Improvement Program



Northwinds Parkway Street Lights



APPENDIX

**PUBLIC
PARTICIPATION
PLAN**

HORIZON 2040 – STEERING COMMITTEE

Name	Affiliation
Akash Bhatt	Alpharetta Resident, Youth Representative
August Casey	Alpharetta Resident
Ben Easterling	Alpharetta Resident, Technology Representative
Chad Koenig	Alpharetta Resident, Office Market Representative
Fergal Brady	Planning Commission Vice-Chair
Herb Velazquez	Alpharetta Resident, Georgia Tech Professor
Holly Palmer	Design Review Board Member
Jason Binder	City Council – Post 5
Jessica Plette	Alpharetta Resident
Jill Bazinet	City of Alpharetta Stormwater Engineer
Karen Richard	City Council – Post 3
Kathi Cook	Director of Community Development + Director of Economic Development
Kevin Landry	Architect & Senior Project Manager, Nelson
Matthew Thomas	City of Alpharetta Economic Development Manager
Morgan Reynolds	Office Market Representative
Nick Garzia	Alpharetta Resident, Office Market Representative
Todd Stratton	Alpharetta Resident
Valerie Manley	Alternate Planning Commissioner

NOTE: Kevin Landry vacated the steering committee as of 6/4/2021 due to a change of his address and no longer being an Alpharetta resident. Todd Stratton was appointed to the steering committee to take Kevin Landry's open spot on 6/9/2021.

Attendance Record
HORIZON 2040
Steering Committee

Committee Members	Meeting #1 9/9/20 In Person	Meeting #2 3/16/21 Zoom	Meeting #3 8/31/21 In Person
Akash Bhatt		X	
August Casey		X	
Ben Easterling	X		
Chad Koenig	X		
Fergal Brady	X	X	
Herb Velazquez		X	X
Holly Palmer	X	X	
Jason Binder	X		X
Jessica Plette	X		
Jill Bazinet	X		X
Karen Richard	X	X	X
Kathi Cook	X	X	X
Kevin Landry	X	X	
Matthew Thomas	X	X	
Morgan Reynolds			X
Nick Garzia	X	X	X
Todd Stratton			X
Valerie Manley	X	X	X

City Staff	Meeting #1 9/9/20 In Person	Meeting #2 3/16/21 Zoom	Meeting #3 8/31/21 In Person
Michael Woodman	X	X	X
Ben Kern	X	X	
Brian Borden		X	
Eric Graves	X	X	X
Elle Taylor	X	X	
James Drinkard		X	
Lauren Shapiro			X

HORIZON 2040 – STAKEHOLDERS

PROJECT MANAGEMENT TEAM	
Name	Role
Kathi Cook	Director of Community Development & Director of Economic Development
Michael Woodman	Senior Planner
Eric Graves	Senior Traffic Engineer
Zachary Truelove	Stormwater Engineer
David Shostak	City Arborist
Brian Borden	Zoning Administrator
Ben Kern	GIS Specialist / Special Projects Planner
Elicia Taylor	Planning + Zoning Corodinator
Lauren Shapiro	Planning + Zoning Coordinator
Jay Burnett	Community Development Intern, Georgia Tech
LOCAL ORGANIZATIONS	
Contact Name	Organization
Diane Lasorda	Alpharetta Business Association
Kristin Winzeler	North Fulton Community Improvement District
Janet Rodgers	Alpharetta Convention Visitors Bureau
Kali Boatright	Greater North Fulton Chamber of Commerce
Dennis Carman	Bike Alpharetta
Larry Attig	Arts Alpharetta
Trevor Ralph	Ameris Amphitheater
John Goss	Alpharetta Loop Foundation
Katie Reeves	Fulton County School Board
Deborah Lanham	Alpharetta Chamber of Commerce
Pat Miller	Alpharetta Milton Historical Society

HORIZON 2040 – STAKEHOLDERS

LOCAL ORGANIZATIONS (CONTINUED)	
Contact Name	Organization
Will Daniel	Alpharetta Rotary Association
Alan Najjar	North Fulton County Chamber of Commerce
Valerie Manley	Windward Community Services Association
Kim Matherly	WBA
Karen Cashion	Tech Alpharetta
Gina Daunt	North Fulton Charities
NEWS MEDIA	
Contact Name	Organization
Hans Appen	North Fulton Newspaper / Alpharetta-Roswell Herald
Melanie Levs	Atlanta Business Chronicle
Kara McIntyre	Community Impact Newspaper
COLLEGES & UNIVERSITIES	
Contact Name	Organization
Galen Martin	Gwinnett Tech
Otto B. Burinek, Ph.D.	Georgia State University
Teresa Page	Devry
HOA	
Contact Name	Organization
Gordan Hagler	Academy Park
John Courtney	Alpharetta Estates
Andover North Neighborhood Association	Andover North
Kim Isaacs	Avalon

HORIZON 2040 – STAKEHOLDERS

HOA (CONTINUED)	
Contact Name	Organization
Todd Davidson	Brierfield
Frank Rietta	Berkshire Manor
Joel Williams	Clairmonte
Jamo Kamarainen	Cogburn Walk
Kevin Lind	Country Place Condo Association
Ben Huard	Crabapple Chase
Dunmoor Board	Dunmoor
Headlee Summers	Fairfax
Michelle Kahoiwai	Glen Abbey
Christine Matthews	Greenmont Walk
Frank Schwing	Hampton Hall
Alicia Burr	Harrington Falls
Myrna Blanton	Haynes Forest
Jim Chesbrough	Hearthstone
Al Modglin	Kimball Farms
Percy Lidback	Kimball Farms Strategic Planning Comm.
Brent Bondehagen	Laurel Cove
Nathan Slider	Leeward Walk
Jill McMullan	Mannings Ridge
Erika Tuttle	Mayfield Place
Carole Pool	North Farm
Amy Adams	Northfield
Gordan Smith	Orchards of Hopewell
Doug Cueny	Palisades at Milton Park

HORIZON 2040 – STAKEHOLDERS

HOA (CONTINUED)	
Contact Name	Organization
John Brunson	Park Bridge
Bill Little	Park Brooke
Rob Singleton	Pennbrooke
Patrick Liu	Pinewalk
Mary Lee	Planters Ridge
Diana McFall	Seasons of Creekside
Bill Staley	Stone Gate Manor
Laura Larrabee	Thornberry
Ian Freret	Tuxford
Pam King	Wallace Woods
Betty Paxton	Warrenton
Ellen Winsor	Williamsburg
Valerie Manley	Windward
Paul Barrow	Windward
Robin Steinkritz	Winthrope Chase
Laura Lazar	East of Maine
Mary Jean Sexton	The Foundry
Warren Jolly	Maxwell
Mimi Brennan	West Main Townhomes
Jack Hellriegal	Windsong Townhomes
Kathy Heetland	Twelve on Canton
Curtis Barrineau	Braeden
JR Crowe	Shirley Estates
Carl Houghland	Foxhaven

HORIZON 2040 – STAKEHOLDERS

HOA (CONTINUED)	
Contact Name	Organization
Kirthney Zakels	Folia
Tess Drolet	Serenade
Stacey Sagel	Voyssey
CITY STAFF	
Name	Organization
Matthew Thomas	Economic Development
Amanda Clay	Public Safety
Pete Sewczwicz	Public Works
Morgan Rodgers	Recreation and Parks
ELECTED OFFICIALS	
Name	Post
Jim Gilvin	Mayor
Donald Mitchell	Mayor Pro Tem
Ben Burnett	Post 2
Karen Richard	Post 3
John Hipes	Post 4
Jason Binder	Post 5
Dan Merkel	Post 6
PLANNING COMMISSION	
Name	
Francis Kung'u	Chair
Fergal Brady	Vice-Chair
Larry Attig	
Dana Davis	

HORIZON 2040 – STAKEHOLDERS

PLANNING COMMISSION	
Name	
William Perkins	
Candy Waylock	
Martine Zurinkas	
Jamie Bendall	Alternate
Valerie Manley	Alternate
John Goss	Former Planning Commissioner
Jill Bernard	Former Alternate Planning Commissioner
DESIGN REVIEW BOARD	
Name	
Richard Kramer	Chair
Roger Brown	
Pat Corkill	
Tom LeCain	
Richard Owens	
Holly Palmer	
Frank Schwing	
Kim Matherly	Alternate Design Review Board Member
Board of Zoning Appeals	
NAME	
Marc Gelber	Chair
Sara Harrison	
Mike Perry	
Mike Fowler	
Jeremy Scott	

HORIZON 2040 – STAKEHOLDERS


Board of Zoning Appeals	
NAME	
Scott Wharton	Alternate Board of Zoning Appeals Member
Kile Lewis	Former Board of Zoning Appeals Member
Daniel McAlonan	Former Board of Zoning Appeals Vice-Chair
NATURAL RESOURCES COMMISSION	
Name	
Deb Zemlock	Chair
Geri Chapple	
Kate Tunison	
Sandra Kinney	
Catherine Fisher-Stubbs	
Daniel Mitnick	
Ben Manley	
Sara Colvin	Alternate
HISTORIC PRESERVATION COMMISSION	
Name	
Bonnie Steadman	Chair
Connie Mashburn	Vice-Chair
Joy Ross	
Bob Meyers	
Rex Grizzle	
Bob Burgess	
Sue Rainwater	Former Historic Preservation Commissioner

HORIZON 2040 – STAKEHOLDERS

RECREATION COMMISSION	
Name	
Dennis Mitchell	Chair
Shuntel Beach	
Melissa Jurgens	
Arijit (Jit) Saha	
Cheryl Rand	
Brian (Scott) Doll	
Dana Davis	
Kevin Johnson	
Sandy Barth	
DEVELOPMENT AUTHORITY	
Name	
Joe Briner	Chair
Jack Nugent	
Mark Wingate	
Brad Edwards	
David Chatham	
Byron Sanford	
Georgia Barrow	
CODE ENFORCEMENT BOARD	
Name	
Fred Smith	Chair
Jill McMullan	
Barbara Oswald	
Wayne Rand	


HORIZON 2040 – STAKEHOLDERS

CODE ENFORCEMENT BOARD	
Name	
Dick Freeman	
Robyn MacDonald	



ALPHARETTA IS YOUR COMMUNITY HAVE A VOICE IN ITS FUTURE

The 2040 Comprehensive Plan process begins July 20! The Comprehensive Plan is a long-range planning tool used to guide future development in the City. Areas of focus will include Community Goals/Vision, Land Use, Housing, Economic Development, Broadband Services, Transportation, Community Improvement Element (CIE), and 5-Year Community Work Program. The planning process will rely on a combination of in-person and online public engagement of City residents, property owners, elected officials, and other stakeholders. Be part of it!



City of Alpharetta GA
July 17, 2020 · 🌐

The City of Alpharetta is kicking-off the 2040 Comprehensive Plan. Developed with input from the community, the Comprehensive Plan is a tool to help guide the future of the City. Areas of focus will include Community Goals and Vision, Land Use, Economic Development, Transportation, Housing, and Broadband Services. Your input will guide the course of our planning efforts, so make your voice heard by taking this brief survey before August 10th!
<https://bit.ly/2CKuW13>

8 Shares

Like Comment Share

Write a comment...



ALPHARETTA IS YOUR COMMUNITY HAVE A VOICE IN ITS FUTURE

The 2040 Comprehensive Plan process is underway! The Comprehensive Plan is a long-range planning tool used to guide future development in the City. Areas of focus will include Community Goals/Vision, Land Use, Housing, Economic Development, Broadband Services, Transportation, Community Improvement Element (CIE), and 5-Year Community Work Program. The planning process will rely on a combination of in-person and online public engagement of City residents, property owners, elected officials, and other stakeholders. Be part of it!



City of Alpharetta GA
July 26, 2020 · 🌐

What is your vision for the Alpharetta of tomorrow? The ideas and opinions of Alpharetta citizens are vital to the City's ability to bring about and maintain the community that you want to see. Share your thoughts today at <https://bit.ly/2CKuW13>

5 3 Shares

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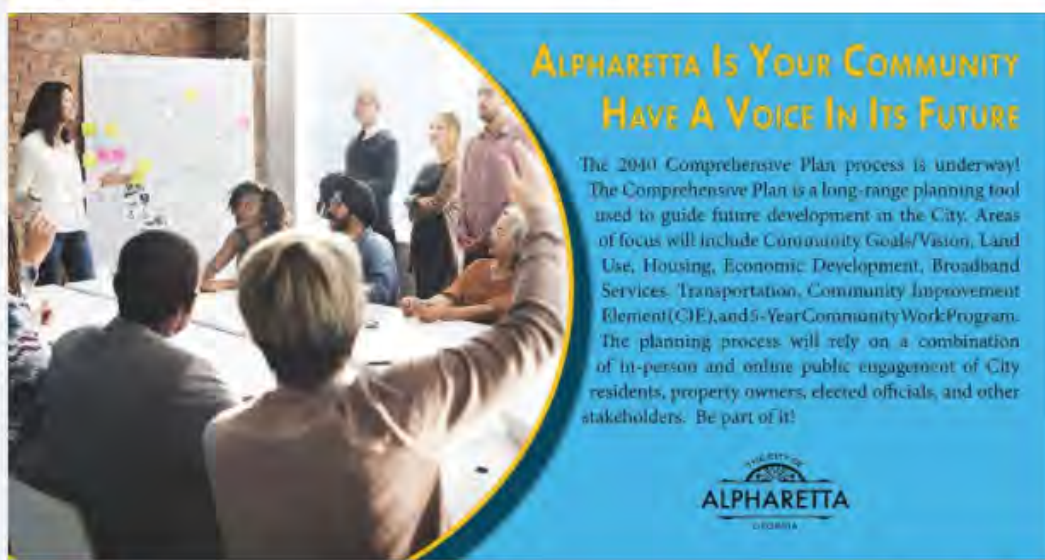
City of Alpharetta GA
August 2, 2020 · 🌐

Wouldn't it be great if every Alpharetta citizen had the opportunity to help create the plan that shapes our community's future? The great news is that you do, and the time for you to get involved is now!

The City of Alpharetta updates its vision for the future and adopts it every five years in the form of our Comprehensive Plan. The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development, broadband services, and transportation and sets out a five-year investment and action plan for achieving it. It also serves as the basis for City Council's decisions on the rezoning and variance applications that come before them.


The work to create our new Comprehensive Plan is underway right now, and residents just like you are already part of the effort. So, why haven't you joined us at the table?

The first step is easy, just go online to <https://bit.ly/2CKuWl3> before August 10 to complete a brief survey. Then, watch our social media feeds and website to learn about other opportunities to be involved in the planning process, many of which will offer online options so you can participate from home.




11 [Like](#) [Comment](#) [Share](#) 2 Comments 5 Shares

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ALPHARETTA IS YOUR COMMUNITY HAVE A VOICE IN ITS FUTURE

The 2040 Comprehensive Plan process is underway! The Comprehensive Plan is a long-range planning tool used to guide future development in the City. Areas of focus will include Community Goals/Vision, Land Use, Housing, Economic Development, Broadband Services, Transportation, Community Improvement Element (CIE), and 5-Year Community Work Program. The planning process will rely on a combination of in-person and online public engagement of City residents, property owners, elected officials, and other stakeholders. Be part of it!



City of Alpharetta GA
August 7, 2020 · 🌐

Wouldn't it be great if every Alpharetta citizen had the opportunity to help create the plan that shapes our community's future? The great news is that you do, and the time for you to get involved is now!

The first step is easy, just go online to <https://bit.ly/2CKuW13> before August 10 to complete a brief survey. Then, watch our social media feeds and website to learn about other opportunities to be involved in creating our new Comprehensive Plan.

8 3 Shares

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SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves?

The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version.

So that we can ensure appropriate social distancing and other safety protocols are in place, preregistration for the October 7 public workshop is required

For more info and registration, visit
<https://bit.ly/2Gp8jEo>

OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO


City of Alpharetta GA
September 14, 2020 · 🌐

The best way to know you will love Alpharetta in the future is for you to be part of creating it today. Join us on October 7 and make a difference in your community. Register at <https://bit.ly/2Gp8jEo> #AlpharettaHorizon2040

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<https://bit.ly/2Gp8jEo>

OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

City of Alpharetta GA
September 21, 2020 · 🌐

The best way to know you will love Alpharetta in the future is for you to be part of creating it today. Join us on October 7 and make a difference in your community. Register at <https://bit.ly/2Gp8jEo> #AlpharettaHorizon2040

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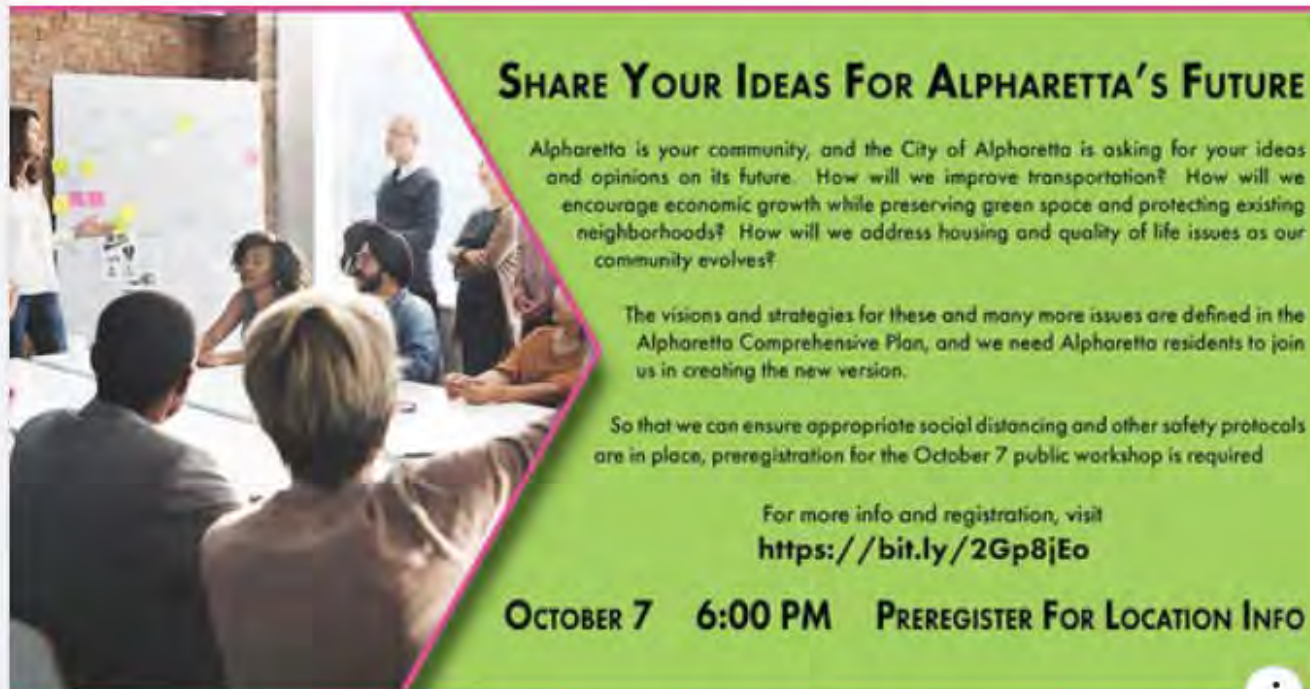
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City of Alpharetta GA

September 28, 2020 ·

Are you interested in how land is used and developed, traffic is managed, or park space is preserved in Alpharetta? Then you need to be part of the conversation that begins on October 7. Learn more at <https://bit.ly/3n11ZC> and reserve your place at the table at <https://bit.ly/2Gp8jEo>



EVENTBRITE.COM

Public Workshop #1 Comp Plan 2040 Update

Share Your Idea's to help guide the Future of Development in Alpharetta.


Sign Up

1

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SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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<https://bit.ly/2Gp8jEo>

OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

City of Alpharetta GA
October 4, 2020 · 🌐

Are you interested in how land is used and developed, traffic is managed, or park space is preserved in Alpharetta? Then you need to be part of the conversation that begins on October 7. Learn more at <https://bit.ly/3n1112C> and reserve your place at the table at <https://bit.ly/2Gp8jEo>

1 Share
Like Comment Share

Write a comment... 🗨️ 📧 📷

Matthew A. Thomas • 1st
Economic Development Manager
at City of Alpharetta, Georgia
1d • 🌐

This afternoon we're hosting the first Public Workshop for the Comprehensive Plan 2040 Update. Drop by Brooke Street Park from 6:00pm- 7:30pm and share your ideas for Alpharetta's future. Register here: <https://lnkd.in/dHyTjak> #Alpharetta



Public Workshop #1 Comp Plan 2040 Update

eventbrite.com • 1 min read

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You don't have any events coming up.

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- Causes
- Comedy
- Crafts
- Dance
- Drinks

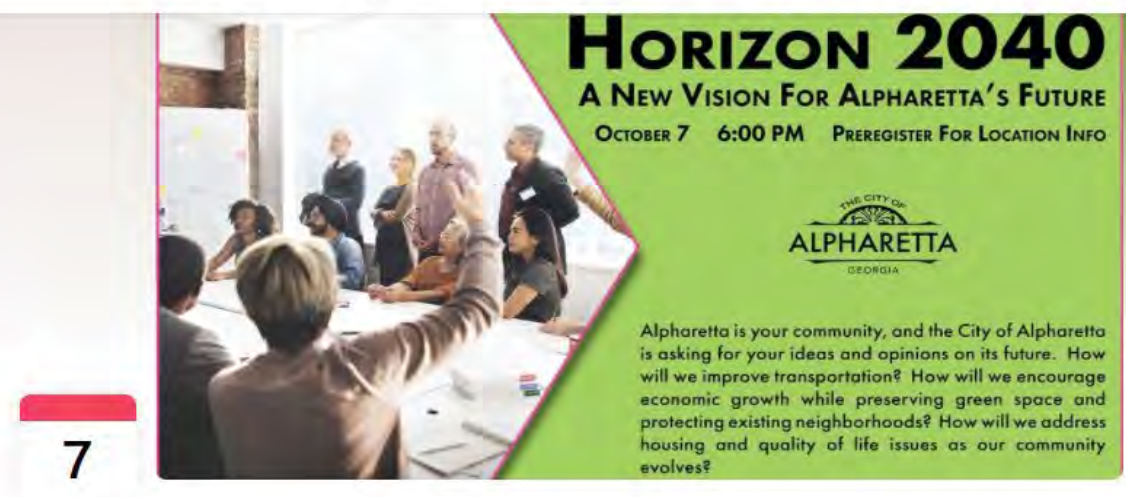
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Your Upcoming Events

You don't have any events coming up.

Categories

- Art
- Causes
- Comedy
- Crafts
- Dance
- Drinks
- Film
- Fitness



7

WEDNESDAY, OCTOBER 7, 2020 AT 6 PM EDT – 7:30 PM EDT

Comprehensive Plan Public Workshop

Brook Street Park

About Discussion

Post permissions for this event have been turned off for guests. The posts you see were made by the host or were posted before the permissions changed.

No posts yet

Details

- 10 people responded
- Event by City of Alpharetta GA
- Brook Street Park
- Duration: 1 hr 30 min
- Public · Anyone on or off Facebook

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves?

The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version. During the workshop our staff and other experts will lead you through a variety of conversations and exercises designed to draw out your ideas, thoughts, and concerns so they can be used to create the new vision for the future of this amazing community.

So that we can ensure appropriate social distancing and other safety protocols are in place, preregistration for the October 7 public workshop is required.

For more information about the Comprehensive Plan or the Horizon 2040 process, please visit www.alpharetta.ga.us/CompPlan

See Less

HORIZON 2040

A NEW VISION FOR ALPHARETTA'S FUTURE



Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves? These are important questions, and we need your help to answer them.

PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN



City of Alpharetta GA
October 19, 2020

We need your help answering big questions about Alpharetta's future, and the great news is you can share your ideas and opinions from anywhere that you can connect to the internet. Just go online to <https://bit.ly/3m0x9Kj> between now and November 5 to "Map the Future" or help define our "Community Goals and Policies."

These online input opportunities are fun, informative, and each takes only minutes of your time. So, join us online to create the future of this awesome community! #alpharettahorizon2040
See Less

7 likes 12 Shares
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City of Alpharetta GA

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City of Alpharetta GA

October 23, 2020 ·

What do you want Alpharetta to be like in 10 years? How about in 20 years? Share your thoughts through our Horizon 2040 Project and help to create the Alpharetta of tomorrow. Just go online to <https://bit.ly/3m0x9Kj> between now and November 5 to "Map the Future" or help define our "Community Goals and Policies."

HORIZON 2040

A NEW VISION FOR ALPHARETTA'S FUTURE



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PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN



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A NEW VISION FOR ALPHARETTA'S FUTURE



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PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN



City of Alpharetta GA
October 29, 2020 · 🌐

Your Ideas Shape the Future for Horizon 2040!

Sign into "Map the Future" at <https://map.social/Community.php?CommunityID=221> to give your input on where you think the City should concentrate on new development, reinvestment, redevelopment and types of land uses. Then go to <https://www.menti.com/r6otgtjroe> to let us know which Economic Development Policies are most important to you! The surveys are open until November 5.

Let your voice be heard! #alpharettahorizon2040

1 Like 1 Share

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HORIZON 2040

A NEW VISION FOR ALPHARETTA'S FUTURE



Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves? These are important questions, and we need your help to answer them.

PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN



City of Alpharetta GA
November 5, 2020 · 🌐

You have only a few hours left to map the future of Alpharetta and help set goals and policies for development, transportation, and more. Visit <https://bit.ly/3oUqgwm> to engage in our online tools for #Horizon2040

1

Like Comment Share

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HORIZON 2040

A NEW VISION FOR ALPHARETTA'S FUTURE



In July 2020 the City of Alpharetta launched Horizon 2040, a community-driven initiative to define a new vision for Alpharetta's future. Now, after multiple community meetings, thousands of survey responses, and the involvement of hundreds of Alpharetta residents, the draft document that conveys that vision is now available!

Please check it out today and then send your questions and comments to Alpharetta2040@gmail.com

DOWNLOAD THE VISION TODAY AT WWW.ALPHARETTA.GA.US/COMPPLAN



City of Alpharetta GA
August 27 at 3:56 PM · 🌐

After months of work and participation by hundreds of Alpharetta residents, the draft of our Horizon 2040 Plan is ready for its public debut! Download it today at www.alpharetta.ga.us/CompPlan and then share your questions and comments with us at Alpharetta2040@gmail.com

6 likes · 5 Shares

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City of Alpharetta GA
April 26 · 🌐

REMINDER: Your next chance to help shape the future of Alpharetta is tomorrow night, April 27. The Horizon 2040 Comprehensive Plan will be the basis for zoning and land use decisions, development patterns, and transportation plans for years to come, so its contents are important to every Alpharetta citizen.

HORIZON 2040
A NEW VISION FOR ALPHARETTA'S FUTURE
APRIL 27 6:00 PM 3625 BROOKSIDE PARKWAY

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves?

TUE, APR 27

Horizon 2040 Public Workshop

3625 Brookside Pkwy, Alpharetta, GA 30022-4434, United States

21 people interested

[Interested](#)

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27

TUESDAY, APRIL 27, 2021 AT 6 PM EDT - 7:30 PM EDT

Horizon 2040 Public Workshop

Free · 3625 Brookside Pkwy, Alpharetta, GA 30022-4434, United States

[About](#) [Discussion](#)

Details

- 23 people responded
- Event by City of Alpharetta GA
- 3625 Brookside Pkwy, Alpharetta, GA 30022-4434, United States
- Duration: 1 hr 30 min
- Public · Anyone on or off Facebook

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic g... See More

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City of Alpharetta GA
May 30 · 🌐

Horizon 2040 is a citizen-focused initiative to define the Alpharetta of tomorrow and the plan for how to achieve that vision. Between now and June 21 we are asking Alpharetta residents to participate in six brief online activities to share your thoughts and concerns on topics like growth management, traffic and walkability, open space, and housing. Share your thoughts now at <https://bit.ly/3yNrBdu>



8 3 Shares

Like Comment Share


1st Social Media Blast Friday, July 17, 2020



City of Alpharetta
@alpharettagov




Your input will guide the course of our planning efforts, so make your voice heard by taking this brief survey before August 10th! bit.ly/2CKuWl3



**ALPHARETTA IS YOUR COMMUNITY
HAVE A VOICE IN ITS FUTURE**

The 2040 Comprehensive Plan process begins July 20! The Comprehensive Plan is a long-range planning tool used to guide future development in the City. Areas of focus will include Community Goals/Vision, Land Use, Housing, Economic Development, Broadband Services, Transportation, Community Improvement Element (CIE), and 5-Year Community Work Program. The planning process will rely on a combination of in-person and online public engagement of City residents, property owners, elected officials, and other stakeholders. Be part of it!



THE CITY OF
ALPHARETTA
GEORGIA

The complex block features a photograph of a community meeting on the left, where a woman is presenting to a group of people around a table. The right side has a green background with white and pink text. At the bottom right is the official City of Alpharetta logo.

🔄 Grow Alpharetta Retweeted



City of Alpharetta @alpharettagov · Aug 7, 2020



Wouldn't it be great if every Alpharetta citizen had the opportunity to help create the plan that shapes our community's future? Well, you do, and the time to get involved is now! Get started with a quick survey at bit.ly/2CKuW13 before August 10.



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💬 1

🔄 4

❤️ 5





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Grow Alpharetta
@GrowAlpharetta

We are gearing up for our 2040 Comprehensive Plan to guide future development in the City. We would love your input! Click the link to participate. Share your vision for Alpharetta! bkern.typeform.com/to/la0p6Oe3



11:00 AM · Aug 7, 2020 · Twitter Web App

1 Retweet 1 Like





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City of Alpharetta
@alpharettagov



Today is your last chance to complete the survey for our new Comprehensive Plan. The plan is the basis for decisions on rezonings, variances, and other land use requests as well as defining the vision and strategies for transportation, housing, and more. bit.ly/2CKuWl3



11:59 AM · Aug 10, 2020 · Twitter Web App

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@alpharettagov



You can complain about things you do not like on social media after the decisions are made, or you can be part of setting the course of Alpharetta's future today. Join us on October 7 and make a difference. bit.ly/2Gp8jEo #AlpharettaHorizon2040

SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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So that we can ensure appropriate social distancing and other safety protocols are in place, preregistration for the October 7 public workshop is required.

For more info and registration, visit <https://bit.ly/2Gp8jEo>

OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

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@alpharettagov



The best way to know you will love Alpharetta in the future is for you to be part of creating it today. Join us on October 7 and make a difference in your community. Register at bit.ly/2Gp8jEo [#AlpharettaHorizon2040](https://twitter.com/hashtag/AlpharettaHorizon2040)

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@alpharettagov



Are you interested in how land is used and developed, traffic managed, or park space preserved in Alpharetta? Then you need to be part of the conversation that begins on Oct. 7. Learn more at bit.ly/3n111ZC and reserve your place at the table at bit.ly/2Gp8jEo

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OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

1:00 PM · Sep 28, 2020 · Twitter Web App

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Grow Alpharetta @GrowAlpharetta

Want to share your ideas for Alpharetta's future land use, park spaces, transportation & economic growth? Join us on Wed., Oct. 7th @ 6pm in Brooke Street Park in an outdoor public workshop. Preregistration is required. Reserve your place at this link: alpharetta.ga.us/government/dep...

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@alpharettagov

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OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

11:27 PM · Oct 4, 2020 · Twitter for iPhone

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HORIZON 2040
A NEW VISION FOR ALPHARETTA'S FUTURE

THE CITY OF ALPHARETTA GEORGIA

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PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN

11:24 AM · Oct 19, 2020 · Twitter Web App

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Grow Alpharetta
@GrowAlpharetta



We need your input on Alpharetta's future. Take a few minutes to share your ideas here: menti.com/r6otgtjroe

#ComprehensivePlan #Alpharetta

HORIZON 2040
A NEW VISION FOR ALPHARETTA'S FUTURE

THE CITY OF
ALPHARETTA
GEORGIA

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4:37 PM · Oct 19, 2020 · Twitter Web App





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What do you want Alpharetta to be like in 10 years? Share your thoughts through our Horizon 2040 Project and help to create the Alpharetta of tomorrow. Go to bit.ly/3m0x9Kj between now and November 5 to Map the Future or help define our Community Goals and Policies.

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PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN

9:39 AM · Oct 23, 2020 · Twitter Web App

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@alpharettagov



Go to bit.ly/34F0iFi to share ideas on where you think the City should concentrate on new development, reinvestment, redevelopment and types of land uses. Then visit bit.ly/3jJx1ND to let us know which Economic Development Policies are most important to you.

HORIZON 2040
A NEW VISION FOR ALPHARETTA'S FUTURE

THE CITY OF
ALPHARETTA
GEORGIA

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves? These are important questions, and we need your help to answer them.

PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN

1:29 PM · Oct 29, 2020 · Twitter Web App





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Settings

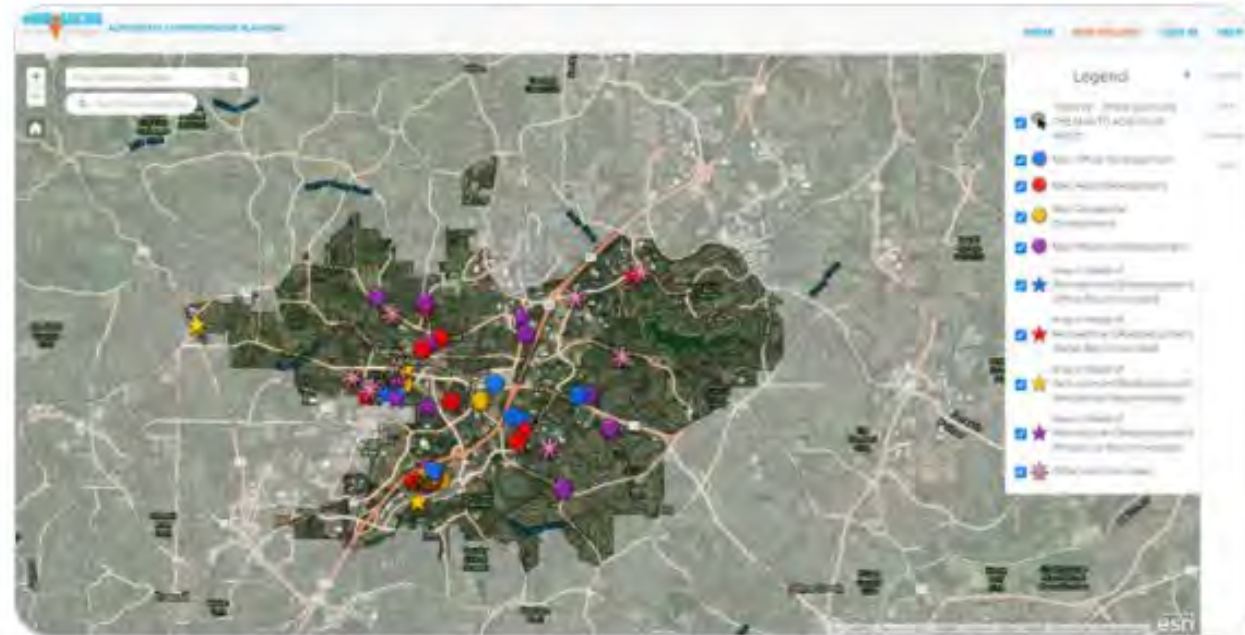
← Tweet



Grow Alpharetta
@GrowAlpharetta

We need your input. Help us map the future of Alpharetta by pointing where future development and land use should go using this interactive point feature. Your ideas will shape our City's future. #CompPlan2040

map.social/Community.php?...



4:11 PM · Oct 30, 2020 · Twitter Web App

1 Like





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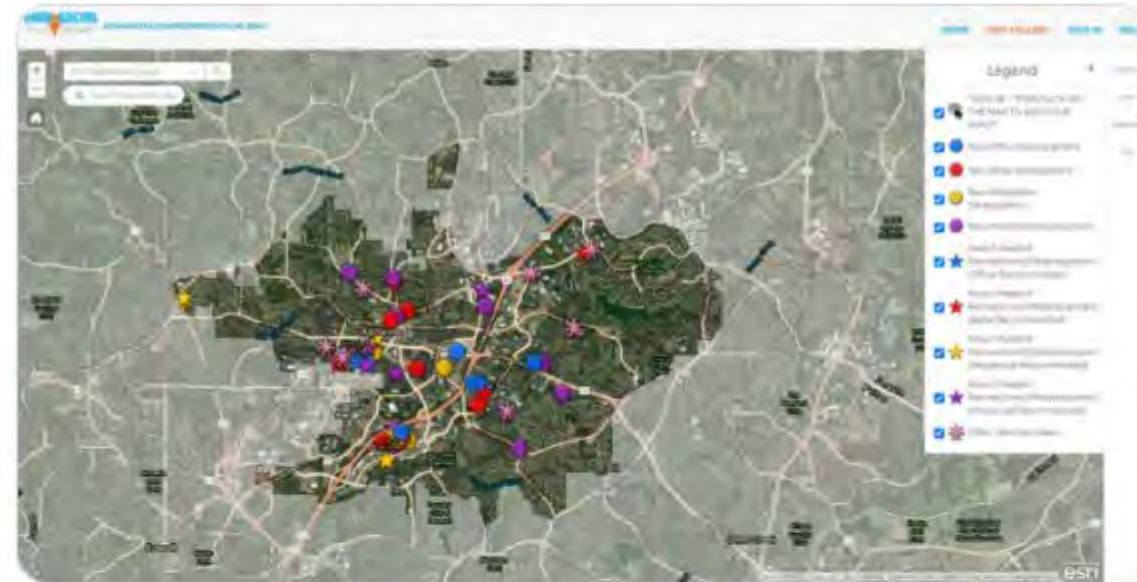
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Grow Alpharetta
@GrowAlpharetta

Help us "Map the Future" of Alpharetta by giving us input on where you think the City should emphasize development, investment, and redevelopment. This is open until midnight. #CompPlan2040 #Alpharetta

map.social/CreateMap.php?...



2:05 PM · Nov 5, 2020 · Twitter Web App

1 Retweet





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City of Alpharetta
@alpharettagov



You have only a few hours left to map the future of Alpharetta and help set goals and policies for development, transportation, and more. Visit bit.ly/3oUqgwm to engage in our online tools for #Horizon2040

HORIZON 2040
A NEW VISION FOR ALPHARETTA'S FUTURE

THE CITY OF
ALPHARETTA
GEORGIA

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PARTICIPATE ONLINE THRU NOVEMBER 5 AT WWW.ALPHARETTA.GA.US/COMPPLAN

2:52 PM · Nov 5, 2020 · Twitter Web App

2 Retweets 2 Likes





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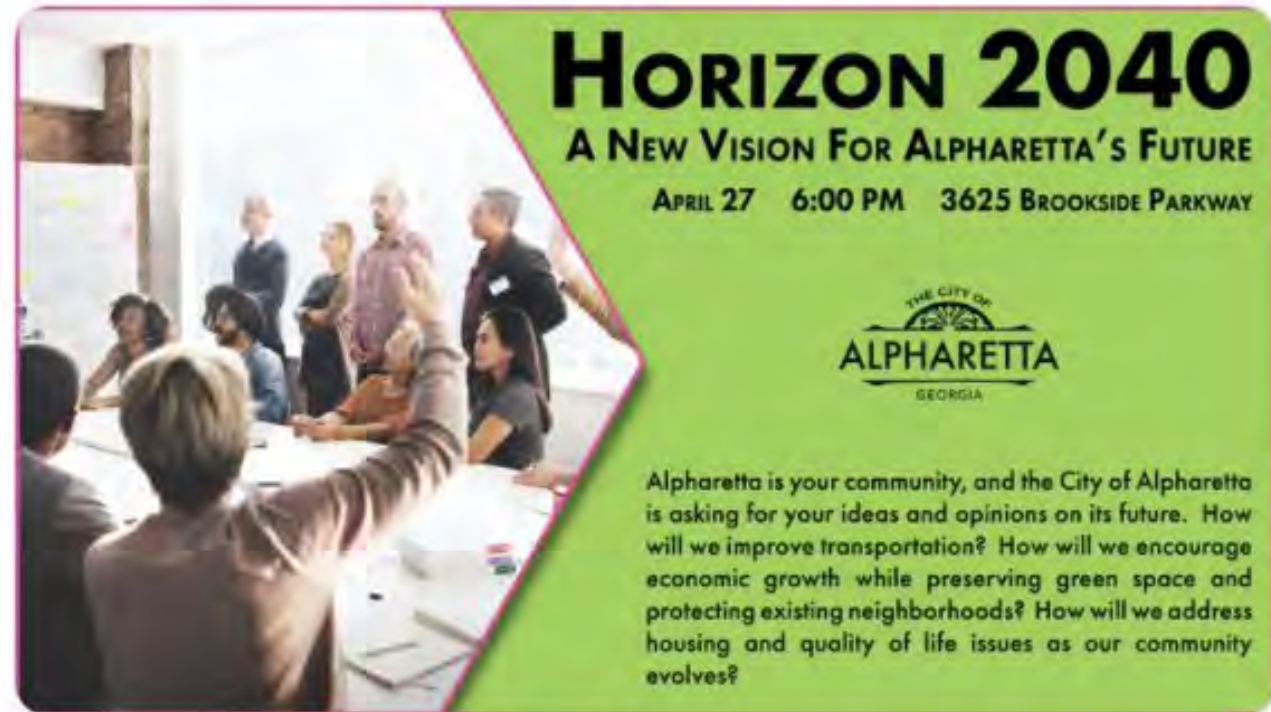
← Tweet



City of Alpharetta
@alpharettagov



We need your help to plan the future of Alpharetta.
Learn more at bit.ly/31TJul8



4:52 PM · Apr 6, 2021 · Twitter Web App

2 Retweets 2 Likes





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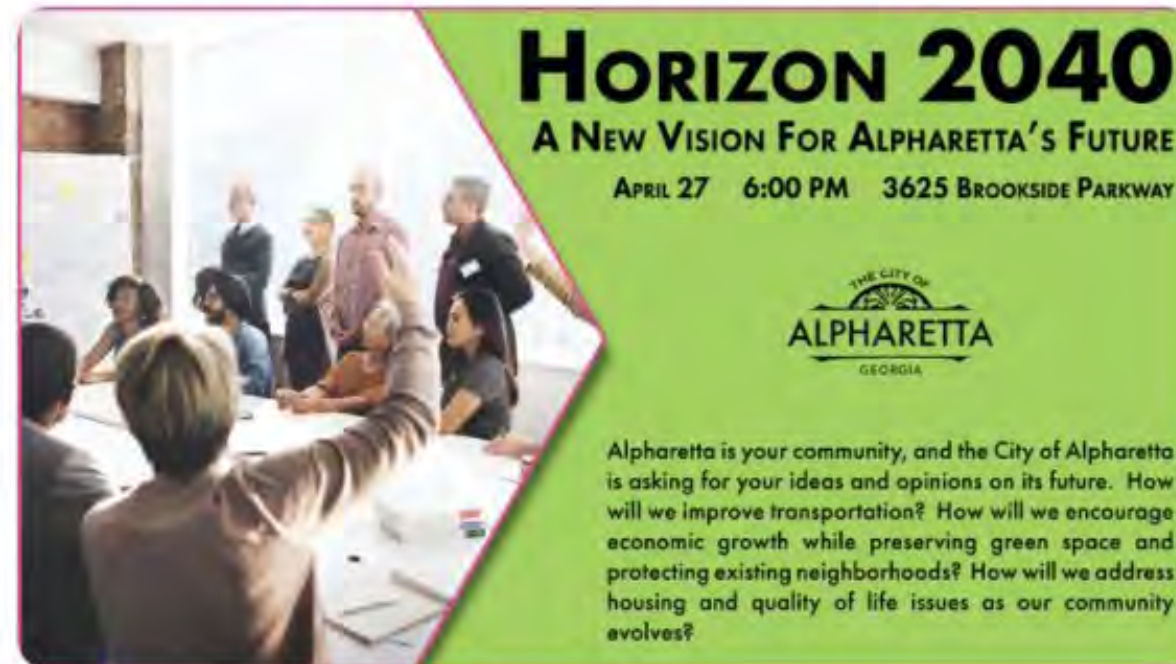


Grow Alpharetta
@GrowAlpharetta



We want your input and ideas to help shape Alpharetta's future. Join us next Tuesday at our second Community Workshop and play an active role in creating Horizon 2040, Alpharetta's Comprehensive Plan for the future.

#Community #Participation #Alpharetta



10:43 AM · Apr 20, 2021 · Twitter Web App

1 Like





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City of Alpharetta
@alpharettagov



We need your help to plan the future of Alpharetta.
Learn more at bit.ly/31TJul8

SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version.

To support social distancing and safety, this event will be held outdoors and is designed as a drop-in event. Food trucks will be available on site.

For more info about this effort, please visit www.alpharetta.ga.us/complan

APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

12:28 PM · Apr 20, 2021 · Twitter Web App

4 Likes





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City of Alpharetta
@alpharettagov



Your next chance to help shape the future of Alpharetta is tomorrow night, April 27. The Horizon 2040 Comprehensive Plan will be the basis for zoning, land use and other decisions, so its contents are important to every Alpharetta citizen. More at bit.ly/3tSyOpP

SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

10:14 AM · Apr 26, 2021 · Twitter Web App

1 Like





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 **City of Alpharetta**
@alpharettagov

Okay, we know that we have been talking to you a lot about tonight's event, but its only because we really, really want you to be there! See you at 6:00 PM at 3625 Brookside Parkway. Just look for the food trucks and all the cool people.



SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

1:42 PM · Apr 27, 2021 · Twitter Web App

2 Retweets 1 Quote Tweet 4 Likes





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Grow Alpharetta
@GrowAlpharetta

We want your input and ideas to help shape Alpharetta's future. Join us next Tuesday at our second Community Workshop and play an active role in creating Horizon 2040, Alpharetta's Comprehensive Plan for the future.

#Community #Participation #Alpharetta



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For more info about this effort, please visit www.alpharetta.ga.us/complan

APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

2:31 PM · Apr 22, 2021 · Twitter Web App

1 Retweet 1 Like





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Grow Alpharetta
@GrowAlpharetta



We're having a Community Workshop to help shape Alpharetta's future. Come join us to discuss zoning, green spaces, housing, transportation, economic growth & many other important matters to guide our land use future. Did we mention we'll have food trucks!? Hope to see you there!



9:06 AM · Apr 27, 2021 · Twitter Web App

1 Quote Tweet 3 Likes



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City of Alpharetta
@alpharettagov



Between now and June 21 we are asking Alpharetta residents to participate in six brief online activities to share your thoughts and concerns on topics like growth management, traffic and walkability, open space, and housing. Share your thoughts now at bit.ly/3yNrBdu



3:16 PM · Jun 10, 2021 · Twitter Web App

2 Retweets 1 Quote Tweet 1 Like





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City of Alpharetta
@alpharettagov



After months of work and participation by hundreds of Alpharetta residents, the draft of our Horizon 2040 Plan is ready for its public debut! Download it today at alpharetta.ga.us/CompPlan and then share your questions and comments with us at Alpharetta2040@gmail.com



3:57 PM · Aug 27, 2021 · Twitter Web App

5 Retweets 1 Like



Don Boyle @donboylejr · Aug 27



Replying to @alpharettagov

Really interesting. Thanks to all who contributed to putting this Plan together!

LinkedIn Post 10.30.20

Matthew A. Thomas • 1st
Economic Development Manager
at City of Alpharetta, Georgia
17h • 🌐

We need your input. Help us map the future of Alpharetta by pointing where future development and land use ...see more



Alpharetta Comprehensive Plan 2040
- map.social

map.social • 1 min read

👍 2

LinkedIn 10.02.20

The screenshot shows a LinkedIn post from Matthew A. Thomas, Economic Development Manager at the City of Alpharetta, Georgia. The post is titled 'Make your voice heard!' and invites users to a public workshop on Wednesday, October 7th at 6pm in Brooke Street Park. The workshop is for the 'Public Workshop #1 Comp Plan 2040 Update'. The post includes a photo of a group of people in a meeting room, some with their hands raised. The post has 2 likes and 0 comments. The LinkedIn navigation bar is visible at the top, showing the search bar and navigation icons for Home, My Network, Jobs, and Messaging.

Matthew A. Thomas • 1st
Economic Development Manager at City of Alpharetta, Georgia
3h • 🌐

Want to share your ideas for Alpharetta's future land use, park spaces, transportation & economic growth? Join us on Wed., Oct. 7th @ 6pm in Brooke Street Park in an outdoor public workshop. Preregistration is required. ...see more

Public Workshop #1 Comp Plan 2040 Update
eventbrite.com • 1 min read

👍 Like 💬 Comment ➦ Share ✉ Send

THANK | 6 REPLY | 5

What Is Your Vision For Alpharetta's Future?

Assistant City Administrator James Drinkard from City of Alpharetta · 22 Jul 20

Few things can draw a crowd to a City Council Meeting like a big land use case. In fact, over the course of my 20 years with the City of Alpharetta, the only times we have reached (or exceeded) capacity at City Hall has been when City Council was considering a rezoning or variance request.



During those hearings we will invariably hear from residents who say that the way Alpharetta is evolving is not in line with their vision for the community. They may talk specifically about things like traffic, density, building heights, or any number of things, but when you boil it down those comments are really about future vision.

The City of Alpharetta updates its vision for the future and adopts it every five years in the form of our Comprehensive Plan. The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development, broadband services, and transportation and sets out a five year investment and action plan for achieving it. That plan also serves as the basis for City Council's decision on the rezoning and variance applications that come before them.

So, wouldn't it be great if every citizen of Alpharetta had the opportunity to help create that plan and shape the future of your community?

The great news is that you do have that opportunity, and all of us want you to take advantage of it. The even better news is that this week we began the process of creating our next Comprehensive Plan, so you can act right now!

The first step is easy, just go online to <https://bit.ly/2CKuWl3> before August 10 to complete a brief survey. Then, watch our social media feed and website to learn about other opportunities to be involved in the planning process, many of which will offer online options so you can participate from home.

So, I hope that you will be part of this important effort to set the course for Alpharetta's future. It is your community . . . your home . . . after all, so come be a part of it.

Copy - City of Alpharetta 2020-40 Comprehensive ...
Turn data collection into an experience with Typeform. Cre...
BKERN TYPEFORM.COM

Edited 22 Jul 20 · Posted Jul 22, 2020 · Subscribers of City of Alpharetta in General

THANK | 2 REPLY

THANK

REPLY

Do You Have Ideas For Alpharetta's Future

Assistant City Administrator James Drinkard from City of Alpharetta · 19 Oct

We need your help answering some big questions about Alpharetta's future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves? And, these are just a few of the important things to be worked out through our Horizon 2040 Project.



The great news is you can share your ideas for this important effort from anywhere that you can connect to the internet. Just go online to <https://bit.ly/3m0x9Kj> between now and November 5 to "Map the Future" or help define our "Community Goals and Policies."

These online input opportunities are fun, informative, and each takes only minutes of your time.

Also, by making your comments through those online tools they will automatically be included in the information used to put together the final Horizon 2040 Plan. That is important because that plan is the basis for the investments the City makes in transportation infrastructure, parks amenities, and the decisions that City Council makes on applications for rezonings and other land use requests.

To learn even more about the Horizon 2040 Project, please visit <https://www.alpharetta.ga.us/CompPlan>

Participate

ALPHARETTA.GA.US

Edited 20 Oct · Posted Oct 19, 2020 · Subscribers of City of Alpharetta in General

THANK

REPLY

Do You Want A Say In Alpharetta's Future?

Assistant City Administrator James Drinkard from City of Alpharetta · 6 Apr

The City of Alpharetta updates its vision for the future and adopts it every five years in the form of our Comprehensive Plan. The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development, broadband services, and transportation and sets out a five-year investment and action plan for achieving it. That plan also serves as the basis for City Council's decision on the rezoning and variance applications that come before them.



So, wouldn't it be great if every citizen of Alpharetta had the opportunity to help create that plan and shape the future of your community?

Welcome to Horizon 2040, a citizen-focused initiative to define the Alpharetta of tomorrow and the plan for how to achieve that vision. Horizon 2040 is focused on drawing out the ideas and opinions of you and your neighbors to create a Comprehensive Plan that reflects what the residents of Alpharetta want this community to be. Through a series of public workshops, online surveys, and other tools we will be working to make it easy for everyone to be part of this effort and to share their ideas in the ways that are most comfortable and convenient to each individual.

I have mentioned this process in past posts, encouraging you to participate in a variety of online surveys, engaging map exercises, and our previous public workshop that was held in October.

Now, I am encouraging you to participate in our next public workshop that is being held on April 27 from 6:00 PM until 7:30 PM at 3625 Brookside Parkway. To provide a safe, socially distanced environment, the event is being held outdoors and will be a casual, drop-in format. We will even have food trucks on hand so you can grab dinner while you are there.

Still have questions? Learn more at <https://www.alpharetta.ga.us/compplan>

Alpharetta Comprehensive Plan
ALPHARETTA.GA.US

6 Apr · Subscribers of City of Alpharetta in General

THANK | 5

REPLY



City of Alpharetta

This is the official Nextdoor page for the City of Alpharetta, Georgia. The page is established and maintained for the purpose of communicating valuable information to our citizens and others who have a passion or interest in this great community and to provide a forum through which citizens can engage constructively in discussions about community issues specific to Alpharetta. While we welcome differing opinions, we reserve the right to remove any comments that are vulgar or are disrespectful or disparaging of other participants. The page is maintained and moderated by the Assistant City Administrator in accordance with the guiding principles of our communications and citizen engagement plan: - We will go beyond providing information to the public and foster opportunities for meaningful public engagement. - We will creatively and effectively engage the public where they are. - We will consistently foster open communication that is inviting, engaging, and encourages productive discourse that builds community. - We will not fear the unknown or uncomfortable.

alpharetta.ga.us

[More info...](#)

Activity

Speak On The Future Of Land Use, Transportation, More on April 27

Assistant City Administrator James Drinkard from City of Alpharetta - 26 Apr

REMINDER: Your next chance to help shape the future of Alpharetta is tomorrow night, April 27.

The Horizon 2040 Comprehensive Plan will be the basis for zoning, land use and other decisions, so its contents are important to every Alpharetta citizen. Learn more about Horizon 2040 at <https://bit.ly/3tSyOpP>



We have been promoting this event for a few weeks now because of how important Horizon 2040 is and how it impacts every Alpharetta citizen. It is when these plans are being created when you have the highest ability to influence the future of your community, so please come out and participate.



26 Apr · Subscribers of City of Alpharetta in General

THANK

REPLY

News And Information From The City Of Alpharetta April 09, 2021 Edition [View this email in your browser](#)



(Mostly) Free Electronics Recycling Saturday

Rapid changes in technology can lead to a lot of unwanted computers, mobile devices, and smart televisions gathering dust in your basement or closet, but with all of the personal data that is on them how can they be safely disposed? Our secure electronics recycling event may be your answer.

[\(GET THE DETAILS\)](#)

Sensitive Document Shredding This Saturday

If you have a lot of personal documents laying about that need to be securely disposed of, tomorrow is your day! The event is rain or shine, absent severe lightning or dangerous winds.

[\(READ MORE\)](#)



SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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For more info about this effort, please visit www.alpharetta.ga.us/complan

APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

Grow-A-Row Volunteers Fight Food Insecurity

The City of Alpharetta launched a new Grow-A-Row Program at Old Rucker Farm, an organic, educational farm within the future site of the 9+ acre Old Rucker Park which is currently in the conceptual development phase. Grow-A-Row will expand the farm's current produce donation program to local partner, North Fulton Community Charities.

[\(READ MORE\)](#)

COULD YOUR MEDICINE CABINET BE THE BIGGEST DRUG PUSHER IN THE NEIGHBORHOOD

1 in 6 teenagers admit to taking prescription drugs to get high or change their mood.
55% of prescription drug abusers get their drugs free from a friend or relative.

Abuse of prescription painkillers is an epidemic threatening Alpharetta and every other community in America. Could your medicine cabinet be contributing to the problem? Why take that chance?

Take your unused prescription painkillers and other medications to any Alpharetta fire station and dispose of them in our secure drop-off boxes. We will make certain they are disposed of properly and do not end up adding to the addiction nightmare.



Upcoming Events And Meetings

April 10

[Electronics Recycling Event](#)
8:30 AM 1790 Hembree Rd

[Secure Document Shredding Event](#)
8:30 AM 1790 Hembree Rd

April 13

Recreation Commission Mtg
6:30 PM City Hall

April 14

[Community Zoning Information Meeting](#)
6:00 PM Virtual

April 18

[Free Workshop: Attracting Wildlife - Detracting Critters](#)
2:00 PM Virtual

April 19

City Council Meeting
6:30 PM City Hall

April 22

Board Of Zoning Appeals Mtg

April 22

Board Of Zoning Appeals Mtg
5:30 PM City Hall

[Free Workshop: Rain Barrels](#)
6:00 PM Virtual

April 26

City Council Meeting
6:30 PM City Hall

April 27

[Public Workshop: Horizon 2040 Comprehensive Plan](#)
6:00 PM 3625 Brookside Pkwy



For the latest information from the City of Alpharetta, visit www.alpharetta.ga.us or follow us on Facebook, Twitter, or YouTube.



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News And Information From The City Of Alpharetta [View this email in your browser](#)



Household Hazardous Waste Collection Event May 22

City of Alpharetta residents have an opportunity to have their household hazardous waste and paint either recycled or properly disposed of through a one-day recycling collection event. Common items to be accepted include paint and paint related substances, gasoline that isn't usable, home and garden chemicals, poisons, and many other substances. Pre-registration is required and space goes fast, so make your reservation today!
[\(LEARN MORE AND REGISTER\)](#)

Alpharetta Receives Planning Grant

The Atlanta Regional Commission has awarded a \$160,000 Livable Centers Initiative (LCI) grant to fund a planning study along South Main Street, from Old Milton Parkway south to the city limits. This plan seeks to develop opportunities for safe walking and biking while promoting transit ridership. It also aims to examine opportunities for redevelopment that promote creative placemaking and the continued success of Downtown Alpharetta.
[\(READ MORE\)](#)

We Are Hiring For Summer Jobs

Have a teen at home this summer or a college kid coming home that is looking for a job (must be at least 16 years old)? We are hiring for several positions at our amazing parks and camps. Front desk staff, cashiers, lifeguards and camp counselors are still needed!
[\(APPLY TODAY\)](#)

SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

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For more info about this effort, please visit www.alpharetta.ga.us/complan

APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

[Click for details on how you can help create Alpharetta's future on April 27.](#)

Upcoming Events And Meetings

April 26

[City Council Meeting](#)
6:30 PM City Hall

[Council Executive Session](#)
Following Regular Meeting

April 27

[Public Workshop: Horizon 2040 Comprehensive Plan](#)
3625 Brookside Parkway
6:00 PM

April 28
Cultural Services
Commission Meeting
6:00 PM City Hall

May 03
City Council Meeting
6:30 PM City Hall

May 06
Planning Commission Mtg
6:30 PM City Hall

May 17
City Council Meeting
6:30 PM City Hall



For the latest information from the City of Alpharetta, visit www.alpharetta.ga.us or follow us on Facebook, Twitter, or YouTube.

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Connecting You To The Alpharetta Community
June 04, 2021 Edition

[View this email in your browser](#)



Citizen Input Needed On The Future Of Alpharetta

Horizon 2040 is a citizen-focused initiative to define the Alpharetta of tomorrow and the plan for how to achieve that vision. Between now and June 21 we are asking Alpharetta residents to participate in six online activities to share your thoughts and concerns on topics like growth management, traffic and walkability, open space, and housing.

[\(TAKE THE SURVEYS\)](#)

Police Activity In Your Neighborhood

Did you know that you can easily view where police activity has occurred in Alpharetta over the last 28 days or see what type of incident our police officers responded to? That and other information can be accessed 24/7 on our Alpharetta Open Data Portal. Once in the portal, to view recent police activity just select "Public Safety" and then "Police Events."

[\(VISIT THE PORTAL\)](#)



COMMUNITY ZONING INFORMATION MEETING

A MONTHLY LOOK AT UPCOMING DEVELOPMENT PROPOSALS

There is a lot happening in Alpharetta, and sometimes it can be hard to keep up with the latest on what private developers are building around town. Wouldn't it be great to be in the know?

This event is designed to encourage citizens to interact directly with developers with public hearing applications pending before the Planning Commission or City Council. Developers will walk you through their proposals, answer questions, and receive feedback on their proposed developments; all in an informal, virtual environment.

This is your opportunity to not only get the latest information but also to pose questions and gain understanding of the projects shaping the future of Alpharetta.

2ND WEDNESDAY EACH MONTH 6:00 PM [CLICK FOR DETAILS](#)

Upcoming Events And Meetings

June 05

[Alpharetta Farmers Market](#)

8:30 AM Downtown

June 07

[City Council Meeting](#)

6:30 PM City Hall

[Council Executive Session](#)

Immediately After



NEWSLETTER SIGNUP

REPORT. PAY. APPLY.

SOCIAL ENGAGEMENT



Alpharetta Comprehensive Plan - Horizon 2040

Thank you to everyone who has participated in developing the Draft Plan of Horizon 2040. Please click on the link below to view Horizon 2040, and if you have any comments, questions, or suggestions about the drafted version, please send an email to alpharetta2040@gmail.com.

Horizon 2040 Alpharetta Comprehensive Plan will be presented before Planning Commission on Thursday, September 2, 2021 and before City Council on Monday, September 20, 2021 to authorize transmittal to the Department of Community Affairs and the Atlanta Regional Commission for review.



HORIZON 2040
COMPREHENSIVE PLAN | CITY OF ALPHARETTA

View Comprehensive Plan Draft - (109 MB)



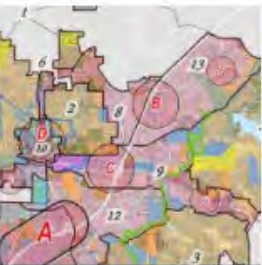



Alpharetta Comprehensive Plan - Horizon 2040

Welcome to Horizon 2040, a citizen-focused initiative to define the Alpharetta of tomorrow and the plan for how to achieve that vision.


The City of Alpharetta updates its vision for the future and adopts it every five years in the form of our Comprehensive Plan. The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development, broadband services, and transportation and sets out a five-year investment and action plan for achieving it. That plan also serves as the basis for City Council's decision on the rezoning and variance applications that come before them.

So, wouldn't it be great if every citizen of Alpharetta had the opportunity to help create that plan and shape the future of your community? The great news is that you do, and it all starts by exploring the links below.

-  Background & Timeline
-  Participate
-  Map The Future
-  Documents



- Newsletter Signup**
My Alpharetta
- Community**
News
Recreation & Parks
Neighborhoods
Education
Services
GIS Mapping
- Visitors**
Where to Stay
Where to Dine
What to Do
- Government**
Departments
Meeting Manager Portal
Boards & Commissions
Elected Officials
Mission and Vision
Voting & Elections
Publications
Open Records Request
Open Data Portal
- Business**
Economic Development
Business Licenses
Procurement Information
Resources



Alpharetta City Hall
2 Park Plaza
Alpharetta, GA 30009
Phone: 878-297-6000

- Twitter
- Facebook
- YouTube



NEWSLETTER SIGNUP

REPORT. PAY. APPLY.

SOCIAL ENGAGEMENT



Documents

Horizon 2040 Documents

Survey Results - Online Survey 1
PDF, 7.40 MB

Existing Conditions - Boards 7-12
PDF, 23.43 MB

Existing Conditions - Boards 1-6
PDF, 13.26 MB

Existing Plans

- Alpharetta Comprehensive Plan 2035
- Downtown Alpharetta Master Plan Report
- Northpoint LCI Plan- Council Meeting - February 21, 2018
- Transportation-Resource-Implementation-Program
- 2019 Pedestrian Safety And Walkability Study
- Blueprint North Fulton
- Fulton County Transit Master Plan



Newsletter Signup
My Alpharetta

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News
Recreation & Parks
Neighborhoods
Education
Services
GIS Mapping

Visitors
Where to Stay
Where to Dine
What to Do

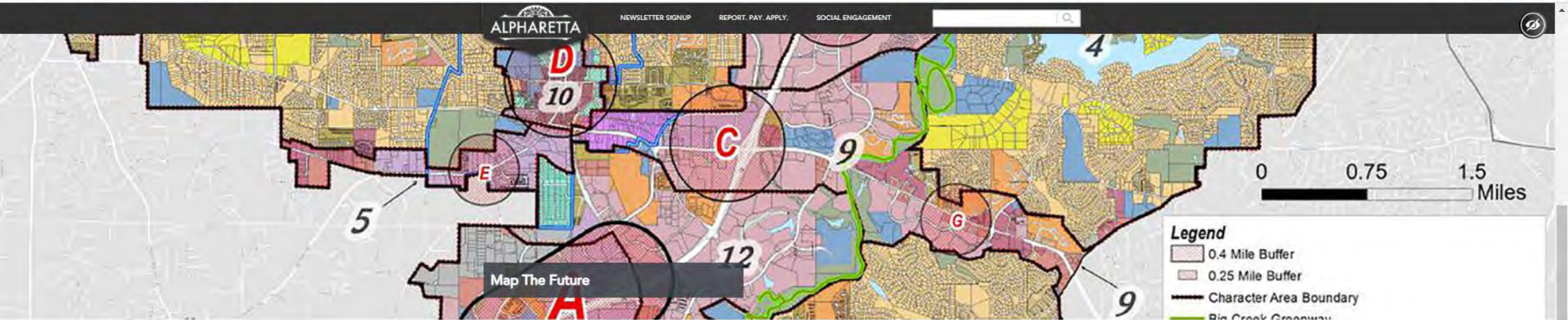
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Alpharetta City Hall
2 Park Plaza
Alpharetta, GA 30009
Phone: 678-297-8000

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Sometimes it is easier to communicate ideas visually, so we are offering a fun and engaging way for residents to use maps to share their thoughts throughout the Horizon 2040 process. In essence, this will provide a way for any resident to create a map of their community, identifying their own issues, opportunities, and needs. You will even be able to attach photos to help get your point across to our team.

Participate Online
Online Survey 3: Map The Future
Survey Open October 14 – November 5

Helpful Existing Maps
Future Land Use Map
Existing Land Use Map
Current Zoning Map





NEWSLETTER SIGNUP

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SOCIAL ENGAGEMENT



Participate

Alpharetta is your community; the place where you raise your family, work, and enjoy your down time with friends. This is your home, and the future of our community impacts you and your family directly.

Horizon 2040 is focused on drawing out the ideas and opinions of you and your neighbors to create a Comprehensive Plan that reflects what the residents of Alpharetta want this community to be. Through a series of public workshops, online surveys, and other tools we will be working to make it easy for everyone to be part of this effort and to share their ideas in the ways that are most comfortable and convenient to each individual.

Watch below for information and links to upcoming workshops, surveys you can take, and other ways that you can play an active role in Horizon 2040 and creating the future of your community.

PATICIPATE ONLINE

Online Survey 4

Survey Closed

Online Survey 3: Map The Future

Survey Closed

Online Survey 2: Community Goals And Policies

Survey Closed

Online Survey 1

Survey Closed

[See Survey Results](#)

PARTICIPATE IN PERSON

Community Workshop 2

Tuesday, April 27, 2021

6:00 PM - 7:30 PM

3625 Brookside Parkway

(Amenity Area)

Community Workshop 1

Held October 7

[See Workshop Boards 1 - 6](#)

[See Workshop Boards 7 - 12](#)





History & Timeline

The City of Alpharetta updates its vision for the future and adopts it every five years in the form of our Comprehensive Plan. The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development, broadband services, and transportation and sets out a five-year investment and action plan for achieving it.

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.

[View Current Comprehensive Plan](#)



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City of Alpharetta kicks off 2040 Comprehensive Plan process with public survey



Alpharetta Director of Community Development Kathi Cook presented the kickoff to the city's 2040 Comprehensive Plan process during the public hearing portion of the July 20 Alpharetta City Council meeting. (Kara McIntyre/Community Impact Newspaper)

Now is the chance to help your local community succeed. Become a Patron by contributing to *Community Impact Newspaper* and gain daily insight into what's happening in your own backyard. Thank you for reading and supporting community journalism.

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By Kara McIntyre | 9:37 AM Jul 22, 2020 EDT | Updated 9:38 AM Jul 22, 2020 EDT

Alpharetta city
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By Kara McIntyre | 9:37 AM Jul 22, 2020 EDT | Updated 9:36 AM Jul 22, 2020 EDT

Alpharetta city officials and staff kicked off the city's 2040 Comprehensive Plan process at the July 20 Alpharetta City Council meeting, starting with a public input survey that residents can fill out. The comprehensive plan is a long-range planning tool cities use to guide future development, according to city documents, and it must be adopted by June 30, 2021.

The survey opened July 20 and closes Aug. 10, and it can be found [here](#). Areas of focus for the 2040 Comprehensive Plan include community goals/vision, land use, housing, economic development, transportation, community improvement elements, a five-year community work program and broadband services—which is a new focus area added to the minimum comprehensive plan requirements from the state in the last year, Alpharetta Senior Planner Michael Woodman said during the meeting.

RELATED STORIES

- Local health professionals stress importance of preventive care after drop in primary care visits
- Coronavirus in Georgia: State case counts surpass 150,000
- Coronavirus in Georgia: Alpharetta, Milton ZIP codes each reporting fewer than 450 cases
- TO-DO LIST: 8 events to check out in Alpharetta, Milton in July, August
- Lightning causes Deerfield apartment fire July 19 in Milton; third major fire in 3 nights



The planning process will rely on both in-person and online public engagement from city residents, elected officials, property owners and other stakeholders over the next year.

Public meetings on the 2040 Comprehensive Plan are tentatively scheduled for September 2020 and January 2021, as well as a public hearing on the draft plan in May 2021.

"We're just kicking off this campaign, making sure that the public's aware of what's going on," Mayor Jim Gilvin said during the meeting.

CITY OF ALPHARETTA | ALPHARETTA 2040 COMPREHENSIVE PLAN | ALPHARETTA CITY COUNCIL | JIM GILVIN
KATHI COOK

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The City of Alpharetta is dedicated to helping your business during this challenging time. To ensure you are aware and up-to-date with the latest local, state, and federal resources, it is our pleasure to share the information below with you.

[Visit the City's COVID-19 Response Page](#)

Latest Updates

Outdoor Business Programs Extended

To continue assisting local businesses, both the Outdoor Temporary Permit and the Downtown Public Outdoor Dining program have been extended through September 30th.

If you already have an Outdoor Permit, no action is required. If you do not have one, you can learn more about the program and obtain a permit at the link below.

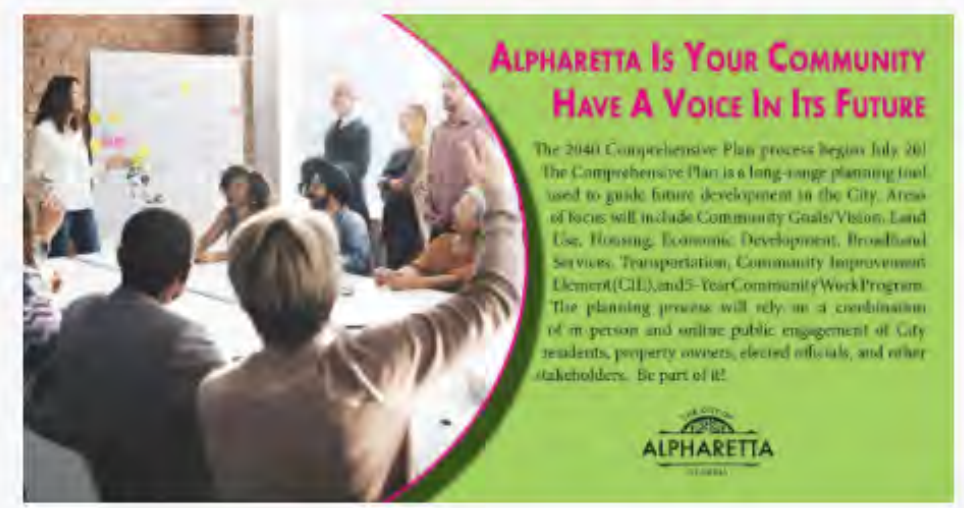
[Outdoor Temporary Permit](#)



Have a Voice in Alpharetta's Future

The 2040 Comprehensive Plan is underway! The Comprehensive Plan is a long-range planning tool used to guide future development in the City. We need your input in this quick survey to help guide our planning efforts.

[Take the Comprehensive Plan Survey HERE](#)



Georgia Guidelines for Business

Whether you need access to PPE, help identifying COVID-19 testing sites, or guidance for reopening, the Georgia Department of Economic Development has compiled a list of helpful links and resources to help instill consumer confidence and empower businesses to take safe and critical steps for operating and staying open.

[Click HERE to visit their website.](#)



Main Street Lending Program

The Main Street Lending Program helps keep credit flowing to small and mid-sized businesses and nonprofits in need of financing in order to main operations as a result of the pandemic.

[Learn more about the program and see a list of lenders near us HERE.](#)

MAIN STREET LENDING PROGRAM LOAN OPTIONS			
	Main Street New Loans	Main Street Priority Loans	Main Street Expanded Loans
Term	3 years	3 years	3 years
Maximum Loan Size	\$250,000	\$250,000	\$10,000,000
Maximum Loan Size	Amount of \$250K or the 2019 adjusted EBITDA	Amount of \$250K or the 2019 adjusted EBITDA	Limit of \$10M, 35% of outstanding and unsecured accounts debt, or the 2019 adjusted EBITDA
SPB Retention by Lender	5%	5%	5%
Payment term may differ by city	Years 3-5 10%, 10%, 10%	Years 3-5 10%, 10%, 10%	Years 3-5 10%, 10%, 10%
Rate	LIBOR + 3%	LIBOR + 3%	LIBOR + 3%
Lender Participation Fee (may be paid by borrower)	100 basis points of principal loan amount	100 basis points of principal loan amount	75 basis points of principal loan amount
Borrower Origination Fee	100 basis points of principal loan amount	100 basis points of principal loan amount	75 basis points of principal loan amount

SBA Coronavirus Relief

The US Small Business Administration (SBA) is accepting applications to their funding programs. This includes the Paycheck Protection Program, Economic Injury Disaster Loans, SBA Bridge Loans, and SBA Debt Relief.

[View the funding programs and relief options HERE.](#)

Program Comparison

OVERVIEW	EIDL	EIDL ADVANCE	PPP	BRIDGE LOAN
Loan	2.5%	5%	5.75% (variable)	5.75% (variable)
Maximum Loan Amount	\$25K	Advance of \$1,000 per employee up to \$10,000 max.	2.5x average monthly payroll (maximum of \$10.1M per employee, maximum of \$2.1M per borrower)	\$25,000 (max. 5% guaranteed, 50% guaranteed 50%)
Application Deadline	December 31, 2020	December 31, 2020	June 30, 2021	March 1, 2021
Eligible Borrowers	Businesses that meet the SBA size standards	500 or fewer employees, sole proprietorship, partnership, or independent contractor. Collaborative of 500 or fewer employees. (SOP 500) or fewer employees. (EIDL small business criteria) 500 or fewer employees.	Businesses with 500 employees. Businesses in NAICS 72 with 425 employees per individual location.	Lenders must have a current relationship with borrower. Loan size limitation. Business must be operational on March 1, 2021.

Eligible Borrowers	Businesses that meet the SBA size standards	500 or fewer employees, sole proprietorship, partnership, or independent contractor. Collaborative of 500 or fewer employees. (SOP 500) or fewer employees. (EIDL small business criteria) 500 or fewer employees.	Businesses with 500 employees. Businesses in NAICS 72 with 425 employees per individual location.	Lenders must have a current relationship with borrower. Loan size limitation. Business must be operational on March 1, 2021.
Use of Proceeds*	- Payroll - Rent - Utilities - Interest on debt incurred - Accounts payable - Some bills that must have been paid but the disaster not occurred.	- Payroll - Rent - Utilities - Interest on debt incurred - Accounts payable - Some bills that must have been paid but the disaster not occurred.	- Payroll - Interest on mortgage payments (principal or prepayments excluded) - Rent - Utilities - Interest on any debt incurred prior to the 1/31/2020.	Current credit relationship of small business.
Collateral	As collateral for loan amounts up to \$25,000	N/A	None	Not required
Personal Guarantee	No personal guarantee for loan amounts up to \$250,000	N/A	None	May be required
Miscellaneous	Applicable	None	Applicable	Applicable
No Cash Flow Test	None	None	None	Required
Forgivable	No	No	Yes, up to 100% forgiveness of outstanding principal and payments made during the covered period of each period (excluding late or optional payments). Forgiveness portion may be reduced by a reduction in retained employees or reduction in pay of retained employees.	No
Interest	2.75%	N/A	Current interest rate is 1%	Prime + up to 5.25%
Term	Up to 30 years	N/A	Current term is 2 years	Max of 7 years
Prepayment Penalty	None	N/A	None	Standard 7.5% fee

* May also apply for both the Economic Injury Disaster Loan and the Paycheck Protection Program, however additional fees/premiums cannot be used for the same purpose during the same loan period.

Contact Us

We are here to support you. Please do not hesitate to reach out with questions or concerns.

Matthew A. Thomas
Economic Development Manager
mthomas@alpharetta.ga.us
678.381.3353

Additional Resources, Webinars, and Assistance

- [City of Alpharetta](#)
- [City of Alpharetta Public Safety](#)
- [City of Alpharetta Economic Development](#)
- [Alpharetta Business Association](#)
- [Alpharetta Chamber of Commerce](#)
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- [Georgia Department of Labor](#)
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- [Select Fulton](#)

- [SBA COVID-19 Small Business Guide & Loan Resources](#)
- [U.S. Department of Labor Coronavirus Resources](#)
- [IRS Coronavirus Relief](#)
- [Centers for Disease Control and Prevention](#)

Be sure to visit the [City's Business Resources page](#) for additional resources and pertinent information.

This newsletter is prepared by the City of Alpharetta's Economic Development Division. You can learn more at www.GrowAlpharetta.com or by visiting the City's main website at www.alpharetta.ga.us.

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The City of Alpharetta is dedicated to helping your business during this challenging time. To ensure you are aware and up-to-date with the latest local, state, and federal resources, it is our pleasure to share the information below with you.

[Visit the City's COVID-19 Response Page](#)

Latest Updates

North Fulton COVID-19 Business Impact Survey

In April and May we released the first two rounds of the North Fulton COVID-19 Business Impact Survey in coordination with our neighboring North Fulton cities, the Greater North Fulton Chamber, Select Fulton, and the Georgia Hispanic Chamber. This survey has helped us understand local economic impacts resulting from the coronavirus pandemic and best position our resources to respond.

We are now rolling out the third round of the survey and we need your input.

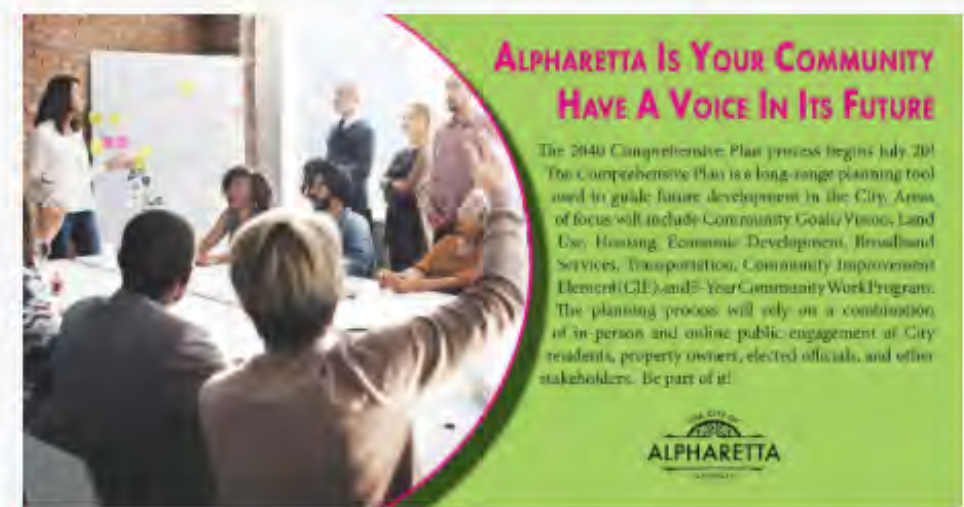
[Take the North Fulton COVID-19 Business Impact Survey HERE](#)



Have a Voice in Alpharetta's Future

The 2040 Comprehensive Plan is now underway! The Comprehensive Plan is a long-range planning tool used to guide future development in the City. We need your input in this quick survey to help guide our planning efforts.

[Take the Comprehensive Plan Survey HERE](#)



Wire & Wood 2020 Interest Survey

The City of Alpharetta is considering hosting Wire & Wood this October in a different format than years past, due to COVID-19.

The idea is that the City would book local solo and duet musical artists to play inside local businesses. The artists would be set up inside the establishments, not on patios or rooftops, in order to control gatherings. There would be two show times per night, and like years past, Wire & Wood would take place on Friday and Saturday night (Oct. 9th and 10th).

We need your input on how to best proceed. [Take the Wire & Wood 2020 Survey HERE.](#)



Georgia Guidelines for Business

Whether you need access to PPE, help identifying COVID-19 testing sites, or guidance for reopening, the Georgia Department of Economic Development has compiled a list of helpful links and resources to help instill consumer confidence and empower businesses to take safe and critical steps for operating and staying open.

[Click HERE to visit their website.](#)

MAIN STREET LENDING PROGRAM LOAN OPTIONS			
	Main Street New Loans	Main Street Priority Loans	Main Street Expanded Loans
Term	3 years	3 years	3 years
Minimum Loan Size	\$250,000	\$250,000	\$100,000.000
Maximum Loan Size	Lower of \$25M or 4x 2019 adjusted EBITDA	Lower of \$25M or 4x 2019 adjusted EBITDA	Lower of \$100M, 33% of preexisting and undrawn available funds, or 5x 2019 adjusted EBITDA
Risk Retention by Lender	8%	5%	8%
Payment (over rate determined for all)	Years 0-2: 5%, 3%, 2% Years 3-5: 5%, 3%, 2%	Years 0-2: 5%, 3%, 2% Years 3-5: 5%, 3%, 2%	Years 0-2: 5%, 3%, 2% Years 3-5: 5%, 3%, 2%
Fee	LICOR + 3%	LICOR + 3%	LICOR + 3%
Lender Transaction Fee (May be paid by Borrower)	100 basis points of principal loan amount	100 basis points of principal loan amount	75 basis points of principal loan amount
Revenue Disbursement Fee	100 basis points of principal loan amount	100 basis points of principal loan amount	75 basis points of principal loan amount

SBA Coronavirus Relief

The US Small Business Administration (SBA) is accepting applications to their funding programs. This includes the Paycheck Protection Program, Economic Injury Disaster Loans, SBA Bridge Loans, and SBA Debt Relief.

[View the funding programs and relief options HERE.](#)

Program Comparison

OVERVIEW	EIDL	EIDL ADVANCE	PPP	BRIDGE LOAN
Loan	Yes	Yes	SBA Approved Lender	SBA Approved Lender
Maximum Loan Amount	\$10K	Advance of \$1,000 per employee, up to \$10,000 total	2.5x average monthly payroll (up to \$10M per borrower, maximum of \$2M per borrower since 06/30/20)	\$25,000 (one and a half times 2019 gross revenue)
Application Deadline	December 31, 2020	December 31, 2020	June 30, 2020	March 13, 2021
Eligible Borrowers	Businesses that meet the SBA loan standards	500 or fewer employees (not necessarily full-time employees) or independent contractors - Cooperative of 500 or fewer employees - 500 or fewer employees (not including seasonal workers)	Businesses with 500 employees Businesses in NAICS 20 with 500 employees per individual location	Lender must have a current relationship with borrower prior to pandemic Business must be operational on March 13, 2020
Use of Proceeds	Payroll Rent Utilities Interest on debt incurred Accounts payable Other payroll costs that were not incurred	Payroll Rent Utilities Interest on debt incurred Accounts payable Other payroll costs that were not incurred	Payroll Interest on mortgage payments (principal or prepayments excluded) Rent Utilities Interest on any debt incurred prior to Feb. 29, 2020	General credit (supporting of capital business)
Collateral	Not collateral for cash amounts up to \$25,000	Yes	None	Not required
Personal Guarantee	No personal guarantee for cash amounts up to \$25,000	Yes	None	May be required
Allocation	Application	None	Application	Application
Are Credit Checkers	None	None	None	Required
Forgiveness	Yes	Yes	Yes, up to 100% forgiveness of individuals of all interest equal to the sum of the qualified costs incurred and payments made during the covered period, with certain forgiveness restrictions Forgiveness portion may be reduced by a reduction in retained employees or reduction in pay of retained employees	Yes
Interest	3.75%	NA	Current market rate to 1%	Prime + up to 0.25%
Term	Up to 180 days	NA	Current term is 2 years	Max of 7 years
Prepayment Penalty	None	NA	None	None at 75% loan

* You may apply for both the Economic Injury Disaster Loan and the Paycheck Protection Program. Several situations of loan forgiveness may be used for the same purpose during the same time period.

City Measures & Resources

Some Sidewalks & Parking Spaces Available to Encourage Social Distancing

To help businesses meet social distancing requirements and reopen, the City has made portions of some public sidewalks and parking spaces available. These allowances include sidewalk sales and dining, reduced parking requirements, and temporary tents.

To take advantage of this temporary opportunity, [click here to complete a Temporary Outdoor Operations Permit Application.](#)



Public Outdoor Dining Available Downtown

Public outdoor dining is available throughout Downtown Alpharetta to help you, your family, friends, and neighbors support local businesses while social distancing. Fifteen picnic-style tables are stationed around the Town Green and by the Old Roswell St. Parking lot.



Alpharetta Department of Public Safety

The City's Department of Public Safety has a dedicated website with information, updates, and the latest news to protect you, your business, and your neighbors.

Go their website [HERE.](#)



Additional Resources, Webinars, and Assistance

- [City of Alpharetta](#)
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- [City of Alpharetta Economic Development](#)
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Be sure to visit the [City's Business Resources page](#) for additional resources and pertinent information.

Contact Us

We are here to support you. Please do not hesitate to reach out with questions or concerns.

Matthew A. Thomas
Economic Development Manager
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This newsletter is prepared by the City of Alpharetta's Economic Development Division. You can learn more at www.GrowAlpharetta.com or by visiting the City's main website at www.alpharetta.ga.us.

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OCT 07
Public Workshop #1 Comp Plan 2040 Update
by Community Development Department
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Share Your Idea's to help guide the Future of Development in Alpharetta.

About this event

Alpharetta is your community! We need your ideas and opinions on its future!

Please join us on Wednesday, October 7, 2020 for a drop-in style meeting from 6:00 to 7:30 p.m. in Brooke Street Park. In the event of rain, we will move inside City Hall to the Council Chambers and Community Room.

Social distancing and other safety protocols will be followed.

Looking forward to seeing you there!

Date and time

Wed, October 7, 2020
6:00 PM – 7:30 PM EDT
[Add to calendar](#)

Location

Brooke Street Park
2 Park Plaza
City Hall
Alpharetta, GA 30009

Community Development Department

Organizer of Public Workshop #1 Comp Plan 2040 Update

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Taylor, Elicia

From: Woodman, Michael
Sent: Thursday, September 24, 2020 8:41 AM
To: Taylor, Elicia
Subject: FW: The latest news for you

From: Council for Quality Growth <cqg@councilforqualitygrowth.ccsend.com> **On Behalf Of** Council for Quality Growth
Sent: Friday, August 14, 2020 4:20 PM
To: Woodman, Michael [REDACTED]
Subject: The latest news for you



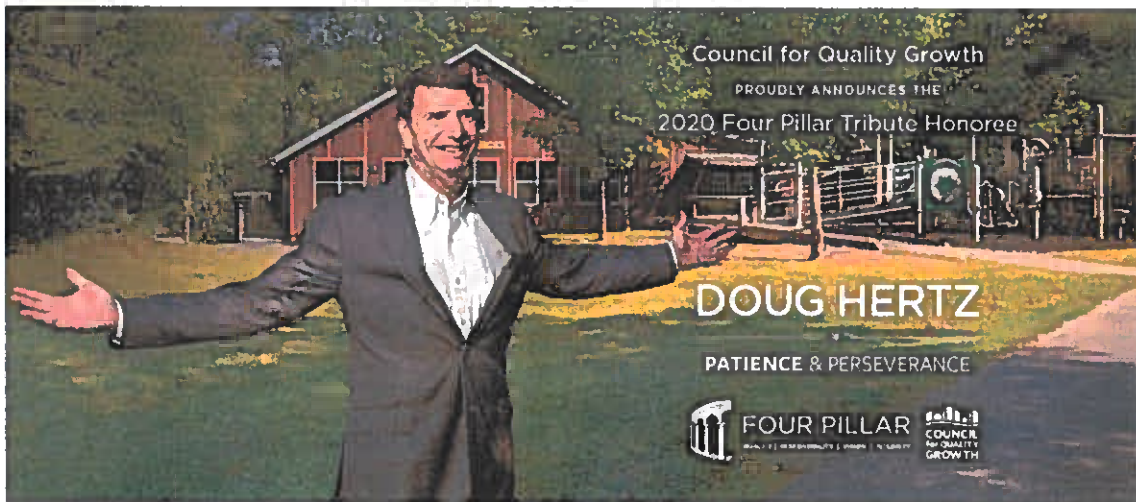
A Weekly Newsletter of the Council for Quality Growth

August 14, 2020

Have You Heard? 2020 Four Pillar Tribute Has Gone Virtual.



“We all want to be there to honor Doug in person, no doubt. Given this challenge, I think we all can show Doug just how much we support and recognize his impact on this community and state by saving the virtual event date on our calendars, tuning in, and giving him a really great audience for all he’s done for us. We hope you’ll join us in showing Doug how much we care.” - Paul Corley Jr., Council for Quality Growth's 2020 Chairman and Regional President at Empire Communities



Member Updates

Council Members and Elected Officials, if you have not yet set up your unique member password, please contact [Sandy Collins](#).

We're Hiring

Join the team that's helping shape the development industry in the metro region.

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Virtual Advisory Committee Meetings

South Metro Advisory

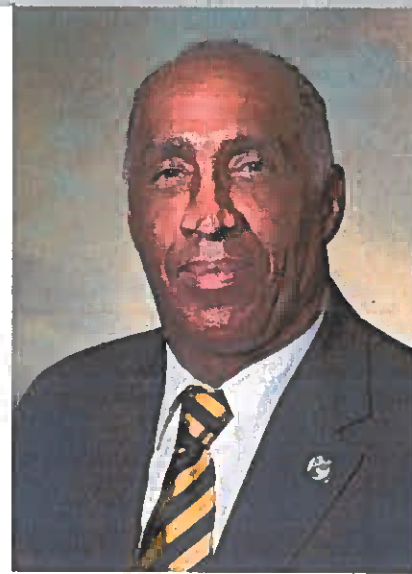
Henry County



Kimberly Smith, Community Development Director, City of East Point, will speak virtually at the South Metro Advisory Committee Meeting August 18 at 12:00 p.m.

Sponsored by: Hammond & Associates Consulting Engineers

[Register for South Metro Advisory](#)



Mayor Anthony S. Ford, City of Stockbridge, will speak virtually at the Henry County Advisory Committee Meeting on August 19 at 12:00 p.m.

Sponsored by: H.J. Russell

[Register for Henry Advisory](#)

Upcoming Council Events



Save The Date: October 15, 2020

The virtual Metro Atlanta Redevelopment Summit will feature an inside look at upcoming redevelopment projects from around the region, insight into trends affecting the industry, networking and best practices from successful redevelopment projects and the presentation of the 2020 MARS awards.

[Additional Information](#)



JOIN THE COUNCIL FOR

COFFEE & CONVERSATIONS

August 26, 2020

9 a.m. - 10:15 a.m.

Via ZOOM

Meet our leadership team and see how best to leverage membership for your policy needs.

To attend this meeting please contact
Jennifer Hall: 404.308.7658 or
jh@councilforqualitygrowth.org



VIRTUAL JOB SHADOW SERIES

| Engineering | Environmental Science | Program Mangement |
Business & Entrepreneurship

JULY 31
11:00 AM - 1:00 PM

AUGUST 21
11:00 AM - 1:00 PM

SEPTEMBER 25
11:00 AM - 1:00 PM

[REGISTER AT WWW.CERM.COM/JOBSHADOW](http://WWW.CERM.COM/JOBSHADOW)

Register today for our next Coffee and Conversations event on August 26 at 9 a.m.

[Contact Jennifer Hall to Register](#)

Corporate Environmental Risk Management (CERM) is hosting a virtual job shadow series on the following dates and times:

- August 21: 11:00 a.m. to 1:00 p.m.
- September 25: 11:00 a.m. to 1:00 p.m.

[Register Today](#)

Regional Policies and News



Doraville: Buford Highway Corridor Rezoning Public Meeting on August 20th

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Major Highlights of Metro Atlanta's Local Primary Runoff Elections

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Henry County Approves Transportation Advisory Group

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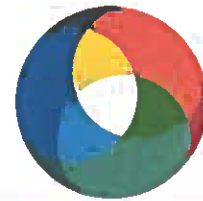
Council for Quality Growth
Weighs In On Atlanta's
Post Development Stormwater
Management Ordinance Revisions

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Input Needed: Alpharetta's 2040
Comprehensive Plan

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Gwinnett

Gwinnett Proposes UDO
Amendments Regarding Open
Space Conservation and Residential
Townhomes

[Read More](#)

Priorities of the Week

Priorities of the Week is a members-only publication.
Only Council members have access to the policy and regulatory updates.

Not a member, but want to receive weekly updates on critical regional development news that
affects your business?

Contact [Sandy Collins](#) for membership information.

Premier Members



Input Needed: City of Alpharetta's 2040 Comprehensive Plan

POSTED ON AUGUST 7, 2020

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News And Information From The City Of Alpharetta
September 25, 2020 Edition



SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves?

The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version.

So that we can ensure appropriate social distancing and other safety protocols are in place, preregistration for the October 7 public workshop is required

For more info and registration, visit
<https://bit.ly/2Gp8jEo>

OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO



OCT
07

Public Workshop #1 Comp Plan 2040 Update

by Community Development
Department

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Free



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Share Your Idea's to help guide the Future of Development in Alpharetta.

About this Event

Alpharetta is your community! We need your ideas and opinions on its future!

Please join us on Wednesday, October 7, 2020 for a drop-in style meeting from 6:00 to 7:30 p.m. in Brooke Street Park. In the event of rain, we will move inside City Hall to the Council Chambers and Community Room.

Social distancing and other safety protocols will be followed.

Looking forward to seeing you there!

Date And Time

Wed, October 7, 2020
6:00 PM - 7:30 PM EDT
[Add to Calendar](#)

Location

Brooke Street Park
2 Park Plaza
City Hall
Alpharetta, GA 30009

SPORTS

Summer conditioning gets underway

By **JOE PARKER**
joe@appenmediagroup.com

NORTH METRO ATLANTA, Ga. — Student athletes have gotten back to the grid after the coronavirus pandemic put a stop to all high school sports in March and cancelled the remainder of the spring sports seasons.

The GHSA permitted schools to begin workouts, with strict stipulations, on June 8. Forsyth County Schools permitted workouts immediately while Fulton County Schools began conditioning June 15.

Schools must adhere to the guidelines outlined by the GHSA in allowing conditioning, including limiting the number of people in each group to 20 people or less. Athletes or coaches may not switch groups "for the duration of this guidance," according to the GHSA's document.

Only workouts and conditioning are permitted. No equipment, including

balls, bats or sleds, can be used.

Showers and locker rooms will remain closed and weight equipment should be cleaned prior to each workout and between use by each individual.

The guidelines also recommend having hand sanitizer readily available, that masks be worn in weight rooms and each student should have a personal water bottle.

Summer conditioning is the first semblance of normalcy for student athletes and coaches since March, but the future of the 2020-21 season is still a question mark. While some professional sports have returned without fans and others are creating contingency plans to get back to play, the GHSA has not yet announced any plans for the upcoming academic year.

The first full practices for football, volleyball, cross-country and softball are scheduled to begin Aug. 1 on the GHSA's 2020-21 calendar.

CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

The following item will be considered by the City Council on Monday, July 27, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

a. V-20-01/E-20-02 Midgard Self Storage Parking Variance & Height Exception

Consideration of a variance and exception to allow a 3-story, 90,000 square foot self-storage facility on 14.9 acres. A parking variance is requested to reduce the minimum required parking from 91 to 28 spaces and to increase the building height from 35' to 36'-4". The property is located at 11425 Morris Road and is legally described as being located in Land Lot 856, 1st District, 2nd Section, Fulton County, Georgia.

Items forwarded by the Planning Commission will be considered by the City Council on Monday, July 27, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

a. PH-19-09 Unified Development Code Text Amendments – Signs

Consideration of text amendments to the Unified Development Code related to Sign regulations.

b. PH-19-28 Unified Development Code and Code of Ordinance Text Amendments – Massage and Spa Establishments

Consideration of text amendments to the Unified Development Code and Code of Ordinances related to Massage and Spa Establishment regulations.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

The following items will be considered by the City Council on Monday, July 6, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

a. PH-20-07 City of Alpharetta Comprehensive Plan 2040

Announcing the kickoff of the Alpharetta Comprehensive Plan 2040 planning effort. Presentation will include an overview of the planning process, public participation plan and project schedule.

b. PH-20-08 Code of Ordinances Text Amendments – Litter Ordinance

Consideration of text amendments to the Code of Ordinances related to Litter. The proposed changes match the minimum standards of the latest model ordinance from the Metropolitan North Georgia Water Planning District.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

ADVERTISEMENT FOR REQUEST FOR PROPOSALS

CITY OF ALPHARETTA, GEORGIA FOR PENSION INVESTMENT ADVISOR RFP # 20-122

The City of Alpharetta (City) is requesting proposals for a qualified **PENSION INVESTMENT ADVISOR** to serve as fiduciary to the Board of Trustees and the Contribution Committees of the City of Alpharetta's Defined Benefit Pension Plan, Retirement Savings Plan (as well as the Deferred Compensation Plan), and the Retiree Health Plan. Performance of the investment responsibilities include, but are not limited to, tracking investment performance, modifying the investment policy statement, perform strategic asset/liability and/or asset allocation studies, etc.

The RFP will be available online **Thursday, June 18, 2020** at our bid posting website, <https://cityofalpharetta.bonfirehub.com/>. Interested parties are required to log in to review the RFP documents.

This procurement is issued under the authority of the City's Procurement Policy and applicable law. The City has the authority to reject all proposals or any proposal that is non-responsive or not responsible, and to waive technicalities and inconsequential discrepancies to award a contract that is in the best interest of the City.

Receipt of Proposals will close **Thursday, July 16, 2020 at 10:00 AM**. All responses must be received before closing at <https://cityofalpharetta.bonfirehub.com/> webpage for this project. Responses submitted by hard copy, mail, facsimile, or e-mail will not be accepted. Responses received after the closing time will not be considered.

For information, please contact Debora Westbrook at the City of Alpharetta Finance Department at 678-297-6052 or via email at purchasing@alpharetta.ga.us.

SCHOOLS

Wyche named counselor, chair of Student Services for Roswell High School

ROSWELL, Ga. — Roswell High School recently announced its new Head Counselor and Student Services Department Chair Yolandra Wyche.

Wyche joins Roswell from Lakeside High School in DeKalb County, where she served since 2015. As the head counselor at Lakeside, she led efforts to increase the graduation rate for Hispanic students and developed strategies to educate all students about post-secondary and career options. Wyche also led mental health awareness efforts and

established a college readiness program known as "College Cafe."

The mission of the Roswell High School Student Services Department is to help students, families and staff on the path toward student achievement. As advocates, members of Student Services work to ensure that every student receives an equal opportunity for excellence and the ability to graduate on time to be ready for college or work.

Wyche has previous school counseling experience at Stockbridge High School, Cooper Middle School and Hampton Middle School. She has a background as a Special Education and Exceptional Learner teacher at several schools.

Wyche has previously served as

a mentor to new counselors in Cobb County Schools and has presented at several conferences, including the Georgia School Counselor Association and the Southern Association for College Admission Counseling. She also has experience with Naviance, the new college and career readiness software recently purchased by Fulton County Schools.

Wyche holds an educational specialist degree in school counseling leadership from Jacksonville State University, a master's degree in school counseling from the University of West Alabama, a master's degree in education from Troy University and a Bachelor of Science degree in psychology from Georgia State University.

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Announcing the kickoff of the Alpharetta Comprehensive Plan 2040 planning effort. Presentation will include an overview of the planning process, public participation plan and project schedule.

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NEWS

NorthFulton.com | Alpharetta-Roswell Herald | July 16, 2020 | 31

Legislature:

Continued from Page 2

ened tensions as nationwide protests against racism and police brutality continue following the killing of George Floyd in late May. The movement has led to numerous legislative proposals, like Georgia's hate crime bill, calling for change and reform.

While the majority of the protests have been peaceful, some instances of looting and skirmishes with police have been criticized by some, including Albers.

The ACLU has decried HB 838 for essentially adding law enforcement as a protected class.

The organization said in a statement that the bill is "a dangerous step to chill every Georgian's First Amendment freedom of speech and the right to protest to redress grievances — guarantees in the U.S. Constitution."

HB 838 passed 33-20 in the Senate and 92-74 in the House.

The bill was brought through the Legislature around the same time as the hate crimes bill, HB 426, which Albers called one of the most historic moments of his tenure.

The hate crimes bill adds additional penalties for targeting someone on the basis of perceived race, religion, national origin, sex, sexual orientation, gender, or physical or mental disability.

Prior to the governor signing bill into

law, Georgia was one of four states in the nation without a hate crime law on the books. The others are Arkansas, South Carolina and Wyoming.

In addition to protections against hate crimes, HB 426 also requires all police departments to report such incidents to the Georgia Crime Information Center, which will compile and analyze them in annual statistics published in the Georgia Uniform Crime Reports.

Also at the town hall, Albers spoke about the Georgia Pandemic Business Immunity Act, which would address liability concerns for businesses if workers or customers contract COVID-19 at a business complying with safety guidelines.

Albers said his team had heard from numerous people concerned about "frivolous lawsuits" related to COVID-19, from HOAs worried about opening pools to doctor's offices.

"Even many of the strongest measures implemented do not completely mitigate the risk of possible exposure," Albers said. "This legislation will allow our business community to start to return to normalcy and provide services to Georgians without fear of needless litigation, while still ensuring that legitimate legal action is possible."

The bill, however, does not grant complete immunity for businesses, which will still be held responsible if found grossly negligent in handling COVID-19 precautions, Dugan said.

**CITY OF ALPHARETTA
NOTICE OF PUBLIC HEARING**

The following items will be heard at a public hearing held by the Planning Commission on Thursday, August 6, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

Items forwarded by the Planning Commission will be considered by the City Council on Monday, August 24, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

a. CU-20-03/V-20-10 Spirit of God Church/1200 Upper Hembree Road

Consideration of a conditional use to allow a 'Church, Synagogue' on a property zoned O-I (Office-Institutional). In order to save trees, a variance to increase the maximum distance for off-site parking. The property is located at 1200 Upper Hembree Road and is legally described as being located in Land Lot 553, 1st District, 2nd Section, Fulton County, Georgia.

b. PH-20-05 Unified Development Code Text Amendments – Alpharetta Downtown Code, Murals, Special Event Facility, Temporary Uses and Fences

Consideration of text amendments to the Unified Development Code to add or amend regulations pertaining to the Alpharetta Downtown Code, Murals, Special Event Facility, Temporary Uses, and Fences.

c. PH-20-11 Unified Development Code Text Amendments – Conditional Use Permit Criteria and Discount Store definition

Consideration of text amendments to the Unified Development Code to amend the criteria for a conditional use permit and amend the definition of Discount Store.

The following items will be considered by the City Council on Monday, August 24, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

d. PH-20-10 North Point Mall Redevelopment/Change to Conditions of Zoning

Consideration of a change to previous conditions of zoning related to the North Point Mall redevelopment of the former Sears Department Store in order to extend the reversion clause for a period of one (1) year. The property is located at 1000 North Point Circle and is legally described as being located in Land Lots 700, 742 & 743, 1st District, 2nd Section, Fulton County, Georgia.

e. V-20-09 Hamilton Hotel Exterior Material Variance

Consideration of a variance to allow synthetic stucco (EIFS) in lieu of hard coat stucco as an exterior material for the Hamilton Hotel. The property is located at 21 Milton Avenue and is legally described as being located in Land Lot 1269, 2nd District, 2nd Section, Fulton County, Georgia.

The following item will be considered by the City Council on Monday, August 10, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

f. PH-20-09 City of Alpharetta Capital Improvement Element

Consideration of a resolution authorizing transmittal of the 2020 Capital Improvement Element and Annual Report.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

**DOWNTOWN
ALPHARETTA
LOT FOR SALE**

Build your own home in downtown Alpharetta!

One of last of remaining single family home sites in the very middle of downtown (between Canton St. and Hwy. 9) .29 acre zoned 1 or 2 family R3 — in the heart of downtown Alpharetta — yet very private. Shovel ready. Site and house plans approved by city; building permit issued. Custom home design plans complete for single family residence — two story home with full basement and first floor master suite, library, kitchen, living room on main, large blue-tiled private patio off living room in back and large walled courtyard in front, with three car garage and on second story, tiled garden roof top deck with open bar and utilities, 4 bedrooms @ 3 1/2 baths, plus 800 sq. ft. guest suite above garage with full kitchen, bedroom, and living room with it's own exterior stair access.

Downtown Alpharetta is the place to be and real estate values are likely to just keep increasing. Asking \$800k for lot, permits, and plans. Brokers protected. For more information, email DowntownAlpharettaLot@gmail.com

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Lessons from all sides, the living and the dead

My friend Hank Dean — may he rest in peace



RAY APPEN
Publisher Emeritus
ray@northfulton.com

I see "out in our world" — including the abuse and vitriol directed at our newspaper and our delivery folks.

This has been a learning week for me since my recent column came out and a number of readers responded with emails. My column, "Should we save local journalism? Do we care," talked about many things. One central topic was my questioning the anger

Responses were both positive — "we appreciate what you do and thank you" — and negative — "I doubt I will ever come back to these local newspapers," and worse.

Those who were critical, for the most part, shared well-reasoned arguments why they felt the way they did. And, almost everything they pointed out demanded critical consideration no matter if I agreed or not. The points required careful thought and acknowledgment.

I felt the weight of the wisdom of the reader who commented: "Lately, however, I'm missing from the paper. My views, My questions. My stories. Missing... Something has happened to journalism. It's disappeared. It's disappeared by the choice of a spin word. It's disappeared

by the absence of questions I would ask. It's disappeared by the stories not covered."

Beyond the email responses, I was able to benefit from several "learning moments" that occurred this Saturday while I attended services in Rome, Ga., for one of my high school friends who died in March. Because of COVID-19, it was only now — almost six months following his death — that we were able to celebrate his life.

I have always found that life almost always provides a path for us if we are alert enough to see it — if we listen hard enough, pay attention enough. The timing of the funeral service and the column was not happenstance. Fortunately, I was paying attention.

On one hand, my friend Hank Dean saw the world in clear, non-ambiguous terms. He never wavered in what he believed, and he never side-stepped expressing his thoughts, even when they were not popular or comfortable.

Hank had no filter when it came to

this. You always knew where he stood. He gave no credence to being politically correct. That was not an agenda item on his horizon — ever. This honesty was universally appreciated and acknowledged by everyone who spoke at the service.

On the other hand, over and over during the service I heard his friends, his children, strangers he met along the way and others remark how Hank "always listened and was willing to wait for the answer," and that "when he was there, he was really there — all in — for my story."

They all finished by including that he cared, that he would give someone the shirt off his back if he thought that it would help them.

One woman stood out. She spoke in a halting, soft, accented voice, pausing a number of times to collect her thoughts, microphone in hand, then speaking truths — simple and unadorned — that struck us all. "Hank," she said, "welcomed anyone who needed shelter into his home." Then after a silence that seemed interminable, she finished with, "and into his heart."

Everyone loved Hank because he gave them all the respect — in many different ways — that they felt they deserved. And that seemed to be how they — at the end of the day — judged him.

"Listen, and listen well," I thought to myself. "And don't side-step the hard issues or the uncomfortable ones."

I can't believe Hank is gone. It doesn't seem possible. But, as somehow I suspected he would, he is sticking around to poke me — and us all — and remind us to speak our truth, to listen and pay attention, and to welcome friends and strangers into our home... and heart.

CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

This item will be considered by the City Council on Monday, October 5, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

- a. PH-20-07 City of Alpharetta Capital Improvement Element
Consideration of a resolution authorizing adoption of the 2020 Capital Improvement Element and Annual Report

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.



ADVERTISEMENT FOR BIDS

CITY OF ALPHARETTA, GEORGIA

FOR

PINE SHAVINGS FOR CITY'S EQUESTRIAN CENTER STALLS

ITB # 21-001

The City of Alpharetta (City) is requesting bids from qualified contractors for PINE SHAVINGS FOR CITY'S EQUESTRIAN CENTER STALLS including, but not limited to supply and delivery of bagged, new pine shavings bedding material to be used at the City's Equestrian Center. The location of the work is within the City of Alpharetta, Georgia.

The ITB will be available online Thursday, August 27, 2020, at our bid posting website, <https://cityofalpharetta.bonfirehub.com/>. Interested parties are required to log in to review the ITB documents.

This procurement is issued under the authority of the City's Procurement Policy and applicable law. The City has the authority to reject all bids or any bid that is non-responsive or not responsible, and to waive technicalities and inconsequential discrepancies to award a contract that is in the best interest of the City.

Bids will be due on Thursday, September 24, 2020 at 2:00 PM. All responses must be received before closing at <https://cityofalpharetta.bonfirehub.com/>, webpage for this project. Responses submitted by hard copy, mail, facsimile, or e-mail will not be accepted. Responses received after the closing time will not be considered.

A Public Bid Opening will be held shortly after the closing of the ITB. The bid opening will be a virtual Zoom meeting with a capacity to admit 100 attendees. Meeting attendance is not required. Detailed meeting attendance information will be posted by addendum at least 72 hours prior to the bid opening.

For information, please contact Beth Rucker at the City of Alpharetta Finance Department at 678-297-6052 or via email at purchasing@alpharetta.ga.us.

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CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

The following items will be heard at a public hearing held by the Planning Commission on Thursday, October 1, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

Items forwarded by the Planning Commission will be considered by the City Council on Monday, October 19, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

- a. PH-20-13 Unified Development Code Text Amendments – Animal Hospital, Small Animal
Consideration of text amendments to the Unified Development Code to add 'Animal Hospital, Small Animal' as a conditional use in the O-I (Office-Institutional) zoning district.

The following items will be heard at a public hearing held by the Planning Commission on Thursday, October 1, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

Items forwarded by the Planning Commission will be considered by the City Council on Monday, October 26, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

- b. MP-20-04/CU-20-07 Veterinary Emergency Group/2725 Old Milton Parkway
Consideration of a master plan amendment to add 'Animal Hospital, Small Animal' to Pod A of the Parkway 400 Master Plan and a conditional use to allow Veterinary Emergency Group. The property is located at 2725 Old Milton Parkway, Suite A and is legally described as being located in Land Lots 803 & 804, 1st District, 2nd Section, Fulton County, Georgia.

The following items will be considered by the City Council on Monday, October 26, 2020 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

- c. V-20-11 Citgo/174 North Main Street Variance
Consideration of a variance to eliminate the required 10' landscape strip along North Main Street. The property is located at 174 North Main Street and is legally described as being located in Land Lot 1252, 2nd District, 2nd Section, Fulton County, Georgia.
- d. V-20-13 STACK Data Center Parking and Stream Buffer Variances
Consideration of a variance to reduce parking and a variance to allow a stream buffer encroachment. The property is located at 3250 Webb Bridge Road and is legally described as being located in Land Lots 1260 and 1261, 2nd District, 2nd Section, Fulton County, Georgia.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

ALPHARETTA ROSWELL HERALD

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PUBLIC SAFETY

POLICE BLOTTER

All crime reports published by Appen Media Group are compiled from public records. Neither the law enforcement agencies nor Appen Media Group implies any guilt by publishing these names. None of the persons listed has been convicted of the alleged crimes.

Dispute brews at Starbucks over COVID-19 policy

ROSWELL, Ga. — Police responded to a Starbucks on Holcomb Bridge Road on Sept. 12 after two customers got into an argument with employees.

One of the customers, a 56-year-old man, said his wife required medical attention from burns she suffered when coffee spilled on her hands. Police determined the husband and wife had placed a drive-through coffee order, and when the woman handed the coffee cup to her husband, the lid came off and some of the coffee spilled onto the man's pants. The woman tried to return the cup to the drive-through attendant, but the cashier refused to take the cup due to Starbucks' COVID-19 safety policies.

The incident triggered an argument and the man pushed the cup out of his wife's hands, causing the coffee to spill onto the drive-through counter and the side of the Starbucks building, according to the report.

The couple pulled into a parking

DUI & Drug arrests

Miguel Delgado, 23, of Roswell Creek Lane, Roswell, was arrested Sept. 8 on Roswell Creek Lane for DUI and driving without a license.

Pablo Delaluse-Pederasa, 26, no street address, of Atlanta, was arrested Sept. 12 on Holcomb Bridge Road for possession of methamphetamine and possession of drug-related objects.

Rocio Lynn Northrop, 51, of Holcomb Ponds Court, Alpharetta, was cited Sept. 12 on Holcomb Bridge Road for DUI and following too closely.

Kaycee Downs Hoyt, 33, of Deer Trail, Alpharetta, was arrested Sept. 3 on Burnett Circle for DUI and open container violation.

space, and the husband continued the argument inside, but store managers asked him to step outside while they contacted police, the report stated. Officers found no redness, swelling or discoloration on the woman's hands. Medical personnel treated her with an icepack.

Sidewalk near courthouse spray painted with graffiti

ALPHARETTA, Ga. — Police were called to the Alpharetta Municipal Court

Christie Anne Coggins, 47, of Montcliff Drive, Cumming, was arrested Sept. 5 on Haynes Bridge Road for two counts of DUI.

Anahi Valdez Gomez, 22, of Estes Park Drive, Snellville, was arrested Sept. 6 on Ga. 400 for DUI and failure to maintain lane.

Scott Michael Rittmeyer, 31, of Hembree Park Terrace, Roswell, was arrested Sept. 6 on Ga. 120 for two counts of DUI and failure to maintain lane.

Kunal Kanti Patel, 41, of Saint Amour Place, Johns Creek, was arrested Sept. 7 on Windward Parkway for DUI, reckless driving and failure to maintain lane.

building Sept. 6 after receiving word that someone had sprayed painted the words "Black Lives Matter" and "BLM" in multiple colors on the sidewalk outside the courthouse, according to a police report.

The complainant gave officers the description of a 20-year-old Alpharetta woman, who was later charged with graffiti as a nuisance in connection with the incident, according to the police report.

See **BLOTTER**, Page 17

ALPHARETTA ROSWELL HERALD

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319 N. Main Street, Alpharetta, GA 30009

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319 N. Main Street, Alpharetta, GA 30009

PUBLIC SAFETY

DUI & Drug arrests

Rowda Durham, 49, of Archmont Trace, Alpharetta, was arrested Sept. 15 on Westside Parkway for DUI and failure to maintain lane.

Patrick Kyle Brown, 29, of Hutchinson Road, Cumming, was arrested Sept. 16 on Windward Plaza for two counts of DUI, obstruction-resisting officer/arrest, driving while license suspended or revoked, and obedience to required traffic control devices.

Conner Bernard Slewitzke, 26, of North Coleman Road, Roswell, was arrested Sept. 14 on Woodstock Road for possession of a schedule I substance and possession of marijuana.

Zachary Ryan Zwitter, 24, of Devereux Chase, Roswell, was arrested Sept. 14 on Woodstock Road for possession of a schedule I substance and

possession of marijuana.

Debra Lynn Kozicharow, 55, of Wood Creek Drive, Roswell, was arrested Sept. 16 on Old Dogwood Road for possession of a schedule I substance and possession of drug-related objects.

Soleiman Abdollahi, 39, Gran Crique Drive, Roswell, was arrested Sept. 16 on Old Dogwood Road for possession of drug-related objects.

Dimitri D Pinchinat, 23, of Portside Cove, Alpharetta, was arrested Sept. 19 on Atlanta Street for DUI, possession of an open container, impeding flow of traffic, failure to obey traffic control device, failure to maintain lane and driving with an expired license.

Matthew Allen Williams, 33, of Ashley Downs Lane, Atlanta, was cited Sept. 21 on Mansell Road for DUI, impeding flow of traffic, and possession of an open container.

The suspect accused the company's staff of being racist and the letter included several death threats.

"I refuse to take this lying (sic) down," the suspect wrote, according to the police report.

The letter writer went on to issue threats against employees and their families, and that he would then turn himself in and accept a live sentence.

"This is not a threat it's a promise," the letter went on to state. "I'm willing to give up everything I have to make you all suffer the exact same way you do to black players SEE YOU SOON asap."

A Hi-Rez Studios employee emailed police a PDF of the threats and provided officers the suspect's username, email address and IP address.

POLICE BLOTTER

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Video game maker receives death threats in letter

ALPHARETTA, Ga. — Alpharetta police responded to allegations of a terroristic threat Sept. 17 at a local video game developer's offices.

According to police, a disgruntled customer sent Hi-Rez Studios a written complaint threatening to kill the company's employees and their families.

A member of the company's legal team notified police of the Aug. 19 complaint, which had not been opened until the day police were contacted. Officers responded to the company's headquarters on Brookside Parkway and reviewed the written complaint.

The suspect, who purchased one of the company's games for the PlayStation 4 console, sent a profanity-laced complaint to customer service and alleged that their account had been suspended "based strictly on my skin color," according to the police report.

SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

Alpharetta is your community, and the City of Alpharetta is asking for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves?

The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version.

So that we can ensure appropriate social distancing and other safety protocols are in place, preregistration for the October 7 public workshop is required

For more info and registration, visit
<https://bit.ly/2Gp8jEo>



OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

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OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

Alpharetta begins update on city's land-use plan

Outdoor presentation draws dozens to park

By **PATRICK FOX**
pat@appenmediagroup.com

ALPHARETTA, Ga. — Dozens of residents wandered Brooke Street Park behind City Hall Oct. 7 to get the latest update on Alpharetta's map to the future.

Horizon 2040 is the city's campaign to engage residents in drafting updates to how Alpharetta should grow over the coming decades. The process occurs every five years as an update to the city's Comprehensive Plan. The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development, broadband services and transportation. It also establishes a five-year investment and action plan for achieving it.

The Comprehensive Plan also serves as the basis for City Council decisions on rezoning and variance applications.

The update effort kicked off in August when city planners used email and social media to ask residents to comment on the needs and current status of living in Alpharetta. The survey drew



PATRICK FOX/HERALD

Visitors tour a Stonehenge-like display of maps and planning information Oct. 7 at Brooke Street Park as part of Alpharetta's Horizon 2040 initiative to update its Comprehensive Plan. The material also included information about a recent survey gauging residents' interest in transportation, quality of life and affordable housing.

718 responses from major stakeholders, like homeowners associations, businesses and other groups.

The Oct. 7 event was the second stage of the process, providing results of the survey and giving residents a chance to weigh in on future development with questions regarding quality of life, transportation and affordable housing.

Some of the posters posed questions about Alpharetta's current policies that set a trajectory for development.

Results showed:

Parks and recreation was the chief element for choosing to live in Alpharetta, followed closely by quality schools. Proximity to family, cultural sites and employment drew lower interest.

Expensive housing was by far the greatest barrier listed for choosing not to live in the city.

Detached dwellings and workforce housing were listed as the top two types of housing needed in the city.

The event also gave residents an opportunity to select which areas of the city should be developed and what kind of development — office, residential, retail or mixed-use — would be suitable for those areas.

Another set of maps allowed residents to specify which areas of the city are in need of redevelopment.

Woodman said residents will be provided opportunity to propose more detailed suggestions, such as areas in need of more green space, at future workshops on the Comprehensive Plan.

"Tonight is more of a high-level meeting, starting with the main plan elements, the policies and the mapping exercise," Woodman said. "Future meetings, we'll get into more details."

"These community policies come from our current Comprehensive Plan, as well as what we heard from those 718 responses from the community [survey] and from our Steering Committee that we met with back in the beginning of September," said Michael Woodman, senior planner with the Alpharetta Department of Community Development.

The August survey revealed a pulse of public attitude about the current state of life in the city.

Big Creek plant upgrade to include \$21 million filtration system

By **MATT BRUCE**
news@appenmediagroup.com

ROSWELL, Ga. — As part of a \$300 million upgrade, the Big Creek Water Reclamation Facility in Roswell has been approved for a state-of-the-art filtration system.

The Fulton County commission approved a \$21.2 million bid Oct. 7 for the membrane system that will handle filtration in the revamped facility.

The sewer plant is one of three wastewater treatment facilities in North Fulton and services an area covering 70 square miles, including Roswell and Alpharetta as well as portions of Milton,

Johns Creek and Forsyth County. Fulton County is partnering with Archer Western Construction and Brown and Caldwell to carry out the design-build joint project, which is the largest capital improvement effort in the county's history.

Brown and Caldwell announced July 29 that construction for the landmark project is underway. The announcement came about three weeks after Fulton County commissioners approved a \$274.8 million cap for the expansion. That vote did not include the cost for the new membrane system, which commissioners voted on last week.

Fulton selected Kubota Membrane USA, a Washington company, to build and design a membrane bioreactor system, then train staff how to use it. The system parses organics and solid waste out of reclaimed water. Without it, the expansion effort at Big Creek can't move forward.

County officials said it would be cheaper to purchase the new membrane system directly from Kubota rather than buy it through the contractors.

According to county records, Kubota has been working with Archer Western and Brown and Caldwell since February to integrate its membrane design into the grander construction scheme for the facility.

Kubota was one of four finalists that bid on the project. The company proposed fiber plate membranes built upon membrane bioreactor technology, a system considered one of the most advanced in wastewater treatment. The project website says the system combines biological treatment and nutrient removal with ultrafiltration membranes that sift out particles greater than 0.04 microns, about one-millionth of an inch, in diameter.

Fulton County commissioners unanimously approved the 54-month contract with Kubota without discussion during the Oct. 7 session.

The Big Creek Reclamation Facility

was originally built in 1969 with a capacity to treat 750,000 gallons per day. An expansion in 1991 increased the facility's capacity to 24 million gallons per day, or 24 MGD.

County officials expected Big Creek to reach its treatment capacity this year. And according to a forecast from the Metropolitan North Georgia Water Planning District, the facility needs to expand its operation to continue to meet the demand for an anticipated uptick in population.

The current overhaul will elevate Big Creek's capacity to 32 MGD by 2024 and includes new noise and odor control systems. It is also poised to replace aging infrastructure to increase the system's efficiency.

At a July 8 Fulton County Commission meeting, Public Works Director David Clark estimated that the upgrades would carry the facility through 2050 with the highest of environmental standards.

"This project's going to allow us to not only treat the additional wastewater demand that is being generated by Roswell, Alpharetta, Milton and portion of Johns Creek," Clark said. "But it also will allow us to meet and exceed all environmental permit requirements placed on the wastewater effluent as it is returned to the Chattahoochee River."

GARAGE SALES

See more garage sales in the classifieds

MILTON: Multi-family, Belleterre Subdivision, Belleterre Drive at Bethany Bend. Friday 10/16, Saturday 10/17, 8:30am-2:30pm.

CUMMING-30040: Bethelview Downs off Bennett Parkway, exit 13. 9+ families. See posters. Friday 10/16, Saturday 10/17, 9:30AM-2PM. Bargains! Christmas, furniture, decor, household, jewelry, clothing, gym equipment. Don't miss!

DEADLINE To place garage sale ads: Noon Friday. Call 770-442-3278 or email classifieds@appenmediagroup.com

Projects:

Continued from Page 4

"I'd like one more stab at it before it comes up for a final vote," he said. The council also heard the latest update on a proposed \$29.5 million bond to fund Alpharetta Parks.

Parks, Recreation and Cultural Services Director Morgan Rodgers highlighted a list of 11 items focused on upgrading and expanding services at the city's parks.

Wills Park is under consideration for about a third of the funding, with \$5 million going toward the build-out of the Equestrian Park. Another \$4 million would go toward redesign and upgrades to trails, the dog park and the disc golf course, among other amenities.

There was lengthy discussion about a \$3 million allocation to preserve and expand the park at the historic Farmhouse community at the northeast corner of Ga. 400 and Old Milton Parkway.

Councilman Dan Merkel said he had to question whether investing in what is basically a historic site that sits right next to one of the busiest highways in Metro Atlanta is a good idea.

He said he doubts it would draw a lot of visitors. Those that did walk down, he said, would see a plaque, "and Ga. 400 is going to be right on your shoulder."

But Councilman Donald Mitchell, who has pushed for added funding to the arts and history throughout his terms on the council, said the location represents one of the oldest settled sites in the city and represents value in its heritage.

The city is expected to hash out more details on the parks list in later meetings.

Local voters passed a \$52 million bond referendum in 2016 with about half devoted to capital improvements and land acquisition for Alpharetta parks and recreation. The rest of the money was applied to transportation projects.

Voters also approved a \$29 million bond in 2011 to help fund development of the downtown City Center multi-use project, which also includes park areas.

They passed a \$24.9 million referendum in 1997, again with about half the money dedicated to parks.

Right now, Alpharetta property owners pay \$5 million each year to retire debt from three earlier bonds. Final payoff for the first will not occur until 2026. The other two are scheduled to be retired in 2032 and 2041.

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To support social distancing and safety, this event will be held outdoors and is designed as a drop-in event. Food trucks will be available on site.

For more info about this effort, please visit www.alpharetta.ga.us/complan

APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

Alpharetta parks bond faces new headwinds

By PATRICK FOX
pat@appenmedia.com

ALPHARETTA, Ga. — City officials are continuing discussions over whether Alpharetta should consider a multi-million-dollar bond issue dedicated to parks.

As proposed, residents would vote on whether to approve the bond in the November general election.

Revised cost estimates for parks initiatives to be funded through the bond have swelled by 15 percent over original figures.

At a May 24 meeting, the City Council learned that costs for major upgrades and land acquisitions generally approved for the bond have climbed to \$35 million. That's about \$5.5 million more than the original figure discussed in April.

Right now, the city has a bonding capacity of about \$30 million, according to Alpharetta Finance Director Tom Harris. That means the city could afford annual payments of \$1.65 million over 25 years without raising the tax rate on property or without raising established levels of other funds. If the city approves a higher bond, say \$35 million, the higher annual payments would likely be drawn from the city's recurring capital projects fund which the city wants to rebuild after it took a sizeable hit last year during the pandemic.

Harris said the city could scale some of the parks bond projects into phases and address the most immediate needs, then tackle the balance of the work with regular parks or capital funding.

The city is listing 12 projects to consider for the bond, each ranked in preference through polling of the City Council.

Topping the list are the buildout and improvements to the Equestrian Center at Wills Park and new turf for the Webb Bridge Park soccer field.

Upgrades and enhancements to Wills Park outside the Equestrian Center also scored high.

Implementing portions of the Wills Park Master Plan were originally estimated at \$4 million. That number is now \$7 million.

Other projects under consideration include design and buildouts for Waters Road Park, Mayfield Road Park and Milton Avenue Park.

The list also includes design and buildout for the small Farmhouse Park site near Ga. 400 and Old Milton Parkway. The 5-acre tract is thought to be



the earliest settlement for the area that would become Alpharetta.

Parks and Recreation Director Morgan Rodgers said his department is still waiting for final conceptual drawings for some of the projects. He said projects could be divided into phases, but no decisions have been made as to which portions are delayed.

He said he is confident his department can develop a staged approach to all the projects that would fit into the bond funding.

Most council members said they want to keep the bond at its original \$29.5 million level that would allow the city to continue a financially secure path on other funds.

The higher project cost estimates are one kink in what earlier appeared to be an almost certainty.

Now, a November bond issue itself is drawing some concerns.

Councilman John Hipes said he prefers the city wait until next spring before placing a bond issue on the ballot. He said November is already weighted with a referendum to extend the countywide transportation sales tax, or TSPLOST, a measure expected to net the city close to \$60 million over five years for roads and trails.

If the TSPLOST vote fails and the parks bond passes, Hipes said, Alpharetta will have committed a giant share of its assets to parks, and transportation projects will suffer.

"We're putting our fate into the hands of Fulton County voters," he said, adding that the last TSPLOST referendum passed 52 percent to 48 percent.

The City Council is expected to continue discussions on the parks bond referendum this month. A final decision on whether to place the issue on the November ballot must come before the end of summer.

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Have you experienced the deep grief of losing a loved one to death?

This group offers help and encouragement after the death of a spouse, child, family member or friend. A safety net when your world is literally falling apart. To sign up go online to: GriefShare.org

Gene and Sarah Persinger, Facilitators, 678-404-7007.

Affiliated with Alpharetta First United Methodist Church (meeting virtually through Zoom for the Summer)

CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

Items will be considered by the City Council on Monday, June 21, 2021 commencing at 6:30 p.m. in the Alpharetta City Hall, Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

- a. PH-21-11 City of Alpharetta Capital Improvement Element
Consideration of a resolution authorizing transmittal of the 2020 Capital Improvement Element and Annual Report.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

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We need Hero Housing



ANGELIKA KAUSCHE
State Rep., District 50

Have you ever thought about where the people who provide critical and essential services in our community live? If not, here is a suggestion — next time you go to a restaurant, a doctor's office, visit your local school, house of worship, or any business in your community, ask

the people who serve you where they live. The answer may surprise you.

Even before the pandemic, North Fulton was becoming an increasingly expensive place to live, and the pandemic exacerbated this trend. Housing prices continue to increase dramatically but wages do not keep up. That makes people financially vulnerable even if they have regular work, for example, Carol.

Carol lives in Johns Creek. She is a single mother with three children. She moved here for a job in a dental office and better schools for her children six years ago. The apartment she rented at the time she moved to Johns Creek was already a financial stretch, but she could manage. Since then, the rent has gone up by over \$400 per month. Her salary has not kept pace. To make ends meet, Carol started doing restaurant deliveries in the evenings. During the week, she gets home at 6 p.m., spends one hour with her children and then delivers food Saturdays 2-10 p.m., leaving Sundays for household chores or trying to help the kids with homework. She is exhausted and not sure how much longer she can sustain this way of life. She feels she has to for the sake of her children.

Roughly 45 percent of families in North Fulton are considered housing cost-bur-

dened. They spend 30 percent or more of their household income on rent or mortgage payments. Some have to spend up to 80 percent of their income on housing. These are working families that are just trying to get by. It gets harder for them every day.

Currently, the average rent for a one-bedroom apartment in Johns Creek is \$1,300. One needs to earn three times that amount, \$3,900 a month, to be eligible to rent it. That equates to almost \$25 per hour for a 40-hour work week, making it almost impossible for food service and retail workers to live close to work. It also makes Johns Creek unaffordable for essential workers like first responders, teachers, and health care workers.

In the latest data available, more than 24,000 people commute to Johns Creek daily for work. That is one big reason why so many of us are frustrated about congestion while employers find it exceedingly difficult to fill jobs.

Being able to afford housing close to

where you work is a question of sustainable economic development for our communities and our quality of life. The farther someone lives from their job, the higher the risk of turnover. Employers should be the first ones to tackle this challenge for the benefit of their shareholders, employees and community.

As a prosperous community we need to allow for a variety of people to live and work here. We need "Hero Housing" to enable the people that are essential to our quality of life — indeed, to our very survival — to work and live in our community.

I want to thank North Fulton Community Improvement Network (NFIN), especially its Chair, Jack Murphy, for contributing to this Op Ed. NFIN's mission is to explore financial vulnerabilities in our community and work with stakeholders on finding sustainable solutions. You can find out more at <https://improvenorthfulton.org/>

Angelika Kausche, State Representative for Georgia's House District 50, Johns Creek, Angelika.Kausche@house.ga.gov

Rice:

Continued from Page 4

Founded in 1976, the Chattahoochee Nature Center is a non-profit environmental education facility located on 127 acres of woodlands along the Chattahoochee River in Roswell. The center's purpose is to connect people to nature and educate them about the river's vital importance. It provides guests with educational programming, events, wildlife interactions and other adventures, such as canoe trips, river and woodlands walking trails, trestle zipline courses and more. The center provides a series of youth-related programs each year to approximately 40,000 children, including more than 13,000 Title I students.

To learn more, visit chattnaturecenter.org.

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CITY OF ALPHARETTA PUBLIC NOTICE Fiscal Year 2022 Budget

Notice is hereby given that a public hearing shall be held before the Mayor and Council of the City of Alpharetta, Georgia on June 21, 2021 at 6:30 p.m. regarding the adoption of the budget for fiscal year 2022 (July 1, 2021 – June 30, 2022).

This public hearing is scheduled to be conducted at City Hall, 2 Park Plaza, Alpharetta, in City Council chambers.

The proposed budget is available on the City's website as well as in the Department of Finance (City Hall, 2 Park Plaza) from 8:30 a.m. to 5:00 p.m. (Monday through Thursday) and 8:30 a.m. to 4:30 p.m. (Friday).

This public hearing is in accordance with O.C.G.A. 36-81-5. All citizens of Alpharetta are invited to attend, and comment will be heard.

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CITY OF ALPHARETTA PUBLIC NOTICE PH-21-AB-17

Please note that, due to ongoing efforts to encourage "social distancing" in response to the COVID-19 pandemic, this meeting will be conducted virtually using Zoom meetings.

PLACE

To Attend the Virtual Meeting:
Using Your Computer, Tablet or Smartphone
Go to: <https://zoom.us>
Meeting ID: 967 7181 0217
Dial In: +1 646 558 8656 US
June 17, 2021 at 2:00 P.M.

PURPOSE

Gas Station / Convenience Store
Retail Package Sales
Beer, Wine & Sunday Sales

APPLICANT

Winward Shell Inc.
6185 Windward Parkway
Alpharetta, GA 30005

Owner

Hameedullah Panjwani

Registered Agent

Noorallah Panjwani

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A WILLOW RIVER SENIOR LIVING COMMUNITY

OPINION

GDOT cuts off nose to spite its face on Milton intersection



JOE PARKER
Editor
joeparker@appenmedia.com

If you missed it in the July 15 Herald, the Florida-T intersection at Green Road and Crabapple Road near downtown Crabapple will soon be no more. As GDOT repaves Crabapple, the Florida-T intersection, which was installed just over two years ago, will be deleted. Essentially, the intersection will regress to its former state, just with some added turn lanes.

And as someone who traverses the intersection several times a week, this is an absolute shame. The Florida-T has made the Green/Crabapple intersection far safer. I don't have crash statistics to back up that statement, but anyone who regularly turns left from Green onto Crabapple is sure to agree. The landing area on Crabapple allowed drivers to, essentially, only cross one direction of travel at a time versus the "good luck, guy" sign that might as well have been posted before the intersection improvement.

While safety should be paramount in any traffic project, another magnificent benefit of the Florida-T was in traffic moving far much more freely through the area once it was installed. Long backups along Green Road

were constant throughout the day before intersection was improved, especially in the morning and afternoon rush hours. This was exacerbated by people being overly cautious about crossing several lanes of traffic, something they don't have to do currently. Before the improvement, traffic along Crabapple heading toward downtown Crabapple would be snarled every time someone needed to turn left onto Green. After the Florida-T was installed, severe backups were practically non-existent, only really occurring when drivers on Green Road approached the intersection for the first time and had no idea what to do.

GDOT calls this "driver expectancy." Essentially, the organization noted that many drivers didn't know how to traverse a Florida-T. But that's no reason to nullify a project that worked to solve the two major issues each traffic improvement project sets out to do — improve safety and traffic flow.

GDOT gave several other reasons for its decision to nullify the Florida-T, like drivers striking the curb, lack of a shoulder and lane widths. But frankly, these are crap reasons to nullify what was otherwise a beautiful bit of engineering that worked to mitigate problems. And the solution to just revert the intersection back to its previous state, plus a few turn lanes that will require drivers to cross another

See **PARKER**, Page 21

CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

The following item will be heard at a public hearing held by the City Council on Monday, August 16, 2021 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

a. E-21-02 Taffer's Tavern Sign Exception

Consideration of a sign exception to increase to the size of a perpendicular sign from 8 square feet to 18.67 square feet. The property is located at 33 South Main Street and is legally described as being located in Land Lot 1269, 2nd District, 2nd Section, Fulton County, Georgia.

b. PH-21-11 City of Alpharetta Capital Improvement Element

Consideration of a resolution adopting the 2020 Capital Improvement Element (CIE) and Annual Report.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

OPINION

Nothing beats fishing with the grandkids



STEVE HUDSON
Cat Outside Georgia
sthw@comcast.net

We've been fortunate to have the grandkids visit us twice in the last three or four weeks. Yes, our son and daughter-in-law were here too. It was great to have them as well. But the grandkids? Well, if you have grandkids yourself, you know exactly what I'm talking about. You know who the stars really are.

The big question, of course, is which of the myriad possible activities should we choose to enjoy while said grandkids are visiting. The list is a long one and includes things like rock collecting (I think I told you about that a couple of weeks ago) and lightning bug hunting (a perpetual favorite) and all manner of art-and-craft projects (my wife knows just the right ones to pick).

And, of course, fishing. "FISHING!" the kids shout in enthusiastic unison. "Let's go FISHING, Granddaddy!"

In my vast experience, I've learned some things about fishing with kids. Actually, there's only one thing you have to remember when fishing with the kids. And it's this:

Remember that they're kids, and kids see the world in unique ways.

Sure, 8- and 5-year-olds want to catch fish. But they also want to catch bugs. And look for tadpoles. And chase butterflies. And throw sticks in the water. And maybe even play in the mud.

Still, I want 'em to catch some fish. So here, to show you how it might be done, is the inside story on my fishing adventure with the grandkids.

First, I got 'em a couple of brand-new spinning rigs — you know, the kind with the pushbutton reels. It took them all of five minutes to master those rods, which are surely God's gift to fishing-inclined grandparents everywhere. They were soon throwing practice plugs all the way across the yard (let me tell you, those kids can cast) and sometimes into the trees. In fact, several practice plugs remain in the oaks and magnolias (and probably will for years to come) anchored securely to various limbs with 8-pound-test nylon line, spinning and sparking like very early Christmas decorations, which (knowing me) the neighbors just might think they are.

Practice plugs work fine for learning, but when it comes to actual fishing, my advice is to forget that tackle box full of crankbaits and inline spinners and go, instead, with worms.

"WORMS!" say the kids in unison. "Granddaddy, let's go buy some worms!"

Where can we buy worms, Granddaddy?"

Aha! Interest is piqued! And then, in a moment of calculated brilliance, I tell a small fib.

"I don't know where to buy worms," I say (though actually I do — Walmart has 'em — but digging in dirt is fun!). "But we can DIG some worms of our own," I add. "Want to go dig some worms?"

"YES GRANDDADDY!" they chorus. "LET'S GO DIG SOME WORMS!!!"

The plan is simple. We go out in the backyard where the dirt is soft, and I dig up a shovelful of loam. Then I stand back and the kids go to work grabbing earthworms left and right. The worms go into a little container which, conveniently, just happens to be sitting there. And we soon have worms enough for all.

Then it's off to the pond. At the pond, step one is to mash down the barbs on the hooks. Again, if you have grandchildren, you'll understand why.

Then it's time to choose some worms. "Want me to pick out some good ones?" I ask.

"No, Granddaddy, I can do it," the youngest says, immediately rummaging through our worm vault and, a moment later, bringing me a couple of really good ones.

"Great job!" I say, for one must affirm such initiative at every opportunity. Then, "Want me to put them on the hook?"

"I can do it, Granddaddy!" says the oldest, and (sure enough) he baits his hook like a pro.

"But you can put the worms on MY hook," says the youngest. "Would you, Granddaddy? I'm a princess, and princesses don't put worms on hooks."

So I do, and pretty soon there are two floats bobbing on the lake, worms hanging tantalizingly in the water below.

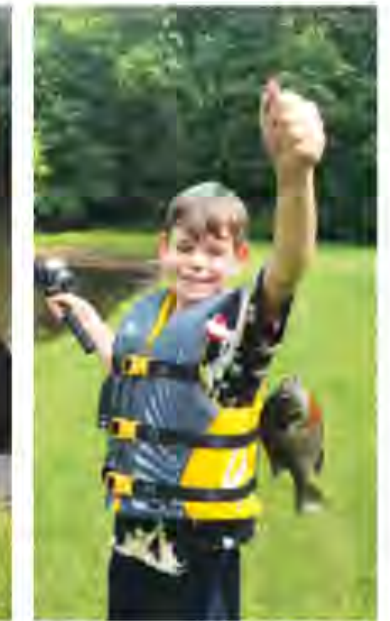
And then... "Granddaddy!" says the youngest. "GRANDDADDY! You said to watch the floaty thing, and if the float goes under then I am getting a bite, and Granddaddy I THINK I AM GETTING A BITE!!!"

Great excitement ensues. And pretty soon, there's the first fish of the day: a big ol' bass!

I'd have been thrilled to land that one on my fancy flyrod, but it would have been nothing compared to seeing the child bring it in.

Then, a few minutes later, the other grandchild hooks and lands its twin! We catch more bass and some nice bluegill. Then we stop to look for tadpoles.

And then we go back to fishing. It was a timeless moment, there by the pond, a moment when life really was good.



PHOTOS BY: STEVE HUDSON/PROVIDED

And I found myself wondering, I wondered if I'd have more fun with my fancy flyfishing if I did that, too, stopping now and then to look for tadpoles...

But the thought remains unresolved, for my reverie is interrupted by an excited shout.

"GRANDDADDY!" comes the call. "Granddaddy, the floaty thing is going under, and I think I am getting a bite!"

It was a good day. It was a very good day indeed.

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Council expands restaurant district

carrying out alcohol from a restaurant and drinking it while walking along Ga. 9 and to City Hall on Hill Street, which is now included in the district.

Davidson reiterated that the resolution only applies to restaurants that serve alcohol, and there are other laws in place, like public intoxication laws, that deal with drinking alcohol in public spaces.

"But all it is, it's for the business. It's not for the person walking with the drink," Davidson said.

Russell was also concerned about people who have had too much to drink walking across Ga. 9 without waiting for a signal.

"I'm just real concerned about this constant expansion," Russell said. "I understand it's only for the restaurant and what you're doing is relieving them of liability. But it's not relieving anybody else of liability."

City Councilman Mike Palermo later clarified that the district does not go up to Hugo's Oyster Bar or north of that, as this restaurant was mentioned throughout public comment. He said the district basically ends at the Georgia's Own Credit Union.

Councilman Matt Judy said, at the March 24 Community Development and

Transportation Committee Regular Meeting, that he was contacted by a few of the businesses in the Oak Street area to extend the district.

Oak Street is an up-and-coming area with Oak Street Bottle Shop, The Whiskey Project, Zuzu Pizza and Gate City's new tasting room that's coming soon, Judy said.

"I believe this will allow us to continue to attract business to the area over there and keep the area vibrant," Judy said.

See **COUNCIL**, Page 12



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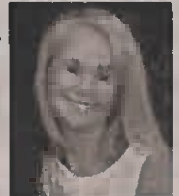
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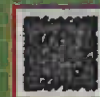
SHARE YOUR IDEAS FOR ALPHARETTA'S FUTURE

Alpharetta is your community, and the City of Alpharetta is listening for your ideas and opinions on its future. How will we improve transportation? How will we encourage economic growth while preserving green space and protecting existing neighborhoods? How will we address housing and quality of life issues as our community evolves?

The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version.

To support social distancing and safety, this event will be held outdoors and is designed as a drop-in event. Food trucks will be available on site.

For more info about this effort, please visit
www.alpharetta.ga.us/complan



APRIL 27 6:00 PM - 7:30 PM 3625 BROOKSIDE PARKWAY

HERALD

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319 N. Main Street, Alpharetta, GA 30009

POLICE BLOTTER

All crime reports published by Appen Media Group are compiled from public records. Neither the law enforcement agencies nor Appen Media Group implies any guilt by publishing these names. None of the persons listed has been convicted of the alleged crimes.

Dispute brews at Starbucks over COVID-19 policy

ROSWELL, Ga. — Police responded to a Starbucks on Holcomb Bridge Road on Sept. 12 after two customers got into an argument with employees.

One of the customers, a 56-year-old man, said his wife required medical attention from burns she suffered when coffee spilled on her hands. Police determined the husband and wife had placed a drive-through coffee order, and when the woman handed the coffee cup to her husband, the lid came off and some of the coffee spilled onto the man's pants. The woman tried to return the cup to the cashier refused to take the cup due to Starbucks' COVID-19 safety policies.

The incident triggered an argument and the man pushed the cup out of his wife's hands, causing the coffee to spill onto the drive-through counter and the side of the Starbucks building, according to the report.

The couple pulled into a parking

PUBLIC SAFETY

DUI & Drug arrests

Miguel Delgado, 23, of Roswell Creek Lane, Roswell, was arrested Sept. 8 on Roswell Creek Lane for DUI and driving without a license.
Pablo Delalusa-Pedrasa, 26, no street address, of Atlanta, was arrested Sept. 12 on Holcomb Bridge Road for possession of methamphetamine and possession of drug-related objects.
Rocio Lynn Northrop, 51, of Holcomb Ponds Court, Alpharetta, was cited Sept. 12 on Holcomb Bridge Road for DUI and following too closely.
Kaycee Downs Hoyt, 33, of Deer Trail, Alpharetta, was arrested Sept. 3 on Burnett Circle for DUI and open container violation.

Christie Anne Coggins, 47, of Montcliff Drive, Cumming, was arrested Sept. 5 on Haynes Bridge Road for two counts of DUI.

Anahi Valdez Gomez, 22, of Estes Park Drive, Snellville, was arrested Sept. 6 on Ga. 400 for DUI and failure to maintain lane.

Scott Michael Rittmeyer, 31, of Hembree Park Terrace, Roswell, was arrested Sept. 6 on Ga. 120 for two counts of DUI and failure to maintain lane.

Kunal Kantil Patel, 41, of Saint Amour Place, Johns Creek, was arrested Sept. 7 on Windward Parkway for DUI, reckless driving and failure to maintain lane.

space, and the husband continued the argument inside, but store managers asked him to step outside while they contacted police, the report stated. Officers found no redness, swelling or discoloration on the woman's hands. Medical personnel treated her with an icepack.

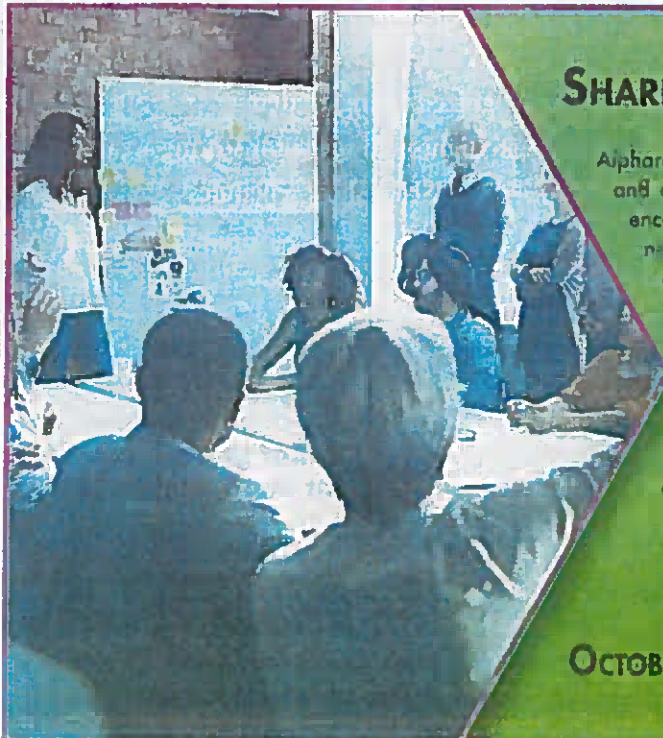
Sidewalk near courthouse spray painted with graffiti

ALPHARETTA, Ga. — Police were called to the Alpharetta Municipal Court

building Sept. 6 after receiving word that someone had sprayed painted the words "Black Lives Matter" and "BLM" in multiple colors on the sidewalk outside the courthouse, according to a police report.

The complainant gave officers the description of a 20-year-old Alpharetta woman, who was later charged with graffiti as a nuisance in connection with the incident, according to the police report.

See **BLOTTER**, Page 1



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The visions and strategies for these and many more issues are defined in the Alpharetta Comprehensive Plan, and we need Alpharetta residents to join us in creating the new version.

So that we can ensure appropriate social distancing and other safety protocols are in place, preregistration for the October 7 public workshop is required.

For more info and registration, visit
<https://bit.ly/2Gp8jFo>



OCTOBER 7 6:00 PM PREREGISTER FOR LOCATION INFO

Attorney:

Continued from Page 2

jumped over the railing, then slapped the brim of her cap and pushed her glasses into her face. When she told

Van Sant not to touch her again, she said he replied, "What are you going to do about it?"

Van Sant had returned to his party box by the time a security guard came to the area to talk to the offended parties. The guard said Van Sant reached over the railing and squeezed her neck

hard enough that she later had to go to the hospital to be treated for neck pain.

At some point, Van Sant grabbed the iPad that an employee was using to keep tabs for food and drink orders. He threw it into the crowd of 12,000 people and it wasn't recovered until after the concert, police said. The device was

undamaged.

Van Sant told police he threw it because he wanted the employees "to party with him" and said "it was over loving." He reportedly said he'd done "shrooms" and police detected the scent of alcohol on him, according to the arrest report.

CITY OF ALPHARETTA NOTICE OF PUBLIC HEARING

The following items will be heard at a public hearing held by the Planning Commission on Thursday, September 2, 2021 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

Items forwarded by the Planning Commission will be considered by the City Council on Monday, September 20, 2021 commencing at 6:30 p.m. in the Alpharetta City Hall Council Chambers, 2 Park Plaza, Alpharetta, Georgia.

a. MP-21-01/V-21-04 The Bailey/Northwinds

Consideration of a master plan amendment and variance to allow a 156,400 square foot wellness center, 53,000 square foot of office use, a 100-room boutique hotel, and 24,700 square feet of retail/restaurant use on 4.72 acres. A master plan amendment to the Northwinds Master Plan is requested to amend development standards, such as building setbacks, building heights and building coverage. A variance is requested to increase the maximum impervious area in the O-I district. The property is located at 2650 Northwinds Parkway and is legally described as being located in Land Lots 799, 805 and 806, 1st District, 2nd Section, Fulton County, Georgia.

b. Z-21-06/V-21-17 Kimball 154

Consideration of a rezoning and variances to allow for a 3-story, 120,000 square foot office building and re-use of 2 existing buildings for office use and amenities on 4.44 acres. A rezoning is requested from SU (Special Use) to O-P (Office-Professional). Variances are requested to reduce parking, increase lot coverage, reduce front building setback, increase building height and reduce minimum driveway separation. The property is located at 154 Kimball Bridge Road and is legally described as being located in Land Lot 801, 1st District, 2nd Section, Fulton County, Georgia.

c. PH-20-07 Horizon 2040 Alpharetta Comprehensive Plan – Transmittal Hearing

Consideration of a request to transmit the Horizon 2040 Comprehensive Plan draft plan to the Atlanta Regional Commission (ARC) and Department of Community Affairs (DCA) for review.

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a. Z-21-08/CU-21-11 Mayfair on Main/217 South Main Street

Consideration of a rezoning from C-2 (General Commercial) to DT-MU (Downtown Mixed-Use) and a conditional use to increase the density above 10 dwelling units per acre to allow for the construction of a 24-unit 'For-Sale' townhome development in the Downtown. The property is located at 217 South Main Street and is legally described as being located in Land Lot 694, 2nd District, 2nd Section, Fulton County, Georgia.

b. Z-21-07/V-21-24 236/244 North Main Street

Consideration of a rezoning from O-I (Office-Institutional) to DT-LW (Downtown Live-Work) and a variance to reduce the side setback between structures from 10' to 6' in order to allow for the construction of 11 single-family detached homes in the Downtown. The property is located at 236 and 244 North Main Street and is legally described as being located in Land Lot 1197, 2nd District, 2nd Section, Fulton County, Georgia.

c. PH-21-14 UDC Text Amendments – Permitted and Conditional Uses and Temporary Uses

Consideration of text amendments to Unified Development Code (UDC) Article II, Use of Land and Structures and Appendix A: Alpharetta Downtown Code to amend permitted and conditional uses in several zoning districts, as well as amendments to temporary uses.

d. PH-21-16 UDC Text Amendments – Medical Marijuana Production and Dispensary Use

Consideration of text amendments to the Unified Development Code (UDC) to add a definition and regulations addressing medical marijuana production and dispensary use.

Note: Georgia law requires that all parties who have made campaign contributions to the Mayor or to a Council Member in excess of two hundred fifty dollars (\$250) within the past two (2) years must complete a campaign contribution report with the Community Development Department. The complete text of the Georgia law and a disclosure form are available in the office of the City Clerk, 2 Park Plaza, Alpharetta, Georgia.

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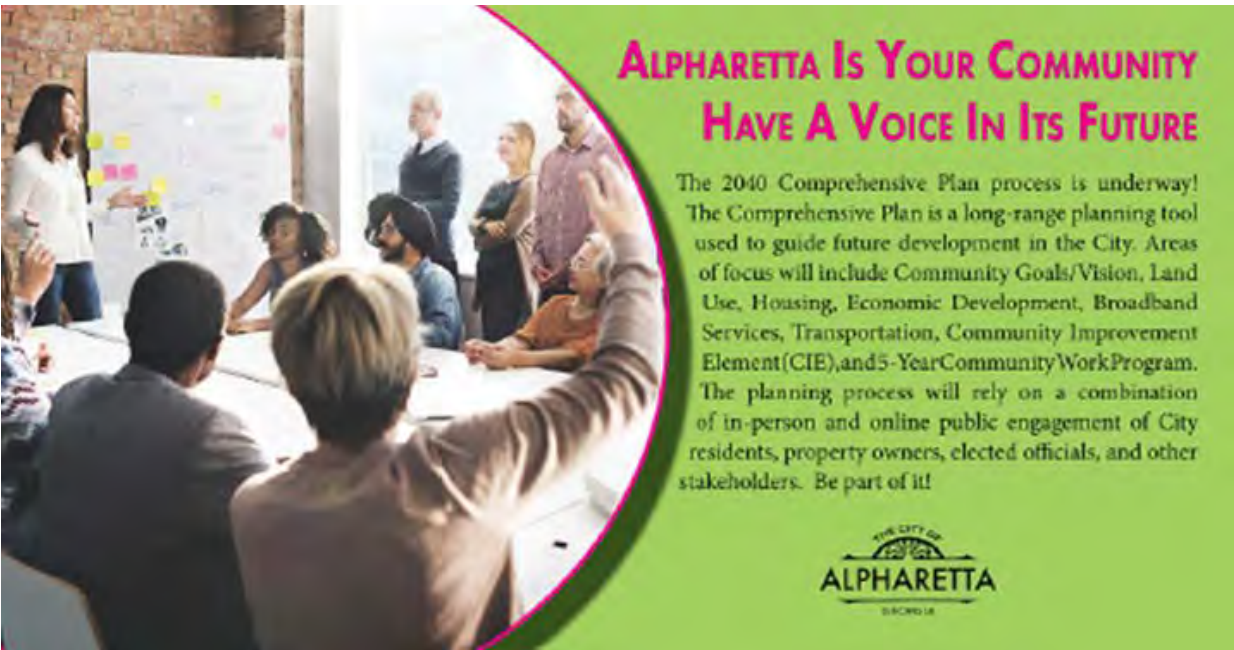
From: [Taylor, Elicia](#)
Subject: What is your Vision for the Alpharetta of tomorrow?
Date: Monday, July 27, 2020 10:50:04 AM
Attachments: [image003.png](#)

Dear Steering Committee and Stakeholders,

The 2040 Comprehensive Plan process is underway! If you haven't done so already, please share your thoughts for your vision for Alpharetta of tomorrow. Complete the survey at <https://bit.ly/2CKuWl3> by August 10, 2020. Please share with your friends and neighbors! Your ideas and opinions are vital to creating the future Community you would like to see!

Thank you for your input in this important process!

Elle



Elicia Taylor
Planning and Zoning Coordinator
Community Development
City of Alpharetta



Sent 8.7.20

From: [REDACTED]
Subject: Don't Forget! Share your Vision for the City of Alpharetta by Monday, August 10!
Date: Friday, August 7, 2020 9:43:48 AM

Dear Steering Committee and Stakeholders,

The deadline is almost here! If you haven't done so already please share your thoughts for your vision for Alpharetta as we update our vision for the future! Please complete the survey at <https://bit.ly/2CKuWl3> by August 10.

Please share with your friends and neighbors. If you are on the Next Door App for your neighborhood, please share it there.

Thank you for your input in this important process!

Elle

Wouldn't it be great if every Alpharetta citizen had the opportunity to help create the plan that shapes our community's future?

The great news is that you do, and the time for you to get involved is now!

The City of Alpharetta updates its vision for the future and adopts it every five years in the form of our Comprehensive Plan.

The plan casts the community's goals and vision for the future in areas such as land use, housing, economic development,

broadband services, and transportation and sets out a five-year investment and action plan for achieving it.

It also serves as the basis for City Council's decisions on the rezoning and variance applications that come before them.

The work to create our new Comprehensive Plan is underway right now, and residents just like you are already part of the effort.

So, make sure you have joined us at the table!

The first step is easy, just go online to <https://bit.ly/2CKuWl3> before August 10 to complete a brief survey.

Then, watch our social media feeds and website to learn about other opportunities to be involved in the planning process,

many of which will offer online options so you can participate from home.

Sent 8.7.20

Elicia Taylor
Planning and Zoning Coordinator
Community Development
City of Alpharetta



From: [Alpharetta City](#)
To: [Woodman, Michael](#); [Shapiro, Lauren](#)
Subject: Fwd: Horizon 2040
Date: Tuesday, September 7, 2021 9:25:42 AM

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----- Forwarded message -----

From: **Janice Lerch** [REDACTED] >
Date: Fri, Sep 3, 2021 at 1:27 PM
Subject: Horizon 2040
To: [REDACTED] >

Good Afternoon,

I have reviewed multiple parts of the draft of the Horizon 2040 Comprehensive Plan and with the growth of Alpharetta it is good to see needs and opportunities for the future are being addressed. I know this is not a easy task.

While one of the needs is affordable housing, there is no real mention of low-income housing for many residents of Alpharetta, who work full-time jobs but fall well below the median income of \$111,000 and cannot afford current rents let alone purchase a house. I understand Policies are not plans such as “H Policy 5: Provide opportunities for people who work in Alpharetta to live in Alpharetta by monitoring the housing-to-jobs balance and promoting a variety of housing options, including housing types, design and price-points,”

I feel there is a need for the Comprehensive Plan to specifically address the need for new low-income apartments or housing that is subsidized for working individuals. Dogwood Square appears to be only apartments in Alpharetta that are income-based and subsidized for individuals that are meet age requirements or have a disability. With the emphasis on redevelopment and reuse of vacant office and retail space, why not consider converting appropriate properties near public transportation into “affordable housing”. This may mean developing a partnership with a public housing organization. Roswell has some subsidized housing very close to new housing and they seem to co-exist. Why not have a similar opportunity for Alpharetta residents. I look forward to attending the Zoning Meeting on Sept. 8 and City Council Meeting on Sept. 20.

Cordially,

Janice L. Lerch

Sent from [Mail](#) for Windows

From: [steve.knezo](#)
To: [Woodman, Michael](#)
Cc: [Cook, Kathi](#); [Shapiro, Lauren](#)
Subject: Re: 2040 comprehensive plan
Date: Friday, August 6, 2021 3:39:27 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

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thank you for your review, Michael

Stephen J. Knezo
Employer Support of the Guard and Reserve [REDACTED]
Georgia Chapter
Team Leader / Associations and Corporate Engagement

phone: [REDACTED]

email: [REDACTED]

On Fri, Aug 6, 2021 at 11:10 AM Woodman, Michael [REDACTED] > wrote:

Good morning Mr. Knezo. I hope you're doing well.

Thank you for your email. We are aware of DCA's requirements and will make a draft Plan available for public review within the next 2-3 weeks. We are currently in the process of finishing up the draft Plan. There will be plenty of time for the public to review and comment on the Plan as the City Council Transmittal Hearing is scheduled for September 20, 2021.

With respect to Big Creek Overlook, neither the City nor the public has suggested any changes to the future land use designation of that subdivision. Please see below the 2030, 2035 and proposed 2040 Comprehensive Plan Future Land Use Map, which all show the future land use designation of Big Creek Overlook as 'Very Low Density Residential'. Also, there is a note on the Big Creek Overlook Final Plat (A.K.A. Webb Bridge Crossing) that requires all lots to be 3 acres or more (see below). I am aware that there are some lots in your subdivision that do not conform to this requirement; however, that was done by Fulton County before the subdivision was annexed into the City. Again, the City is not proposing changes to the future land use or zoning of Big Creek Overlook. Also, the City does not have AG-1 zoning, that is a Fulton County zoning category. As shown below, Big Creek Overlook is zoned AG (Agriculture), except that a few parcels at the cul-de-sac are zoned RE (Residential Estate).

BIG CREEK OVERLOOK

2030



Very Low Density Residential
Parks/Recreation/Open Space

2035



Very Low Density Residential

2040



Very Low Density Residential

FINAL SUBDIVISION PLAT

WEBB BRIDGE CROSSING

LAND LOT 46-47-86-87 DIST. 1 SECT. 1

LAND LOT 1248 DIST. 2 SECT. 1

FULTON COUNTY, GEORGIA

SCALE 1"=200' MARCH 21, 1979

BRUMBELOW-REESE & ASSOC.

GA. REG. NO. 1317 & 2072

0 25 50 100 200 500 FT

GRAPHIC SCALE

OWNER & DEVELOPER:

ALVIN J. JONES
42 MILTON AVE.
ALPHARETTA, GA. 30201
PHONE: 475-6562

BRUMBELOW-REESE & ASSOC.
12995 BETHANY RD.
ALPHARETTA, GA. 30201
PHONE: 475-6817

SURVEYOR'S CERTIFICATE

IT IS HEREBY CERTIFIED THAT THIS PLAT IS TRUE AND CORRECT AND WAS PREPARED FROM AN ACTUAL SURVEY OF THE PROPERTY BY ME OR UNDER MY SUPERVISION; THAT ALL MONUMENTS SHOWN HEREON ACTUALLY EXIST OR ARE MARKED AS FICTITIOUS AND THEIR LOCATION, SIZE, TYPE AND MATERIAL ARE CORRECTLY SHOWN; AND THAT ALL ENGINEERING REQUIREMENTS OF THE FULTON COUNTY LAND SUBDIVISION RULES AND REGULATIONS AND THE REQUIREMENTS OF THE CONVALESCENTS HAVE BEEN FULLY COMPLIED WITH.

DRAWN BY: William B. Brumbelow
GA. REG. LAND SURVEYOR NO. 317
BY: William B. Brumbelow
GA. REG. LAND SURVEYOR NO. 317

THIS SURVEY WAS MADE WITH A N.P. SINE INSTRUMENT TOTAL ANGLE ERROR OF 0'00"30" BY SET UPS. TRANSIT ERROR OF CLOSURE = 1" IN 48,951' BOUNDARY ERROR OF CLOSURE = 1" IN 48,951' COMPASS POLE ADJUSTMENT. TOTAL AREA = 152 ACRES

PERMANENT DEED RESTRICTIONS AS REQUIRED BY FULTON COUNTY AS FOLLOWS:

"FULTON COUNTY DOES ACCEPT AND MAKE PART OF THE COUNTY ROAD SYSTEM, AND SHALL MAINTAIN AND REPAIR PUBLIC RIGHT-OF-WAY HEREIN DEFINED, PROVIDED IT IS UNDERSTOOD THAT SAID COUNTY SHALL NOT BE REQUIRED TO IMPROVE THE SAME TO A SUBSTANTIALLY BETTER CONDITION OR QUALITY THROUGH THE USE, EITHER DIRECTLY OR INDIRECTLY, OF ANY EMPLOYED OR CONVICT LABOR, OR ANY COUNTY FUNDS, NOR SHALL THE COUNTY BE REQUIRED TO PROVIDE WATER OR SEWER SERVICE ON SAID ROAD OUT OF COUNTY FUNDS NOT DEFRAYED BY ADJOINING PROPERTY OWNERS."

OWNER'S CERTIFICATE

THE OWNER OF THE LAND SHOWN ON THIS PLAT AND WHOSE NAME IS SUBSCRIBED THEREON, HAS IN PRESENCE OF TWO OTHERS, FULLY AUTHORIZED AGENTS, ACKNOWLEDGED THAT THIS PLAT WAS MADE FROM AN ACTUAL SURVEY AND DEDICATES TO THE USE OF THE PUBLIC, HIGHWAYS, ALLEYS, STREETS, PARKS, DRAINS, EASEMENTS AND PUBLIC EASEMENTS THEREON, WHICH COMPRISE A TOTAL OF 30.55 ACRES FOR THE PUBLIC HIGHWAYS ENCLOSED.

OWNER: Alvin J. Jones DATE: 3-21-79

THE NATURAL DRAINS, EASEMENTS, AND DRAINAGE STRUCTURES SHOWN ON THIS PLAT ARE NECESSARY FOR DRAINAGE OF THE SUBDIVISION AND FULTON COUNTY WILL NOT BE HELD RESPONSIBLE FOR OVERFLOW OR FLOODING CAUSED BY THEM OR FOR DEFICIENCY OF DRAINAGE SHOWN.

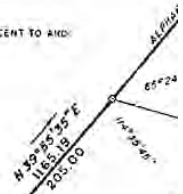
ALL DISTRICTS ARE TO BE 1/4 SECTION
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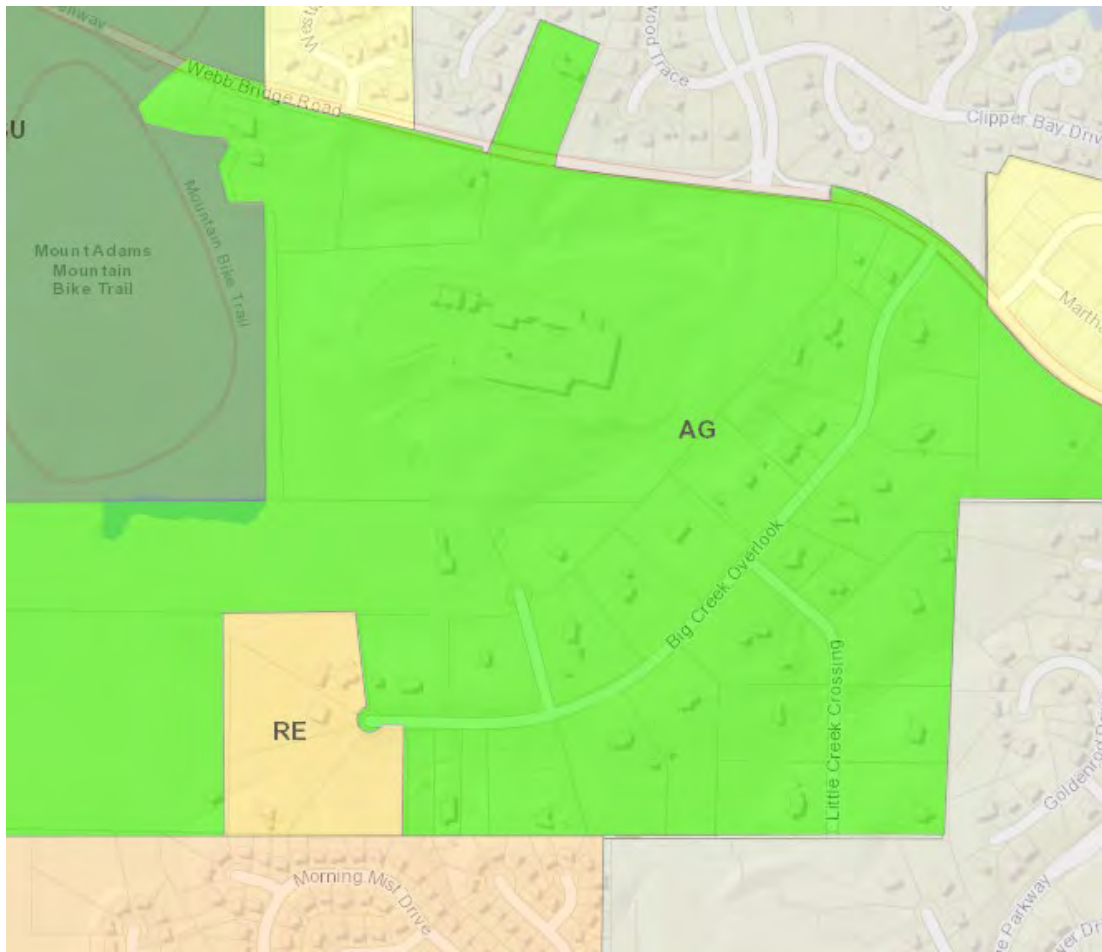
William B. Brumbelow

GA. REG. LAND SURVEYOR NO. 317

NOTE:

- ① EASEMENT IS GRANTED TO FULTON COUNTY FOR CUT AND FILL SLOPES ADJACENT TO AND ALONG ALL EXISTING 84' ROAD RIGHT-OF-WAYS.
- ② 30' SANITARY SEWER EASEMENT HAS A 50' CONSTRUCTION EASEMENT
- ③ ALL LOTS CONTAIN 3,000 SQUARE FEET OR MORE.
- ④ MINIMUM FLOOR SPACE 1600 SQ. FT. FINISHED AREA.
- ⑤ NO EXPOSED CONCRETE BLOCKS
- ⑥ ALL BEARINGS ARE BASED ON MAGNETIC NORTH, AND HAVE BEEN CALCULATED FROM ANGLES TURNED IN FIELD.
- ⑦ 1/4" x 1/8" IRON BAR AT ALL LOT CORNERS, EXCEPT AS NOTED ON PLAT.





Best regards,

Michael A. Woodman, AICP

Senior Planner

City of Alpharetta

Community Development Department

2 Park Plaza

Alpharetta, Georgia 30009

[REDACTED]

[REDACTED]



From: steve knezo [REDACTED]
Sent: Thursday, August 05, 2021 5:02 PM
To: Shapiro, Lauren [REDACTED]; Woodman, Michael [REDACTED]
Cc: Cook, Kathi [REDACTED]; Taylor, Elicia [REDACTED]
Subject: Re: 2040 comprehensive plan

CAUTION: This email originated from outside the City. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Greeting All,

I appreciate the information about the presentation of the 2040 Comprehensive Plan to the Planning commission at their next scheduled hearing in September and the submission to the City Council later in that month. I realize you have a submission deadline approaching in October. Nonetheless the draft of the plan has not been provided to the public and the dedicated Second Public Hearing as required in CHAPTER 110-12-1-.04 of the Rules of the Georgia Department of Community Affairs has not taken place.. This hearing is clearly intended to provide the public with the opportunity to review the Draft of the Plan, comment and present changes for consideration by the Comprehensive Plan Committee . These matters can be properly reviewed and changes proposed by the public can be added to the Plan. The draft of the PLAN has not been placed on the city website.so there is no way to review it.

I as well as other members of the Big Creek Overlook Community have expressed concerns about the effort to eliminate AG-1 from our neighborhood in the Land Use Element of the Plan and those concerns have been submitted in the most recent survey after the "Community Workshop" on April 27, 2021. It seems to me that you can still put the draft online, have a Second Public Hearing, consider the issues, make changes and still get everything completed by 31 October. Lets try to resolve this cooperatively and amicably. I LOVE ALPHARETTA. I represent myself in this matter but you may wish to involve the City attorney if you consider it appropriate.

Thank You,

Stephen J. Knezo
Attorney at Law
4125 Big Creek Overlook

Alpharetta, GA 30005

phone: [REDACTED]

email: [REDACTED]

On Thu, Aug 5, 2021 at 9:57 AM Shapiro, Lauren

<[REDACTED]> wrote:

>

> Good morning, Steve!

>

> The City of Alpharetta's 2040 Comprehensive Plan will be presented to Planning Commission on Thursday, September 2, 2021 at 6:30 p.m. and to City Council on Monday, September 20, 2021 at 6:30 p.m. Both meetings will take place in Council Chambers at Alpharetta City Hall, located at 2 Park Plaza, Alpharetta, GA 30009.

>

> You may also visit our website for more information about the Comprehensive Plan at this link:

> <https://www.alpharetta.ga.us/government/departments/community-development/public-hearings/ph-20-07-city-of-alpharetta-comprehensive-plan-2040>

>

> Please let me know if you have any questions, and hope to see you next month!

>

> Thank you,

>

> Lauren

> Lauren Shapiro

> Planning + Zoning Coordinator

>

> City of Alpharetta

> Community Development Department

> 2 Park Plaza

> Alpharetta, Georgia 30009

>

> www.alpharetta.ga.us

>

>

>

>

>

> -----Original Message-----

> From: Cook, Kathi [REDACTED]

> Sent: Wednesday, August 4, 2021 2:11 PM

> To: Steve Knezo <[REDACTED]>

> Cc: Shapiro, Lauren [REDACTED]

> Subject: RE: 2040 comprehensive plan

>

> Steve,

> It has been busy! Thanks for checking in, I have copied Lauren to send you the remaining dates which include the Planning Commission and City Council meetings for public input.

>

>

>

> -----Original Message-----

> From: Steve Knezo [REDACTED]

> Sent: Wednesday, August 04, 2021 2:00 PM

> To: Cook, Kathi [REDACTED]

> Subject: 2040 comprehensive plan

>

> CAUTION: This email originated from outside the City. Do not click links or open attachments unless you recognize the sender and know the content is safe.

>

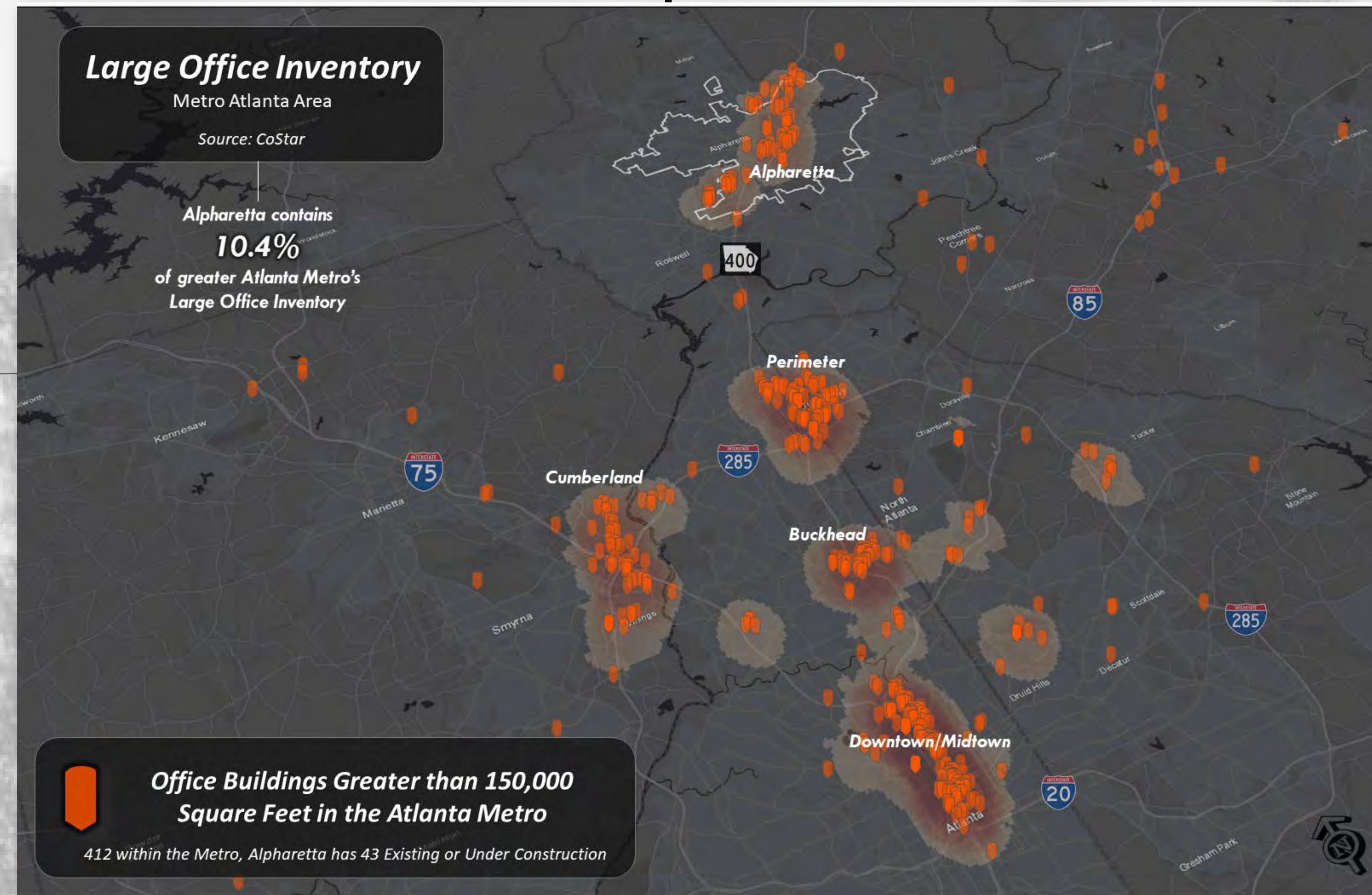
> Greetings Ms Cook, It sure has been a busy summer. I was wondering how the development of the Plan has progressed. Do you have a schedule for any more public events in the near future. Thanks so much for the

information and your assistance. Thanks Steve Knezo

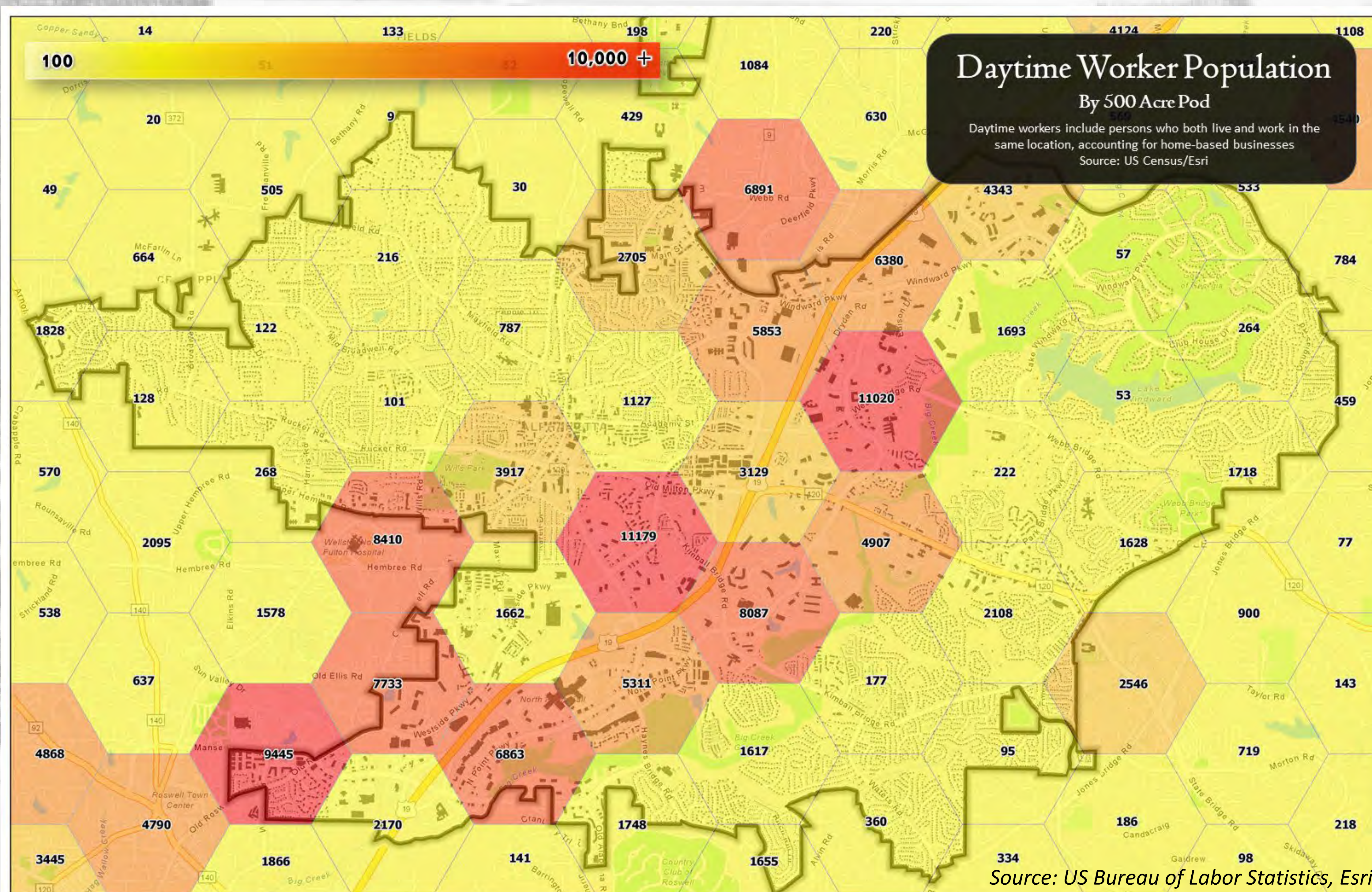
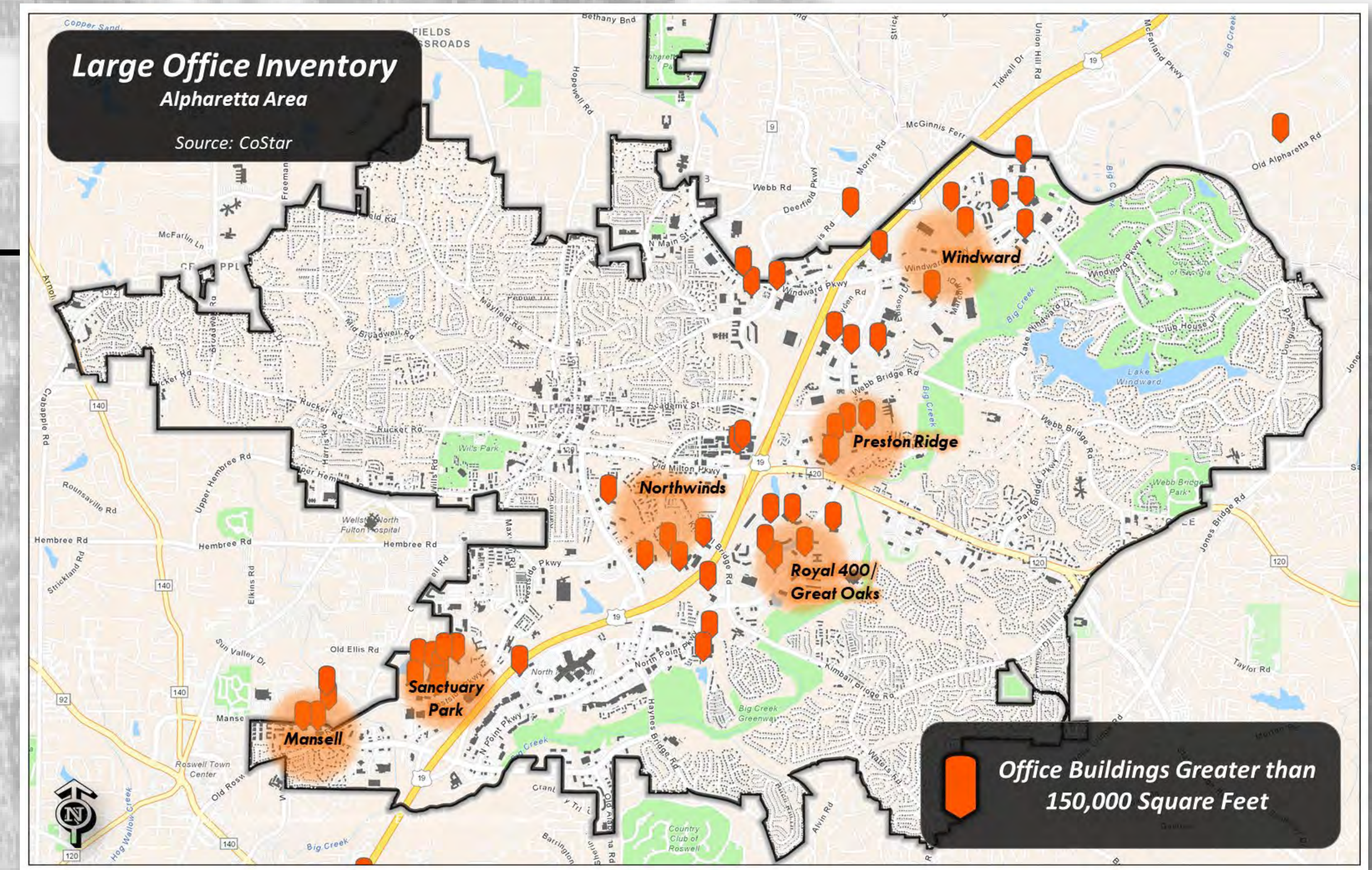
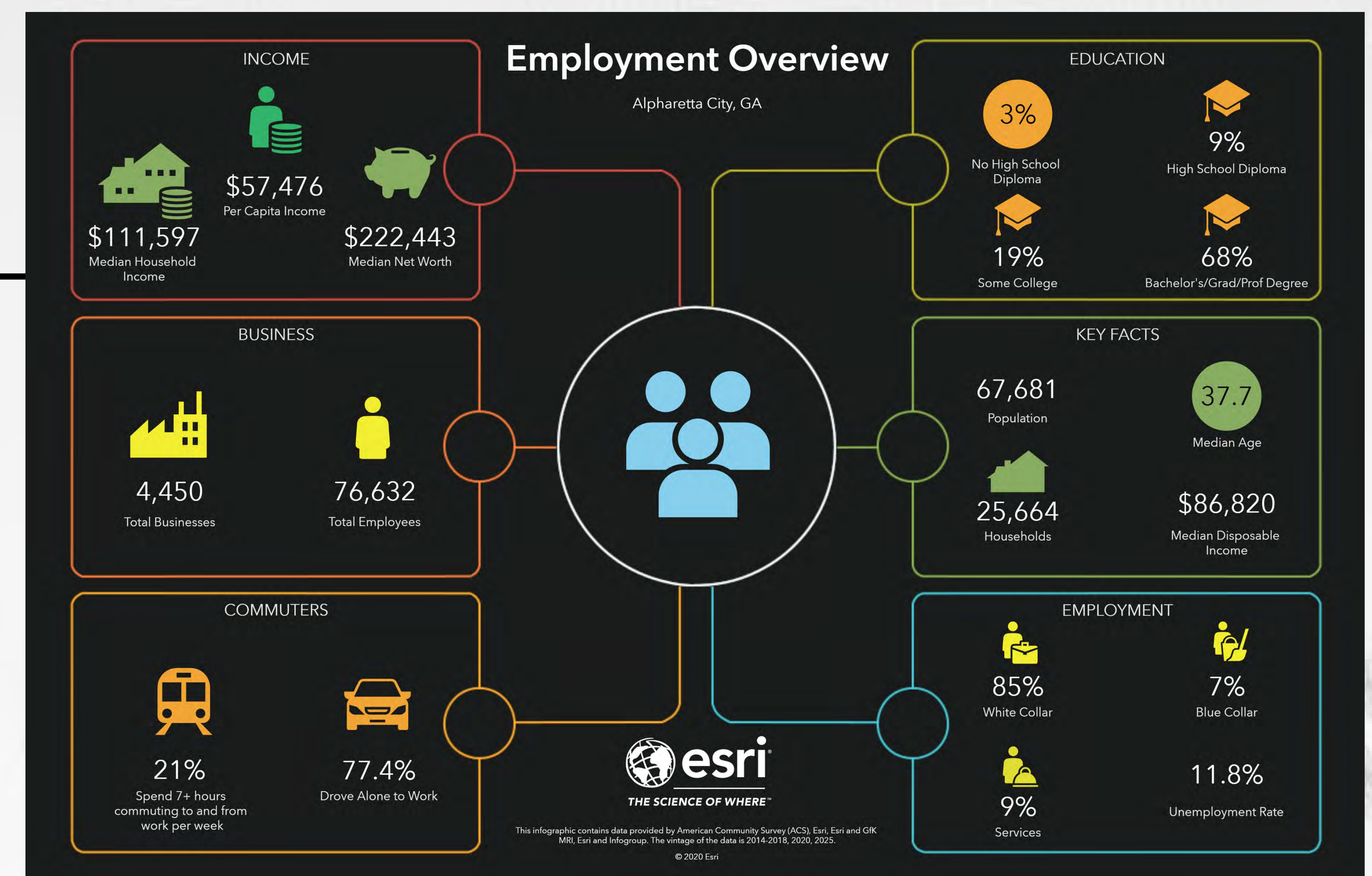
>

EXISTING CONDITIONS

Economy



This Office Building is 150,000 Square Feet (Northwinds III – 2500 Northwinds Parkway)



Of US Cities with a population over 50,000 Alpharetta ranks **3rd** in the U.S. for greatest percent daytime population increase (**98%**)

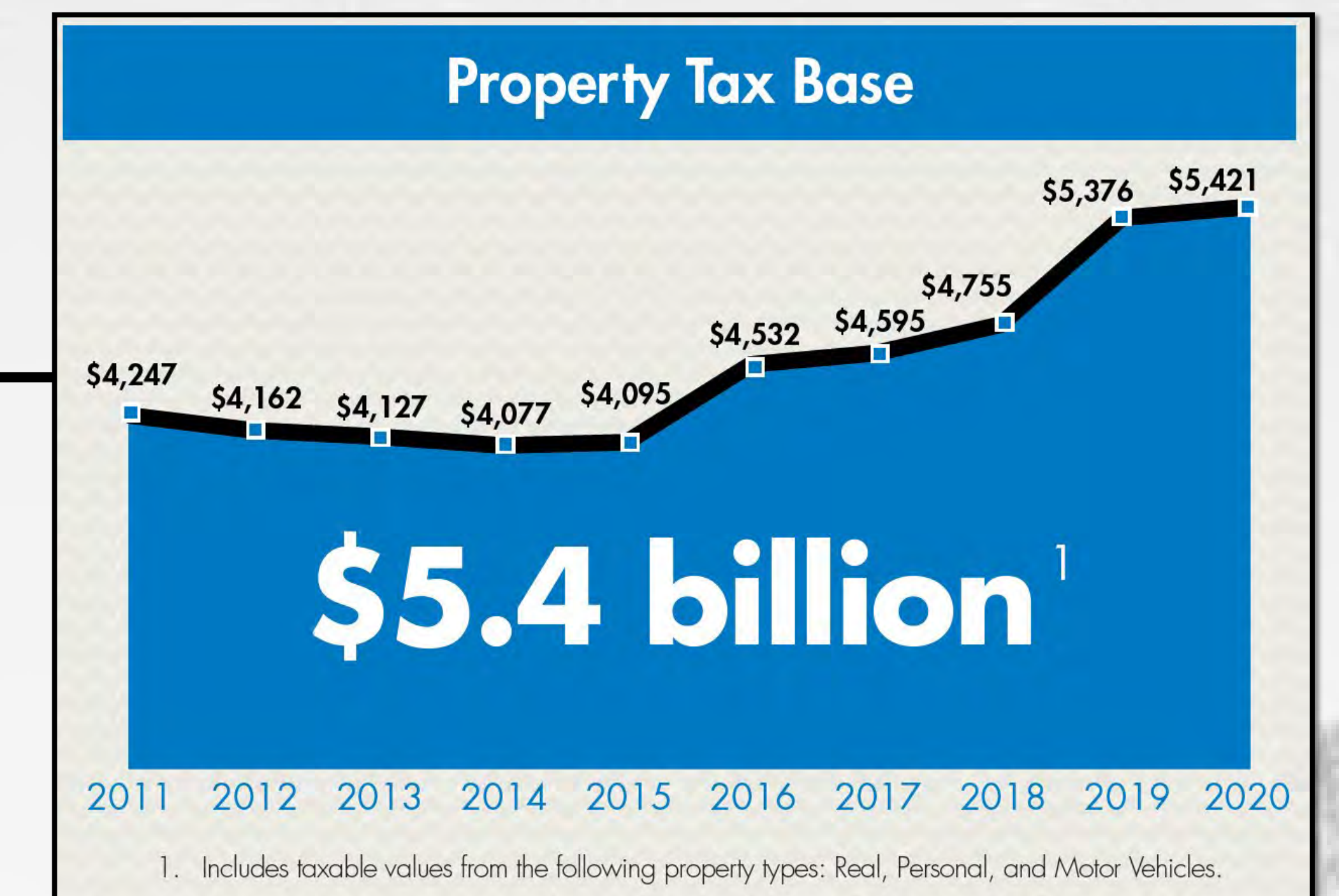
Nighttime Population
67,681



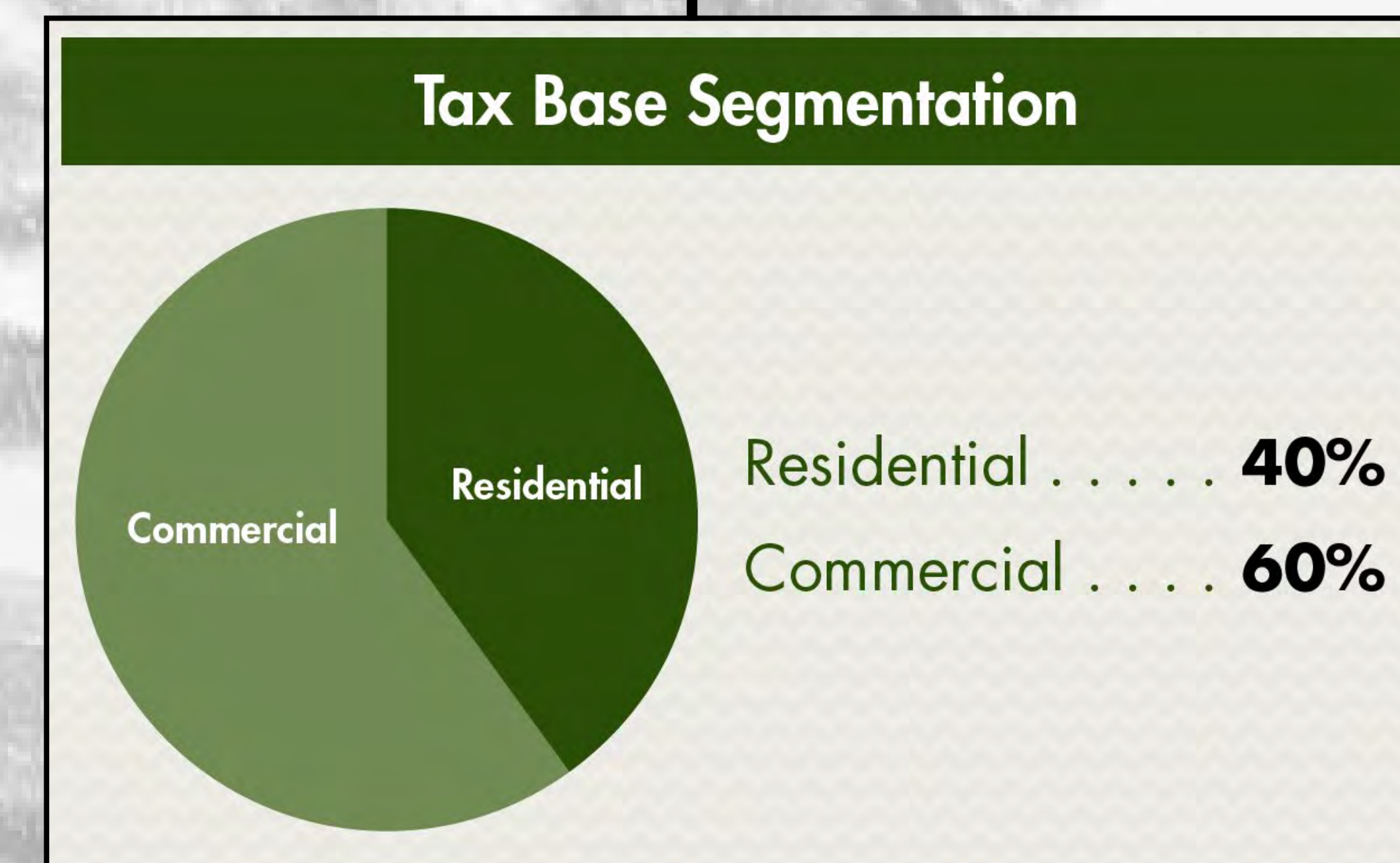
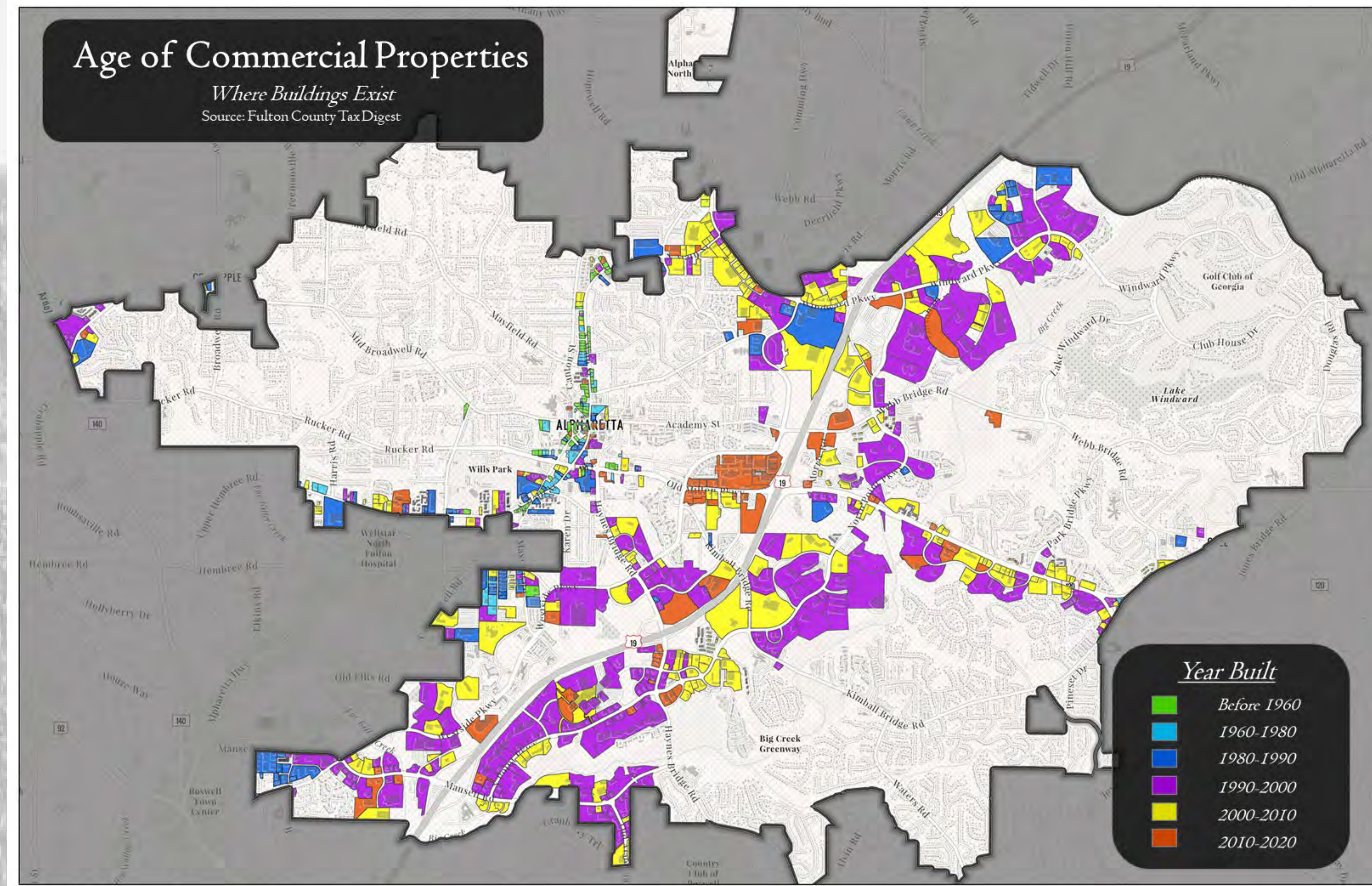
Daytime Population
134,008

Source: City-data

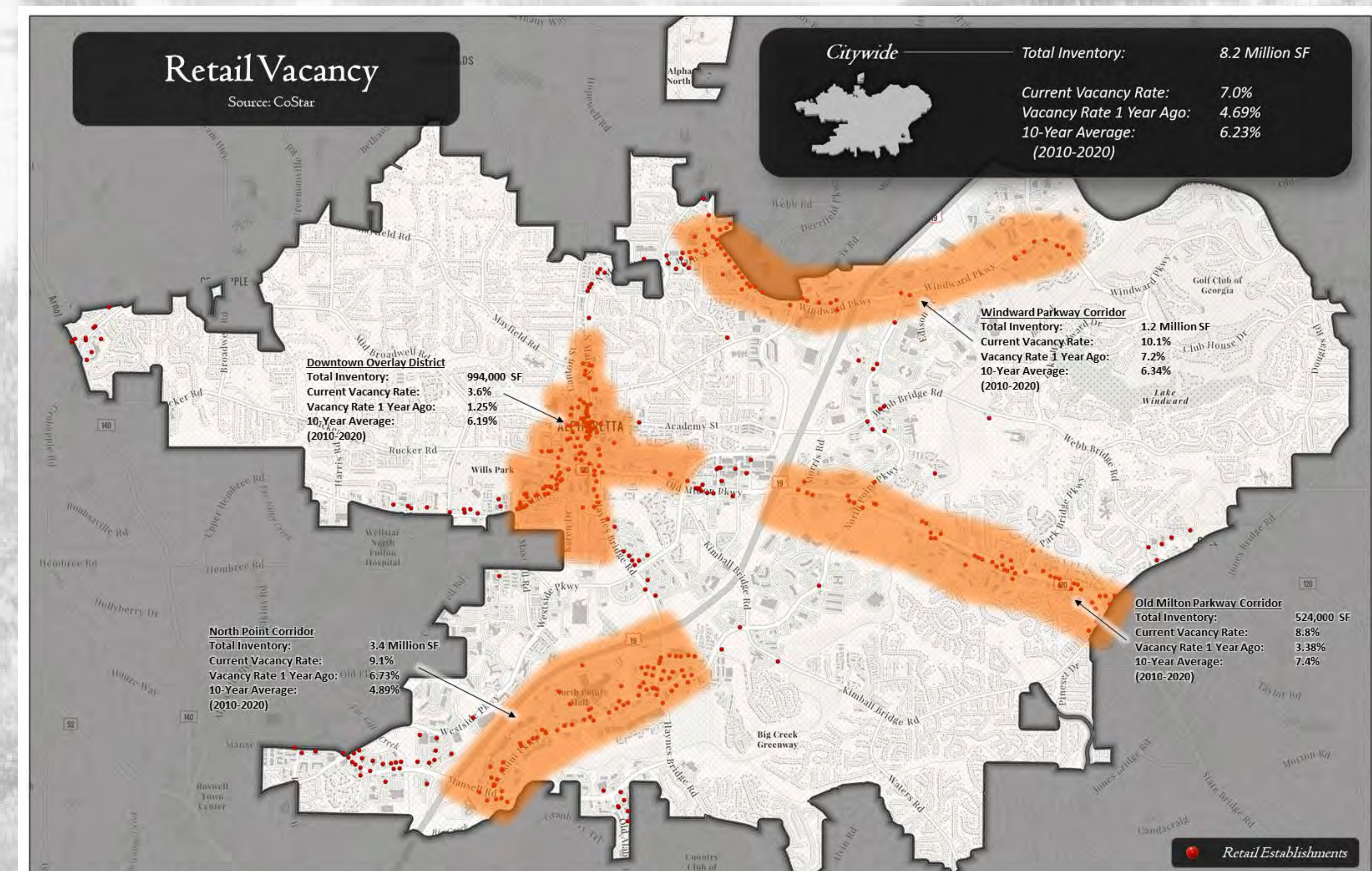
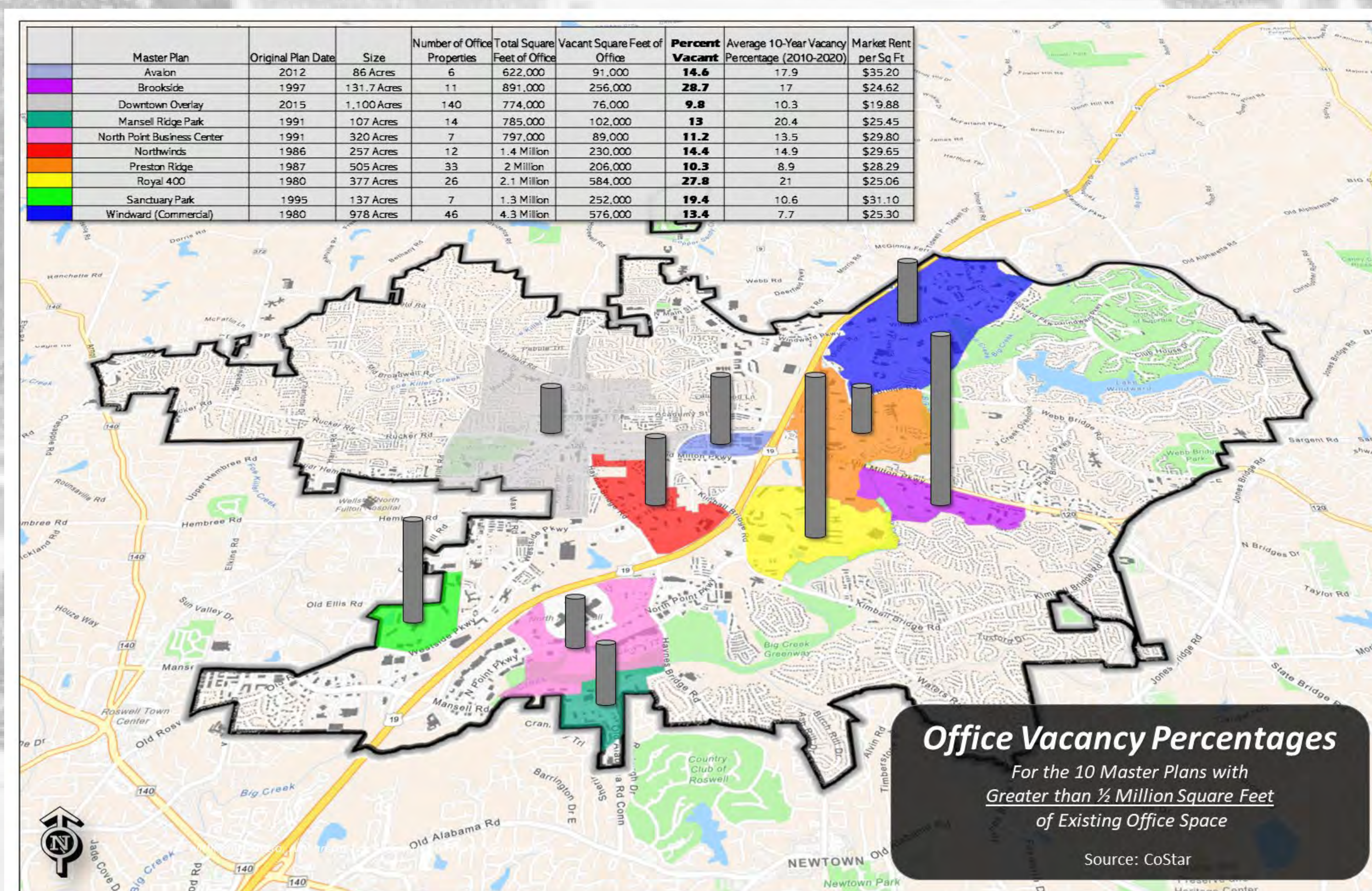
Economy



Source: City of Alpharetta 2019 Annual Financial Report

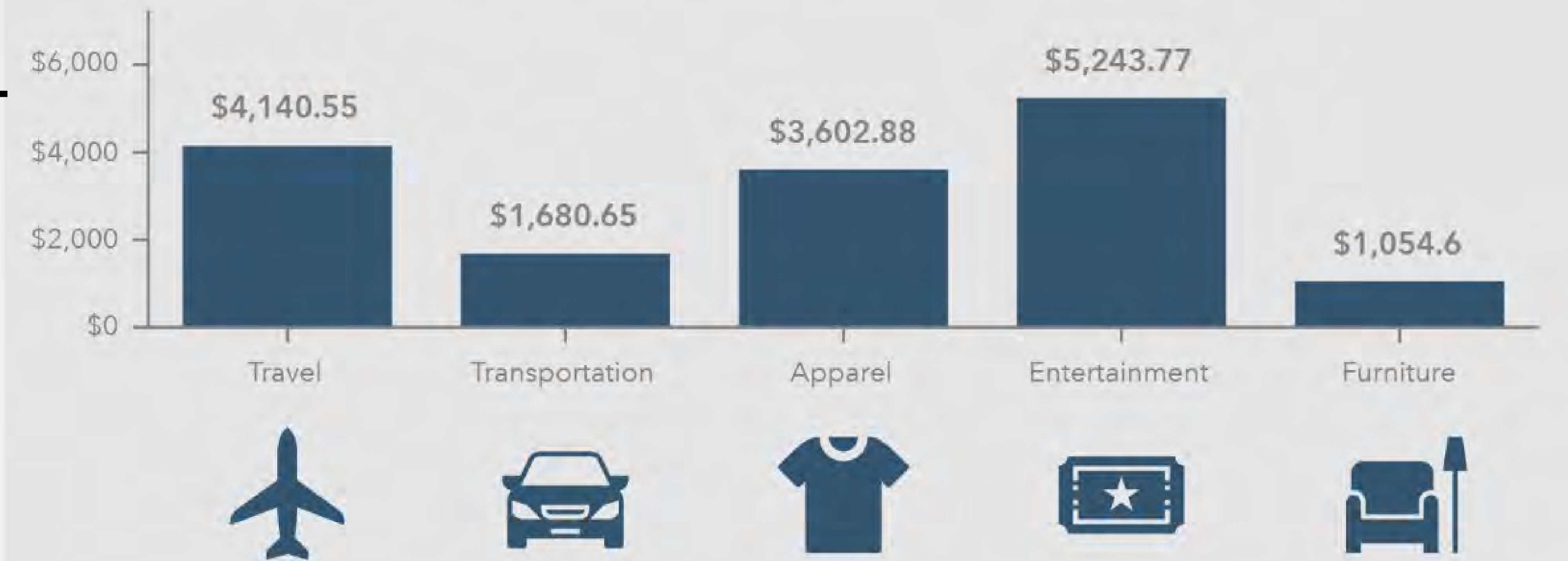


Source: City of Alpharetta 2019 Annual Financial Report



Economy

KEY SPENDING FACTS (ANNUALLY PER ALPHARETTA HOUSEHOLD)



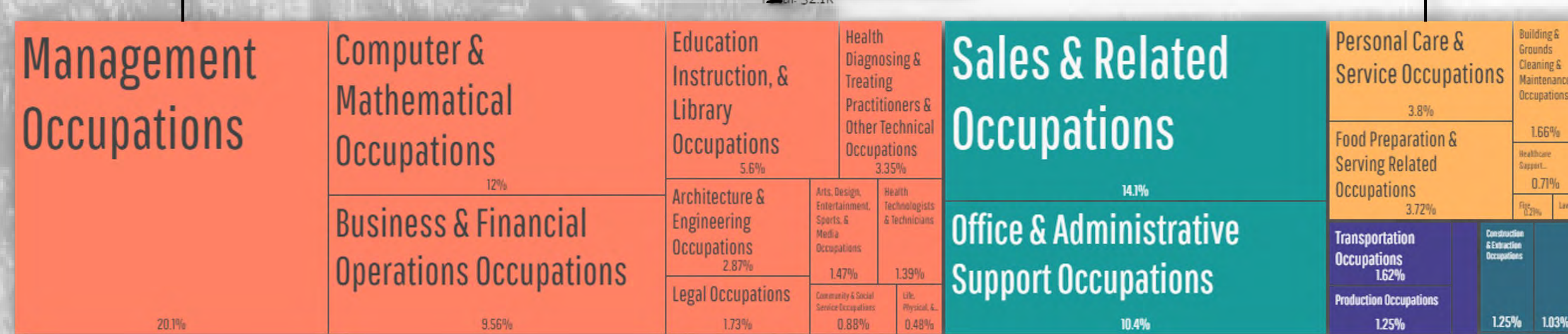
Source: American Community Survey, Esri

Industries



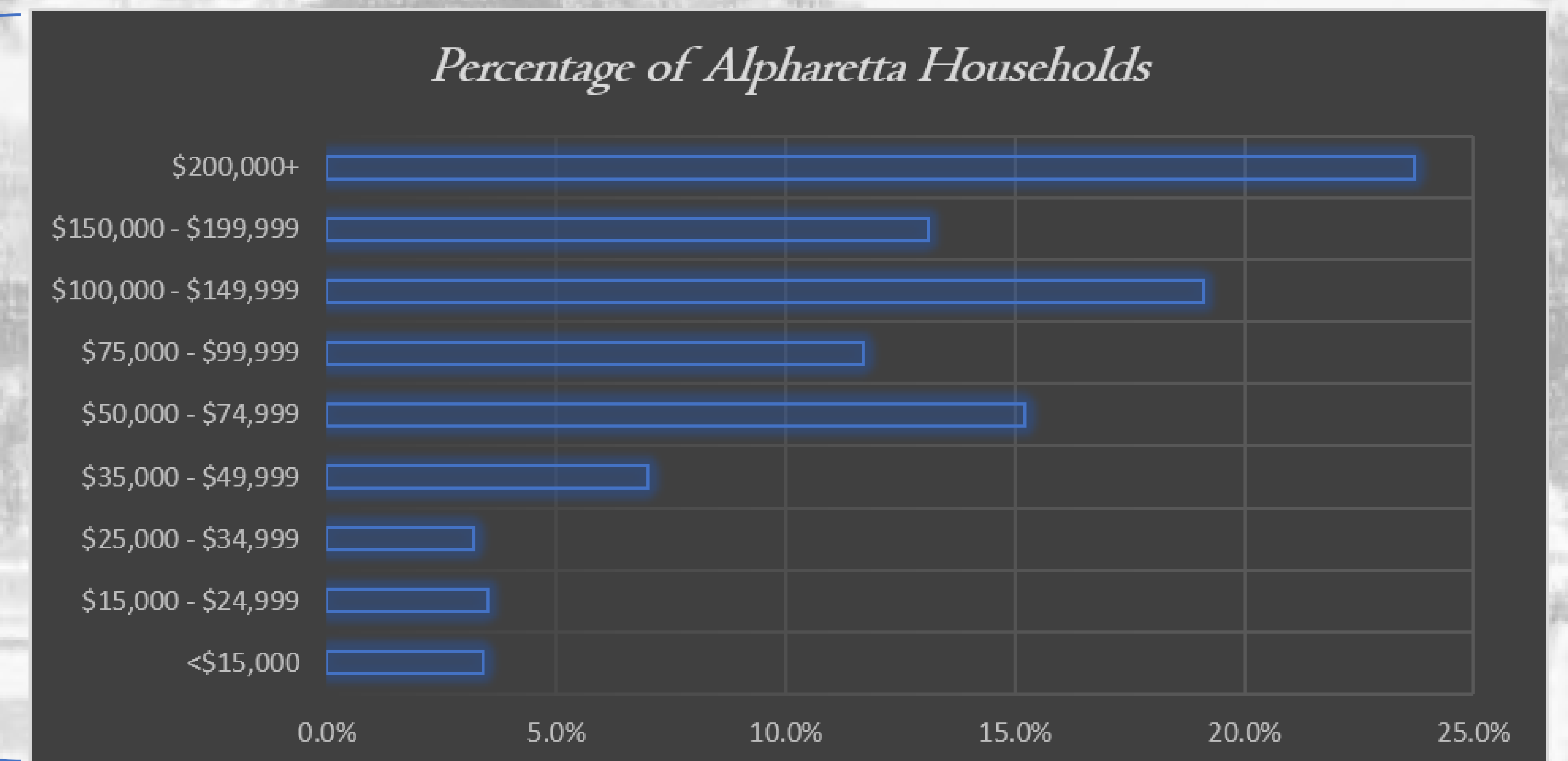
Source: data-usa.io

Occupations

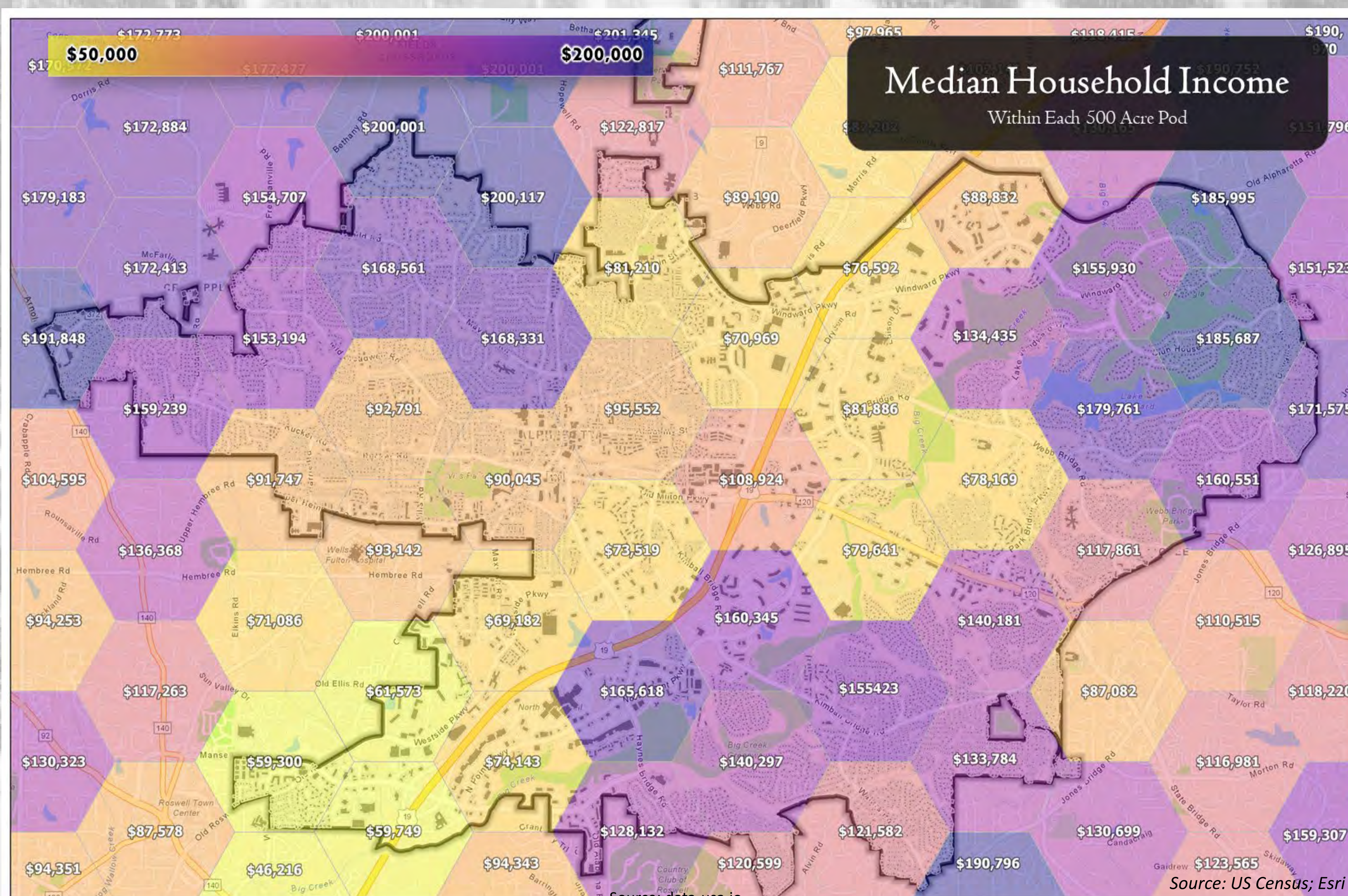


Source: data-usa.io

Alpharetta Annual Household Income

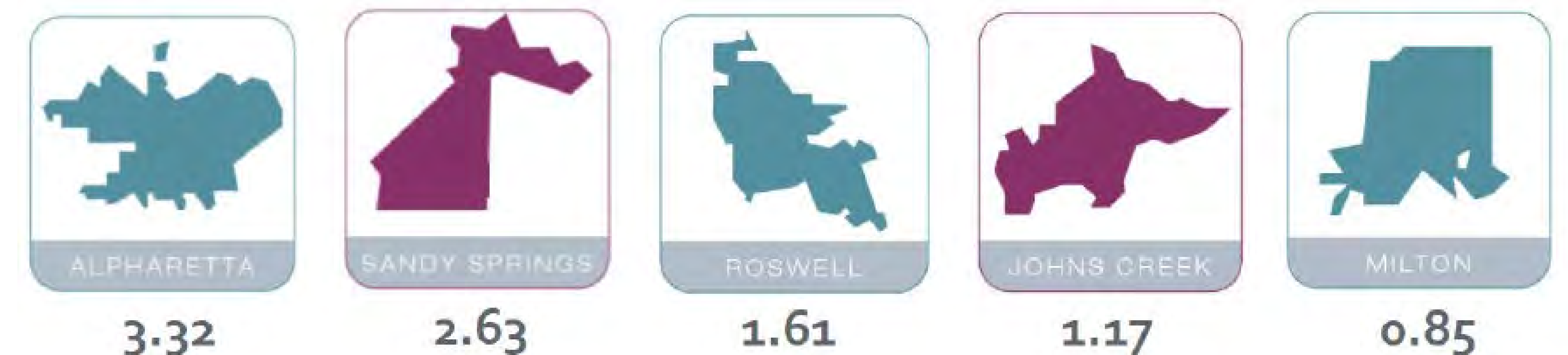


Source: American Community Survey, Esri



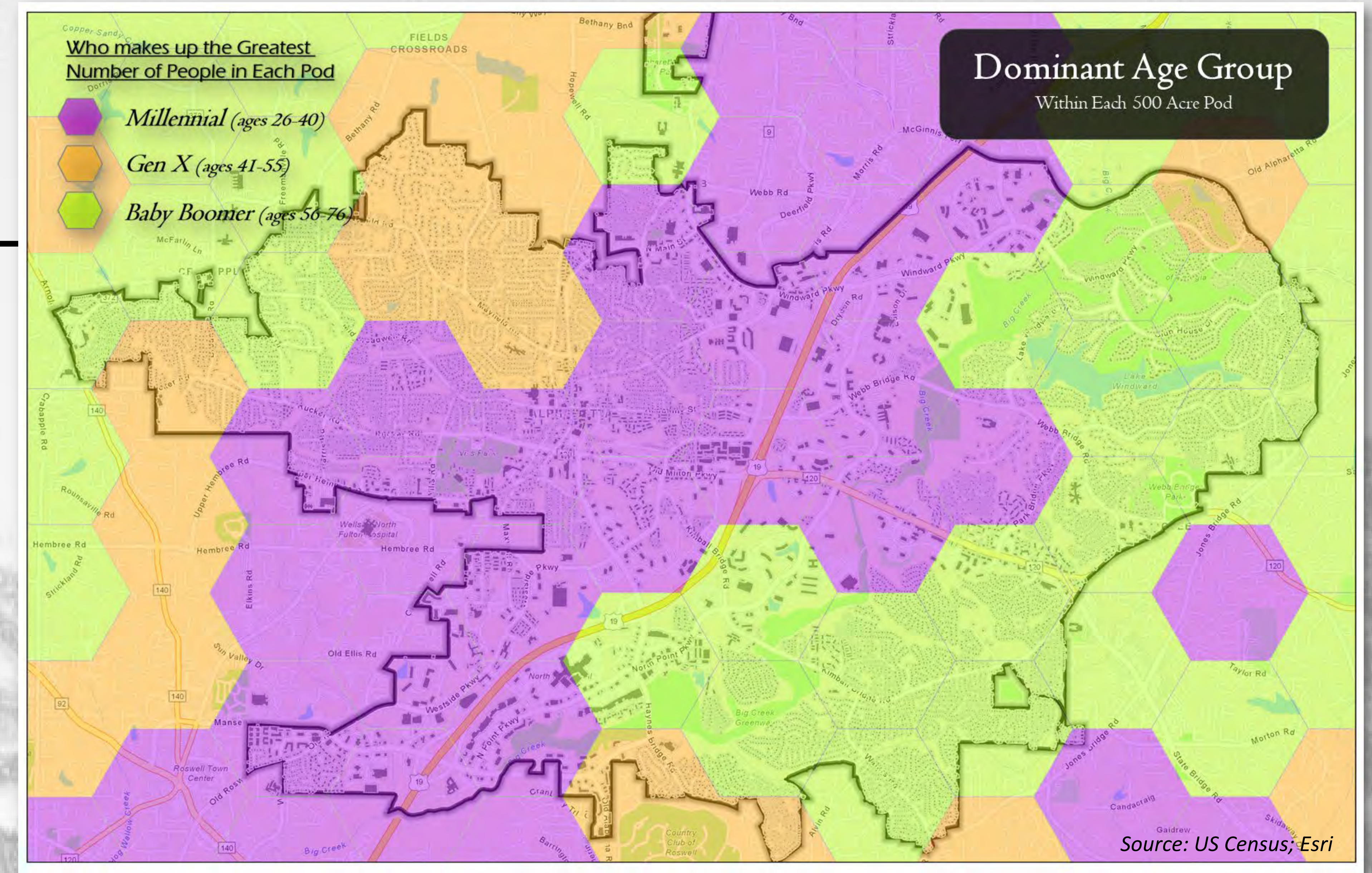
Alpharetta has the **most jobs per household** in the North Metro Area

Jobs/Household Ratio



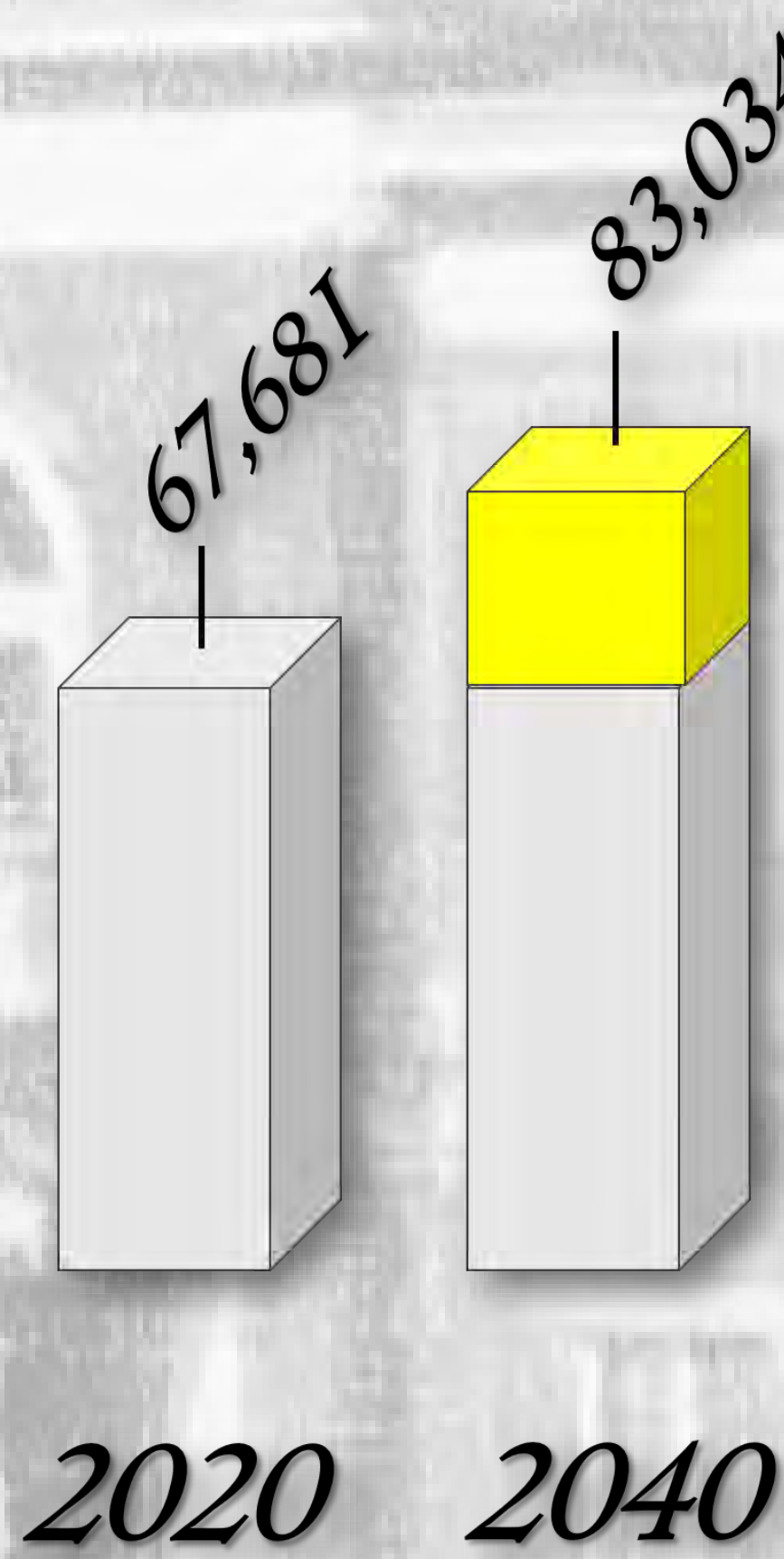
Source: North Fulton Comprehensive Transportation Plan

Population



Census	Pop.	%±
1860	261	—
1870	126	-51.7%
1880	164	30.2%
1890	256	56.1%
1900	310	21.1%
1910	356	14.8%
1920	379	6.5%
1930	477	25.9%
1940	647	35.6%
1950	917	41.7%
1960	1,349	47.1%
1970	2,455	82.0%
1980	3,128	27.4%
1990	13,002	315.7%
2000	34,854	168.1%
2010	57,551	65.1%
Est. 2019	67,213 ⁽¹⁾	16.8%

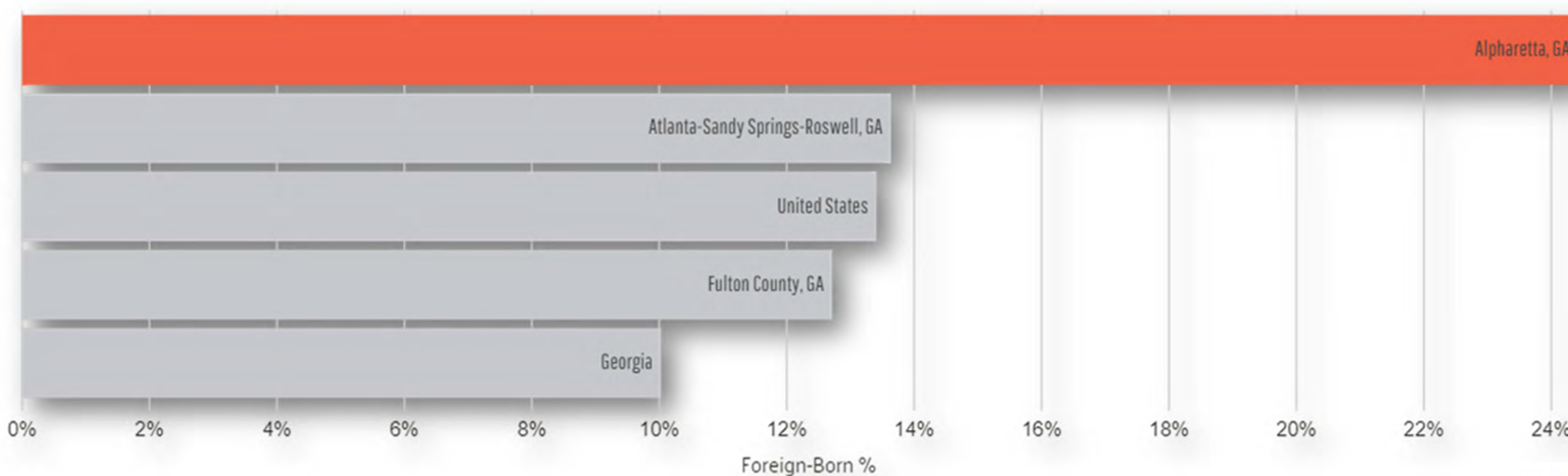
U.S. Decennial Census⁽¹⁾



Projected Population Increase of 15,353 People Over the Next 20 Years

Source: World Population Review

1/4 of Alpharetta's Population is Foreign Born



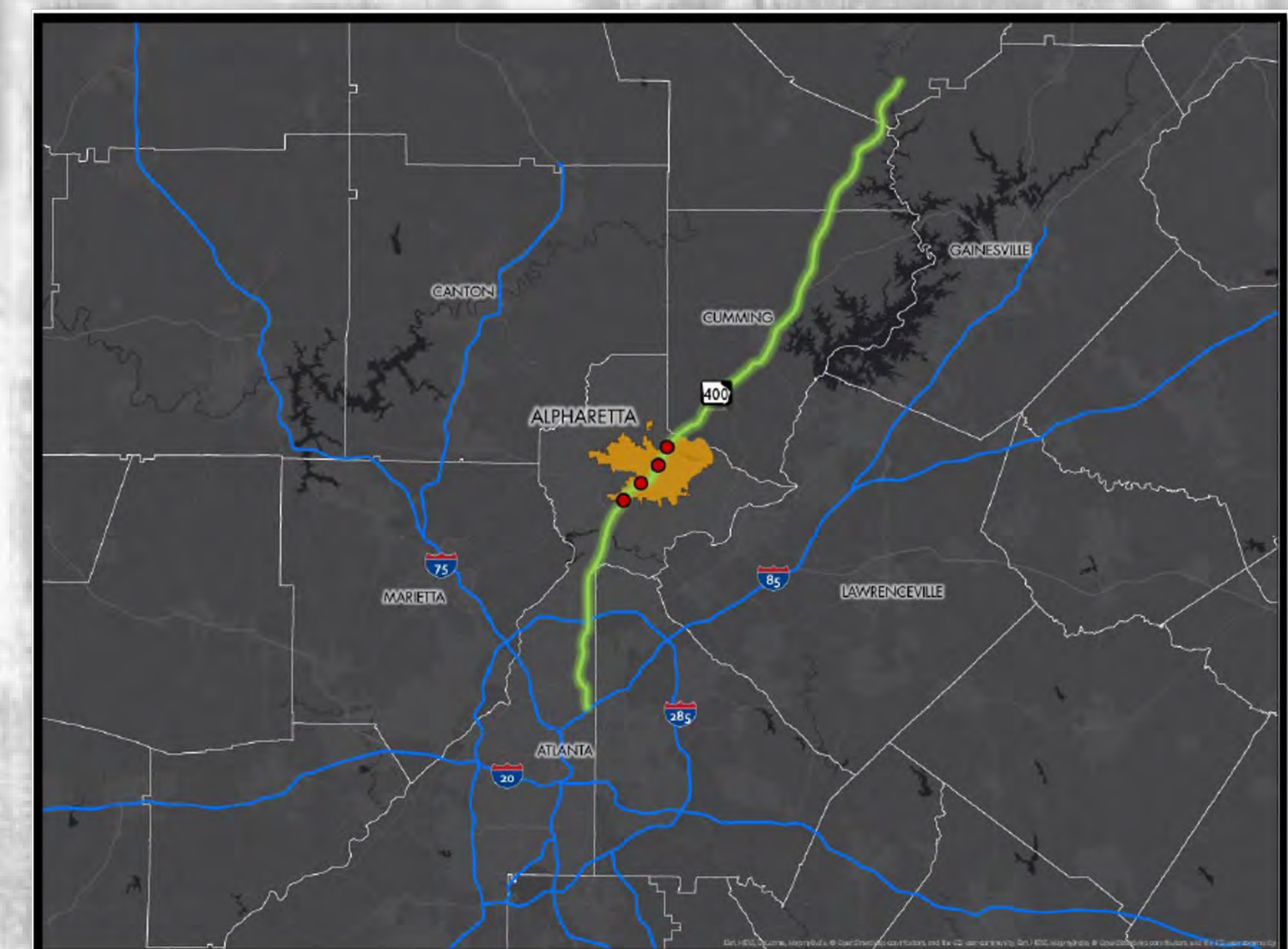
Source: data-usa.io

Big Reason for Population Boom

In the 1970s, Georgia Highway 400 was built from Atlanta up through Alpharetta

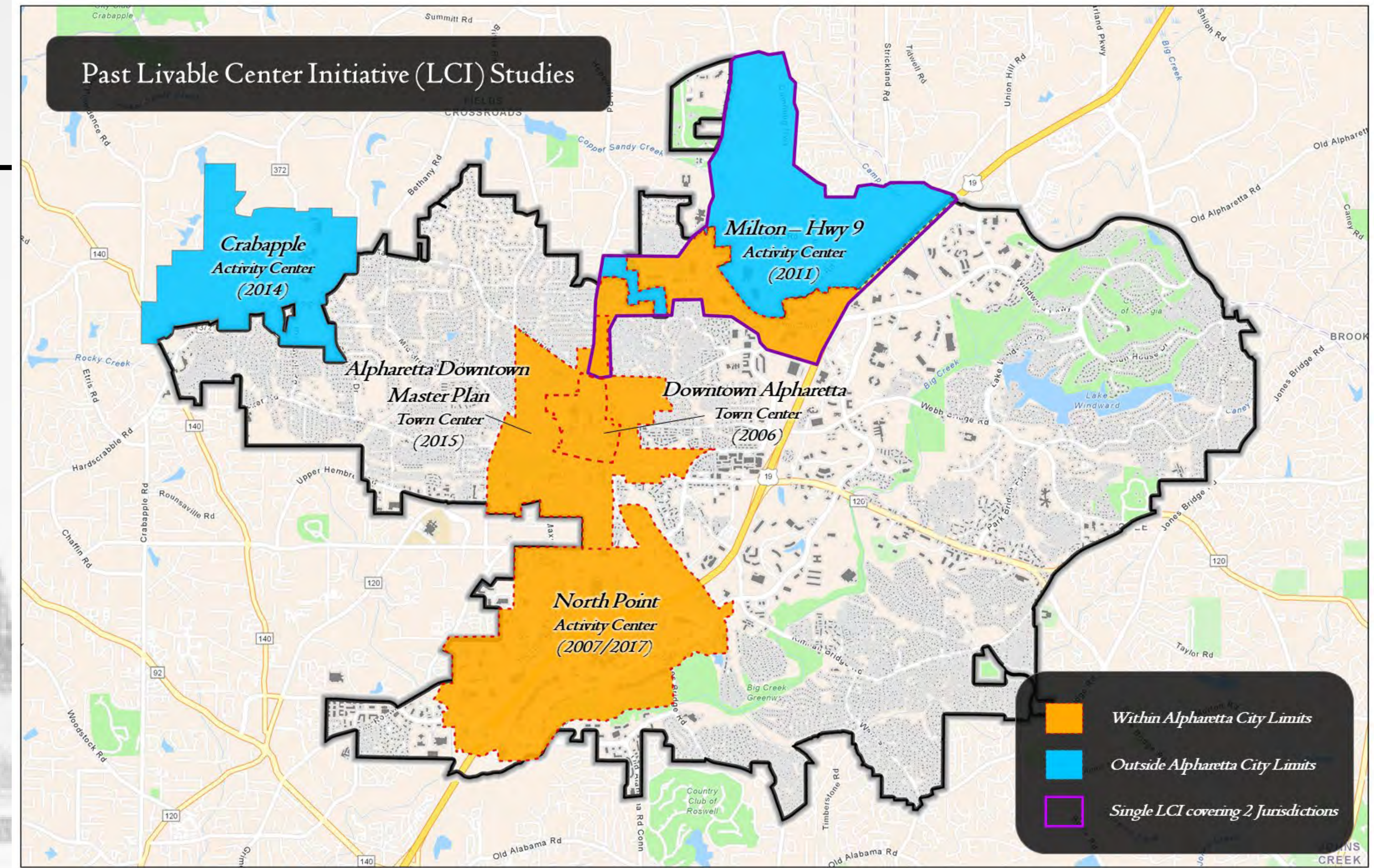
The City received 4 interchanges

Much of the highway corridor was subsequently zoned for Corporate Office



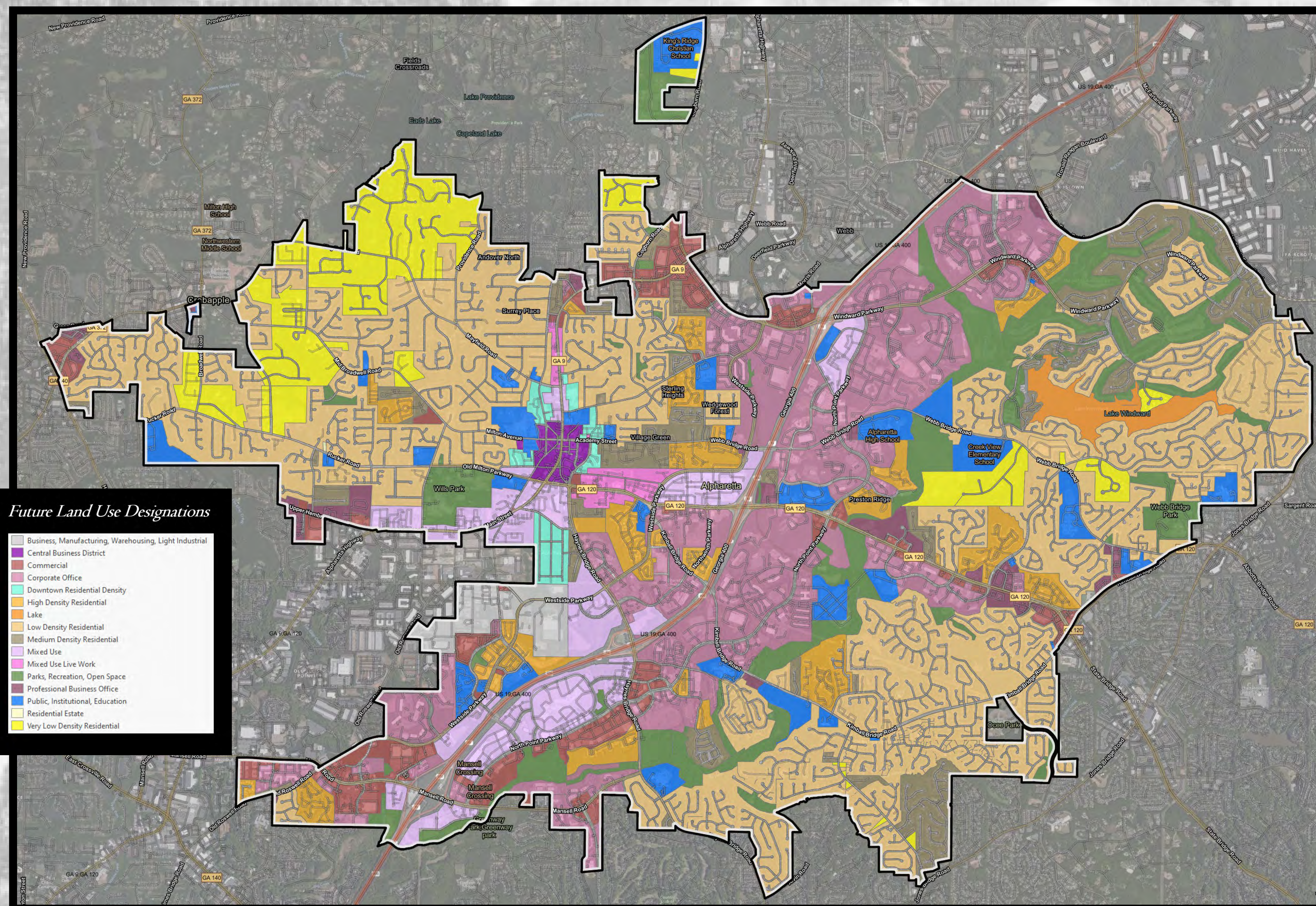
Source: City of Alpharetta

Land Use & Planning Areas



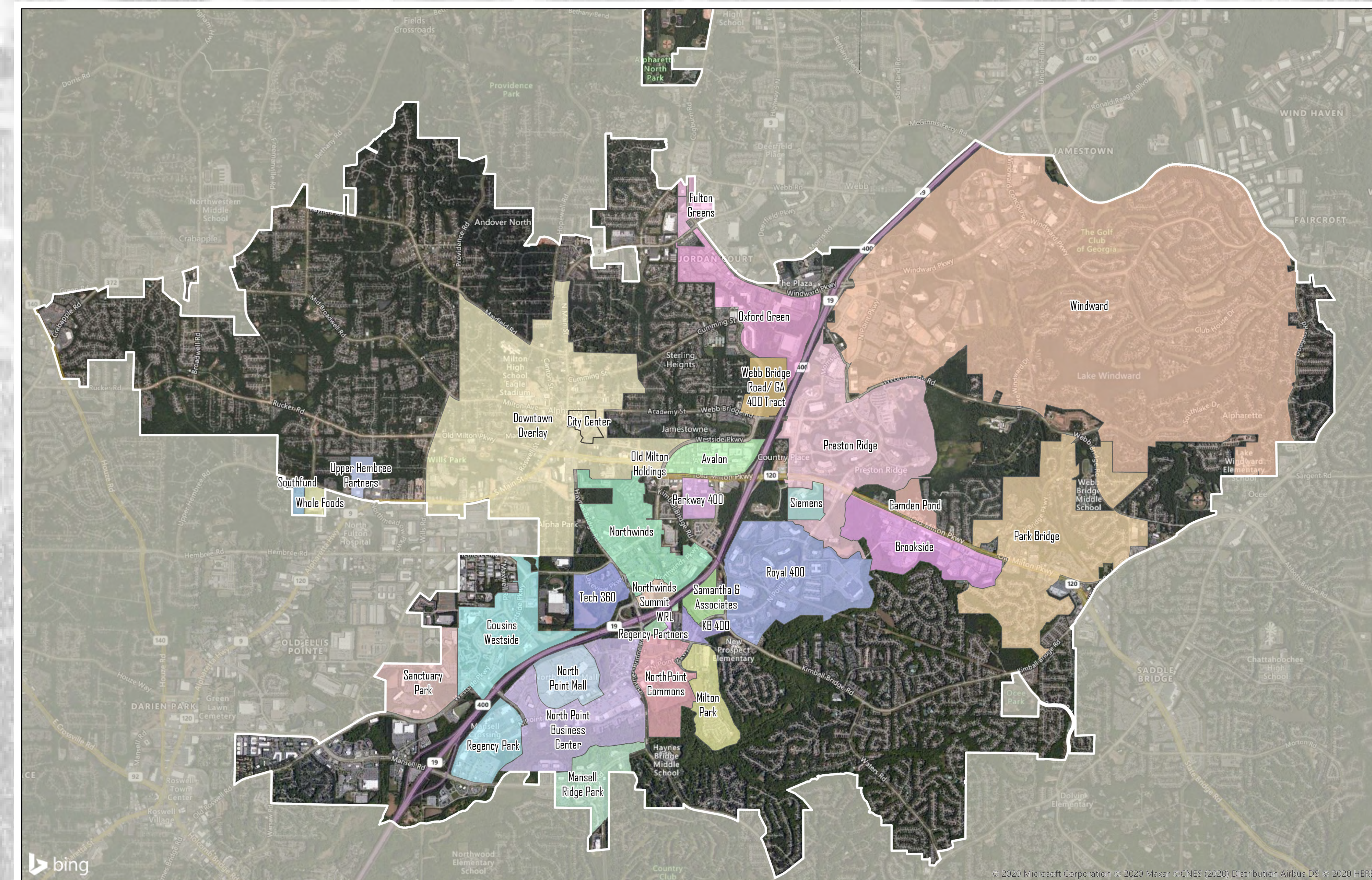
Source: Atlanta Regional Commission

Current Future Land Use Map (2035)



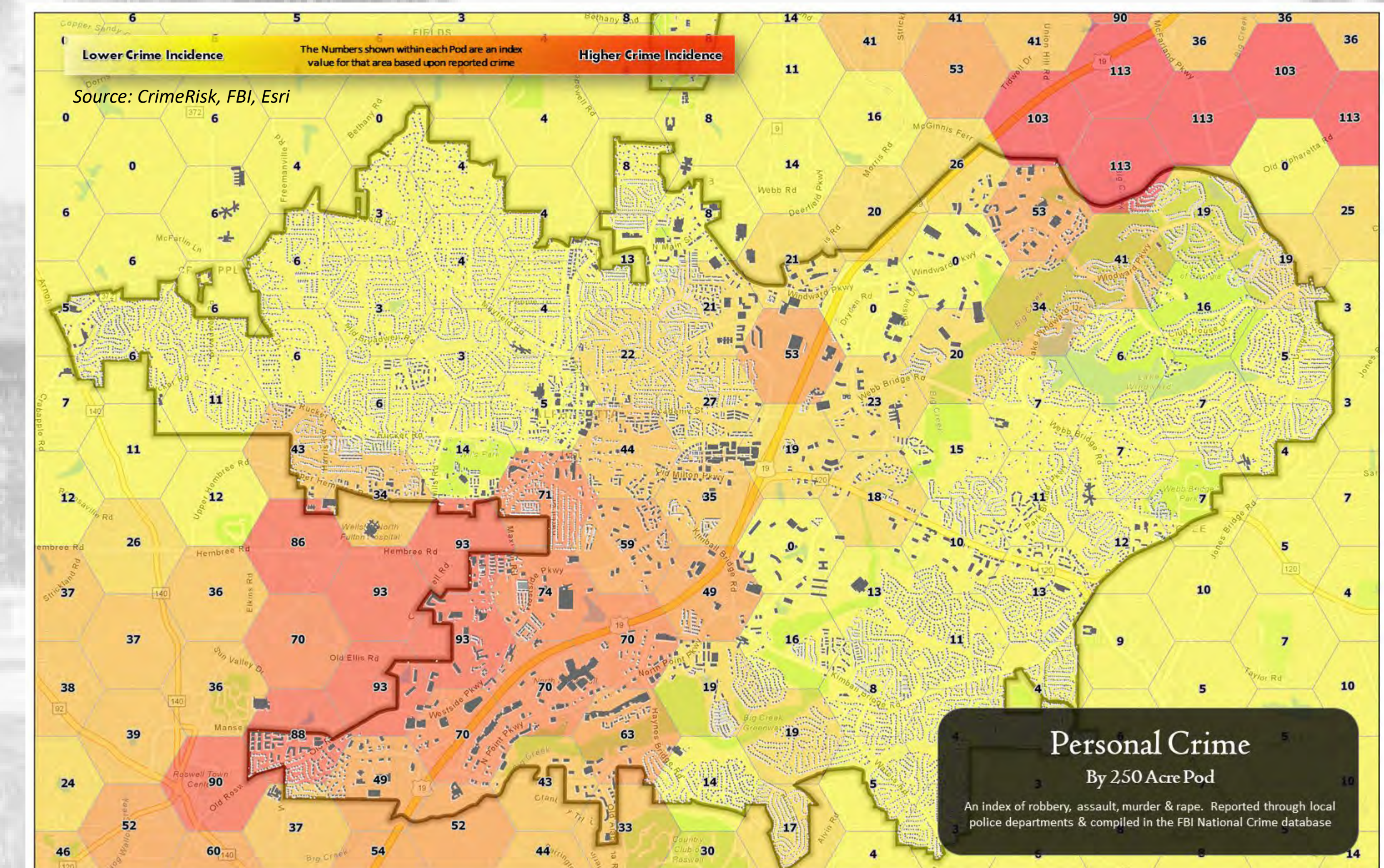
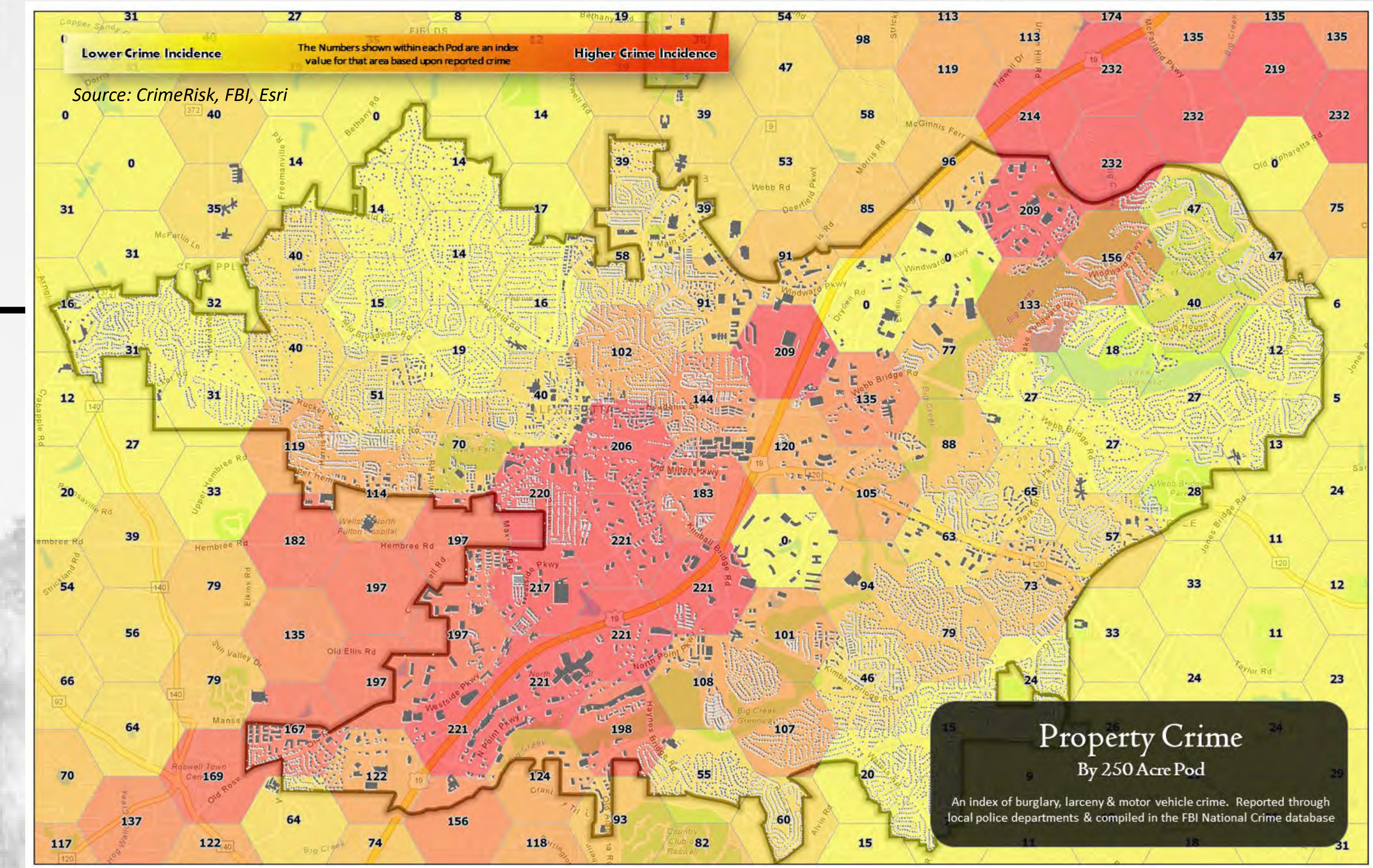
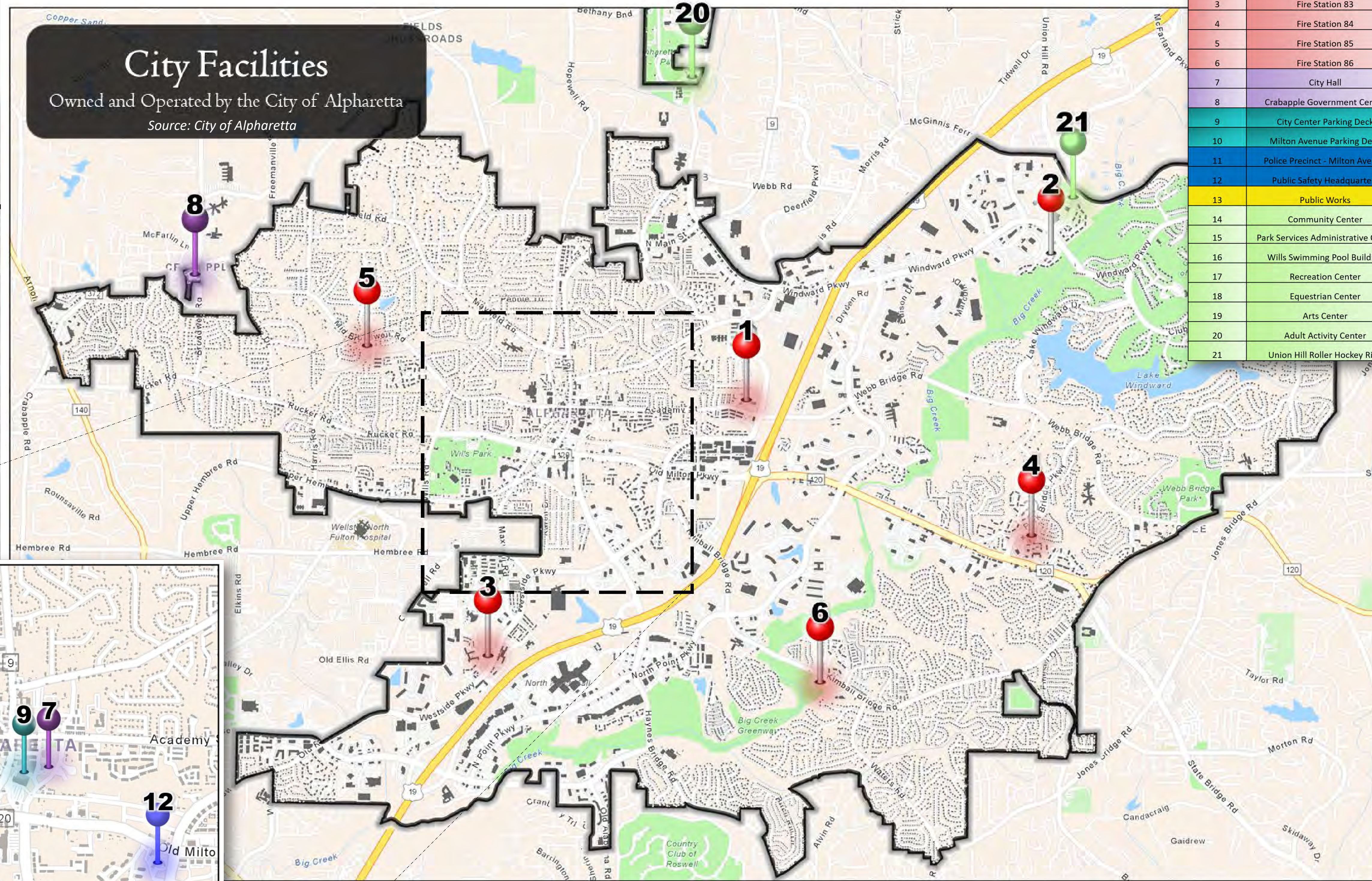
Source: City of Alpharetta

Master Plans

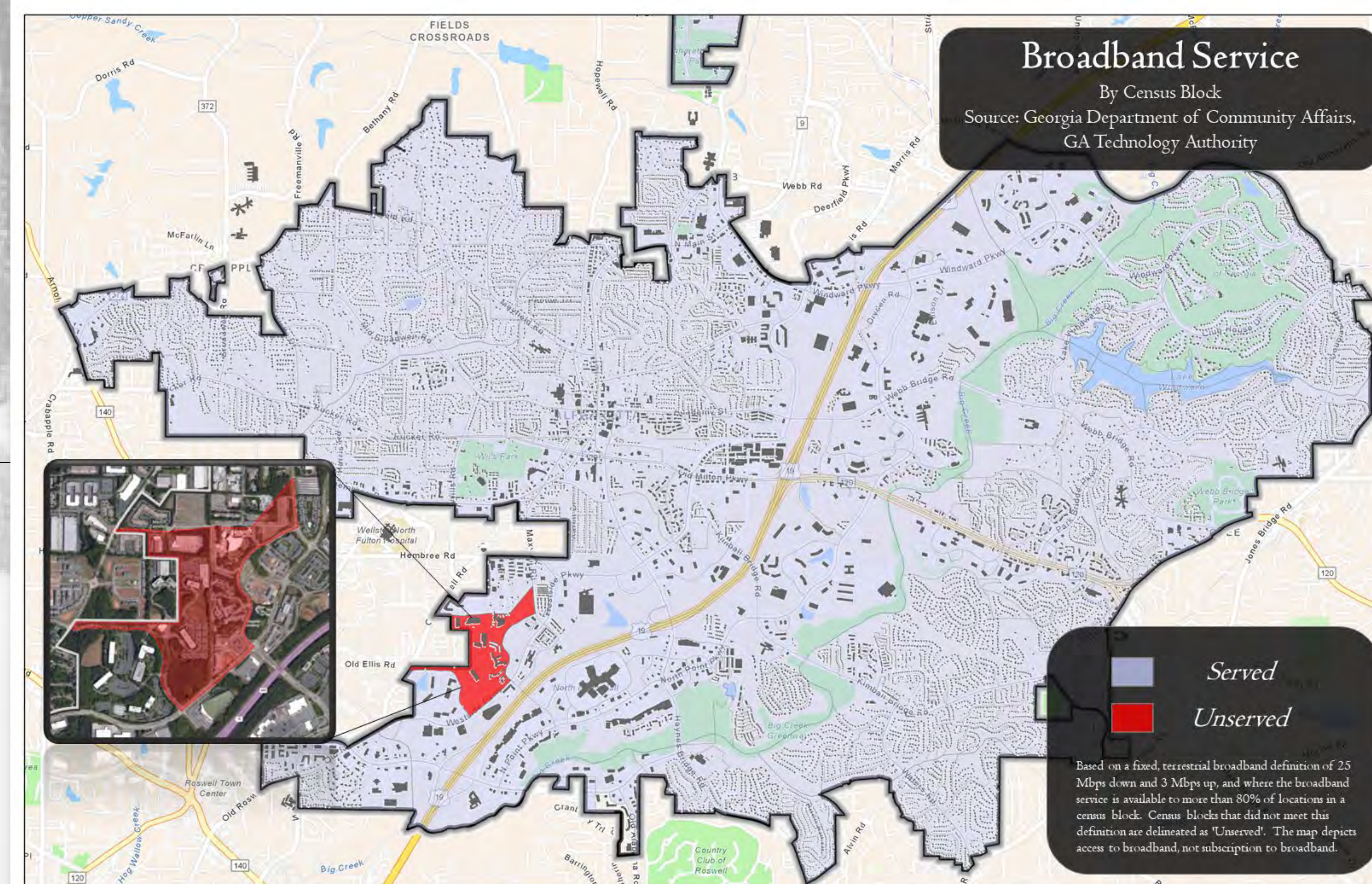
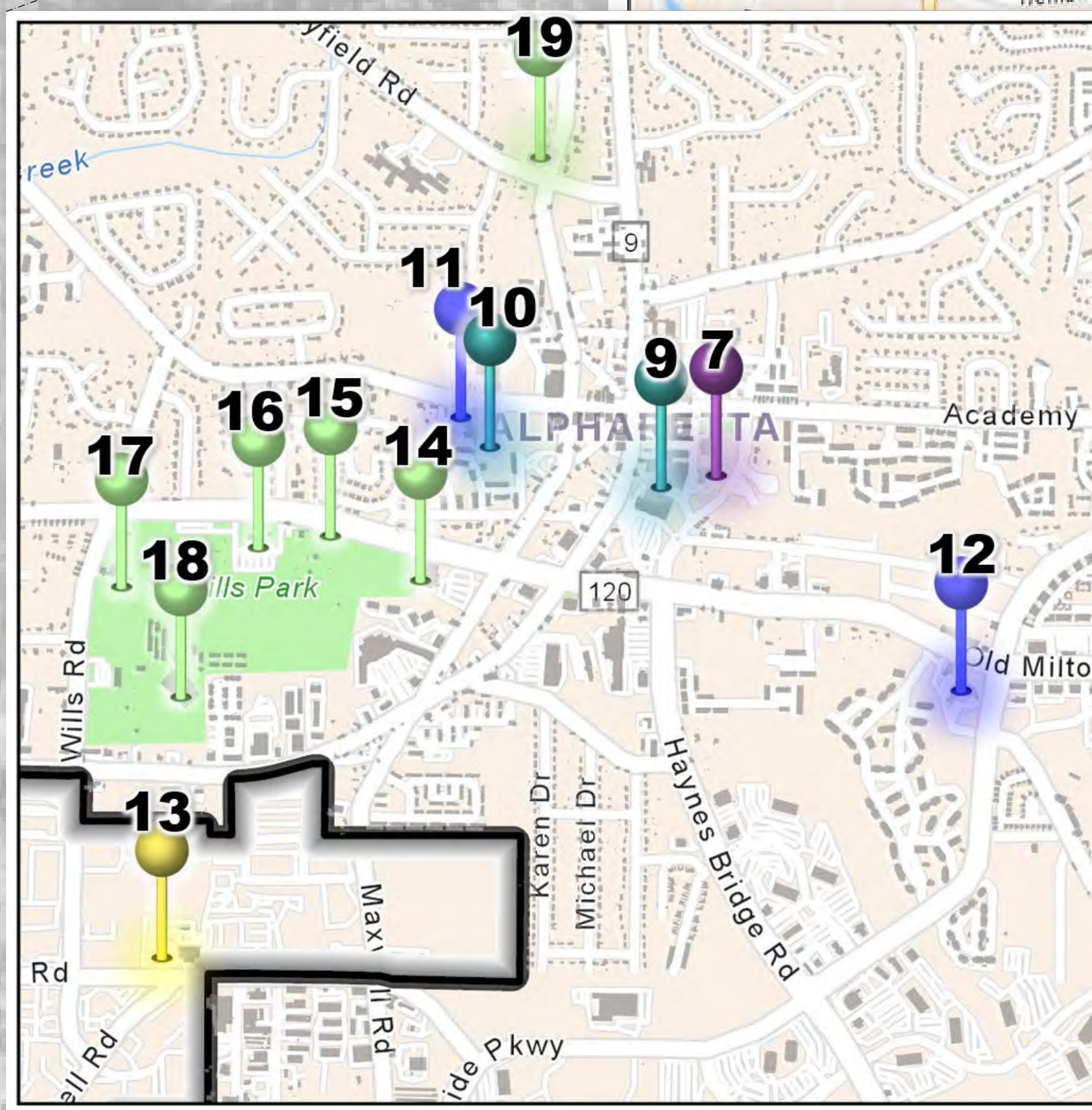


Source: City of Alpharetta

Community Facilities, Public Safety & Broadband

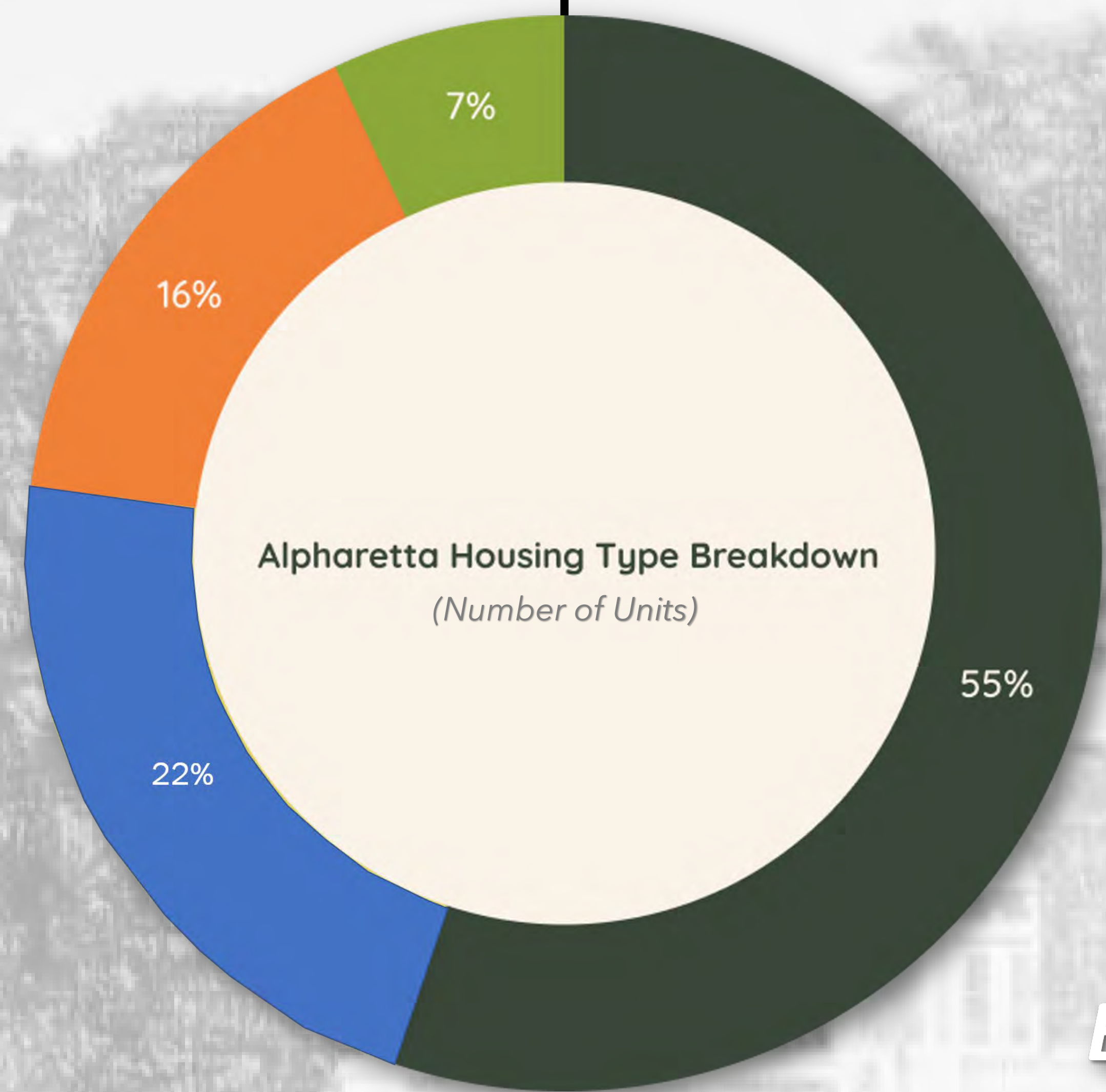


**Compared to National Trends, Alpharetta scored very low (scored very well) in terms of reported personal crime within the City Limits



Source: American Community Survey, Esri

Housing



Single Family Detached	55%
Multi-Family	22%
Single Family Attached	16%
Assisted Living	7%

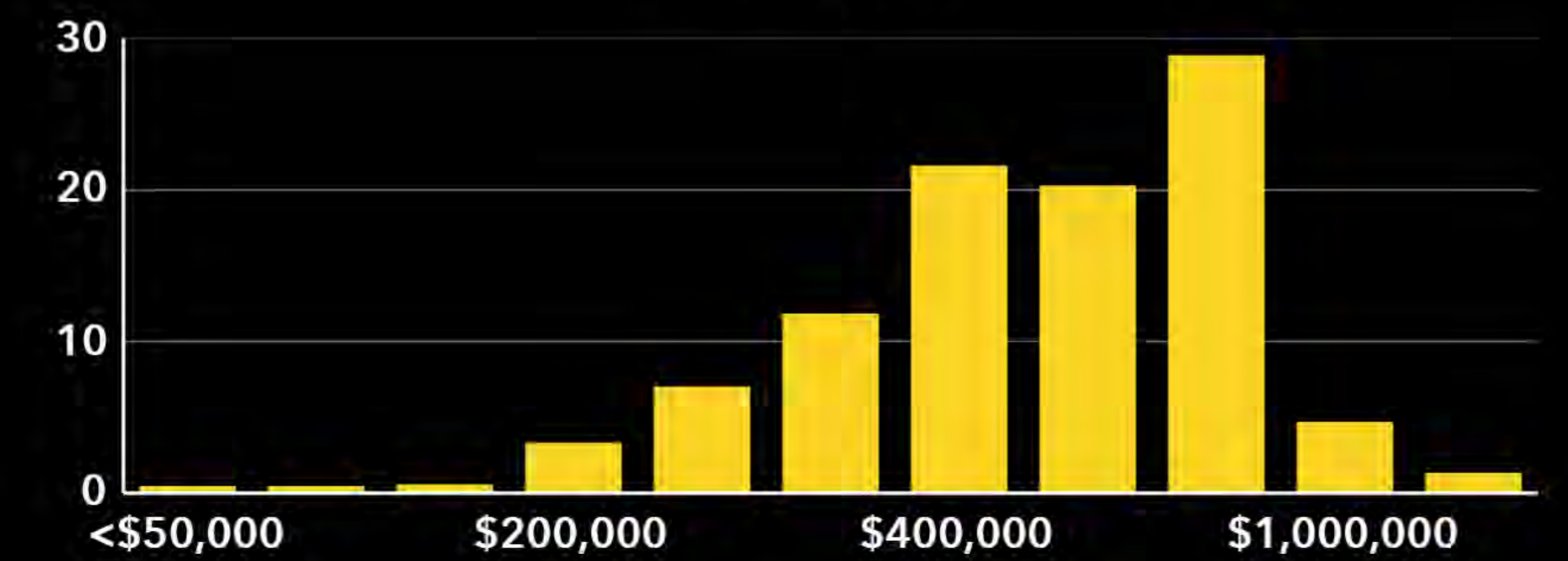
Source: City of Alpharetta

Between 2014 and 2019 the average cost of a newly constructed home in Alpharetta increased by over \$285,000 - an increase of 58%

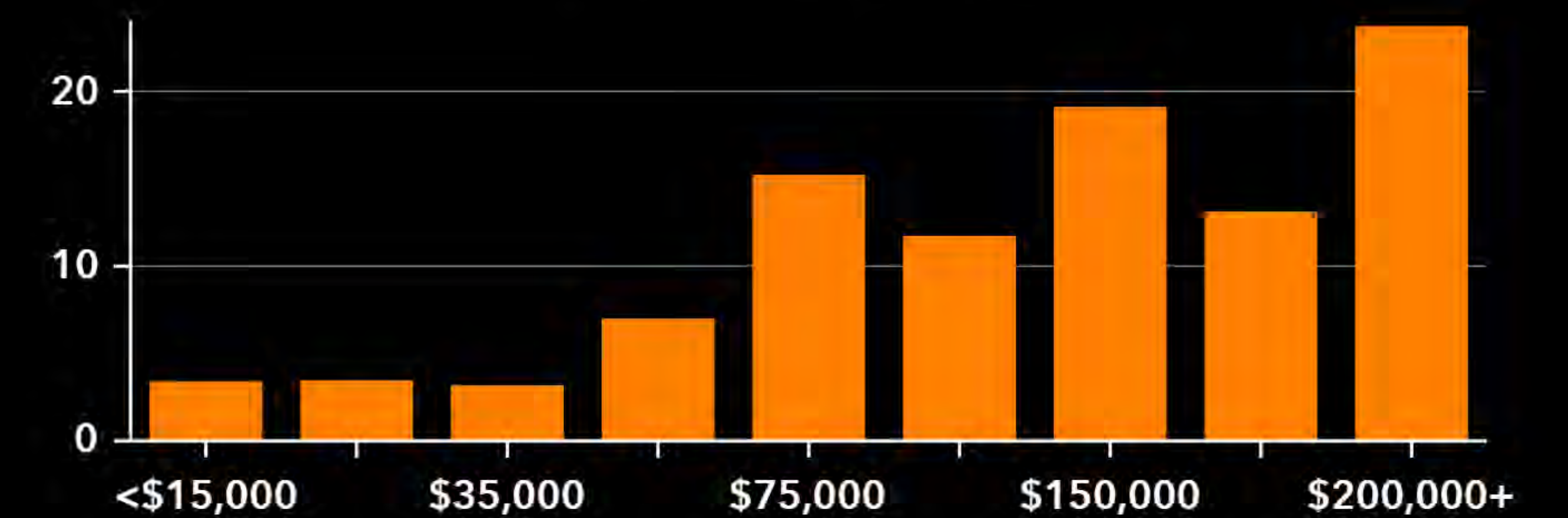
Source: Bleakly Advisory Group - Alpharetta Housing Analysis Preliminary Findings

For-Sale Housing

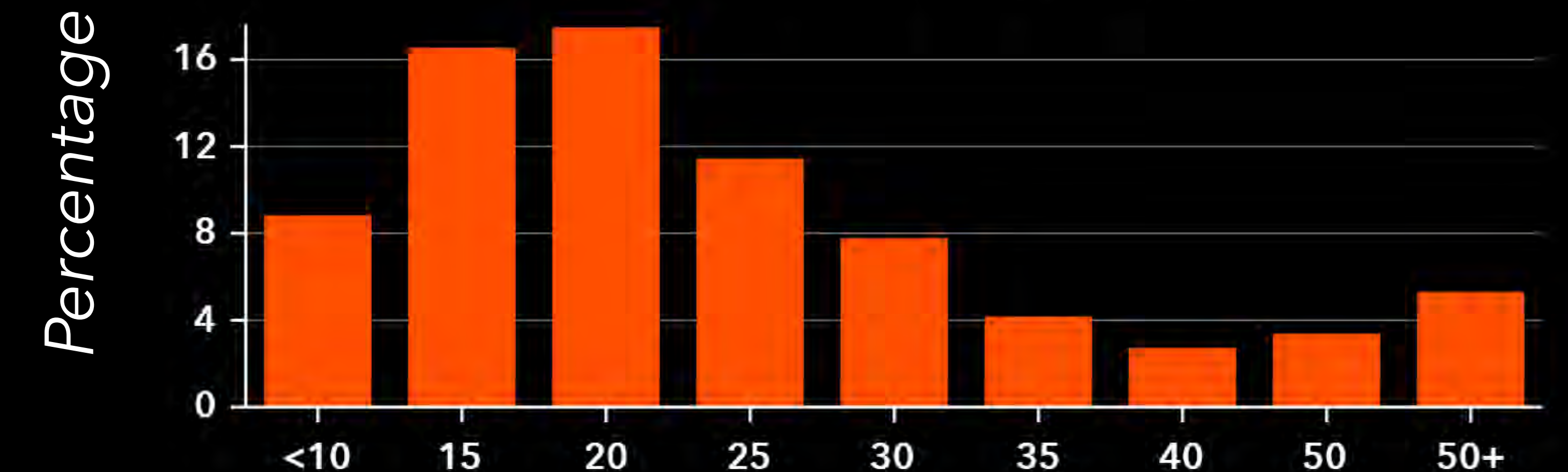
Home Value



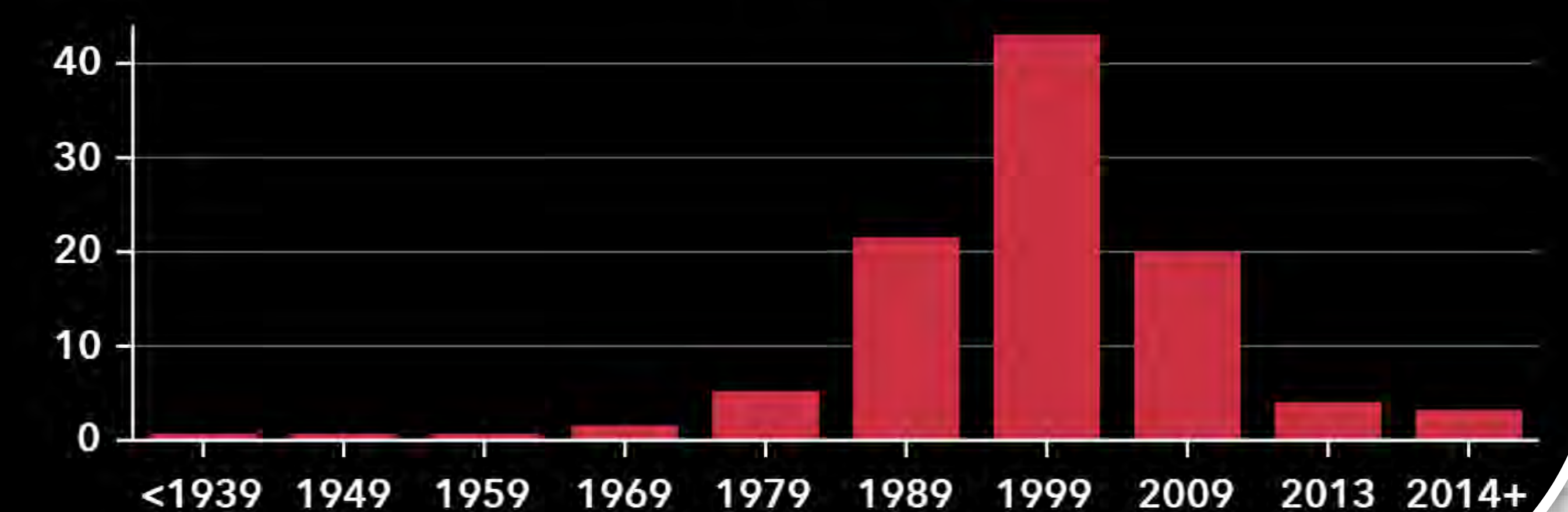
Household Income



Mortgage as Percent of Income

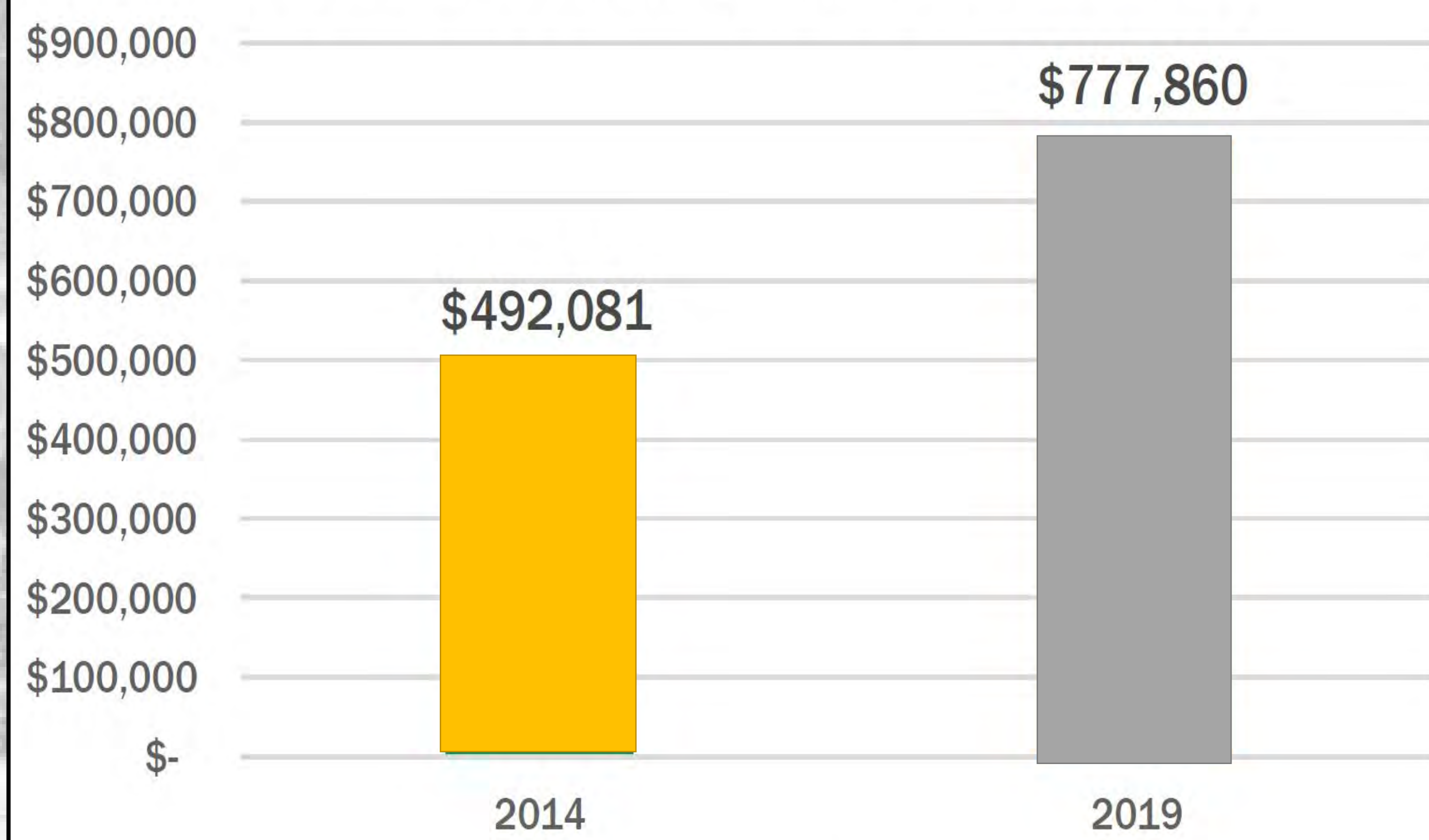


Year Home Built

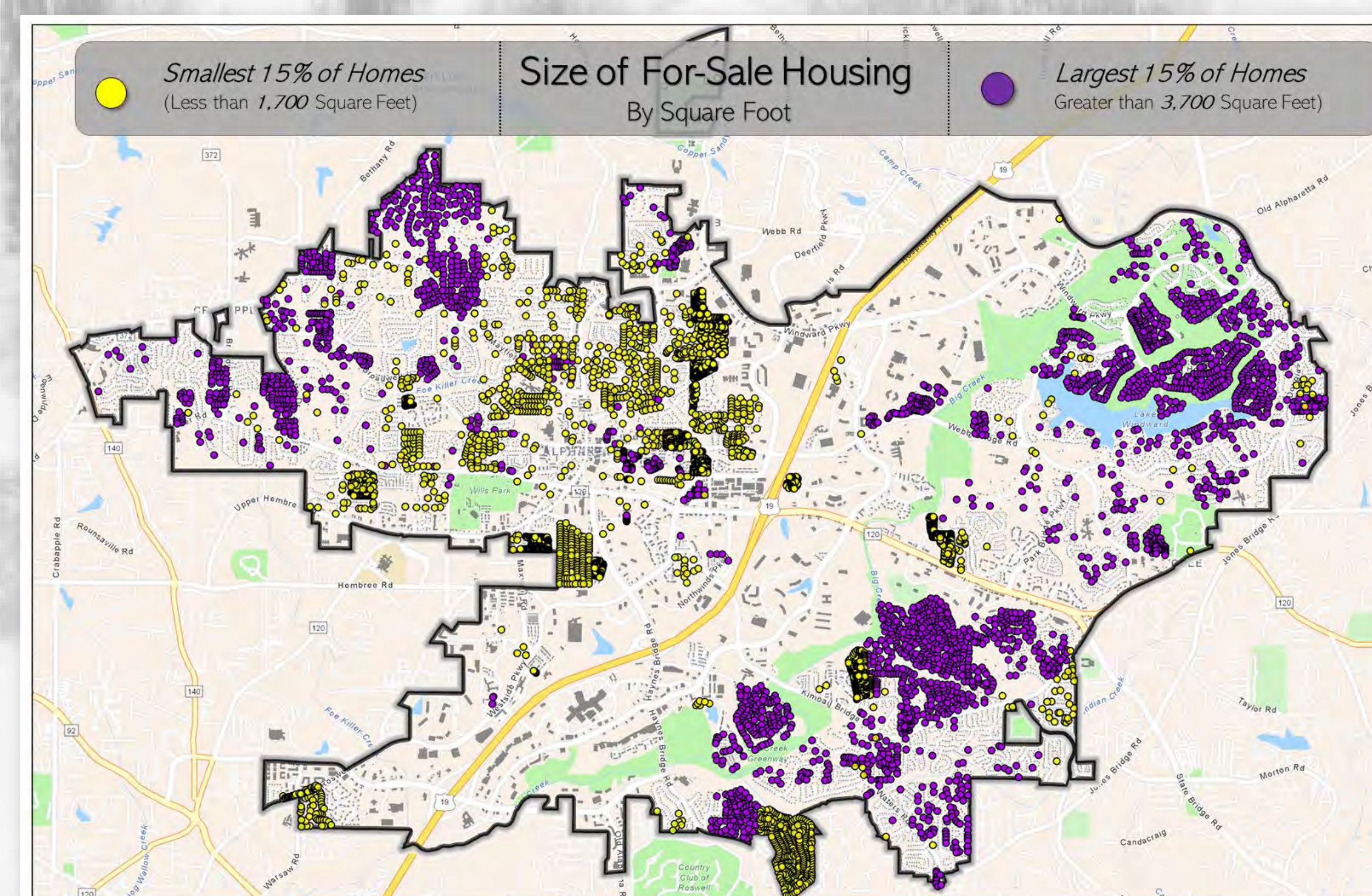


Source: American Community Survey, Esri

Alpharetta Average New Home Price



Source: Bleakly Advisory Group, SmartREData



Housing

Submarket 6

Moderate-to-higher-priced suburban neighborhoods consisting almost entirely of single family homes.

- Second lowest proportion of renters, albeit with a 70% increase in the number of single-family rentals since 2010
- Only Submarket outside of rural areas to experience a net gain in single family owner households
- The neighborhoods in this Submarket are exhibiting home sale price increases slightly below to that of the region as a whole

Median Home Sale Price (2018)	Home Sale Price (Per Sq. Ft. (2018))	Median Building Area	Median Year Built
\$298,000	\$137.90	2,334 sq. ft.	1993

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the DATA EXPLORER

Submarket 5

Moderate-to-higher-priced suburban neighborhoods near employment centers with a mix of single family and multifamily units housing both renters and owners.

- Experienced the greatest net gain in housing units, nearly half of which were multifamily
- Experienced the greatest relative increase in single family rentals
- The neighborhoods in this Submarket are exhibiting home sale price increases similar to that of the region as a whole

Median Home Sale Price (2018)	Home Sale Price (Per Sq. Ft. (2018))	Median Building Area	Median Year Built
\$246,000	\$138.31	1,856 sq. ft.	1997

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the DATA EXPLORER

Submarket 10

Rural areas with generally newer, higher-priced, large owner-occupied single-family homes on large lots.

- Most rapid and largest net increase in single family owners
- Only 10% of households are renters, reflecting a modest increase since 2010
- Smallest proportion of non-white residents
- The home sale prices in this Submarket are increasing somewhat slower than the regional average

Median Home Sale Price (2018)	Home Sale Price (Per Sq. Ft. (2018))	Median Building Area	Median Year Built
\$312,741	\$130.87	2,622 sq. ft.	2001

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the DATA EXPLORER

Submarket 1

Core neighborhoods with mostly higher-priced homes and higher than average rents, consisting of a mix of mostly older single family homes and both older and newer multifamily housing.

- Highest proportion of multifamily units, adding an additional 11,000 since 2010.
- Fastest increase in ownership rates among non-rural areas, albeit with only about 200 owner-occupied single family units having been added since 2010.

Median Home Sale Price (2018)	Home Sale Price (Per Sq. Ft. (2018))	Median Building Area	Median Year Built
\$330,000	\$252.88	1,356 sq. ft.	1975

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the DATA EXPLORER

Atlanta Regional Commission

HOME | SUBMARKETS | STRATEGIES | ABOUT | DATA EXPLORER

METRO ATLANTA HOUSING STRATEGY

Explore Submarkets in Metro Atlanta by: ATLANTA REGION | COUNTY | CITY

Alpharetta

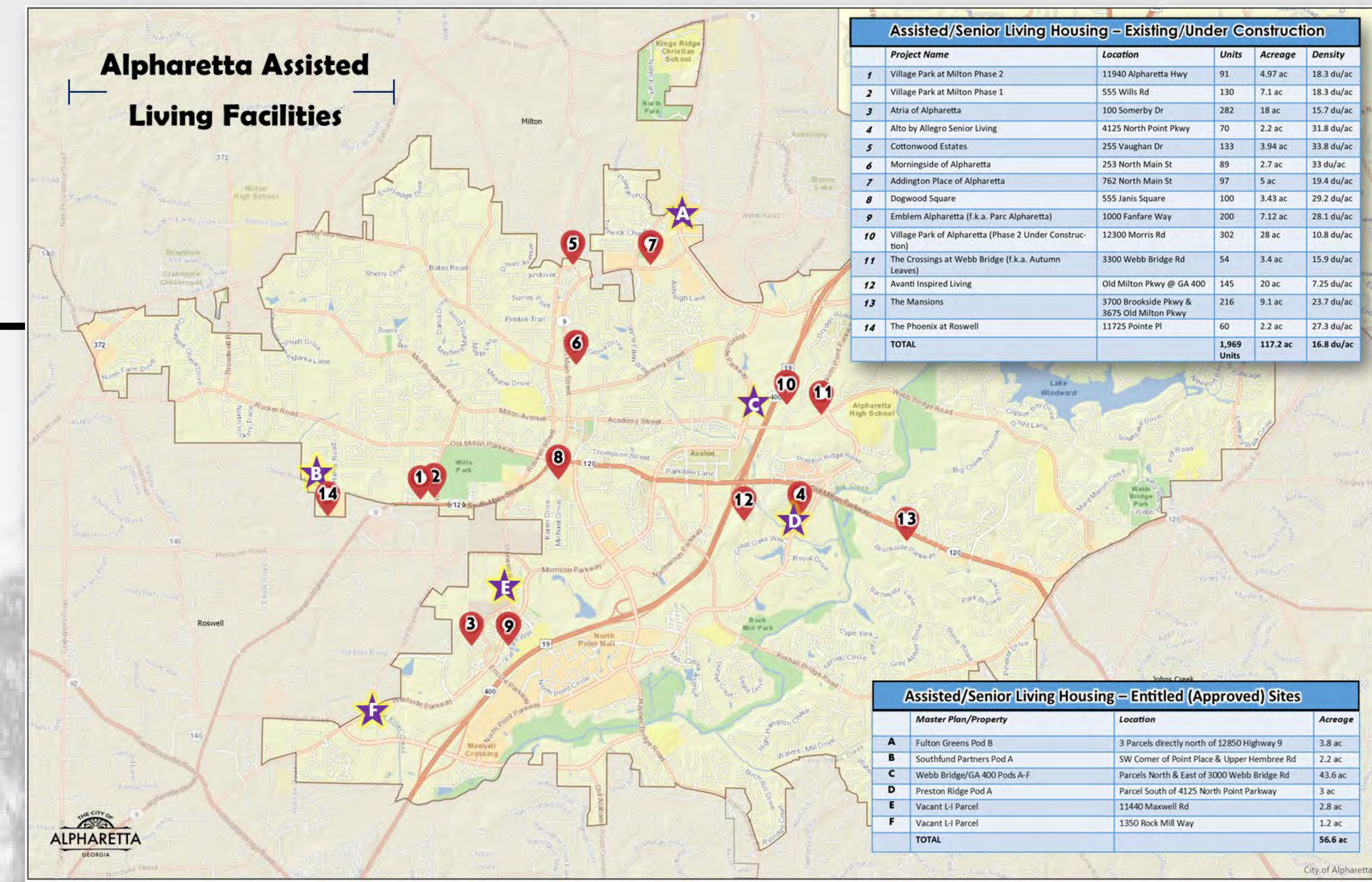
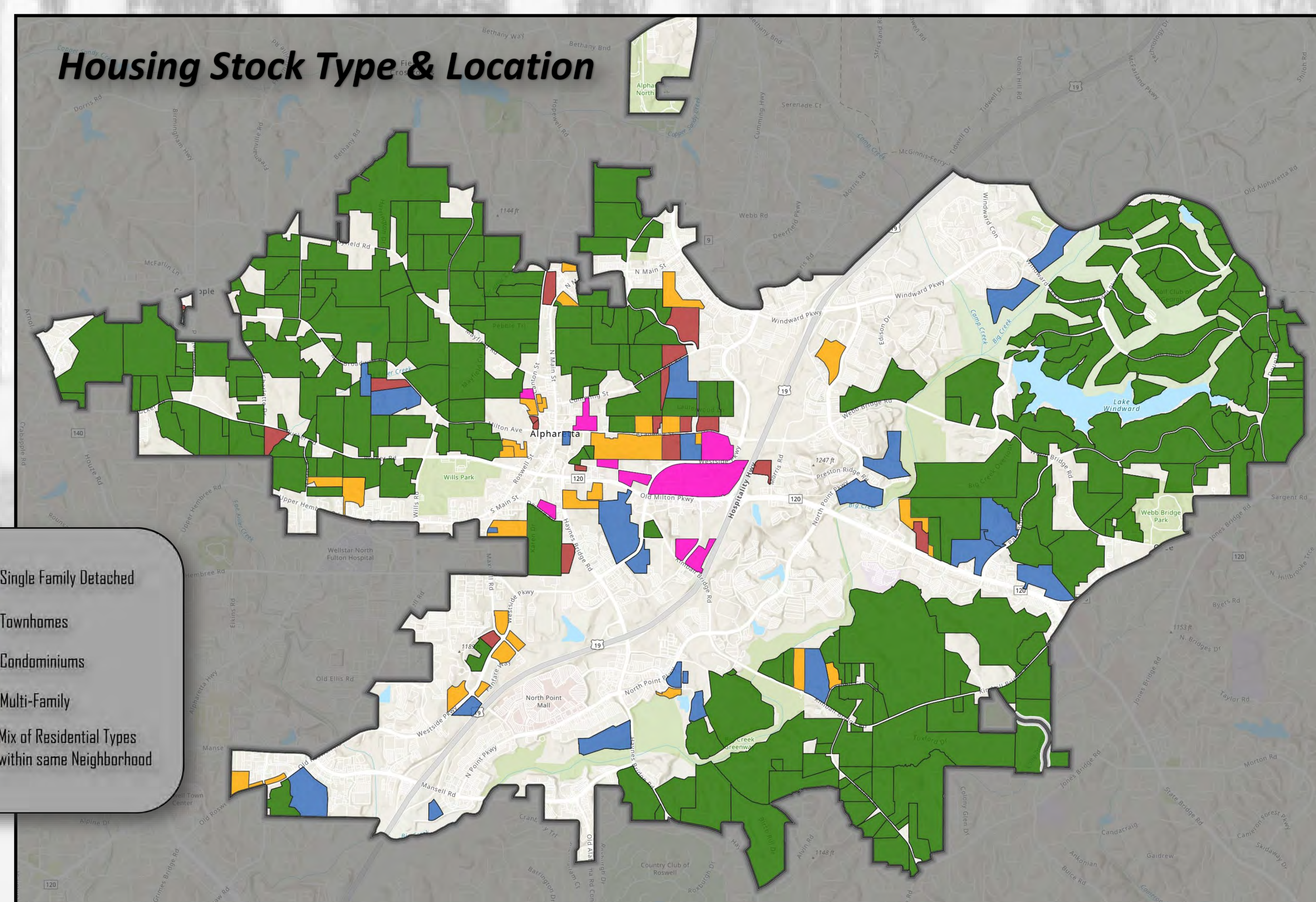
- 48% SUBMARKET 6**
Suburban neighborhoods with moderate-to-higher-priced housing [Learn more](#)
- 44% SUBMARKET 5**
Suburban neighborhoods along employment corridors with moderate-to-higher-priced mix of single family and multifamily housing [Learn more](#)
- 6% SUBMARKET 10**
Higher-priced rural areas [Learn more](#)
- 2% SUBMARKET 1**
Higher-priced core neighborhoods [Learn more](#)

Source: Atlanta Regional Commission

CITY SNAPSHOT

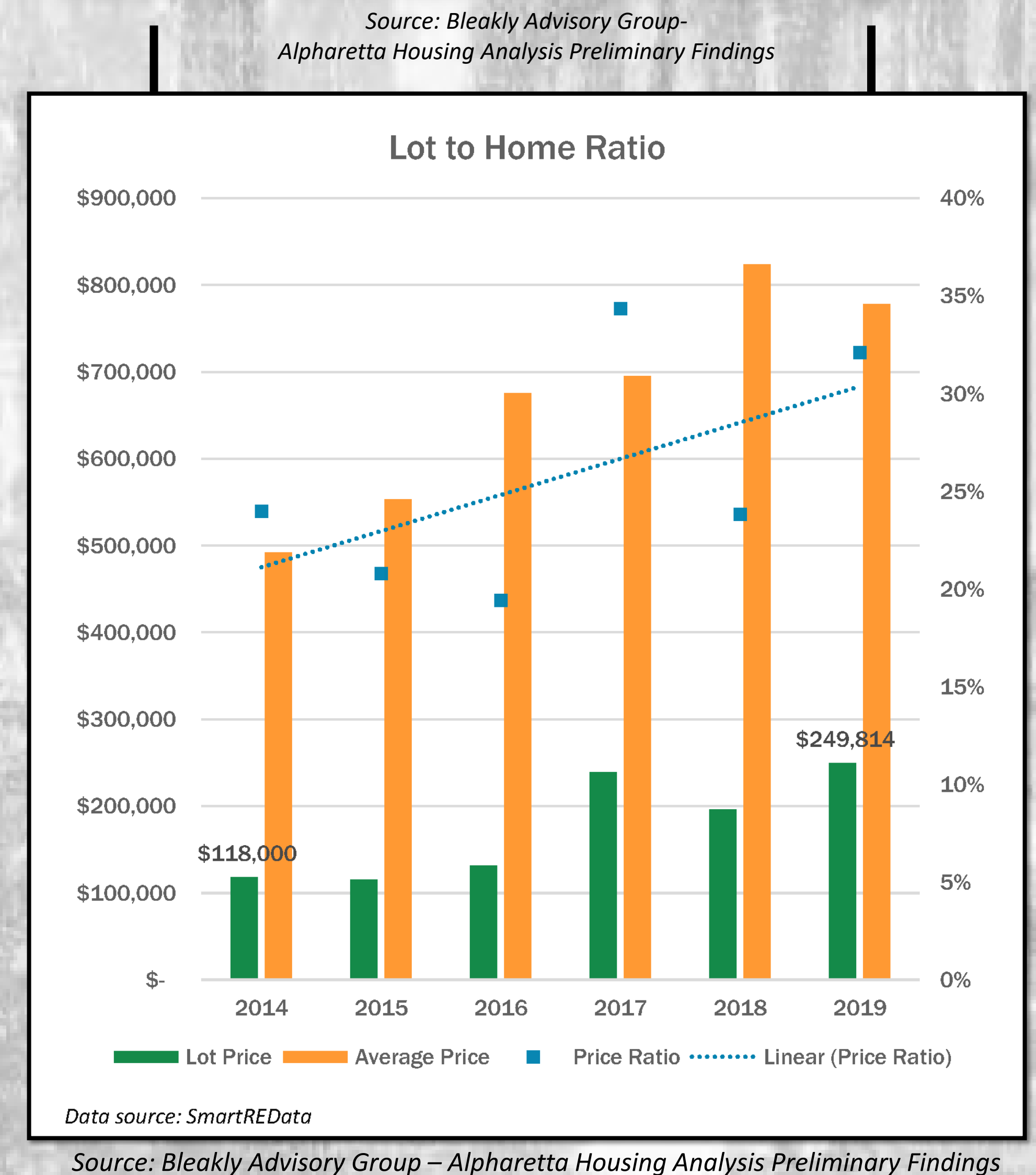
Median Home Sale Price (2018)	\$382,000
Change in Median Home Sale Price (2013-18)	+25.70%
Home Sale Price Per Sq Ft (2018)	\$161.17 sq ft
Percent Change in Home Sale Price Per Sq Ft (2013-18)	+32.90%
Median Building Area of Home Sales (2018)	2,448 sq ft

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the DATA EXPLORER

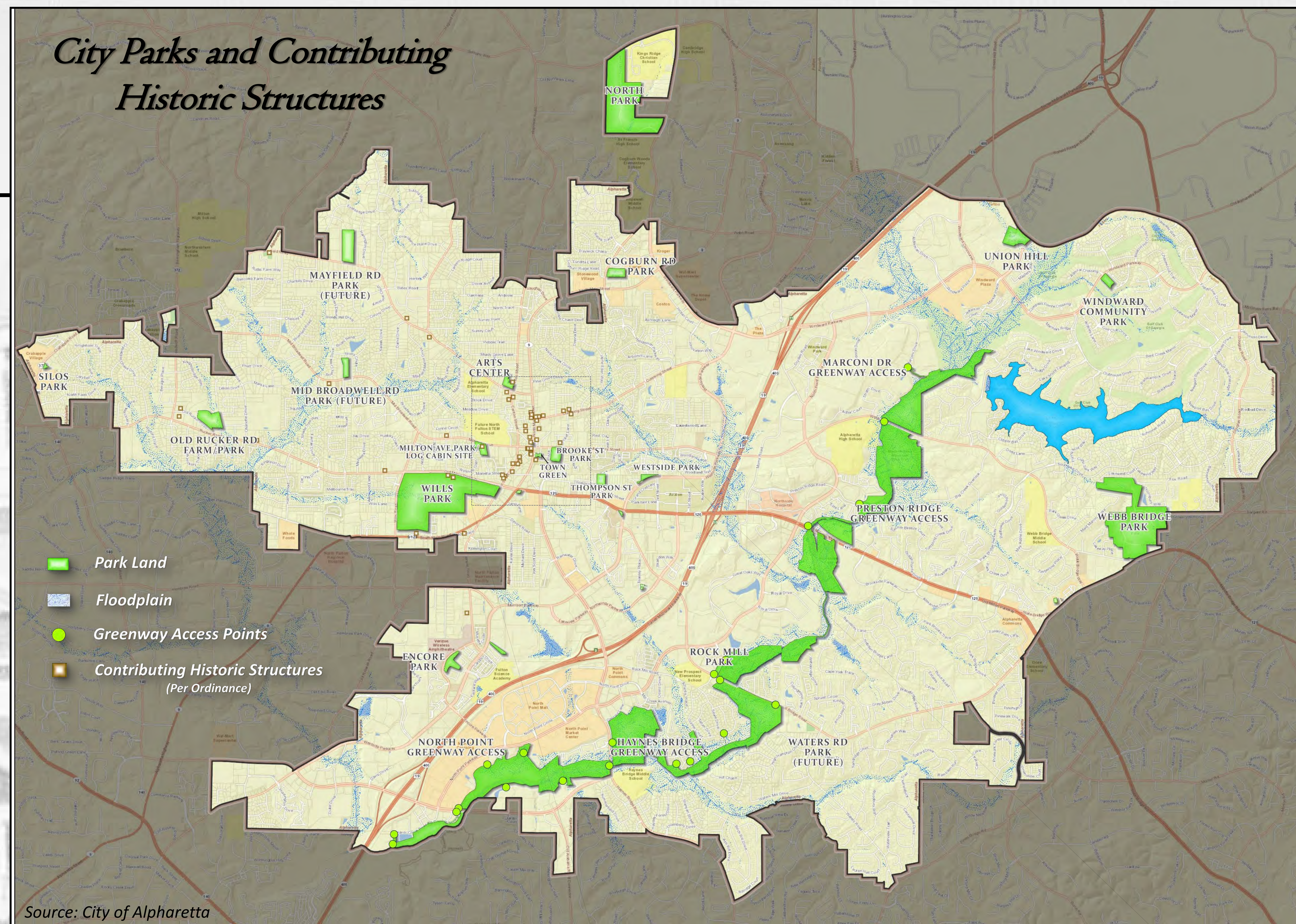
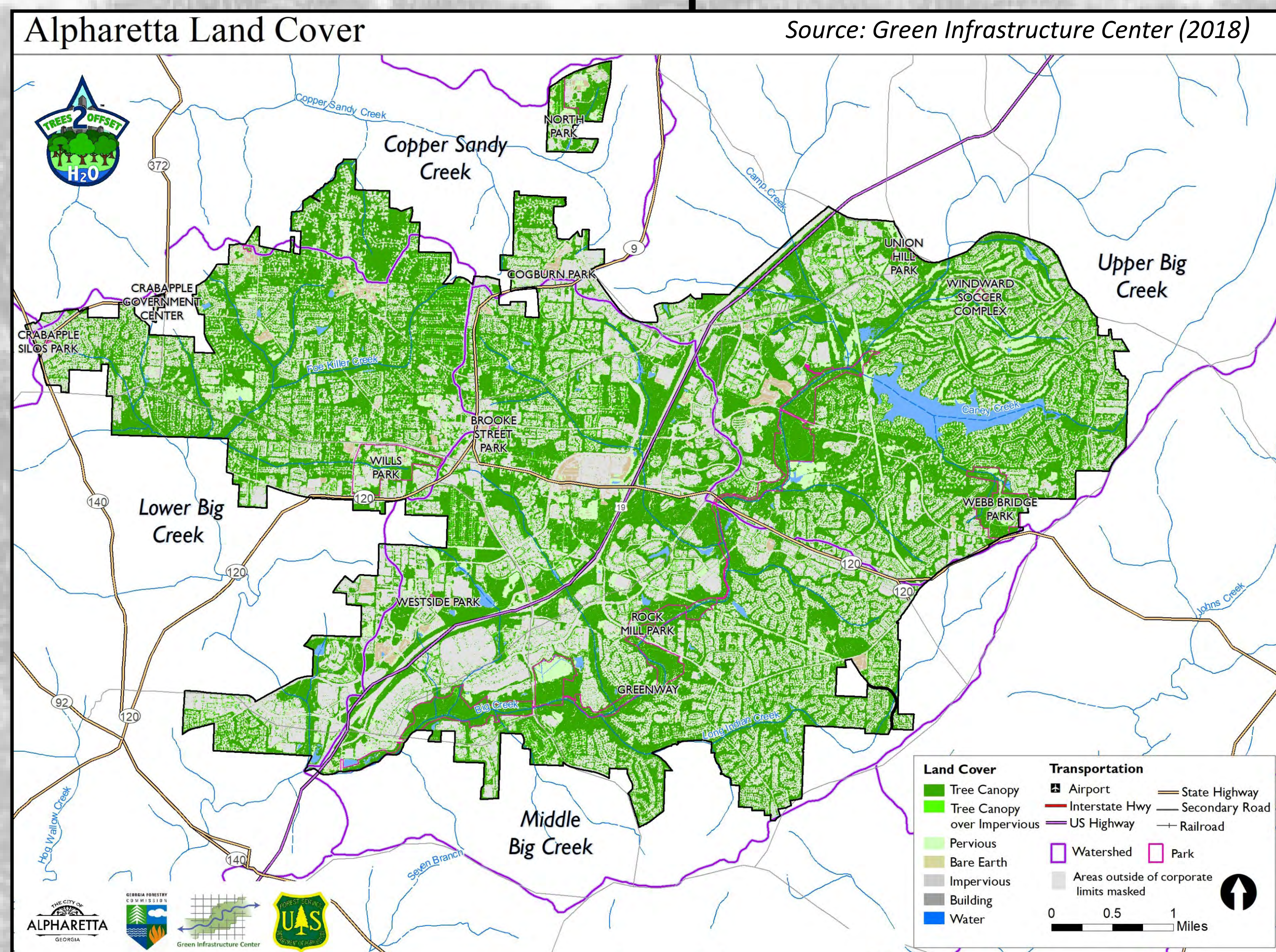


Between 2014 & 2019 the average cost of a house lot in Alpharetta increased by **112%**

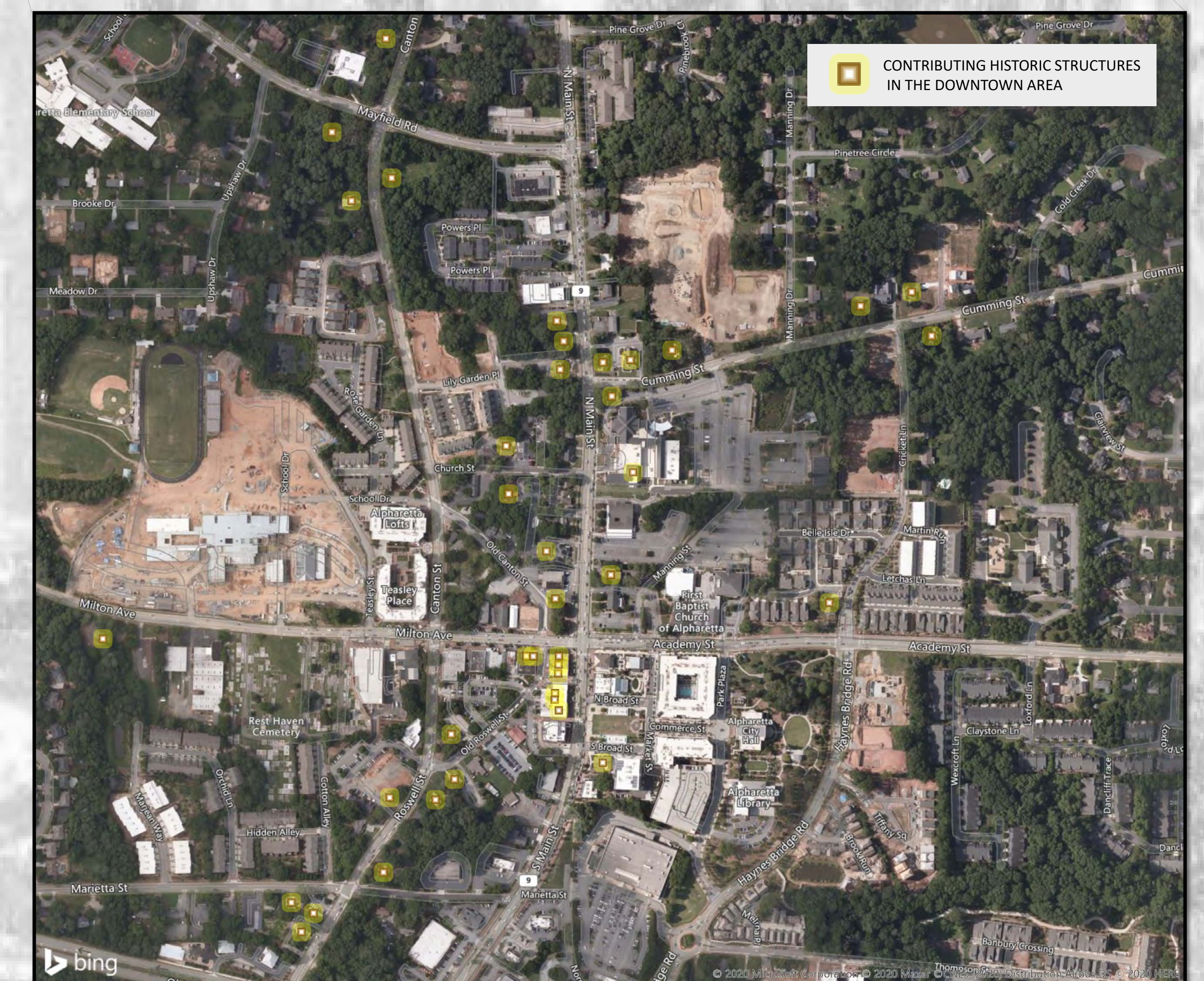
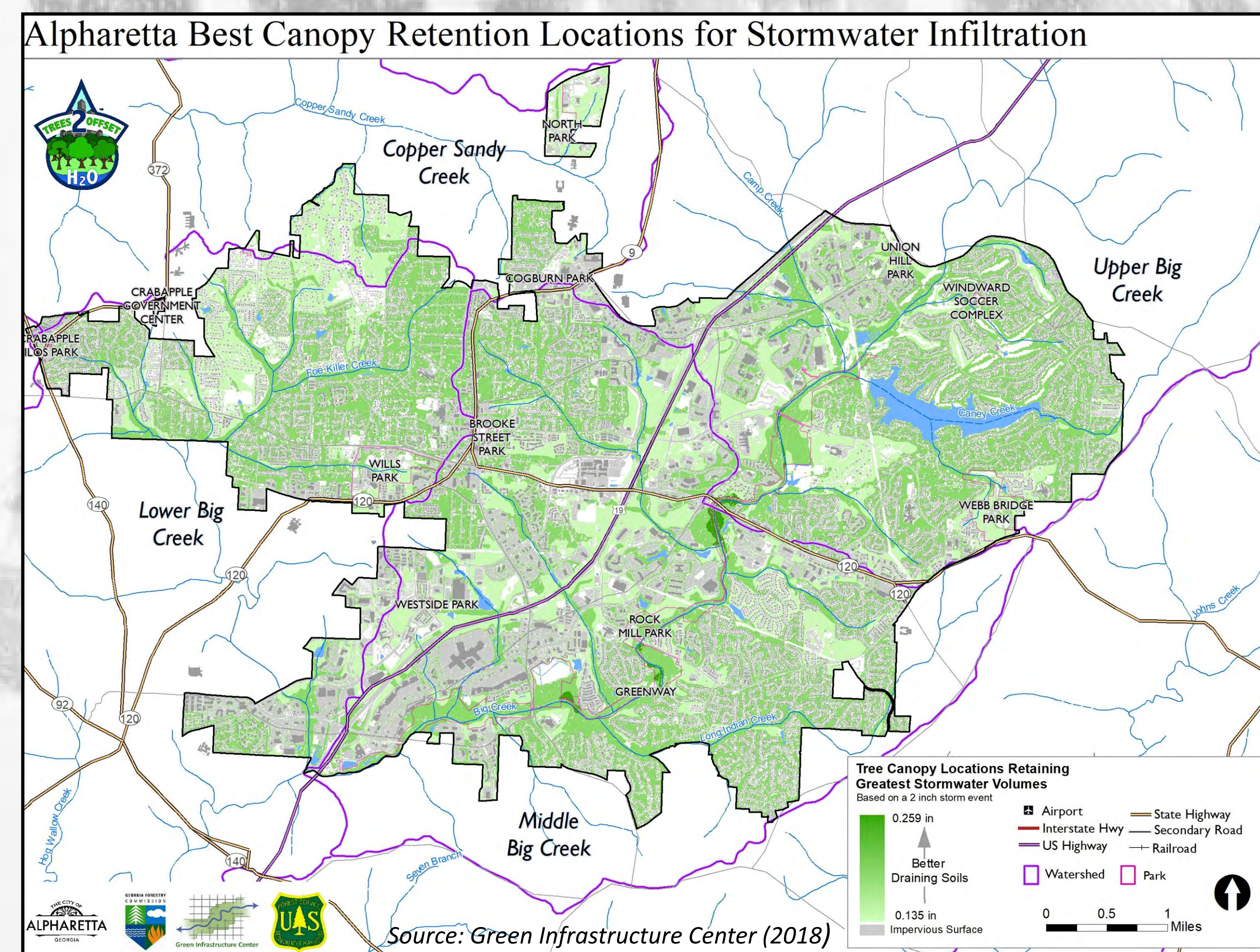
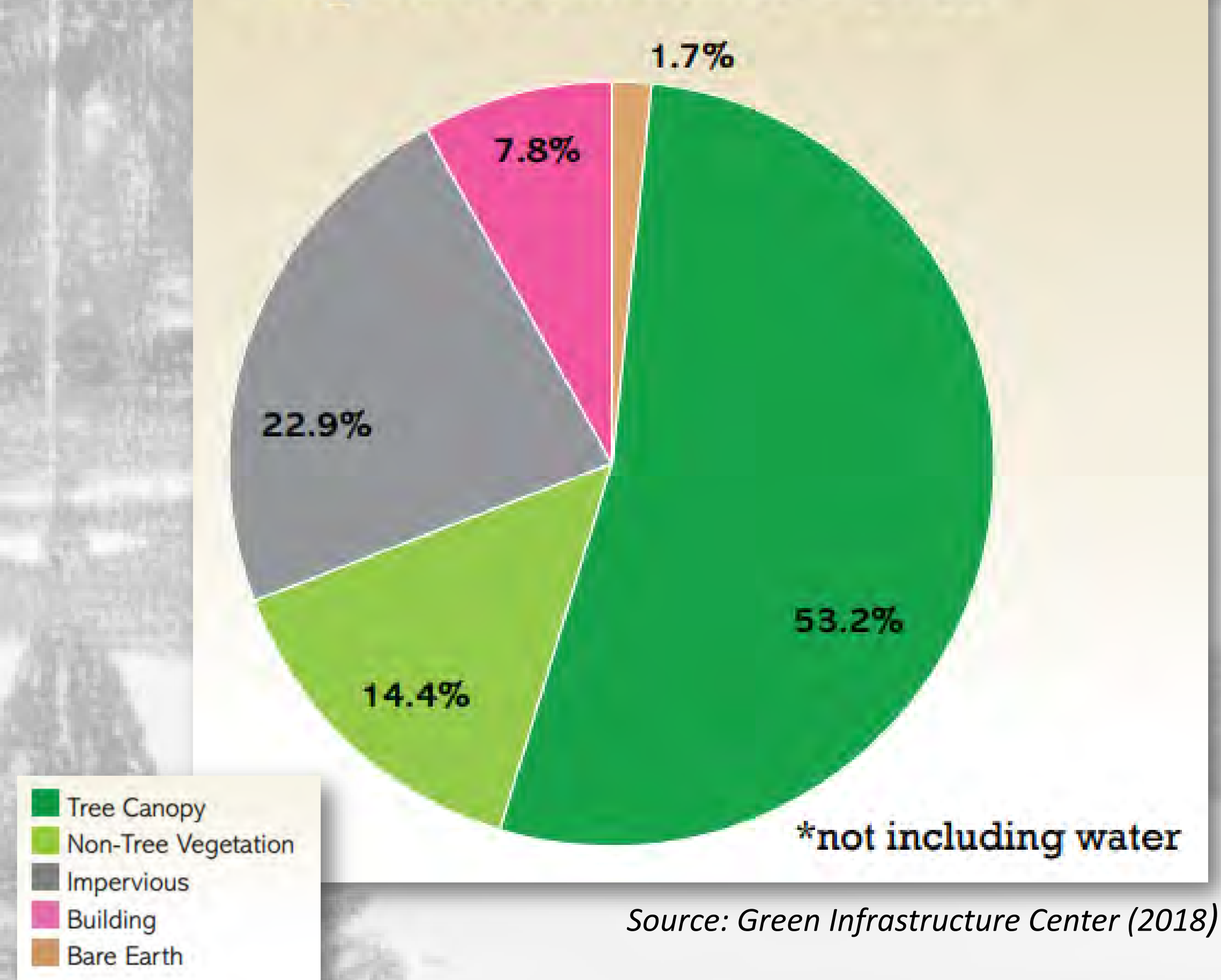
“The price of land more than doubling over a six-year span has caused the houses to be built on them to be more expensive, in order for developers and builders to achieve the same level of profit”



Natural, Historical & Cultural Facilities



Alpharetta: Land Cover*

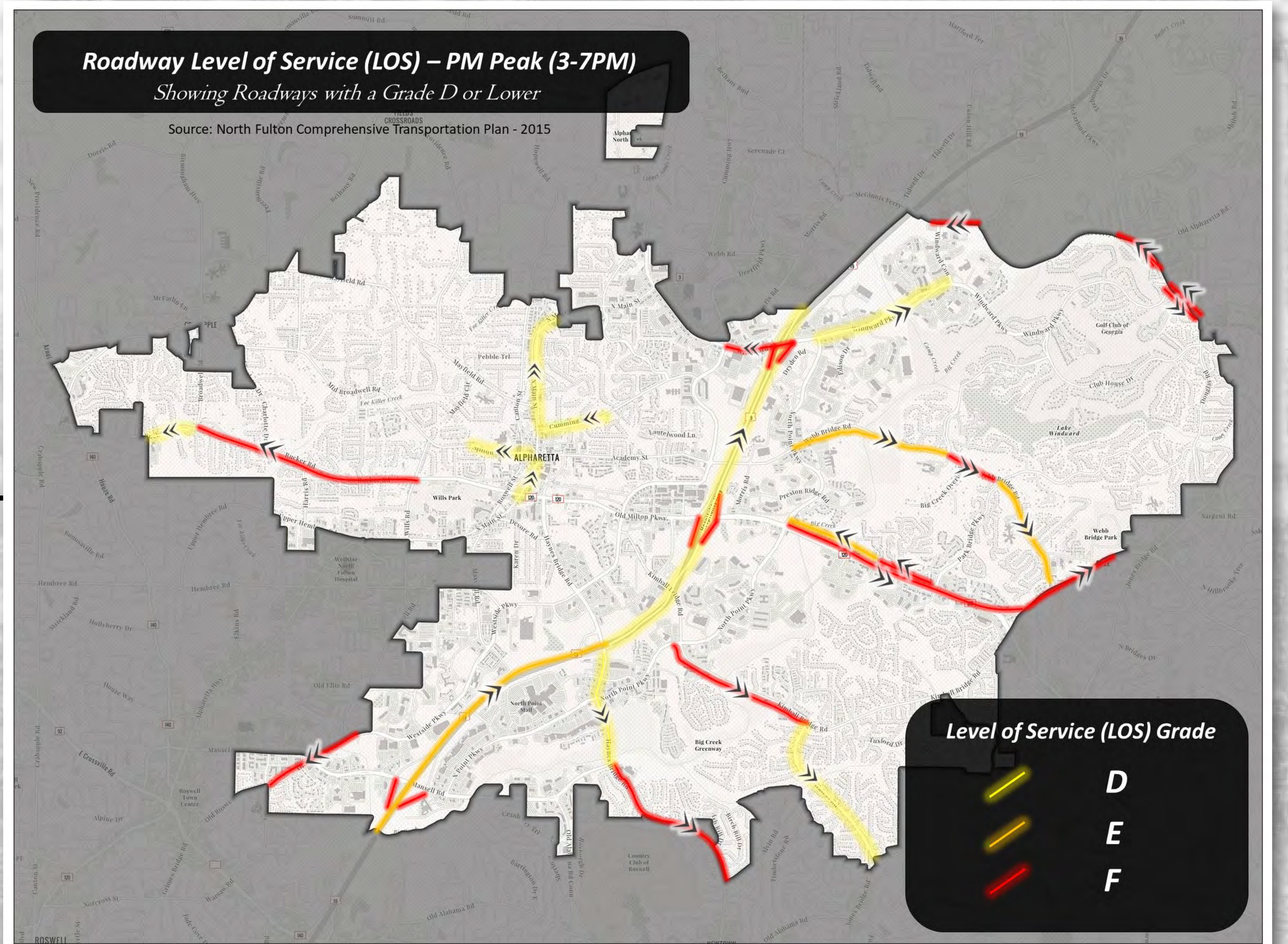
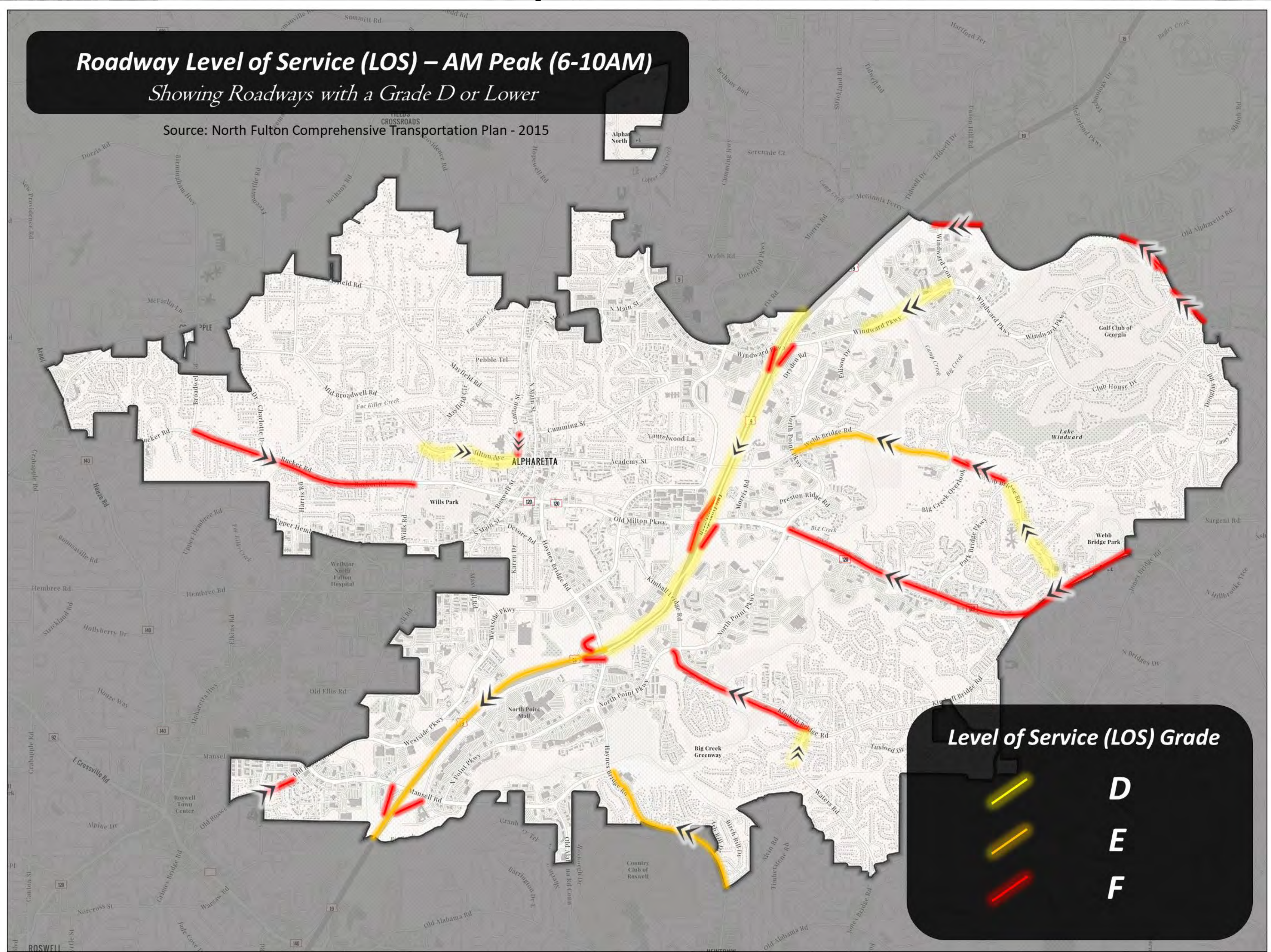
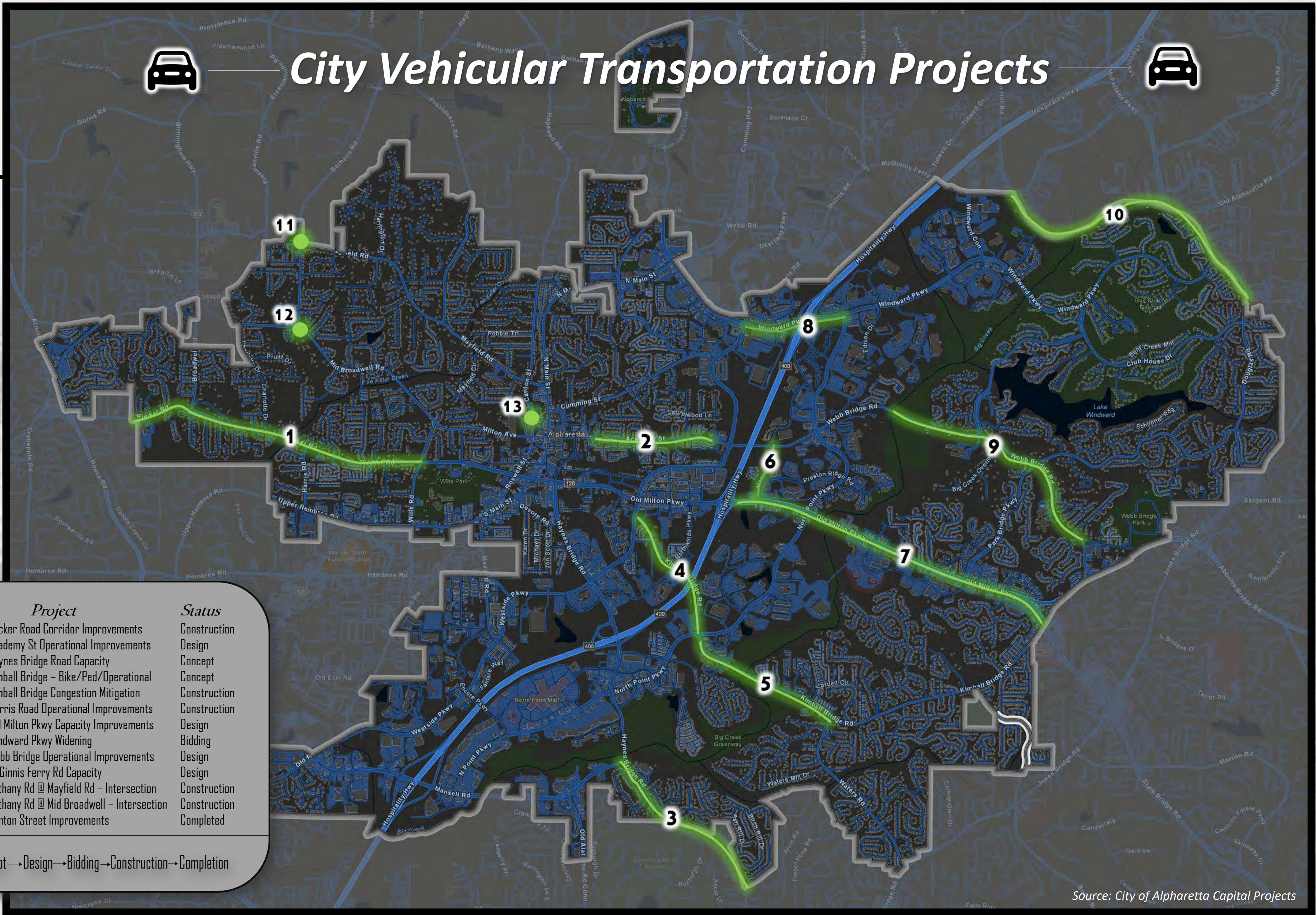


Transportation

WHAT IS LEVEL OF SERVICE (LOS)?

Traffic Signal Level of Service

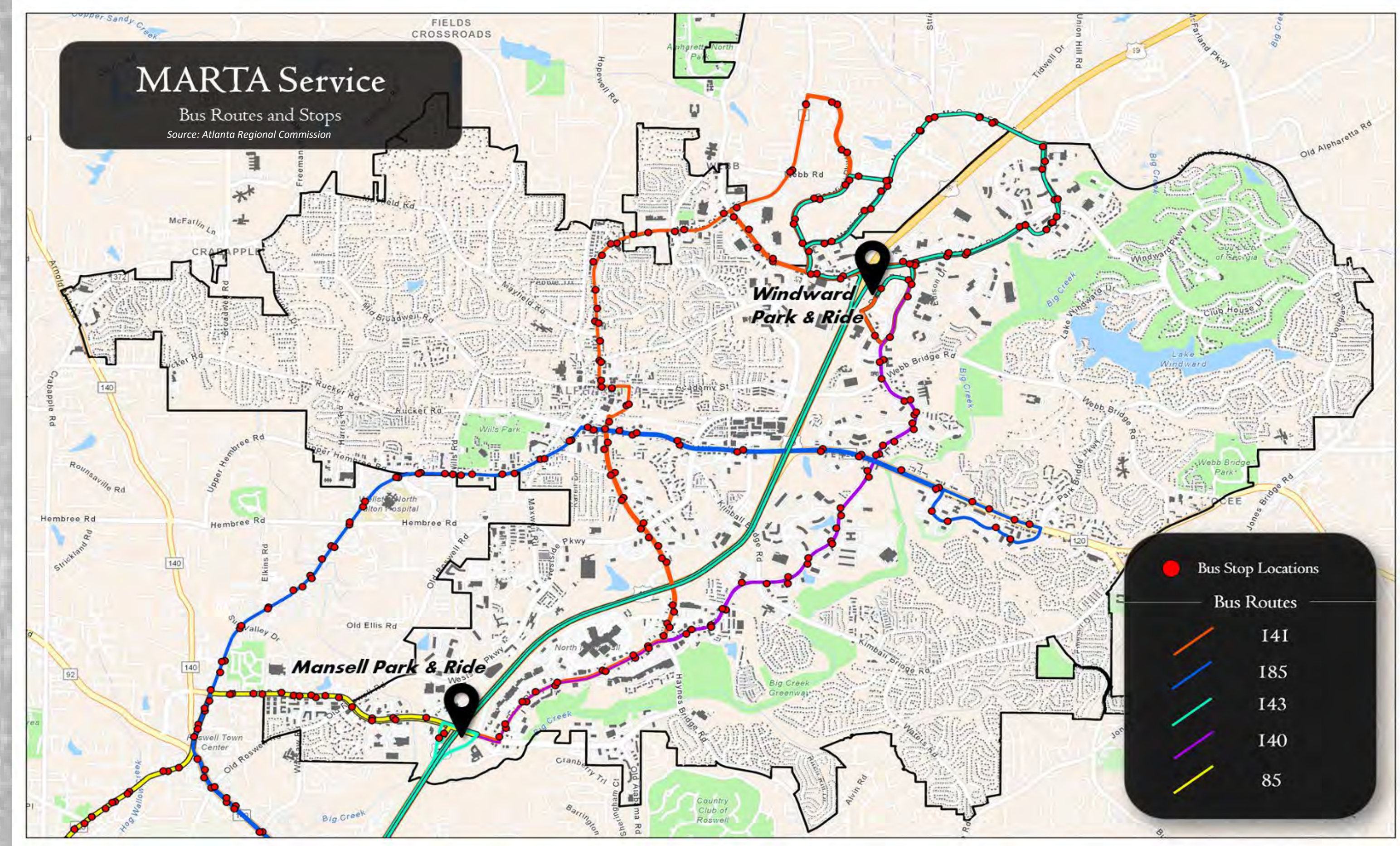
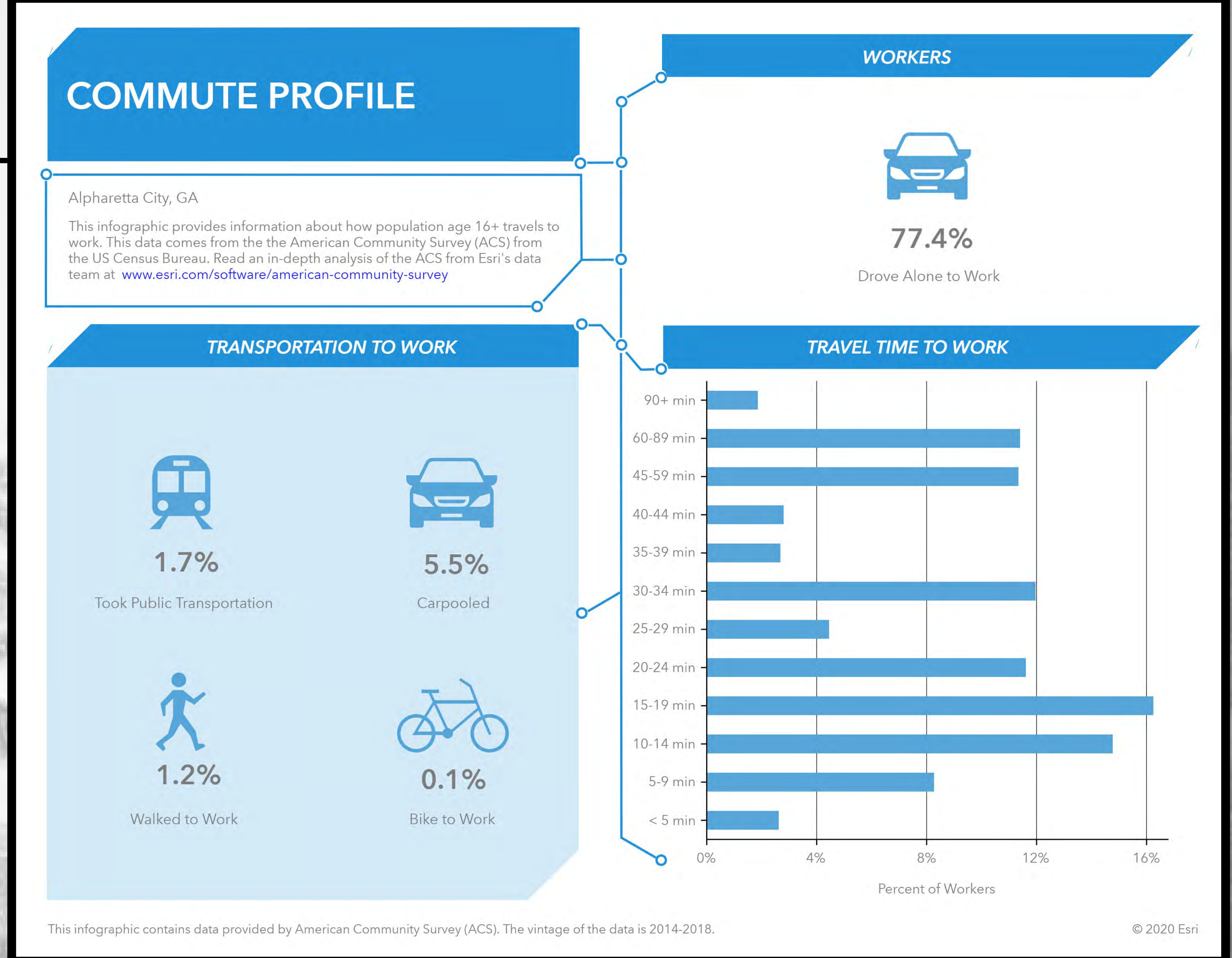
A	<ul style="list-style-type: none"> Highly stable, free-flow condition with little or no congestion No vehicle waits longer than one signal indication Delay: <10 seconds/vehicle 	
B	<ul style="list-style-type: none"> Stable, free-flow condition with little congestion On rare occasions vehicles wait through more than one signal indication Delay: 10 to 20 seconds/vehicle 	
C	<ul style="list-style-type: none"> Free-flow conditions with moderate congestion Intermittently vehicles wait through more than one signal indication and occasional backups may develop Delay: 20 to 35 seconds/vehicle 	
D	<ul style="list-style-type: none"> Approaching unstable condition with increasing congestion but without excessive backups Level of service D has historically been regarded as a desirable design in urban areas Delay: 35 to 55 seconds/vehicle 	
E	<ul style="list-style-type: none"> Unstable, congested condition Very long queues may create lengthy delays Delay: 55 to 80 seconds/vehicle 	
F	<ul style="list-style-type: none"> Stop and go Backups from locations downstream restrict or prevent movement of vehicles out of approach creating "gridlock" condition Delay: >80 seconds/vehicle 	



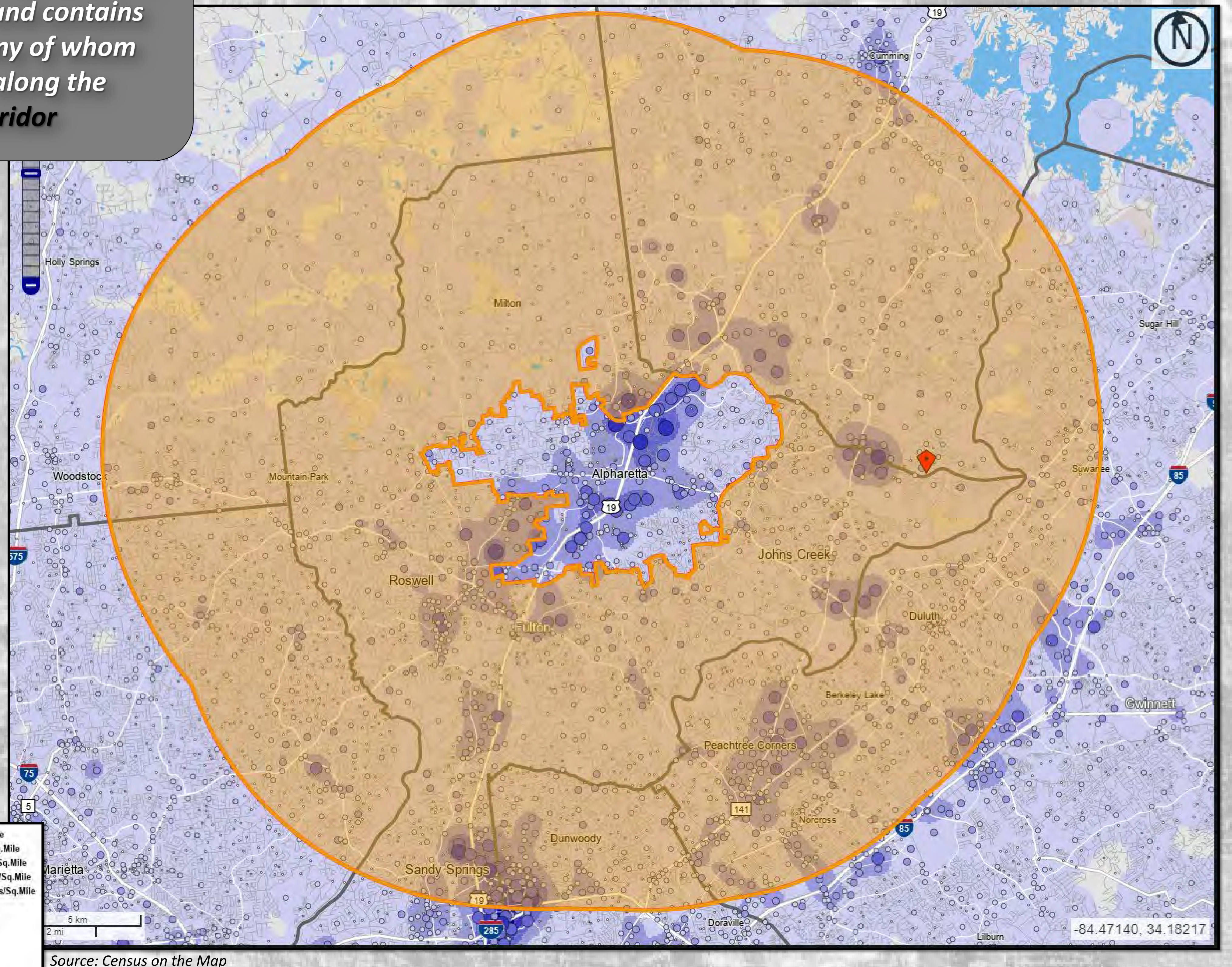
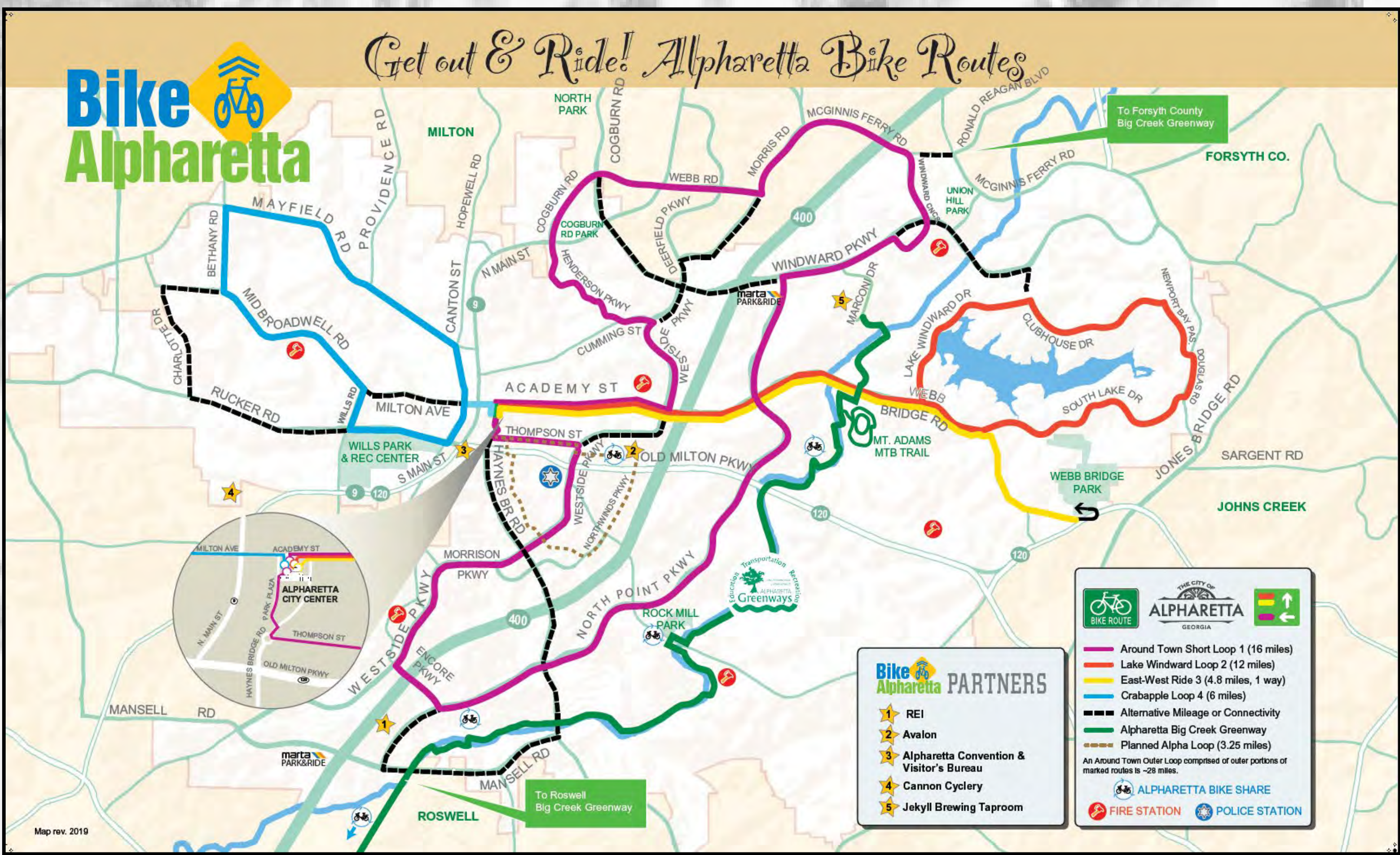
Transportation

Household Vehicle Availability (ACS)			
	Owner	Renter	Total
No Vehicles	202	684	886
1 Vehicle	3,024	4,548	7,572
2 Vehicles	8,469	2,676	11,145
3 Vehicles	3,037	352	3,389
4 Vehicles	673	21	694
5 or More Vehicles	104	0	104

Source: American Community Survey

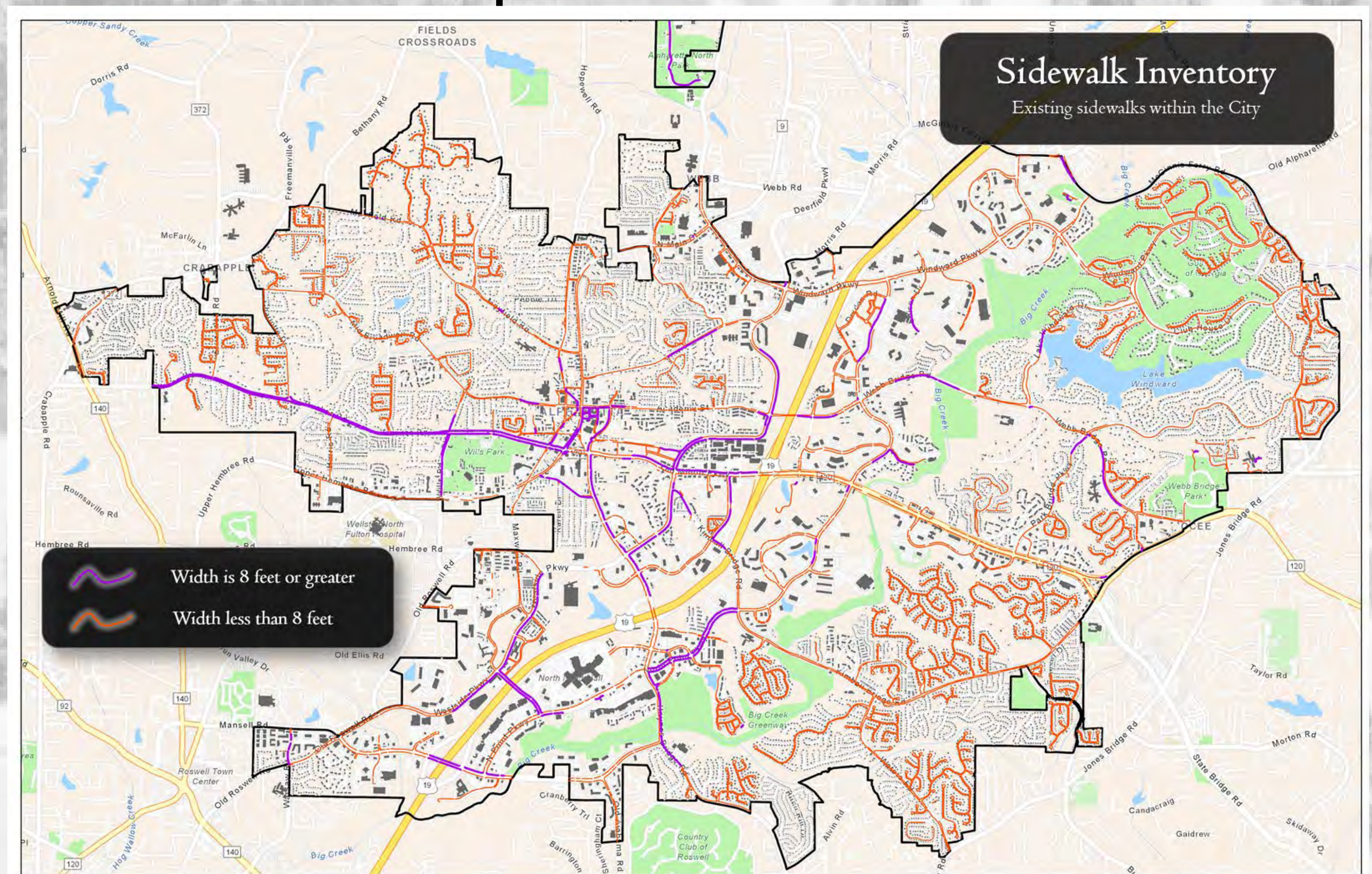
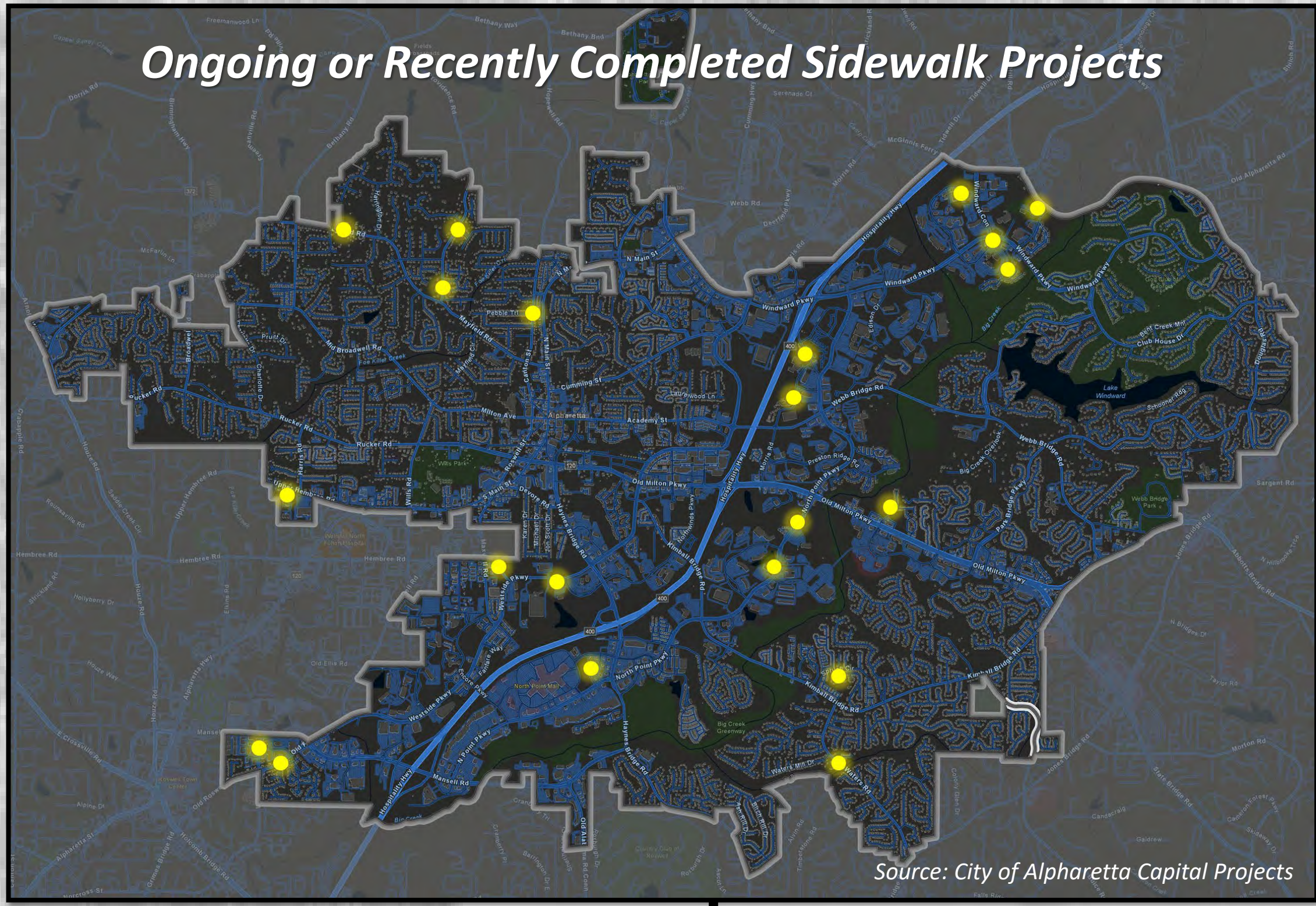
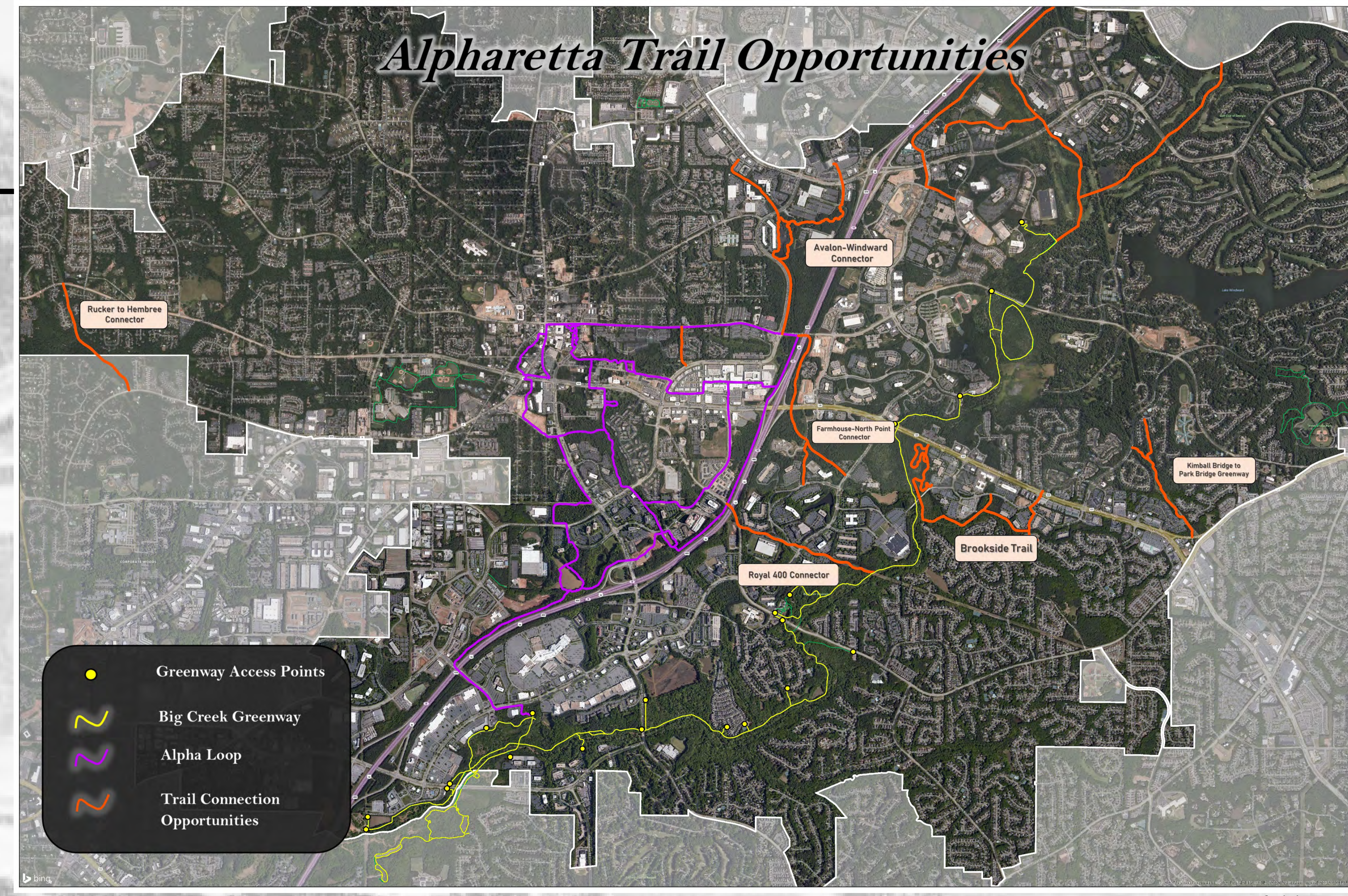
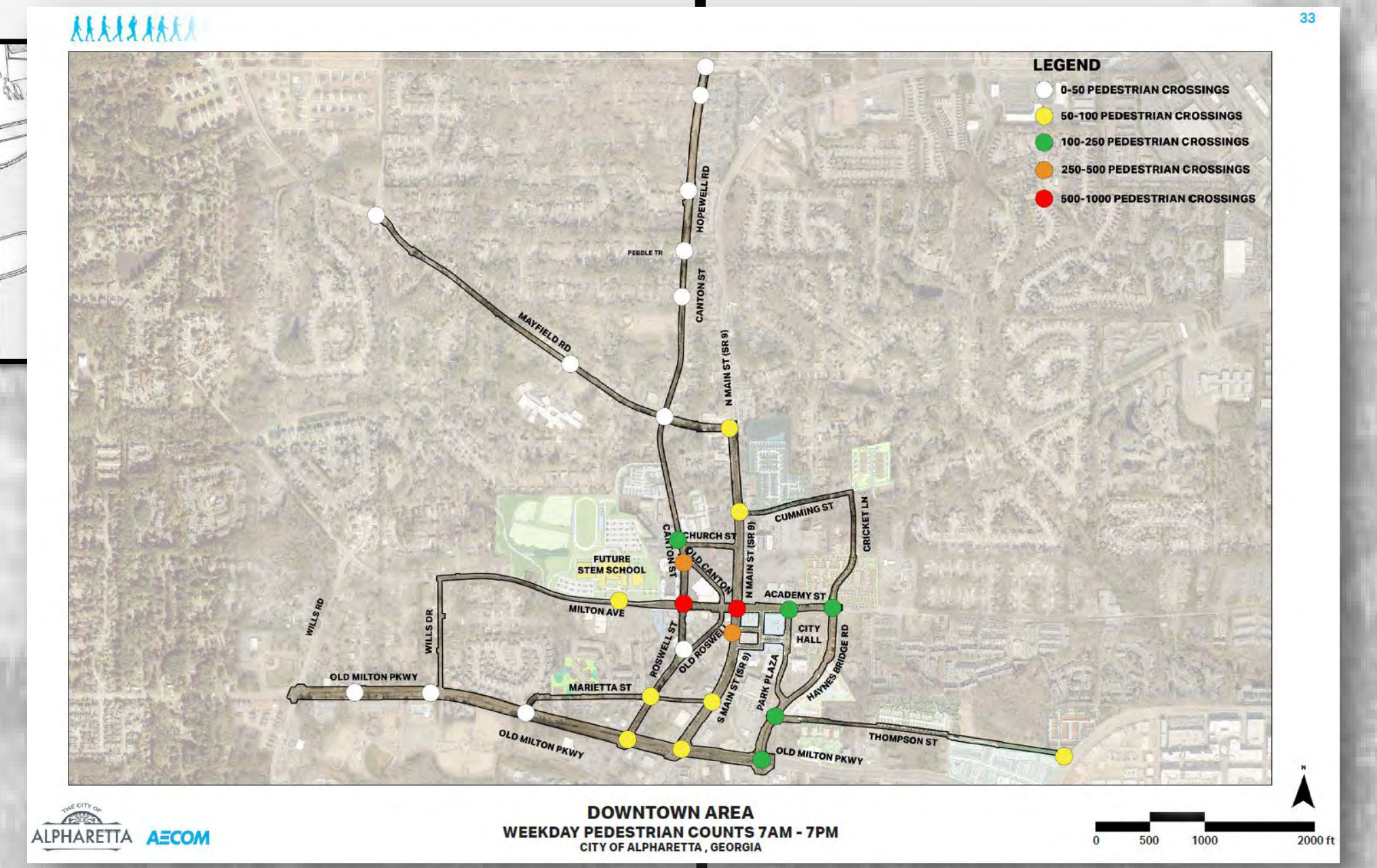
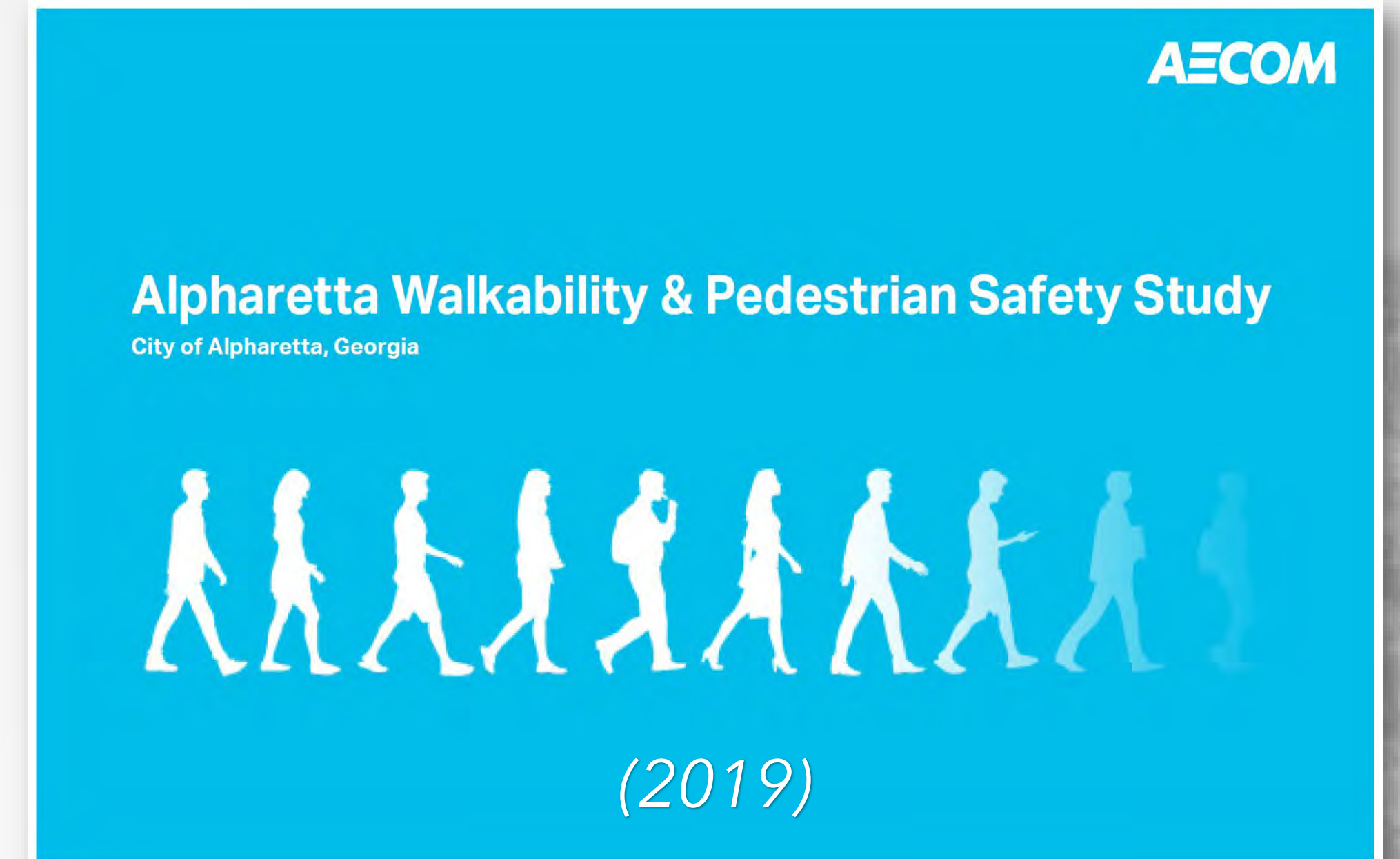
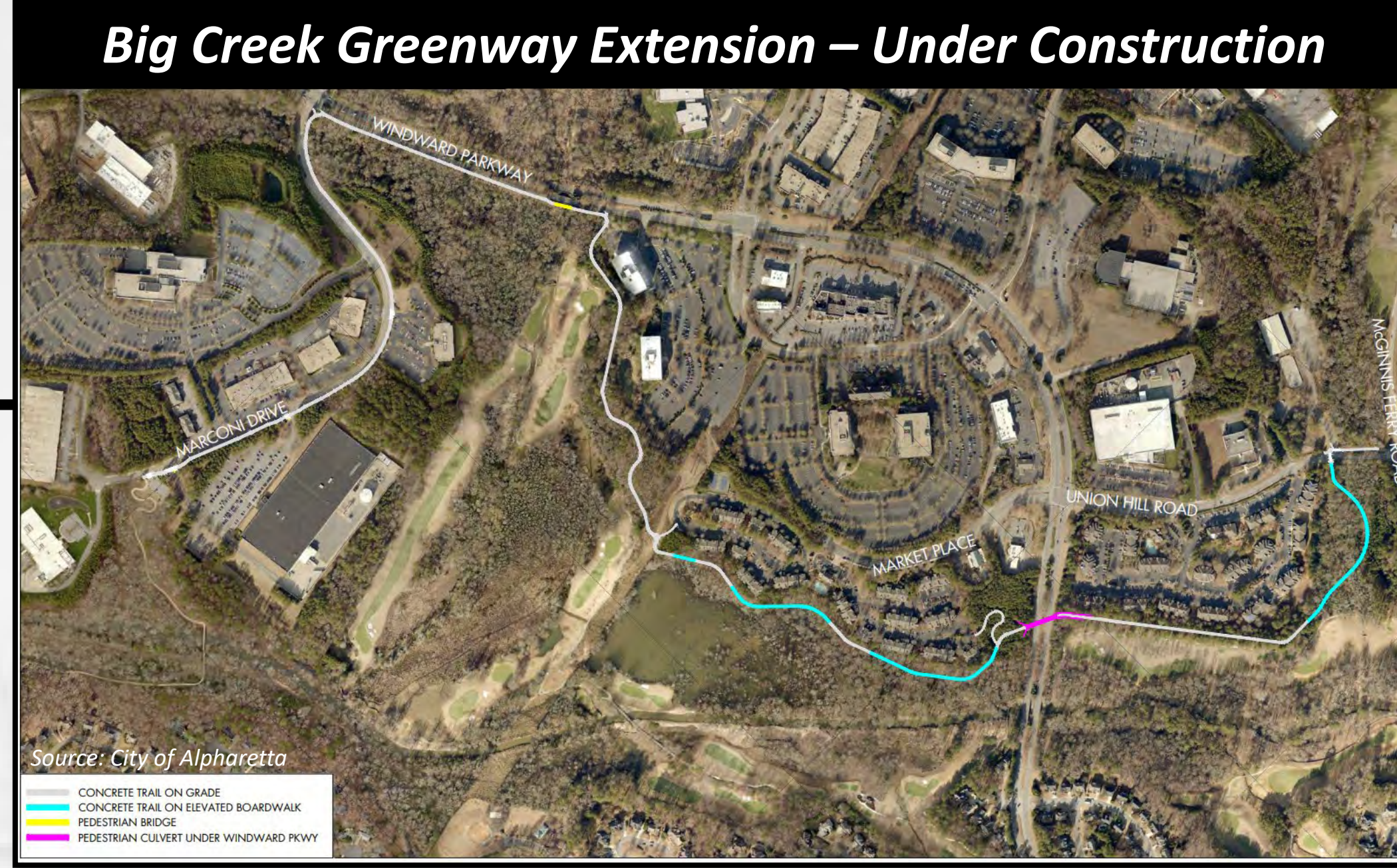


The 8-mile area around Alpharetta is over 400 square miles and contains 350,000+ workers, many of whom work in Alpharetta along the Georgia 400 corridor



Pedestrian Connections

Recent Work



Creating walkable areas and walking/biking trails were ranked as the #1 quality of life and land use priorities in the Comprehensive Plan Preliminary Survey



CITY-WIDE HOUSING ANALYSIS

City of Alpharetta, Georgia

December 2020

Prepared for:



Prepared by:



BleaklyAdvisoryGroup



Bleakly Advisory Group

- ▶ Bleakly Advisory Group, Inc. is an Atlanta-based real estate and economic development consulting firm
 - ▶ Founded in 2001
 - ▶ Nine-member professional team
- ▶ Our practice covers public, private, and non-profit sectors:
 - ▶ Real Estate Market Analysis
 - ▶ Real Estate Economics
 - ▶ Development Consulting
 - ▶ Financial Analysis
 - ▶ Incentives & Public Finance
 - ▶ Housing Analysis



Ken Bleakly, Founder

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ALPHARETTA HOUSING ANALYSIS

Introduction

The City of Alpharetta retained Bleakly Advisory Group to provide a detailed look at demographics driving housing demand, housing supply and market trends, and a projection of future residential needs in Alpharetta.

These findings can be used by the City as the basis for the housing element of the current Comprehensive Plan update, as well as for additional planning purposes.

This study was guided by Geoff Koski, Bleakly president, working with Alex Seidenburg, Bleakly consultant.

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■ National & Regional Housing Demand Trends	9
■ Local Housing Demand Drivers	13
■ Residential Supply Assessment	22
■ Housing Demand Analysis	42
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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY:

ALPHARETTA HOUSING ANALYSIS

TOP 10 TAKE-AWAYS

- Alpharetta continues to keep pace with regional population and household growth trends.
- Despite newer rental products coming on-line, the overall proportion of ownership households in Alpharetta continues to increase.
- A dichotomy exists in regard to household sizes and house sizes, whereby larger single-family homes make up nearly two-thirds of the city's housing stock, while fewer than half of households have three or more people.
- Single-family home and land values increased tremendously over the last five years.
- Elevated new construction single-family home values have helped lead to increasing prominence of the Alpharetta townhome market.
- Townhome production is moving towards higher-priced luxury products, leaving a gap in the for-sale market for more moderately-priced new homes.
- Multifamily rents in Alpharetta have increased dramatically in the past decade: up nearly 40% since 2010.
- Rental demand is highest at the lowest (up to 100% AMI) and the highest (200% AMI and up) income levels.
- There is room at every price range for the multifamily market in Alpharetta to expand.
- There is a demand for “missing middle” housing types that is not being met by single-family, townhome, or multifamily production.

EXECUTIVE SUMMARY:

ALPHARETTA HOUSING ANALYSIS

Trends Driving Demand

- Regionally, smaller households are driving growth.
- People of all ages are becoming more interested in urban, walkable, and amenitized communities, while single-family homes remain most popular for larger and growing households.
- The age demographics in Alpharetta point to an increasing need for a wide variety of home types.
- The majority proportion of owner-occupied housing continues to increase in Alpharetta.
- The percentage of households with children present in Alpharetta (42%) is consistent with other regional peer cities.
- The proportion of single-family homes locally (57%) is slightly lower than other analyzed peer cities.

Supply Assessment

- 2018 saw the single largest amount of single-family permits since Alpharetta's previous most active year, 1998.
- Multifamily permitting in the past 10 years (2010-2019) has been below the permitting totals of the 1990s and the 1980s.
- Alpharetta's proportion of newer housing stock is larger than the region overall, which illustrates the advanced levels of local housing production during this latest economic cycle.
- Alpharetta continues to be a higher cost/higher valued housing market than Fulton County and the Atlanta metro region.
 - Between 2014 and 2019 the average cost of a newly constructed home in Alpharetta increased by 58%.
 - Recently, the local marketplace ceased producing new single-family homes priced below \$500,000.
- In every year between 2014 and 2019 newly constructed townhome closings outpaced newly constructed single-family closings.
- Nearly two out of every five renters and one in every five owners is spending more than they can afford on housing in Alpharetta.
- Over one-third of the local workforce makes less than \$40,000 annually and are increasingly finding it difficult to find an appropriate housing option in Alpharetta.

Housing Demand Analysis

- Based on the housing demand assessment conducted for this study, and compared to recent local housing production:
 - Detached owner-occupied housing demand at the upper-middle, middle, and lower income bands is not being met. This is particularly true of price bands between \$325,000 and \$450,000.
 - Higher-priced land is the main driver of increasing new home prices.
- Over one-half of new rental demand in Alpharetta comes from households at or below 100% AMI (Approximately \$80K).
- Units affordable at these prices are very difficult to deliver without significant incentives from the public sector.
- The second largest pool of rental apartment demand is driven by households with the highest-incomes. This provides evidence of additional demand for luxury rental housing in Alpharetta.

NATIONAL & REGIONAL HOUSING DEMAND TRENDS

This is the economic and demographic context that impacts housing demand in Alpharetta.

KEY TRENDS DRIVING DEMAND

NATIONAL TRENDS

Key housing trends at the national and regional level that impact Alpharetta are highlighted below:

- Shifting demographic, economic, and social trends have collided to create a new reality for housing demand.
- A housing supply that was largely built in the 1980s does not match the needs of households of the 2020s.
- Housing policies, zoning and land use regulations and economic practices dating back to the 1980s are not likely to produce new housing that meet the needs of households of the 2020s.

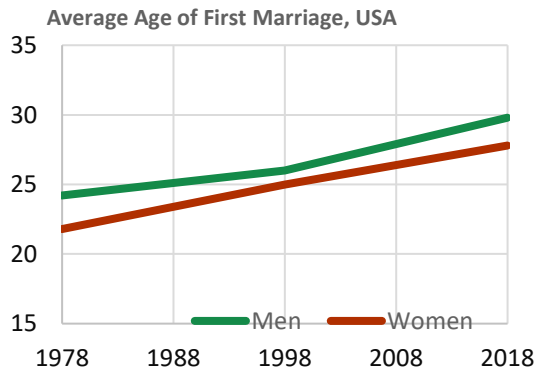
Demographic Shifts

Aging Population

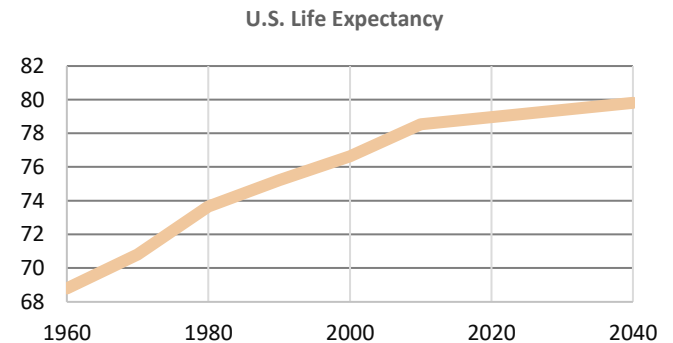
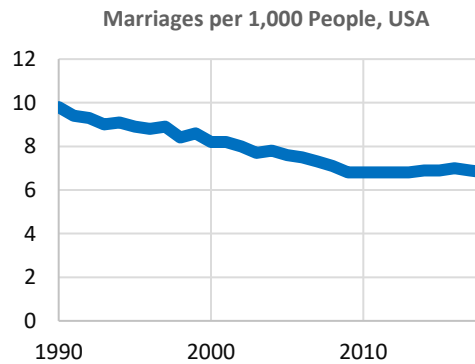
- Improved health, longer lifespans, and generational trends means that the share of the county's population that is 65 or older is expected to increase significantly in coming decades.
- The Baby Boomers are aging into retirement.
- Older residents will become an increasingly larger share of the population over the next 25 years

Young people are waiting longer to marry, have children and establish households

- The average age of first marriage has risen by 4 years since 1998.
- The marriage rate has dropped from 9.8 per 1,000 in 1990 to 6.8 per 1,000 in 2018.
- Young people are waiting much longer to form family households and are more likely to not form family households at all.



Source: Statista, CDC



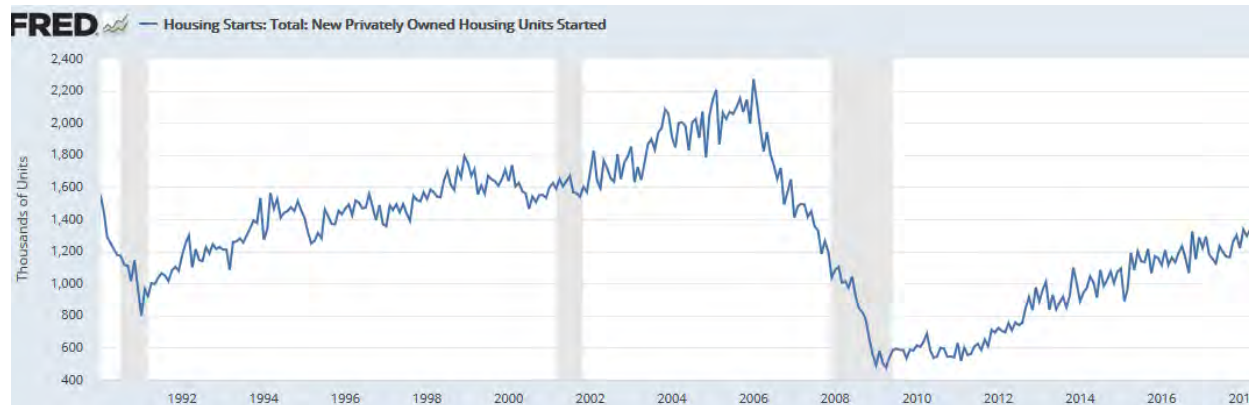
Source: World Bank

KEY TRENDS DRIVING DEMAND

NATIONAL TRENDS

National Housing Supply Shortage

- Even though the United States emerged from the 2008 recession into the longest period of economic expansion in American history, the housing sector never fully recovered.
- Most parts of the country have seen housing construction return to less than half-of pre-recession construction activity.
- The 2008 crash wiped out smaller and more speculative homebuilders. The survivors are cautious about working on spec.
- A tight supply has caused housing prices to climb steadily.
- Tighter financial regulation has made it harder for people to buy a house.
- The chart below shows new housing starts across the nation have returned only to production levels seen in the 1990s. Given the amount of economic and population growth that has occurred, this level of production is woefully short of what is needed to meet demand.

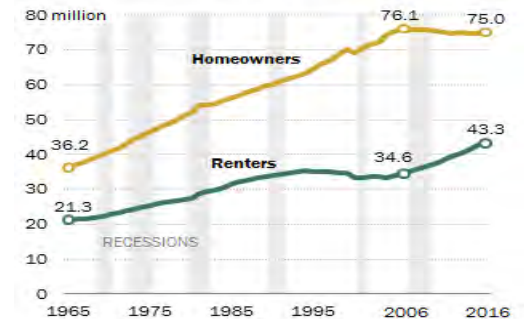


Demand for Rental is Climbing

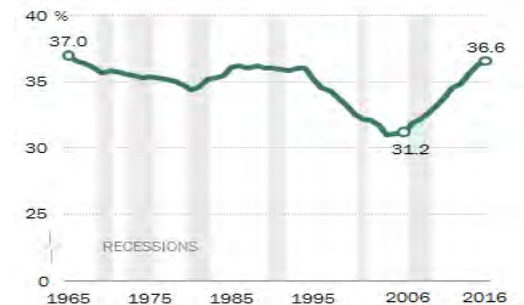
- Since the Recession on 2008, the share of households renting has increased to upwards of 37% – some renting by necessity, others by choice.
- Some housing experts posit that to meet growing demand for rental housing by 2030, 75% of new housing product added will need to be rental.

Significant growth in the number and share of households renting their home since 2006

Number of household heads, in millions



% of household heads who rent their home



Note: Data labels are for 1965, 2006 and 2016. Figures for 1979, 1981, 1989, 1993 and 2000-2016 reflect revised estimates. Source: Pew Research Center analysis of U.S. Census Bureau estimates of housing inventory.

PEW RESEARCH CENTER

KEY TRENDS DRIVING DEMAND

REGIONAL TRENDS

Smaller Households are Driving Growth

New households in the Atlanta Metro Area have trended smaller since 2000:

- By 2030, 83% of US households will have no children present.

At the regional level, this demographic shift towards fewer people per household represents demand for 378,000 additional housing units across the Atlanta Metro area.

- That is before considering additional demand from new households moving into the region.

Average Persons per Household, Atlanta Region 2000-2018

2000:
2.5 persons / HH



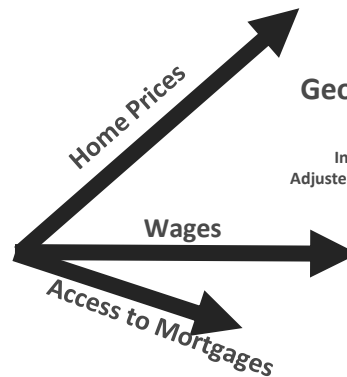
2018:
2.2 persons / HH



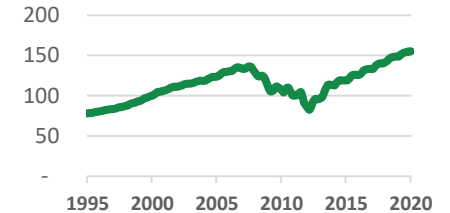
Less Access to Home Finance

It is more difficult for people to save for down payments and qualify for mortgages. Three economic trends are working together to make it more difficult for people, especially younger and moderate-income households, to access home ownership:

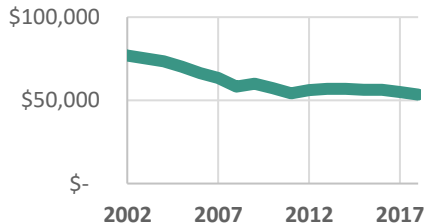
- Home prices are increasing steadily- The average Atlanta metro home sale price has increased by 50% since 2012.
- Wage growth and purchasing power are stagnant.
- Access to mortgages has plummeted to 1/3 of pre-recession levels since lenders have tightened standards and personal savings have declined.



Atlanta Metro Home Prices
Case Shiller Index



Georgia Average Annual Wage
In Constant 2018 Dollars.
Adjusted for inflation, from BLS



Credit Availability
Housing Credit Availability Index (HCAI)



KEY TRENDS DRIVING DEMAND

Consumer preferences have changed

- One reason for the decreasing homeownership rates across the country is an increase in “renters by choice.” These households could financially own a home but choose not to for a variety of reasons including need for mobility due to jobs, desire to downsize and avoid maintenance responsibilities, and/or desire to live in a highly amenitized community.
- Because they have more financial resources and are not pushed to renting out of financial necessity, “renters by choice” will often choose higher-end apartments in amenity-rich developments, walkable communities, and/or locations near their job(s). They are often willing to trade-off size of their unit for attractive and walkable community amenities. These types of amenities can include parks and trails, as well as other commercial community gathering locations such as craft breweries and/or other high-quality locally-owned food and beverage operations.
- These “renters by choice” are finding new local apartment communities in Alpharetta with the locations and amenities they seek.

Renters by Choice: Typical Market Segments

Young Professionals



Not ready to buy but earn enough to choose a high-end apartment.

Unit preferences: studio, 1-bedroom

Mature Professionals



Prefer the convenience and flexibility of renting. Want the level of quality of for-sale, but none of the hassle.

Unit preferences: 1-bedroom, 2-bedroom

Downsizers



Prefer the convenience of renting in amenity-rich communities. Want the level of quality of for-sale, but none of the hassle.

Unit preferences: 1-bedroom, 2-bedroom

- Choices for this market segment historically had limited options in Alpharetta, but newer rental options in Avalon and downtown have begun to change that dynamic.
- The “family” renter, that often seeks 3+ bedrooms, is typically more price and unit-type sensitive than renters by choice.
- Thus, we recommend continuing to pursue opportunities to create more smaller unit rental housing options in walkable mixed-use settings, and near employment clusters, that can attract singles and couples/professionals and downsizers, to meet the local “renter-by-choice” demand while, at the same time, pursuing additional rental units that appeal to families in other locations, likely outside of the downtowns.

KEY TRENDS DRIVING DEMAND

NATIONAL & REGIONAL TRENDS

Consumer preferences have changed

- Younger first-time home-buyers are less likely to strive for the suburban model of a starter tract-home on a cul-de-sac.
- People of all ages are becoming more interested in urban, walkable, and amenitized communities.
- Quality urban design attracts households to vibrant urban areas.
 - This includes:
 - walkability
 - quality public gathering places
 - transportation options to and through.



What does it all mean?

These demographic, consumer, and economic trends combine to create demand for housing that is fundamentally different from that which has driven our housing markets in the past:



LOCAL HOUSING DEMAND DRIVERS

These are economic and demographic trends that influence the scale and character of housing demand in Alpharetta.

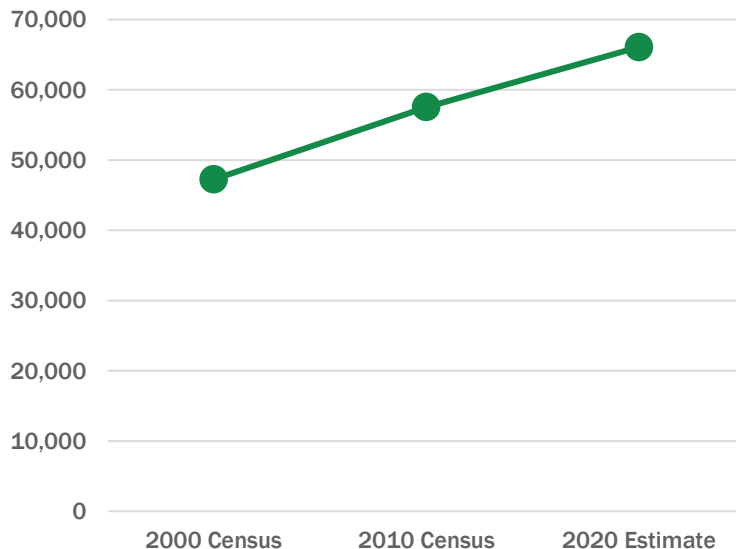
LOCAL POPULATION GROWTH TRENDS

POPULATION AND HOUSEHOLD GROWTH

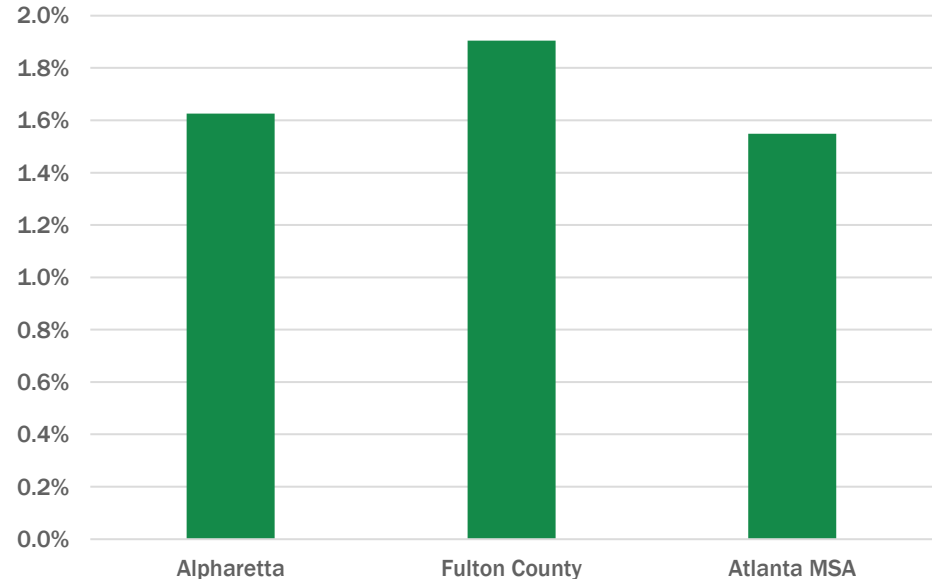
In 2019, the Atlanta Regional Commission (ARC) reported that the Atlanta metro area grew by 72,500 people over the previous 12 months.

- **Alpharetta** attracted more than its fair-share of the region’s growth, witnessed by a household growth rate that slightly higher than the regional rate.
- The city’s growth rate from 2010-2020 is slightly below Fulton County overall.
- The relatively high annual household growth points to the importance for Alpharetta’s housing market to continue to keep pace with the growing housing demand.
- This includes offering housing product types that suit the diverse needs of different ages and incomes levels.

Alpharetta Population 2000-2020



Annual Household Growth Rate 2010 - 2020

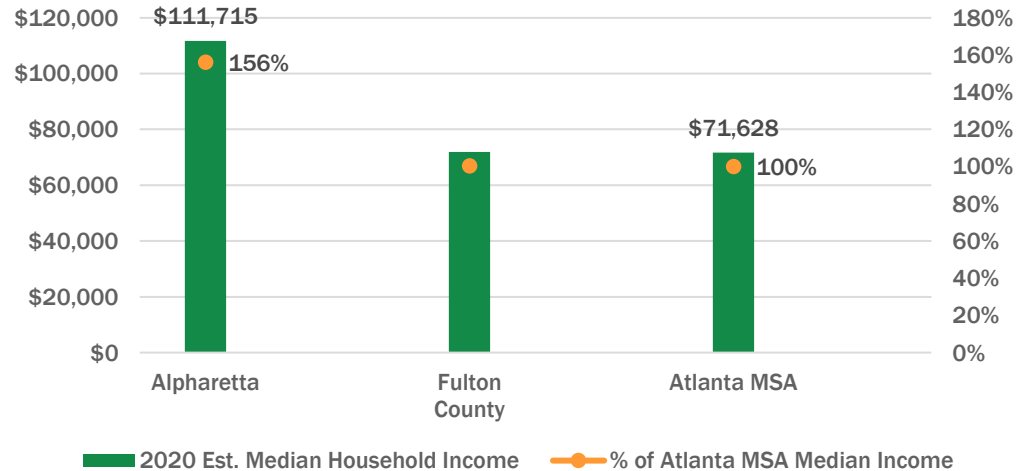


Data source: U.S. Census Bureau ACS 5-year estimates

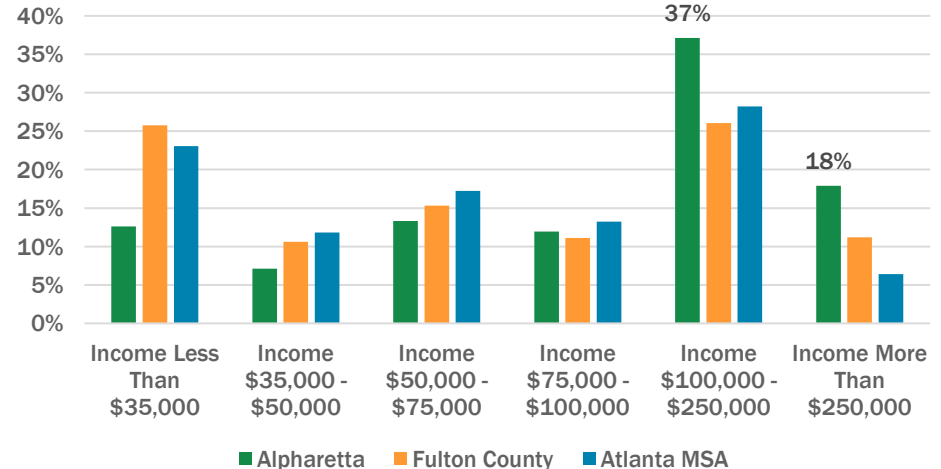
LOCAL HOUSING DEMAND DRIVER: HOUSEHOLD INCOMES

- The median household income city-wide is \$111,715, which is significantly higher than the median household income in Fulton County and the Atlanta MSA.
- By comparison, Alpharetta's median household income is 156% of the Atlanta MSA's.
- Alpharetta's percentage of household income is dramatically skewed towards households with higher incomes, making more than \$100,000.
 - 55% of Alpharetta households make over \$100,000 annually.
- These elevated incomes lead to housing demand and production for higher-priced housing options.

Median Household Income



Median Household Income Distribution



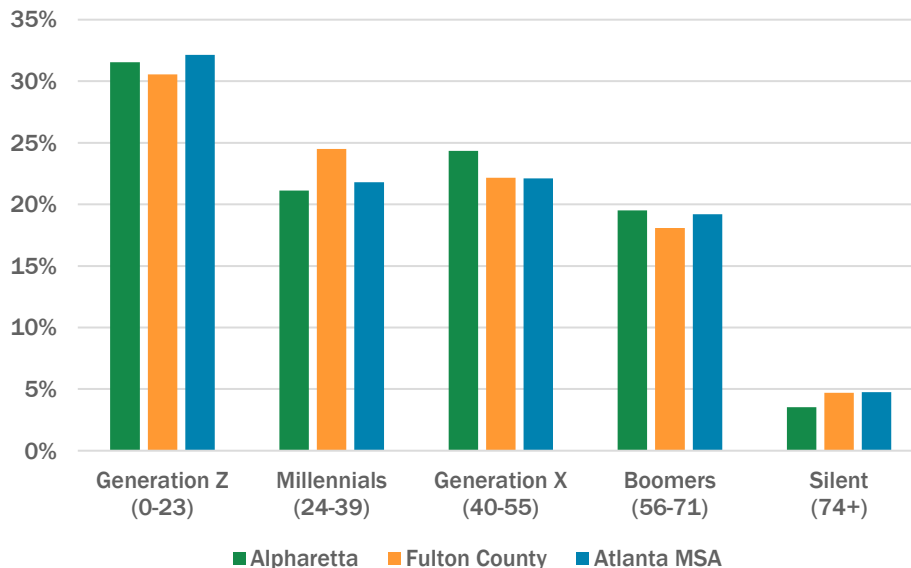
Data source: Claritas; U.S. Census

LOCAL HOUSING DEMAND DRIVER: GENERATIONAL COHORTS

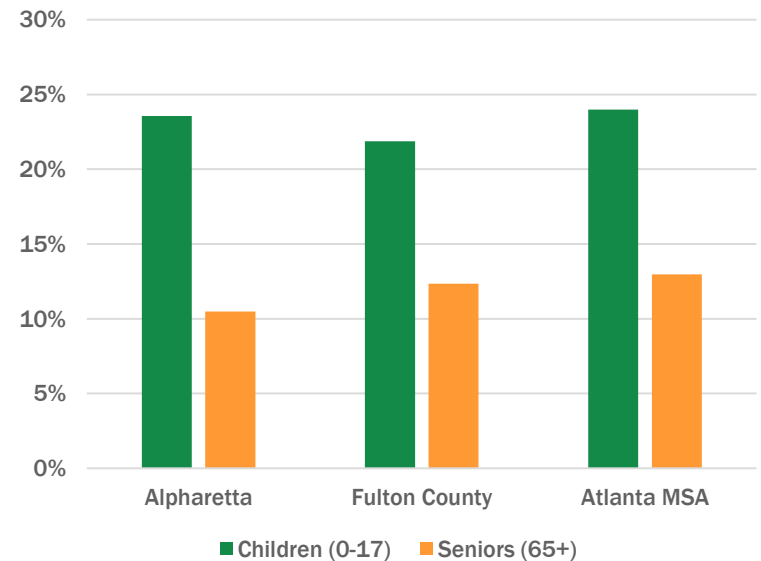
The two largest generational cohorts in Alpharetta are Generation X and Generation Z (“Zoomers”)

- While generational cohorts vary with marginal differences across related geographies, Alpharetta’s makeup of generations appear to be echoing regional trends.
- The two noticeable cohorts where Alpharetta strays from the others are a smaller percentage of Millennials and larger percentage of Generation Xers.
- Alpharetta also compares similarly with Fulton County and the Atlanta MSA when it comes to the population percentage that children and seniors make up – albeit with more children and slightly fewer seniors.
- The age demographics in Alpharetta point to a need for a wide variety of home types. The current prevalence of Gen X households generally drives a large amount of current local housing demand to single-family homes. As these households age into empty-nesters and retirees they will be seeking to “age-in-place” by downsizing to smaller homes with age-appropriate interior features and lay-outs in locations that offer activities and amenities.

Generational Breakdown



Children and Senior %



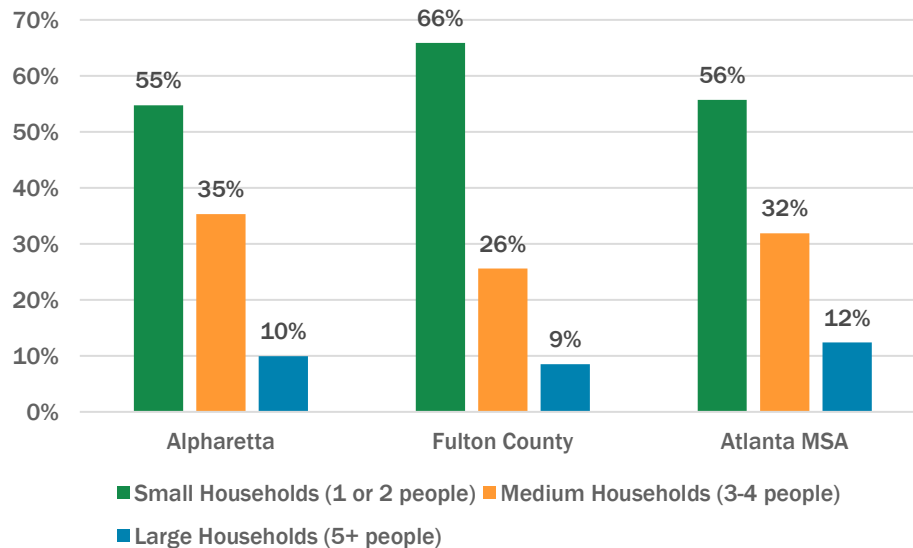
Data source: Claritas; U.S. Census

LOCAL HOUSING DEMAND DRIVER: HOUSEHOLD COMPOSITION

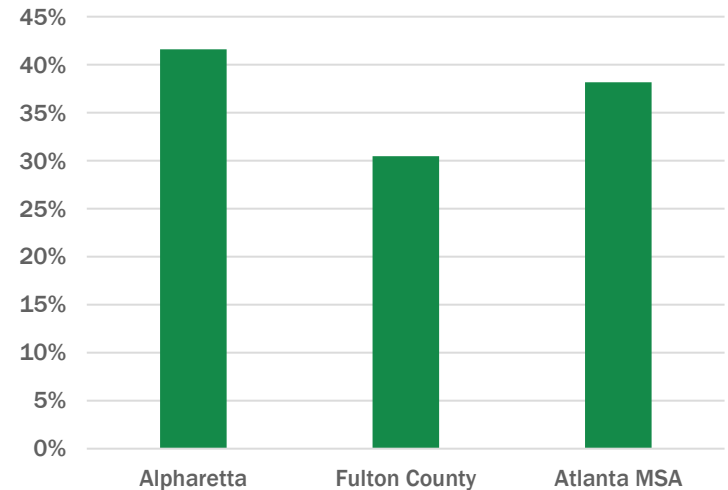
While the majority of households in Alpharetta do not have children, there are more households in Alpharetta with children when compared to Fulton County and the surrounding metro.

- Size, character, and school quality factor into the demand for specific housing products.
- The percentage of households with children at home in Alpharetta is an indicator for the demand for a wide range of housing types.
- 1 or 2 person households are the most prevalent household size in Alpharetta but are notably less than smaller county-wide and regional households.
- A dichotomy of the local housing stock exists in regard to household sizes and home sizes.
 - Notably, detached single family homes make up 57% of the city’s housing stock, while only 45% of households have three or more people.
- **While many households without children certainly desire a single-family home, the size of the home-to-household type disparity points to opportunities to meet additional demand by providing a wider-range of options for the majority of households that don’t have children. This dichotomy will likely continue to grow as Gen X families age into empty-nesters.**

Household Size



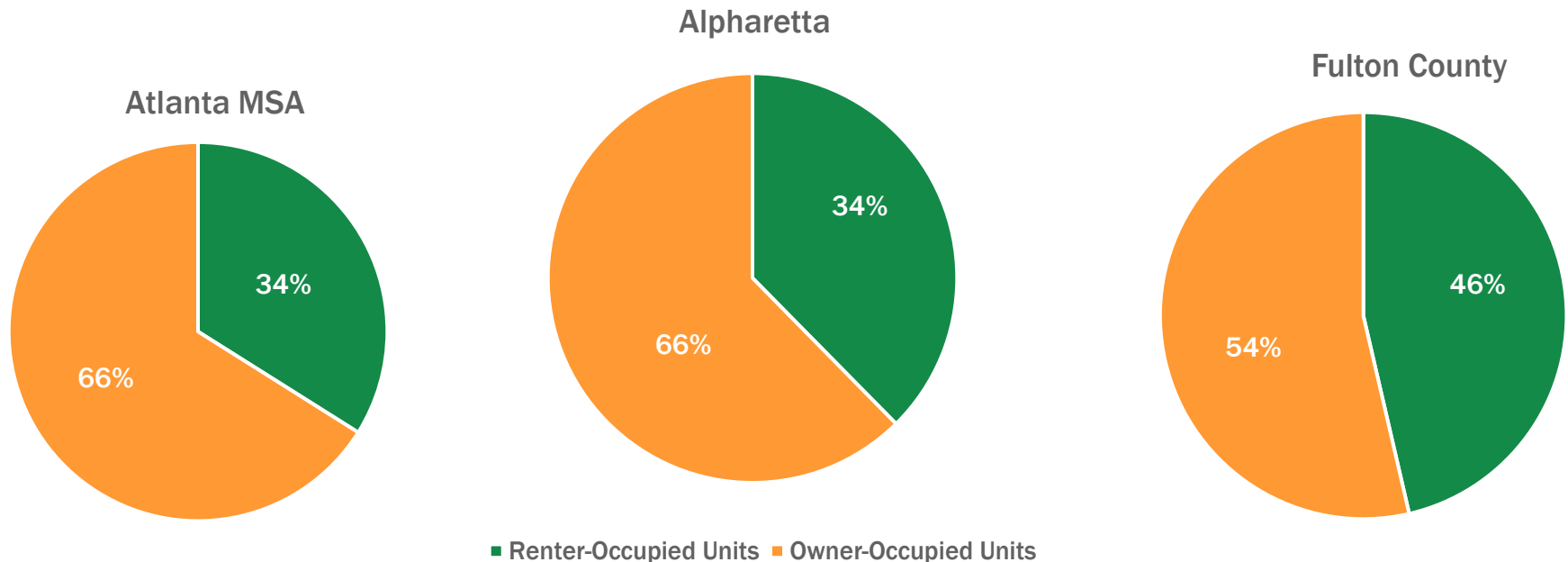
Households with Children



Data source: Claritas; U.S. Census

LOCAL HOUSING DEMAND DRIVER: TENURE

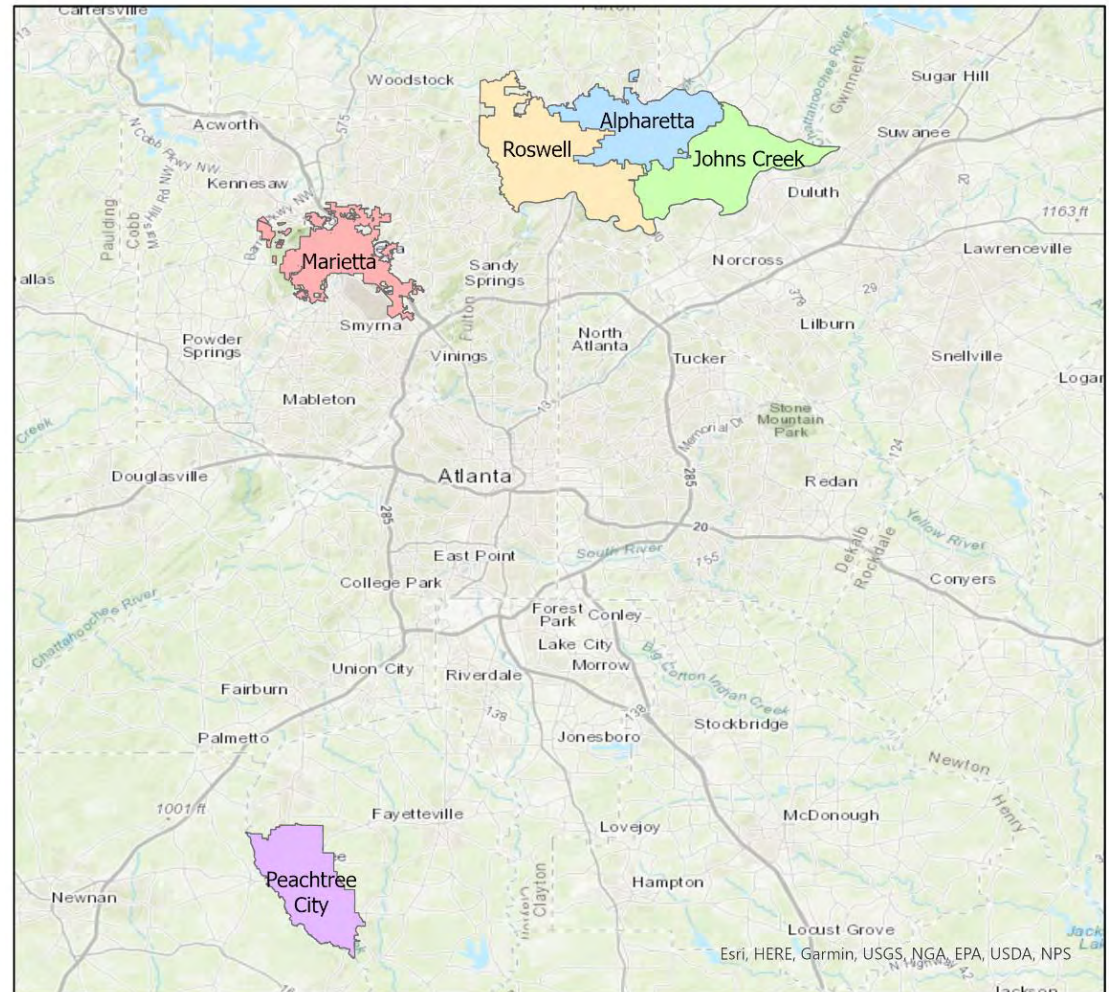
- Alharetta has a higher rate of homeownership than Fulton County but approximately the same homeownership rate as the Atlanta metro area.
- 66% of Alharetta housing units are owner-occupied, while 34% of Alharetta homes are renter-occupied.
- For Alharetta, this is a slight owner-occupied increase from prior years, but continues a trend in recent years of increasing proportion in owner housing.
- High homeownership rates can often reflect policies that **emphasize detached single-family zoning**, especially as suburban markets continue to grow. Prohibitive zoning can widen the gap between owner-occupied units and renter-occupied unit by limiting the opportunities for non-traditional ownership products or rental products, in general.
- Generally, for broad-based economic growth of a community, it is recommended that policies are aligned to enhance opportunities for both rental and ownership. Alharetta appears to have policies that meet this criteria, however, as conditions change so too should policies.



Data source: Claritas; U.S. Census

PEER CITIES COMPARISON

- The chart on the next page compares Alpharetta to other suburban Atlanta cities similar on various demographic, housing market, and employment metrics. The peers serve as a benchmark for Alpharetta.
- The map to the right identifies where these cities are geographically.
- Alpharetta's housing market is robust, charting higher than its analyzed contemporaries in metrics related to median home value, new multifamily permits from 2010-2019, new single family permits from 2010-2019, and average market rate price per square foot for multifamily units.



Peer Cities	Johns Creek
Name	Marietta
	Peachtree City
	Alpharetta
	Roswell

PEER CITIES COMPARISON

Housing Demand Drivers	Alpharetta	John's Creek	Roswell	Marietta	Peachtree City	Atlanta MSA
Household Growth (2010-2020)	16%	14%	12%	14%	15%	15%
Median Household Income	\$ 111,715	\$ 112,775	\$ 99,802	\$ 91,420	\$ 101,619	\$ 71,628
% Owner Occupied	66%	72%	66%	64%	70%	66%
% 1-2 Person Households	55%	52%	60%	56%	54%	56%
% Households with Children	42%	42%	36%	39%	42%	38%
Housing Stock	Alpharetta	John's Creek	Roswell	Marietta	Peachtree City	Atlanta MSA
% Single-Family Detached	57%	66%	58%	62%	67%	67%
% of Housing Stock Built since 2010	17%	13%	10%	13%	14%	13%
Median Home Value	\$ 470,961	\$ 450,926	\$ 435,972	\$ 394,526	\$ 408,059	\$ 249,534
3-Year Avg Sales Price of New Homes	\$ 766,532	\$ 668,355	\$ 791,872	\$ 468,151	\$ 532,303	\$ 350,015
2010-2019 New Multi-Family Permits	1,125	143	0	103	8	79,884
2010-2019 New Single-Family Permits	2,240	1,889	1,809	1,465	931	174,494
Avg Market-Rate Apartment Rent PSF	\$ 1.51	\$ 1.31	\$ 1.23	\$ 1.11	\$ 1.23	\$ 1.30
Employment	Alpharetta	John's Creek	Roswell	Marietta	Peachtree City	Atlanta MSA
Total Jobs	95,157	27,423	51,859	69,667	18,906	2,644,680
New Jobs (2010-2017)	24,983	8,837	11,767	(1,501)	2,819	435,618
% of New Jobs Earning \$40k+	63%	52%	42%	47%	37%	46%
Ratio of New Jobs to Housing Permits (2010-2017)	9.4	5.4	8.2	-1.4	5.3	2.4

SUMMARY OF PEER CITIES COMPARISON

Demographics

- Alpharetta’s rate of population growth over the past ten years, has been slightly higher than its peers analyzed for this study, which is slightly higher than the rate of growth for the region overall.
- Alpharetta’s proportion of owner-occupied homes is on par with most of its peers and the Atlanta region. However, John’s Creek has a 6% higher rate of ownership than Alpharetta.
- Household sizes are slightly larger in Alpharetta than its peers, with a slightly higher prevalence of children present in local households.
- The analysis suggests that Alpharetta’s historical position as an affluent bedroom community for Atlanta has positioned it to continue to attract higher-income “traditional” families with children. Its position among its peers from a demographic standpoint can be considered positive given the elevated incomes and lack of “outlying” metrics when compared to peers and the region at-large.
- While Alpharetta’s positioning to attract households to single-family homes will continue, opportunities certainly exist to provide additional housing types for “non-traditional” households as well, given the growth rate among various household types.

Housing

- Compared to its peers, Alpharetta’s housing stock can be generally characterized as:
 - Newer
 - More expensive
 - Growing much faster
- The more expansive growth in the housing stock is reliant upon a similar rate of growth in single-family units compared to most peers, but a much faster growing multifamily stock. No peer community has permitted nearly as many multifamily units over the past decade. This growth in multifamily has not negatively impacted the analyzed household growth and income demographic characteristics.
- Demand for multifamily units in Alpharetta can be characterized as robust and growing, as shown by the overall comparatively high local apartment rents, even as large amounts of supply have been added over the past 10 years.

Employment

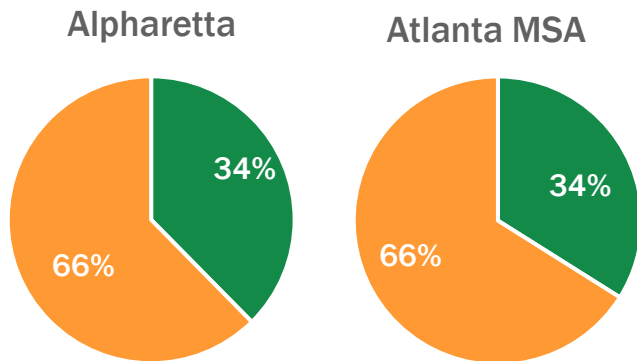
- In terms of private sector employment levels, Alpharetta far outpaces its peers. While the other studied communities have characteristics that lean heavily toward residential locations over jobs locations, Alpharetta has emerged as a leading employment center in the Atlanta region.
- In addition to a far higher number of jobs overall, Alpharetta has added jobs at a much faster pace over the past decade, and a far greater proportion of local jobs are in higher-income fields.
- The caveat to adding these jobs in Alpharetta is that the housing growth has not nearly kept up with job growth.
- Whereas the region overall added 2.4 new jobs for every permitted new home from 2010-2017, and the peer group combined added nearly 5 jobs for every new home, Alpharetta added nearly 10 jobs for every new home permitted.
- The implications of adding jobs but not a similar amount of new homes nearby can be far-reaching, but one of the most obvious implications to the local populous is intensifying traffic problems on GA 400, as longer commutes are necessary for worker to fill the jobs in Alpharetta.

RESIDENTIAL SUPPLY ASSESSMENT

RESIDENTIAL SUPPLY ASSESSMENT

- 57% of Alpharetta’s housing units are single-family detached homes - compared to 67% for the Atlanta MSA.
- 30% of Alpharetta residents live in large multifamily buildings (5 or more units) compared to 21% of the Atlanta MSA.
- In terms of product type, Alpharetta has a more diverse housing stock than the Atlanta MSA as a whole.
- Alpharetta has a greater percentage of townhome and multifamily options, which allows more options for buyers and renters alike.

Type of Housing	Alpharetta		Atlanta MSA	
	Count	%	Count	%
 1 Unit Detached (SF)	15,106	57%	1,654,492	67%
 1 Unit Attached (TH)	2,398	9%	128,432	5%
 Small Multi-Family (2-4 Units/Bldg.)	1,089	4%	95,882	4%
 Lg Multi-Family (5+ Units/Bldg.)	8,024	30%	525,650	21%
 Trailer, RV & Boat	93	0%	74,290	3%



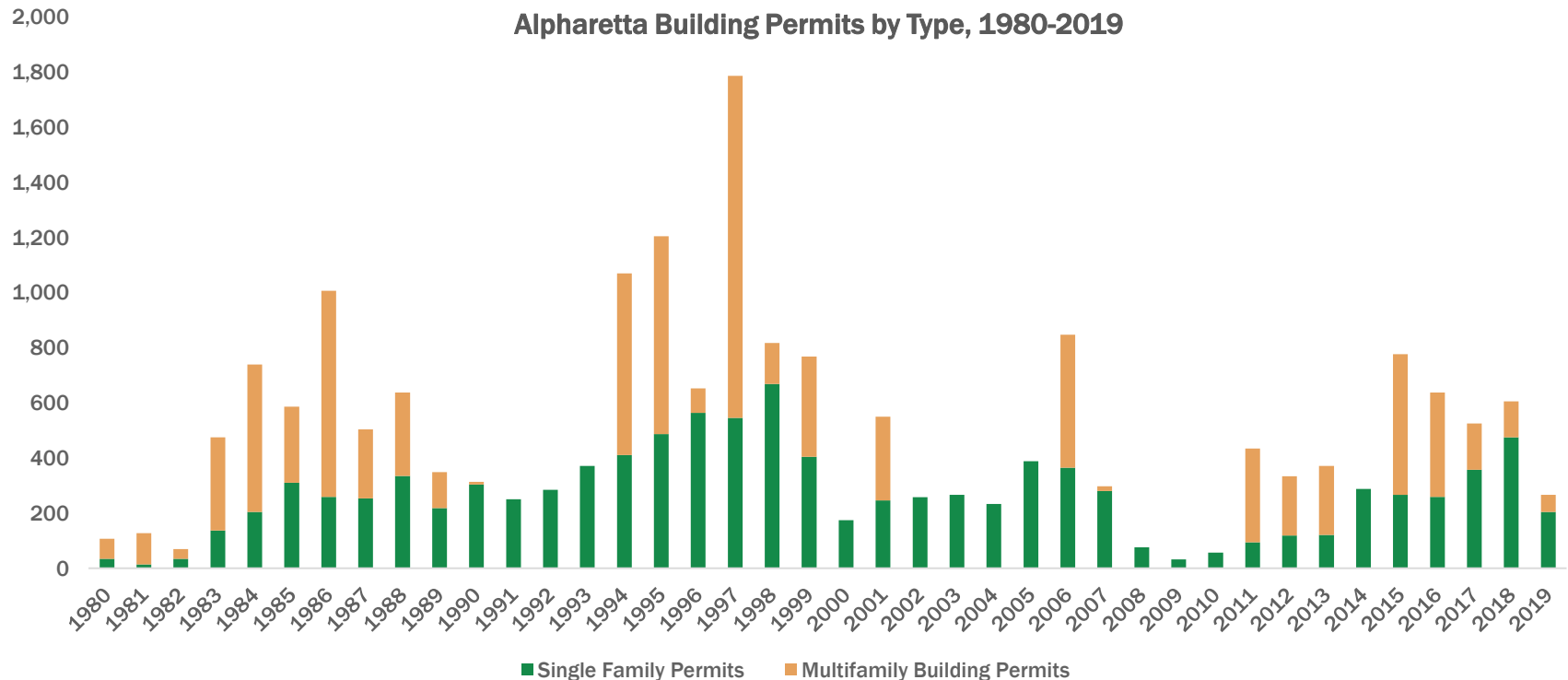
- Renter-Occupied Units
- Owner-Occupied Units

Source: BAG, US Census, Environics Analytics, Inc.

RESIDENTIAL SUPPLY ASSESSMENT

BUILDING PERMIT TRENDS

- Alpharetta’s residential permit history is a tale of two types – split across single family housing and multifamily housing.
- Alpharetta’s housing stock, both single-family and multifamily “boomed” in the late-1990’s, and since then has been characterized by the ebb and flow of single-family housing in accordance with larger national and regional economic trends, particularly recessions and recoveries.
- 2018 was the single largest amount of single-family permits since Alpharetta’s the most active year in the boom period, which was 1998.
- The post-Recession period from 2013-2019 accompanies the population growth trends in the same period.

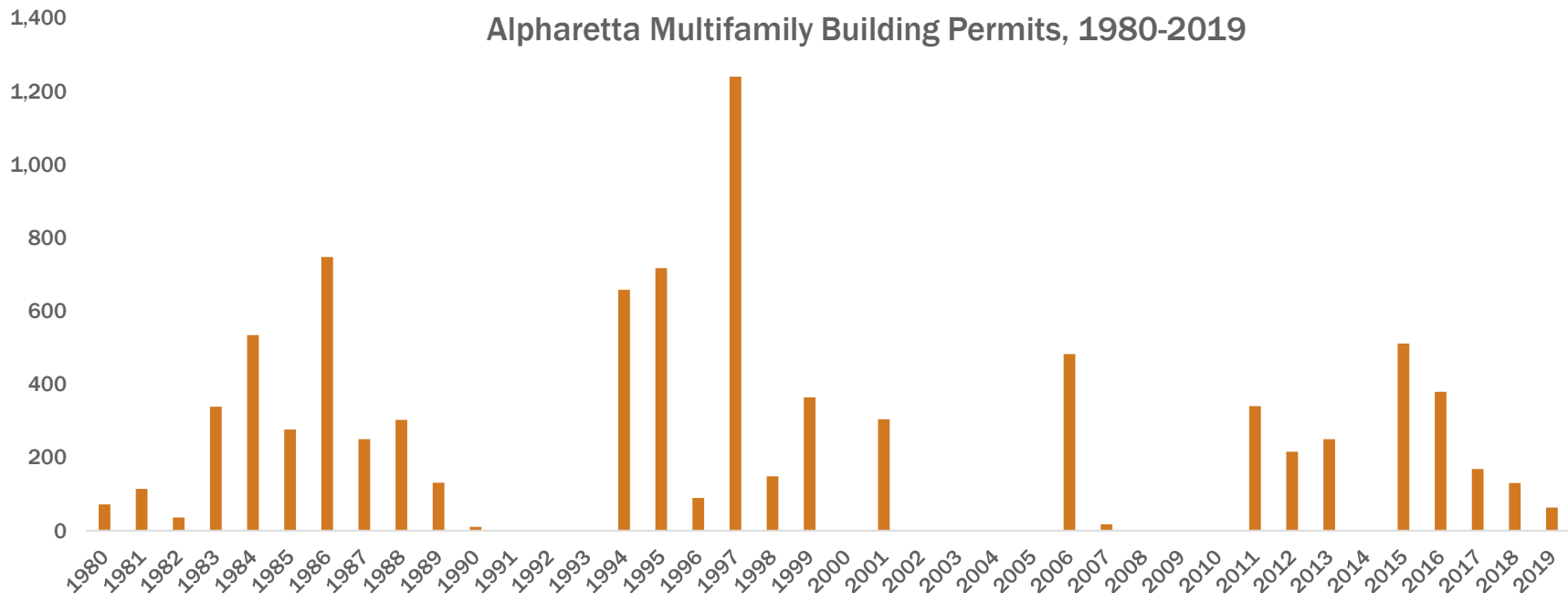


Source: U.S. Census, SOCDS Building Permit Database, City of Alpharetta

RESIDENTIAL SUPPLY ASSESSMENT

MULTIFAMILY BUILDING PERMIT TRENDS

- Alpharetta’s multifamily permit history is less consistent than its single-family permit history. While multifamily boom periods have sporadically coincided with larger economic cycles, they are largely a result of market corrections reacting to previous periods of stagnant or low multifamily permit issuance. For example, the multifamily permits in 2011 through 2015 are accounting for current demand as well as filling in the gaps of low multifamily permitting between 2000 and 2010.
- Multifamily permits in Alpharetta boomed around the same time that single family permits did, which indicates the necessity of multifamily production to keep up with a rapid population increase that persisted through the late 1990s and early 2000s.
- Similar to single-family permits, multifamily permits had a boom well into the post-Recession recovery in 2015 – which resulted in the most permits of that kind since 1997.
- Multifamily permitting in the past 10 years (2010-2019) has been below the permitting totals of the 1990s and the 1980s.



Source: U.S. Census, SOCDs Building Permit Database, City of Alpharetta

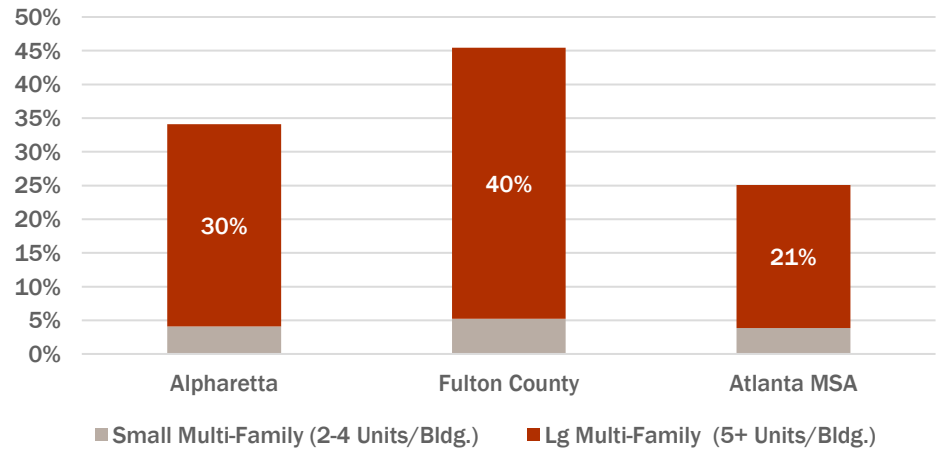
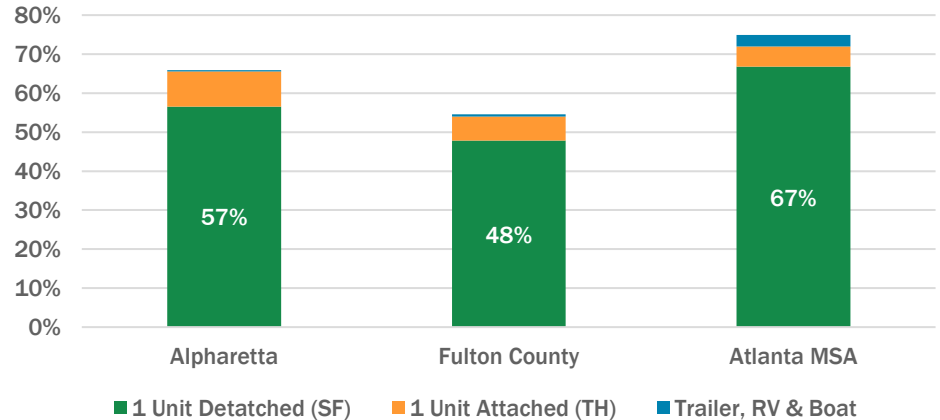
HOUSING STOCK BY STRUCTURE TYPE

HOUSING TYPES

Alpharetta’s housing stock is relatively diverse and consistent with local and regional trends.

- 57% of housing units in the city are single-family detached homes.
- 9% of housing units are townhomes.
 - The proliferation of townhome production is a trend that has increased in the last several years as new detached single-family construction has become more expensive.
- Mobile homes are essentially non-existent in Alpharetta, likely because of high household income levels.
- Multifamily units comprise almost 35% of the housing stock, and most multifamily units exist in large complexes with more than 5 units.
 - Large multifamily complexes are the most common type of multifamily development today in Alpharetta and across the metro region.
 - Typically because of high land prices and restrictive zoning.

Housing Types by Percentage



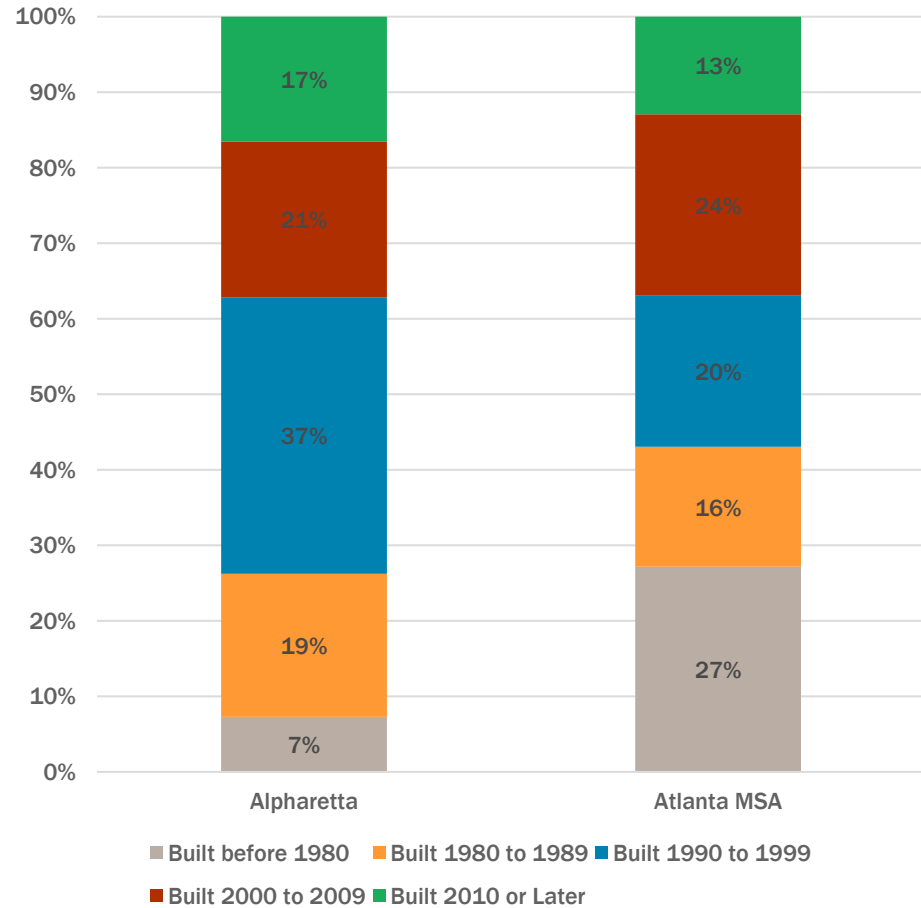
Data source: U.S. Census American Community Survey 2017 5-Year Estimates.

RESIDENTIAL SUPPLY ASSESSMENT

AGE OF HOMES

- The largest percentage of city housing stock was built between 1990 and 1999.
 - Single-family permit data confirms the massive amount of single-family homes that were built in the 90's, and particularly the late-90's.
 - Single-family construction is consistent with Atlanta MSA trends through the last two decades
 - Alpharetta's percentage of newer housing stock is even larger than the regional percentage, which illustrates the advanced levels of housing production in Alpharetta during this latest economic cycle.

Single-Family Housing Units by Year Built



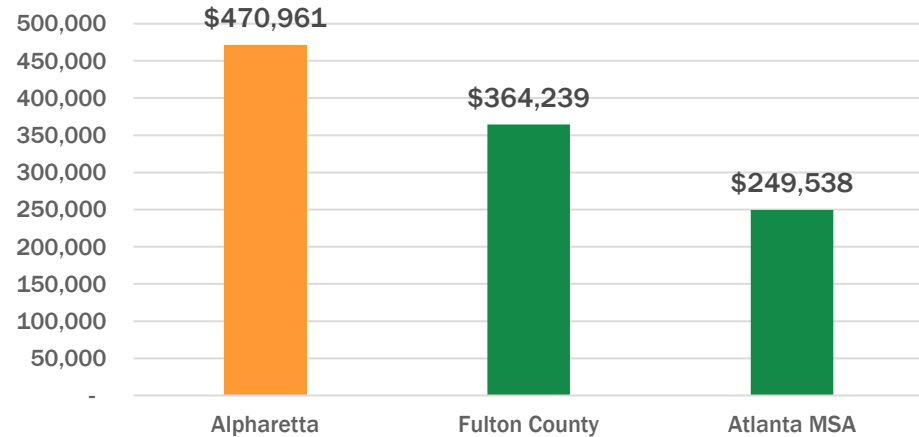
Data source: Environ Analytics, U.S. Census American Community Survey 2017 5-Year Estimates. Note: excludes mobile homes

RESIDENTIAL SUPPLY ASSESSMENT

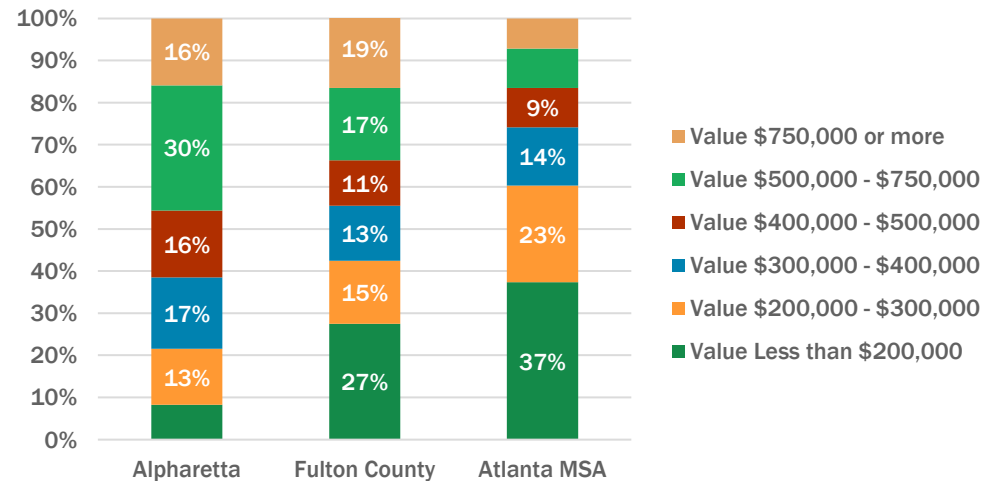
HOME VALUES

- The median home value for existing homes in Alpharetta is \$471,000.
- This is 29% higher than Fulton County’s median home value and 89% higher than the Atlanta MSA’s median home value.
- The high median owner-occupied housing value is a result of 46% of Alpharetta’s owner-occupied housing having a value over \$500,000.
- While over 1/4 of Fulton’s homes, and over 1/3 of the Atlanta MSA’s homes are valued at less than \$200,000, only 1/5 of Alpharetta’s homes are valued less than \$300,000.
 - Alpharetta’s high valued housing stock is the result of a newer vintage of homes, mostly built after 1990, and the high price of buying land in the city, which is often priced higher than land and vertical construction of a home in other parts of the region.

Median Owner-Occupied Housing Value



Home Value Distribution

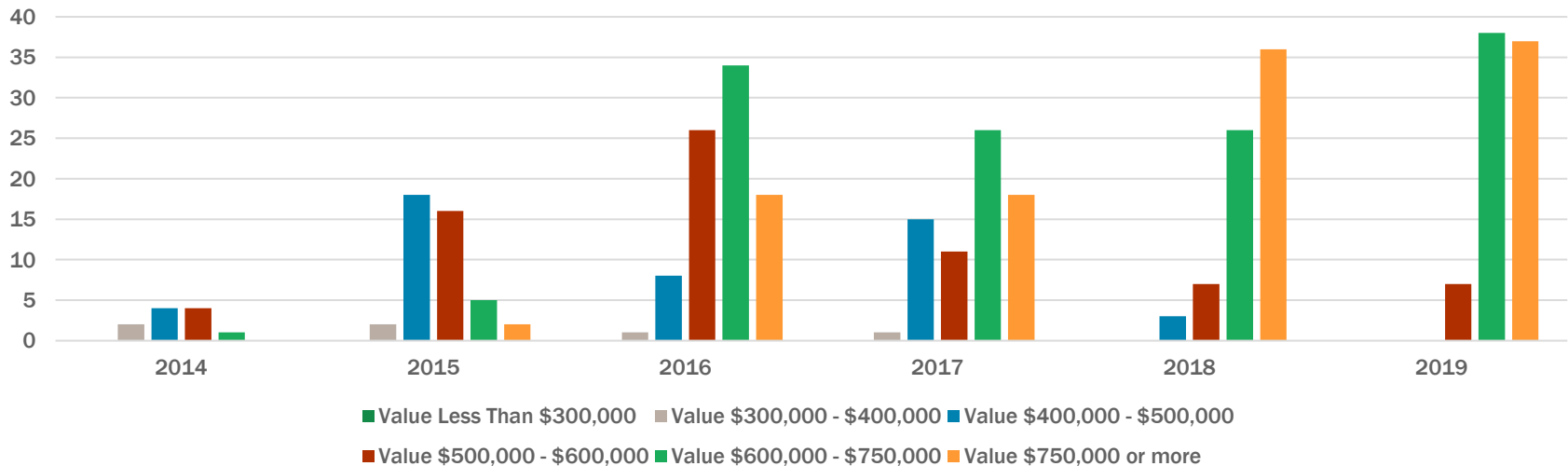


Data source: Environ Analytics

FOR-SALE NEW HOME CONSTRUCTION MARKET

- Alpharetta has historically been a higher cost/higher valued housing market than Fulton County and the Atlanta metro region. Housing costs from 2014 to 2019 illustrate the shift even further.
- Alpharetta’s housing market does not produce newly constructed detached homes under \$300,000, produces essentially none between \$300,000 and \$400,000, and for the first time in 2019, stopped producing homes valued between \$400,000 and \$500,000.
- Similarly, in 2016, the second most frequent value range for newly constructed detached homes was \$500,000 to \$600,000, but by 2018 and 2019 that price range was almost nonexistent.
- The inverse of high-priced homes is also true. In 2014, there were 0 homes produced that were valued above \$750,000, but in 2018 they were the most frequent homes sold, and in 2019, they were 1 unit away from again being the most frequent homes sold.
- The cause of this dramatic shift is varied but is largely due to rising land prices and construction costs which, along with regulatory requirements, determine development economics. This trend will likely continue if the aforementioned variables continue growing “as is”.

Detached New Construction Closings, 2014-2019



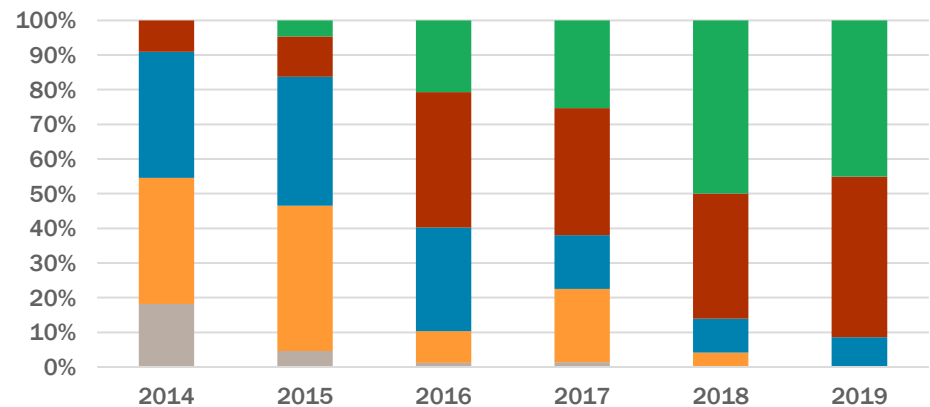
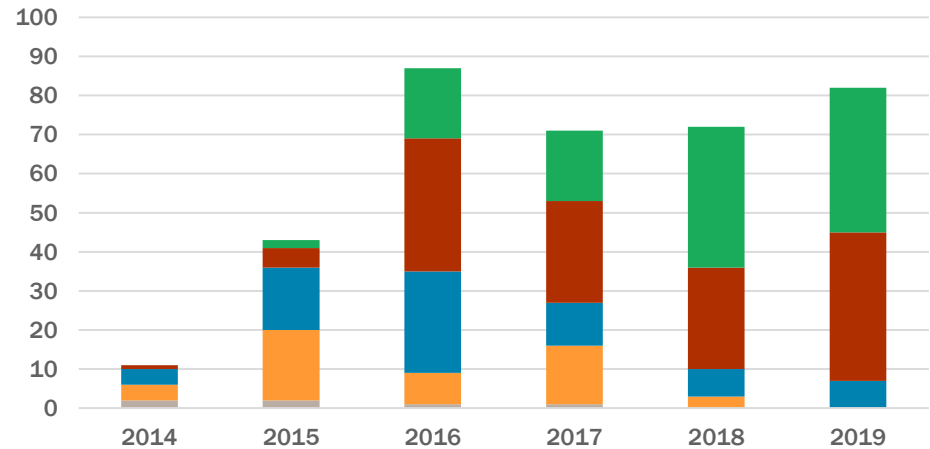
Data source: SmartREData

(\$ in thousands)

FOR-SALE NEW HOME CONSTRUCTION MARKET

- Between 2014 and 2019, Alpharetta’s newly constructed detached housing has skewed significantly towards higher value options – which illustrates the trend of increasing housing prices locally and regionally.
- Since 2014, Alpharetta’s distribution of housing prices has changed dramatically.
 - Illustrated in green and orange at right, the portion of homes valued between \$600,000 and \$750,000 and \$750,000+ have increased considerably to make up almost all of Alpharetta’s new construction home market.
- Since 2016, Alpharetta’s newly constructed detached housing market has closed over 70 units annually on average.

New Construction Closings by Price Interval, 2014 - 2019



■ Value \$300,000 - \$400,000 ■ Value \$400,000 - \$500,000
 ■ Value \$500,000 - \$600,000 ■ Value \$600,000 - \$750,000
 ■ Value \$750,000 or more

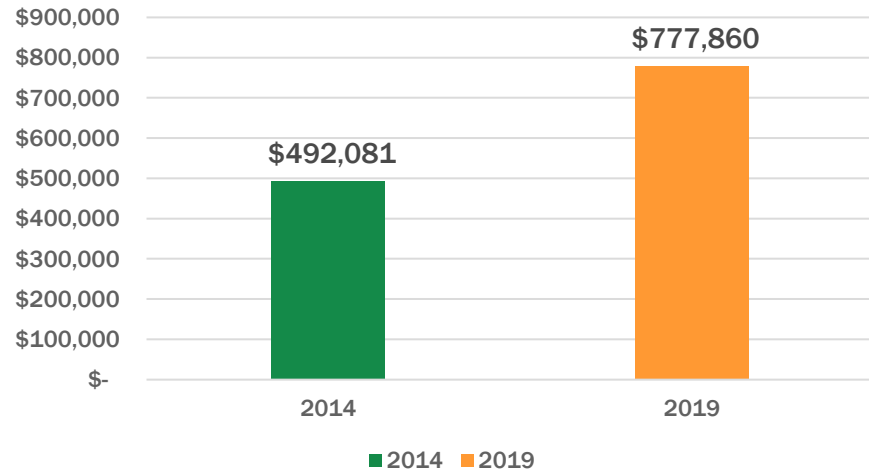
Data source: SmartREData

FOR-SALE NEW HOME CONSTRUCTION MARKET

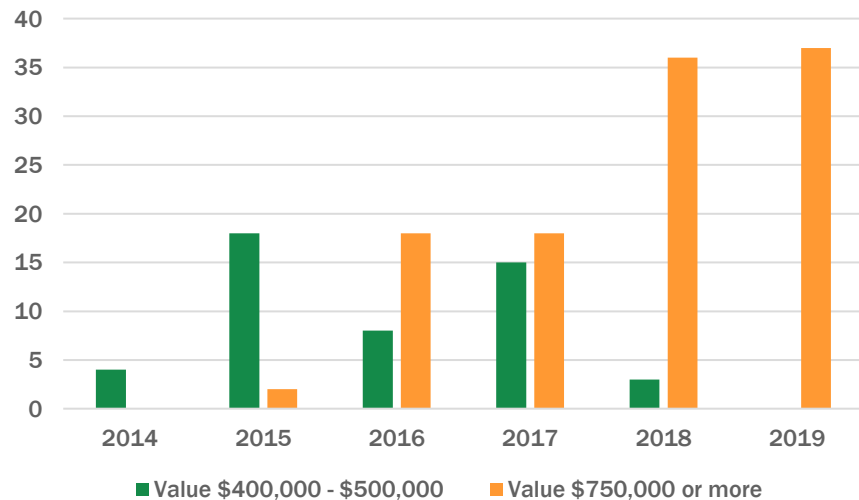
COMPONENT COST ANALYSIS

- Between 2014 and 2019 the average cost of a newly constructed home in Alpharetta increased by over \$285,000, an increase of 58%.
- As a point of comparison, the Atlanta MSA's average newly constructed detached home increased by 13% between 2014 to 2019.
- This increase in detached housing prices is a result of the drastic shift from middle-valued offerings to high and luxury offerings.
- There is a visible shift between 2017 and 2018, when the middle value housing turns into upper value housing.
- There is an inverse pattern between the lowest valued detached homes and the highest valued detached homes between 2014 and 2019.
 - In 2014, there were 0 newly constructed homes above \$750,000, but by 2019 they became the most frequent.
 - In 2015 the \$400,000 to \$500,000 valued homes were the most frequently closed, and by 2019 they were completely gone.

Alpharetta Average New Home Price



New Construction Detached Closings

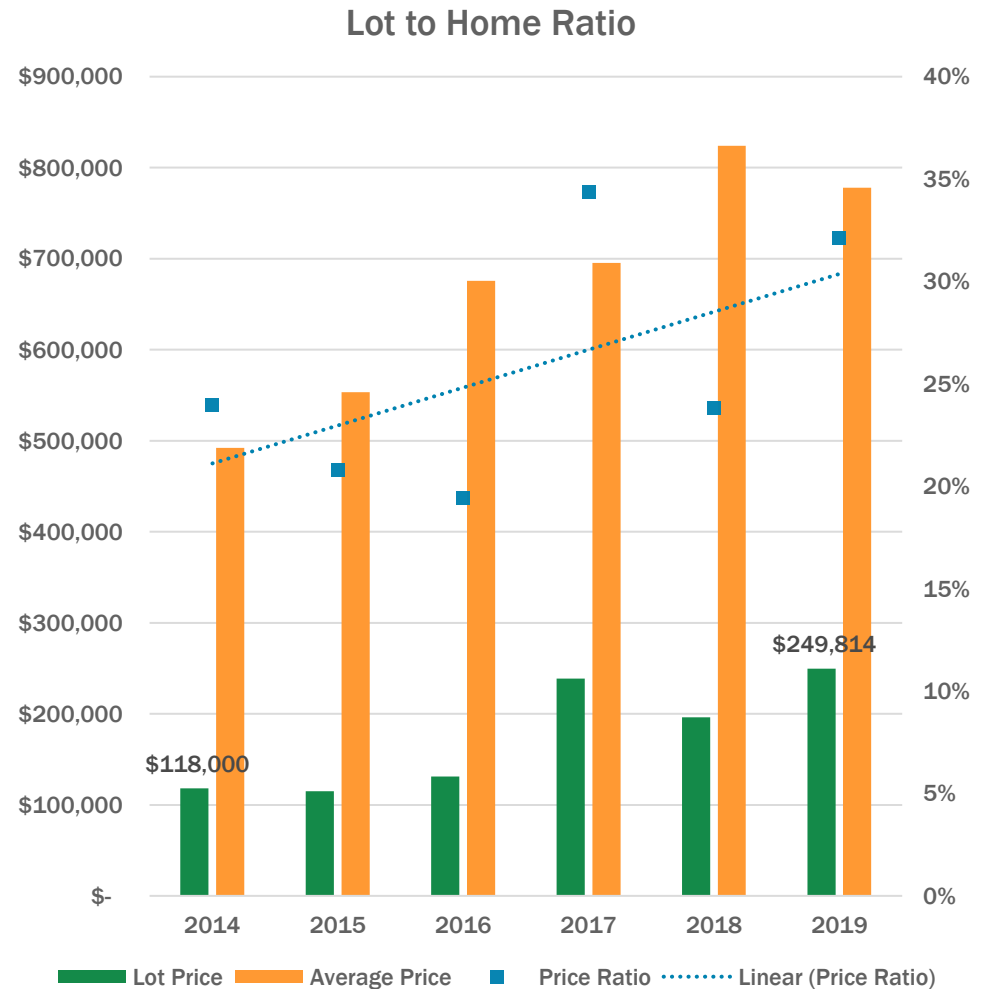


Data source: SmartREData

FOR-SALE NEW HOME CONSTRUCTION

COMPONENT COST ANALYSIS

- Between 2014 and 2019 the average cost of a newly constructed home and the average cost of a single-family lot increased dramatically.
 - New home prices increased by 58%
 - Lot prices increased by 112%
- In 2014, the lot that a detached single-family home was built on made up 24% of the total cost. In 2019, that number jumped to 32%.
- The price of land more than doubling over a six-year span has caused the houses to be built on them to become more expensive, in order for developers and builders to achieve the same level of profit.

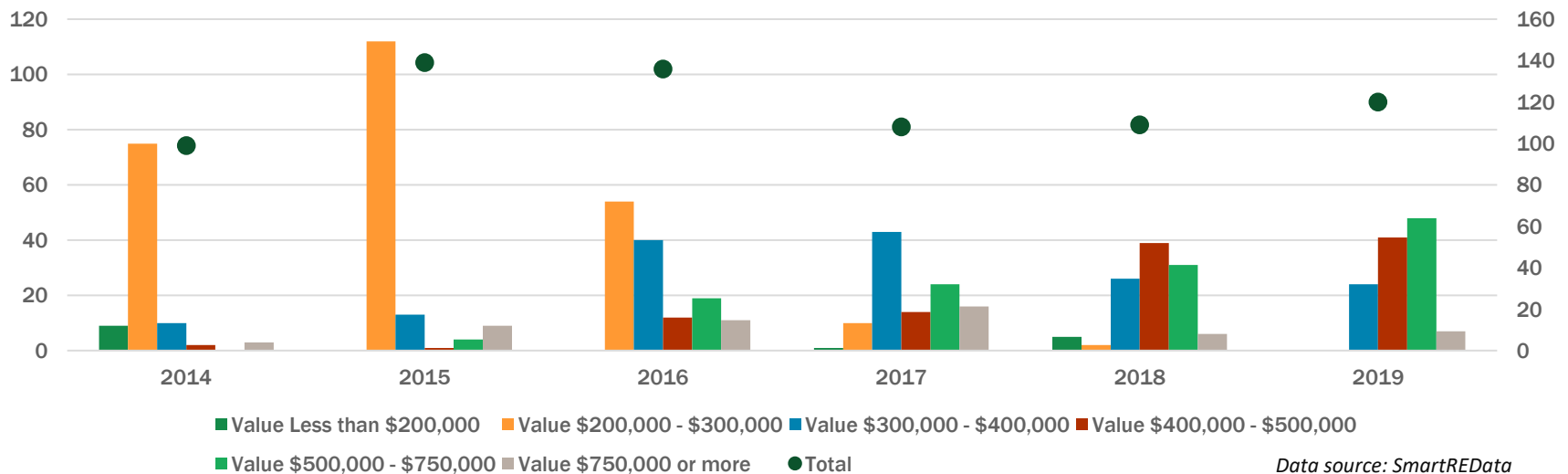


Data source: SmartREData

FOR-SALE NEW HOME CONSTRUCTION MARKET

- Because the for-sale new detached home market is currently unable to deliver lower-priced options into the Alpharetta housing market, townhomes have begun to fill the gap that was left once detached homes stopped building at prices lower than \$600,000.
- Between 2014 and 2016, newly constructed townhomes were most frequently closed on in the \$200,000 to \$300,000 range - which is a price point that newly constructed detached homes never served.
- Interestingly, newly constructed townhomes also faced a similar trend with higher priced options far exceeding the middle-value and lower-value offerings that were seen most frequently between 2014 and 2016. By 2018, townhomes less than \$300,000 were priced out entirely, which shows how quickly this market's prices have increased.
- As shown below, since 2014, the townhome market was unable deliver a significant amount of new townhomes into Alpharetta priced under \$200k.
- 2018 and 2019 saw the Alpharetta townhome market move significantly into higher-priced luxury ranges, which partly reflects this product type finding great market acceptance in the area, and partly reflects the high land values that necessitate density for residential developers to profit.
- The expansion of the luxury townhome market points to the continually evolving nature of Alpharetta's marketplace and the opportunity to introduce new housing types to match market demand.

New Construction Price Intervals for Townhomes



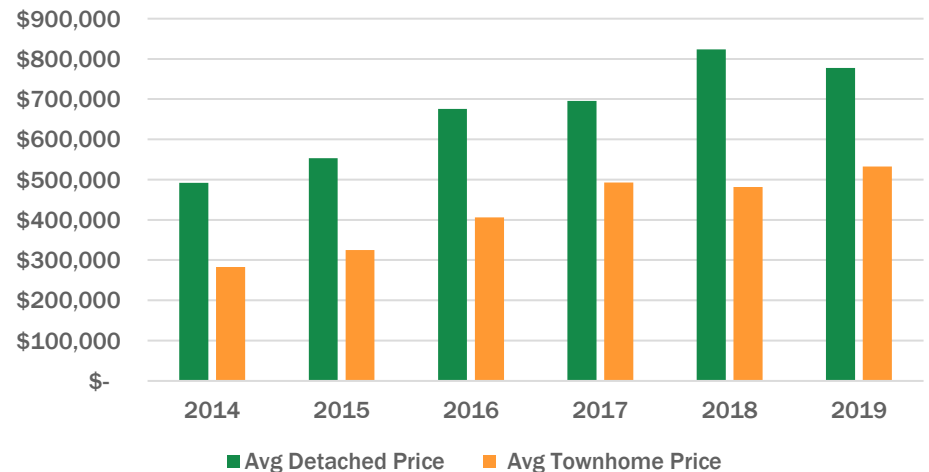
FOR-SALE NEW HOME CONSTRUCTION MARKET

- In every year between 2014 and 2019 newly constructed townhome closings outpaced newly constructed single-family detached closings.
- While both product types have seen steady increases in price since 2014, townhomes remain an essential alternative for potential homeowners who cannot buy into the new \$600,000+ detached housing market.
- The success of townhomes in Alpharetta’s housing market illustrates the demand for an alternative to the traditional single-family detached ownership model.
 - With the high demand for townhomes comes increases in the prices of those unit types, as well.
 - While townhomes were once a value-oriented avenue for home ownership, the paradigm is shifting, which is resulting in the increase of high-valued, luxury townhome offerings.
 - It begs the question whether another product type will be demanded in order to fill the gap that townhomes are seemingly leaving as their prices rise along with the prices of single-family detached houses.

Closings per Housing Type



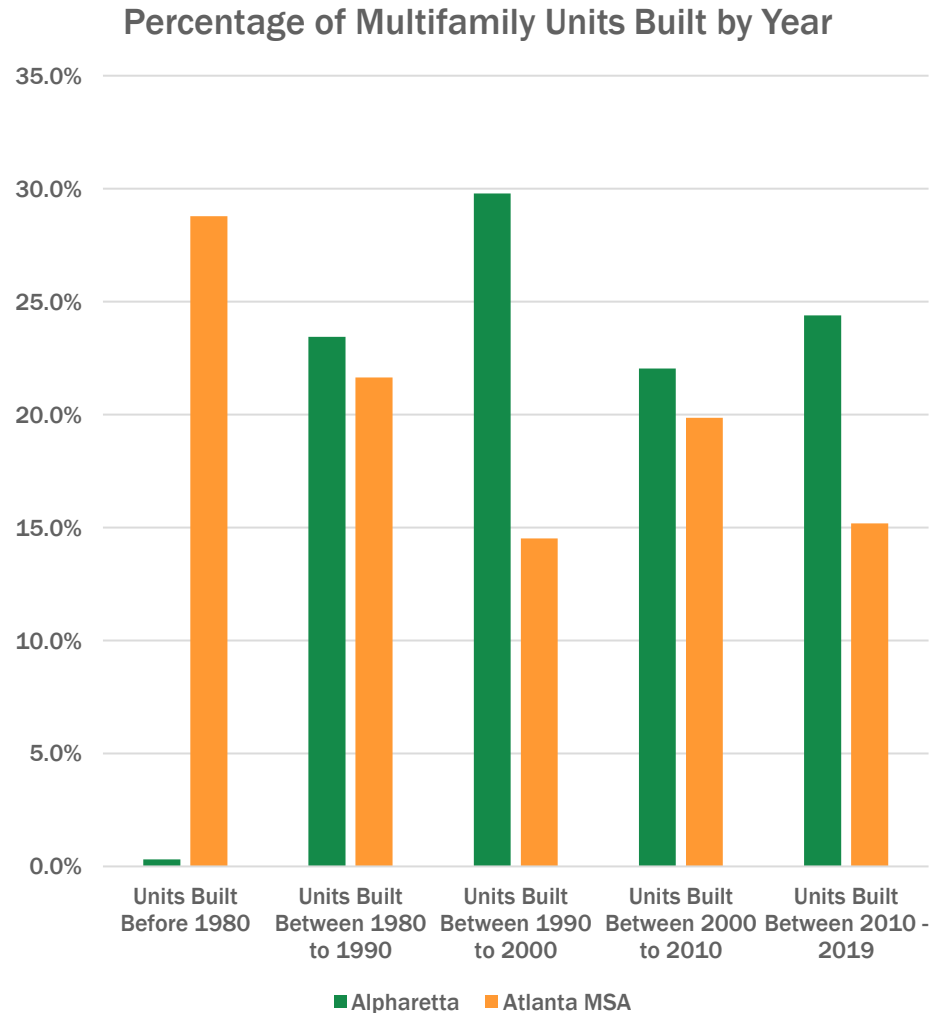
Average Prices per Housing Type



Data source: SmartREData

MULTIFAMILY HOUSING STOCK BY YEAR BUILT

- The multifamily housing stock in Alpharetta grew in the most recent decade and even surpassed the proportion of units supplied in previous decades.
- While recent additions to the multifamily housing stock can garner concerns about overwhelming the local residential marketplace, these additions are in-line with, and in fact, lagging the additions that were made during previous decades.
- This increase in the proportion of apartment units built by decade can be contributed to several demographic, economic, and cultural factors.
 - The increase of population
 - Shifting household demographics
 - Acceptance and demand for amenitized, walkable neighborhoods
 - Development of Avalon at Alpharetta and downtown redevelopment.
- It is important for a housing market to continue to add units to meet demand to ensure that sufficient supply is present to meet the needs of households at all ends of the income spectrum.

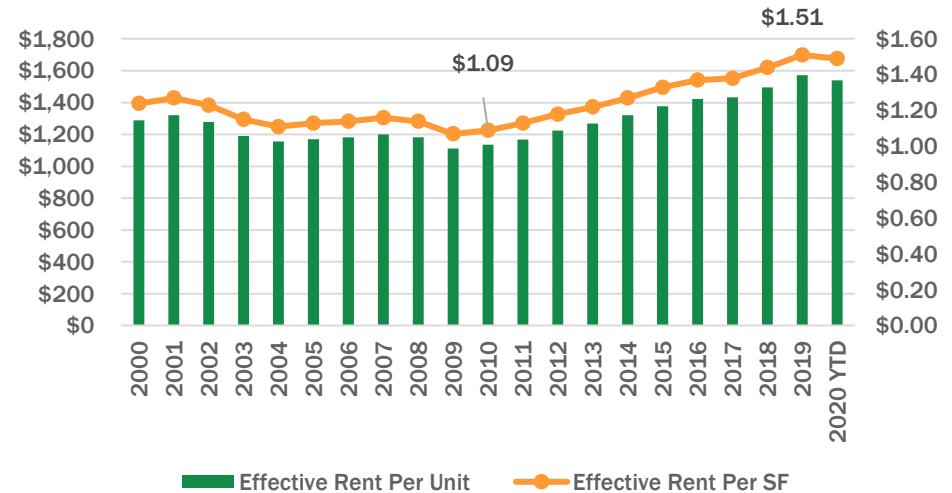


Data source: U.S. Census American Community Survey 2017 5-Year Estimates, Environ Analytics, CoStar. Note: excludes mobile homes.

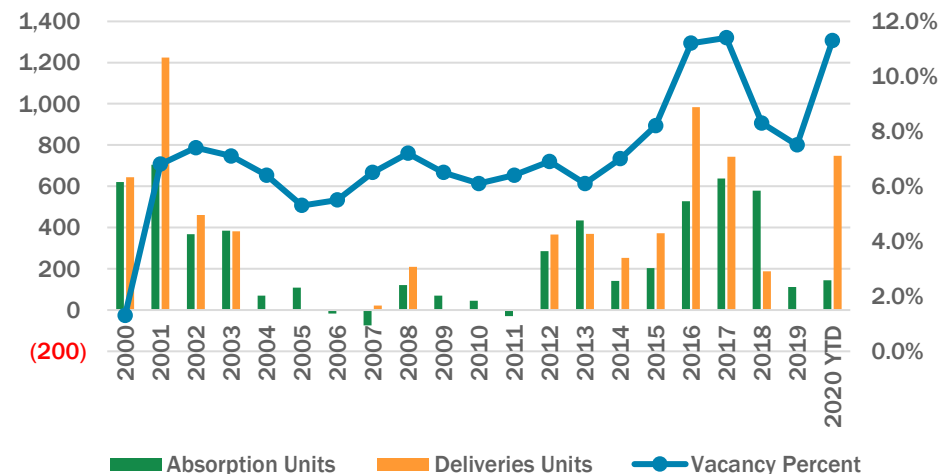
MARKET-RATE MULTIFAMILY TRENDS

- Multifamily rents across the city have continued to ascend on a yearly basis.
 - 2020 YTD rents are the first time that rent prices have decreased since 2008. With that said, they are simultaneously the 2nd highest rental rates behind 2019.
 - Increasing 38.5% from 2010 until the end of the decade.
 - Increasing rents in a suburban multifamily market reflect the strength of the Atlanta MSA economy in the post-Great Recession era.
- Apartment vacancy rates have been volatile since 2015, but the spikes in vacancy coincide with spikes in deliveries.
 - In Alpharetta’s multifamily market it is typical for any large multifamily delivery to have a large effect on vacancy rates.
- The rule of thumb for a “healthy” market vacancy rate is approximately 5%, and before large net deliveries, the Alpharetta multifamily market appeared to be hovering around that 5% mark.

Effective Rent Metrics



Absorption, Deliveries, and Vacancy

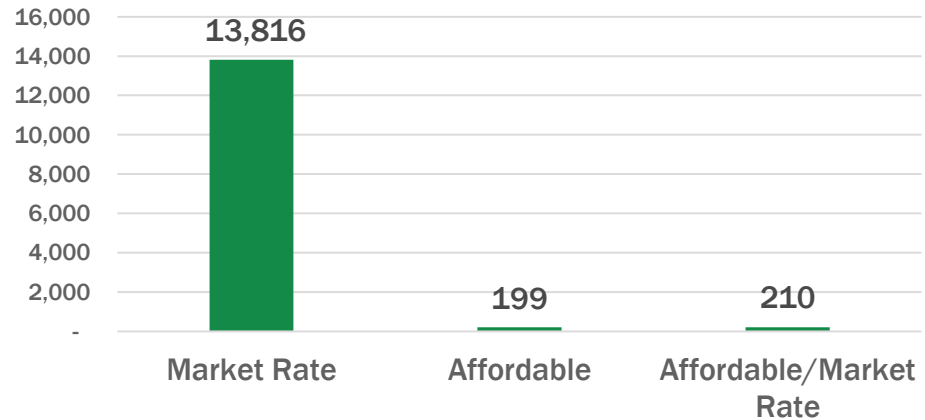


Data source: CoStar

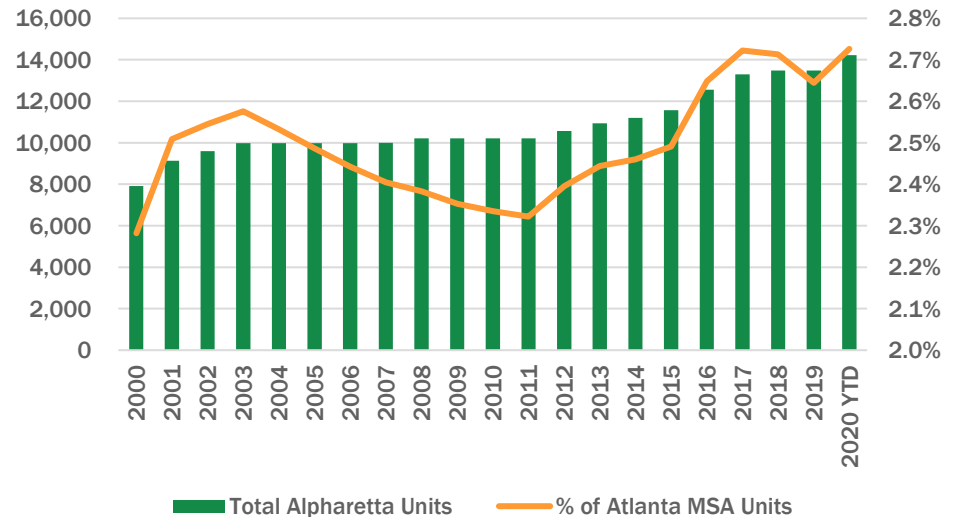
MARKET-RATE MULTIFAMILY TRENDS

- Over the last decade, Alpharetta has increased its share of the Atlanta MSA's total multifamily units, meaning that, in relative terms, Alpharetta has added apartments units at a slightly higher rate than the region overall.
 - While Alpharetta makes up just over 2.7% of the MSA's multifamily inventory, there has been a 0.4% increase since 2010.
- When compared to the Atlanta MSA, Alpharetta has a lower vacancy percentage, and higher average prices per unit and prices per square foot.

Number of Units by Type



Alpharetta Multifamily Unit Inventory



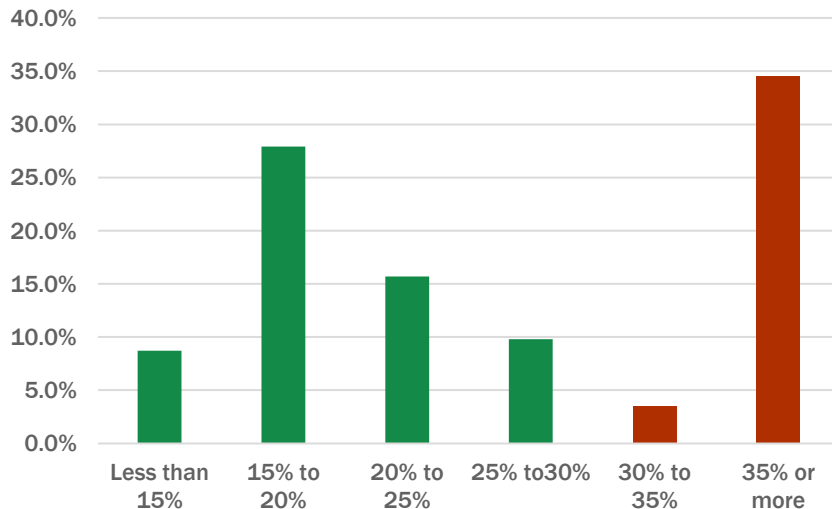
	Alpharetta	Atlanta MSA
Existing Units	14,225	521,782
Vacancy %	7.5%	8.2%
Avg SF/Unit	1,035	1,004
Avg \$/Unit	\$1,578	\$1,250
Avg \$/SF	\$1.51	\$1.30

Data source: CoStar

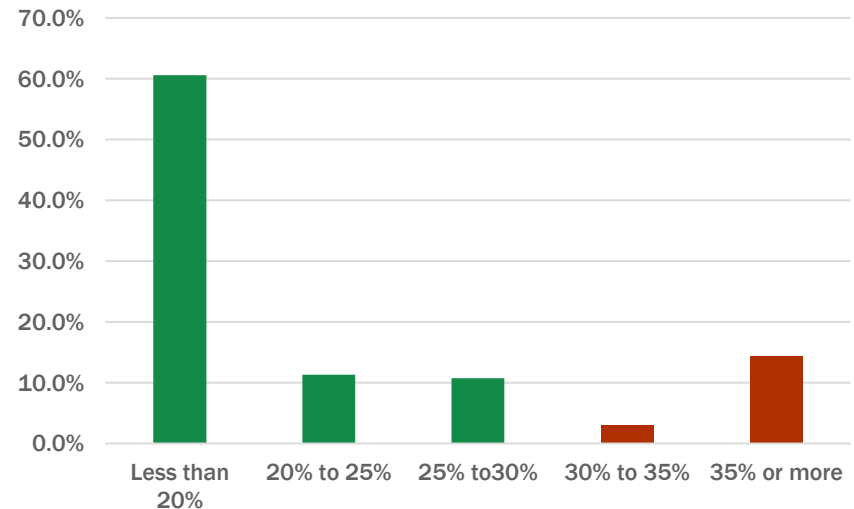
HOUSING COST BURDEN

- The typical rule of thumb says that housing-related expenses such as rent, mortgage payment, and utilities should be less than 30% of household income to be considered affordable for that household.
- When a household pays more than 30% of their income toward housing costs, HUD considers that household “housing cost-burdened.”
- The renter cost burden in Alpharetta is high in absolute terms: **nearly two out of every five (38%) renter households is spending more than they can afford on rent throughout Alpharetta.**
- **Nearly one in every five (18%) owner households is spending more than they can afford on rent throughout Alpharetta.**
- This housing cost-burden phenomenon is the result of multiple factors, including lower and stagnant wages of many local and regional workforce sectors, but also housing factors, such as the lack of quality affordable housing or the lack of right-sized housing options.
 - For example, a lack of rental apartments available at lower monthly rents may be pushing some households to rent single-family detached homes, which may cost more to rent.

Gross Rent as a Percentage of Household Income



Monthly Owner Costs as a Percentage of Household Income

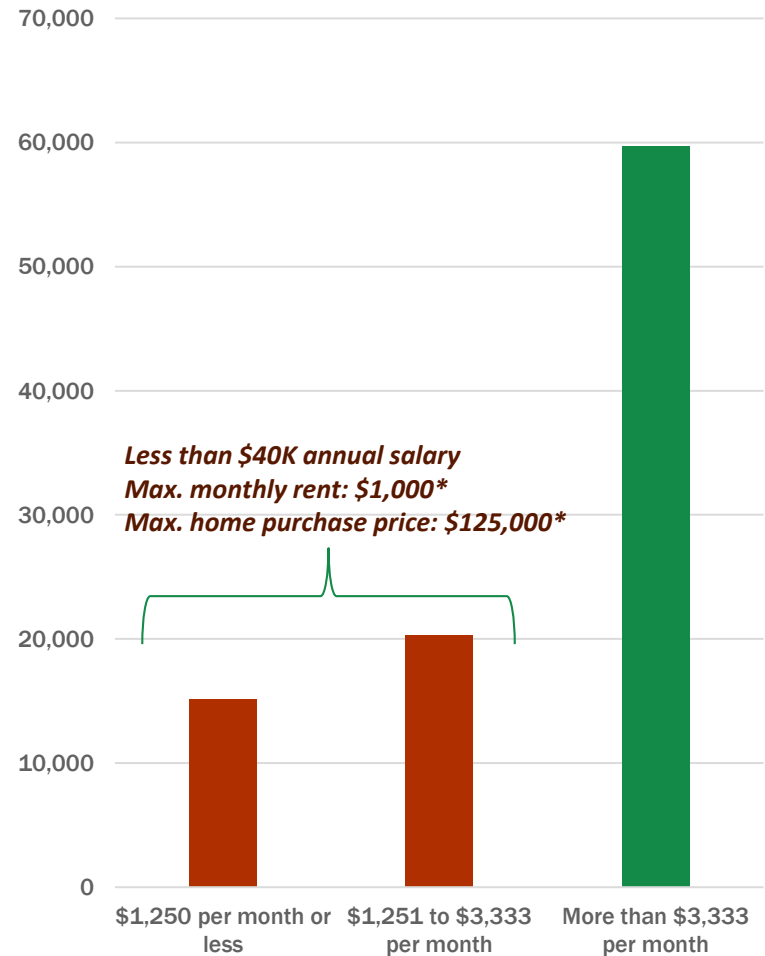


Data source: U.S. Census American Community Survey 2018 1-Year Estimates

WORKFORCE INCOME PROFILE

- It is important to consider the average wages of public servants such as fire fighters, teachers, municipal officials, and medical professionals like nurses, along with service workers in restaurants and retail and ask: **is it possible for them to be a part of the community. And if so, what role does housing play in that equation?**
- In 2017 there were over **35,000 workers** in Alpharetta (over one-third of the local workforce) earning less than \$40,000 annually.
- These employees likely have an increasingly difficult time finding appropriate housing within Alpharetta, either because they cannot afford housing in Alpharetta or because the housing products available do not match what they want or need.
- This condition negatively impacts economic development in the city, as the effort to attract new local jobs can be hampered by a lack of appropriate nearby housing. Additionally, attracting new residents into the city, along with new jobs, maximizes return on the investment in economic development pursuits.
- Further, traffic issues can be exacerbated without homes affordable to the full spectrum of local workers forcing them into long commutes on local and regional roadways.
- Alpharetta is a high value market, with resale homes averaging ~\$450,000 and monthly rents averaging over \$1,600/month.
- With fewer than 100 non-senior rent restricted apartment units in the city, the demand for local housing affordable to service workers and public servants is tremendous and growing.

Job Counts by Earning 2017



Data source: U.S. Census Bureau Census On the Map

*approximate for a one-person household

WORKFORCE MULTIFAMILY PROFILES

- Alpharetta is home to three rent restricted multifamily housing developments.
- Two of these developments are restricted for seniors, and the other development is a mixed market rate development with a portion of those units dedicated for affordable units for seniors.
- Across all three developments there is a total of 310 units – although not all of the 210 Emblem Alpharetta units are affordable.
- With two of the aforementioned developments being restricted for seniors, that leaves 99 multifamily units in Alpharetta that are dedicated to workforce housing.
- The last senior affordable housing was built in 2008 and the last dedicated workforce housing was built in 1996.
- Alpharetta’s impressive educational, public service, retail and commercial sectors employ many that would benefit from dedicated workforce housing or mixed income housing with a workforce component.

Property Name	Year Built	Units	Rent Type	Affordable Type	Market Segment	\$/Unit	\$/SF
Emblem Alpharetta	2008	210	Market/Affordable	Rent Restricted	Senior	\$1,648	\$1.55
Saddle Creek Apartments	1996	99	Affordable	Rent Restricted	All	\$808	\$0.85
Dogwood Square	1987	100	Affordable	Rent Restricted	Senior	-	-

Dogwood Square was built or renovated using funding from HUD's Section 202 Supportive Housing for the Elderly program. Residency is usually restricted to households earning 50% of the Area Median Income (AMI) or less with at least one member age 62 years or older. Tenants pay rent based on household income.

Data source: U.S. Department of Housing and Urban Development, U.S. Census Bureau Census on the Map, CoStar

SENIOR MULTIFAMILY PROFILES

- There are over 1,900 multifamily units built specifically for seniors, with 480 units built since 2016.
- 3 Assisted Living developments have been built since 2017 – totaling 350 assisted living units in Alpharetta.
- The average rent per unit for these developments comes in at \$4,041 per unit, with the assisted living developments averaging near \$4,740 per unit.
- Assisted Living units are among the highest end rental options in Alpharetta because of the arrangements and amenities that these facilities offer.
- The older vintage of senior apartments not built in the last five years have an average price per unit of \$3,155 and an average price per square foot of \$4.02.

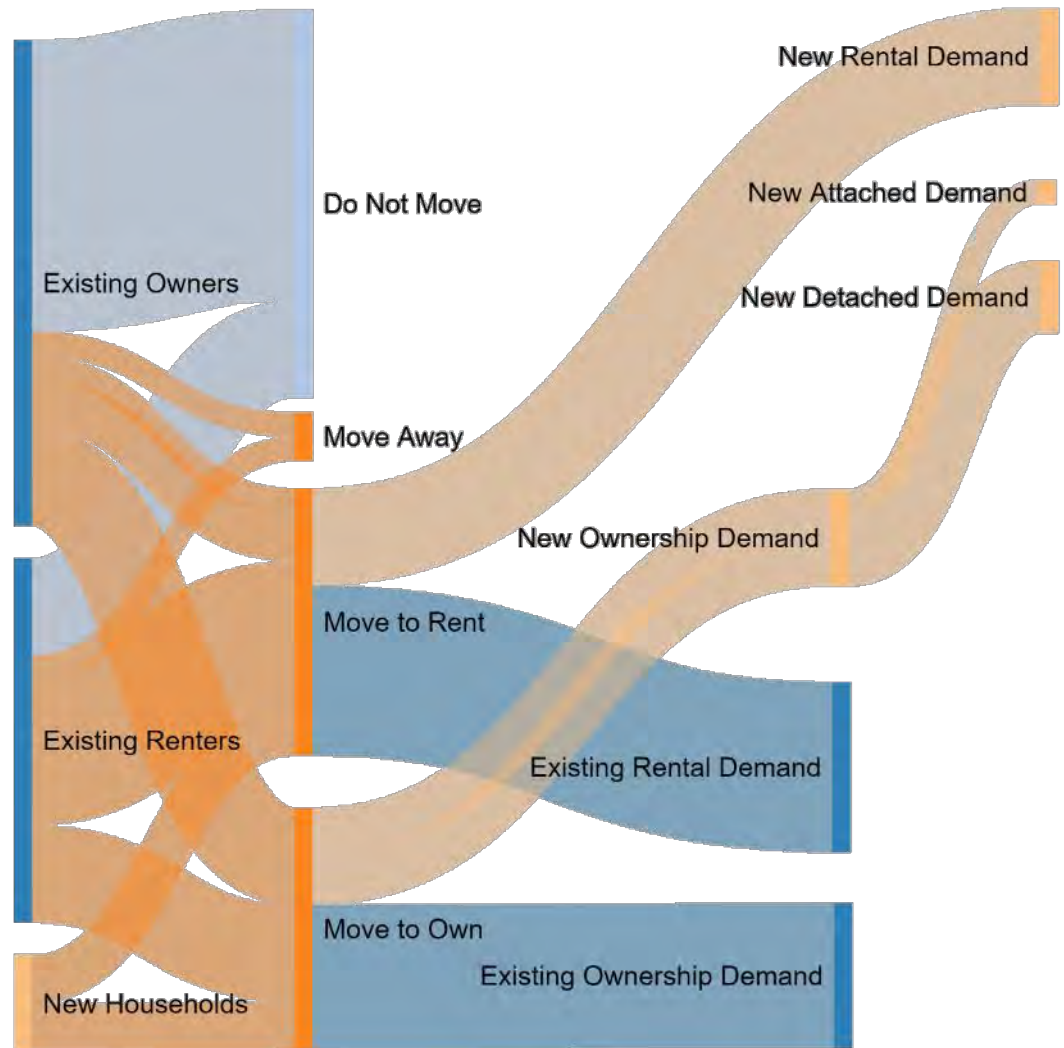
Property Name	Year Built	Units	\$/Unit	\$/SF	Type
Village Park- Senior Apartments	2017	128	\$ 4,749	\$ 5.08	Assisted Living
Inspired Living at Alpharetta	2017	174	\$ 4,736	\$ 9.57	Assisted Living
Mansions at Alpharetta Assisted Living	2017	54	-	-	Assisted Living
Mansions at Alpharetta Independent Living	2016	124	\$ 4,041	\$ 4.41	Independent Living
Totals/Averages		-	\$ 4,505	\$ 6.35	

Data source: CoStar

HOUSING DEMAND ANALYSIS

HOUSING DEMAND INTRODUCTION

- A proprietary analytical model evaluated the potential housing outcomes of three household groups that drive housing demand in Alpharetta:
 - Owner households in turnover
 - Renter households in turnover
 - New households to Alpharetta.
- For each demand pool, data from numerous sources was used to forecast outcomes that, taken as whole, determine the level of local demand potential for new housing of various types at various price points.
- The results provide city-level forecasts of achievable annual new-home production of for-rent and for-sale housing.
- The diagram at right illustrates the process undertaken in the housing demand modeling process.



Source: Bleakly Advisory Group

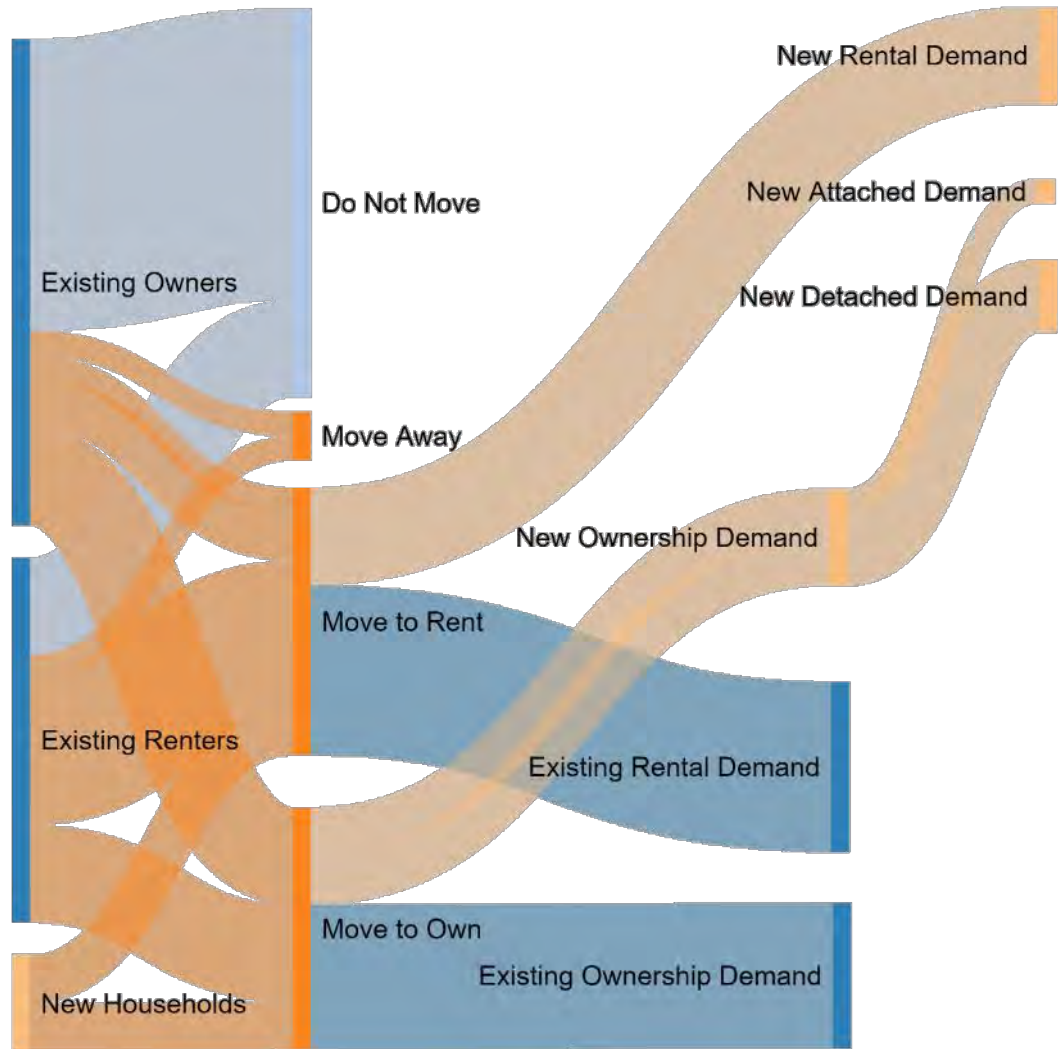
HOUSING DEMAND INTRODUCTION

The housing demand analysis for this study incorporates numerous data points specific to Alpharetta:

- Population growth assumptions through 2025 at the local level based on ARC projections
- Transportation/commuting patterns
- Household composition / generational (age of householder) trends
- Household income patterns
- Housing turnover ratios
- Housing tenure preferences
- Housing type preferences

In order to successfully arrive at the above assumptions, data from myriad sources feed into the analysis. This most recent data comes from the following sources:

- US Census/American Community Survey data
- US Census PUMS data
- HUD data
- Subscription-based demographic data from Claritas
- Supply-side data from CoStar and SmartREData



Source: Bleakly Advisory Group

ALPHARETTA NEW ANNUAL HOUSING DEMAND BREAKDOWN

Annual Alpharetta Housing Production Possibility:

- Single-family Owner: 135 units
- Attached Owner: 149 units
- Rental: 719 units

TOTAL: 1,003*

*represents achievable potential number of new homes to be absorbed into the county housing market annually through 2025.

This level of production is still lower than the peak permitting years in Alpharetta:

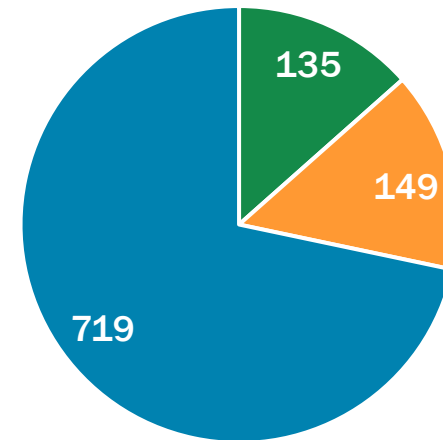
- Single-family: 669 in 1998
- Multifamily: 1,240 in 1997

These forecast demand potential conclusions shown here and elsewhere herein are indicative, rather than predictive.

That is, the analysis results are based on assumptions derived from analyzing the demographic and housing trends in the city.

The results of the modelling provide reasonable quantitative production goals for an average year over the next five years. Different outcomes may occur.

Annual New Demand by Tenure & Type



- Owner New Single-family Detached
- Owner New Attached (TH/Condo)
- Renter New Unit Att. & Det.

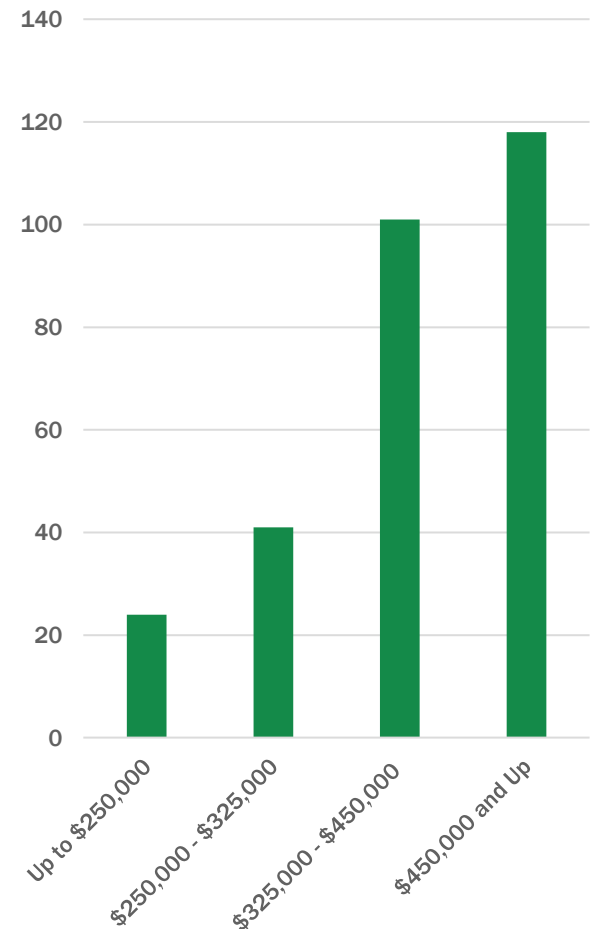
Source: Bleakly Advisory Group

ALPHARETTA FOR-SALE HOUSING DEMAND

- Over 97% of Alpharetta’s annual for-sale demand comes from households earning more than 150% AMI.
- While there are certainly households with incomes below 150% AMI that are interested in purchasing a new home, the personal finance and housing development economics in the Alpharetta for sale market exclude these households from the new home marketplace and into aging housing stock that can only be accessed in the resale market.

Annual New Owner Demand			
Income	% AMI	Home Price Ranges	New Home Demand
Up to \$74,999	Up to 100%	Up to \$250,000	24
\$75,000 - \$99,999	100% - 150%	\$250,000 - \$325,000	41
\$100,000 - \$149,999	150% - 200%	\$325,000 - \$450,000	101
\$150,000 and up	200% and up	\$450,000 and up	118
Total:			284

Annual New For Sale Demand by Cost

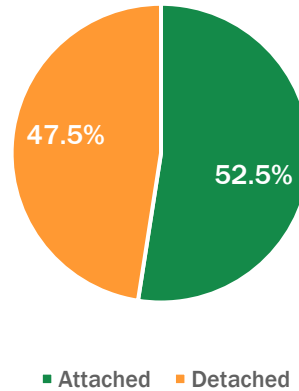


Source: Bleakly Advisory Group

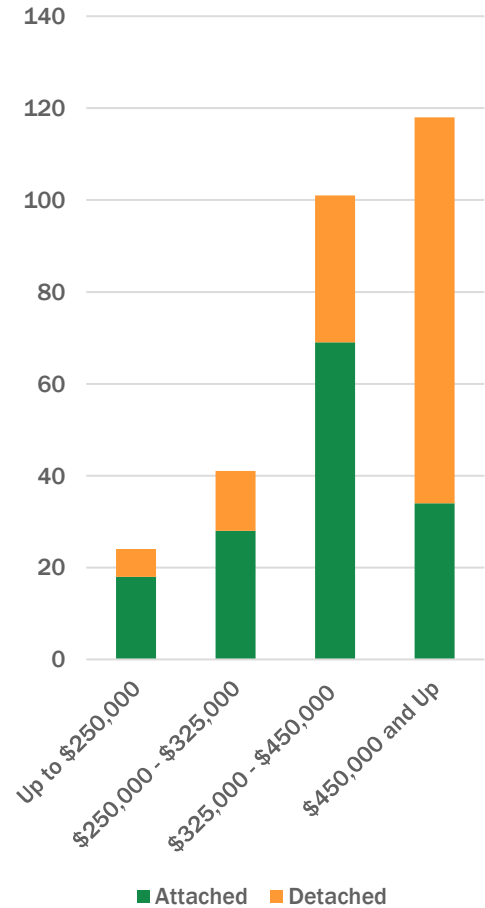
DEMAND BREAKDOWN: FOR-SALE ATTACHED & DETACHED

- The highest levels of demand for new single-family detached homes comes from the highest income earners.
- However, significant new single-family and townhome demand exists for homes up to \$450k, which has become extremely difficult to deliver locally, shutting households with incomes up to 200% AMI out of the market.

Demand by Building Type



Annual New For Sale Demand by Type



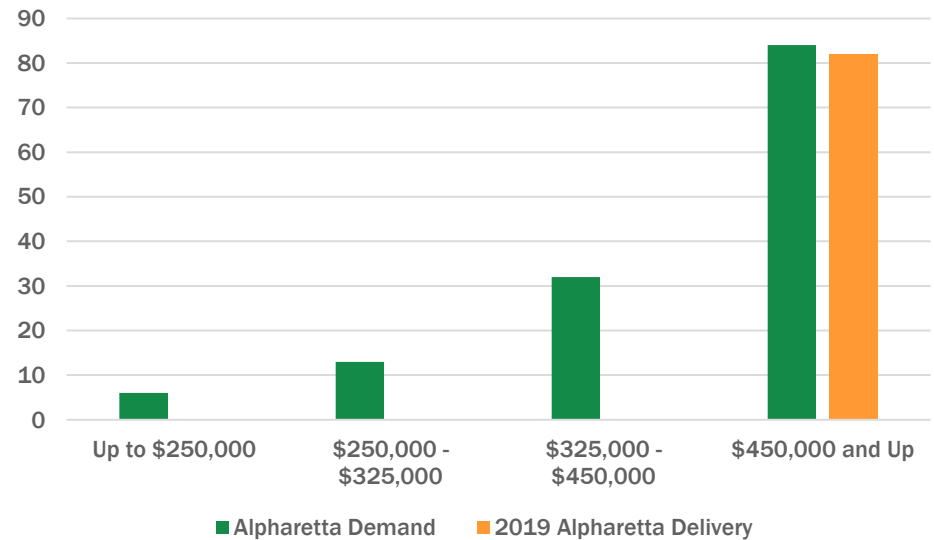
Annual New Owner Demand

Income	% AMI	Home Price Ranges	Annual Attached Demand	Annual Detached Demand
Up to \$74,999	Up to 100%	Up to \$250,000	18	6
\$75,000 - \$99,999	100% - 150%	\$250,000 - \$325,000	28	13
\$100,000 - \$149,999	150% - 200%	\$325,000 - \$450,000	69	32
\$150,000 and up	200% and up	\$450,000 and up	34	84
Total:			149	135

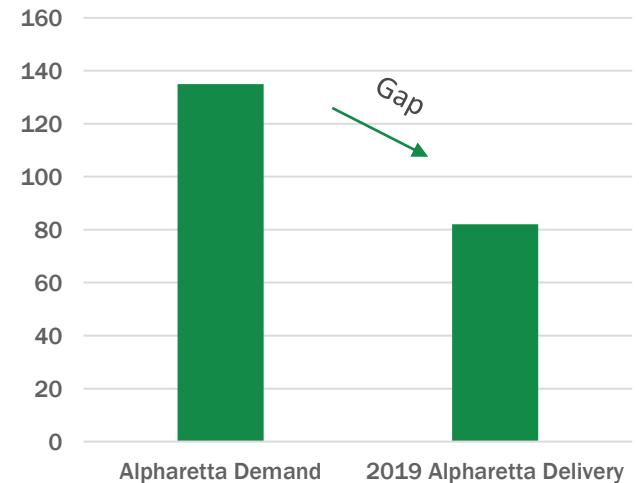
Source: Bleakly Advisory Group

CITYWIDE GAP ANALYSIS – FOR-SALE DETACHED

- Using 2019 new homes sales as a reference point compared to the estimated demand levels, Alpharetta has a total detached owner-occupied new home production gap of 53 units.
- Based on this analysis, Alpharetta’s detached owner-occupied market produces all its units at the highest end, which allows the market to meet the demand of the highest income buyers.
- Detached owner-occupied housing at the upper-middle, middle, and lower income bands is not met, even though there is significant demand.
- This is particularly true of upper-middle price bands between \$325,000 and \$450,000, which are underproduced by 32 units annually.
- Product types at this price point provide the greatest opportunity to be met.

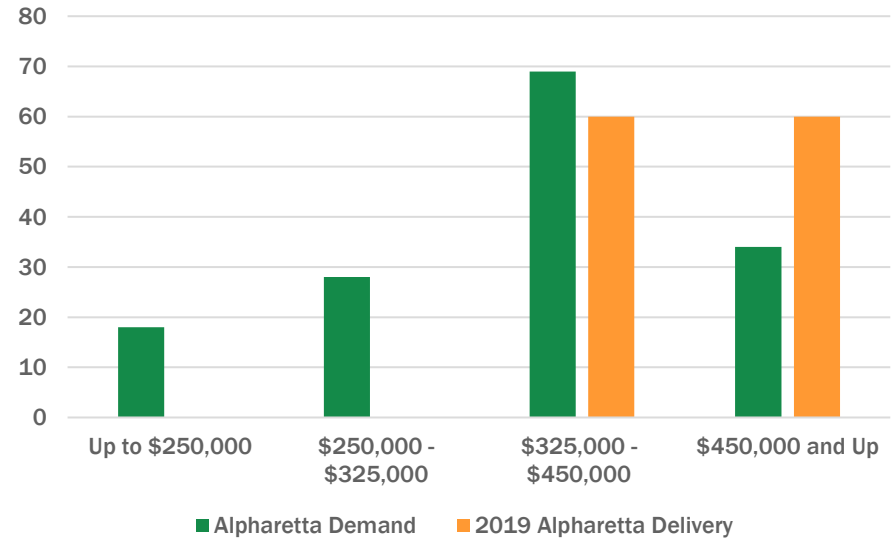


2019 New Home Sales	Alpharetta Demand	2019 Alpharetta Delivery	Gap
Up to \$250,000	6	0	6
\$250,000 - \$325,000	13	0	13
\$325,000 - \$450,000	32	0	32
\$450,000 and Up	84	82	2
Totals	135	82	53

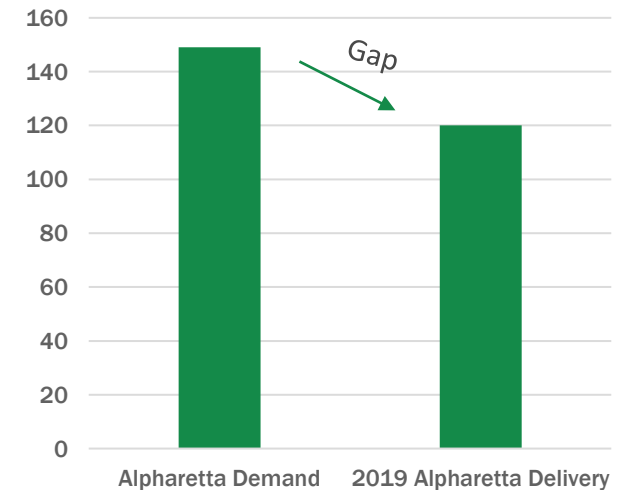


CITYWIDE GAP ANALYSIS – FOR-SALE ATTACHED

- Using 2019 new homes sales as a reference point compared to the estimated demand levels, Alpharetta has a total attached owner-occupied new home production gap of 29 units.
- Based on this analysis, Alpharetta’s attached owner-occupied market produces its units at the highest and upper-middle ends.
- This analysis identifies an overproduction of about 26 units above the \$450,00 price point, which suggests that this may be the point where buyers would rather purchase a different product type – like a detached single-family home.
- While there may be a small market for high priced, luxury townhomes, perhaps the product type is most needed and demanded by those who can access middle and upper middle price ranges.



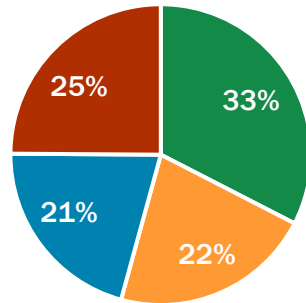
2019 New Home Sales	Alpharetta Demand	2019 Alpharetta Delivery	Gap
Up to \$250,000	18	0	18
\$250,000 - \$325,000	28	0	28
\$325,000 - \$450,000	69	60	9
\$450,000 and Up	34	60	-26
Totals	149	120	29



ALPHARETTA FOR-RENT HOUSING DEMAND

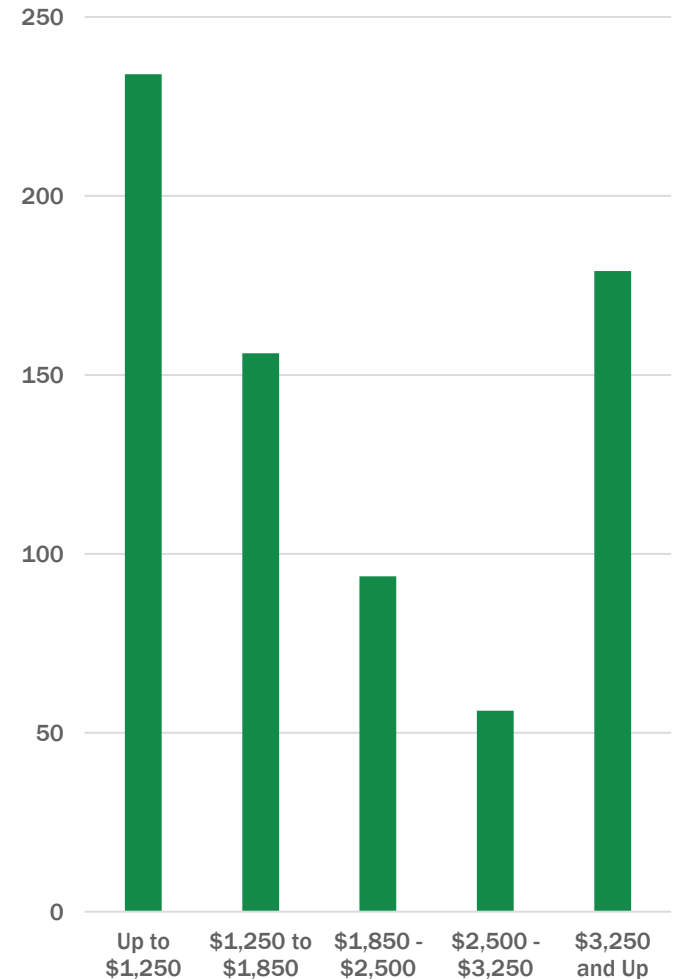
- One third of new rental demand in Alpharetta comes from households at or below 70% AMI.
- Units affordable at the lowest price points are difficult to deliver without significant levels of subsidy from the public sector, innovative gap financing, or incentives like density bonuses and expedited permitting.
- The second largest pool of rental apartment demand is driven by households with the highest-incomes. This provides evidence of additional demand for luxury rental housing in Alpharetta.

% of Demand by AMI



- Up to 70% AMI
- 70% - 100% AMI
- 100% - 200% AMI
- 200% AMI and Up

Alpharetta New Multifamily Demand

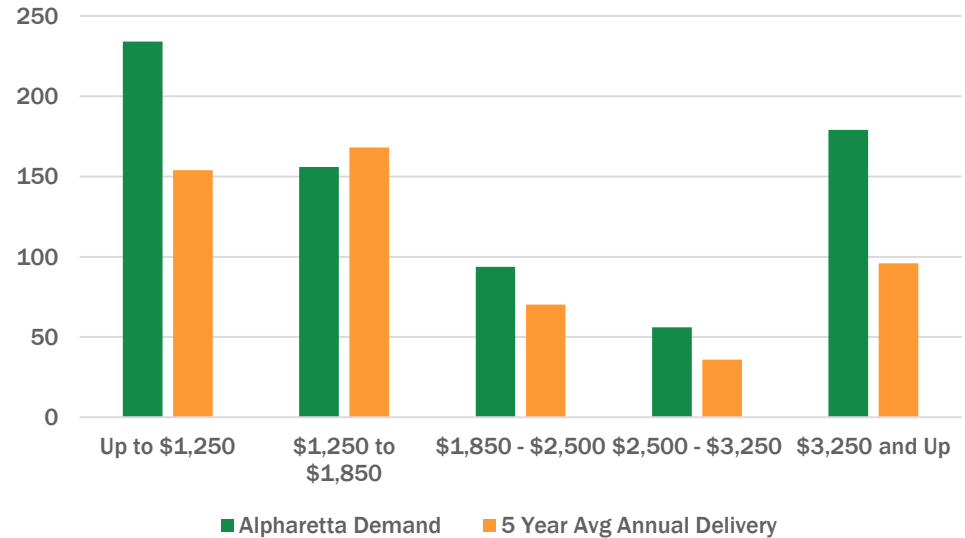


Source: Bleakly Advisory Group

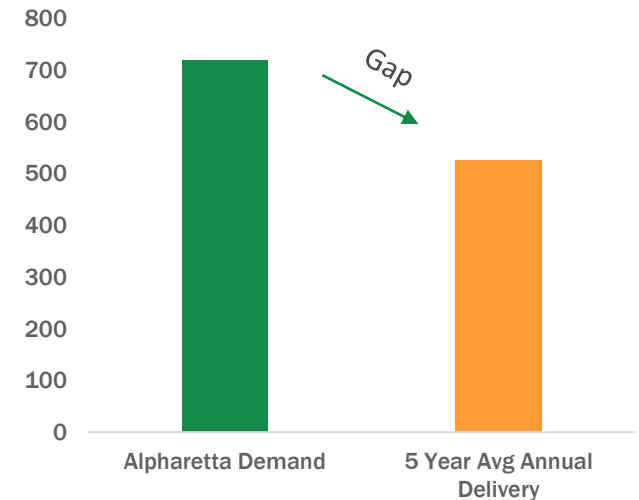
Annual New Rental Demand			
Income	% AMI	Monthly Rental Price Range	New Rental Demand
Up to \$49,999	Up to 70%	Up to \$1,250	234
\$50,000 to \$74,999	70% 100%	\$1,250 to \$1,850	156
\$75,000 - \$99,999	100% - 150%	\$1,850 - \$2,500	94
\$100,000 - \$149,999	150% - 200%	\$2,500 - \$3,250	56
\$150,000 and up	200% and up	\$3,250 and up	179
Total:			719

CITYWIDE GAP ANALYSIS – RENTER-OCCUPIED

- Using a five-year average (2016-2020) of multifamily delivery in Alpharetta and annual demand, Alpharetta has an annual rental gap of 195 units.
- Based on this analysis, there is a gap in the number of units delivered vs. demanded at almost every price range – showing an ability for Alpharetta’s rental market to expand at many different price points.
- The highest levels of unmet demand are at the highest price points and the lowest price points.
- The underproduction in the middle and upper-middle price ranges suggests there is a market for “missing middle” product types.



Monthly Rent	Alpharetta Demand	5 Year Avg Annual Delivery	Gap
Up to \$1,250	234	154	80
\$1,250 to \$1,850	156	168	-12
\$1,850 - \$2,500	94	70	24
\$2,500 - \$3,250	56	36	20
\$3,250 and up	179	96	83
Totals	719	525	195



AFFORDABILITY RANGES BY AMI

- The analysis described above allows for future housing demand to be assessed at the county level by age and by income, providing insight into potential target markets for various housing types in each geography.
- The analysis used the 2020 Atlanta Median Income (AMI) calculations as determined by HUD to categorize potential demand by income for renters and for owners.
- AMI distribution assumptions are shown at right.

Rentership			
Income	% AMI	Rental Price Ranges	Midpoint Price
Up to \$34,999	Up to 50%	Up to \$875	
\$35,000 - \$49,999	50% - 70%	\$875 - \$1,250	\$1,050
\$50,000 - \$74,999	70% - 100%	\$1,250 - \$1,850	\$1,450
\$75,000 - \$99,999	100% - 150%	\$1,850 - \$2,500	\$2,200
\$100,000 - \$149,999	150% - 200%	\$2,500 - \$3,250	\$2,900
\$150,000 and up	200% and up	\$3,250 and up	

Ownership			
Income	% AMI	Home Price Ranges	Midpoint Price
Up to \$34,999	Up to 50%	Up to \$110,000	
\$35,000 - \$49,999	50% - 70%	\$110,000 - \$150,000	\$130,000
\$50,000 - \$74,999	70% - 100%	\$150,000 - \$250,000	\$200,000
\$75,000 - \$99,999	100% - 150%	\$250,000 - \$325,000	\$285,000
\$100,000 - \$149,999	150% - 200%	\$325,000 - \$475,000	\$375,000
\$150,000 and up	200% and up	\$475,000 and up	

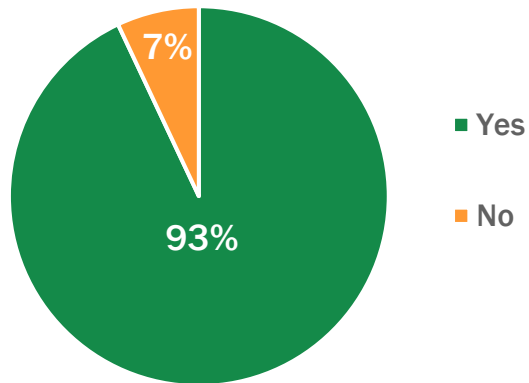
Source: Bleakly Advisory Group, SmartRE, HUDUser, CoStar

SURVEY RESULTS

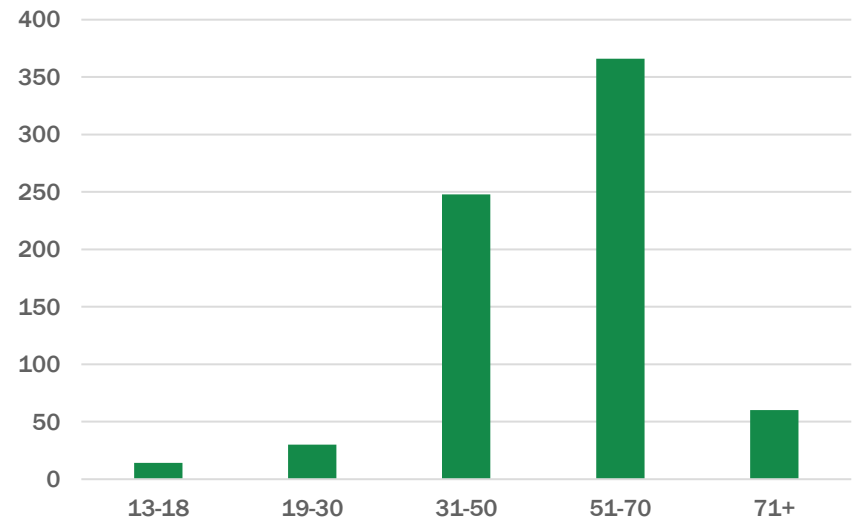
SURVEY DEMOGRAPHICS

- A survey was conducted to gauge citizen feedback regarding the upcoming Alpharetta Comprehensive Plan.
- There were 718 respondents to the survey.
- Out of all the respondents, 93% live in Alpharetta, while 7% live outside the city.
- Most of the respondents belonged to two age groups: 51-70 and 31-50. These generational cohorts are often colloquialized as Baby Boomers and Generation X.
- The age of the respondents is something to keep in mind when regarding survey results because they reflect the ideas of two age groups in particular .
- While Zoomers and Millennials make up roughly 50% of Alpharetta’s population, their feedback is noticeably missing from this survey.

Do you live in Alpharetta?



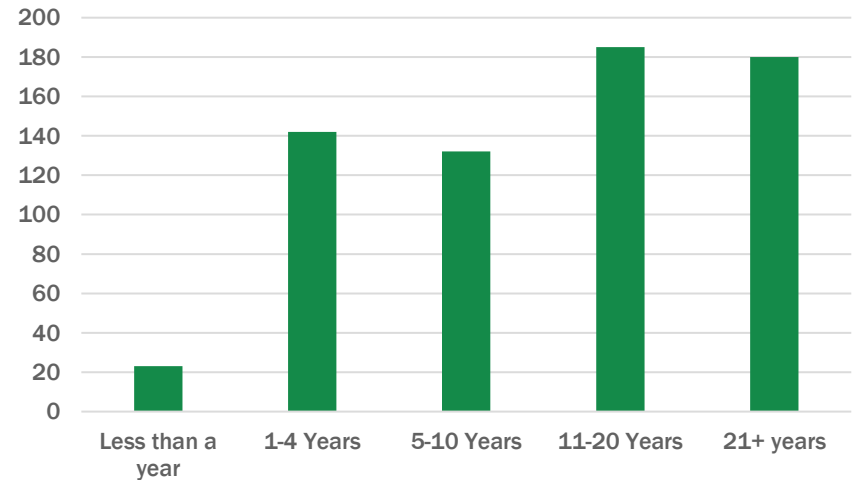
Age Group



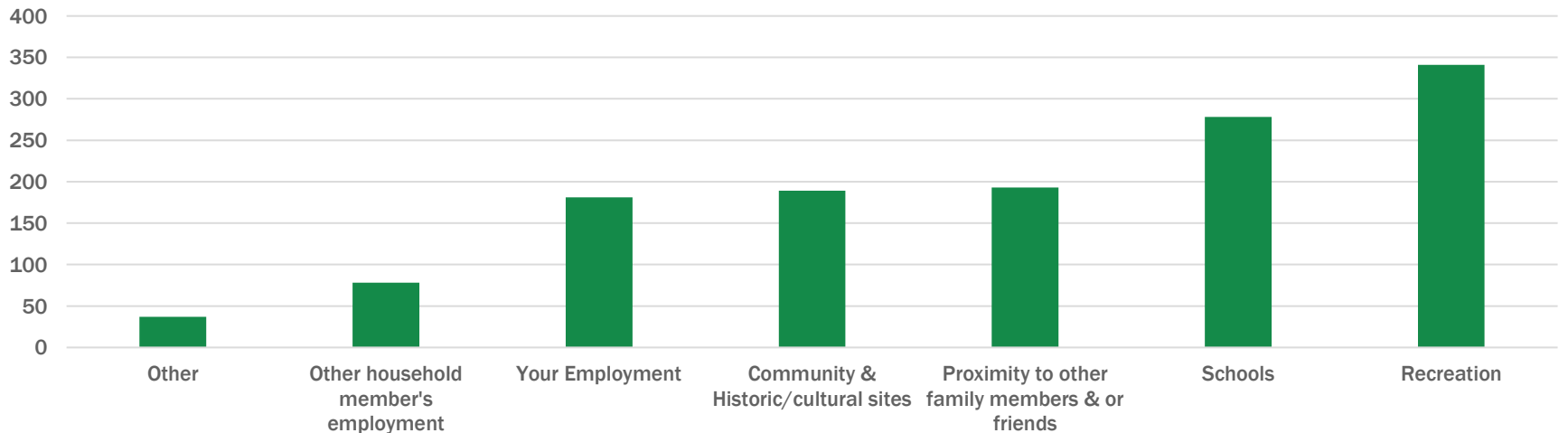
SURVEY

- For those who live in Alpharetta – there is a near even mix of short-tenured residents and longer-tenured residents.
- More than half of the respondents have lived in Alpharetta for over 10 years – with a quarter of respondents living in the city for over 20 years.
- The top reasons for living in Alpharetta were Recreation, Schools, and Proximity to family & friends.
- The top reasons (Recreation and Schools) are highly valued by Alpharetta residents and at times in the survey were points of great emphasis because they are such highly valued commodities.

How long have you lived in Alpharetta?



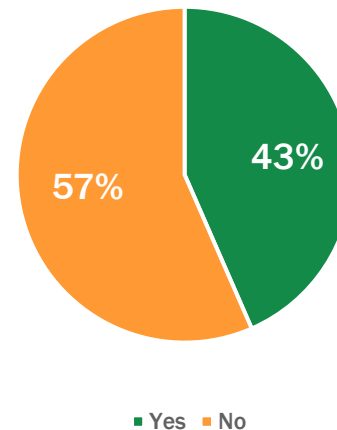
The Top Reasons for Living in Alpharetta



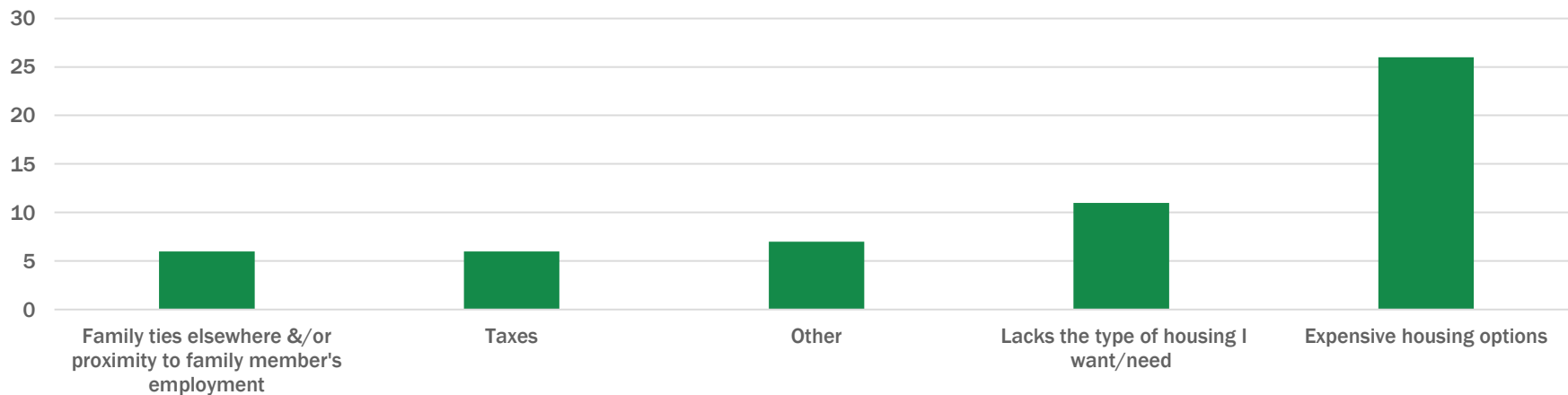
SURVEY

- Out of all the respondents, 57% do not work in Alpharetta while 43% do work in Alpharetta.
- For those who responded that they don't live in Alpharetta, "expensive housing options" was the most frequent response. "Lacking the type of housing I want/need" was the second most frequent response.
- More than 75% of respondents noted that if their top reason for not living in Alpharetta changed, they would choose to live in Alpharetta.

Do you work in Alpharetta?



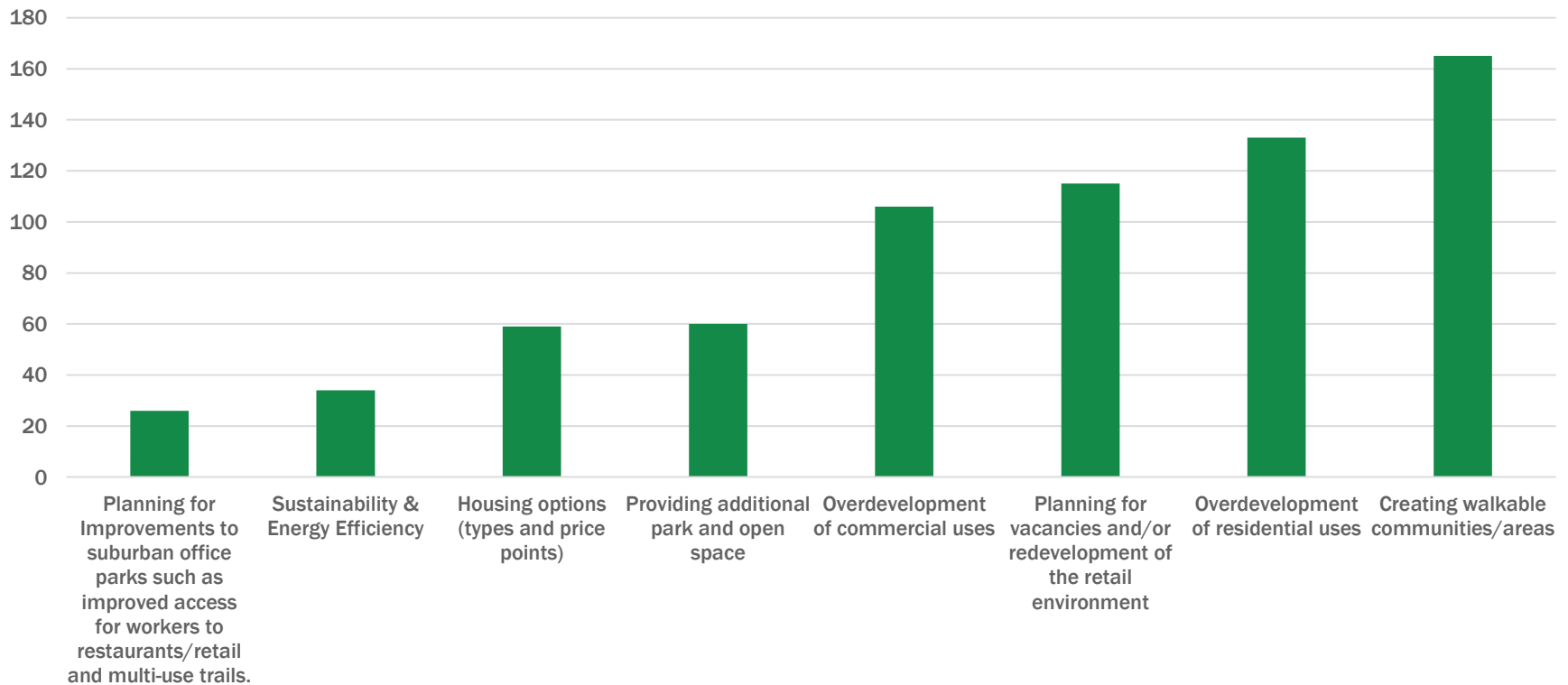
For Those Who Don't Live in Alpharetta, What are the Top Reasons for Not Living in Alpharetta?



SURVEY

- Respondents voted that the top three land use topics that Alpharetta needed to address are: Creating walkable communities, overdevelopment of residential uses, and planning for vacancies and/or redevelopment of retail areas.
- Overdevelopment of residential and commercial areas is a common theme as a point of emphasis across the survey.
- Interestingly these themes come as about as frequently as redevelopment and walkability – traits that require some measure of density and development to work effectively.
- These dueling themes are points to keep an eye on as Alpharetta residents continue to advocate for the future identity of Alpharetta.

What is the most important land use topic or issue that Alpharetta needs to address.





Bleakly Advisory Group

TERMS AND LIMITING CONDITIONS

- **Accuracy of Report:** *Every reasonable effort has been made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment was based on estimates, assumptions and other information developed by Bleakly Advisory Group (“BAG”) from its independent research efforts, general industry knowledge and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of the report. BAG assumes no responsibility to update the information after the date of the report. The research may contain prospective financial information, estimates or opinions that represent our view of reasonable expectations at a particular point in time, but such information, estimates or opinions are not offered as predictions or as assurances that a particular outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described on our research and report and variations may be material. Therefore, nor warranty or representation is made by BAG that any of the projected values or results contained in the work product from this assignment will actually be achieved.*
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**PUBLIC
MEETING &
ONLINE SURVEY
RESULTS**



Copy - City of Alpharetta 2020-40 Comprehensive Plan Pre-Survey

718 responses

What age group do you belong to?

718 out of 718 answered



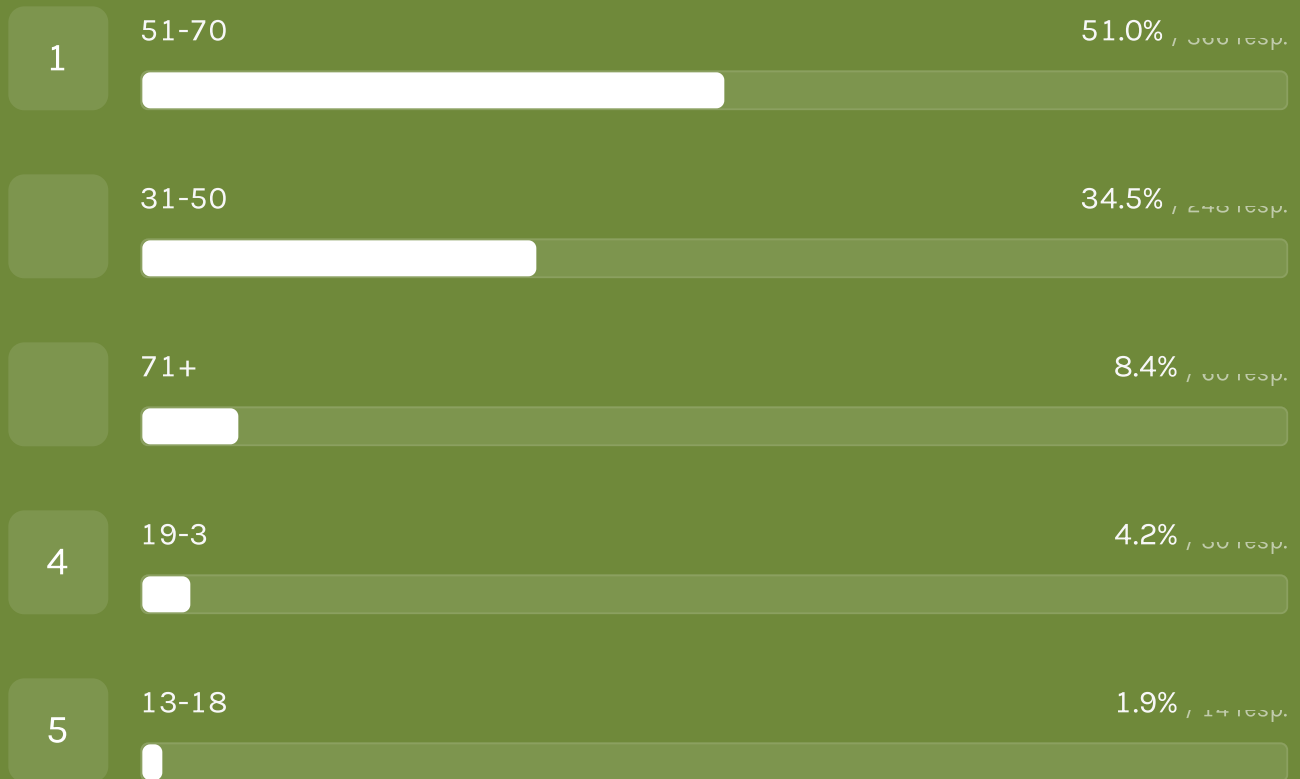


Copy - City of Alpharetta 2020-40 Comprehensive Plan Pre-Survey

718 responses

What age group do you belong to?

718 out of 718 answered



Do you live in Alpharetta?

718 out of 718 answered



What are your reasons for choosing to live here?

658 OUT OF 10 ANSWERS



RESPONSES TO "OTHER":

- Retired
- Proximity to shopping, dining , recreation
- convenient location and good property value
- Enjoy the small town feel and the green space. Have lived in Alpharetta for over 20 years
- Husband already had bought a house
- Acreage
- type of community
- Nice Neighborhood
- Proximity to restaurants and bars
- pasture for horses
- Lived here for 45 yrs
- Proximity to Atlanta
- Retirement, other family member lives in this area
- Good quality of life. Friendly people. We have it all, green parks, shopping centers, restaurants, good schools
- Born here, live with parents
- Aesthetically pretty
- Walkable to downtown and nice downtown (might be choice D)
- Downtown and the proximity to Avalon
- Small, country town.
- Moved here for employment years ago, and just stayed
- Safety
- Proximity to amenities
- I've been here 25 years, not likely to move.
- walkability
- WAS LOW TAXES and high quality of life
- Downtown Alpharetta area mixed with parks and youth sports
- Love the downtown life living and the proximity to events
- Location and convenience, access
- Proximity to downtown restaurants, bars and other amenities (alpha loop).
- Relationship
- Wanted to be involved in this community, was close to job when I first moved here
- Proximity to Parks, restaurants, shopping, and Medical Care Facilities.
- Safety, investment, amenities, restaurants
- I moved here in 1988. I love it here
- Affordable
- Proximity

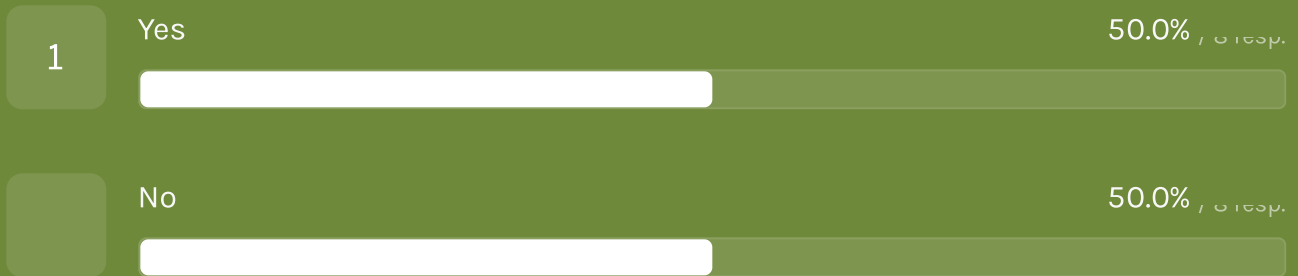
Were you born in Alpharetta?

669 out of 18 answered



Have you lived anywhere besides Alpharetta?

16 out of 18 answered



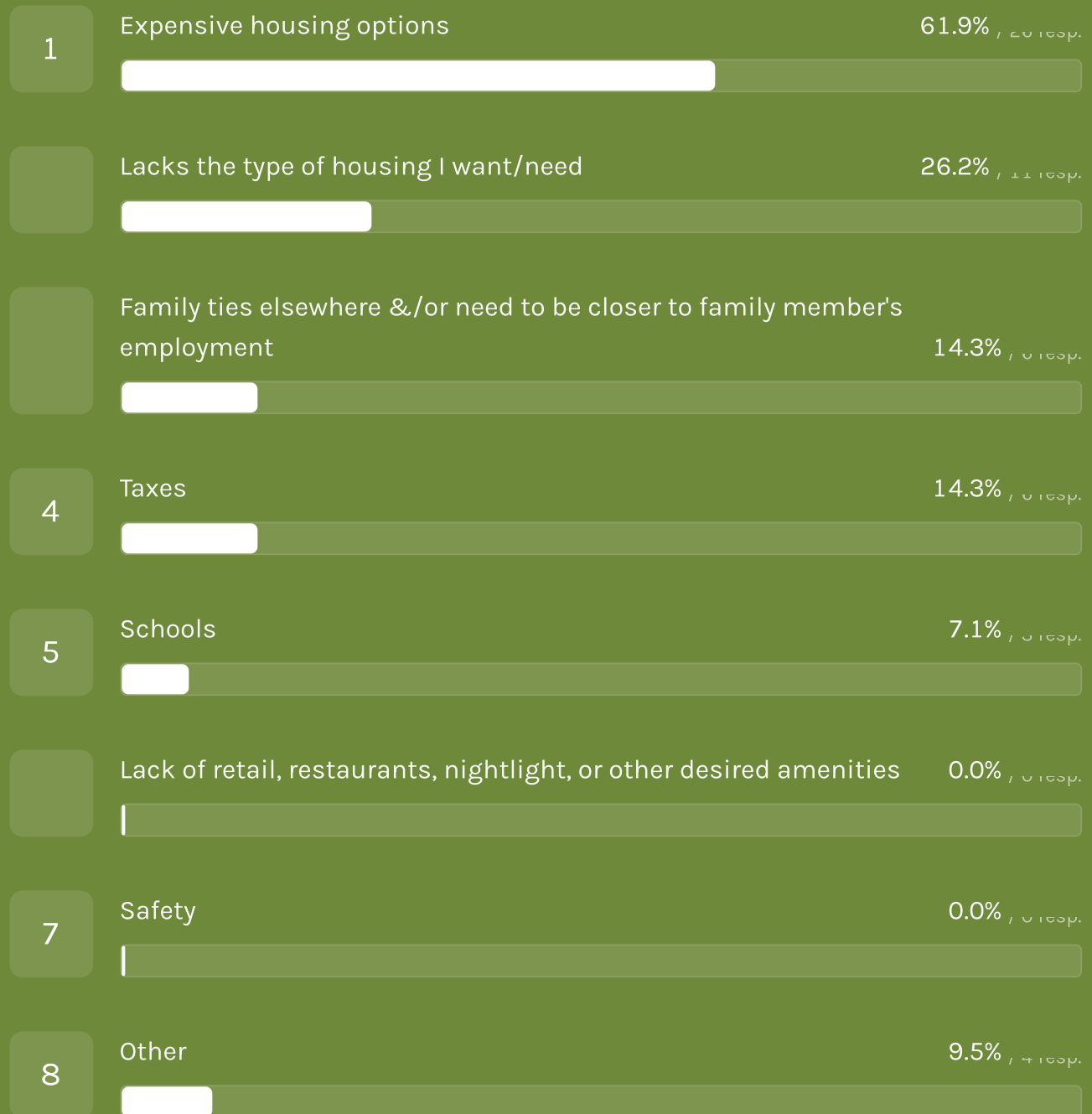
How long have you lived in Alpharetta?

Out of 718 answered



What factors led you to decide not to live in Alpharetta?

42 out of 710 answered



RESPONSES TO "OTHER":

- Live in Gwinnett but work often in Alpharetta and N Fulton
- I live in Milton
- Need to be closer to office in Atlanta
- Lack of performing arts venue

If some or all of the factors listed above that influenced your decision to live outside of Alpharetta were to change, would you consider moving here?

48 out of 718 answered



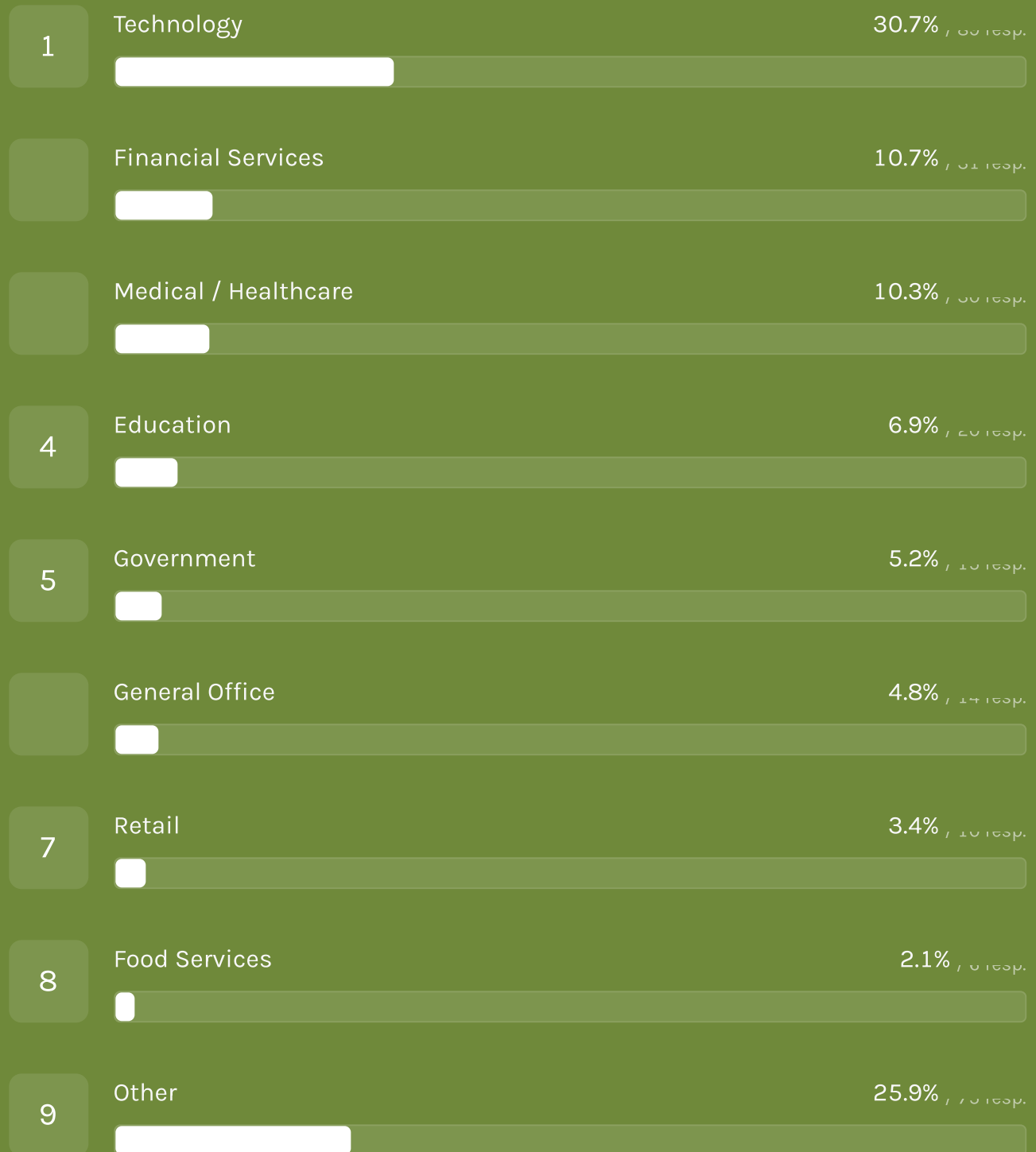
Do you work in Alpharetta?

718 out of 718 answered



What field do you work in?

290 out of 718 answered



Answers to "Other" for 'What Field Do You Work In?'
(75 Responses)

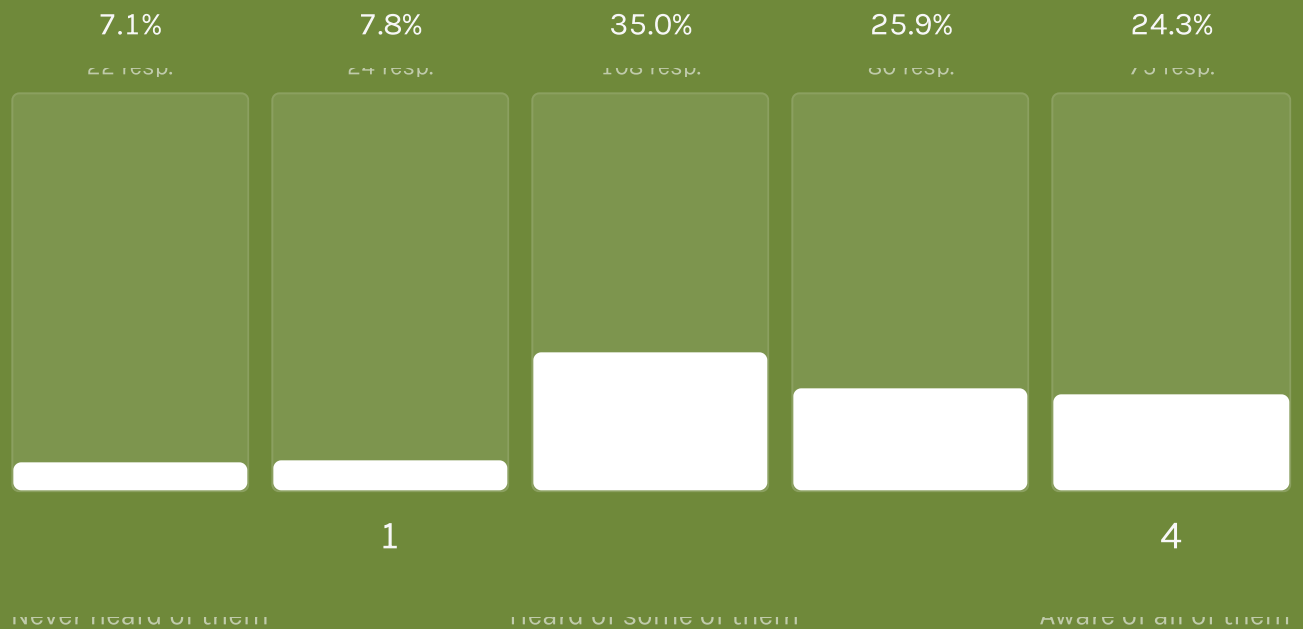
Marketing	Sales
International Chemical Sales	Consulting's
Artist	Construction
Hospitality	Graphic Design
Design	Yoga teacher and addiction therapist
Mediator	Marketing
engineering	Travel Agent
Insurance	Consulting
Personal Training	Realtor
Sales	Instructional design
Sports/TV/Entertainment	Manufacturing
Dog walking	Real estate development
Home office	Nonprofit
senior transition services	Non profit volunteer activities
Marketing	Human services
Retired	Media
Consulting	Private business
self employed sales	Proffesional
Marketing Research	Real Estate
Manufacturing	Design Architecture
Religious organization	Architecture & Design
Marketing	Architecture
Sales	Professional - Architect
Real Estate	Non-profit
Pastor	Real Estate
Marketing/events	Training
Consulting	Property management
Law	Entertainment
Marketing / Creative Svcs.	Self-employed
Sales Executive	Real estate
Real Estate	Performing Arts
Marketing	Real estate
Commercial Real Estate	Fitness
Consulting	Insurance
Music/Travel	Realtor
Commercial Insurance	Arts
Sales	Arts & Entertainment
	Church

How aware are you of past & on-going planning efforts to revitalize the North Point commercial area?

These initiatives include the North Point Placemaking Plan, the North Point Livable Centers Initiative, & the current Alpha Loop Feasibility Study for the North Point Greenway Connection.

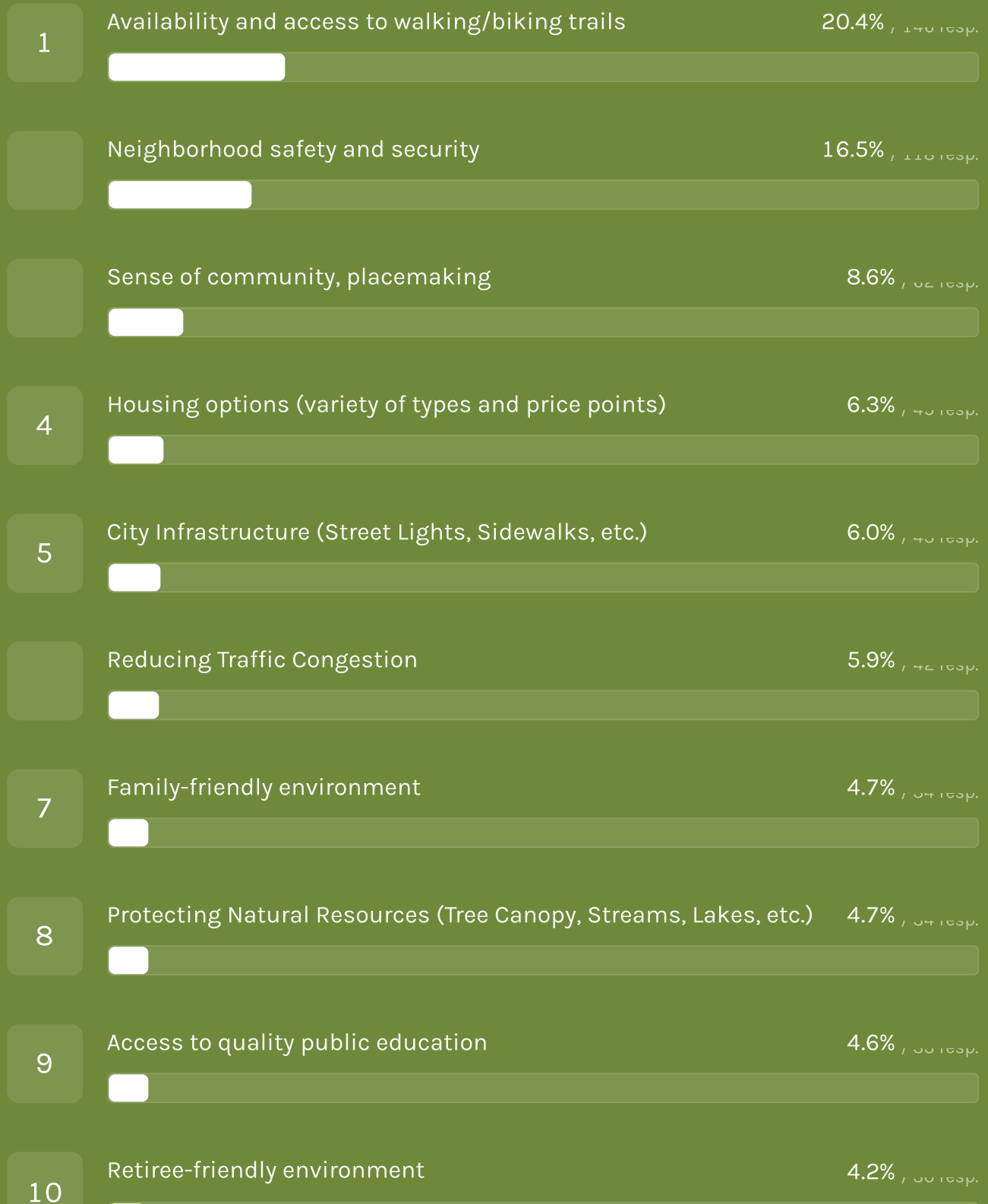
309 out of 718 answered

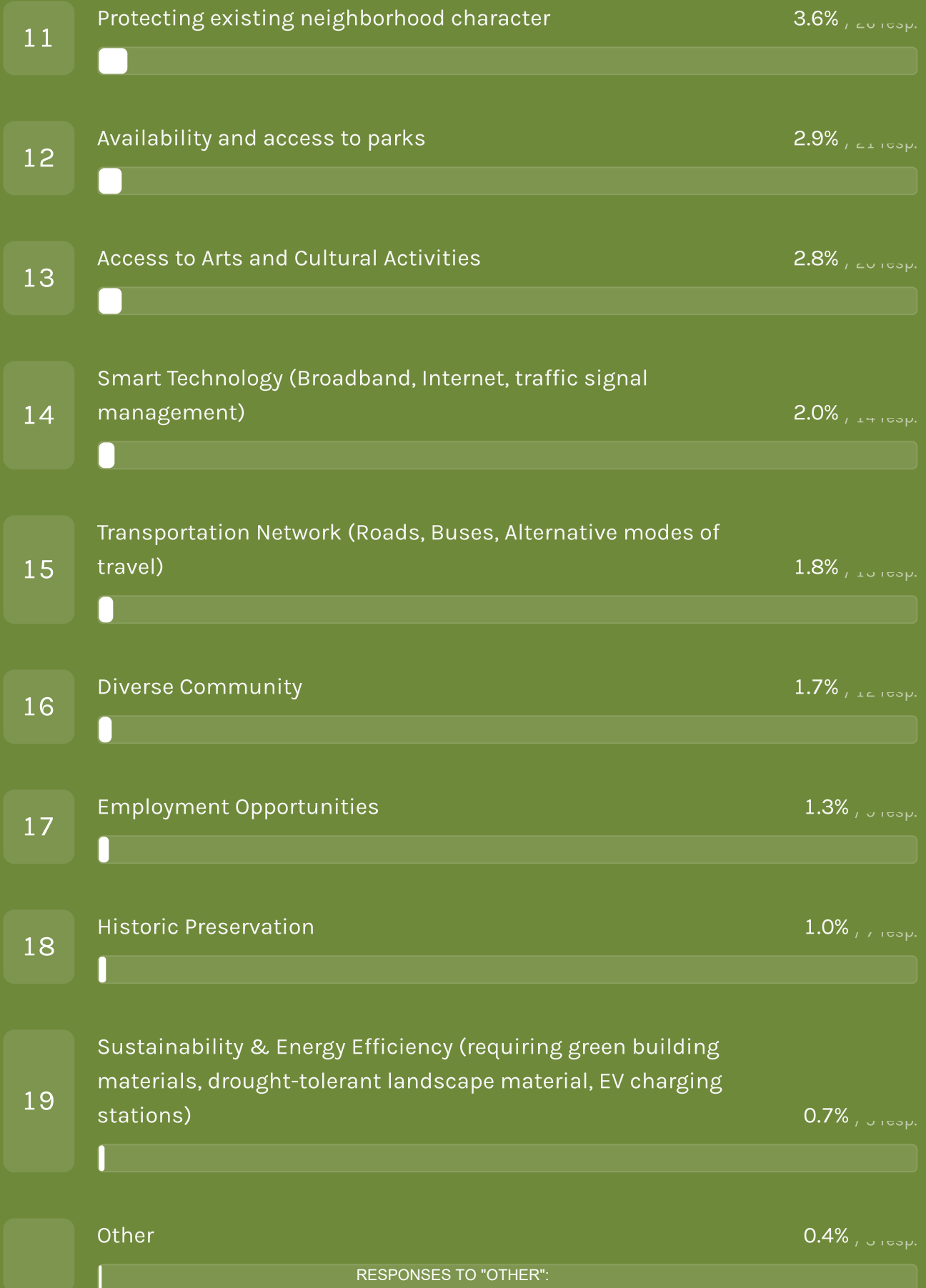
2.5 Average rating



Please select what you feel to be the most important quality-of-life factor that the local government can impact.

717 out of 718 answered





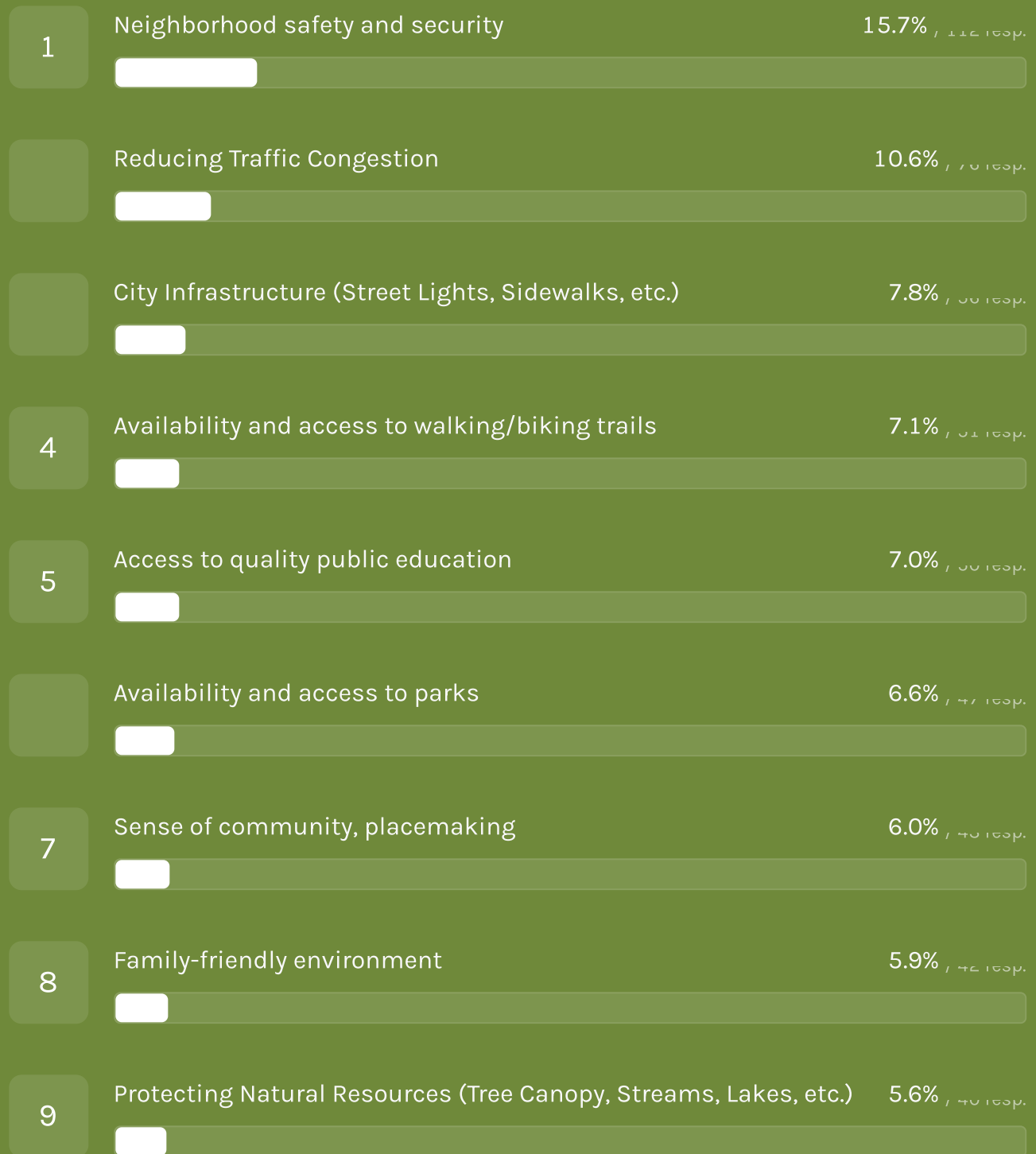
RESPONSES TO "OTHER":

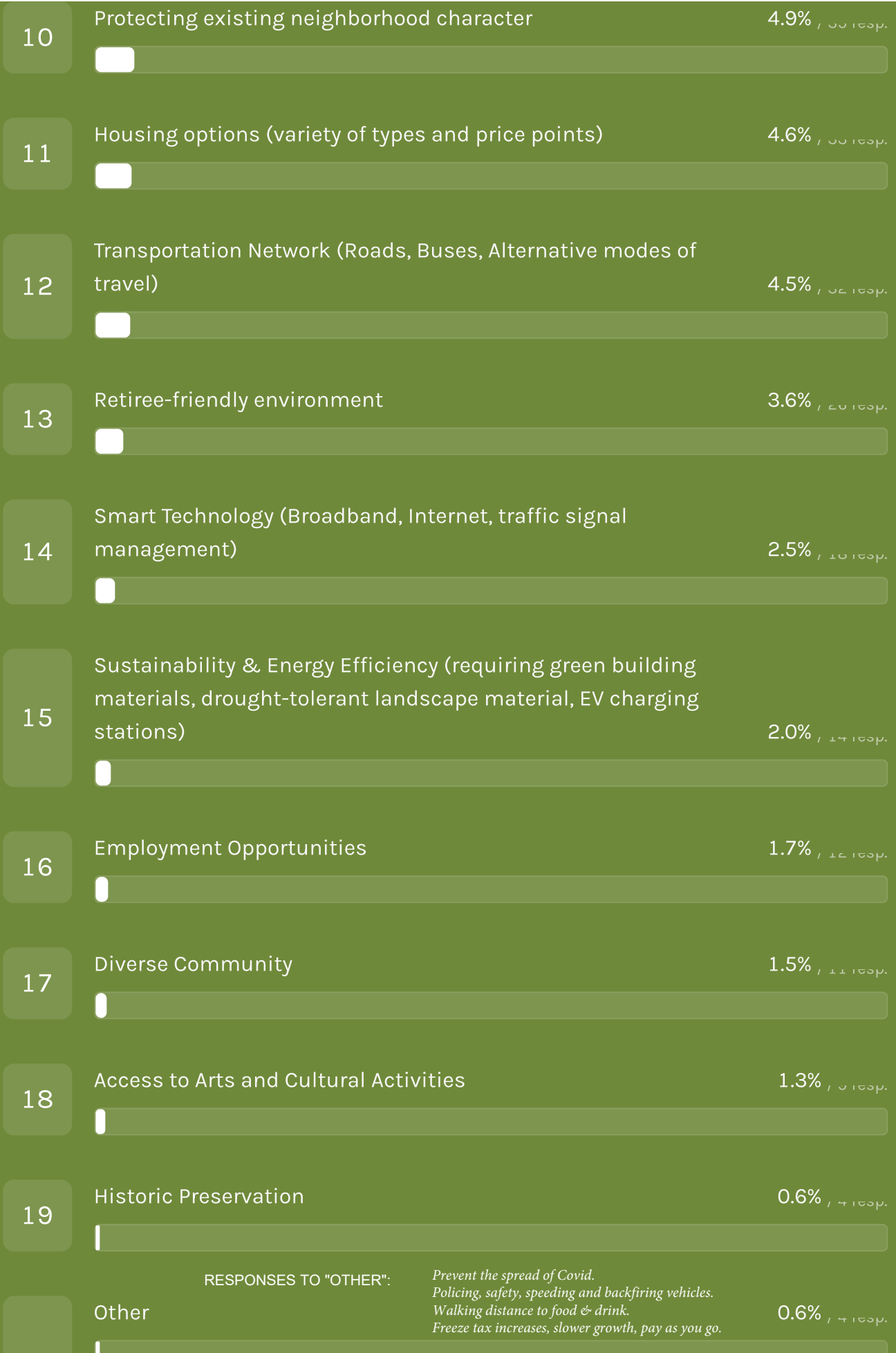
*Stop trying to control everything. Respect our liberty and personal property rights. You work for us, stop making more laws and regulations.
 Low Taxes.
 Parking.*

Your 1st choice was: "_____".

Please select what you feel to be the **2nd** most important quality-of-life factor that the local government can have an impact on.

715 out of 716 answered



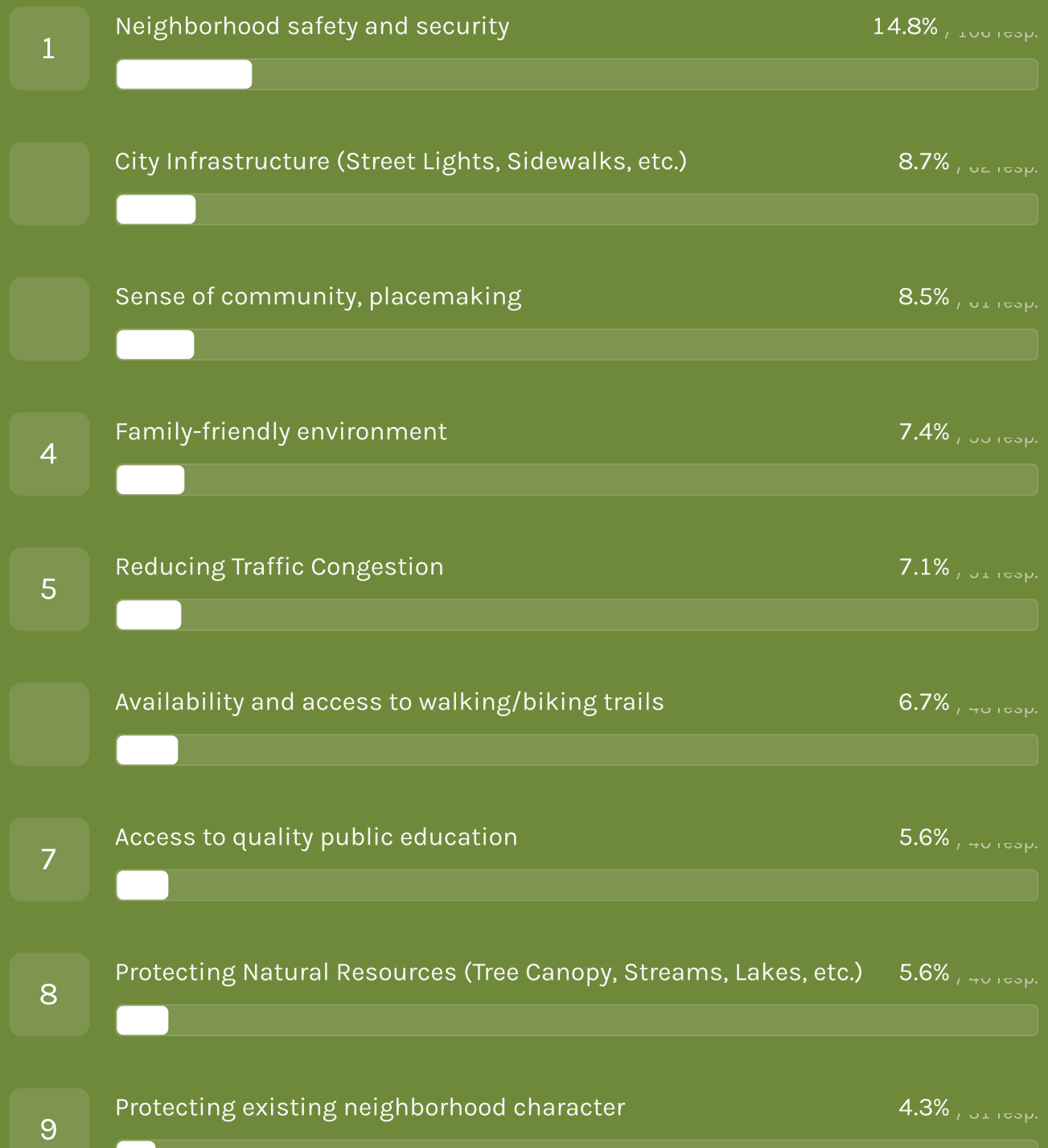


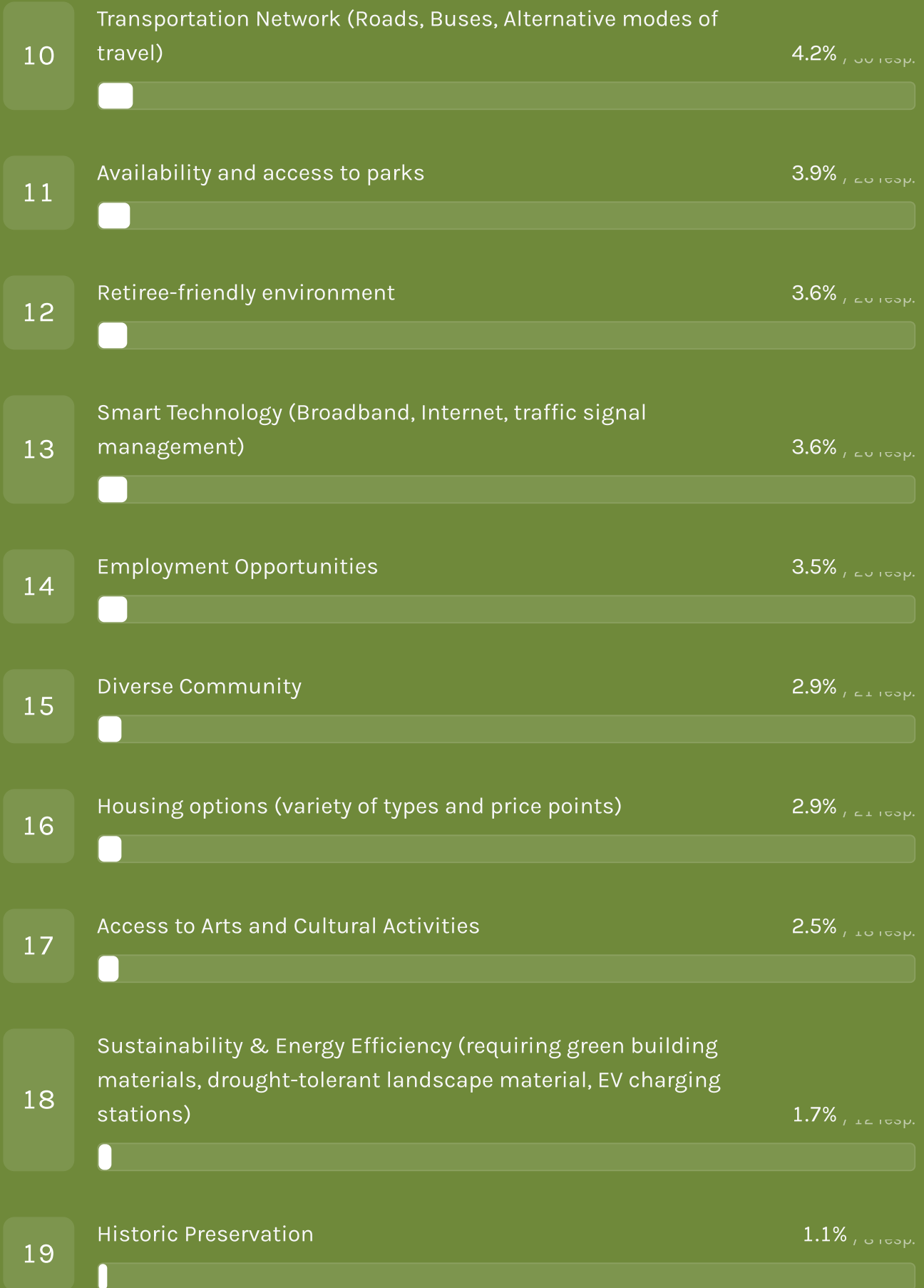
Your 1st choice was: "_____".

Your 2nd choice was: "_____".

Please select what you feel to be the **3rd** most important quality-of-life factor that the local government can have an impact on.

715 out of 718 answered





Other

1.1% / 100%



RESPONSES TO "OTHER":

Get new city council members. Term limits.

TREES!!! Stop cutting them down!

Reverting back to a small town vs the Buckhead wannabe path the city is on.

Limiting population growth.

Conservative Values, Republican government.

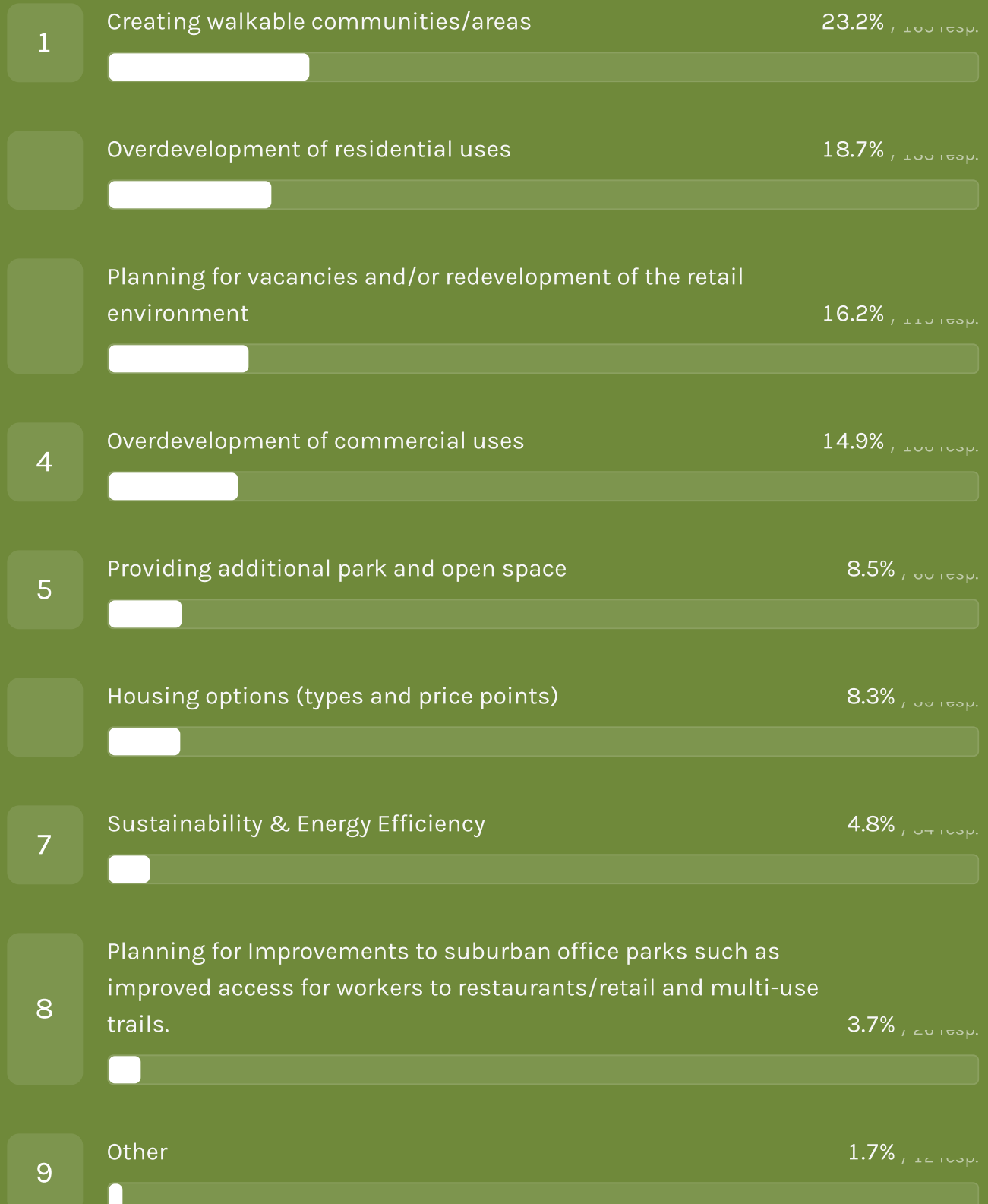
Good mix of live, work, play.

Making sure Pedestrian Safety is a top priority.

Affordability.

Please select what you feel to be the most important land use topic or issue that Alpharetta needs to address.

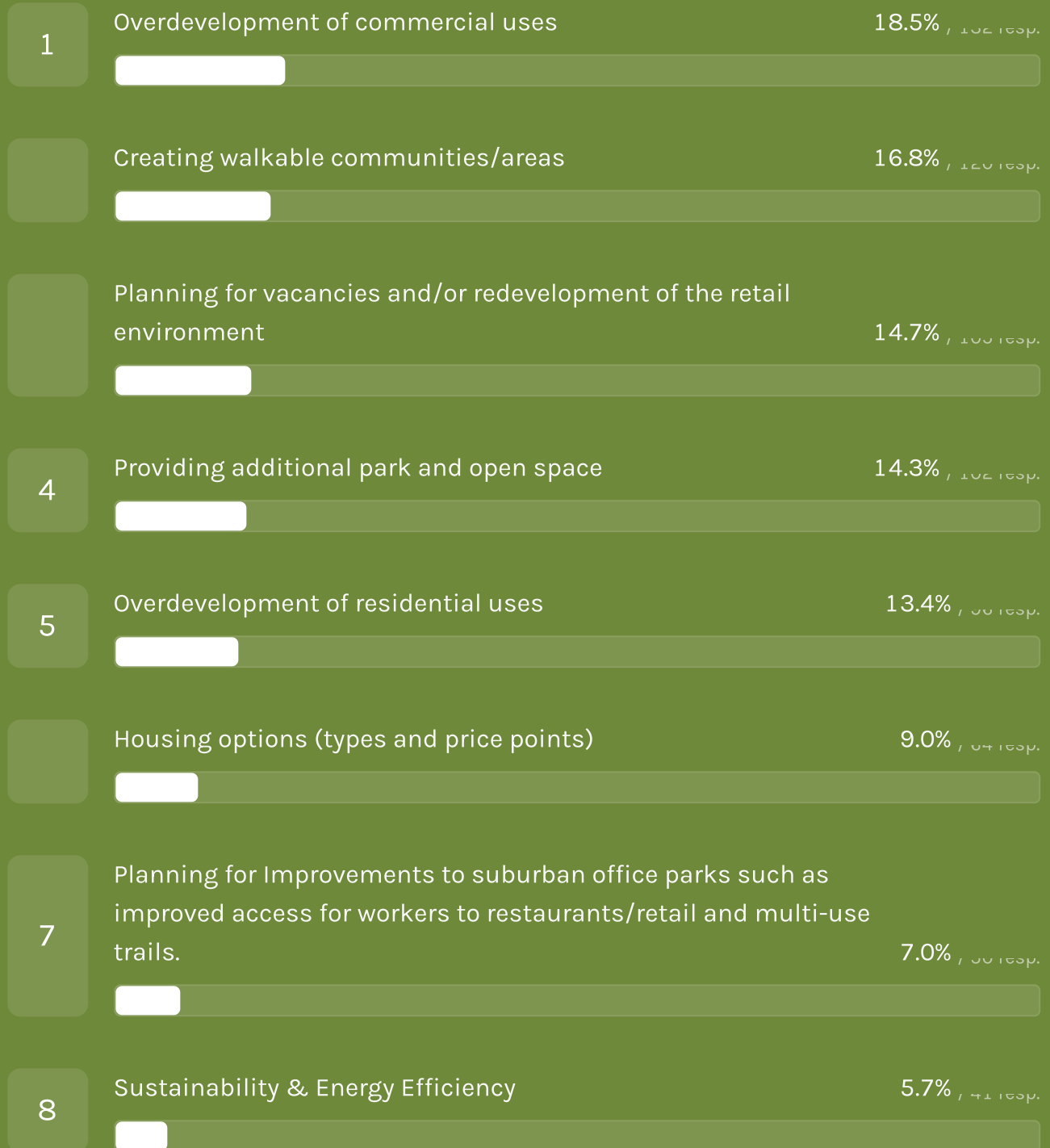
710 out of 718 answered



Your 1st choice was: "_____".

Please select what you feel to be the **2nd** most important land use topic or issue that Alpharetta needs to address.

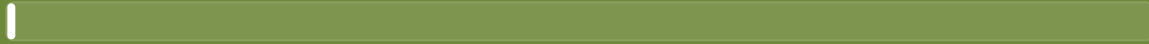
715 out of 716 answered



9

Other

0.7% / 0.007%



Reponses to "Other":

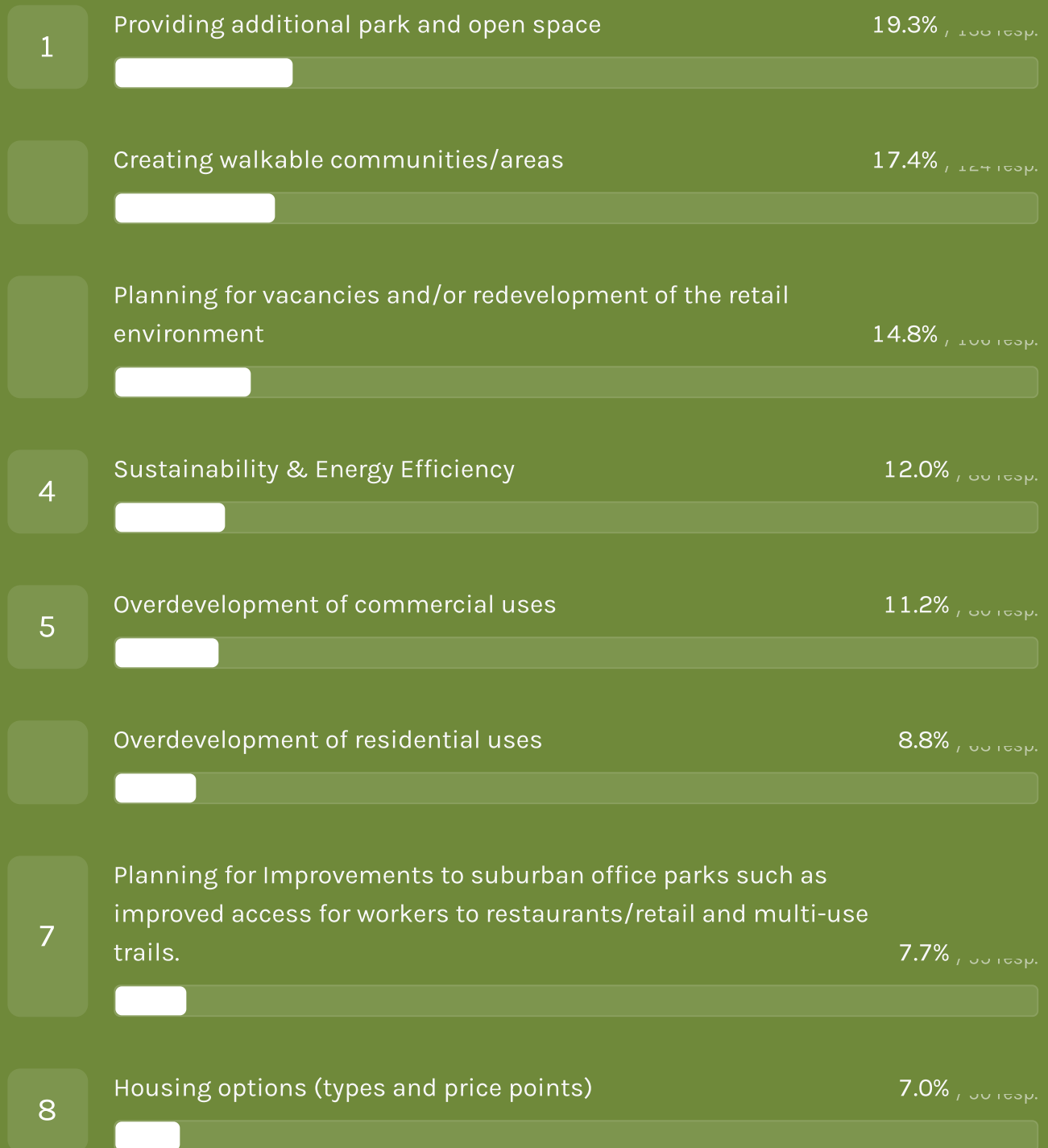
- Prevent the spread of Covid
- Policing, safety, speeding and backfiring vehicles
- Transportation
- Walking distance to food & drink
- Freeze tax increases, slower growth, pay as you go

Your 1st choice was: "_____".

Your 2nd choice was: "_____".

Please select what you feel to be the **3rd** most important land use topic or issue that Alpharetta needs to Address.

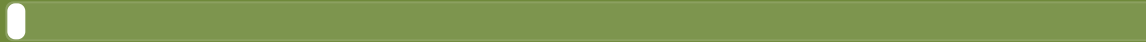
714 out of 718 answered



9

Other

1.7% / 16 RESP.



RESPONSES TO "OTHER":

- Creating school zones/turn lanes for public charter schools
- Traffic overcrowding
- E & F
- Bike lanes
- Preventing overdevelopment of multi family (apartment) housing disguised as mixed use development
- Business friendly environment
- Need performing arts venues!
- Performing arts venue
- Cultural Center for the ARTS!!! We need a PERForming ARTS CENTER
- Buy land to make traffic easier
- Public Transit
- Performance arts center

In your opinion, what improvements does Alpharetta need to encourage the business community to make to their office environments to ensure future competitiveness?

704 OUT OF 10 ANSWERS

1

Consider land use changes that promote amenities, such as daycare, restaurant, retail, recreational activities within close proximity for workers.

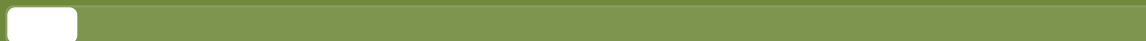
60.9% / 425 RESP.



4

Other

6.2% / 44 RESP.



RESPONSES TO "OTHER":

- Affordable housing
- Work remotely seamlessly, provide daycare support at home, flexible hours
- Stop trying to be competitive. Just live
- Expand roadways to increase traffic flow for in-town residents
- Converting office only space to multi use, inclusive of housing.
- Too much of construction and its getting crowded
- alleviate traffic problems, just getting through the downtown area is outrageous pulling onto 9 when there is no light can be almost impossible etc stop the development. downtown looks horrible
- Less residential areas
- More thoughtful planning and design to blend in with the character of Alpharetta...
- Housing close to work their employees can afford.
- Monimize regulations, make a business friendly environment
- Involvement in local development
- None. ALL commercial development in the City of Alpharetta needs to cease until ALL streets, roads and highways are capable of handling the worsening traffic congestion.
- Address environmental requirements that would enable businesses to remain open during pandemics

RESPONSES TO "OTHER" CONTINUED...

Mass transit

Safe and attractive

Handicap access

nothing needs to be improved

Refitting Commercial space to new normal of majority telecommuting.

utilize existing buildings and spaces - stop creating new places with so many vacancies

Technology infrastructure

As minimal an impact as possible to the environment, both during construction and development, as well as during ongoing operations thereafter

Sustainability

Reduce Traffic, pave the roads.

Address transportation issues and congestion

save more greenspace

Park and walking trail access

None of those

We have lots of empty office and retail. We don't need any more.

Live, work, play

Closeness and effectiveness of affordable housing and transportation

Transportation plan to connect to marta

None. Let the free market work and let the business community tell you vs you tell them

Stop coming here and tearing down what exists to build horrible new junk!!

Close proximity to future and current mass transit

Services for all income levels. Much of Alpharetta is priced too high for the people who have been here for generations

Find a way to operate while prioritizing and protecting public health

Water features

Ease traffic, more roads

Traffic

Public transportation access to marta

Would love to see a space dedicated to performing arts in the area that local arts organizations can utilize.

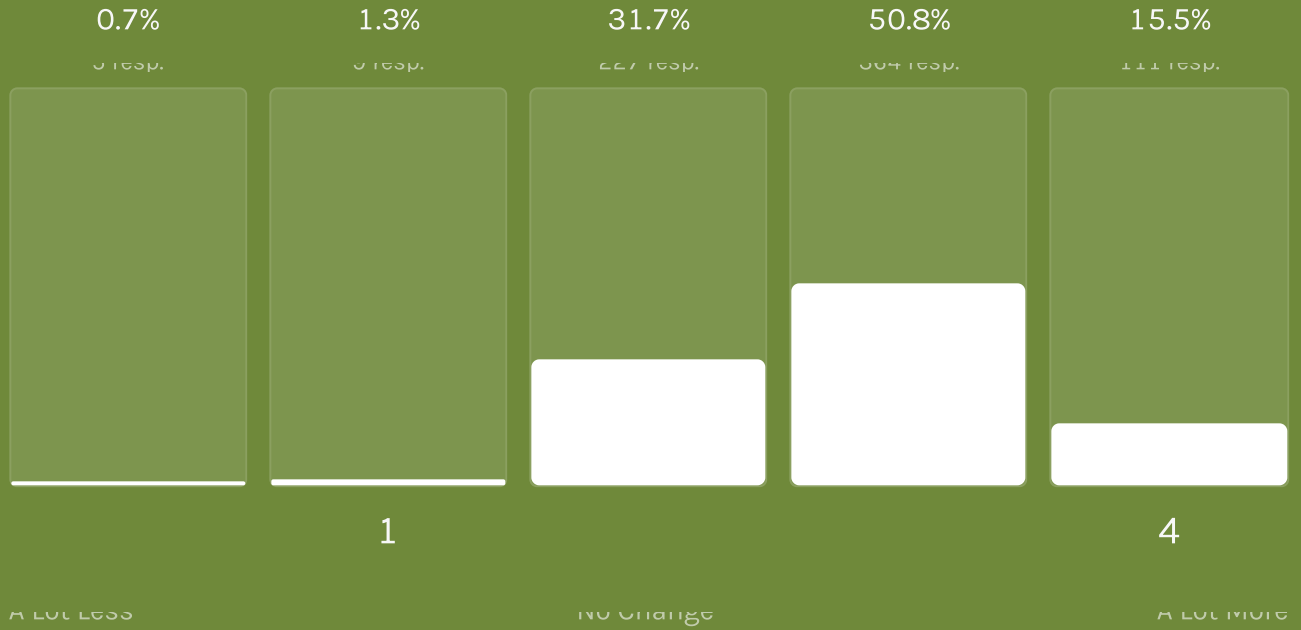
Don't make it insanely expensive to open a business here!

revitalize the many empty retail and office spaces instead of tearing down trees and eliminating green spaces

Parks

716 out of 716 answered

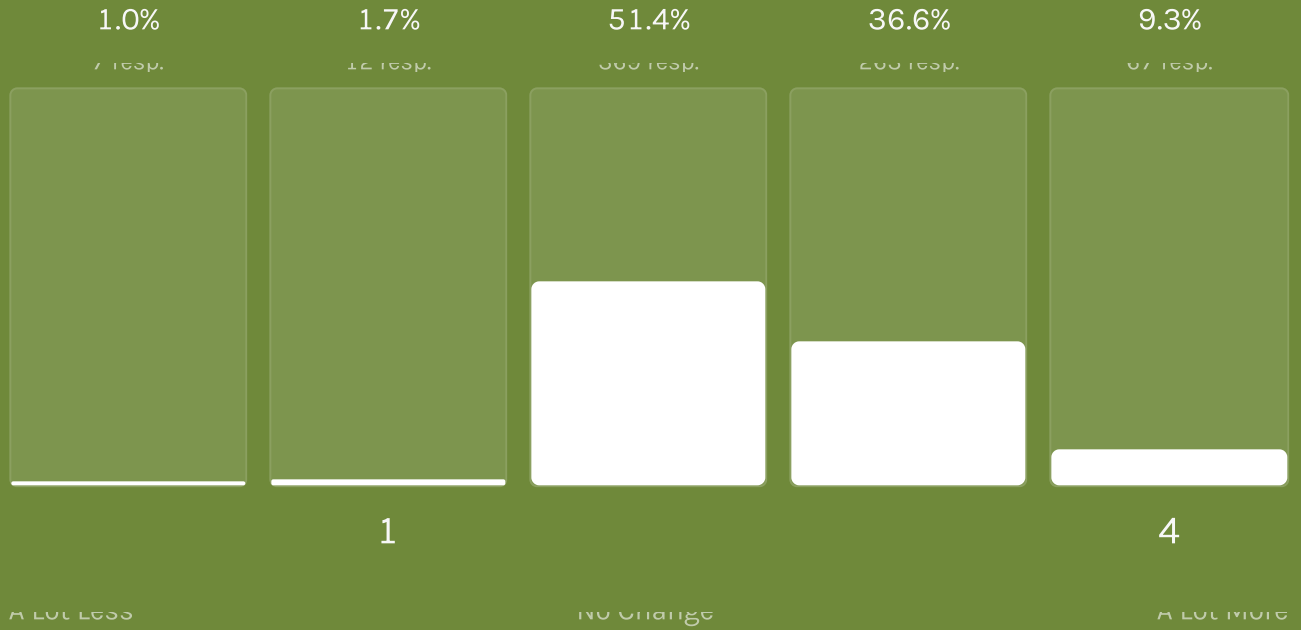
2.8 Average rating



Recreational Programs

718 out of 718 answered

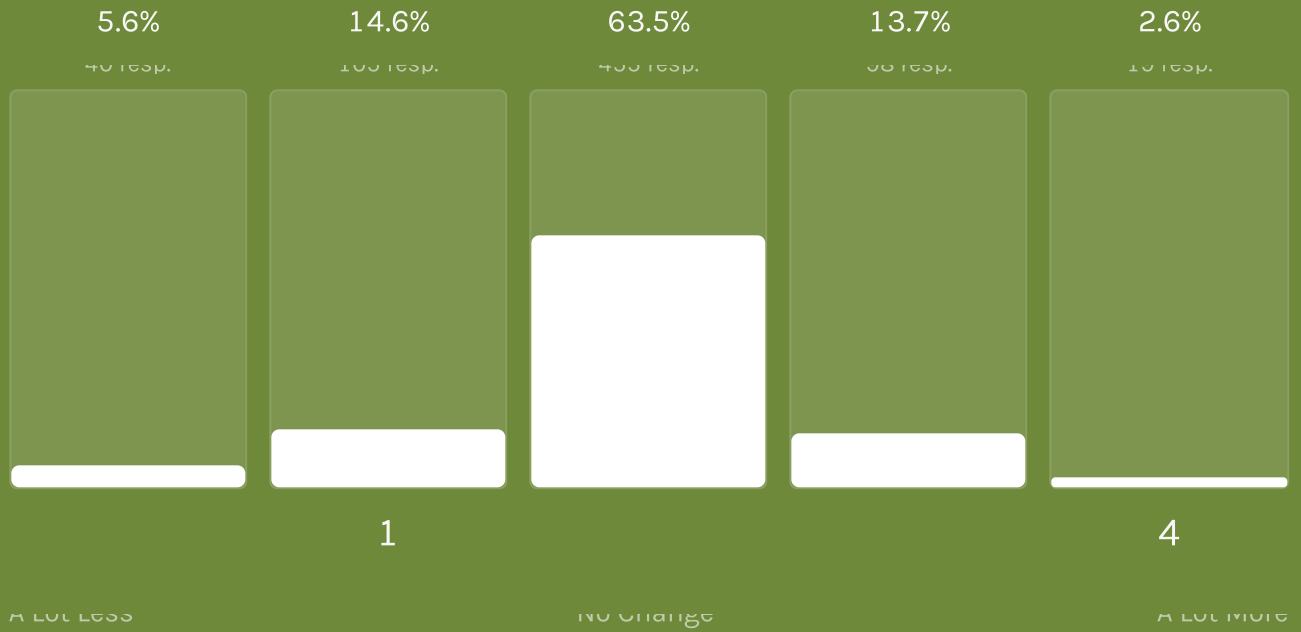
2.5 Average rating



Shopping

717 out of 718 answered

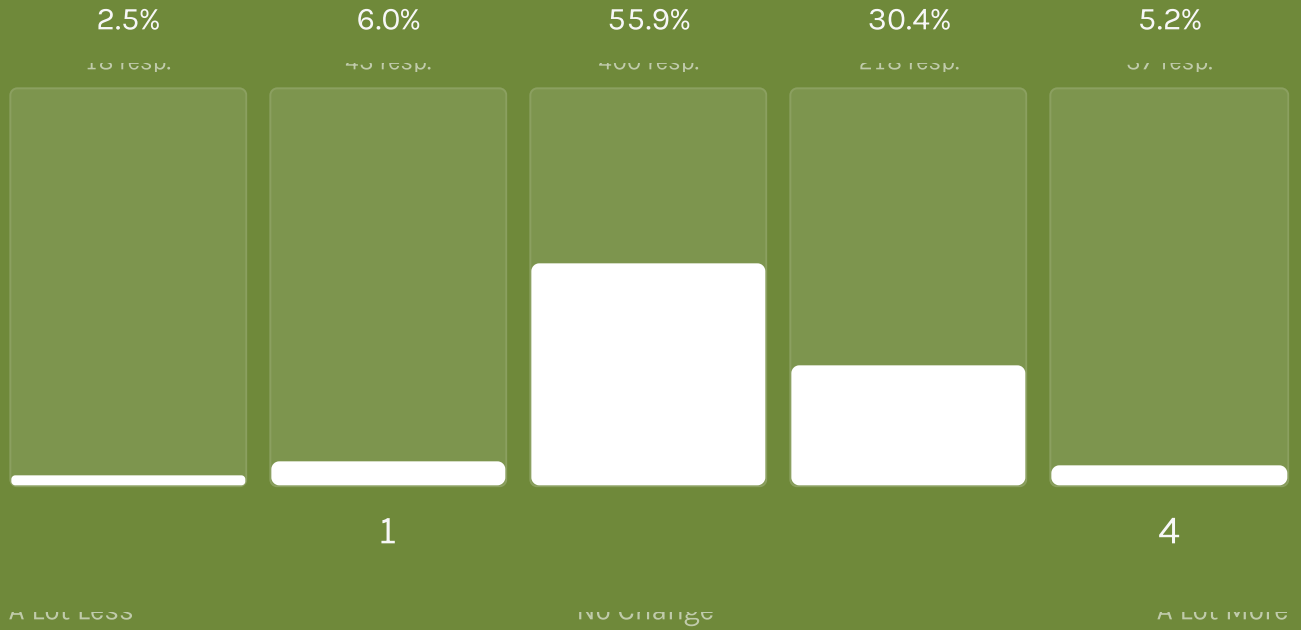
1.9 Average rating



Dining

716 out of 716 answered

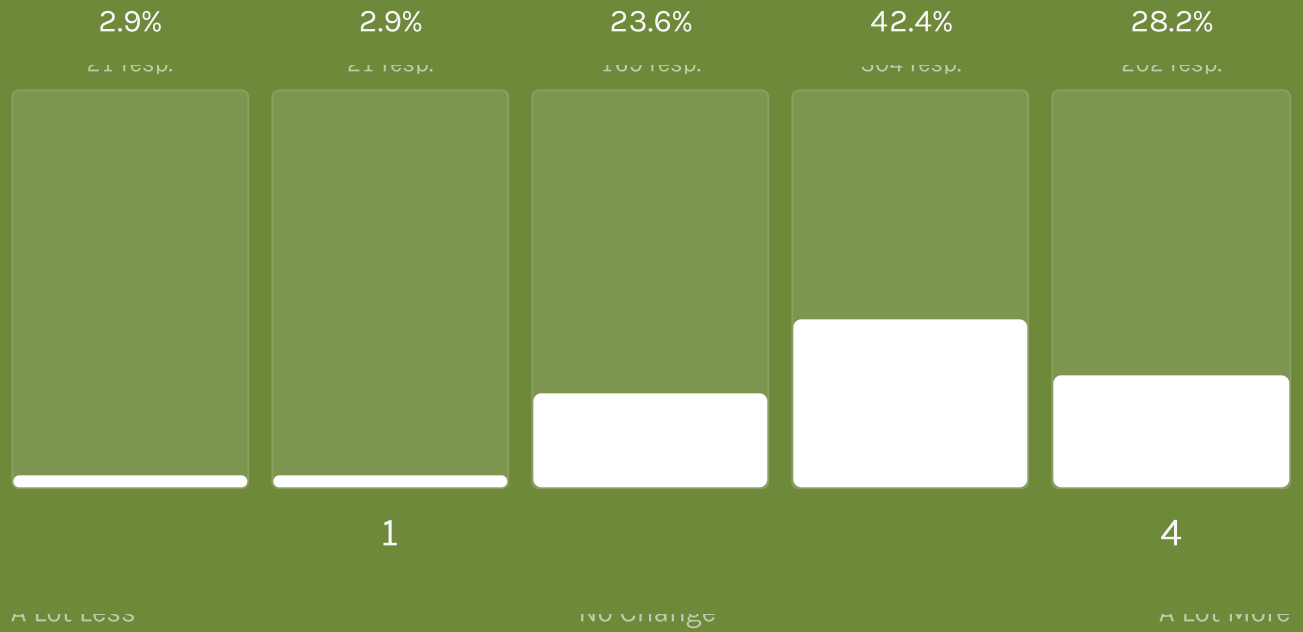
2.3 Average rating



Transportation Alternatives (Non-Vehicular)

717 out of 718 answered

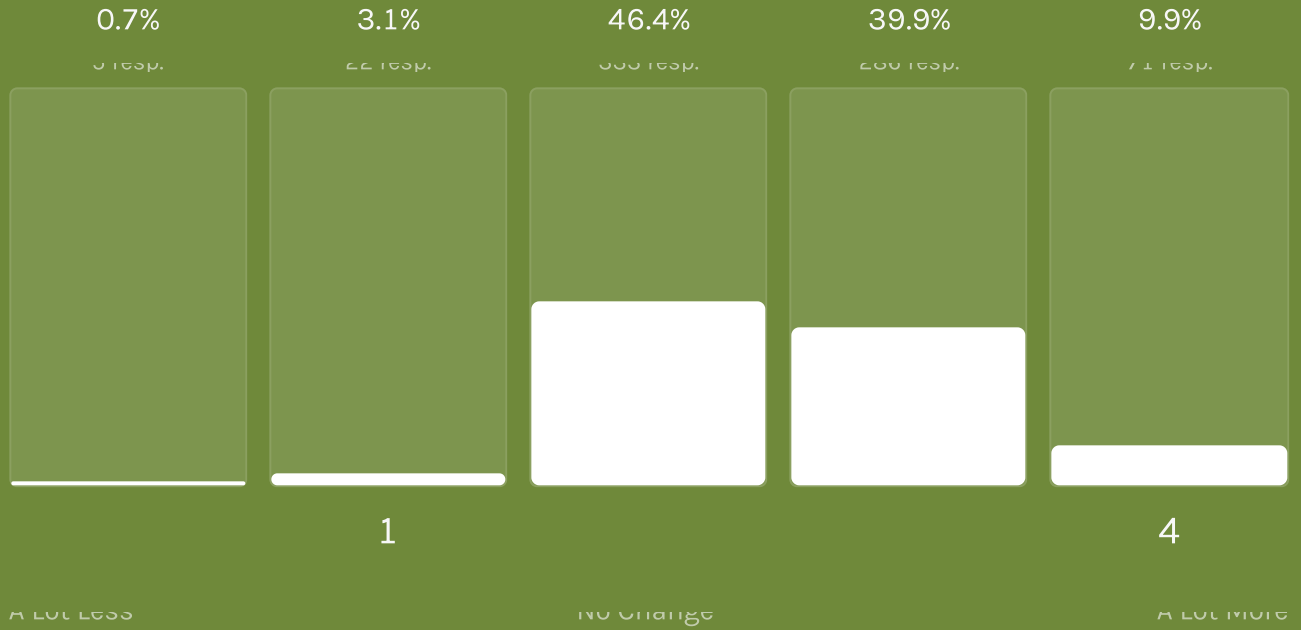
2.9 Average rating



Employment Opportunities

717 out of 10 answered

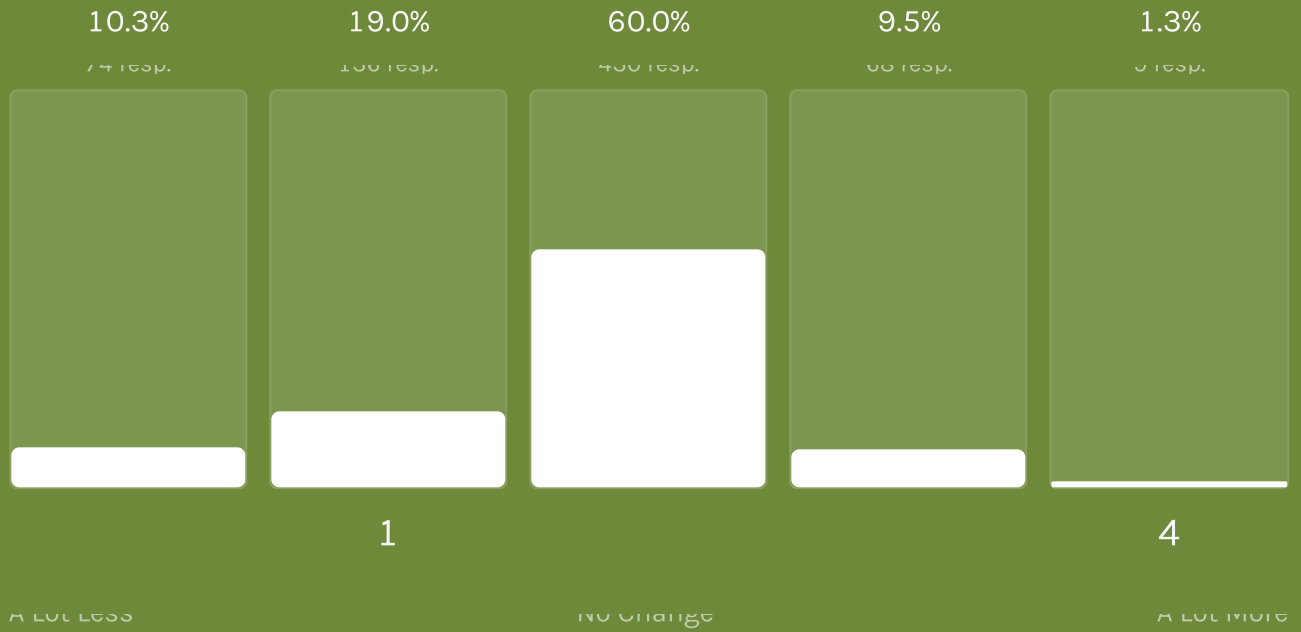
2.6 Average rating



Office Space

717 out of 718 answered

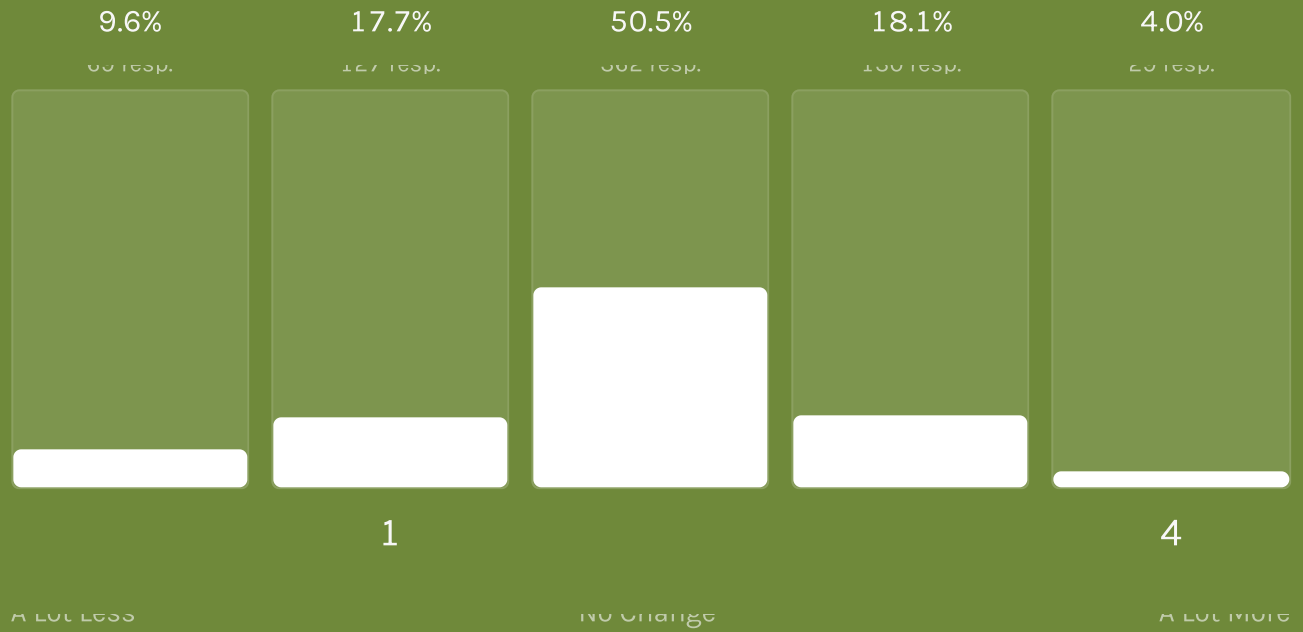
1.7 Average rating



Housing

717 out of 718 answered

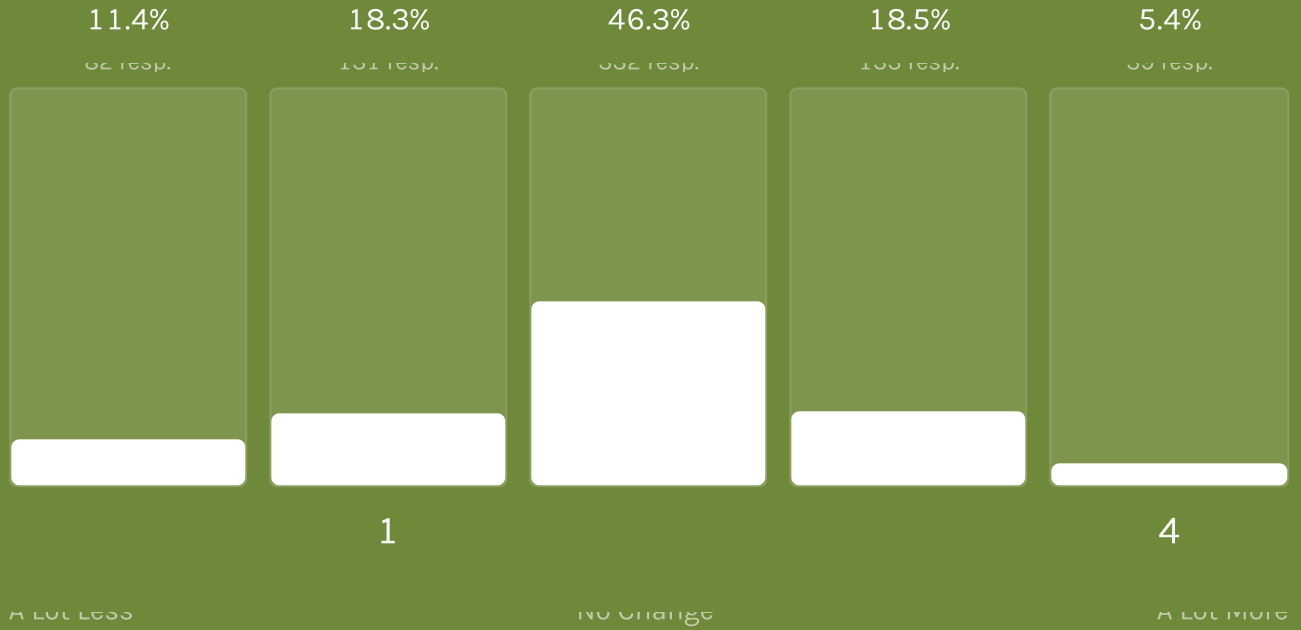
1.9 Average rating



Mixed-Use Developments (Residential + Commercial/Office)

717 out of 718 answered

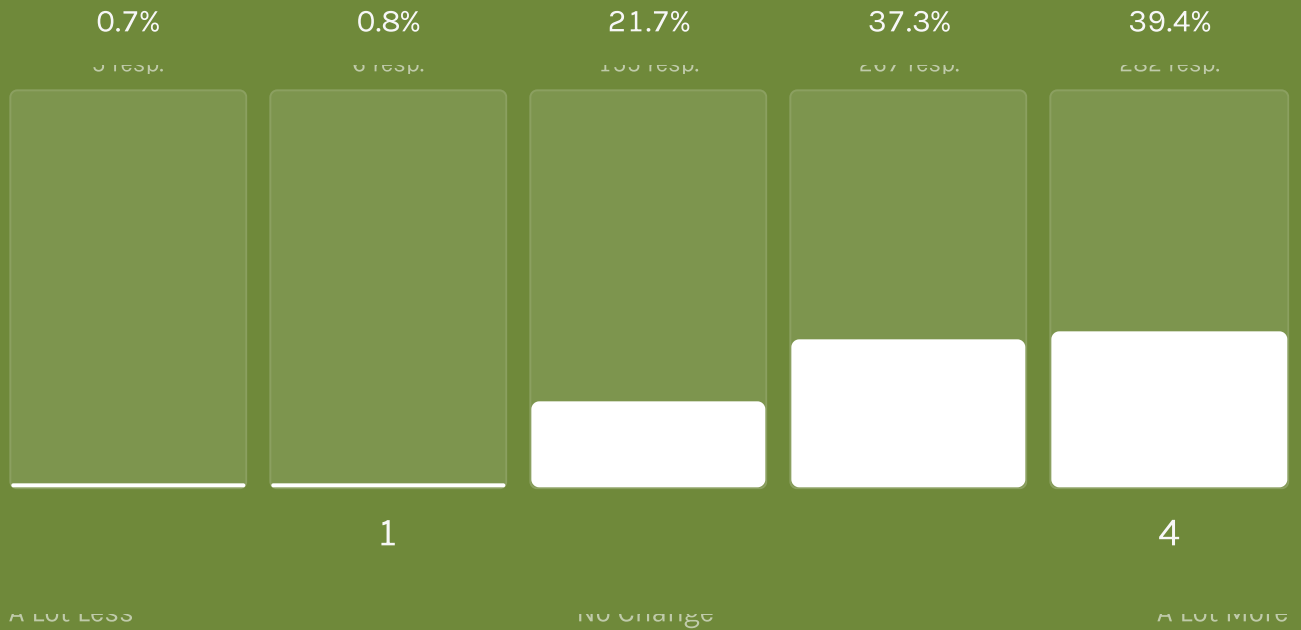
1.9 Average rating



Broadband/Internet Access

715 out of 715 answered

3.1 Average rating



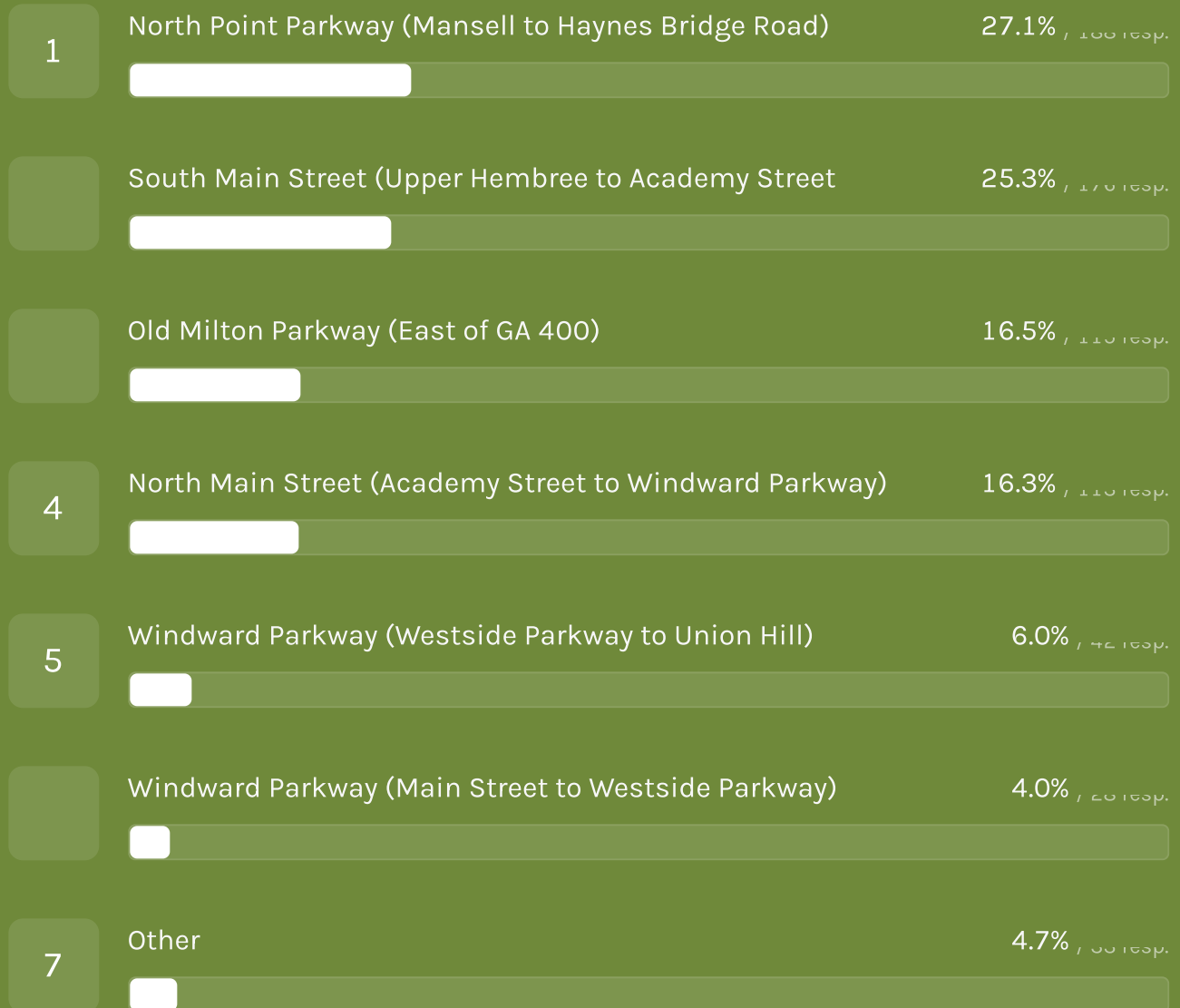
Does Alpharetta need more or less _____?

247 out of 247 answered



Although the Comprehensive Land Use Plan looks at the entire City, some focus areas will be chosen for more in depth planning. What area of Alpharetta is most in need of redevelopment or improvements?

695 out of 718 answered



RESPONSES TO "OTHER":

- NONE
- downtown Alpharetta!!
- Academy St from Main St to 400
- No more, Alpharetta becoming to crowded and losing its charm
- None
- Idk
- its fine
- let the people who moved here for old fashioned reasons ,peace and quiet, and some elbow room
- All of Alpharetta is too built up
- Rte. 9, between Devore Rd. and Roswell St./Maxwell Rd.
- Just the Northpoint Mall area

RESPONSES TO "OTHER" CONTINUED....

Quickly resolving blighted buildings like the vacant drug store at main st. and Windward
Continuing to connect the space between Avalon and downtown Alpharetta

unsure

Webb Bridge Road (Congestion. Lots of development and only single lane roads)

Mid Broadwell road

Dont know

Mid Broadwell to Mayfield road

I question your "improvements". Look at Rucker Rd. What a waste of taxpayer money

Web Bridge Road and old Milton road east of 400

Better sidewalks on the streets leading to Downtown Alpharetta

Haynes

Unsure

Redevelopment is fine just stop raising taxes.

NONE

This is a really hard time to be taking this survey. Each of these areas has challenges and positives.

Windward b/w Westside & Union Hill is just a boring stretch to me. Maybe it or Old Milton (E of 400)

have the most potential in my perspective. Personally/selfishly, I don't think potential improvements would draw me to Old Milton more. I live on the west side, so I find what I need in general without having to go all the way "over there."

The block from Milton to Haynes to Westside.

School zone on Hembree rd. For ICSATLANTA

Not sure

Hembree road

You need to slow the traffic. Speed limits on main st are too high. Please do not widen the streets or roads.

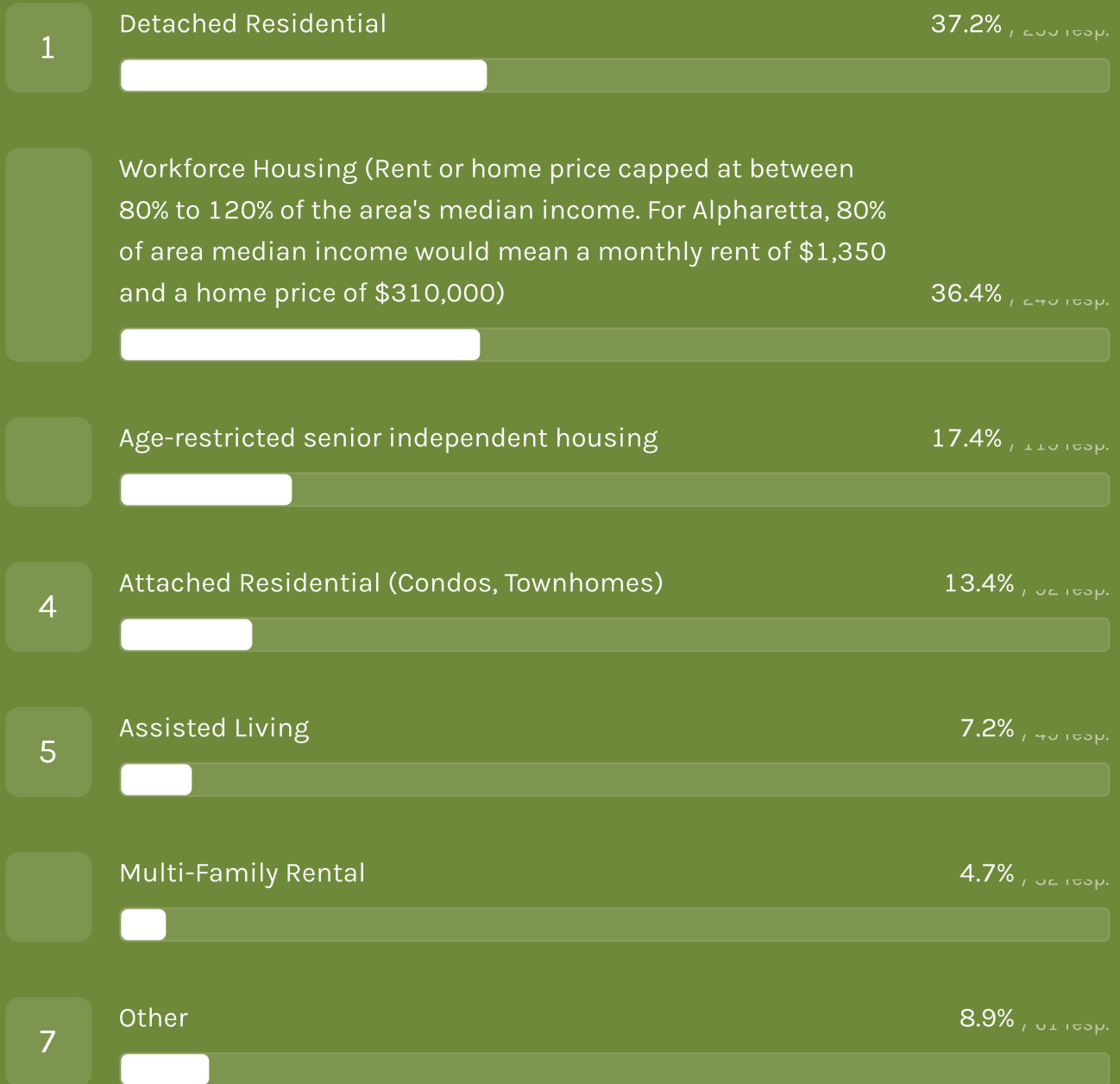
Mansell Rd West of 400

Crabapple



What type of residential development does Alpharetta need more of?

685 out of 710 answered



RESPONSES TO "OTHER":

None

Less housing development

single family

It's not the type of housing, it's how affordable it is.

Lower priced homes about 150 to 250

NONE

None

no opinion

not sure

None

None of above. Need to limit population growth.

none of the above

Alpharetta does not need more residential development

NONE

We have enough residential development.

None

None

none

Don't need any

Allow existing construction to build out then reassess

none

Somehow need affordable housing. See the workforce housing option but shocked at what that is considered. Rent is OK bit the

home ownership amount isn't realistic. Would be great to see smaller square foot houses that could be at or sub 200k

Ranch style single family homes for empty nester and retirees.

None crowded enuf already

None. Too much building and not enough infrastructure to support it.

No more

no need to change

No opinion on this

None! We are overdeveloped now.

Affordable senior housing

None of these options

None of the above

We have plenty and don't need any more

no more housing enough is enough you already built in every available corner yet you all still raise taxes.....I do not get it!

We don't need any more residential development. It is off the chain!!!!!!!!!!!!!!

None

High end homes

Specifically condo flats

None

open land living

none

None. It is balanced

We have enough it seems.

No more development Developers cash out and we get left paying more taxes

None

None

None

None

Ranch

None!!

I believe it is a good mix

NONE

I don't know that we need more housing overall as much as I wish there was more diversity in the existing housing and new construction as far as pricing and style. I think the policy against more than 30% rental is elitist and hard to enforce anyway. I wonder if redevelopment of some of the commercial properties will be needed since work from home seems to be something employers are willing to offer post-COVID.

none!

More affordable housing costs; even using choice "C" doesn't account for all of the lower wage earners (i.e. retail, food service, hospitality)

None

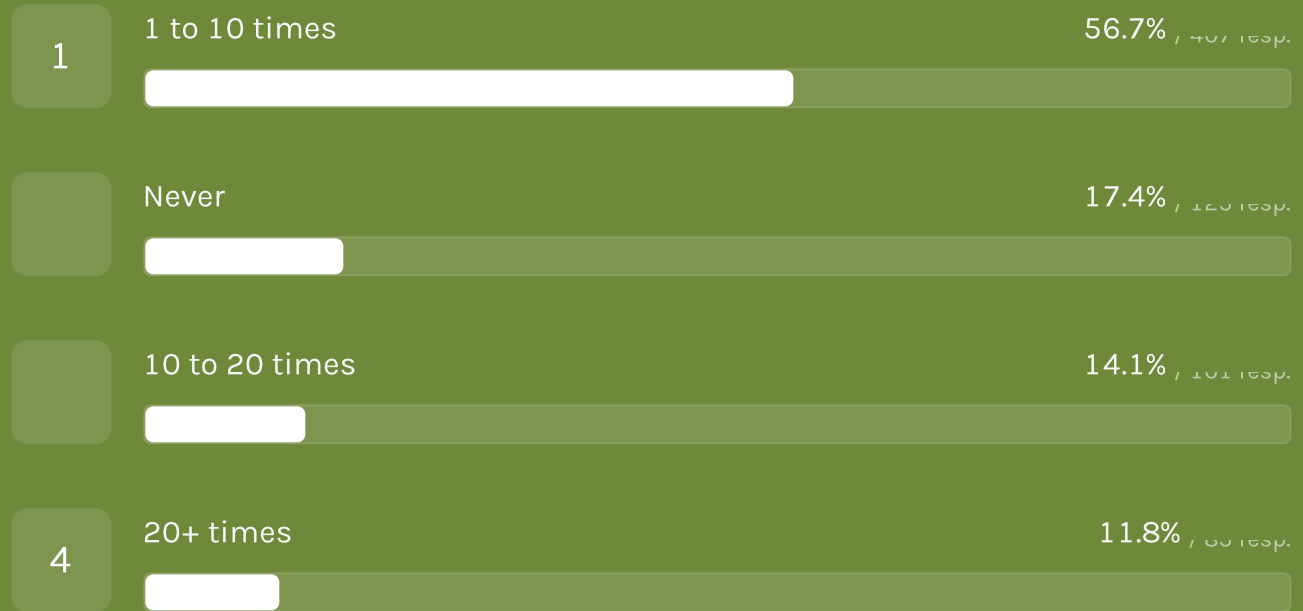
The work force housing hasn't worked most places. See Snowmass\Aspen.

Road improvement

None

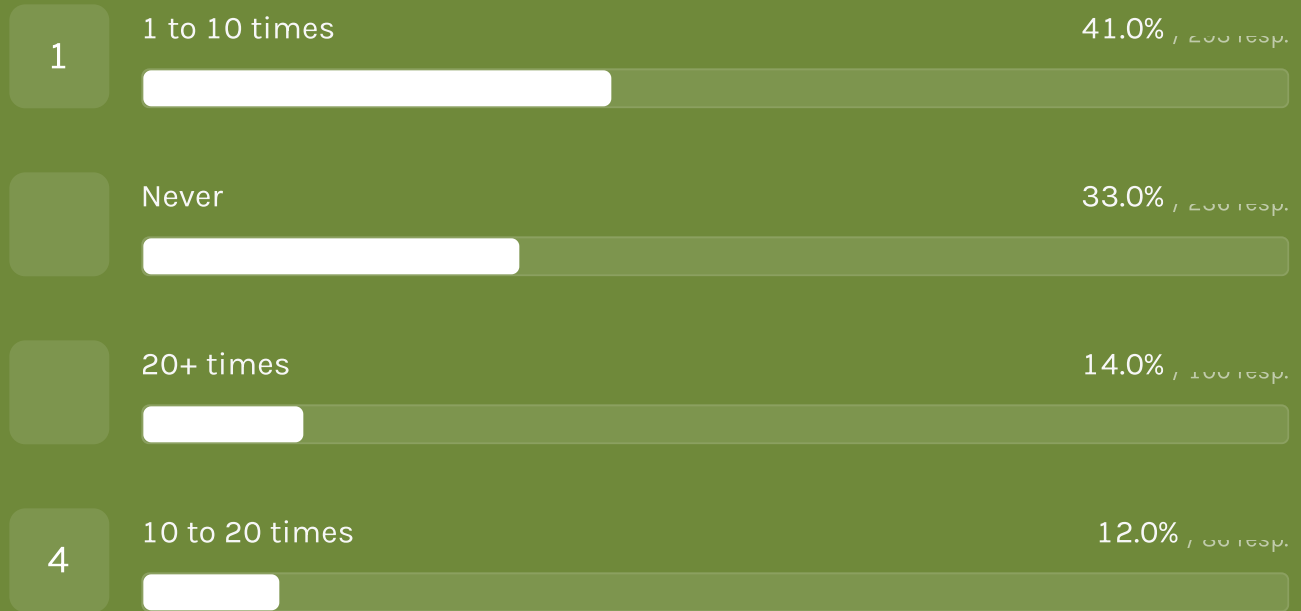
Used public libraries or their services

718 out of 718 answered



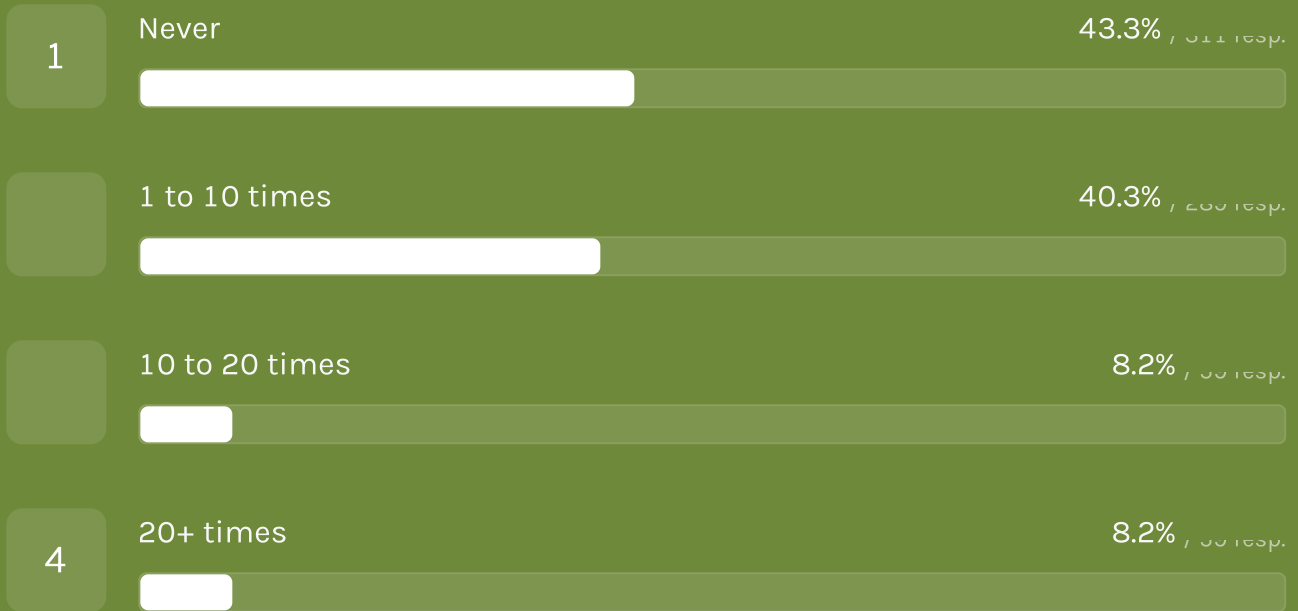
Used recreation centers

715 out of 718 answered



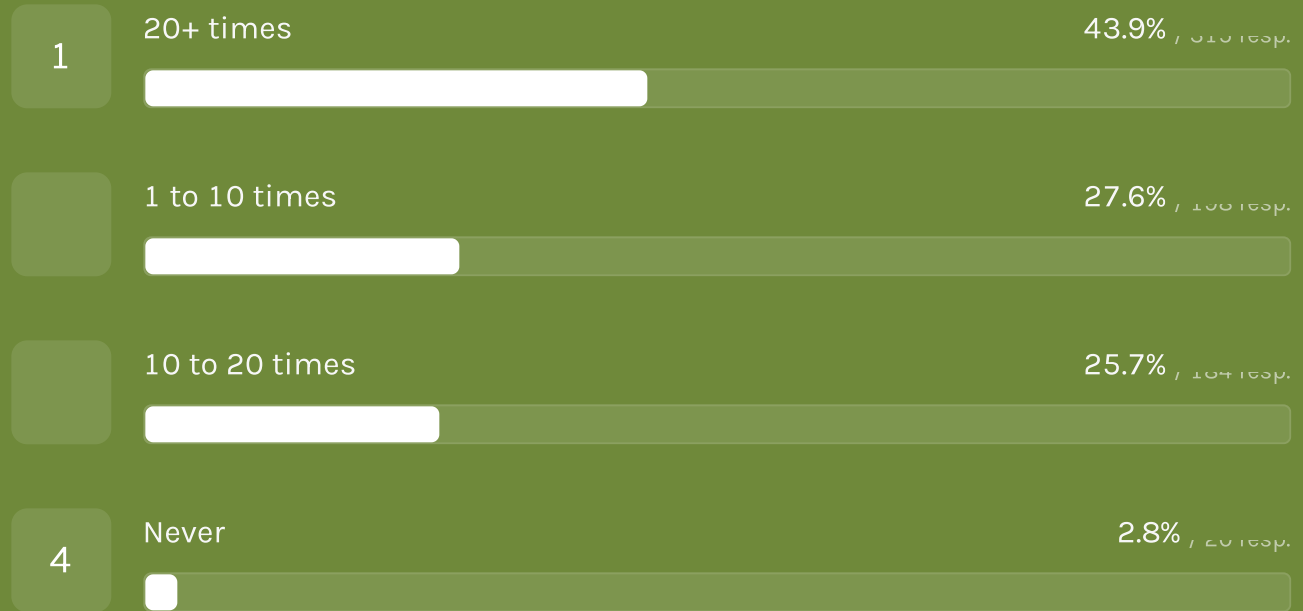
Participated in a recreation program or activity

718 out of 718 answered



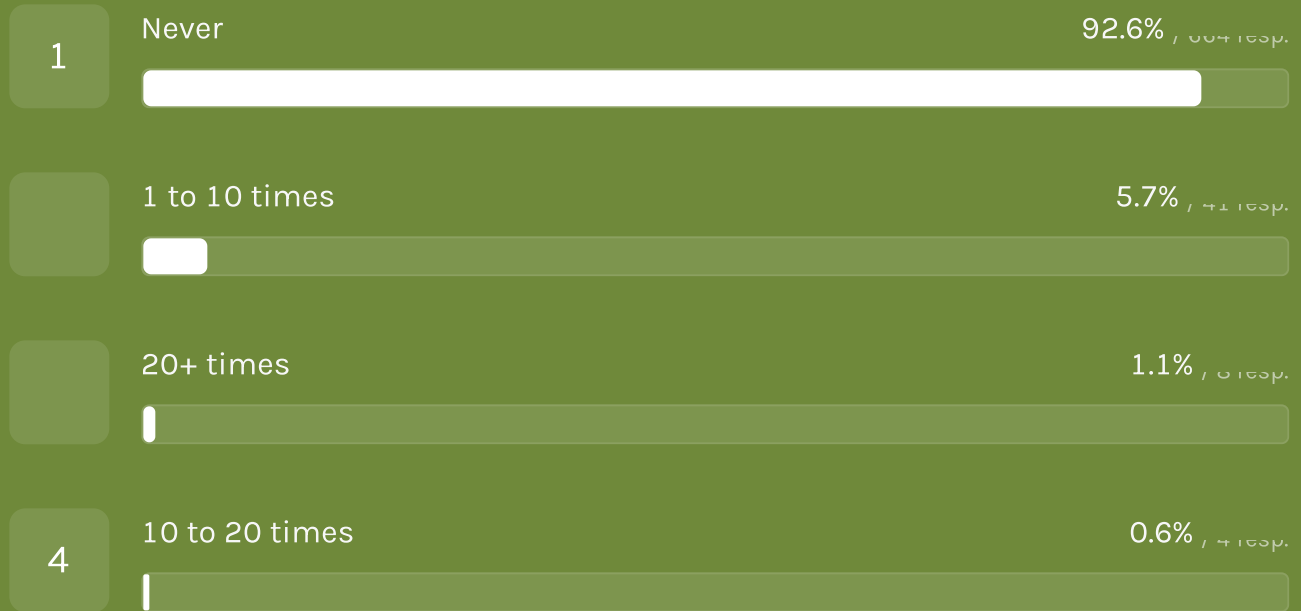
Visited a neighborhood park or City park

717 out of 718 answered



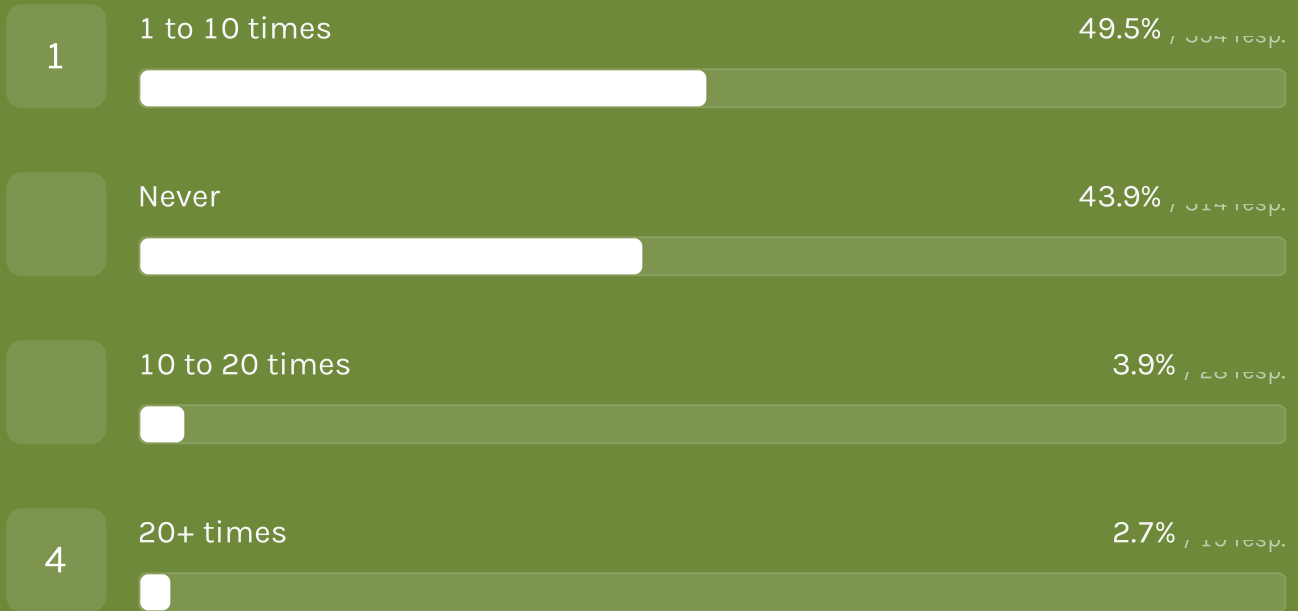
Ridden a local bus within Alpharetta

717 out of 718 answered



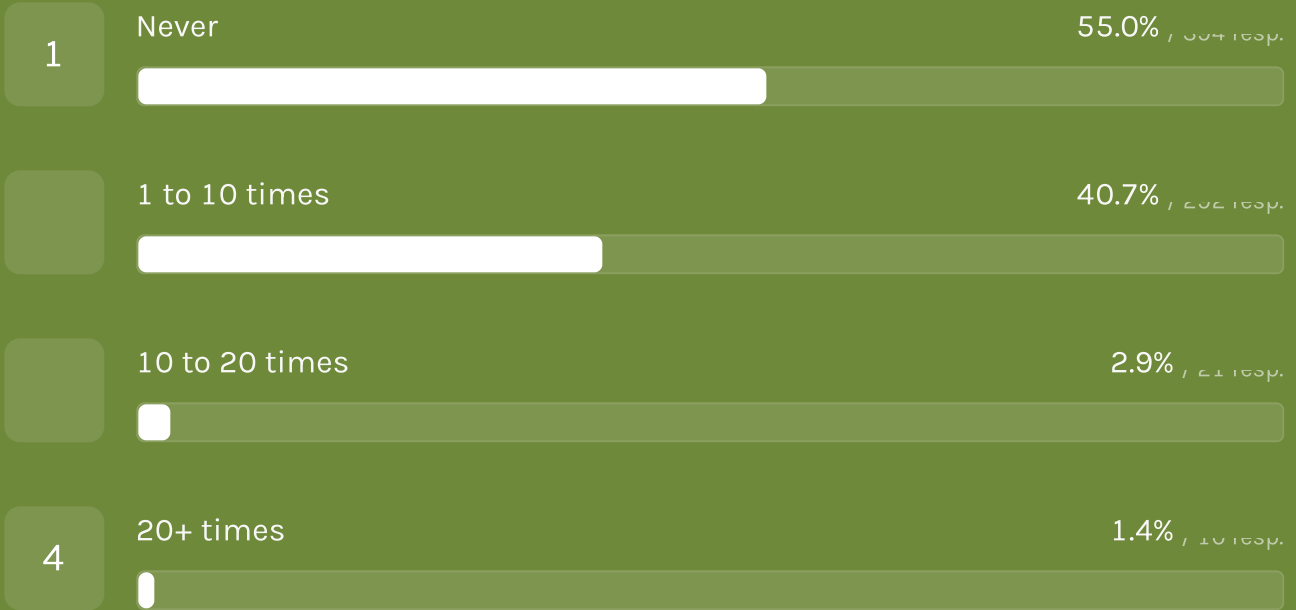
Attended a meeting of local elected officials or other local public meeting

715 out of 718 answered



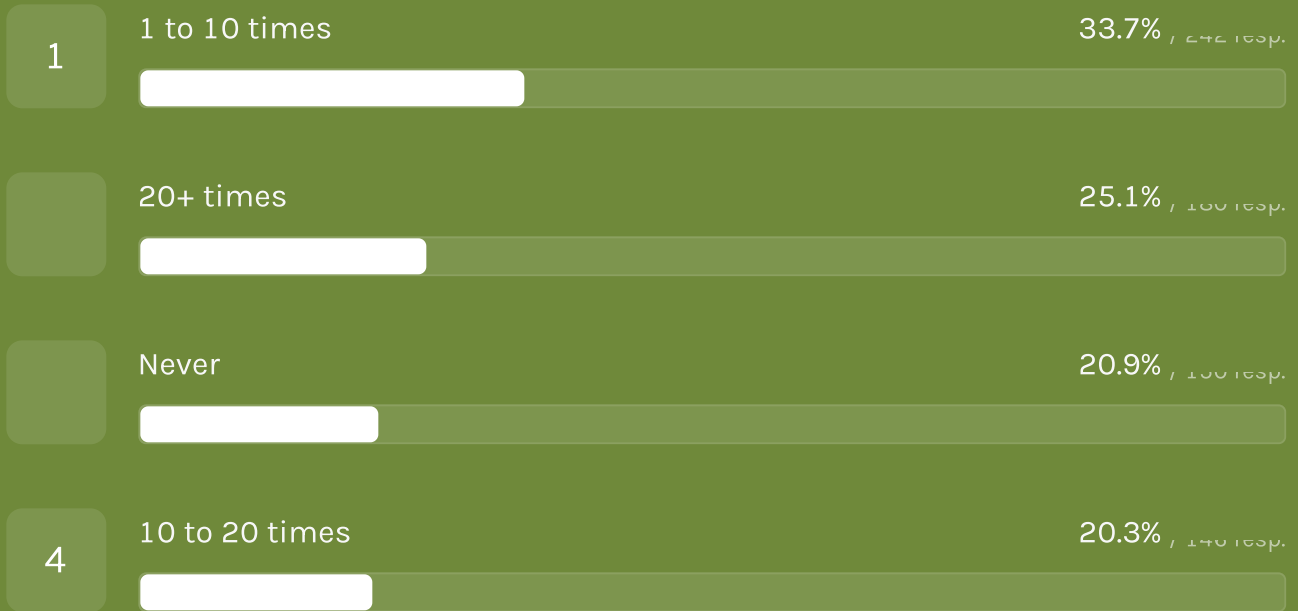
Watched a meeting of local elected officials or other local public meetings on the City's Meeting Manager Portal site

717 out of 718 answered



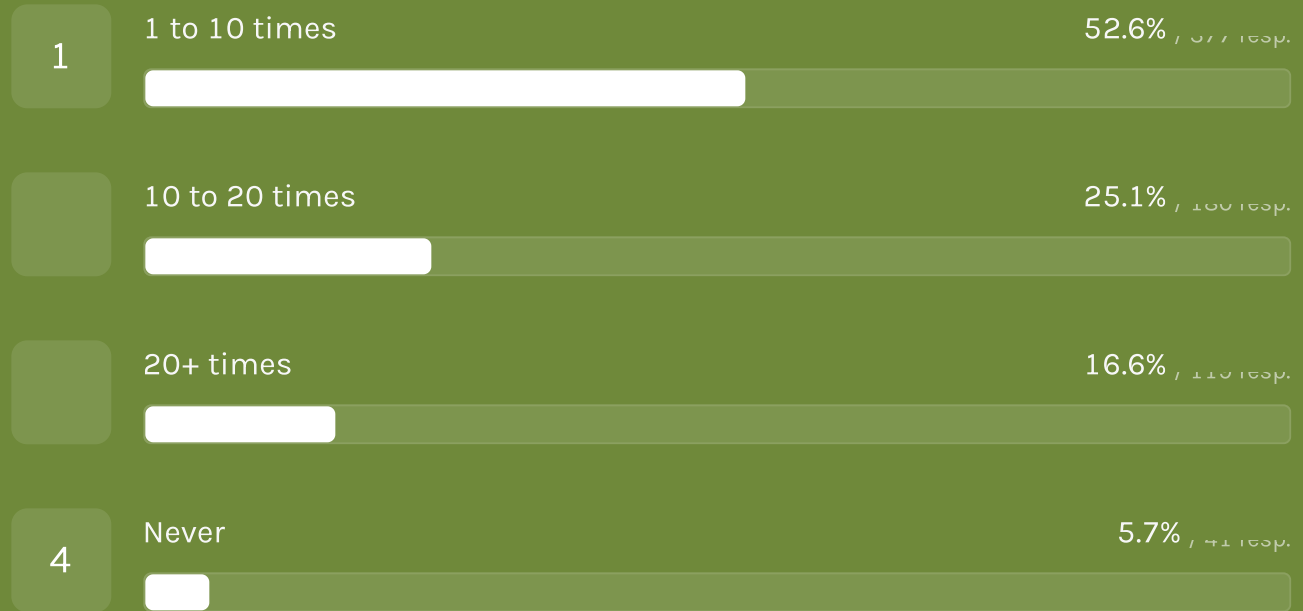
Read the City's weekly newsletter, *My Alpharetta*

718 out of 718 answered



Visited the City of Alpharetta Website

717 out of 718 answered



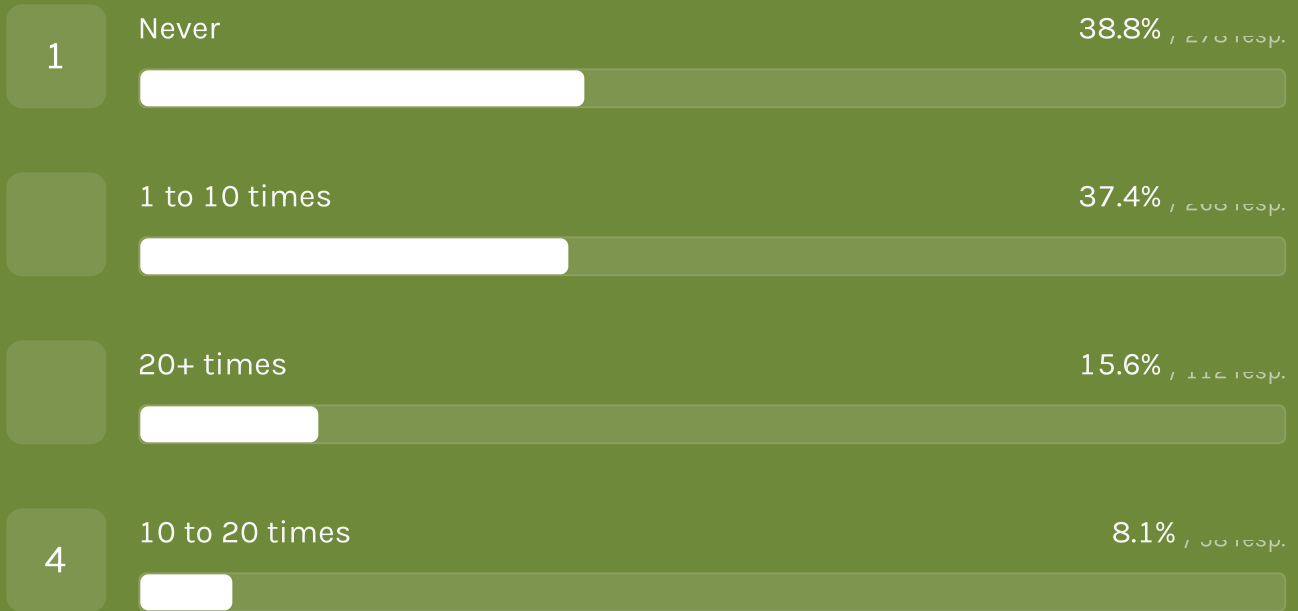
Recycled used paper, cans or bottles from your home

716 out of 716 answered



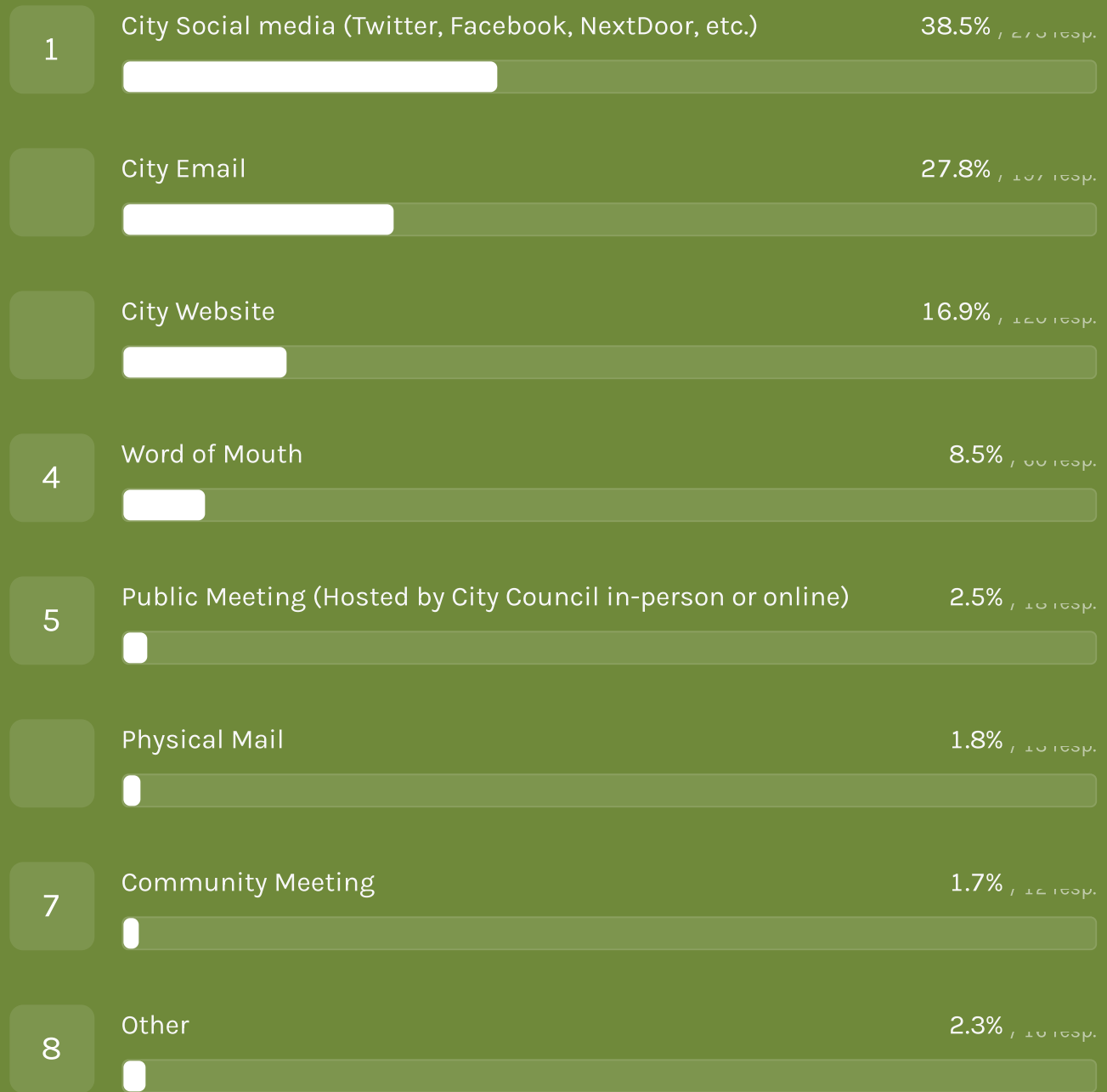
Volunteered your time to some group or activity in Alpharetta

716 out of 716 answered



What is the main way you **currently** receive information from the City?

709 out of 10 answered



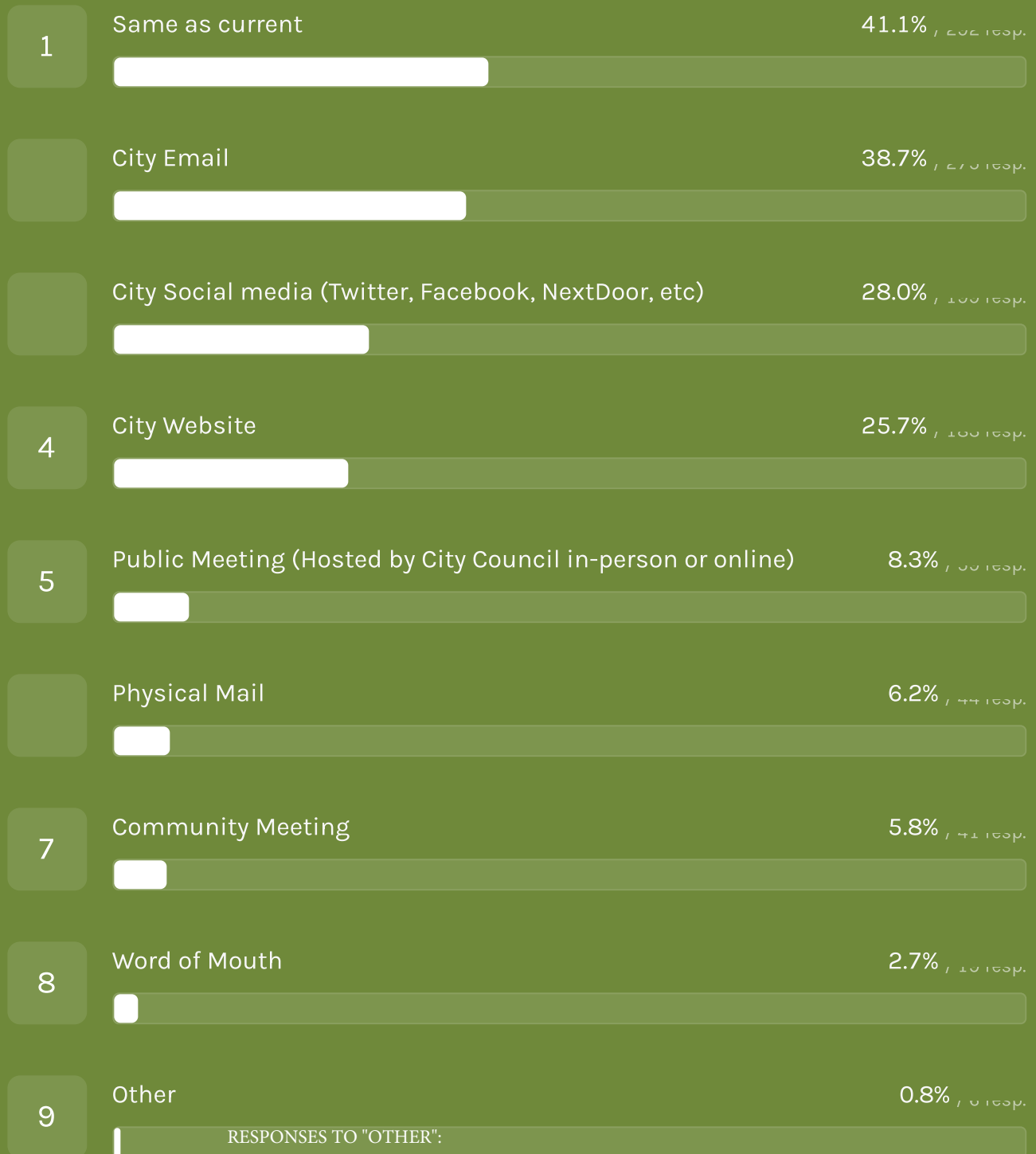
RESPONSES TO "OTHER":

HOA publishes informaton for Academy Park development
 Alpharetta/Roswell Herald
 From my HOA and neighbors
 MyAlpharetta, and the Alpharetta Herald newspaper
 Nextdoor app or Patch, sometimes email/website
 windward facebook
 Community local paper
 None

City mobile app
 working with the events people
 Internet
 Newspapers -AJC and local neighborhood papers
 ITSMYTOWN APP
 Facebook
 The app
 The Herald newspaper

How would you **prefer** to receive information from the City?

711 out of 718 answered



RESPONSES TO "OTHER":

Text

Same as I currently do

Text Notification

Internet

99% of the time, council has already made up it's mind.

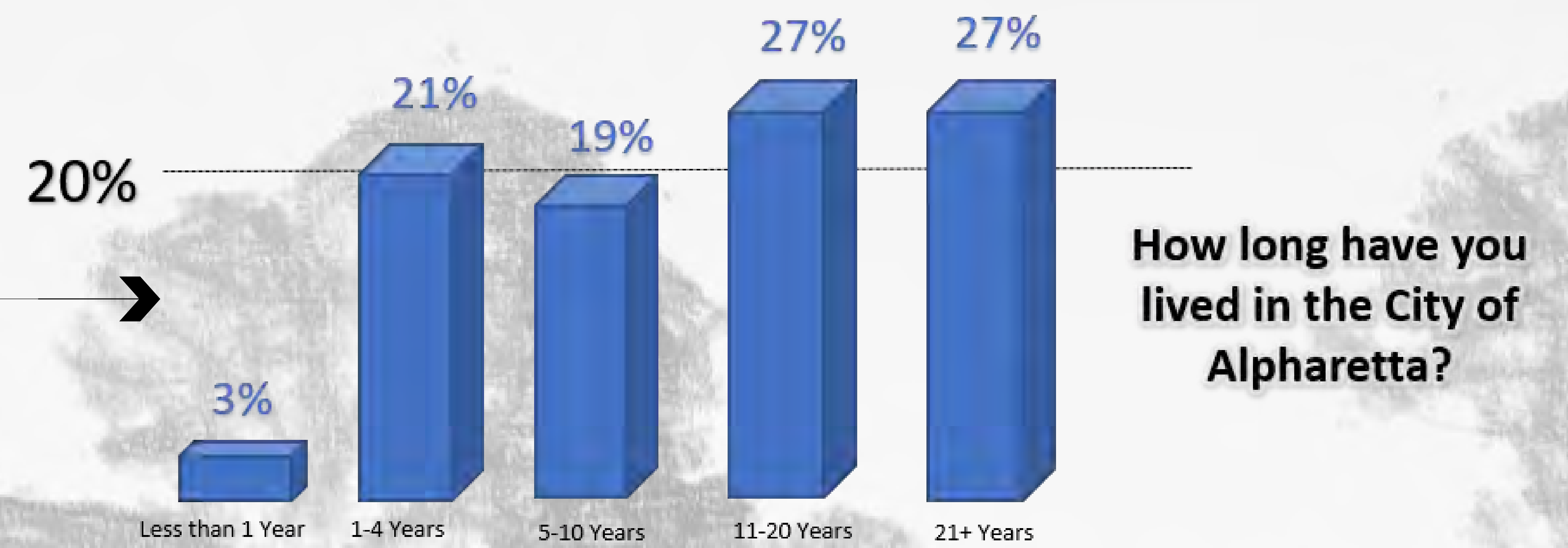
Within Windward, the communication from the city is spread across neighborhood channels of all sorts. Works great!

Survey Results

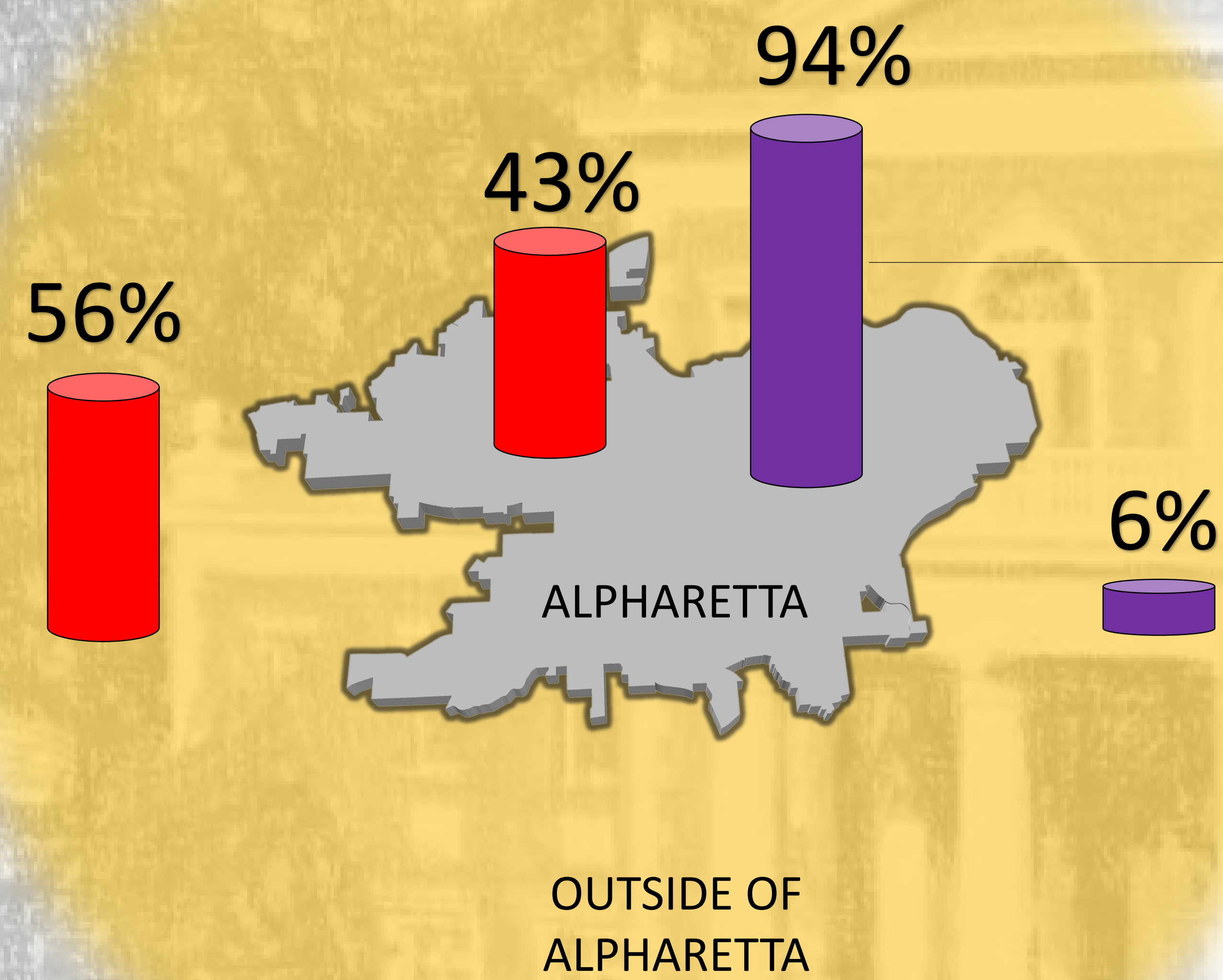
718 TOTAL RESPONSES

WHERE DO YOU WORK?

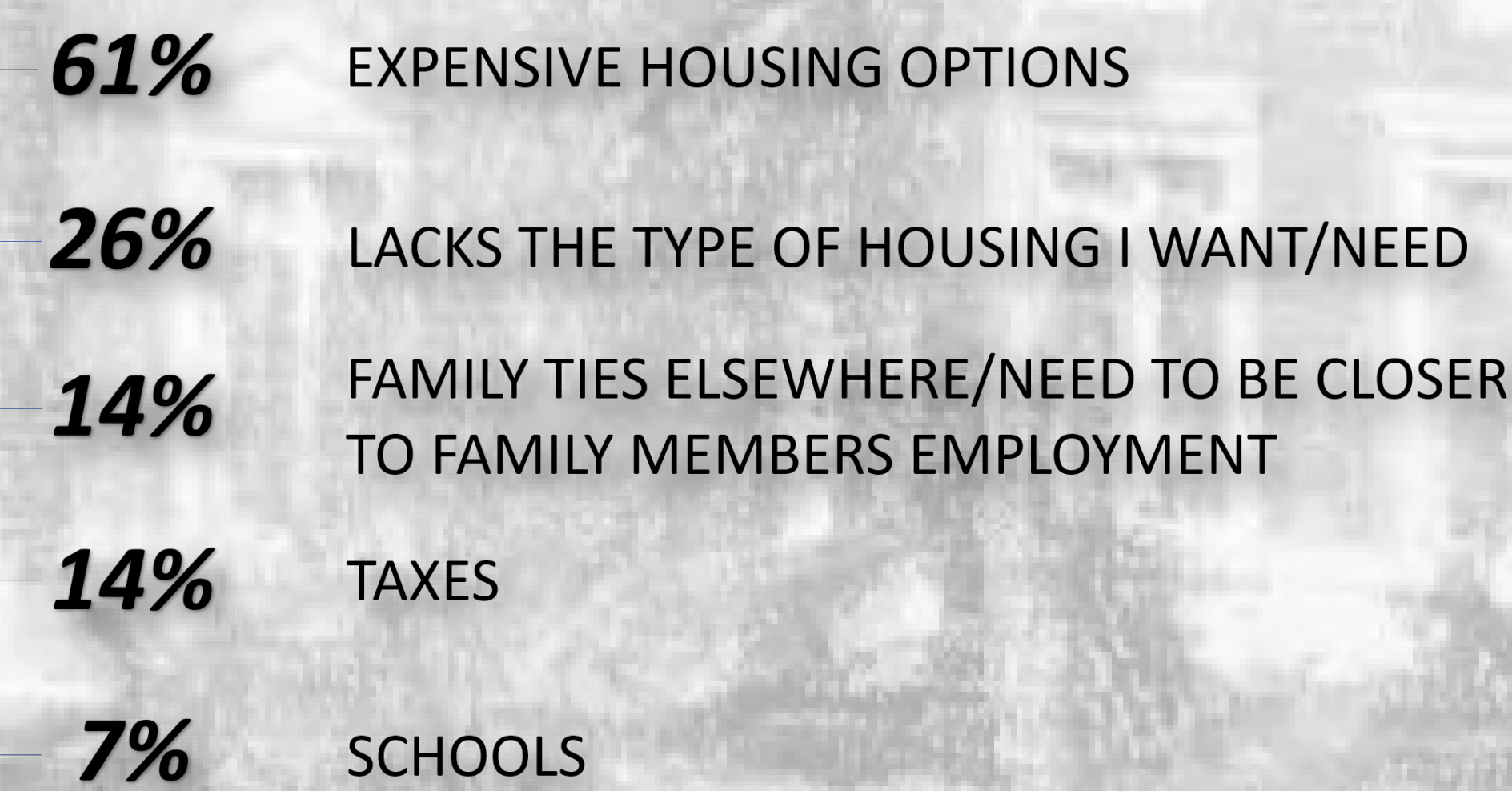
WHERE DO YOU LIVE?



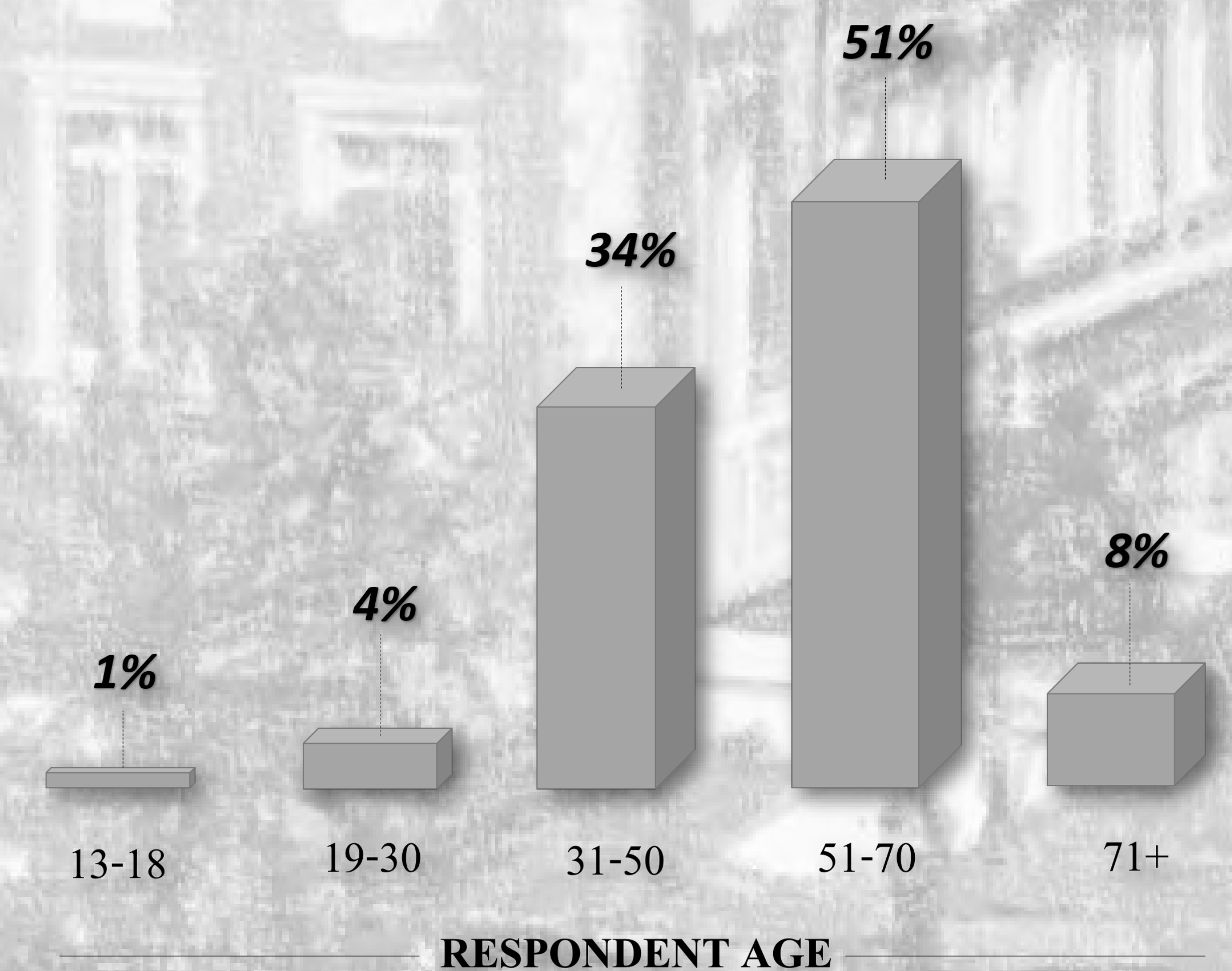
Were you born in Alpharetta?



WHAT FACTORS LED YOU TO DECIDE NOT TO LIVE IN ALPHARETTA?

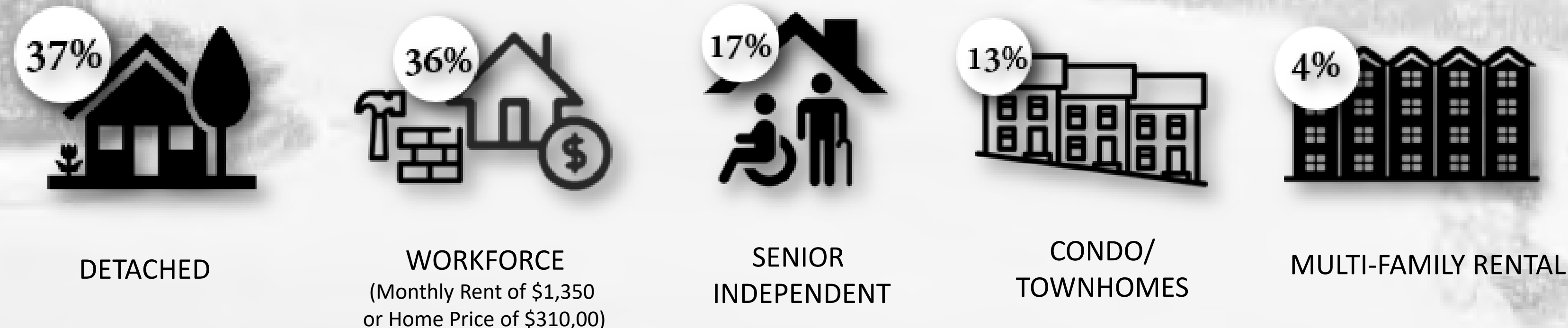


What Age Group Do You Belong To?



What kind of Housing Do we Need More of In Alpharetta?

*SELECT YOUR TOP CHOICE

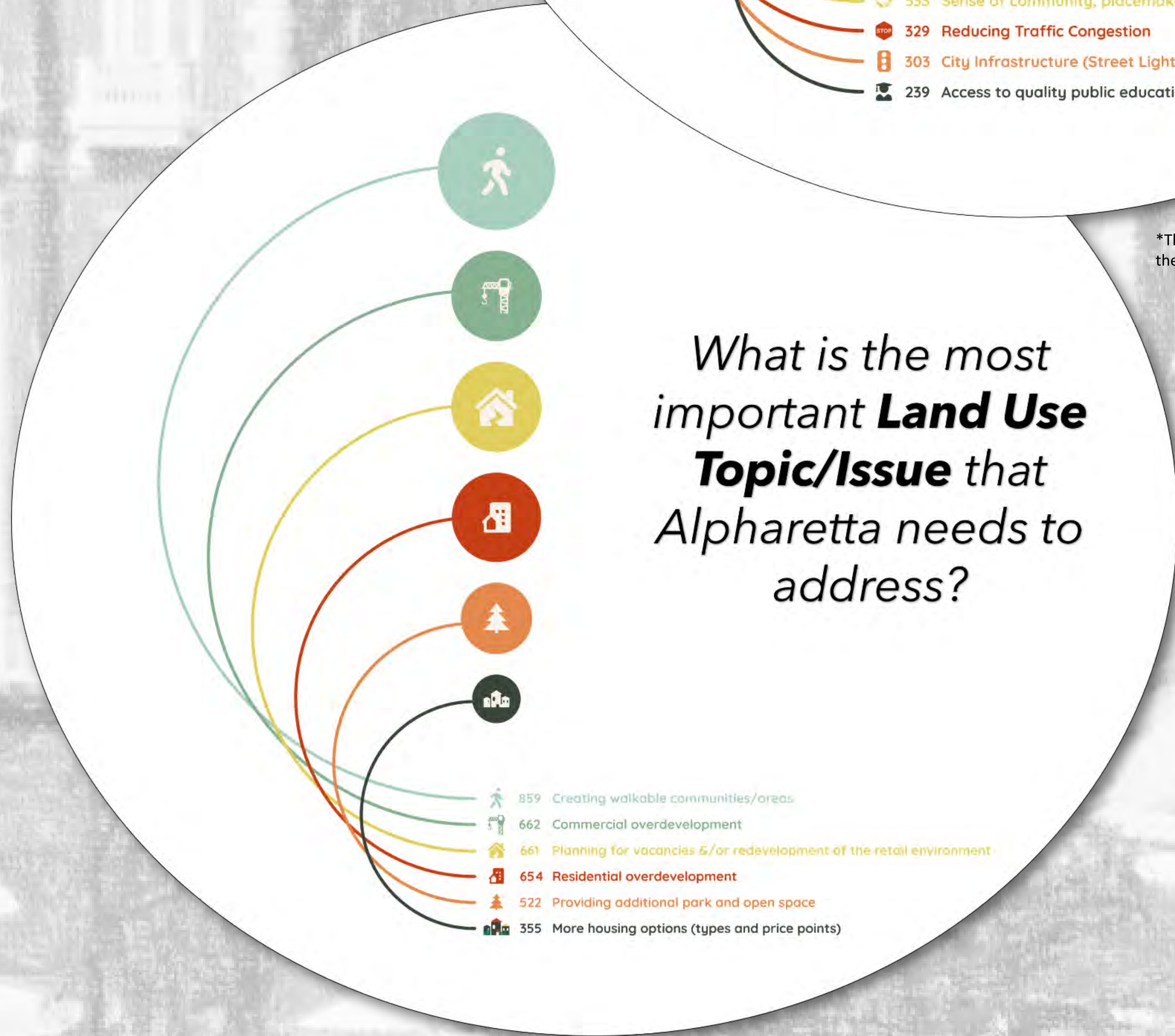
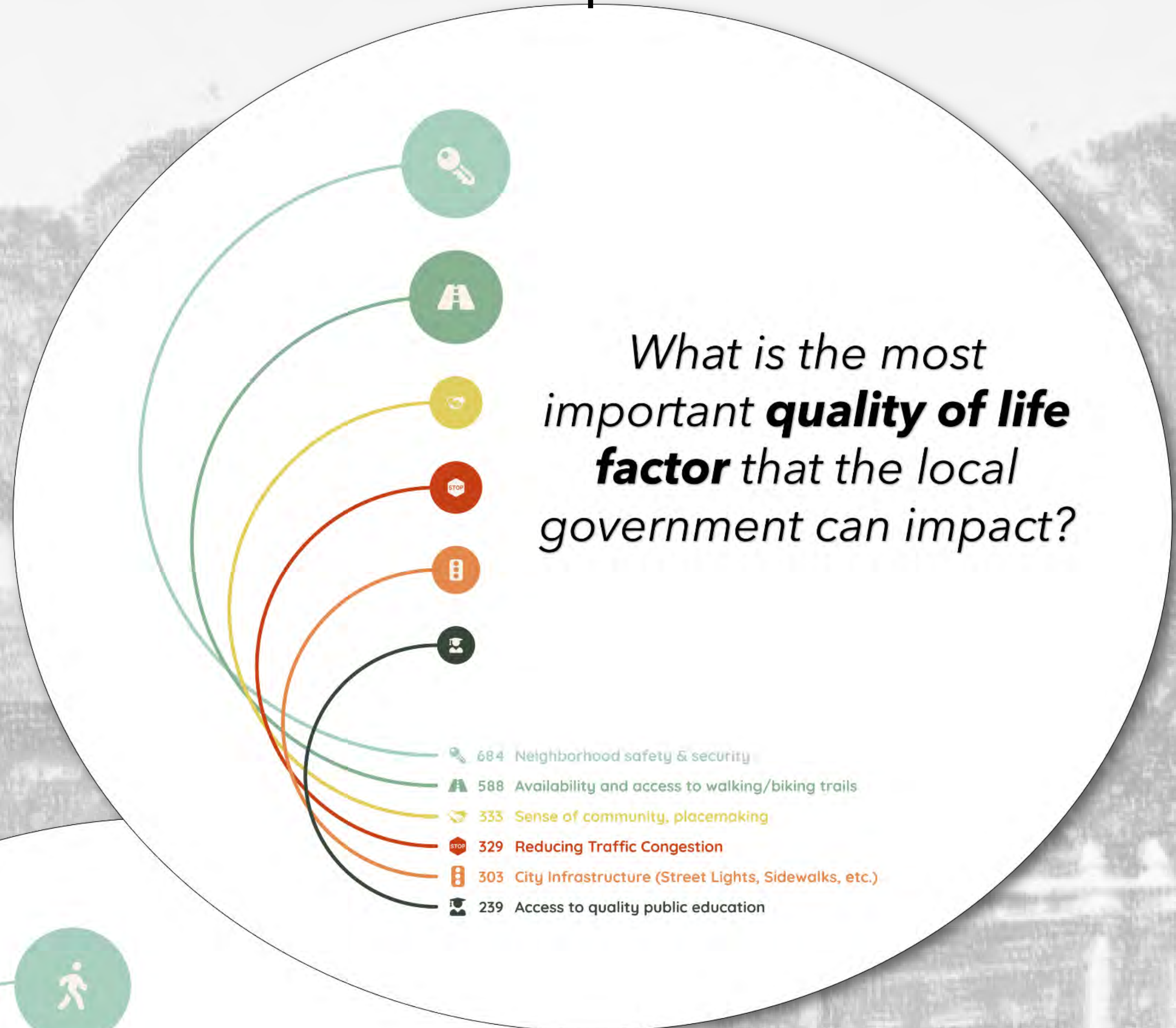
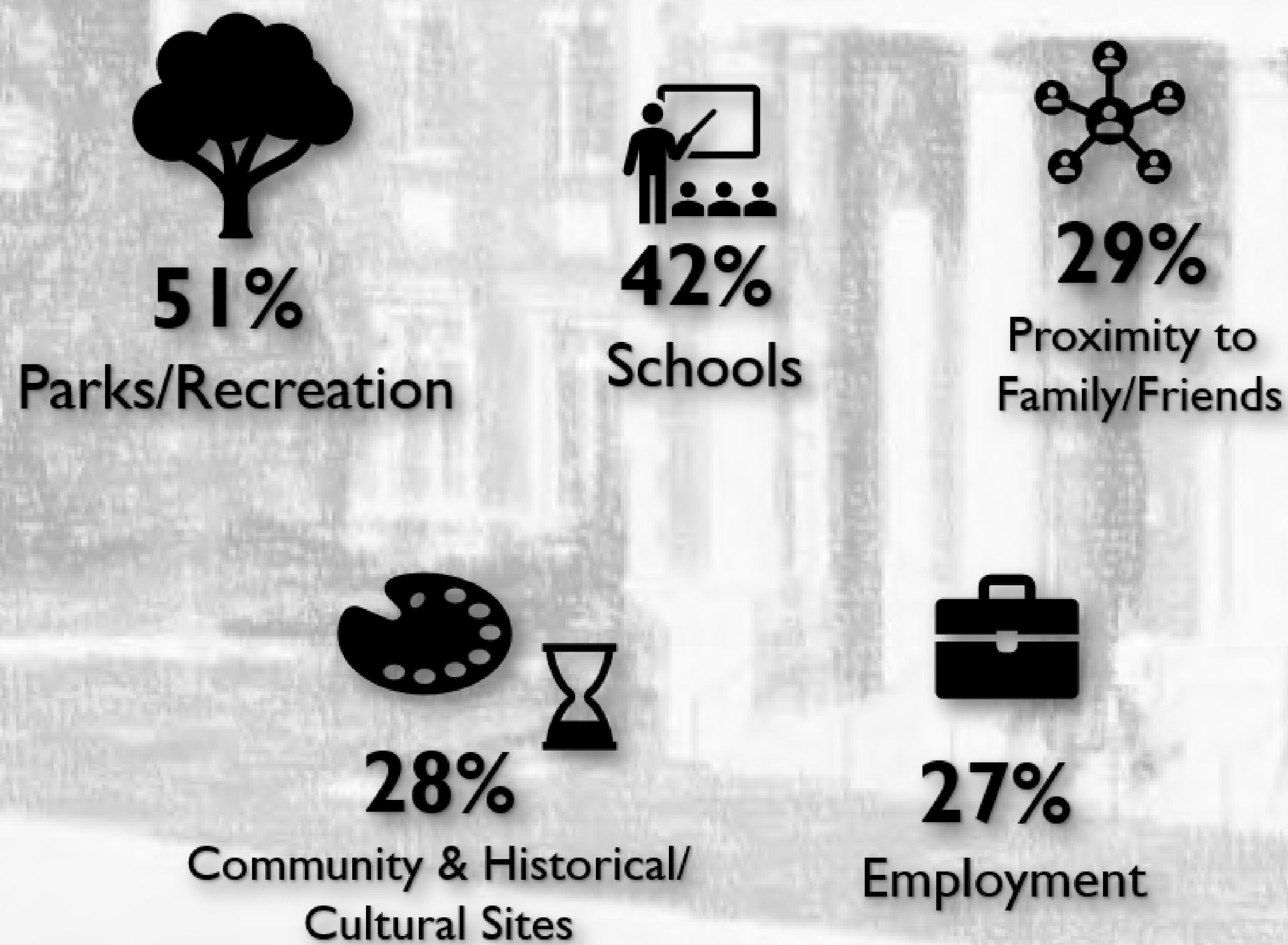


Survey Results

718 TOTAL RESPONSES



What are your reasons for choosing to live in Alpharetta?
(More than one answer is allowed)



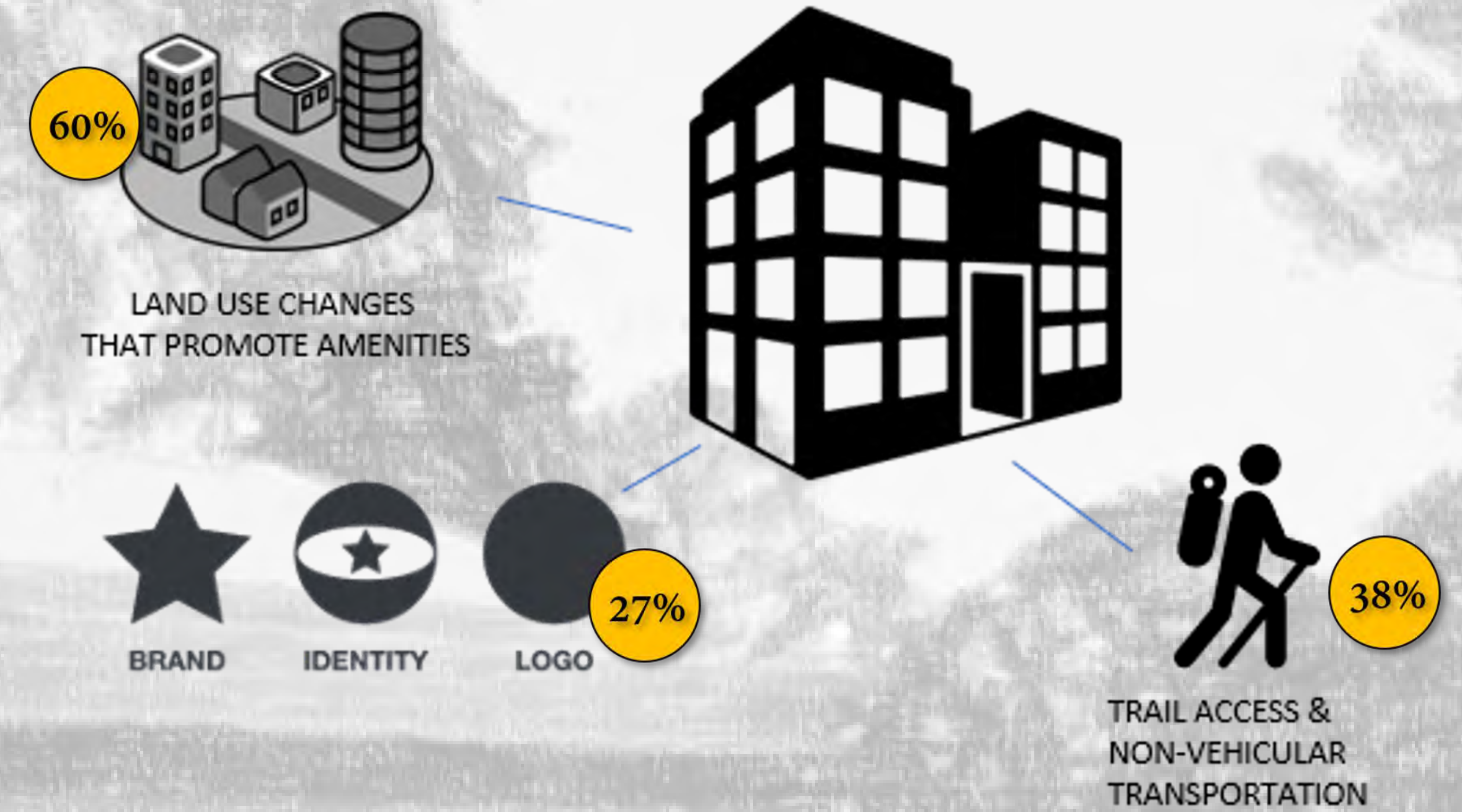
*The numbers represent a weighted aggregate of the first, second & third choices for each respondent

Survey Results

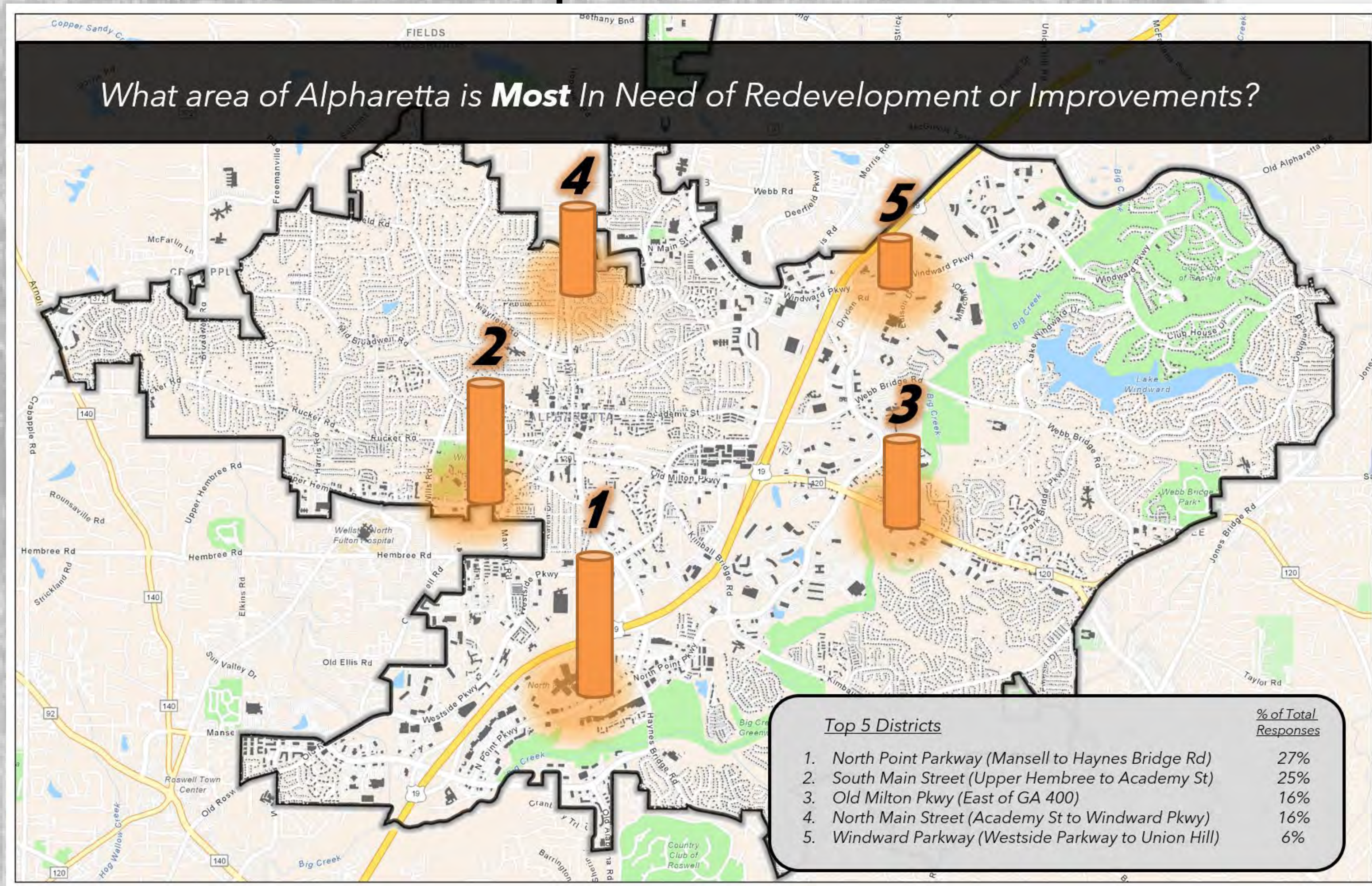
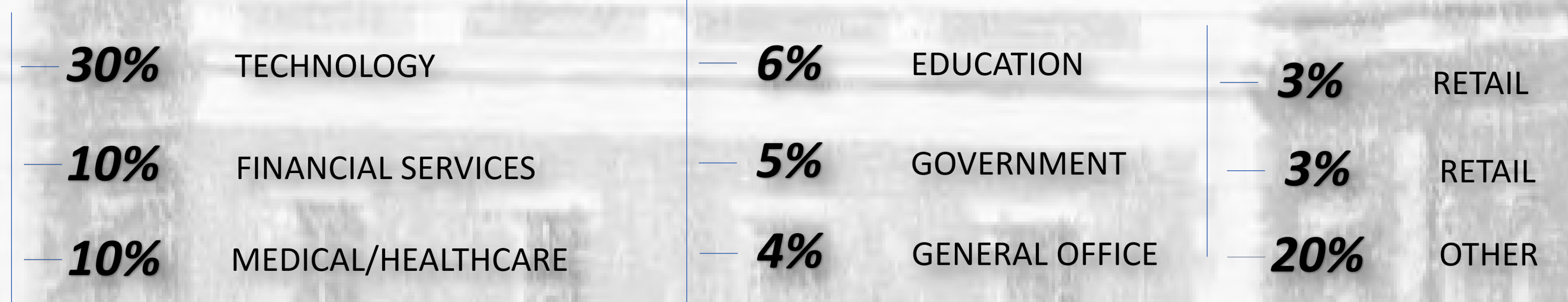
What improvements does Alpharetta need to encourage the business community to make to their office environments to ensure future competitiveness?

**YOU COULD VOTE FOR MORE THAN 1 OPTION

OFFICE INVESTMENTS

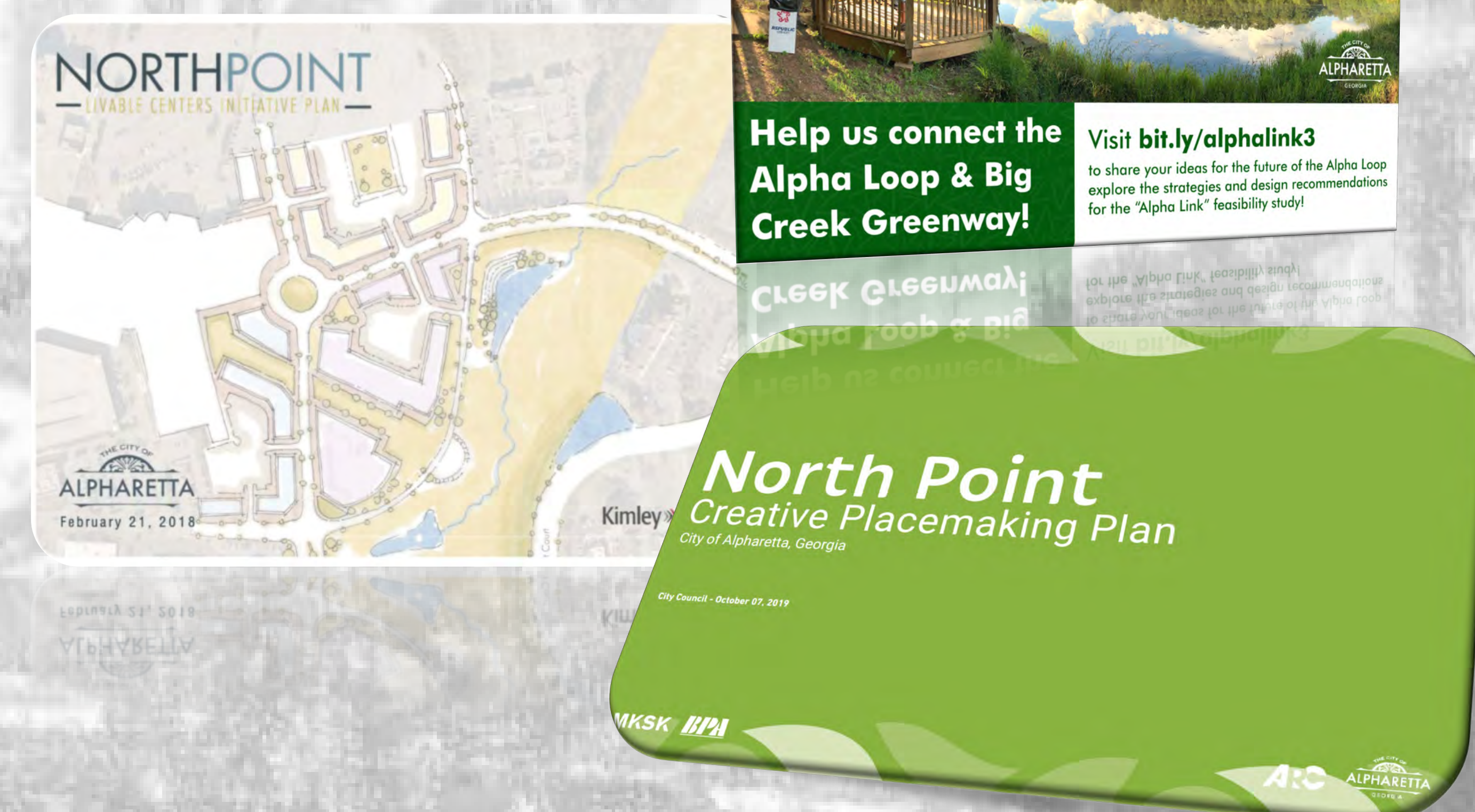


WHAT FIELD DO YOU WORK IN?



How aware are you of past & on-going planning efforts to revitalize the North Point commercial area?

- These include:
- North Point Placemaking Plan
 - North Point Livable Centers Initiative
 - Alpha Loop Feasibility Study & Greenway Connection



85% of respondents were aware of at least one of these efforts, while **24%** of respondents were aware of all 3.

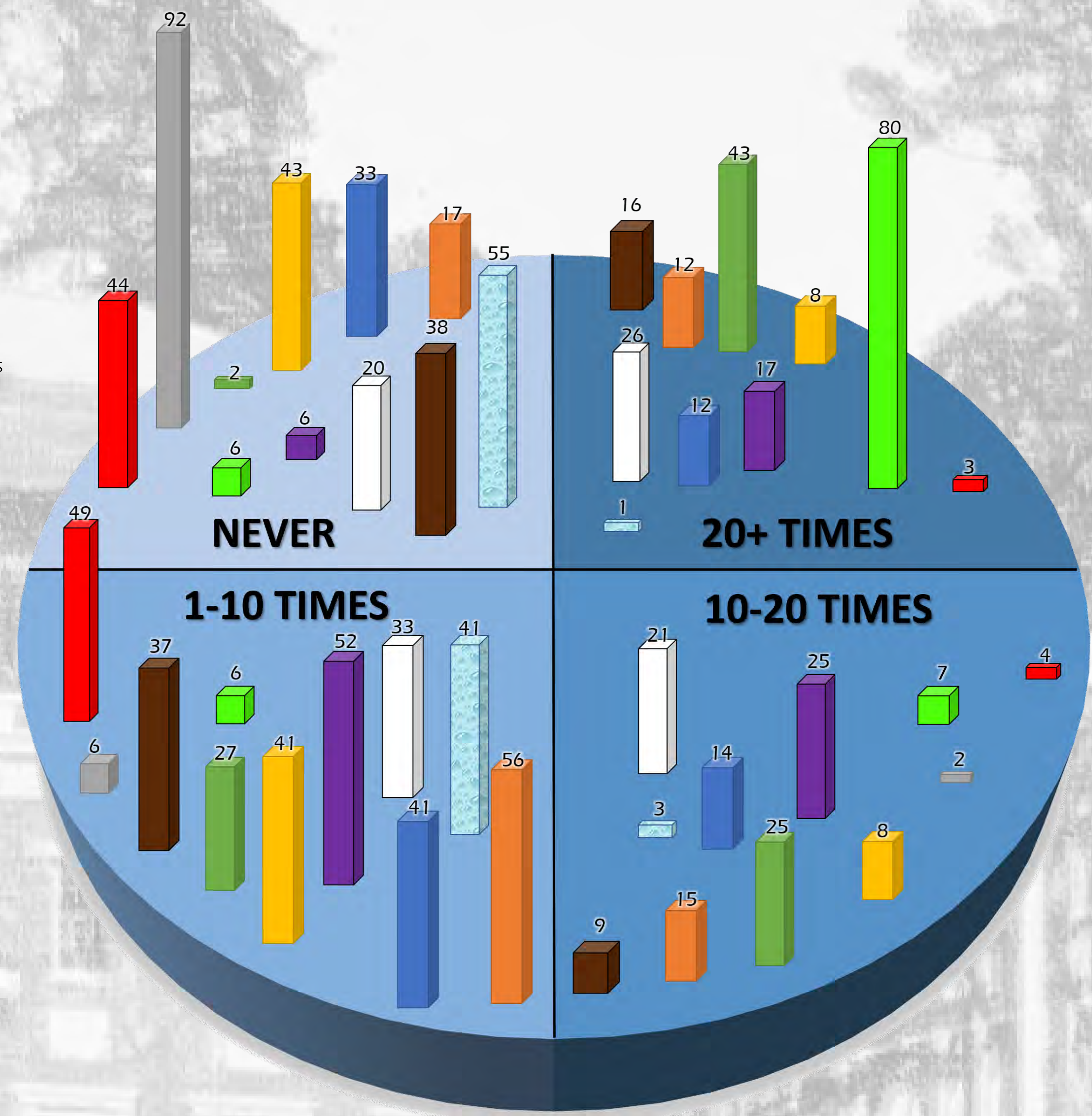
Survey Results

718 TOTAL RESPONSES

In the past year, how frequently have you participated in the following:

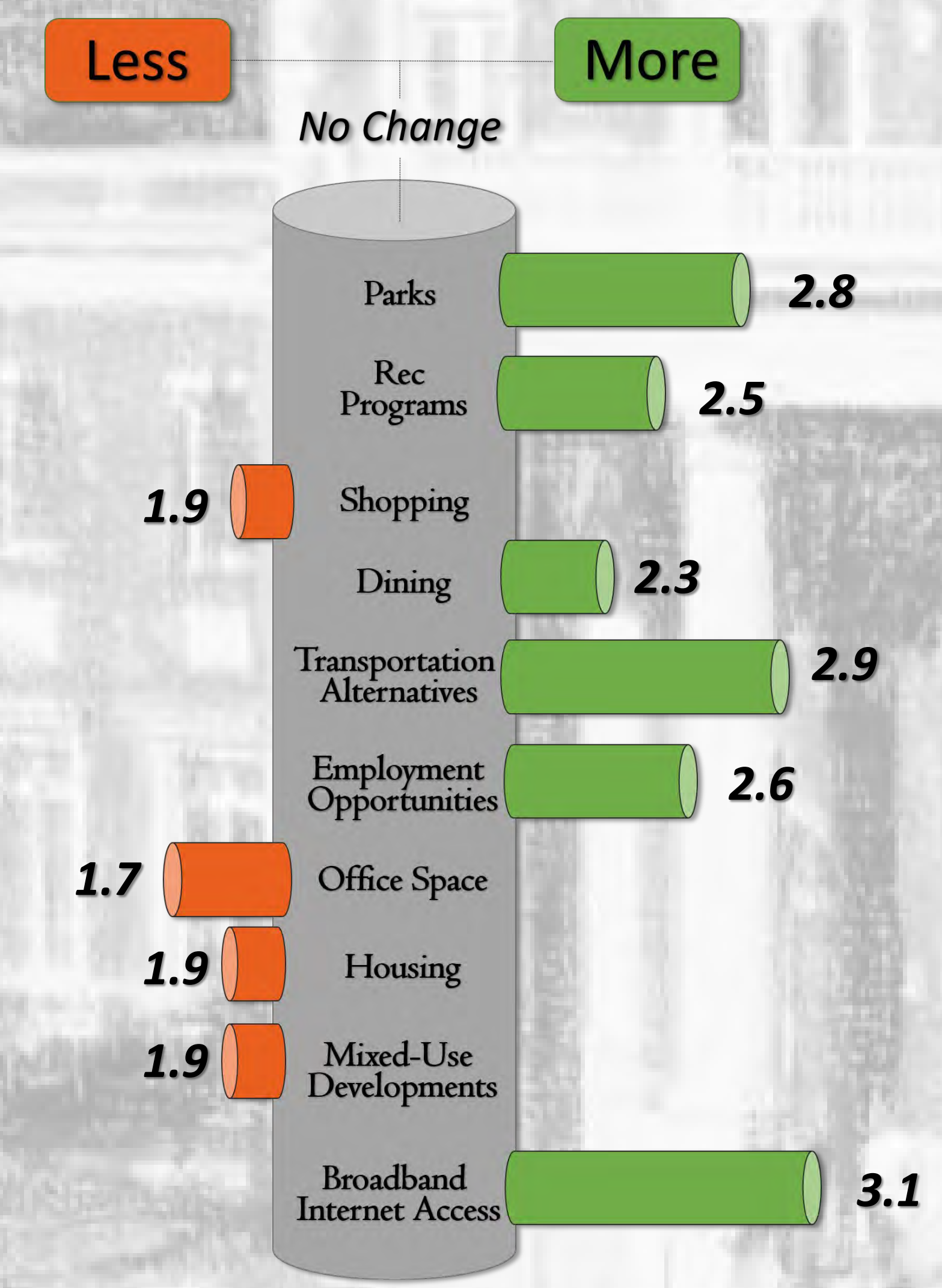
Do we need **MORE** or **LESS** of the following?

- USED PUBLIC LIBRARIES OR THEIR SERVICES
- USED RECREATION CENTERS
- PARTICIPATED IN A REC PROGRAM OR ACTIVITY
- VISITED A NEIGHBORHOOD PARK OR CITY PARK
- RIDDEN A LOCAL BUS WITHIN ALPHARETTA
- ATTENDED A MEETING OF LOCAL ELECTED OFFICIALS OR OTHER PUBLIC MEETING
- WATCHED A MEETING OF LOCAL ELECTED OFFICIALS OR OTHER PUBLIC MEETINGS ON CABLE TELEVISION
- READ AN ALPHARETTA NEWSLETTER
- VISITED THE CITY OF ALPHARETTA WEBSITE
- RECYCLED USED PAPER, CANS OR BOTTLES FROM YOUR HOME
- VOLUNTEERED YOUR TIME TO SOME GROUP OR ACTIVITY IN ALPHARETTA



SCORING OPTIONS

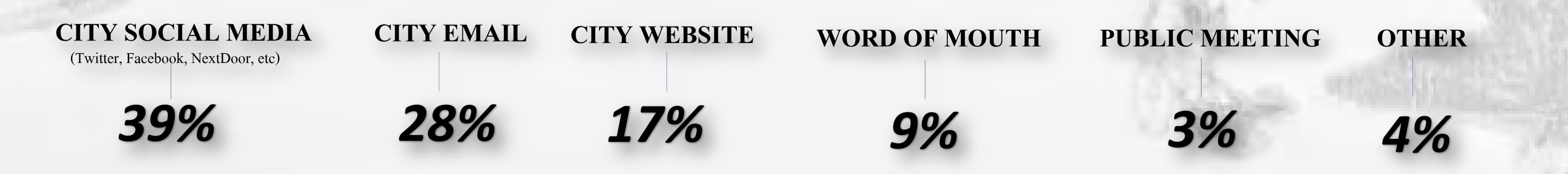
0 A LOT LESS 1 2 NO CHANGE 3 4 A LOT MORE



Shows the percentage of respondents

What is the main way you currently receive information from the City?

How would you prefer to receive information from the City?



With this question more than one choice was allowed, each option shows the percentage of respondents who selected it



Horizon 2040

Phase 2 of Public Engagement

Alpharetta Comprehensive Plan

Back in Fall of 2020 you gave your feedback on what the City of Alpharetta needs to focus on in the coming decades. That boiled down to 6 main topics, which are listed below. [Click on each topic below](#) to be redirected to an exercise associated with that particular topic. Thank you for your feedback as it helps chart the course for our great city!

[GROWTH MANAGEMENT](#)

[VACANT OFFICE & RETAIL SPACE](#)

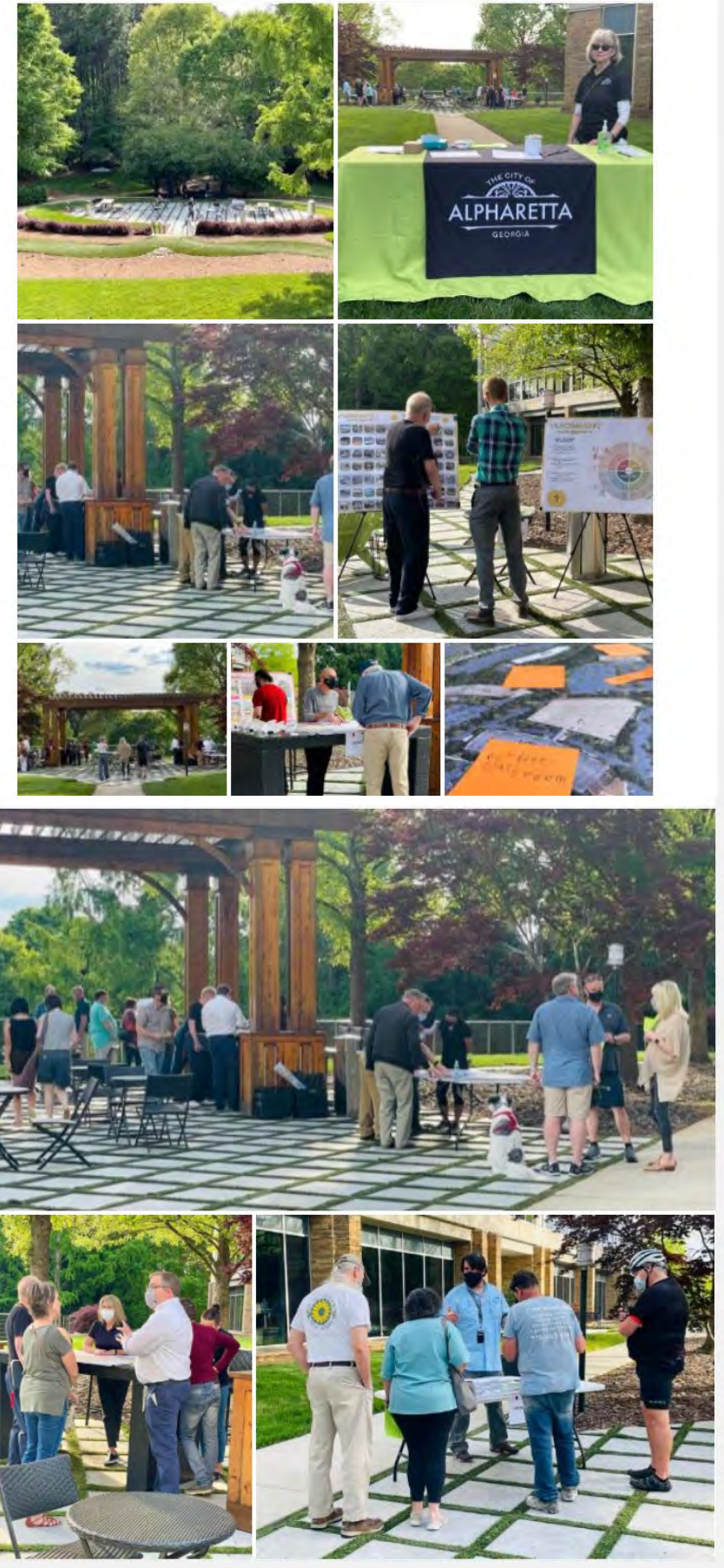
[TRAFFIC/WALKABILITY](#)

[HOUSING](#)

[OPEN SPACE](#)

PLACEMAKING

Check out photos from our most recent in-person public meeting held at Brookside Park on March 27th!



Did you know...

A city's Future Land Use Map is one of its most important documents in guiding future development & determining what happens to land in the city?

Take a look at the [***Future Land Use Map Alpharetta is currently proposing***](#) (click the link) and then tell us what you think in a few follow-up questions.

This document reflects the feedback the city has received in the public engagement process thus far. Once adopted (in fall of 2021) it will guide land use decisions for the next decade.

Start press Enter ↵

🕒 Takes 1 min

GROWTH MANAGEMENT
Future Land Use Map Changes

Do you agree with the changes on the map?
(Add a sticker)

If you don't agree, what would you change?
(Write it below)

FUTURE LAND USE DESIGNATION

- Residential Medium Density (RM-30)
- Residential Medium Density (RM-35)
- Residential Medium Density (RM-40)
- Residential Medium Density (RM-45)
- Residential Medium Density (RM-50)
- Residential Medium Density (RM-55)
- Residential Medium Density (RM-60)
- Residential Medium Density (RM-65)
- Residential Medium Density (RM-70)
- Residential Medium Density (RM-75)
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- Residential Medium Density (RM-955)
- Residential Medium Density (RM-960)
- Residential Medium Density (RM-965)
- Residential Medium Density (RM-970)
- Residential Medium Density (RM-975)
- Residential Medium Density (RM-980)
- Residential Medium Density (RM-985)
- Residential Medium Density (RM-990)
- Residential Medium Density (RM-995)
- Residential Medium Density (RM-1000)

1 → After looking at the changes to the Future Land Use Map for the City of Alpharetta, do you agree with those changes?
(Click here to view the map).

- A Yes
- B No
- C Somewhat



Office & Retail Vacancy
[Click Here to see a Map of Current Vacancy Across the City](#)

Now Give Some Feedback press Enter ↵

• Takes 2 min

“ REUSE OR REDEVELOP?

Some commercial/office areas within the city simply need adaptive **reuse** (new tenants, small site improvements, etc.) while others may need **redevelopment** (knock down/rebuild, complete change to the property). The next two questions ask which you think is most appropriate for areas in the city that need some attention.

Continue press Enter ↵

1 → What areas could benefit from **reuse**?

Try to be descriptive in your telling us exactly where

Type your answer here...

OK ✓ press Enter ↵

2 → What areas could benefit from **redevelopment**?

Try to be descriptive in your telling us exactly where

Type your answer here...

OK ✓ press Enter ↵



3 → What amenities are most needed in an **office area** like the one shown here?

Choose as many as you like

- A Trail Connections
- B Outdoor Classrooms
- C Natural Areas
- D Public Art
- E Flexible Activity Space
- F Other

OK ✓



4→ What amenities are most needed in an **retail area** like the one shown here?

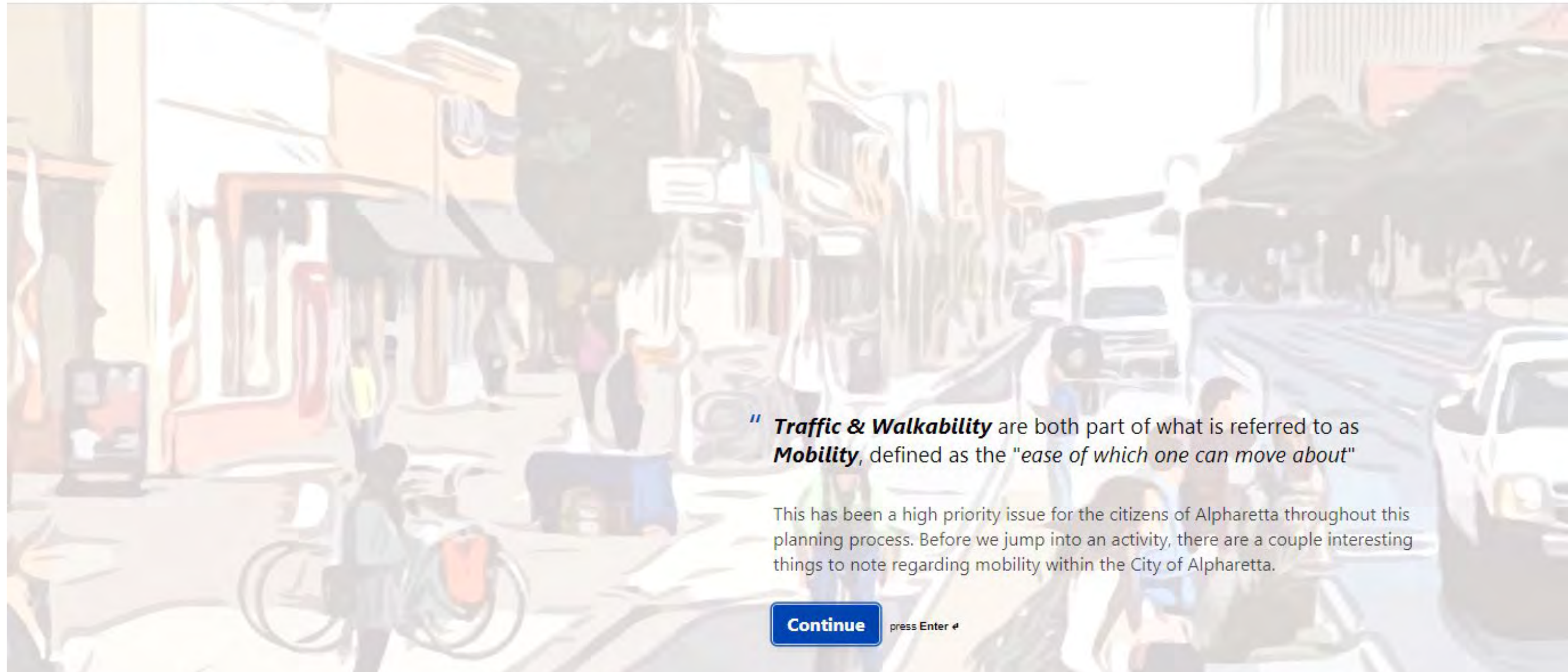
Choose as many as you like

- A Trail Connections
 - B Outdoor Classrooms
 - C Natural Areas
 - D Public Art
 - E Flexible Activity Space
 - F Other
-

5→ Do you have any other ideas or feedback as it pertains to economic development within the City of Alpharetta?

Type your answer here...

press Ctrl + Enter ↵



“ Traffic & Walkability are both part of what is referred to as **Mobility**, defined as the “*ease of which one can move about*”

This has been a high priority issue for the citizens of Alpharetta throughout this planning process. Before we jump into an activity, there are a couple interesting things to note regarding mobility within the City of Alpharetta.

Continue press Enter ↵

“ Did You Know?...

Alpharetta's **population almost doubles** during the daytime as a large number of jobs (located mostly along the GA 400 corridor) bring thousands of workers to the city each day from surrounding communities. Because of this, Alpharetta ranks **3rd nationally** in terms of percentage daytime population increase (compared to nighttime population) for cities with more than 50,000 inhabitants.

As you can imagine, this can lead to vehicular congestion on certain roads, particularly some of the main east-west corridors that are taking commuters to and from jobs.

Continue press Enter ↵

“ What is the City Doing?

Traffic - Over the past 5 years, the City has undertaken numerous vehicular improvement projects, and has plans for many others if the 2021 TSPLOST Referendum passes.

Walkability - At the beginning of this planning process we asked Alpharetta residents what the most important Land Use topic is to them. The #1 answer was *Creating Walkable Areas*.

Over the last several years, the city has built miles of new trails & bike lanes, enhanced important intersection crossings, conducted pedestrian safety studies, and continued to fill in gaps in the city's sidewalk network. We want to continue to build off that momentum with your help and feedback.

Hit “Continue” for instructions on how to give your input.

Continue press Enter ↵

Directions - Now is your time to give us feedback on continuing with walkability enhancements. The link below will take you into a map. You can click anywhere on the map and add feedback to it (like where new trails or better crosswalks should go).

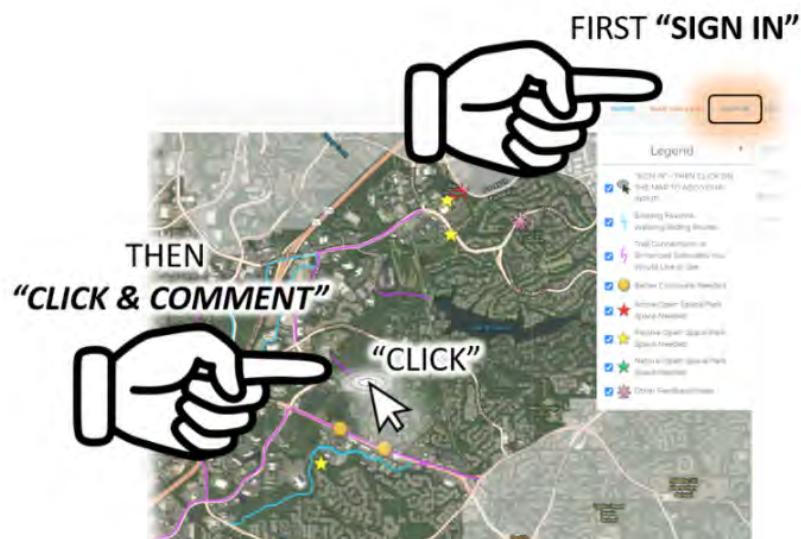
But in order to add anything you must first "**sign in**" in the upper right hand corner. If you don't want to create a login you can use the following credentials below when prompted:

Email: Alpharetta2040@gmail.com

Password: *Alpharetta2040*

You can also browse through the map and see what others have said (by clicking on icons) and you can like/dislike any feedback given thus far.

[CLICK HERE TO ENTER MAP EXERCISE](#)



[Submit](#) press Ctrl + Enter



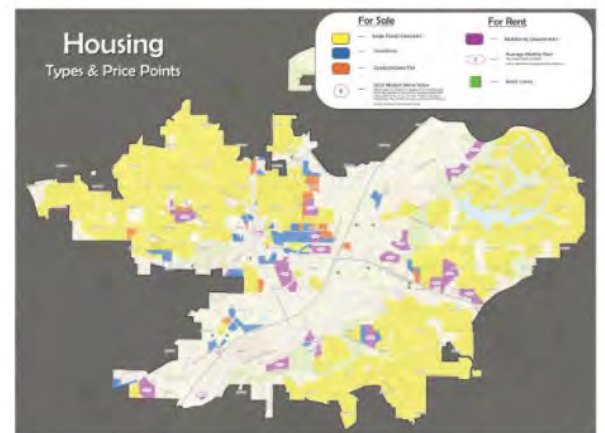
In the first phase of public input, the community voiced the need for attention given to the topic of housing in the City of Alpharetta. A few of the sentiments expressed were:

- Address Missing Housing Types & Price Points*
- Manage Density*
- Manage Scale of Homes to Lot Size*
- Create Walkable Neighborhoods*
- Diversify Housing Options*
- Address Affordability of Housing*
- Concentrate Density at North Point*

CURRENT LANDSCAPE

The map to the right ([Click here for Blow-Up](#)) shows the existing housing inventory within the city of Alpharetta as well as price points for renting and buying within certain areas of the city (Each hexagon pod shows the median expected price of buying a home within that area, while monthly average rents are shown above each apartment complex).

As we look to diversify housing options and address missing housing types and price points, we need your help to weigh in on where these things should take place.



[Click Here for Larger Map](#)

HOUSING OPTIONS



HOUSING: Affordability Tools

TOOL	DESCRIPTION
DENSITY BONUSES & FLEXIBLE DESIGN STANDARDS	Provides additional density allowances in return for the developer providing one or more identified community benefits, such as public open space, workforce housing units, or other public amenities.
ACCESSORY DWELLING UNITS	Creates a secondary house or apartment that shares the lot of the primary house, including garage apartments, in-law suites, and granny flats.
FLEXIBLE/REDUCED PARKING	Relaxes parking requirements, which can decrease development costs that result in more affordable units.
BY-RIGHT DEVELOPMENT	Offers an efficient and predictable process that uses codified and consistent zoning and development regulations to enable new housing developments.
PUBLIC LAND	Provides public land at below-market price, which lowers the cost of development, allowing for lower rents.
TAX INCENTIVES	Reduces the tax burden on properties that support affordability goals.
PUBLIC FUNDING	Closes the gap for desirable, but otherwise infeasible, developments.
PUBLIC/PRIVATE PARTNERSHIPS	Develops public land through a partnership through the City and private developer(s) that include affordable housing units.
LONG-TIME OWNER-OCCUPANCY PROGRAM	Provides tax relief for long-time residents
ALTERNATIVE OWNERSHIP MODELS	Offers non-traditional ways to way to own a primary residence; for instance, by being a shareholder of the co-op instead of having outright ownership of a unit.
UTILITIES	Reduces energy costs through energy-efficient updates and by providing rate caps on utilities.

Now that you've seen all this, we want your feedback:

[Take the 5-Minute Housing Survey](#)

2 → Tell us where you think this type of housing should go

Be as specific with the location as possible (which streets/cross-streets)

Type your answer here...

OK ✓ press Enter ↵

1 → Which of these Housing Type options does Alpharetta need more of?

Choose your 1st choice



A Single-Family Detached



B Townhome



C Semi-Detached



D Cottage Court



E Condominium/Apartment



F Senior/Assisted Living



G In-Law Suite



H Tiny House

OK ✓

3 → Which of these Housing Type options does Alpharetta need more of?

Choose your 2nd choice (or skip question)

 <p>A Single-Family Detached</p>	 <p>B Townhome</p>
 <p>C Semi-Detached</p>	 <p>D Cottage Court</p>
 <p>E Condominium/Apartment</p>	 <p>F Senior/Assisted Living</p>
 <p>G In-Law Suite</p>	 <p>H Tiny House</p>

OK ✓

4 → Tell us where you think this type of housing should go

Be as specific with the location as possible (which streets/cross-streets)

Type your answer here...

OK ✓ press Enter ↵

HOUSING: Affordability Tools

TOOL	DESCRIPTION
DENSITY BONUSES & FLEXIBLE DESIGN STANDARDS	Provides additional density allowances in return for the developer providing one or more identified community benefits, such as public open space, workforce housing units, or other public amenities.
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FLEXIBLE/REDUCED PARKING	Relaxes parking requirements, which can decrease development costs that result in more affordable units.
BY-RIGHT DEVELOPMENT	Offers an efficient and predictable process that uses codified and consistent zoning and development regulations to enable new housing developments.
PUBLIC LAND	Provides public land at below-market price, which lowers the cost of development, allowing for lower rents.
TAX INCENTIVES	Reduces the tax burden on properties that support affordability goals.
PUBLIC FUNDING	Closes the gap for desirable, but otherwise infeasible, developments.
PUBLIC/PRIVATE PARTNERSHIPS	Develops public land through a partnership through the City and private developer(s) that include affordable housing units.
LONG-TIME OWNER-OCCUPANCY PROGRAM	Provides tax relief for long-time residents
ALTERNATIVE OWNERSHIP MODELS	Offers non-traditional ways to way to own a primary residence; for instance, by being a shareholder of the co-op instead of having outright ownership of a unit.
UTILITIES	Reduces energy costs through energy-efficient updates and by providing rate caps on utilities.

Take a look at the housing affordability tools listed to the left. These are different ways the city of Alpharetta can work on addressing housing affordability.

Continue to the next slide to tell us which affordability tools, if any, would be most appropriate for the City of Alpharetta

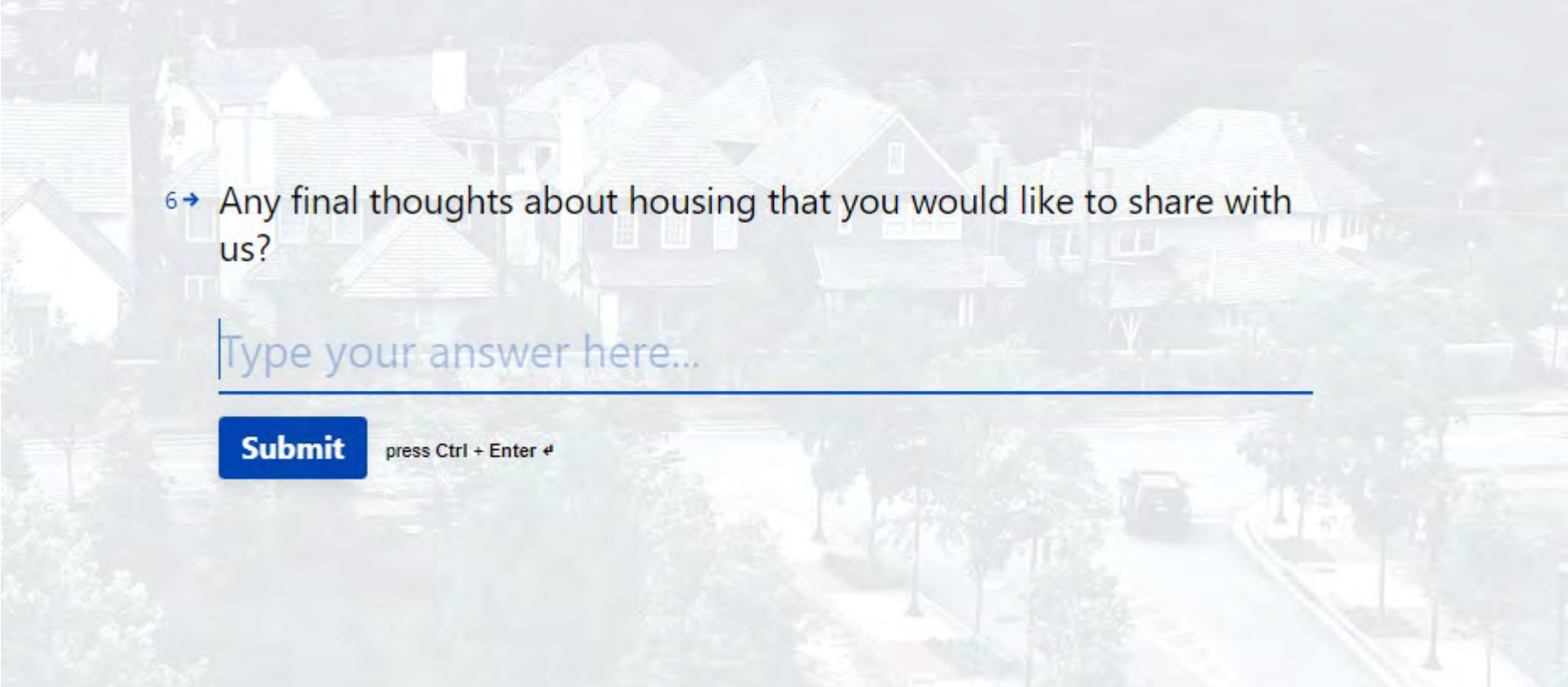
Continue press Enter ↵

5 → Select which of the *Affordability Tools* would be most appropriate within the City of Alpharetta:

Choose as many as you like

<p>Provides additional density allowances in return for the developer providing one or more identified community benefits, such as open space, workforce housing units, or other public amenities.</p> <p>A Density Bonuses & Flexible Design Standards</p>	<p>Creates a secondary house or apartment that shares the lot of the primary house, including garage apartments, in-law suites, and granny flats.</p> <p>B Accessory Dwelling Units (ADUs)</p>
<p>Relaxes parking requirements, which can decrease development costs that result in more affordable units.</p> <p>C Flexible/Reduced Parking</p>	<p>Offers an efficient and predictable process that uses codified and consistent zoning and development regulations to enable new housing developments.</p> <p>D By-Right Development</p>
<p>Provides public land at below-market price, which lowers the cost of development, allowing for lower rents.</p> <p>E Public Land</p>	<p>Reduces the tax burden on properties that support affordability goals.</p> <p>F Tax incentives</p>
<p>Closes the gap for desirable, but otherwise infeasible, developments.</p> <p>G Public Funding</p>	<p>Develops public land through a partnership between the City and private developer(s) that include affordable housing units.</p> <p>H Public/Private Partnerships</p>
<p>Provides tax relief for long-time residents.</p> <p>I Long-Time Owner Occupancy Program</p>	<p>Offers non-traditional ways to own a primary residence; for instance, by being a shareholder of the co-op instead of outright ownership of a unit.</p> <p>J Alternative Ownership Models</p>
<p>Reduces energy costs through energy-efficient updates and by providing rate caps on utilities.</p> <p>K Utilities</p>	

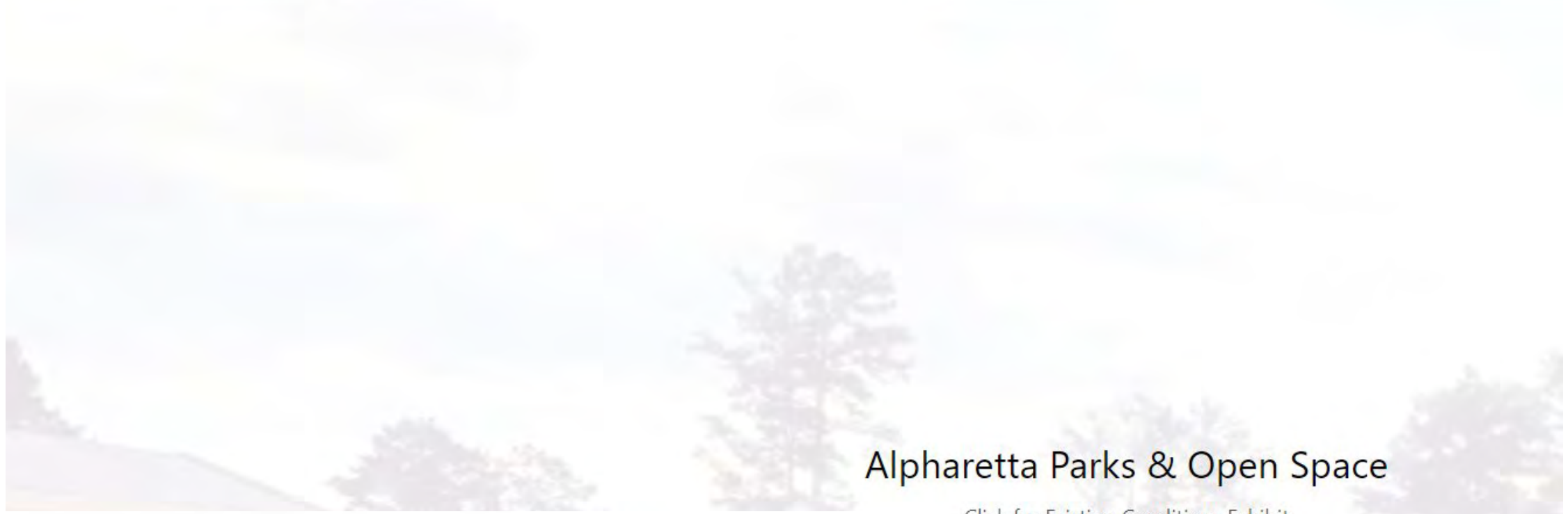
OK ✓



6 → Any final thoughts about housing that you would like to share with us?

Type your answer here...

Submit press Ctrl + Enter ↵



Alpharetta Parks & Open Space

[Click for Existing Conditions Exhibit](#)

Tell us your ideas press Enter ↵

● Takes 1 min

A Little Bit of Background Before We Begin:

There are 3 Main Types of Open Space/Recreation: *Active, Passive, and Natural.*

Active - refers to a structured individual or team activity that requires the use of special facilities, courses, fields, or equipment. Team sports and playgrounds are two main examples of active recreation.

Passive - refers to activities that do not require prepared facilities like sports fields or pavilions. Physical activity and play are permitted but in a more unstructured manner. Examples include walking/hiking paths or picnic tables near a lake.

Natural - Area preserved and managed to protect its natural environment or aesthetic quality or to protect health, safety and welfare by providing open spaces between roadways or development, with recreation and leisure activity serving as a secondary function.

Now you will tell us which of these you think the city needs more of and where. But first, a little instruction about the mapping exercise (Hit "Continue").

Continue press Enter ↵

DIRECTIONS - The link below will take you into a map. You can click anywhere on the map and add feedback to it (like what kind of open space is needed). But in order to add anything you must first "sign in" in the upper right hand corner. If you don't want to create a login you can use the following credentials below when prompted:

Email: Alpharetta2040@gmail.com
Password: Alpharetta2040

You can also browse through the map and see what others have said (by clicking on icons) and you can like/dislike any feedback given thus far.

[CLICK HERE TO ENTER MAP EXERCISE](#)

[Submit](#) press Ctrl + Enter



The screenshot shows the Map Social website interface for the Alpharetta Comprehensive Plan 2040. The map is overlaid with various colored lines and icons representing feedback. A legend on the right side of the map lists the following items:

- "SIGN IN" - THEN CLICK ON THE MAP TO ADD YOUR INPUT!
- Existing Favorite Walking/Riding Routes
- Trail Connections or Enhanced Sidewalks You Would Like to See
- Better Crosswalk Needed
- Active Open Space/Park Space Needed
- Passive Open Space/Park Space Needed
- Natural Open Space/Park Space Needed
- Other Feedback/Ideas

The map shows a satellite view of Alpharetta, Georgia, with various roads and landmarks labeled. The legend is located in the top right corner of the map area.

" **Placemaking** is defined as:

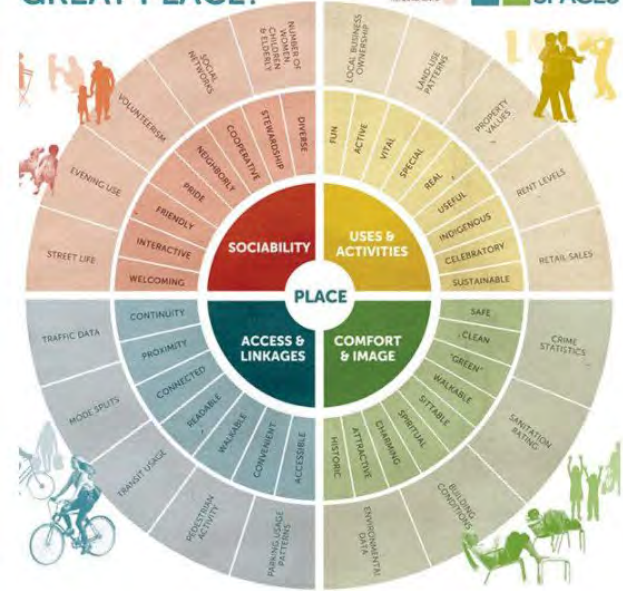
"a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness & well-being."

The following series of questions help us better understand how *you* (the citizens of Alpharetta), define placemaking. This will allow us to move toward implementing these ideas to the benefit of our community.

Continue

press Enter ↵

WHAT MAKES A GREAT PLACE?



1 → What Makes a Great Place?
 Think about your favorite places to visit. Or places you most like spend time in. Then look at the 'place wheel' to the left. What are the **3 most important elements** on the wheel that are characteristic of the place you are thinking of? (Click to Enlarge Image)

Write all 3 on the same line below:

Type your answer here...

WHAT MAKES A GREAT PLACE?



3 → Imagine you are **starting a new business** and deciding where you wanted to open the business. What would be your **top 2 characteristics** from the wheel in terms of what you would want the area around your new business to be like? (Click to Enlarge Image)

Write both of them on the same line below:

Type your answer here...

WHAT MAKES A GREAT PLACE?



2 → Imagine you are **changing residences** and deciding what kind of a neighborhood you want to live in. What would be your **top 2 characteristics** from the wheel that you most want in that new neighborhood? (Click to Enlarge Image)

Write both of them on the same line below:

Type your answer here...

" The following questions are part of an **Image Survey** where you will pick your favorite example from a series of images within a certain placemaking theme. There are 7 total placemaking themes:

- Public Art
- Natural Areas
- Organized Play
- Outdoor Seating
- Multi-Use
- Outdoor Recreation
- Markets

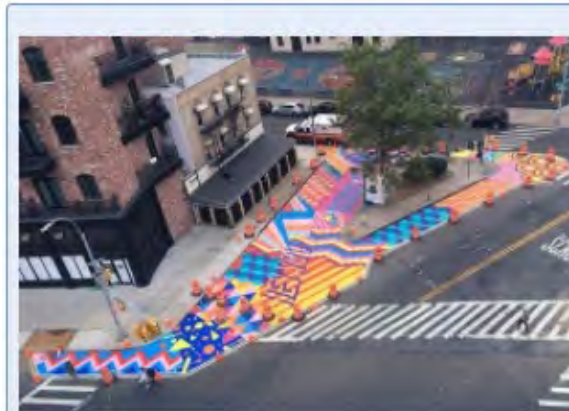
Continue

press Enter ↵

4 → Which is your most ideal example of **Public Art**?



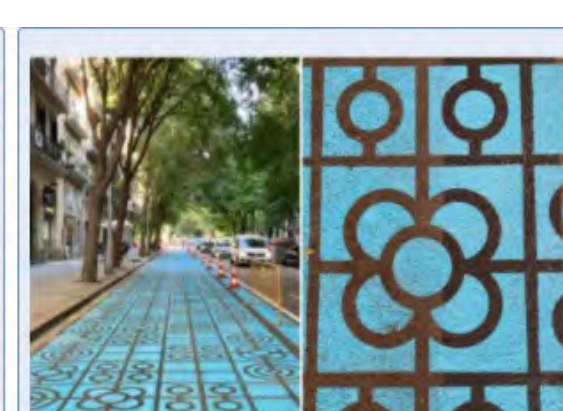
A



B



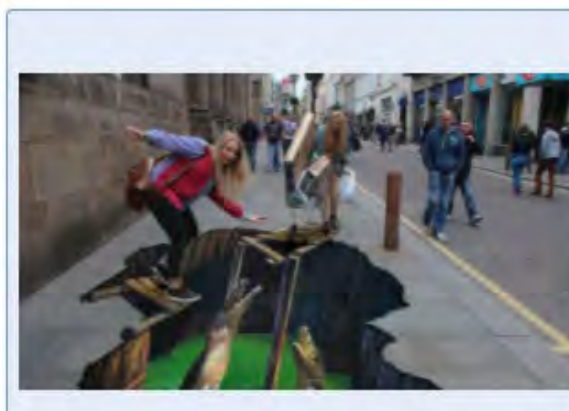
G



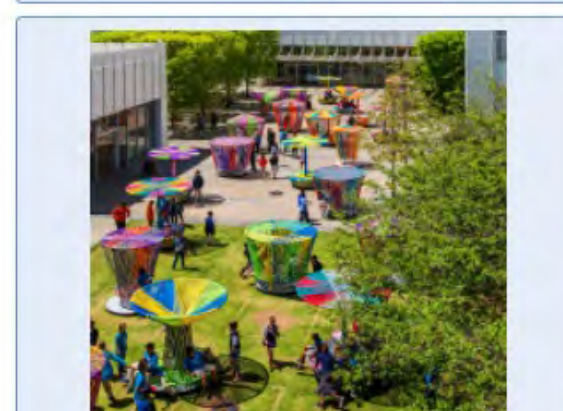
H



C



D



I



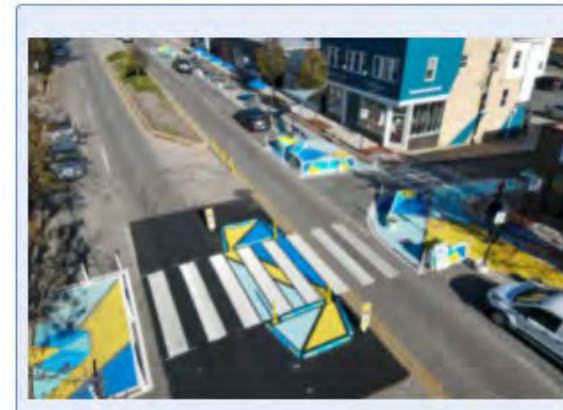
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E

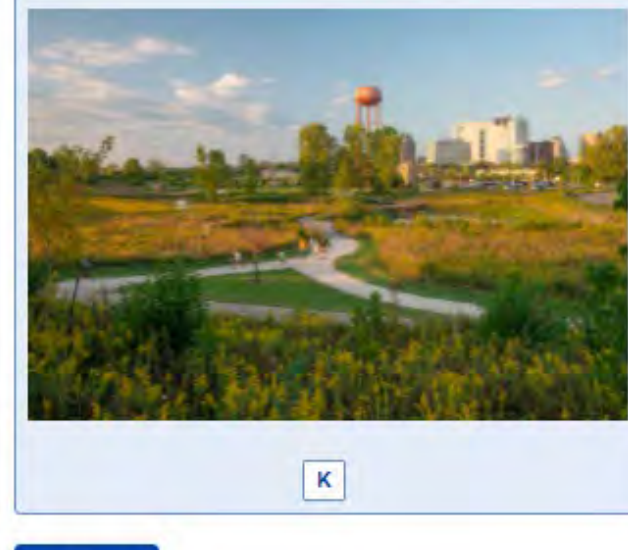
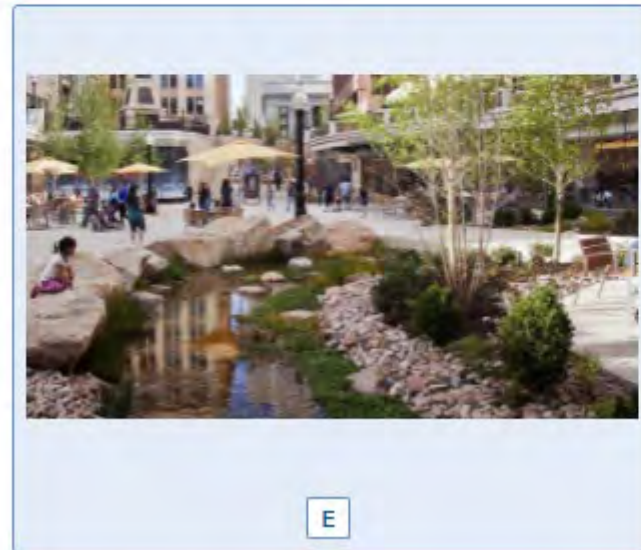
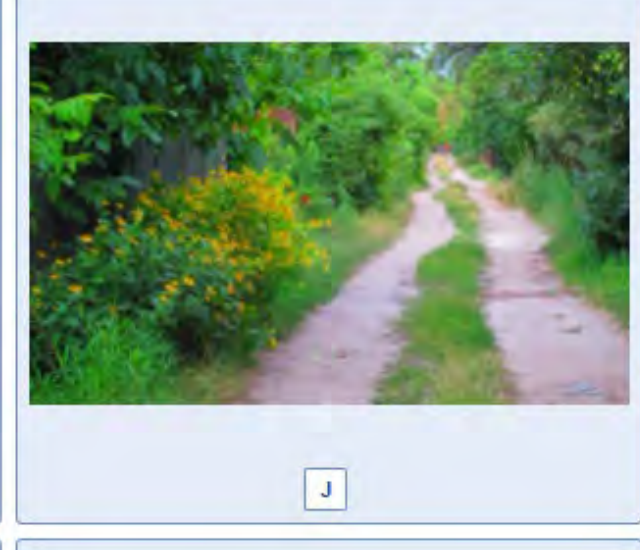
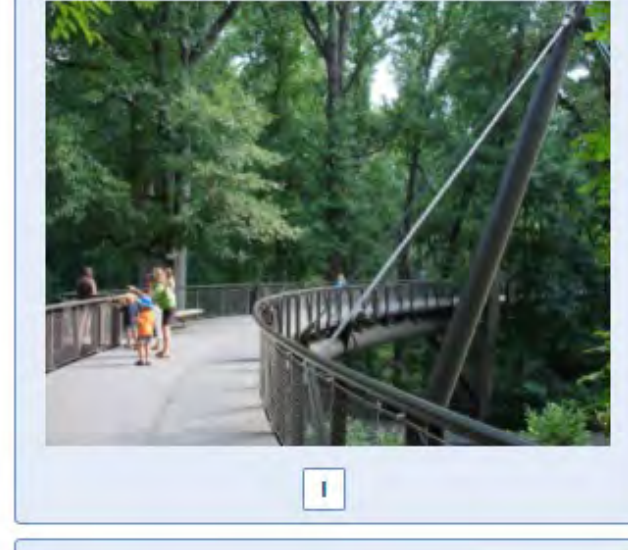
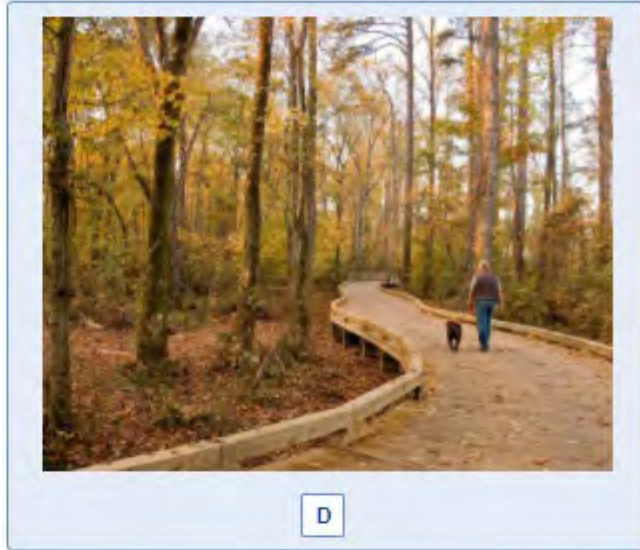
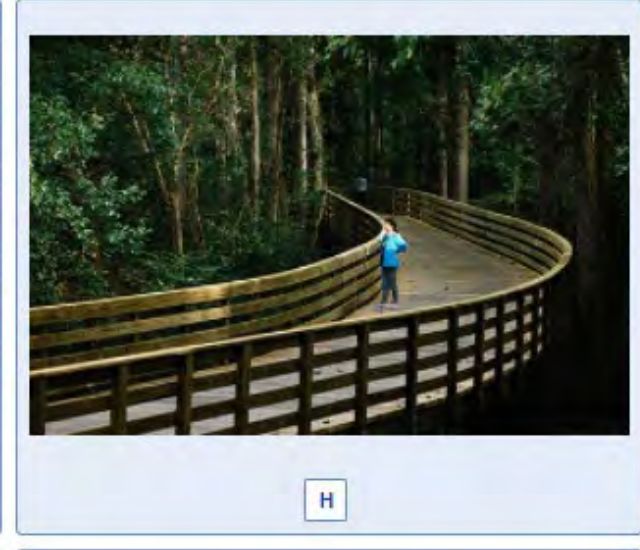
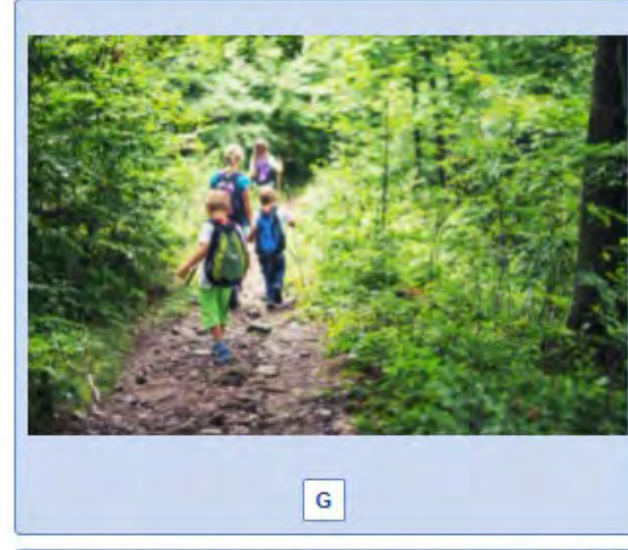


F



K

5 → Which is your most ideal example of a **Natural Area**?



OK ✓

6 → What is your most ideal example of **Organized Play?**



A



B



C



D



E



F



G



H



I



J

OK ✓

7→ What is your most ideal example of **Outdoor Seating**?



A



B



C



D



E



F



G



H



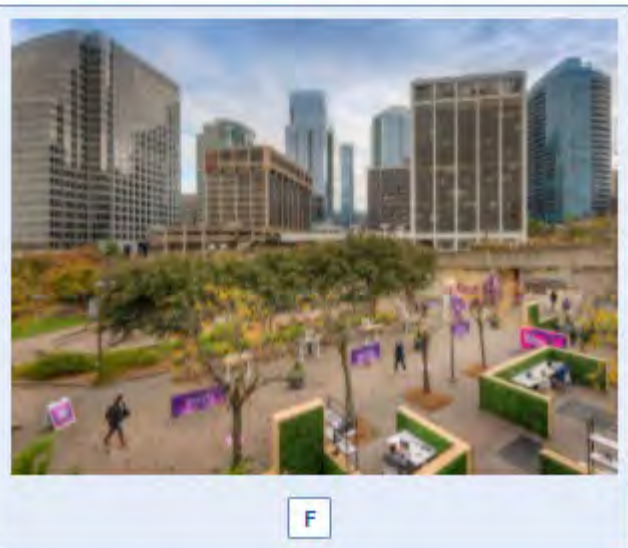
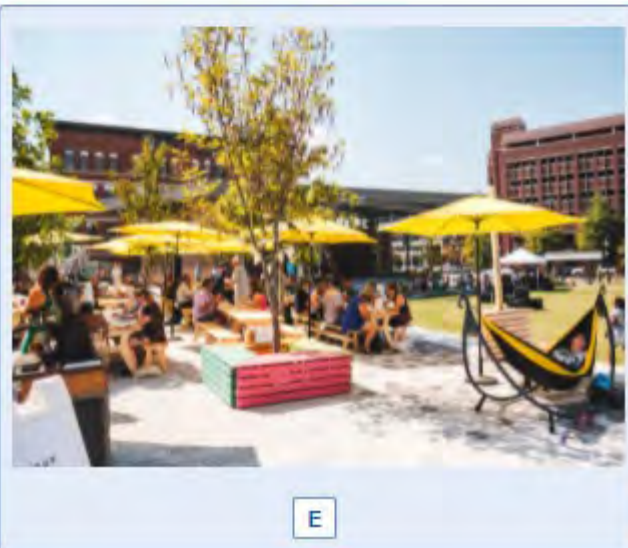
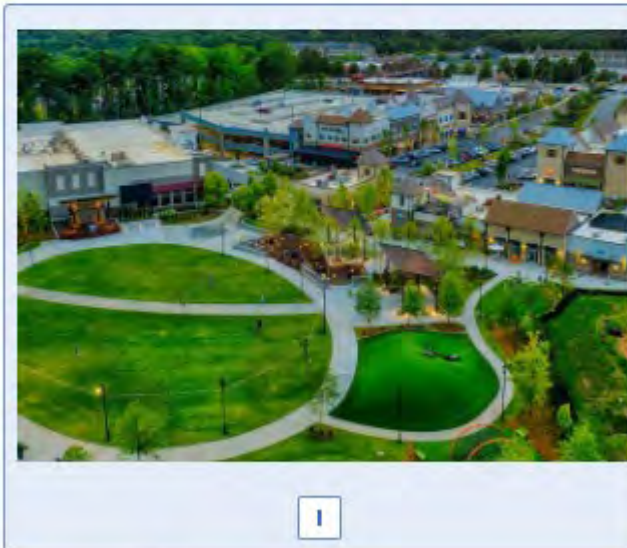
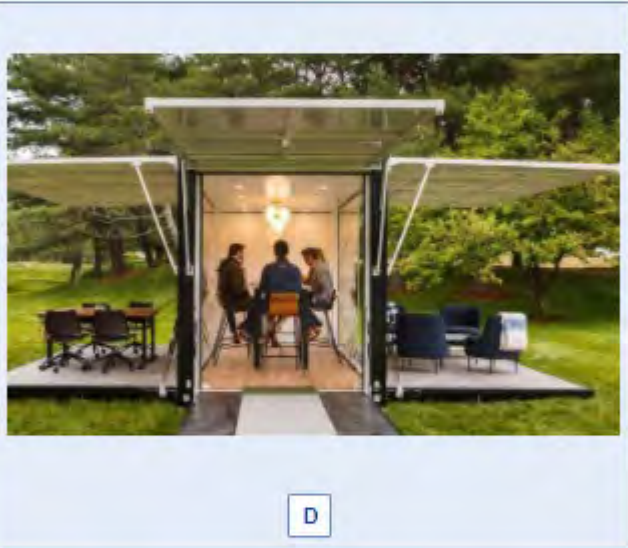
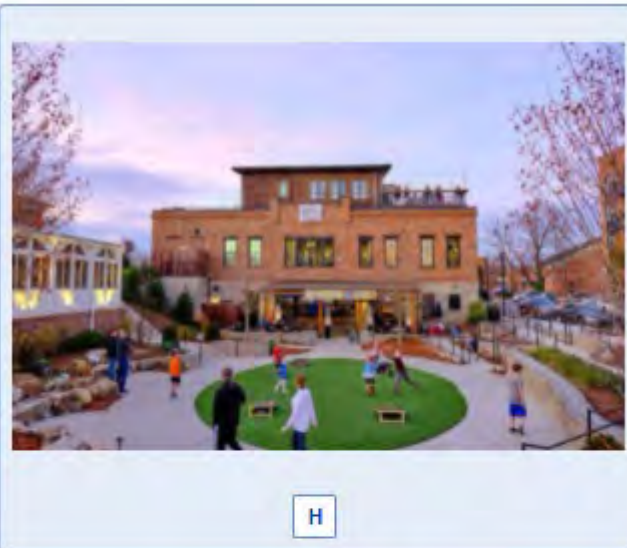
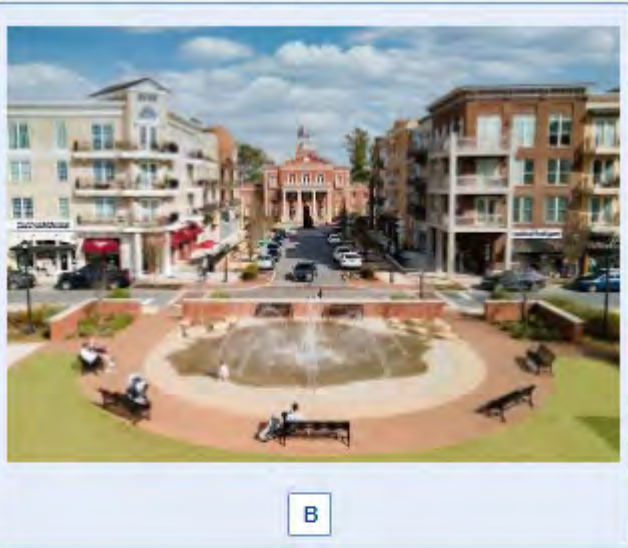
I



J

OK ✓

8 → What is your most ideal example of **Multi-Use** Space?



OK ✓

9 → What is your most ideal example of **Outdoor Recreation**?



A



B



G



H



C



D



I



E



F

OK ✓

10 → What is your most ideal example of a **Market?**



A



B



C



D



E



F



G



H



I



J

OK ✓









2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name Todd Stratton

Contact Info (Email) todd.donald.stratton@gmail.com

Comment _____

Great session. Transparent. Like
opportunity to give input



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name ~~Paula~~ PAULA H. Ferguson

Contact Info (Email) us@stereandpaulaferguson.com

Comment Thanks for taking time to inform
& educate us on various sectors of
city gov.



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name Jack Murphy

Contact Info (Email) JACK.MURPHY@ATT.NET

Comment Very good session



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name Steve Kwezo

Contact Info (Email) ozenks123@gmail.com

Comment _____

Great opportunity for
people to help out



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name LINDA + TONY BEIDERBACK

Contact Info (Email) LBEIDERBACK@RELOCATIONREALTYINC.COM

Comment CITY IS DOING A GREAT JOB



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name Nick Grecco

Contact Info (Email) nigrecco@comcast.net

Comment Great event. Public officials
are super nice + well informed.
fosters good community involvement

2 Tom & Patti Weyand — TW@mwsales.net

1 Rebecca Zavacky — rebecca.zavacky@gmail.com

2 Diane Grecco ^{#Nico} — DGRECCO@comcast.net

2 Melanie Levy — amorancemgr@greystar.com

ERYNE GRAVES —

2 Shawn & Lisa Presnell — RSPLDP@bellsouth.net

2 Christine & Ed Kujawski — zimmergal16@yahoo.com

+3

2 Tony ^{& Linda} ~~Settost~~ Bilderback

Brett Marsengill — BMarsengill@edcastro.com

John Flipes

Paula Ferguson — US@stereandpaulaferguson.com

~~Paula Ferguson~~

4 Hong Taing — Julie.Hong.tang@gmail.com

2

Jaimin Joshi — JoshiJaimin@yahoo.com

Heather Joshi — heathermariajoshi@gmail.com

2

50 DJ Teshale (sarvey)

52 Jeff Brathall — Jeff@brathall.com

+2

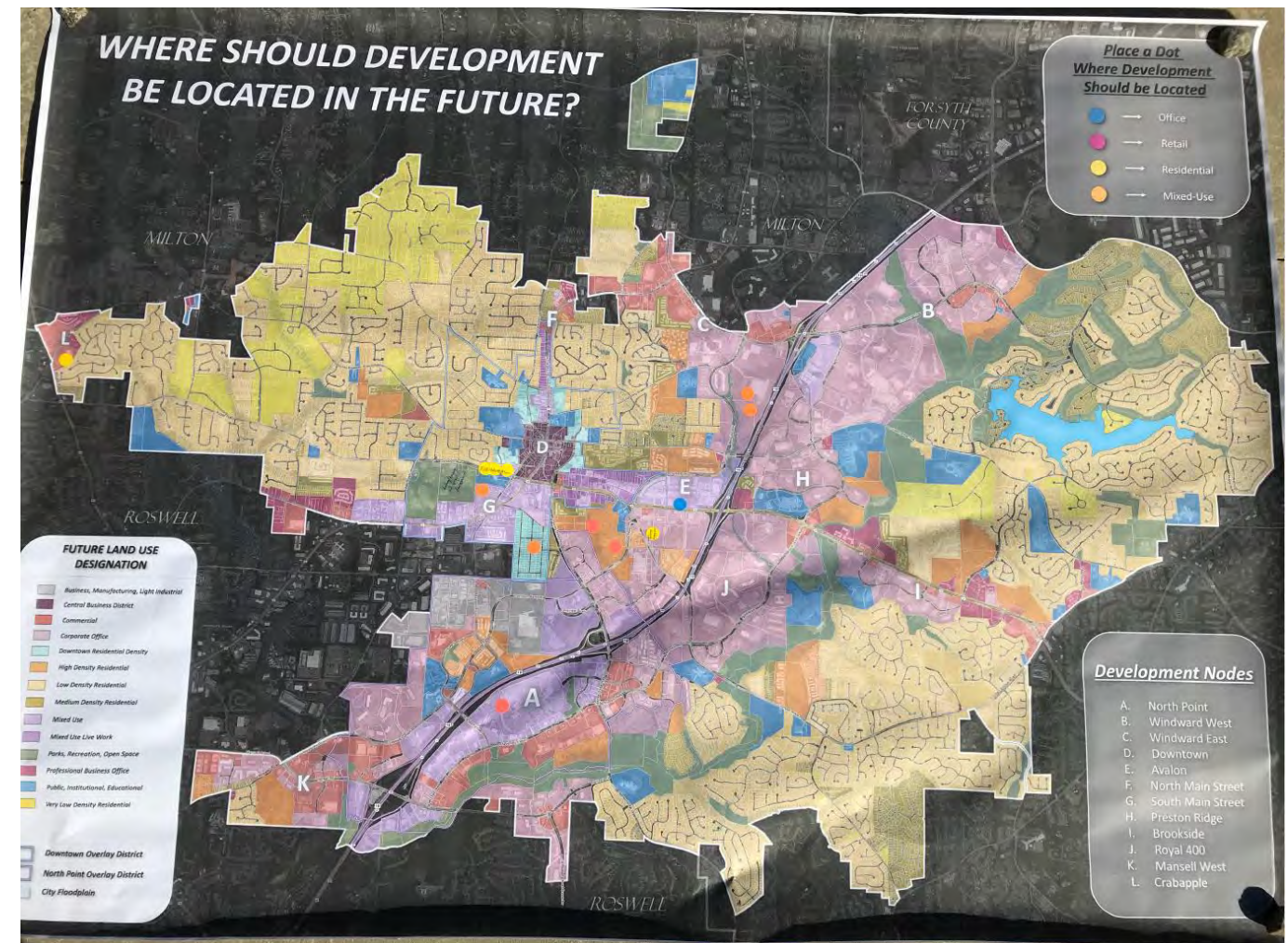
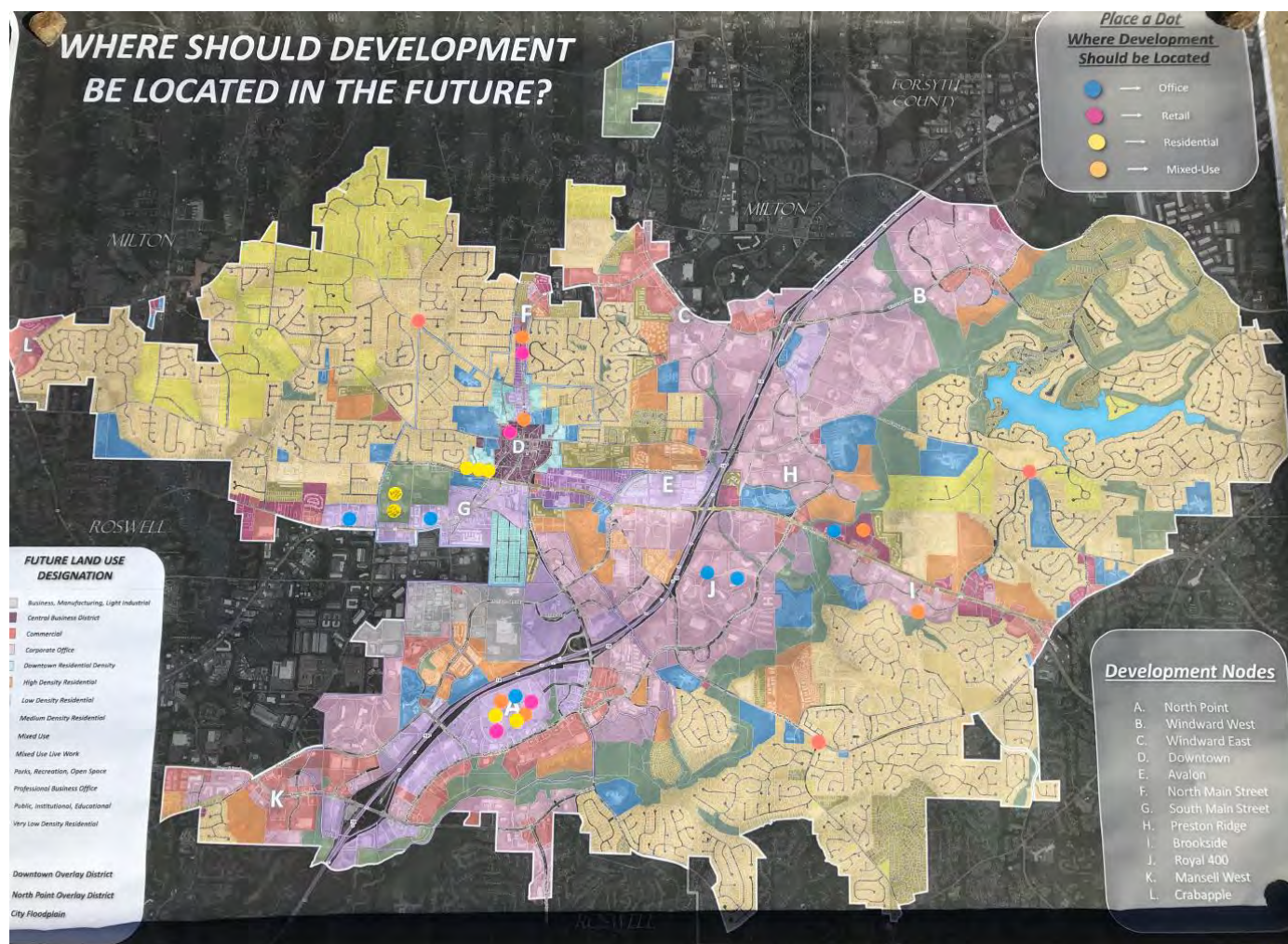
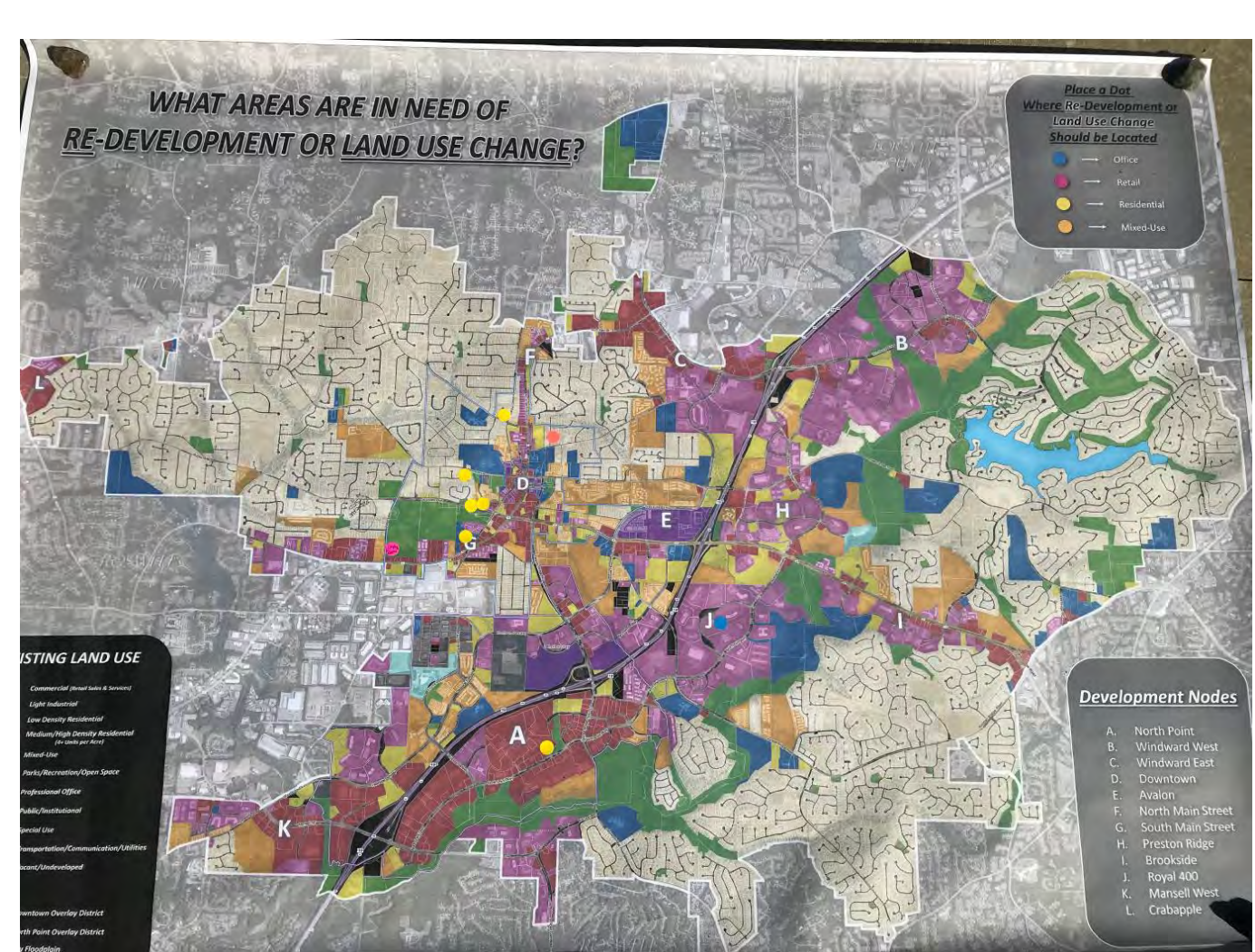
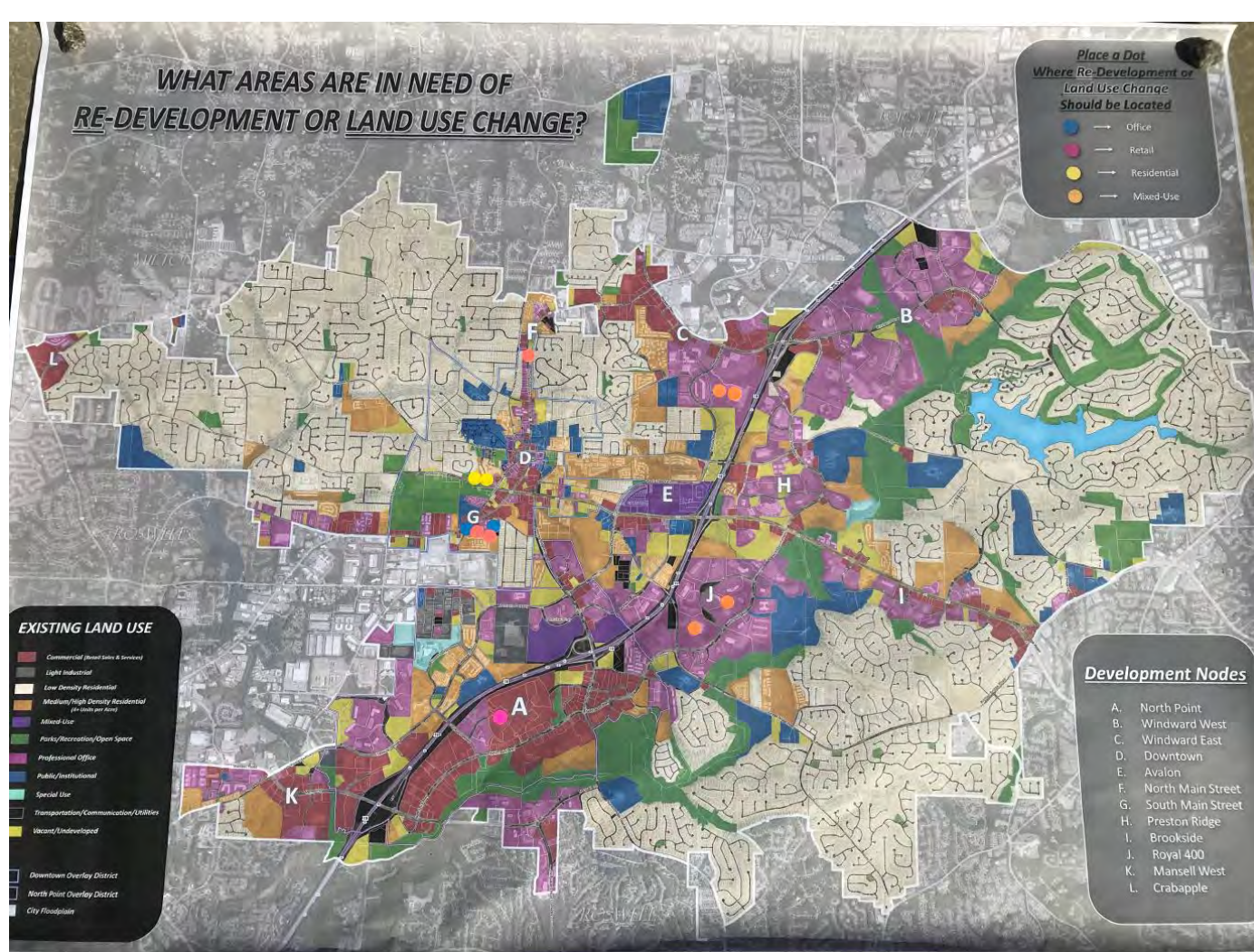
Public Workshop #1 Comp Plan 2040 Update

Wednesday, October 7, 2020 from 6:00 PM to 7:30 PM (EDT)
Brooke Street Park - 2 Park Plaza - City Hall - Alpharetta, GA 30009

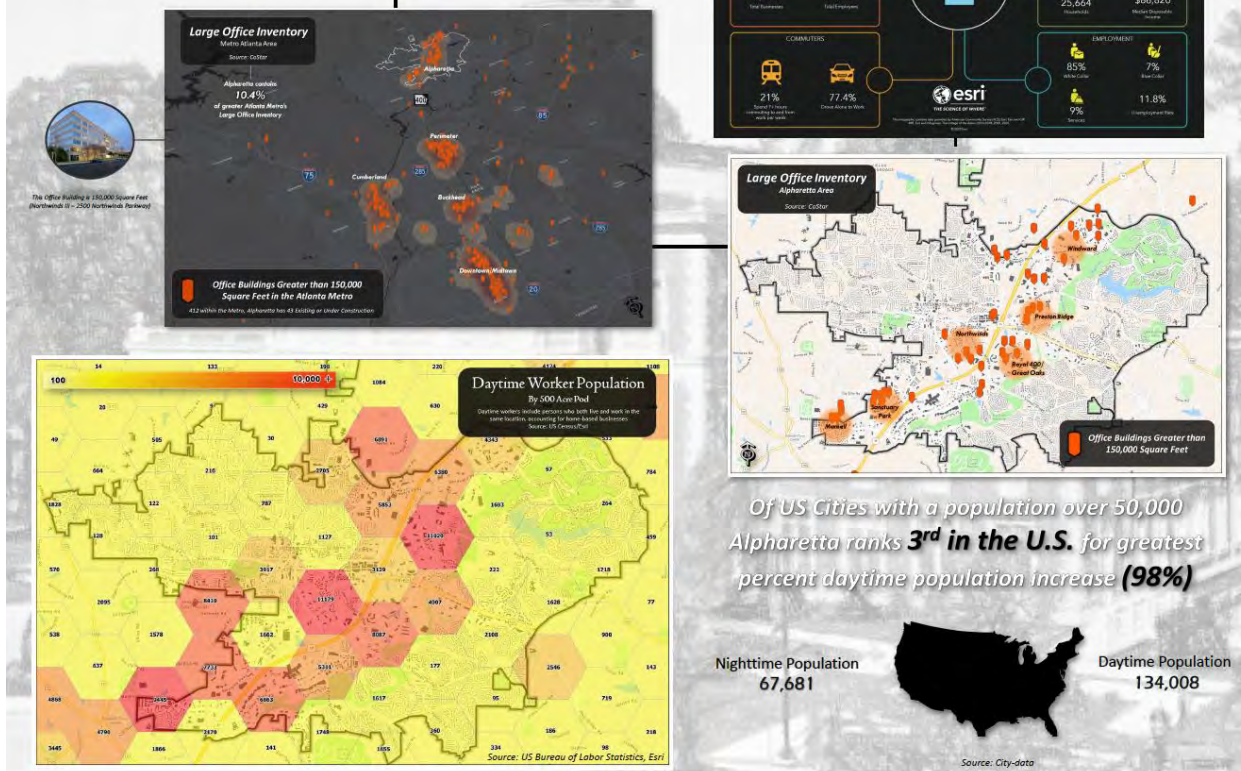
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Public Workshop #1 Comp Plan 2040 Update

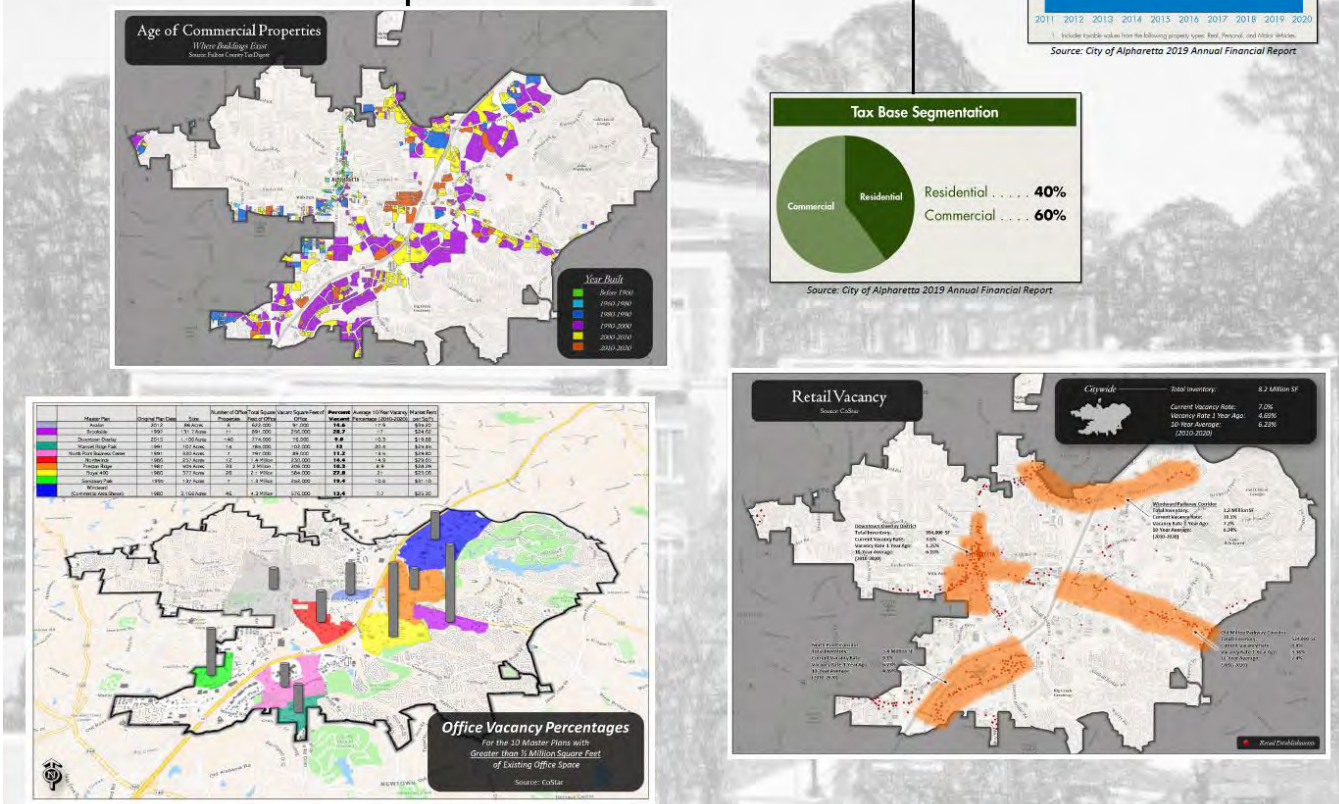
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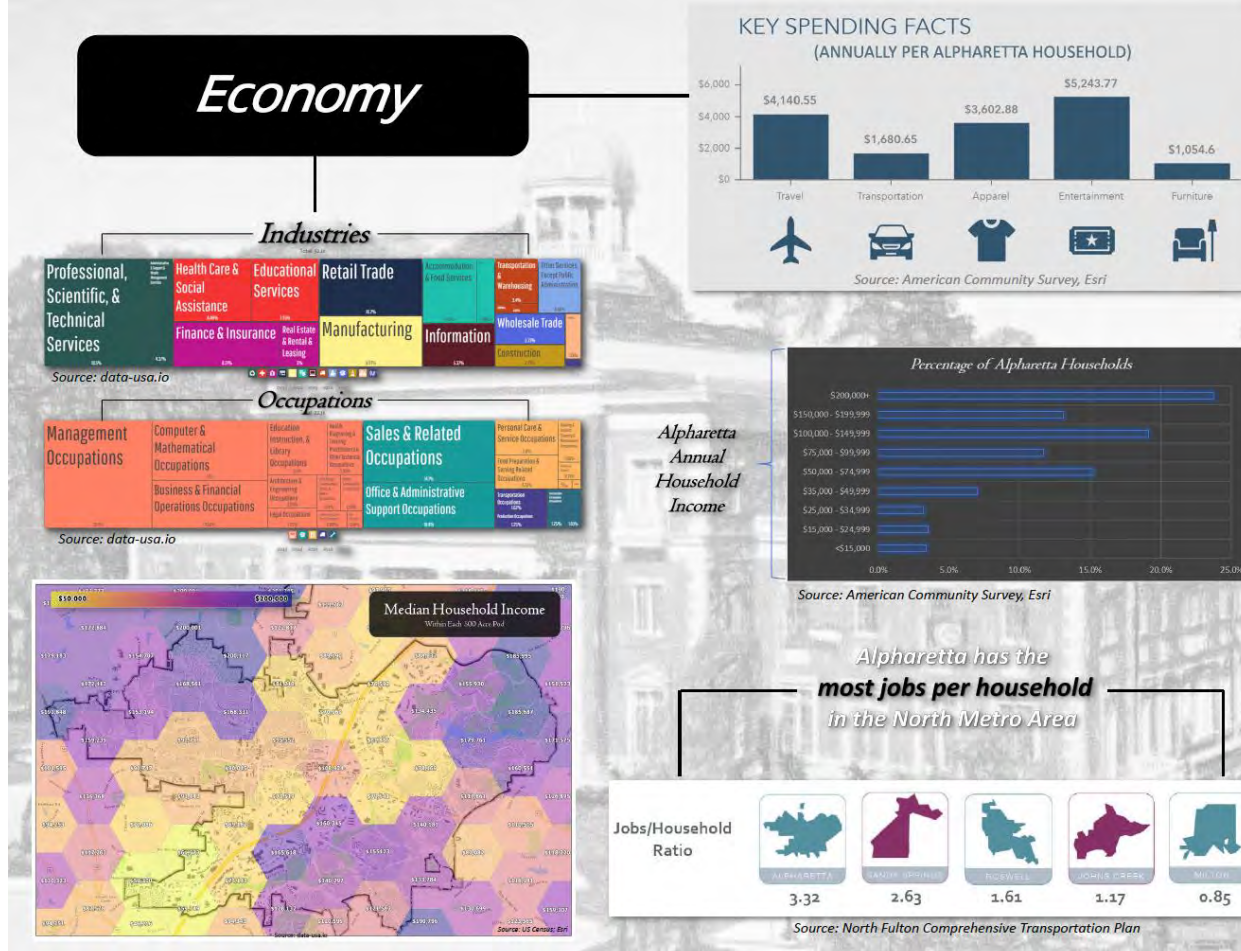
Economy



Economy



Economy



ECONOMIC DEVELOPMENT ELEMENT

Proposed 2040 Community Policies:
 Text in BLACK is taken from the 2035 Comprehensive Plan.
 Text in BLUE, underline format represents community input from the Preliminary Survey and Steering Committee

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.

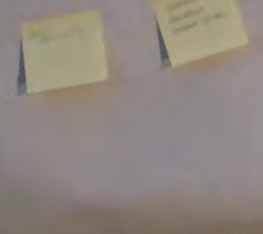
ED Policy 5: Participate in regional efforts that support economic development.

ED Policy 6: Promote placemaking as a means to create interesting, sustainable (re)developments.

ED Policy 7: Maintain a list of vacant office and retail space and promote infill with compatible uses and amenities that enhance synergy within the developments.



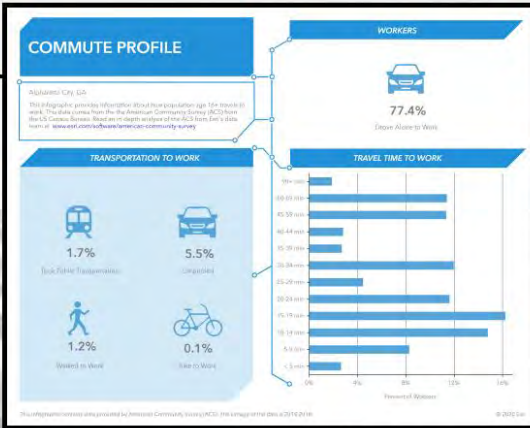
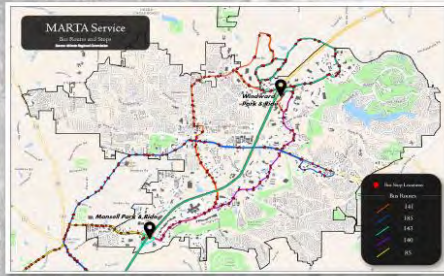
Are we missing anything? (Use your Sticky Notes!)



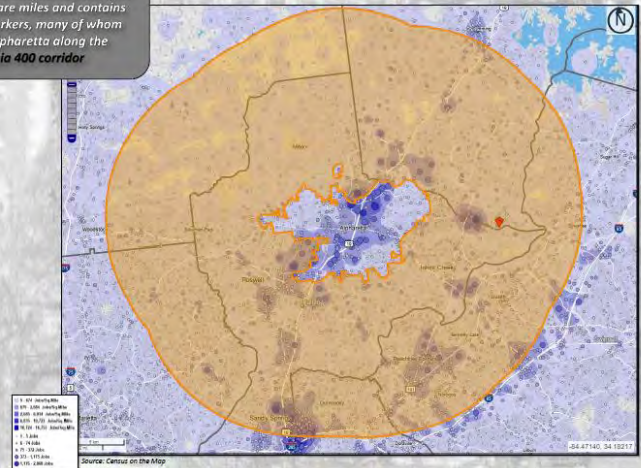
Transportation

Household Vehicle Availability (ACS)
Source: American Community Survey

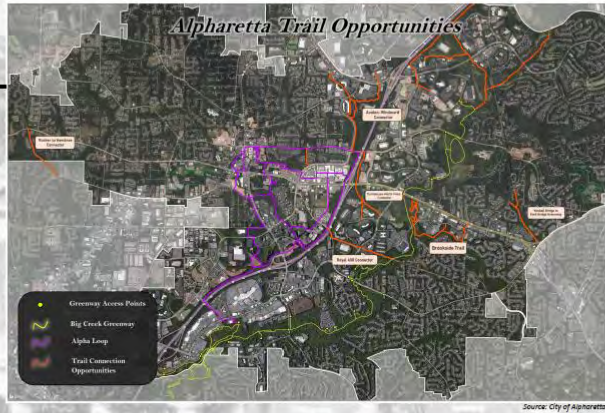
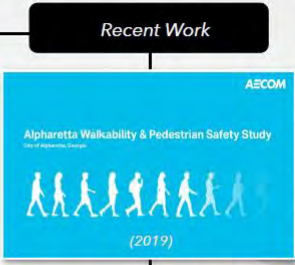
	Owner	Renter	Total
No Vehicles	202	684	886
1 Vehicle	3,024	4,548	7,572
2 Vehicles	8,469	2,676	11,145
3 Vehicles	3,037	352	3,389
4 Vehicles	673	21	694
5 or More Vehicles	104	0	104



The 8-mile area around Alpharetta is over 400 square miles and contains 350,000+ workers, many of whom work in Alpharetta along the Georgia 400 corridor.



Pedestrian Connections



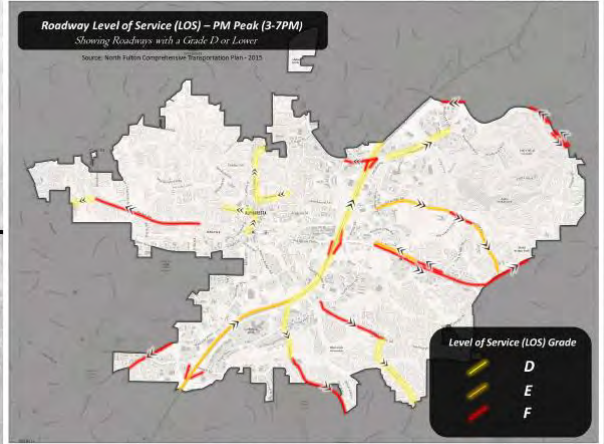
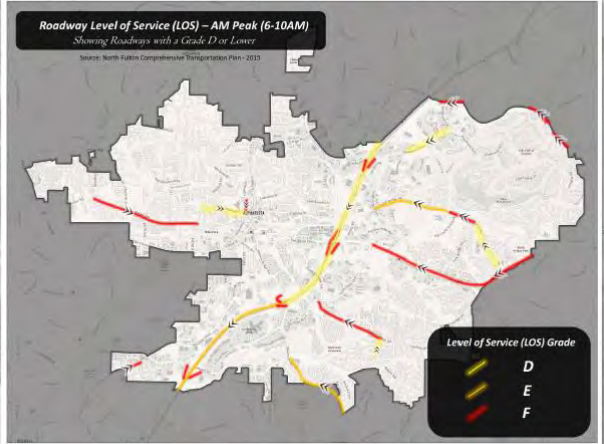
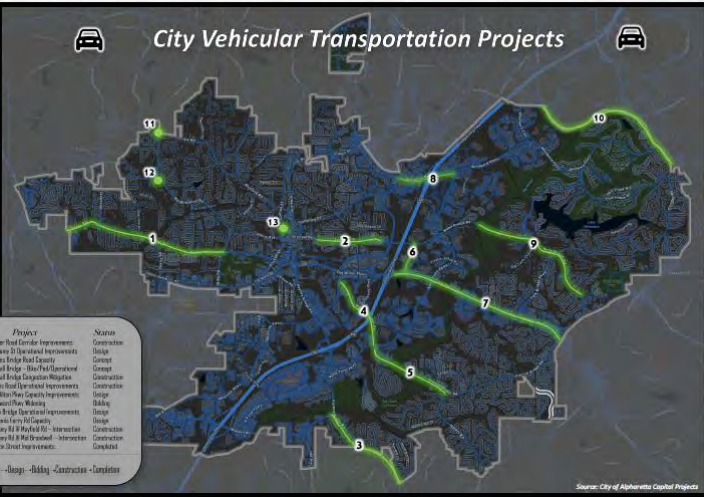
Creating walkable areas and walking/biking trails were ranked as the #1 quality of life and land use priorities in the Comprehensive Plan Preliminary Survey.

Transportation

WHAT IS LEVEL OF SERVICE (LOS)?

Traffic Signal Level of Service

Level of Service	Description	LOS Grade
A	Light traffic flow with little delay. Signal timing is optimal. Delay: <10 seconds.	A
B	Stable flow with little delay. Signal timing is near optimal. Delay: 10-15 seconds.	B
C	Flow with some delay. Signal timing is not optimal. Delay: 15-25 seconds.	C
D	Flow with significant delay. Signal timing is poor. Delay: 25-45 seconds.	D
E	Flow with severe delay. Signal timing is very poor. Delay: 45-90 seconds.	E
F	Flow with extreme delay. Signal timing is terrible. Delay: 90+ seconds.	F



TRANSPORTATION ELEMENT

Proposed 2040 Community Policies:

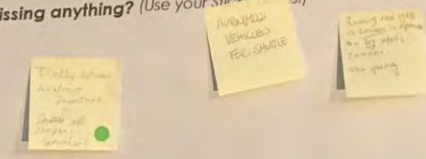
- T Policy 1: Increase transportation accessibility and mobility.
- T Policy 2: Provide multi-modal transportation options.
- T Policy 3: Improve transportation safety and neighborhood livability.
- T Policy 4: Improve the environment and air quality.
- T Policy 5: Maintain and preserve the existing 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.
- T Policy 8: Reduce traffic congestion by planning for alternative transportation options.
- T Policy 9: Encourage the use of innovative traffic management solutions.

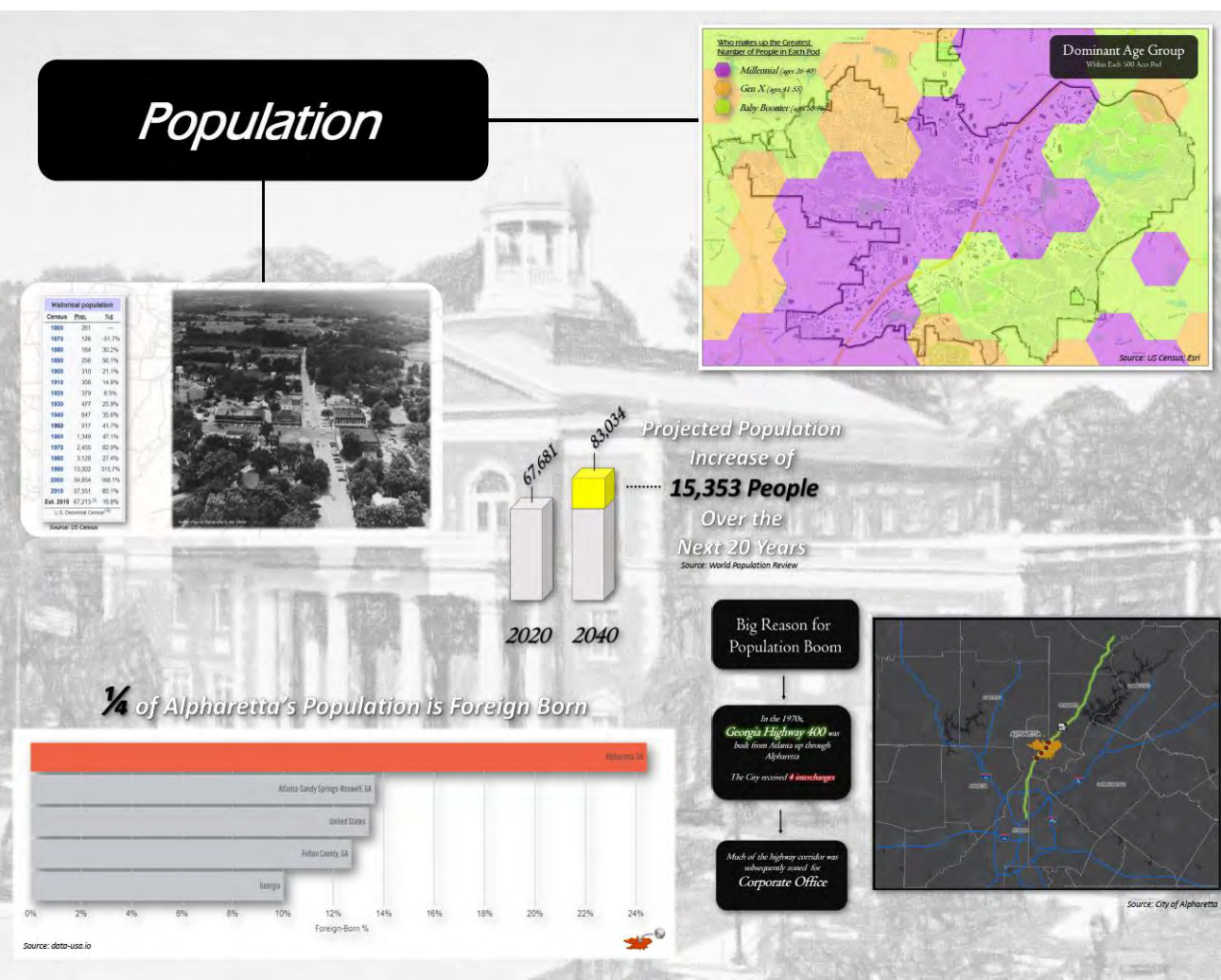
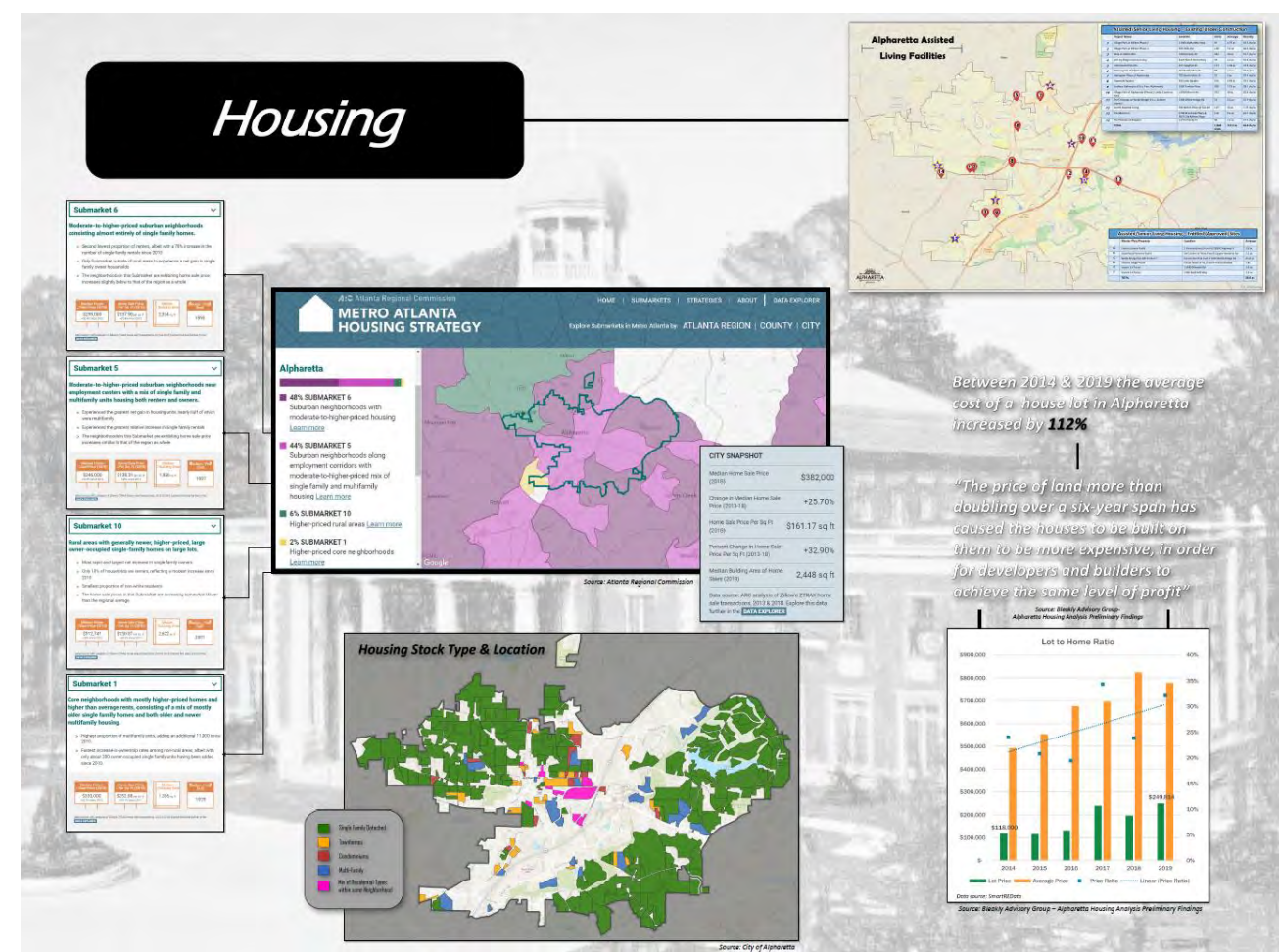
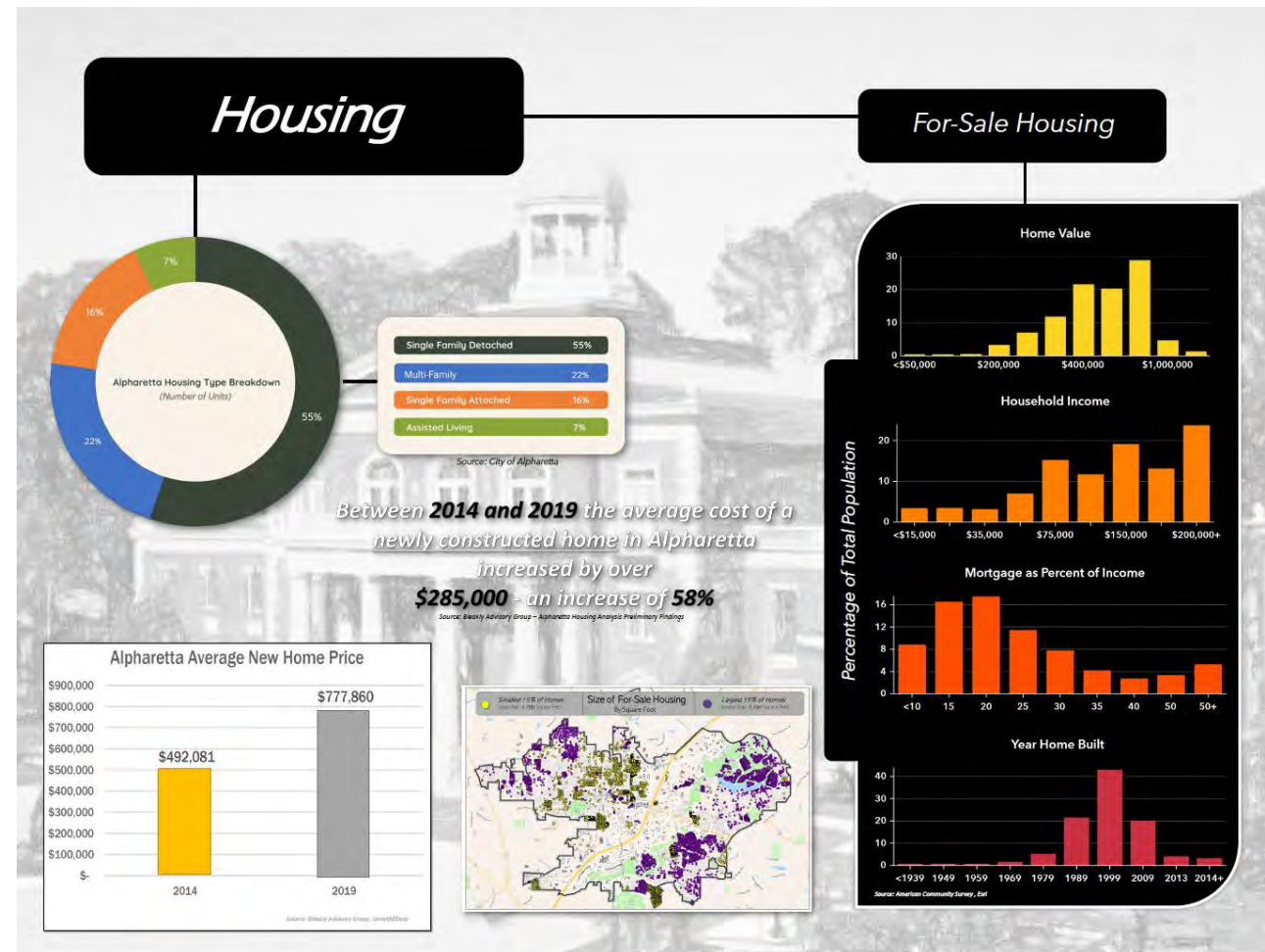
Place a dot only where you feel **STRONGLY** one way or the other (Limit 3 dots total)

Agree = Green Dot Disagree = Red Dot



Are we missing anything? (Use your sticky notes!)





HOUSING ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (Limit 3 dots total)

Agree = Green Dot Disagree = Red Dot

Proposed 2040 Community Policies:

Text in BLACK is taken from the 2035 Comprehensive Plan. Text in BLUE, underline format represents community input from the Preliminary Survey and Steering Committee

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 'owner-occupied' and 'renter-occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'.

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

H Policy 4: Consider the balance of 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.

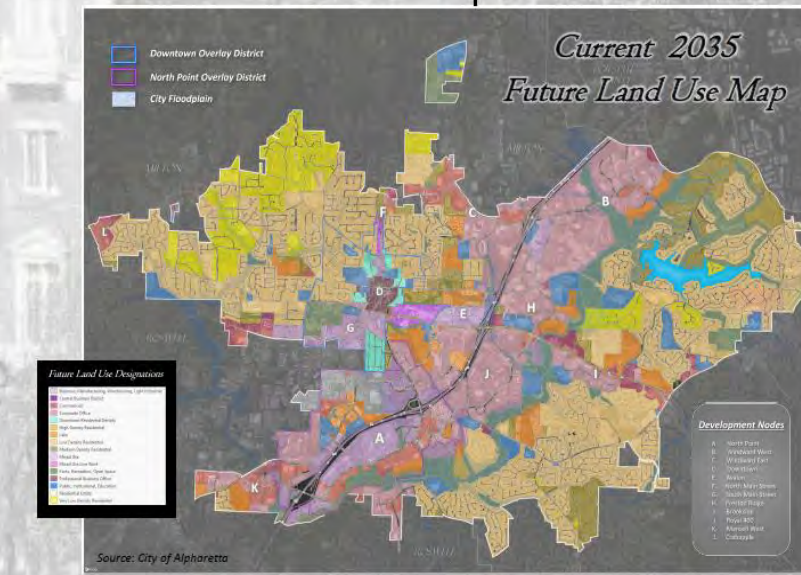
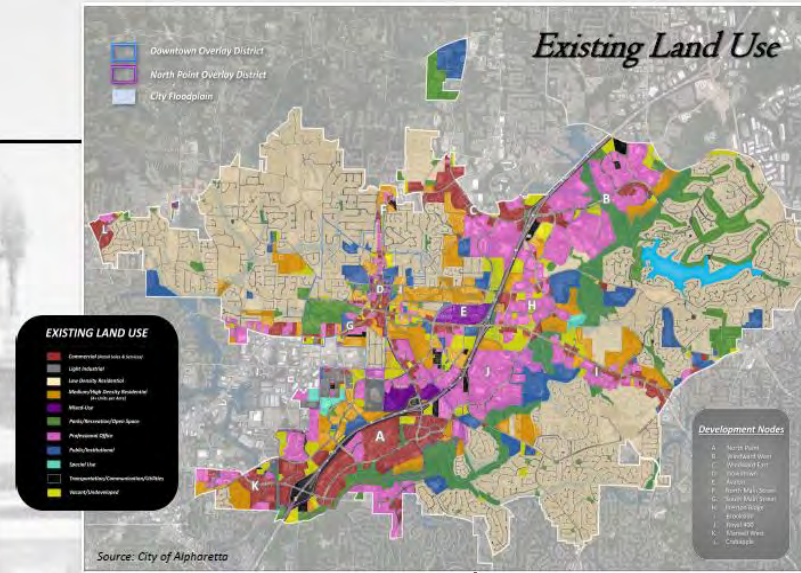
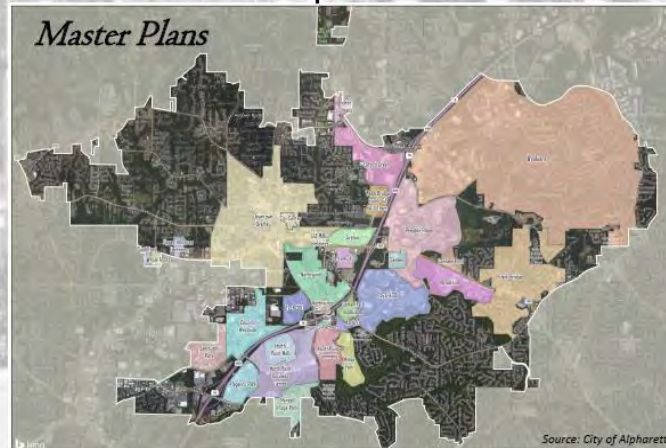
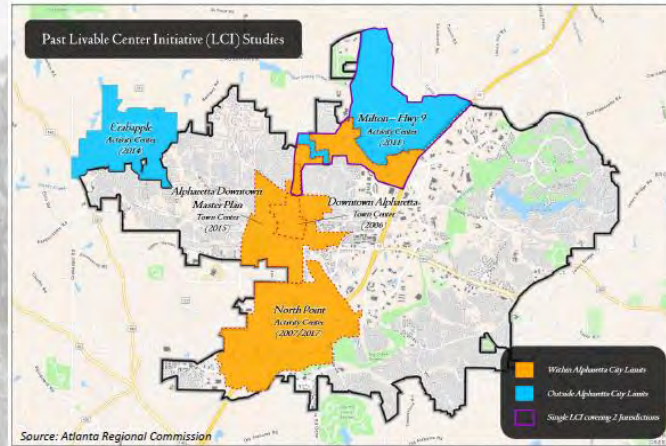
H Policy 6: Ensure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.

H Policy 7: Promote opportunities for "aging in place".

H Policy 8: Promote a variety of housing options, including housing types, price points and age-targeted housing.

Are we missing anything? (Use your Sticky Notes)

Land Use & Planning Areas



LAND USE ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (Limit 3 dots total)

Agree = Green Dot Disagree = Red Dot

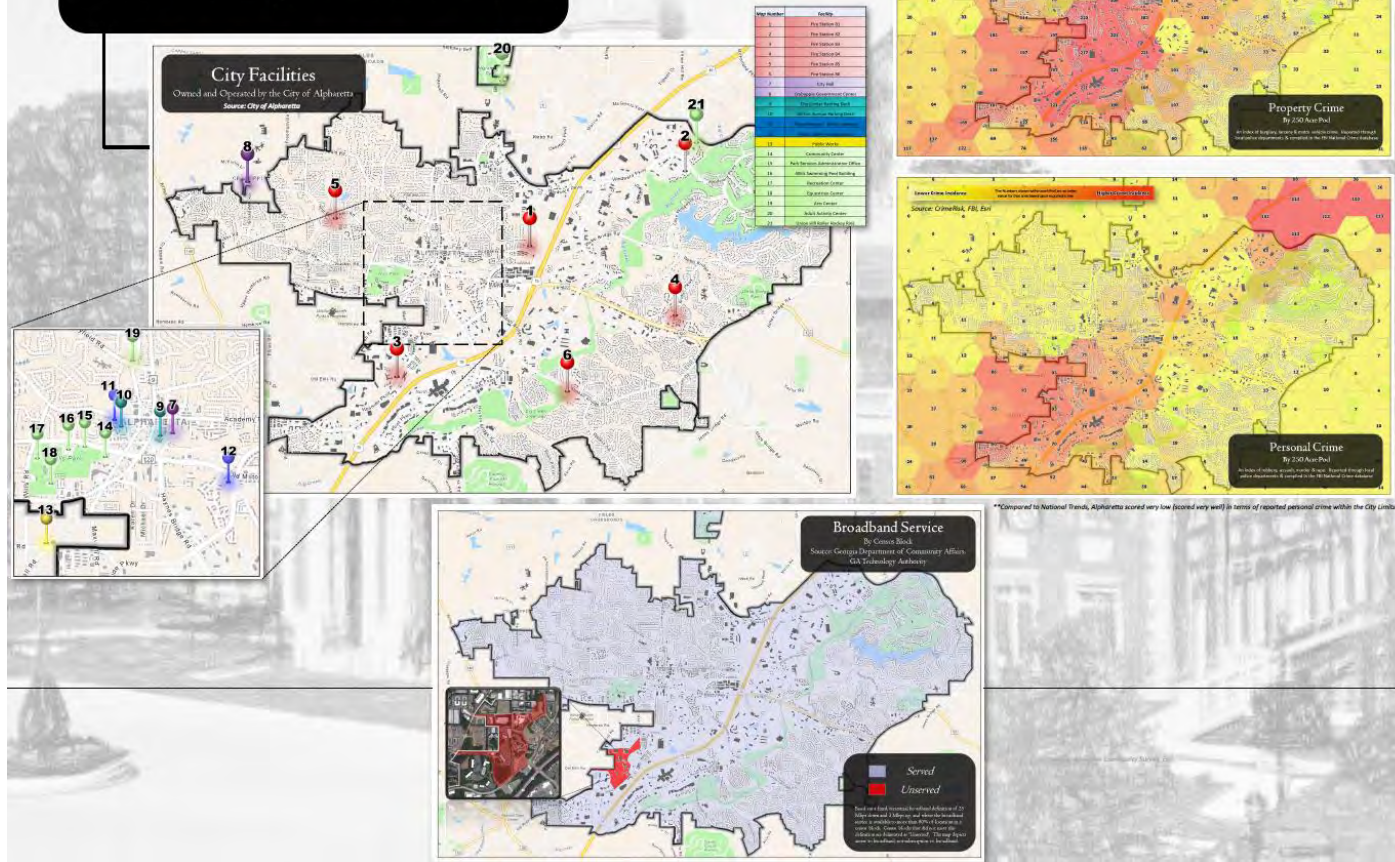
Proposed 2040 Community Policies:

Text in **BLACK** is taken from the 2035 Comprehensive Plan. Text in **BLUE**, underline format represents community input from the Preliminary Survey and Steering Committee.

- 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 retail corridors, with an emphasis on North Point Parkway, South Main Street, Old Milton Parkway and North Main Street, into pedestrian-friendly, mixed use environments to create viable, growing and attractive areas.
- LU Policy 10: Maintain competitiveness of suburban office developments by adding amenities through land use changes, development of multi-use connections, and creating a sense of place or branding.
- LU Policy 11: Promote growth management strategies that limit the development of redundant commercial and residential uses.

Are we missing anything? (Use your Sticky Notes!)

Community Facilities, Public Safety & Broadband



COMMUNITY SERVICES & FACILITIES ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (limit 3 dots total)
 Agree = Green Dot Disagree = Red Dot

Proposed 2040 Community Policies:
 Text in **BLACK** is taken from the 2035 Comprehensive Plan.
 Text in **BLUE**, underline format represents community input from the Preliminary Survey and Steering Committee

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 arts 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.

CSF Policy 6: Promote walkable communities and areas throughout the City.

CSF Policy 7: Promote neighborhood safety and security by implementing the principles of Crime Prevention Through Environmental Design (CPTED).

Are we missing anything? (Use your Sticky Notes!)

NATURAL, HISTORIC & CULTURAL ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (limit 3 dots total)
 Agree = Green Dot Disagree = Red Dot

Proposed 2040 Community Policies:
 Text in **BLACK** is taken from the 2035 Comprehensive Plan.
 Text in **BLUE**, underline format represents community input from the Preliminary Survey and Steering Committee

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 open space and purchase or protect additional open space to meet a 20% open space objective.

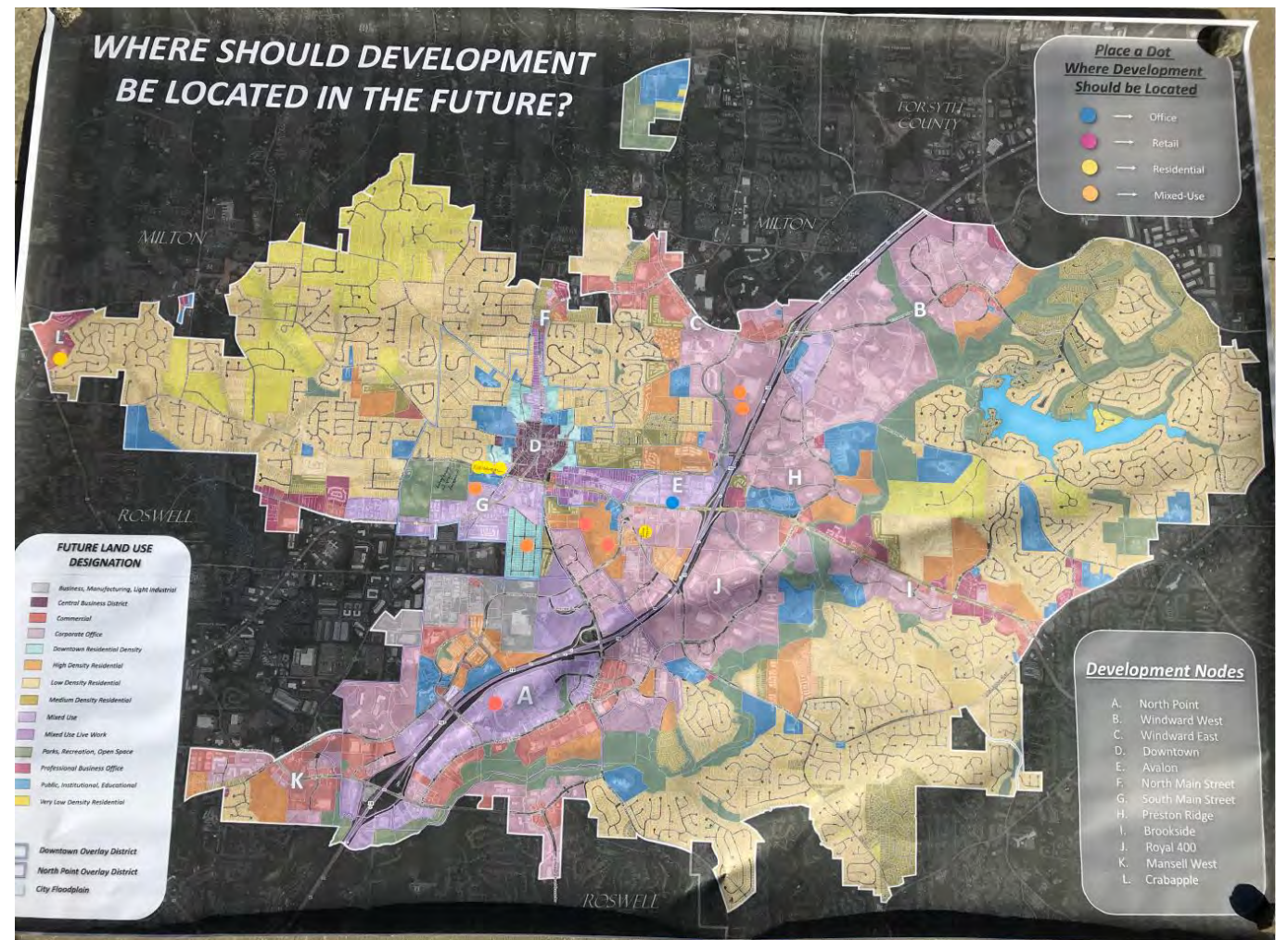
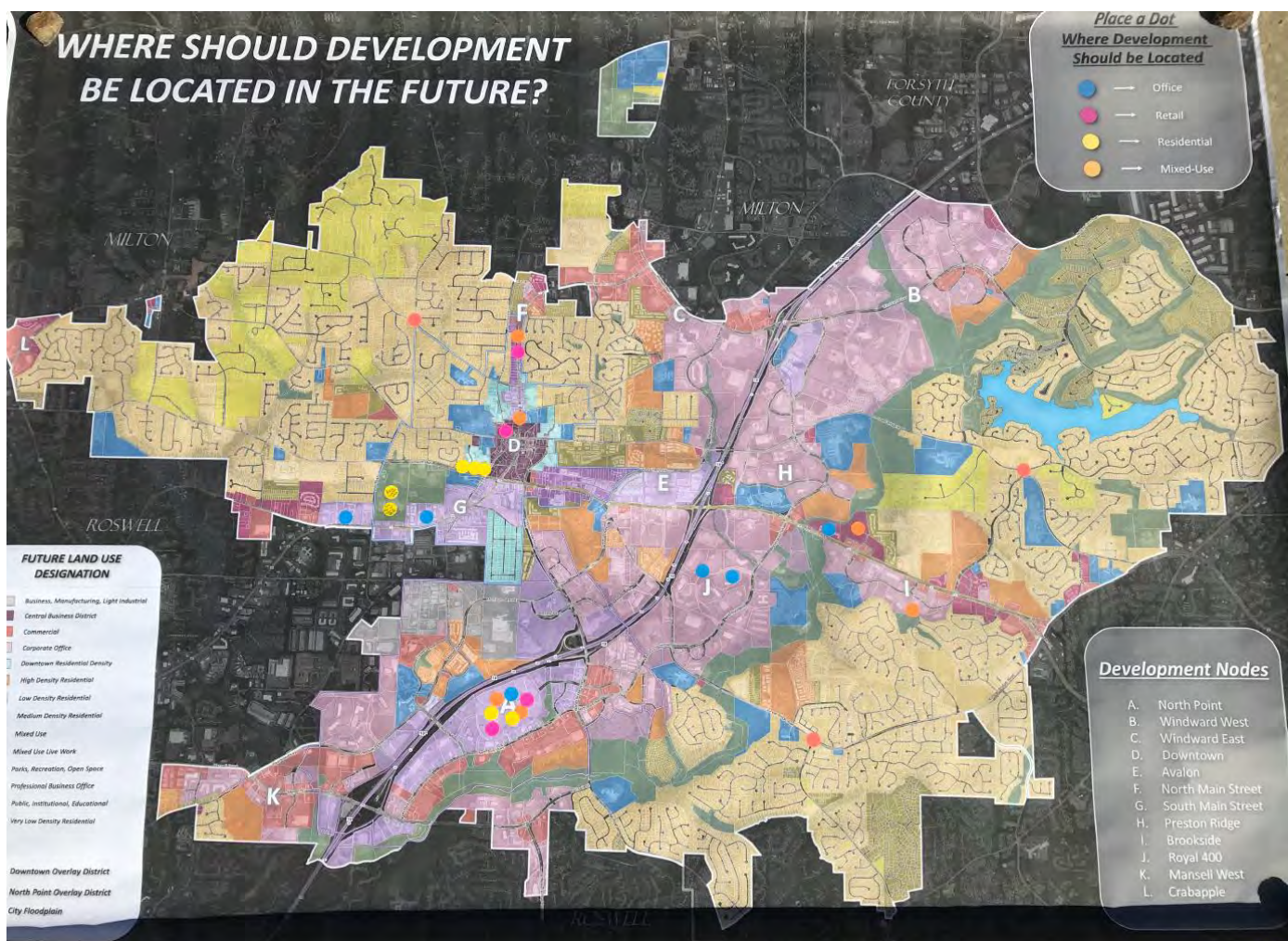
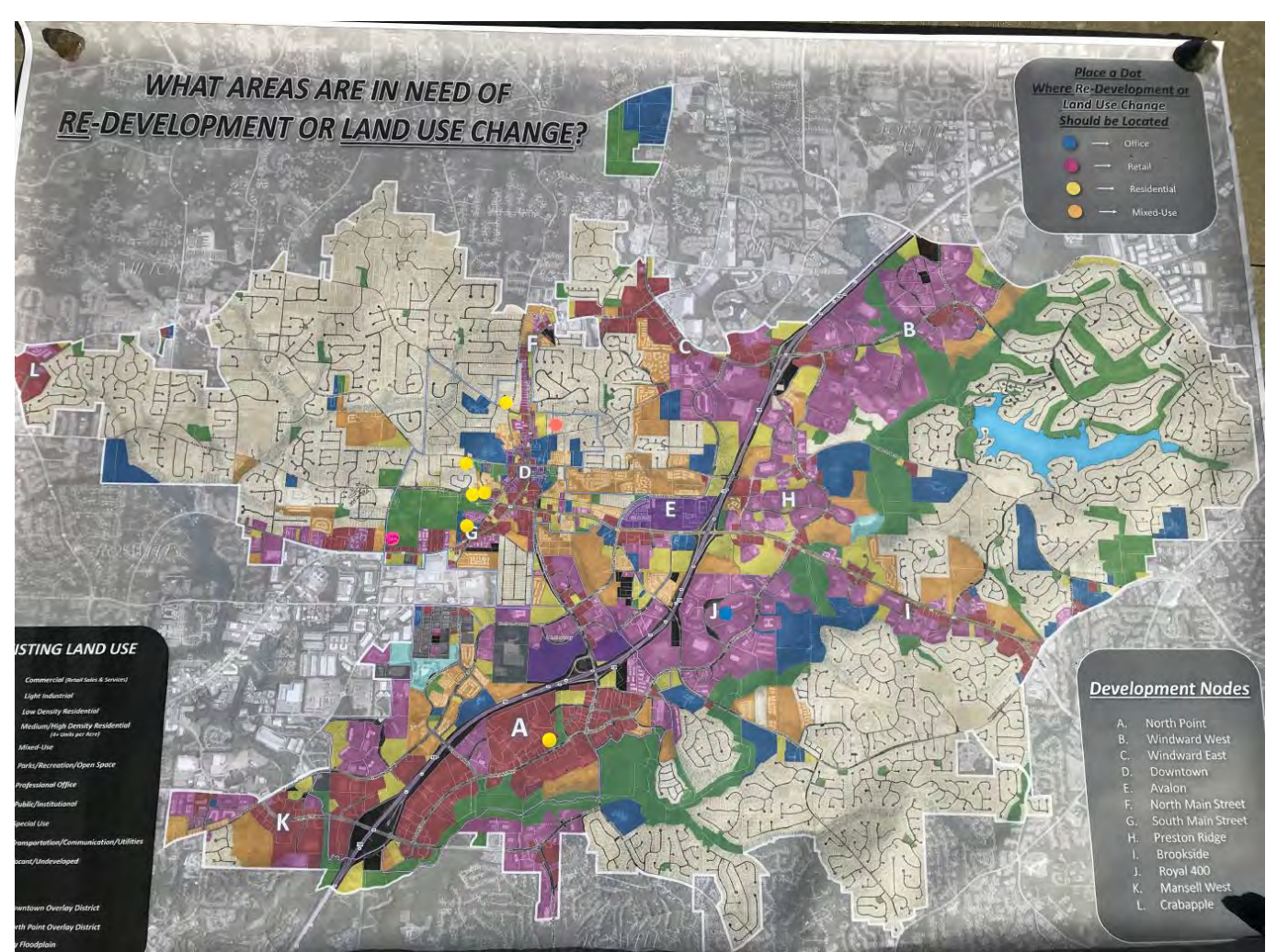
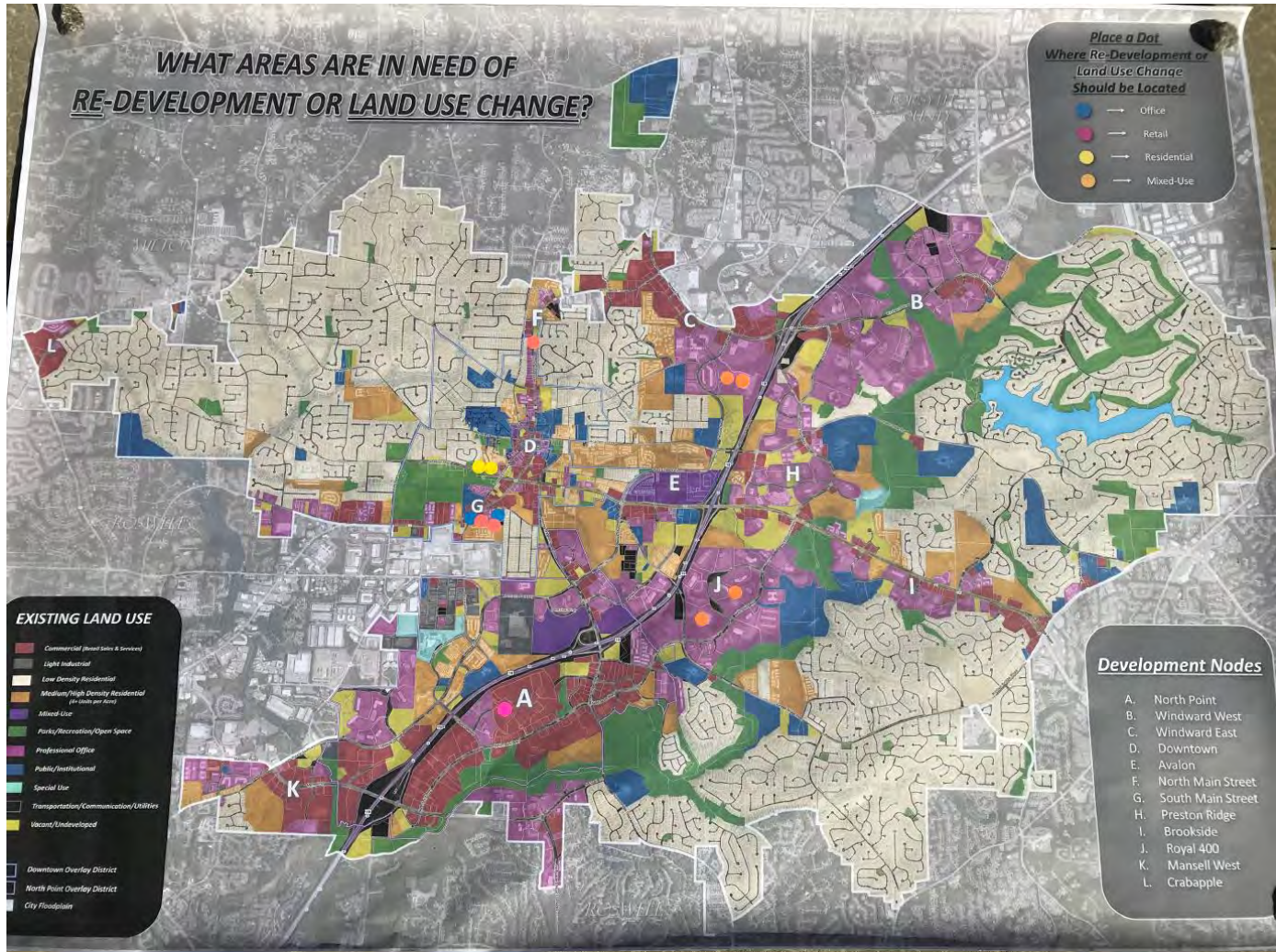
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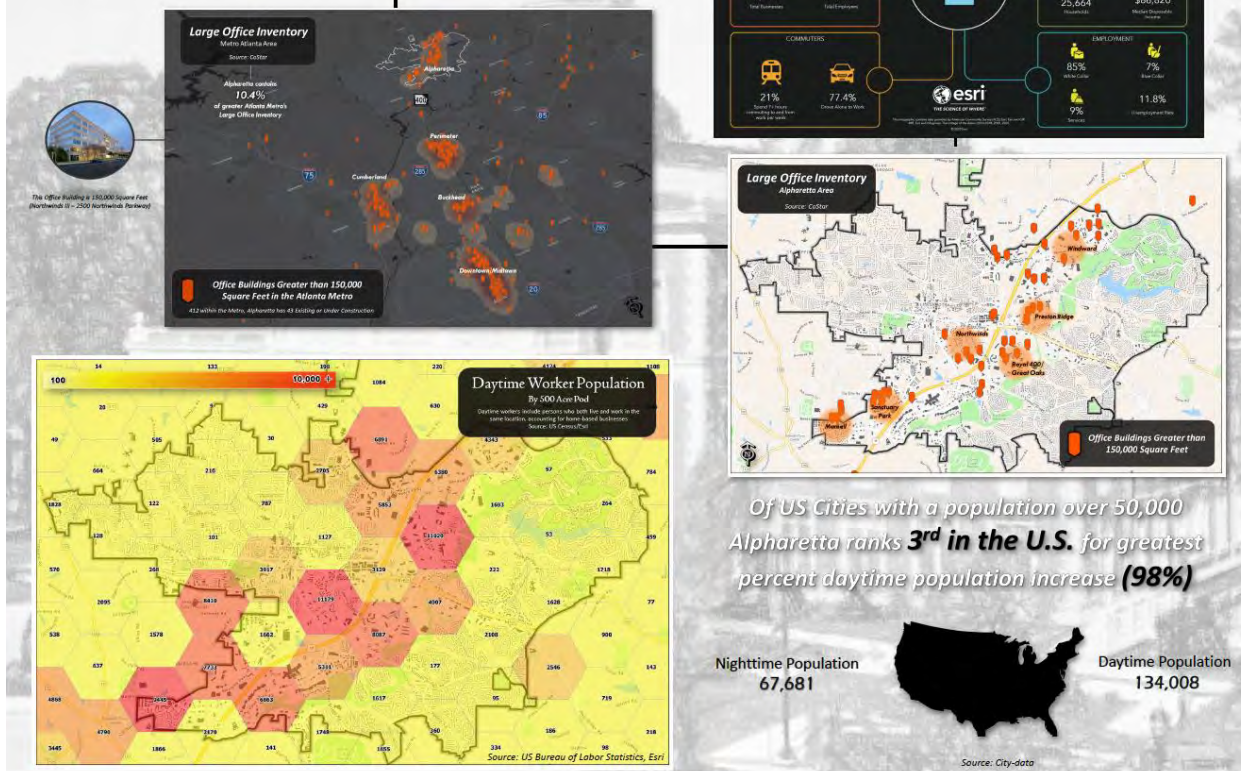
NHCR Policy 6: Continue to acquire additional park space and provide trail connections between parks and where people live and work.

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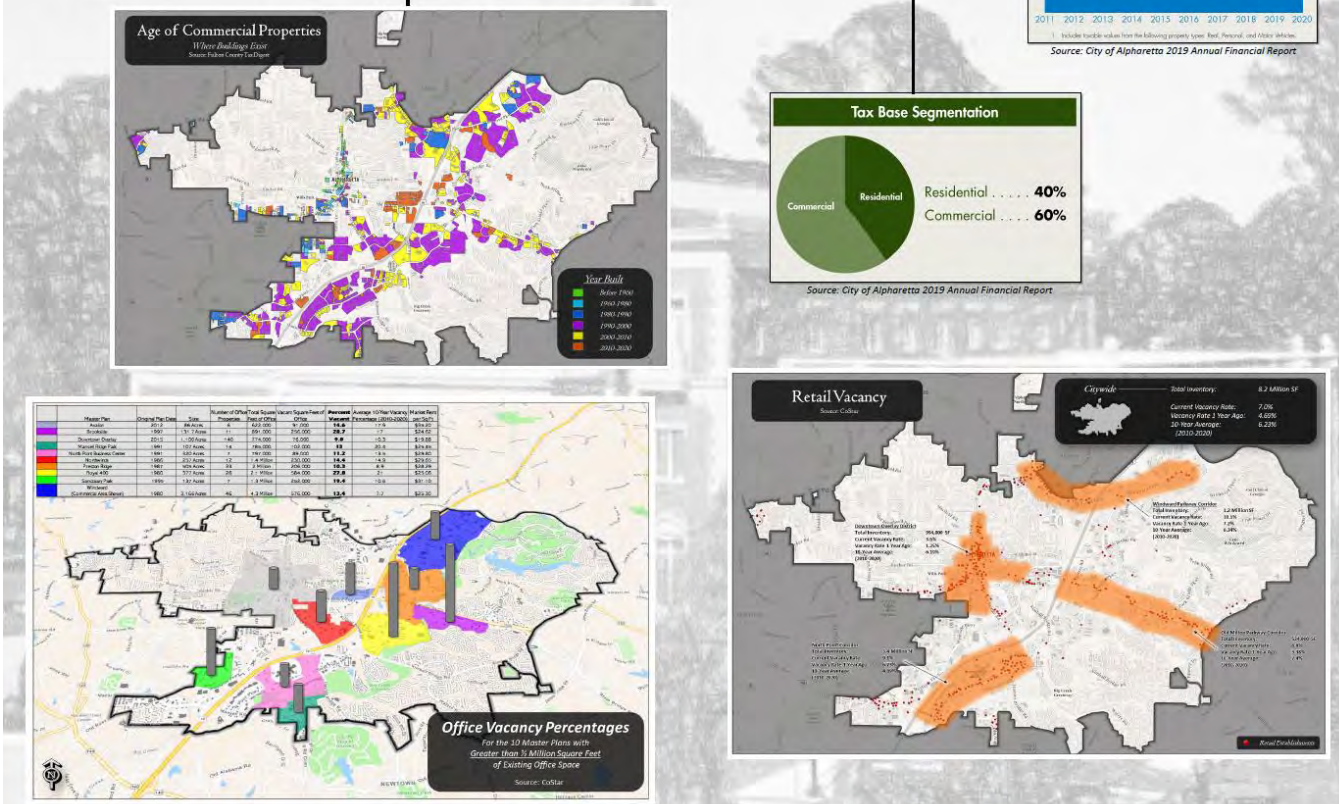
Are we missing anything? (Use your Sticky Notes!)



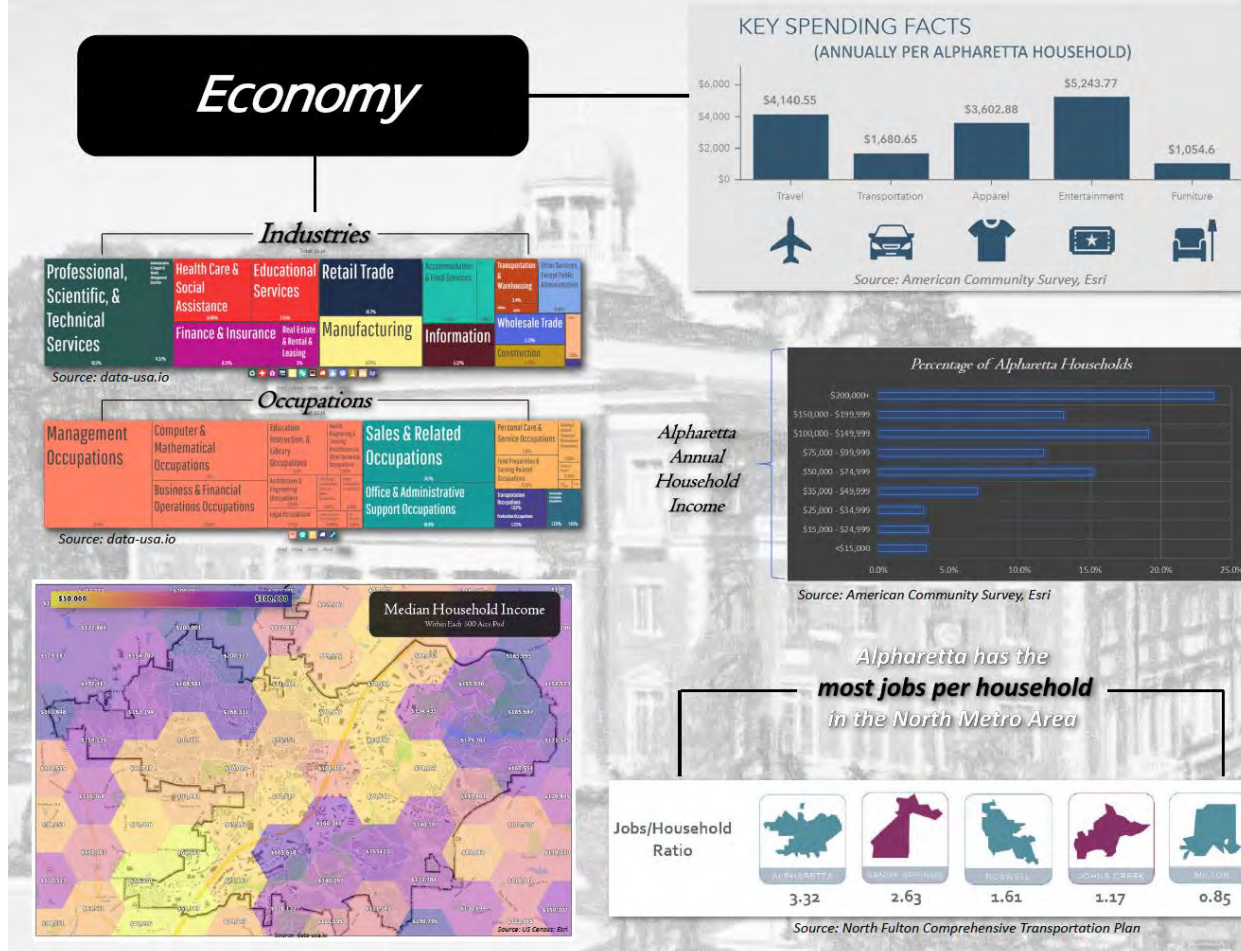
Economy



Economy



Economy



ECONOMIC DEVELOPMENT ELEMENT

Proposed 2040 Community Policies:

Text in **BLACK** is taken from the 2035 Comprehensive Plan.
 Text in **BLUE**, underline format represents community input from the Preliminary Survey and Steering Committee

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

ED Policy 6: Promote placemaking as a means to create interesting, sustainable (re)developments.

ED Policy 7: Maintain a list of vacant office and retail space and promote infill with compatible uses and amenities that enhance synergy within the developments.

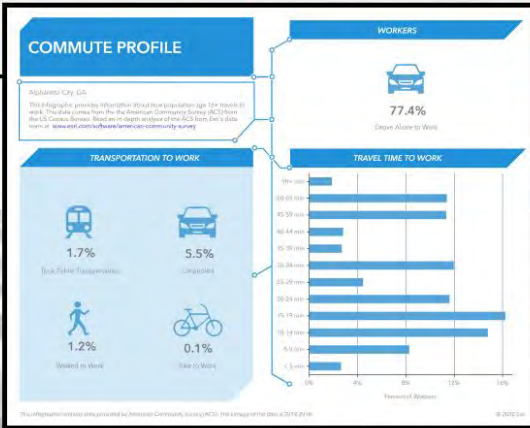
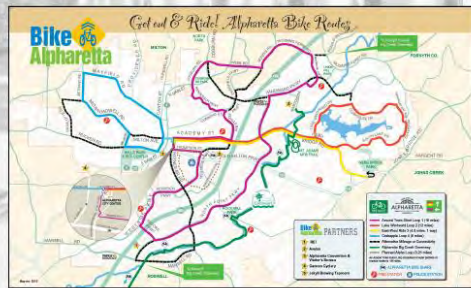


Are we missing anything? (Use your Sticky Notes!)

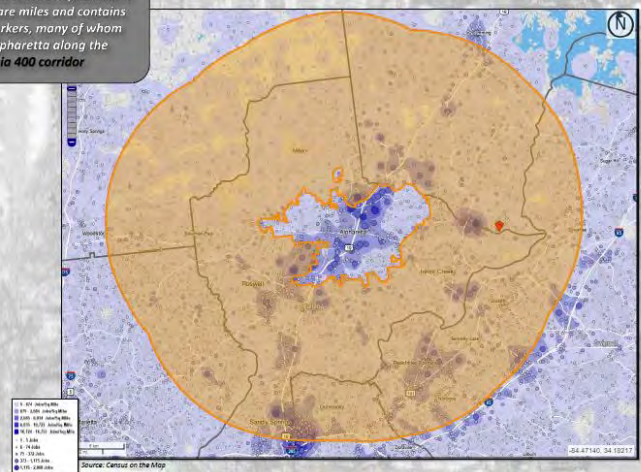
Transportation

Household Vehicle Availability (ACS)
Source: American Community Survey

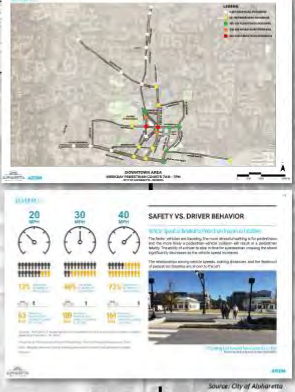
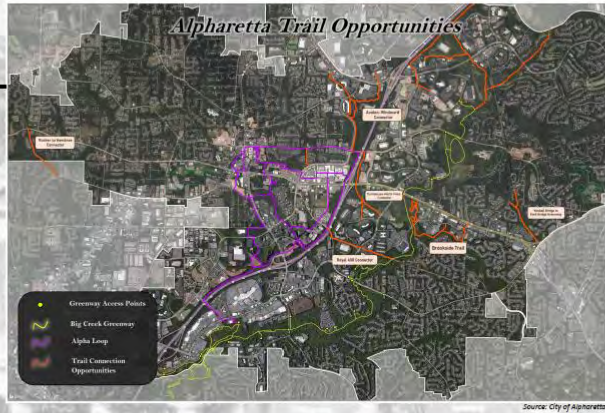
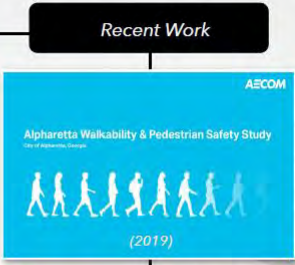
	Owner	Renter	Total
No Vehicles	202	684	886
1 Vehicle	3,024	4,548	7,572
2 Vehicles	8,469	2,676	11,145
3 Vehicles	3,037	352	3,389
4 Vehicles	673	21	694
5 or More Vehicles	104	0	104



The 8-mile area around Alpharetta is over 400 square miles and contains 350,000+ workers, many of whom work in Alpharetta along the Georgia 400 corridor.



Pedestrian Connections

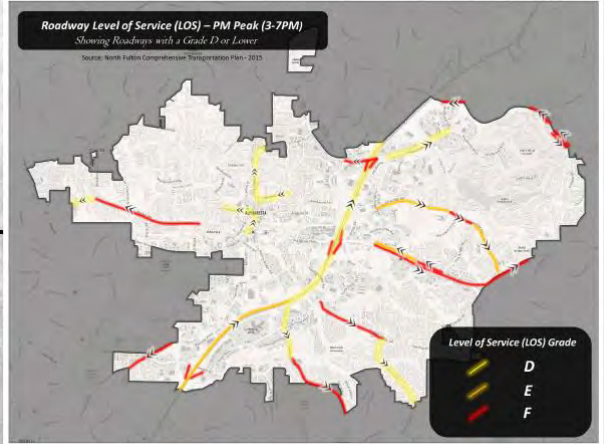
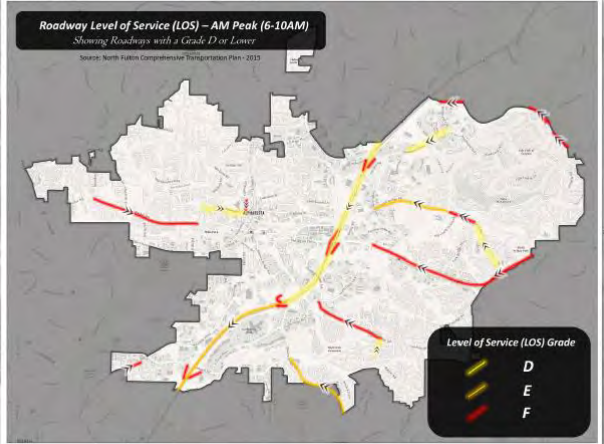
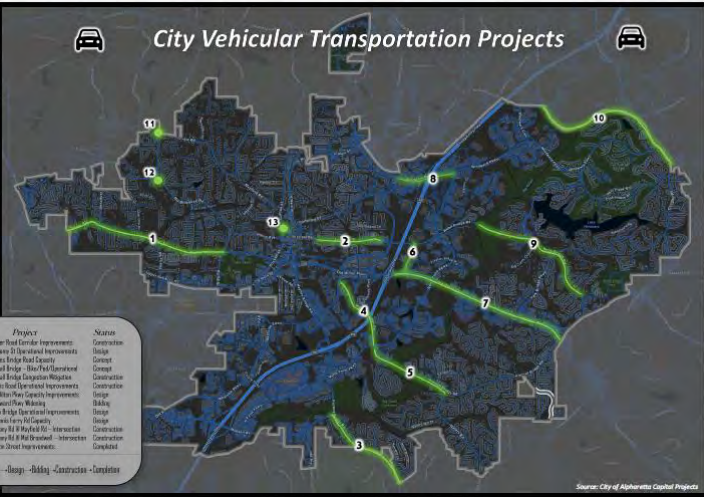


Creating walkable areas and walking/biking trails were ranked as the #1 quality of life and land use priorities in the Comprehensive Plan Preliminary Survey.

Transportation

WHAT IS LEVEL OF SERVICE (LOS)?
Traffic Signal Level of Service

Level of Service	Description
A	Light traffic flow with little delay. Signal cycle times are short. Delay is minimal.
B	Signal cycle times are short. Delay is minimal. Signal cycle times are short. Delay is minimal.
C	Signal cycle times are short. Delay is minimal. Signal cycle times are short. Delay is minimal.
D	Signal cycle times are short. Delay is minimal. Signal cycle times are short. Delay is minimal.
E	Signal cycle times are short. Delay is minimal. Signal cycle times are short. Delay is minimal.
F	Signal cycle times are short. Delay is minimal. Signal cycle times are short. Delay is minimal.



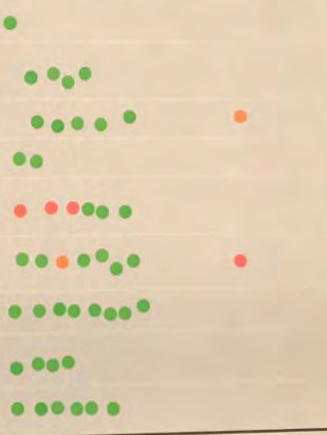
TRANSPORTATION ELEMENT

Proposed 2040 Community Policies:

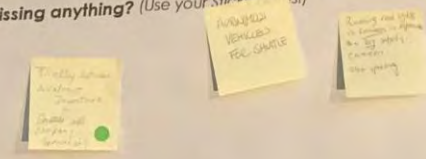
- T Policy 1: Increase transportation accessibility and mobility.
- T Policy 2: Provide multi-modal transportation options.
- T Policy 3: Improve transportation safety and neighborhood livability.
- T Policy 4: Improve the environment and air quality.
- T Policy 5: Maintain and preserve the existing 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.
- T Policy 8: Reduce traffic congestion by planning for alternative transportation options.
- T Policy 9: Encourage the use of innovative traffic management solutions.

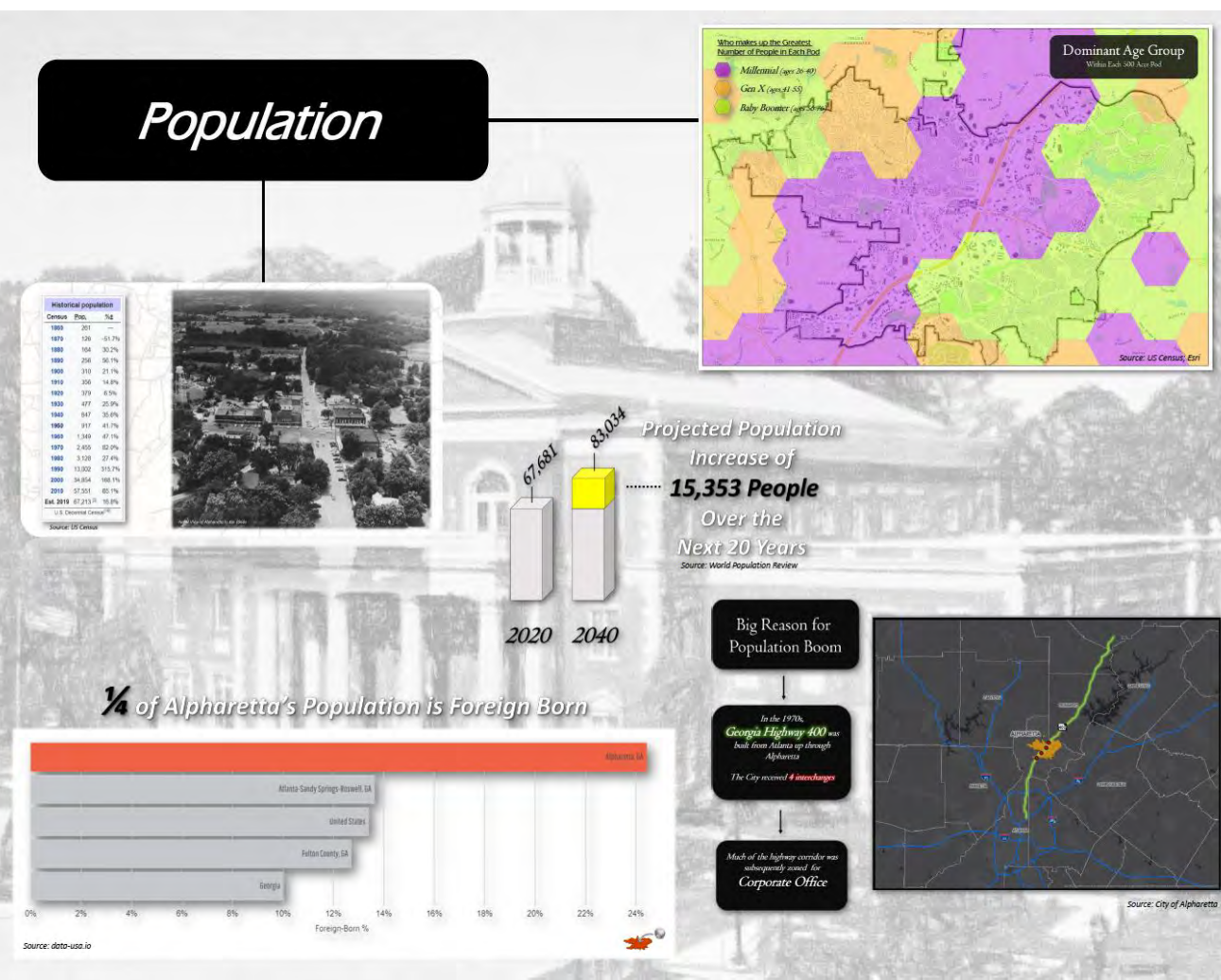
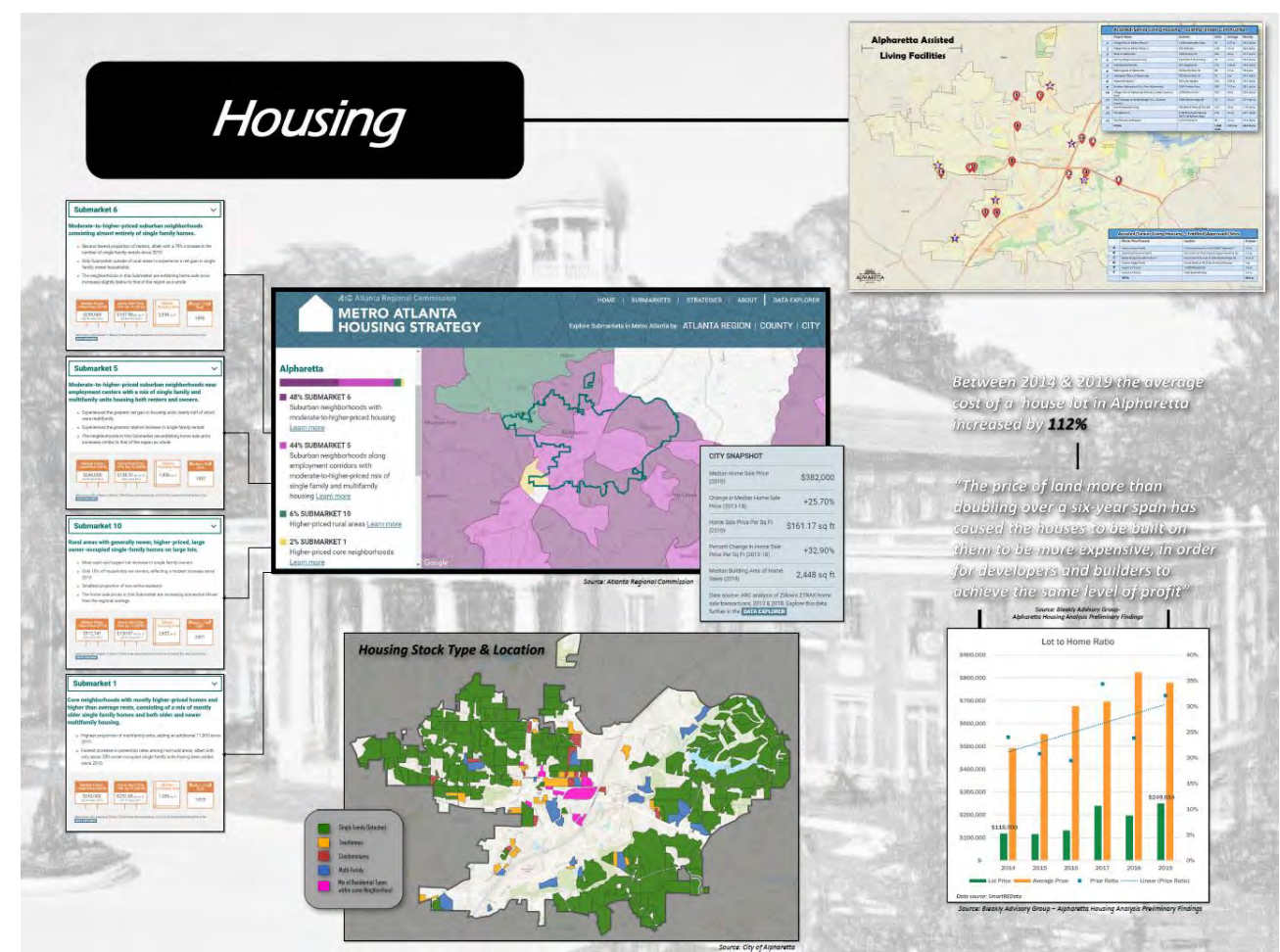
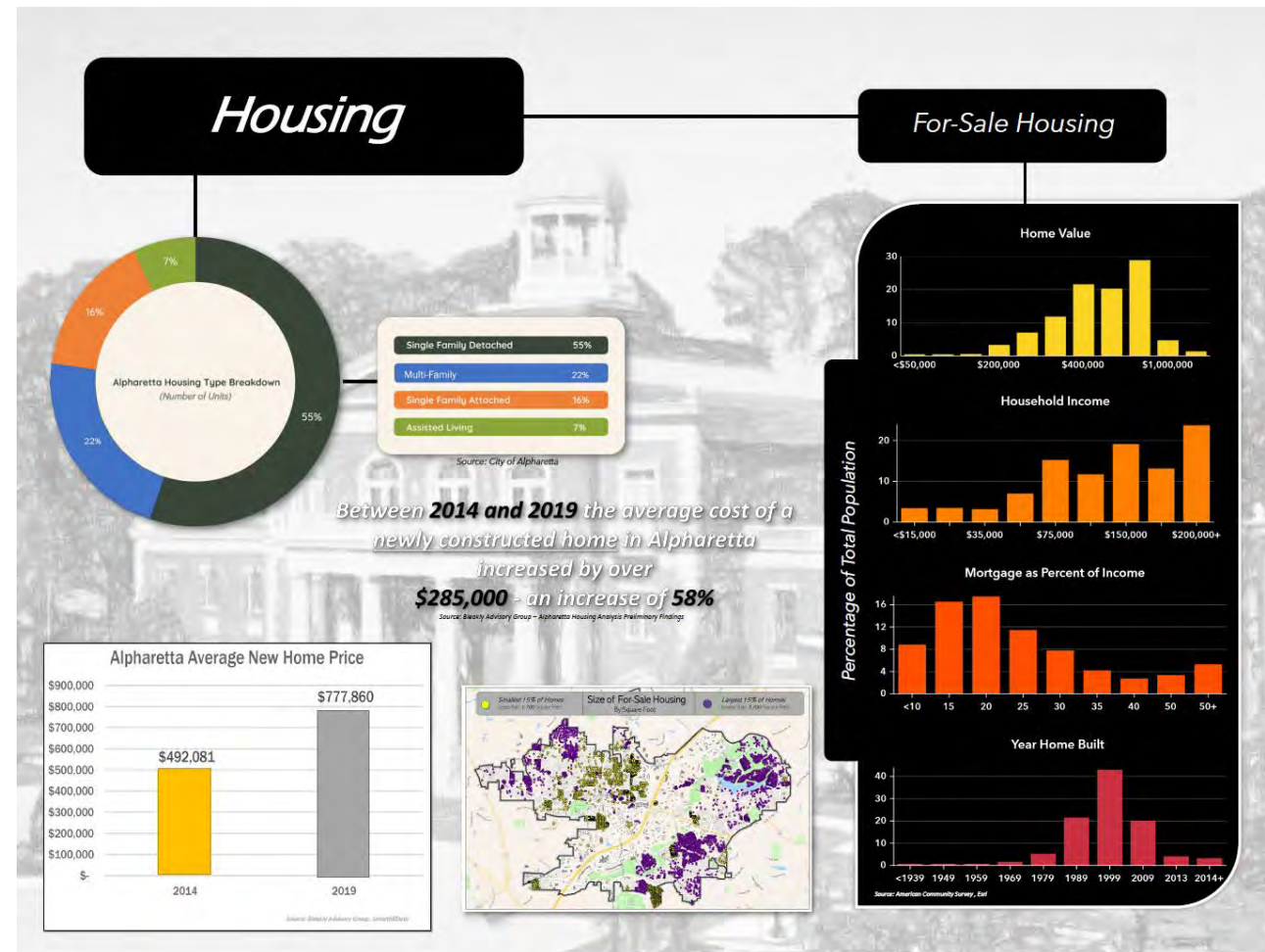
Place a dot only where you feel **STRONGLY** one way or the other (Limit 3 dots total)

Agree = Green Dot Disagree = Red Dot



Are we missing anything? (Use your sticky notes!)





HOUSING ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (Limit 3 dots total)

Agree = Green Dot Disagree = Red Dot

Proposed 2040 Community Policies:

Text in **BLACK** is taken from the 2035 Comprehensive Plan.
Text in **BLUE**, underline format represents community input from the Preliminary Survey and Steering Committee

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 'owner-occupied' and 'renter-occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'.

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

H Policy 4: Consider the balance of 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.

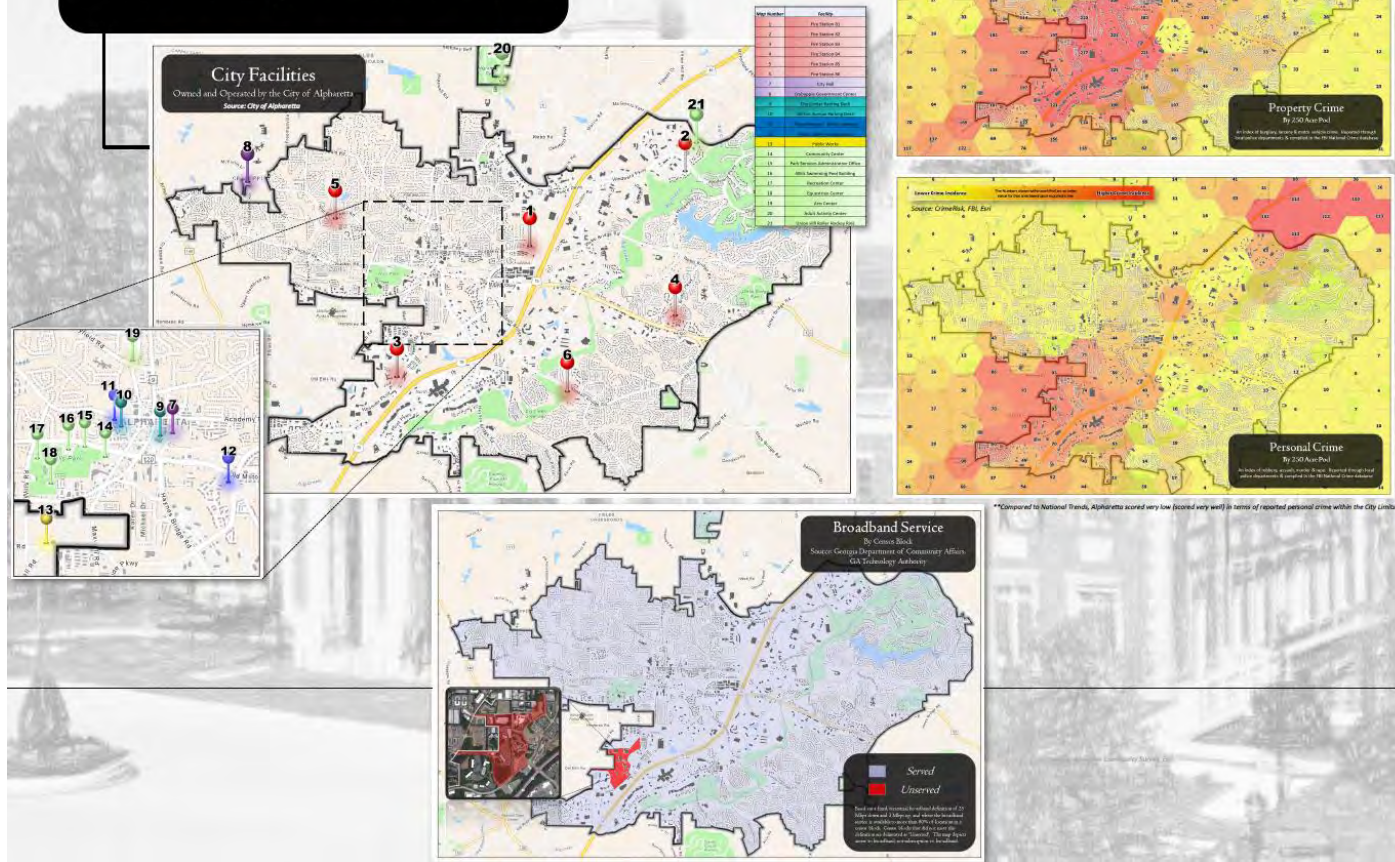
H Policy 6: Ensure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.

H Policy 7: Promote opportunities for "aging in place".

H Policy 8: Promote a variety of housing options, including housing types, price points and age-targeted housing.

Are we missing anything? (Use your Sticky Notes)

Community Facilities, Public Safety & Broadband



COMMUNITY SERVICES & FACILITIES ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (limit 3 dots total)
 Agree = Green Dot Disagree = Red Dot

Proposed 2040 Community Policies:
 Text in **BLACK** is taken from the 2035 Comprehensive Plan.
 Text in **BLUE**, underline format represents community input from the Preliminary Survey and Steering Committee.

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 arts 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.

CSF Policy 6: Promote walkable communities and areas throughout the City.

CSF Policy 7: Promote neighborhood safety and security by implementing the principles of Crime Prevention Through Environmental Design (CPTED).

Are we missing anything? (Use your Sticky Notes!)

NATURAL, HISTORIC & CULTURAL ELEMENT

Place a dot only where you feel **STRONGLY** one way or the other (limit 3 dots total)
 Agree = Green Dot Disagree = Red Dot

Proposed 2040 Community Policies:
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NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.

NHCR Policy 2: Promote environmental awareness through education.

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

NHCR Policy 6: Continue to acquire additional park space and provide trail connections between parks and where people live and work.

NHCR Policy 7: Preserve and enhance Alpharetta's sense of community.

Are we missing anything? (Use your Sticky Notes!)

Which Economic Development Policies from the list do you feel most strongly in favor of? (limit up to 3 choices)



ECONOMIC DEVELOPMENT

Proposed 2040 Community Policies:

92 Total Respondents

Text in **BLACK** is taken from the 2035 Comprehensive Plan.

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- 54 ED Policy 1: Maintain a highly viable, growing and attractive downtown.
- 50 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.
- 21 ED Policy 3: Continue to attract quality retailers for commercial areas throughout the city.
- 50 ED Policy 4: Maintain a high aesthetic standard and enhance architectural quality.
- 23 ED Policy 5: Participate in regional efforts that support economic development.
- 24 ED Policy 6: Promote placemaking as a means to create interesting, sustainable (re)developments.
- 25 ED Policy 7: Maintain a list of vacant office and retail space and promote infill with compatible uses and amenities that enhance synergy within the developments.

Which Transportation Policies from the list do you feel most strongly in favor of? (limit up to 3 choices)



TRANSPORTATION

Proposed 2040 Community Policies:

77 Total Respondents

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- 18 T Policy 1: Increase transportation accessibility and mobility.
- 26 T Policy 2: Provide multi-modal transportation options.
- 25 T Policy 3: Improve transportation safety and neighborhood livability.
- 19 T Policy 4: Improve the environment and air quality.
- 12 T Policy 5: Maintain and preserve the existing transportation system.
- 28 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.
- 19 T Policy 7: Maintain active involvement in state and regional transportation planning activities.
- 30 T Policy 8: Reduce traffic congestion by planning for alternative transportation options.
- 23 T Policy 9: Encourage the use of innovative traffic management solutions.

Which Housing Policies from the list do you feel most strongly in favor of? (limit up to 3 choices)

Mentimeter



HOUSING

Proposed 2040 Community Policies:

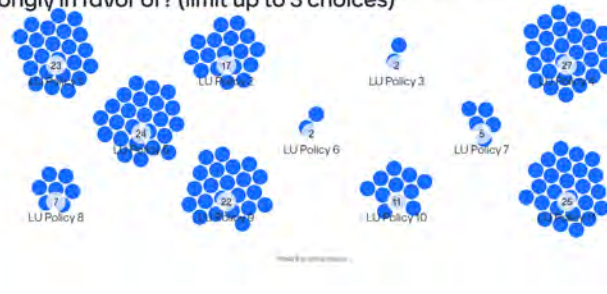
73 Total Respondents

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- 16 H Policy 1: Promote and encourage residential densities and designs that ensure varied living areas and housing types.
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- 33 H Policy 5: Design quality and long-term value into residential development to maintain appearance and property values.
- 28 H Policy 6: Ensure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.
- 17 H Policy 7: Promote opportunities for "aging in place".
- 27 H Policy 8: Promote a variety of housing options, including housing types, price points and age-targeted housing.

Which Land Use Policies from the list do you feel most strongly in favor of? (limit up to 3 choices)



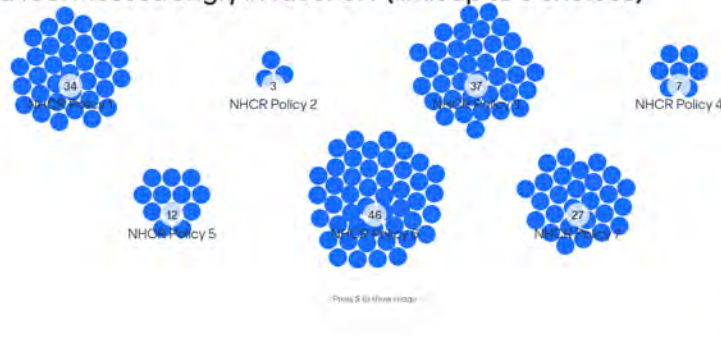
LAND USE

62 Total Respondents

- 23 LU Policy 1: Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.
- 17 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.
- 2 LU Policy 3: Promote establishment of a compact urban area and assure the availability of utilities concurrent with development.
- 27 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.
- 24 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.
- 2 LU Policy 6: Support the success and expansion of employment centers.
- 5 LU Policy 7: Ensure context-sensitive infill and redevelopment.
- 7 LU Policy 8: Support mixed-use neighborhood and community centers.
- 22 LU Policy 9: Promote redevelopment of retail corridors, with an emphasis on North Point Parkway, South Main Street, Old Milton Parkway and North Main Street, into pedestrian-friendly, mixed use environments to create viable, growing and attractive areas.
- 11 LU Policy 10: Maintain competitiveness of suburban office developments by adding amenities through land use changes, development of multi-use connections, and creating a sense of place or branding.
- 25 LU Policy 11: Promote growth management strategies that limit the development of redundant commercial and residential uses.

Which Natural, Historic & Cultural Policies from the list do you feel most strongly in favor of? (limit up to 3 choices)

Mentimeter

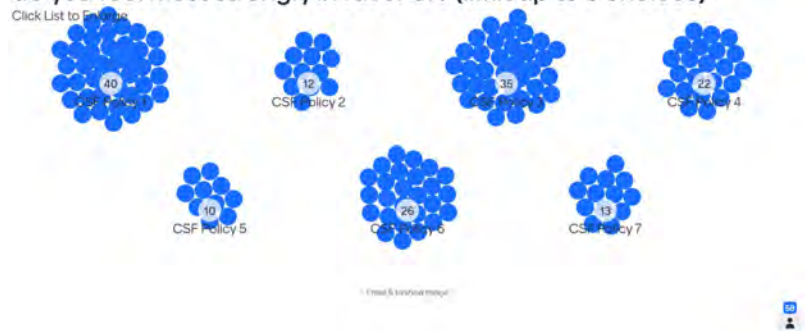


NATURAL, HISTORIC & CULTURAL

61 Total Respondents

- 34 NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.
- 3 NHCR Policy 2: Promote environmental awareness through education.
- 37 NHCR Policy 3: Permanently protect existing open space and purchase or protect additional open space to meet a 20% open space objective.
- 7 NHCR Policy 4: Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.
- 12 NHCR Policy 5: Encourage green building design, technology and sustainable site design.
- 46 [NHCR Policy 6: Continue to acquire additional park space and provide trail connections between parks and where people live and work.](#)
- 27 [NHCR Policy 7: Preserve and enhance Alpharetta's sense of community.](#)

Which Community Services/Facilities Policies from the list do you feel most strongly in favor of? (limit up to 3 choices)

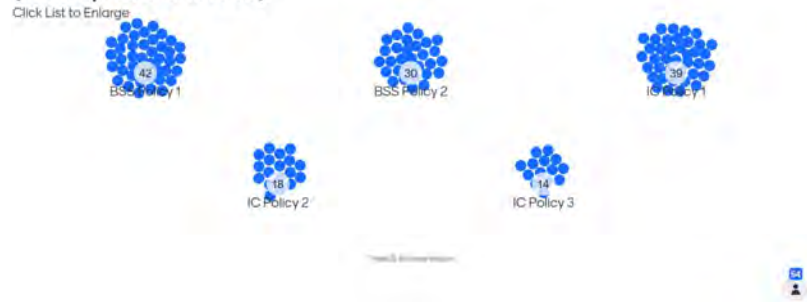


COMMUNITY SERVICES & FACILITIES

58 Total Respondents

- 40 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.
- 12 CSF Policy 2: Meet the health needs of residents through a combination of private and public sources.
- 35 CSF Policy 3: Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and arts and cultural opportunities that are convenient to all city residents.
- 22 CSF Policy 4: Support an educational system that achieves a higher standard of learning and meets current and future population needs.
- 10 CSF Policy 5: Support the expansion of library facilities within Alpharetta to meet the growing population needs.
- 26 [CSF Policy 6: Promote walkable communities and areas throughout the City.](#)
- 13 [CSF Policy 7: Promote neighborhood safety and security by implementing the principles of Crime Prevention Through Environmental Design \(CPTED\).](#)

Which Broadband Services/Intergovernmental Coordination Policies do you feel most strongly in favor of? (limit up to 3 choices)



BROADBAND SERVICES/ INTERGOVERNMENTAL

54 Total Respondents

BROADBAND SERVICES

42

BBS Policy 1: Continue to update the wireless telecommunications facilities ordinance to promote the availability of broadband services throughout the City.

30

BBS Policy 2: Promote broadband services in areas that lack coverage.

INTERGOVERNMENTAL COORDINATION

39

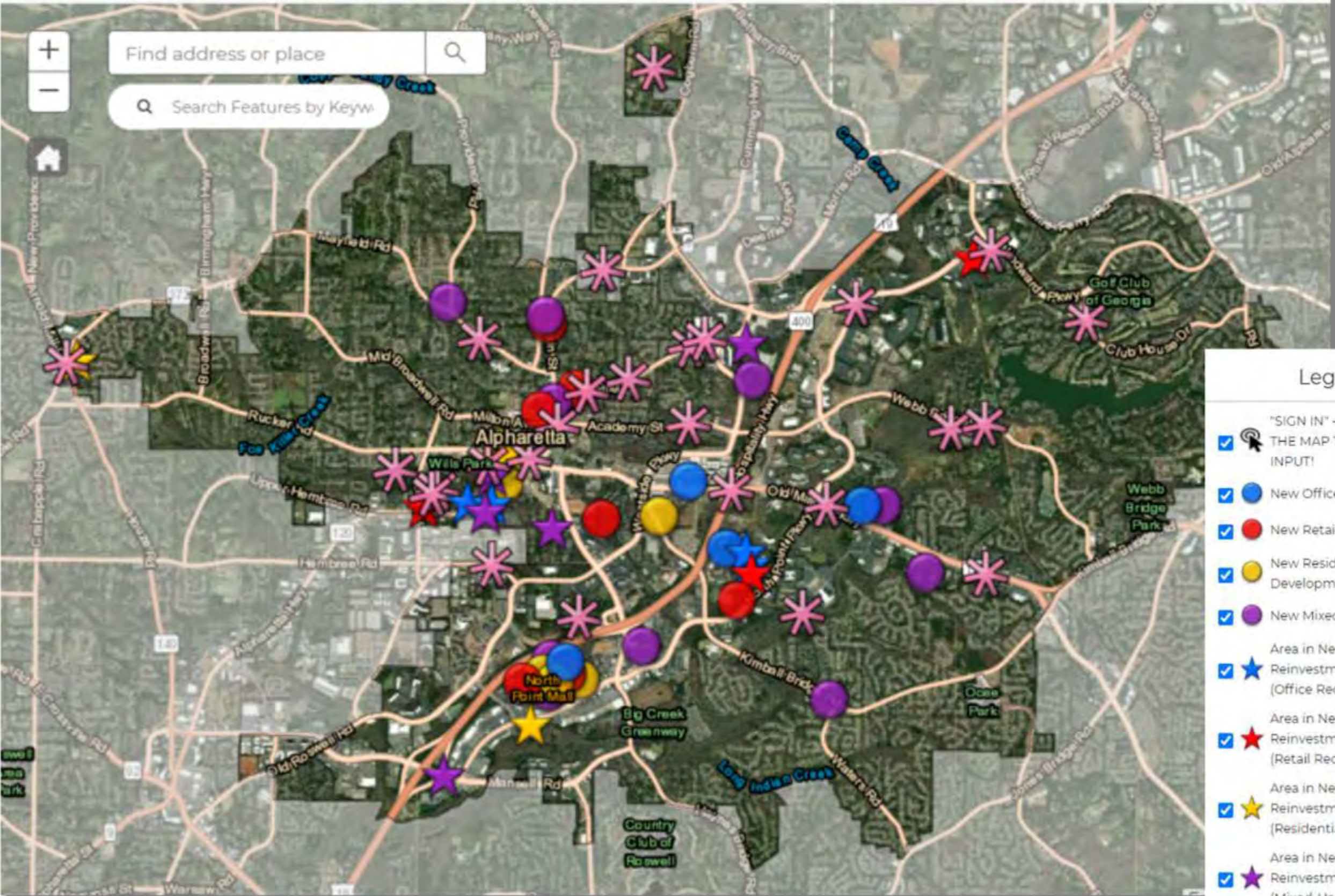
IC Policy 1: Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.

18

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

14

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



Legend

- "SIGN IN" - THEN CLICK ON THE MAP TO ADD YOUR INPUT!
- New Office Development
- New Retail Development
- New Residential Development
- New Mixed Use Development
- Area in Need of Reinvestment/Redevelopment (Office Recommended)
- Area in Need of Reinvestment/Redevelopment (Retail Recommended)
- Area in Need of Reinvestment/Redevelopment (Residential Recommended)
- Area in Need of Reinvestment/Redevelopment (Mixed-Use Recommended)
- Other Land Use Ideas

Horizon 2040 Comprehensive Plan – Public meeting #1/Online Survey Mapping Exercise Results

Development:

- Mixed-use at the NW corner of Providence Rd/Mayfield Rd (62/167)
- Residential along Marietta St
- Mixed-use at Kimball Bridge and Waters Rd (many in opposition)
- Mixed-use in Brookside Master Plan
- Mixed-use on undeveloped land in Camden Pond MP (some support, some opposition)
- Office on west side of Camden Pond MP
- New office development on unused land in Royal 400 (Great Oaks Way) on data center sites (many support)
- Mixed-use (residential, office and new retail) at North Point Mall
- New retail at North Point Center East at ring road
- Add retail uses at Northwinds office bldgs. adjacent to future Alpha Loop
- New office development at Avalon across from Northwinds Pkwy
- Mixed-use at NE corner of Westside Pkwy/Webb Bridge Rd
- Retail on FUMC property on Cumming Street across from Manning Drive (some support, some opposed)
- Mixed-use at the NW corner of Church Street and Hwy 9 (Derek Bunch property – several support, many opposed)
- Retail/restaurant at the SE corner of Old Canton Street and Canton Street (Rothman property – several support)
- Retail at 380 North Main Street (several support)
- Mixed-use at 410 North Main Street (some support, many oppose)

Redevelopment:

- Residential at the Silos shopping center
- Improve Exxon at the corner of Hwy 9 and Wills Rd
- Improve gas station at corner of Windward Pkwy and Windward Plaza
- Improve/redevelop existing office with office at Royal 400 – Great Oaks Way (many support)
- Upgrade shopping center at Windward Plaza (many in support)
- Add office along South Main St
- Mixed-use at Hwy 9 and Brady Place – continue walkability improvements
- Residential/mixed-use development at the Amana Academy shopping center (S. Main St.)
- Residential along Marietta St
- Mixed-use in Alpha Park (some support, some opposition)
- Mixed-use at Mansell and Resurgens Park (AMLI/Buca di Beppo)
- Condo bldg. at former Ethan Allen (some support, some opposition)

- Add retail uses in Royal 400 MP (office bldgs. b/w Great Oaks Way and North Point Pkwy)
- Mixed-use at Best Buy shopping center (underutilized, dated design)
- Affordable/workforce housing at Bailey Johnson School property (some support, some oppose)
- Mixed-use at HP office/data center Westside Pkwy and Windward Pkwy
- Redevelop 1925 Mayfield Road and 230 Mayfield Circle with Park (area prone to flooding)

Other Land Uses:

- Roundabout at Arnold Mill and Crabapple Rd
- Roundabout at Hembree Rd and Maxwell Rd
- Roundabout at Club House Drive and Lake Windward Drive
- Roundabout at Webb Bridge Rd and Creek View Elementary School
- Roundabout at Cumming Street and Henderson Pkwy
- Roundabout at Cumming Street and Cricket Lane
- Unsafe pedestrian crossing at Old Milton bridge crossing for Big Creek Greenway (no sidewalk or buffer)
- Unsafe pedestrian crossing at Old Milton Pkwy and GA400 (limits access to Avalon)
- Preserve existing neighborhoods from FLUM changes – Arrowood Sub
- Preserve equestrian center at Wills Park (very little opposition)
- Skateboard park at Wills Park (Union Hill Park too far away)
- Passive park NE corner of Old Milton Pkwy and Roswell St
- Pocket park at 270 Cumming Street (benches, meditation labyrinth)
- Sidewalk gap (~120' missing) at 4145 Old Milton Pkwy
- Improve access at shopping center at NE corner of Windward Pkwy and North Point Pkwy
- Redevelop 3973 Webb Bridge Rd with trail head for Mount Adams Mountain Bike Trail and Big Creek Greenway, including parking lot
- Expand mountain bike trails
- Mountain bike opportunity Georgia Power Easement east of North Point Pkwy to Big Creek Greenway – Royal 400 MP
- Provide access to lake at 360 Tech Village to link to Alpha Loop
- Add golf cart lane to Academy Street, lower speed limit to 25 MPH
- Complete missing sidewalk along Cumming Street near Windward Pkwy
- Expand North Main Street to 4 lanes by 2040
- Transfer North Park to City of Milton (Alpharetta residents don't use)







2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name STEPAN DOUBELIMAN

Contact Info (Email) sdubco@gmail.com

Comment We want no changes in our Big Creek Neighborhood and leave it as is now (agricultural community).

23



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name Jason Guest

Contact Info (Email) jguest@mindspring.com

Comment Comercial properties need to keep more of
a buffer to keep the beauty of Alpharetta

Name Laura Smith

Contact Info (Email) Laura.csmith2@gmail.com

Comment Excited about the upcoming Loop connection and
always hoping for more bikeable/walkable/transit-friendly areas.

I ride my bike daily and am glad for the 8-ft-wide sidewalks
to ride safely with my kids. would love to see wide sidewalks and/or
safe, protected bike lanes on every new/redone road.



2040 COMPREHENSIVE LAND USE PLAN

COMMENT CARD

Name Stepan and Maria Bendiak

Contact Info (Email) mbendiak@gmail.com

Comment We want no changes in our
Big Creek Neighborhood and leave
it as is now. (agricultural community)

Name	Address	Email
MARTIN CLEYPOL	61 Wills Drive	mjcleypool@201.com
Sarah Jurkiewicz	4170 Big Creek Overlook	Sjurkiewicz@kilpatricktownsend.com
Billy Shreeve	ARNOLD MILL RD. Milton	bill-shreeve@yahoo.com
Stella Chen	2300 Blackheath Trace	stellachen268@gmail.com
Craig Pettitt	4115 Big Creek Overlook	Pettittstones@bellsouth.net
Tim Quinn	169 Lantern Ridge Ct.	TSTQUINN@gmail.com
Karen Quinn	" "	KLMQUINN@yahoo.com
Laura Smith	160 Mickaela Dr.	laurasmith2@gmail.com
DAVID VERSEL	350 OAK TER.	dversel@yahoo.com

Name	Address	Email
David Figueroa	410 Witten ridge Ct	j david. figueroa@gmail.com
Aide Escamilla	410 W. Ftenridge ct	aide.escamilla.c@gmail.com
Jamie Morton	1015 Creek Ridge Pt.	mortonja@gmail.com
Gene Andrews	4005 Walnut Cr.	Gene@910Brentwoodrents.com
Melody Cookson	805 Briars Bend	Melody.L.cookson@gmail.com
Bob Cookson	805 Briars Bend	cookson.bob@gmail.com
Bill Maher	1155 Wittenridge Dr.	xbillmh@yahoo.com
Mary Phillips	595 Summer Breeze ct.	MarabellaPhillips@gmail.com
Karen Richard	11680 Danalift Trce	
Dennis Carman	10785 PLANTATION TR.	djcarman@gmendspring.com
Cathy McKenna	1200 White Stone Rds-	mckennecathlew@gmail

Name	Address	Email
Jack Hellriegel	290 MARJEAN Way	JEHELLRIGEL@GMAIL.COM
MARC & Lisa Gelber	6345 BANNERHORN Ln	MARC@gelbers.com
Lauren Shapiro	6500 Halcyon Way	laurenemmashapiro@gmail.com
Sean Shapiro	6500 Halcyon Way	Sean.Shapiro95@gmail.com
DJ TESTALE	2010 WINTHROP COMM	DJTESTALE@GMAIL.COM
Janet Spervak	12037 ORCHID Lane <small>alpha 30009</small>	janetspervak@gmail.com

ECONOMIC DEVELOPMENT: Suburban Retail

Place a sticky note on the map to describe the type of amenity you would like to see in this development.

CA 400
NORTH POINT PARKWAY
MANSELL ROAD
BIG CREEK GREENWAY

- Natural Areas
- Organized Play
- Outdoor Recreation
- Outdoor Classrooms
- Public Art
- Seating Areas

ECONOMIC DEVELOPMENT: Suburban Office

Place a sticky note on the map to describe the type of amenity you would like to see in this development.

GREAT OAKS WAY
ROYAL DRIVE
NORTH POINT PARKWAY

- Markets
- Natural Areas
- Organized Play
- Outdoor Classrooms
- Public Art
- Seating Areas

ALPHARETTA RETAIL LANDSCAPE

(Lease % by Property)

CURRENT STATUS AS OF APRIL 2021
Source: CoStar

- 100% LEASED
- 70-99% LEASED
- 30-70% LEASED
- 0% LEASED

Place the color dot on the map to show whether you prefer to reuse or redevelop an area.

- Reuse
- Redevelop

ALPHARETTA OFFICE LANDSCAPE

(Square Feet of Available Office by Property)

CURRENT STATUS AS OF APRIL 2021
Source: CoStar

- 0 SF Available
- 1-10,000 SF Available
- 10,000 - 50,000 SF Available
- 50,000 - 100,000 SF Available
- 100,000 - 250,000 SF Available

Place the color dot on the map to show whether you prefer to reuse or redevelop an area.

- Reuse
- Redevelop

'PLACEMAKING'

How Do YOU Define It?

USING THE WHEEL TO THE RIGHT:

- What are the most vital ingredients needed to make a place "great"? Place a **red star** on the 2 options that are your top 2 choices.
- Imagine you want to start a business somewhere... Place a **red star** on the 2 options that would be most important to you in a location for that business. (Imagine price is a non-issue)
- Imagine you are moving to a new home... Place a **green star** on the 2 options that would be most important to you in determining a neighborhood to look for a new home in. (Imagine price is a non-issue)

'PLACEMAKING'

How Do YOU Define It?

Place a sticker under your favorite picture for each category below (7 total stickers)

- NATURAL AREAS
- ORGANIZED PLAY
- PUBLIC ART
- MULTI-USE
- OUTDOOR SEATING
- OUTDOOR RECREATION
- MARKETS

Housing Types & Price Points

For Sale: Single Family Detached, Townhome, Condo/Stacked Flat, 2020 Median Home Value

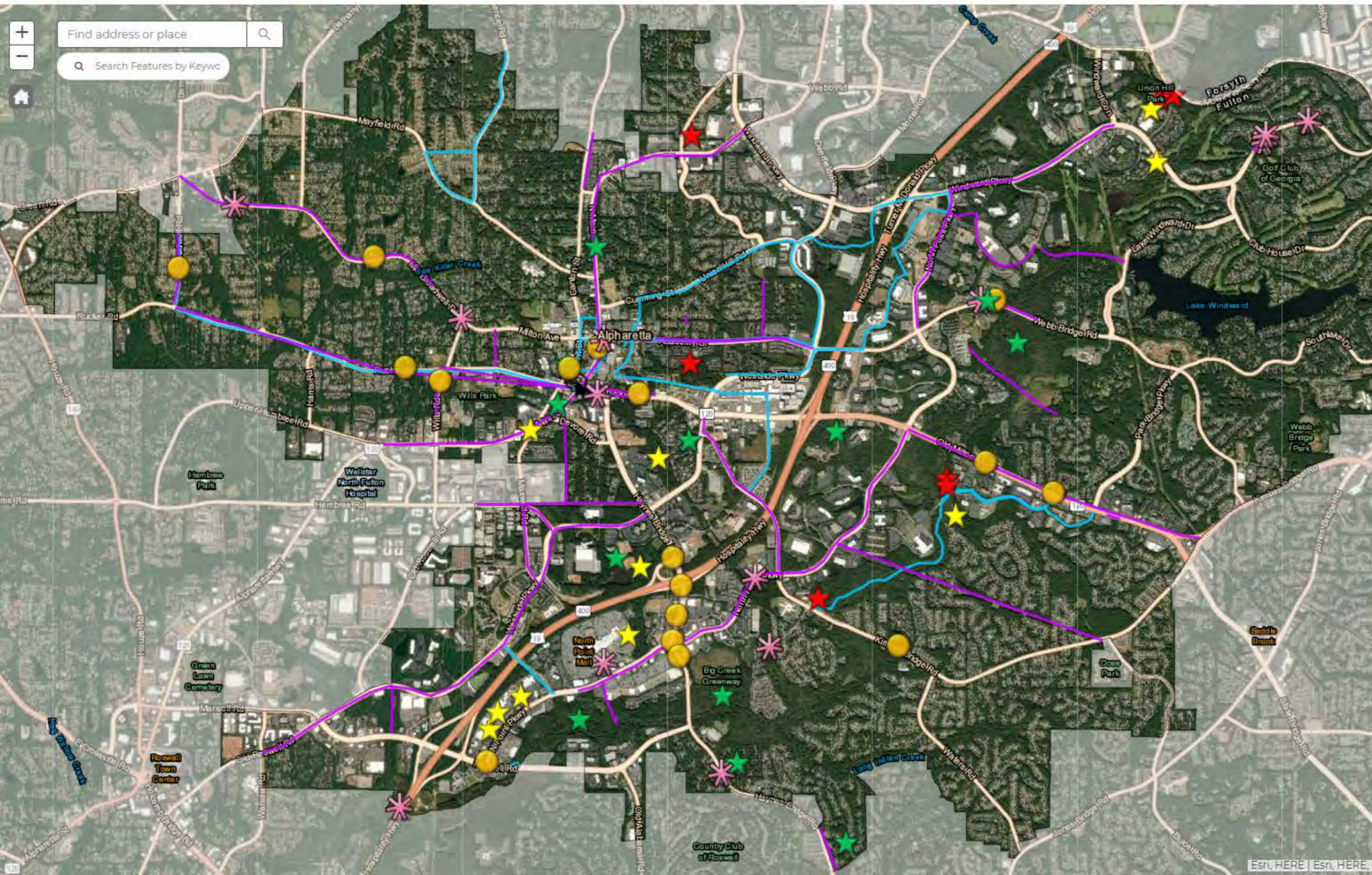
For Rent: Multifamily (Apartments), Average Monthly Rent (By Apartment Complex), Senior Living

HOUSING: Affordability Tools

Place the color dot that reflects your interest level for each tool in the "Interest" column.

● INTERESTED
● NOT INTERESTED

TOOL	DESCRIPTION	INTEREST
DENSITY BONUSES & FLEXIBLE DESIGN STANDARDS	Provides additional density allowances in return for the developer providing one or more identified community benefits, such as public open space, workforce housing units, or other public amenities.	●
ACCESSORY DWELLING UNITS	Creates a secondary house or apartment that shares the lot of the primary house, including garage apartments, in-law suites, and granny flats.	●●●
FLEXIBLE/REDUCED PARKING	Relaxes parking requirements, which can decrease development costs that result in more affordable units.	●●●
BY-RIGHT DEVELOPMENT	Offers an efficient and predictable process that uses codified and consistent zoning and development regulations to enable new housing developments.	●
PUBLIC LAND	Provides public land at below-market price, which lowers the cost of development, allowing for lower rents.	●
TAX INCENTIVES	Reduces the tax burden on properties that support affordability goals.	●●●
PUBLIC FUNDING	Closes the gap for desirable, but otherwise infeasible, developments.	●●●
PUBLIC/PRIVATE PARTNERSHIPS	Develops public land through a partnership through the City and private developer(s) that include affordable housing units.	●●●
LONG-TIME OWNER-OCCUPANCY PROGRAM	Provides tax relief for long-time residents	●●●
ALTERNATIVE OWNERSHIP MODELS	Offers non-traditional ways to way to own a primary residence; for instance, by being a shareholder of the co-op instead of having outright ownership of a unit.	●
UTILITIES	Reduces energy costs through energy-efficient updates and by providing rate caps on utilities.	●●●



Legend

- "SIGN IN" - THEN CLICK ON THE MAP TO ADD YOUR INPUT!
- Existing Favorite Walking/Riding Routes
- Trail Connections or Enhanced Sidewalks You Would Like to See
- Better Crosswalk Needed
- Active Open Space/Park Space Needed
- Passive Open Space/Park Space Needed
- Natural Open Space/Park Space Needed
- Other Feedback/Ideas



Find address or place

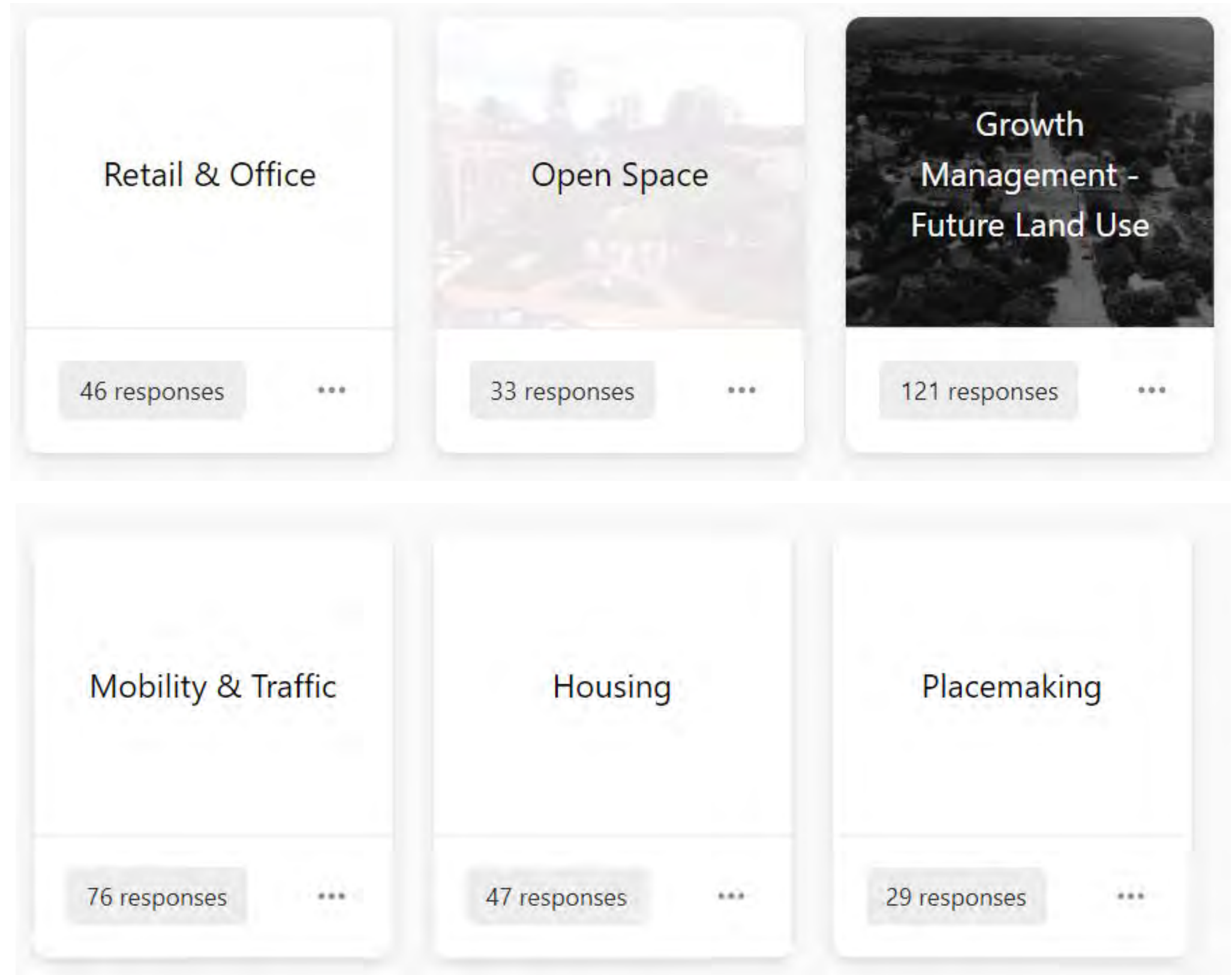
Search Features by Keyword

Typeform

Comp Meeting 2



6 TypeForm Activities for Meeting #2 (Online)



11 → Are there any final thoughts or ideas you have for us when it comes to Placemaking?

Type your answer here...

Submit

press Ctrl + Enter ↵

What areas could benefit from REUSE? What areas could benefit from REDEVELOPMENT?

ONLINE FEEDBACK

ONLINE FEEDBACK

North Point Mall area	North Point Mall- Mansell rd Restaurant row at terminus of N Pt Pkwy
Most areas are good. May not need reuse.	No comment
The North Point Parkway corridor could reuse vacant space by attracting different retailers such as grocery (eg, Sprouts, Trader Joe). Also consider fuel and electric vehicle charging stations, North point parkway corridor	Southwest of downtown on Main Street / Hwy 9. North Point Mall has plans underway for mixed use development. Also need to consider different use or redevelopment of under enrolled elementary schools. Highway 9 from old milton to north fulton hospital
North point mall Most of the North Point Mall out parcels as retail has changed	Wills park, kimball commons Leftover retail space
Don't know.	Old Milton on the east side of 400 North Point Mall... it needs to not become an area of danger. I think there was some discussion on including apartments & green space. I've previously suggested turning it into a haven for teens— a skate park, air soft, go karting. Teens love spending their parents money. Keep that \$\$ in Alpharetta!! North Point from Mandela toWindward- Old Milton headed east.
Preston Ridge, Windward North point mall	

Uja76bpT

North Point Mall - Could be a good location for a Performing Arts Center as it is being re-developed. Or somewhere near Ameris Bank Amphitheatre.

North Point Mall - Performing Arts Center?

It appears the Fiserv building is vacant (probably all the employees work from home). I used to work in this building and it is a great space and finally has the much needed parking garage. I hope a new tenant will move in. It impacts all the smaller businesses around (restaurants, hotels) the longer it stays vacant. Let's bring Sprouts or Traders Joe to the area
windward parkway east of 400 has some great retail space with recent restaurant vacancies

There are a few businesses along Hwy 9 between Mayfield and Henderson Pkwy that could use a facelift.

Let's bring Sprouts or Traders Joe to the area

north point remains an asphalt desert. i think your existing concepts are great

No idea

The office buildings around north point mall

All of the vast empty parking lots and buildings like along highway 9. Stop developing greenspace

The "strip ma;;" type shopping centers east of Haynes Bridge on North Point Parkway

The whole area west of Haynes Bridge on North Point Parkway

North point mall

Highway 9, parts of windward

Uja76bpT

Areas to the south of north point mall area
(on both sides of 400).
70%

Areas on the northern end of north point parkway.
30%

The North Pointe Parkway around the mall. The North Pointe Parkway around the mall.

North Point Mall area
North Point Mall - would love to see the
previous plans that were in place to
develop it into a live work play shop area
actually come to fruition.

None
South Main Street around Maxwell Road and
lower...needs to come up to speed with the rest of
downtown Alpharetta.

Along Northpoint Pkwy
North point mall. Need Trader Joe's in
Alpharetta somewhere. More ethnic food
and restaurant choices desired
North Point Mall area

All along Haynes bridge North
I'm not sure but prefer reuse over redevelopment
whenever possible.
North Point Mall area

North point mall area and north main street North point mall area

Abandon shopping centers near north point
& on highway 9 near downtown Alpharetta
It's up to the property owner to decide on
reuse

North Point Mall and downtown area - need to be
converted to parks for the people paying to live here.
It's up to the property owner to decide on redevelopment
within the same zoning.

Highway 9 north of Academy St.
Kimball Bridge near Westside (old
elementary school)

Northpoint Parkway
North point mall

Marietta Street and North Main. The homes along those should be repurposed, NOT bulldozed. Keep the residential/neighborhood feel

North Point Mall area.

areas along Main St
Vacant spaces
North Point Mall area

areas along Haynes Bridge, NP Pkwy north of Kimball Bridge, Country Place/Preston Ridge
Older spaces
North Point Mall area

Downtown along Main, some of the strip malls
South Main Street

Much along 9 and North Point Mall
North Point

IN-PERSON FEEDBACK - PUBLIC MEETING

IN-PERSON FEEDBACK - PUBLIC MEETING

Brookside Parkway Offices
Windward Terraces Area
Greaks Oaks Offices
North Point Parkway at Webb Bridge - Retail

Area around Amana Academy on South Main St
South Main Street near Maxwell Rd
North Point Parkway - Great Oaks Area
Terraces at Windward
Terraces at Windward
North Point Mall
North Point Mall
North Point Mall
Mansell Crossing Shopping Center (North Point)

Uja76bpT
Mansell Crossing Shopping Center (North Point)

Uja76bpT

Do you have any other ideas or feedback as it pertains to economic development within the City of Alpharetta?

Response Date

ONLINE FEEDBACK

Growth is so fast that it appears to be uncontrolled. Please give serious thought to slowing the growth

2021-06-15 20:16:54

Good job widening Windward Pkwy-look forward to McGuiness Ferry widening1

2021-06-13 23:46:58

No Thanks

2021-06-13 16:45:27

2021-06-12 21:03:51

2021-06-12 15:11:05

2021-06-12 12:21:42

Maybe make a business part of town where all the major businesses are located

2021-06-12 06:42:29

More bike lanes!

2021-06-11 17:40:26

Love what's been done downtown Alpharetta but the rest of the city needs attention.

2021-06-11 04:46:55

2021-06-11 01:48:00

Companies that can afford high end office space. Education

2021-06-11 01:19:44

2021-06-11 00:34:50

Performing Arts Center, Outdoor Amphitheater would be great! 2021-06-10 23:04:18

They city can do with more public art, like the one in downtown area. 2021-06-10 20:30:07
2021-06-10 19:28:11

2021-06-09 19:10:55

Let's bring Sprouts or Traders Joe to the area 2021-06-08 02:48:58

maintain height restrictions plant and preserve more trees and
control boxy ugly wearhouse style apartments or condos that pack
people like sardines 2021-06-07 20:29:46

More affordable housing <200 thousand 2021-06-06 18:46:11

No 2021-06-06 16:18:38

Stop building a city on every corner. Stop building megamansions
downtown. Where can people purchase anything under 350k?
Stop developments that can't accommodate emergency vehicles or
trash collection 2021-06-06 14:26:59

Need to increase availability of public transit, as well as low-income
housing. Also, there needs to be more green space and "hang out"
areas by the Haynes Bridge/North Point Parkway area of Alpharetta,
since the majority of all the cool things to do in Alpharetta are
downtown. 2021-06-05 23:52:38

Make sure growth is steady and sustainable. We do not want want
to be like atlanta. Need to be different. 2021-06-05 12:50:58

Uja76bpT

Please continue keeping the billboards to a minimum. Would like to see the empty buildings south of north point mall repurposed.	2021-06-05 01:58:18 2021-06-04 21:54:04
We need to further improve the traffic if we want to increase development.	2021-06-04 21:13:07
Extend the MARTA availability all the way down McGinnis Ferry Rd towards Douglas Rd. There is also no connection to the greenways on pur part of the town by Douglas Rd. All the greenways aeem to be happening on the other side	2021-06-04 21:06:30
More public restrooms so that people don't have to go into restaurants and business places to find a bathroom. Drive in movie theatre in the Ampitheatre parking lot. Use the venue for multiple purpose.	2021-06-04 20:55:18
Need to attract more stores to NorthPoint Mall; its seems to be having trouble	2021-06-04 20:19:02
A shuttle from Avalon to downtown Alpharetta and perhaps additional stops near Corporate campuses like FiServ reduce car use age and parking issues.	2021-06-04 20:01:45 2021-06-04 19:29:05
The new sidewalks and trails are great	2021-06-02 10:39:53
Reuse vacant building rather than knock down trees for something new	2021-06-01 14:25:22
Increase bike-ability, if you live and work in Alpharetta is should be safe to cycle to work.	2021-05-31 21:31:49
The city needs meeting spaces that are attractive, for example, community centers (meeting spaces available for rent) that don't look like sterile office spaces.	2021-05-31 02:56:31
Quit building! Roads are inadequate.	2021-05-31 02:24:43

	2021-05-30 20:47:41
Promote grid street pattern to facilitate movement between places and reduce traffic. Greatly reduce culs-de-sac and large parking lots. Parking lots are an eyesore that make the area look unattractive and like a generic suburb	
None	2021-05-30 20:25:50
Alpharetta is doing a great job	2021-05-29 19:00:46
Bring more public art and walking trails. Reducing car traffic and beautifying current structures. Expanding roads is nice but better public transportation is better for locals. Free trolley shuttles to downtown and Avalon.	2021-05-28 19:27:52
	2021-05-28 19:23:48
No. Alpharetta is beautiful. Just be careful.	2021-05-28 19:03:08
	2021-05-18 20:20:09

IN-PERSON FEEDBACK - PUBLIC MEETING

Suburban Office Example (Great Oaks Blow-up)

- More Livable Amenities (Eat, Active)
- Add Greenway Access
- Nature Trail Around the Lakes
- Markets for Small Businesses
- Add Natural Areas
- Turn Into Outdoor Classrooms
- Add Natural Areas
- Add Mountain Bike Trails Along the Power Line Easements
- Keep the Wooded and Natural Areas
- Build Single Family Homes with mix usage market and a lot of green/park areas

Suburban Retail Example (Mansell Crossing/North Point Parkway)

- Drive-in Theater in the Unused Parking Lot
- Big Creek Destination (Old Buffalo Wild Wings Area)
- Natural Areas/Seating Areas
- Irish Pub
- Highly Interactive Kids Museum
- Trolley
- Bulldoze the old AMC and add stormwater amenity/park
- Drive-in Theater in the Unused Parking Lot
- Community Garden/Natural Area

After looking at the changes to the Future Land Use Map for the City of Alpharetta, do you agree with those changes?	You dont completely agree with what the Future Land Use Map proposes. Please tell us your reasoning:
Yes	
No	
Yes	I think there is still too much Corporate Office - we need to think about repurposing that land along North Point Parkway
Somewhat	
Yes	Would prefer residential verses instead of mixed use north of downtown
Somewhat	
Yes	Careful growth is essential to maintain the identity of Alpharetta. Too much too soon can ruin it.
Somewhat	
Yes	More parks and walking trails throughout the city
No	
Yes	Its not clear to me by the map presented.
Yes	
Yes	
Yes	
Yes	
Somewhat	Too much move to corporate offices, which are not needed in a post C19 work from home world. Those buildings will stand empty.
Yes	
Somewhat	Too much housing.
Yes	
Somewhat	I think too many townhomes and high density neighborhoods are being approved.
Somewhat	Loss of Green Spaces
Somewhat	The map is hard to read and it's confusing to know what the implications are

Somewhat	Not enough open/greenspace. If there will be this much
No	high density, there needs to be additional open areas
	for people to be outdoors but not crowded on top of
	each other
	No more construction!
	Too much Mixed Use along Northpoint Pkwy, which can
Somewhat	lead to too many rental units.
Yes	
Yes	
Yes	
No	We need more greenspace...
Somewhat	too much growth and not enough traffic mgmt!
Yes	
Yes	
	Too much density. Business areas being added in areas
Somewhat	that don't make sense (Midbroadwell).
Yes	
	Allow downtown to be HD keep the rest mostly
Somewhat	protected
Yes	
Yes	
	too little set aside for lower density housing and parks
Somewhat	
Yes	
Somewhat	More houses and less apartments
Yes	
Yes	
Yes	
	We are getting too much high density near downtown
Somewhat	which is already a traffic nightmare.
Yes	
	Way too much high-density residential space, not nearly
Somewhat	enough park land
Yes	

Somewhat
Yes

There should be less high density residential areas

Somewhat

Not enough attention to needs of population east of 400 near Johns Creek. Traffic is bad. Can't get in and out of neighborhoods without long traffic backups. Too many schools on Webb Bridge Road cause traffic nightmares for residents. Roads in terrible shape...Webb Bridge especially.

No
Yes

Too much growth without infrastructure, storm water planning and housing below 350k

Somewhat
Somewhat

Not enough greenspace
I'm concerned about the adequacy of parking.

Yes
Yes
Yes

No
Yes

There is no legitimate reason to change the Big Creek Overlook community from AG-1 to VLDR. The zoning map should be the source and guide. The existing land use map obviously requires some adjustment. Change the new land use map to move Big Creek Overlook community from VLDR to AG-1.

Somewhat
Somewhat

Shortage of floodplain area and green space
less high density

Yes
Yes
Yes
No

Somewhat	<p>I chose somewhat since we are not sure what the specific purposes of the public/recreation areas will be. Would love to see a plan for a Performing Arts Venue! The building could be utilized for rehearsals, performances, and programs/classes offered by the performing arts groups in Alpharetta as well as other indoor performances. Somewhat like City Springs (the performing arts center in Sandy Springs), but with a more community/education centered vision.</p>
Somewhat	<p>We need to be sure the road can support the growth Because I don't know exactly what this lane is going to be used for ; HOWEVER, Alpharetta Desperately needs a performance arts center!</p>
Somewhat	
Yes	
Yes	
Yes	
Somewhat	<p>The plan at North Point has the potential to be very unique but entirely too transient</p>
Yes	
Yes	
Somewhat	<p>Stop cutting down trees!!! Seriously, how are you going to get any useful information from this map or this questioning? It's so vague.</p>
Somewhat	<p>I'd like to see more attention paid to the eastern side of the city. Old Milton could use some beautification and green space.</p>
Somewhat	<p>N/a</p>
Yes	
Yes	
Yes	

Yes
Yes

The addition of new residential properties..the roadways barely support what we have today. Traffic is a nightmare.
Too many office parks, home starts.

No
Somewhat

CO to C at intersection of Haynes Bridge and North Point Pkwy - - that area is extremely congested at traffic time, and adding commercial space in that area would only cause more congestion

Somewhat
Yes
Yes
Yes
Yes

Cutting down all the trees in down town shapers lining downtown Alpharetta on hwy 9, it looks terrible. And shoving way to many townhomes everywhere.

No

Somewhat
No

I dont have enough information to have full knowledge
Too much tree cutting

Somewhat
Yes

Its very overwhelming to view and need to understand exactly what will be changing in the future.

No

Remains far too little PRO space beyond Big Creek Greenway. As population increases, we will need to also have more parks and recreation spaces including smaller pocket parks.

Somewhat

I think I need further explanation on how you came about with your decisions of land use.

Yes

Somewhat	Must we replace every grass blade with a building? Esp High Density?
No	I don't understand the map
Yes	
Yes	
Somewhat	too crowded
Yes	
Yes	
No	property in alpharetta that is currently zoned AG-1 that has been changed to VLDR in the future land use map should be returned to AG-1
No	Give me your reason why you wish to eliminate AG 1 and RE from the city
No	Keep Big Creek Overlook neighborhood zoned AG-1
No	Big Creek Overlook subdivision stays AG-1
No	Keep big creek overlook neighborhood as AG1
No	Leave Big Creek Overlook subdivision as zoned AG-1!
No	Your 2020 comprehensive plan recognized the unique character of the Big Creek Overlook Community and gave it RE status. The 2035 plan gives it VLDR status. The city planners have no interest in actually preserving any AG or RE property. The city should recognize the value in protecting and enhancing the last area of agricultural history still in existence within the city. The Windward character area is large enough and strong enough to accept this unique enhancement to its identity
No	most recent home sales in Big Creek Overlook community, 1250000 and 2450000 with AG 1 Zoning RE size lots. This should not be changed in the future to VLDR.

No

Big creek overlook subdivision should remain AG-1
Big Creek Overlook SD should remain AG-1 as zoned
through proper zoning process

No

Somewhat
Somewhat

There are a bunch of residential, especially high density
going in and the street are already crowded.
Not enough green space and pedestrian areas

No









This map re-zones MY FARM on Big Creek Overlook
from AG/RE to VLDR. Changing the zoning of land you
do not own when the land owner does not want it is not
anyone's job. Your job is to process and review the
applications put forth by landowners who are doing
what THEY WANT to do with THEIR property. You need
to completely re-evaluate the nature of your positions
on the zoning board. You are there to serve, not to
control what private property owners do with their
land. Let us live our lives. Stop planning other people's
futures. Stop taking away people's rights to increase
density just so you can skim a few more tax dollars. I am
being forced to pay special city taxes to fund these your
jobs and the creation of these plans that are taking
away my own property rights. If that sounds abusive to
you, it should. It is abusive. Who do you think you are
exactly? Who are you to make plans for my land? You
don't own it.

No

changing from agricultural zoning to residential zoning
forfeits our rights on our land

No	<p>The plan offers no benefit to us, our land isn't an opportunity for the city to look at on a map and decide potential future tax possibilities for. Are you providing a service that residents actually want or is this a typical "break a couple eggs" situation that will harm our legacy to fund the city's pockets and elite business profits. Alpharetta is a city not a corporation. We grew up here, we raise our kids here, and we choose land for agriculture, we all need to honor that</p>	55
Yes	<p>25 - Too much high density, need more open space, traffic congestion, need performing arts center, too much tree removal, keep Big Creek Overlook AG.</p>	40
No Somewhat		

WHICH TYPE OF *HOUSING OPTIONS* DOES ALPHARETTA NEED *MORE OF?*

	RANK	# VOTES	LOCATION/COMMENTS
<p>Cottage Court</p> 	1	35	<ul style="list-style-type: none"> -North Point (7) -Close to Downtown & Avalon (3) -West side of 400 near park space -Academy St, Cumming St, Marietta St. -Old Milton (Behind Mr Taco) -"Great for Empty Nesters" -"We need more 1-story single family homes" <ul style="list-style-type: none"> -Alpha Park -Mayfield/Canton St -State Bridge Rd -North Main St -Along Alpha Loop -Close to Senior Center
<p>SFD</p> 	2	21	<ul style="list-style-type: none"> -Anywhere (5) -Repurposed Land along North Point Pkwy between Kimball & Webb Bridge -"We need to counteract the high-density building going on" -Hwy 9 North of Windward. Along North Point from Windward to Haynes Bridge -In places where retail has failed -"We need this more than overpriced condos/townhomes"
<p>Townhome</p> 	3	11	<ul style="list-style-type: none"> -North Point (4) -Southwest of Downtown on Hwy 9 -Cumming St, Academy St -Windward <p>-[There were also quite a few comments about how we have too many townhomes in the city and we should stop building them]</p>
<p>Tiny House</p> 	4(T)	10	<ul style="list-style-type: none"> -North Point (5) -Thompson Street and Areas along the Alpha Loop [2] -Near Mansell & North Point to make mall area more attractive -Kimball Bridge & Westside (Fulton Maintenance Facility Property) -Off of Main Street near the Maxwell & Ferrari Dealership -"Designate a small-house area near downtown"
<p>Apt/Condo</p> 	4(T)	<p>Apartments - 10</p> <p>Condos - 9</p>	<p><u>Apartments:</u></p> <ul style="list-style-type: none"> -North Point (6) -Roswell Street Near Wills Park (2) -Near desirable areas and future transit station -Great Oaks Area <p><u>Condos:</u></p> <ul style="list-style-type: none"> -Canton St & Church St -Near the Maxwell (South Main) -Closer to Amenities - -Downtown -Thompson St
<p>Semi-Detached</p> 	6	9	<ul style="list-style-type: none"> -Anywhere homes are being built -Thompson Street -Near Wills Park -North Point -Marietta Street
<p>In-Law Suite</p> 	7	7	<ul style="list-style-type: none"> -Encourage in the R-15 zoning -Academy or Cumming Streets -North Point -Cheap run-down office at North Point
<p>Senior Living</p> 	8	2	<ul style="list-style-type: none"> -Close to Senior Center -Webb Bridge Road

HOUSING: Affordability Tools

Place the color dot that reflects your interest level for each tool in the "Interest" column.

TOTAL VOTES



TOOL	DESCRIPTION	INTEREST	
		<u>RANK</u>	<u>VOTES</u>
DENSITY BONUSES & FLEXIBLE DESIGN STANDARDS	Provides additional density allowances in return for the developer providing one or more identified community benefits, such as public open space, workforce housing units, or other public amenities.	3	14 VOTES
ACCESSORY DWELLING UNITS	Creates a secondary house or apartment that shares the lot of the primary house, including garage apartments, in-law suites, and granny flats.	T-5	12 VOTES
FLEXIBLE/REDUCED PARKING	Relaxes parking requirements, which can decrease development costs that result in more affordable units.	10	9 VOTES
BY-RIGHT DEVELOPMENT	Offers an efficient and predictable process that uses codified and consistent zoning and development regulations to enable new housing developments.	7	11 VOTES
PUBLIC LAND	Provides public land at below-market price, which lowers the cost of development, allowing for lower rents.	11	5 VOTES
TAX INCENTIVES	Reduces the tax burden on properties that support affordability goals.	T-5	12 VOTES
PUBLIC FUNDING	Closes the gap for desirable, but otherwise infeasible, developments.	T-8	10 VOTES
PUBLIC/PRIVATE PARTNERSHIPS	Develops public land through a partnership through the City and private developer(s) that include affordable housing units.	4	13 VOTES
LONG-TIME OWNER-OCCUPANCY PROGRAM	Provides tax relief for long-time residents	1	24 VOTES
ALTERNATIVE OWNERSHIP MODELS	Offers non-traditional ways to way to own a primary residence; for instance, by being a shareholder of the co-op instead of having outright ownership of a unit.	T-8	10 VOTES
UTILITIES	Reduces energy costs through energy-efficient updates and by providing rate caps on utilities.	2	23 VOTES

'PLACEMAKING'

Top 3 Votes for Each Category:

NATURAL AREAS

Number of Votes:



13



12



8

ORGANIZED PLAY



14



7



7

PUBLIC ART



11



9



6



6

MULTI-USE



14



12



8

OUTDOOR SEATING



17



10



5



5

OUTDOOR RECREATION



16



6



6

MARKETS



19

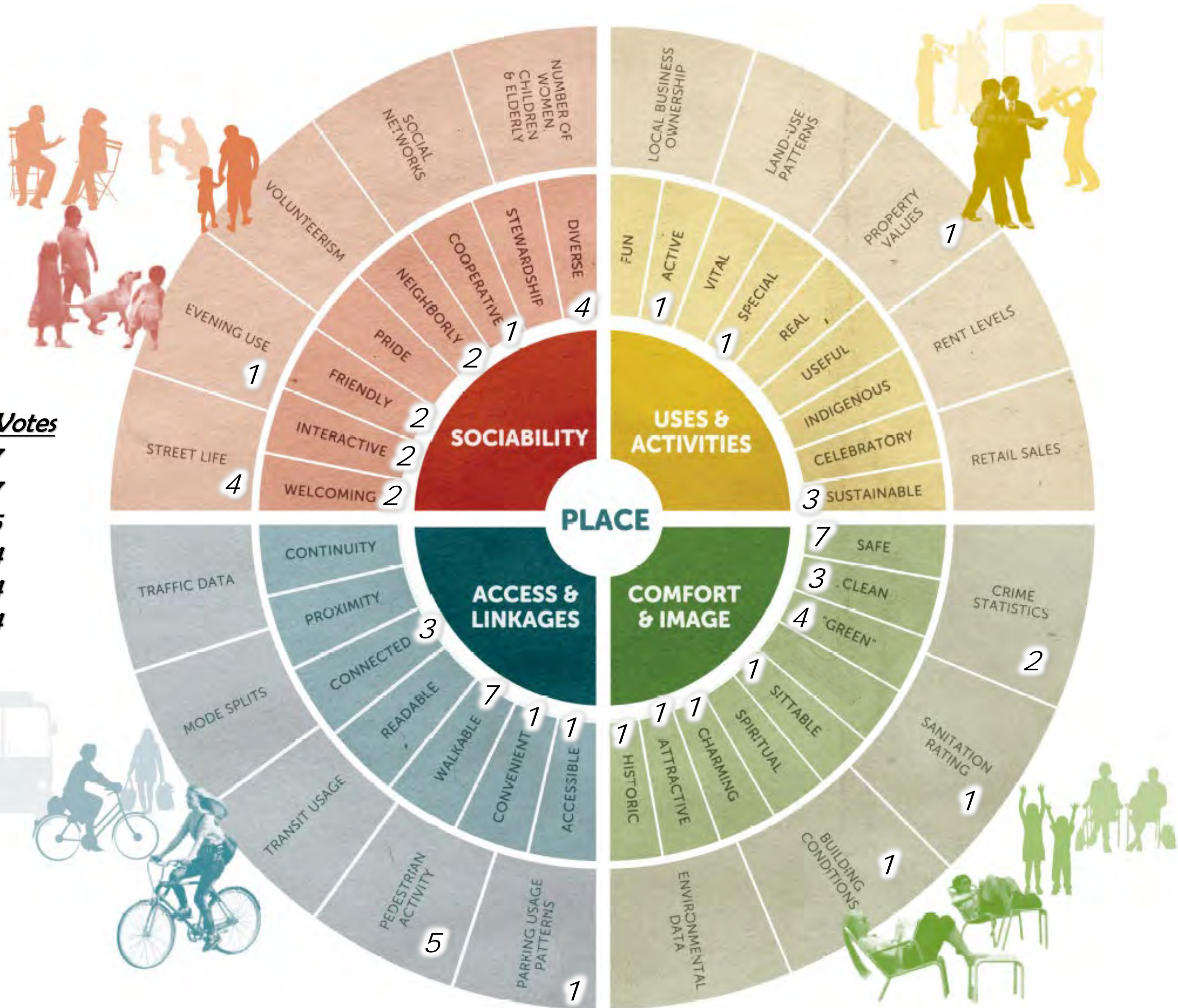


13



7

WHAT ATTRIBUTES MAKE SOMETHING A GREAT PLACE?



TOP 5 ANSWERS - # of Votes

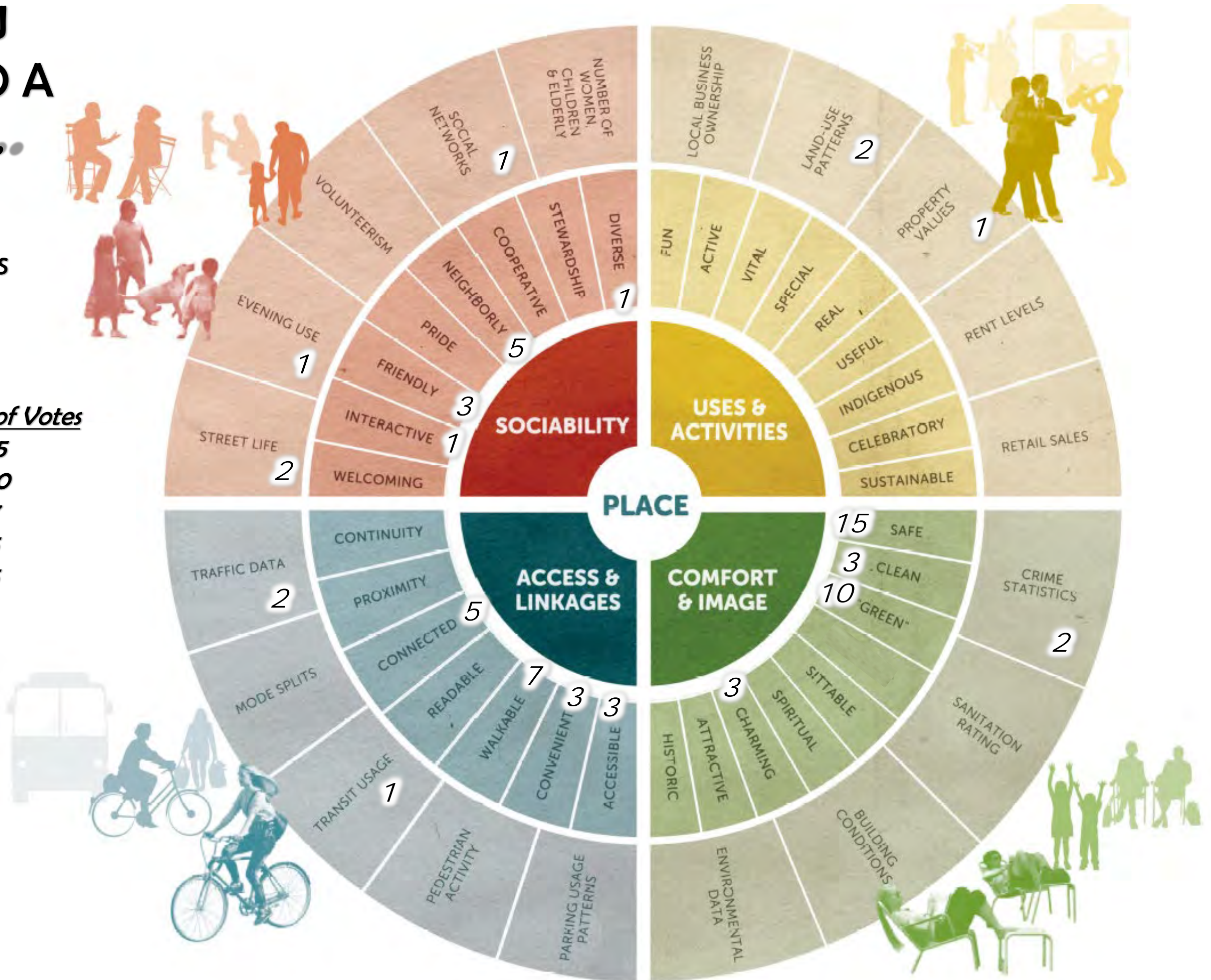
1. WALKABLE 7
1. SAFE 7
3. PEDESTRIAN ACTIVITY 5
4. GREEN 4
4. DIVERSE 4
4. STREET LIFE 4

IMAGINE YOU ARE MOVING TO A *NEW HOME...*

WHAT ARE THE MOST IMPORTANT ELEMENTS YOU WOULD LOOK FOR IN A NEW NEIGHBORHOOD?

TOP 5 ANSWERS - # of Votes

1. **SAFE** 15
2. **GREEN** 10
3. **WALKABLE** 7
4. **CONNECTED** 5
5. **NEIGHBORLY** 5



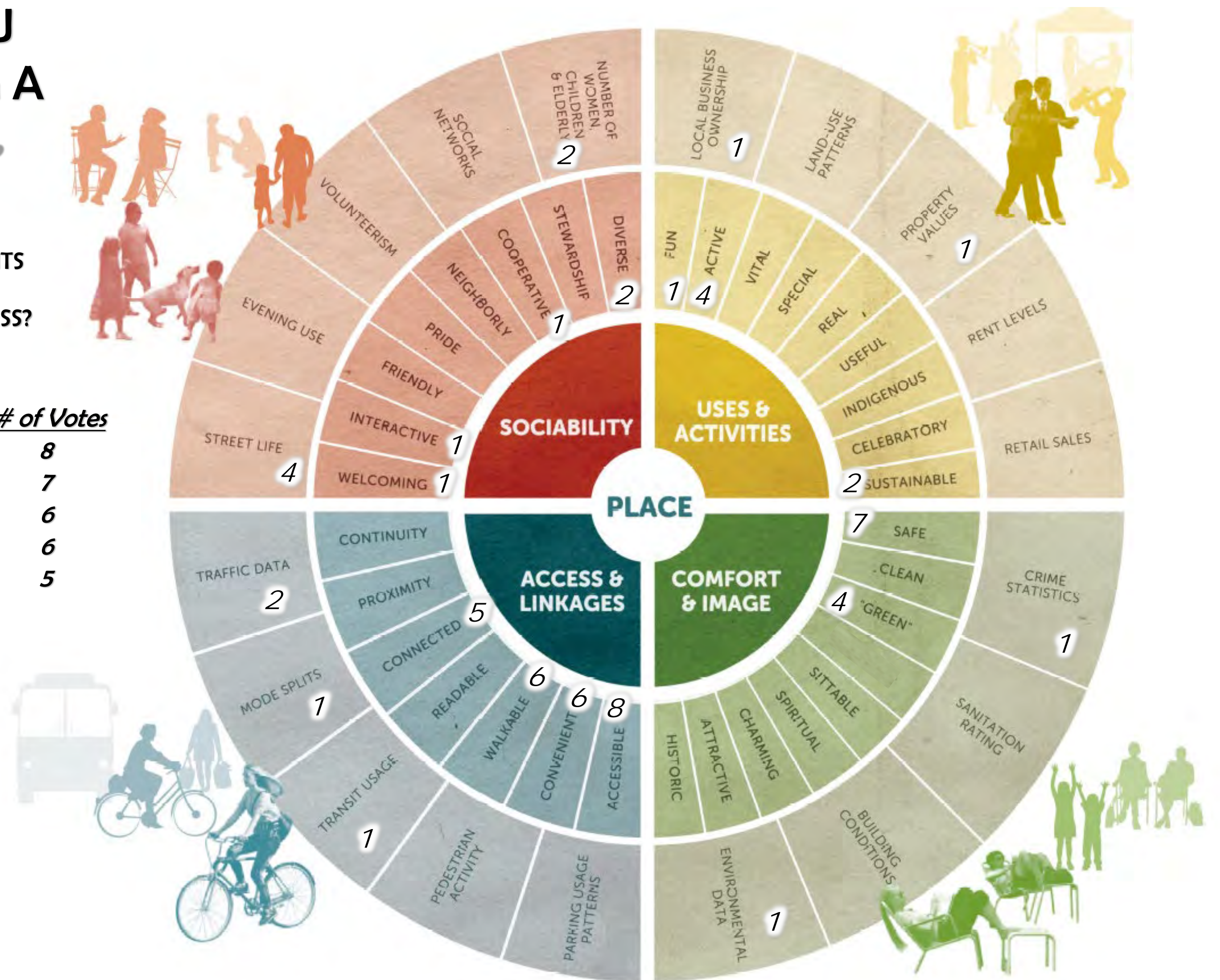
IMAGINE YOU ARE STARTING A BUSINESS...

BUSINESS...

WHAT ARE THE MOST IMPORTANT ELEMENTS IN THE LOCATION OF THAT BUSINESS?

TOP 5 ANSWERS - # of Votes

1. **ACCESSIBLE** 8
2. **SAFE** 7
3. **WALKABLE** 6
3. **CONVENIENT** 6
5. **CONNECTED** 5

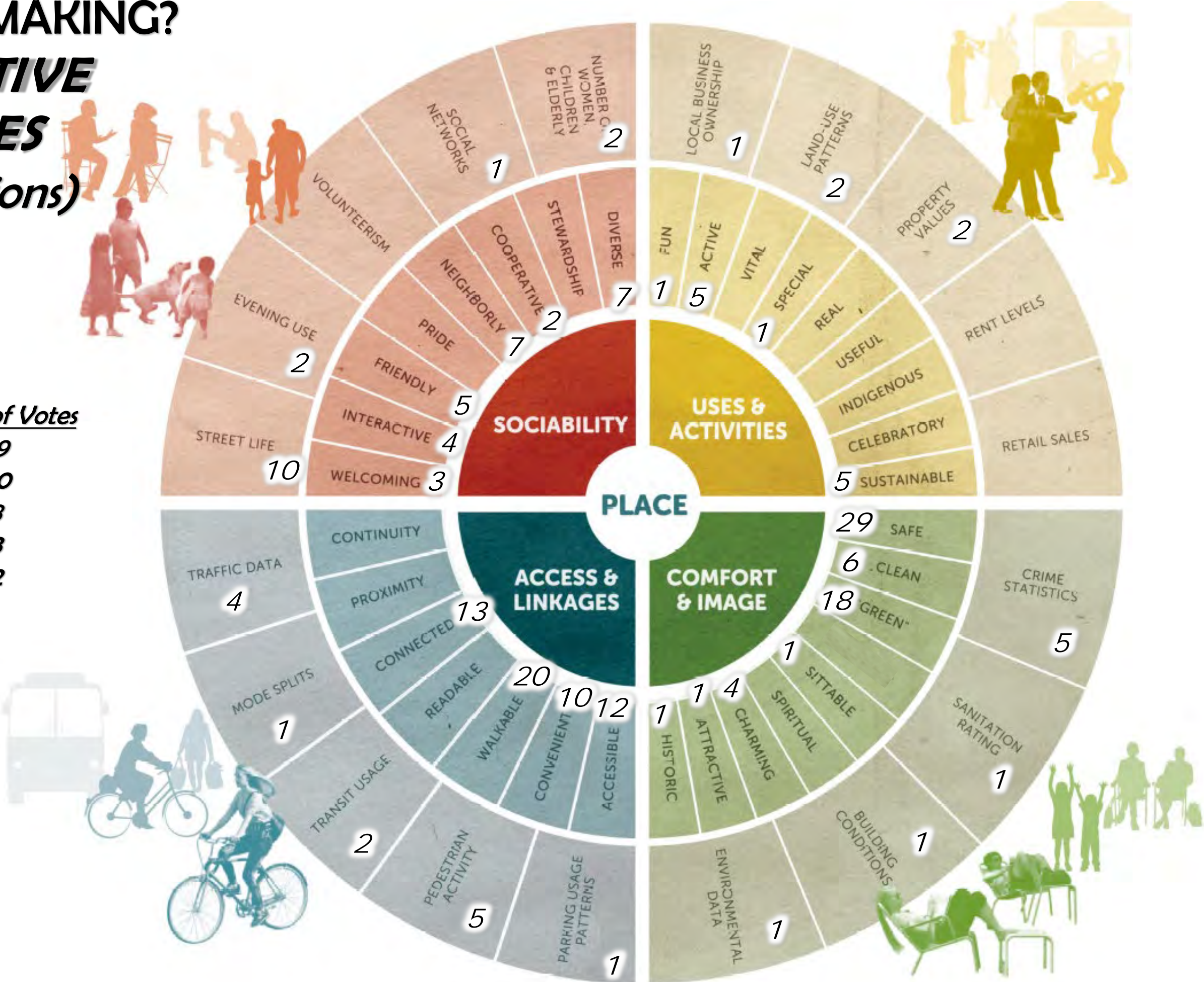


WHAT IS PLACEMAKING?

CUMMULATIVE RESPONSES (All 3 Questions)

TOP 5 ANSWERS - # of Votes

- 1. **SAFE** 29
- 2. **WALKABLE** 20
- 3. **GREEN** 18
- 4. **CONNECTED** 13
- 5. **ACCESSIBLE** 12



2040 Comprehensive Plan – Public Meeting #2/Online Survey

Traffic/Walkability Mapping Exercise Results:

- Trail Connections or Enhanced Sidewalks
 - Westside Pkwy – Warsaw to Haynes Bridge (Connect to Roswell) (0-0)
 - North Point Pkwy – Encore Pkwy to Old Milton Pkwy (0-0)
 - Old Milton Pkwy – North Point Pkwy to Kimball Bridge (missing sidewalk south side between Swan Bldg and 4125 Old Milton Pkwy) (0-0)
 - Kimball Bridge Rd – North Point Pkwy to Old Milton Pkwy (1-0)
 - Rucker Rd/Old Milton Pkwy – Broadwell Rd to Park St (Bike lanes do not match TSPLOST description) (0-0)
 - Maxwell Rd – Hembree to Westside Pkwy (Needs Bike Lane) (1-0)
 - Hwy 9 – Upper Hembree to Windward Pkwy (Connect to Roswell) (0-0)
 - MidBroadwell Rd – Charlotte Dr to Wills Rd (Needs pedestrian improvements, reduce speed limit to 35 MPH) (2-0)
 - Wills Dr (Needs pedestrian improvements) (1-0)
 - Wills Rd – Old Milton to Hwy 9 (Missing sidewalk, needs pedestrian improvements) (0-0)
 - Windward Pkwy – North Point to Windward Concourse (Needs separated bike lanes) (2-0)
 - North Point Pkwy – Windward to Webb Bridge (needs separated bike lanes, not safe) (2-0)
 - MidBroadwell Rd – missing sidewalk b/w Charlotte Dr and Charlotte Dr (2-0)
 - Main St (Hwy 9) – need wide sidewalks and separate bike lanes (2-0)
 - Hopewell Rd – missing sidewalks from Milton city limits to Canton St (1-0)
 - Connection b/w MARTA Windward Park ‘n Ride to Edison to Marconi (1-0)
 - Kimball Bridge at Eastgate – missing sidewalk to access Greenway (4-0)
 - Trail from Alpharetta HS to Pennebrooke (0-0)
 - Trail through GA Power Easement from North Point Pkwy to Kimball Bridge (1-0)
 - Hembree Rd – needs bike lanes (1-0)
 - North Point Pkwy & Kimball Bridge Rd – repair potholes, finish turn lanes and intersection improvements (0-0)
- Favorite Walking/Riding Routes
 - Providence to Mayfield to Bates
 - City Hall to Cumming Street to Trail through HP property to Windward Pkwy to Dryden to Tradewinds to Webb Bridge to Westside to Thompson St
 - Rock Mill Park to Brookside
 - Encore Pkwy – Westside to North Point Pkwys
 - Thompson St to Avalon
- Improved Crosswalks
 - Old Milton Pkwy & Brookside Pkwy (east) (3-0)
 - Old Milton Pkwy & Brookside Pkwy (west) (2-0)
 - Old Milton Pkwy & Kingry Lane (20-0)

- Hwy 9 & Marietta St – needs raised crosswalk (2-0)
- Enclave at Wills & Wills Park – crosswalk for residents (5-0)
- North Point Pkwy & Mansell Rd (3-0)
- Haynes Bridge & Georgia Lane (2-0)
- North Point Pkwy & Haynes Bridge – enhanced crosswalks (3-0)
- North Point Dr & Haynes Bridge – enhanced crosswalks (4-0)
- Haynes Bridge & NB GA400 Ramp – dangerous crossing for pedestrians (6-0)
- Haynes Bridge & Northwinds Summit – enhanced crosswalk (4-0)
- Rucker Rd & Arrowood Lane (8-0)
- Broadwell Rd & Beragio Dr (4-2)
- MidBroadwell Rd at Pop-up Park (2-0)
- Main St @ City Center HAWK Signal – crosswalk backs up traffic, needs fixed (18-1)
- Roswell St & Marietta St – needs raised crosswalk (2-0)
- Kimball Bridge Rd & Collingwood Apartments (4-0)
- Kimball Bridge Rd & Eastgate (5-0)
- Other Feedback/Ideas
 - Too many speeders along Windward Pkwy in residential area, suggest roundabout or speed cameras (8-0)
 - Haynes Bridge Rd (road widening needed south of Mansell, sidewalks missing Berkshire Manor to Alvin) (3-1)
 - Attractive sound barriers along GA400 (1-0)
 - Academy St adjacent to City Center – remove trucks constantly parked in middle of street (4-0)
 - Old Milton Pkwy entrance to Alpharetta Crossing (near Starbucks) too narrow for 2-way traffic (8-0)
 - Bicycle parking needed at North Point Mall (7-0)

Open Space Mapping Exercise Results:

- Active Open Space
 - Union Hill Park – improve skate park, make more attractive, need better active rec options (7-0)
 - Brookside Park – connect to Big Creek Greenway with footbridge, add playground (2-0)
 - Cogburn Park – needs a splash pad (6-2)
 - Rock Mill Park – needs playground, no parks along Greenway with playground (3-0)
- Passive Open Space
 - Union Hill Park – add passive areas to park (5-0)
 - New park space at Big Creek Greenway extension at Windward Pkwy (8-1)
 - Alpha Loop area between Northwinds and Avery Apartments, add passive park area (9-0)
 - Redevelop surface parking lots west side of North Point Pkwy b/w Mansell and Encore with passive open space (6-0)
 - Passive park opportunity at Maxwell and Hwy 9 (3-0)
 - Maintain greenspace b/w Academy Park and Thompson St (16-0)

- Milton Park Lake – need dog park (2-0)
- Passive park opportunity behind Georgia State university (7-0)
- Passive Park at North Point Mall detention area (5-0)
- Natural Open Space
 - Conserve natural area between Lake Windward and Douglas Rd (5-0)
 - Undeveloped LI property at Old Milton/GA400 – need parks and greenway connection (2-0)
 - Park space at the natural area south of Public Safety Bldg (3-0)
 - Conserve natural area surrounding Haynes Bridge Middle School (3-0)
 - Conserve natural areas along Big Creek Greenway that back up to North Point Pkwy (1-0)
 - Maintain wooded areas along North Main St south of Winthrope Park (4-0)
 - Maintain wooded area along Haynes Bridge next to Berkshire Manor (4-0)
 - Natural park opportunity area west of Hwy 9 at new Devore re-alignment (6-1)
 - NW corner of Marietta St and Roswell St – preserve natural area to buffer Victoria Square (5-1)
 - Webb Bridge Rd at Big Creek Greenway Bridge – need trees planted with bridge replacement (5-0)
 - Preserve natural area around Lakeview lake, outdoor space (4-0)
- Other Feedback/Ideas
 - Connect Windward Community Park to Big Creek Greenway (7-0)

STEERING COMMITTEE



Alpharetta Comprehensive Plan 2040
Steering Committee Meeting #1

AUGUST 27, 2020

Alpharetta City Hall
Multi-Purpose Room
2 Park Plaza
Noon – 2:00 PM

MEETING AGENDA

- I. Meet & Greet over Lunch (12:00 – 12:30 PM)
- II. Introduction (12:30 – 12:35 PM)
Kathi Cook, Director of Community Development
- III. Comprehensive Planning, why do we do it? (12:45 – 12:50 PM)
Michael Woodman, Senior Planner
- IV. Economic Development Trends (12:35 – 12:45 PM)
Matthew Thomas, Economic Development Manager
- V. Preliminary Survey Results (12:50 – 1:05 PM)
Ben Kern, GIS Specialist/Planner
- VI. Needs & Opportunities Exercise (1:05 – 1:55 PM)
Michael Woodman, Senior Planner & City Staff
- VII. Public Meeting #1 (1:55 – 2:00 PM)
Michael Woodman, Senior Planner

ALPHARETTA COMPREHENSIVE PLAN 2040

STEERING COMMITTEE MEETING #1

THURSDAY, AUGUST 27, 2020

STEERING COMMITTEE MEETING OVERVIEW

- What, Why, How of Comprehensive Planning
- Project Timeline
- Public Participation Plan
- Existing Conditions Data
- Preliminary Survey Results Overview
- Needs & Opportunities Exercise
- Public Meeting #1

WHAT IS IT? WHY DO WE DO IT? WHAT'S REQUIRED?

- A Comprehensive Plan is a long-range growth management tool, typically based on a 20-year horizon
- The Comprehensive Plan must include the following elements: Public Participation Plan, Community Goals, Needs & Opportunities, Economic Development, Housing, Land Use (future land use map), Transportation, Broadband Services, Community Improvement Element (updated annually), 5-Year Community Work Program, and Report of Accomplishments
- Benefits resulting from the process, improve quality of life; clear, shared vision for the future; protect private property rights; encourage economic development; provides more certainty around development
- The State of Georgia requires every jurisdiction to prepare a local comprehensive plan and to regularly update the plan in order to maintain Qualified Local Government (QLG) Status (eligible for financial resources to aid implementation of plans)
- Last update in 2015, with the last major update in 2010

PROJECT TIMELINE

- Comprehensive Plan Kick-off (req'd public hearing) – July 20, 2020
- Steering Committee Meeting #1 – August 27, 2020
- Public Meeting #1 – September 23, 2020
- Steering Committee Meeting #2 – December 2020
- Public Meeting #2 – January 2021
- Prepare Draft Comprehensive Plan – February-April 2021
- Steering Committee Meeting #3 – April 2021
- Draft Plan Transmittal Hearing (req'd public hearing) – May 2021
- DCA/ARC Review (up to 40 days)
- Plan Adoption – No later than June 30, 2021

PUBLIC PARTICIPATION PLAN

- Steering Committee – State requires 1 elected official and 1 economic development professional
 - Assist in guiding the planning process, provide valuable feedback/input, and help get the word out
- Stakeholder List – Steering Committee, HOAs, City Boards & Council, Organizations
- Combination of In-person (analog/touchless) and electronic methods of soliciting feedback
- City website – project website
- Electronic
 - Mentimeter (menti.com)
 - Map.Social
 - Typeform (Preliminary Survey)
 - ArcGIS StoryMaps

PRELIMINARY SURVEY RESULTS

- Survey opened on July 17, 2020 and closed on August 10, 2020
- Get The Word Out: City Facebook, City Twitter, Nextdoor, Emails to Stakeholders List
- 718 respondents
- Who responded?
 - 93% of respondents are Alpharetta residents
 - 51% 51-70 age group, 34% 31-50 age group, 5% 13-30 age group
 - 2% born in Alpharetta
 - 55% have lived in Alpharetta for 11+ years, 25% 4 years or less
 - 56% of respondents work outside of Alpharetta
 - 30% work in Technology, 10% Financial Services, 10% Healthcare, 6% Education, 5% Gov't, 5% Retail/Restaurant, 4% General Office, 25% Other
- How do you receive information from the City? 38% social media, 27% email, 16% City website, 8% word of mouth
- How would you like to receive information from the City? 41% same as current, 38% email, 28% social media, 25% City website

PRELIMINARY SURVEY RESULTS (CONT.)

- Reasons for choosing to live in Alpharetta: 51% Parks/Recreation, 42% Schools, 29% Proximity to Family/Friends, 28% Community & Historic/Cultural Sites, 38% Employment
- Reasons for choosing not to live in Alpharetta: 61% housing too expensive, 26% lack of housing type; 87% would consider moving to Alpharetta if these factors were to change
- 85% are somewhat aware of the City's North Point redevelopment efforts

PRELIMINARY SURVEY RESULTS (CONT.)

- Most important quality-of-life factors (1st Choice): 20% walking/biking trails, 16% safety, 8% sense of community/place
- Quality-of-life Factors (2nd Choice): 15% safety, 10% reduce traffic congestion, 7% infrastructure
- Quality-of-life Factors (3rd Choice): 14% safety, 8% infrastructure, 8% sense of community/place
- Graphic represents a weighted score of the 1st, 2nd, and 3rd choices



PRELIMINARY SURVEY RESULTS (CONT.)

- Important land use topic/issue (1st Choice): 23% walkability, 18% overdevelopment of residential, 16% retail vacancies / redevelopment
- Important land use topic/issue (2nd Choice): 18% overdevelopment of commercial, 16% walkability, 14% retail vacancies / redevelopment
- Important land use topic/issue (3rd Choice): 19% add'l park & open space, 17% walkability, 14% retail vacancies / redevelopment
- Graphic represents a weighted score of the 1st, 2nd, and 3rd choices



PRELIMINARY SURVEY RESULTS (CONT.)

- Private investments needed in office market: 60% land use changes to promote amenities such as day care, restaurant, retail, recreation, 38% access to trails, 27% sense of place/branding
- 65% believe more parks are needed, 45% more recreational programs, 70% more alternative transportation options, 48% more job opportunities, 76% believe more broadband access is needed
- 82% believe shopping opportunities are just right or need less, 55% dining opportunities are just right, 89% office space is just right or need less, 76% housing is just right or need less, 75% mixed-use developments are just right or need less
- Areas of Focus: 27% North Point Pkwy, 25% South Main St, 16% Old Milton Pkwy, 16% North Main St
- Housing Needs: 37% Detached, 36% workforce housing, 17% senior independent, 13% condos/townhomes, 4% rental
- Community Assets used less frequently (never, 1-10 times): Libraries 73%, Recreation Center 74%, Recreation Programs 83%, Local Bus 97%, Attend Public Meeting 92%, Watch Public Meeting 95%, Newsletter 54%, City Website 57%, Volunteered 75%
- Community Assets used more frequently (10-20 times, 20+): Park 68%, Recycled 86%

NEEDS & OPPORTUNITIES: ECONOMIC DEVELOPMENT

Go to Menti.com and enter Code _____

- Few attractions for residents and visitors
- Proliferation of corporate chains and lack of "mom and pop" businesses
- Life-cycle of retail space
- Unappealing Main Street/GA-9 gateways
- Demographics of economic importance
- Regional nature of infrastructure
- Desire to maintain high standard for quality of life
- Regional corporate office leader
- Regional retail center
- Master plan to guide economic development underway
- College campuses
- Presence of local economic development advocates
- Declining regional mall
- Retail vacancies
- Add amenities and placemaking at suburban office parks
- Technology Hub
- North Point Tax Allocation District
- Grant Opportunities
- Job Opportunities
- Lack of jobs to housing balance
- North Point LCI
- Alpha Loop & Big Creek Greenway

NEEDS & OPPORTUNITIES: LAND USE

Go to Menti.com and enter Code _____

- Citywide sense of place and distinguishable character
- Downtown Development
- South Main Street corridor/greyfield redevelopment
- Shifting focus of growth away from annexation
- Livable Center Initiative (LCI) study areas
- Design guidelines and Design Review Board
- Coordinate land use and transportation planning
- North Point Mall and surrounding retail environment
- Old Milton Parkway corridor east of Georgia 400/redevelopment
- Suburban office declining properties and classification
- Improving walkability
- Mixed Use Developments
- Retail and office vacancies
- Protecting established neighborhoods
- Loss of Georgia 400 buffer
- AirBnB impacts to neighborhoods and hotel industry
- Assess community needs for assisted living

NEEDS & OPPORTUNITIES: TRANSPORTATION

- Go to Menti.com and enter Code _____
- Traffic congestion
 - GDOT plans for Main Street
 - Bicycle and pedestrian infrastructure
 - Public transit service
 - Inter-parcel connectivity and access management
 - Comprehensive multi-modal transportation plan
 - Community Complete Streets
 - Using CID to finance improvements
 - GDOT and MARTA plans for Georgia 400
 - Grant Opportunities to finance improvements
 - North Point TAD (Tax Allocation District)
 - Alpha Loop
 - Trail Connectivity
 - Autonomous Vehicles
 - Make transit more attractive
 - Promote street grid within Downtown
 - Create future street grid for redevelopment of North Point area

NEEDS & OPPORTUNITIES: HOUSING

- Go to Menti.com and enter Code _____
- Increased number of higher density residential
 - Infill housing
 - Senior Housing
 - Aging in place
 - Variety of Housing
 - Affordability of Housing
 - Imbalance of jobs to housing ratio
 - Protect existing affordable and workforce housing
 - Accessory Dwelling Units (ADUs)
 - Diversity of rental housing
 - Missing middle

NEEDS & OPPORTUNITIES: NATURAL, HISTORIC AND CULTURAL RESOURCES

- Go to Menti.com and enter Code _____
- Floodplain
 - Water Quality in streams
 - Loss of trees and greenbelts to development
 - Green space for passive recreation
 - ~~Threat of remaining farms/estates converting to suburban residential~~
 - Threat of losing "small town charm"
 - Regional air quality
 - Tree city
 - Public Art
 - Big Creek Greenway
 - Historic Preservation Ordinance
 - Grant Opportunities
 - Lack of maintenance on historic structures
 - Green Communities Certification
 - Incentives to preserve existing historic structures

NEEDS & OPPORTUNITIES: COMMUNITY SERVICES & FACILITIES

- Go to Menti.com and enter Code _____
- Expanded recycling efforts desired
 - Cultural arts facility desired
 - Regional water supply
 - Maintaining quality city services
 - Greenspace, parks and trails
 - Trail Connectivity
 - Parks within walking distance of residential neighborhoods
 - Pedestrian and bicycle connections between neighborhoods and parks
 - Skateboard park

NEEDS & OPPORTUNITIES: INTERGOVERNMENTAL COORDINATION

Go to [Menti.com](https://www.menti.com) and enter Code _____

- Milton County
- Cooperation with neighbors and regional partners
- Regional Transit
- North Fulton CID
- [Plan Review Coordination along jurisdictional boundaries](#)
- [Developments of Regional Impact \(DRIs\)](#)

NEEDS & OPPORTUNITIES: BROADBAND SERVICES

Go to [Menti.com](https://www.menti.com) and enter Code _____

- [Technology City of the South](#)
- [WTF Ordinance compliant with FCC ruling](#)
- [Small Cells/5G Technology](#)
- [Small Cell Technology located on public art](#)

PUBLIC MEETING #1

- Wednesday, September 23, 2020 at **6 – 8 PM**
- Council Chambers and Multi-Purpose Room
- Purpose: Seek input on Needs & Opportunities and Community Goals
- Covid-19 Considerations:
 - Eventbrite RSVP (manage audience size)
 - Social distancing, req'd temperature checks, masks provided, hand sanitizer
 - Touchless Feedback/Input Software (www.menti.com)
- Help us get the word out (tell your neighbors, co-workers, etc.)

QUESTIONS?

- City Staff
 - Kathi Cook, Community Development Director
 - Brian Borden, Zoning Administrator
 - Eric Graves, Senior Transportation Engineer
 - Ben Kern, GIS Specialist/Planner
 - Elle Taylor, Planning & Zoning Coordinator
 - Michael Woodman, Senior Planner

Alpharetta Comprehensive Plan 2035 – Needs and Opportunities & Goals, Policies and Strategies

Economic Development

Issues and Opportunities:

- Few attractions for residents and visitors
- Proliferation of corporate chains and lack of “mom and pop” businesses
- Life-cycle of retail space
- Unappealing Main Street/GA-9 gateways
- Demographics of economic importance
- Regional nature of infrastructure
- Desire to maintain high standard for quality of life
- Regional corporate office leader
- Regional retail center
- Master plan to guide economic development underway
- College campuses
- Presence of local economic development advocates

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: Maintain community-oriented foot patrol policing for Downtown Alpharetta.

☐ ED Strategy 1.6: 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: Continue to promote 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: Continue to maintain 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: Continue to 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.

Land Use

Issues and Opportunities 2035:

- Citywide sense of place and distinguishable character
- Downtown Development
- South Main Street corridor/greyfield redevelopment
- Shifting focus of growth away from annexation
- Livable Center Initiative (LCI) study areas
- Design guidelines and Design Review Board
- Coordinate land use and transportation planning

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: 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 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 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 Strategy 8.5: Consider a Mixed Use Zoning classification for land areas less than 25 acres.

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: Establish and maintain attractive gateway features at major entranceways into the city, including guidelines for future development.

☐ LU Strategy 9.4: Maintain the visual aesthetics of GA-400 by preserving and enhancing the tree buffer and prohibiting retail at the interchanges.

Transportation

Issues and Opportunities 2035:

- Traffic congestion
- GDOT plans for Main Street
- Bicycle and pedestrian infrastructure
- Public transit service
- Inter-parcel connectivity and access management
- Comprehensive multi-modal transportation plan
- Community Complete Streets
- Using CID to finance improvements

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 particularly 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, roundabouts, 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 effective transit options 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: Continue 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 Strategy 4.4: For City street improvement projects (including new streets, street widenings, complete street design, and other street improvement measures to the extent practicable), develop public-private partnerships for integrating green infrastructure/low impact development to mitigate stormwater runoff impacts and beautify the right-of-way area.

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

☐ T Strategy 5.1: Maintain the City's transportation plan on a regular 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

Issues and Opportunities 2035:

- Increased number of higher density residential
- Infill housing
- Senior Housing
- Aging in place
- Variety of Housing

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 ‘owner-occupied and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.

☐ H Strategy 2.1: Use Census Data to track the number of ‘owner-occupied’ and ‘renter-occupied’ units located in Alpharetta.

☐ H Strategy 2.2: Maintain the computerized system for land development records, building permits and engineering plans.

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: Consider the balance of 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 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 are made for amenities (i.e. sidewalks, lighting, open spaces), in order to support a high quality residential product.

H Policy 6: Ensure 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

Issues and Opportunities 2035:

- Floodplain
- Water Quality in streams
- Loss of trees and greenbelts to development
- Green space for passive recreation
- Threat of remaining farms/estates converting to suburban residential
- Threat of losing “small town charm”
- Regional air quality
- Tree city

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 Strategy 1.9: Continue to evaluate ways to encourage Public Arts Programming and Arts Facilities.

☐ NHCR Strategy 1.10 : Continue to work with the Historic Preservation Commission

(established in 2016) and other Arts organizations to preserve historic properties in the City of Alpharetta.

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: Develop a pocket park plan and link greenspaces with linear multi-use paths in order to maximize greenspace.

☐ NHCR Strategy 3.2: Actively pursue methods to expand, enhance, and create more multi-use trail activity.

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, incentives and code requirements 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 materials and resources 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

Issues and Opportunities:

- Expanded recycling efforts desired
- Cultural arts facility desired
- Regional water supply
- Maintaining quality city services
- Greenspace, parks and trails

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 are 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 Center for the Arts.

☐ 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

Issues and Opportunities 2035:

- Milton County
- Cooperation with neighbors and regional partners
- Regional Transit
- North Fulton CID

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 3.1: Continue to be actively involved in ongoing transportation planning activities with Atlanta Regional Commission and the North Fulton CID.

☐ IC Strategy 3.2: Continue to work with the Atlanta Regional Commission to coordinate planning and development efforts in the region.

☐ IC Strategy 3.3: Work with state and federal agencies to identify funding opportunities to address community development and transportation needs.

☐ IC Strategy 3.4: 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 3.5: Continue to coordinate with surrounding municipalities on watershed wide studies, projects, and improvements.

Broadband Services (This is a new element that was not previous addressed in the City's Comprehensive Plan.)

Issues and Opportunities:

Goals, Policies and Strategies

HORIZON 2040 COMPREHENSIVE PLAN

STEERING COMMITTEE MEETING #2

TUESDAY, MARCH 16, 2021 @ 6 PM

ZOOM



STEERING COMMITTEE MEETING OVERVIEW

- Comprehensive Plan Project Schedule (UPDATE)
- Open Discussion
 - Overarching Themes/Topics
 - What 'Strategies or Action Items' are necessary to implement the community vision?
- Public Meeting #2 – meeting planning (date, location, public input exercises)

PROJECT TIMELINE

- Comprehensive Plan Kick-off (req'd public hearing) – July 20, 2020
- Steering Committee Meeting #1 – September 9, 2020
- Public Meeting #1 – October 7, 2020
- Steering Committee Meeting #2 – March 2021
- Public Meeting #2 – April 2021
- Prepare Draft Comprehensive Plan – April-July 2021
- Steering Committee Meeting #3 – August 2021
- Draft Plan Transmittal Hearing (req'd public hearing) – Sept 2021
- DCA/ARC Review (up to 40 days)
- Plan Adoption – No later than ~~June 30, 2021~~ October 31, 2021

OVERARCHING THEMES/TOPICS

- Vacant Office and Retail Space
- Growth Management
- Traffic/Walkability
- Housing
- Sense of Place (Placemaking)
- Open Space



ECONOMIC DEVELOPMENT

What the community said about Vacant Office/Retail: plan to address vacancies; incentives for the North Point area; attract new businesses beyond technology, including healthcare and sustainable/green companies

NEW POLICIES: ED Policy 6: Promote placemaking as a means to create interesting, sustainable developments.

ED Policy 7: Promote infill of vacant office and retail space with compatible uses and amenities that enhances synergy within the development.

SUGGESTIONS: develop technology plan for North Point in conjunction w/renewable energy/smart infrastructure partners; work w/commercial property owners to develop marketing plans; develop assistance program to retrofit walkable/trail improvements in office parks

LAND USE

What the community said about Growth Management: manage overdevelopment; repurpose vacant buildings; maintain natural areas; limit high density

NEW POLICIES: LU Policy 9: Promote redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed use environments to create viable, growing and attractive areas.

LU Policy 10: Promote branding and adding amenities at existing suburban office developments to increase marketability.

SUGGESTIONS: maintain list of vacant bldgs/space; Code change to require min. natural area in open space; Code change remove density increase in certain Downtown zoning districts; develop small area plan, LCI or LCI supplemental study for certain highway corridors; Code change in O-I and CUP to allow office amenities; incentivize branding in Overlay districts; develop a branding assistance program

TRANSPORTATION

What the community said about Traffic/Walkability: manage congestion; infrastructure improvements needed; provide targeted, alternative transportation improvements for seniors/workforce; plan for alternative modes of travel; increase safety for peds/cyclist; local shuttle/trolley options; promote walkability; system of trails

NEW POLICY: T Policy 8: Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.

SUGGESTIONS: seek grants and funding partners to implement the Alpha Loop; develop a network connection plan b/w the Greenway and commercial areas; promote NFCID MARTA bus shelter program

HOUSING

What the community said about Housing: housing affordability; manage scale of homes to lot size; manage density; concentrate density at North Point; create walkable neighborhoods; diversify housing opportunities; address missing housing types and price points

NEW POLICY: H Policy 8: Promote a variety of housing options, including housing types, design, price points and age-targeted housing.

SUGGESTIONS: develop city-wide housing inventory by type and price point; explore first time homebuyer's program targeted to public safety, teachers, gov't workers; develop ADU regulations; explore regulations to address appropriately-scaled infill or redevelopment; explore CDBG funding to address housing affordability

NATURAL, HISTORIC AND CULTURAL RESOURCES

What the community said about Sense of Place (Placemaking): build on the arts; maintain small town feel; expand special events; create mixed-use environment in the North Point area; support a strong school system; improve walkability

NEW POLICIES: NHCR Policy 6: Continue to acquire additional park space and provide trail connections between parks and where people live and work.

NHCR Policy 7: Preserve and enhance Alpharetta's sense of community.

SUGGESTIONS: Code change requiring developer contribution toward public art as % of development cost; evaluate, update and expand North Point EcoDistrict regulations; develop placemaking plans for key areas/activity centers; expand partnerships and educational programs w/local schools

COMMUNITY SERVICES & FACILITIES

What the community said about Open Space: more open space; park and recreational opportunities for all age groups; protect natural areas in parks

NEW POLICIES: CSF Policy 6: Promote walkable communities and areas throughout the City.

CSF Policy 7: Promote community safety and security.

SUGGESTIONS: Code change open space regulations tied to population at senior living facilities; add CPTED review to LDP process; develop sidewalk and trail plan; adopt Complete Streets Ordinance; update Standard Civil Details to promote walkable communities

PUBLIC MEETING #2

- Tuesday, April 13, 2021 from 6:00 – 7:30 PM (drop-in style)
- Brook Street Park (weather permitting) or Council Chambers & Multi-Purpose Room
- Purpose: Seek input on Strategies/Action Items to Implement Community Vision
- City-staffed stations with a variety of mapping exercises
- Covid-19 Considerations:
 - Eventbrite RSVP (manage audience size and social distancing)
 - Social distancing, temperature checks, masks and hand sanitizer provided
 - Touchless Feedback Software (www.menti.com)
- Help us get the word out (tell your neighbors, co-workers, etc.)



Economic Development

Vacant Office and Retail

- Director Cook gave brief update on North Point Mall.
 - New owners are big on placemaking & sustainability.
 - Buying into the Eco District.
- Nick Garcia gave positive comments on Trademark group
 - They have a small portfolio
 - They don't take every leasing assignment offered to them.
 - Tremendous reputation
 - Mall business owners are happy with progress being made. Big positive for NP area.
- Nick spoke to concern about the retail environment
 - Lack of depth to fill vacancies
 - Alpharetta will continue to be an attractive market, but it will be a tough year for retail.
 - People will continue to move from high cost cities to more affordable cities due to implications of pandemic.
- Herb Velazquez asked whether Alpha Loop presentations studied by GA Tech had been reviewed and given any consideration for further development.
 - Staff responded that 1 presentation was shown to Council and 1 other has been shown to developers.
 - The study has also been used to consider Ideas are being considered for future park areas along the Alpha Loop.
 - Shows ways to create incredible outdoor workspaces in small areas and easements, small exercise areas.
 - A developer that is going to submit next month plans to include several of these ideas in their submittal. It has been a great help to us.
 - Director Cook requested that Herb to send her the other presentations.
- Matthew Thomas, Economic Development Manager, spoke about pursuit of incentives for the North Point Area.
 - He discussed the Opportunity Zone that has been applied for. If a company creates 2 or more jobs within this specific boundary, they are eligible for a \$3500 tax credit per created job. This does apply to retail. DCA requested additional information on the Application yesterday. It is a state program.
- Ben Kern, GIS Specialist & Planner, suggested targeting higher cost of living markets. Do research on those areas and look into what the lower cost of living in GA might offer. Especially since more people are working remotely,
- There was discussion on the process of how inquiries from people that are interested in moving to GA come to us and who handles them. Staff said they come to us in a number of ways and then we provide them with the local info they need.

Steering Committee #2 3.16.21 Open Discussion

- Valerie Manley brought up other areas such as Windward Business Park that are also experiencing vacancies.
- Matthew Thomas, Economic Development Manager, discussed meetings with Windward Business Association and businesses and property owners that are not part of the association. Staff will attend their Annual Meeting to discuss needs for amenities, collaboration on branding, marketing to heighten their profile in the market.

Land Use

- Michael Woodman, Senior Planner, discussed grant application to study South Main St. for Placemaking Plan, Design Guidelines and Transportation.
- Nick Garcia discussed Land Uses going back to residential. Retail will become more efficient with fewer locations with more investment in online operations. East side of North Point Pky may become more residential over the years. People want to be near amenities, restaurants. Stay away from zoning for new retail.
- Director Cook discussed Mixed Use Ordinance that has been in use for a few years and changes that may be needed
 - % of retail, % of Office, that was originally considered may now need to consider what the development is it next to, what is it connected to? If it is adjacent to a lot of office, you don't need an office requirement.
 - Counting outdoor work space
- August Casey suggested reaching out to universities and college to offer graduates opportunity for cost-effective star-ups and living spaces.
- Director Cook clarified to Holly Palmer that the when speaking of plans for Old Milton Parkway, we mean East of GA 400.
- Fergal Brady discussed need for mixed use.
 - Stand-alone office, residential may not work.
 - People want experiences and hospitality.
 - Need blend of retail with other uses around it.
 - People want to go to Mall but still want an experience.
- Herb Velazquez suggested repurposing vacant building to create an arts district for live in artists of all crafts:
 - sculpture, painting, music, etc. perhaps the spaces can be assigned to different artists for a specific period of time (a year to 2 years) . This may attract people in the arts to make the area very unique. Brian Borden responded that he liked this idea.
 - Bring in skilled craftsmen/women who may bring their higher skill levels to the city and teach others. This might greatly improve the craftsmanship of architectural details over time.

Traffic and Walkability

- Director Cook discussed grant for \$1.5 mill section of Alpha Loop that the City received.
 - Nick asked about North Point Placemaking Plan status.
 - Director Cook stated Council has recently approved the Design of section from Encore over to the Big Creek Greenway. It will be a big stabilizer.
 - Council realizes we need the infrastructure. Bid went out this week to design wide sidewalks for North Point Pky.
- Nick Garcia stated walkability is not always possible in every area. Denser areas need more walkability. Walkability is not always the answer.
- There was discussion of BRT and integration in walkability of trails plan. Eric Graves, Senior Traffic Engineer, stated City is meeting with MARTA and GDOT to discuss placement and locations of stations.
- Fergal Brady stated that walkability is a lifestyle and is very important to residents of Alpharetta. From a business point of view our biggest problem is hiring labor. There is a problem getting the workforce to Alpharetta.
 - Eric Graves, Senior Traffic Engineer, stated MARTA is studying their bus routes to address this problem.
- Valerie Manley suggested incorporating East/West roadway improvements into one document and address walkability on Windward Pky.

Housing

- Michael Woodman, Senior Planner, discussed protecting affordable housing in the City (Alpha Park)
- Discussion of identifying price points in new developments. Director Cook discussed that we do not have a Housing Authority to offer incentives to developers for affordable housing. The price points are driven by the cost of the land and density. Higher densities have been approved at North Point. It is not due to materials that are required by the City. It is the location.
- Akash Bhatt asked for definition of affordable housing.
 - Michael Woodman stated it is normally 50% of median income. Workforce Housing is 80% to 120% of median income.
 - Are there plans to incorporate affordable housing near activity centers? Transportation and Housing go hand in hand.
 - Staff stated we do not currently have affordable housing policies in the City. Part of this Comp Plan Update may be how do we do that.
 - Akash Bhatt stated ARC is creating a regional affordable housing plan.
- Kevin Landry discussed need for different housing types in addition to townhouses.
 - Nick Garcia stated neighborhoods are more interesting with variety. Lend a lot of visual interest.
 - There was discussion of need for different types of housing in the downtown as well as North Point.
 -

Steering Committee #2 3.16.21 Open Discussion

- Herb Velazquez suggested that world class green architecture should have a role in the development of affordable housing.(Utilize green technology and materials).
 - Staff stated there is a great opportunity for this in the North Point Area and discussed possibility of adding this to eco-District measures.
- Fergal Brady stated that affordable housing is “ a slippery slope” to subsidized housing. It is a complex subject that needs study and planning. How does the City maintain the prices/resales of “affordable” homes?
 - Director Cook stated legally we cannot control the price of “resale” of homes.

Placemaking

- Herb Velazquez suggested repurposing vacant building to create an arts district for live in artists of all crafts: sculpture, painting, music, etc. perhaps the spaces can be assigned to different artists for a specific period of time (a year to 2 years) . This may attract people in the arts to make the area very unique.
 - Brian Borden responded that he liked this idea. He also suggested bringing in skilled craftsmen/women who may bring their higher skill levels to the city and teach others. This might greatly improve the craftsmanship of architectural details over time.
- James Drinkard, Assistant City Administrator, stated in Cultural Arts Survey the two areas that are getting the most attention are Wills Park and North Point.
- Suburban Office - Staff stated we are trying to teach them how to program events on their own as office owners.
 - Valerie Manley suggested possibly move events to vacant office parking lots for Food Trucks or festivals to give exposure to them.
 - Staff discussed this would be an opportunity to showcase the property as well as bring community interest
 - Fergal Brady discussed linear parks for integration in office parks. Staff stated that is part of our strategy (Brookside, Old Milton Pky)
- There was discussion of placemaking plans being used to brand the area and improve safety, not just art.

Community Services & Facilities

- CPTED stands for Crime Prevention Through Environmental Design. There is certification for CRTED. Our plan is to develop sites that don't provide places for bad guys to hide through.
- Akash Bhatt asked if this would be applied to residential. Staff stated yes. Type of fencing and walls could be a part of CPTED. It would be part of the LDP process, a preemptive process.
- Staff asked What types of parks do Committee members like?
 - Greenway- needs larger parks along the way, restrooms, vendors for drinks, food
 - Need for more pocket parks
 - Possibly give incentives for property owners to use less parking and dedicate some of that space to a park.

Steering Committee #2 3.16.21 Open Discussion

- Grow open space network in public and private spaces
- Kevin Landry complimented Staff on sidewalks on Rucker Rd creating walkability
- Ben Kern suggested offering a place where people could go to use tools and have space to house, share different equipment in a gathering space.

Public Meeting #2

- Tuesday, April 13 from 6:00 p.m. to 7:30 p.m.
- In person, outside location, possibly Brooke Street Park
- COVID precautions
- Use Mapping Exercises
- Future Land Use Map will be part of this meeting
- Kevin Landry suggested we have the meeting at one of high vacancy office parks and to have food trucks
- Possibly hold it at North Point Mall
- Meeting will be followed up with an Online Survey

After the Meeting Staff discussed that we may not be able to have the event at the Mall as it competes with the Food Court. Council Member Richard suggested holding the Public Meeting at Brookside Office Park.



**COMPREHENSIVE PLAN 2040
STAFF MEETING
JULY 29, 2021
ALPHARETTA CITY HALL
CONFERENCE ROOM G-32
2 PARK PLAZA
3:30 PM**

I. Document Draft

- a. Cover Page
- b. Acknowledgements (any additional participants needed?)
- c. Table of Contents
- d. Introduction
- e. Existing Conditions
- f. Community Participation Plan
- g. Community Vision
- h. Needs & Opportunities
- i. Future Land Use Map
- j. Brookside Small Area Plan (if ready)
- k. Short Term Work Program
- l. Report of Accomplishments
- m. Appendix
 - i. Existing Conditions
 - ii. Community Participation Plan + Outreach Documentation
 - iii. Community Participation Plan + Surveys and Results/Summaries

II. Project Schedule

- a. Meeting w/Councilmembers Richard + Binder
- b. Steering Committee Meeting #3
- c. Planning Commission Transmittal Hearing
- d. City Council Transmittal Hearing
- e. Adoption Hearing

III. Other Required Documents

- a. Transmittal Cover Letter – Mayor (water resources disclosure)
- b. Staff Report + Resolution for Transmittal Hearing
- c. Staff Report + Resolution for Adoption



**COMPREHENSIVE PLAN 2040
STAFF MEETING
JULY 29, 2021
ALPHARETTA CITY HALL
CONFERENCE ROOM G-32
2 PARK PLAZA
3:30 PM**

2040 Comprehensive Plan - Project Schedule

Pre-Survey – July 17, 2020 – August 10, 2020
Comprehensive Plan Kick-off (req'd public hearing) – July 20, 2020
Steering Committee Meeting #1 – September 9, 2020
Public Meeting #1 – October 7, 2020
Online Surveys #1 – October 15, 2020 – November 5, 2020
Steering Committee Meeting #2 – March 16, 2021
Public Meeting #2 – April 27, 2021
Online Surveys #2 – June 1, 2021 – June 25, 2021
Prepare Draft Comprehensive Plan – May – August 2021
Coordination Meeting w/Karen & Jason – August 25, 2021
Steering Committee Meeting #3 – August 31, 2021
Planning Commission Transmittal Hearing – September 2, 2021
Council Transmittal Hearing – September 20, 2021
DCA/ARC Review (up to 40 days)
Plan Adoption – No later than October 31, 2021 (10/25/21)



COMPREHENSIVE PLAN 2040 COLLABORATION MEETING

August 25, 2021

ALPHARETTA CITY HALL
MULTIPURPOSE ROOM
2 PARK PLAZA
11:00 AM

- I. **Attendance:**
 - a. Karen Richard, Jason Binder, Kathi Cook, Michael Woodman, Ben Kern, and Lauren Shapiro
- II. **Welcome + Lunch**
- III. **Comprehensive Plan Schedule**
- IV. **Summary of Community Involvement**
- V. **Themes / Areas of Focus**
- VI. **Community Vision**
- VII. **Future Land Use Map**
- VIII. **Short Term Work Program (2022- 2026)**
- IX. **Questions**
 - a. Email any questions to Senior Planner, Michael Woodman, mwoodman@alpharetta.ga.us
- X. **Input on Draft of Comprehensive Plan**
- XI. **Important Upcoming Dates:**
 - a. Transmittal Hearings
 - i. Planning Commission – Thursday, September 2, 2021 at 6:30 p.m.
 - ii. City Council – Monday, September 20, 2021 at 6:30 p.m.



COMPREHENSIVE PLAN 2040 STEERING COMMITTEE MEETING # 3

August 31, 2021

ALPHARETTA CITY HALL
MULTIPURPOSE ROOM

2 PARK PLAZA

3:30 PM

- I. Welcome + Lunch
- II. Comprehensive Plan Schedule
- III. Summary of Community Involvement
- IV. Themes / Areas of Focus
- V. Community Vision
- VI. Future Land Use Map
- VII. Short Term Work Program (2022- 2026)
- VIII. Questions
 - a. Email any questions to Senior Planner, Michael Woodman, mwoodman@alpharetta.ga.us
- IX. Input on Draft of Comprehensive Plan
- X. Important Upcoming Dates:
 - a. Transmittal Hearings
 - i. Planning Commission – Thursday, September 2, 2021 at 6:30 p.m.
 - ii. City Council – Monday, September 20, 2021 at 6:30 p.m.



HORIZON 2040 COMPREHENSIVE PLAN

TRANSMITTAL HEARINGS:
PLANNING COMMISSION – SEPTEMBER 2, 2021
CITY COUNCIL – SEPTEMBER 20, 2021



**What is it?
Why do we do it?**

ALPHARETTA | GEORGIA'S CONNECTED CITY

COMPREHENSIVE PLAN

- A Comprehensive Plan is a long-range growth management tool, typically based on a 20-year horizon
- State Comprehensive Planning rules require that local jurisdictions address the following plan elements:
 - Community Involvement Plan
 - Existing Conditions Analysis
 - Needs & Opportunities
 - Community Goals
 - Economic Development
 - Housing
 - Land Use (future land use map)
 - Transportation
 - Intergovernmental Coordination
 - Broadband Services
 - Community Improvement Element (updated annually)
 - 5-Year Short Term Work Program
 - Report of Accomplishments
- State (DCA) requires every jurisdiction to prepare a local comprehensive plan and to regularly update the plan in order to maintain its Qualified Local Government (QLG) Status (eligible for financial resources to aid implementation of plans)

- Pre-Survey – July 17, 2020 – August 10, 2020
- Comprehensive Plan Kick-off (1st public hearing) – July 20, 2020
- Steering Committee Meeting #1 – September 9, 2020
- Public Meeting #1 – October 7, 2020
- Online Surveys #1 – October 15, 2020 – November 5, 2020
- Steering Committee Meeting #2 – March 16, 2021
- Public Meeting #2 – April 27, 2021
- Online Surveys #2 – June 1, 2021 – June 25, 2021
- Prepare Draft Comprehensive Plan – May – August 2021
- Citywide Housing Study Presentation (Council Workshop) – August 2, 2021
- Steering Committee Meeting #3 – August 31, 2021
- Planning Commission Transmittal Hearing (2nd public hearing) – Sept. 2, 2021
- Council Transmittal Hearing (2nd public hearing) – September 20, 2021
- DCA/ARC Review (up to 40 days)
- Plan Adoption – No later than October 31, 2021 (October 25, 2021)

PROJECT TIMELINE

Community Involvement Plan

ALPHARETTA | GEORGIA'S CONNECTED CITY



COMMUNITY INVOLVEMENT PLAN

- **Steering Committee** – Assisted in guiding the planning process, provided valuable feedback/input into plan development, and helped get the word out. DCA requires the participation of a Council Member and Economic Development professional on the Steering Committee. Each Council Member appointed a Steering Committee member.
- **Stakeholder List** – HOAs, City Boards/Council, Residents, Local Organizations, Local Newspaper, Colleges/Universities, City Staff
- **Social Media** – Facebook, Twitter, Nextdoor, LinkedIn
- **City Website** – Tile on City website homepage to Project website



COMMUNITY INVOLVEMENT PLAN

- **In-Person & Virtual Meetings**
 - Kick-off Hearing, Transmittal Hearings (3 Public Hearings)
 - Council Workshop – Citywide Housing Study
 - 2 In-Person Public Meetings (Attendance ~120 people)
 - 2 In-Person & 1 Virtual Steering Committee Meetings
- **Online Surveys**
 - Preliminary Survey – July 17, 2020 – August 10, 2020 (718 Responses)
 - Public Meeting #1 Survey – October 15, 2020 – November 5, 2020 (105 Responses)
 - Public Meeting #2 Survey – June 1, 2021 – June 25, 2021 (352 Responses)





THEMES AREAS OF FOCUS

ALPHARETTA | GEORGIA'S CONNECTED CITY

- **Traffic & Walkability**
Manage congestion due to growth; significant infrastructure improvements are needed; provide targeted, alternative transportation improvements for seniors and the workforce; plan for alternative modes of travel; increase safety for pedestrians/cyclist; explore local shuttle/trolley options; promote and improve walkability; promote and provide a system of trails.
- **Vacant Office & Retail**
Develop a plan to deal with vacancies; develop incentives for the North Point area
- **Growth Management**
Manage overdevelopment; repurpose vacant buildings; maintain natural areas; limit high density
- **Housing**
Address affordability of housing; manage scale of homes to lot size; manage density; concentrate density at North Point; create walkable neighborhoods; diversify housing opportunities; address missing housing types/price points
- **Sense of Place/Placemaking**
Build on the arts; maintain small town feel; expand special events; create a mixed-use environment in the North Point area; support a strong school system; improve walkability
- **Open Space**
Provide more open space; provide park and recreational opportunities for all age groups; provide and protect natural areas in parks

THEMES / AREAS OF FOCUS



Community Vision

ALPHARETTA | GEORGIA'S CONNECTED CITY

COMMUNITY VISION: ECONOMIC DEVELOPMENT

- **ED Policy 6:** Promote branding and placemaking as a means of creating interesting, sustainable developments.
- **ED Policy 7:** Promote infill of vacant office and retail space with compatible uses and amenities that enhance synergy within the development.
- **New Strategies**
 - Build on the arts and special event programming
 - Unify Downtown businesses
 - Economic Development incentives for North Point
 - Marketing and branding
 - Maintain a list of retail/office vacancies to promote/market for re-use

COMMUNITY VISION: LAND USE

- **LU Policy 9:** Promote redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed-use environments to create viable, growing and attractive areas.
- **LU Policy 10:** Promote the retrofitting of suburban office developments with amenities to increase marketability.
- **New Strategies**
 - Small area plans for Old Milton Pkwy, South Main St, Windward
 - Plan for regional draw uses (entertainment, college/university, assembly)
 - Mix of uses and amenities at suburban office developments

COMMUNITY VISION: TRANSPORTATION

- **T Policy 8:** Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.
- **New Strategies**
 - Citywide trail system
 - Implement overlay streetscape standards
 - Alternative transportation options (autonomous vehicles, senior shuttle)
 - Innovative traffic management (Connected Vehicle Program)

COMMUNITY VISION: HOUSING

- **No new policies added.**
- **New Strategies**
 - Prioritize higher density at North Point
 - Protect existing neighborhoods from incompatible redevelopment/infill
 - Biannual updates to Rental Study
 - Discourage single-option senior housing
 - Missing middle housing
 - Research housing affordability tools

COMMUNITY VISION: NATURAL, HISTORIC & CULTURAL RESOURCES

- **NHCR Policy 6:** Continue to add to the City's open space inventory and provide trail connections between parks and where people live and work.
- **New Strategies**
 - Public art
 - Cultural arts venue
 - Identify partnerships to enhance special event programming
 - Further incentivize historic preservation
 - Expand open space (active, passive and natural)
 - Encourage sustainable/green development

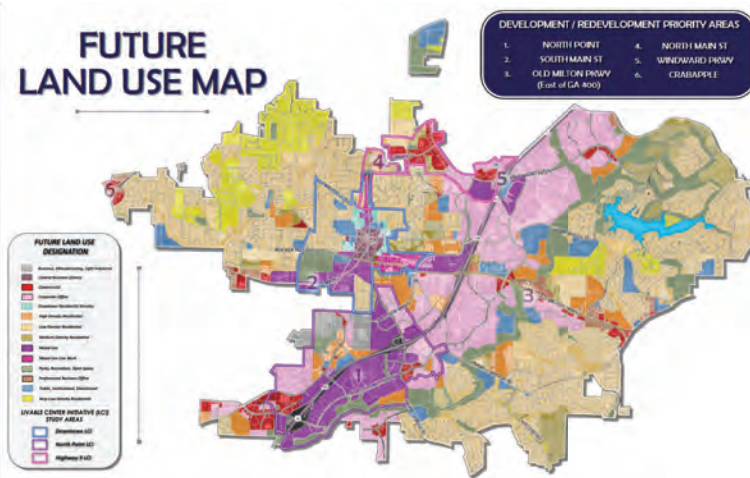
COMMUNITY VISION: COMMUNITY SERVICES AND FACILITIES

- **CSF Policy 5:** Promote walkable communities and areas throughout the City.
- **CSF Policy 6:** Promote community safety and security.
- **New Strategies**
 - Skate park
 - Support Alpha Loop Foundation
 - Partnerships with local schools
 - Partnerships to encourage centralized parking
 - Pedestrian improvements to promote walkability
 - Apply principles of Crime Prevention Through Environmental Design (CPTED) and pedestrian safety to site review

COMMUNITY VISION: BROADBAND SERVICES

- **BBS Goal:** Support regulations that promote access to broadband services throughout the City and for all groups regardless of socio-economic factors.
- **BBS Policy 1:** Promote access to broadband services, especially in areas that lack coverage.
- **New Strategies**
 - Maintain wireless telecommunication ordinance to promote access to broadband services

FUTURE LAND USE MAP

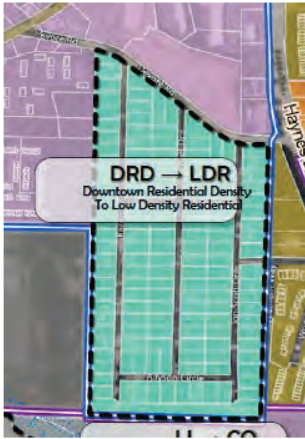


2040 FUTURE LAND USE MAP



Several Changes Reflective of Newly Purchased Parkland

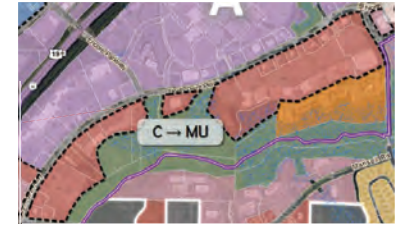
2040 FUTURE LAND USE MAP CHANGES: GENERAL CLEANUP



Alpha Park Neighborhood:

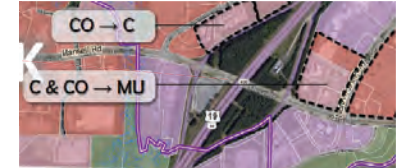
- Change from 'Downtown Residential Density' to 'Low Density Residential'
- Protect existing neighborhoods from incompatible development

2040 FUTURE LAND USE MAP CHANGES: LOW DENSITY RESIDENTIAL



Regency Park and North Point Business Center Master Plans:

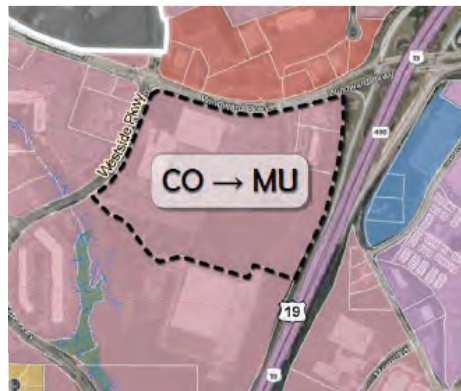
- Change from 'Commercial' and 'Corporate Office' to 'Mixed Use'
- Consistent with North Point LCI and North Point Overlay



2040 FUTURE LAND USE MAP CHANGES: 'MIXED USE'

HP property at the SE corner of Windward Parkway and Westside Parkway:

- Community identified the property as a mixed-use opportunity
- Change from 'Corporate Office' to 'Mixed Use'



2040 FUTURE LAND USE MAP CHANGES: 'MIXED USE'

SHORT TERM WORK PROGRAM

- **Projects from Capital Improvement Element (CIE), City Budget, Park Bond**
- **5-Year Horizon (2022 – 2026)**
 - Transportation – Roads, Sidewalks, Intersections, Crosswalks, Capacity Improvements
 - Community Services/Facilities – Design/Build-out Parks, Alpha Loop, Greenway, Stormwater Studies
 - Housing – Studies, Updates to existing studies
 - Land Use – LCI Studies, planning updates, North Point Development Framework (street grid)
 - Economic Development – Toolbox, Strategic Plan, Tech Alpharetta
 - Natural, Historic & Cultural Resources – Arts Center, Historic Preservation, Cultural Services Plan
 - Broadband Services – On-Call Consultant WTF review, UDC updates

SHORT TERM WORK PROGRAM

The Five-Year Short-Term Work Program (STWP) identifies specific implementation actions the City (or other entities) intends to take during the first five-year timeframe of the planning period. This includes programs, ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs/initiatives to be put in place to implement the Comprehensive Plan. For each line item, the STWP outlines the following information:

- Brief Description
- Timeframe for undertaking the activity during 2022 - 2026
- Responsible party for implementing the activity
- Cost estimate
- Funding source

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
ECONOMIC DEVELOPMENT				
Economic Development Toolbox				
Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	2022 - 2026	Economic Development	City	\$360,800
Develop and update Economic Development Strategic Plan	2022 - 2026	Economic Development	City	\$150,000
Tech Alpharetta	2022 - 2026	Economic Development	City	\$475,000
LAND USE				
North Point Development Framework Plan	2023	Community Development	City & Grants	\$120,000
South Main Street LCI Supplemental Study	2022	Community Development	City & Grants	\$200,000
Planning Updates				
Updates to the City's master plans, LCIs, and other planning documents	2022 - 2026	Community Development	City & Grants	\$800,000

Questions?

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HORIZON 2040
ALPHARETTA'S COMPREHENSIVE PLAN
STEERING COMMITTEE MEETING #3 NOTES
TUESDAY, AUGUST 31, 2021 | 11:30 AM
ALPHARETTA CITY HALL
MULTI-PURPOSE ROOM
2 PARK PLAZA
ALPHARETTA, GA 30009

Steering Committee Members present:

- Herb Velazquez
- Jason Binder, City Council Member
- Jill Bazinet, Stormwater Engineer
- Karen Richard, City Council Member
- Kathi Cook, Director of Economic Development, Director of Community Development
- Morgan Reynolds
- Nick Garzia
- Todd Stratton
- Valerie Manley, Alternate Planning Commissioner

Staff present:

- Michael Woodman
- Eric Graves
- Lauren Shapiro

Notes from presentation and discussion:

Placemaking

- Valerie Manley: Commented that there should be a definition for placemaking for the public to understand what that actually means.

Nick Garzia:

- What are some of the housing affordability tools?
 - o Michael Woodman: Greater density, reducing requirements for design, taxpayer money to subsidize affordable housing, long-term resident tax credits

Morgan Reynolds:

- Have you talked to the corporate communities to see what their thoughts on housing are?
 - o Kathi Cook: We are drawing a lot of high paying jobs – example of Pajunk: 60 employees paid \$150K and 10 employees who are hourly employees. I hear a lot that they are looking at Alpharetta instead of midtown – looking for offices near walkable areas and looking at North Point as an area that younger individuals would want to live near.

Kathi Cook:

- Partnership with Alpharetta Development Authority and Chamber to bring downtown businesses together.
- Chamber will grow the membership and support the relationship through creating a public-private relationship.

Jill Bazinet:

- Policy #6: suggestion for a strategy 6.2 – continue to prioritize projects identified in the hazard mitigation plan – this is a good opportunity for grants.
 - o Flooding, hurricanes, earthquakes, windward dam, police department equipment needed for evacuations, pandemic

Valerie Manley:

- Promoting access to Broadband Services – we would be encouraging companies or providers through tax abatements or rebates?
 - o Michael Woodman: it could be that the City would be interested in providing free internet access in certain areas of the city (North Point / Downtown)
- Short term rental – Airbnb / VRBO; is there an opportunity to address this?
 - o Michael Woodman: there is an opportunity to address this. I recall some comments on that from the public, we will have to look and see what the community was saying in that regard. We have discussed internally, but not in the UDC yet – may be something to address down the road.
 - o Kathi Cook: most HOA's have a policy addressing this.

Future Land Use Map

- Jason Binder asked about the change in zoning for MU at Avalon and in the Downtown area.
 - o Mixed Use Fatigue
 - Michael Woodman: The response that we saw from community was we need to focus MU in certain areas and not the City as a whole.

Karen Richard: Regency Park – where is that?

- Master Plan at Encore Parkway down to Mansell Rd.

Nick Garzia - Acreage of HP Site?

- Kathi Cook + Michael Woodman: 50-60 acres

Valerie Manley:

- Phenomenal, very organized, same tense used throughout the document.

Karen Richard:

- Amount of information and detail from the history and going forward is compelling.
- Would like to ask for the Steering Committee to get a hard copy once it is approved.

Todd Stratton:

- If it was all text and no color it would be a boring document, but for a 75-page document anyone that has an interest would want to look at it and flip through it.





PUBLIC HEARINGS



City Council Meeting
JULY 20, 2020

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE TO THE FLAG
- IV. CONSENT AGENDA
 - A. Council Meeting Minutes (Meeting of 6/22/2020)
 - B. Financial Management Report: Month Ending May 31, 2020
- V. PUBLIC HEARING
 - A. PH-20-07 City of Alpharetta Comprehensive Plan 2040
Announcing the kickoff of the Alpharetta Comprehensive Plan 2040 planning effort. Presentation will include an overview of the planning process, public participation plan and project schedule.
 - B. PH-20-08 Code of Ordinances Text Amendments – Litter Ordinance
Consideration of text amendments to the Code of Ordinances related to Litter. The proposed changes match the minimum standards of the latest model ordinance from the Metropolitan North Georgia Water Planning District.
- VI. OLD BUSINESS
 - A. PH-18-16 Unified Development Code Text Amendments – Historic Preservation Ordinance (2nd Reading)
Consideration of text amendments to the Unified Development Code related to Historic Preservation regulations.
 - B. An Ordinance to Amend Chapter 3 (Alcoholic Beverages) of the City Code to Add a New Article Providing for the Licensing of Distilleries (2nd Reading)
Sponsored By: Mayor Gilvin & Council Member Merkel
- VII. NEW BUSINESS
 - A. Board and Commission Appointments: Reappoint Chairman Dennis Mitchell to the Recreation Commission
 - B. Design and Project Management Services for Old Milton Parkway Widening
 - C. McGinnis Ferry Road Widening Intergovernmental Agreement
 - D. Equipment Refresh CIP 2021
 - E. ESRI Software - Geographic Information System (GIS) Maintenance and Licensing Agreement
 - F. Microsoft Azure Cloud Infrastructure as a Service (IaaS)
 - G. Contract Renewal with Peachtree Government Relations

VIII. WORKSHOP

A. Unified Development Code Text Amendments: Alpharetta Downtown Code, Murals, Special Event Facilities, Temporary Uses and Fences

IX. PUBLIC COMMENT

X. REPORTS

XI. ADJOURNMENT TO EXECUTIVE SESSION



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-20-07 ALPHARETTA COMPREHENSIVE PLAN 2040 KICKOFF

CITY COUNCIL: JULY 20, 2020

II. RECOMMENDATION:

Comprehensive Plan Kickoff announcement is a required public hearing for informational purposes.

III. REPORT IN BRIEF:

City of Alpharetta 2040 Comprehensive Plan

The City is kicking off the planning process for the 2040 Alpharetta Comprehensive Plan. The Comprehensive Plan is a long-range planning tool used to guide future development in the City. Areas of focus will include Community Goals/Vision, Land Use, Housing, Economic Development, Broadband Services, Transportation, Community Improvement Element (CIE), and 5-Year Community Work Program. The planning process will rely heavily on a combination of in-person and online public engagement of City residents, property owners, elected officials, and other stakeholders. The City's deadline to adopt the 2040 Comprehensive Plan is June 30, 2021. This major update to the Comprehensive Plan will be completed in-house by City Staff, with the exception of the housing component which will be performed by Bleakly Advisory Group.

Tentative Project Schedule

Comprehensive Plan Kickoff (Council Public Hearing - required) – July 20, 2020

Steering Committee Meeting #1 – August 2020

Public Meetings #1 – September 2020

Steering Committee Meeting #2 – December 2020

Public Meetings #2 – January 2021

Prepare Draft Plan – February-April 2021

Steering Committee Meeting #3 – April 2021

Draft Plan Transmittal Hearing (Council Public Hearing - required) – May 2021

Transmit Plan to ARC for Review (up to 40 days) – May 2021

Plan Adoption (Council – no public hearing) – no later than June 30, 2021

IV. ATTACHMENTS:

- DCA Rules



Official City Council Meeting Minutes

July 20, 2020

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the 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 Gilvin called the meeting to order at 6:30 p.m.*

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Michael Stacey, Asst. City Attorney
- James Drinkard, Asst. City Administrator
- Erin Cobb, City Clerk
- Peter Sewczwicz, Director of Public Works
- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- Tom Harris, Director of Finance
- Kathi Cook, Director of Community Development
- Randy Bundy, Director of Information Technology
- Cris Randall, Director of Human Resources

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 6/22/2020)

B. Financial Management Report: Month Ending May 31, 2020

❖ Mayor Pro Tem Mitchell offered a motion to approve the consent agenda

- The motion received a second from Council Member Burnett
- The motion was approved unanimously (7-0)

V. PUBLIC HEARING

A. PH-20-07 City of Alpharetta Comprehensive Plan 2040

- Director of Community Development, Kathi Cook, came forward to present this item.
- GIS Specialist/Planner, Ben Kern, and Georgia Tech student, Jay Burnett, came forward to give a brief presentation.
- The Comprehensive Plan Kickoff announcement is a required public hearing for informational purposes.
- The City is kicking off the planning process for the 2040 Alpharetta Comprehensive Plan. The Comprehensive Plan is a long-range planning tool used to guide future development in the City. Areas of focus will include Community Goals/Vision, Land Use, Housing, Economic Development, Broadband Services, Transportation, Community Improvement Element (CIE), and 5-Year Community Work Program.
- The planning process will rely heavily on a combination of in-person and online public engagement of City residents, property owners, elected officials, and other stakeholders. The City's deadline to adopt the 2040 Comprehensive Plan is June 30, 2021. This major update to the Comprehensive Plan will be completed in-house by City Staff, with the exception of the housing component which will be performed by Bleakly Advisory Group.
- Tentative Project Schedule
 - Comprehensive Plan Kickoff (Council Public Hearing - required) – July 20, 2020
 - Steering Committee Meeting #1 – August 2020
 - Public Meetings #1 – September 2020
 - Steering Committee Meeting #2 – December 2020
 - Public Meetings #2 – January 2021
 - Prepare Draft Plan – February-April 2021
 - Steering Committee Meeting #3 – April 2021
 - Draft Plan Transmittal Hearing (Council Public Hearing - required) – May 2021
 - Transmit Plan to ARC for Review (up to 40 days) – May 2021
 - Plan Adoption (Council – no public hearing) – no later than June 30, 2021

Public Comment:

- No Public Comment

B. PH-20-08 Code of Ordinances Text Amendments – Litter Ordinance (1st Reading)

- Senior Planner, Michael Woodman, came forward to present this item.
- Staff is recommending that Mayor and Council approve amendments to the Code of Ordinances as it relates to Litter.
- In 2001 the Georgia General Assembly created the Metropolitan North Georgia Water Planning District to develop comprehensive regional and watershed-specific water resource management plans to be implemented by local governments. In accordance with the June 2017 Water Resources Management Plan, Alpharetta is required to adopt policies, ordinances, and regulations that match the surrounding 15 counties and 93 municipalities that make up The District.
- The Plan requires cities and counties to enforce regulations to prevent littering. Amendments are proposed to the definition of Litter and violation fine amounts. The District has developed a model ordinance for local governments to adopt for this compliance. The ordinance presented here for adoption and approval is the model ordinance.
- Asst. City Attorney, Michael Stacey, read the ordinance aloud.

Public Comment:

- No Public Comment
- ❖ Council Member Richard offered a motion to approve PH-20-08 Code of Ordinances Text Amendments – Litter Ordinance
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

VI. OLD BUSINESS

A. PH-18-16 Unified Development Code Text Amendments – Historic Preservation Ordinance (2nd Reading)

- Director of Community Development, Kathi Cook, came forward to present this item.
- Staff is recommending that Mayor and Council approve text amendments to the Unified Development Code (UDC) related to the Historic Preservation Incentive Zoning Ordinance.
- Planning Commission proposes UDC text amendments allowing 'structure', or 'parcel of land', not just buildings, to be designated as historic. In addition, staff



City Council Meeting
AUGUST 10, 2020

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE TO THE FLAG
- IV. PRESENTATIONS & PROCLAMATIONS
 - A. Proclamation for Rev. Dr. Michael T. McQueen
- V. CONSENT AGENDA
 - A. Council Meeting Minutes (Meeting of 7/27/2020)
 - B. Financial Management Report: Month Ending June 30, 2020
 - C. Alcoholic Beverage License Applications
 - 1. PH-20-AB-07 Wrig Back Alley, LLC
d/b/a Back Alley Bar and Grill
10 N. Broad Street
Alpharetta, GA 30009

Restaurant
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales

Owner: Brian Will
Registered Agent: Brian Will
 - 2. PH-20-AB-08 Fueling Point Inc.
d/b/a Shell Food Mart
5005 Windward Parkway
Alpharetta, GA 30004

Retail Package Sales
Beer, Wine & Sunday Sales

Owner: Almas Jilani
Registered Agent: Malik Thobani
- VI. PUBLIC HEARING
 - A. PH-20-09 City of Alpharetta Capital Improvement Element
Consideration of a resolution authorizing transmittal of the 2020 Capital Improvement Element and Annual Report.

- B. V-20-01 / E-20-02: Midgard Self Storage Parking Variance & Height Exception
This item was tabled on July 27, 2020 and must be removed from the Table for consideration.
Consideration of a variance and exception to allow a 3-story, 90,000 square foot self-storage facility on 14.9 acres. A parking variance is requested to reduce the minimum required parking from 91 to 28 spaces and to increase the building height from 35' to 36'-4". The property is located at 11425 Morris Road and is legally described as being located in Land Lot 856, 1st District, 2nd Section, Fulton County, Georgia.

VII. OLD BUSINESS

- A. PH-19-09 Unified Development Code Text Amendments – Signs (2nd Reading)
Sponsored By: Mayor Pro Tem Mitchell
Consideration of text amendments to the Unified Development Code related to Sign regulations.
- B. PH-19-28 Unified Development Code and Code of Ordinance Text Amendments – Massage and Spa Establishment (2nd Reading)
Consideration of text amendments to the Unified Development Code and Code of Ordinances related to Massage and Spa Establishment regulations.

VIII. NEW BUSINESS

- A. Comprehensive Compensation and Classification Study
- B. Microsoft Enterprise Agreement for Software Services
- C. Replacement of Web Help Desk Software
- D. Virtual Learning Site MOU with the YMCA

IX. WORKSHOP

- A. Update and Discussion on School Year Impact Due to COVID-19
(Sponsors: Gilvin, Binder, Burnett, Richard)
- B. TSPLOST Projects Update

X. PUBLIC COMMENT

XI. REPORTS

XII. ADJOURNMENT TO EXECUTIVE SESSION



City Council Meeting STAFF REPORT

Submitting Department: Community Development
Submitted By: Kathi Cook
Sponsored By:
Meeting Date: August 10, 2020

I. AGENDA ITEM TITLE: PH-20-09 CITY OF ALPHARETTA CAPITAL IMPROVEMENT ELEMENT
CONSIDERATION OF A RESOLUTION AUTHORIZING TRANSMITTAL OF THE 2020 CAPITAL IMPROVEMENT ELEMENT AND ANNUAL REPORT.

II. RECOMMENDATION:

Staff seeks approval for a resolution authorizing the transmittal of the 2019-2020 Capital Improvement Element and Annual Report to the Atlanta Regional Commission and the Georgia Department of Community Affairs.

III. REPORT IN BRIEF:

The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.

The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.

The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.

IV. ALTERNATIVES:

Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.

V. ATTACHMENTS:

CIE Transmittal Resolution 2020, 2019-2020 CIE Impact Fee Report



Official City Council Meeting Minutes

August 10, 2020

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the 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 Gilvin called the meeting to order at 6:42 p.m.*

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Steven Jones, Asst. City Attorney
- James Drinkard, Asst. City Administrator
- Erin Cobb, City Clerk
- Pete Sewczwicz, Director of Public Works
- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- Tom Harris, Director of Finance
- Kathi Cook, Director of Community Development
- Cris Randall, Director of Human Resources
- Randy Bundy, Director of Information Technology
- Michael Woodman, Senior Planner
- Eric Graves, Senior Transportation Engineer/Planner

B. Financial Management Report: Month Ending June 30, 2020 (removed from the consent agenda)

- Director of Finance, Tom Harris, came forward to present this item and briefly reviewed the Financial Management Report and the affects COVID-19 has had on the budget.
- ❖ Council Member Binder offered a motion to approve the Financial Management Report: Month Ending June 30, 2020
 - The motion received a second from Council Member Merkel
 - The motion was approved unanimously (7-0)

VI. PUBLIC HEARING

A. PH-20-09 City of Alpharetta Capital Improvement Element

- Senior Transportation Engineer/Planner, Eric Graves, came forward to present this item.
- Staff recommends that Mayor and Council approve a resolution authorizing the transmittal of the 2019-2020 Capital Improvement Element and Annual Report to the Atlanta Regional Commission and the Georgia Department of Community Affairs.
- The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.
- The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.
- The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.
- Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.
- Asst. City Attorney, Steven Jones, read the resolution aloud.

Public Comment:

- No Public Comment

- ❖ Council Member Richard offered a motion to approve PH-20-09 and the resolution authorizing the transmittal of the 2019-2020 Capital Improvement Element and Annual Report to the Atlanta Regional Commission and the Georgia Department of Community Affairs
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

B. V-20-01 / E-20-02: Midgard Self Storage Parking Variance & Height Exception
This item was tabled on July 27, 2020 and must be removed from the Table for consideration.

- ❖ Council Member Richard offered a motion to remove V-20-01/E-20-02 Midgard Self Storage Variance & Exception from the table
 - The motion received a second from Council Member Binder
 - The motion was approved (6-1); Council Member Burnett voting in opposition

- Senior Planner, Michael Woodman, came forward to present this item.

- At the July 27, 2020 City Council meeting, the item was tabled to allow additional time for Staff to consider the applicant's amended letter of intent. The applicant provided a floor plan of the sales office, which is approximately 30' x 30', or 900 square feet. In addition to the 91 parking spaces for the self-storage use and parking for four (4) U-Haul moving trucks, the truck leasing use would generate a need for nine (9) additional parking spaces. Therefore, the applicant's proposal would require a total of 104 parking spaces.

- Staff is recommending that Mayor and Council deny V-20-01/E-20-02 Midgard Self Storage Variance & Exception.

- If approval is considered, recommend the following conditions:
 1. Property shall be developed substantially in accordance with submitted plan prepared by AEC, dated 11/1/2019, except for modifications required to comply with the conditions below.
 2. Maximum building height shall be 3-stories and 36' -4".
 3. Self-storage facility shall appear as an office building and shall be substantially brick on 3 sides (West, North and East) with breaks and relief in the elevations, final approval by DRB. Parapet heights shall be approved by DRB.
 4. Dumpster shall have brick enclosure with painted metal doors, with final approval by DRB.
 5. Retaining walls facing Old Milton Parkway or Georgia 400 shall be brick to match the building. Retaining walls exceeding 16' in height shall be terraced with landscaping, as approved by DRB.
 6. Interior storage units shall not be visible through windows.



2 PARK PLAZA
ALPHARETTA, GA 30009
PHONE: 678.297.6000
WWW.ALPHARETTA.GA.US

Annual Impact Fee Report and Capital Improvement Element Update

August 2020

MAYOR
JIM GILVIN

MAYOR PRO TEM
DONALD F. MITCHELL

COUNCIL MEMBERS
JASON BINDER
BEN BURNETT
JOHN HIPES
DAN MERKEL
KAREN RICHARD

CITY ADMINISTRATOR
ROBERT J. REGUS

RESOLUTION NO. 2002

**A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA, GEORGIA
FOR TRANSMITTAL OF
THE CAPITAL IMPROVEMENTS ELEMENT OF THE
COMPREHENSIVE PLAN**

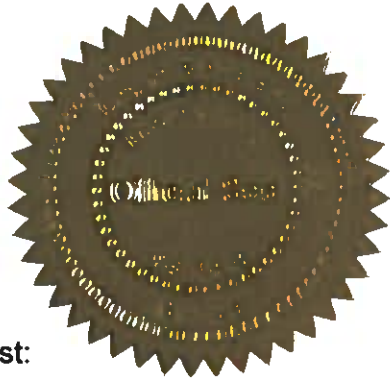
WHEREAS, the Georgia Planning Act encourages local governments to keep their comprehensive plans current in order for the plans to be used for policy guidance and as management tools for daily decisions, and

WHEREAS, the annual update of the capital improvements element was prepared in accordance with the Development Impact Fee Compliance Requirements and the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and a Public Hearing was held on August 10, 2020 at 6:30 PM at the City Hall of Alpharetta, Georgia, and

WHEREAS, such updates are required to extend status to the City of Alpharetta as a Qualified Local Government,

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby approves transmittal of the annual update of the capital improvements element and transmitting these documents to the Atlanta Regional Commission, per the Georgia Planning Act of 1989.

SO RESOLVED this 10th day of August, 2020



Attest:

Ains Cobb
City Clerk

CITY OF Alpharetta

By:

[Signature]
Jim Gilvin, Mayor

COUNCIL MEMBERS

[Signature]

[Signature]

[Signature]

[Signature]

[Signature]



CITY OF ALPHARETTA, GA ANNUAL IMPACT FEE FINANCIAL REPORT FISCAL YEAR 2019

	Impact Fee Fund				General Fund	
	Roads	Public Safety	Recreation and Parks	Total Impact Fee Fund	Administrative Costs*	Total
Impact Fee Fund Balance on July 1, 2018	\$ 1,821,113.53	\$ 70,774.81	\$ 852,299.06	\$ 2,744,187.40	\$ -	\$ 2,744,187.40
Fiscal Year 2019 Activity						
Sources:						
Impact Fees Collected	\$ 303,870.16	\$ 159,621.52	\$ 755,176.01	\$ 1,218,667.69	\$ 42,725.34	\$ 1,261,393.03
Impact Fee Refunds	(57,508.24)	(10,184.10)	(198,516.80)	(266,209.14)	(7,837.45)	(274,046.59)
General Revenue (e.g. Accrued Interest)	46,355.84	4,937.48	39,742.81	91,036.13	-	91,036.13
Total Sources	\$ 292,717.76	\$ 154,374.90	\$ 596,402.02	\$ 1,043,494.68	\$ 34,887.89	\$ 1,078,382.57
(Uses):						
Project Expenditures/Debt Service	\$ (38,160.00)	\$ (40,000.00)	\$ (313,606.00)	\$ (391,766.00)	\$ -	\$ (391,766.00)
Administrative Costs	-	-	-	-	(34,887.89)	(34,887.89)
Total Uses	\$ (38,160.00)	\$ (40,000.00)	\$ (313,606.00)	\$ (391,766.00)	\$ (34,887.89)	\$ (426,653.89)
Impact Fee Fund Balance on June 30, 2019	\$ 2,075,671.29	\$ 185,149.71	\$ 1,135,095.08	\$ 3,395,916.08	\$ -	\$ 3,395,916.08
Impact Fees Encumbered at June 30, 2019	\$ 561,697.95	\$ -	\$ -	\$ 561,697.95		\$ 561,697.95

* Administrative Costs exceed 3% due to multiple transactions involving developers utilizing impact fee credits to reduce their impact fee obligations (in accordance with our Impact Fee Ordinance) but still remitting the required 3% administrative fee.



CITY OF ALPHARETTA, GA
CAPITAL IMPROVEMENT ELEMENT (FY's 2019-2023)
Service Area for each Public Facility: Citywide

Public Facility	Project Description	Project Start Date (Fiscal Year)	Project End Date (Fiscal Year)	Local Cost of Project	Maximum % of Funding from Impact Fees	Maximum Funding from Impact Fees	Impact Fees Expended in FY 2019	Impact Fees Expended in Previous Years	Total Impact Fees Expended to Date	Impact Fees Encumbered as of the end of FY 2019	Current/ Forecasted Funding Sources	Status/ Comment	Responsible Department
Roads													
	Impact Fee Ordinance Update	2014	2016	\$ 35,000	100.00%	\$ 35,000	\$ -	\$ 34,999.98	\$ 34,999.98	\$ -	Impact Fees (100%)	Completed	Community Development
	Rucker Rd Corridor Improvements	2017	2020	16,759,572	24.10%	4,039,057	23,700.00	-	23,700.00	515,763.35	GO Bond (89%); Impact Fees (7%); General Revenues (4%)	Construction Phase	Public Works
	Kimball Bridge Rd Congestion Mitigation (North Point Pkwy to Waters Rd)	2017	2023	9,707,887	24.10%	2,339,601	-	-	-	-	GO Bond (100%)	Construction Phase	Public Works
	Windward Pkwy Corridor Improvements (S.R. 9 to Westside Pkwy)	2017	2023	401,613	24.10%	96,789	-	-	-	-	GO Bond (100%)	On Hold	Public Works
	Northwinds Traffic Signal (temporary)	2017	2018	56,079	75.90%	42,564	-	42,564.32	42,564.32	-	Impact Fees (76%); General Revenue (4%)	Completed	Public Works
	Kimball Bridge Rd Bicycle/Pedestrian/Operational Improvements	2017	2024	2,359,741	24.10%	568,698	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	Bethany Rd at Mid-Broadwell Rd Intersection Improvements	2017	2021	1,247,355	24.10%	300,613	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Bethany Rd at Mayfield Rd Intersection Improvements	2017	2021	2,171,659	24.10%	523,370	-	-	-	-	TSPLOST (81%); GO Bond (19%)	Construction Phase	Public Works
	Morris Rd Operational Improvements	2017	2021	3,480,759	24.10%	838,863	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Old Milton Parkway Capacity Improvements	2017	2023	5,790,676	24.10%	1,395,553	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	Windward Parkway Business District/Union Hill Rd Capacity Improvements	2017	2023	185,600	24.10%	44,730	-	-	-	-	TSPLOST (100%)	Split into Projects Below	Public Works
	Windward Parkway East Improvements	2017	2023	1,602,655	24.10%	386,240	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Windward Parkway West Improvements	2017	2023	1,490,240	24.10%	359,148	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Academy St/Webb Bridge Rd Operational and Pedestrian Improvements	2018	2020	442,595	24.10%	106,665	-	-	-	-	TSPLOST (98%); General Revenue (2%)	Split into Projects Below	Public Works
	Academy St Improvements	2021	2025	3,289,576	24.10%	792,788	-	-	-	-	TSPLOST; TBD	Conceptual Design Phase	Public Works
	Webb Bridge Road Improvements (Greenway to Webb Bridge Way)	2021	2025	18,000,000	24.10%	4,338,000	-	-	-	-	TSPLOST; TBD	Conceptual Design Phase	Public Works
	Webb Bridge Road Improvements (Morris Road to the Greenway)	2021	2025	8,000,000	24.10%	1,928,000	-	-	-	-	TSPLOST; TBD	Conceptual Design Phase	Public Works
	Haynes Bridge Rd Capacity Improvements	2020	2025	8,250,000	24.10%	1,988,250	-	-	-	-	TSPLOST (100%)	IGA Phase (City of Johns Creek)	Public Works
	McGinnis Ferry Rd Capacity Improvements	2020	2025	8,900,000	24.10%	2,144,900	-	-	-	-	TSPLOST (61%); GO Bond (38%); General Revenue (1%)		Public Works
	Academy St/Webb Bridge Rd GA 400 Bridge (GDOT PI 0001757)	2020	2025	1,703,000	24.10%	410,423	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	Kimball Bridge Rd/GA 400 Bridge (GDOT PI 0001757)	2020	2025	1,317,000	24.10%	317,397	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	Tradewinds GA 400 Bridge (GDOT PI 0001757)	2020	2025	1,866,000	24.10%	449,706	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	Milton Ave Improvements	2022	2025	4,550,000	24.10%	1,096,550	-	-	-	-	TBD		Public Works
	Alpharetta Downtown Streets	2027	2030	1,500,000	24.10%	361,500	-	-	-	-	TBD		Public Works
	Pedestrian Safety Improvements	2022	2025	225,000	24.10%	54,225	-	-	-	-	TBD		Public Works
	Midblock Crosswalks	2022	2030	1,094,900	24.10%	263,871	-	-	-	-	TBD		Public Works
	92 Milton Ave Mid-Block Crosswalk	2022	2025	280,000	24.10%	67,480	-	-	-	-	TBD		Public Works
	Roswell at Old Roswell Pedestrian Improvements (RRFB)	2022	2025	140,000	24.10%	33,740	-	-	-	-	TBD		Public Works
	Roundabout Studies	2022	2025	125,000	24.10%	30,125	-	-	-	-	TBD		Public Works



CITY OF ALPHARETTA, GA
CAPITAL IMPROVEMENT ELEMENT (FY's 2019-2023)
Service Area for each Public Facility: Citywide

Public Facility	Project Description	Project Start Date (Fiscal Year)	Project End Date (Fiscal Year)	Local Cost of Project	Maximum % of Funding from Impact Fees	Maximum Funding from Impact Fees	Impact Fees Expended in FY 2019	Impact Fees Expended in Previous Years	Total Impact Fees Expended to Date	Impact Fees Encumbered as of the end of FY 2019	Current/Forecasted Funding Sources	Status/ Comment	Responsible Department
	Major Intersection Improvements	2022	2030	2,300,000	24.10%	554,300	-	-	-	-	TBD		Public Works
	Davis Dr Extension to Westside Parkway	2022	2025	2,500,000	75.90%	1,897,500	-	-	-	-	TBD		Public Works
	Hembree Road Turn Lanes	2023	2027	765,000	24.10%	184,365	-	-	-	-	TBD		Public Works
	Dryden Rd Extension	2022	2025	2,900,000	75.90%	2,201,100	-	-	-	-	TBD		Public Works
	Hembree Road Improvements	2023	2027	4,000,000	24.10%	964,000	-	-	-	-	TBD		Public Works
	Cumming Street at Henderson Parkway Roundabout	2022	2025	1,750,000	24.10%	421,750	-	-	-	-	TBD		Public Works
	Mayfield Road at Canton Street Roundabout	2022	2025	1,750,000	24.10%	421,750	-	-	-	-	TBD		Public Works
	Mayfield Road at Providence Road Roundabout	2022	2025	2,000,000	24.10%	482,000	-	-	-	-	TBD		Public Works
	Windward Parkway at Clubhouse Drive Roundabout	2022	2026	3,000,000	24.10%	723,000	-	-	-	-	TBD		Public Works
	Southlake Traffic Calming	2022	2025	2,150,000	24.10%	518,150	-	-	-	-	TBD		Public Works
	Marjean Way Extension	2022	2025	3,000,000	75.90%	2,277,000	-	-	-	-	TBD		Public Works
	Wills Road Widening (Milton Avenue to Old Milton Pkwy)	2022	2025	1,233,293	24.10%	297,223	14,460.00	-	14,460.00	-	Impact Fees (1%); General Revenue (2%); TBD (97%)	Conceptual Design Phase	Public Works
	Waters Rd Traffic Calming	2022	2026	3,400,000	24.10%	819,400	-	-	-	-	TBD		Public Works
	Kimball Bridge Rd Improvements (Waters Rd to Buice Rd)	2022	2026	3,000,000	24.10%	723,000	-	-	-	-	TBD		Public Works
	Douglas Rd Traffic Calming (no roundabout)	2022	2025	500,000	24.10%	120,500	-	-	-	-	TBD		Public Works
	Douglas Rd Traffic Calming (roundabout)	2021	2026	1,750,000	24.10%	421,750	-	-	-	-	TBD		Public Works
	Park Plaza Signalization Upgrade	2019	2021	264,006	24.10%	63,626	-	-	-	45,934.60	Impact Fees (17%); General Revenue (83%)	Construction Phase	Public Works
	Haynes Bridge Rd Street lighting (Old Milton Pkwy to Academy)	2022	2025	460,000	24.10%	110,860	-	-	-	-	TBD		Public Works
				\$ 141,694,205		\$ 38,555,118	\$ 38,160.00	\$ 77,564.30	\$ 115,724.30	\$ 561,697.95			

Public Safety

	Impact Fee Ordinance Update	2014	2016	\$ 15,625	100.00%	\$ 15,625	\$ -	\$ 15,625.01	\$ 15,625.01	\$ -	Impact Fees (100%)	Completed	Community Development
	Public Safety Headquarters Expansion	2017	2019	4,573,815	100.00%	4,573,815	40,000.00	678,750.00	718,750.00	-	General Revenues (55%); Impact Fees (16%); DEA (13%); E-911 Fees (16%)	Completed	Public Safety/ Public Works
	E911 Facility Renovations	2022	2024	50,000	100.00%	50,000	-	-	-	-	TBD		Public Safety/ Public Works
	Hazardous Materials Truck & Trailer	2020	2021	250,000	62.30%	155,750	-	-	-	-	Impact Fees (62%); General Revenue (38%)		Public Safety
	Quint Apparatus for Fire Station 81	2022	2023	1,600,000	62.30%	996,800	-	-	-	-	TBD		Public Safety
	New and Expanded Municipal Court Facility	2022	2026	4,050,000	TBD	TBD	-	-	-	-	TBD		Public Safety
				\$ 10,539,440		\$ 5,791,990	\$ 40,000.00	\$ 694,375.01	\$ 734,375.01	\$ -			

Recreation and Parks

	Impact Fee Ordinance Update	2014	2016	\$ 11,875	100.00%	\$ 11,875	\$ -	\$ 11,875.01	\$ 11,875.01	\$ -	Impact Fees (100%)	Completed	Community Development
	Sidewalk Improvements	2017	2030	5,753,849	24.00%	1,380,924	-	-	-	-	General Revenue (5%); GO Bond (14%); TBD (81%)	Design Phase	Public Works
	Waters Rd Sidewalk Improvements	2022	2025	990,000	24.00%	237,600	-	-	-	-	TBD		Public Works
	City Center Walking Trail	2017	2019	300,000	100.00%	300,000	300,000.00	-	300,000.00	-	Impact Fees (100%)	Complete (FY 2019)	Public Works
	Eastside Community Center/YMCA Partnership	2017	2022	2,500,000	30.96%	774,000	-	-	-	-	GO Bond (100%)	Construction Phase	Parks



CITY OF ALPHARETTA, GA
CAPITAL IMPROVEMENT ELEMENT (FY's 2019-2023)
Service Area for each Public Facility: Citywide

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	Alpharetta Arts Center Development	2017	2019	3,387,246	54.17%	1,834,871	13,606.00	1,286,395.33	1,300,001.33	-	GO Bond (44%); Impact Fees (38%); General Revenues (2%); Hotel/Motel Taxes (16%)	Completed	Parks/Public Works
	Wills Park Pool Renovation/Expansion	2017	2019	6,140,453	36.12%	2,217,932	-	1,100,000.00	1,100,000.00	-	GO Bond (44%); Impact Fees (18%); General Revenues (38%)	Completed	Parks/Public Works
	Parkland Acquisition	2017	2019	8,488,751	100.00%	8,488,751	-	-	-	-	GO Bond (41%); TBD (59%)	Land Acquisition/Demolition Phase	Parks
	Greenway Extension to Forsyth County	2017	2021	11,983,705	25.63%	3,071,423	-	-	-	-	GO Bond (82%); Impact Fees (9%); TSPLOST (8%); General Revenues (1%)	Construction Phase	Parks/Public Works
	AlphaLoop City Trail	2017	2022	11,517,557	100.00%	11,517,557	-	-	-	-	General Revenues (12%); ABC (6%); GO Bond (4%); TBD (78%)	Design Phase	Community Development/ Public Works
	Parks along AlphaLoop	2022	2025	3,000,000	100.00%	433,693	-	-	-	-	TBD		Parks
	Athletic Field Reallocations	2022	2025	1,250,000	36.16%	452,000	-	-	-	-	TBD		Parks
	Park Master Plans for newly acquired Park Lands	2018	2020	296,451	100.00%	296,451	-	-	-	-	General Revenue (100%)		Parks
	Neighborhood Park Renovation/Development	2022	2027	2,750,000	43.34%	1,191,850	-	-	-	-	TBD		Parks
	Wills Park Equestrian Center Improvements	2022	2025	4,825,000	68.93%	3,325,873	-	-	-	-	TBD		Parks
	Pocket Park Development	2022	2027	425,000	36.12%	153,510	-	-	-	-	TBD		Parks
	Georgia 400 Bicycle Expressway and Greenway	2025	2030	16,000,000	25.63%	4,100,800	-	-	-	-	TBD		Public Works
	Windward Parkway Pedestrian Bridges	2022	2024	2,900,000	25.63%	743,270	-	-	-	-	TBD		Public Works
	Providence Rd Sidewalk Improvements	2022	2024	600,000	24.00%	144,000	-	-	-	-	TBD		Public Works
	Alpharetta Arts Center Parking Expansion	2022	2024	950,000	54.17%	514,615	-	-	-	-	TBD		Parks/Public Works
	Design and Construction of new Park Spaces	2018	2023	1,000,000	43.34% to 48.15%	433,693	-	-	-	-	Impact Fees (43%); General Revenue (57%)		Parks/Public Works
	Activity Centers Interior Improvements	2022	2025	1,850,000	54.17%	1,002,145	-	-	-	-	TBD		Parks
	Historic Preservation Initiative	2022	2030	325,000	36.12%	117,390	-	-	-	-	TBD		Parks
	North Park Master Plan/Development	2022	2028	1,600,000	9.06% to 91.91%	TBD	-	-	-	-	TBD		Parks
	Webb Bridge Park Master Plan/Development	2023	2028	1,600,000	9.06% to 91.91%	TBD	-	-	-	-	TBD		Parks
	Wills Park Master Plan/Development	2021	2029	2,170,000	9.06% to 91.91%	TBD	-	-	-	-	TBD		Parks
				\$ 92,614,886		\$ 42,744,222	\$ 313,606.00	\$ 2,398,270.34	\$ 2,711,876.34	\$ -			
Total							\$ 391,766.00	\$ 3,170,209.65	\$ 3,561,975.65	\$ 561,697.95			

BACKUP

CITY OF ALPHARETTA
COMBINING BALANCE SHEET
NONMAJOR GOVERNMENTAL FUNDS

June 30, 2019 – Page 1 of 2

	<i>Special Revenue Funds</i>				
	<i>Hotel Motel</i>	<i>Impact Fee</i>	<i>Confiscated Assets</i>	<i>Grant Operating</i>	<i>E911</i>
ASSETS					
Cash and cash equivalents	\$1,567,185	\$2,084,263	\$498,216	\$59,017	\$729,751
Investments	986,250	1,311,654	3,836	37,140	459,242
Taxes receivable, net	768,508	—	—	—	—
Accounts receivable	—	—	—	25,756	735,028
Intergovernmental receivable	—	—	—	—	—
Total assets	\$3,321,943	\$3,395,917	\$502,052	\$121,913	\$1,924,021
LIABILITIES, DEFERRED INFLOWS OF RESOURCES, AND FUND BALANCES					
LIABILITIES					
Accounts payable	\$376	—	—	\$847	\$39,777
Retainage payable	—	—	—	—	—
Accrued expenditures	336,222	—	7,414	—	75,677
Due to other funds	288,191	—	—	—	—
Total liabilities	624,789	—	7,414	847	115,4544
DEFERRED INFLOWS OF RESOURCES					
Unavailable revenue - property taxes	—	—	—	—	—
Unavailable revenue - other	—	—	—	3,028	—
Total deferred inflows of resources	—	—	—	3,028	—
FUND BALANCES					
Restricted:					
Capital projects	—	3,395,917	—	—	—
Law enforcement	—	—	494,638	—	—
Emergency telephone system activities	—	—	—	—	1,808,567
Tourism	2,697,154	—	—	—	—
Debt service	—	—	—	—	—
Assigned for:					
Grant projects	—	—	—	118,038	—
Stormwater projects	—	—	—	—	—
Total fund balances	2,697,154	3,395,917	494,638	118,038	1,808,567
Total liabilities, deferred inflows of resources, and fund balances	\$3,321,943	\$3,395,917	\$502,052	\$121,913	\$1,924,021

continued
on next page →

Comprehensive Annual Financial Report

For the Fiscal Year Ended June 30, 2019



**Facts
about the
City of
Alpharetta**
Pages 6-9

**Statistical
Section**
Page 101

**Financial
Section**
Page 16





City Council Meeting
OCTOBER 5, 2020

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE TO THE FLAG
- IV. PRESENTATIONS & PROCLAMATIONS
 - A. Proclamation for National Arts and Humanities Month
- V. CONSENT AGENDA
 - A. Council Meeting Minutes (Meeting of 9/28/2020)
 - B. Financial Management Report: Month Ending August 31, 2020
- VI. NEW BUSINESS
 - A. City Streetlight Inspection, Maintenance, and Installation Services, RFP 21-101
 - B. City of Alpharetta Capital Improvement Element
Consideration of a resolution authorizing adoption of the 2020 Capital Improvement Element and Annual Report
 - C. Resolution for the Land and Water Conservation Fund Grant Application
 - D. Resolution for the Georgia Outdoor Stewardship Program Grant Application
 - E. IGA with Fulton County - Reimbursement of Overtime for Officers Providing Services at COVID-19 Testing Sites
- VII. WORKSHOP
 - A. Park Rules Ordinance Update
- VIII. PUBLIC COMMENT
- IX. REPORTS
- X. ADJOURNMENT TO EXECUTIVE SESSION



City Council Meeting STAFF REPORT

Submitting Department: Community Development

Submitted By: Kathi Cook

Sponsored By:

Meeting Date: October 5, 2020

I. AGENDA ITEM TITLE: CITY OF ALPHARETTA CAPITAL IMPROVEMENT ELEMENT CONSIDERATION OF A RESOLUTION AUTHORIZING ADOPTION OF THE 2020 CAPITAL IMPROVEMENT ELEMENT AND ANNUAL REPORT

II. RECOMMENDATION:

Approve a resolution adopting the 2019-2020 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status.

III. REPORT IN BRIEF:

The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.

The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.

The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.

IV. ALTERNATIVES:

Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.

V. ATTACHMENTS:

CIE Adoption Resolution2020, Alpharetta 2020 CIE and Annual Report



Official City Council Meeting Minutes

October 5, 2020

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the 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 Gilvin called the meeting to order at 6:30 p.m.*

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Sam Thomas, City Attorney
- Michael Riddle, Web Administrator
- Erin Cobb, City Clerk
- Tom Harris, Director of Finance
- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- Kathi Cook, Director of Community Development
- Pete Sewczwicz, Director of Public Works
- Eric Graves, Senior Transportation Engineer/Planner

B. City of Alpharetta Capital Improvement Element

- Senior Transportation Engineer/Planner, Eric Graves, came forward to present this item.
- Staff is recommending Mayor and Council approve a resolution adopting the 2019-2020 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status.
- The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.
- The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.
- The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.
- Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.
- City Attorney, Sam Thomas, read the resolution aloud.

Public Comment

- No Public Comment
- ❖ Council Member Richard offered a motion to approve a resolution adopting the 2019-2020 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

C. Resolution for the Land and Water Conservation Fund Grant Application

- Director of Community Development, Kathi Cook, came forward to present this item.
- Staff is recommending that Mayor and Council adopt a resolution authorizing and supporting the City of Alpharetta's application for Land and Water Conservation Grant funding to complete portions of the Northwinds section of AlphaLoop.



2 PARK PLAZA
ALPHARETTA, GA 30009
PHONE: 678.297.6000
WWW.ALPHARETTA.GA.US

TO: MAYOR AND CITY COUNCIL
FROM: MICHAEL WOODMAN, SENIOR PLANNER
DATE: JANUARY 13, 2021
RE: HORIZON 2040 COMPREHENSIVE PLAN - UPDATE

Below are the results from the Steering Committee Meeting #1, Public Meeting #1 and the public survey. On September 9, 2020, the Steering Committee had its first meeting and provided feedback on the plan element policies. Public Meeting #1 was held in Brook Street Park on October 7, 2020. Public input exercises included a dot exercise on the plan element policies and a mapping exercise to identify areas in need of redevelopment and where future development should be directed. The exercises from Public Meeting #1 were digitized and made available to the public from October 15, 2020 to November 5, 2020. Below is a summary of the results of the various public input opportunities.

Plan Element Policies Exercise Results

- Traffic – manage congestion due to growth; significant infrastructure improvements are needed; provide targeted, alternative transportation improvements for seniors and the workforce; plan for alternative modes of travel; increase safety for pedestrians/cyclist; explore local shuttle/trolley options; promote and improve walkability; promote and provide a system of trails
- Housing – address affordability of housing; manage scale of homes to lot size; manage density; concentrate density at North Point; create walkable neighborhoods; diversify housing opportunities; address missing housing types/price points
- Vacant office/retail – develop a plan to deal with vacancies; develop incentives for the North Point area
- Growth management – manage overdevelopment; repurpose vacant buildings; maintain natural areas; limit high density
- Sense of place – build on the arts; maintain small town feel; expand special events; create a mixed-use environment in the North Point area; support a strong school system; improve walkability

MAYOR
JIM GILVIN

MAYOR PRO TEM
DONALD F. MITCHELL

COUNCIL MEMBERS
JASON BINDER
BEN BURNETT
JOHN HIPES
DAN MERKEL
KAREN RICHARD

CITY ADMINISTRATOR
ROBERT J. REGUS

- Open space – provide more open space; provide park and recreational opportunities for all age groups; provide and protect natural areas in parks

Top-Rated Plan Element Policies (Underlined text indicates a new, added policy since the 2035 Comprehensive Plan):

- Economic Development Policy 1: Maintain a highly viable, growing and attractive downtown.
- Land Use 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.
- Transportation Policy 8: Reduce traffic congestion by planning for alternative transportation options.
- Housing Policy 2: Maintain a balance between ‘owner-occupied and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.
- Natural, Historic & Cultural Resources Policy 6: Continue to acquire additional park space and provide trail connections between parks and where people live and work.
- Community Services & Facilities 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.
- Intergovernmental Coordination 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.
- Broadband Services Policy 1: Continue to update the wireless telecommunications facilities ordinance to promote the availability of broadband services throughout the City.

Mapping Exercise Results

Development Map – Where should future development go?

- Residential along Marietta St
- Mixed-use in Brookside Master Plan
- Mixed-use on undeveloped land in Camden Pond MP (some support, some opposition)
- Office on west side of Camden Pond MP
- New office development on unused land in Royal 400 (Great Oaks Way) on data center sites
- Mixed-use (residential, office and new retail) at North Point Mall
- New retail at North Point Center East at ring road
- Add retail uses at Northwinds office buildings adjacent to future Alpha Loop
- New office development at Avalon across from Northwinds Pkwy
- Mixed-use at NE corner of Westside Pkwy/Webb Bridge Rd

- Retail on AFUMC property on Cumming Street across from Manning Drive (some support, some opposed)
- Mixed-use at the NW corner of Church Street and Hwy 9 (several in support, several in opposition)
- Retail/restaurant at the SE corner of Old Canton Street and Canton Street (several in support)
- Retail at 380 North Main Street (several in support)

Redevelopment Map – What areas are in need of redevelopment?

- Residential at the Silos shopping center
- Redevelop Exxon at the corner of Hwy 9 and Wills Rd
- Redevelop gas station at corner of Windward Pkwy and Windward Plaza
- Redevelop existing office with new office at Royal 400 – Great Oaks Way (many in support)
- Upgrade shopping center at Windward Plaza (many in support)
- Add office along South Main St
- Mixed-use at Hwy 9 and Brady Place – continue walkability improvements
- Residential/mixed-use development at Amana Academy shopping center (S. Main St)
- Residential along Marietta St
- Mixed-use in Alpha Park (some support, some opposition)
- Mixed-use at Mansell and Resurgens Park (AMLI/Buca di Beppo)
- Condominiums at former Ethan Allen (some support, some opposition)
- Add retail uses in Royal 400 MP (office buildings between Great Oaks Way and North Point Pkwy)
- Mixed-use at Best Buy shopping center (underutilized, dated design)
- Affordable/workforce housing at Bailey Johnson School property (some support, some oppose)
- Mixed-use at HP office/data center Westside Pkwy and Windward Pkwy
- Redevelop 1925 Mayfield Road and 230 Mayfield Circle with Park (area prone to flooding)

Other Feedback from Mapping Exercise

- Roundabouts needed at:
 - Arnold Mill and Crabapple Rd
 - Hembree Rd and Maxwell Rd
 - Club House Drive and Lake Windward Drive
 - Webb Bridge Rd and Creek View Elementary School
 - Cumming Street and Henderson Pkwy
 - Cumming Street and Cricket Lane
- Unsafe pedestrian crossing at Old Milton bridge crossing for Big Creek Greenway (no sidewalk or buffer)
- Unsafe pedestrian crossing at Old Milton Pkwy and GA400 (limits access to Avalon)
- Preserve existing neighborhoods from FLUM changes – Arrowood Subdivision
- Preserve equestrian center at Wills Park

- Skateboard park at Wills Park (Union Hill Park too far away)
- Passive park NE corner of Old Milton Pkwy and Roswell St
- Pocket park at 270 Cumming Street (benches, meditation labyrinth)
- Sidewalk gap (~120' missing) at 4145 Old Milton Pkwy
- Improve access at shopping center at NE corner of Windward Pkwy & North Point Pkwy
- Redevelop 3973 Webb Bridge Rd with trail head for Mount Adams Mountain Bike Trail and Big Creek Greenway, including parking lot
- Expand mountain bike trails
- Mountain bike opportunity Georgia Power Easement east of North Point Pkwy to Big Creek Greenway – Royal 400 MP
- Provide access to lake at 360 Tech Village to link to Alpha Loop
- Add golf cart lane to Academy Street, lower speed limit to 25 MPH
- Complete missing sidewalk along Cumming Street near Windward Pkwy
- Expand North Main Street to 4 lanes by 2040
- Transfer North Park to City of Milton (Alpharetta residents don't use)



City Council Meeting
JUNE 21, 2021

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE TO THE FLAG
- IV. PRESENTATIONS & PROCLAMATIONS
 - A. Life-Saving Awards for Mary Ellen Merriam and Joey Boassy Presented by Public Safety
- V. CONSENT AGENDA
 - A. Council Meeting Minutes (Meeting of 6/7/2021)
 - B. Settlement of Claim from N.L. Bassford, Jr. (Care Environmental)
 - C. Alcohol Beverage License Application
 - 1. PH-21-AB-17 Winward Shell Inc.
6185 Windward Parkway
Alpharetta, GA 30005

Convenience Store
Retail Package Sales
Beer, Wine & Sunday Sales

Owner: Winward Shell Inc.
Registered Agent: Noorallah Panjwani
- VI. PUBLIC HEARING
 - A. PH-21-11 Capital Improvement Element FY 2020
Consideration of a resolution authorizing transmittal of the 2020 Capital Improvement Element and Annual Report.
 - B. Public Hearing on the Fiscal Year 2022 Budget and Millage Rate Levy
- VII. OLD BUSINESS
 - A. Approval of Fiscal Year 2022 Budget and Millage Rate Levy (2nd Reading)
- VIII. NEW BUSINESS
 - A. Ordinance: Amending Chapter 4 (Alcoholic Beverages) of the City Code to Eliminate any Conflict Between the City Charter and Section 4.9 (e) Regarding Qualification of Those Seeking Elective Office (1st Reading)
 - B. Ordinance: Amending Chapter 4 (Alcoholic Beverages) of the City Code to add a Non-Conforming Premises Provision (1st Reading)
Sponsored By: Council Members Merkel & Hipes
 - C. Consideration of a Project List for the Parks Bond Referendum

D. Ordinance: Calling of an Election to Determine the Issuance or Non-Issuance of City of Alpharetta General Obligation Bonds in the Principal Amount of \$29,500,000 (1st Reading)
AN ORDINANCE TO REGULATE AND PROVIDE FOR THE CALLING OF AN ELECTION TO DETERMINE THE ISSUANCE OR NON-ISSUANCE OF CITY OF ALPHARETTA GENERAL OBLIGATION BONDS, IN THE PRINCIPAL AMOUNT OF \$29,500,000.00; TO PROVIDE FOR THE DATE, MAXIMUM RATE OF INTEREST AND SCHEDULE OF MATURITIES THAT SAID BONDS SHALL BEAR; TO PROVIDE FOR THE LEVY AND COLLECTION OF TAXES TO SERVICE SAID BONDED INDEBTEDNESS; AND FOR OTHER PURPOSES

E. Ordinance: Calling The City Of Alpharetta General Election (1st Reading)
AN ORDINANCE TO REGULATE AND PROVIDE FOR THE CALLING OF THE CITY OF ALPHARETTA GENERAL CITY ELECTION; TO PROVIDE FOR PUBLICATION AND NOTICE OF THE ELECTION; TO ESTABLISH A CANDIDATE QUALIFICATION PERIOD; TO REAFFIRM CANDIDATE QUALIFICATION FEES; TO ESTABLISH A VOTER REGISTRATION CUT-OFF DATE; AND FOR OTHER PURPOSES

F. Alpha Loop Design Services - Change Order #3

G. Award of RFP 21-104 North Point Parkway LID Streetscape Enhancements and Complete Streets Upgrade Project Design

H. Approval of the FY21 COPS Hiring Program (CHP) Grant Application

I. Intergovernmental Agreement: Use And Distribution of TSPLOST II Proceeds

J. Refund of Non-Resident Fees for Camp Happy Hearts
Sponsored By: Council Members Richard & Binder

IX. PUBLIC COMMENT

X. REPORTS

XI. ADJOURNMENT TO EXECUTIVE SESSION



City Council Meeting STAFF REPORT

Submitting Department: Community Development
Submitted By: Kathi Cook
Sponsored By:
Meeting Date: June 21, 2021

I. AGENDA ITEM TITLE: PH-21-11 CAPITAL IMPROVEMENT ELEMENT FY 2020

CONSIDERATION OF A RESOLUTION AUTHORIZING TRANSMITTAL OF THE 2020 CAPITAL IMPROVEMENT ELEMENT AND ANNUAL REPORT.

II. RECOMMENDATION:

Staff seeks approval for a resolution authorizing the transmittal of the 2019-2020 Capital Improvement Element and Annual Report to the Atlanta Regional Commission and the Georgia Department of Community Affairs.

III. REPORT IN BRIEF:

The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.

The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.

The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission and the Georgia Department of Community Affairs for review prior to City Council Adoption.

IV. ALTERNATIVES:

Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.

V. ATTACHMENTS:

2019-2020 CIE Impact Fee Report, CIE Transmittal Resolution 2021



Official City Council Meeting Minutes

June 21, 2021

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

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I. CALL TO ORDER

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

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Sam Thomas, City Attorney
- James Drinkard, Asst. City Administrator
- Erin Cobb, City Clerk
- Tom Harris, Director of Finance
- Pete Sewczwicz, Director of Public Works
- John Robison, Director of Public Safety
- Kathi Cook, Director of Community Development
- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- Shawn Mitchell, Budget & Procurement Manager
- Eric Graves, Senior Planner/Transportation Engineer

III. PLEDGE TO THE FLAG

IV. PRESENTATIONS & PROCLAMATIONS

- A. Life-Saving Awards for Mary Ellen Merriam and Joey Boassy Presented by Public Safety

V. CONSENT AGENDA

- A. Council Meeting Minutes (Meeting of 6/7/2021)
B. Settlement of Claim from N.L. Bassford, Jr. (Care Environmental)

- ❖ Council Member Richard asked that the Alcoholic Beverage License Application be removed from the consent agenda
- ❖ Mayor Pro Tem Mitchell offered a motion to approve the consent agenda
 - The motion received a second from Council Member Merkel
 - The motion was approved unanimously (7-0)

C. Alcoholic Beverage License Application

1. PH-21-AB-17 Winward Shell Inc.
6185 Windward Parkway
Alpharetta, GA 30005

Convenience Store
Retail Package Sales
Beer, Wine & Sunday Sales

Owner: Winward Shell Inc.
Registered Agent: Noorallah Panjwani

- The applicant, Noorallah Panjwani, 10380 Royal Terrace, Alpharetta, GA, 30022, came forward to provide details regarding their ID card scanning system.
- **Public Comment:** No Public Comment
- ❖ Council Member Richard offered a motion to approve the Alcoholic Beverage License Application
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

VI. PUBLIC HEARING

A. PH-21-11 Capital Improvement Element FY 2020

- Senior Transportation Engineer/Planner, Eric Graves, came forward to present this item.
- Staff seeks approval for a resolution authorizing the transmittal of the 2019-2020

Capital Improvement Element and Annual Report to the Atlanta Regional Commission and the Georgia Department of Community Affairs.

- The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.
- The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.
- The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission and the Georgia Department of Community Affairs for review prior to City Council Adoption.
- Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.
- City Attorney, Sam Thomas, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ **Council Member Richard offered a motion to approve PH-21-11 Capital Improvement Element FY 2020 and the resolution authorizing the transmittal of the 2019-2020 Capital Improvement Element and Annual Report to the Atlanta Regional Commission and the Georgia Department of Community Affairs**
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

B. Public Hearing on the Fiscal Year 2022 Budget and Millage Rate Levy

- Director of Finance, Tom Harris, came forward to present this item.
- The purpose of this hearing is to obtain public comment on the Recommended Fiscal Year 2022 Budget.
- The FY 2022 Budget was distributed electronically to the City Council on April 26, 2021, and is available on the City's website as a downloadable pdf and available for filtering/analysis through the City's financial transparency site powered by OpenGov.
- The Finance Department presented an overview of the operating and capital budget at the May 3rd, May 17th, and May 24th City Council meetings.
- Tonight was the final public hearing with the schedule as follows:



City Council Meeting AUGUST 2, 2021

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

I. CALL TO ORDER

II. ROLL CALL

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 7-26-2021)

B. Alcoholic Beverage License Application

1. PH-21-AB-21 Cracker Barrel Old Country Store Inc.
d/b/a Cracker Barrel #611
5580 Windward Parkway
Alpharetta, GA 30004

Restaurant
Consumption on Premises
Beer, Wine & Sunday Sales

Owner: Cracker Barrel Old Country Store Inc.
Registered Agent: Michael Sard

V. PUBLIC HEARING

A. Z-21-05 / V-21-13 Morrison Park / The Mix

Consideration of a rezoning and variance to allow a mixed-use development on 24.76 acres, consisting of 144 townhomes, 37 single-family detached lots and 41,900 square feet of retail/restaurant use. A rezoning is requested from O-I (Office-Institutional) to MU (Mixed Use). Variances are requested to reduce the minimum lot size in the MU district from 25 acres to 24.76 acres, to remove the minimum percentage of office in the MU district, and to vary streetscape regulations along Haynes Bridge Road, Morrison Parkway and new internal streets. The property is located at 11500 Haynes Bridge Road and is legally described as being located in Land Lots 745 & 746, 1st District, 2nd Section, Fulton County, Georgia.

B. Public Hearing On The Fiscal Year 2022 Millage Rate Levy

VI. OLD BUSINESS

A. Approval Of The Fiscal Year 2022 Millage Rate Levy (2nd Reading)

VII. NEW BUSINESS

A. Contract Renewal with Peachtree Government Relations

B. Downtown Alpharetta Christmas Tree Sponsored By: Burnett & Mitchell

VIII. WORKSHOP

A. City-Wide Housing Analysis, KB Advisory Group

- IX. PUBLIC COMMENT**
- X. REPORTS**
- XI. ADJOURNMENT**



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-20-07 2040 ALPHARETTA COMPREHENSIVE PLAN – CITY-WIDE HOUSING ANALYSIS

CITY COUNCIL: AUGUST 2, 2021

II. REPORT IN BRIEF:

This item will be presented by Geoff Koski with KB Advisory Group for informational purposes only.

The City is currently in the process of preparing the 2040 Alpharetta Comprehensive Plan. The Comprehensive Plan is a long-range planning tool used to guide future development in the City and consists of a Community Vision, Needs & Opportunities, Plan Elements (Economic Development, Land Use, Housing, Transportation, Community Facilities and Services, Natural, Historic and Cultural Resources, Intergovernmental Coordination, and Broadband Services), and a 5-year Short Term Work Program. In conjunction with a review of existing conditions, the City engaged KB Advisory Group to prepare a City-Wide Housing Analysis. The analysis looked at national and regional housing trends, local housing demand drivers, peer cities comparison, residential supply assessment, housing cost burden and housing demand. Housing data from the city-wide analysis has been displayed on boards during the comprehensive plan public meetings in order to paint a picture of the City's existing housing stock.

III. ATTACHMENTS:

- Comprehensive Plan – City-Wide Housing Analysis



Official City Council Meeting Minutes

August 2, 2021

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the 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 Gilvin called the meeting to order at 6:30 p.m.

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Sam Thomas, City Attorney
- James Drinkard, Asst. City Administrator
- Erin Cobb, City Clerk
- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- Kathi Cook, Director of Community Development
- Pete Sewczwicz, Director of Public Works
- Tom Harris, Director of Finance
- John Robison, Director of Public Safety
- Michael Woodman, Senior Planner
- Shawn Mitchell, Budget & Procurement Manager

- With this generous donation, they only ask for the City's assurance that the tree will be displayed proudly in Downtown Alpharetta on the Town Green throughout each Christmas Season, that the City ensure the continuation of its traditional Christmas Tree Lighting Event, that the City maintain the tree to the highest possible quality, and that these assurances remain in effect for a period of approximately ten years. Finally, so that their employees are able to take pride in knowing the part they are playing in maintaining this important Alpharetta tradition, they ask that a sign be prominently placed beside the tree acknowledging that the Christmas tree is a gift to the community from Evans General Contractors.
- **Public Comment:** No Public Comment
- ❖ Mayor Pro Tem Mitchell offered a motion to approve the donation of \$60,000 towards the purchase of a forty-two-foot Christmas Tree with an eight-foot star on top from Evans General Contractors, and authorize the Mayor to execute all necessary documents
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

VIII. WORKSHOP

A. City-Wide Housing Analysis, KB Advisory Group

- Director of Community Development, Kathi Cook, came forward to introduce Geoff Koski with KB Advisory Group.
- This item was presented by Geoff Koski with KB Advisory Group for informational purposes only.
- The city is currently in the process of preparing the 2040 Alpharetta Comprehensive Plan. The Comprehensive Plan is a long-range planning tool used to guide future development in the City and consists of a Community Vision, Needs & Opportunities, Plan Elements (Economic Development, Land Use, Housing, Transportation, Community Facilities and Services, Natural, Historic and Cultural Resources, Intergovernmental Coordination, and Broadband Services), and a 5-year Short Term Work Program. In conjunction with a review of existing conditions, the City engaged KB Advisory Group to prepare a City-Wide Housing Analysis.
- The analysis looked at national and regional housing trends, local housing demand drivers, peer cities comparison, residential supply assessment, housing cost burden and housing demand. Housing data from the city-wide analysis has been displayed on boards during the comprehensive plan public meetings in order to paint a picture of the City's existing housing stock.

IX. PUBLIC COMMENT

- Maggie Goldman, 9605 Stoney Ridge Lane, Alpharetta, came forward to speak about the investigation of the Travis Moya case.
- Birdel Jackson, 1655 Chasewood Trail, Alpharetta, came forward to speak about police policies regarding the Travis Moya case.



City Council Meeting AUGUST 16, 2021

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE TO THE FLAG
- IV. PRESENTATIONS & PROCLAMATIONS
 - A. Proclamation for Pat Miller
- V. CONSENT AGENDA
 - A. Financial Management Report: Month Ending June 30, 2021
 - B. Council Meeting Minutes (Public Hearing On The Fiscal Year 2022 Millage Rate Levy 8-2-2021)
 - C. Council Meeting Minutes (Meeting of 8-2-2021)
 - D. Alcoholic Beverage License Applications
 - 1. PH-21-AB-22 Alpharetta Rooftop, LLC
d/b/a Up on the Roof
33 South Main Street Suite 500
Alpharetta, GA 30009

Restaurant
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales

Owner: Alpharetta Rooftop, LLC
Registered Agent: Wilson Oswald
- VI. PUBLIC HEARING
 - A. PH-21-11 City of Alpharetta Capital Improvement Element
Consideration of a resolution adopting the 2020 Capital Improvement Element (CIE) and Annual Report.
 - B. E-21-02 Taffer's Tavern Sign Exception
NOTE: This application has been withdrawn by the applicant and will be neither considered nor discussed.
Consideration of a sign exception to increase to the size of a perpendicular sign from 8 square feet to 18.67 square feet. The property is located at 33 South Main Street and is legally described as being located in Land Lot 1269, 2nd District, 2nd Section, Fulton County, Georgia.
- VII. BOARDS & COMMISSIONS APPOINTMENTS
 - A. Appointment of an Alternate Member to the Board of Zoning Appeals
- VIII. NEW BUSINESS
 - A. Award of Residential Curbside Solid Waste and Recycling Collection Services (RFP 21-05)

- B. Duo Access Security Software - Annual Renewal**
- C. Equipment Refresh CIP 2022**
- D. Traffic Signal Preemption Maintenance**
- E. FY 2022 Local Maintenance and Improvement Grant**
- F. FY 2022 Milling And Resurfacing, ITB 22-001**
- G. On-Call Stormwater Pipe Lining Services**
- H. FY 2022 Skid Steer Loader Replacement**
- I. FY 2022 Storm Pipe Cleaning Services**
- J. FY 2022 Chipper Truck Replacement**
- K. Encore Greenway Park**
- L. Temporary Outdoor Operations Permit Program**

IX. WORKSHOP

- A. Recommended Amendment to Speed Zone Ordinance**

X. PUBLIC COMMENT

XI. REPORTS

XII. ADJOURNMENT



Official City Council Meeting Minutes

August 16, 2021

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the 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 Pro Tem Mitchell called the meeting to order at 6:30 p.m.

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin (absent)
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Sam Thomas, City Attorney
- James Drinkard, Asst. City Administrator
- Erin Cobb, City Clerk
- Kathi Cook, Director of Community Development
- Pete Sewczwicz, Director of Public Works
- Tom Harris, Director of Finance
- Randy Bundy, Director of Information Technology
- Eric Graves, Senior Transportation Engineer/Planner

VI. PUBLIC HEARING

A. PH-21-11 City of Alpharetta Capital Improvement Element

- Senior Transportation Engineer/Planner, Eric Graves, came forward to present this item.
- Staff is recommending that Council approve a resolution adopting the 2020-2021 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status.
- The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.
- The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.
- The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.
- Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.
- City Attorney, Sam Thomas, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ **Council Member Richard offered a motion to approve PH-21-11 City of Alpharetta Capital Improvement Element and the resolution as read by the City Attorney, Sam Thomas**
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (6-0)

B. E-21-02 Taffer's Tavern Sign Exception

NOTE: This application has been withdrawn by the applicant and will be neither considered nor discussed.



City Council Meeting STAFF REPORT

Submitting Department: Community Development
Submitted By: Kathi Cook
Sponsored By:
Meeting Date: August 16, 2021

I. AGENDA ITEM TITLE: PH-21-11 CITY OF ALPHARETTA CAPITAL IMPROVEMENT ELEMENT
*CONSIDERATION OF A RESOLUTION ADOPTING THE 2020 CAPITAL IMPROVEMENT ELEMENT (CIE)
AND ANNUAL REPORT.*

II. RECOMMENDATION:

Approve a resolution adopting the 2020-2021 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status.

III. REPORT IN BRIEF:

The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.

The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.

The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.

IV. ALTERNATIVES:

Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.

V. ATTACHMENTS:

CIE Adoption Resolution2021, 2020-2021 CIE Impact Fee Report



RESOLUTION NO. 2044

A Resolution Of The City Council Of Alpharetta Georgia For The Adoption Of The Capital Improvements Element And Annual Report

WHEREAS, the Georgia Planning Act encourages 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, and

WHEREAS, the Capital Improvements Element and Annual Report was prepared in accordance with the Development Impact Fee Compliance Requirements and the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and a Public Hearing was held on August 16th, 2021, at 6:30 PM at the City Hall of Alpharetta, Georgia; and

WHEREAS, the City of Alpharetta has received notification from the Atlanta Regional Commission that the Georgia Department of Community Affairs has, on July 23rd, 2021, issued a finding of fact that the Capital Improvement Element adequately address the Local Planning Requirements; and

WHEREAS, such updates are required to extend status to the City of Alpharetta as a Qualified Local Government.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the update of the capital improvements element and annual report; transmitting these documents to the Atlanta Regional Commission, per the Georgia Planning Act of 1989.

SO RESOLVED this 16th day of August, 2021.

CITY OF ALPHARETTA



By: Wendell Mitchell
~~Jim Gilvin~~, Mayor Pro Tem
Donald Mitchell
COUNCIL MEMBERS

W. B. White

Ray M.

Ray Richard

[Signature]

Attest:

Ain Cobb
City Clerk

APPROVED AS TO FORM:

[Signature]
C. SAM THOMAS, CITY ATTORNEY



2 PARK PLAZA
ALPHARETTA, GA 30009
PHONE: 678.297.6000
WWW.ALPHARETTA.GA.US

Annual Impact Fee Report and Capital Improvement Element Update

June 2021

MAYOR
JIM GILVIN

MAYOR PRO TEM
DONALD F. MITCHELL

COUNCIL MEMBERS
JASON BINDER
BEN BURNETT
JOHN HIPES
DAN MERKEL
KAREN RICHARD

CITY ADMINISTRATOR
ROBERT J. REGUS



CITY OF ALPHARETTA, GA ANNUAL IMPACT FEE FINANCIAL REPORT FISCAL YEAR 2020

	Impact Fee Fund				General Fund	
	Roads	Public Safety	Recreation and Parks	Total Impact Fee Fund	Administrative Costs*	Total
Impact Fee Fund Balance on July 1, 2019	\$ 2,075,671.29	\$ 185,149.71	\$ 1,135,095.08	\$ 3,395,916.08	\$ -	\$ 3,395,916.08
Fiscal Year 2020 Activity						
Sources:						
Impact Fees	\$ 676,255.50	\$ 92,749.71	\$ 1,938,076.00	\$ 2,707,081.21	\$ 81,110.36	\$ 2,788,191.57
Credits	(493,964.66)	(1,420.43)	(1,345,603.56)	(1,840,988.65)	(33,894.01)	(1,874,882.66)
Refunds	-	-	-	-	-	-
General Revenue (e.g. Interest)	39,665.30	4,856.87	30,347.93	74,870.10	-	74,870.10
Total Sources	\$ 221,956.14	\$ 96,186.15	\$ 622,820.37	\$ 940,962.66	\$ 47,216.35	\$ 988,179.01
(Uses):						
Project Expenditures/Debt Service	\$ (657,581.14)	\$ -	\$ (420,992.69)	\$ (1,078,573.83)	\$ -	\$ (1,078,573.83)
Administrative Costs	-	-	-	-	(47,216.35)	(47,216.35)
Total Uses	\$ (657,581.14)	\$ -	\$ (420,992.69)	\$ (1,078,573.83)	\$ (47,216.35)	\$ (1,125,790.18)
Impact Fee Fund Balance on June 30, 2020	\$ 1,640,046.29	\$ 281,335.86	\$ 1,336,922.76	\$ 3,258,304.91	\$ -	\$ 3,258,304.91
Impact Fees Encumbered at June 30, 2020	\$ 32,297.00	\$ 155,750.00	\$ 1,064,102.00	\$ 1,252,149.00		\$ 1,252,149.00

* Administrative Costs exceed 3% due to multiple transactions involving developers utilizing impact fee credits to reduce their impact fee obligations (in accordance with our Impact Fee Ordinance) but still remitting an administrative fee.



CITY OF ALPHARETTA, GA
CAPITAL IMPROVEMENT ELEMENT (FY's 2020-2031)
Service Area for each Public Facility: Citywide

Public Facility	Project Description	Project Start Date (Fiscal Year)	Project End Date (Fiscal Year)	Local Cost of Project	Maximum % of Funding from Impact Fees	Maximum Funding from Impact Fees	Impact Fees Expended in FY 2020	Impact Fees Expended in Previous Years	Total Impact Fees Expended to Date	Impact Fees Encumbered as of the end of FY 2020	Current/ Forecasted Funding Sources	Status/ Comment	Responsible Department
	Impact Fee Ordinance Update	2014	2016	\$ 86,145	100.00%	\$ 86,145	\$ -	\$ 34,999.98	\$ 34,999.98	\$ -	Impact Fees (100%)	Completed	Community Development
	Rucker Rd Corridor Improvements	2017	2020	16,759,573	24.10%	4,039,057	556,968.35	23,700.00	580,668.35	20,645.00	GO Bond (89%); Impact Fees (7%); General Revenues (4%)	Completed	Public Works
	Kimball Bridge Rd Congestion Mitigation (North Point Pkwy to Waters Rd)	2017	2023	9,847,283	24.10%	2,373,195	-	-	-	-	GO Bond (100%)	Construction Phase	Public Works
	Kimball Bridge Rd Bicycle/Pedestrian/Operational Improvements	2017	2024	1,359,741	24.10%	327,698	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	Kimball Bridge Rd Improvements (Waters Rd to Buice Rd)	2024	2028	3,000,000	24.10%	723,000	-	-	-	-	TBD		Public Works
	Kimball Bridge Rd Widening (Verizon to Georgia Power driveway)	2024	2028	1,500,000	24.10%	361,500	-	-	-	-	TBD		Public Works
	Windward Parkway Business District/Union Hill Rd Capacity Improvements	2017	2023	185,100	24.10%	44,609	-	-	-	-	TSPLOST (100%)	Split into Projects Below	Public Works
	Windward Parkway East Improvements	2017	2023	1,615,348	24.10%	389,299	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Windward Parkway West Improvements	2017	2023	996,285	24.10%	240,105	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Windward Pkwy Corridor Improvements (S.R. 9 to Westside Pkwy)	2017	2023	401,613	24.10%	96,789	-	-	-	-	GO Bond (100%)	On Hold	Public Works
	Northwinds Traffic Signal (temporary)	2017	2018	56,079	75.90%	42,564	-	42,564.32	42,564.32	-	Impact Fees (76%); General Revenue (4%)	Completed	Public Works
	Bethany Rd at Mid-Broadwell Rd Intersection Improvements	2017	2021	1,247,354	24.10%	300,612	-	-	-	-	TSPLOST (100%)	Construction Phase	Public Works
	Bethany Rd at Mayfield Rd Intersection Improvements	2017	2021	2,171,659	24.10%	523,370	-	-	-	-	TSPLOST (81%); GO Bond (19%)	Construction Phase	Public Works
	Morris Rd Operational Improvements	2017	2021	3,215,477	24.10%	774,930	-	-	-	-	TSPLOST (100%)	Complete	Public Works
	Old Milton Parkway Capacity Improvements	2017	2023	5,579,474	24.10%	1,344,653	-	-	-	-	TSPLOST; TBD	Design Phase	Public Works
	Academy St/Webb Bridge Rd Operational and Pedestrian Improvements	2018	2020	442,595	24.10%	106,665	-	-	-	-	TSPLOST (98%); General Revenue (2%)	Split into Projects Below	Public Works
	Academy St Improvements	2021	2025	3,089,576	24.10%	744,588	-	-	-	-	TSPLOST; TBD	Conceptual Design Phase	Public Works
	Webb Bridge Road Improvements (Greenway to Webb Bridge Park/KBR)	2021	2025	23,876,396	24.10%	5,754,212	-	-	-	-	TSPLOST; TBD	Design Phase	Public Works
	Webb Bridge Road Improvements (North Point Parkway to the Greenway)	2021	2025	692,508	24.10%	166,894	-	-	-	-	TSPLOST; TBD	Conceptual Design Phase	Public Works
	Webb Bridge Rd Improvements (Morris Rd to Greenway)	2023	2027	10,000,000	24.10%	2,410,000	-	-	-	-	TBD		Public Works
	Haynes Bridge Rd Capacity Improvements	2020	2025	8,264,103	24.10%	1,991,649	-	-	-	-	TSPLOST; TBD	IGA Phase (City of Johns Creek)	Public Works
	McGinnis Ferry Rd Capacity Improvements	2020	2025	8,900,000	24.10%	2,144,900	-	-	-	-	TSPLOST (61%); GO Bond (38%); General Revenue (1%)	ROW Acquisition Phase	Public Works
	GA400 Bridge (Academy St/Webb Bridge Rd - GDOT PI 0001757)	2020	2025	1,703,000	24.10%	410,423	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	GA400 Bridge (Kimball Bridge Rd - GDOT PI 0001757)	2020	2025	1,317,000	24.10%	317,397	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	GA400 Bridge (Tradewinds - GDOT PI 0001757)	2020	2025	1,866,000	24.10%	449,706	-	-	-	-	TSPLOST (100%)	Conceptual Design Phase	Public Works
	North Point Parkway Improvements	2020	2026	30,000,000	24.10%	7,230,000	-	-	-	-	TBD	Conceptual Design Phase	Multi-Dept.
	Major Intersection Improvements	2027	2031	1,250,000	24.10%	301,250	-	-	-	-	TBD		Public Works
	Old Roswell St. Park and Plaza	2027	2029	1,500,000	24.10%	361,500	-	-	-	-	TBD		Community Dev.
	Southlake Traffic Calming	2026	2029	2,000,000	24.10%	482,000	-	-	-	-	TBD		Public Works
	Waters Rd Traffic Calming	2026	2030	2,000,000	24.10%	482,000	-	-	-	-	TBD		Public Works



CITY OF ALPHARETTA, GA
CAPITAL IMPROVEMENT ELEMENT (FY's 2020-2031)
Service Area for each Public Facility: Citywide

Public Facility	Project Description	Project Start Date (Fiscal Year)	Project End Date (Fiscal Year)	Local Cost of Project	Maximum % of Funding from Impact Fees	Maximum Funding from Impact Fees	Impact Fees Expended in FY 2020	Impact Fees Expended in Previous Years	Total Impact Fees Expended to Date	Impact Fees Encumbered as of the end of FY 2020	Current/Forecasted Funding Sources	Status/ Comment	Responsible Department
	Douglas Rd Traffic Calming Improvements	2025	2029	1,750,000	24.10%	421,750	-	-	-	-	TBD		Public Works
	Hembree Road Widening	2027	2030	4,000,000	24.10%	964,000	-	-	-	-	TBD		Public Works
	Wills Road Widening (Milton Avenue to Old Milton Pkwy)	2022	2025	33,293	75.90%	25,269	-	14,460.00	14,460.00	-	Impact Fees (57%); General Revenue (43%)	Conceptual Design Phase	Public Works
	Lilly Garden Extension	2024	2026	800,000	75.90%	607,200	-	-	-	-	TBD		Public Works
	Dryden Rd Extension	2026	2029	3,000,000	75.90%	2,277,000	-	-	-	-	TBD		Public Works
	Marjean Way Extension	2022	2025	1,750,000	75.90%	1,328,250	-	-	-	-	TBD		Public Works
	Tradewinds Ripple Effect Improvements	2023	2027	6,000,000	24.10%	1,446,000	-	-	-	-	TBD		Public Works
	Cumming St. Corridor Improvements	2023	2027	7,350,000	24.10%	1,771,350	-	-	-	-	TBD		Public Works
	Milton Ave Streetscape	2023	2026	3,950,000	24.10%	951,950	-	-	-	-	TBD		Public Works
	Teasley Street Improvements	2020	2025	75,000	75.90%	56,925	38,125.00	-	38,125.00	-	Impact Fees (76%); General Revenue (24%)	Completed	Public Works
	Roundabout Studies	2025	2028	125,000	24.10%	30,125	-	-	-	-	TBD		Public Works
	Roundabout (Roswell St at Old Roswell St)	2026	2029	1,500,000	24.10%	361,500	-	-	-	-	TBD		Public Works
	Roundabout (Milton Ave at Canton/Roswell St)	2026	2029	1,775,000	24.10%	427,775	-	-	-	-	TBD		Public Works
	Roundabout (Windward Pkwy at Clubhouse Dr)	2026	2029	3,000,000	24.10%	723,000	-	-	-	-	TBD		Public Works
	Roundabout (Hopewell Rd at Vaughan Dr)	2020	2026	1,617,034	24.10%	389,705	16,553.19	-	16,553.19	11,652.00	TSPLOST; TBD	On Hold	Public Works
	Roundabout (Mayfield Rd at Canton St)	2024	2027	1,750,000	24.10%	421,750	-	-	-	-	TBD		Public Works
	Roundabout (Mayfield Rd at Providence Rd)	2024	2027	2,000,000	24.10%	482,000	-	-	-	-	TBD		Public Works
				<u>\$ 185,397,636</u>		<u>\$ 47,706,259</u>	<u>\$ 611,646.54</u>	<u>\$ 115,724.30</u>	<u>\$ 727,370.84</u>	<u>\$ 32,297.00</u>			
Public Safety													
	Impact Fee Ordinance Update	2014	2016	\$ 22,907	100.00%	\$ 22,907	\$ -	\$ 15,625.01	\$ 15,625.01	\$ -	Impact Fees (100%)	Completed	Community Development
	Public Safety Headquarters Expansion	2017	2019	4,573,815	100.00%	4,573,815	-	718,750.00	718,750.00	-	General Revenues (55%); Impact Fees (16%); DEA (13%); E-911 Fees (16%)	Completed	Public Safety/ Public Works
	Public Safety Headquarters Parking Expansion	2022	2023	200,000	62.30%	124,600	-	-	-	-	TBD		Public Safety
	E911 Facility Renovations	2022	2023	50,000	100.00%	50,000	-	-	-	-	TBD		Public Safety/ Public Works
	Hazardous Materials Truck & Trailer	2020	2021	250,000	62.30%	155,750	-	-	-	155,750.00	Impact Fees (62%); General Revenue (38%)	In-Process	Public Safety
	Quint Apparatus for Fire Station 81	2022	2023	1,600,000	62.30%	996,800	-	-	-	-	Capital Lease		Public Safety
	Fire Rescue-Rapid Response Truck	2022	2023	200,000	62.30%	124,600	-	-	-	-	TBD		Public Safety
				<u>\$ 6,896,722</u>		<u>\$ 6,048,472</u>	<u>\$ -</u>	<u>\$ 734,375.01</u>	<u>\$ 734,375.01</u>	<u>\$ 155,750.00</u>			
Recreation and Parks													
	Impact Fee Ordinance Update	2014	2016	\$ 21,948	100.00%	\$ 21,948	\$ -	\$ 11,875.01	\$ 11,875.01	\$ -	Impact Fees (100%)	Completed	Community Development
	Scramble Intersection at Canton St and Milton Ave	2026	2028	100,000	24.00%	24,000	-	-	-	-	TBD		Public Works
	Providence Road Sidewalk Improvements	2023	2025	600,000	24.00%	144,000	-	-	-	-	TBD		Public Works
	Waters Rd Sidewalk Improvements	2024	2027	990,000	24.00%	237,600	-	-	-	-	TBD		Public Works
	Mid-Block Crosswalk (Alpharetta Elementary School)	2023	2024	50,000	24.00%	12,000	-	-	-	-	TBD		Public Works
	Mid-Block Crosswalk (Manning Oaks Elementary School)	2023	2024	125,000	24.00%	30,000	-	-	-	-	TBD		Public Works
	Mid-Block Crosswalk (Cogburn Road Park)	2023	2024	50,000	24.00%	12,000	-	-	-	-	TBD		Public Works
	Mid-Block Crosswalk (Mid Broadwell Rd at Charlotte Dr)	2023	2024	75,000	24.00%	18,000	-	-	-	-	TBD		Public Works
	Improved Crossing from Parking Deck to north side of Milton Ave	2023	2024	250,000	24.00%	60,000	-	-	-	-	TBD		Public Works
	Raised Intersection at Marietta St. and Roswell St.	2023	2024	350,000	24.00%	84,000	-	-	-	-	TBD		Public Works



CITY OF ALPHARETTA, GA
CAPITAL IMPROVEMENT ELEMENT (FY's 2020-2031)
Service Area for each Public Facility: Citywide

Public Facility	Project Description	Project Start Date (Fiscal Year)	Project End Date (Fiscal Year)	Local Cost of Project	Maximum % of Funding from Impact Fees	Maximum Funding from Impact Fees	Impact Fees Expended in FY 2020	Impact Fees Expended in Previous Years	Total Impact Fees Expended to Date	Impact Fees Encumbered as of the end of FY 2020	Current/Forecasted Funding Sources	Status/ Comment	Responsible Department
	Improved Pedestrian Crossings from City Center to Churches	2023	2024	750,000	24.00%	180,000	-	-	-	-	TBD		Public Works
	4 Pedestrian Bridges (Windward Pkwy over Big Creek; Greenway access)	2023	2026	2,500,000	24.00%	600,000	-	-	-	-	TBD		Public Works
	AlphaLoop City Trail	2017	2022	17,384,502	100.00%	17,384,502	-	-	-	-	General Revenue; GO Bond; Other	Multiple Phases (design/construction)	Community Development/ Public Works
	Parks along AlphaLoop	2022	2025	3,000,000	100.00%	433,693	-	-	-	-	TBD		Parks
	City Center Walking Trail	2017	2019	300,000	100.00%	300,000	-	300,000.00	300,000.00	-	Impact Fees (100%)	Completed	Public Works
	Greenway Extension to Forsyth County	2017	2021	12,285,705	25.63%	3,148,826	-	-	-	1,051,402.00	GO Bond (80%); Impact Fees (10%); TSPL0ST (8%); General Revenues (2%)	Construction Phase	Parks/Public Works
	Encore Parkway Greenway Connection	2023	2025	3,000,000	25.63%	768,900	-	-	-	-	TBD		
	Eastside Community Center/YMCA Partnership	2017	2022	2,500,001	30.96%	774,000	-	-	-	-	GO Bond (100%)	Construction Phase	Parks
	Alpharetta Arts Center Development	2017	2019	3,387,246	54.17%	1,834,871	-	1,300,001.33	1,300,001.33	-	GO Bond (44%); Impact Fees (38%); General Revenues (2%); Hotel/Motel Taxes (16%)	Completed	Parks/Public Works
	Alpharetta Arts Center Parking Expansion	2022	2024	950,000	54.17%	514,615	-	-	-	-	TBD		Parks/Public Works
	Wills Park Pool Renovation/Expansion	2017	2019	6,140,453	36.12%	2,217,932	-	1,100,000.00	1,100,000.00	-	GO Bond (44%); Impact Fees (18%); General Revenues (38%)	Completed	Parks/Public Works
	Parkland Acquisition	2017	2019	9,488,751	100.00%	9,488,751	-	-	-	-	GO Bond; TBD	On-Going	Parks
	Wills Park Equestrian Center Master Plan buildout	2022	2026	5,000,000	68.93%	3,446,500	-	-	-	-	TBD		Parks
	Wills Park Master Plan	2022	2026	4,000,000	9.06% to 100%	4,000,000	-	-	-	-	TBD		Parks
	Mid-Broadwell Park build-out	2022	2026	500,000	9.06% to 100%	500,000	-	-	-	-	TBD		Parks
	Milton Avenue Park build-out	2022	2026	2,000,000	9.06% to 100%	2,000,000	-	-	-	-	TBD		Parks
	Old Rucker Park build-out	2022	2026	2,000,000	9.06% to 100%	2,000,000	-	-	-	-	TBD		Parks
	Union Hill Park (redevelopment/trailhead)	2022	2026	2,000,000	9.06% to 100%	2,000,000	-	-	-	-	TBD		Parks
	Farmhouse Park build-out	2022	2026	3,000,000	9.06% to 100%	3,000,000	-	-	-	-	TBD		Parks
	Brookside Park build-out	2022	2026	2,000,000	9.06% to 100%	2,000,000	-	-	-	-	TBD		Parks
	Waters Road Park build-out	2022	2026	2,000,000	9.06% to 100%	2,000,000	-	-	-	-	TBD		Parks
	Synthetic Turf Webb Bridge Park (soccer field)	2022	2026	1,000,000	36.12%	361,200	-	-	-	-	TBD		Parks
	North Park Master Plan/Development	2023	2028	1,600,000	9.06% to 100%	1,600,000	-	-	-	-	TBD		Parks
	Webb Bridge Park Master Plan/Development	2024	2029	1,600,000	9.06% to 100%	1,600,000	-	-	-	-	TBD		Parks
	Pocket Park Development	2022	2027	425,000	36.12%	153,510	-	-	-	-	TBD		Parks
	Activity Centers Interior Improvements	2023	2026	1,850,000	54.17%	1,002,145	-	-	-	-	TBD		Parks
	Historic Preservation Initiative	2022	2031	325,000	36.12%	117,390	-	-	-	-	TBD		Parks
	Haynes Bridge Road Park Restroom (new)	2022	2023	300,000	91.91%	275,730	-	-	-	-	TBD		Parks
	Marconi Drive Park Restroom (new)	2022	2023	100,000	91.91%	91,910	-	-	-	-	TBD		Parks
				\$ 93,998,605		\$ 64,438,023	\$ -	\$ 2,711,876.34	\$ 2,711,876.34	\$ 1,051,402.00			
Total							\$ 611,646.54	\$ 3,561,975.65	\$ 4,173,622.19	\$ 1,239,449.00			

BACKUP

CITY OF ALPHARETTA
**COMBINING STATEMENT OF REVENUES, EXPENDITURES,
 AND CHANGES IN FUND BALANCES**
 NONMAJOR GOVERNMENTAL FUNDS

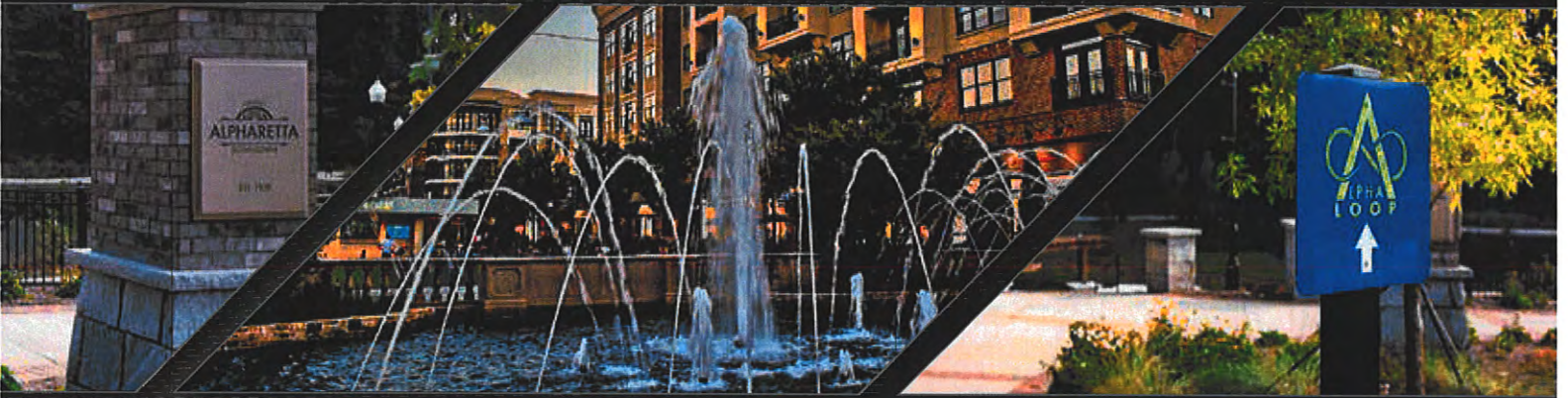
For the Fiscal Year Ended June 30, 2020 – Page 1 of 2

	<i>Special Revenue Funds</i>				
	<i>Hotel Motel</i>	<i>Impact Fee</i>	<i>Confiscated Assets</i>	<i>Grant Operating</i>	<i>E911</i>
Revenues:					
Property taxes	\$ —	\$ —	\$ —	\$ —	\$ —
Hotel/Motel taxes	6,672,097	—	—	—	—
Impact fees	—	866,093	—	—	—
Charges for services	—	—	—	—	3,032,895
Forfeiture income	—	—	229,643	—	—
Intergovernmental	—	—	—	66,128	1,261,160
Contributions	—	—	—	8,235	—
Investment earnings	—	74,869	1,864	3,338	23,155
Other revenues	—	—	—	—	—
Total revenues	6,672,097	940,962	231,507	77,701	4,317,210
Expenditures:					
Current:					
General government	—	—	—	—	—
Public safety	—	420,993	459,660	7,384	3,806,574
Culture and recreation	—	—	—	41,098	—
Community development	3,924,619	—	—	—	—
Public works	—	657,581	—	—	—
Capital outlay	—	—	—	—	—
Debt service:					
Principal	200,000	—	—	—	69,301
Interest	775,963	—	—	—	7,476
Total expenditures	4,900,582	1,078,574	459,660	48,482	3,883,351
Excess (deficiency) of revenues over expenditures	1,771,515	(137,612)	(228,153)	29,219	433,859
Other financing sources (uses):					
Transfers out	(2,502,036)	—	—	—	—
Transfers in	—	—	—	—	—
Bond issuance	—	—	—	—	—
Premium from bond issuance	—	—	—	—	—
Payment to refunding escrow	—	—	—	—	—
Total other financing sources (uses)	(2,502,036)	—	—	—	—
Net change in fund balances	(730,521)	(137,612)	(228,153)	29,219	433,859
Fund balances, beginning of fiscal year	2,697,154	3,395,917	494,638	118,038	1,808,567
Fund balances, end of fiscal year	\$1,966,633	\$3,258,305	\$266,485	\$147,257	\$2,242,426

continued
on next page →

Comprehensive Annual Financial Report

For the Fiscal Year Ended June 30, 2020





PLANNING COMMISSION MEETING SEPTEMBER 2, 2021

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MEETING MINUTES
 - a. Approval of the Planning Commission meeting minutes from August 5, 2021.
- IV. ITEMS FROM BOARD MEMBERS
- V. ITEMS FROM STAFF
- VI. PUBLIC HEARING
 - a. PH-20-07 Horizon 2040 Alpharetta Comprehensive Plan - Transmittal Hearing
Consideration of a request to transmit the Horizon 2040 Comprehensive Plan draft plan to the Atlanta Regional Commission (ARC) and Department of Community Affairs (DCA) for review.
 - b. MP-21-01/V-21-04 The Bailey/Northwinds
Consideration of a master plan amendment and variance to allow a 156,400 square foot wellness center, 53,000 square foot of office use, a 100-room boutique hotel, and 24,700 square feet of retail/restaurant use on 4.72 acres. A master plan amendment to the Northwinds Master Plan is requested to amend development standards, such as building setbacks, building heights and building coverage. A variance is requested to increase the maximum impervious area in the O-I district. The property is located at 2650 Northwinds Parkway and is legally described as being located in Land Lots 799, 805 and 806, 1st District, 2nd Section, Fulton County, Georgia.
 - c. Z-21-06/V-21-17 Kimball 154
DEFERRED: This item has been deferred by the Applicant and will not be heard until October 7, 2021. The item will not be heard or discussed during this evening's meeting.
Consideration of a rezoning and variances to allow for a 3-story, 120,000 square foot office building and re-use of 2 existing buildings for office use and amenities on 4.44 acres. A rezoning is requested from SU (Special Use) to O-P (Office-Professional). Variances are requested to reduce parking, increase lot coverage, reduce front building setback, increase building height and reduce minimum driveway separation. The property is located at 154 Kimball Bridge Road and is legally described as being located in Land Lot 801, 1st District, 2nd Section, Fulton County, Georgia.
 - d. Z-21-07 / V-21-24 236 / 244 North Main Street
Consideration of a rezoning from O-I (Office-Institutional) to DT-LW (Downtown Live-Work) and a variance to reduce the side setback between structures from 10' to 6' in order to allow for the construction of 11 single-family detached homes in the Downtown. The property is located at 236 and 244 North Main Street and is legally described as being located in Land Lot 1197, 2nd District, 2nd Section, Fulton County, Georgia.
 - e. Z-21-08 / CU-21-11 Mayfair on Main / 217 South Main Street
Consideration of a rezoning from C-2 (General Commercial) to DT-MU (Downtown Mixed-Use) and a conditional use to increase the density above 10 dwelling units per acre to allow for the construction of a 24-unit 'For-Sale' townhome development in the Downtown. The property is located at 217 South Main Street and is legally described as being located in Land Lot 694, 2nd District, 2nd Section, Fulton County, Georgia.
 - f. PH-21-14 UDC Text Amendments - Permitted and Conditional Uses and Temporary Uses
Consideration of text amendments to Unified Development Code (UDC) Article II, Use of Land

and Structures and Appendix A: Alpharetta Downtown Code to amend permitted and conditional uses in several zoning districts, as well as amendments to temporary uses.

- g. PH-21-16 UDC Text Amendments - Medical Marijuana Production and Dispensary Use**
Consideration of text amendments to the Unified Development Code (UDC) to add a definition and regulations addressing medical marijuana production and dispensary use.

VII. ADJOURNMENT



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-20-07 HORIZON 2040 COMPREHENSIVE PLAN - TRANSMITTAL HEARING

PLANNING COMMISSION: SEPTEMBER 2, 2021

CITY COUNCIL: SEPTEMBER 20, 2021

II. RECOMMENDATION:

Approve PH-20-07 Horizon 2040 Comprehensive Plan and authorize transmittal of the draft document to the Department of Community Affairs (DCA) and the Atlanta Regional Commission (ARC).

III. REPORT IN BRIEF:

State regulations require that community comprehensive plans be prepared, adopted, and updated on a regular basis in order to ensure compliance with regional plans and maintain eligibility for grants and other funding. The current comprehensive plan, 2035 Comprehensive Plan, was adopted in 2017. The Horizon 2040 Comprehensive Plan effort was guided by City Staff. Public meetings were held and online surveys were provided to identify needs and opportunities and develop the community vision. In addition, a Steering Committee was formed and met over the course of a year to provide Staff with valuable input and support for the public outreach process. The public hearings associated with the transmittal of the Horizon 2040 Comprehensive Plan to DCA and ARC are also meant to provide the public with an opportunity to review and comment on the draft plan. The plan will be updated based on public comments prior to transmittal.

DISCUSSION

The Alpharetta community identified six (6) themes or areas of focus, which included Traffic Congestion/Walkability, Housing, Office and Retail Vacancies, Growth Management, Sense of Place/Placemaking, and Open Space. In addition, needs and opportunities were identified as it relates the new Broadband Services Element. New policies and strategies were developed based on the six (6) themes and Broadband Services Element.

The Future Land Use Map was updated with most changes reflecting general cleanup resulting from the purchase of parkland around the City and past future land use map changes. Areas designated 'Commercial' along North Point Parkway between Mansell Road and Haynes Bridge Road were changed to 'Mixed-Use' based on community feedback and to be consistent with the vision in the North Point LCI. In addition, the community identified the HP property at the southeast corner of Windward Parkway and Westside Parkway as a mixed-use opportunity.

IV. ATTACHMENTS:

- Horizon 2040 Comprehensive Plan (draft plan)



HORIZON 2040 COMPREHENSIVE PLAN

TRANSMITTAL HEARINGS:
PLANNING COMMISSION – SEPTEMBER 2, 2021
CITY COUNCIL – SEPTEMBER 20, 2021



**What is it?
Why do we do it?**

ALPHARETTA | GEORGIA'S CONNECTED CITY

COMPREHENSIVE PLAN

- A Comprehensive Plan is a long-range growth management tool, typically based on a 20-year horizon
- State Comprehensive Planning rules require that local jurisdictions address the following plan elements:
 - Community Involvement Plan
 - Existing Conditions Analysis
 - Needs & Opportunities
 - Community Goals
 - Economic Development
 - Housing
 - Land Use (future land use map)
 - Transportation
 - Intergovernmental Coordination
 - Broadband Services
 - Community Improvement Element (updated annually)
 - 5-Year Short Term Work Program
 - Report of Accomplishments
- State (DCA) requires every jurisdiction to prepare a local comprehensive plan and to regularly update the plan in order to maintain its Qualified Local Government (QLG) Status (eligible for financial resources to aid implementation of plans)

- Pre-Survey – July 17, 2020 – August 10, 2020
- Comprehensive Plan Kick-off (1st public hearing) – July 20, 2020
- Steering Committee Meeting #1 – September 9, 2020
- Public Meeting #1 – October 7, 2020
- Online Surveys #1 – October 15, 2020 – November 5, 2020
- Steering Committee Meeting #2 – March 16, 2021
- Public Meeting #2 – April 27, 2021
- Online Surveys #2 – June 1, 2021 – June 25, 2021
- Prepare Draft Comprehensive Plan – May – August 2021
- Citywide Housing Study Presentation (Council Workshop) – August 2, 2021
- Steering Committee Meeting #3 – August 31, 2021
- Planning Commission Transmittal Hearing (2nd public hearing) – Sept. 2, 2021
- Council Transmittal Hearing (2nd public hearing) – September 20, 2021
- DCA/ARC Review (up to 40 days)
- Plan Adoption – No later than October 31, 2021 (October 25, 2021)

PROJECT TIMELINE

Community Involvement Plan

ALPHARETTA | GEORGIA'S CONNECTED CITY



COMMUNITY INVOLVEMENT PLAN

- **Steering Committee** – Assisted in guiding the planning process, provided valuable feedback/input into plan development, and helped get the word out. DCA requires the participation of a Council Member and Economic Development professional on the Steering Committee. Each Council Member appointed a Steering Committee member.
- **Stakeholder List** – HOAs, City Boards/Council, Residents, Local Organizations, Local Newspaper, Colleges/Universities, City Staff
- **Social Media** – Facebook, Twitter, Nextdoor, LinkedIn
- **City Website** – Tile on City website homepage to Project website



COMMUNITY INVOLVEMENT PLAN

- **In-Person & Virtual Meetings**
 - Kick-off Hearing, Transmittal Hearings (3 Public Hearings)
 - Council Workshop – Citywide Housing Study
 - 2 In-Person Public Meetings (Attendance ~120 people)
 - 2 In-Person & 1 Virtual Steering Committee Meetings
- **Online Surveys**
 - Preliminary Survey – July 17, 2020 – August 10, 2020 (718 Responses)
 - Public Meeting #1 Survey – October 15, 2020 – November 5, 2020 (105 Responses)
 - Public Meeting #2 Survey – June 1, 2021 – June 25, 2021 (352 Responses)





THEMES AREAS OF FOCUS

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- **Traffic & Walkability**
Manage congestion due to growth; significant infrastructure improvements are needed; provide targeted, alternative transportation improvements for seniors and the workforce; plan for alternative modes of travel; increase safety for pedestrians/cyclist; explore local shuttle/trolley options; promote and improve walkability; promote and provide a system of trails.
- **Vacant Office & Retail**
Develop a plan to deal with vacancies; develop incentives for the North Point area
- **Growth Management**
Manage overdevelopment; repurpose vacant buildings; maintain natural areas; limit high density
- **Housing**
Address affordability of housing; manage scale of homes to lot size; manage density; concentrate density at North Point; create walkable neighborhoods; diversify housing opportunities; address missing housing types/price points
- **Sense of Place/Placemaking**
Build on the arts; maintain small town feel; expand special events; create a mixed-use environment in the North Point area; support a strong school system; improve walkability
- **Open Space**
Provide more open space; provide park and recreational opportunities for all age groups; provide and protect natural areas in parks

THEMES / AREAS OF FOCUS



Community Vision

ALPHARETTA | GEORGIA'S CONNECTED CITY

COMMUNITY VISION: ECONOMIC DEVELOPMENT

- **ED Policy 6:** Promote branding and placemaking as a means of creating interesting, sustainable developments.
- **ED Policy 7:** Promote infill of vacant office and retail space with compatible uses and amenities that enhance synergy within the development.
- **New Strategies**
 - Build on the arts and special event programming
 - Unify Downtown businesses
 - Economic Development incentives for North Point
 - Marketing and branding
 - Maintain a list of retail/office vacancies to promote/market for re-use

COMMUNITY VISION: LAND USE

- **LU Policy 9:** Promote redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed-use environments to create viable, growing and attractive areas.
- **LU Policy 10:** Promote the retrofitting of suburban office developments with amenities to increase marketability.
- **New Strategies**
 - Small area plans for Old Milton Pkwy, South Main St, Windward
 - Plan for regional draw uses (entertainment, college/university, assembly)
 - Mix of uses and amenities at suburban office developments

COMMUNITY VISION: TRANSPORTATION

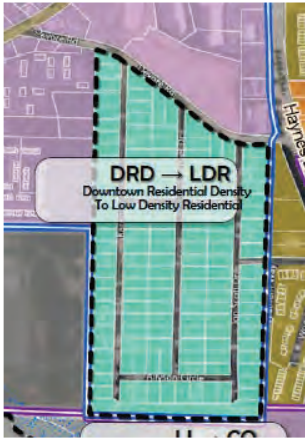
- **T Policy 8:** Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.
- **New Strategies**
 - Citywide trail system
 - Implement overlay streetscape standards
 - Alternative transportation options (autonomous vehicles, senior shuttle)
 - Innovative traffic management (Connected Vehicle Program)

COMMUNITY VISION: HOUSING

- **No new policies added.**
- **New Strategies**
 - Prioritize higher density at North Point
 - Protect existing neighborhoods from incompatible redevelopment/infill
 - Biannual updates to Rental Study
 - Discourage single-option senior housing
 - Missing middle housing
 - Research housing affordability tools

COMMUNITY VISION: NATURAL, HISTORIC & CULTURAL RESOURCES

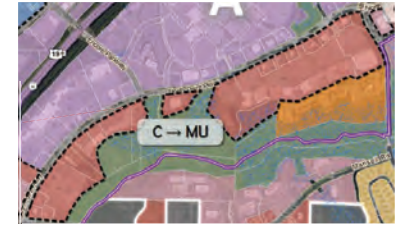
- **NHCR Policy 6:** Continue to add to the City's open space inventory and provide trail connections between parks and where people live and work.
- **New Strategies**
 - Public art
 - Cultural arts venue
 - Identify partnerships to enhance special event programming
 - Further incentivize historic preservation
 - Expand open space (active, passive and natural)
 - Encourage sustainable/green development



Alpha Park Neighborhood:

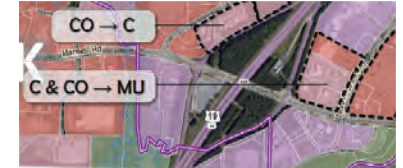
- Change from 'Downtown Residential Density' to 'Low Density Residential'
- Protect existing neighborhoods from incompatible development

2040 FUTURE LAND USE MAP CHANGES: LOW DENSITY RESIDENTIAL



Regency Park and North Point Business Center Master Plans:

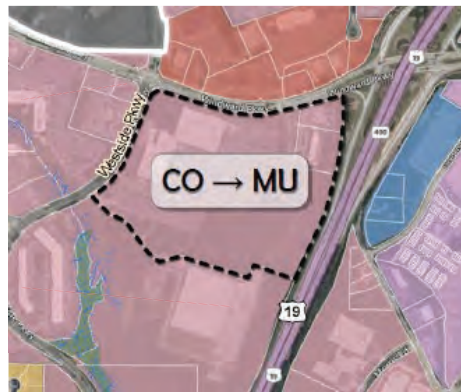
- Change from 'Commercial' and 'Corporate Office' to 'Mixed Use'
- Consistent with North Point LCI and North Point Overlay



2040 FUTURE LAND USE MAP CHANGES: 'MIXED USE'

HP property at the SE corner of Windward Parkway and Westside Parkway:

- Community identified the property as a mixed-use opportunity
- Change from 'Corporate Office' to 'Mixed Use'



2040 FUTURE LAND USE MAP CHANGES: 'MIXED USE'

SHORT TERM WORK PROGRAM

- **Projects from Capital Improvement Element (CIE), City Budget, Park Bond**
- **5-Year Horizon (2022 – 2026)**
 - Transportation – Roads, Sidewalks, Intersections, Crosswalks, Capacity Improvements
 - Community Services/Facilities – Design/Build-out Parks, Alpha Loop, Greenway, Stormwater Studies
 - Housing – Studies, Updates to existing studies
 - Land Use – LCI Studies, planning updates, North Point Development Framework (street grid)
 - Economic Development – Toolbox, Strategic Plan, Tech Alpharetta
 - Natural, Historic & Cultural Resources – Arts Center, Historic Preservation, Cultural Services Plan
 - Broadband Services – On-Call Consultant WTF review, UDC updates

SHORT TERM WORK PROGRAM

The Five-Year Short-Term Work Program (STWP) identifies specific implementation actions the City (or other entities) intends to take during the first five-year timeframe of the planning period. This includes programs, ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs/initiatives to be put in place to implement the Comprehensive Plan. For each line item, the STWP outlines the following information:

- Brief Description
- Timeframe for undertaking the activity during 2022 - 2026
- Responsible party for implementing the activity
- Cost estimate
- Funding source

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
ECONOMIC DEVELOPMENT				
Economic Development Toolbox				
Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	2022 - 2026	Economic Development	City	\$360,800
Develop and update Economic Development Strategic Plan	2022 - 2026	Economic Development	City	\$150,000
Tech Alpharetta	2022 - 2026	Economic Development	City	\$475,000
LAND USE				
North Point Development Framework Plan	2023	Community Development	City & Grants	\$120,000
South Main Street LCI Supplemental Study	2022	Community Development	City & Grants	\$200,000
Planning Updates				
Updates to the City's master plans, LCIs, and other planning documents	2022 - 2026	Community Development	City & Grants	\$800,000

Questions?

ALPHARETTA | GEORGIA'S CONNECTED CITY



City Council Meeting SEPTEMBER 20, 2021

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

I. CALL TO ORDER

II. ROLL CALL

III. PLEDGE TO THE FLAG

IV. PRESENTATIONS & PROCLAMATIONS

A. Constitution Week Proclamation

V. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 8-23-2021)

B. Financial Management Report: Month Ending July 31, 2021

C. Alcoholic Beverage License Applications

1. PH-21-AB-24 360 F&C, LLC
d/b/a/ Q'Paso Latin Grub
5815 Windward Pkwy #202
Alpharetta, GA 30005

Restaurant
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales

Owners: Kazeka Muniz & Amanda Bolton
Registered Agent: Kazeka Muniz

VI. PUBLIC HEARING

A. CU-21-09 Alpharetta Liquor & Wine / 11380 State Bridge Road

This item was tabled during the August 23, 2021 City Council Meeting and must be removed from the table prior to presentation or consideration.

Consideration of a conditional use to allow a 'Liquor Store' for Alpharetta Liquor & Wine in a 4,960 square foot suite located in a new strip center. The property is located at 11380 State Bridge Road, Suites 130, 140 & 150 and is legally described as being located in Land Lot 129, 1st District, 1st Section, Fulton County, Georgia.

B. PH-20-07 Horizon 2040 Alpharetta Comprehensive Plan - Transmittal Hearing

Consideration of a request to transmit the Horizon 2040 Comprehensive Plan draft plan to the Atlanta Regional Commission (ARC) and Department of Community Affairs (DCA) for review.

C. MP-21-01/V-21-04 The Bailey/Northwinds

Consideration of a master plan amendment and variance to allow a 156,400 square foot wellness center, 53,000 square foot of office use, a 100-room boutique hotel, and 24,700 square feet of retail/restaurant use on 4.72 acres. A master plan amendment to the Northwinds Master Plan is requested to amend development standards, such as building setbacks, building heights and building coverage. A variance is requested to increase the maximum impervious area in the O-I district. The property is located at 2650 Northwinds Parkway and is legally described as being located in Land Lots 799, 805 and 806, 1st District, 2nd Section, Fulton County, Georgia.

VII. NEW BUSINESS

- A. FY 2022 Bridge Maintenance, ITB 21-011**
- B. Alpha Loop Design Services - Change Order #3**
- C. FY 22 Facility HVAC Replacement**
- D. Meadow Brook Hills Drainage Improvement - Design**
- E. Roof Replacement At Fire Station 81**
- F. Adoption of the 2021 Emergency Operations Plan (EOP)**
- G. North Park Turf 2 Replacement**
- H. Bus Replacement for Adult Activity Center**

VIII. WORKSHOP

- A. The Code of the City of Alpharetta Text Amendments - Distance Requirements and Ancillary Tasting**

IX. PUBLIC COMMENT

X. REPORTS

XI. ADJOURNMENT



City Council Meeting SEPTEMBER 20, 2021

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

- I. CALL TO ORDER
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 - 1. PH-21-AB-24 360 F&C, LLC
d/b/a/ Q'Paso Latin Grub
5815 Windward Pkwy #202
Alpharetta, GA 30005

Restaurant
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales

Owners: Kazeka Muniz & Amanda Bolton
Registered Agent: Kazeka Muniz
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Consideration of a request to transmit the Horizon 2040 Comprehensive Plan draft plan to the Atlanta Regional Commission (ARC) and Department of Community Affairs (DCA) for review.
 - C. MP-21-01/V-21-04 The Bailey/Northwinds
Consideration of a master plan amendment and variance to allow a 156,400 square foot wellness center, 53,000 square foot of office use, a 100-room boutique hotel, and 24,700 square feet of retail/restaurant use on 4.72 acres. A master plan amendment to the Northwinds Master Plan is requested to amend development standards, such as building setbacks, building heights and building coverage. A variance is requested to increase the maximum impervious area in the O-I district. The property is located at 2650 Northwinds Parkway and is legally described as being located in Land Lots 799, 805 and 806, 1st District, 2nd Section, Fulton County, Georgia.

VII. NEW BUSINESS

- A. FY 2022 Bridge Maintenance, ITB 21-011**
- B. Alpha Loop Design Services - Change Order #3**
- C. FY 22 Facility HVAC Replacement**
- D. Meadow Brook Hills Drainage Improvement - Design**
- E. Roof Replacement At Fire Station 81**
- F. Adoption of the 2021 Emergency Operations Plan (EOP)**
- G. North Park Turf 2 Replacement**
- H. Bus Replacement for Adult Activity Center**
- I. Resolutions Authorizing Condemnation - McGinnis Ferry Road Widening Project**
 - 1. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 4915 TIDEWATER WAY, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1034-044-8) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
 - 2. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 4935 TIDEWATER WAY, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1034-042-2) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
 - 3. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 13075 TIDEWATER CROSSING, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1033-085-2) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
 - 4. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 5045 TIDEWATER WAY, ALPHARETTA, GEORGIA (TAX PARCEL NO. : 21 -5680-1054-070-8) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
 - 5. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 13049 DARTMORE AVENUE, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1054-088-0) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
 - 6. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 13045 DARTMORE AVENUE, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1054-089-8) FOR ROAD PROJECT - MCGINNIS FERRY

ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY

7. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 13037 DARTMORE AVENUE, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1054-090-6) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
8. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 0 DARTMORE CIRCLE, ALPHARETTA, GEORGIA (TAX PARCEL NO. : 21 -5680-1054 - 137-5) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY
9. A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AUTHORIZE THE USE OF EMINENT DOMAIN TO ACQUIRE CERTAIN PROPERTY LOCATED AT 13033 DARTMORE CIRCLE, ALPHARETTA, GEORGIA (TAX PARCEL NO.: 21 -5680-1054-091-4) FOR ROAD PROJECT - MCGINNIS FERRY ROAD WIDENING FROM RONALD REAGAN BOULEVARD/UNION HILL ROAD TO HOSPITAL PARKWAY

VIII. WORKSHOP

A. The Code of the City of Alpharetta Text Amendments - Distance Requirements and Ancillary Tasting

IX. PUBLIC COMMENT

X. REPORTS

XI. ADJOURNMENT TO EXECUTIVE SESSION



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-20-07 HORIZON 2040 COMPREHENSIVE PLAN - TRANSMITTAL HEARING

CITY COUNCIL: SEPTEMBER 20, 2021

This item was considered at the 9/2/2021 Planning Commission meeting. Staff recommended approval. There were no public comments. After discussion, Planning Commission recommended approval. Vote 6-0

II. RECOMMENDATION:

Approve PH-20-07 Horizon 2040 Comprehensive Plan and authorize transmittal of the draft document to the Department of Community Affairs (DCA) and the Atlanta Regional Commission (ARC).

III. REPORT IN BRIEF:

State regulations require that community comprehensive plans be prepared, adopted, and updated on a regular basis in order to ensure compliance with regional plans and maintain eligibility for grants and other funding. The current comprehensive plan, 2035 Comprehensive Plan, was adopted in 2017. The Horizon 2040 Comprehensive Plan effort was guided by City Staff. Public meetings were held and online surveys were provided to identify needs and opportunities and develop the community vision. In addition, a Steering Committee was formed and met over the course of a year to provide Staff with valuable input and support for the public outreach process. The public hearings associated with the transmittal of the Horizon 2040 Comprehensive Plan to DCA and ARC are also meant to provide the public with an opportunity to review and comment on the draft plan. The plan will be updated based on public comments prior to transmittal.

DISCUSSION

The Alpharetta community identified six (6) themes or areas of focus, which included Traffic Congestion/Walkability, Housing, Office and Retail Vacancies, Growth Management, Sense of Place/Placemaking, and Open Space. In addition, needs and opportunities were identified as it relates the new Broadband Services Element. New policies and strategies were developed based on the six (6) themes and Broadband Services Element.

The Future Land Use Map was updated with most changes reflecting general cleanup resulting from the purchase of parkland around the City and past future land use map changes. Areas designated 'Commercial' along North Point Parkway between Mansell Road and Haynes Bridge Road were changed to 'Mixed-Use' based on community feedback and to be consistent with the vision in the North Point LCI. In addition, the community identified the HP property at the southeast corner of Windward Parkway and Westside Parkway as a mixed-use opportunity.

IV. ATTACHMENTS:

- Horizon 2040 Comprehensive Plan (draft plan)



Official City Council Meeting Minutes

September 20, 2021

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the 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 Gilvin called the meeting to order at 6:30 p.m.

II. ROLL CALL

- **Council Members**

- Mayor Jim Gilvin
- Mayor Pro Tem Donald F. Mitchell
- Jason Binder
- Ben Burnett
- John Hipes
- Dan Merkel
- Karen Richard

- **Staff**

- Bob Regus, City Administrator
- Michael Stacy, City Attorney
- James Drinkard, Asst. City Administrator
- Erin Cobb, City Clerk
- Kathi Cook, Director of Community Development
- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- John Robison, Director of Public Safety
- Pete Sewczwicz, Director of Public Works
- Michael Woodman, Senior Planner

III. PLEDGE TO THE FLAG

IV. PRESENTATIONS & PROCLAMATIONS

A. Constitution Week Proclamation

V. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 8-23-2021)

B. Financial Management Report: Month Ending July 31, 2021

C. Alcoholic Beverage License Applications

1. PH-21-AB-24 360 F&C, LLC
d/b/a/ Q'Paso Latin Grub
5815 Windward Pkwy #202
Alpharetta, GA 30005

Restaurant
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales

Owners: Kazeka Muniz & Amanda Bolton
Registered Agent: Kazeka Muniz

- ❖ Mayor Pro Tem Mitchell offered a motion to approve the consent agenda
 - The motion received a second from Council Member Merkel
 - The motion was approved unanimously (7-0)

VI. PUBLIC HEARING

A. CU-21-09 Alpharetta Liquor & Wine / 11380 State Bridge Road

This item was tabled during the August 23, 2021 City Council Meeting and must be removed from the table prior to presentation or consideration.

- ❖ Council Member Richard offered a motion to remove CU-21-09 Alpharetta Liquor & Wine/11380 State Bridge Road from the table
 - The motion received a second from Council Member Burnett
 - The motion was approved (7-0)
- Senior Planner, Michael Woodman, came forward to present this item.
- This item was heard at the 8/5/2021 Planning Commission meeting. Staff recommended denial. There were no public comments. After discussion, Planning Commission recommended approval subject to staff's recommended conditions. Vote 6-0
- Staff is recommending that Council approve CU-21-09 Alpharetta Liquor & Wine/11380 State Bridge Road, subject to the following conditions (Condition in RED added by Staff):

1. 'Liquor Store' shall be added as a conditional use at 11380 State Bridge Road, Suites 130, 140, & 150 and limited to no more than 4,960 square feet.
 2. Conditional use approval shall be limited to Alpharetta Liquor & Wine; no additional 'Liquor Store' use or subleasing shall be permitted within the approved space.
 3. Liquor Store shall be limited to package sales of beer, wine, and distilled spirits.
 4. Hours of operation shall be Monday – Thursday 9:00 AM – 9:30 PM, Friday – Saturday 9:00 AM – 10:30 PM and Sunday 12:30 PM – 7:00 PM.
 5. There shall be no neon signage, no window lighting trim, and no primary colors used on signage or awnings.
- The applicant, Ramzanali Sadruddin, is requesting a conditional use to allow Alpharetta Liquor & Wine to operate a 'Liquor Store' in a 4,960 square foot suite within a new shopping center. The property is zoned C-1 (Neighborhood Commercial), which requires approval of a conditional use to allow a 'Liquor Store'. The subject property is located at 11380 State Bridge Road, Suites 130, 140 & 150 at the northeast corner of State Bridge Road and Kimball Bridge Road in the Kimball Plaza shopping center.
 - The submitted request, if approved, would allow Alpharetta Liquor & Wine to operate a 'Liquor Store' in a 4,960 square foot suite within a new shopping center. The property is zoned C-1 (Neighborhood Commercial), which requires approval of a conditional use to allow a 'Liquor Store'. The subject property is located at 11380 State Bridge Road, Suites 130, 140 & 150 at the northeast corner of State Bridge Road and Kimball Bridge Road in the Kimball Plaza shopping center.
 - The 1.15-acre property is developed as Kimball Plaza, which is a new 1-story, 9,464 square foot shopping center building. Surrounding properties are zoned C-1, except the property to the east and south is City of Johns Creek. Georgia Clinic and U-Store Climate Controlled Storage are located to the north, a commercial strip center and City of Johns Creek are located to the east, Honda Carland Service Center is located to the west and City of Johns Creek to the south. The Comprehensive Land Use Plan designation of the property is 'Commercial'.
 - Alpharetta Liquor & Wine is a new business. The applicant proposes to occupy Suites 130, 140 and 150, which have a combined area of 4,960 square feet. According to the applicant, products sold will include beer, wine, spirits, and associated items related to alcohol package sales. Hours of operation are Monday – Thursday 9:00 AM – 9:30 PM, Friday – Saturday 9:00 AM – 10:30 PM and Sunday 12:30 PM – 7:00 PM. The applicant anticipates less than ten (10) employees.
 - The UDC allows a 'Liquor Store' by-right in the C-2 (General Commercial) and LI (Light Industrial) zoning districts and with approval of a conditional use in the CUP (Community Unit Plan), O-I (Office-Institutional), C-1 (Neighborhood Commercial), PSC (Planned Shopping Center) and MU (Mixed Use) zoning districts. The table below provides a list of 'Liquor Stores' operating in the City, as well as past public hearing requests for 'Liquor Store' use.

Name	Address	Zoning	Approval Process
Royal Liquor Store	4305 State Bridge Rd	C-1	Allowed by Annexation – Fulton County conditions excluded free-standing liquor stores
Old Milton Beverage	4045 Old Milton Pkwy	C-2	Allowed By-right
Total Wine	6290 North Point Pkwy	PSC	Allowed by-right under North Point Business Center MP, Pod 3
Reds Package Store	270 South Main St	C-2	Allowed By-right
Costco Liquors	2855 Jordan Ct	O-1	Allowed by Oxford Green MP Tract A
Total Wine	380 North Point Cir	PSC	Approved for conditional use in North Point Mall MP in 2008
Westside Wine & Spirits	2125 Hembree Rd	CUP	Denied 5/24/2021
Arrowhead Liquor Store	3675 Old Milton Pkwy	O-1	Withdrawn July 2015

- TRAFFIC: Staff estimates that the 4,960 square foot 'Liquor Store' would generate 503 daily trips and 95 PM Peak Hour trips. Staff compared the proposed 'Liquor Store' use to other uses that are similarly situated in strip shopping centers. The table below shows that the proposed 4,960 square foot 'Liquor Store' would generate significantly more PM Peak Hour trips than other uses typically found in a shopping center.

Use	Daily Trips	PM Peak Hour trips
Liquor Store (Proposed Conditional Use)	503	95
Medical/Dental Office	173	17
Variety Store	315	34
Pharmacy (w/out drive-thru)	447	42
Hair Salon		7
Copy/Print Center		37
High Turn Over Sit-Down Restaurant	556	48

- CONDITIONAL USE REVIEW CRITERIA: City staff has reviewed the applicant's request and compared it to the conditional use standards established in UDC Sec. 4.2.3 (B) which are as follows:
- A conditional use otherwise permitted within a zoning district shall be considered to be compatible with other uses permitted in the district, provided that due consideration is given to the following objective criteria at a public hearing and satisfactory provisions, or arrangements are made for:
 1. Access into and out of the property with regard to traffic and pedestrian safety, volume of traffic flow, and emergency vehicles, as well as the type of street providing access; Response: Access into and out of the subject property is limited. The property is located at a high-traffic intersection, which has an unusual geometry. Access to the property from State Bridge Road (Old Milton Parkway) consists of a restricted right-in/right-out curb cut and access from Kimball Bridge Road is through an adjoining shopping center property, which also has a restricted right-in/right-out curb cut. Vehicular access is a concern given that the 'Liquor Store' would generate 95 PM Peak Hour trips. A 'Liquor Store' generates significantly more PM Peak Hour trips than other uses typically found in a shopping center.
 2. The extent to which refuse areas, loading and service areas, off street parking, and buffers and screening are provided on the property; Response: The applicant's site plan complies with the above-mentioned improvements.
 3. Ensuring that the conditional use will not be injurious to the use and enjoyment of the environment or of other property in the immediate vicinity or diminish and impair property values within the surrounding neighborhood; Response: The proposal could have impacts on surrounding properties. While the

intersection of State Bridge Road and Kimball Bridge Road is developed as a commercial node, the properties immediately behind the commercial development are developed as residential subdivisions and an elementary school. In addition, there are two (2) liquor stores in Alpharetta and one (1) in Johns Creek within ¾-mile of the applicant's proposed location.

4. Ensuring that the conditional use will not increase local or state expenditures in relation to the cost of servicing or maintaining neighboring properties;
Response: Not applicable.
 5. Ensuring that the conditional use will not impede the normal and orderly development of surrounding property for uses predominant in the area;
Response: The proposal could have impacts on surrounding properties. While the intersection of State Bridge Road and Kimball Bridge Road is developed as a commercial node, the properties immediately behind the commercial development are developed as residential subdivisions and an elementary school. In addition, there are two (2) liquor stores in Alpharetta and one (1) in Johns Creek within ¾-mile of the applicant's proposed location.
 6. Ensuring that the location and character of the conditional use is consistent with a desirable pattern of development for the city, in general; and Response: While the intersection of State Bridge Road and Kimball Bridge Road is developed as a commercial node, the properties immediately behind the commercial development are developed as residential subdivisions and an elementary school. In addition, there are two (2) liquor stores in Alpharetta and one (1) in Johns Creek within ¾-mile of the applicant's proposed location.
 7. Ensuring that the conditional use is appropriately separated from similar uses and conflicting uses, such as residences, government buildings, parks, churches, or schools. Response: There are similar uses in the immediate vicinity of the subject property. Royal Liquor Store is located in the Publix shopping center at 4305 State Bridge Road, Suite 109 and Old Milton Beverage is located in Brookside Station at 4045 Old Milton Parkway, which are approximately 1,350' and 3,915' away, respectively. In addition, there are two (2) liquor stores in Johns Creek to the northeast and south, which are approximately 1.75 miles and 0.5 miles away, respectively. The nearest residence to the proposed 'Liquor Store' is located to the west in the Park Brooke subdivision, which is approximately 630' away. Ocee Elementary School is located to the south, which is approximately 1,240' away. All distances above were measured in a straight-line distance, as the crow flies.
- CONCURRENCES: City Staff has reviewed the applicant's proposal and finds that the request is in conflict with the established review criteria for a conditional use. Vehicular access is a concern given that the 'Liquor Store' would generate 95 PM Peak Hour trips. A 'Liquor Store' generates significantly more PM Peak Hour trips than other uses typically found in a shopping center. Also, there are concerns that the proposed 'Liquor Store' is not appropriately separated from similar uses and conflicting uses. There are two (2) liquor stores in Alpharetta and one (1) in Johns Creek within ¾-mile of the applicant's proposed location. Residential subdivisions have been developed adjacent to and behind the commercial development in all four (4) quadrants of the intersection, as well as, Ocee Elementary School, which is less than ¼-mile from the applicant's property to south in Johns Creek.
 - CITIZEN PARTICIPATION PLAN: The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.
 - COMMUNITY ZONING INFORMATION MEETING: The CZIM was held on July 14, 2021. There were no public comments.

- The applicant, Ms. Sadruddin, 450 Virginia Highlands, Fayetteville, GA 30215, came forward to speak on behalf of the application.
- Public Comment:
 - Roman Goldsman, 11915 Little Creek Crossing, Alpharetta, GA, 30005 came forward to speak in opposition of this item stating that the distance survey provided by the applicant was not valid and that the applicant would not meet residency requirements for a state alcohol license.
- ❖ Council Member Richard offered a motion to deny CU-21-09 Alpharetta Liquor & Wine/11380 State Bridge Road
 - The motion received a second from Mayor Pro Tem Mitchell
 - The motion was approved (6-1); Council Member Merkel voting in opposition

B. PH-20-07 Horizon 2040 Alpharetta Comprehensive Plan - Transmittal Hearing

- Senior Planner, Michael Woodman, came forward to present this item.
- This item was considered at the 9/2/2021 Planning Commission meeting. Staff recommended approval. There were no public comments. After discussion, Planning Commission recommended approval. Vote 6-0
- Staff is recommending that Council approve PH-20-07 Horizon 2040 Comprehensive Plan and authorize transmittal of the draft document to the Department of Community Affairs (DCA) and the Atlanta Regional Commission (ARC).
- State regulations require that community comprehensive plans be prepared, adopted, and updated on a regular basis in order to ensure compliance with regional plans and maintain eligibility for grants and other funding. The current comprehensive plan, 2035 Comprehensive Plan, was adopted in 2017. The Horizon 2040 Comprehensive Plan effort was guided by City Staff. Public meetings were held, and online surveys were provided to identify needs and opportunities and develop the community vision. In addition, a Steering Committee was formed and met over the course of a year to provide Staff with valuable input and support for the public outreach process. The public hearings associated with the transmittal of the Horizon 2040 Comprehensive Plan to DCA, and ARC are also meant to provide the public with an opportunity to review and comment on the draft plan. The plan will be updated based on public comments prior to transmittal.
- The Alpharetta community identified six (6) themes or areas of focus, which included Traffic Congestion/Walkability, Housing, Office and Retail Vacancies, Growth Management, Sense of Place/Placemaking, and Open Space. In addition, needs and opportunities were identified as it relates the new Broadband Services Element. New policies and strategies were developed based on the six (6) themes and Broadband Services Element.
- The Future Land Use Map was updated with most changes reflecting general cleanup resulting from the purchase of parkland around the City and past future land use map changes. Areas designated 'Commercial' along North Point Parkway between Mansell Road and Haynes Bridge Road were changed to

'Mixed-Use' based on community feedback and to be consistent with the vision in the North Point LCI. In addition, the community identified the HP property at the southeast corner of Windward Parkway and Westside Parkway as a mixed-use opportunity.

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ Council Member Richard offered a motion to approve PH-20-07 Horizon 2040 Comprehensive Plan and authorize transmittal of the draft document to the Department of Community Affairs (DCA) and the Atlanta Regional Commission (ARC) and the resolution as presented
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

C. MP-21-01/V-21-04 The Bailey/Northwinds

- Senior Planner, Michael Woodman, came forward to present this item.
- This item was considered at the 9/2/2021 Planning Commission meeting. Staff recommended approval subject to 21 conditions. There were no public comments. After discussion, Planning Commission recommended approval subject to staff's recommended conditions and accepting all changes requested by the applicant (**Planning Commission changes shown in RED**). Vote 4-2
- The applicant amended the public hearing application after the 4/1/2021 Planning Commission meeting. The previous request was a comprehensive land use plan amendment, rezoning, master plan amendment, conditional use, and variances to allow a mixed-use development. The applicant has withdrawn the request to allow residential use and is now requesting a master plan amendment and variance to allow a non-residential development.
- Staff is recommending that Council approve MP-21-01/V-21-04 The Bailey/Northwinds, subject to the following conditions:
 1. The 4.72-acre site shall be developed substantially similar to the plan prepared by Goode Van Slyke Architecture, dated 6/28/2021, except for modifications required to comply with the conditions below and subject to meeting all City code requirements and conditions of zoning.
 2. Buildings shall be substantially as shown on the renderings prepared by Goode Van Slyke Architecture, dated 4/28/21, except for modifications required to comply with the conditions below, with final approval by DRB.
 3. **Non-residential Office Use** density shall not exceed 40,000 square feet/acre, not including the hotel. Development regulations shall be shown below (Use square footage shall be deducted from the remaining Northwinds Master Plan entitlement):
 - a) Wellness Center – Maximum 156,400 square feet and limited to athletic facility, professional office, medical office, restaurant, pharmacy, medical spa, and pool lounge.
 - b) Office – Maximum 53,000 square feet and limited to professional office

- c) Retail/Restaurant – Maximum 25% of office use ~~not including uses~~ located in the Wellness Center, or ~~13,250~~ 46,650 square feet, and limited to the office over retail buildings along Kimball Bridge Road and Northwinds Parkway. There shall be no free-standing retail uses and retail service uses shall be incidental to the office and wellness center. Restaurants shall not have drive-through facilities.
 - d) Hotel – One luxury boutique or full-service hotel shall be permitted with a maximum of ~~60~~ 100 rooms. Use shall be deducted at an exchange rate of 800 SF of office per hotel room. Hotel may not be an extended stay facility.
 - e) Structured Parking – Shall be below-grade as depicted on the site plan prepared by Goode Van Slyke Architecture, dated 6/28/2021. Any portion of the parking deck visible from Northwinds Parkway or Kimball Bridge Road shall be treated with similar materials and finishes as the buildings they serve and shall be screened with landscaping. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the DRB.
4. Maximum building height shall not exceed ~~8 stories~~ 135'-0" from Average Grade of the Project.
 5. Site plan shall be revised to reduce excess impervious areas, such as the wide sidewalk connections, area behind wellness center and area south of hotel. Maximum impervious area may be increased to no more than ~~78%~~ 79.5%. However, impervious area above 70% shall be improved with a pervious paving system and/or a green roof/terrace
 6. Surface parking shall be heavily screened from the public right-of-way, as approved by DRB.
 7. Retaining walls shall receive architectural façade treatment or be heavily landscaped, as approved by DRB. Walls visible from developed areas exceeding 16' in height shall be terraced.
 8. Backside of buildings or 'back of house' functions, such as loading or dumpster areas, shall not be visible from the public right-of-way. This includes the southern-most driveway on Northwinds Parkway. Parapet walls shall be used to screen roof-top mechanical equipment and views.
 9. Corner of Northwinds Parkway and Kimball Bridge Road shall be designed with a minimum 2,000 square foot open space to incorporate decorative hardscape and landscape with a water feature, sculpture, or similar focal point feature, as approved by the Cultural Arts Commission. Corner feature shall be completed with the first CO.
 10. Open space areas shall be developed with decorative landscape, hardscape, low walls, and seating/gathering areas, as approved by DRB.
 11. Existing row of street trees (Oaks) along Northwinds Parkway shall be saved and shrubs shall be planted in between the existing trees or within the planter, as approved by DRB.
 12. Pedestrian lights shall be required along Kimball Bridge Road. Existing pedestrian lights along Northwinds Parkway shall be replaced, where necessary, and supplemented with additional lights, as approved by Staff.
 13. Developer shall construct a minimum 6' sidewalk and 6' planter (between curb and sidewalk) along Kimball Bridge Road, as approved by Staff. Planter shall be planted with street trees.

14. Developer shall dedicate necessary right-of-way to accommodate the required streetscape and future traffic signal equipment.
 15. Site driveways and the Kimball Bridge Road/Northwinds Parkway intersection shall be improved as recommended by the traffic study, with final approval by Staff.
 16. Developer shall design and construct road improvements needed to mitigate impacts from the development, as approved by Staff. At a minimum, road improvements shall include:
 - a) Southbound left turn lane on Kimball Bridge Road shall be extended to provide 50' of queuing length for left turns into the Kimball Bridge Road driveway.
 - b) Northbound left turn lane shall be provided on Northwinds Parkway at the main driveway
 17. Development shall comply with the City's parking regulations. A shared parking demand study shall be required at LDP to justify parking reductions, with final approval by Staff.
 18. Specimen trees, tree groupings and trees of quality shall be given special consideration and every attempt to incorporate them into the site plan shall be made, as approved by Staff.
 19. Developer shall dedicate a permanent easement to the City and construct a 12' concrete, accessible path (Alpha Loop) as depicted on the plan prepared by Goode Van Slyke Architecture, dated 6/28/2021, with final alignment/design/materials approved by Staff and construction completed prior to first CO. An enhanced crossing shall be provided across Kimball Bridge Road and shall include design and materials approved by Staff. Path shall include seating/gathering areas, lighting (pedestrian and bollard), landscape, hardscape, bike share station, wayfinding signage and public parking, as approved by Staff. Path entrance gateways/arches shall be provided on Northwinds Parkway and Kimball Bridge Road.
 20. Fire lanes shall be a minimum 26' wide and main entrance (motor court) shall accommodate the required fire truck turnaround, as approved by Staff.
 21. Detention facilities shall not be visible from the public right-of-way, except a decorative water feature approved by Staff.
- The applicant, Brandon Wheelless, is requesting a master plan amendment and variance to allow for The Bailey (A.K.A. Lux Atlanta) development on 4.72 acres in the Northwinds Master Plan. The development is proposed to include a 156,400 square foot wellness center, 24,700 square feet of retail/restaurant, 53,000 square feet of office, and a 100-room boutique hotel served by below-grade structured parking. A master plan amendment is requested to the Northwinds Master Plan Pod A to amend development regulations on the property, such as building setbacks, building height, and building coverage. A variance is requested to increase the maximum impervious area in the O-I (Office-Institutional) zoning district from 70% to 80%. The subject property is located at the northwest corner of Northwinds Parkway and Kimball Bridge Road.
 - The submitted request, if approved, will allow for the construction of The Bailey development, which consists of a 156,400 square foot wellness center, 24,700 square foot of retail/restaurant, 53,000 square feet of office, and a 100-room boutique hotel served by below-grade structured parking on 4.72 acres. A master

plan amendment is requested to the Northwinds Master Plan Pod A to amend development regulations on the property, such as building setbacks, building height, and building coverage. A variance is requested to increase the maximum impervious area in the O-I (Office-Institutional) zoning district from 70% to 80%. The subject property is located at the northwest corner of Northwinds Parkway and Kimball Bridge Road.

- The undeveloped property is zoned O-I (Office-Institutional), subject to the Northwinds Master Plan Pod A. The property received approval of a master plan amendment and rezoning in 2018 to allow an athletic facility, office, restaurant, and boutique/full-service hotel. The property is bound by Northwinds Parkway to the east and Kimball Bridge Road to the north. Surrounding properties are Jackson Healthcare to the east, Braeden subdivision to the north, Clear Springs Baptist Church, and a cemetery to the west and the Northwinds VII office building to the south. The property has a Comprehensive Land Use Plan designation of 'Corporate Office'.
- The Northwinds Master Plan was approved in 1986 and has been amended on a few occasions over the years. The Master Plan was approved for approximately 4.3 million square feet of office and retail/restaurant uses in Pods A & C. Retail/restaurant use in Pod A is required to be located within an office building and is limited to no more than 25% of the floor area of the building. A master plan amendment was approved in June 2017 for the Northwinds Summit mixed-use development, which is located at the northeast corner of Haynes Bridge Road and Georgia 400. That amendment utilized existing entitlements in the Northwinds Master Plan, including the approved residential uses that require an exchange for existing office density.
- In 2018, the subject property was approved for an exclusive athletic facility based on private membership and geared toward professional and developing athletes, including athletic training and development, as well as injury recovery/rehabilitation. The current application describes The Bailey as a "Tech-centric wellness center for progressive science-based rehabilitation and analytics. There will be a basketball court, pool, weight training and calisthenics, outdoor running track. It will also provide outpatient services such as physical therapy and offices with similar services. The exquisite boutique hotel and the condominium providing upscale accommodations. At the base of the condominium building will have ground level retail and a Michelin star restaurant. The hotel will also have a public restaurant."
- The table below provides a comparison between the 2018 approval and the current proposal.

2018 Approval vs. Current Proposal		
Use	Current Proposal	2018 Approval
Wellness Center	156,400 SF	40,000 SF
Retail/Restaurant	24,700 SF (incl. 7,500 SF restaurant use)	12,800 SF Restaurant
Office	53,000 SF	10,000 SF
Hotel	100 rooms (boutique) 123,400 SF	60 rooms (St. Regis or similar) 60,000 SF
Building Heights	13 stories, 9 stories, 3 stories, 4 stories	4 stories, 4 stories, 4 stories, 2 stories
Non-residential	357,500 SF	122,800 SF

- As shown in the table below, Northwinds Pods A & C have a remaining entitlement of 646,001 square feet of office and retail/restaurant use and 284 hotel rooms. If approved, the applicant's proposed uses should be deducted from remaining entitlements in the Northwinds Master Plan.

Northwinds Master Plan – Remaining Entitlement			
Use	Remaining Approval	Applicant's Proposal	Remaining w/ Applicant's Proposal
Office/Retail	646,001 SF	234,100 SF	411,901 SF
Hotel	284 rooms	100 rooms	184 rooms

- The table below provides a comparison of the applicant's zoning proposal to non-residential developments in the general vicinity of the subject property along Northwinds Parkway and Kimball Bridge Road. Since the surrounding non-residential developments do not include a hotel, the applicant's hotel was not considered in the comparison. The average non-residential density of developments in the vicinity of the applicant's property is 23,562 square feet/acre. At the time that the Northwinds Master Plan was approved, it allowed non-residential densities between 12,000 to 40,000 square feet per acre. Higher densities were permitted closest to Georgia 400, which is similar to the applicant's property. Therefore, it is recommended that the applicant's density not exceed 40,000 square feet per acre. Furthermore, retail service uses should be limited to no more than 25% of the floor area of office use, or 13,250 square feet, for services incidental to the associated office and wellness use.

Applicant's Proposal vs. Nearby Non-Residential Developments						
Development	Office (SF)	Wellness (SF)	Retail (SF)	Total (SF)	Acres (ac)	SF/ac
Applicant's Proposal	53,000 SF	156,400 SF	24,700 SF	234,100 SF	4.72 ac	49,597 SF
Jackson Healthcare	841,538 SF			841,538 SF	31.3 ac	26,886 SF
Northwinds VII	149,640 SF			149,640 SF	14.19 ac	10,545 SF
Kimball Place	130,595 SF			130,595 SF	4.47 ac	29,216 SF
Kimball 154 (Proposed)	160,000 SF			160,000 SF	4.44 ac	36,036 SF

- A variance is requested from Unified Development Code (UDC) Section 2.2, Table 2.1 List of Development Standards, to increase the maximum impervious area in the O-I district from 70% to 80%. The applicant states that the size and topographic challenges on the subject property contribute to the need for the requested variance. According to the applicant, there will be approximately 13,000 square feet of planted landscape areas on rooftop terraces. Due to the presence of rock close to the surface, the applicant does not believe a pervious paving system would achieve the desired stormwater infiltration.
- SITE PLAN ANALYSIS:** The site plan depicts three (3) and four (4) story buildings, office over retail, along Kimball Bridge Road and Northwinds Parkway, respectively. A thirteen (13) story, 100-room boutique hotel is located in the southeast corner of the property and includes 17,700 square feet of restaurant and special event space. A nine (9) story, 156,400 square foot wellness center building is located in the western corner of the property and consists of a 58,600 square foot athletic facility, 75,000 square feet of medical and professional office and 22,800 square feet of retail/restaurant use. Site access is depicted at three (3) locations, including two (2) driveways on Northwinds Parkway and one (1) driveway on Kimball Bridge Road. Building setbacks are proposed to be 30' on Northwinds Parkway and 35' on Kimball Bridge Road. The maximum building height permitted in Pod A of the Northwinds Master Plan is twenty (20) stories; however, the tallest building in the area is 8 stories (see table below). If approved, it is recommended that the maximum building height not exceed eight (8) stories to ensure compatibility with surrounding developments.

Northwinds Master Plan Building Heights	
Building	Building Height
Jackson Healthcare	5 Stories
Jackson Healthcare Phase 2	8 stories
Jackson Healthcare Amenity Building	2 stories
Jackson Healthcare Childcare Building (Devry)	3 stories
Northwinds VII	5 stories
Northwinds II	5/6 stories

- As shown in the table below, the zoning proposal would require a total of 981 parking spaces, which includes a 25% shared parking reduction. The site plan calls out 940 parking spaces provided within the development, which represents a deficit of 41 parking spaces. 883 parking spaces are proposed in below-grade parking decks under the hotel, wellness center and retail/office buildings with 1,2 and 3 levels of parking. Structured parking can be accessed from the two (2) driveways off Northwinds Parkway and the driveway off Kimball Bridge Road. 57 surface parking spaces are provided within the development, including 51 spaces in a parking lot off Kimball Bridge Road and six (6) spaces in the motor court.

Required vs. Provided Parking			
Use	SF/rooms	Parking Rate	Parking Required
Boutique Hotel	100 rooms	1/room + 1 employee space/20 rooms + 1/500 SF (meeting space, retail, restaurant)	100 + 5 + 35 = 140
Wellness Center	58,600 SF	1/500 SF court, field, spectator area + 1/200 SF other patron use areas (athletic facility)	28 + 222 = 250
	55,000 SF	1/200 SF (medical office)	275
	20,000 SF	1/250 SF (professional office)	80
	15,200 SF	1/100 SF (restaurant)	152
	7,600 SF	1/200 SF (retail)	38
Total	156,400 SF		795
Office	53,000 SF	1/250 SF	212
Retail	17,200 SF	1/200 SF	86
Restaurant	7,500 SF	1/100 SF	75
Parking Required			1,308
25% Shared Parking Reduction			327
Parking Required			981
Parking Provided			940

- The O-I zoning district requires that all developments under 100 acres set aside a minimum 10% of the gross land area as open space. The site plan includes an open space plan, which calls out 0.586 acres of open space, or 12.4% of the property. However, the applicant's open space plan does not account for the Alpha Loop, rooftop terraces, balconies, or the rooftop track/turf.
- Therefore, the applicant's total open space is likely to be much larger than indicated on the open space plan. The applicant provided an open space exhibit depicting several civic and amenity spaces, including the Alpha Loop along Northwinds Parkway, a plaza and pocket park at the corner of Northwinds Parkway and Kimball Bridge Road, a pool deck, rooftop terraces, and balconies.
- The Alpha Loop is depicted parallel to Northwinds Parkway and located behind the existing street trees to be saved. The 2018 plan depicted the Alpha Loop running through the proposed development and terminating at the corner of Northwinds Parkway and Kimball Bridge Road. If approved, staff recommends that the developer dedicate a permanent easement for public access and construct the Alpha Loop, including a 12' concrete accessible path, crosswalk at Northwinds Parkway and Kimball Bridge Road, seating/gathering areas, lighting, landscape, hardscape, bicycle facilities, crosswalks and wayfinding signage.
- The property is heavily wooded, consisting of a mix of Pines and hardwoods. There is a row of existing street trees along Northwinds Parkway that should be saved. The site plan depicts an underground stormwater vault between the hotel and wellness center.

- **TRAFFIC:** The applicant submitted a trip generation report for the proposed development. As shown in the table below, the proposed uses would generate a total of 530 AM Peak Hour trips and 763 PM Peak Hour trips. The applicant's trip generation report estimates that approximately 80% of the Peak Hour trips will be on Northwinds Parkway. The Lux Atlanta development approved on the property in 2018 was estimated to generate 322 AM Peak Hour trips and 325 PM Peak Hour trips. The applicant's current proposal represents a substantial increase in traffic generated, including an increase of 208 AM Peak Hour trips and 438 PM Peak Hour trips.

Table 4: Site Generated Volumes

Code	USE	gsf	units	AM			PM		
				TRIPS	IN	OUT	TRIPS	IN	OUT
310	Hotel Comm.	130,500	100	45	26	19	49	25	24
710	Office	72,500		95	81	14	84	13	71
720	Med. Office	60,900		144	112	32	208	58	150
	Pharmacy								
	Med Spa								
492	Athletic Facility	58,600		77	39	38	175	100	75
820	Restaurant/Retail	34,500		169	105	64	247	118	129
TOTAL				530	363	167	763	314	449

- The applicant's traffic study recommends improvements at the site driveways and intersection of Northwinds Parkway and Kimball Bridge Road. In addition, turn lane improvements are recommended, including extending the southbound left turn lane on Kimball Bridge Road to provide 50' of queuing length for left turns into the Kimball Bridge Road driveway and providing a northbound left turn lane on Northwinds Parkway at the main project driveway.
- **STANDARDS FOR MASTER PLAN AMENDMENTS:** A master plan amendment is requested to the Northwinds Master Plan to amend development regulations. Staff has reviewed the applicant's request and compared it to the standards for consideration when evaluating a request for Master Plan Amendments, which are set forth in UDC §4.2.3(A)(2) and restated below along with staff's responses to each standard. The Planning Commission and the City Council shall consider the following standards in considering a rezoning application, giving due weight or priority to those factors particularly appropriate to the circumstances of each application:
 - a) Whether the zoning proposal will permit a use that is suitable in view of the zoning use and development of adjacent and nearby property. Response: The zoning proposal represents an increase to the overall development intensity and building heights previously approved on the subject property in 2018. The proposed uses are suitable given the use and development of adjacent properties, which are generally developed with office-institutional uses. There are some concerns with the proposed increase in development intensity and building heights due to the development being situated on a site of less than five (5) acres, located on the two (2) lane Kimball Bridge Road, and located across the street from the Braeden subdivision. If approved, it is recommended that the non-residential density not exceed 40,000 square feet per acre, which does not include the hotel. Additionally, building heights should be limited to no more than eight (8) stories and retail use should be limited to no more than 25% of the office floor area.

- b) Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property. Response: There are some concerns with the proposed increase to the development intensity and building heights due to the development being situated on a site of less than five (5) acres, located on the two (2) lane Kimball Bridge Road, and located across the street from the Braeden subdivision. If approved, it is recommended that the non-residential density not exceed 40,000 square feet per acre, which does not include the hotel. Additionally, building heights should be limited to no more than eight (8) stories and retail use should be limited to no more than 25% of the office floor area.
- c) Whether the zoning proposal will adversely affect the natural environment. Response: The proposed development should not adversely affect the natural environment. Tree saves are proposed along Northwinds Parkway.
- d) Whether there are substantial reasons why the property cannot or should not be used as currently zoned. Response: The subject property was approved in 2018 for a similar mix of uses. The current zoning proposal represents a significant increase in the overall development intensity and building heights from the 2018 master plan amendment approval.
- e) Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of public facilities or services, including but not limited to existing streets and transportation facilities, schools, water or sewer utilities, and police or fire protection. Response: The zoning proposal would increase impacts on public facilities and services, including a substantial increase in traffic generated. The current proposal represents an increase of 208 AM Peak Hour trips and 438 PM Peak Hour trips.
- f) Whether the zoning proposal is supported by new or changing conditions not anticipated or reflected in the existing zoning on the property. Response: Staff is unaware of new or changing conditions not anticipated in the 2018 approval on the subject property.
- g) Whether the zoning proposal reflects a reasonable balance between the promotion of the public health, safety, morality, or general welfare against the right to unrestricted use of property. Response: The subject property was approved in 2018 for a similar mix of uses. However, the current proposal represents a significant increase to the overall development intensity and building heights from the 2018 master plan amendment approval. If approved, it is recommended that the non-residential density not exceed 40,000 square feet per acre, which does not include the hotel. Additionally, building heights should be limited to no more than eight (8) stories and retail use should be limited to no more than 25% of the office floor area.
- h) Whether there are substantial reasons why the property cannot be used in accordance with existing zoning. Response: The subject property was approved in 2018 for a similar mix of uses. However, the current proposal represents a significant increase to the overall development intensity and building heights from the 2018 master plan amendment approval. If approved, it is recommended that the non-residential density not exceed 40,000 square feet per acre, which does not include the hotel. Additionally, building heights should be limited to no more than eight (8) stories and retail use should be limited to no more than 25% of the office floor area.

- i) The extent to which the zoning proposal is consistent with the Comprehensive Plan. Response: The applicant's zoning proposal is consistent with the Comprehensive Land Use Plan designation of the property, which is 'Corporate Office'.
- VARIANCE REVIEW CRITERIA: A variance is requested to increase the maximum impervious area. The City of Alpharetta Unified Development Code Article IV, Section 4.5.3(b) outlines the criteria set forth for granting a variance. The ordinance specifically states that "a variance may be granted upon a finding that" the standards set forth below have been met. Also below is staff's analysis of whether the applicant's request satisfies each standard.
 1. There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape, or topography; or Response: The property has an unusual shape and topography. The request to increase the maximum impervious area of the site can be supported, if conditions are approved requiring impervious area above 70% be constructed with a pervious paving system or green roof.
 2. The application of the Ordinance to this particular piece of property would create an unnecessary hardship; or Response: The request to increase the maximum impervious area of the site can be supported, if conditions are approved requiring impervious area above 70% be constructed with a pervious paving system or green roof.
 3. There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned; or Response: The property has an unusual shape and topography. The request to increase the maximum impervious area of the site can be supported, if conditions are approved requiring impervious area above 70% be constructed with a pervious paving system or green roof.
 4. Relief, if granted, would not cause substantial detriment to the public good or impair the purpose and intent of the City of Alpharetta ordinances. Response: Approval of the variance request should not cause a substantial detriment to the public good. The request to increase the maximum impervious area of the site can be supported, if conditions are approved requiring impervious area above 70% be constructed with a pervious paving system or green roof.
- CONCURRENCES: Staff has reviewed the applicant's proposal and believes that the request for master plan amendment and variance does not conflict with the established review criteria if conditions are approved limiting the overall intensity of the development. The current proposal represents a significant increase to the overall development intensity, including overall non-residential square footage, building heights and trips generated. Based on the character of the area and the original intent of the Northwinds Master Plan, it is recommended that the non-residential density does not exceed 40,000 square feet per acre.
- Additionally, building heights should be limited to no more than eight (8) stories and retail service use should be limited to no more than 25% of the floor area of office use, or 13,250 square feet, for services incidental to the associated office and wellness use.
- The variance request can be supported, if the impervious area above 70% is constructed with a pervious paving system or green roof. If approved, it is recommended that the development meet the minimum parking requirements.

- CITIZEN PARTICIPATION PLAN: The report submitted by the applicant states that letters were mailed to each property owner within 500' of the subject property stating the applicant's intent. In addition, the applicant held a meeting with a representative from Braeden who voiced concerns over the need to minimize excessive lighting impacts to the Braeden subdivision. The report states that no other feedback has been received from the public.
- COMMUNITY ZONING INFORMATION MEETING: CZIM was held on August 11, 2021. There were no public comments.
- The applicant, Brandon Wheelless, CEO and chairman of Alux Properties, 8601 Dunwoody Pl, Atlanta, GA 30350, came forward to speak on behalf of the application.
- John Crow, President of Crow Hospitality Investment Group, LLC, 5619 Windy Ridge Drive Atlanta, Georgia 30342, came forward to speak on behalf of the application.
- Brent Reid, CEO of Winter Construction, 5616 Peachtree Rd, Chamblee, GA 30341 came forward to speak on behalf of the application.
- Paul Van Slyke, Co-founder and Partner of Goode Van Slyke Architecture, 409 John Wesley Dobbs Ave NE, Atlanta, GA 30312 came forward to speak on behalf of the application.
- Jeff Morrison, Architect at Goode Van Slyke Architecture, 437 Monument Ave. SE, Atlanta, GA 30316, came forward to speak on behalf of the application.
- **Public Comment:**
 - Lisa Shippel, 400 Braeden Way, Alpharetta, GA 30009, came forward to comment on this item.
 - Andrew Barch, 535 Hanlon Way, Alpharetta, GA 30009 came forward in support of this item.
 - Drew Maloney, Roswell GA, came forward in support of this item.
 - Bindley Sangster, 11877 Douglas Road, Johns Creek, GA 30005, came forward in support of this item.
 - The applicant also read a letter of support submitted by Senator Brandon L. Beach.

❖ Council Member Burnett offered a motion to approve MP-21-01/V-21-04 The Bailey/Northwinds, subject to the following conditions:

1. The 4.72-acre site shall be developed substantially similar to the plan prepared by Goode Van Slyke Architecture, dated 6/28/2021, except for modifications required to comply with the conditions below and subject to meeting all City code requirements and conditions of zoning.
2. Buildings shall be substantially as shown on the renderings prepared by Goode Van Slyke Architecture, dated 4/28/21, except for modifications required to comply with the conditions below, with final approval by DRB.
3. Office Use density shall not exceed 40,000 square feet/acre, not including the hotel. Development regulations shall be shown below (Use square footage shall be deducted from the remaining Northwinds Master Plan entitlement):

- a) Wellness Center – Maximum 156,400 square feet and limited to athletic facility, professional office, medical office, restaurant, pharmacy, medical spa, and pool lounge.
 - b) Office – Maximum 53,000 square feet and limited to professional office
 - c) Retail/Restaurant – Maximum 25% of office use including uses located in the Wellness Center, or 46,650 square feet, and limited to the office over retail buildings along Kimball Bridge Road and Northwinds Parkway. There shall be no free-standing retail uses and retail service uses shall be incidental to the office and wellness center. Restaurants shall not have drive-through facilities.
 - d) Hotel – One luxury boutique or full-service hotel shall be permitted with a maximum of 100 rooms. Use shall be deducted at an exchange rate of 800 SF of office per hotel room. Hotel may not be an extended stay facility.
 - e) Structured Parking – Shall be below-grade as depicted on the site plan prepared by Goode Van Slyke Architecture, dated 6/28/2021. Any portion of the parking deck visible from Northwinds Parkway or Kimball Bridge Road shall be treated with similar materials and finishes as the buildings they serve and shall be screened with landscaping. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the DRB.
4. Maximum building height shall not exceed 140'-0" from Average Grade of the Project.
 5. Site plan shall be revised to reduce excess impervious areas, such as the wide sidewalk connections, area behind wellness center and area south of hotel. Maximum impervious area may be increased to no more than 79.5%. However, impervious area above 70% shall be improved with a pervious paving system and/or a green roof/terrace
 6. Surface parking shall be heavily screened from the public right-of-way, as approved by DRB.
 7. Retaining walls shall receive architectural façade treatment or be heavily landscaped, as approved by DRB. Walls visible from developed areas exceeding 16' in height shall be terraced.
 8. Backside of buildings or 'back of house' functions, such as loading or dumpster areas, shall not be visible from the public right-of-way. This includes the southern-most driveway on Northwinds Parkway. Parapet walls shall be used to screen roof-top mechanical equipment and views.
 9. Corner of Northwinds Parkway and Kimball Bridge Road shall be designed with a minimum 2,000 square foot open space to incorporate decorative hardscape and landscape with a water feature, sculpture or similar focal point feature, as approved by the Cultural Arts Commission. Corner feature shall be completed with the first CO.
 10. Open space areas shall be developed with decorative landscape, hardscape, low walls and seating/gathering areas, as approved by DRB.
 11. Existing row of street trees (Oaks) along Northwinds Parkway shall be saved and shrubs shall be planted in between the existing trees or within the planter, as approved by DRB.

12. Pedestrian lights shall be required along Kimball Bridge Road. Existing pedestrian lights along Northwinds Parkway shall be replaced, where necessary, and supplemented with additional lights, as approved by Staff.
13. Developer shall construct a minimum 6' sidewalk and 6' planter (between curb and sidewalk) along Kimball Bridge Road, as approved by Staff. Planter shall be planted with street trees.
14. Developer shall dedicate necessary right-of-way to accommodate the required streetscape and future traffic signal equipment.
15. Site driveways and the Kimball Bridge Road/Northwinds Parkway intersection shall be improved as recommended by the traffic study, with final approval by Staff.
16. Developer shall design and construct road improvements needed to mitigate impacts from the development, as approved by Staff. At a minimum, road improvements shall include:
 - a) Southbound left turn lane on Kimball Bridge Road shall be extended to provide 50' of queuing length for left turns into the Kimball Bridge Road driveway.
 - b) Northbound left turn lane shall be provided on Northwinds Parkway at the main driveway
17. Development shall comply with the City's parking regulations. A shared parking demand study shall be required at LDP to justify parking reductions, with final approval by Staff.
18. Specimen trees, tree groupings and trees of quality shall be given special consideration and every attempt to incorporate them into the site plan shall be made, as approved by Staff.
19. Developer shall dedicate a permanent easement to the City and construct a 12' concrete, accessible path (Alpha Loop) as depicted on the plan prepared by Goode Van Slyke Architecture, dated 6/28/2021, with final alignment/design/materials approved by Staff and construction completed prior to first CO. An enhanced crossing shall be provided across Kimball Bridge Road and shall include design and materials approved by Staff. Path shall include seating/gathering areas, lighting (pedestrian and bollard), landscape, hardscape, bike share station, wayfinding signage and public parking, as approved by Staff. Path entrance gateways/arches shall be provided on Northwinds Parkway and Kimball Bridge Road.
20. Fire lanes shall be a minimum 26' wide and main entrance (motor court) shall accommodate the required fire truck turnaround, as approved by Staff.
21. Detention facilities shall not be visible from the public right-of-way, except a decorative water feature approved by Staff.
22. Meet or exceed Cloister or Saint Regis luxury designation.
23. An LDP must be pulled by December 31, 2024, or the zoning reverts to the 2018 conditions
 - The motion received a second from Council Member Merkel
 - Mayor Pro Tem Mitchell offered a friendly amendment that any blasting of stone take place between 9:00 A.M. and 5:00 P.M. Monday – Friday

- Council Member Burnett and Council Member Merkel accepted the friendly amendment
- The motion was approved (4-3); Mayor Gilvin, Council Member Richard and Council Member Binder voting in opposition
- Mayor Gilvin requested a 5-minute break; Mayor Gilvin called the meeting back to order at 9:05 P.M.

VII. NEW BUSINESS

A. FY 2022 Bridge Maintenance, ITB 21-011

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Council award ITB 21-011 to E&D Contracting Services, Inc. for the performance of the FY 2022 Bridge Maintenance project in an amount not to exceed \$331,726.00 and authorize the Mayor to execute all necessary documents.
- The award of this bid is for repair and maintenance activities at four locations within the City of Alpharetta based upon a Georgia Department of Transportation State Bridge Inspection Report. The inspections are performed on a biennial basis by representatives of GDOT. Additionally, the City contracted with AECOM to perform visual inspections of the bridges and prepare plans and specifications for the needed maintenance and repairs. These locations and the associated tasks are as follows:
 - Waters Road over Long Indian Creek
 - Repair voids at corners of the bridge.
 - Repair spall on Beam 8.
 - Windward Parkway (WBL) over Big Creek
 - Repair End Bent 1 undermining.
 - Extend pile encasements.
 - Install pier protection rip rap.
 - Repair delamination on Span 3, Boxes 6 and 1, and Span 4, Box 1.
 - Clean and seal all deck joints.
 - Remove vegetation from around approaches and substructure.
 - Windward Parkway (EBL) over Big Creek
 - Repair spall on Span 4, Beam 1.
 - Repair spalls on Bents 2 through 4 throughout the bottom of the cap.
 - Extend pile encasements.
 - Install pier protection rip rap.
 - Remove vegetation from around approaches and substructure.
 - Windward Parkway (EBL) over Camp Creek
 - Clean gutter lines and drainage inlet.
 - Patch beam spall.
 - Extend pile encasements.
 - Remove vegetation from around approaches and substructure.
 - Install pier protection rip rap.

- The project was advertised for competitive bids during June 2021 and July 2021. A total of three bids were received for the project on July 15, 2021:
 - E&D Contracting Services, Inc. \$331,726.00
 - Massana, Inc. \$440,000.00
 - Olympus Painting Contractors, Inc. Bid Withdrawn
- The apparent low bidder, E&D Contracting Services, Inc., is an experienced contractor and has worked on numerous projects with similar scopes for several agencies, including Glynn County, Putnam County, Troup County, and the City of Greenville, SC. The contacted references stated that E&D Contracting Services, Inc. provided reliable work on time and within budget and would utilize their services again.
- Staff met with E&D Contracting Services, Inc. to review the scope of work and the City's expectations. E&D Contracting Services, Inc. assured staff that they could complete the project for the bid amount and within the allocated time frame. Thus, staff determined E&D Contracting Services, Inc. to be the lowest responsive and responsible bidder.
- Once a contract with E&D Contracting Services, Inc. has been finalized and executed, construction may begin immediately. The anticipated completion date is no more than 100 days from notice to proceed
- **Public Comment:** No Public Comment
- ❖ **Mayor Pro Tem Mitchell offered a motion to award ITB 21-011 to E&D Contracting Services, Inc. for the performance of the FY 2022 Bridge Maintenance project in an amount not to exceed \$331,726.00 and authorize the Mayor to execute all necessary documents**
 - **The motion received a second from Council Member Burnett**
 - **The motion was approved unanimously (7-0)**

B. Alpha Loop Design Services – Change Order #3

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Council approve Pond & Company's proposal for Change Order #3 to Purchase Order 18000123 for design revisions to the Alpha Loop in an amount not to exceed of \$48,944.00 and authorize the Mayor to execute all necessary documents.
- On July 17, 2017, City Council approved Pond & Company's proposal for design of the Alpha Loop from Old Milton Parkway to Westside Parkway. This work was approved as part of the City's On-Call Park Planning services contract.
- Change Order #1 was issued on October 17, 2019, for the creation of a stand-alone plan set which was used to construct a portion of the Alpha Loop from the Chelsea Walk Subdivision to the first stream crossing. Change Order #1 increased the purchase order by \$12,980.00 from \$376,190.00 to \$389,170.00.
- Change Order #2 was approved by City Council on November 4, 2019, for the realignment of approximately 450 linear feet of the trail to provide a connection point to The Atley subdivision. Change Order #2 increased the purchase order by \$80,380.00 from \$389,170.00 to \$469,550.00.

- In February 2021, the Department of Public Works provided Integrated Construction and Nobility (ICAN) the plans for the bridge structure which would connect the Alpha Loop trail segment running south from Old Milton Parkway to the segment constructed as part of The Atley and requested a construction cost estimate. ICAN was selected for this as they were awarded construction of the Big Creek Greenway extension from Marconi Drive to Union Hill Park and hold an on-call contract with the City for trail construction.
- On March 17, 2021, ICAN submitted a cost estimate of \$4,290,242.48 for that segment of Alpha Loop, significantly above Pond & Company's initial estimate of \$1,590,504.80 from June 7, 2020. Upon sharing this with Pond & Company, they revisited their estimate and provided a revised cost estimate of \$2,469,726.69 on April 2, 2021.
- As there was still a significant separation in the two estimates, the Department of Public Works reached out to another reputable firm with significant trail construction experience, Astra Group. The same information was provided to Astra as was to ICAN. On May 14, 2021, Astra provided an estimated construction cost of \$4,461,600.00 for the segment. Astra did note that current market conditions have led to very volatile and escalating material and labor costs.
- Based on the estimates received from these three parties, Staff believes with a competitive procurement process this segment would cost approximately \$3,500,000.00.
- As part of a value engineering exercise, Public Works staff evaluated the replacement of the bridge structure with a return to an at-grade trail constructed, in part, along an older alignment. Based upon costs for at-grade trail construction from other active projects, staff believes the at-grade alternate alignment could provide cost savings of \$1,000,000 or more as compared to the bridge as currently designed.
- Recognizing that the bridge option would provide a different user experience than the at-grade alignment and given the volatility of the construction market, staff requested a proposal from Pond & Company to develop an alternate plan set replacing the bridge with a revised at-grade alignment. Having both plan sets would enable the City to bid out both scenarios and then decide which route to take from there. Change Order #3 to Purchase Order 18000123 will allow for the preparation of this alternate plan set.
- The preparation of the alternate alignment plans will require:
 - Revising tree protection plans, demolition/clearing plans, site plans, grading plans, lighting plans, landscape plans, erosion control plans, main line profiles, and storm drain profiles.
 - Structural design of approximately 209' of elevated boardwalk to accommodate two stream crossings. The boardwalk would be similar to those recently constructed as part of the Big Creek Greenway extension.
 - Updates to the 2018 geotechnical report to bring recommendations in line with revised boardwalk design and new building codes.
- Also included in the scope of Change Order #3 are the following:
 - Design of approximately 270' of trail within The Atley which would need to be reconstructed to provide an ADA compliant connection from the bridge as the existing trail currently sits too high. (The need to reconstruct this segment would be eliminated with the at-grade alternate alignment.)

- o Widening the 104' long spur connecting the mainline of Alpha Loop to the sidewalks along the western shoulder of Westside Parkway from 8' wide to 12' wide.
- o Revising wall designs to Redi-Rock walls as Belgard has discontinued their Mega-Tandem series currently called for in the plans.
- o Updated cost estimates prepared by a construction cost estimating subconsultant.
- If approved, Change Order #3 will increase Purchase Order 18000123 by \$48,944.00 from \$469,550.00 to \$518,494.00. Revised plans are anticipated to be completed within 60 calendar days from Notice To Proceed.
- **Public Comment:** No Public Comment
- ❖ Mayor Pro Tem Mitchell offered a motion to approve Pond & Company's proposal for Change Order #3 to Purchase Order 18000123 for design revisions to the Alpha Loop in an amount not to exceed of \$48,944.00 and authorize the Mayor to execute all necessary documents.
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

C. FY 2022 Facility HVAC Replacement

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Council approve funding in an amount not to exceed \$123,925.00 to AComfort for HVAC unit replacements and authorize the Mayor to execute all necessary documents.
- This request is for the replacement of multiple HVAC units located at the Alpharetta Community Center, Alpharetta Technology Center, and multiple Fire Stations. These units are 20+ years in age and require extensive repairs/service in order to maintain the units in a safe working condition. The typical lifespan for these units is 15 to 20 years and some have already exceeded the expected life expectancy and require multiple service calls per year. Replacement of these units will provide better energy efficiency and bring the units up to date with the current federal environmental regulations regarding freons. This request is part of a recurring capital initiative to replace aging units at City facilities.
- The following units will be replaced as part of this request:
- Alpharetta Technology Center
 - o One 12.5-ton Roof Top Unit (RTU)d
- Roswell St. Community Center
 - o One front 15-ton Trane RTU
 - o One front 10-ton Trane RTU
 - o One rear 15-ton Trane RTU
 - o One Rear 15-ton Trane RTU
- Station 85
 - o New condenser, cooling coil, and furnace.

- Station 86
 - New furnace only
- The City will be utilizing their on-call contractor for HVAC maintenance for the new installation of equipment, AComfort, but reached out to another HVAC company for a comparison quote, A&H Heating and Air Conditioning, Inc.
- The City received two quotes that included the following:
 1. Two trips with crane for RTU.
 2. Refrigerant recovery for all units
 3. Installation of all materials and new equipment
 4. Labor and fuel.
- AComfort \$123,925.00
- A&H Heating and Air Conditioning, Inc. \$132,525.00
- **Public Comment:** No Public Comment
- ❖ Mayor Pro Tem Mitchell offered a motion to approve funding in an amount not to exceed \$123,925.00 to AComfort for HVAC unit replacements and authorize the Mayor to execute all necessary documents
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

D. Meadow Brook Hills Drainage Improvement – Design

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Council approve TetraTech's Design Proposal for Meadow Brook Hills Drainage Improvements in the amount not to exceed \$216,000.00 and authorize the Mayor to execute all necessary documents.
- Public Works worked with TetraTech to develop concepts to help improve drainage issues along Brook Drive, Upshaw Drive, and Meadow Drive. Multiple concepts were developed including installation of pervious pavement, bio-retention areas, curb and gutter, and up-sizing stormwater pipes. The roads listed above have minimal to no curb and gutter and runoff from the City's streets are forced to flow across properties before they enter existing pipe networks. The preferred option to move forward into the design phase is installing curb and gutter, roadway drainage structures, and upsizing stormwater pipe to carry the runoff to an existing stormwater pipe network.
- One concern about upsizing the pipes is concern about existing utilities under the road and would the new stormwater pipe conflict with the existing utilities. To help address this variable, Public Works recommends moving forward with the design in multiple tasks. Task 1 will consist of performing sub-surface utility exploration (SUE) to determine not only where underground utilities are located but what the depth of the utilities are.
- Tetra Tech's next task is referred to as construction plans within their proposal. Upon completion of Task 1, Tetra Tech will start on Task 2a. Task 2a is where Tetra Tech will determine the extent of any utility conflicts and the severity of the conflicts. Public Works does envision there will be utility conflicts and relocations will need to occur.

However, relating a water line under or over a stormwater pipe is less detrimental to the project compared to a lateral gravity fed sanitary sewer line in conflict with a stormwater line. Tetra Tech's concept plan calls for a 6' diameter pipe to be installed. The size of the pipe is necessary due to the fact we need to provide some form of detention, or we will increase the flow of runoff downstream. Since the existing roadway drainage flows through properties and now the plan is for roadway runoff to flow through a pipe network, the amount of time the runoff discharges through the outlet pipe will increase. The 6' diameter pipe is upsized from what is required to serve as underground detention. In perspective, if curb and gutter with roadway drainage were installed when the subdivision was built, one could presume the pipe sizes would be approximately 18- 24".

- Depending on the outcome of the SUE assessment, Tetra Tech's schedule to complete all the design as well as obtain all of the pertinent permits will take approximately 9 months. Tetra Tech will be performing cost estimates at three stages of plan development: 30%, 60%, and 90%. The 30% plans will be completed at the end of 2021 or early 2022. Since the City will receive a cost estimate for construction of the project early on, a decision can be made if it is best to move forward or pursue an alternative design approach.
- Mayor Pro Tem Mitchell requested that the alignment and sewer be checked prior to starting the second phase of this project.
- **Public Comment:** No Public Comment
- ❖ **Mayor Pro Tem Mitchell offered a motion to approve TetraTech's Design Proposal for Meadow Brook Hills Drainage Improvements in the amount not to exceed \$216,000.00 and authorize the Mayor to execute all necessary documents**
 - **The motion received a second from Council Member Burnett**
 - **The motion was approved unanimously (7-0)**

E. Roof Replacement At Fire Station 81

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Council award a contract for the replacement of the roof at Fire Station 81 (metal roof segment) to Garland/DBS, Inc. (under the competitively procured OMNIA Partners contract #PW1925) in the amount of \$284,389 and authorize the Mayor to execute all necessary documents.
- Fire Station 81: This request is for replacement of the metal roof segments (main roof and tower) at Fire Station 81, which was originally installed in 1996 and totals approximately 6,400 sq. ft. Although the field of the roof is in good shape, the transition at the ridge and eave are showing significant signs of age and are no longer providing adequate water-tight protection. Multiple repairs have been made over the years to extend the roof life, including sealing and caulking. Despite the efforts, the facility is actively experiencing leaks (see pictures for current condition). A detailed scope-of-work has been attached hereto.
- Procurement Results This project is being awarded to Garland/DBS Inc. under the OMNIA Partners program (cooperative purchasing alliance).

- OMNIA Partners is the largest and most trusted cooperative purchasing organization for public sector procurement. This group includes the nation's two leading cooperative purchasing organizations – National IPA and U.S. Communities – under one roof to form OMNIA Partners, Public Sector. The collective buying power of these unified purchasing cooperatives delivers superior value and savings for public agencies nationwide. OMNIA Partners is a nonprofit instrumentality of government that assists local and state government agencies in reducing the cost of purchased goods/services through pooling the purchasing power of public agencies nationwide. This is accomplished by competitively solicited contracts for quality products/services through lead public agencies (e.g., city, county, or state agencies that issue the underlying formal solicitations). Racine County WI, as lead public agency, competitively solicited the Garland contract, and made it available under the terms of the OMNIA Partners program.
- Benefits of the Garland contract under OMNIA Partners include: (a) pricing competitiveness; (b) turnkey single source accountability (Garland is both the manufacturer and managing contractor for roof product installations) that ensures warranty integrity; and (c) speedy implementation using pre-qualified contractors. The city contracts directly with Garland as the contractor on the project. Garland is the supplier of roofing materials (pricing established through US Communities competitively solicited contract pricing) and manages roofing subcontractors (local pricing through sealed quotes).
- Garland has solicited quotes from the following pre-qualified subcontractors.
 - \$284,389: Safeshield
 - \$310,966: Innovative Roofing Group
 - No bid: NBC
- Included within the \$284,389 price is the full replacement of all the wood decking underlayment. Based on our experience during the 2019 replacement of the metal roof segment at Fire Station 82, the original wood underlayment was not properly installed, which led to warping and was unusable for the new roof (and needed full replacement). If it turns out that the wood decking underlayment is usable and in good shape, our costs will be less than the \$284,389 bid. This bid represents cost growth from the FS 83 metal roof replacement approved in 2020 (\$210,734) due to general growth in metal prices, overall labor cost growth throughout the supply chain, and \$58,560 included in the bid for FS 81 reflecting removal/replacement of wood decking (only charged if needed).
- The FY 2022 Budget includes funding for the scope set forth above.
- The City has used Garland for multiple roof repair/replacement projects including: replacement of the metal roof segment at Fire Station 82; roof replacement at the Public Safety Headquarters complex: roof restoration, wall restoration, shingle, and metal edge roof section repairs at multiple Parks and Recreation facilities (Crabapple Government Center, Wills Park Pool Concession, Alpharetta Community Center, Equestrian Center, Wills Park Recreation Center and Arts/Crafts Center, etc.); etc. and has found their work, products and responsiveness to be exceptional.
- Once a contract with Garland has been finalized and executed, completion will take no longer than 90-days from Notice-to-Proceed. This timeframe includes the ordering and delivery of all materials, which has required longer lead times than in recent years.
- **Public Comment:** No Public Comment

- ❖ Mayor Pro Tem Mitchell offered a motion to award a contract for the replacement of the roof at Fire Station 81 (metal roof segment) to Garland/DBS, Inc. (under the competitively procured OMNIA Partners contract #PW1925) in an amount not to exceed \$284,389 and authorize the Mayor to execute all necessary documents
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

F. Adoption of the 2021 Emergency Operations Plan (EOP)

- Director of Public Safety, John Robison, came forward to present this item.
- Staff is recommending that Council approve the resolution, as presented, adopting the 2021 City of Alpharetta Emergency Operations Plan (EOP) and authorize the Mayor to execute all necessary documents.
- The City of Alpharetta's Emergency Operations Plan (EOP) is a comprehensive plan developed to ensure preparedness, response, and recovery from natural and manmade disasters. Alpharetta's EOP consists of the written Council Resolution, basic plan, appendices, and annexes. The "Basic Plan" details each Emergency Support Function (ESF), and which departments are responsible for their operation during an Emergency Operations Center activation.
- Within the presented draft document titled "City of Alpharetta Emergency Operations Plan 2021 Edition", changes were made to update the previous EOP which was last revised in 2012. Minimal changes were needed, and all additions from the 2012 plan are highlighted in yellow and all deletions are highlighted in red for easy reference.
- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ Council Member Hipes offered a motion to approve the resolution, as presented, adopting the 2021 City of Alpharetta Emergency Operations Plan (EOP)
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

G. North Park Turf 2 Replacement

- Director of Recreation, Parks and Cultural Services, Morgan Rodgers, came forward to present this item.
- Staff is recommending that Council award RFP 22-102 North Park Turf 2 Replacement project to Sprintturf, LLC., for an amount not to exceed \$436,675.00 and authorize the Mayor to execute all necessary documents.
- The award of this RFP is for the removal and replacement of the artificial turf soccer field located at North Park and to make any sub-surface corrections prior to installing the new artificial turf. This project also includes netting additions and upgrades, replacing fencing around the perimeter of the field, and the restoration of the goal posts.

- On July 15, 2021, the City issued a Request for Proposal for the project with a due date of August 19, 2021.
- The city received one response, which was from Sprinturf LLC.
- An evaluation team comprised of Recreation, Parks & Cultural Services department staff rated the proposal based on the criteria set forth within the solicitation document (max of 100 points).
 - Comparable Experience and Project Team (35%)
 - Proposed Product (27%)
 - Approach to Project and Schedule Adherence (10%)
 - Cost Evaluation (25%)
 - Alpharetta Vendor Preference (3%)
- The Sprinturf proposal received a score of 92.25 points from the evaluation team. This project was funded as part of the FY 2022 Capital Budget in an amount totaling \$450,000. The cost proposal provided by Sprinturf totals \$436,675 and includes the following:
 - \$363,500 Base Project
 - \$ 18,175 Alternate 1: Fencing Replacement
 - \$ 47,850 Alternate 2: Netting Installation
 - \$ 7,150 Alternate 3: Goal Post Restoration
 - \$436,675 GRAND TOTAL
- Costs include all insurance, labor and materials bonds, mobilization, clean-up, debris removal, etc.
- Despite having 28 contacts downloading the RFP, the city received only one proposal, which was from Sprinturf. Based on follow-up discussions with potential vendors, material scarcity and our timeline were a driving factor. Sprinturf manufactures their own turf, which gives them significant flexibility throughout the project delivery lifecycle.
- Additionally, Sprinturf LLC was the awarded vendor for the last two athletic turf replacements and the installation of the Town Green turf with successful outcomes. The quoted price is substantially similar to the price paid for replacement of the North Park artificial turf field #1 in 2018 (\$463K; including several differentiating components such as full goal post replacement), which indicates competitive pricing. Staff is confident Sprinturf, LLC., has the experience and qualifications to meet the city's expectations to complete the project within the specified timeframe and recommends awarding the contract for this project to Sprinturf, LLC. Upon approval of the award of contract, staff will finalize the terms and conditions of the contract and issue a Notice to Proceed to Sprinturf, LLC.
- **Public Comment:** No Public Comment
- ❖ **Council Member Merkel offered a motion to award RFP 22-102 North Park Turf 2 Replacement project to Sprinturf, LLC., for an amount not to exceed \$436,675.00 and authorize the Mayor to execute all necessary documents**
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

H. Bus Replacement for Adult Activity Center

- Director of Recreation, Parks & Cultural Services, Morgan Rodgers, came forward to present this item.
- Staff is recommending that Council award the purchase of one 2020 Starcraft Allstar 22' passenger vehicle from Creative Bus Sales Inc. (under the competitively procured HGAC Buy coop contract #BT0-21) in the amount of \$64,680.00 and authorize the Mayor to execute all necessary documents.
- Equipment: As set forth in the adopted 2022 Capital Budget, staff recommends the replacement of one 2005 Ford 15- passenger bus that meets replacement criteria for both mileage (154K miles) and age (16 years). Staff proposes the purchase of one 2020 Starcraft Allstar 22' 14-passenger bus under the terms of the HGACBuy contract with Creative Bus Sales Inc. The Starcraft Allstar bus fully meets the department's operational needs and can be delivered within 8-weeks. Other vendors contacted by the department denoted lead times approaching 12-months on some models.
- Procurement: This project is being awarded to Creative Bus Sales under the HGACBuy program (cooperative purchasing alliance).
- The Houston-Galveston Area Council (HGAC) is the largest of 24 Councils of Government in Texas and is a political subdivision of the State of Texas. It has been serving local governments for more than 40 years. HGAC's Cooperative Purchasing Program, known as HGACBuy, was established pursuant to Texas Interlocal Cooperation Act. The Act allows local governments and certain non-profits to contract or agree under the terms of the Act to make purchases or provide purchasing services and other administrative functions appropriately established by another government entity. HGAC has established Interlocal Contracts with thousands of End Users throughout Texas and across the United States. Products and services are contracted after having been subjected to either a competitive bid (IFB) or competitive proposal (RFP) process. Contracts are blanket type, usually for a term of two or three years. End Users issue their purchase orders to and pay directly to the HGACBuy Contractor.
- Staff obtained pricing on multiple other passenger vehicles with similar options, and all were priced in excess of the request contained herein. With the above stated, staff recommends the purchase of this passenger vehicle from Creative Bus Sales.
- **Public Comment:** No Public Comment
- ❖ Council Member Merkel offered a motion to award the purchase of one 2020 Starcraft Allstar 22' passenger vehicle from Creative Bus Sales Inc. (under the competitively procured HGAC Buy coop contract #BT0-21) in the amount not to exceed \$64,680.00 and authorize the Mayor to execute all necessary documents
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (7-0)

I. Resolutions Authorizing Condemnation - McGinnis Ferry Road Widening Project

1. A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 4915 Tidewater Way, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1034-044-8) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 4915 Tidewater way, Alpharetta, Georgia (tax parcel no.: 21 -5680-1034-044-8) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway
 - The motion received a second from Council Member Merkel
 - The motion was approved unanimously (7-0)

2. A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 4935 Tidewater Way, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1034-042-2) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 4935 Tidewater Way, Alpharetta, Georgia (tax parcel no.: 21 -5680-1034-042-2) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

3. A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 13075 Tidewater Crossing, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1033-085-2) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment

- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 13075 Tidewater Crossing, Alpharetta, Georgia (tax parcel no.: 21 -5680-1033-085-2) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

- 4. **A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 5045 Tidewater Way, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1054-070-8) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway**
 - City Attorney, Michael Stacy, read the resolution aloud.
 - **Public Comment:** No Public Comment
 - ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 5045 Tidewater Way, Alpharetta, Georgia (tax parcel no.: 21 -5680-1054-070-8) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway
 - The motion received a second from Council Member Richard
 - The motion was approved unanimously (7-0)

- 5. **A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 13049 Dartmore Avenue, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1054-088-0) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway**
 - This item was removed from the agenda.

- 6. **A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 13045 Dartmore Avenue, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1054-089-8) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway**
 - City Attorney, Michael Stacy, read the resolution aloud.
 - **Public Comment:** No Public Comment

- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 13045 Dartmore Avenue, Alpharetta, Georgia (tax parcel no.: 21 -5680-1054-089-8) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway

- The motion received a second from Council Member Richard
- The motion was approved unanimously (7-0)

7. **A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 13037 Dartmore Avenue, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1054-090-6) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway**

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment

- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 13037 Dartmore Avenue, Alpharetta, Georgia (tax parcel no.: 21 -5680-1054-090-6) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway

- The motion received a second from Council Member Hipes
- The motion was approved unanimously (7-0)

8. **A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 0 Dartmore Circle, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1054 - 137-5) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway**

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment

- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 0 Dartmore Circle, Alpharetta, Georgia (tax parcel no.: 21 -5680-1054 - 137-5) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway

- The motion received a second from Council Member Binder
- The motion was approved unanimously (7-0)

9. **A Resolution Of The Mayor And Council Of The City Of Alpharetta, Georgia To Authorize The Use Of Eminent Domain To Acquire Certain Property Located At 13033 Dartmore Circle, Alpharetta, Georgia (Tax Parcel No.: 21 -5680-1054-091-4) For Road Project - McGinnis Ferry Road Widening From Ronald Reagan Boulevard/Union Hill Road To Hospital Parkway**

- City Attorney, Michael Stacy, read the resolution aloud.
- **Public Comment:** No Public Comment
- ❖ Council Member Burnett offered a motion to approve a resolution of the mayor and council of the city of Alpharetta, Georgia to authorize the use of eminent domain to acquire certain property located at 13033 Dartmore Circle, Alpharetta, Georgia (tax parcel no.: 21 -5680-1054-091-4) for road project - McGinnis Ferry Road widening from Ronald Reagan Boulevard/Union Hill Road to Hospital Parkway
 - The motion received a second from Council Member Richard
 - The motion was approved unanimously (7-0)

VIII. WORKSHOPS

A. The Code of the City of Alpharetta Text Amendments - Distance Requirements and Ancillary Tasting

- Director of Community Development, Kathi Cook, came forward to present this item.
- This item is presented for workshop purposes only, no action should or will be taken for this item.
- The proposed text amendment to Section 4-17 Distance requirements is to prohibit a retail package store from being located within 2,000 feet of any other retail package store.
- The proposed text amendments to Section 4-347 Conditions of license issuance are to include craft beer, to remove the specific amount of wine or craft beer brands, to increase the total amount of samples from eight (8) ounces to sixteen (16) ounces, to permit sampling and tasting within the leased portion of the premises, and to remove the language prohibiting wine sampling and tasting on Sundays.

IX. PUBLIC COMMENT

- Maggie Goldman, 9605 Stoney Ridge Lane, Alpharetta, GA 30022, came forward to comment on starting a crisis intervention unit due to the Travis Moya incident.

X. REPORTS

- Mayor Pro Tem Mitchell announced the Milton High School 100th Anniversary event will be held on Thursday, 6:00 – 8:00 P.M. in the City Hall Community Room.
- Council Member Burnett recognized Director of Finance, Tom Harris, for his work with GDOT regarding city rights-of-way.

- Council Member Merkel reappointed Mary Ulich and Kyle Caswell to the Ethics Commission as his appointees.
- City Administrator, Bob Regus, officially welcomed Michael Stacy as our new city attorney.

XI. ADJOURNMENT TO EXECUTIVE SESSION

- ❖ Council Member Binder offered a motion to adjourn into Executive Session
 - The motion received a second from Mayor Pro Tem Mitchell
 - The motion was approved unanimously (7-0)
- ❖ With no further business to discuss or items to be heard, Mayor Gilvin adjourned the meeting into Executive Session at 10:19 P.M.

Respectfully submitted,

A handwritten signature in cursive script that reads "Erin Cobb".

Erin Cobb, City Clerk