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COUNCIL MEETING AGENDA

Mike Mason, Mayor

Phil Sadd – Post 1, Council Member
James Lowe – Post 2, Council Member
Alex Wright – Post 3, Council Member

Jeanne Aulbach – Post 4, Council Member
Lorri Christopher – Post 5, Council Member
Weare Gratwick – Post 6, Council Member

July 21, 2015

COUNCIL AGENDA

7:00 PM

PEACHTREE CORNERS CITY HALL

147 TECHNOLOGY PARKWAY, PEACHTREE CORNERS, GA 30092

A) CALL TO ORDER

B) ROLL CALL

C) PLEDGE OF ALLEGIANCE

D) MAYOR'S OPENING REMARKS

E) CONSIDERATION OF MINUTES – June 16, 2015

F) CONSIDERATION OF MEETING AGENDA

G) PUBLIC COMMENTS

H) CONSENT AGENDA - No Items

I) PRESENTATIONS AND REPORTS

1. **Diana Wheeler** Staff Activity Report
2. **Greg Ramsey** Staff Activity Report

J) OLD BUSINESS

1. **O2015-06-48
Brandon Branham** Second read and consideration of an Ordinance to amend chapter 6 (“alcoholic beverages”) of the Code of the City of Peachtree Corners, Georgia, to amend and provide certain definitions; to authorize malt beverage tastings.
2. **O2015-06-49
Diana Wheeler** Second read and consideration of an Ordinance to approve Town Center development drawings and permitted restaurants, and amend specific Town Center regulations pursuant to SUP 2015-003, Town Center / DDA Property for 20.6 acres of property located in the 5100 Block of Peachtree Parkway, 6th District, Land Lot 301, City of Peachtree Corners, GA.

3. **O2015-05-44
Diana Wheeler** Second read and consideration of an ordinance to amend Article V of the 2013 City of Peachtree Corners Zoning Resolution by modifying specific provisions of the Overlay Standards to prohibit tube lighting around store front windows, repealing conflicting regulations and setting an effective date. (This item was tabled at the June 16, 2015 meeting.)

K) NEW BUSINESS

1. **APH 2015-09-021
Diana Wheeler** Consideration of Approval of Alcoholic Beverage License Application for JW Asian Cuisine at 3466 Holcomb Bridge Rd, Peachtree Corners GA 30092.
2. **R2015-07-42
Kym Chereck** Consideration of a Resolution to Call for an Election, Announce Qualifying Dates and Fees, and Appoint Election Officials.
3. **R2015-07-44
Diana Wheeler** Consideration of a Resolution Accepting the Findings of the June, 2015 Business Incubation Community Readiness Assessment prepared by the Georgia Tech Enterprise Innovation Institute and authorizing the implementation of action items.
4. **R2015-07-43
Brandon Branham** Consideration of a Resolution of the Mayor and Council of the City of Peachtree Corners, Georgia adopting the Gwinnett County Pre-Disaster Hazard Mitigation Plan.
5. **O2015-07-50
Kym Chereck** First read and consideration of an Ordinance Adopting and Enacting a New Code for The Code of The City of Peachtree Corners, Georgia; Providing for the Repeal of Certain Ordinances not Included Therein; Providing a Penalty for the Violation Thereof; Providing for the Manner of Amending such Code; and Providing when such Code and this Ordinance shall become Effective. (2nd read and public hearing on August 18, 2015)
6. **O2015-07-51
Diana Wheeler** First read and consideration of an Ordinance to Amend the City of Peachtree Corners Property Maintenance Code Chapter 3, Section 309, Inactive Construction Site, in order to require the removal of stockpiled dirt; repealing conflicting regulations; and setting an effective date. (2nd read and public hearing on August 18, 2015)

L) WORK SESSION

1. **Diana Wheeler** Discussion concerning Fireworks regulations
2. **Greg Ramsey** Discussion concerning Georgia Tech Capstone Team – Roundabouts feasibility study of three intersections.
3. **Greg Ramsey** Discussion concerning Georgia Tech Capstone Team – Bicycle & Pedestrian Plan
4. **Greg Ramsey** Discussion concerning Traffic Engineering analysis – 141 intersection
5. **Greg Ramsey** Discussion concerning GDOT Quick Response Projects
6. **Greg Ramsey** Discussion concerning Median Landscaping Projects – PIB at Jones Mill & 141 Medians north of Medlock Bridge/East Jones Bridge
7. **Greg Ramsey** Discussion concerning IMS Pavement Analysis & resurfacing framework

M) EXECUTIVE SESSION

N) ADJOURNMENT

Minutes

06 / 16 / 2015

CITY OF PEACHTREE CORNERS
COUNCIL MEETING MINUTES
JUNE 16, 2015, @ 7:00PM

The Mayor and Council of the City of Peachtree Corners held a Council Meeting at City Hall, 147 Technology Parkway, Suite 200, Peachtree Corners, GA, 30092. The following were in attendance:

Mayor	Mike Mason
Council Member	Phil Sadd – Post 1
Council Member	James Lowe – Post 2-
Council Member	Alex Wright – Post 3
Council Member	Jeanne Aulbach – Post 4
Council Member	Lorri Christopher – Post 5
Council Member	Weare Gratwick – Post 6
City Manager	Julian Jackson
City Clerk	Kym Chereck
Com. Dev. Director	Diana Wheeler
City Attorney	Bill Riley
Public Works Director	Greg Ramsey
Comm. Director	Judy Putnam
Accounting Manager	Brandon Branham

PLEDGE OF ALLEGIANCE: Mayor Mason led the Pledge of Allegiance.

MAYOR’S OPENING REMARKS: Mayor Mason informed the Council and public of an upcoming fundraiser for GCPD Corporal David Martinez’s family. Corporal Martinez’s wife is at the Gwinnett Medical Center fighting for her life, she has a flesh-eating bacteria which may ultimately require amputations of her arms and legs. The UPCCA is hosting a fundraising event on July 30th at the Atlanta Bread Company. Details for the event will be released shortly.

MINUTES:

MOTION TO APPROVE THE MINUTES FROM THE MAY 19, 2015 COUNCIL MEETING.

By: Council Member Sadd

Seconded by: Council Member Gratwick

Vote: (7-0) (Sadd, Gratwick, Mason, Lowe, Wright, Aulbach, Christopher)

PUBLIC COMMENT: Mrs. Debbie Mason thanked the City for their sponsorship of the 2015 Peachtree Corners Festival.

PRESENTATIONS AND REPORTS:

Staff Activity Report – Community Development

Diana Wheeler, Community Development Director, provided her report on staff activities that occurred during the period of June 1 – June 12. These activities included, among other items, meeting with applicants to review rezoning cases, meeting with DDA to review the Site Development Agreement, changing the ZBA fee for residents from \$200 to \$100 to make variance applications more affordable, and reviewing HB 110 pertaining to the sale of fireworks in order to determine appropriate zoning districts.

Staff Activity Report – Public Works

Greg Ramsey, Public Works Director, provided his report on staff activities that occurred in the period ending with June 10, 2015. These activities included, among other items, meeting with Georgia Tech Capstone Students to kick-off the Design projects, meeting with a consultant to discuss Transportation Planning, working on the Outdoor Classroom Project at Peachtree Elementary School, and a pre-submittal meeting for Roberts Properties.

OLD BUSINESS:

O2015-05-47

Second read and consideration of an ordinance for an addition to the code of ordinances, City of Peachtree Corners, Georgia to provide construction site waste management; to provide for codification; to provide severability; to provide for penalties; to repeal conflicting ordinances; to provide an adoption date; to provide an effective date; and for other purposes allowed by law.

Mr. Greg Ramsey introduced Ordinance 2015-05-47. Mayor Mason opened the floor for public comment. There was no public comment.

MOTION TO APPROVE O2015-05-47.

By: Council Member Aulbach

Seconded: Council Member Gratwick

Vote: (7-0) (Aulbach, Gratwick, Mason, Sadd, Lowe Wright, Christopher)

O2015-05-45

Second read and consideration of an ordinance of the City of Peachtree Corners, Georgia, adopting the amended fiscal year 2015 budget for each fund of the City of Peachtree Corners, Georgia.

Mr. Brandon Branham introduced Ordinance 2015-05-45. Mayor Mason opened the floor for public comment. There was no public comment.

MOTION TO APPROVE O2015-05-45.

By: Council Member Gratwick

Seconded: Council Member Christopher

Vote: (7-0) (Gratwick, Christopher, Mason, Sadd, Lowe, Wright, Aulbach)

O2015-05-46

Second read and consideration of an ordinance of the City of Peachtree Corners, Georgia, adopting the fiscal year 2016 budget for each fund of the City of Peachtree Corners, Georgia.

Mr. Brandon Branham introduced Ordinance 2015-05-46. Mayor Mason opened the floor for public comment. There was no public comment.

MOTION TO APPROVE O2015-05-46.

By: Council Member Christopher

Seconded: Council Member Aulbach

Vote: (7-0) (Christopher, Aulbach, Mason, Sadd, Lowe, Wright, Gratwick)

O2015-05-44

Second read and consideration of an ordinance to amend Article V of the 2013 City of Peachtree Corners Zoning Resolution by modifying specific provisions of the Overlay Standards to prohibit tube lighting around store front windows, repealing conflicting regulations and setting an effective date.

Mrs. Diana Wheeler introduced Ordinance 2015-05-44. Mayor Mason opened the floor for public comment. Ms. Sherri Snyder of 4276 Springfield Drive, and Ms. Carla Snyder of 4276 Springfield Drive we both expressed opposition to this Ordinance. Ms. Sherri Snyder informed the Mayor and Council that they need to consider the storefront business prior to making a decision on this matter. A

motion was made after discussion concerning adding a condition to grandfather existing business owners.

MOTION TO APPROVE O2015-05-46.

By: Council Member Gratwick
Seconded: Council Member Aulbach
There was no vote.

MOTION TO GRANDFATHER EXISTING TENANTS AND TERMINATE UPON THE TERMINATION OF THE LEASE BY EITHER PARTY.

By: Council Member Gratwick
Seconded: Council Member Christopher
Vote: (4-3) (Gratwick, Christopher, Mason, Sadd) (Lowe, Wright, Aulbach opposed)

MOTION TO TABLE THE MOTION.

By: Council Member Lowe
Seconded: Council Member Wright
Vote: (4-3) (Lowe, Wright, Sadd, Aulbach) (Mason, Christopher, Gratwick opposed)

NEW BUSINESS:

O2015-06-48

First read and consideration of an Ordinance to amend chapter 6 (“alcoholic beverages”) of the Code of the City of Peachtree Corners, Georgia, to amend and provide certain definitions; to authorize malt beverage tastings. (Second read and public hearing on July 21, 2015.)

O2015-06-49

First read and consideration of an Ordinance to approve Town Center development drawings and permitted restaurants, and amend specific Town Center regulations pursuant to SUP 2015-003, Town Center / DDA Property for 20.6 acres of property located in the 5100 Block of Peachtree Parkway, 6th District, Land Lot 301, City of Peachtree Corners, GA. (Second read and public hearing on July 21, 2015)

PH2015-004

Consideration of Accepting a 7.426 acre Subdivision Plat for Roberts Properties located at Peachtree Parkway and Peachtree Corners Circle in the 6th District, Land Lot 301, City of Peachtree Corners, GA.

MOTION TO APPROVE PH2015-004.

By: Council Member Christopher

Seconded: Council Member Aulbach

Vote: (7-0) (Christopher, Aulbach, Mason, Sadd, Lowe, Wright, Gratwick)

ACTION ITEM

Consideration of approval for the CH2M Community Development Contract.

MOTION TO APPROVE THE CH2M COMMUNITY DEVELOPMENT CONTRACT.

By: Council Member Lowe

Seconded: Council Member Aulbach

Vote: (7-0) (Lowe, Aulbach, Mason, Sadd, Wright, Christopher, Gratwick)

ACTION ITEM

Consideration of approval for the CH2M Public Works Contract.

MOTION TO APPROVE THE CH2M PUBLIC WORKS CONTRACT.

By: Council Member Christopher

Seconded: Council Member Gratwick

Vote: (7-0) (Christopher, Gratwick, Mason, Sadd, Lowe, Wright, Aulbach)

ACTION ITEM

Consideration of approval for the Gwinnett Municipal Association Membership Renewal.

MOTION TO APPROVE THE GWINNETT MUNICIPAL ASSOCIATION MEMBERSHIP RENEWAL.

By: Council Member Sadd

Seconded: Council Member Gratwick

Vote: (7-0) (Sadd, Gratwick, Mason, Lowe, Wright, Aulbach, Christopher)

ACTION ITEM

Consideration of approval for an Intergovernmental Agreement with Gwinnett County for Speed Hump Program (Maintenance & Installation).

MOTION TO APPROVE THE INTERGOVERNMENTAL AGREEMENT WITH GWINNETT COUNTY FOR THE SPEED HUMP PROGRAM.

By: Council Member Sadd

Seconded: Council Member Christopher

Vote: (7-0) (Sadd, Christopher, Mason, Lowe, Wright, Aulbach, Gratwick)

ACTION ITEM

Consideration of approval for a Geo-Spatial Contract.

MOTION TO APPROVE THE GEO-SPATIAL CONTRACT.

By: Council Member Wright

Seconded: Council Member Christopher

Vote: (7-0) (Wright, Christopher, Mason, Sadd, Lowe, Aulbach, Gratwick)

ACTION ITEM

Consideration of approval for rejoining the Gwinnett Urban County Community Development Block Grant (CDBG) program and authorizing the Mayor to execute, and the City Clerk to certify, all Cooperation Agreements and any other necessary documents permitting the City to remain as a member of the Gwinnett Urban County CDBG program.

Mr. Matthew Elder of Gwinnet County presented this item. A motion was made after discussion concerning the rules and responsibility of joining this program.

MOTION TO APPROVE REJOINING THE GWINNETT URBAN COUNTY COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM AND AUTHORIZING THE MAYOR TO EXECUTE, AND THE CITY CLERK TO CERTIFY, ALL COOPERATION AGREEMENTS AND ANY OTHER NECESSARY DOCUMENTS PERMITTING THE CITY TO REMAIN AS A MEMBER OF THE GWINNETT URBAN COUNTY CDBG PROGRAM.

By: Council Member Gratwick

Seconded: Council Member Sadd

Vote: (4-3) (Gratwick, Sadd, Mason, Christopher) (Lowe, Wright, Aulbach opposed)

R2015-06-41

Consideration of approval for a Resolution to Approve a Moratorium of 90 Days for the Acceptance of any Business License Application, Zoning Application, Application for Sign Permits, Use Permits or other Applications involving or addressing the Retail Sale of Consumer Fireworks or Fireworks within the Territorial Limits of the City of Peachtree Corners.

MOTION TO APPROVE R2015-06-41.

By: Council Member Wright

Seconded: Council Member Christopher

Vote: (7-0) (Wright, Christopher, Mason, Sadd, Lowe, Aulbach, Gratwick)

WORK SESSION:

Upcoming RFQ for consultant design services

Mr. Greg Ramsey informed the Mayor and Council of the upcoming RFQ process for consultant design services.

Peachtree Parkway Bridge

Mrs. Diana Wheeler informed the Mayor and Council that the RFQ for consultant design services would also be of use for the Peachtree Parkway Bridge.

Community Resources Program

Councilwoman Aulbach presented an outline for the Community Resources Program. It was determined that the Mayor and Council would select 5 people to serve on the Committee.

Zoning Amendment Regarding the Measurement of Fence Height.

Councilman Lowe informed the Mayor and Council that there needed to be a change to the Zoning Code concerning the measurement of fence heights. After discussion it was determined that Diana Wheeler, Community Development Director, would research the zoning requirements for surrounding Cities and report the results to the Mayor and Council.

FEMA Hazard Mitigation Plan

Mr. Brandon Branham informed the Mayor and Council of a FEMA Hazard Mitigation Plan which will be heard at the next meeting.

EXECUTIVE SESSION:

MOTION TO GO INTO EXECUTIVE SESSION CONCERNING A REAL ESTATE MATTER.

By: Council Member Gratwick

Seconded by: Council Member Christopher

Vote: (7-0) (Gratwick, Christopher, Mason, Sadd, Lowe, Wright, Aulbach)

MOTION TO COME OUT OF EXECUTIVE SESSION CONCERNING A REAL ESTATE MATTER.

By: Council Member Sadd

Seconded by: Council Member Gratwick

Vote: (7-0) (Sadd, Gratwick, Mason, Wright, Aulbach, Christopher)

ADJOURNMENT:

MOTION TO ADJOURN AT 10:20 PM.

By: Council Member Sadd

Seconded by: Council Member Gratwick

Vote: (7-0) (Sadd, Gratwick, Mason, Wright, Aulbach, Christopher)

Approved,

Attest:

Mike Mason, Mayor

Kymberly Chereck, City Clerk
(Seal)

Staff Report

D. Wheeler



Memo

TO: Mayor and Council

CC: Julian Jackson, City Manager

FROM: Diana Wheeler, Community Development Director

DATE: July 10, 2015

SUBJECT: Staff Activity Report

The following is a summary of Staff activity during the period of 6/22/15 – 7/10/15.

- A. Meetings with:
1. Applicants to review August variance cases (Slingshot sign variance and RV parking in residential area variance) (ZBA meeting– 8/19)
 2. Fuqua Development to review DDA property public hearing case
 3. Sign fabricator to discuss Gateway Monument
 4. DDA attorney to discuss Site Development Agreement
- B. Holcomb Bridge Corridor Study update: Planning Commission Aug. 11; City Council Aug. 18th; 2nd community meeting: Thursday, Aug. 20th
- C. Working with Partnership Gwinnett to attract two technology relocation businesses to the City. Announcement on a third technology business is pending.
- D. Green Committee met to discuss an urban forestry program for the City and an Arbor Day event (to further the Tree City USA application).
- E. Received the names of ten volunteers for the Community Resources Committee.
- E. Responded to phone calls and e-mails from residents, business people, and others.
- F. The following permits were issued:

DATE	Permit #	NAME	ADDRESS	TYPE
6/22/2015	PP15-0602	HANDY HANDS	5672 PEACHTREE PKWY BLDG 5688	EXTERIOR FINISH
6/22/2015	PP15-0603	FIX-R-US	4670 GRAN RIVER GLN	PLUMBING
6/22/2015	PP15-0604	JOHNSON'S PLUMBING	6063 PEACHTREE PKWY STE 201 A	PLUMBING
6/22/2015	PP15-0605	GEORGIA DELTA MECHANICAL, INC	5518 FOLLY PL	PLUMBING
6/22/2015	PP15-0606	GEORGIA DELTA MECHANICAL, INC	6495 DEERINGS LN	PLUMBING
6/22/2015	PP15-0607	LA FORUM	5185 PEACHTREE PKWY STE 105	PLUMBING
6/22/2015	PP15-0608	P-B XCELLENCE COMMUNICATION	5075 BUFORD HWY STE 200	ELECTRICAL
6/23/2015	PP15-0609	SOUTHCORE CONSTRUCTION	5993 PEACHTREE IND BLVD CONCIERGE	INTERIOR FINISH
6/23/2015	PP15-0610	SOUTHCORE CONSTRUCTION	5993 PEACHTREE IND BLVD GUEST ROOMS	INTERIOR FINISH
6/23/2015	PP15-0611	SOUTHCORE CONSTRUCTION	5993 PEACHTREE IND BLVD LOBBY	INTERIOR FINISH

DATE	Permit #	NAME	ADDRESS	TYPE
6/23/2015	PP15-0612	SHUMATE MECHANICAL	3025 NORTHWOODS PKWY	HVAC
6/23/2015	PP15-0613	WATSON PLUMBING	3659 ALLENHURST DR	PLUMBING
6/23/2015	PP15-0614	UNIVERSAL HEATING AND COOLING	3928 ALLENHURST DR	HVAC
6/23/2015	PP15-0615	AQUA BLUE POOLS OF ATLANTA	4250 FRANK NEELY RD	SWIMMING POOL
6/23/2015	PP15-0616	GCS CONTRACTING	4001 FLORIDA AVE	REMODEL
6/24/2015	PP15-0617	SHEENA BROWN	3928 ALLENHURST DR	REMODEL
6/24/2015	PP15-0618	WASHBURN'S INC	6385 ATLANTIC BLVD	RACKING
6/25/2015	PP15-0619	SHUMATE MECHANICAL	5430 METRIC PL STE 100	HVAC
6/25/2015	PP15-0620	DOVE CONTRACTING INC	3720 DAVINCI CT STE 225	INTERIOR FINISH
6/26/2015	PP15-0621	PROPERTY SOLUTIONS SIGNS	5270 PEACHTREE PKWY STE 118	PERMANENT SIGN
6/26/2015	PP15-0622	SIMPLY MAC	5171 PEACHTREE PKWY STE 505	CERTIFICATE OF OCCUPANCY
6/26/2015	PP15-0623	RESIDENTIAL HOMWORKX INC	5135 BROADGREEN DR	DECK
6/29/2015	PP15-0624	HOG & ALE	5450 PEACHTREE PKWY STE 7A	INTERIOR FINISH
6/29/2015	PP15-0625	KINNUCANS SPECIALTY	5145 PEACHTREE PKWY STE 455	INTERIOR FINISH
6/29/2015	PP15-0626	TRIDENT BUILDING SOLUTIONS, LLC	5550 TRIANGLE PKWY STE 250	DEMO
6/29/2015	PP15-0627	NEAL PRICE ELECTRIC	4708 S OLD PEACHTREE RD	ELECTRICAL
6/30/2015	PP15-0628	WILL SPURLOCK ELECTRIC	5701 SPALDING DRIVE UNIT 501	T-POLE
6/30/2015	PP15-0629	ANDY MAY CONSTRUCTION	6402 ATLANTIC BLVD STE 200	INTERIOR FINISH
6/30/2015	PP15-0630	ANDY MAY CONSTRUCTION	6402 ATLANTIC BLVD STE 205	INTERIOR FINISH
6/30/2015	PP15-0631	ANDY MAY CONSTRUCTION	6402 ATLANTIC BLVD STE 210	INTERIOR FINISH
6/30/2015	PP15-0632	ANDY MAY CONSTRUCTION	6402 ATLANTIC BLVD STE 215	INTERIOR FINISH
6/30/2015	PP15-0633	ANDY MAY CONSTRUCTION	6402 ATLANTIC BLVD STE 220	INTERIOR FINISH
6/30/2015	PP15-0634	ANDY MAY CONSTRUCTION	6402 ATLANTIC BLVD STE 225	INTERIOR FINISH
6/30/2015	PP15-0635	THE LEVEL CRAFTSMAN INC	4556 GRAYWOOD TRACE	BASEMENT FINISH
6/30/2016	PP15-0636	PENDLEY CONSTRUCTION GROUP, LLC	6375 SPALDING DRIVE STE G	INTERIOR FINISH
6/30/2015	PP15-0637	LMI SYSTEMS, INC	3795 DATA DR	ELECTRICAL
7/1/2015	PP15-0638	ALLCOM SYSTEMS INC	3795 DATA DRIVE	LOW VOLTAGE
7/1/2015	PP15-0639	VORANATH C DBA NKK DESIGN & BUILDERS	6025 PEACHTREE PKWY STE 9	INTERIOR FINISH
7/1/2015	PP15-0640	LA FORUM PEACHTREE I LLC	5185 PEACHTREE PKWY STE 105	DEMO
7/1/2015	PP15-0641	JAMES H HUDSON H JR.	6739 LOCKBRIDGE DR	INTERIOR REMODEL
7/1/2015	PP15-0642	PSYCHIC VICTORIA	6185 BUFORD HWY E-400	PERMANENT SIGN
7/1/2015	PP15-0643	MARAGRET A EMMELHAINZ	4985 RIVERFIELD DR	INTERIOR REMODEL
7/1/2015	PP15-0644	M BLACK LLC	3230 MEDLOCK BRIDGE RD STE 105	CERTIFICATE OF OCCUPANCY
7/2/2015	PP15-0645	TRIDENT BUILDING SOLUTIONS, LLC	5550 TRIANGLE PKWY STE 210	INTERIOR FINISH
7/2/2015	PP15-0646	TRIDENT BUILDING SOLUTIONS, LLC	5550 TRIANGLE PKWY STE 250	INTERIOR FINISH
7/2/2015	PP15-0647	SHIH-HSIN HSU	3950 ROYAL PENNON CT	DECK
7/2/2015	PP15-0648	KNIGHT BROTHERS USA HOLDING INC	4075 BUFORD HWY STE H	CERTIFICATE OF OCCUPANCY
7/2/2015	PP15-0649	BYNUM & SONS PLUMBING	3955 WINTERS HILL DR	PLUMBING
7/6/2015	PP15-0650	EMPIRE ROOFING COMPANY OF GA, INC	5430 METRIC PLACE	REROOF
7/7/2015	PP15-0651	INSULATED WALL SYSTEMS	4072 YELLOW GINGER GLEN	SIDING
7/7/2015	PP15-0652	GA DELTA PLUMBING	6437 DEERINGS LN	PLUMBING
7/7/2015	PP15-0653	GA DELTA PLUMBING	6794 TILTON LN	PLUMBING
7/7/2015	PP15-0654	HOBGOOD CONSTRUCTION GROUP, LLC	5145 PEACHTREE PKWY STE 452	DEMO
7/7/2015	PP15-0655	4 SEASONS LANDSCAPE GROUP LLC	3039 AMWILER RD	CERTIFICATE OF OCCUPANCY
7/7/2015	PP15-0656	GEORGIA DELTA MECHANICAL, INC	3916 MORRIS CT	PLUMBING
7/7/2015	PP15-0657	PRONET GROUP INC	3000 NORTHWOODS PKWY STE 245	CERTIFICATE OF OCCUPANCY
7/8/2015	PP15-0658	STEVE POWELL HOMES, INC	4351 LOBLOLLY TRAIL	NEW HOME
7/8/2015	PP15-0659	LEVEL 3 RE-DEVELOPMENT	225 SCIENTIFIC DRIVE	DEMO
7/8/2015	PP15-0660	WIDEDATA	3500 PARKWAY LN STE 460	ELECTRICAL
7/8/2015	PP15-0661	HOBGOOD CONSTRUCTION GROUP, LLC	5145 PEACHTREE PKWY STE 452	INTERIOR FINISH

Staff Report

G. Ramsey



MEMO

TO: Mayor & Council
CC: Julian Jackson, City Manager
FROM: Greg Ramsey, P.E., Public Works Director
DATE: July 21, 2015
SUBJECT: Public Works Activity Report

The following is a summary of the Public Works Activities in the monthly period ending 07-10-15:

A. Attended the following meetings:

1. Georgia Tech Capstone Student Design projects – several project meetings
2. Management of Unconventional Intersections – 6-16-15
3. Gwinnett Soil & Water Conservation District Meeting – 6-17-15
4. Duke Reserve Development – 6-18-15
5. Oglethorpe Development – 6-19-15
6. Gateway Sign Development – several meetings
7. Geospatial kickoff – 7-6-15
8. Noble Village Development 7-2-15
9. Sidewalk projects update with GC – 7-8-15
10. Dunkin Donuts pre-submittal meeting – 7-9-15
11. Radar Signs installation Bush Road – 7-9-15

B. Field Services Operations 06-11-15 thru 07-10-15

1. # of Work Orders Initiated = 144
2. # of Fix It App submittals for PW = 76
3. # of Field Generated Work Orders = 68
4. # of Work Orders Completed = 118
5. # of Work Orders Referred to Other Departments = 13
6. Please see below for summaries of Work Orders & Fix-It App submittals

Work Orders Initiated:

Order Number	Scheduled	Description	Address	Status Type	Completion
15-000606	6/11/2015	High Grass/Weeds	Bush Rd	Completed	6/11/2015
15-000607	6/11/2015	High Grass/Weeds	Medlock Bridge Rd	Completed	6/11/2015
15-000608	6/11/2015	High Grass/Weeds	Hwy 141	Completed	6/11/2015
15-000609	6/11/2015	High Grass/Weeds	Hwy 141 PIB	Completed	6/15/2015

Order Number	Scheduled	Description	Address	Status Type	Completion
15-000610	6/11/2015	High Grass/Weeds	Spalding Dr	Completed	6/11/2015
15-000653	6/11/2015	High Weeds/Grass	Jones Mill Rd	Completed	6/11/2015
15-000654	6/11/2015	High Grass/Weeds	Peachtree Corners Cir	Completed	6/11/2015
15-000655	6/11/2015	High Grass/Weeds	Holcomb Bride Rd	Completed	6/11/2015
15-000656	6/11/2015	High Grass/Weeds	Peachtree Industrial Blvd	Completed	6/11/2015
15-000657	6/11/2015	High Grass/Weeds	Hwy 141	Completed	6/11/2015
15-000658	6/11/2015	High Grass/Weeds	6100 Peachtree Pkwy	Completed	6/11/2015
15-000659	6/11/2015	High Grass/Weeds	Peachtree Pkwy	Completed	6/11/2015
15-000662	6/11/2015	High Grass/Weeds	Spalding Dr	Completed	6/11/2015
15-000663	6/11/2015	High Weeds/Grass	Jay Bird Aly	Completed	6/11/2015
15-000613	6/12/2015	Remove Object in R.O.W.	Winters Chapel & PIB	Completed	6/12/2015
15-000617	6/12/2015	Remove Object in R.O.W.	Jimmy Carter Blvd	Completed	6/12/2015
15-000618	6/12/2015	Remove Object in R.O.W.	Jimmy Carter Blvd	Completed	6/18/2015
15-000624	6/12/2015	High Grass/Weeds	Jay Bird Aly	Completed	6/12/2015
15-000625	6/12/2015	High Grass/Weeds	Lou Ivy Rd	Completed	6/12/2015
15-000626	6/12/2015	High Grass/Weeds	Holcomb Way	Completed	6/12/2015
15-000627	6/12/2015	High Grass/Weeds	Holcomb Bridge Rd	Completed	6/12/2015
15-000637	6/12/2015	Remove Trash in R.O.W.	Jay Bird Aly	Completed	6/12/2015
15-000638	6/12/2015	Remove Trash in R.O.W.	Hwy 141	Completed	6/12/2015
15-000611	6/15/2015	Remove Deceased Animal	5255 Triangle Pkwy	Completed	6/15/2015
15-000612	6/15/2015	Repair Pothole	6667 NW Ridge Moore Dr	Cancelled	
15-000619	6/15/2015	High Grass/Weeds	Hwy 141 & Jaybird Aly	Completed	6/15/2015
15-000620	6/15/2015	High Grass/Weeds	Hwy 141 & Jaybird Aly	Completed	6/15/2015
15-000631	6/15/2015	Remove Trash in R.O.W.	Crooked Creek Rd	Completed	6/15/2015
15-000632	6/15/2015	Remove Trash in R.O.W.	Spalding Dr	Completed	6/15/2015
15-000633	6/15/2015	Remove Trash in R.O.W.	Jones Mill Rd	Completed	6/15/2015
15-000634	6/15/2015	Remove Trash in R.O.W.	Woodhill Dr	Completed	6/15/2015
15-000635	6/15/2015	Remove Trash in R.O.W.	Technology Pkwy	Completed	6/15/2015
15-000636	6/15/2015	High Grass/Weeds	Woodhill Dr	Completed	6/15/2015

Order Number	Scheduled	Description	Address	Status Type	Completion
15-000664	6/15/2015	High Grass/Weeds	NW Jones Bridge Rd	Completed	6/15/2015
15-000665	6/15/2015	High Grass/Weeds	S Peachtree Industrial Blvd	Completed	6/15/2015
15-000666	6/15/2015	High Grass/Weeds	N Hwy 141	Completed	6/15/2015
15-000622	6/16/2015	Remove Trash in R.O.W.	PIB Access Road	Completed	6/16/2015
15-000623	6/16/2015	Remove Trash in R.O.W.	PIB Access Rd South	Completed	6/16/2015
15-000628	6/16/2015	Remove Trash in R.O.W.	Hwy 141	Completed	6/16/2015
15-000629	6/16/2015	Remove Trash in R.O.W.	Technology Park	Completed	6/16/2015
15-000630	6/16/2015	High Grass/Weeds	Jones Mill Rd	Completed	6/16/2015
15-000639	6/16/2015	Remove Trash in R.O.W.	Hwy 141/PIB	Completed	6/16/2015
15-000640	6/16/2015	Remove Trash In R.O.W.	Hwy 141	Completed	6/16/2015
15-000641	6/16/2015	High Grass/Weeds	Hwy 141	Completed	6/16/2015
15-000642	6/16/2015	High Grass/Weeds	Crooked Creek Rd	Completed	6/16/2015
15-000643	6/16/2015	Remove Trash in R.O.W.	Crooked Creek Rd	Completed	6/16/2015
15-000621	6/17/2015	Deceased Animal	6170 Peachtree Pkwy	Completed	6/17/2015
15-000647	6/18/2015	Clean Median Wall	Peachtree Industrial Blvd	In Progress	
15-000648	6/18/2015	High Weeds/Grass	N Peachtree Industrial Blvd	In Progress	
15-000649	6/18/2015	Clean Median Wall	PIB - Holcomb Bridge to Winters Chapel	In Progress	
15-000650	6/18/2015	High Weeds/Grass	S Peachtree Industrial Blvd	In Progress	
15-000667	6/18/2015	High Grass/Weeds	S Hwy 141	Completed	6/18/2015
15-000668	6/18/2015	High Grass/Weeds	N Hwy 141	Completed	6/18/2015
15-000644	6/19/2015	Install Stop Signs	4830 Bankside Way	Pending	
15-000645	6/19/2015	Install Street Signs	4830 Bankside Way	In Progress	
15-000646	6/19/2015	Install Stop Signs	Station Mill Dr	Completed	6/22/2015
15-000669	6/19/2015	High Grass/Weeds	E Peachtree Industrial Blvd	Completed	6/19/2015
15-000671	6/19/2015	Remove Trash in R.O.W.	PIB Access Road	Completed	6/19/2015
15-000672	6/19/2015	Remove Trash in R.O.W.	PIB Access Rd South	Completed	6/19/2015
15-000673	6/19/2015	Remove Trash in R.O.W..	Hwy 141	Completed	6/19/2015
15-000674	6/19/2015	Remove Trash in R.O.W.	Technology Pkwy	Completed	6/19/2015
15-000675	6/19/2015	Lawn care	Technology Pkwy	Completed	6/19/2015

Order Number	Scheduled	Description	Address	Status Type	Completion
		Maintenance			
15-000712	6/19/2015	Remove Trash in R.O.W.	6105 Woodhill Dr	Completed	6/19/2015
15-000713	6/19/2015	High Grass/Weeds	6105 Woodhill Dr	Completed	6/19/2015
15-000651	6/22/2015	Install Street Sign	Spalding Bluff Dr	Completed	6/22/2015
15-000670	6/22/2015	High Grass/Weeds	Lou Ivy Rd	Completed	6/22/2015
15-000678	6/22/2015	Remove Trash in R.O.W.	Hwy 141 Along The River	Completed	6/22/2015
15-000676	6/23/2015	Deceased Animal	Hwy 141	Completed	6/23/2015
15-000677	6/23/2015	Remove Trash in R.O.W.	Peachtree Industrial Blvd	Completed	6/23/2015
15-000681	6/23/2015	Cleaned Bridge	Peachtree Industrial Blvd	Completed	6/23/2015
15-000682	6/23/2015	Cleaned Bridge	Peachtree Industrial Blvd	Completed	6/23/2015
15-000652	6/24/2015	Deceased Animal	E Peachtree Industrial Bch	In Progress	
15-000680	6/24/2015	Remove Object in R.O.W.	PIB North & Jones Mill Rd	Completed	6/24/2015
15-000683	6/24/2015	Cleaned Walls	PIB North & Winters Chapel Rd	Completed	6/24/2015
15-000684	6/24/2015	High Grass/Weeds	Buford Hwy	Completed	6/24/2015
15-000686	6/24/2015	High Grass/Weeds	Peachtree Industrial Blvd	Completed	6/24/2015
15-000679	6/25/2015	Remove Trash in R.O.W.	Winters Chapel Rd	Completed	6/25/2015
15-000687	6/25/2015	High Grass/Weeds	PIB - Hwy 141 North to Triangle Dr	Completed	6/25/2015
15-000688	6/25/2015	High Grass/Weeds	South Old Peachtree Rd	Completed	6/25/2015
15-000689	6/25/2015	High Grass/Weeds	Holcomb Bridge Rd	Completed	6/25/2015
15-000690	6/25/2015	High Grass/Weeds	N Peachtree Industrial Blvd	Completed	6/25/2015
15-000691	6/25/2015	High Grass/Weeds	S Hwy 141	Completed	6/25/2015
15-000706	6/25/2015	Refurbish And Stabilize Median	Hwy 141 & Forum Drive	Completed	7/1/2015
15-000707	6/25/2015	Refurbish And Stabilize Median	Hwy141 & Forum Dr	Completed	7/1/2015
15-000719	6/25/2015	High Grass/Weeds	Jay Bird Aly	Completed	6/25/2015
15-000700	6/26/2015	Fallen Tree in R.O.W.	Green Pointe Pkwy	Completed	6/26/2015
15-000720	6/26/2015	High Grass/Weeds	Jones Mill Rd	Completed	6/26/2015
15-000660	6/29/2015	Downed Tree	6108 Spalding Dr	Completed	6/30/2015
15-000701	6/29/2015	Fallen Tree in R.O.W.	Green Pointe Pkwy	Completed	6/29/2015

Order Number	Scheduled	Description	Address	Status Type	Completion
15-000702	6/29/2015	Fallen Tree in R.O.W.	Womack Ct	Completed	6/29/2015
15-000703	6/29/2015	Fall Tree Limb in R.O.W.	Spalding Drive & Jay Bird Alley	Completed	6/29/2015
15-000661	6/30/2015	Deceased Animal	4900 Bush Rd	Completed	6/30/2015
15-000692	6/30/2015	Repair Damaged Curb	4833 Scotts Mill Way	In Progress	
15-000714	6/30/2015	High Grass/Weeds	PIB Southbound	Completed	6/30/2015
15-000715	6/30/2015	High Grass/Weeds	Spalding Dr	Completed	6/30/2015
15-000693	7/1/2015	Stop Sign Leaning	4980 Riverlake Dr	Completed	7/1/2015
15-000711	7/1/2015	Refurbish And Stabilize Median	Peachtree Corner Cir	Completed	7/1/2015
15-000716	7/1/2015	High Grass/Weeds	PIB Northbound	Completed	7/1/2015
15-000717	7/1/2015	High Grass/Weeds	Hwy 141 Northbound	Completed	7/1/2015
15-000704	7/2/2015	Fallen Tree in R.O.W.	South Old Peachtree Rd	Completed	7/2/2015
15-000705	7/2/2015	Object in R.O.W.	Hwy 141 At Forum Drive	Completed	7/2/2015
15-000708	7/2/2015	Cut Back Canopy in R.O.W.	Peachtree Corners Cir	Completed	7/2/2015
15-000718	7/2/2015	High Grass/Weeds	Hwy 141	Completed	7/2/2015
15-000694	7/6/2015	Fallen Tree Branches in R.O.W.	6260 NW The Corners Pkwy	In Progress	
15-000695	7/6/2015	Curb Damage	4033 N Spalding Holw	In Progress	
15-000697	7/6/2015	Deceased Animal	Peachtree Industrial Blvd	Completed	7/6/2015
15-000698	7/6/2015	Deceased Animal	Medlock Bridge Rd	Completed	7/6/2015
15-000699	7/6/2015	Removed Trash in R.O.W.	Peachtree Industrial Blvd	Completed	7/6/2015
15-000709	7/6/2015	Remove Objects in R.O.W.	Peachtree Corners Cir	Completed	7/6/2015
15-000721	7/6/2015	High Grass/Weeds	Hwy 141 & Riverview Rd	Completed	7/6/2015
15-000710	7/7/2015	Remove Object in R.O.W.	Jones Mill Cir	Completed	7/7/2015
15-000722	7/7/2015	High Grass/Weeds	PIB And Medlock Bridge Rd	Completed	7/7/2015
15-000723	7/7/2015	High Grass/Weeds	Peachtree Corners Cir	Completed	7/7/2015
15-000729	7/7/2015	High Grass/Weeds	Lou Ivy Rd	Completed	7/7/2015
15-000730	7/7/2015	High Grass/Weeds	Bush Rd	Completed	7/7/2015
15-000731	7/7/2015	High Grass/Weeds	East Jones Bridge Rd	Completed	7/7/2015
15-000732	7/7/2015	High Grass/Weeds	Hwy 141 Gateway Triangle	Completed	7/7/2015
15-000733	7/7/2015	Removed Trash in R.O.W.	Hwy 141 Gateway Triangle	Completed	7/7/2015
15-000734	7/7/2015	Removed Trash in R.O.W.	Peachtree Corners Cir	Completed	7/7/2015

Order Number	Scheduled	Description	Address	Status Type	Completion
15-000696	7/8/2015	Drainage On Property	3710 Allenhurst Dr	Pending	
15-000724	7/8/2015	High Grass/Weeds	Hwy 141 & Jay Bird Alley	Completed	7/8/2015
15-000725	7/8/2015	High Grass/Weeds	Industrial Park Dr	Completed	7/8/2015
15-000735	7/8/2015	Removed Trash in R.O.W.	Jones Mill Rd	Completed	7/8/2015
15-000736	7/9/2015	High Grass/Weeds	Jones Mill Rd	Completed	7/9/2015
15-000738	7/9/2015	High Grass/Weeds	PIB Southbound & PIB Triangle Gateway	Completed	7/9/2015
15-000739	7/9/2015	High Grass/Weeds	PIB Northbound & Paul Duke Gateway	Completed	7/9/2015
15-000726	7/10/2015	Remove Street Signs	5510 Spalding Dr	Completed	7/10/2015
15-000727	7/10/2015	Removed Trash in R.O.W.	5510 Spalding Dr	Completed	7/10/2015
15-000728	7/10/2015	Remove Tree Limbs in R.O.W.	5510 Spalding Dr	Completed	7/10/2015
15-000740	7/10/2015	Refurbish And Stabilize Median	Forum Dr & Peachtree Corners Cir	Pending	
15-000741	7/10/2015	Refurbish And Stabilize Median	Hwy 141	Completed	7/10/2015

Work Orders Referred to other Departments:

Date Created	Request Type	Address	Status Type	Referred To Other Departments
6/11/2015	Traffic Signal Outage	Bush Road Northwest,	Completed	Gwinnett DOT
6/19/2015	Concrete around manhole is broken up around a Georgia Power Underground Vault	5600-5628 Spalding Drive	Completed	GA Power
6/24/2015	Traffic Signal Outage	7557-7571 Winters Chapel Road	Complete	Gwinnett DOT
6/29/2015	Downed Tree on Phone Lines	6745 Ridge Moore Drive	Complete	AT&T
6/29/2015	Oil Leak on street	3495 Bridge Mill Court	In-Process	Waste Pro - Gwinnett
7/01/2015	Street Lights Out	4374-4454 East Jones Bridge Road	Complete	GA Power
7/02/2015	Downed Electrical Box	5970 Spalding Drive	In-Process	GA Power
7/03/2015	Clogged Storm Drain/ Flooding in Street	Between Bridgeport Ln. and Whitewater Dr	In-Process	Gwinnett DWRS
7/03/2015	Flooding/Standing Water at the Sidewalk Crossing	5031-5045; SW Corner of Riverfield Drive and Missendell Lane	In-Process	Gwinnett DWRS

Date Created	Request Type	Address	Status Type	Referred To Other Departments
7/04/2015	Street Light	4050 Peachtree Corners Circle,	In-Process	GA Power
7/06/2015	Clogged Storm Drain	Bush/Medlock Bridge slip ramp.	In-Process	Gwinnett DWRS
7/07/2015	Traffic Signal Outage	4075 Frank Neely Road	In-Process	Gwinnett DOT
7/09/2015	Broken Water Meter Covers	5500 Spalding Drive near Peachtree Pkwy	In-Process	Gwinnett DWRS

02015-06-48

**AN ORDINANCE TO AMEND CHAPTER 6 (“ALCOHOLIC BEVERAGES”) OF
THE CODE OF THE CITY OF PEACHTREE CORNERS, GEORGIA, TO AMEND
AND PROVIDE CERTAIN DEFINITIONS; TO AUTHORIZE MALT BEVERAGE
TASTINGS;**

WHEREAS, the Mayor and Council of the City of Peachtree Corners are charged with the protection of the public health, safety, and welfare of the citizens of Peachtree Corners; and

WHEREAS, Chapter 6 (“Alcoholic Beverages”) of The Code of the City of Peachtree Corners, Georgia, currently prohibits selling unsealed packaged malt beverages by a licensee with a package malt beverage license; and

WHEREAS, Chapter 6 of The Code of the City of Peachtree Corners, Georgia, currently prevents Retail package dealers from offering samples of malt beverages ; and

WHEREAS, the Mayor and Council further desire to allow certain retail package malt beverage licensees the ability to provide tastings of malt beverages on the licensees’ premises under the conditions set forth below; and

NOW THEREFORE, the Council of the City of Peachtree Corners hereby ordains, as follows:

Section 4: Chapter 6 of The Code of the City of Peachtree Corners, Georgia, is hereby amended by adding an exception for certain malt beverage samples under Section 6-32, “Regulations as to Employees and Manager,” to read as follows:

(14) This section shall not apply to licensees providing malt beverage tasting samples pursuant to Section 6-95(d), but shall apply to licensees providing malt beverage tasting samples pursuant to Section 6-95(e).

Section 4: Chapter 6 of The Code of the City of Peachtree Corners, Georgia, is hereby further amended by adding ancillary malt beverage tasting license holders to the list of permitted establishments for consumption on premises under Section 6-91, “Type of Retail Establishment where permitted,” to read as follows:

(7) Licensees under Section 6-95 of this Code.

Section 4: Chapter 6 of The Code of the City of Peachtree Corners, Georgia, is hereby further amended by adding Section 6-95, “Ancillary malt beverage tasting license,” to read as follows:

“Sec. 6-95. Ancillary malt beverage tasting license.

- (a) The holder of a package malt beverage license, with or without a package wine license, but in no event with a package distilled spirits license, with licensed premises having a minimum of four hundred (400) square feet of floor space dedicated to the display of malt beverages offered for sale or which is authorized pursuant to Sec. 6-96 to sell growlers, shall be eligible for an ancillary malt beverage tasting license to provide samples of malt beverages offered for sale to customers under the conditions set forth in this section.
- (b) The applicant for an ancillary malt beverage tasting license must hold any and all applicable licenses and permits required by the state and the city, including, but not limited to those named above.
- (c) Malt beverage sampling shall be on limited occasions when a customer requests a sample of a malt beverage offered for sale within the premises, or in conjunction with malt beverage education classes and sampling designed to promote malt beverage appreciation and education.
- (d) Malt beverage tasting for customers shall only be conducted at a counter area constituting no more than ten percent (10%) of the entire floor area of the premises.
- (e) Malt beverage sampling for customers shall be limited to no more than one (1) time per day per customer for a period not to exceed two (2) consecutive hours. Samples shall not exceed two (2) ounces, and no customer shall consume more than eight (8) ounces in any two-hour period, except as provided under subsection (e) of this Code Section
- (f) A licensee under this Code Section who also meets all the requirements of Section 6-32 may offer malt beverage sampling for customers to be limited to no more than one (1) time per day per customer for a period not to exceed two (2) consecutive hours. Samples pursuant to this subsection (e) shall not exceed four (4) ounces, and no customer shall consumer more than sixteen (16) ounces in any two-hour period.
- (g) Only the licensee or an employee shall open and handle unpackaged malt beverages, and samples shall only be poured by the licensee and/or an employee.
- (h) No open containers shall be removed from the licensed premises.
- (i) Malt beverage sampling and tasting is only permitted within the designated interior portion of the premises.
- (j) The annual fee for an ancillary malt beverage tasting license shall be set, and may be revised, by Resolution of the Mayor and Council.”

SO ORDAINED AND EFFECTIVE, this the ___ day of _____, 2015.

APPROVED:

Mike Mason, Mayor

ATTEST:

APPROVED AS TO FORM:

Kym Chereck, City Clerk

William F. Riley, City Attorney

(Seal)

02015-06-49

**CITY OF PEACHTREE CORNERS
COMMUNITY DEVELOPMENT DEPARTMENT**

SPECIAL USE PERMIT ANALYSIS

PLANNING COMMISSION DATE: JUNE 9, 2015
CITY COUNCIL DATE: JULY 21, 2015

CASE NUMBER :**SUP2015-003**
ZONING :MIXED USE DEVELOPMENT (MUD)
LOCATION :5100 BLOCK PEACHTREE PARKWAY
MAP NUMBERS :6th DISTRICT, LAND LOT 301, PARCEL 183
ACREAGE :20.6 ACRES
REQUEST :APPROVAL OF BUILDING ELEVATIONS AND RESTAURANTS,
AND CHANGE TO TOWN CENTER STANDARDS
FUTURE DEVELOPMENT MAP: PREFERRED OFFICE

APPLICANT: HEATHER CORREA ON BEHALF OF FUQUA
ACQUISITIONS II, LLC

CONTACT: HEATHER CORREA

OWNER: CITY OF PEACHTREE CORNERS DOWNTOWN
DEVELOPMENT AUTHORITY

**PLANNING COMMISSION
RECOMMENDATION: DENY (4-1 [Middleton])**

STAFF RECOMMENDATION: APPROVE WITH CONDITIONS

PLANNING COMMISSION ACTION:

At their June 9th meeting, the Planning Commission reviewed the building elevations, restaurant list, and proposed changes to the Town Center regulations that the applicant submitted. During the course of their discussion, the Planning Commission expressed concerns about the changes that had been made to the site plan from the previous version that had been presented to the Commission. Specifically, concern was expressed about placing some of the townhouses and two of the restaurant buildings directly on the town green. It was felt that placing buildings there made the town green seem closed off, separated from the rest of the development and less open and accessible to the public. Although the site plan was not among the items for review, the Planning Commission felt that this item was significant enough to warrant their attention. After discussing the matter, the majority of the Commission felt that the site plan changes were unacceptable and voted to deny the applicant's request. No public comments were received on this item.

BACKGROUND:

The subject property, located across Peachtree Parkway from the Forum Shopping Center, was rezoned to Mixed Use Development in July 2, 2013. A master plan with development regulations were adopted for the site on December 16, 2014. The master plan calls for a mixed use project with retail, restaurants, theater, townhomes, deck parking and a town green. In addition, the development standards identify specific uses that would be allowed and the architectural treatment of the buildings to be developed. There is also a requirement that building aesthetics, signage, lighting, and street furniture be approved by the Planning Commission.

REQUEST:

The applicant would like approval of the submitted architectural renderings that show the development intent for the proposed commercial and residential buildings. The approval requested would be for the building style, features, materials, and colors. The renderings also suggest what landscaping, lighting, signage, and street furnishings might look like within the project; however, it is early in the design development and exact items to be used have not yet been specified. In addition to aesthetic approval for the buildings, the applicant would like to modify some of the development regulations to better suit the proposed project. These modifications include an increased height for townhomes and a decrease to the number of stories for the retail / office buildings. In addition, the development standards also stipulate that chef-driven restaurants are permitted by right, but chain restaurants must receive special approval. In order to avoid multiple public hearings, the applicant has submitted a list of potential restaurants that, if approved, will be used to solicit prospective tenants to the project.

In summary, the applicant's request is as follows:

1. Approve the architecture (including the materials and colors) of the commercial and residential buildings.
2. Approve the submitted restaurant list
3. Amend the Town Center Standards, Table 'B', to allow Townhouses to be 4 stories with a maximum height of 50 ft. (instead of 3 stories and 40 ft.)
4. Amend the Town Center Standards, Table 'B, to allow the width of Townhouses to be 22 ft. instead of 24 ft.
5. Amend the height standards for retail / office buildings to allow a minimum of 2 stories or 2 stories in appearance.

DEPARTMENT ANALYSIS:

The regulations for the Town Center property require the architecture of the commercial buildings to be similar in appearance to the Forum. The purpose of matching this aesthetic is to promote a common visual identity and capitalize on an existing, successful brand. As the Town Center LCI documented, many people already identify the Forum as the commercial focal point of the City. Visually matching the two properties on either side of Peachtree Parkway and then joining them with a bridge will undoubtedly strengthen both projects. The Forum will then provide most of the retail offerings while the Town Center contributes most of the entertainment. One side will enhance the other and, together, they will create an unparalleled destination that will serve both the community and the region.

As mandated, the applicant's drawings reflect the aesthetics of the Forum. Buildings shown are primarily earth-tone stone and brick with stucco bands, delineated water tables, awnings, and decorative lighting. Both pitched roofs with dormers and flat roofs with parapets are shown. The commercial building in front of the parking deck is designed to look like a two-story building in order to screen the deck; however, the applicant intends to build it as a one-story structure. The applicant believes that there is limited demand for second story office space and is concerned that on-going vacancy on the second floor would be detrimental to the project.

The applicant intends to assign the development of the residential portion of the project to John Wieland Homes, a highly-regarded regional homebuilder. The elevations submitted by John Wieland Homes appear compatible with the architecture of the commercial buildings. They include similar materials, roof lines, and design details. Although all the design details have not yet been submitted, the quality of the builder's previous projects ensures that a level of detail comparable to the Forum will be met on the townhome buildings.

The Town Center project will likely include eight or nine restaurants. Ideally, all would be chef-driven, innovative dining concepts. However, in order for multiple restaurants to succeed within a shared venue, there needs to be a wide variety of culinary options. Additionally, there also needs to be a constancy of tenants within that venue. Chain restaurants can bring both variety and stability to the Town Center. While many chain restaurants do not fit the character of the Town Center and are not desirable, having some within the project may be advantageous. They will bring concept recognition, loyal customers, and a history of financial viability to the Town Center project. This will reduce tenant turnover which is high in the untested restaurant business and which would be very disruptive to the Town Center. Limiting chain restaurants to those that are local and regional will ensure variety. Adding a few, quality, high-end, national chain restaurants will provide the stability of well-known, tested brands that have the financial resources to ensure longevity. These restaurants will help draw visitors to a new venue and will, in a sense, serve as the anchor tenants for the Town Center.

Therefore, after review of the applicant's proposal and other relevant information, it is recommended that SUP2015-003 be approved with the following conditions:

- I. With regard to Building Elevations:
 - A. Project shall be developed in general conformity with the renderings submitted with the application package for SUP2015-003, and commercial property shall be developed with a similar level of detail as the Forum Shopping Center including the following:
 1. Walls visible from streets or walkways shall be at least 2/3 brick or stone (excluding window area).
 2. Pitched roofs shall be slate, tile, or dimensional architectural shingle in brown, beige, taupe, or light gray color. (Dark gray, charcoal, and black roof colors are prohibited.)
 3. Parapets on free standing buildings shall be placed around the entire perimeter of the roof and shall screen rooftop mechanical equipment.

4. Parapets on end units of multi-tenant buildings shall be placed around the entire perimeter of the end unit roof that is visible to pedestrians.
 5. Corners of the retail / office buildings shall incorporate taller elements with pyramidal or conical roofs similar to Barnes and Noble at the Forum.
 6. A change in roof style, material, color or roof plane shall occur at least every 40 ft. (for changes in roof plane, a minimum 18" offset shall be provided)
 7. Each commercial building shall incorporate at least one room (accessible from the rear) for the collection of trash and storage of dumpsters, compactors, and recycling bins.
 8. Commercial buildings surrounding the parking deck shall be designed to screen the parking deck, cars, and people on the highest level of the deck from ground views.
 9. Plant material shall be incorporated along front and side elevation of buildings, as approved by Staff.
 10. Heavy landscaping shall be placed between commercial buildings and the stream buffer.
 11. Contrasting accent bands on walls, water tables at base of buildings, roof top finials, window box planters, and other decorative elements shall be utilized to enhance the building aesthetic.
 12. Awnings shall be provided throughout the commercial areas to protect pedestrians from inclement weather.
- B. Residential buildings shall be at least 2/3 brick or stone on all sides.
 - C. Residential buildings located on the Town Green shall have upper level decks or balconies overlooking the Town Green.
 - D. Residential buildings shall face (or appear to face) the main roads on which they are located including Medlock Bridge Rd. and the main internal project road.
 - E. Fences in residential areas shall be limited to decorative wrought iron (or similar material) and, if located in the front yard, fences shall not exceed 4 ft. in height.

2. With regard to applicant proposed restaurants:

- A. In addition to chef-driven restaurants, the following local and regional chain restaurants and high-end national chain restaurants shall be permitted:

Brixx Pizza	Soban Korean Southern
Fresh to Order	Heirloom Market BBQ
Chicken Salad Chick	Tin Lizzy
Yeah Burger	Big Ketch
Tin Drum	Marlow's Tavern
Del Frisco	Flip Burger
Figo Pasta	Brio
Mirko Pasta	Dancing Goat
Novo Pizza	

3. With regard to Town Center Standards, 'Table B':

- A. Regulations shall be amended to allow townhomes up to 4 stories with a maximum height of 50 ft.

- B. Regulations shall be amended to allow retail / office buildings to be a minimum of 2 stories or have a 2 story appearance.
 - C. Townhouse width shall be amended to allow 22 ft. units.
4. With regard to remaining Town Center development:
- A. Commercial buildings located on the Town Green (not including the theater) shall be developed as restaurants.
 - B. At a minimum, those restaurants located on the Town Green shall provide roof top dining overlooking the Town Green.
 - C. All food service facilities on the property, including outparcels, shall install odor scrubbers which remove 95% of cooking odors.
 - D. Decorative string lights shall be hung across the main boulevard for the length of that roadway from the commercial buildings closest to the traffic circle to the Town Green.
 - E. Pedestrian walkways and crosswalks shall incorporate decorative paving treatments, as approved by Staff.
 - F. All mechanical equipment shall be screened from view. Screening shall coordinate with building architecture.
 - G. Bike racks, electric vehicle recharge station, and car pool spaces shall be provided.
 - H. Applicant shall submit sign package, lighting standards, street furnishings, landscaping plan, theater building elevations, and outparcel building elevations for review and approval by Planning Commission and City Council.



PUBLIC HEARING APPLICATION

REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS

A properly completed application and fees are due at the time of submittal. **An incomplete application will not be accepted.** Original signatures are required for the Application.

REQUIRED ITEMS	NUMBER OF COPIES	CHECK
Completed Application Form	• 10 Copies	<input type="checkbox"/>
Boundary Survey with Legal Description	• 10 Copies	<input type="checkbox"/>
Site Plan	• 2 full size Copies • 10- 8-1/2" x 11" or 11" x 17" reductions	<input type="checkbox"/>
Letter of Intent	• 10 Copies	<input type="checkbox"/>
Applicant Certification with Notarized Signature	• 10 Copies	<input type="checkbox"/>
Property Owner Certification with Notarized Signature	• 10 Copies	<input type="checkbox"/>
Standards Governing Exercise of the Zoning Power	• 10 Copies	<input type="checkbox"/>
Disclosure Report Form (Conflict of Interest Certification/Campaign Contributions)	• 10 Copies	<input type="checkbox"/>
Verification of Paid Property Taxes (most recent year)	• One (1) Copy (for each tax parcel included)	<input type="checkbox"/>
Electronic copy of all of the above	• One (1) copy	<input type="checkbox"/>
Application Fee	• Make checks payable to the City of Peachtree Corners	<input type="checkbox"/>
ADDITIONAL EXHIBITS (IF REQUIRED)		
Additional site plan requirements for R-TH, R-ZT, Modified, CSO, OBP, HRR, R-SR, MUD or MUO rezoning requests	• 10 Copies	<input type="checkbox"/>
Traffic Study	• 10 Copies	<input type="checkbox"/>
Development of Regional Impact Review Form	• 2 Copies	<input type="checkbox"/>
Building Compliance Inspection	• 2 Copies	<input type="checkbox"/>

REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS APPLICATION

AN APPLICATION TO AMEND THE OFFICIAL ZONING MAP OF THE CITY OF PEACHTREE CORNERS, GEORGIA

APPLICANT INFORMATION	OWNER INFORMATION
NAME: <u>HEATHER CORREA</u>	NAME: <u>FUQUA ACQUISITIONS II, LLC</u>
ADDRESS: <u>ELEVEN PIEDMONT CENTER 3495 PIEDMONT RD, ST 905</u>	ADDRESS: <u>ELEVEN PIEDMONT CENTER 3495 PIEDMONT RD, ST 905</u>
CITY: <u>ATLANTA</u>	CITY: <u>ATLANTA</u>
STATE: <u>GA</u> ZIP: <u>30305</u>	STATE: <u>GA</u> ZIP: <u>30305</u>
PHONE: <u>404/907-1709</u>	PHONE: <u>404/907-1709</u>
E-MAIL: <u>Heather.correa@fuquader.com</u>	E-MAIL: <u>Heather.correa@fuquader.com</u>
CONTACT PERSON: <u>HEATHER CORREA</u> PHONE: _____	
CONTACT'S E-MAIL: _____	

APPLICANT IS THE:

- OWNER'S AGENT PROPERTY OWNER CONTRACT PURCHASER

PRESENT ZONING DISTRICT(S): TOWN CENTER REQUESTED ZONING DISTRICT: NA

LAND DISTRICT(S): 4 LAND LOT(S): 301 ACREAGE: 21.448

ADDRESS OF PROPERTY: _____

PROPOSED DEVELOPMENT: MIXED USE TOWN CENTER

Staff Use Only This Section

Case Number: _____ Hearing Date: P/C _____ C/C _____ Received Date: _____

Fees Paid: _____ By: _____

Related Cases & Applicable Conditions:

Description: _____

RESIDENTIAL DEVELOPMENT

No. of Lots/Dwelling Units ± 69

Dwelling Unit Size (Sq. Ft.): 3000 SF

NON-RESIDENTIAL DEVELOPMENT

No. of Buildings/Lots: 8

Total Bldg. Sq. Ft.: ± 122,538

Gross Density: ± 329,538 SF

FEE SCHEDULE

1. Rezoning, Change-in-Conditions and Special Use Permit Fees – Residential Zoning Districts
(note: a Special Use Permit related to a rezoning case shall not incur an additional fee)

A. For the following single-family residential zoning districts: RA-200, R-140, R-LL, R-100, R-75, RL, MHS.

- 0 - 5 Acres = \$ 500
- > 5 - 10 Acres = \$ 1,000
- > 10 - 20 Acres = \$ 1,500
- > 20 - 100 Acres = \$ 2,000
- > 100 - Acres = \$ 2,500 plus \$40 for each additional acre over 100
- Maximum Fee: \$10,000

B. For the following single and multifamily residential zoning districts: R-TH, RMD, RM-6, RM-8, RM-10, RM-13, R-SR, MH, R-60, R-ZT, R-75 MODIFIED or CSO, and R-100 MODIFIED or CSO.

- 0 - 5 Acres = \$ 850
- > 5 - 10 Acres = \$1,600
- > 10 - 20 Acres = \$2,100
- > 20 - 100 Acres = \$2,600
- > 100 - Acres = \$3,200 plus \$40 for each additional acre over 100

2. Rezoning, Change-in-Conditions and Special Use Permit Fees - Non-Residential Zoning Districts
(note: a Special Use Permit related to a rezoning case shall not incur an additional fee)

For the following office, commercial and industrial zoning districts: C-1, C-2, C-3, O-1, OBP, M-1, M-2, HS, NS.

- 0 - 5 Acres = \$ 850
- > 5 - 10 Acres = \$1,600
- > 10 - 20 Acres = \$2,100
- > 20 - 100 Acres = \$2,600
- > 100 - Acres = \$3,200 plus \$50 for each additional acre over 100

3. Mixed-Use (MUD and MUO) or High Rise Residential (HRR)

Application Fee – \$1,200 plus \$75 per acre (maximum fee - \$10,000)

- 4. Chattahoochee Corridor Review (involving a public hearing) - \$150.
- 5. Buffer Reduction (Greater than 50%) Application Fee - \$500.
- 6. Zoning Certification Letter - \$100 (per non-contiguous parcel).

APPLICANT'S CERTIFICATION

The undersigned below states under oath that they are authorized to make this application. The undersigned is aware that no application or reapplication affecting the same land shall be acted upon within 12 months from the date of last action by the city council unless waived by the city council. In no case shall an application or reapplication be acted upon in less than six (6) months from the date of last action by the city council.

[Signature] _____ Date April 30, 2015

Heather Correa, Fugua Acquisitions II, LLC, Vice President
Type or Print Name and Title

[Signature] _____ Date 4/30/15



PROPERTY OWNER'S CERTIFICATION

The undersigned below states under oath that they are authorized to make this application. The undersigned is aware that no application or reapplication affecting the same land shall be acted upon within 12 months from the date of last action by the city council unless waived by the city council. In no case shall an application or reapplication be acted upon in less than six (6) months from the date of last action by the city council. As the property owner, I authorize the above noted applicant to act on my behalf with regard to this application.

Signature of Property Owner _____ Date

Type or Print Name and Title

Signature of Notary Public _____ Date _____ Notary Seal

APPLICANT'S RESPONSE
STANDARDS GOVERNING THE EXERCISE OF THE ZONING POWER

Pursuant to section 1702 of the 2012 zoning resolution, the city council finds that the following standards are relevant in balancing the interest in promoting the public health, safety, morality or general welfare against the right to the unrestricted use of property and shall govern the exercise of the zoning power.

PLEASE RESPOND TO THE FOLLOWING STANDARDS IN THE SPACE PROVIDED OR USE AN ATTACHMENT AS NECESSARY:

A. Will this proposed rezoning, special use permit, or change in conditions permit a use that is suitable in view of the use and development of adjacent and nearby property? **YES**

B. Will this proposed rezoning, special use permit, or change in conditions will adversely affect the existing use or usability of adjacent or nearby property? **NO**

C. Does the property to be affected by a proposed rezoning, special use permit, or change in conditions have reasonable economic use as currently zoned? **YES**

D. Will the proposed rezoning, special use permit, or change in conditions will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools? **NO**

E. Will the proposed rezoning, special use permit, or change in conditions is in conformity with the policy and intent of the land use plan? **YES**

F. Are there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the proposed rezoning, special use permit, or change in conditions? **YES. PLEASE SEE LETTER OF INTENT**

**DISCLOSURE REPORT FORM
CONFLICT OF INTEREST CERTIFICATION/CAMPAIGN CONTRIBUTIONS**

WITHIN THE (2) YEARS IMMEDIATELY PRECEDING THE FILING OF THIS ZONING PETITION HAVE YOU, AS THE APPLICANT FOR THE REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS PETITION, OR AN ATTORNEY OR AGENT OF THE APPLICANT FOR THE REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS PETITION, MADE ANY CAMPAIGN CONTRIBUTIONS AGGREGATING \$250.00 OR MORE OR MADE GIFTS HAVING AN AGGREGATE VALUE OF \$250.00 TO THE MAYOR OR ANY MEMBER OF THE CITY COUNCIL?

CHECK ONE: YES NO
(If **yes**, please complete the "Campaign Contributions" section below)

Fuqua Acquisitions II, LLC / Heather Correa
Print Name Vice President

1. CAMPAIGN CONTRIBUTIONS

Name of Government Official	Total Dollar Amount	Date of Contribution	Enumeration and Description of Gift Valued at \$250.00 or more

2. THE UNDERSIGNED ACKNOWLEDGES THAT THIS DISCLOSURE IS MADE IN ACCORDANCE WITH THE OFFICIAL CODE OF GEORGIA, SECTION 36-67A-1 ET. SEQ. CONFLICT OF INTEREST IN ZONING ACTIONS, AND THAT THE INFORMATION SET FORTH HEREIN IS TRUE TO THE UNDERSIGNED'S BEST KNOWLEDGE, INFORMATION AND BELIEF.

[Signature] April 30, 2015 Heather Correa, Vice President
Signature of Applicant Date Type or Print Name and Title

[Signature] April 30, 2015 Jim Ackerman, General Counsel
Signature of Applicant's Attorney or Representative Date Type or Print Name and Title

[Signature] 4/30/15 Notary Seal
Signature of Notary Date



LETTER OF INTENT

Application for Special Use Permit and Changes to Conditions

Peachtree Corners Mixed Use Project

Fuqua Development

The purpose of this Letter of Intent is to:

1. Request a Special Use Permit for the inclusion of the restaurants on the attached list to be allowed as tenants in the Project.
2. To request the following modifications to Table “B” of the Town Center Standards:
 - a. Reduce the required number of stories under the Commercial category to one (1) with the requirement that the buildings must appear to have a 2nd story.
 - b. Increase the height in the Townhouse category to 50’
 - c. Increase the number of stories in the Townhouse category to 4.
 - d. Decrease the minimum lot width in the Townhouse category to 22’

EXPLANATION FOR REQUESTS

SPECIAL USE PERMIT

1. **Allow restaurants listed on the attached Exhibit to be tenants in the Project.**
 - a. We understand the intent of the “chef driven” language in Table “A” of the Town Center Standards is to provide a level of quality in the restaurants operating in the Town Center but also add a variety of concepts not readily available in the Peachtree Corners area. There are many exceptional restaurant concepts that are not necessarily “chef driven” that provide a high end quality product in their particular food category and are not represented in the immediate area. These are listed on the attached Exhibit.

CHANGE IN CONDITIONS - TABLE “B” OF THE TOWN CENTER STANDARDS

1. **Reduce the number of stories under the Commercial category to one (1).**
 - a. Requiring all retail buildings to include a 2nd story office is a hardship due to the following reasons:
 - i. The total amount of office square footage required under the current Town Centers standard is 35,800 SF. Leasing this amount of square footage is not marketable.
 - ii. The lending institutions require a minimum amount of pre-leased space before committing to a construction loan. Since the minimum pre-leasing

requirement of the lender cannot be met in this market, it will either delay the start of the project until the pre-leasing threshold is met or require an undue burden on the financial balance of the project due to the increased amount of equity required.

iii. There is not enough parking in the surface parking lot immediately behind the 17,400 SF retail building for both retail and office users. Office users will be the first to arrive and will occupy the majority of the parking spaces leaving inadequate parking for the retail and restaurant tenants. Therefore, retail and restaurant tenants will be reluctant to lease space. A requirement in the office leases requiring the office tenants to park in the parking structure will only make it more difficult to lease the office space. If such language were in the office leases, very little could be done in the way of enforcement and the retail and restaurant users know this from previous experiences in situations like this. The result is making the development less attractive to lease space in.

b. However, we are proposing to provide 10,800 SF of 2nd floor office space in the 10,800 SF retail building adjacent to the parking structure.

2. Increase the number of floors of the Townhomes to four (4).

a. The Town Home product will have roof top terraces with an in-law suite. This requires a fourth floor.

3. Increase the height of the Townhomes to 50'.

a. Being a 4 floor product, the ceiling heights of the town homes will be 10', not including the structure between ceiling and floor. Therefore, the additional height is required.

4. Decrease the minimum lot width of the Townhomes to 22'.

a. The 4 story, Town Home product with roof top terraces will have a minimum of 3,200 SF, therefore a minimum width of 24' is not required to produce the quality and price point desired for the Town Center.

Peachtree Corners Town Center and Mixed Use Development
 – Potential Restaurant Tenants

TENANT	BLDG S.F.
Black Finn	4,500
Blaze Pizza	2,600
Brixx Pizza	3,000
Pie Five Pizza	2,200
Fresh to Order	2,800
Chicken Salad Chick	2,800
Grub Burger Bar	4,000
Burger 21	3,600
Burger Fi	3,000
Yeah Burger	3,400
Menchies	1,700
Miller Ale House	8,500
Firebirds	6,500
La Madeliene	4,000
Outback	5,700
Bonfish	6,000
Tin Drum	2,600
Starbucks	1,900
Freebirds Burritos	2,200
Del Frisco	7,500
First Watch	3,400
Another Broken Egg	3,400
Newk's Café	4,500
Capriotti's	1,800
Figo Pasta	2,500
Mirko Pasta	2,500
Novo Pizza	5,000
Soban Korean Southern	3,000
Heritage BBQ	2,500
Tin Lizzy	3,500
Big Ketch	3,500
Marlow's Tavern	4,500
Flip Burger	4,000
Pure Taqueria	3,500
PeiWei (Fast Casual Asian)	2,800
Dancing Goat	2,400
Brio	5,000
Chuy's	3,800

TENANT	BLDG S.F.	Website	Local Chain	Regional Chain	National Chain	Type of Food	Price (Google)	Order Method	Comments
Black Finn	4,500	http://blackfinnameripub.com/			X	American	\$\$	Table	Restaurant and Bar with Craft Beers and Signature Cocktails
Blaze Pizza	2,600	http://www.blazepizza.com/			X	Pizza	\$	Counter	Fast Casual - Crispy pizza with creative toppings & sauces
Brixx Pizza	3,000	http://brixxpizza.com/		X		Pizza	\$\$	Table	Wood-fired brick oven - Casual Sit down restaurant with craft beer
Pie Five Pizza	2,200	http://www.piefivepizza.com/			X	Pizza	\$	Counter	Fast Casual - Customized pizzas baked in 5 minutes
Fresh to Order	2,800	http://www.freshtoorder.com/		X		American	\$	Counter	Fast Casual with chef-quality meal - "Fine food fast"
Chicken Salad Chick	2,800	http://www.chickensaladchick.com/		X		Sandwich	\$	Counter	Sandwich, soup, and salads - 15 different chicken salads
Grub Burger Bar	4,000	http://www.grubburgerbar.com/			X	Burger	\$	Table	Gourmet burgers & non-beef options plus spiked milkshakes & creative cocktails
Burger 21	3,600	https://www.burger21.com/			X	Burger	\$	Counter	Creative Burgers, fries & shakes with a sauce bar
Burger Fi	3,000	http://burgerfi.com/			X	Burger	\$	Counter	Gourmet burgers with beer & wine
Yeah Burger	3,400	http://www.yeahburger.com/	X			Burger	\$\$	Counter	Real Food with Local ingredients - Natural & Organic burgers
Menchie's	1,700	http://www.menchie.com/			X	Frozen Yogurt	\$	Counter	Self-serve frozen yogurt with toppings
Miller Ale House	8,500	http://www.millersalehouse.com/			X	American/Seafood	\$\$	Table	Casual Sports Pub
Firebirds	6,500	http://firebirdsrestaurants.com/			X	American/Steak House/Seafood	\$\$	Table	Wood-fired steak & seafood - upscale lodge like setting at a modest price
La Madeleine	4,000	http://lamadeleine.com/			X	French	\$\$	Counter	County French Café with bakery
Outback	5,700	http://www.outback.com/			X	Steak House	\$\$	Table	Australian Outback themed - Casual atmosphere
Bonefish	6,000	https://www.bonefishgrill.com/			X	Seafood	\$\$	Table	Fun, stylish, conversational atmosphere - finest of fresh seafood
Tin Drum	2,600	http://tindrumcafe.com/	X			Asian	\$	Counter	Pan-Asian with noodles & curries
Starbucks	1,900	http://www.starbucks.com/			X	Coffee	\$	Counter	Seattle- based coffeehouse with tea
Freebirds Burritos	2,200	http://freebirds.com/			X	Mexican	\$	Counter	Fast causal - Custom burritos

Del Frisco	7,500	http://delfriscos.com/			X	Steak House	\$\$\$	Table	Table Cloth - Trendy upscale
First Watch	3,400	http://www.firstwatch.com/			X	Breakfast	\$\$	Table	Fresh food made to order - open for breakfast, brunch, and lunch
Another Broken Egg	3,400	http://www.anotherbrokenegg.com/			X	Breakfast	\$\$	Table	Gourmet Café - open for breakfast, brunch, and lunch
Newk's Café	4,500	http://www.newks.com/			X	American	\$	Counter	Sandwich, soup, salads, and pizza - Casual setting
Capriotti's	1,800	http://www.capriottis.com/			X	Sandwich	\$	Counter	Relaxed setting with signature subs and salads
Figo Pasta	2,500	http://www.figopasta.com/	X			Italian	\$\$	Counter	Build-your-own pasta dishes plus panini & salads
Mirko Pasta	2,500	http://www.mirkopasta.com/		X		Italian	\$\$	Table	Made-from scratch pasta
Novo Pizza	5,000	http://www.novopizzeria.com/	*one location - Canada			Pizza	\$\$	Table	Authentic Neapolitan wood fired pizza and Italian dishes
Soban Korean Southern	3,000	http://www.sobban.com/	*one location - Atlanta			Korean	\$\$	Table	Korean classics with a southern twist
Heritage BBQ	2,500	(No Information available)							
Heirloom Market BBQ		http://www.heirloommarketbbq.com/	*one location - Atlanta			Barbecue	\$	Counter	Barbecue with Asian accent
Tin Lizzy	3,500	http://www.tinlizzyscantina.com/	X			Mexican	\$	Table	Casual Tex-Mex spot with over 25 gourmet soft tacos
Big Ketch	3,500	http://www.thebigketch.com/	*one location - Atlanta			Seafood	\$\$	Table	Fresh casual seafood with beachy modern atmosphere
Marlow's Tavern	4,500	http://www.marlowstavern.com/		X		American	\$\$	Table	Relaxed spot with custom cocktails
Flip Burger	4,000	https://flipburgerboutique.com/		X		Burger	\$\$	Table	Gourmet burgers and shakes - Modern
Pure Taqueria	3,500	http://www.puretaqueria.com/		X		Mexican	\$\$	Table	Authentic Mexican taqueria
PeiWei	2,800	https://www.peiwei.com/			X	Asian	\$	Counter	Pan-Asian with noddle and rice dishes
Dancing Goat	2,400	http://www.batdorfcoffee.com/		X		Coffee	\$	Counter	Coffee bar with industrial feel
Brio	5,000	http://www.brioitalian.com/			X	Italian	\$\$\$	Table	Table Cloth - Tuscan-inspired grill fare - warm and relaxed atmosphere
Chuy's	3,800	http://www.chuys.com/			X	Mexican	\$\$	Table	Tex-Mex with big portions







THE LOFT

MODERN artifacts

INSURE IT

THE S...

STUDIO

west side cafe

THE BOX

CATTLE

tots



SOUTH STREET
ALE HOUSE

AXIS FITNESS

Antique

Town Center Standards

Table 'A'

Permitted and Prohibited Uses

Permitted Uses

Within 'Residential'
Designated Area: For-Sale Townhouses; Condominiums

Within 'Commercial'
Designated Area: Ground Floor: Retail, Chef-driven Restaurants, (Special Use approval required for chain restaurants), Cinema with dining, bakery and confectionary, Music venue, Performing Arts venue, boutique hotel, and C-1 and C-2 permitted uses except as noted in Prohibited Uses, below.
Second and all other Floors: All uses permitted on the ground floor and professional offices, administrative offices, service uses (i.e. salons, spas, travel agencies, fitness facilities [3500 sq. ft. or less], tutoring), entertainment uses (i.e. comedy and jazz clubs,) civic uses, residential uses, and C-1, and C-2 permitted uses except as noted in Prohibited Uses, below.

Prohibited Uses

Within 'Residential'
Designated Area: Single-Family Detached Housing; Multi-Family Rental Housing; Assisted Living.

Within 'Commercial'
Designated Area: Animal hospitals or veterinary clinics; retail bank (ATM permitted); tattoo and piercing parlors; adult bookstores or entertainment (general bookstores selling adult books on an incidental basis permitted); fast food restaurants with or without drive-thru window (pick-up/to go windows at non-fast food restaurants permitted); automotive related uses such as car wash or automotive parts store; billboards; building, electrical or plumbing contractors; funeral homes or mausoleums; crematory; furniture rental establishments; convenience food stores with or without fuel pumps, emission inspection stations; equipment rental; extended stay and limited service hotels; laundry or dry cleaning establishments; liquor stores, (specialty beer or specialty wine store permitted); plant nursery sales facility; recreation or fitness facilities which exceed 3500 square feet); industrial uses, automotive service stations with or without fuel pumps; building material sales with outdoor storage, taxi cab or limousine services; pest control businesses; pet shops or pet grooming establishments, (pet supplies store permitted); mattress store; nail salon; day care facility; driving school; discount stores; grocery store (gourmet and specialty food store permitted); second run movie theater; lottery ticket sales; tobacco products store; phone stores; precious metals store (jewelry store permitted); and clothing resale stores.

Town Center Standards

Table 'B'

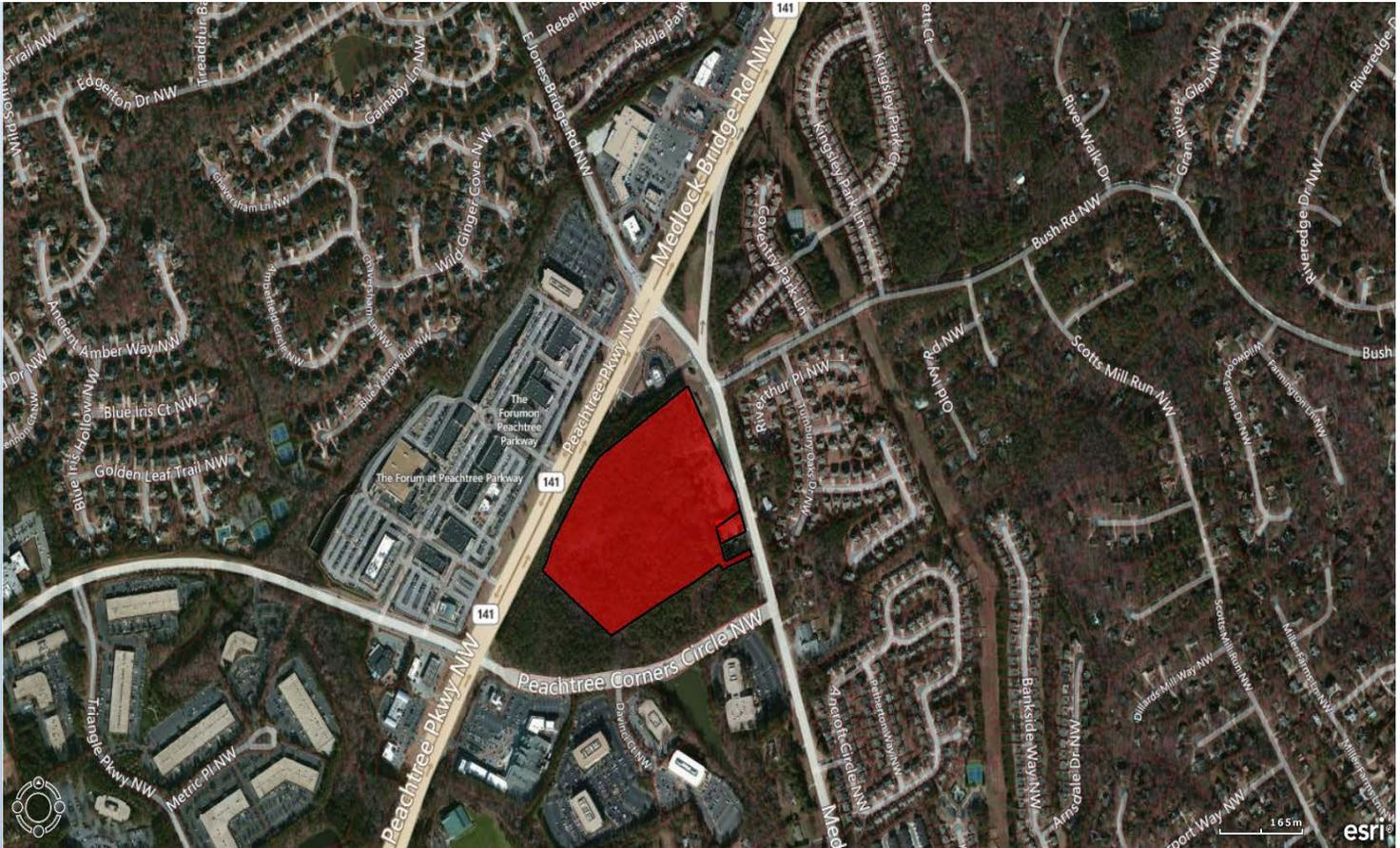
Development Regulations

Regulation	Residential Development	Commercial Development
Height	Townhouse – 40 ft. max. Condominium – 70 ft. max.	retail/office bldg. – 20 ft. min./70 ft. max. restaurant, theater – 40 ft. max. hotel – 70 ft. max.
Stories	Townhouse- 3-stories max. Condominium – 5-stories max.	retail/ office bldg.. – 2- stories min. / 4- stories max. free-standing restaurant, theater – 2 stories max. hotel – 5-stories max.
Unit size	Townhouse – 2000 sq. ft. min. Condominium – 1000 sq. ft. min.	
Setback: Front	Townhouse- 10 ft. min. next to ext. rd. 5 ft. min. next to int. rd. Condominium- 20 ft. (ext. rd.) 10 ft. (int. rd.)	retail/office- 20 ft. (ext. rd.); 0 ft. (int. rd.) restaurant – 20 ft. (ext. rd.); 0ft. (int. rd.) hotel – 20 ft. (ext. rd.); 0 ft. (int. rd.) theater – 20 ft. (ext. rd.); 0 ft. (int. rd.)
Side	Townhouse – 5 ft. min. on non-attached side 10 ft. min. between Buildings Condominium – 10 ft. min.	outparcels - 20 ft. from property line all others – 10 ft. between buildings
Rear	All development – 10 ft. min.	
Lot Width	Townhouse- 24 ft. min.	outparcels – 75 ft. min.
Building Facing	All buildings located along an external road must face, or appear to face, that road.	
Building Aesthetic	Traditional European inspired style similar in appearance to the Forum and as approved by the Planning Commission.	
Walls	Primarily brick or stone with stucco accents (and glass store fronts in commercial bldgs.)	
Roof: Color Materials	earth tones slate, tile or architectural shingles	medium shades of browns and greys with a slate or tile appearance. Commercial roofs must incorporate breaks and change in material or color at least every 40 ft.
Pitch	Townhouse- min. 4:12 Condominium and Office/retail buildings to match roof pitch at the Forum.	
Signage	Sign package (incl. materials, sizes, colors, font types, location, number) to be approved by Planning Commission	
Landscaping	10 ft. wide strip along parking lots and external roadways. Street trees along internal and external streets and parking lot islands as per Overlay Standards (Zoning Code Sec. 1315). Commercial and condominium buildings shall incorporate live plant material growing immediately in front of or directly on the building.	
Lighting / street furnishings	– per Zoning Code regulations and subject to Planning Commission approval.	
Parking	per Zoning Code regulations	

Screening

per Zoning Code regulations

PUBLIC HEARING
TOWN CENTER PROPERTY



CASE NUMBER:	SUP2015-003		
HEARING DATES:	PLANNING COMMISSION	CITY COUNCIL 1ST READING	CITY COUNCIL 2ND READING
	6/09/2015	6/16/2015	7/21/2015
PROPERTY ADDRESS:	5200 Block of Peachtree Parkway		

AN ORDINANCE TO APPROVE TOWN CENTER DEVELOPMENT DRAWINGS AND PERMITTED RESTAURANTS, AND AMEND SPECIFIC TOWN CENTER REGULATIONS PURSUANT TO SUP2015-003, TOWN CENTER / DDA PROPERTY FOR 20.6 ACRES OF PROPERTY LOCATED IN THE 5200 BLOCK OF PEACHTREE PARKWAY.

WHEREAS: Notice to the public regarding said modification to conditions of zoning has been duly published in The Gwinnett Daily Post, the Official News Organ of Peachtree Corners; and

WHEREAS: Public meetings were held by the Mayor and City Council of Peachtree Corners on June 16, 2015 and July 21, 2015;

NOW THEREFORE, The Mayor and City Council of the City of Peachtree Corners while in Regular Session on July 21, 2015 hereby ordain and approve Zoning Case SUP2015-003 for the following:

1. Approve the architecture of the commercial and residential buildings.
2. Amend the Town Center Standards, Table 'A' to expand the type of restaurants permitted.
3. Amend the Town Center Standards, Table 'B', to allow Townhouses to be 4 stories with a maximum height of 50 ft. (instead of 3 stories and 40 ft.)
4. Amend the Town Center Standards, Table 'B', to allow the width of Townhouses to be 22 ft. instead of 24 ft.
5. Amend the height standards for retail / office buildings to allow a minimum of 2 stories *or 2 stories in appearance.*

These approvals shall be subject to the following conditions:

I. With regard to Building Elevations:

- A. Project shall be developed in general conformity with the renderings submitted with the application package for SUP2015-003, and commercial property shall be developed with a similar level of detail as the Forum Shopping Center including the following:
1. Walls visible from streets or walkways shall be at least 3/4 brick or stone (excluding window area).
 2. Pitched roofs shall be slate, tile, or dimensional architectural shingle in brown, beige, taupe, or light gray color. (Dark gray, charcoal, and black roof colors are prohibited.)
 3. Parapets on free standing buildings shall be placed around the entire perimeter of the roof and shall screen rooftop mechanical equipment.
 4. Parapets on end units of multi-tenant buildings shall be placed around the entire perimeter of the end unit roof that is visible to pedestrians.
 5. Corners of the retail / office buildings shall incorporate taller elements with pyramidal or conical roofs similar to Barnes and Noble at the Forum.
 6. A change in roof style, material, color or roof plane shall occur at least every 40 ft. (for changes in roof plane, a minimum 18" offset shall be provided)

7. Each commercial building shall incorporate at least one room (accessible from the rear) for the collection of trash and storage of dumpsters, compactors, and recycling bins.
 8. Commercial buildings surrounding the parking deck shall be designed to screen the parking deck, cars, and people on the highest level of the deck from ground views.
 9. Plant material shall be incorporated along front and side elevation of buildings, as approved by Staff.
 10. Heavy landscaping shall be placed between commercial buildings and the stream buffer.
 11. Contrasting accent bands on walls, water tables at base of buildings, roof top finials, window box planters, and other decorative elements shall be utilized to enhance the building aesthetic.
 12. Awnings shall be provided throughout the commercial areas to protect pedestrians from inclement weather.
- B. Residential buildings shall be at least 3/4 brick or stone on all sides.
 - C. Residential buildings located on the Town Green shall be designed to face the Town Green and have upper level decks or balconies overlooking the Town Green.
 - D. Each residential building located on the Town Green shall be separated from the Town Green by a landscaped front yard surrounded by a 4 foot wrought iron (or similar) fence with decorative gate.
 - E. Residential buildings shall face (or appear to face) the main roads on which they are located including Medlock Bridge Rd. and the main internal project road.
 - F. Fences in residential areas shall be limited to decorative wrought iron (or similar material) and, if located in the front yard, fences shall not exceed 4 ft. in height.
 - G. No backyard type appliances or storage (i.e. barbeque grills, bicycles, garbage cans, play equipment) shall be located in the front yard or visible from the Town Green.
2. With regard to amending Town Center Standards Table 'A', the list of permitted uses shall be modified as follows:

Within 'Commercial'

Designated Area: Ground Floor: Retail, ~~Chef-driven Restaurants, (Special Use approval required for chain restaurants),~~ Cinema with dining, bakery and confectionary, Music venue, Performing Arts venue, boutique hotel, ~~and C-1 and C-2 permitted uses except as noted in Prohibited Uses, below, and Restaurant uses as follows:~~

1. Chef-driven dining concepts; local chain restaurants; regional chain restaurants; and national chain restaurants
2. National chain restaurants cannot exceed 50% of the total number of all restaurants

3. Local chain restaurants, regional chain restaurants, and national chain restaurants, combined, cannot exceed 85% of the total number of all restaurants
 4. No more than two restaurants shall be permitted in any food category (i.e. Mexican, Thai, French)
 5. The Community Development Director shall determine compliance with requirements numbered 2, 3, and 4 listed above.
3. With regard to Town Center Standards, 'Table B':
- A. Regulations shall be amended to allow townhomes up to 4 stories with a maximum height of 50 ft.
 - B. Regulations shall be amended to allow retail / office buildings to be a minimum of 2 stories or have a 2 story appearance.
 - C. Townhouse width shall be amended to allow 22 ft. units.
4. With regard to remaining Town Center development:
- A. Commercial buildings located on the Town Green (not including the theater) shall be developed as restaurants.
 - B. At a minimum, those restaurants located on the Town Green shall provide roof top dining overlooking the Town Green.
 - C. All food service facilities on the property, including outparcels, shall install odor scrubbers which remove 95% of cooking odors.
 - D. Decorative string lights shall be hung across the main boulevard for the length of that roadway from the commercial buildings closest to the traffic circle to the Town Green.
 - E. Pedestrian walkways and crosswalks shall incorporate decorative paving treatments, as approved by Staff.
 - F. All mechanical equipment shall be screened from view. Screening shall coordinate with building architecture.
 - G. No 'back of house' activities or equipment such as loading docks and dumpsters shall be visible from the Town Green.
 - H. Bike racks, electric vehicle recharge station, and car pool spaces shall be provided.
 - I. Applicant shall submit sign package, lighting standards, street furnishings, landscaping plan, theater building elevations, and outparcel building elevations for review and approval by Planning Commission and City Council.

Effective this 21st day of July, 2015.

So Signed and Witnessed

Approved :

this _____ day of _____, 2015

Attest:

Kymberly Chereck, City Clerk

Mike Mason, Mayor

02015-05-44

AN ORDINANCE TO AMEND ARTICLE V OF THE 2012 CITY OF PEACHTREE CORNERS ZONING RESOLUTION BY MODIFYING SPECIFIC PROVISIONS OF THE OVERLAY STANDARDS TO PROHIBIT TUBE LIGHTING AROUND STORE FRONT WINDOWS, REPEALING CONFLICTING REGULATIONS; AND SETTING AN EFFECTIVE DATE

WHEREAS, the Mayor and Council of the City of Peachtree Corners are charged with the protection of the public health, safety, and welfare of the citizens of Peachtree Corners; and

WHEREAS, pursuant to Section 1.12(a) of the City Charter, the City is charged with exercising the powers of zoning; and

WHEREAS, the Mayor and Council desire to amend the current zoning resolution;

NOW THEREFORE, the Council of the City of Peachtree Corners hereby ordains, as follows:

Section 1315. Activity Center/ Corridor Overlay District Requirements

Section 1315.2 Design Requirements (underlined words are added to existing regulations.)

4. Signage; Temporary Uses; Peddling; Commercial Lighting

4a. Except as contained herein, sizes and amount of signage shall not exceed the requirements of the Sign Ordinance.

4b. Oversized Signs or Billboards shall not be permitted.

4c. Ground signs shall be limited to monument-type signs. Base and sign structure shall be constructed of materials such as brick, stone, stucco, wood or metal consistent with the architecture and exterior treatment of the building.

4d. Blinking, exposed neon, portable, inflatable and temporary signage shall be prohibited.

4e. Peddlers shall be prohibited.

4f. Flexible tube lighting or any form of strip lighting around commercial windows, store fronts, or commercial signage shall be prohibited. Usage of existing tube / strip lighting shall be discontinued (and such lighting shall be removed) by 12/31/16.

Section 2

All ordinances or parts of ordinances in conflict herewith are hereby expressly repealed.

Effective this _____ day of May, 2015.

Approved by:

Mike Mason, Mayor

Kym Chereck, City Clerk

SEAL

APH 2015-09-021



Mike Mason, Mayor

Phil Sadd - Post 1, Council Member
Alex Wright - Post 3, Council Member
Lorri Christopher - Post 5, Council Member

James Lowe - Post 2, Council Member
Jeanne Aulbach - Post 4, Council Member
Weare Gratwick - Post 6, Council Member

To: Mayor and City Council
Cc: Julian Jackson, City Manager
From: Diana Wheeler, Community Development Director
Date: July 21th, 2015 City Council Meeting

Agenda Item: APH 2015-09-021- Approval of Alcoholic Beverage License Application for JW Asian Cuisine at 3466 Holcomb Bridge Rd, Ste AA, Peachtree Corners GA 30092. Applicant is Kwan Chung Chau applying for Consumption on Premise Wine & Malt Beverage License.

Staff Recommendation:

Approve the application for Consumption on Premise Wine & Malt Beverage License for JW Asian Cuisine at 3466 Holcomb Bride Rd, Ste AA Peachtree Corners GA 30092.

Background:

Applicant submitted a completed application on May 13th, 2015. Required advertising for the application was published in the legal organ of the City on July 3rd and July 10th, applicant has passed the background investigation and meets all requirements.

Discussion:

New Business
Staff has reviewed this application and recommends approval.

Alternatives:

None

R2015-07-42

**RESOLUTION TO CALL FOR AN ELECTION, ANNOUNCE QUALIFYING DATES
AND FEES AND APPOINT ELECTION OFFICIALS.**

WHEREAS, the regularly scheduled municipal election for the City of Peachtree Corners is scheduled for November 3, 2015; and

WHEREAS, the terms of office for Mayor J. Michael Mason, Council members Phillip Sadd, Post 1, Alex Wright, Post 3, and Loretta Christopher, Post 5 expire on the third Tuesday in January of 2016 and their successors are required to be elected in the municipal election scheduled for November 3rd, 2015; and

WHEREAS, it is necessary for the City Council to establish the qualifying fees for these offices and to make other provisions for the municipal election;

WHEREAS, the Georgia Municipal Election Code requires that the Mayor and Council appoint certain officials prior to the election - including a Superintendent, Chief Registrar and Absentee Ballot Clerk,

Peachtree Corners City Clerk Kymberly Chereck is hereby appointed to the position of Municipal Superintendent and Registrar; the Gwinnett Board of Registration and Elections is hereby appointed as Chief Registrar; Deputy Clerk Jennifer Davis is hereby appointed as Absentee Ballot Clerk. Poll Workers will be appointed by the Superintendent and/or Poll Manager at a later date.

WHEREAS, The Election Superintendent shall take such action as is necessary to properly call the municipal election scheduled for November 3rd, 2015, including, but not limited to, properly publishing a public notice to notify the public of said election. The City Clerk and or the Election Superintendent shall take such other actions as necessary and appropriate to make certain that the election is conducted in accordance with, and in conformity with, the laws of the State of Georgia, the Peachtree Corners City Charter and Peachtree Corners Ordinances.

WHEREAS, If any person whose name is not on the municipal registration list desires to vote at said election, he or she shall may register on or before 5:00 p.m. October 9, 2015. Registration forms are available in the office of the City Clerk; and

WHEREAS, Any person who is presently registered as a voter in said City but who now resides outside the City limits is not eligible to vote in said election. All duly qualified electors of the City of Peachtree Corners, Georgia, are urged to participate. Those qualified to vote at said election shall be determined in all respects in accordance and in conformity with the laws of the State of Georgia. Information on voter registration may be obtained through the Chief Registrar of Gwinnett County, Georgia; and,

**CITY OF PEACHTREE CORNERS
COUNTY OF GWINNETT, STATE OF GEORGIA**

RESOLUTION 2014-07-42

WHEREAS, Polls will open for this November 3, 2015, election at 7:00 a.m. and will close at 7:00 p.m., at the Peachtree Corners City Hall Elections Room, located at 147 Technology Park, Peachtree Corners, GA. Computation of votes cast in the November 3rd election will be conducted at the time the polls close. If no candidate receives a majority of the votes cast for their position as specified in Section 5.13 of the City Charter, a run-off election shall be held between the candidates receiving the two highest numbers of votes. Such election shall be held not earlier than the twenty-first day after the day of the first election.

NOW THEREFORE, BE IT RESOLVED, by the Mayor and Council of the City of Peachtree Corners, Georgia, that:

the City of Peachtree Corners will conduct a general election on Tuesday, November 3, 2015 for the purpose of electing a Mayor and three (3) members of City Council. The City Council posts to be voted on are Post 1, Post 3, and Post 5. The qualifying fee for the office of Mayor is \$270.00 (two hundred seventy dollars), which is 3% of the total gross Mayoral salary of the preceding year (Georgia Election Code 21-2-131). The qualifying fee for the City Council is \$240.00 (two hundred forty dollars), which is 3% of the total gross councilmember salary of the preceding year (Georgia Election Code 21-2-131). The qualifying dates will be Monday, August 31, 2015 through Wednesday, September 2, 2015. The hours of qualifying will be from 9:00am to 12:00 noon, and 1:00pm to 4:00pm and shall be conducted in the Office of the City Clerk (Georgia Election Code 21-2-132), 147 Technology Parkway, Suite 200, Peachtree Corners, Georgia 30092.

IT IS SO RESOLVED THIS 21st day of July, 2015.

Mike Mason, Mayor

Kym Chereck, City Clerk

SEAL

R2015-07-44

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF PEACHTREE CORNERS, GEORGIA ACCEPTING THE JUNE, 2015 BUSINESS INCUBATION COMMUNITY READINESS ASSESSMENT REPORT PREPARED BY THE GEORGIA TECH ENTERPRISE INNOVATION INSTITUTE AND AUTHORIZING THE IMPLEMENTATION OF THE REPORT'S RECOMMENDED ACTION ITEMS.

WHEREAS, the Georgia Tech Enterprise Innovation Institute conducted a community readiness assessment in order to ascertain the viability of a business incubator program in the City of Peachtree Corners ; and

WHEREAS, after thorough survey and analysis, the Assessment concludes that the City of Peachtree Corners is strong in areas such as local entrepreneurial activity and expertise and, can, therefore, sustain an incubation program; and

WHEREAS, the Assessment recommends that the City of Peachtree Corners proceed with the development of a business incubation program;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Peachtree Corners, Georgia, that the June, 2015 Business Incubation Community Readiness Assessment Report is hereby accepted along with all of the associated recommendations offered in the report. It is further Resolved that the appropriate personnel are authorized to prepare an implementation plan including those eight action items recommended in the report in order to develop a business incubation program in the City of Peachtree Corners.

SO RESOLVED AND EFFECTIVE, this the 21st day of July, 2015.

Approved:

Mike Mason, Mayor

Attest:

Kym Chereck, City Clerk

Seal

Business Incubation Community Readiness Assessment

June 2015

Prepared for:
The City of Peachtree Corners



Prepared by:



Georgia Institute of Technology

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DRAFT

Executive Summary

The City of Peachtree Corners, GA (the City) has engaged Georgia Tech's Enterprise Innovation Institute (EI2) to assess the community's readiness for a business incubation program as part of a larger effort to encourage economic development.

Business incubation is a business support process that accelerates the successful development of start-up and young companies by providing entrepreneurs with an array of targeted resources and services. The development of a business incubation program requires developing a detailed plan of action that addresses how the incubation program will be organized, who will manage it and how it will be funded and run.

The Georgia Tech team began the assessment process by conducting primary and secondary research, and collecting economic & demographic data as well as innovation characteristics of the City of Peachtree Corners. In addition, an Entrepreneur and Community Leadership survey was conducted. A total of 69 entrepreneurs and 24 community leaders completed the confidential survey which included 9 in-person interviews.

Research findings and the feedback received from interviewees were analyzed to address three core areas of incubation strategy development:

- Entrepreneurship and Innovation
- Community and Stakeholder Support
- Resources and Capabilities

The City of Peachtree Corners exhibited several strengths in each of these areas including community support; local entrepreneurial expertise; growing entrepreneurial activity; academic institutions - all crucial to the development and success of a new incubation program.

The primary and secondary research suggests that the community supports the development of an incubation program in the City of Peachtree Corners. It is the team's recommendation that the City of Peachtree Corners should proceed with plans to develop an incubation program. **However, the team proposes that several significant factors must be addressed while developing the incubation program in order to ensure the programs' long term success.** In support of their GO recommendation, the project team outlined the following recommendations:

1. Form a committee to lead the incubation program's development

Community leaders as well as entrepreneurs have verbally expressed support for an incubation program in Peachtree Corners. The first action step should be forming a

committee with representatives from both the public and private sectors. Comcast, Peachtree Corners Business Association, Gwinnett Chamber of Commerce, Gwinnett Technical College, Georgia Gwinnett College, 22 Tech Park, just to name a few, are community representatives that were mentioned in the survey. They should be considered key players and be part of the team leading this effort. The committee will play an essential role in determining the incubation program's form of organization as well as its policies and processes.

2. Create a vision and mission statement for the incubation program

This is an important step that will help increase awareness of the incubation program as well as provide a road map that will lead to a successful program.

3. Establish a communications plan/strategy

A communications plan is necessary to communicate the benefits of a business incubation program. The City should consider holding regular community events to keep the public informed on the development of the incubation program. Social media and TV/media campaigns are also essential in increasing the program's awareness.

4. Determine the best way to collaborate with 22 Tech Park

22 Tech Park, a new, for-profit tech incubation program, is currently functioning more as a space provider but doesn't appear to have developed entrepreneur support programs. It has been clearly stated by entrepreneurs and community leaders alike that currently, there is not enough entrepreneurial activity in Peachtree Corners that would justify two separate entities. The purpose of the new incubation program spearheaded by the City is to bring unity in the business community. 22TechPark and a city-funded support program will need to find the best way to serve the needs of local entrepreneurs. If they didn't work together to coordinate programs and services provided, they may run the risk of providing redundant services and wasting valuable resources.

5. Identify key players, their role and gain their commitment

Entrepreneurs, community leaders and stakeholders clearly stated that they envision the new incubation program to be a not-for-profit, public-private partnership. In determining an incubation program model suitable for the community's needs, the committee should have further discussions with the key players to ensure that their vision is in line with the City's vision, and determine their role in the development of an incubation program.

6. Collaborate with Georgia Tech's ATDC

Georgia Tech's ATDC, a tech startup incubation program is among world's top incubation programs. They provide cutting edge programs that would be essential to a business incubation program in Peachtree Corners. The "ATDC @" program would be a great asset to the incubation program in Peachtree Corners. The program is designed to

scale with each community as the community's needs develop. In this case, the City would provide the community and the venue, and ATDC would bring the curriculum and coaching. The initial entry point offers ATDC Day @ at a facility selected by the City, where ATDC would offer an educational session, office hours and ATDC Circle one day a month. The program scales in 3 phases up to 1.5 dedicated ATDC resources and the full ATDC Core Curriculum offered at the venue selected by the City.

7. Organize a team of neutral advisors

Identifying a team of neutral advisors who are experts in their field and who are willing to help startup companies and entrepreneurs, is a critical step that will have a great impact in their success.

8. Determine metrics to be tracked

Stakeholders expect to see results from their investment in a business incubation program and therefore, establishing key measurable goals and metrics is an important step. The first measurable goal for the committee is the determination of incubation program's form of organization. Other metrics appropriate for the selected form of organization such as number of start-ups, graduation rates, etc., should be considered and reported regularly to the stakeholders and the community.

Introduction

The City of Peachtree Corners, GA is exploring the possibility of setting up a business incubation program to support their local and regional entrepreneurs and startups. The City contracted with the Georgia Institute of Technology's Enterprise Innovation Institute (EI²) to perform a community readiness assessment as the first step in pursuing their goal of business incubation. The study was conducted during the April - June 2015 time period.

The National Business Incubation Association (NBIA) defines a business incubation as a “business support process that accelerates the successful development of start-up and young companies by providing entrepreneurs with an array of targeted resources and services.”¹ NBIA does not define a business incubation program in the context of a physical facility. Even though most incubation programs involve the development or revitalization of a physical space for entrepreneurs, it is the programming designed to support their growth and success as start-up companies that distinguishes the best incubation programs.

Business incubation programs have gained popularity over the years and the incubation model has been adapted to meet a community's needs. There were over 1,250 incubators in the United States as of October 2012, up from only 12 in 1980. NBIA estimates that there are about 7,000 business incubators worldwide. The development of a business incubation program requires crafting a well thought out and detailed plan of action that addresses how the program will be organized, who will manage it and how it will be funded and run. To determine the best plain of action, the following needs to be examined:

- The necessary resources for an incubation program
- A champion (person/organization) for the proposed incubation program
- The community's understanding of the purpose, goals and expectations of a business incubation program
- Identification of entrepreneurs and small business owners' needs
- Determination of the City's innovative characteristics that can contribute to a sustainable successful business incubation program
- Assess the level of interest and demand for a business incubation program in Peachtree Corners.

Process

The Georgia Tech team developed a plan of action to answer the above questions pertaining to the development of a potential incubation program in Peachtree Corners. The process began with a kickoff meeting with the project team (the Mayor and Georgia Tech

¹ http://www.nbia.org/resource_library/faq/index.php#1

DeKalb, Forsyth, Fulton, and Gwinnett counties.²

The collection of innovation characteristics data included a review of R&D federally-sponsored research activities in the region, patent applications and patents granted trends, and new business openings. Innovation data collected was analyzed and used in conjunction with interview findings to make recommendations on the potential business incubation program.

The project team prepared two separate surveys: one for entrepreneurs and one for community leaders and stakeholders. The entrepreneur interviews asked respondents 40 questions relating to their business experience, and in particular, their experience owning and operating a business in the City of Peachtree Corners. Among other topics, entrepreneurs were asked why they located their business in Peachtree Corners, about their plans for expansion, what local resources they have utilized and how the local entrepreneurial environment could be improved. Community leaders were asked a series of 27 questions focused on their awareness, understanding and expectations of a business incubation program in the City of Peachtree Corners.

The online survey was emailed to 250 contacts. A total of 69 entrepreneurs and 24 community leaders completed the confidential survey. These include nine in-person interviews conducted with key community leaders and entrepreneurs. The results of these interviews were recorded anonymously and consolidated to ensure confidentiality of the respondents.

The interview findings were analyzed and are presented in the following sections of this report. Within this context, the City's strengths, weaknesses, opportunities and threats are presented. Combining findings from the demographic, economic and innovation characteristics data with the survey findings, the Georgia Tech team prepared an overall assessment of the community's readiness and is providing recommendations for the next steps.

² A note regarding the geographies used in this analysis. Due to the fact that the City of Peachtree Corners was not incorporated until 2012, demographic information for the city was not provided in the 2000 Decennial Census. To approximate the data for the study area for the year 2000, demographic and economic data was aggregated for those census tracts whose centroids fell within the boundary of Peachtree Corners in 2000. As determined by GIS spatial analysis, this included the following census tracts: 503.04, 503.07, 503.08, 503.09, 503.10, 503.15, and 503.16. To maintain consistency between the study areas over time, data gathered for Peachtree Corners for 2013 from the American Community Survey also represents an aggregate of census tract data, using the same methodology as described above. For 2013, the Peachtree Corners study area included the following census tracts: 503.04, 503.08, 503.09, 503.10, 503.15, 503.17, 503.18, 503.21, and 503.22.

Data for the 10-mile Radius includes aggregated U.S. Census Zip Code Tabulation Areas (ZCTAs) data for those ZCTAs whose centroids fell within a 10-mile radius of the geometric center of Peachtree Corners, as defined using geographic information systems (GIS) spatial analysis. For the year 2000, this included the following ZCTAs: 30005, 30022, 30044, 30047, 30071, 30076, 30084, 30092, 30093, 30096, 30097, 30319, 30328, 30338, 30340, 30341, 30342, 30345, 30346, 30350, and 30360. For 2013, ZCTA 30009 was added to the above list of ZCTAs.

Demographic Overview

Population

Incorporated in 2012, Peachtree Corners is the largest city (by population) in Gwinnett County. Located on the west side of the county, the city is approximately 22 miles northeast of downtown Atlanta (within a half-hour drive). The city is home to nearly 43,000 residents, growing 3.2 percent from 2000 to 2013. The modest growth of the city lags behind the growth rate of the larger 10-mile radius study area (17.3 percent), Gwinnett County (40.4 percent), Georgia (19.8 percent), and the nation (12.5 percent).

Table 1: Population Change, 2000 - 2013

	2000	2013	Change
Peachtree Corners	41,496	42,809	3.2%
10 Mile Radius	708,054	830,650	17.3%
Gwinnett County	588,448	825,911	40.4%
Georgia	8,186,453	9,810,417	19.8%
U.S.	281,421,906	316,497,531	12.5%

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 American Community Survey (ACS) 5-Year Estimates

From 2000 to 2013, both Peachtree Corners and the 10-mile radius study area have experienced a shift in the composition of their populations as shown in Table 2. While the population age 25 to 54 makes up the largest percentage of the population in each geography, residents age 55 and over are the fastest growing segment in both Peachtree Corners and in the 10-mile radius study area. Growth rates are slowest among residents age 20 to 44. In terms of entrepreneurial activity, the aging of the population may be advantageous for the community. According to the 2015 Kauffman Foundation State of Entrepreneurship Address, the highest rate of entrepreneurial activity in the U.S. in 2013 belonged to the 45-54 age group, while the 20-34 age bracket, which many identify as the most entrepreneurial group, had the lowest rate of entrepreneurial activity in every single year from 1996 to 2013.³ Both the 45 to 54 and 55 to 64 age categories experienced a rising share of new entrepreneurs from 2003 to 2013, up 4.8 and 4.7 percent, respectively.⁴

³ Ewing Marion Kauffman Foundation. 2015. State of Entrepreneurship Address. Retrieved from: http://www.kauffman.org/~media/kauffman_org/resources/2015/soe/2015_state_of_entrepreneurship_address.pdf

⁴ Ewing Marion Kauffman Foundation. 2015. State of Entrepreneurship Address. Retrieved from: http://www.kauffman.org/~media/kauffman_org/resources/2015/soe/2015_state_of_entrepreneurship_address.pdf

Table 2: Growth in Age Group, 2000 - 2012

	Peachtree Corners		10 Mile Radius Study Area	
	Percentage of Population, 2013	Growth from 2000 to 2013	Percentage of Population, 2013	Growth from 2000 to 2013
Under 5 years	6.4%	-19.5%	7.8%	25.7%
5 to 9 years	8.0%	9.4%	7.5%	28.8%
10 to 14 years	7.1%	11.9%	6.6%	22.8%
15 to 19 years	7.0%	31.6%	6.2%	21.4%
20 to 24 years	6.3%	0.8%	5.9%	-5.0%
25 to 34 years	14.9%	-24.2%	16.9%	-2.3%
35 to 44 years	15.5%	-18.1%	16.0%	2.0%
45 to 54 years	15.7%	11.3%	14.3%	24.5%
55 to 59 years	6.3%	45.0%	5.5%	51.0%
60 to 64 years	5.3%	121.3%	4.6%	94.1%
65 to 74 years	4.8%	73.1%	4.9%	48.4%
75 to 84 years	2.3%	74.5%	2.5%	30.3%
85 years and over	0.5%	59.1%	1.1%	69.2%

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 ACS 5-Year Estimates

Additionally, population growth is occurring steadily among those below age 19 for both geographies, with the exception of those below age 5 in Peachtree Corners, where the community has seen a decline of 19.5 percent in this age category, while the 10-mile radius study area has experienced an increase of 25.7 percent in this segment from 2000 to 2013.

Educational Attainment of the Population

Overall, both Peachtree Corners and the 10-mile radius study area have educational attainment rates that surpass the State of Georgia, as illustrated in Table 3. While the state percentage of the population over age 25 with a high school degree or higher has begun to approach the rates of the city and the larger study area, both the city (50.7 percent) and the larger study area (46.8 percent) have nearly twice as many residents holding bachelor degrees or higher than the state (28.0 percent).

According to the *2014 Kauffman Index of Entrepreneurial Activity*, rates of entrepreneurship have been the highest among the least-educated group over time; however, over the last two years this segment of the population has seen a sharp decline in entrepreneurial activity, which may be partly attributed to labor market improvements.⁵ A 2007 University of California, Santa Cruz multivariate analysis that controls for correlated factors such as race, ethnicity, and unemployment status evaluates the

⁵ Fairlie, R. 2014. *Kauffman Index of Entrepreneurial Activity, 1996-2013*. Ewing Marion Kauffman Foundation. Retrieved from: http://www.kauffman.org/~media/kauffman_org/research%20reports%20and%20covers/2014/04/kiea_2014_report.pdf

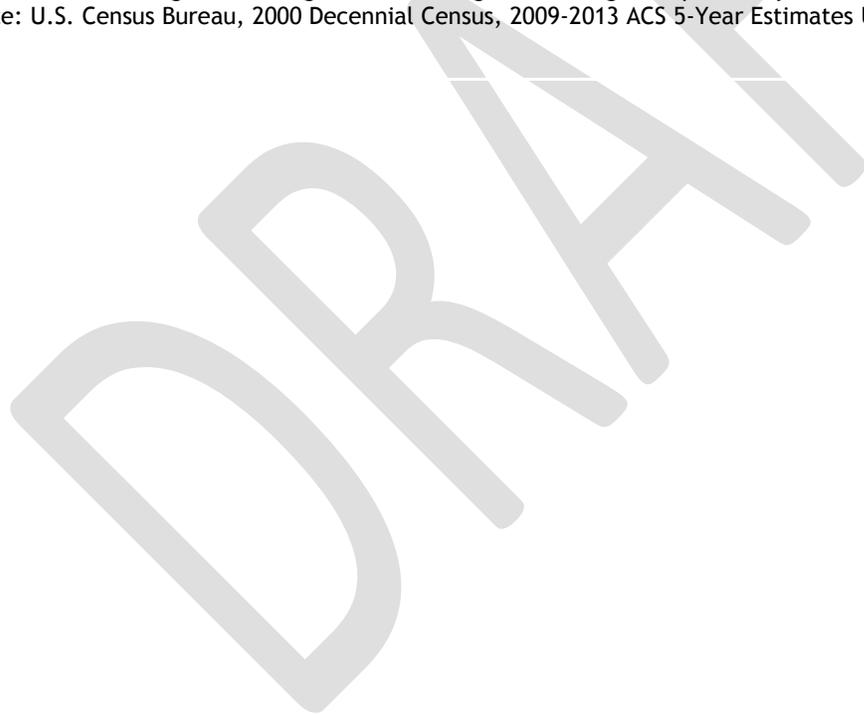
relationship between education and entrepreneurship finds increasing rates of entrepreneurship as education levels rise.⁶

Table 3: Educational Attainment, Population 25 and Over, 2000 - 2013

	Peachtree Corners			10 Mile Radius Study Area			Georgia		
	2000	2013	Change	2000	2013	Change	2000	2013	Change
Percent of population 25 and over with at least a high school degree or higher	91.5%	91.2%	-0.4%	88.9%	87.7%	-1.2%	78.6%	84.7%	6.2%
Percent of population 25 and over with at least a bachelor's degree or higher	50.5%	50.7%	0.3%	47.0%	46.8%	-0.2%	24.3%	28.0%	3.7%

*Note: Statistic for high school degree includes high school degree equivalency.

Source: U.S. Census Bureau, 2000 Decennial Census, 2009-2013 ACS 5-Year Estimates U.S. Census Bureau



⁶ Fairlie, R. 2014. Kauffman Index of Entrepreneurial Activity, 1996-2013. Ewing Marion Kauffman Foundation. Retrieved from: http://www.kauffman.org/~media/kauffman_org/research%20reports%20and%20covers/2014/04/kiea_2014_report.pdf

Economic Overview

The economic and demographic characteristics of the 10 mile radius study area provide the context in which any future incubation program will operate, thereby composing the framework for how the Georgia Tech team will evaluate the community’s readiness. The following economic profile reviews the study area’s employment and industrial make-up, how the economic landscape has changed over time, and offers insight into the local innovation characteristics that will feed any future incubation program.

Employment

In 2013, there were 21,547 establishments (businesses) in Gwinnett County that employed more than 390,000 people (Table 4). From 2002 to 2013, the number of jobs in the county grew by more than 24 percent. During that same span of time, the number of establishments in the County grew by nearly 18 percent. Further, Table 4 shows that the number of establishments in the 10-mile radius study area grew by 10 percent from 2000 to 2013, while employment grew from 395,565 to 417,283 (5.5 percent).

Table 4: Total Employment and Establishments, Gwinnett County and 10-Mile Radius Study Area

Region	Total Employment			Total Establishments		
	2000	2013	Change 2000 to 2013	2000	2013	Change 2000 to 2013
Gwinnett County	314,471	390,589	24.2%	17,785	21,547	17.5%
10 Mile Radius	395,565	417,283	5.5%	28,042	31,143	10.0%

Source: Total Employment: U.S. Census Bureau, 2000 Decennial Census and 2009-2013 ACS 5-Year Estimates; Total Establishments: U.S. Census Bureau, County Business Patterns, 2000 and 2013.

Note: Please see footnote 1 for the definition of the 10-mile radius’ geographic boundary.

While overall the number of establishments increased in both the county and the study area over time, not all sectors experienced such growth. Between 2003 and 2013 in Gwinnett County, manufacturing, management, construction, mining, utilities, and unclassified industries all experienced a decline in the number of establishments. Though unclassified industries saw the greatest losses (-50.3 percent), they make up a small share of the county’s establishments (less than 0.5 percent), as compared to manufacturing and construction industries, which composed 3.2 percent and 8.9 percent of the county’s establishments, respectively. During the same time period, educational services, health care and social assistance, transportation and warehousing, accommodation and food services, and administrative and support and waste management and remediation services

saw the greatest percentage increase in business establishments. Table 5 shows the change in establishments by industry, from highest to lowest.

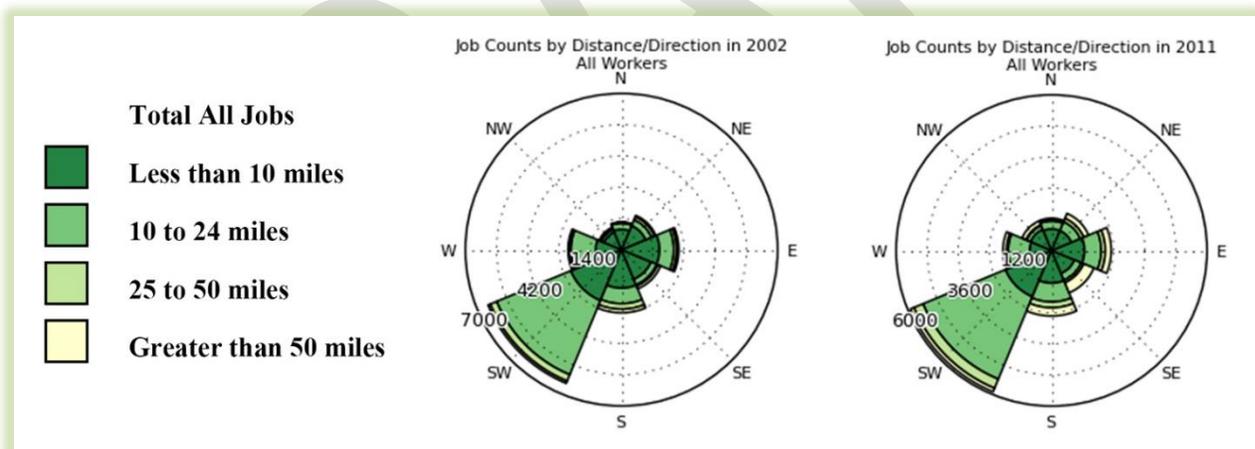
Table 5: Total Establishments, Industries Most Affected, Gwinnett County, GA			
Sector	2003	2013	Change 2003 to 2013
Educational Services	204	334	63.7%
Health Care and Social Assistance	1,243	1,897	52.6%
Transportation and Warehousing	385	555	44.2%
Accommodation and Food Services	1,262	1,621	28.4%
Administrative and Support and Waste Management and Remediation Services	1,191	1,436	20.6%
Arts, Entertainment, and Recreation	208	249	19.7%
Agriculture, Forestry, Fishing and Hunting	11	13	18.2%
Professional, Scientific, and Technical Services	2,787	3,185	14.3%
Other Services (except Public Administration)	1,604	1,825	13.8%
Finance and Insurance	1,192	1,310	9.9%
Retail Trade	2,551	2,788	9.3%
Real Estate and Rental and Leasing	935	980	4.8%
Wholesale Trade	2,076	2,115	1.9%
Information	432	437	1.2%
Manufacturing	735	680	-7.5%
Management of Companies and Enterprises	188	163	-13.3%
Construction	2,232	1,913	-14.3%
Mining, Quarrying, and Oil and Gas Extraction	5	4	-20.0%
Utilities	20	13	-35.0%
Industries not classified	59	29	-50.8%

Source: U.S. Census Bureau, County Business Patterns

In Peachtree Corners in 2011, the majority of workers, (nearly 57%), are able to work within 10 miles of their home, which represents a slight change in commute patterns from 2002, when 52.1 percent of workers commuted 10 miles or more for work (See Table 7). Those workers commuting further than 10 miles, worked southwest of the city, as illustrated in Figure 2.

Table 7: Work Commute						
		2002		2011		Change
		Count	Share	Count	Share	2002 2011
Peachtree Corners	Total All Jobs	18,386	100.0%	20,150	100.0%	
	Less than 10 miles	8,812	47.9%	11,427	56.7%	8.8%
	10 to 24 miles	6,744	36.7%	6,993	34.7%	-2.0%
	25 to 50 miles	1,145	6.2%	1,030	5.1%	-1.1%
	Greater than 50 miles	1,685	9.2%	700	3.5%	-5.7%
10 Mile Radius Study Area	Total All Jobs	326,913	100.0%	331,879	100.0%	
	Less than 10 miles	173,701	53.1%	164,547	49.6%	-3.6%
	10 to 24 miles	123,697	37.8%	131,838	39.7%	1.9%
	25 to 50 miles	17,990	5.5%	20,120	6.1%	0.6%
	Greater than 50 miles	11,525	3.5%	15,374	4.6%	1.1%

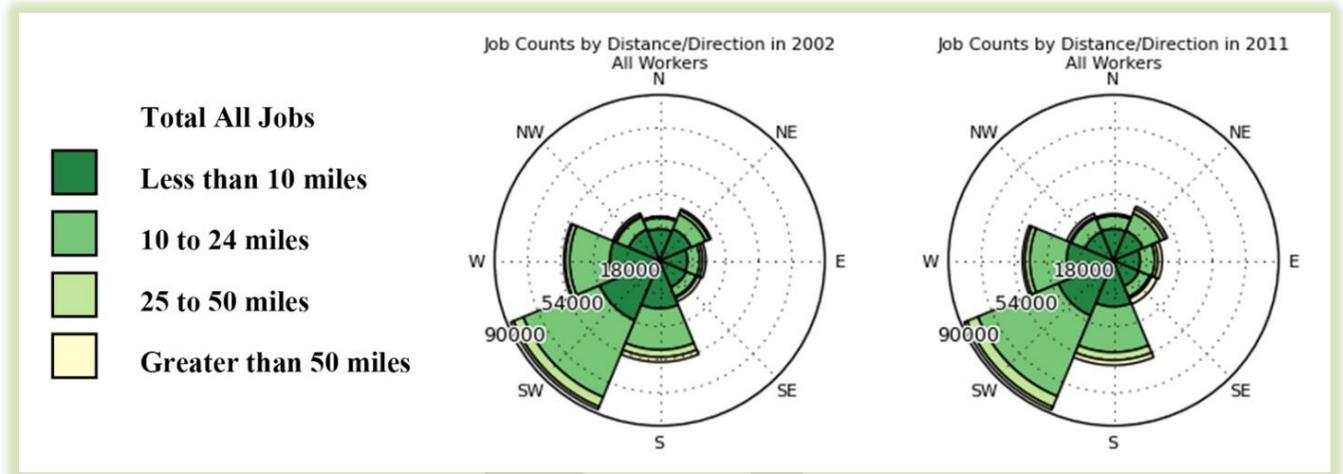
Figure 2: Distance Traveled for Work, Peachtree Corners, 2002, 2011



Source: U.S. Census Bureau, OnTheMap, Distance/Direction Report - Home Census Block to Work Census Block

In 2011, the 10-mile radius study area saw the share of workers traveling less than 10 miles for work fall by 3.6 percent, indicating that the majority of workers in the study area now commute greater than 10 miles for work, with the largest increase occurring among those that travel 10 to 24 miles for work. Of those traveling greater than 10 miles to work, the majority of these workers are working south, southwest, or west of the study area, as illustrated in Figure 3.

Figure 3: Distance Traveled for Work, 10-Mile Radius Study Area, 2002, 2011



Source: U.S. Census Bureau, OnTheMap, Distance/Direction Report - Home Census Block to Work Census Block

In 2013, both Peachtree Corners and the larger study area saw an increase in the percentage of the population working from home. Peachtree Corners increased the population working from home from under 5 percent in 2000 to nearly 8 percent of the population in 2013, which is consistent with the larger study area, where the work-from-home population increased from 4.4 percent in 2000 to 6.7 percent in 2013. This increase in the percent of the population working for home may be indicative of a rise in entrepreneurial activity in the community, as studies have found that the majority (69 percent) of startups begin at home.⁷

Table 8: Population Working From Home

	2000 Worked at Home		2013 Worked at Home		Change (2013 Less 2000)	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Peachtree Corners	1,099	4.8%	1,646	7.7%	547	2.9%
10 Mile Radius Study Area	17,223	4.4%	27,133	6.7%	9,910	2.3%

Sources: U.S. Census Bureau, 2009-2013 ACS 5-Year Estimates

⁷ Kelley, D.J., Ali, A., Brush, C., Corbett, A.C., Majbouri, M., & Rogoff, E.G. (2012). Global Entrepreneurship Monitor: 2012 United States Report. Babson College and Baruch College. Retrieved from: <http://www.babson.edu/Academics/centers/blank-center/global-research/gem/Documents/GEM%20US%202012%20Report%20FINAL.pdf>

Industry Concentration

Gwinnett County

Location Quotients (LQs) are used to show the competitive advantage (using employment concentrations) of an industry in one area compared to another area. In other words, LQs are used to identify specializations in the local economy. Generally, a LQ that is greater than 1.0 shows that an industry has a greater share of the local area employment than the comparison area (usually the U.S.) A location quotient less than 1.0 indicates the region does not produce enough of that service or product to meet local needs. Industries with high location quotients are often classified as export-oriented industries, meaning they produce more than needed locally, the excess of which can potentially be exported to other areas.

Table 9 shows the location quotients for the top twenty 3-digit level industries in Gwinnett County and how they have changed overtime. Seven of the top industries have LQs greater than 2.0, with only two of the seven industries (NAICS⁸ 423 Merchant wholesalers, durable goods and NAICS 425 Electronic markets and agents and brokers) posting a net negative change in LQ. Of the twenty industries with the largest LQs, Gwinnett County developed a greater specialization in Nonmetallic Mineral Product Manufacturing (NAICS 327) as indicated by the industry having the largest net positive change in LQ from 2003 to 2013 after “Unclassified” industries.⁹

All but four (NAICS 314, 323, 327, 334) of the top twenty industries are service producing industries. Further, these 16 industries represented nearly 35 percent of employment in Gwinnett County in 2013. Other industries in which Gwinnett County grew in concentration over the ten year time period include: printing and related support activities; rental and leasing services; textile product mills; telecommunications; publishing industries, except Internet; and insurance carriers and related activities. Of the top twenty industries in Table 9, electronic markets and agents and brokers experienced the largest net decrease in LQ from 2003 to 2013 (-1.04).

⁸The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

⁹ NAICS 327 Nonmetallic Mineral Product Manufacturing is a large sub-sector that includes the manufacture of gypsum, concrete, glass, clay, stone and abrasive building products.

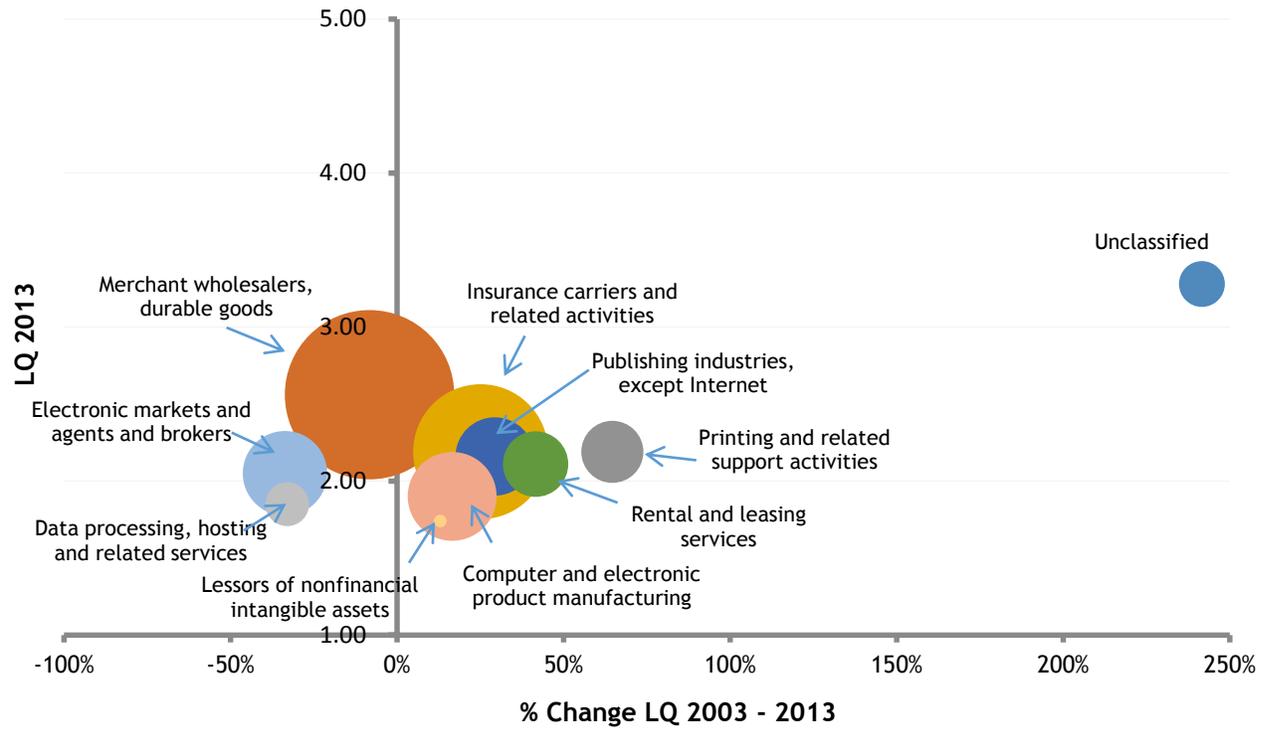
Table 9: Top Twenty Industries in Gwinnett County by 2013 Location Quotient

Industry	Employment 2013	% of Total Employment 2013	LQ 2013	% Change in Employment 2003-2013	Change in LQ 2003-2013
NAICS 999 Unclassified	1,333	0.48%	3.28	169.3%	2.32
NAICS 423 Merchant wholesalers, durable goods	18,059	6.50%	2.56	-11.3%	-0.23
NAICS 323 Printing and related support activities	2,436	0.88%	2.19	9.7%	0.86
NAICS 524 Insurance carriers and related activities	11,469	4.13%	2.19	23.4%	0.44
NAICS 511 Publishing industries, except internet	3,878	1.40%	2.16	0.1%	0.49
NAICS 532 Rental and leasing services	2,689	0.97%	2.11	14.1%	0.62
NAICS 425 Electronic markets and agents and brokers	4,502	1.62%	2.05	-11.5%	-1.04
NAICS 334 Computer and electronic product mfg	4,955	1.78%	1.9	-10.0%	0.27
NAICS 518 Data processing, hosting and related services	1,211	0.44%	1.85	-56.2%	-0.91
NAICS 533 Lessors of nonfinancial intangible assets	102	0.04%	1.74	1.0%	0.2
NAICS 517 Telecommunications	3,610	1.30%	1.73	9.4%	0.5
NAICS 441 Motor vehicle and parts dealers	6,873	2.47%	1.56	21.1%	0.35
NAICS 551 Management of companies and enterprises	7,997	2.88%	1.56	47.6%	0.25
NAICS 327 Nonmetallic mineral product manufacturing	1,406	0.51%	1.53	99.2%	0.96
NAICS 453 Miscellaneous store retailers	2,957	1.06%	1.49	-9.7%	0.09
NAICS 443 Electronics and appliance stores	1,681	0.60%	1.39	-14.2%	-0.13
NAICS 314 Textile product mills	387	0.14%	1.38	11.2%	0.61
NAICS 442 Furniture and home furnishings stores	1,470	0.53%	1.34	-29.5%	-0.19
NAICS 451 Sports, hobby, music instrument, book stores	1,947	0.70%	1.32	-10.2%	-0.01
NAICS 561 Administrative and support services	25,476	9.17%	1.31	-14.7%	-0.35

Source: U.S. Bureau of Labor Statistics

The bubble chart in Figure 4 illustrates the ten most highly concentrated industries in Gwinnett County. The horizontal axis plots the change in location quotient from 2003 to 2013, and the vertical axis plots each industry’s location quotient in 2013. The size of the bubble relates to the size of the industry’s employment. Industries moving up and away from the axes are “standouts” that distinguish the local economy. Larger industries (larger bubbles) in this quadrant (Insurance carriers and related activities and computer and electronic product manufacturing) are both important and high-performing and have a potential for increasing workforce demand. Smaller industries (smaller bubbles) in this quadrant could be considered emerging industries with potential for export that could be developed further (publishing industries, printing and related support activities, and rental and leasing services).

Figure 4. Industry Growth Analysis - Strongest Industries
(Location Quotients for Top Ten Industries in Gwinnett County)



10-Mile Radius Study Area

Location quotients for the industries in the 10-mile radius study area are provided in Table 10. With a location quotient of 1.92, the Professional, Scientific, and Technical Services industry has the highest LQ within the study area, followed by Information (1.81) and Management of Companies and Enterprises (1.77). Generally, a location quotient less than 0.75 means that the local community is not meeting local demand for the service, indicating a potential opportunity to increase local supply of the product or service. Half of the industries in Table 10 have LQs greater than 1.0, which means that these industries are producing more than needed locally and are considered export-oriented industries. Combined, the industries with LQs greater than 1.0 account for nearly 60 percent of the employment in the 10-Mile study area.

The 10-mile radius study area has a much greater dependence on service-producing industries. More than 80 percent of the jobs in the 10-mile radius study area are in a service-producing industry. However, the goods-producing industries (Manufacturing, Construction, Agriculture, Forestry, Fishing, and Mining, Quarrying, and Oil and Gas Extraction) have increased in concentration since 2000 as all three had a net increase in LQ from 2000 to 2013. The Construction industry showed the most improvement in LQ since 2000, increasing by 0.14.

Table 10: Industries in 10-Mile Radius Study Area by 2013 Location Quotient Sorted by the Highest to Lowest LQ

Industry	Employment 2013	Share of Employment 2013	LQ 2013	% Change in Employment 2000-2013	Change in LQ 2000-2013
Professional, Scientific, And Technical Services	52,393	12.6%	1.92	11.1%	-0.11
Information	16,297	3.9%	1.81	-38.4%	-0.36
Management Of Companies And Enterprises	567	0.1%	1.77	29.5%	-0.27
Administrative And Support And Waste Management Services	24,499	5.9%	1.40	27.0%	-0.04
Construction	34,559	8.3%	1.33	9.0%	0.14
Real Estate And Rental And Leasing	10,320	2.5%	1.30	-10.4%	-0.24
Wholesale Trade	15,063	3.6%	1.30	-22.7%	-0.07
Finance And Insurance	25,824	6.2%	1.30	-7.1%	-0.11
Accommodation And Food Services	36,014	8.6%	1.20	37.0%	0.10
Other Services, Except Public Administration	21,842	5.2%	1.05	16.2%	0.08
Retail Trade	45,320	10.9%	0.94	-4.0%	-0.08
Arts, Entertainment, And Recreation	6,955	1.7%	0.78	27.3%	0.00
Transportation And Warehousing	13,200	3.2%	0.78	10.7%	0.07
Educational Services	30,170	7.2%	0.76	31.9%	0.10
Manufacturing	32,050	7.7%	0.73	-15.7%	0.05
Health Care And Social Assistance	37,895	9.1%	0.66	34.0%	0.02
Public Administration	11,013	2.6%	0.53	5.7%	-0.02
Utilities	1,688	0.4%	0.47	-1.6%	-0.01
Agriculture, Forestry, Fishing And Hunting	1,384	0.3%	0.24	108.4%	0.13
Mining, Quarrying, And Oil And Gas Extraction	230	0.1%	0.10	125.5%	0.03

Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates



Another metric that helps inform the potential demand for a business incubation program is the incidence of self-employed firms, those with no paid employees, also described as nonemployer firms. Unfortunately, nonemployer statistics are limited in geographic scope and are not available at the zip code level. However, the number of businesses with a small number of employees can be used as a proxy of entrepreneurial activity in the area. **There are 1,185 businesses with 1 to 4 employees in the Peachtree Corners area (zip code 30092), and over 32,000 businesses with that same employee size range in the 10-mile study area.**¹²

¹⁰ Data accessed on June 16, 2015 from ReferenceUSA.

¹¹ Reference USA updates its New Business Openings database on a weekly basis. Once businesses are entered into the database, they are classified by SIC; however, not all businesses are classified right away. Those identified as “nonclassified” are, for the most part, *not yet* classified, not necessarily unable to be classified.

¹²This data includes businesses that reported having between 1 and 4 employees at either the local location or corporation.

Research and Development

Other indicators of innovation in an economy include the occurrence of federally sponsored R&D research activity and patent activity.

Research Activity

The region (as defined in this study) has seen a fair amount of R&D federally-sponsored research activity in the past 10 years. Table 13 shows the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants received by companies through various federal agencies in the past ten years.

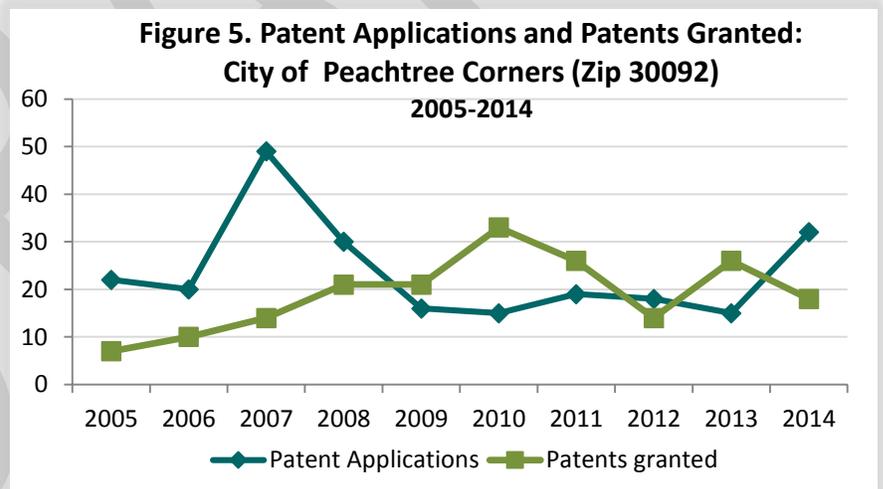
Table 13: Federal R&D SBIR and STTR grant in Peachtree Corners Study Area 2005-2014

Grants	Amount
SBIR	\$29,185,357
STTR	\$4,470,830
Total	\$33,656,187

Patent Activity

Another important metric used to measure a community's level of innovation is patent activity. Figure 5 illustrates the trend in patent activity (patent applications and patents granted by assignee) over the course of the past 10 years in Peachtree Corners (zip code 30092).

As the chart shows, patent applications spiked in 2007, but remained at similar levels after the drop in 2008-2009. There was an increase in application activity in 2014. The number of patents granted fluctuated mildly throughout the 10-year period.



Asset Inventory Map

The Georgia Tech project team researched and compiled a list of the City's assets, resources, and services that can support entrepreneurs in the community. The list is presented in the asset inventory map as shown in Figure 6. This map should be revised and updated continually as the community's assets change. It can also be used to identify the gaps that might exist in the local resources.

Figure 6: Peachtree Corners Asset Inventory Map



Interview Summary

The project team conducted nine in-person interviews with key stakeholders and sent an online survey to a pool of 260 entrepreneurs and community leaders. A total of 69 entrepreneurs and 24 community leaders completed the survey - a response rate of 36 percent, noticeably above the average rate of 10-15 percent. These interviews provided first-hand feedback about the challenges local entrepreneurs are facing and the community's strengths and weaknesses. The feedback also provides insight into the needs of local entrepreneurs that will help determine the next action steps in the development of a potential new business incubation program.

Entrepreneur Interviews

The entrepreneurs interviewed represented a wide range of sectors, with a number of them working in more than one sector. *Business products, healthcare and financial services* were the top three sectors represented followed by *consumer products & services, digital media & entertainment and telecommunications*. Table 13 shows an inclusive list of all sectors represented.

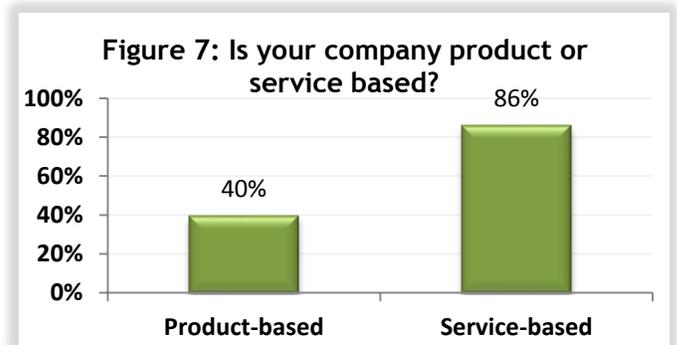
73 percent of entrepreneurs owned their own business. 43 percent of those who owned a business said it was not their first business, and 63 percent of all entrepreneurs interviewed opened their businesses locally.

The majority of entrepreneurs owned/worked for service-based companies. However, many of the respondents indicated that they sold both products and services.

As shown in Figure 7, 86 percent of interviewees represented service-based companies and 40 percent represented product-based companies. Though many represented both.

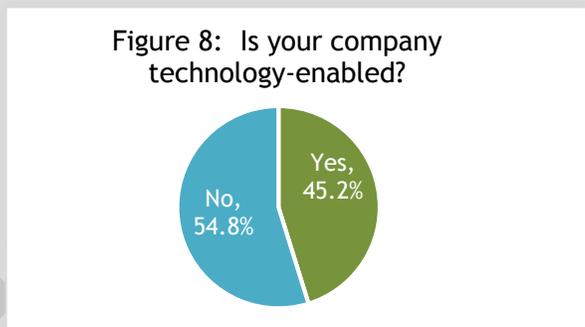
Table 14. Industries Represented in Entrepreneur Interviews

Business Products	23%
Healthcare	19%
Financial services	16%
Consumer products and services	14%
Digital media and entertainment	14%
Telecommunications	14%
Health IT	12%
Software	12%
Industrial services	5%
IT services	5%
Medical services	5%
Networking and equipment	5%
Nonprofit/Social impact	5%
Computers and peripherals	2%
Other	35%



5 percent of the businesses interviewed were in a startup phase and 12 percent were prototyping or beta testing a functioning product or service or ramping up a newly formed business. The majority of respondents, 83 percent, were in either a steady revenue-producing stage (62 percent of respondents), or in an expansion and growth phase (21 percent of respondents).

45 percent of businesses interviewed were technology-based.



The surveys revealed that nearly 97 percent of sales are from local customers (from the immediate area); 74 percent of sales come from a larger region and 55 percent are from customers located outside the U.S. (Figure 9).

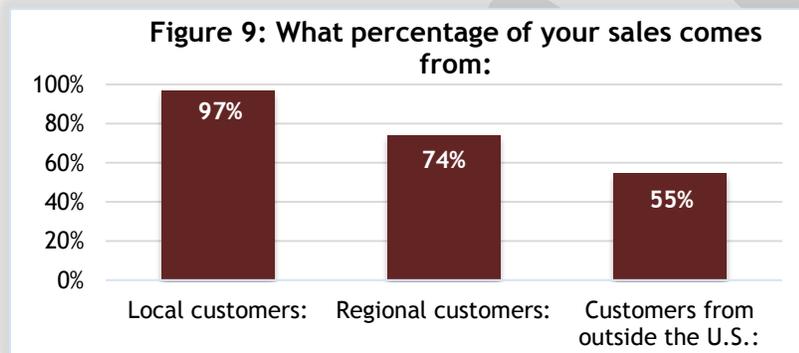


Table 15 outlines the options used by entrepreneurs to finance their entrepreneurial venture. Some entrepreneurs utilized multiple types of financing. The majority of them used their own personal savings. **Very few entrepreneurs received angel investment.**

Answer Options	Response Percent
Personal savings	88%
Family/friends	20%
Local bank	10%
Credit card	10%
SBA loan	7%
Venture capital	7%
Investors	5%
Angel investment	5%
Other	5%
Mortgage	2%
Micro-credit loans	2%

When asked about the existence of a local angel investor network, only 40 percent of respondents were aware of the existence of a local network. **60 percent were not aware of such a network.**

Responses to the questions about activities planned in the next two years suggest that the majority of entrepreneurs interviewed are planning to sell to, or research a new market, or add a new product/service. The response percentage for their activities is shown in Table 16.

Answer Options	Response Percent
Sell to, or research, a new market	64%
Add a new product or service	62%
Seek professional or technical service	36%
Expand distribution channels	21%
Expand or redesign current facilities	15%
Seek additional financial capital	15%
Relocate the business	15%
Do none of the above	8%
Exit or sell the business	5%

When asked about local service providers, 73 percent of entrepreneurs cited the use of an accountant; 68 percent used an attorney; 41 percent used bankers; 30 percent used business coaches; 27 percent used marketing consultants and schools/colleges and 2.7 percent used SBDC.

When asked if any special technology, equipment, or infrastructure is critical to their business, about 25 percent of entrepreneurs mentioned *high-speed internet as critical to their business*; 18 percent require special software; 14 rely on industry specific equipment (sports, manufacturing and medical equipment). Computers was critical only to 10 percent of responders.

About 45 percent of entrepreneurs reported to have some intellectual property rights, such as registered patents, copyrights, trademarks, or licenses.

Answer Options	Response Percent
Rent office space/a store (a commercial structure)	54%
Work from home/operate out of your home	49%
Co-work in shared office space	13%
Own office space/a store (a commercial structure)	3%

In terms of where work gets done, 54 percent of entrepreneurs rent office space, 49 percent work from home, 13 percent use a shared office space and 3 percent own their office space.

When asked about what they perceive as the biggest obstacle to the future success of their business, the majority of responses are related to *marketing, talent, networking, competition, business development, business planning, client education, client retention, sales, space*, etc. Education, training, or networking opportunities offered by an incubation program could provide assistance to handle the above obstacles. However, an incubation program cannot help with other obstacles mentioned such as *the economy, regulations* and *technology changes*.

Table 18. What is the single biggest obstacle to the future success of your business?

Marketing	27.8%
Talent	22.2%
Time	11.1%
Economy	8.3%
Fundraising/Capital	8.3%
Networking	8.3%
Competition	5.6%
Business Development	2.8%
Business Planning	2.8%
Client Education	2.8%
Client Retention	2.8%
Regulations	5.6%
Technology Changes	5.6%
Market Challenges	2.8%
Other	2.8%
Patent Reform	2.8%
Real Estate Costs	2.8%
Research	2.8%
Sales	2.8%
Space	2.8%

Table 19: Do you feel like there is a lack of any particular service or resource for entrepreneurs?

Type of Resource Lacking
Business resource center/central facility
Funding
Early stage venture capital funding
Startup services
Mentors
Training on setting up a business

53 percent of respondents said that there is a lack of particular services or resources for entrepreneurs in the community. Table 19 presents some of the areas of weakness cited by these entrepreneurs.

When asked whether there is a culture of entrepreneurs supporting each other in the community, 66 percent of respondents said that entrepreneurs support one another. 34 percent felt that there is not much support locally from other entrepreneurs citing probably the lack of a formal network.

Entrepreneurs were asked where they would refer someone interested in starting a business and the majority of them said that it would depend on the person’s needs and type of business/industry. They said they would try to help themselves or direct them to: the City of Peachtree Corners; ATDC, ATV, the Chamber of Commerce, SCORE, SBA, Mark Metz and Peachtree Corners Business Association (list is based on the frequency the name was mentioned).

Entrepreneurs were also asked whether there was anyone in the community qualified to run an incubation program and 9 different names were suggested, including 2 entrepreneurs who named themselves for this role. These responses indicate that there are a number of candidates in Peachtree Corners qualified to run an incubation program. Respondents also commented that selecting the ideal candidate is a very critical step that would determine the level of their involvement in the process. In their opinion, the ideal candidate to run the incubation program should be:

- Someone who has owned a business before
- Someone who has been very successful in their business
- Someone who knows the community and understands startups
- Someone who can bring the public and private sector together

Community Leaders Interviews

A total of 22 local and county leaders and stakeholders were interviewed and surveyed about the community’s strengths, weaknesses, opportunities and threats, as well as community’s incubation needs. Interviewees included elected officials and other public servants, successful businesspeople, chamber representatives, etc.

All community leaders interviewed were aware that the City of Peachtree Corners has contracted with Georgia Tech to conduct an assessment of the

community’s readiness for a business incubation program. Their expectations of the purpose of the incubation program varied. However, half of respondents thought that business attraction and growth is the incubation program’s main purpose. Table 20 presents the community leader’s expectations of an incubation program.

Expectations	Response Percent
Attract/Grow Business in Peachtree Corners	50%
Be a Resource Center to Startups and Young, Aspiring Entrepreneurs	27%
Job creation	9%
Revitalize Tech Park	9%
Economic Development Engine	5%

Funding Mechanisms	Response Percent
Public-Private Partnership	48%
Memberships/Sponsorships/Grants	29%
City of Peachtree Corners	14%
Fee-based Services	10%

When asked about their expectations on the funding mechanism for a business incubation program, respondents cited multiple sources. However, nearly half of them (48 percent) said that it should be a public-private partnership. Table 21 highlights the funding sources that were

most suggested.

The majority of community leaders - 86 percent - felt that the community does have a person or organization qualified to champion the business incubation program. Some of the most common names mentioned as the champion for this effort included the City of Peachtree Corners/the Mayor named by 52 percent of the responders; Mark Metz mentioned by 18 percent of responders followed by the Peachtree Corners Business Association (11 percent) and the Gwinnett Chamber of Commerce (9 percent).

Only 33 percent of the respondents felt that the concept of business incubation has been shared widely enough with the general public. 43 percent thought that the project is in the infancy phase and the only thing they had heard was what was mentioned at the entrepreneurship event held on May 14, 2015. 24 percent of interviewees were not sure. When asked what else could be done to better inform the public, the following were suggested: press releases, social media campaign, additional networking events, speaking engagements, City Council presentations, etc.

When asked whether elected and nonelected leadership were aware of the concept, the response was more positive. 62 percent of the responders felt that elected and nonelected leadership had a good understanding of the concept of business incubation; 10 percent felt that they did not, and 29 percent were not sure.

Community leaders and stakeholders were asked to rate the importance of various outcomes of the incubation program. Below are their responses:

- 76 percent of respondents said it was either important or very important for incubated companies to receive external funding.
- 52 percent of community leaders felt that it is important or very important that incubated companies have a technology focus while 19 percent didn't think it was important and 29 percent were neutral.
- Only 33 percent of the responders thought that it's important for incubated companies to be based on intellectual property. The remainder said it was not important (43 percent) or were neutral on the matter (24 percent)
- The respondents overwhelmingly support the idea that incubated companies stay and create jobs in the City of Peachtree Corners. All of them said that this is important or very important.
- Regarding the physical presence of the incubation program, 86 percent of respondents said it is important or very important and 14 percent were neutral.

SWOT Analysis

Entrepreneurship & Innovation

Strengths

1. **Entrepreneurial community:** Nearly 47 percent of entrepreneurs stated that they started/owned more than one business. Also, 62 percent of entrepreneurs said that their current ventures are producing revenues.
2. **Presence of local entrepreneurs:** The majority of entrepreneurs - 67 percent - started their business in Peachtree Corners.
3. **Growing entrepreneurial activity:** Interviewees reported entrepreneurial activity in the region for nearly 25 years. However, most of the businesses owned by the entrepreneurs interviewed, started in year 2005 or later.
4. **Diverse entrepreneurial base:** The entrepreneurs interviewed represented a wide range of companies and industries. The top 5 industries included: Business Products and Services industry (23 percent), Healthcare (19 percent), Financial Services (16 percent), Consumer Products and Services (14 percent), and Digital Media and Entertainment (14 percent).
5. **City-led activity:** Interviewees expressed support of the City undertaking this effort. The entrepreneurship event held by the City and Georgia Tech was rated very favorably by the responders.

Weaknesses:

1. **Access to outside investment:** 83 percent of the entrepreneurs indicated that they have not accessed the local angel investor network.
2. **Lack of a central resource center for entrepreneurs:** When asked where they would refer someone interested in starting a business, many entrepreneurs said that it would depend on the person's needs and type of business/industry. Some other resources mentioned were: ATDC, ATV, The City of Peachtree Corners; the Chamber of Commerce, SCORE, SBA, Mark Metz and Peachtree Corners Business Association.
3. **Limited intellectual property:** A great number of entrepreneurs reported that they do not have intellectual property. Only 8 percent of responders said that they have licenses and patents granted.

4. **Lack of entrepreneurial networks:** Many entrepreneurs stated that they are not aware of many networks in Peachtree Corners where they could meet with other entrepreneurs and exchange ideas. They tend to be part of networks in the metro Atlanta area instead.
5. **Business sales:** The majority of entrepreneurs - 66 percent - said that their current sales are under \$500,000, 28 percent said their sales are over \$1million and 6 percent have sales between \$500,000 and \$1million. One-year and five-year revenue growth trend fluctuated greatly from 5 percent to 125 percent. However, many companies didn't see much growth; some even saw a decline in revenue.
6. **Startup activity:** 83 percent of interviewees said that their companies are revenue-producing or in expansion/growth phase. This may be an indicator of low startup activity in the region.
7. **Future growth:** When asked about their short-term plans, 64 percent of entrepreneurs said they planned to sell to, or research a new market, 62 percent are looking to add new product or service, 36 percent plan to seek professional of technical support, 21 percent plan to expand distribution channels, and 15 percent plan to seek additional financial capital. Only 15 percent are planning on relocating their business and 5 percent are looking to exit or sell the business. The low percentage of entrepreneurs looking to relocate or sell/exit their business, might present a challenge for deal turnover in the incubation program.

Opportunities:

1. **Business sales:** 66 percent of responders said that their current sales are under \$500,000, 28 percent said their sales are over \$1million and 6 percent have sales between \$500,000 and \$1million. The large percentage of companies with sales under \$500,000 could present an opportunity for the potential incubation program to work with entrepreneurs and help them grow their business to the next tier.
2. **Future growth:** When asked about their short-term plans, 64 percent of entrepreneurs said they planned to sell to, or research a new market, 62 percent are looking to add new product or service, 36 percent plan to seek professional of technical support, 21 percent plan to expand distribution channels, and 15 percent plan to seek additional financial capital. Only 15 percent are planning on relocating their business and 5 percent are looking to exit or sell the business. The low percentage of entrepreneurs looking to relocate or sell/exit their business, might present a challenge for deal turnover in a physical incubator.

Threats:

1. **Existing business incubation programs in surrounding communities:** Local entrepreneurs can take advantage of multiple other existing incubators and incubation programs in the surrounding area. The potential incubation program has to meet *all* their needs in order for local entrepreneurs to stay or move closer to where they live.
2. **Industry-specific incubation program:** A concern raised by interviewees is the fact that the discussions they have been a part of about the potential incubation program seem to focus more on helping tech-related businesses. Entrepreneurs representing other sectors feel left out.

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Community & Leadership

Strengths:

- 1. Community awareness:** All leadership interviewees were aware that the City of Peachtree Corners is assessing the possibility of building a business incubation program.
- 2. Community champion:** When asked whether the community has a champion for a potential business incubation program, the vast majority of interviewees - 86 percent - responded yes and 14 percent were not sure. 53 percent of the responders named the City and the Mayor as the champion for this effort. Other names/organizations mentioned were: Mark Metz, the Peachtree Corners Business Association and the Gwinnett Chamber of Commerce. In their final comments, responders emphasized that the ideal candidate to run the potential business incubation program is someone who knows the community well but most importantly, someone who has run and succeeded in their own business.
- 3. Community support for a business incubation program:** The majority of leadership interviewees - 91 percent - overwhelmingly expressed their support of a business incubation program opening in Peachtree Corners and 9 percent were not sure; their support would depend on how the incubation program would be funded and run. They specifically stated that they will give their full support if the right people will run it.
- 4. Local entrepreneurial expertise:** There are many successful entrepreneurs in the City of Peachtree Corners and the surrounding area that started their business there. Their knowledge and expertise is a great asset that need to be utilized during the development of the incubation program.
- 5. Public-private sector collaboration:** While this effort is undertaken by the City of Peachtree Corners, many community leaders and private sector representatives interviewed, expressed interest in collaborating in this effort.
- 6. Expectations on incubation program accomplishments:** When asked about their expectations on the potential incubation program's accomplishments, the leadership interviewees listed *growing local businesses* as the top accomplishment. Many also see the incubation program as a resource center for businesses that are looking for external organizational support. These are in line with what the City has stated as the main reason for pursuing the development of an incubation program.

7. **Existing infrastructure:** Interviewees thought that the City of Peachtree Corners has a great location and office space options that are well suited for an incubation program.

Weaknesses:

1. **Business incubation program awareness:** While all leadership interviewees were aware of the City's interest in a business incubation program, only 33 percent thought the concept, benefits and challenges of a business incubation program were shared enough with the public. 43 percent of responders didn't think enough was shared with the public while 24 percent were not sure. When asked whether enough information was shared with the elected and non-elected community leadership, the majority of responders - 62 percent - thought that community leadership was made aware of the incubation program; 10 percent thought they were not and 28 percent were not sure.
2. **Community champion:** Some concern was expressed regarding the community champion on the incubation program efforts. The City is currently leading these efforts. However, many responders would like to see more involvement from the business sector.
3. **Support from other entrepreneurs:** When community leader interviewees were asked about the culture of local entrepreneurs supporting each other, 67 percent of them stated that local entrepreneurs support each other; 33 percent had not experienced it.

Opportunities:

1. **Incubation awareness:** When asked about what could be done to increase business incubation awareness, responders suggested building awareness of need, importance and value by conducting rounds of social media blitz and holding more networking/community type events that will eventually bring more people into the process. Bringing champions together to develop a strategic plan; more advertising and media coverage were suggested.
2. **Colleges:** In Fall 2013, *Georgia Gwinnett College* began offering two semester special topics course series geared around entrepreneurship, Applied Entrepreneurship - The Startup Venture, an entrepreneurship Internship. *Gwinnett Technical College* offers several business related degrees (accounting, business administrative technology, business management) a Health Information Technology program, as well as Engineering Technology, Game Development, Computer

Programming, Information Security Specialist, Networking Specialist, and Internet Specialist - Web Site Design.

3. **Community support:** Community leaders and entrepreneurs interviewed view the potential new incubation program is viewed as a critical step that will help maintain the City's economic viability and stability and expressed their support. However, their support would depend upon the right team of people chosen to make it a success.
4. **Leadership:** Entrepreneurs suggested eight people who, in their opinion, are qualified to run an incubation program. Two entrepreneurs named themselves.

Threats:

1. **Existing incubation program:** 22TechPark, a for-profit technology incubator opened in Peachtree Corners about 6 months ago. Interviewees thought that there's not enough entrepreneurial activity in the City to support two incubation programs.
2. **Competition from other possible incubation programs:** The issue of other surrounding communities and Gwinnett County undertaking similar efforts was mentioned as a future threat that could hinder the success of a business incubation program by the majority of responders.
3. **Incubation program funding:** When asked about their expectations of the incubation program funding, nearly half of interviewees - 48 percent - expect the new incubation program to be a public private partnership.
4. **Local vs. regional initiative:** Several community leaders said that it would be beneficial to this effort of the City of Peachtree Corners reached out to other cities (Norcross was mentioned).
5. **Involvement of public sector:** A concern raised by interviewees is that typically, public sector-run incubation programs are not very successful. Their lack of support could pose a future threat to the success of the program.

Resources & Capabilities

Strengths:

- 1. Entrepreneur resources:** The Gwinnett Chamber of Commerce and Partnership Gwinnett have developed Gwinnett Entrepreneur, a web-based resource center available to entrepreneurs in Gwinnett County. The Chamber was also mentioned as one of the best resources for someone starting a new business. Other resources mentioned were the City of Peachtree Corners, The Peachtree Corners Business Association and 22 Tech Park/Mark Metz.
- 2. Entrepreneurial expertise:** There are many successful entrepreneurs in Peachtree Corners who are willing to share their knowledge, expertise and lessons learned with young entrepreneurs and other business people.
- 3. Angel investor network:** Gwinnett Angels, a chapter of the Atlanta Technology Angels, is an active investor network.
- 5. Academic institutions:** Colleges and high schools in the area are focusing on teaching business and entrepreneurship courses. Georgia Gwinnett College offers Applied Entrepreneurship - The Startup Venture, an entrepreneurship Internship. Gwinnett Technical College offers several business related degrees (accounting, business administrative technology, business management). Central Gwinnett High School offers a business and entrepreneurship academy.
- 6. Attractive rental rates:** City of Peachtree Corners has attractive rental rates and zero tax base.

Weaknesses:

- 1. Limited access to capital:** The vast majority of entrepreneurs - 88 percent - financed their business with personal savings and nearly 20 percent borrowed from family and friends. A small number of respondents borrowed from local banks and/or SBA, used their credit card and received venture capital. Only 5 percent received angel investment. Their response suggests that either entrepreneurs are not aware of how to access outside investment or private investment is not available/very limited to local entrepreneurs.
- 2. Angel investor network:** Only a small number of entrepreneurs are aware of Gwinnett Angels, an angel investor network. Even a smaller number received angel investment from this network.

3. **Limited public transportation:** The City has limited public transportation and it lacks rapid rail transit, both equally important to young entrepreneurs who may want to commute from local colleges/universities.
4. **Resource availability:** When asked whether there was a lack of any particular resource for entrepreneurs, 53 percent of interviewees said there were key resources missing in the community. Some of the missing local resources mentioned included: the presence of a central facility/ business resource center for startups and aspiring entrepreneurs; training on setting up a business; funding; lack of mentors.

Opportunities:

1. **Work space:** More than half of responders - 54 percent - rent office space; 49 percent work from home; 13 percent co-work in shared office space; and only 3 percent owned their office space. A business incubation program partnered with a local incubator might be a viable option for those entrepreneurs working from home.
2. **Angel investor network:** Gwinnett Angels provides investment opportunities to local entrepreneurs.
3. **Collaboration with academia:** Interviewees stated that collaborations with Georgia Gwinnett College, Gwinnett Technical College and local public/private high schools will result in better trained future workforce for local business.
4. **Resource availability:** When asked whether there was a lack of any particular resource for entrepreneurs, 53 percent of interviewees said there were key resources missing in the community. Some of the missing local resources mentioned included: the presence of a central facility/ business resource center for startups and aspiring entrepreneurs; training on setting up a business; funding; lack of mentors. These resources could become available via an incubation program and the collaboration of the public and private sector.
5. **Immediate obstacles to be overcome/need for an incubation program:** Entrepreneur interviewees were asked to share the biggest obstacle to the future of their business. The list of main obstacles included *marketing, talent, networking, competition, business development, business planning, client education, client retention, sales, space*, etc. Education, training, or networking opportunities offered by an incubation program could provide assistance to handle these obstacles.

Threats:

1. **Old infrastructure:** Tech Park, once a thriving business park, has now many empty buildings that risk foreclosure. Interviewees thought that the old office park will be a threat if buildings are foreclosed on. Its re-development is considered by many a must.
2. **Lack of housing options:** Entrepreneurs and community leaders agree that lack of housing options for young entrepreneurs/millennials will keep them from moving to Peachtree Corners.

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Conclusion and Recommendations

Go/No-Go Recommendation

The Georgia Tech team conducted extensive community engagement, research and analysis to provide the City of Peachtree Corners with a recommendation on whether the community is ready to pursue a business incubation program. **The team's conclusion is that there is a need for a business incubation program in the City of Peachtree Corners and the City should move forward with plans to develop an incubation program.** However, the team proposes that several significant factors must be addressed while developing the incubation program.

The feedback received from entrepreneurs and community leaders as well as best practices show that a public-private partnership is most likely model for an incubation program to succeed in the community. The long term-success of an incubation program will depend on the commitments of support from private sector leaders, the public sector and local academic institutions. Comcast is already onboard, however, the City will need additional supporters from the private sector in many capacities.

Below are some key recommendations that will impact an incubation program in the City of Peachtree Corners based on the team's GO recommendation.

1. Form a committee to lead the incubation program's development

Community leaders as well as entrepreneurs have verbally expressed support for an incubation program in Peachtree Corners. The first action step should be forming a committee with representatives from both the public and private sectors. Comcast, Peachtree Corners Business Association, Gwinnett Chamber of Commerce, Gwinnett Technical College, Georgia Gwinnett College, 22 Tech Park, just to name a few, are community representatives that were mentioned in the survey. They should be considered key players and be part of the team leading this effort. The committee will play an essential role in determining the incubation program's form of organization as well as its policies and processes.

2. Create a vision and mission statement for the incubation program

This is an important step that will help increase awareness of the incubation program as well as provide a road map that will lead to a successful program.

3. Establish a communications plan/strategy

A communications plan is necessary to communicate the benefits of a business incubation program. The City should consider holding regular community events to keep the public informed on the development of the incubation program. Social media and

TV/media campaigns are also essential in increasing the program's awareness.

4. Determine the best way to collaborate with 22 Tech Park

22 Tech Park, a new, for-profit tech incubation program, is currently functioning more as a space provider but doesn't appear to have developed entrepreneur support programs. It has been clearly stated by entrepreneurs and community leaders alike that currently, there is not enough entrepreneurial activity in Peachtree Corners that would justify two separate entities. The purpose of the new incubation program spearheaded by the City is to bring unity in the business community. 22TechPark and a city-funded support program will need to find the best way to serve the needs of local entrepreneurs. If they didn't work together to coordinate programs and services provided, they may run the risk of providing redundant services and wasting valuable resources.

5. Identify key players, their role and gain their commitment

Entrepreneurs, community leaders and stakeholders clearly stated that they envision the new incubation program to be a not-for-profit, public-private partnership. In determining an incubation program model suitable for the community's needs, the committee should have further discussions with the key players to ensure that their vision is in line with the City's vision, and determine their role in the development of an incubation program.

6. Collaborate with Georgia Tech's ATDC

Georgia Tech's ATDC, a tech startup incubation program is among world's top incubation programs. They provide cutting edge programs that would be essential to a business incubation program in Peachtree Corners. The "ATDC @" program would be a great asset to the incubation program in Peachtree Corners. The program is designed to scale with each community as the community's needs develop. In this case, the City would provide the community and the venue, and ATDC would bring the curriculum and coaching. The initial entry point offers ATDC Day @ at a facility selected by the City, where ATDC would offer an educational session, office hours and ATDC Circle one day a month. The program scales in 3 phases up to 1.5 dedicated ATDC resources and the full ATDC Core Curriculum offered at the venue selected by the City.

7. Organize a team of neutral advisors

Identifying a team of neutral advisors who are experts in their field and who are willing to help startup companies and entrepreneurs, is a critical step that will have a great impact in their success.

8. Determine metrics to be tracked

Stakeholders expect to see results from their investment in a business incubation program and therefore, establishing key measurable goals and metrics is an important

step. The first measurable goal for the committee is the determination of incubation program's form of organization. Other metrics appropriate for the selected form of organization such as number of start-ups, graduation rates, etc., should be considered and reported regularly to the stakeholders and the community.

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R2015-07-43

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF PEACHTREE CORNERS, GEORGIA ADOPTING THE GWINNETT COUNTY PRE-DISASTER HAZARD MITIGATION PLAN.

WHEREAS, the City of Peachtree Corners understands the need to develop a multi-jurisdictional hazard mitigation plan in order for the County to comprehend its vulnerability to natural and man-made hazards, and the actions needed to reduce or eliminate those risks; and

WHEREAS, the City of Peachtree Corners realizes the development of such a plan is vital to the protection, health, safety and welfare of its citizens as well as its visitors; and

WHEREAS, the City of Peachtree Corners understands that in order for the County to receive mitigation funding from the Federal Emergency Management Agency (FEMA), it must have a mitigation plan in place at the time of submitting a proposal; and

WHEREAS, the City of Peachtree Corners is required to maintain a Pre-Disaster Mitigation Plan that fulfills the Federal requirements of the Disaster Mitigation Act of 2000; and

WHEREAS, the Updated Multi-Jurisdictional Hazard Mitigation Plan has been presented for public comment and reviewed by federal, state and local agencies, and was revised to reflect their concerns

NOW, THEREFORE, THIS IS TO CERTIFY THAT THE CITY OF PEACHTREE CORNERS FORMALLY ADOPTS THE GWINNETT COUNTY PRE-DISASTER HAZARD MITIGATION PLAN.

SO RESOLVED AND EFFECTIVE, this the 21st day of July, 2015.

Approved:

Mike Mason, Mayor

Attest:

Kym Chereck, City Clerk
Seal

02015-07-50

AN ORDINANCE ADOPTING AND ENACTING A NEW CODE FOR THE CODE OF THE CITY OF PEACHTREE CORNERS, GEORGIA; PROVIDING FOR THE REPEAL OF CERTAIN ORDINANCES NOT INCLUDED THEREIN; PROVIDING A PENALTY FOR THE VIOLATION THEREOF; PROVIDING FOR THE MANNER OF AMENDING SUCH CODE; AND PROVIDING WHEN SUCH CODE AND THIS ORDINANCE SHALL BECOME EFFECTIVE.

BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF PEACHTREE CORNERS:

Section 1. The Code entitled "The Code of the City of Peachtree Corners, Georgia," published by Municipal Code Corporation, consisting of chapters 1 through 62, each inclusive, is adopted.

Section 2. All ordinances of a general and permanent nature enacted on or before May 20, 2014, and not included in the Code or recognized and continued in force by reference therein, are repealed.

Section 3. The repeal provided for in section 2 hereof shall not be construed to revive any ordinance or part thereof that has been repealed by a subsequent ordinance that is repealed by this ordinance.

Section 4. Unless another penalty is expressly provided, every person convicted of a violation of any provision of the Code or any ordinance, rule or regulation adopted or issued in pursuance thereof shall be punished by a fine exceeding \$1,000.00, imprisonment for a term not exceeding six months, or any combination thereof. Each act of violation and each day upon which any such violation shall continue or occur shall constitute a separate offense. The penalty provided by this section, unless another penalty is expressly provided, shall apply to the amendment of any Code section, whether or not such penalty is reenacted in the

STATE OF GEORGIA
COUNTY OF GWINNETT
CITY OF PEACHTREE CORNERS

ORDINANCE 2015-07-50

amendatory ordinance. In addition to the penalty prescribed above, the city may pursue other remedies such as abatement of nuisances, injunctive relief and revocation of licenses or permits.

Section 5. Additions or amendments to the Code when passed in such form as to indicate the intention of the city to make the same a part of the Code shall be deemed to be incorporated in the Code, so that reference to the Code includes the additions and amendments.

Section 6. Ordinances adopted after May 20, 2014 that amend or refer to ordinances that have been codified in the Code shall be construed as if they amend or refer to like provisions of the Code.

Section 7. This ordinance shall become effective July 21, 2015.

Passed and adopted by the City Council this _____ day of _____, _____.

Mike Mason, Mayor

ATTEST:

Kymberly Chereck, City Clerk

Certificate of Adoption

I hereby certify that the foregoing is a true copy of the ordinance passed at the regular meeting of the City Council, held on the _____ day of _____, ____.

SO ORDAINED AND EFFECTIVE, this ___ day of _____, 2015.

Approved:

ATTEST:

Mike Mason, Mayor

_____(SEAL)
Kymberly Chereck, City Clerk

02015-07-51

**AN ORDINANCE TO AMEND CITY OF PEACHTREE CORNERS PROPERTY
MAINTENANCE CODE CHAPTER 3, SECTION 309, INACTIVE CONSTRUCTION
SITE, IN ORDER TO REQUIRE THE REMOVAL OF STOCKPILED DIRT;
REPEALING CONFLICTING REGULATIONS; AND SETTING AN EFFECTIVE
DATE**

WHEREAS, the Mayor and Council of the City of Peachtree Corners are charged with the protection of the public health, safety, and welfare of the citizens of Peachtree Corners; and

WHEREAS, pursuant to Section 1.12(a) of the City Charter, the City is charged with exercising the powers of zoning and, by extension, property maintenance; and

WHEREAS, the Mayor and Council desire to amend the current Property Maintenance Code;

NOW THEREFORE, the Council of the City of Peachtree Corners hereby ordains, as follows:

Section 1: (words **underlined** are added)

SECTION 309 INACTIVE CONSTRUCTION SITE

309.1 Construction Inactivity. Whenever a development property remains inactive for at least one year, the property shall no longer be considered a construction site and shall be subject to the mitigation requirements of 309.2.

309.2 Mitigation. Within 30 days of notification by the city, the responsible party associated with an inactive construction site shall do the following:

- a. Remove all construction materials, supplies, and equipment from the site; and
- b. Remove all storage containers, construction trailers and security trailers from the site; and
- c. Remove all signage except permitted "For Sale" or comparable real estate sign; and
- d. Stabilize the soil on the site pursuant to best practices; and
- e. Remove silt fencing and tree protection fencing as directed by the code official; and
- f. Remove any standing water and eliminate ponding conditions on site; and
- g. Complete any required drainage improvements needed to prevent downstream impacts; and
- h. Remove or safeguard any hazards on the site; and
- i. Remove unsafe partial structures; and
- j. Re-vegetate and/or screen the site (using materials approved by the code official) along roadways; and
- k. Mow, weed, and trim existing vegetation on site such that grass does not exceed eight inches in height, weeds are removed, and shrubs and trees are free of dead limbs or growth.

l. Remove all stockpiled dirt, ensure that site elevations along roadways match the adjoining street elevations, and re-vegetate so that any bare earth on the site is covered.

Section 2

All ordinances or parts of ordinances in conflict herewith are hereby expressly repealed.

Effective this _____ day of July, 2015.

Approved by:

Mike Mason, Mayor

Kym Chereck, City Clerk

SEAL

Fireworks

CITY OF PEACHTREE CORNERS COMMUNITY DEVELOPMENT DEPARTMENT

ZONING CODE AMENDMENT

PLANNING COMMISSION DATE: JULY 14, 2015
CITY COUNCIL DATE: AUGUST 18, 2015

CASE NUMBER :PH 2015-005

PROPOSAL :AMEND ZONING CODE TO ADD THE RETAIL SALE OF
CONSUMER FIREWORKS AS A PERMITTED USE IN C-2

RECOMMENDATION: APPROVE ZONING CODE AMENDMENT

BACKGROUND:

Georgia House Bill 110 legalized the sale of consumer fireworks effective July 1, 2015. Previously these types of fireworks were banned in Georgia. Consumer fireworks are described as the larger type of fireworks that for years have been sold to the general public in neighboring states.

The new law specifically forbids local governments from prohibiting the sale of consumer fireworks in permanent locations (as opposed to temporary tent sales of sparklers and similar devices which have been and are still permitted). HB 110 also limits the extent to which permanent fireworks stores can be regulated by including this provision: *the governing authority of a county or municipal corporation shall not enact additional regulation of the sale or use or explosion of such product or service, unless such additional regulation is expressly authorized by general law.*

At their June 16th meeting, the Peachtree Corners City Council adopted a moratorium resolution on Fireworks sales in order to allow time to determine appropriate locations and regulations for the retail sale of fireworks in permanent facilities.

Staff has researched this issue to see what regulations are in place in other jurisdictions. In addition, staff researched other sources on this topic including a paper prepared by the Georgia Municipal Association that helps explain HB110 (see attached). While some other communities have also enacted moratoriums and have not concluded their work, many other communities in Georgia have chosen to treat fireworks as a retail sales product and allow the sale of fireworks in any commercial zoning district that permits retail stores.

Since the fireworks law was recently enacted, there are no available model ordinances in Georgia. Staff research regulations in Washington, Texas, and Kansas where fireworks regulations are fairly strict to see what issues and concerns were addressed in their regulations. Although it's helpful to know this information, much of it can't be applied because of the limitations included in HB 110. For example, several States set distance requirements between

fireworks stores and schools, churches, and residences. HB 110 only allows distance to be measured from facilities with gasoline and from nuclear power plants.

RECOMMENDATION:

Amend Zoning Code Article XIII, Sec. 1308 to add Fireworks sales as a permitted use in C-2, as follows:

Fireworks – retail sales of consumer fireworks within a permanent building shall meet the following requirements:

- 1. Building must meet overlay design standards, be free-standing, and be at least 2500 sq. ft. in size , but no greater than 10,000 sq. ft. in size***
- 2. Must meet Gwinnett County Fire Dept. regulations, be built to ICC H3 building code requirements, and have two functioning fire extinguishers within proximity of where fireworks are stored.***
- 3. Must be located at least 300 feet from a facility that sells, stores, or processes gasoline.***
- 4. No Smoking signs shall be displayed at building entrance***
- 5. All product storage shall be contained within the building***



HB 110 – Fireworks

HB 110 by Rep. Jay Robert (Ocilla) passed during the 2015 Legislative Session. It has been signed by Gov. Nathan Deal. HB 110 allows for the sale of fireworks in Georgia. Below are listed the key points of this legislation.

Permit to Sell Fireworks

- Georgia's Safety Fire Commissioner (which is also the State Insurance Commissioner) will issue a state license to sell fireworks after an applicant meets specific insurance and criminal background requirements and pays the state license fee.

Where Fireworks Can Be Sold

- Fireworks can be sold statewide. Local governments cannot ban or restrict firework sales within their jurisdictions.
- Local governments are allowed to regulate where fireworks can be sold through local zoning regulations.
- Fireworks may be sold from a permanent consumer fireworks retail sales facility, store or temporary structure if it complies with the requirements as described by the National Fire Protection Association.
- Temporary structures for the sale of fireworks must be set-up within 1,000 feet of a fire hydrant or a fire department connection of a building unless the chief administrative officer of a fire department gives permission in writing stating otherwise.

Usage of Fireworks

- Fireworks can be used between the hours of 10:00 a.m. and midnight. On January 1, July 3, July 4 and December 31, fireworks can be used from 10:00 a.m. through 2:00 a.m.
- Fireworks cannot be exploded within 100 yards of a nuclear power facility or a gas station, or a facility that refines, processes, or blends gasoline.

Fees Payable to Local Governments

- Local governments may assess a fee up to \$100 for the issuance of a special use permit.
- The license fee for a distributor selling consumer fireworks from a temporary consumer fireworks retail sales stand is set at \$500 and expires 90 days after it has been issued.
- Local government must dedicate fees collected from the issuance of a special use permit for the sale of fireworks for public safety purposes.

Excise Tax on the Sale of Fireworks

- The sale of fireworks is subject to a 5 percent excise tax. The funds from the excise tax go to the State of Georgia.

Additional Local Government Regulations

- Local governments are not allowed to enact additional regulations related to the sale or use or explosion of fireworks, except as provided by state law.

FAQ

Q: What was the purpose and reasoning behind HB 110?

A: This legislation has been enacted as a competitive, economically driven piece of legislation. The Georgia General Assembly determined that many of our neighboring states allow the sales of larger, consumer fireworks, and that many residents of Georgia would purchase such fireworks out of state, proving a loss of sales tax in the state, as a result.

Q: What is a consumer firework? What is a consumer fireworks retail sales facility? What is a consumer fireworks retail sales stand?

A: The term “consumer fireworks” is a new term to Georgia law and it covers fireworks that comply with certain construction and composition requirements set out by federal regulations. The types of fireworks include the larger fireworks sold in some of our neighboring states to the general public which are currently not sold in the State of Georgia. A “consumer fireworks retail sales facility” uses the same definition for such term issued by the National Fire Protection Association, which means a “permanent or temporary building or structure, CFRS stand, tent, canopy, or membrane structure that is used primarily for the retail display of consumer fireworks to the public.” Similarly, “consumer fireworks retail sales stand” means a “temporary or permanent building or structure that has a floor area not greater than 800 ft. sq., other than tents, canopies, or membrane structure, that is used primarily for the retail display and sale of consumer fireworks to the public.”

Q: Are there any restrictions on where fireworks can be used in Georgia?

A: Yes. It is illegal to use any fireworks indoors and it is illegal to use consumer fireworks between midnight and 10am on any day of the year except January 1, July 3, July 4, and December 31. On those dates it will be illegal to use consumer fireworks between 2am and 10am. It will also be illegal to use consumer fireworks within 100 yards of a nuclear power facility or any facility engaged in the retail sale of gasoline or the production, refining, processing, or blending of gasoline for retail purposes.

Q: Can the city place further restrictions upon the places fireworks or consumer fireworks are used?

A: No. Cities cannot establish more stringent use restrictions than those specified in the state law. This means the city cannot prohibit the use of fireworks or consumer fireworks in many locations including, but not limited to, around city buildings, in city parks, on school property, on nursing home property, around hospitals and other medical facilities, around establishments holding large quantities of flammable liquids other than gasoline, and many other locations. The city, however, may grant special use permits to persons and parties which wish to use consumer fireworks at times outside of the scope of the time permitted by state law and may charge a permit fee of up to \$100 for such special use permit.

Q: Where can consumer fireworks be sold?

A: Consumer fireworks can be sold from permanent consumer fireworks retail sales facilities so long as such facilities meet the state licensing, safety, and insurance requirements set out by law. Cities have no regulatory authority over such permanent consumer fireworks retail sales facilities other than the ability to zone locations within the city which they may and may not be located. A city cannot ban the sales of consumer fireworks within its jurisdiction. In regards to temporary consumer fireworks retail sales stands, such facilities must be in compliance with the NFPA 1124 and must be within 1000 feet of a fire hydrant or fire department connection in a building affiliated with such stand, unless specifically granted a waiver in writing by the chief administrative officer of the city fire department.

Q: Does the city get any licensing fee from establishments selling fireworks? On what things can the city spend such funds?

A: The licenses granted to permanent consumer fireworks retail facilities initially cost \$5000 per location and then \$1000 per year for renewals. These funds, however, go directly to the state. The licenses granted to temporary consumer fireworks retail stands are \$500 per location and these funds are payable to the local government in which the stand will be located. Licenses for these temporary stands cannot be issued before January 1, 2016, and the sales from such stands must accrue to the benefit of a nonprofit group. The local government cannot set fees or regulations above those required by the state law, except as specifically authorized, as described in a question below. The fire department must make a determination of whether such temporary stand meets the requirements of the law within 15 days. If it has not been reviewed then the judge of the probate court will be able to determine whether the temporary stand can be located within the city. Any funds the city receives from this license fee has to be spent for public safety purposes.

Q: Does this mean that the city has no regulatory authority over the permanent structures? Can we not pass an ordinance?

A: The city may regulate the permanent structures via zoning, as it might any other type of business located within the city, but the regulatory authority over the permanent structures selling consumer fireworks rests with the state and the Safety Fire Commissioner. This means the city cannot pass an ordinance more stringent than the state rules and regulations as the state has occupied the field of fireworks regulation.



HB 110 – Fireworks

Q: Can we prohibit the sale or use of fireworks in our city?

A: No, the legislation specifically prohibits local governments from prohibiting “the sale or use or explosion of consumer fireworks or products or services which are lawful” under the remainder of the legislation. This means the city cannot prohibit the sales or use of consumer fireworks.

Q: Can the city regulate temporary consumer fireworks retail stands beyond the scope of the state law?

A: Yes, the legislation specifically states that local governments “may further regulate the sale of consumer fireworks from temporary consumer fireworks retail stands.” This does not mean the city can directly contradict the regulations set out in law on such temporary stands, but it does mean that the city can enact further regulations above those set out in the law on such stands.

Q: When does this law go into effect?

A: The majority of the law goes into effect on July 1, 2015. However, sales from temporary consumer fireworks retail stands cannot begin until January 1, 2016. These stands are the only part of this law which local governments have control over.

Traffic Engineering Analysis



June 1, 2015

Mr. Greg Ramsey, P.E.
Director of Public Works
147 Technology Parkway
Suite 200
Peachtree Corners Circle, GA 30092

RE: Traffic Engineering Services and Concept Layouts SR 141 intersection improvements at Spalding Drive, Peachtree Corners Circle and East Jones Bridge Road

Dear Mr. Ramsey:

Wolverton & Associates, Inc. (W&A) is pleased to submit this traffic engineering services scope and preliminary fee estimate for the Traffic Engineering Study and Concept Drawings for the following intersections in the City of Peachtree Corners.

- SR 141 at Spalding Drive
- SR 141 at Peachtree Corners Circle
- SR 141 at The Forum
- SR 141 at East Jones Bridge Road

This scope of services is based upon the analysis of utilizing Michigan Left turns for the above listed intersections. In our previous conversation, The Forum intersection was not included in this analysis, however due to its proximity to the adjacent intersections it will need to be included since it would not be able to operate with its current configuration given the proposed changes to the adjacent intersections.

This Scope is based on the following Scope of Services:

1. Conduct a site visit to understand traffic patterns and operational issues – COMPLETED as part of RTOP
2. Obtain weekday AM and PM peak period turning movement counts for the study intersections (Spalding Drive, Peachtree Corners Circle, The Forum and East Jones Bridge Road) – COMPLETED as part of RTOP
3. Obtain from the City the Traffic Impact Study for the proposed development on the east side of SR 141 opposite the Forum. Incorporate the proposed traffic onto the roadway network.
4. Utilize traffic history to determine growth rate and coordinate with the City for concurrence.
5. Grow the traffic volume to develop future traffic volumes for 2021. These potential solutions will need to be able to handle the traffic for at least 5 years, but also be able to operate when queues along SR 141 from Johns Creek impact this area as well as when queues from the Holcomb Bridge Road area.
6. Crash data would not be collected nor analyzed as part of this phase.
7. Analyze the Michigan Left alternatives for the signalized intersection between Spalding Drive and East Jones Bridge Road using Synchro.

Mr. Greg Ramsey, P.E.

June 1, 2015

Page 2

8. Meet with the City to discuss the analysis results.
9. Prepare a traffic report outlining the results of the analysis.
10. Develop Concept level drawings showing the proposed geometry of these intersections and median treatment along SR 141.
11. Develop a concept level Construction Cost Estimate.

COST AMOUNT FOR SCOPE OF SERVICES

<u>PHASE DESCRIPTION</u>	<u>COST</u>
Traffic Projections, Analysis and Concept Development.....	\$25,000
Concept plan Layout	\$10,000
Total Cost.....	\$35,000

Assumptions:

- Only analyzing the Michigan Left Turn scenarios.
- GDOT approval of the traffic projections will not be required.
- Not developing numerous scenarios at each intersection. One round of comments and revisions after the initial analysis results meeting with the City (item 8 above).
- GEPA/NEPA documentation will not be required.

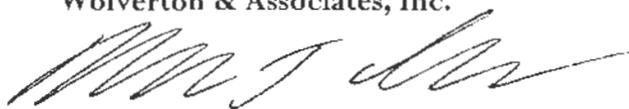
Exclusions to this scope of work shall be as follows:

1. Traffic Volume Diagrams, per GDOT standards
2. Concept Report
3. Public Meetings
4. Preliminary/Final Engineering Plans
5. Environmental Studies
6. Crash Data collection and analysis

We sincerely appreciate this opportunity and look forward to serving your needs.

Sincerely,

Wolverton & Associates, Inc.



Todd DeVos, P.E., PTOE
Director of Traffic

TD:jmd

GDOT Quick Response Projects

Quick Response Project Requests – Peachtree Corners:

1. State Route 140 Southbound at Access Road to SR 141 Southbound: Southbound 140 has a right turn lane that ends at 7004 Jimmy Carter Blvd, then another right turn is developed just ahead for the right turn from SB 140 to SB SR 141 Access Road. The turn lane needs to be extended approximately 175 feet to avoid trapping vehicles in the right turn lane who want to continue onto SR 141. The City has had numerous requests for this short improvement.
2. State Route 140 Southbound between River Exchange Drive & Spalding Drive: The left turn movement from 140 to Spalding NB backs up in the a.m. rush beyond River Exchange, which blocks those wanting to turn left on River Exchange from NB 140. Some type of improvement is needed to channelize the turning movements to avoid the conflict of opposing left turn movements. This could be a restriping project, or we could add a short section of raised median or header curb to provide a distinct channel.
3. State Route 140 Southbound at Deerings Lane: corner radius is too small to accommodate a proper turning speed, leads to rear end collisions and other associated traffic concerns.

Thank you very much, please let me know if you have any questions or if we can be of any assistance on these projects.

Gregory Ramsey, P.E.

Director of Public Works
147 Technology Pkwy, Suite 200
Peachtree Corners, GA 30092
470-395-7021

From: Frederick, Scott [<mailto:sfrederick@dot.ga.gov>]

Sent: Thursday, July 02, 2015 11:22 AM

To:

Cc: Mabry, Rob; Needham, Matt; Giles, Shannon; Voyles, Tony

Subject: Call for Projects on State Routes

All,

The Georgia Department of Transportation is planning to perform quick response projects on our State Route System in District 1. The intent of these projects is to improve the operation of Our State Routes. We have started generating a list of known areas that need attention. I'm reaching out to all of the Local Governments in District 1 for help. Since the roads we are focusing on are located in your counties and hometowns you may be aware of areas that need attention that we have not considered yet.

Please email me (and Cc the Area Engineer of the location) any location you would like GDOT to review. Please put all the suggestions you have in one email. There are over a hundred local governments in this district, so please only send one email with all of your suggestions/recommendations in it and please do not hit the "Reply All" button. Off system routes (county and city roads) are not eligible, so please don't include them. Below are the email addresses for the Area Engineers (only copy the one from your area PLEASE). If possible, have this to me by Thursday, July 9th, 2015. Thank you for your time and your submissions.

Area 1 – Gainesville (Dawson, Forsyth, Gwinnett, Hall)
Matt Needham – mneedham@dot.ga.gov

Area 2 – Athens (Barrow, Clarke, Jackson, Oconee, Walton)
Shannon Giles – sgiles@dot.ga.gov

Area 3 – Carnesville (Banks, Elbert, Franklin, Hart, Madison, Stephens)
Tony Voyles – tvoyles@dot.ga.gov

Area 4 – Cleveland (Habersham, Lumpkin, Rabun, Towns, Union, White)
Rob Mabry – rmabry@dot.ga.gov

Thank You,

Scott D. Frederick

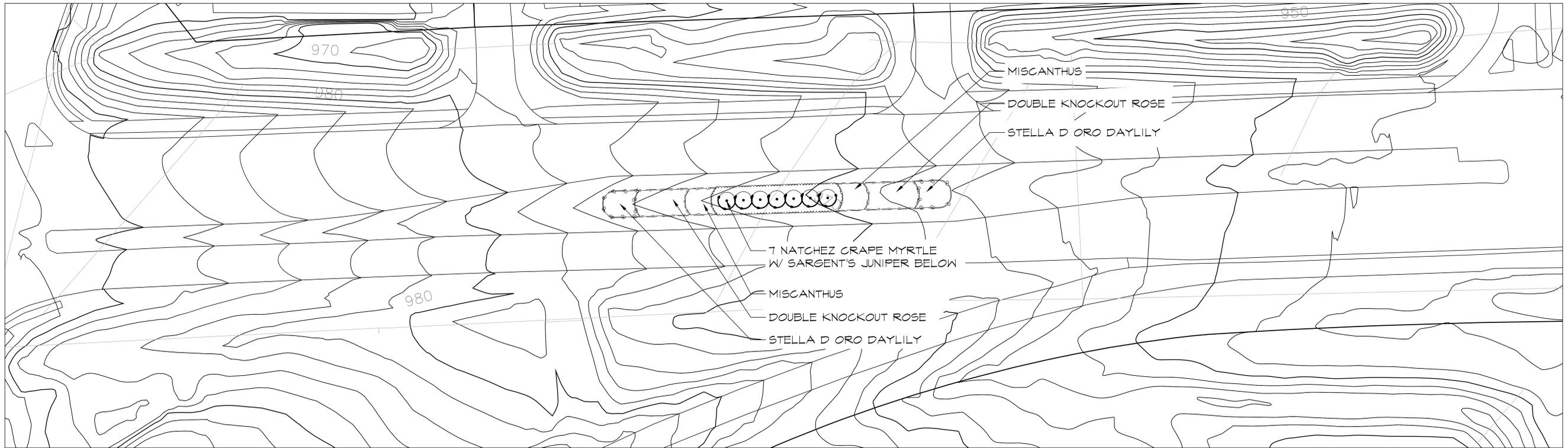
Georgia Department of Transportation
Local Grants Coordinator

District One – Gainesville

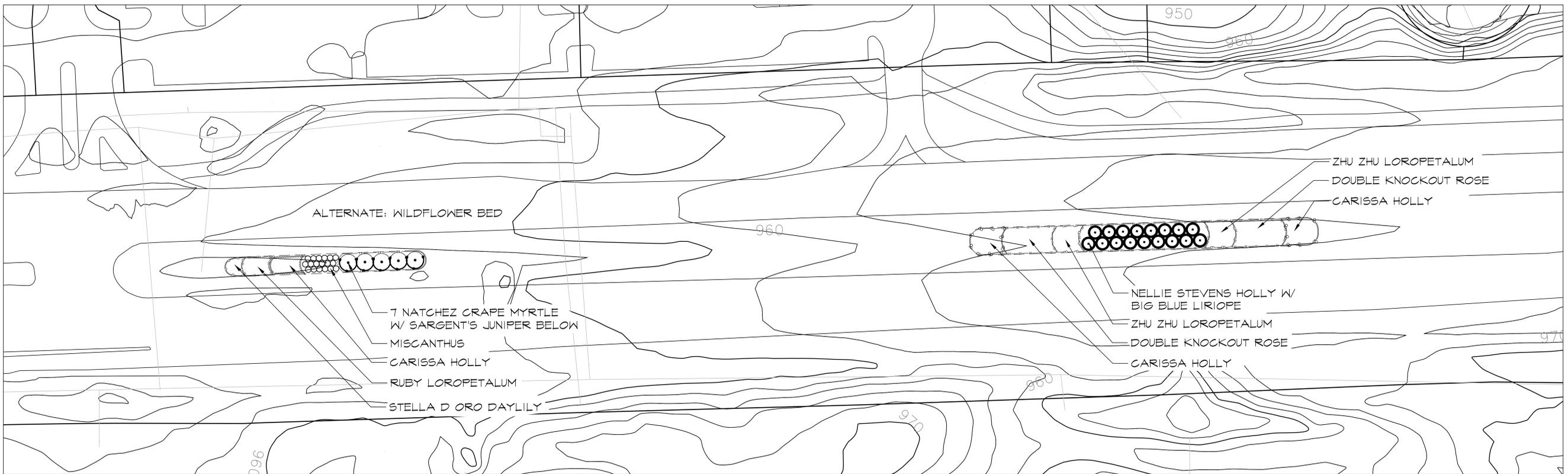
(678) 630-9574 cell

(770) 531-5760 office

Median Landscape Projects



A
MEDIAN SECTION - A
LANDSCAPE DEVELOPMENT PLAN
 LS-1 / SCALE: 1"=30'

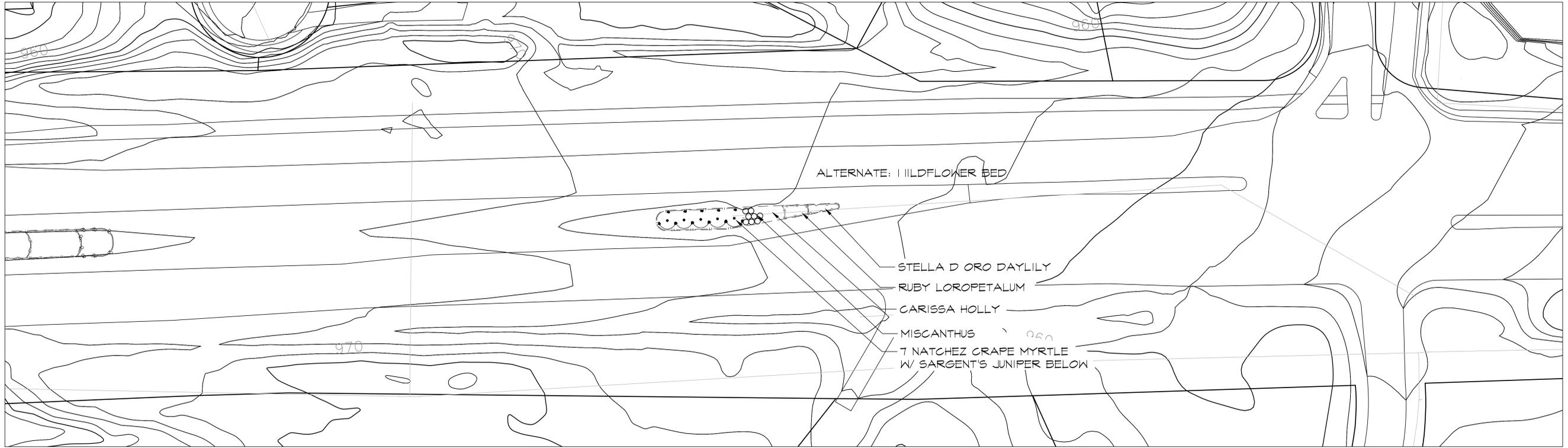


B
MEDIAN SECTION - B
LANDSCAPE DEVELOPMENT PLAN
 LS-1 / SCALE: 1"=30'

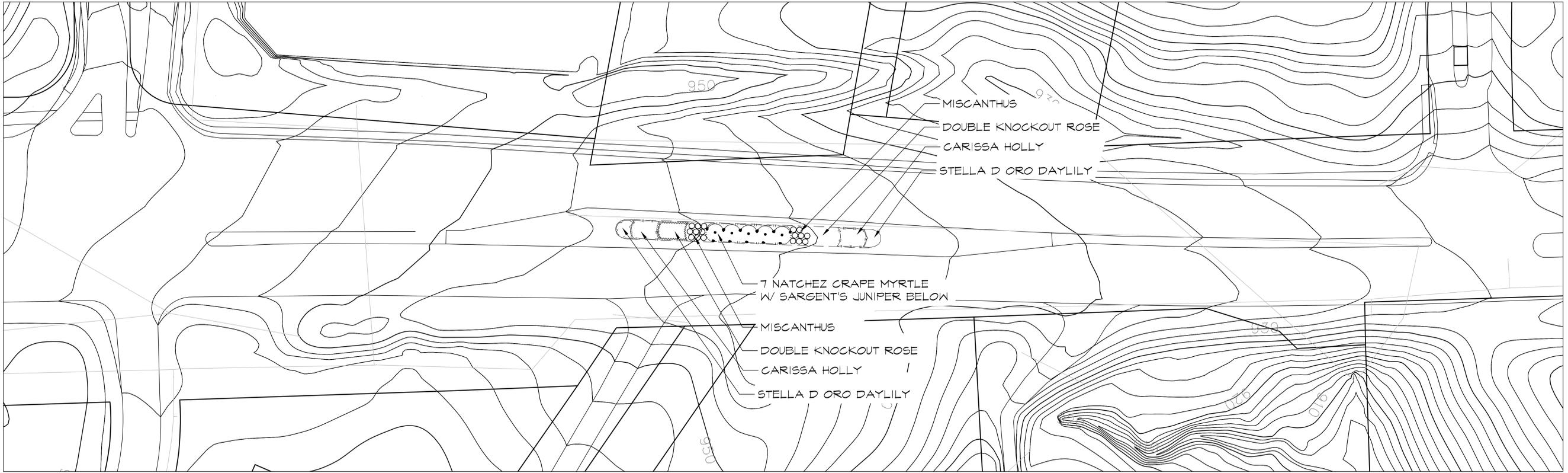


NO.	DATE	REVISION	BY

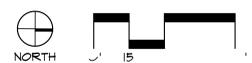
6/17/2015 15-005LW1.dwg Susan Keller



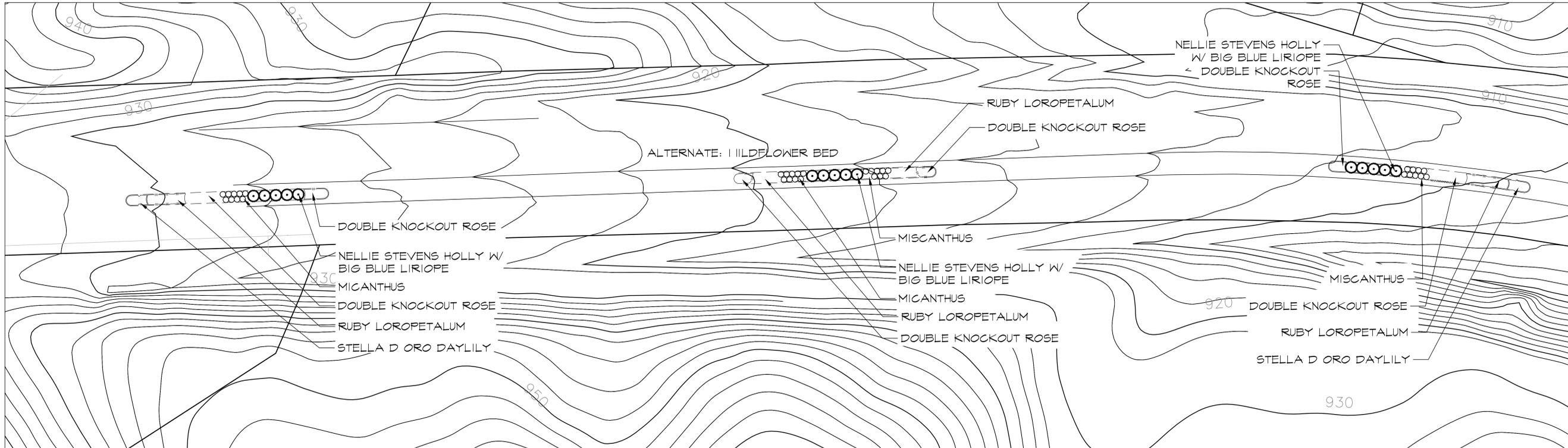
MEDIAN SECTION - B
LANDSCAPE DEVELOPMENT PLAN
LS-2 / SCALE: 1"=30'



MEDIAN SECTION - C
LANDSCAPE DEVELOPMENT PLAN
LS-2 / SCALE: 1"=30'



NO.	DATE	REVISION



A MEDIAN SECTION - D
 LANDSCAPE DEVELOPMENT PLAN
 LS-3 / SCALE: 1" = 30'



NO.	DATE	REVISION

State Route 141 Median Landscape Improvements

Preliminary Cost Estimate

Quantity	Unit	Unit price	Total	Latin Name	Common Name	Caliper	Height	Spread	Root	Comment
24	ea	\$ 350.00	\$ 8,400.00	Lagerstroemia indica x fauriei 'Nachez'	Natchez Crape Myrtle	2.5-3"	10-12'	7-8'	B&B	Multi-trunk (3-5 trunks); majority of trunks must meet caliper
32	ea	\$ 645.00	\$ 20,640.00	Ilex x 'Nellie R. Stevens'	Nellie R Stevens Holly		9-10'	4-5'	B&B	Full to ground; dense foliage; straight, tightly pruned pyramidal form
187	ea	\$ 15.00	\$ 2,805.00	Loropetalum chinense (Ruby)	Ruby Loropetalum				3 gal.	Dense form; good color; well rooted in pot
557	ea	\$ 25.00	\$ 13,925.00	Rosa x 'Radtko'	Double Knockout Rose				3 gal.	Dense form; good color; well rooted in pot
144	ea	\$ 44.00	\$ 6,336.00	Miscanthus sinensis 'Yakushima'	Dwarf Miscanthus				5 gal.	Dense form; good color; well rooted in pot
265	ea	\$ 20.00	\$ 5,300.00	Juniperus chinensis 'Sargentii'	Sargent's Juniper				3 gal.	Dense form; good color; well rooted in pot
230	ea	\$ 23.00	\$ 5,290.00	Ilex cornuta 'Carissa'	Carissa Holly				3 gal.	Dense form; good color; well rooted in pot
32	ea	\$ 35.00	\$ 1,120.00	Loropetalum chinense 'Zhuzhou Fuchsia'	Zhuzhou Loropetalum				3 gal.	Dense form; good color; well rooted in pot
682	ea	\$ 15.00	\$ 10,230.00	Hemerocallis x 'Stella D Oro'	Stella D Oro Daylily				1 gal	Full in pot; good color; dense foliage mass
1,400	ea	\$ 5.00	\$ 7,000.00	Liriope muscari	Big Blue Liriope				4" pot	Full in pot; good color; dense foliage mass
10,500	sy	\$ 6.00	\$ 63,000.00	Sod						Certified pure;free of weeds; good color
815	cy	\$ 11.00	\$ 8,965.00		Plant Topsoil					per specifications
2,470	sy	\$ 3.00	\$ 7,410.00		Landscape Mulch					pinestraw

SUBTOTAL		\$ 160,421.00
10% Contingency		\$ 16,040.00
TOTAL		\$ 176,461.00