

City of Norcross

*65 Lawrenceville Street
Norcross, GA 30071*



Meeting Agenda

Monday, November 14, 2022

6:30 PM

Council Chambers

Mayor and Council

Mayor Craig Newton

Mayor Pro Tem Matt Myers

Councilmember Andrew Hixson

Councilmember Josh Bare

Councilmember Bruce Gaynor

Councilmember Dr. Arlene Beckles

- A. Call to Order by Mayor Craig Newton**
PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES
- B. Invocation**
- C. Pledge of Allegiance to the Flag of the United States of America**
- D. Roll Call (recorded)**
- E. Presentation of previous meetings minutes for acceptance**
 - [22-6604](#) **Approval of Previous Meeting Minutes**
 - [Mayor and Council - Regular Meeting - Oct 3, 2022, 6:30 PM](#)
 - [Special Called Meeting - Executive Session - Oct 11, 2022, 6:30 PM](#)
 - [Special Called Meeting - Special Meeting - Oct 17, 2022, 6:30 PM](#)
 - [Policy Work Session - Policy Work Session - Oct 17, 2022, 6:30 PM](#)
- F. Ceremonial Presentations, Recognitions, and Swearing in Ceremonies**
 - [22-6605](#) **Proclamation in Memory of Former Councilmember Daniel Lay**
A proclamation presented in memory of Former Councilmember Daniel Lay.
[PRO- Former Councilmember Daniel Lay](#)
 - [22-6609](#) **Proclamation Recognizing National Adoption Month**
A proclamation recognizing November as National Adoption Awareness Month.
[National Adoption Month Proclamation - 2022](#)
- G. Floor Open to Citizens Desiring to Address the Governing Authority**
 - a. Comments by Citizens**
 - b. Comments by Council**
 - c. Comments by City Manager**
- PH. Public Hearings**
- I. Reports of the Mayor and Councilmembers**
 - a. General Announcements**

NOVEMBER CALENDAR OF EVENTS**Lionheart Theatre presents “A View from the Bridge”**

November 4 - November 20 | Friday & Saturday 7:30 p.m. | Sunday 2:00 p.m. |
Lionheart Theatre

Veterans Day Ceremony

Friday, November 11 | 10:00 - 10:30 a.m. | Veterans Park

City Closed for Veterans Day Observance

Friday, November 11 | Sanitation and Recycling Services will not be affected.

Neighborhood Recycling & Cleanup Day

Saturday, November 12 | 8:00 a.m. - 12:00 p.m. | Norcross Public Works

Historic Norcross Holiday Open House

Saturday, November 12 | 10:00 a.m. - 7:00 p.m. | Downtown Norcross

Historic Downtown Tour

Sunday, November 13 | 2:00 p.m. | Thrasher Park

Movie Monday: The Lost City

Monday, November 14 | 1:30 & 6:30 p.m. | Cultural Arts & Community Center

Coffee With Council

Saturday, November 19 | 8:00 a.m. | 45 South Cafe

Policy Work Session

Monday, November 21 | 6:30 p.m. | City Hall 2nd Floor Conference Room

City Closed for Thanksgiving Observance

November 24 - November 25 | All Day | Sanitation and Recycling Services will be delayed by one day.

Movie Monday: Las Pupusas

Monday, November 28 | 1:30 & 6:30 p.m. | Cultural Arts & Community Center

Coming Up in December:**Holiday Celebration**

Friday, December 2 | 5:30 - 8:30 p.m. | Thrasher Park

Historic Christmas Village

Friday, December 2 - Sunday, December 4 | Downtown Norcross

December 2 - 21 | Carriage Rides

December 2 - 21 | Photos with Santa

December 12 | Movie Monday: It's a Wonderful Life

J. Board Appointments[22-6606](#)**Board Appointment - Norcross Development Authority**

The following applicants satisfied all the requirements to be considered for appointment to the Norcross Development Authority which currently has (1) vacancy:

Bill Boucher

Elaine Puckett

[22-6607](#)**Board Appointment - Tree Preservation Board**

The following applicant satisfied all the requirements to be considered for appointment to the Tree Preservation Board which currently has (1) vacancy:

Terry Sutton

K. Set and Accept the Agenda as Presented for Scheduled Meeting[22-6608](#)**Acceptance of the Agenda****L. Approval of Consent Agenda****1. [22-6590](#)****Approval and Funding for Mitchell Road Wall Mural**

A recommendation to approve a request from the Norcross Public Arts Commission (NPAC) to refresh and expand the Mitchell Road mural, along with funding to come from NPAC for supplies to be provided to Bobbie Adamczyk, in the amount of \$1250.

In addition, consider that a provision be set in place to provide future approval and funding for periodic refreshing of the mural for years to come; the general time frame being approximately every five years.

[Agenda Report - Approval and Funding for Mitchell Road Community Project Refresh](#)

[Proposed Budget from Bobbie Adamczyk](#)

2. [22-6591](#)**Accent Creative Group Retainer Agreement**

Authorize an updated agreement with Accent Creative Group revising the monthly retainer consistent with the approved FY 23 budget.

[Agenda Report - Updated Agreement with Accent Creative Group](#)

[Accent Creative Group Agreement](#)

3. [22-6592](#)**Norcross Town Center LCI/Comprehensive Plan RFP Award**

A recommendation by the RFP Review Committee to approve the award of the RFP for the concurrent update to the Town Center LCI and Comprehensive Plan update to Jacobs who has teamed with Blue Cypress Consulting, headquartered in Decatur, GA.

[Agenda Report - Norcross Town Center LCI/Comp Plan RFP Award](#)

[Request for Proposal Packet](#)

[Proposal Packet Submitted by Jacobs](#)

4. [22-6593](#) **LCI Comp Plan Steering Committee**
A recommendation to consider which method listed the Mayor and Council would like to use to appoint members to the LCI /Comprehensive Plan Update Steering Committee.

[Agenda Report - LCI Comp Plan Steering Committee](#)

5. [22-6599](#) **Modification of TAD IGA Between City of Norcross and Gwinnett County**
Approve a modification of the April 1, 2016 Tax Allocation District (TAD) Intergovernmental Agreement (IGA) between the City of Norcross and Gwinnett County to extend the IGA through December 31, 2024.

[Agenda Report - Modification of TAD IGA between City of Norcross and Gwinnett County](#)

[TAD IGA between City of Norcross and Gwinnett County](#)

[Norcross TAD IGA Modification Document](#)

6. [22-6553](#) **Redistribution of ARPA Funds**
Approve redistribution of unspent American Rescue Plan Act (ARPA) funds previously allocated to small businesses.

[Agenda Report - Redistribution of ARPA Funds](#)

M. Items for Discussion

N. Adjourn in memory of

O. Adjourn to Executive Session for Personnel, Real Estate or Legal

P. Signed by_____ Mayor Craig Newton

Q. Attest: _____ Monique Lang, City Clerk



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6604	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Approval of Previous Meeting Minutes		

Sponsors:

Code Sections:

Title
Approval of Previous Meeting Minutes

Motion
A motion to Approve/Deny the meeting minutes from the October 3rd Regular Council Meeting, October 11th Special Called Meeting and Executive Session, October 17th Special Called Meeting, Policy Work Session, and Executive Session.

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Minutes

Monday, October 3, 2022

6:30 PM

Council Chambers

Mayor and Council

Mayor Craig Newton

Mayor Pro Tem Matt Myers

Councilmember Andrew Hixson

Councilmember Josh Bare

Councilmember Bruce Gaynor

Councilmember Dr. Arlene Beckles

Minutes Acceptance: Minutes of Oct 3, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

- A. Call to Order by Mayor Craig Newton**
- B. Invocation**
- C. Pledge of Allegiance to the Flag of the United States of America**
- D. Roll Call (recorded)**

Attendee Name	Title	Status	Arrived
Craig Newton	Mayor	Present	
Matt Myers	Mayor Pro Tem	Present	
Andrew Hixson	Councilmember	Present	
Josh Bare	Councilmember	Absent	
Bruce Gaynor	Councilmember	Present	
Dr. Arlene Beckles	Councilmember	Present	

Regular Meeting was called to order at 6:30 PM by Mayor Craig Newton

- E. Presentation of previous meetings minutes for acceptance**

22-6589: Approval of Previous Meeting Minutes

Motion

A motion to Approve Meeting Minutes from the September 6th Regular Council Meeting, September 13th Special Called Meeting, and September 19th Policy Work Session.

- a. Mayor and Council - Regular Meeting - Sep 6, 2022 6:30 PM**

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Dr. Arlene Beckles, Councilmember
SECONDER:	Bruce Gaynor, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

- b. Special Called Meeting - Special Meeting - Sep 13, 2022 6:30 PM**

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Dr. Arlene Beckles, Councilmember
SECONDER:	Bruce Gaynor, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

- c. Policy Work Session - Policy Work Session - Sep 19, 2022 6:30 PM**

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Dr. Arlene Beckles, Councilmember
SECONDER:	Bruce Gaynor, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

- F. Set agenda as presented for scheduled meeting.**

22-6587: Acceptance of the Agenda

Motion

A motion to Accept the Agenda as Presented with the following items being moved to discussion:

Minutes Acceptance: Minutes of Oct 3, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

- 22-6574 : Added Capital Improvement Program (CIP) Projects
 22-6575 : Options for Securing Financing for a Public Safety Building
 22-6582 : Georgia Fund 1 Resolution
 22-6579 : Intersection Control Evaluation (ICE)

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Matt Myers, Mayor Pro Tem
SECONDER:	Dr. Arlene Beckles, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

G. Ceremonial Presentations, Recognitions, and Swearing in Ceremonies

22-6588: Proclamation for Paint Gwinnett Pink Month

RESULT:	ACKNOWLEDGED AND READ
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H. Floor Open to Citizens Desiring to Address the Governing Authority

- a. Comments by Citizens
- b. Comments by Council
- c. Comments by City Manager

PH. Public Hearings

J. Reports of the Mayor and Councilmembers

- a. General Announcements

OCTOBER CALENDAR OF EVENTS

First Friday Concert: Weekend Getaway Band

Friday, October 7 | 7:00 p.m. - 9:00 p.m. | Norcross Cultural Arts and Community Center

Movie Monday: The Bad Guys

Monday, October 10 | 1:30 & 6:30 p.m. | Norcross Cultural Arts and Community Center

Lionheart Theatre presents "Lawless Spirits" Walking Tour

Thursday, October 13 - Sunday, October 16 | 6:30 & 8:00 p.m. | Downtown Norcross

Coffee With Council

Saturday, October 15 | 8:00 a.m. | Dulce Suenos Cakes

Policy Work Session

Monday, October 17 | 6:30 p.m. | City Hall 2nd Floor Conference Room

Pedal Norcross

Saturday, October 22 | 12:00 p.m. - 3:00 p.m. | Downtown Norcross

Lionheart Theatre presents "Wet Hot American Psycho" Sketch Comedy

Saturday, October 22 | 7:30 p.m. | Lionheart Theatre

Movie Monday: Westside Story

Monday, October 24 | 1:30 & 6:30 p.m. | Norcross Cultural Arts and Community Center

Deutsche Klassic Car Show

Saturday, October 29 | 10:00 a.m. - 3:00 p.m. | Downtown Norcross

Downtown Merchant Trick or Treating

Saturday, October 29 | 2:00 p.m. - 5:00 p.m. | Downtown Norcross

First Friday Concert: South Bay Project

Friday, November 4 | 7:00 p.m. - 9:00 p.m. | Norcross Cultural Arts and Community Center

Dia de los Muertos

Saturday, November 5 | 5:00 p.m. - 9:00 p.m. | Thrasher Park

Coming Up in November:

November 11 | Veterans Day Ceremony

November 12 | Neighborhood Cleanup & Recycling Day

November 12 | Historic Norcross Holiday Open House

November 14 | Movie Monday: The Lost City

November 28 | Movie Monday: Las Pupas

K. Board Appointments**L. Approval of Consent Agenda**

RESULT:	ADOPTED ON CONSENT AGENDA [UNANIMOUS]
MOVER:	Matt Myers, Mayor Pro Tem
SECONDER:	Andrew Hixson, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

1. 22-6569: Contract Execution for Keck & Wood as Interim City Engineer

Motion

A motion to Approve a contract with Keck & Wood to serve as interim City Engineer as well as to allow a temporary pass through of the fees for complex land disturbance review fees multifamily, commercial and industrial as outlined in the contract until such time as a full time City Engineer is hired.

2. 22-6570: Proposal to Proclaim October 2022 as Bike Month

Motion

A motion to Approve October as Bike Month in Norcross.

3. 22-6571: Suggested Paint Palette for Local and National Historic Districts

Motion

A motion to Approve the update of the language of the Architectural Design Standards to include the suggested paint palettes as attached.

4. 22-6572: Code of Ordinances Sec 8-318 Temporary Outdoor Activities Language Clarification

Motion

A motion to Approve an amendment to the City Code of Ordinances, Sec 8-318 regarding

"Temporary Outdoor Activities" to include specific language that addresses duration of temporary retail activities associated with permitted temporary activities, with the following enacting clause:

The Mayor and City Council of the City of Norcross, Georgia, hereby ordains that the adopted Code of Ordinances, is hereby amended as more particularly set forth below. It is the intention of the Mayor and City Council, and it is hereby ordained that the following provisions shall become and be made a part of the Code of the City of Norcross, and the Sections in the Code in the Ordinance be renumbered to accomplish that intention.

5. **22-6573: Execution of Contract with ARC for Town Center LCI Update**

Motion

A motion to Approve a contract with the Atlanta Regional Commission for the Town Center LCI Update.

6. **22-6583: Halloween Street Closure**

Motion

A motion to Approve a plan to facilitate closure of one or more streets to non-local traffic for specified times on the evening of Halloween - Monday, October 31st.

7. **22-6577: Inter-Participant Transfer (IPT) 2023 Supplemental Power**

Motion

A motion to Approve moving forward with ITP described contract between the City of Palmetto and the City of Norcross via MEAG Power.

8. **22-6576: Municipal Competitive Trust Resolution and Incumbency Certificate**

Motion

A motion to Approve a resolution permitting the Mayor and the City Manager to sign the Municipal Competitive Trust Resolution, and the Incumbency Certificate.

9. **22-6580: Engagement Letter with Bates Carter for Audit Preparation Services**

Motion

A motion to Approve an engagement letter with Bates, Carter, and Co., LLC to perform audit preparation and assistance services for the 2022 fiscal year.

10. **22-6581: Engagement Letter with Rushton, LLC for Audit Services**

Motion

A motion to Approve an engagement letter with Rushton, LLC to perform audit services for the 2022 fiscal year.

M. Items for Discussion

1. **22-6574: Added Capital Improvement Program (CIP) Projects**

Motion

A motion to Approve the added Capital Improvement Program (CIP) Projects, as referenced in backup, totaling \$1,648,800.

Minutes Acceptance: Minutes of Oct 3, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Matt Myers, Mayor Pro Tem
SECONDER:	Dr. Arlene Beckles, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

2. **22-6575: Options for Securing Financing for a Public Safety Building**

RESULT:	TABLED INDEFINITELY [UNANIMOUS]
MOVER:	Matt Myers, Mayor Pro Tem
SECONDER:	Dr. Arlene Beckles, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

3. **22-6582: Georgia Fund 1 Resolution**

Motion

A motion to Approve a resolution authorizing City personnel to access the Georgia Fund 1 investment account managed by the Georgia Office of the State Treasurer (OST).

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Andrew Hixson, Councilmember
SECONDER:	Dr. Arlene Beckles, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

4. **22-6579: Intersection Control Evaluation (ICE)**

RESULT:	TABLED INDEFINITELY [UNANIMOUS]
MOVER:	Andrew Hixson, Councilmember
SECONDER:	Dr. Arlene Beckles, Councilmember
AYES:	Matt Myers, Andrew Hixson, Bruce Gaynor, Dr. Arlene Beckles
ABSENT:	Josh Bare

N. **Adjourn in memory of**

O. **Adjourn to Executive Session for Personnel, Real Estate or Legal**

A motion was made by Dr. Beckles, seconded by Councilmember Hixson. The meeting was closed at 7:30 pm.

Signed by _____ Mayor, Craig Newton

Attest _____ Monique Lang, City Clerk

Minutes Acceptance: Minutes of Oct 3, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Minutes

Tuesday, October 11, 2022

6:30 PM

2nd Floor Community Room **Special Called Meeting**

Mayor Craig Newton
Mayor Pro Tem Matt Myers
Councilmember Andrew Hixson
Councilmember Josh Bare
Councilmember Bruce Gaynor
Councilmember Arlene Beckles

Minutes Acceptance: Minutes of Oct 11, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

A. Call to Order by Craig Newton

Attendee Name	Title	Status	Arrived
Craig Newton	Mayor	Present	
Matt Myers	Mayor Pro Tem	Absent	
Andrew Hixson	Councilmember	Present	
Josh Bare	Councilmember	Present	
Bruce Gaynor	Councilmember	Present	
Arlene Beckles	Councilmember	Present	
Jim Eyre	DDA Chair	Present	
John Bemis	Board member	Present	
Tim Moresco	Board Member	Present	
Brenden Frazier	Board Member	Present	
Lauren Summers	Board Member	Present	
Norwood Davis	Board Member	Present	

Executive Session was called to order at 6:38 PM by Mayor Craig Newton

B. Roll Call (recorded)**PH. Public Hearings****D. Meeting Closed for Executive Session to Discuss Legal Personnel, and Real Estate**

The joint meeting was called to session by Mayor Newton, immediately following Councilmember Gaynor motioned to adjourn to exec for real estate, seconded by Councilmember Dr. Beckles.

DDA Chair, Jim Eyre, motioned to adjourn to exec for real estate, seconded by board member Norwood Davis.

E. Signed by _____ Mayor Craig Newton

F. Attest _____ Monique Lang, City Clerk

Minutes Acceptance: Minutes of Oct 11, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Minutes

Monday, October 17, 2022

6:30 PM

2nd Floor Conference Room

Special Called Meeting

Mayor Craig Newton

Mayor Pro Tem Matt Myers

Councilmember Andrew Hixson

Councilmember Josh Bare

Councilmember Bruce Gaynor

Councilmember Arlene Beckles

Minutes Acceptance: Minutes of Oct 17, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

I. Call to Order by Mayor Craig Newton

Attendee Name	Title	Status	Arrived
Craig Newton	Mayor	Present	
Matt Myers	Mayor Pro Tem	Remote	
Andrew Hixson	Councilmember	Present	
Josh Bare	Councilmember	Present	
Bruce Gaynor	Councilmember	Present	
Arlene Beckles	Councilmember	Present	

Special Meeting was called to order at 6:38 PM by Mayor Craig Newton

II. Roll Call (recorded)**III. Comments by Citizens****PH. Public Hearings****V. Items for Discussion****1. 22-6601: Written Notification of E911 Revenue Sharing Allocation**

Motion

A motion authorizing the Mayor to sign the attached written notification of E911 Revenue Sharing Allocation as presented.

RESULT:	APPROVED [4 TO 0]
MOVER:	Andrew Hixson, Councilmember
SECONDER:	Arlene Beckles, Councilmember
AYES:	Andrew Hixson, Josh Bare, Bruce Gaynor, Arlene Beckles
NON-VOTING:	Matt Myers

2. 22-6600: Review of Proposed Services and Costs of Seasonal Lighting

Motion

A motion to approve the attached services and costs proposal submitted by Firefly Lighting on the condition that the additional terms and conditions to be integrated into a comprehensive document.

RESULT:	APPROVED WITH CONDITIONS [4 TO 0]
MOVER:	Josh Bare, Councilmember
SECONDER:	Arlene Beckles, Councilmember
AYES:	Andrew Hixson, Josh Bare, Bruce Gaynor, Arlene Beckles
NON-VOTING:	Matt Myers

VI. Adjourn to Executive Session for Legal, Personnel, and Real Estate

Councilmember Gaynor motioned to adjourn the meeting at 6:56 pm, seconded by Councilmember Dr. Beckles. 4-0.

VII. Signed by _____ Mayor Craig Newton**VIII. Attest _____ Monique Lang, City Clerk**

Minutes Acceptance: Minutes of Oct 17, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Minutes

Monday, October 17, 2022

6:30 PM

2nd Floor Conference Room

Policy Work Session

Mayor Craig Newton

Mayor Pro Tem Matt Myers

Councilmember Andrew Hixson

Councilmember Josh Bare

Councilmember Bruce Gaynor

Councilmember Dr. Arlene Beckles

Minutes Acceptance: Minutes of Oct 17, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

A. Roll Call (recorded)

Attendee Name	Title	Status	Arrived
Craig Newton	Mayor	Present	
Matt Myers	Mayor Pro Tem	Remote	
Andrew Hixson	Councilmember	Present	
Josh Bare	Councilmember	Present	
Bruce Gaynor	Councilmember	Present	
Dr. Arlene Beckles	Councilmember	Present	

Policy Work Session was called to order at 6:57 PM by Mayor Craig Newton

B. Citizen Input**C. Board Updates**

* Norcross Development Authority Update - Kathleen Allen

D. General Updates**E. Council- General Discussion****F. Board Appointments**

Mayor and Council will consider appointments and reappointments to the following board, authority or commission:

Norcross Development Authority

Tree Preservation Board

G. City Manager's Report**H. Items for Discussion****1. 22-6590: Approval and Funding for Mitchell Road Wall Mural**

RESULT: THIS MATTER WAS REFERRED TO

Next: 11/7/2022 6:30 PM

TO: Mayor and Council

2. 22-6591: Accent Creative Group Retainer Agreement

RESULT: THIS MATTER WAS REFERRED TO

Next: 11/7/2022 6:30 PM

TO: Mayor and Council

3. 22-6592: Norcross Town Center LCI/Comprehensive Plan RFP Award

RESULT: THIS MATTER WAS REFERRED TO

Next: 11/7/2022 6:30 PM

TO: Mayor and Council

Minutes Acceptance: Minutes of Oct 17, 2022 6:30 PM (Presentation of previous meetings minutes for acceptance)

4. **22-6593: LCI Comp Plan Steering Committee**

RESULT: THIS MATTER WAS REFERRED TO

Next: 11/7/2022 6:30 PM

TO: Mayor and Council

5. **22-6578: Parking Deck Update Between Cotton Gin and City Hall**

RESULT: TABLED TO

TO: Next: MEETING DATE TBD

6. **22-6599: Modification of TAD IGA Between City of Norcross and Gwinnett County**

RESULT: THIS MATTER WAS REFERRED TO

Next: 11/7/2022 6:30 PM

TO: Mayor and Council

7. **22-6553: Redistribution of ARPA Funds**

RESULT: THIS MATTER WAS REFERRED TO

Next: 11/7/2022 6:30 PM

TO: Mayor and Council

8. **22-6594: Development of the Lot at 57 College Street by the Downtown Development Authority (DDA)**RESULT: THIS MATTER WAS REFERRED TO THE PARKS, GREEN SPACES,
& TRAILS COMMISSION9. **22-6595: Hiring and Promotion Policy Discussion**

RESULT: TABLED TO

Next: DATE TBD

Mayor and Council Retreat

10. **22-6596: Employee Complaint Resolution Policy**

RESULT: TABLED TO

Next: DATE TBD

TO: Mayor and Council Retreat

11. **22-6597: Diversity Equity & Inclusion Training and City Certification**

RESULT: TABLED TO

Next: DATE TBD

TO: Mayor and Council Retreat

I. **Adjourn to Executive Session for Personnel, Real Estate or Legal**

The meeting adjourned to Executive Session for Personnel, Real Estate and Legal at 9:39PM with a motion by Councilmember Bare, seconded by Councilmember Gaynor.

J. **Signed by:** _____ **Mayor Craig Newton**K. **Attest:** _____ **Monique Lang, City Clerk**



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
 COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6605	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Proclamation in Memory of Former Councilmember Daniel Lay		

Sponsors:

Code Sections:

Attachments:

1. [PRO- Former Councilmember Daniel Lay](#)

Title

Proclamation in Memory of Former Councilmember Daniel Lay

Presenter

Mayor Craig Newton

Proclamation

The City of Norcross, Georgia
In Loving Memory Of

Daniel “Danny” Lay
Former Councilmember & Life Long Resident

WHEREAS, the City of Norcross extends sincere condolences over the passing of Mr. Daniel “Danny” Lay and honors his memory by reflecting on his life and dedication to the community; and

WHEREAS, grandson to the late Edward Harlan Dean and Marion Boyce Dean, original settlers of Gwinnett County, Daniel Lay was born July 7, 1951, to the late James Chiles Lay Sr. and Annie Mae Dean Lay, growing up to be a lifelong resident of Norcross Georgia and member of First Baptist Church; and

WHEREAS, Mr. Lay was a graduate of Norcross High School Class of 1969, furthering his education at the University of West Georgia and later serving in the Naval Air Reserves from 1969-1975, and retiring from Bellsouth/AT&T with nearly thirty years of service; and

WHEREAS, Mr. Lay was a leader in the City of Norcross, serving on the Norcross City Council from 1990 until 1995, playing a significant role in assisting businesses and organizing major projects to make Norcross a better place to live; and

WHEREAS, times dearest to Mr. Lay were times spent with his family, especially times spent with his cherished children Gabriel, Hannah, Joseph, Lydia, and Samuel and beautiful grandchildren; and

WHEREAS, The passing of Mr. Lay leaves our community with a deep feeling of sorrow for the loss of such an honored and respected husband, father, brother, citizen, and devoted servant of God; and

WHEREAS, Mr. Lay will be missed professionally and as a friend, as he leaves behind an indelible legacy of selflessness and generosity, which has earned him the respect, admiration, and friendship of many.

NOW, THEREFORE, We, the Mayor and Council of Norcross, Georgia, in memory of Mr. Daniel Lay, and his many contributions to our City and its citizens, do hereby express our deep appreciation for his dedication to the progress of this community and extend to his family and friends our heartfelt condolences upon his passing

Craig Newton, Mayor

Attest: Monique Lang, City Clerk



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6609	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Proclamation Recognizing National Adoption Month		

Sponsors:

Code Sections:

Attachments:

1. [National Adoption Month Proclamation - 2022](#)

Title
Proclamation Recognizing National Adoption Month

Presenter
Mayor Craig Newton

Proclamation

City of Norcross, Georgia

In Recognition of

NATIONAL ADOPTION AWARENESS MONTH

WHEREAS, National Adoption Awareness Month is recognized annually in November throughout the nation to raise awareness about the urgent need for adoptive families for children and youth in foster care; and

WHEREAS, every year, there are more and more children in need of finding secure and safe families. National Adoption Month sheds light on the process and the positive impacts of adoption; and

WHEREAS, National Adoption Month is a chance for all — individuals, families, businesses, organizations, communities, states, and the government — to celebrate adoption. Adoption is encouraged as a positive way to grow families and take children out of foster care; and

WHEREAS, Many fundraising drives, recognition dinners, community activities, and awareness campaigns are held all across the nation to observe this month; and

WHEREAS, the valuable contributions of foster care and adoptive parents are recognized as they continually strive to improve the quality of life for the children brought into their lives; and

WHEREAS, this effort, along with similar celebrations in all 50 states around the country, will offer children the chance to live with stable and loving families and encourage other dedicated individuals to make a powerful difference in the lives of a child through adoption.

NOW, THEREFORE, I, Mayor Craig Newton, on behalf of the Norcross Council, encourage communities, businesses, schools, faith-based organizations, and families to “answer the call” and honor the special needs of children across the world in hopes of securing a permanent, loving family for each and every child regardless of race, age, gender, healthy, emotional or behavioral condition, and past distress.

Craig Newton, Mayor

Attest : Monique Lang, City Clerk



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
 COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6606	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Board Appointment - Norcross Development Authority		

Sponsors:

Code Sections:

Title
Board Appointment - Norcross Development Authority

Motion

A motion to Approve/Deny the appointment of the following candidate and term as presented:

Norcross Development Authority

_____ **December 6, 2024**



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
 COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6607	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Board Appointment - Tree Preservation Board		

Sponsors:

Code Sections:

Title
Board Appointment - Tree Preservation Board

Motion

A motion to Approve/Deny the appointment of the following candidate and term as presented:

Tree Preservation Board

_____ **June 1, 2025**



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
 COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6608	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Acceptance of the Agenda		

Sponsors:

Code Sections:

Title
Acceptance of the Agenda

Motion

A motion to Accept the Agenda as Presented with the following items being moved to discussion:



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6590	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Approval and Funding for Mitchell Road Wall Mural		

Sponsors:

Code Sections:

Attachments:

1. [Agenda Report - Approval and Funding for Mitchell Road Community Project Refresh](#)
2. [Proposed Budget from Bobbie Adamczyk](#)

Title

Approval and Funding for Mitchell Road Wall Mural

Drafter

Catherine Muth

Motion

A motion to Approve/Deny a request from the Norcross Public Arts Commission (NPAC) to refresh and expand the Mitchell Road mural, along with funding to come from NPAC for supplies to be provided to Bobbie Adamczyk, in the amount of \$1250.



MAYOR **CRAIG NEWTON** • MAYOR PRO TEM **MATT MYERS** • COUNCILMEMBER **ANDREW HIXSON** • COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **BRUCE GAYNOR** • COUNCILMEMBER **ARLENE BECKLES** • CITY MANAGER **ERIC JOHNSON** • CITY CLERK **MONIQUE LANG**

Agenda Report

To: Mayor and Council

From: Catherine Muth, Chair of Norcross Public Arts Commission

Meeting Date: November 7, 2022 - Mayor and Council

Item No.: 22- 6590

Title: Approval and Funding for Mitchell Road Community Project Refresh

CC: Eric Johnson, City Manager

Recommendation

A recommendation to approve a request from the Norcross Public Arts Commission (NPAC) and Bobbie Adamczyk to refresh and expand the Mitchell Road mural.

In addition, consider that a provision be set in place to provide future approval and funding for periodic refreshing of the mural for years to come, the general time frame being approximately every five years.

Background

Bobbie Adamczyk was the original concept creator for the mural several years ago and has since recognized that the wall has begun to look tired and is in need of a spruce up. At its inception, the mural project had initially been funded through several sources. Norcross's involvement was in the approval of the art (the wall is County property) and facilitation of the art installment.

To save time and effort, and given the nominal cost of updating the wall compared to the original expenses, NPAC requests that the cost for supplies come from designated NPAC funds.

Financial Impact

The estimated cost for this project, compiled by Ms. Adamczyk, is just under \$1,250.00. NPAC requests to provide funding in the amount of \$1,250.00 for the mural refresh, including potential incidental costs.

Consistent with Comprehensive Plan?

Yes. Goal 1: Continue to Define Norcross' Sense of Place

Next Steps

Gain approval from Mayor & Council to move forward with providing funding for this project from designated NPAC funds.

Begin discussing logistics for project execution with city staff.

Attachments

Proposed Budget from Bobbie Adamczyk

Update

Mitchell Wall Community Project Refresher

Mitchell Wall Community Project Refresher Proposed Budget By Bobbie Adamczyk, 8/16/2022

A - Wall Measurements:

- 5, 5 feet high, 26 feet long cement panels = 650 square feet
- 2 side sloping panels (measurements rounded up to match the five panels for a paint 'cushion') 2, 5 feet high by 26 feet long + 260

Total square feet of the Mitchell Wall = 910 square feet

B - Paint Cost and Coverage:



- Each gallon of paint from Lowe's costs 56.98 [CLICK HERE](#)
- 1 gallon of paint with primer is estimated to cover a minimum of 200 square feet with an expected coverage of 300 square feet.
- 7 different colors are required for the wall design
- 2 of the colors will cover a majority of the background.

3 gallons of dark blue background color = 170.94
 3 gallons of medium blue background color = 170.94
 2 gallons of black tree outline color = 113.96
 1 gallon of gray tree color = 56.98
 1 gallon of dark brown tree color - 56.98
 1 gallon of light brown tree color - 56.98
 1 gallon of medium brown tree color - 56.98

Total estimated paint cost = 683.80

C. Paint Supply amounts and Costs

- 10, 2 inch brushes, 3.98 each = 39.80 [CLICK HERE](#)

- 5, 4 inch brushes, 17.98 each = 89.90 [CLICK HERE](#)
- 10 Paint tray kits (rollers, pans, small brushes), 18.98 each = 189.80 [CLICK HERE](#)
- 5 disposable drop cloths, 4.98 each = 24.90 [CLICK HERE](#)
- 1 multipack paper towels, 17.98 each = 17.98 [CLICK HERE](#)
- 1 contractor grade garbage bags, 18.48 each = 18.48 [CLICK HERE](#)
- 5, 5 gallon buckets, 4.78each = 23.90 [CLICK HERE](#)

Total estimated cost for paint supplies - 404.76

Total estimated cost for the Mitchell Wall Community Project Refresher = 1,088.56



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6591	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Accent Creative Group Retainer Agreement		

Sponsors:

Code Sections:

Attachments:

1. [Agenda Report - Updated Agreement with Accent Creative Group](#)
2. [Accent Creative Group Agreement](#)

Title

Accent Creative Group Retainer Agreement

Drafter

Eric Johnson

Motion

A motion to Authorize an updated agreement with Accent Creative Group revising the monthly retainer consistent with the approved FY 23 budget with \$120,000 to come from Hotel/Motel Tax and \$24,000 to come from the General Fund.



MAYOR **CRAIG NEWTON** • MAYOR PRO TEM **MATT MYERS** • COUNCILMEMBER **ANDREW HIXSON** • COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **BRUCE GAYNOR** • COUNCILMEMBER **ARLENE BECKLES** • CITY MANAGER **ERIC JOHNSON** • CITY CLERK **MONIQUE LANG**

Agenda Report

To: Mayor and Council

From: Eric Johnson, City Manager

Meeting Date: November 7, 2022 - Mayor and Council

Item No.: 22- 6591

Title: Updated Agreement with Accent Creative Group

Recommendation – Authorize an updated agreement with Accent Creative Group revising the monthly retainer consistent with the approved FY 23 budget.

Background – The City entered into an agreement with Accent Creative Group in September 2014. The amount was increased annually four times -- most recently, in August 2018 to \$10,000/month from \$9,200/month the prior year. The funding source has historically been the restricted Hotel/Motel taxes that are managed for the City by Explore Gwinnett. Essentially, four of the seven cents of Hotel/Motel taxes received on each dollar of taxable services are restricted, and those are the dollars that Explore Gwinnett manages. The remaining three cents have no restrictions. To create better distinction between those unrestricted dollars and the restricted dollars, the unrestricted dollars are now transferred to the General Fund. In previous years, the unrestricted dollars were spent out of the Hotel/Motel Fund.

The FY 23 budget increased funding for communications services by \$2,000/month, based on having Hotel/Motel taxes continue to pay \$10,000/month for eligible services by Accent Creative Group, while using the \$2,000/month in unrestricted revenue to pay for communications services that are not found eligible by Explore Gwinnett for the restricted dollars. As the City expands communications into areas less eligible as marketing, the unrestricted funds will be valuable. In recent years, it appears the City has exceeded the hours provided by the retainer without compensating Accent Creative Group for excess hours.

The President of Accent Creative Group, Pam Ledbetter, serves as a de facto Communications Department Director for the City of Norcross and participates in senior staff activities.

Financial Impact – The increased monthly retainer was included in the FY 23 budget -- \$120,000 from Hotel/Motel Tax and \$24,000 from the General Fund.

Consistent with Comprehensive Plan? Yes,

Next Steps – NA .

Attachments – Accent Creative Group Agreement

Update – NA.

..... AN AGREEMENT BY

ACCENT

..... Creative Group

CITY OF NORCROSS COMMUNICATIONS MONTHLY RETAINER

September 2022

AT A GLANCE

\$12,000

PER MONTH

\$10,000/mo = Hotel/Motel
\$2,000/mo = General Fund

120

HOURS PER MONTH

ON CALL

24/7

SERVICES

Graphic Design
Communications/PR
Social Media Management
Website Management
Paid Media Management
Campaign Development
Consulting/Strategy

Your Team

Team Member Bios are on Pages 17-26

PRIMARY

(Receive COMMUNICATION.NORCROSSGA.NET emails)



Department Head

Pam Ledbetter



Account Lead

Nicole Newsom



Design

Kenna Swanson



Special Projects

Paula Hastings



Communications

Mina Kinjo

Policy, Zoning, Inter-governmental

BACKUP



Communications

Haley, Catherine, Eryn



Design

Sydney, Emily



Web/Tech/Video

Nate, Nick, Jacob



Events

Rachel

Tools We Use

We use a collection of tools to ensure the highest level of efficiency, productivity and collaboration within our team. All projects are managed in Clickup, where team members log time, track statuses, upload assets, and more. We are also big fans of Dropbox and G Suite!



RETAINER INFORMATION

When you choose Accent Creative Group, you are getting the personal touch of a boutique firm with the extensive talent of a full-service agency. Our team of designers, developers, strategists, copywriters, account managers, event planners and more work together seamlessly to deliver the services you need all under one roof.

The talent and creativity at ACG is top-notch—our work has received over 30 international design awards, and our clients tell us it's our innovation and dedication to creating solutions specific to their brands and goals that keep them coming back for more. No templated and cookie-cutter work here!

Our collective experience comes from a diverse array of backgrounds, including tourism, hospitality, chambers, government, education, and many more. Not only does this help our clients within these industries by bringing specific knowledge and relationships to the table, but through our small, close-knit team it means every client benefits from a well-rounded and multi-faceted approach.

But more than anything, what sets us apart from other agencies is our genuine nature. Our team is an extension of yours, and the relationships formed between our combined people are every bit as real and true as if formed outside of the office. You are not a number sequence assigned to a service ticket—to us, you are a member of our ACG Family.

BENEFITS OF A RETAINER

1. Convenience

Enjoy the convenience of a dedicated marketing team that is on-call to serve your needs. No more delays from having to get quotes and contracts for every little job that comes up; simply send in your request and have work start right away, all part of your hours allotment.

2. Priority Service

Retained clients enjoy top priority over other projects in our queue, so you can rest easy knowing that last-minute press release or forgotten ad will be taken care of promptly and expeditiously.

Continued on next page

3. Discounted Rate

The more you commit to, the more you save! Without a retainer, ACG's hourly service rate is \$150/hour. Retained clients see rates as low as 15-35% under the normal rate, depending on how many hours retained. Not to mention, additional hours free of charge the longer the term agreement.

4. No Added Overhead

Before investing in an in-house creative team (with all the overhead costs of salaries, benefits, office space, equipment...), consider all the ways you can save by outsourcing. With ACG as an extension of your team, not only are there no overhead costs, but you receive the benefit of 16 highly trained, diverse creatives at your disposal. All the skill sets you require, exactly when you need them—for a fraction of the cost.

5. Brand Consistency

When one firm has a hand in all of your marketing, you will have guaranteed consistency of your brand. The look and feel, the voice/message...these components are essential to presenting a strong, recognizable brand to the community, but can so easily be portrayed inconsistently when you split projects and services amongst multiple agencies.

6. Simplified Accounting

Pay a set amount each month for the duration of the term agreement. No surprise balances, and you can even set up autopay!

7. Accountability

Our project management system allows you to submit and track progress on projects, as well as hours left in your retainer so there is full transparency at any given time. Our team will also send monthly reports that can easily be shared with management and council/boards.

8. In Short, PEACE OF MIND!

HOW IT WORKS

Working with ACG on a retainer basis basically means you'll have an award-winning marketing and design firm in your back pocket at all times. We agree on rates and terms in advance and set aside a specific amount of hours to dedicate to your projects. Simply send us any requests you have as they come up, and we'll use our advanced reporting software to track our hours in real-time and send you monthly reports. Any unused hours will roll over to the next month as long as it is still within the contract term.

RECOMMENDED PACKAGE

DETAILS	MONTHLY RATE
Creative Services Retainer (100 hours) Covers Hotel/Motel-eligible time and services. <i>Estimate based on hours history and proportion of department expenses/projects split between hotel/motel and general fund budgets.</i>	\$10,000/month
Creative Services Retainer (20 hours) Covers time and services not eligible for Hotel/Motel. <i>Estimate based on hours history and proportion of department expenses/projects split between hotel/motel and general fund budgets.</i>	\$2,000/month
Contract Term: 12 Months, Renewable September 1, 2022 - August 31, 2023	
TOTAL PER MONTH	\$12,000

Retainer History

Original Agreement, September 1, 2014 | \$6,125

Amended September 2015 | \$7,000

Amended September 2016 | \$8,000

Amended August 2017 | \$9,200

Amended August 2018 | \$10,000

WHAT'S INCLUDED

- Assistance in Advertising, Campaign & Branding Strategies
- Brainstorming & Creative Direction
- Design of Print & Digital Graphics
- Copywriting & Public Relations
- Social Media Strategy & Management
- General Website Maintenance

***Other projects outside of this scope may be billed on a project basis for example: web development, event planning and branding.*

**AT ACG, WE ASPIRE TO BE TRUSTED PARTNERS
IN YOUR MARKETING JOURNEY, A TRUE
EXTENSION OF YOUR OWN TEAM.**

TERMS OF AGREEMENT

PARTIES

This Agreement ("Agreement") is made between Accent Creative Group ("ACG") and the City of Norcross, Georgia ("Client").

EFFECTIVE DATE

This Agreement becomes effective on September 1, 2022.

SERVICES

As of the effective date of this Agreement, ACG will be available to provide and will provide the following services to the Client:

- 24/7 On-Call Communications Support
 - Support City Manager, City Departments, Mayor & Council, City Boards, Downtown Merchants
 - Dedicated, publicly available phone line and email address
- Strategic Oversight and Management of department needs, policies, and general operations (including budget)
 - A Formal "Strategic Marketing Plan" (characterized by in-depth research and analysis) is not in scope and would need to be quoted on a project basis
- Strategic oversight of brand image for consistency and cohesiveness across all platforms, applications and print materials; maintain brand style guide
- Graphic Design services for all city/city-affiliated needs (brochures, flyers, ads, signs, secondary logos, etc.)
 - Including annually updated/produced Visitors Guide, Padded Map, Downtown Kiosk Map/ Events Calendar Signage, Walking Tour brochures (Tree, Historic Homes), Rack Cards (Events/Shop/Dine/Parks), and Lamppost Banners
 - Branding (research and strategic development for formal rebrand) is not in scope and would need to be quoted on a project basis; quick, design-only secondary logos are in scope
- Production, design and content management of monthly print newsletter
- Social media management for main city profiles; communications/brand oversight for affiliated social profiles (boards, police)
- Website updates and management for NorcrossGa.net to include liaison with CivicPlus, page design and layout, content edits, bid and job postings, RequestTracker admin (not managing requests, but staff access to requests), etc.
 - All edits at the request/direction/approval of department heads; ACG will periodically reach out to remind staff to review site for edits, and will provide communications guidance on best practices for layout/organization/messaging when new content requests are made, but is not ultimately responsible for keeping up with all necessary content updates (which would be dependent on subject experts)

- NEW site design (designing a new site from scratch) are not in scope and would need to be quoted on a project basis
- Website updates and management for NorcrossTours.com
 - All edits at the request/direction/approval of relevant staff
- Website updates and management for NorcrossWorks.com
 - All edits at the request/direction/approval of relevant staff
- Management and oversight of city mass notifications (CivicReady) to include posting/scheduling, integrations with website and other city platforms (like Facebook), admin/subscriber management and training of relevant city staff
- Email Marketing management for both main city and economic development Constant Contact accounts, to include weekly events eblast and monthly digital newsletter eblast as well as periodic ED announcements
- Manage content and schedule for Downtown Reader Board and Digital LED Sign (Vnnox software)
- Annual Advertising Campaign to promote Norcross and its assets (including events, downtown, economic development)
- Manage media buys in line with budget and campaign (print, digital, radio, TV, billboards, social, etc.)
- Primary Public Relations contact for the city; manage media relationships and craft/send press releases and media alerts to relevant, diverse media network (including print, radio, TV, local publications, social, etc.)
 - Crisis PR management level one. Significant issues requiring Crisis PR management would need to be outsourced to a Crisis Management PR Specialist
- Collaborate with city's Events Manager to market and promote city events and provide marketing support to co-sponsored events
- Manage city assets library (photography, videography, templated brand collateral, etc.)
 - Professional photography and videography would be outsourced and billed separately
- Attend Department Head meetings; attend or watch council/policy meetings; attend retreats/ visioning sessions; attend meetings with staff/boards/merchants upon request
- Strategic and brand oversight and management of city wayfinding; liaison with vendors and city staff
- Other marketing-, communications- and brand-relevant tasks/services upon request, within contracted hours (unless specifically stated out of scope)

COMPENSATION

ACG will bill for the agreed-upon monthly retainer of \$10,000.00 and \$2,000.00 for the services listed above, billed to the city's hotel/motel and general funds, respectively. Other services provided by ACG such as printing, hardware such as tradeshow displays and any product/service designated as out-of-scope are not included under this retainer agreement and will be billed separately. All hard costs will be billed directly to the Client.

BILLING & PAYMENT

A monthly bill will be sent to the Client for their records. Payment on invoices shall be made payable to Accent Creative Group on the first of each month beginning September 1, 2022. This agreement shall be renewable in one-year terms, with the allotment/agreement of hours open to review and reassessment.

BUDGET, REPORTING & APPROVALS

ACG will submit a detailed budget report for approval at the start of each fiscal year, and maintain an expense report throughout the year. Budget estimates for all programs will be created by ACG and approved by Client before any expenditure outside of retained services. Client must approve any changes to the scope of work that would affect budgets in writing before any additional expenditure is made. Budget estimates for all programs will include estimated hourly billing and any agency fees related to the project. ACG will obtain Client authorization before making any commitments on behalf of Client. All material will be submitted to Client for approval prior to it being produced or released into the public domain (Client will be provided a reasonable amount of time to give approval and will also make decisions in a timely manner in order to keep any deadlines).

In addition to goals submitted during the annual city retreat, ACG will provide quarterly reports of accomplishments and planned projects for the next quarter, as well as a monthly report outlining hours and key metrics.

STAFFING/SERVICE LEVEL

ACG will provide Client with the appropriate resources for executing projects. ACG has assigned the principal, Pam Ledbetter, as the Account Manager for the Client as it pertains to the Agreement. Other ACG resources will be provided to Client as determined by the needs of the marketing and communications plan. This includes, but is not limited to, the following team members: Project Manager, Nicole Newsom; Design Lead, Kenna Swanson; Communications, Mina Kinjo; and Special Projects, Paula Hastings. Additional copywriters, designers, and other ACG team members will provide additional support to ensure that the service level provided to Client meets the Client's expectations and that Client requests made by email and phone are returned promptly by ACG.

CONSENTS

ACG shall be responsible for obtaining all required consents and releases from third parties.

WHEN HOURS EXCEED OR FALL SHORT OF CLIENT'S ALLOWANCE

Hours not used within a given month carry forward to the following month, within the contract term. If the services that Client requests in a given month exceed the number of hours allotted, the Client may purchase additional hours at the general non-retainer rate (\$150/hour) for ACG to provide all of the services that the Client requests, or wait until the following month for services to be rendered. ACG will invoice excess hours at the end of the month in which those hours were used. If Client observes that the number of hours used is regularly exceeding or falling short of the number of hours specified in this Agreement, Client may wish to negotiate a new retainer agreement with a greater or lesser number of hours, and ACG will be glad to accommodate such a request. Client understands that increasing the number of hours in the retainer agreement may lower the hourly rate and that decreasing the number of hours may raise the hourly rate.

ACG RATE CHANGES

If ACG increases its non-retainer rates, the monthly retainer specified in the Agreement will not be affected, with the exception of the general non-retainer rate charged for excess hours. Retainer rates are subject to change at renewal, or earlier should Client wish to negotiate a new retainer agreement with a greater or lesser number of hours.

EXPENSES

Client agrees to pay ACG for any expenses incurred in performing Client's work, including but not limited to postage, copying and printing, supplies, paper stock, label stock, and any monies paid to outside parties on Client's behalf. Client authorizes ACG to process separate transactions each month to cover those expenses. (In no case will any client mailings be delivered to the post office without prior payment of the postage amount.)

CONFIDENTIALITY

ACG will not, without Client's prior approval in each instance, either personally or by means of a third party, make any disclosure or supply any Confidential Information to any third party or to the public, or use for any purpose except in furtherance of this Agreement.

TERMINATION OF AGREEMENT

This Agreement may be terminated by either party with a 90-day written notice of early termination in the event that the arrangement does not meet the expectations of either party.

CHOICE OF LAW

This Agreement shall be construed in accordance with the laws of the State of Georgia, USA, without regard to its conflict of law rules. Any dispute shall be subject to the exclusive jurisdiction of courts in the State of Georgia.

ENTIRE AGREEMENT

This Agreement contains the entire agreement of both parties, and there are no other promises or conditions in any other agreement, either oral or written. Should services be added, both parties agree to sign a new Agreement or an Addendum to this Agreement to cover all services provided as well as provide for additional payment for increased hours of service. By signing below, each party affirms that he/she has read and understands this Agreement.

NEXT STEPS

This page confirms approval of services scope and budget as outlined in the agreement dated September 1, 2022. After all parties have signed, you will receive a pdf copy for your records.

By signing below, each party affirms that he/she has read and understands this Agreement.



SIGNATURE

Pam Ledbetter

Pam Ledbetter,
Accent Creative Group



SIGNATURE

Eric Johnson

Eric Johnson, City Manager
City of Norcross

Attachment: Accent Creative Group Agreement (22-6591 : Updated Agreement with Accent Creative Group)

SPOTLIGHT ON

ACCENT

Creative Group

BACKGROUND

Accent Creative Group was officially formed in **2004** as Accent South Media with a focus primarily on custom publishing. We created magazines for **Lanier Islands, City of Duluth, City of Lawrenceville and our own Accent Gwinnett**. Coming out from under the downturn in the economy in 2013, we reinvented ourselves as Accent Creative Group to fully share our expanded line of service offerings to our clients.

Today, we operate as a **full-service creative marketing agency** concentrated on the industries of hospitality/tourism, chambers, counties and municipalities. Our specialties include marketing and advertising, custom publishing, web design, brand development, event planning and public relations. ACG has a crisp, modern aesthetic that delivers **proven marketing results**. From the whimsy of our 1907 manor house in the heart of historic Lawrenceville, Georgia, we live by the motto **"We Create."**



LEGAL NAME

Accent Creative Group

TYPE OF BUSINESS

Limited Liability Company

← WHERE WE WORK

Accent Manor

365 South Perry St.
Lawrenceville, GA 30046

OUR PRESIDENT

Pam Ledbetter

pam@accentcreativegroup.com

CALL US!

678.407.8820

16

Employees
(and one mascot!)

Founded in

2004

As Accent South Media

Reinvented in

2013

As Accent Creative Group

18

**Years in
Business**

OUR MOTTO: "WE CREATE"

..... SPOTLIGHT ON OUR

SERVICES

.....

BRANDING, DESIGN & WEB, OH MY!

A rose by any other name would not smell as sweet, take it from us! As experts in marketing and branding, we know that what you call something, how you describe it and what visuals you use to depict it MATTER. That's why we offer a full suite of services—so we can help manage your brand with a hand on every aspect of your marketing and ensure a consistent, cohesive look and message for your brand.

"WE CREATE"



Brand Development



Marketing Strategy



Website & Search Engine Optimization (SEO)



Custom Publishing



Collateral Design and Graphics



Copywriting



Event Planning



Public Relations



Social Media



Paid Media Relations



Digital Marketing



Advertising/Sales

WHY ACG IS A PERFECT MATCH

1

We're experienced in the services you need

With Accent Creative Group, you are getting the personal touch of a boutique firm with the extensive talent of a full-service agency. An award-winning design team ensures every product is of the highest quality and visual appeal for the modern age while our experienced developers ensure the best in functionality and user experience is delivered and matched to the target audience. We love marrying traditional print with the latest digital tools to create a unique harmony that invites engaging conversations with stakeholders. Our creative writers ensure every last word captures and engages interest, and our brilliant strategists ensure every last detail works together to complement the brand and move it forward.

2

We're not cookie cutter

How many times have you seen a design and felt déjà vu? Our work is 100% original, made just for you. From one client to the next, we strive to create a unique look and feel (and voice) that is strategically crafted to match your brand's personality and goals. No copycats here! Your organization isn't the same as the next one, so why should your marketing be?

3

We look to the future

While ACG is fully vested to help you deliver the scope you need today, we also keep top-of-mind where you're headed in the future. For us it doesn't stop with the development of your deliverables. We'll work to stay ahead of the curve and help your brand grow and respond to the latest needs and trends. We want every marketing tool we create to further your mission, expand your reach and grow your revenues.

4

We know communities!

ACG is an active member of the Georgia and Gwinnett Municipal Associations as well as the Georgia Association for Chamber of Commerce Executives, the Georgia Association of Convention and Visitors Bureaus, Southeast Tourism Society, among others, and has two STS-accredited TMPs on staff. We are an active member of the Gwinnett community, involved with such organizations as Gwinnett Chamber of Commerce, Gwinnett Clean & Beautiful, Gwinnett Hospital Women's Advisory Board, Gwinnett Coalition, Leadership Gwinnett, Glance Gwinnett, among others. We have three Leadership Gwinnett Alumni and three Glance Gwinnett graduates. We know your competitors and your audience, and we are thoroughly versed in both the trends and the best practices in tourism and government marketing communications.

SPOTLIGHT ON

OUR TEAM

..... **We're All Mad Here!**

But we'll tell you a secret: all the best people are!



Get to Know Pam
president / firestarter

Background & Experience

A highly energetic entrepreneur, Pam founded Accent South Media, Inc (currently known as Accent Creative Group) as a full-service boutique marketing firm in 2004. Her 30+ years career has given her experience in all aspects of creating, managing and implementing successful marketing and creative initiatives. Having worked with tourism clients for over 15 years, Pam enrolled in and graduated from Southeast Tourism Society's Marketing College with the Class of 2019.

Role at ACG

As owner and chief guru here at ACG, Pam is responsible for agency management, business opportunities, client relationships and project leadership. Her character is the backbone of our company, and you can be sure Pam is at the heart of every client relationship on our roster.

Random Fact

Pam comes from a long line of famous hillbillies (yep, you guessed it: none other than the Hatfields and the McCoys!).



Get to Know Audrey
**director of custom
 publications / roadrunner**

Background & Experience

Relationship-focused with a 25-year track record, Audrey is a proven advertising sales professional who achieves double-digit revenue growth and turns around under-performing territories time and time again. Her work experience covers all facets including media buying, print, digital, sponsorship sales and special events. She can also claim a 25-year experience with the tourism industry, having worked for such entities as Great Southern Publishers (now 365 Degree Total Marketing), Encore Atlanta and Atlanta Magazine. Notable past projects have included Atlanta Magazine, Atlanta Magazine's HOME, the Georgia Travel Guide, Dahlonega's chamber and tourism publications, show programs for The Fabulous Fox Theatre and the Alliance Theatre, among many, many more.

Role at ACG

As Director of Custom Publishing here at ACG, Audrey has a hand in every major publishing project that comes in, and oversees the growth of the department. She sells advertising for The DiG, Gwinnett Chamber, Dahlonega, Lanier Islands, Sandy Springs and more.

Random Fact

As a former cheerleader, basketball player and coach, Audrey loves to shoot hoops to wind down after a long day.



Get to Know Nicole
brand strategist / trailblazer

Background & Experience

With a B.S.B.A. in International Business and Marketing from the University of South Carolina, and six years of internship experience in the tourism industry (including Lake Lanier CVB and South Carolina's Department of Parks, Recreation and Tourism), Nicole came to ACG in 2017. Since then, she has graduated Southeast Tourism Society's Marketing College and been a key player in ACG's tourism-related projects, working with clients such as the City of Norcross, Lake Lanier CVB, Visit Perry, Cordele Main Street, City of Forsyth, Discover Dahlenega and more.

Role at ACG

As a brand strategist, Nicole is your greatest advocate. Part bouncer, part conductor, she pulls from her talents in project management, copywriting, social media and marketing strategy to orchestrate cohesive campaigns, marketing plans, publications, collateral and more that further your brand's message and goals. Nicole follows a project from start to finish, ensuring every aspect is strategically and consistently "on brand." She's also our resident "idea girl" (or perhaps more aptly, the "sticky note queen"), and your client folder is bound to have a mountain of colorful notes before even your first meeting.

Random Fact

Nicole is more than a little obsessed with all things Scotland.



Get to Know Haley
marketing manager /
messaging maven

Background & Experience

Haley has over 10 years of experience in marketing, public relations and event management. After graduating from Georgia College & State University in 2011, she worked as a communications specialist for an IT firm, before making the switch to economic development, where she spent more than seven years promoting Gwinnett County as the Director of Programs and Communications at Partnership Gwinnett.

Role at ACG

Haley brought her expertise to the ACG team in 2020 and spends her days creating hype-worthy content that gets our clients not just seen, but heard. As the Marketing Manager, she is responsible for writing and editing content for press releases, publications, ads, social media and more. Haley combines her (occasionally pesky) perfectionism and love of storytelling to bring our clients' vision to life.

Random Fact

Haley is an early bird. She's up at 5 a.m. on the weekdays, but allows herself to "sleep-in" until 6 a.m. on the weekends.



Get to Know Eryn
copywriter / playful pensmith

Background & Experience

After studying Creative Writing at Georgia College and State University, Eryn began almost immediately helping small businesses in the metro Atlanta area with their marketing needs. She went on to gain over 15 years of experience using her gift with words to boost brands, wrangle web copy and elevate editorial. Everything from B2B to poetry, from blogs to mailers, from publications to her own manuscript, Eryn has found that there are no words she can't take to her will. She has over 10 years of experience in public speaking. Focusing on the importance of knowing one's personal and/or professional authentic voice, she has encouraged and inspired small brands to stand out in the marketplace with genuine compassion.

Role at ACG

Eryn was one of the OG employees of ACG way back in the day and we are so excited for you to meet her. You will see her face on zooms, as she is an idea-generating machine. You'll see her hand in most anything that deals with copy or editorial—whether she's writing it or proofing. Eryn's strengths lie in brainstorming and problem-solving, out-of-the-box thinking, and generally making things happen.

Random Fact

Eryn is a proud book nerd and reads hundreds of books every year. She's always up to drop a recommendation for any reader's tastes. Just know, she likes the scary stuff.



Get to Know Catherine
content creator /
savvy storyteller

Background & Experience

During her time as a Mass Communications student at Georgia College & State University, Catherine earned experience doing a little bit of everything. She minored in photography, worked as a writer and photographer for the school newspaper, The Colonnade, and worked as a university videographer. She graduated in 2020, and made her way to ACG shortly after.

Role at ACG

After interning with us for 8 months, Catherine found a home for her skills and officially joined the ACG team. She spends her time crafting content from words, videos, photos, you name it. Whether she's writing copy for a website or ad, updating social content calendars, gathering visuals, or dreaming up a new social media campaign, she knows how to tell a client's story.

Random Fact

Catherine has an outdoor education certificate. She knows how to guide you up a rock wall or down a river rapid!



Get to Know Sydney
senior graphic designer /
pixel perfecter

Background & Experience

Sydney began her design career in 2013 while a Mass Communications student at Georgia College & State University. She was hired as a student designer by the university, and can count Habitat for Humanity, the Milledgeville-Baldwin County Chamber of Commerce and the Museum of Arts and Sciences in Macon among her early list of clients. Upon graduation in 2015, she served as the primary digital graphic designer for over three years at Georgia Gwinnett College, then took a position as lead designer for Howard Capital Management where her web and UI design skills were put to the test as she led a complete redesign of one of the firm's primary products.

Role at ACG

Joining the ACG team in 2019, Sydney brings an expertise in branding and logo design, print collateral, web design, email design, presentations, motion graphics, e-books and more. She has already become a favorite with clients like the City of Duluth, Gwinnett Chamber, City of Lilburn, Town of Braselton and Mosaic Georgia.

Random Fact

Sydney is musically inclined and has a knack for picking up instruments easily.



Get to Know Kenna
web & graphic designer /
versatile visionary

Background & Experience

Kenna is an ambitious and passionate junior-level graphic and web designer, having graduated from Southern New Hampshire University in 2020 with a Bachelor's Degree in Graphic Design. She recently went through Kennesaw State University's Digital Marketing Science Certification program, is SEO-certified, and has experience completing projects in desktop/digital publishing, typography, digital imaging, website coding/creation and interactive animation.

Role at ACG

Aptly titled the Versatile Visionary, Kenna enjoys dreaming up innovative and mesmerizing designs for web, print, digital and more. With creativity and determination, Kenna's skills have helped clients such as the cities of Perry, Lawrenceville and Norcross, Leadership Gwinnett, Gwinnett County Public Library and Gwinnett Clean & Beautiful.

Random Fact

Kenna is passionate about all things travel & photography.



Get to Know Emily

**graphic designer /
juggling genie**

Background & Experience

Having graduated from Kennesaw State University in 2014 with a Bachelor's Degree in Communication, Emily first interned with Gwinnett Medical Center's marketing department before joining Accent Creative Group in February 2015. Her attention to detail, enthusiasm and work ethic quickly made her one of ACG's shining stars for the nearly five years she worked with us. From traffic and project management to graphic design, Emily has worn nearly all the hats at ACG and there has been no client she's not touched and charmed. After a brief time away to focus on family, working as a designer for close-to-home Homestar Financial Corporation, Emily has returned to the ACG family and is excited to lend her talents to the team once again.

Role at ACG

With a positive attitude and strong communication skills, Emily has had an integral role in the design team taking the lead on various projects, such as the City of Norcross. Always ready with a helping hand, she also lends design support to other projects.

Random Fact

Emily is ambidextrous!



Get to Know Jacob

**designer & IT manager /
jack of all trades**

Background & Experience

Jacob is an established professional with a penchant for great customer and teammate service. His skillset includes IT, graphic and web design, video production and map illustration. He's been coding since his middle school days—with a father who is an app developer, technology is in his blood.

Role at ACG

A true jack of all trades, Jacob is involved in many ACG projects. He is a regular contributor for graphic design projects with the cities of Norcross, Braselton and Lawrenceville. He has digitally illustrated maps for clients such as the cities of Braselton, Peachtree Corners and Duluth. He oversees all of ACG's video production, for both in-house and client projects, and also assists in the web department for clients such as Leadership Gwinnett, Gwinnett County Public Library, the City of Dacula and more. He is also our IT savior, tirelessly handling all network and communication needs for our office.

Random Fact

Jacob is a popcorn aficionado.



Get to Know Nate
web developer /
creative coder

Background & Experience

Growing up, Nate was a creative and took up film photography as an outlet. Equally interested in computers and their capabilities, he found ways to combine digital and analog technologies through visual editing and manipulation. It wasn't until college that Nate became enamored with computer programming and found his niche in web development. For him, it combined all of the creative skills he learned and loved through the years. After graduating with a B.S. in Information Technology with a minor in Digital Media, he joined the ACG team in July 2021. He is SEO-certified.

Role at ACG

As a web developer and coder, Nate works closely with UX/UI designers on the team to bring prototypes to life. He utilizes WordPress, HTML, CSS, JavaScript and other technologies to create responsive websites and web applications for a diverse client base, including Helen CVB, Cordele Main Street, Visit Perry among other tourism clients as well as Java Joy, Gwinnett Clean & Beautiful and the GNR Health Department. There is no better feeling for him than working as part of a team to produce beautiful and interactive projects that will be used by people of all backgrounds!

Random Fact

When Nate isn't being creative on the computer, he loves to get creative in the kitchen. He likes to cook more than he likes to eat!



Get to Know Nick
web developer /
master of clips & clicks

Background & Experience

A master of "clips and clicks," Nick has been coding and developing sites almost as long as he's known how to read and write! His clients have included Leadership Gwinnett, Precision Planning, Leadership Georgia, Financial Supermarkets Incorporated, among others.

Role at ACG

Nick is our back-end guru, and as such brings his expertise to the table for all web clients. In addition to his own assigned build-outs, he oversees the development of other sites the team is working on and advises when needed on the technical side of things. He is the voice of reason when the rest of us get carried away with grand ideas—he has a keen understanding of what can and can't be done, and calmly grounds us while proposing innovative solutions to the problem at hand.

Random Fact

Nick's natural way with patterns and coded language has presented itself in another gift—a gift for music! In addition to playing the guitar, keyboard and trumpet, Nick produces his own songs in his home-based recording studio.



Get to Know Rachel
events & special projects /
soiree stylist

Background & Experience

After graduating from Georgia College & State University in 2007 with a degree in Mass Communications, Rachel became the event coordinator for the Museum of Aviation at Robins Air Force Base, where she gained firsthand knowledge of fundraising events and military protocol. Her next venture took her to the Gwinnett Chamber of Commerce, where she planned and executed various awards programs, golf tournaments, 5K/10K races, networking events, businesses trips, lunches and educational conferences before coming to work for ACG.

Role at ACG

Rachel joined the team in 2015 with nearly 10 years of event and project management experience. With an expertise spanning all types of events—large and small, public and private, social and corporate, local and domestic—she is a true asset when it comes to event coordination. Rachel has been responsible for planning the Gwinnett County Regional Science Fair, GMC Women's Wellness Expo, the Gwinnett County Bicentennial Celebration, among others.

Random Fact

Rachel has a phobia of church bells and gongs.



Get to Know Paula
community relations /
social butterfly

Background & Experience

Be it through serving on local councils and executive boards, the SPLOST Citizen's Review Committee or numerous other roles, Paula lives by the motto "get involved and make a difference!" She is a graduate of the ARC's Regional Leadership Institute and was a Gwinnett County Planning Commissioner for numerous years. She currently serves as Chairman of Gwinnett County's Zoning Board of Appeals. Paula has a keen interest in economic development, tourism and planning and zoning, and you'll often see her attending events such as the Metro Atlanta Redevelopment Summit and GACVB conferences.

Role at ACG

Since 2004, Paula has served in the role of Community Relations and Event Planner for Accent Creative Group, as well as being called upon from time to time to manage special projects, particularly those in the realm of tourism and economic development or involving matters of politics. Her commitment to showcase ACG to the community and to keep her finger on the pulse of all things Georgia has enabled continued growth and community involvement for our company.

Random Fact

Paula's most recent obsession is making and perfecting homemade pasta in many creative ways.



Get to Know Mina
traffic coordinator /
team wrangler

Background & Experience

Mina recently graduated from Georgia Gwinnett College in 2021, earning a Bachelor's Degree in Marketing. She came to ACG with internship experience in social media and copywriting, and has even dabbled a bit in graphic design. Whether visually or through words, she enjoys making content to inspire others. Through communicating and interacting with clients and the community, she is able to gain a greater perspective of others' creative outlooks. Mina believes having a thirst for knowledge is the powerhouse behind all inspiration!

Role at ACG

After interning with us for 7 months, Mina officially joined the family as our "Team Wrangler". Just as her title states, she corrals our crazy crew, making sure all projects are organized and stay on track through oversight of our project management platform, ClickUp. Whether she's assigning tasks or supporting our content team crafting articles and social posts, you can count on Mina to be in the know. And might we add, she's also ACG's part-time model!

Random Fact

Mina rode on a bull in front of a full stadium of people in Japan.



Get to Know Mary Beth
relationship manager /
happiness hero

Background & Experience

Mary Beth happily brings her years of experience with local government to the ACG family. Upon her retirement from the City of Norcross in 2022 as the Assistant City Manager and Director of Public Works, Utilities & Parks, Mary Beth had achieved more than 22 years of service, including 10 years as Events Manager, creating diverse, inclusive and family-oriented events. She is a graduate of Madison College, Leadership Gwinnett, Carl Vinson Institute, served as an Executive Board Member of Southwest Gwinnett Chamber, and was a recipient of Explore Gwinnett's Friend of Tourism Award.

Role at ACG

As ACG's happiness hero, Mary Beth's proven ability to connect and engage with the community, internal and external customers serves her well. She works tirelessly to ensure stellar customer service for our clients and a genuine internal culture where team members feel valued and appreciated. She is the champion of the handwritten card and guardian of important dates. When not gallivanting in the realm of client and staff appreciation, Mary Beth supports Pam in the office with billing and other housekeeping tasks.

Random Fact

MB won a dance contest in Jamaica and is proud of it!

And Last But Not Least!!



Get to Know Arie

mascot / head of 'puplick' relations

Born just a mere two years ago, and during COVID at that, I have not had a chance to truly live up to my new role as the office mascot but, it does look like things are picking up! Let's just say, that once I am given the chance, I will jump in with four feet to show my special skills of putting smiles on faces and keeping everyone on their toes....well, shuffling them so I can't grab them and chew on them! I'm always at the ready to run outside when my fellow teammates want to go for a walk to get a little exercise and fresh air. And, I know that a big part of my everyday ACG work life will be to be the official greeter to all our visitors. I've been working on my wagging abilities and think I'm ready for the challenge.

WHO YOU

WORK WITH

..... Says a Lot About You

ACG CLIENTS

County/Municipalities:

Banks County
 City of Buford
 City of Auburn
 City of Brookhaven
 City of Chamblee
 City of Dacula
 City of Duluth
 City of Elberton
 City of Flowery Branch
 City of Forsyth
 City of Lawrenceville
 City of Lilburn
 City of Norcross
 City of Peachtree Corners
 City of Sandy Springs
 City of Snellville
 Gwinnett County
 Jackson County

Tourism:

Alpine Helen CVB
 Americus CVB
 Ascent Hospitality
 Atlanta Aviation International
 Awesome Alpharetta
 Braselton Visitors Bureau
 Buckhead/Atlanta
 City of Dawsonville
 Cordele - Crisp Tourism
 Crawford Long Museum
 Cumming Forsyth County CVB
 Discover Dahlenega
 Explore Gwinnett
 Georgia State Parks and Historical Sites
 Georgia Tech Hotel & Conference Center
 Johns Creek CVB
 Lake Lanier CVB
 Lanier Islands Resort

Madison-Morgan County CVB
 Margaritaville - Lanier Islands
 Omni Hotel - Atlanta
 Perry CVB
 Scenic Southwest Georgia
 Snellville Tourism and Trade Association
 Southeast Tourism Society
 Visit Athens
Visit Kingsland
 Visit Roswell
 Visit Sandy Springs

Organizations & Institutions:

12 Stone Church
 Children's Healthcare of Atlanta
 Cox Communications
 Dawson County Chamber of Commerce
 Forsyth Chamber of Commerce
 Georgia Association of Code Enforcement
 Georgia Gwinnett College
 Gwinnett Chamber of Commerce
 Gwinnett Clean & Beautiful
 Gwinnett Coalition
 Gwinnett County Environmental & Heritage Center
 Gwinnett County Parks & Recreation
 Gwinnett County Public Library
 Gwinnett County Public Schools
 Gwinnett County Soil & Water Conservation
 Gwinnett Housing Authority
 Gwinnett, Newton & Rockdale County Health
 Departments
 Gwinnett Senior Leadership
 Infinite Energy Center (Gas South District)
 Leadership Georgia
 Leadership Gwinnett
 Mitsubishi Classic
 Mosaic Georgia
 Moultrie-Colquitt Chamber of Commerce
 Northside Hospital - Gwinnett
 Salvation Army - Atlanta
 Sandy Springs Perimeter Chamber of Commerce
 Viewpoint Health

AND MORE!

BRAGGING RIGHTS

30+ award-winning designs to brag about

International Davey Awards:

Best Promotional Branding “Lake Lanier Islands Resort” - Bronze (2010)

Best Packaging Design “Wahoo Fitness” - Silver (2010)

Best Logo Design “City of Suwanee’s and American Cancer Society Paint the Town Purple Event” - Silver (2011)

Best Logo Design “City of Peachtree Corners” - Gold (2012)

Best Print Collateral “12Stone Anniversary Book” - Gold (2014)

Best Logo Design “City of Duluth subURBAN cool” logo - Silver (2015)

Best Editorial Multi-Page “Legacy on Lanier Summer 2015 - Lanier Islands” - Silver (2015)

Individual Achievement Art Direction/Graphic Design “Lanier Islands Weddings” – Silver (2017)

Best Design & Print Collateral Brochure “City of Duluth Visitor Guide” - Silver (2019)

Best Consumer Consumer Magazine “This is Braselton Magazine” - Silver (2019)

Best Design & Print Collateral Brochure “Perry, Official Visitors Guide” - Gold (2020)

Best Design & Print Collateral Other “Dahlonaga Discovery Guide” - Gold (2020)

Best Integrated Campaign-Cause Marketing “Join the Team for a Healthier Gwinnett” - Silver (2020)

Communicator Awards:

Silver Communicator Award (2014) - Legacy on Lanier Summer 2013 Magazine

Silver Communicator Award (2014) - City of Duluth 2013 Annual Report

Silver Communicator Award (2014) - City of Brookhaven Logo

Gold Communicator Award (2016) - Explore Gwinnett magazine

Silver Communicator Award (2016) - City of Duluth Annual Report

Silver Communicator Award (2016) - Gwinnett Chamber Guide to Gwinnett

Gold Communicator Award (2017) – The DiG inaugural issue

Silver Communicator Award (2018) – City of Lawrenceville Economic Development booklet

Silver Communicator Award (2018) – City of Duluth Duluth Life magazine Spring 2018 issue

Silver Communicator Award (2019) - City of Johns Creek Visitors Guide

Gold Communicator Award (2019) - Mosaic Georgia Logo

Gold Communicator Award (2019) - Gwinnett County 200th Anniversary Book

Silver Communicator Award (2021) - Gwinnett Science Fair Virtual Expo

Silver Communicator Award (2022) - Helen, GA CVB Website

Gold Communicator Award (2022) - Visit Perry Sippin' Stroll Passport

Gold Communicator Award (2022) - Athens Restaurant Week

Magazine Association of the Southeast GAMMA

Awards:

Best Design, Silver - “Legacy on Lanier” Magazine- Summer Issue (2010)

Best Custom Publishing, Silver - “Legacy on Lanier” Magazine - Summer Issue (2010)

Best Custom Publishing, Silver - “Legacy on Lanier” Magazine - Summer Issue (2011)

Best Design, Bronze - “Legacy on Lanier” Magazine - Summer Issue (2011)

Other Awards:

Gwinnett ArtWorks Most Creative Business in Gwinnett (2011)

3CMA City Municipal Association- National Award (2012)

- Circle of Excellence Award, 3rd place - “Duluth Life” Magazine

- Silver Circle Award, 2nd place - “Duluth Annual Report (DuApps)”

Georgia State Parks Association - “Best in Show” (2010) Duluth Parks and Recreation Booth

Hermes Creative Awards, Gold Award (2016) - Gwinnett edge magazine

Gwinnett Daily Post Readers Choice Award (2019) - Best Marketing Services

Association of Chamber of Commerce Executives Award for Communications Excellence (2020) - Forsyth County Chamber’s Digital Annual Report

3CMA Silver Circle Award (2021) - City of Duluth Visitors Guide

...and this isn’t even all of them!!



..... SPOTLIGHT ON OUR

PORTFOLIO

.....

BRANDING



EXPLORE
Braselton



LAKE
LANIER
• GEORGIA •



Scenic
SOUTHWEST
• GEORGIA •



Lanier
ISLANDS





WEBSITES



Helen
helenga.org



Downtown Lawrenceville



Old Town Lilburn
oldtownlilburn.com



View Point Health
viewpointhealth.org



Downtown Cordele
downtowncordele.com



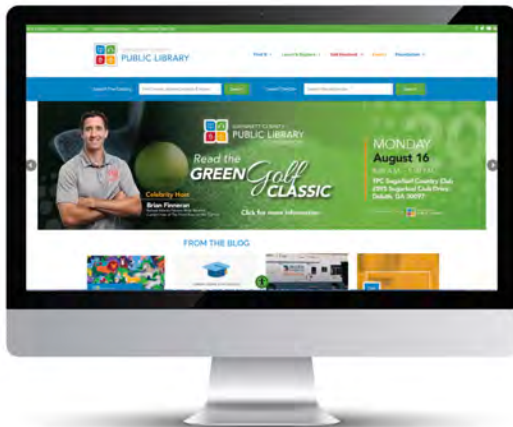
Perry Historical Tour
perrygatours.com



Java Joy
javajoy.org



Gwinnett Clean & Beautiful
gwinnettcbo.org



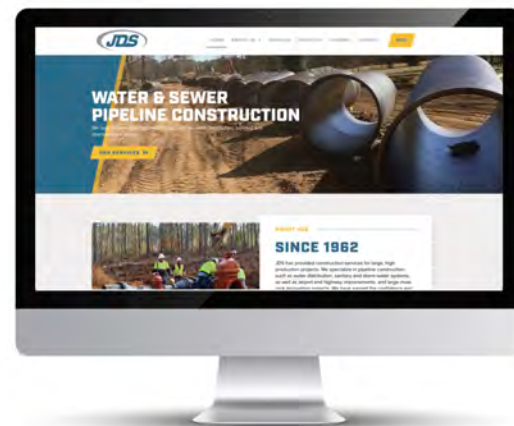
Gwinnett County Library
gwinnettpl.org



Leadership Gwinnett
leadershipgwinnett.com



SURGE
surgegnr.com



JDS
jdspipe.com

VISITORS GUIDES



SCAN QR CODE FOR DIGITAL EDITION



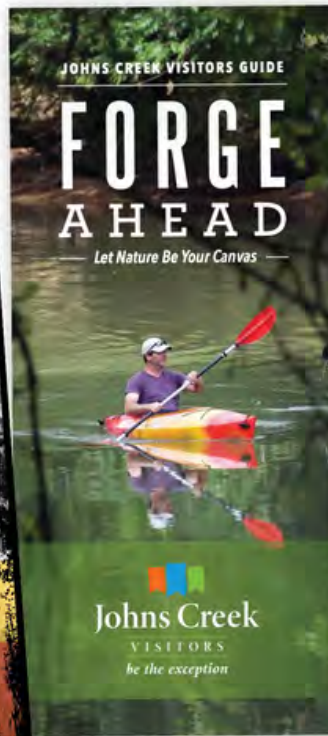
Dahlonega
Visitor Guide



Peachtree Corners
Visitor Guide



Perry Visitor
Guide



SCAN QR CODE FOR DIGITAL EDITION



Duluth
Visitor Guide



Johns Creek
Visitor Guide

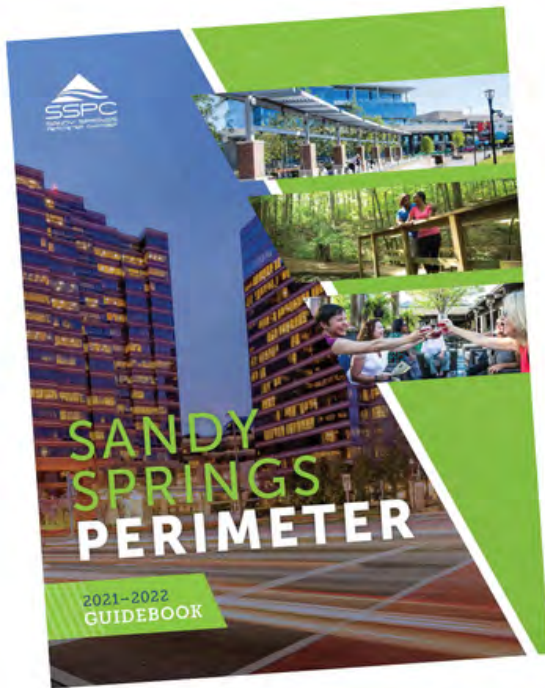


Madison Visitor
Guide



Forsyth Visitor
Guide

OTHER PUBLICATIONS



SCAN QR CODE FOR DIGITAL EDITION



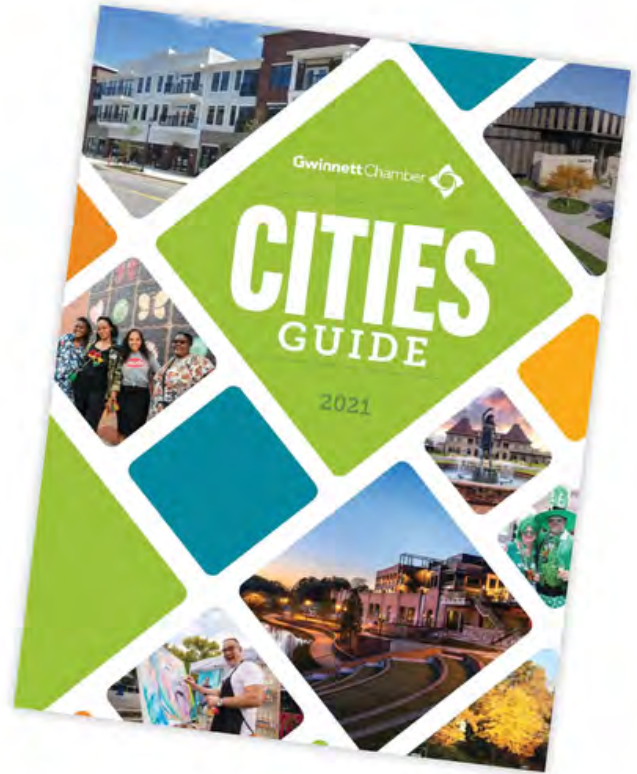
Sandy Springs
Perimeter Guide



This is Braselton



African American
Heritage Tour



From the CLASSROOM to the REAL WORLD

CTE Gives Students an Edge

Gwinnett County Public Schools (GCPS) offers more than 100 career and technical education (CTE) pathways with nearly every high school offering them and provides the CTE, making learning more relevant and preparing students with the skills and knowledge to succeed in the workforce. GCPS offers a wide range of CTE pathways, including high school, dual credit, and college credit. CTE pathways are designed to provide students with the skills and knowledge to succeed in the workforce. CTE pathways are designed to provide students with the skills and knowledge to succeed in the workforce.

SOPHIA NGUYEN
Classroom experience before to architecture

For Sophia Nguyen, an architectural design student at Gwinnett County Public Schools, the classroom experience before to architecture was a journey. She started as a student in the architecture program, where she learned the basics of design and drawing. She then moved on to the architecture program, where she learned the basics of design and drawing. She then moved on to the architecture program, where she learned the basics of design and drawing.

TRASE LEE
Harvesting the power of an entrepreneurial mindset

Trase Lee is a student at Gwinnett County Public Schools who is passionate about entrepreneurship. He has started his own business, where he sells handmade items. He has learned a lot from his experience, including the importance of having a good idea and the importance of hard work. He has also learned the importance of having a good team and the importance of having a good marketing plan.

SCAN QR CODE FOR DIGITAL EDITION

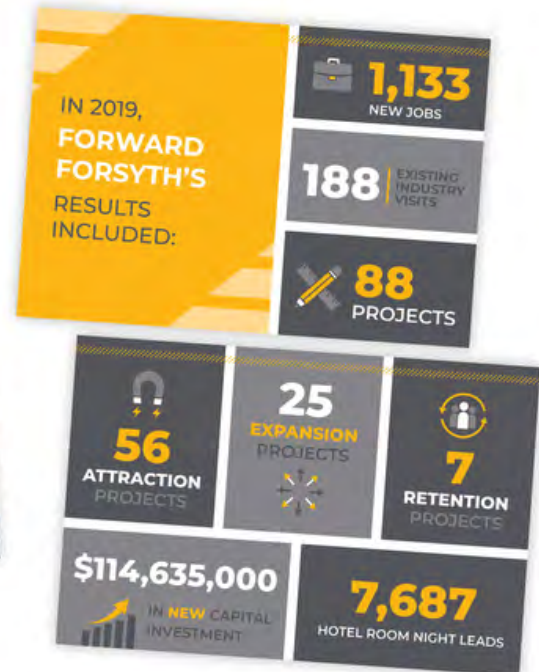


Guide to Gwinnett



Cities Guide

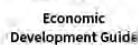
ECONOMIC DEVELOPMENT



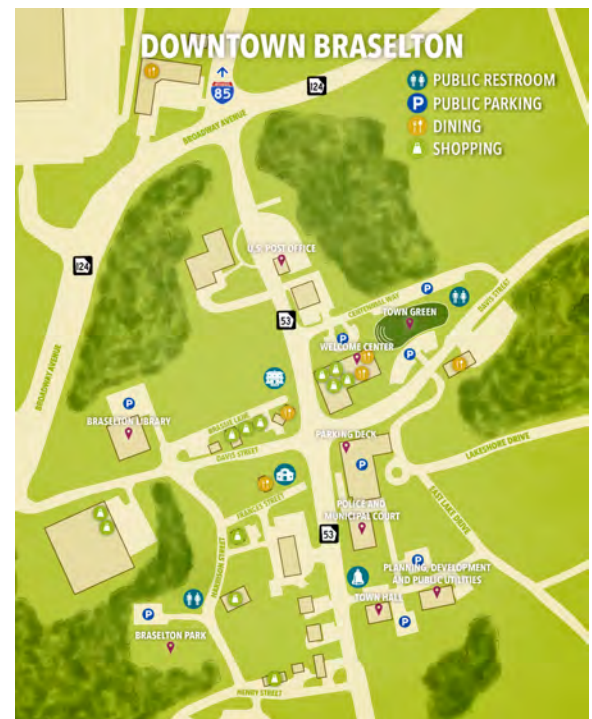
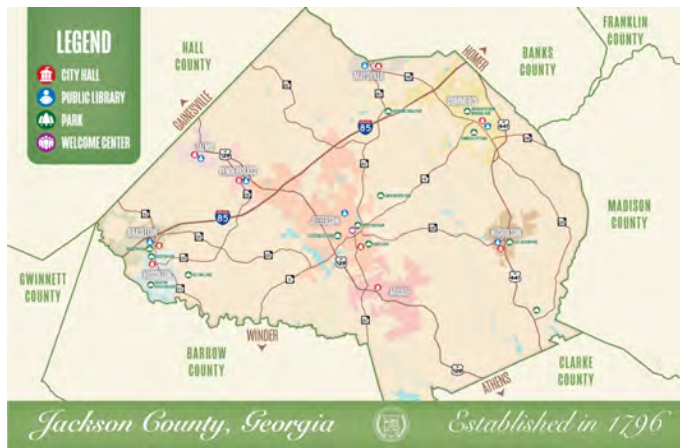
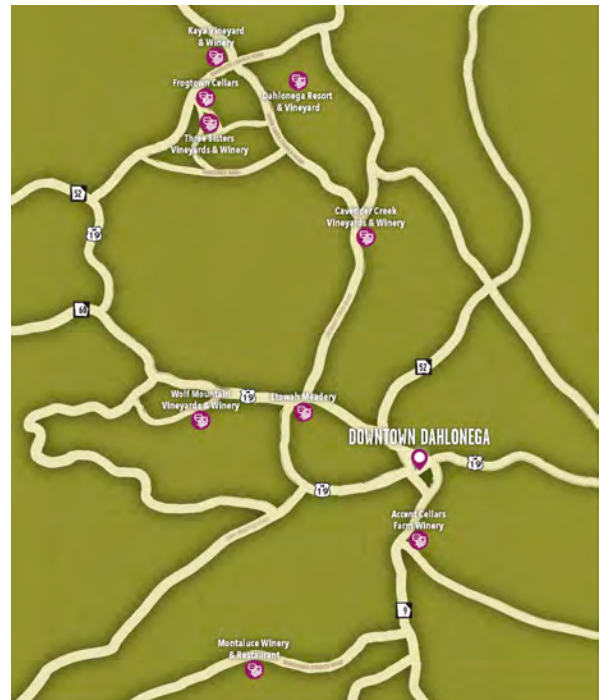
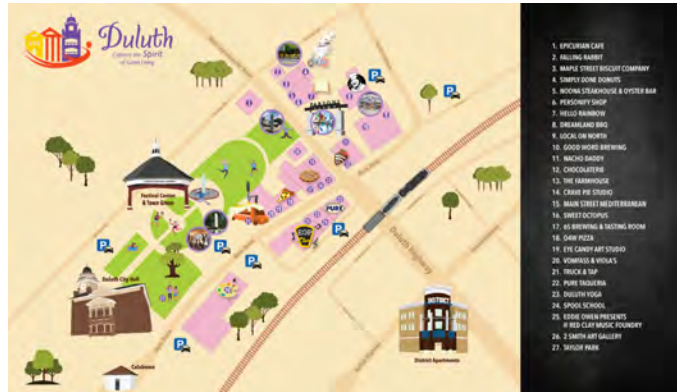
SCAN QR CODE FOR DIGITAL EDITION



Economic Development Guide







VISIT ATHENS

Athens Restaurant Week



VISIT ATHENS

Meet Me in Athens Campaign



MEET ME IN
Athens
GEORGIA

Boring meetings are so last year.
Host your next meeting in Athens.

BORING
MEETINGS
**ARE SO
LAST YEAR.**

MEET ME IN
Athens
GEORGIA



VISIT PERRY

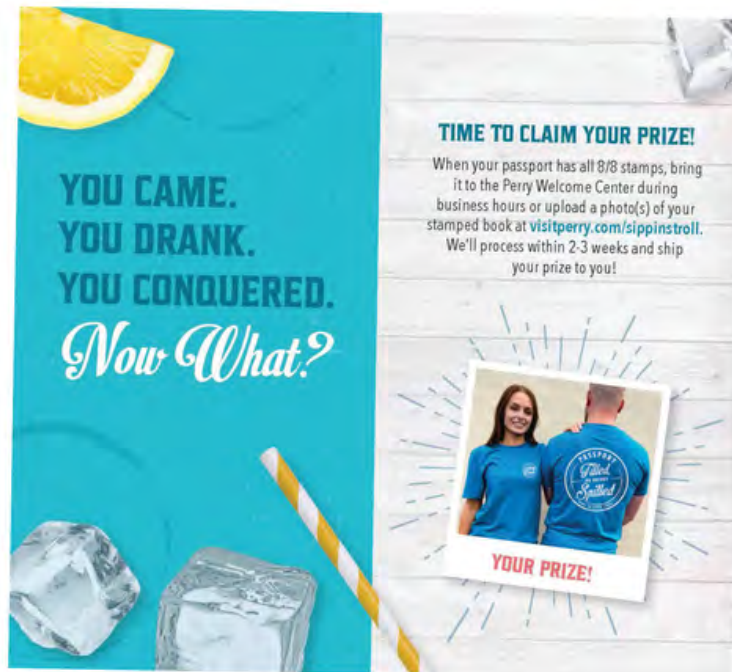
Branding • Campaign

VISIT
PERRY!
GEORGIA



VISIT PERRY

Sippin' Stroll Trail



CITY OF LAWRENCEVILLE

DTL Campaign

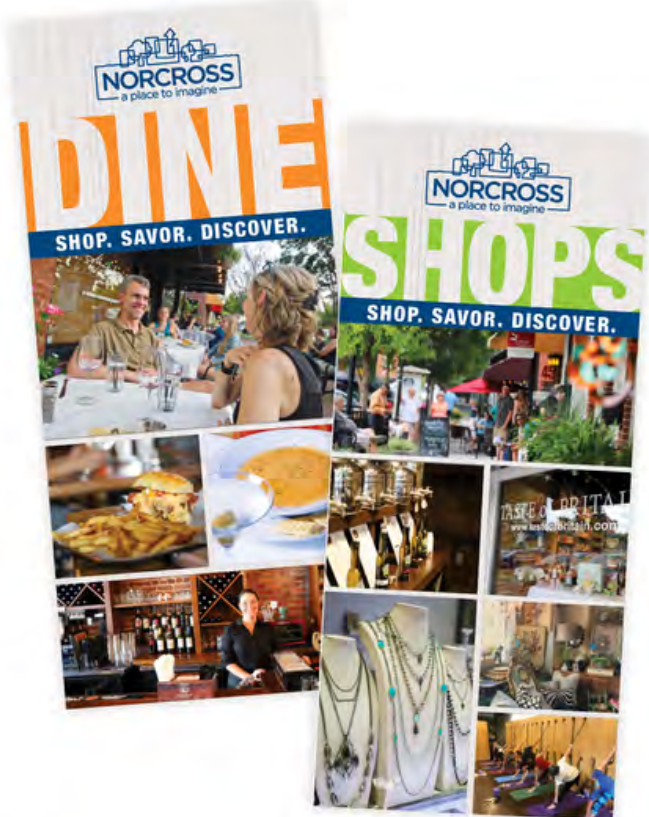


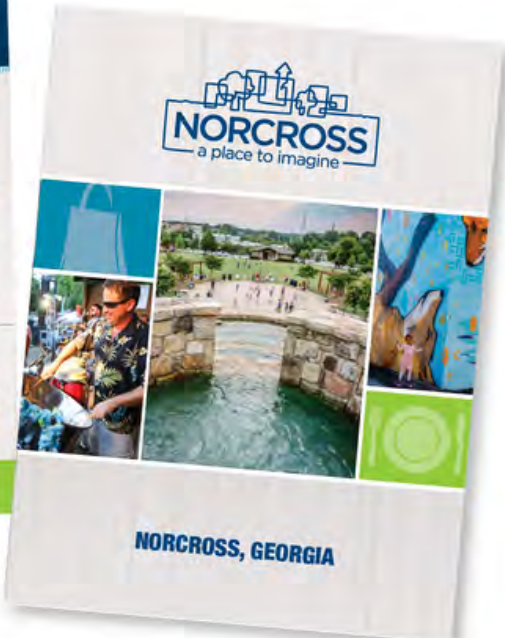
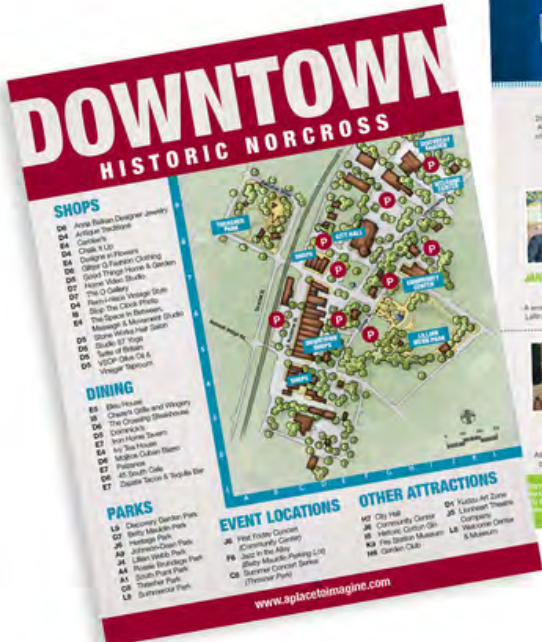
Attachment: Accent Creative Group Agreement (22-6591 : Updated Agreement with Accent Creative Group)

CITY OF LILBURN

Old Town Lilburn Campaign

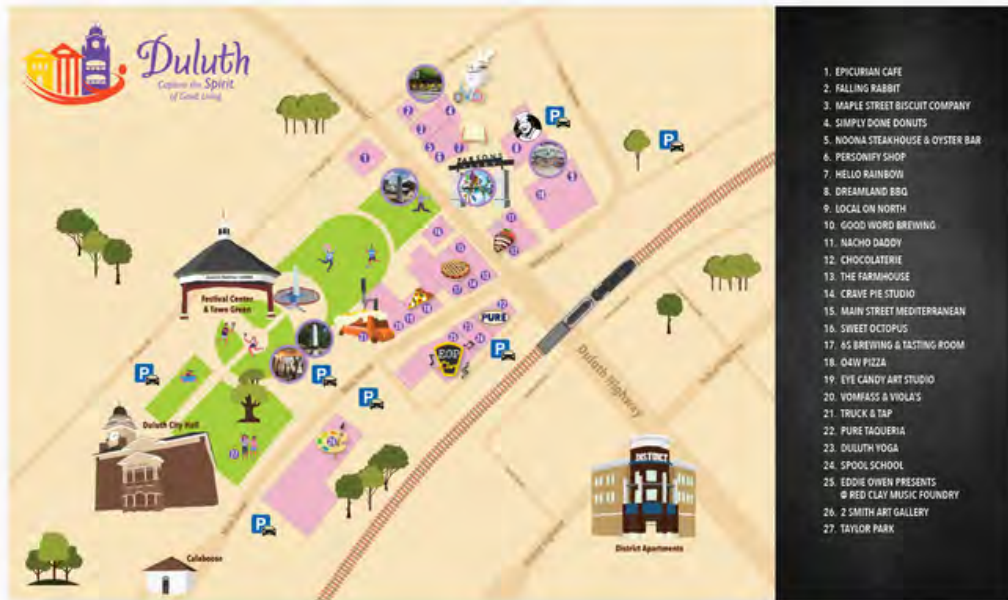






CITY OF DULUTH





SPOTLIGHT ON

REFERENCES

REFERENCES

Municipalities:

City of Norcross

Client since 2014 *Retainer Client
Eric Johnson, City Manager
Phone: 770-448-1734
Email: eric.johnson@norcrossga.net
Projects: Marketing/Communications Retainer

City of Duluth

Client since 2005
Alisa Williams, PIO/Marketing Manager
Phone: 678-475-3506
Email: awilliams@duluthga.net
Projects: Creative Design Services and Ad Campaigns

City of Lilburn

Client since 2020 *Retainer Client
Jill Minnoia, Communications
Phone: 770-638-2223
Email: jminnoia@cityoflilburn.com
Projects: Creative Design Retainer

City of Braselton

Client since 2016 *Retainer Client
Amy Pinnell, Downtown Director
Phone: 706-684-0369
Email: apinnell@braselton.net
Projects: Branding, Publication Design/
Management, Social Media Strategy, Creative
Design Retainer

Tourism:

Alpine Helen/White County CVB

Client since 2021
Jerry Brown, Executive Director
Phone: 706-878-3842
Email: jbrown@helenga.org
Projects: Website Design

Cordele Main Street

Client since 2020
Monica Rentfrow, Director
Phone: 229-276-2902
Email: mlynnemitchell@live.com
Projects: Strategic Plan, Branding, Website
Design

Visit Perry

Client since 2019 *Retainer Client
Becky Wilson, Interim Executive Director
Phone: 478-396-7914
Email: bwilson@visitperry.com
Projects: Branding, Visitors Guide, Ad +
Collateral Design, Downtown Beverage
Passport Design + Campaign, History Tour
Website

Discover Dahlonega

Client since 2019
Sam McDuffie, Community Director of Tourism
Phone: 706-864-3711
Email: sam@dahlonega.org
Projects: Visitors Guide

Visit Athens

Client since 2020
Katie Williams, Director
Phone: 706-357-4585
Email: kwilliams@VisitAthensGA.com
Projects: Visitors Guide, Campaign
Development (Restaurant Week, Meetings)

Lake Lanier CVB

Client since 2021
Stacey Dickson, President
Phone: 770-536-5209
Email: stacey@lakelaniercvb.com
Project: Branding

Southeast Tourism Society

Suzanne Moon, VP of Operations
Phone: 404-202-1551
Email: suzanne@southeasttourism.org

Institutions:

GNR Public Health

Client since 2020
 Chad Wasdin, Communications Director, PIO
 Phone: 678-442-6909
 Email: chad.wasdin@gnrhealth.com
 Projects: Campaign Development, Website Design, Branding

Gwinnett Clean & Beautiful

Client since 2007
 Schelly Marlatt, Executive Director
 Phone: 770.822.5187
 Email: smarlatt@gwinnettcba.org
 Projects: Ad Campaigns, Website Design, Branding

Leadership Gwinnett

Client since 2007
 Lisa Zaken, Executive Director
 Phone: 678.584.2261
 Email: lzaken@leadershipgwinnett.com
 Projects: Branding, Website Design, Ad + Collateral Design

North Metro Arts Academy

Client since 2022 *Retainer Client
 Dr. Rodriguez Johnson, Principal
 Phone: 770-903-3400
 Email: rodriguez.johnson@gcpsk12.org
 Projects: Social Media, Campaign Development

Gwinnett County Public Schools

Client since 2011
 Jessica Holden, Director of Science
 Phone: 678-301-7036
 Email: jessica.holden@gcpsk12.org
 Projects: Event Planning



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6592	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Norcross Town Center LCI/Comprehensive Plan RFP Award		

Sponsors:

Code Sections:

Attachments:

1. [Agenda Report - Norcross Town Center LCI/Comp Plan RFP Award](#)
2. [Request for Proposal Packet](#)
3. [Proposal Packet Submitted by Jacobs](#)

Title

Norcross Town Center LCI/Comprehensive Plan RFP Award

Drafter

Tracy Rye

Motion

A motion to Approve/Deny the award of the Request for Proposals for the concurrent update to the Town Center LCI and Comprehensive Plan update to Jacobs who has teamed with Blue Cypress Consulting, headquartered in Decatur, GA.



MAYOR **CRAIG NEWTON** • MAYOR PRO TEM **MATT MYERS** • COUNCILMEMBER **ANDREW HIXSON** • COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **BRUCE GAYNOR** • COUNCILMEMBER **ARLENE BECKLES** • CITY MANAGER **ERIC JOHNSON** • CITY CLERK **MONIQUE LANG**

Agenda Report

To: Mayor and Council
From: Tracy Rye, Assistant City Manager, AICP
Meeting: November 7, 2022 - Mayor and Council
Item No.: 22-6592
Title: Norcross Town Center LCI/Comp Plan RFP Award
CC: Eric Johnson, City Manager

Recommendation

A recommendation by the RFP Review Committee to approve the award of the RFP for the concurrent update to the Town Center LCI and Comprehensive Plan update to Jacobs who has teamed with Blue Cypress Consulting, headquartered in Decatur, GA.

Background

Norcross has been the recipient of several LCI awards for studies and projects over the last several years. Earlier this year, the City was awarded a grant totaling \$200,000 (\$160,000 in ARC funds with a \$40,000 match on the part of Norcross) to complete the update to the Town Center LCI study. Concurrently, as part of this process, the City is also commencing the update to its Comprehensive Plan, which is due in February 2024.

With the approval of the ARC, the City issued an RFP to solicit qualified firms to aid the City in these endeavors. A review committee comprised of City staff has reviewed the four RFPs that were received. After scoring and interviews, the review committee recommends that Jacobs, whose proposal includes a team from Blue Cypress Consulting be awarded a contract to perform these services for a sum of \$275,000 total. The proposal from Jacobs exceeds the Disadvantage Business Enterprise (DBE) goal of 17.61% with a DBE of 29%

Financial Impact

LCI: Based on an estimated \$200,000 total study cost, the financial impact for the City in an 80/20 matching plan is \$40,000. The City has accounted for a total of \$200,000 in the Capital Budget for the LCI, with \$160,000 of that amount being reimbursable by ARC throughout the project.

Comprehensive Plan Update: \$75,000 total budgeted in the existing Capital Budget

Consistent with Comprehensive Plan?

This project is considered to be consistent with the City's adopted 2040 Comprehensive Plan as it addresses Community Work Program Item LU.3 – Updated Town Center LCI as well as the State of Georgia Minimum Planning Standards for routine updates to the City's Comprehensive Plan.

Next Steps

Mayor and Council meeting, Monday, November 7, 2022, 6:30 PM
Execution of agreement

Attachments

RFP
RFP Proposal

Update

City of Norcross Community Development and Planning Department

Request for Proposal (CDP22-01)

PROJECT DESCRIPTION

Update to the Norcross Town Center LCI and Update to the City's 2040 Imagine Our Future Comprehensive Plan

INSTRUCTIONS

Proposals Delivery

All sealed Proposals must be submitted by Wednesday, August 31, 2022, @ 11:00 AM to the address below. Please submit one original copy in a binder with the sealed proposal price in a separate envelope and a flash drive of the same:

Tracy Rye, AICP
CDP22-01
Community Development and Planning Department
65 Lawrenceville Street
Norcross, GA 30071

Pre-Proposal Meeting

Pre-Proposal Meeting will be held virtually on Thursday, August 11, 2022 at 11 AM via this link:

Join Zoom Meeting

<https://us06web.zoom.us/j/5281853325>

Meeting ID: 528 185 3325

One tap mobile

+16469313860,,5281853325# US

+13017158592,,5281853325# US (Washington DC)

Proposal Questions

Please request Proposal documents/specifications and submit questions via e-mail only. Submit questions/requests to Tracy Rye via e-mail at tracy.rye@norcrossga.net.

All questions/requests must be submitted via e-mail prior to Wednesday, August 17, 2022 by Noon.

No proposal will be received or accepted after the above specified date and time of the proposal delivery. Proposals submitted after the designated date and time will be deemed invalid and returned unopened to the firm.

No proposal may be withdrawn within ninety (90) days after the proposal opening and all proposals shall remain firm during this period.

We appreciate your interest in the City of Norcross!

SPECIFICATIONS

The City of Norcross is in the process of preparing an update for the City's Town Center LCI study and an update to the City's Comprehensive Plan. Therefore the City is soliciting qualified consulting firms to submit proposals for the preparation of both documents. The City desires to update these documents at the same time in order to obtain economies of scale in the public engagement component that will be necessary for both documents. Successful proposers can propose to complete the LCI Update, the Comprehensive Plan Update or both. If a proposal is to complete both, the successful proposer must include how they plan to achieve economies of scale in the public engagement portion of the plans. Public engagement is a priority in both projects, beyond just the scope of traditional public meetings. Public engagement should take into account the changing landscape of how engagement is undertaken, should utilize attendance at existing City sponsored and co-sponsored events, online meetings as well as state required engagement processes for Comprehensive Plans. One possible scenario could involve art or artists in the public engagement process. If two separate firms are chosen, both firms must work together in a concerted effort to complete both plans within an overlapping time frame.

The City is insistent that these documents be user friendly with adequate visual aids and written in a language that is easily understood. The Plans shall contain practical policies and be reflective of information that will guide the continued redevelopment of Norcross in a coordinated and consistent manner to create a more livable and vibrant community. Focus should be on projects that are achievable and implementable, and not necessarily every possible project that can occur.

PROJECT SUMMARY

The objective of this project is to create an update for the Town Center LCI as well as update the City's *2040 Imagine Our Future* Comprehensive Plan. Key information is outlined below:

Town Center LCI Update Major Components

Pedestrian Safety

- A. Addressing Pedestrian Crossings along Buford Highway to include signage, and sidewalks and areas of refuge. Plans include those quick and easily implemented short term items as well as long term solutions that are bigger investments
- B. Railroad Crossings within the downtown area. Norcross has five railroad crossing, four of which are in the downtown. Plans need to include those quick and easily implemented short term items in addition to the long term pedestrian solutions the city is currently pursuing.

EV Charging

- C. The city is looking for a plan for EV charging stations within the downtown area as electric vehicles become more prevalent. In addition, the City is interested in what it will take to require appropriate EV charging infrastructure in new construction (residential/commercial/industrial).

Market Study

- D. A market study should be completed for the potential for redevelopment and scenario planning for identified key sites as well as multifamily demand.

Unified Development Ordinance Modification

- E. The primary zoning districts within the Town Center area are BH and HX which are both mixed use districts. The study should outline and consultant should ultimately prepare any proposed draft ordinance updates that will further the implementation of the study.

Comprehensive Plan Update

- F. The City completed its most recent comprehensive plan update in February 2019. In the City's opinion, it is still a very strong policy document, but in need of minor review and update. It is worthwhile to note that the City has already prepared a Report of Accomplishments from the 2019 Community Work Program and updated its Community Work Program to be reflective of the City's current goals and priorities as of February 2022.

The City's recent Comprehensive Plan, Unified Development Ordinance and recently completed Buford Highway Master Plan should be heavily relied upon to inform these new documents. The City requires that all planning documents must meet the needs of the present generation without compromising the ability of future generations to meet their needs, and must be sustainable.

The planning consultant(s) must work in a cohesive and coordinated manner with each other, the Mayor, City Manager, Council Members, Planning & Zoning Board, Downtown Development Authority, City Staff and other Boards and identified stakeholders and partners. The planning consultant(s) will help channel public participation into realistic alternatives for consideration by the public and other stakeholders.

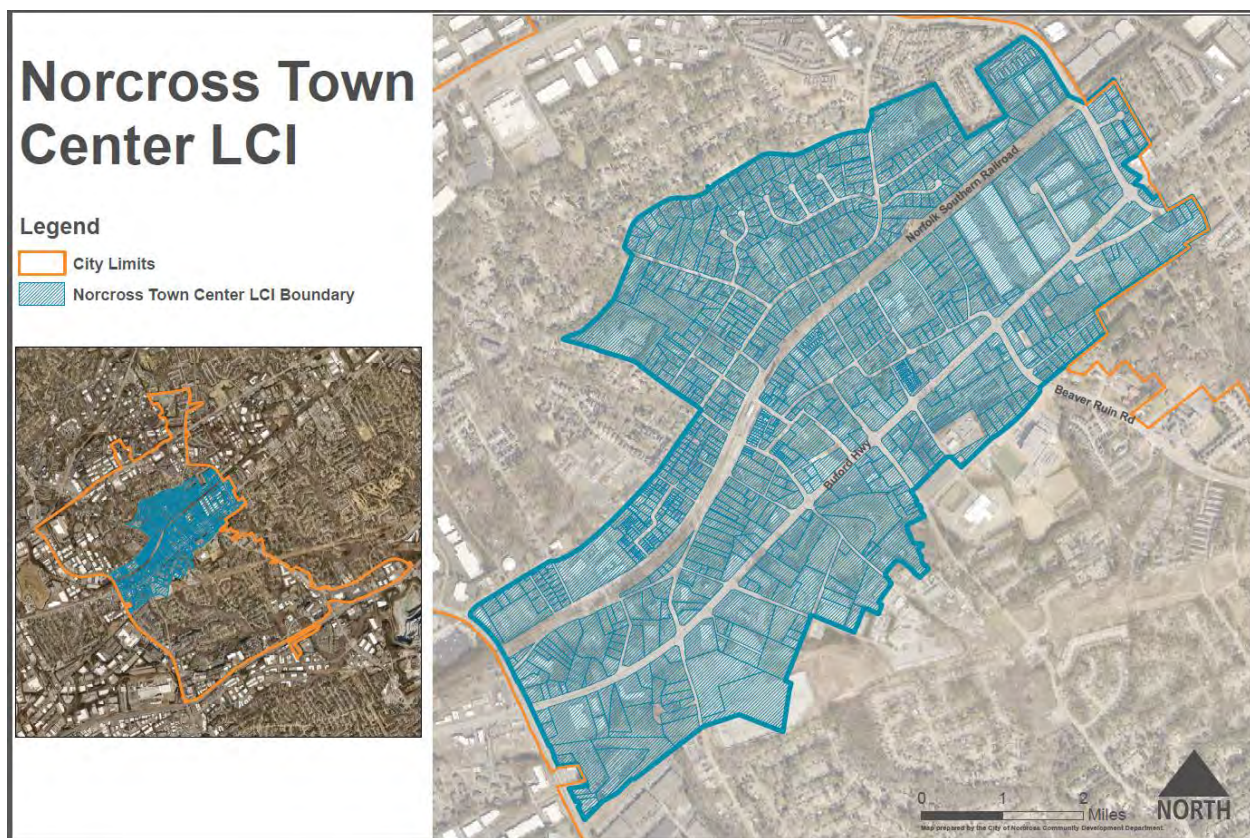
Participation in public meetings and other community engagement activities by the planning consultant(s) is expected at an appropriate level and will be supplemented by City Staff. The final documents should be well-organized and rely on visualization and graphics in order to relay key concepts.

The City will require that the implementation of the new Plan(s) be consistent with the existing Plans already in place.

Funding

Funding for the LCI Town Center Update is dependent on funding from ARC, GDOT and Norcross FY23 Budget and funding for the Comprehensive Plan Update is dependent on Norcross FY23 Budget. The Norcross Fiscal Year runs from 9/1-8/31 each year.

EXHIBIT 1 Town Center LCI Boundaries for reference



The selected consultant(s) will be required to present draft findings and recommendations to the City Council during a regular Policy Meeting. The selected consultant(s) shall prepare a draft report for review and comment, and then prepare a final report in PDF and hard copy format for each project.

DBE Goal

The DBE goal for this RFP is 17.61 %

Commencement Dates and Due Dates

The City is hopeful that work on both projects will commence in November 2022. The City's adopted Comprehensive Plan Update is due to ARC and DCA on February 28, 2024. The LCI plan is due to ARC October 31, 2024.

PROPOSAL SUBMISSION REQUIREMENTS

18 pages maximum, exclusive of resumes and fee proposal, if proposing for LCI or Comprehensive Plan

27 pages total, exclusive of resumes and fee proposal, if proposing for both the LCI and Comprehensive Plan

1. **Cover Letter** – Submitters shall include a cover letter indicating interest in either or both projects and identifying the consultant's point of contact.
2. **Firm Information** – including office locations, size, and contact information
3. **Organization Chart** – Submitters shall include an organization chart showing team structure and personnel for the project.
4. **Project Approach/Schedule for Each Component Outlined in the proposal**– Submitters shall include a summary of the recommended approach and milestone dates for data gathering, public involvement and presentation of recommendations
5. **Experience/References** – Submitters shall include a summary of 3 projects of similar size/scope within the past 5 years. Include a reference with contact information for each project.
6. **Resumes** – Submitters shall include resumes for key personnel on the project
7. **Fee Proposal**- Each component (LCI and Comprehensive Plan) priced separately on one page in a sealed envelope

REQUIREMENT

Proposals must include a sealed envelope containing pricing information.

I. GENERAL CONDITIONS

PROPOSERS ARE ADVISED TO THOROUGHLY UNDERSTAND THE GENERAL CONDITIONS AND SPECIAL PROVISIONS, PRIOR TO SUBMITTING THEIR PROPOSAL

A. Qualifications

1. Proposer will be considered only from experienced and well-equipped Professional(s) engaged in work of this type and magnitude.
2. Proposers may be required to submit evidence setting forth qualifications, which entitle his or her company for consideration as a responsible contractor. A list of work of similar character successfully completed within the last five years will be required giving the location, size and listing of resources/staff available for use on this work. Before accepting any Proposal, the City may require evidence of the professional's financial ability to successfully perform the work to be accomplished under the contract.

B. Joint Ventures

1. Joint Ventures between Professionals will be allowed, however the lead firm will be responsible for all completion of work and deliverables.

C. Authority to Sign

1. The Proposer should insure that the legal proper name of his proprietorship, firm, partnership and/or corporation is printed or typed in the space provided on the Schedule of items.

D. Rights Reserved

1. City of Norcross reserves the right to reject any and all Proposals, to waive informalities or to re-advertise. It is understood that all Proposals are made subject to this agreement, that City of Norcross reserves the right to decide which Proposal it deems best. In arriving at this decision, full consideration will be given to the reputation of the Proposer, their financial responsibility, and work of this type successfully completed and past performance with the City of Norcross.

2. Proposers are advised to examine Plans and Specifications carefully and to make examinations as are necessary to familiarize themselves with the City and current adopted plans, documents and ordinances, which may affect the proposed work. Proposers are also advised to inform themselves fully in regard to conditions under which the work will be performed. The City of Norcross will not be responsible for the Proposers errors or misjudgment, nor for any information on location conditions or general laws and regulations.
3. Any unauthorized additions, conditions, limitations, or provisions attached to the Proposal shall render it informal, and may be cause for rejection.

E. Award of Contract

1. The contract is subject to funding by the City of Norcross and other agencies or entities and, if awarded, will be awarded to the most qualified and responsible Proposer who's Proposal will be most advantageous to the City. The City is to make the determination.
2. The Proposal evaluation will be made on the following criteria:
 - i. Compliance with specification (30%)
 - ii. Qualifications of personnel (30%)
 - iii. Commitment to complete work on a timely basis (20%)
 - iv. References (20%)
 - v. Bonus points available: 5 bonus points for proposers that can do both projects; 5 bonus points to proposers that can meet the DBE goal.
3. Prior to award of the Contract, the successful Proposer will be required to submit a detailed schedule to the City, demonstrating the Proposer's ability to commence and proceed in a timely manner. A Proposer's failure to demonstrate the ability to proceed as required may result in the award to the next qualified, responsive and responsible Proposer, as deemed in the City's best interest.
4. Failure to demonstrate the ability for contract execution and progression will result in, at the City's discretion, the award of any and/or all of the Proposer's contracts to the next qualified Proposer or the re-advertisement and re-Bid of any and/or all of these contracts.

F. Production Requirements

1. Time is of the utmost importance of this project. The successful Proposer will be required to commence work within ten (10) calendar days from the receipt of the Notice to Proceed, and must carry on with utmost diligence in order to complete the work as specified above.

G. Non Collusion

1. Vendor(s), by submitting signed Proposal, certify that the accompanying Proposal is not the result of, or affected by, any unlawful act of collusion with any other person or company engaged in the same line of business or commerce, or any other fraudulent act punishable under Georgia or United States law.

H. Materials

1. Unless otherwise specified in the Contract Documents, Contractor shall provide and assume full responsibility for all services, materials, equipment, labor, and all other facilities and incidentals necessary for the completion of the Work. All reimbursable expenses (printing/mileage) are to be included in the project fees

I. Contract Requirements

1. Successful vendor is required to do the following within five (5) days of Notice:
 - a) Return to Community Development and Planning Department contract documents executed by the authorized representative attested by the corporate secretary treasurer.
 - b) Provide Insurance Certificates as required by the City.
2. Failure to execute the Contract or furnish satisfactory proof of carriage of the insurance required within ten days after the date of Notice of Award of the Contract may be just cause for the annulment of the award and for the forfeiture of the Proposal guaranty of City of Norcross, not as a penalty, but as liquidation of damages sustained. At the discretion of the City, the award may then be made to the next qualified, responsible Proposer, or the work may be re-advertised. The Contract shall be executed in duplicate.

PROPOSAL PACKET CHECKLIST (REVISED 7/20)

PROJECT: _____

PROPOSAL DATE: _____

Enclosed with this Proposal Packet are the following Forms and instructions. Use this checklist to ensure you have properly completed all Forms. You must return the following pages to be eligible for consideration of this project.

- _____ One sealed hard copy & One Electronic Copy of Proposal to include Separate Sealed Cost documents
- _____ E-Verify Contractor & SAVE Affidavits
- _____ Reference Page (see Proposal Submission Specifications, item 5)
- _____ Ship or Deliver Proposal to:
 City of Norcross
 65 Lawrenceville Street
 Norcross, GA 30071
 Attn: Tracy Rye, Community Development Director
 Community Development Department, 2nd Floor

References for _____

The Contractor must provide at the time of Proposal opening a list of contact numbers, addresses and a contact person from three (3) jobs completed having similar specification within the metro Atlanta area.

City of Norcross requests a minimum of three (3) references where work of a similar size and scope has been completed.

1. Company Name: _____
 Description of Project: _____
 Completion Date: _____
 Contact Person: _____
 Telephone: _____ Fax: _____
 Email address: _____

2. Company Name: _____
 Description of Project: _____
 Completion Date: _____
 Contact Person: _____
 Telephone: _____ Fax: _____
 Email address: _____

3. Company Name: _____
 Description of Project: _____
 Completion Date: _____
 Contact Person: _____
 Telephone: _____ Fax: _____
 Email address: _____



E-Verify Contractor Affidavit O.C.G.A. § 13-10-91 (b)(1)

Physical performance of services: Contracts with the City involving both physical labor and any services over \$2499.99 in value.

Contractors must be registered with and use the E-Verify program. If you have not registered, you can find the information at www.uscis.gov (click on E-verify Homepage, see start here directions.)

It is the responsibility of the Contractor to submit additional E-Verify Affidavits on every Sub-Contractor for this project.

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of the City of Norcross has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Project Name: _____ Date of Project: _____

Legal Name of Contractor: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Federal Work Authorization User Identification Number (E-Verify Number): _____ (4-6 digit numeric #)

Date of Authorization: _____

EXEMPT: YES OR NO

***If a contractor has no employees and does not hire or intend to hire they may satisfy the law by submission of (State DL or State ID) Drivers' License Number: _____**

I hereby declare under penalty of perjury that the foregoing is true and correct

Signature of Authorized Officer/Agent

Date

Printed Name and Title of Authorized Officer/Agent

MUST BE COMPLETED BY NOTARY

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE _____ DAY OF _____, 20____

Executed in _____ (City), _____ (State)

NOTARY PUBLIC Signature

My Commission Expires



SAVE Public Benefit Affidavit O.C.G.A. § 50-36-1

Instructions: As required by Georgia Security and Immigration Compliance Act of 2006, as amended, every agency administering or providing Public Benefits is responsible for requiring that applicants for public benefits execute a sworn affidavit verifying the applicant's lawful presence in the United States (Ga. Code 50-36-1(f)(2)). The applicant shall execute this affidavit in front of a Notary and return it to the city along with the associated application, renewal form, contract, bid packet, or other applicable document.

By executing this affidavit under oath, as an applicant for _____ (Occupational Tax license or Alcoholic Beverage license or any other Public benefit) as referenced in O.C.G.A. § 50-36-1, from the City of Norcross, the undersigned applicant verifies one of the following with respect to my application for public benefit. (Please check one)

- 1) _____ I am a United States citizen. (REQUIRES VERIFICATION AT SUBMISSION)
- 2) _____ I am a legal permanent resident of the United States.
- 3) _____ I am a qualified alien or non-immigrant under the Federal Immigration and Nationality Act with an alien number issued by the Department of Homeland Security or other federal immigration agency.

My alien number issued by the Department of Homeland Security or other federal immigration agency is: _____.

The undersigned applicant has also hereby verifies that he or she is 18 years of age or older and has provided at least one secure and verifiable document, as required by Georgia Law O.C.G.A § 50-36-1(f) (1) A complete list of secure and verifiable documents on back of this form.

REQUIRES VERIFICATION AT SUBMISSION – Which type of secure and verifiable document was provided with this affidavit? _____.

In making the above representation under oath, I understand that any person who knowingly and willfully who makes a false, fictitious, or fraudulent statement or representation in this affidavit shall be guilty of a violation of O.C.G.A. § 16-10-20, and face criminal penalties as allowed by such criminal statute.

MUST BE COMPLETED BY NOTARY

I, _____ (representative for) _____
(Printed NAME of individual and natural person) (Name of BUSINESS, corporation, partnership, etc.)

Signature of Applicant

Date

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE _____ DAY OF _____, 20____

Executed in _____ (City), _____ (State)

NOTARY PUBLIC Signature

My Commission Expires



Proposal to Provide

Update to the Norcross Town Center LCI and Update to the City's 2040 Imagine Our Future Comprehensive Plan

Submitted to:
City of Norcross Community Development and Planning Department

RFP Number
CDP22091

Submitted on
August 31, 2022

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	Proposal Packet Checklist	
	E-Verify Contractor Affidavits	
	SAVE Public Benefit Affidavits	

Jim Summerbell, AICP

Project Manager

Jacobs

jim.summerbell@jacobs.com

404.978.7579

10 Tenth Street, Suite 1400
Atlanta, GA 30309





1

Cover Letter

Jacobs Engineering Group Inc.
10 Tenth Street NW, Suite 1400
Atlanta, GA 30309
404.978.7600

August 31, 2022

Tracy Rye, AICP
CDP22-01
Assistant City Manager
City of Norcross Community Development and Planning Department
65 Lawrenceville St.
Norcross, GA 30071

RE: Response to Request for Proposals - RFP CDP22-01 for the Update to the Norcross Town Center LCI and Update to the City's 2040 Imagine Our Future Comprehensive Plan

Dear Ms. Rye,

We are delighted to present our proposal in response to your request for assisting the city in updating both the Norcross Town Center LCI and 2040 Imagine Our Future Comprehensive Plan. We understand from our past work with the City, including your current Comprehensive Plan, the overwhelming interest from citizens and businesses on this important project. We are excited to engage with the community and are ready, fully capable of, and interested in assisting you with both efforts.

Jacobs offers multi-disciplinary services with national expertise in preparing innovative solutions for our clients. Because of our comprehensive experience and technical expertise, we fully understand the tools needed and the interrelationships at play in the redevelopment efforts and transportation needs in the Town Center and along the Buford Highway Corridor. Our team members have worked successfully together in the recent past on similar planning and design efforts and will bring that success to this project.

Jacobs has assembled seasoned planning, design, and market experts to provide the City with a project approach that thoroughly meets your needs and expectations. We have asked Blue Cypress, a woman-owned small business, to be part of the Jacobs team. They will assist with public engagement, land use analysis, and GIS. We are excited about this project and look forward to discussing our qualifications with you. If there are any questions we can answer or information we can provide, please feel free to call me directly at 404.978.7579. I will be your point of contact for the proposal and the project, and look forward to working with you, the City, and the community to continue the vibrant redevelopment of Norcross.

Sincerely,



Jim Summerbell, AICP
Project Manager
jim.summerbell@jacobs.com
404.978.7579



2

Firm Information

Firm Information

Jacobs has been in the business of community planning for over 60 years. Within our Atlanta-based planning team, we employ talented experts in planning, design, and regulatory control matters throughout the United States and the world. We work with communities to provide implementable creative solutions to land use planning, transportation, and urban design challenges through an engaging planning process. Our team has completed more than 20 comprehensive plans in Georgia and has worked on more than 18 LCI projects in the Atlanta region. We are excited about continuing our relationship with the City of Norcross and we look forward to working with you and the community to create a more livable, walkable, and safe Town Center that aligns with your community's vision.

Jacobs is one of the world's largest and most diverse providers of professional and technical services, including all aspects of community planning and zoning with more than 55,000 employees worldwide and more than 500 in the Atlanta Metro Region. We pride ourselves on the fact that many of the partnerships built with our

clients are not just on one project; they continue with subsequent projects over many years. This is the result of listening to our clients and providing exceptional work products at a fair price.

We understand the interrelationships between land use, economics, transportation, the environment, and the many other factors that make communities vital and desirable. We have worked with large and small communities across the country, particularly in Georgia, to help them realize their visions.

Added Value – StreetLight Data, Inc. (StreetLight): Jacobs recently acquired StreetLight, the leader in Big Data analytics for transportation mobility. They recently released their EV Solution for Site Evaluation Tool and EV Charging Dashboard that is specifically geared toward alternative fuel corridors. Our team has exclusive access to these platforms and data, which we will use to identify strategic locations in our plan to build-out your EV charging infrastructure across the state.

Why Our Team

The Jacobs team is unmatched in our ability to develop creative solutions, build consensus, and plan a clear path forward. We can help you strategically navigate the implementation process to ensure timely action for the LCI and Comprehensive Plan updates. We can:

Leverage our **planning experience within the City** to kick off this project seamlessly while bringing in new resources who offer a **fresh perspective**

Use our **experienced, multidisciplined resources in transportation engineering and EV infrastructure deployment** to maximize efficiencies and deliver solutions

Bring **exclusive access to StreetLight platforms and data**

Jacobs

Founded in: 1947

Global Employees: 55,000

Local Employees: 500

Areas of Experience: Planning Services, Community Planning, Comprehensive Planning, Transportation Planning, Placemaking, Urban Design, Master Planning, Landscape Architecture, Engineering, Construction, Operations and Maintenance, Transit Oriented Development, Land Use, Regulatory Control and Zoning, Business and Facility Strategies, Portfolio and Facility Planning

Corporate Headquarters: 1999 Bryan Street, Suite 1200, Dallas, Texas 75201

Location Managing the Work: Jacobs; 10 Tenth Street, NW Suite 1400, Atlanta, GA 30309
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Point-of-Contact

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02 | Firm Information

For this project, Jacobs proposes to team with Blue Cypress, Consulting, who will be leading the public engagement portion of the project, as well as supporting the land use analysis and GIS functions. Blue Cypress is a woman-owned small business headquartered in Decatur, Georgia with branch offices in Cincinnati and Columbus, Ohio and Seattle, Washington. Founded in 2013 by Caroline Evans, AICP, Founding Principal and Community Planner, the company was formed with a vision of improving the communities in which we live and work by providing Public Outreach, Community Planning, GIS, Utility Management, and Financial Services. Our planning services help our clients build community by developing or fulfilling a vision, gathering information from the public, engaging stakeholders, creating or enhancing community plans, and supporting the implementation of those plans. Blue Cypress is a GDOT DBE pre-qualified in

1.07 Attitude, Opinion and Community Value Studies and 5.07 Cartography, and a U.S. Small Business Administration Woman-Owned Small Business (WOSB).

Blue Cypress and its team of community planning professionals have more than 55 years of combined experience providing land use planning and analysis, public outreach, and GIS for transportation projects throughout the metropolitan Atlanta area, including projects supporting the City of Brookhaven, the City of Dunwoody, Fayette County, Gainesville-Hall Metropolitan Planning Organization (GHMPO), Forsyth County, the City of Gainesville, Hall County, Jackson County, the City of Atlanta, Atlanta Regional Commission, MARTA, and more.

Attachment: Proposal Packet Submitted by Jacobs (22-6592 : Norcross Town Center LCI/Comprehensive Plan RFP Award)



Founded in: 2013

Global Employees: 27

Local Employees: 22

Areas of Experience: Public Outreach, Community Planning, GIS, Utility Management, Financial Services

Corporate Headquarters: 315 W Ponce de Leon Ave, Suite 905, Decatur, GA 30030

Location Managing the Work: 315 W Ponce de Leon Ave, Suite 905, Decatur, GA 30030
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GWINNETT COUNTY PUBLIC LIBRARY
Norcross Branch

5735 Buford Highway

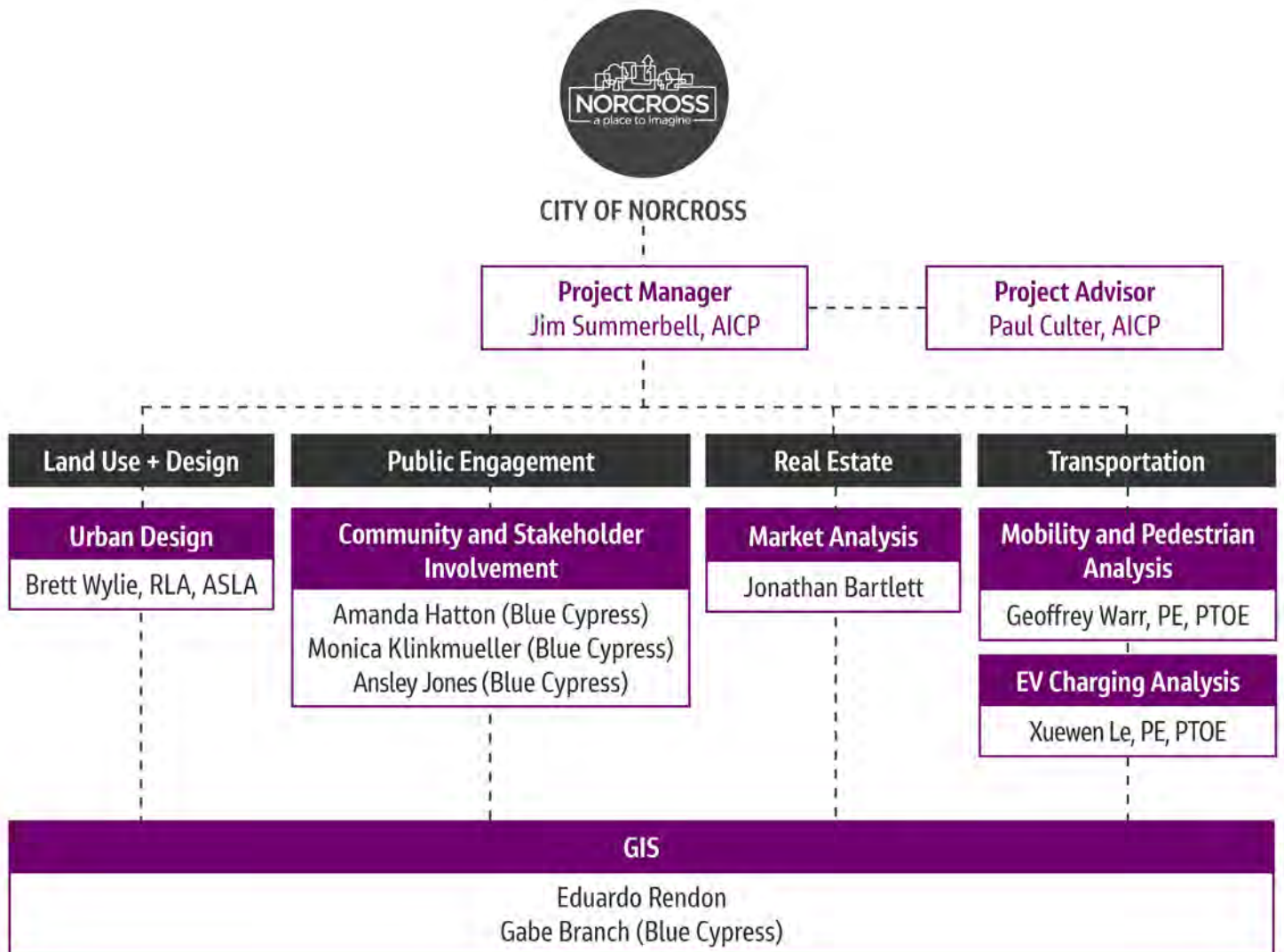


3

Organization Chart

Organization Chart

The following organizational chart identifies our team members and their roles for the the Norcross Town Center LCI and 2040 Comprehensive Plan updates. We have assembled a roster of experienced professionals who have worked with a variety of communities in land use, design, public engagement, real estate, and enigneering. We have staffed the appropriate resources to meet the project requirements as outlined in the RFP. Resumes for each team member can be found in Section 6 of this proposal. We recognize that the City may possibly lead the public engagement efforts. We will have a versatile team, prepared to lead or support as needed.





4

Project Approach/Schedule

Project Approach

The City of Norcross is seeking assistance in updating both their Town Center Livable Centers Initiative (LCI) study and Comprehensive Plan as part of a joint coordinated planning effort. Both of these plans are due for an update in 2024 and must incorporate the latest findings and recommendations of the Buford Highway Master Plan and other planning efforts completed since their adoption. The Town Center LCI was adopted in 2012 and the Comprehensive Plan in 2019.

The focus of both these studies is implementation. Both plans are required to have updated and coordinated work programs to affectively achieve the vision and goals adopted by the community. The City is not looking to conduct a major overhaul of these plans, but rather focus on developing practical work programs that include both short- and long-term solutions to already identified needs. These needs include (1) improving pedestrian safety s along the Buford Highway Corridor, and at the four road intersections with railroad in the downtown area, and (2) improving the city's Electric Vehicle (EV) charging capabilities.

Both plans play an important role in securing state and federal funding for much needed capital improvements, and in serving as a catalyst for private investment through their influence on rezoning decisions and economic development efforts. Therefore, the benefits of undertaking both planning efforts in a coordinated fashion are significant for the community.

At the same time, both plans are separate individual plans and must be prepared under different sets of requirements. The Comprehensive Plan Update must meet the "Minimum Standards and Procedures for Local Comprehensive Planning" as laid out in the Rules of the Georgia Department of Community Affairs, Chapter 110-12-1 (Minimum Standards). These rules require, for example,

that the plan contain certain key elements, be with prepared with opportunity for stakeholder involvement and input, and follow a particular adoption process that calls for regional commission review and at least two public hearings. The LCI study, on the other hand, is the product of grant from the Atlanta Regional Commission (ARC) and must follow the requirements laid out in the grant agreement. These requirements call for a study that meets the LCI program goals:

1. Encourage a diversity of housing, employment, commercial, shopping and recreation land uses at transit station, local and regional center level accessible by people of all ages, abilities and income levels
2. Enhance access to a range of travel modes including transit, roadways, walking and biking and increase roadway connectivity to provide optimal access to all uses with the study area
3. Foster public/private partnerships and sustained community support through an outreach process that promotes the involvement of all stakeholders, including those historically underserved or underrepresented

There are different types of LCI studies, and Norcross Town Center LCI Update is a "Tactical" study that is focused on implementation. The funds granted by ARC are to be used to prepare detailed studies that foster specific LCI plan implementation for a LCI area that has already completed plan. The LCI must also demonstrate creative place making around transit hubs, including the incorporation of public art, and illustrate how EV Charging can be incorporated throughout the study area. Unlike the Comprehensive Plan update, an LCI study must include a market study to make sure that land use recommendations of the plans are grounded in



market realities. And finally, the LCI must include recommendations to the city's Unified Development Ordinance (UDO) if needed to support the development recommendations of the study. This could be city-initiated rezoning of the official zoning map and/or change in zoning district provisions.

The final deliverables for this planning effort are two separate plans and associated files. The Comprehensive Plan Update is due first to ARC and the Georgia Department of Community Affairs (DCA) on February 28, 2024, and will include a Technical Addendum. The LCI plan is due to ARC on October 31, 2024, and will include a separate Addendum of supportive materials documenting the planning process and findings.

Jacobs Approach and Proposed Methodology

Based on our experience working with the Norcross community and on similar projects, our approach to updating the Town Center LCI Study and the 2040 Comprehensive Plan is centered on frequent communication and coordination with city leadership, a multifaceted approach to public engagement, and sound technical analysis. We plan to undertake this coordinated planning effort in five major phases:

1. Project Administration and Setup
2. Data Gathering and Existing Conditions Assessment
3. Technical Review of Needs and Opportunities
4. Implementation Strategy Development
5. Adoption

Throughout this process we plan to meet the diverse voices of the community where they are at community gathering spots, public events and meetings, and on the web. This multi-faceted approach is intended to expand awareness and increase involvement. We intend to leverage community advocates by preparing both English and Spanish versions of public engagement materials to gain trust and participation in the planning process and help educate the public and plan implementers on the technical findings of our analysis and the options available to them.

Our approach is supported by a talented multi-disciplinary team that has a track record of delivering practical and innovative solutions. In particular, our advanced mobility and EV experts, and planners have practical experience in delivering solutions that leverage the latest intelligence on technology and best management practices to the unique objectives, challenges and opportunities of our clients. We have the right team in place to



Did you know?

Jacobs is developing EV Infrastructure Deployment Plans for the States of Nevada and Rhode Island. Additionally, we have assisted numerous municipalities in the US and internationally in EV deployment in collaboration with their Energy and Transportation Departments.

assist the City of Norcross in meeting the challenges of this project.

Below is an overview of how we propose to undertake these five phases as well as a preliminary schedule. Special care was taken to create economies of scale in presenting a coordinated effort that updates both plans. This work plan is the basis for the development of our project fee estimate, submitted separately. Detailed assumptions regarding each phase of the project can be found in the fee estimate.

Phase 1 – Project Administration and Setup

The Jacobs team will facilitate a well-organized and managed planning process that is grounded in consistent and frequent communication and coordination. This planning process will not only kick off the project but also be carried throughout its duration, laying the foundation for a successful project.

Task 1.1 Project Kickoff. During the first month following notice to proceed, we will work with City staff to set a detailed project schedule detailing meetings and major deliverable dates, establish a tailored community engagement program, identify Steering Committee members, formalize project branding, set communications protocols, and collect data and information to initiate the planning process. A project management team (PMT) meeting between the Jacobs team and the City will kick-off the process. As required for an LCI Update, an ARC representative will be invited to these meetings.

Task 1.2 Community Engagement Plan. Prior to conducting the required initial public hearing for the Comprehensive Plan, we will prepare a Community Engagement Plan that lays out an agreed-upon strategy for public engagement, including a preliminary schedule of outreach activities, project branding, and targeted stakeholders. The plan will also specify when and how our team will connect with non-English speakers by translating promotional materials or working with community advocates who can extend

the project reach and facilitate input from the diverse voices of the Norcross community.

Task 1.3 Regular Communications. Following the kickoff meeting, the PMT will meet regularly either in person or virtually by way of Microsoft Teams, depending on the meeting topics and coordination with other project activities. Typically, these PMT meetings will be held monthly corresponding with monthly invoicing as required by ARC for an LCI to review tasks completed in the invoicing cycle, ongoing work, and upcoming tasks.

Task 1.4 Presentation at City Council Public Hearing. As required by DCA minimum standards, a public hearing will be held early in the planning process before City Council to educate the public about the planning effort and how they can get involved. Throughout the planning process for this project, the City Council will regularly be informed of progress through presentations at the end of each phase of the project, either at a work session or regular meeting. These later formal interactions with the City Council are laid out in the later phases of this approach.

Task 1.5 Monthly Invoicing and Progress Reporting. We will submit monthly invoicing and assist the City with the reporting to ARC as required for an LCI. A separate invoice will be prepared for transmittal to ARC only recognizing charges for the LCI, and another invoice will be transmitted to the City recognizing the charges for the Comprehensive Plan effort.

Task 1.6 Project Website Setup and Administration. An important part of this public outreach will be the setup and maintenance of the project website. Today, most people spend a great portion of their time on their mobile devices. So it is critical that the planning process is accessible and interactive online. We will develop a web page to post and gather information related to the Comprehensive

Plan update process. This will allow the public to review posted documents, see upcoming dates and provide mechanisms for feedback at key junctures in the planning process.

As the LCI Update and the Comprehensive Plan Update will be a coordinated and integrated planning effort, we will create one website for both projects. The website will have a brief description of the two different plans and update goals, the schedule, and key public meeting dates for feedback. It will also provide access to review materials for the steering committee. This website will be developed and ready for integration shortly after the project is underway to post materials as they are generated.

This will be a simple freestanding web site developed using Wix, a template-based website platform. The site will utilize a custom domain, include a translation tool, and leverage an internal listserv tool that will allow people to sign up for the project mailing list and receive follow up announcements of project-related events. We also propose an approach that highly integrates GIS web-based tools, allowing the public to easily visualize different visions for the future and comment on the locations of concern and opportunities in their community. The Wix platform allows for customization, such as optimization for mobile users and the insertion of additional features such as video, slideshows, discussion forms, and event registrations.

Task 1.7 Steering Committee Setup and Meeting Facilitation. The Steering Committee is a requirement of both planning efforts, and will serve as a sounding board for the recommendations and findings of both efforts before information is released to the general public. An initial meeting will be held to inform the Steering Committee of the planning process and schedule and to gather input on participant expectations regarding anticipated study outcomes and how to solicit meaningful input from the general public.

Global Expertise



Nevada Alternative Fueling Infrastructure Plan

- ▶ Supporting State with the development of a plan to access Government NEVI Funding
- ▶ Focused on forecasting EV uptake and the rate at which infrastructure should be deployed
- ▶ Significant stakeholder engagement to map out delivery and define distinctive roles in future operations



Michigan Wireless Public Electric Vehicle Road Charging System

- ▶ Deployment of first public wireless and in-road wireless system for EVs in the US
- ▶ Delivered in partnership with MDOT and Michigan Office of Future Mobility and Electrification
- ▶ Design, evaluation, iteration, testing and implementation of pilot



National Highways UK Electric Vehicle Charger Deployment

- ▶ Worked with National Highways in the UK to ensure that they met their commitment of six EV chargers in each Motorway Service Area by 2023
- ▶ Analysis of current usage alongside charging forecasting to develop a program of delivery
- ▶ Assessment of power network which led to costed solutions for upgrades

Phase 1 Deliverables:

- Regular PMT meetings and project communications, including project kick-off meeting
- Monthly progress reporting and invoicing
- Kick-off presentation to City Council meeting to as required by DCA for the comprehensive planning effort
- Facilitation at initial Steering Committee Meeting #1 and digital copies of all meeting materials, including meeting minutes, and one revision based on staff comments, in Adobe PDF format suitable for posting on the project website
- Project website establishment and administration

Phase 2 – Data Gathering and Existing Conditions Assessment

This phase will result in a solid understanding of existing trends and conditions for use in the update of each plan. Our team will review existing plan documents relevant to the update of both plans and collect information on current trends and data. Data collected and gathered will include copies of existing plans, a preliminary record of accomplishments for both the LCI and Comprehensive Plan, an assessment of the local real estate market and development trends, a review of growth and population projections, transportation conditions and programmed improvements, public art inventory, and existing land use survey. Of particular relevance to the LCI update will be the transportation analysis that looks closely at the Buford Highway and railroad crossings in the study area, and at existing and anticipated EV usage and support capabilities. The results of this task will be summarized a PowerPoint presentation for presentation to the Steering Committee and City Council.

Public engagement during this phase will involve updates to the project website, launching a public survey to help validate and identify needs and opportunities, and setting up booths at local community events to help educate the public on the overall planning process and to validate the needs and opportunities that are addressed in the current Comprehensive Plan.

Task 2.1 Review of Past Reports and Studies. The goal of this task is to determine the relevancy of past studies to the goals of both planning efforts and to identify any inconsistencies between plan recommendations. This will include a review of the most recent record of accomplishments associated with the Comprehensive Plan, a review of the Town Center LCI work program and recommendations, and a review of any recent amendments to the City's Unified Development Ordinance. This review will result in an assessment of how well the different plans support each other and

**Doraville Comprehensive Plan**

Understanding the business environment was a critical element of the Design Doraville Comprehensive Plan, which our team completed in 2016. Roundtable sessions with property owners, managers, and entrepreneurs identified opportunities to improve communications, streamline interactions with the city, and better anticipate the needs of shoppers and restaurant patrons. Aligned with the recommended work program, the Business BuHi Coalition was formed shortly after the comp plan was adopted.

help identify any specific changes that need to be made as part of this planning effort.

Task 2.2 Interviews. We will conduct up to 15 stakeholder interviews with key community leaders, including City staff, elected and appointed officials, businesses and developers, area economic development leadership, and resident groups, as identified at the PMT Kickoff meeting and in collaboration with City leadership. The interviews will be conducted early in the planning process and ideally in one or two days at city hall. Follow-up efforts will be made to engage those unable to meet in person during the scheduled time or via phone/video conference. A summary of interview statements will be prepared to help inform the planning effort. Specific statements will not be attributed to any particular participant to help encourage open and frank discussion.

Task 2.3 Pedestrian Safety Assessment. This task will begin with a quick macro review of existing traffic patterns and recently completed transportation projects and current programmed projects to determine how these improvements will likely impact pedestrian safety along the Buford Highway corridor and the railroad.

04 | Project Approach/Schedule

Jacobs will seek out available traffic data from known sources (such as Gwinnett County DOT and GDOT). This data compilation will focus on peak hour directional data at intersections around the study area, turning movement counts, and crashes.

To supplement the compiled current and historic data available through traditional sources, Jacobs also proposes to use StreetLight data (which provides a database of traffic patterns based on cellular location data) to further understand and estimate directional and/or turning movements and the origins/destinations of those who travel in and around the study area. This study will only use historic traffic data for analysis purposes.

We will evaluate each intersection within the LCI study area, beginning with field visits to check sight distances and verify intersection configuration with respect to pedestrian travel patterns. Observations of existing traffic and physical conditions within the study area will be performed. Notes and photographs will be taken for areas of known extensive queuing / spillover, approaches with high delays, onsite circulation patterns, lane geometries, traffic control, and potential safety concerns.

We will also undertake a pedestrian safety assessment of each intersection following the guidance of the NCHRP, Guide for Pedestrian and Bicyclist Safety at Alternative and Other Intersections and Interchanges (Research Report 948, 2021 edition). The quantitative analysis method presented in NCHRP Research Report 948 is built around quantitative performance measures, also known as design flags, that help identify potential safety, accessibility, operational, or comfort issues for pedestrians and bicyclists. This design flag analysis will present any design issues that should be addressed in the iterative development and evaluation of design alternatives, to be conducted later as part of Phase 3, and will include an individual report for each intersection.

Task 2.4 EV Assessment. This task is aimed to provide insights into the overall EV market, approaches to EV Charging Infrastructure (EVCI) deployment, and technology trends. Activities will include:

- Detailed review of the overall EV market in the US and GA to identify key market trends, including an analysis of model choice, price, battery capacity, plans for future models and overall volumes of licensed vehicles.
- Investigation of current approaches to EVCI implementation across the state and nation and summarize deployment approaches in other EV markets.
- Exploration of EV charging technology trends including



EV Charging

Jacobs will perform an EV charging inventory for the study area, including this EV charging station at City Hall.

charging rates, charging types, communication protocols, networking protocols (V2X- Vehicle to Everything), typical installation costs, emerging technology solutions and typical use case applications of the technology.

Task 2.5 Existing Real Estate Market Assessment. A recent market study was conducted as part of the Buford Highway Master Plan. However, market conditions are constantly changing, so a review of the previous study and an update of expected growth patterns and opportunities will help to inform both the Comprehensive Plan and the LCI Updates. Jacobs will develop economic and demographic profiles of the City using ARC data, to be supplemented with information obtained using ESRI Business Analyst software and government databases such as the U.S. Census Bureau and the Bureau of Labor Statistics. Our research and analysis will include as applicable such key information as:

- Population and household trends and forecasts, segmented by age, income, family status, etc.

04 | Project Approach/Schedule

- Employment and workforce by industry
- Commuting patterns
- Housing tenure and home values/rents

We will analyze this information, along with similar statistics and forecasts for the United States, the Atlanta region, and up to three nearby cities that are analogous to Norcross. The objective will be to place the community's current and expected conditions in context and to identify opportunities and challenges relative to its peers.

We will also look at identified key redevelop sites in the LCI area to determine likely market-driven future development patterns and to help estimate the timing of future impacts to city services and infrastructure, particularly transportation.

Task 2.6 Validation of Overall Vision and Identified Needs and Opportunities. Our team will work with the PMT and Steering Committee to validate the vision and list of needs and opportunities from the current Comprehensive Plan. This task will identify inconsistencies with the Buford Highway Master Plan, existing conditions, and adopted land use land use policy as expressed in the current Comprehensive Plan. Part of this task will be the second Steering Committee meeting and the launch of a public survey on needs and opportunities that will be broadcast to the public through the project website and at pop-up booths at local events. The results of the public survey will be used to inform decisions about the list of needs and opportunities.

Task 2.7 Summary Assessment. The findings of this phase of the project will be summarized in PowerPoint format for separate presentation to Steering Committee and City Council. We will highlight the discoveries of both the intersection and EV assessments that are the primary focus of the LCI Update and identify any critical project tasks that may have come to light that will be addressed in the next phases of the project.

Phase 2 Deliverables:

- Review of previous plans and studies
- Interview summary
- Pedestrian safety (Design Flag) analysis of key intersections
- EV analysis of the LCI study area
- Real estate market assessment
- Update to project website with a public survey, and facilitation at an event booth
- Summary Assessment PowerPoint and presentation to the Steering Committee and City Council
- Minutes of Steering Committee Meeting #2



Lincoln Boulevard

Lincoln Boulevard is a 100-acre surplus property owned by the State of Oklahoma along a busy arterial north of the Capitol. After analyzing the property and surrounding market area, we developed a market-driven land use program that supported preliminary master planning of a walkable, mixed-use community. Arming the public-sector client with a financially feasible program was the first step toward successful rezoning and realizing the property's highest and best use.

Phase 3 – Technical Review of Needs and Opportunities

This phase of the project will explore the possible solutions and alternatives available to address identified needs and opportunities. While the Comprehensive Plan Update effort will focus on validating the overall vision and previous list of needs and opportunities, the LCI Update will focus on technical evaluations of EV solutions and transportation safety. Public engagement during this phase will involve launching a second public survey to help inform the different alternative analysis and setting up booths at community events to help educate the public on the overall planning process and gather input.

Task 3.1 Land Use Evaluation Of Redevelopment Sites. This task will look closely at the Future Development Map and Zoning regulations with respect to the findings of the Existing Real Estate Market Assessment, Task 2.5, and determine if any changes need to be made to the City's land use regulations and policies to maintain consistency with the recommendations of the Buford Highway Master Plan and help guide the recommendations of the LCI update. This task will also evaluate any resultant opportunities for improving public spaces, particularly around transit stops and locations of proposed development, in line with the place making goals for the LCI study. A second public survey will be undertaken

04 | Project Approach/Schedule

as part of this task, as well as up to three roundtable discussions with distinct voices from the community, and two additional pop-up events to gather public input on land use, public art, and design options. The survey may also be used to help inform the EV and pedestrian traffic analysis, if needed.

Task 3.2 Traffic Report To Determine Implementation Options for Railroad and Buford Highway Crossings. Based on the observations and findings of intersection analysis done in Phase 2, we will develop both short- and long-term implementation options for each intersection. This task will involve a calculation of future-based traffic volumes based on the land use analysis in Task 3.2. These volumes will be used to evaluate the need for operational improvements, which are those that may be considered as future projects by state and local agencies. This study will focus on operational and pedestrian improvements primarily, as required of the LCI Study Update.

The study intersections will then be evaluated based on the existing and forecasted traffic volumes and planned / programmed changes to the future road network. The need for improvements to signal timing, lane geometry, and/or traffic control to better accommodate the demands for traffic onsite and offsite will be identified based on:

- Field observations
- Synchro to analyses of level-of-service, average vehicle delays, and queuing
- Queuing analyses at the intersection crossing

- Stakeholder input results

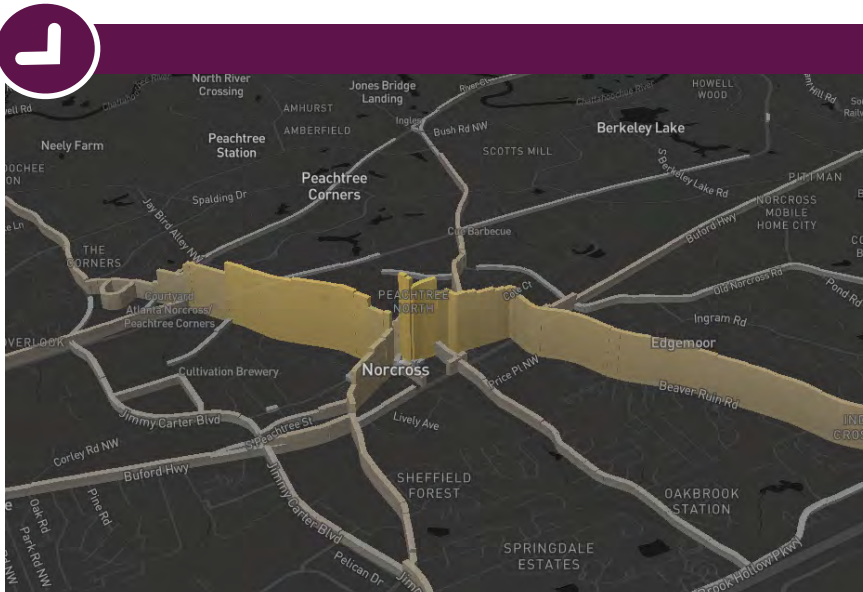
The results of this technical review will be documented in a traffic engineering report, summarizing the alternative projects that can help improve pedestrian safety in the LCI Study Area.

Task 3.3 Technical Review of EV Charging Implementation

Options. This task will explore EV charging best practices for the City and will include the following activities:

- Investigate current building regulation environment in related to EV charging and explore potential future EV charging requirements.
- Review best practices in municipal EV charging approaches, including compliance to ADA and Fair Housing requirements, and deployment approaches in more advanced markets such as Europe and Japan.
- Model analysis to understand typical usage pattern of City properties to explore factors such as:
 - Charge point power electrical load
 - Desired charge point utilization time
 - Expected charge point duration
 - Overall charge requirements

The results of this technical review will be documented in a EVCI report, summarizing the alternative projects that can help improve EV charging in the LCI Study Area.



Example of Streetlight Data Output

This graphic illustrates traffic volumes to South Peachtree Street, City of Norcross Updates to town Center LCI and Comprehensive Plan

Task 3.4 Summary Opportunities Report. The results of this phase of the project will be summarized in PowerPoint format for separate presentation to Steering Committee as part of the Committee's third meeting and City Council, highlighting the various implementation options.

Phase 3 Deliverables:

- Updated list of the Comprehensive Plan Needs and Opportunities
- Continued updates to the project website, including a second public survey and participation in two pop-up events
- Alternative analysis of intersection improvements
- Review of EV charging implementation options
- Pedestrian safety alternatives analysis
- Land Use and Market Assessment of key redevelopment sites
- Summary Assessment Report and presentation to the Steering Committee and City Council
- Minutes of the Steering Committee Meeting #3

Phase 4 – Implementation Strategy Development

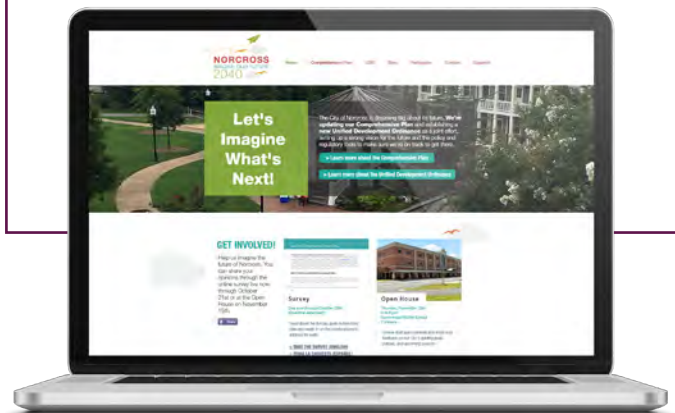
This project phase will focus on recommendations and priority setting. Based on the evaluation of options and alternative for implementation reviewed in Phase 3, the Jacobs team, in collaboration with City staff, will develop preliminary recommendations in the form of short-term and long-term projects. Those projects will then be incorporated into the work programs of Comprehensive Plan and LCI, if applicable, for Steering Committee and ultimately public review. Public engagement during this phase will focus on Steering Committee activities to gauge the political acceptance of the draft recommendations and an Open House to vet the recommendations with the public.

Task 4.1 Draft Land Use Recommendation. We will draft land use policy recommendations, including changes to the Future Development Map, Comprehensive Plan Policies and UDO, if needed. Note that we will prepare a draft UDO strategy document that describes the recommended changes to the provisions of the UDO and seek approval of that document before drafting any specific amendments to the UDO itself. Based on extensive experience in work zoning text changes, we are well aware that a UDO adoption process is somewhat unpredictable due to politics, and we do not want to jeopardize the project schedule for this one task. Throughout the UDO amendment process, therefore, we will rely on City staff to actually present the text changes and carry the amendments through the adoption process.

www.ImagineOurFuture.net

Jacobs led the engagement and planning of the 2040 Norcross Comprehensive Plan and the Unified Development Ordinance.

www.ImagineOurFuture.net was created to host information, blog updates, and draft material. It also acted as platform for public comment. To our knowledge, City staff still refers residents and developers to this website. By integrating the Buford Highway Master Planning effort into the already well-established website, we can educate the community on the City's existing policies, post visual preference surveys and story maps, and keep stakeholders up-to-date on the latest progress.



Task 4.2 Draft Community Work Program. As the Community Work Program (CWP) for the Comprehensive Plan covers the entire city and will include the projects developed for the LCI Study Update as a subset, our staff will develop a draft of the CWP first.

The CWP includes a Short-Term Work Program that lays out the specific activities the community plans to undertake during the next five years to address the priority needs and opportunities and achieve portions of the community goals. This includes any activities, initiatives, programs, ordinances and administrative systems (such as site and building plan review) to be put in place during the implementation of the plan. The Short-Term Work Program will consist of:

- Brief description of the activity
- Timeframe for undertaking the activity



- Responsible party for implementing the activity
- Estimated cost, if any
- Funding source(s), if applicable
- Success measures

In addition to the required Short-Term Work Program, the CWP also identifies long-term and ongoing activities to be undertaken beyond the first five-year timeframe. This will include any policies needed to provide ongoing guidance and direction to the City's decision makers. Activities related to the LCI Study will be replicated in the draft Town Center LCI Study Report, to be compiled as part of Phase 5.

Task 4.2 Internal Review of the Implementation Strategies.

Development of a CWP is a reiterative process that requires review from potential responsible parties as well as the general public. We will vet the recommendations not only with city staff, but also with Gwinnett DOT and GDOT, if applicable. To help ensure that EV and pedestrian improvements central to the LCI Study Update are reasonable and practical.

Task 4.3 Presentation of Draft Strategies. An important part of this review process is also vetting of the implementation strategies with the Steering Committee and City Council, before release to the public on the project website. We plan on two revisions to the CWP and related policies, incorporating first staff and transportation official comments, and then later Steering Committee comments before presentation to City Council and the general public on the project website. After presentation of the CWP to the Steering Committee, we

will format the document for later insertion into the final documents, copying those projects in the CWP related to the LCI and formatting them in the format required by ARC for the LCI Study. Thus, two separate sets of tables will be prepared for general review and distribution. Project recommendations will be also summarized in PowerPoint format, highlighting the various implementation options.

Phase 4 Deliverables:

- Draft land use policy recommendations, including changes to the Future Development Map, Comprehensive Plan Policies and UDO, if needed
- Draft implementation strategies for the LCI and Comprehensive Plan Updates, including EV charging implementation strategies and recommended pedestrian safety projects
- Summary presentation to the Steering Committee and City Council
- Minutes of the Steering Committee meeting #4

Phase 5 – Adoption

The final phase of the project will revolve around report production, presentations, and formal review and adoption of both the Comprehensive Plan and the Town Center LCI Study. This will build upon the deliverables, findings and recommendations of the previous phases, and provide the City with working documents to guide future capital investments and land use decisions. Following is a description of the detailed tasks that will be undertaken during this phase.

Task 5.1 Draft Comprehensive Plan Document Production. With the Comprehensive Plan due first, we will first compile a draft comprehensive plan document, along with a technical addendum that meets the DCA minimum planning standards. We will then work with Norcross staff to review the draft and make up to two revisions if needed before presenting the draft plan for public review.

Task 5.2 Draft Comprehensive Plan Review and Transmittal. To help shepherd the plan through the required review and adoption process, we will present the plan recommendations to the Steering Committee for their review, before presenting the draft recommendation to the general public on the project website. We will collect any comments received on the drafts and revise the draft Comprehensive Plan, if needed, after consultation with City staff.

Next, the draft Comprehensive Plan will be presented to the Planning Commission at a Public Hearing for their review and recommendation. Any recommended changes made by the Planning Commission will be documented in an errata sheet that will be attached to draft plan before submitted to the City Council agenda packet. The City Council will then hold a public hearing to take action on transmittal of the draft plan to ARC for regional and state review.

Following these hearings, we will incorporate any approved changes and assist the city with transmittal to ARC. According to the Minimum Standards, ARC has 40 days to transmit back a report of findings and recommendations pointing out anything that must be addressed before adoption.

Task 5.3 Draft LCI Study Document Production. While the draft Comprehensive Plan Update is formally being reviewed by ARC and DCA, we will compile a draft LCI Study document, along with a technical addendum that meets the standards of the ARC grant agreement. Our team will then work with Norcross staff to review the draft and prepare up to two revisions, if needed, before presenting the draft plan for public review.

Task 5.4 Draft LCI Study Review. The draft LCI study recommendations will be reviewed by Steering Committee at the same meeting as the Comprehensive Plan review (Task 5.2), followed by posting on the project website. Unlike the Comprehensive Plan, the LCI Study does not have to be transmitted to ARC for formal review prior to adoption. Coordination and review for completeness is more informal as an ARC representative monitors the study's progress throughout the planning process. As a result, the LCI Study Update could be adopted by City Council close to, if not on, the same date as the adoption of the Comprehensive Plan Update.

We will prepare a document that fulfills ARC's requirements for an LCI Update. Components of this will include, along with the report narrative and methodology documentation:

- *Evaluation and Appraisal Report*, including a narrative description of major efforts the City has undertaken in implementing the LCI plan
- *Updated Five-Year Implementation Plan*
- *Report of Accomplishments*, which will identify the status of each project recommended in the original LCI plan and highlight implementation efforts to-date

Task 5.5 Final Adoption. Our team will address any required edits following regional and state review, present the final plan at two formal meetings – one before the Norcross Planning Commission and a second before the City Council – and prepare final deliverables.

A separate formal meeting will be held for the LCI Study, which again may be held close to, if not on, the same date as the adoption of the Comprehensive Plan Update. The LCI Study does not require Planning Commission approval, as the land use policies incorporated into the LCI would have been presented as part of the overall city land use policies presented to them as part of the Comprehensive Plan.

Task 5.6 Delivery of Project Materials. Following adoption of both plans, we will transmit to the City one digital copy and up to ten printed and bound copies of the LCI Study report and Comprehensive Plan Updates, along with all related digital files used in their production, including the GIS files following the required format described in the Minimum Standards.



Phase 5 Deliverables:

- Up to three drafts of the Comprehensive Plan leading to transmittal for regional/state review.
- Up to three drafts of the LCI Study prior to adoption
- Presentation of the draft Comprehensive Plan and LCI Study at Steering Committee meeting #5
- Presentation of draft Comprehensive Plan to required public meetings to the Planning Commission, two meetings (one for transmittal and one for adoption)
- Presentation of the draft Comprehensive Plan and LCI Study to the City Council for transmittal and adoption, three public hearings (one for Comprehensive Plan transmittal, one for Comprehensive Plan adoption, and one for the LCI Study adoption)
- Up to 10 printed and bound copies of the LCI Update, and transmittal of digital copies of related files in native format
- Up to 10 printed and bound copies of the Comprehensive Plan, and transmittal of digital copies of related files in native format



Engaging with the Public

Connecting with the public where they are and in a meaningful way that informs the development of the two plans is a cornerstone of our approach. To this end, our team will carry out the following outreach activities as an integrated aspect of the overall process:

1) **Pop-up Booths** – We will use pop-up booths at community events or activities to raise awareness about the planning efforts and collect input in fun and engaging ways that build interest and excitement. We will leverage local events like the Sparkle! Celebration and Viva Mexico.

2) **Communications Campaign** – As a part of the engagement plan, we will establish a well-orchestrated communications plan. At project start-up, we will coordinate the creation of up to three large durable project banners to use for the life of the project. These banners will inspire participation in the plan and direct people to the project website. We have also set aside budget for up to 10-yard signs drive participation in surveys and other key events.

3) **Artist Engagement** – Public art can inspire the young and old to envision the future. We have set aside \$1000 of our budget to support a two-prong approach to art incorporation in the planning process to engage local artist(s) in visioning during a strategic time in the plan and the City's youth or broader population in a creative visioning, working in collaboration with the Public Arts Commission as appropriate.

4) **Collaboration with Cultural Groups** – Engaging with Norcross' diverse community is a top priority for our team. In addition to translating outreach materials, we will work closely with our team's connections at the Latin American Association and the Center for Pan Asian Community Services.

Project Schedule

With the project beginning in November 2022, and having a deadline for the Comprehensive Plan of February 28, 2024, and a later deadline for the LCI Study of October 31, 2024, the project could potentially stretch on for two years. The Jacobs team proposes completing both projects by February 2024. This would allow a contingency for unexpected project delays.

The proposed schedule is driven primarily by public engagement and allows adequate time for the plan's technical aspects. This accelerated schedule would compress the study to a year and half, allowing a contingency of almost two months for the Comprehensive Plan adoption, and 6 months for the LCI adoption.

General Project Schedule

	2022	2023						2024	
Phase	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Oct
1 - Project Administration and Setup									
2 - Data Gathering and Existing Conditions Assessment									
3 - Technical Review of Needs and Opportunities									
4 - Implementation Strategy Development									
5 - Adoption									(if needed)

Public Engagement Schedule

Timing	Public Engagement Tasks	Key Activities	Other
2022			
November	Engagement startup	Identify and recruit committee members and interviewees,	Initiate Website
December	Comp Plan Kick-off Hearing	Public Kick-off Hearing with City Council	
	Engagement Startup	Set branding, establish project banners in 3-4 key locations; Launch website	
	Committee Mtg 1		
2023			
January	Community Leader Interviews		
	Public Kick-off Event		
	Launch Input Survey 1		
February - March	Committee Mtg 2		
April-June	Pop-up Booths	Two	
	Roundtables		
	Launch Input Survey 2		
	Committee Mtg 3		
July - August	Committee Mtg 4		
	Pop-up Events	Two	
	Joint Plan Open House Event		
September	<i>Finalize Comp Plan</i>		
October	Public Hearing(s) ahead of plan transmittal	Hearings before PC and City Council	Transmit Comp Plan to ARC
November - December	Committee Mtg 5	Focus on LCI finalization	
2024			
January	Briefing to City Council to adopt plan	Comprehensive Plan adoption	
February-March	Formal Adoption Meetings	LCI Study adoption (could be done at same time as Comp Plan)	Transmit LCI Study to ARC



5

Experience/References

NORCROSS COMPREHENSIVE PLAN AND UNIFIED DEVELOPMENT ORDINANCE

Norcross, Georgia

Client
City of Norcross

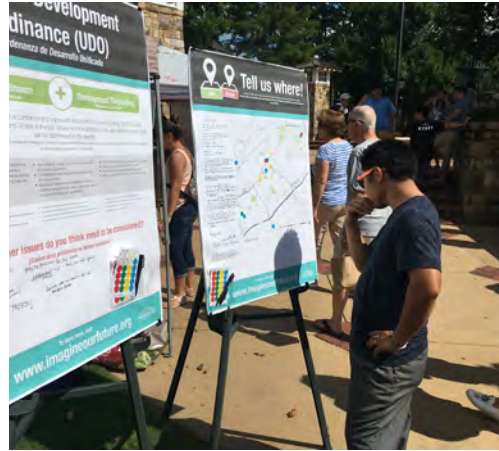
Dates
July 2013 - July 2014
April 2018 - March 2019

Services
Project Management
Community Engagement
Land Use Planning
Existing Conditions Analysis
Implementation Planning
Code Writing

REFERENCE

Tracy Rye

Assistant City Manager
City of Norcross, Georgia
Tracy.rye@norcrossga.net
678.421.2027
65 Lawrenceville St
Norcross, GA 30071



The City of Norcross hired Jacobs to update its Comprehensive Plan in 2013 and again in 2018. A key goal for the city was to bridge the geographic and cultural divide within Norcross by engaging the entire community in the development of the plan. Jacobs hosted workshops, open houses, surveys, and pop-up booths at popular events like the Community Market and Gateway International Festival. Communications strategies included a custom project website, social media promotions, newsletter features, press releases, and flyers distributed through the local schools. All communications materials were provided in English and Spanish and staff provided bilingual facilitation at all events.

Jacobs led all aspects of the plan for both updates, including community engagement, technical analysis and recommendations for land use, transportation, housing, community facilities, and economic development. Besides updating the City's Comprehensive Plan, a major component of the 2018-2019 update effort, was an update of its Zoning Ordinance and Development Regulations through the creation of a new Unified Development Ordinance. By undertaking the plan update with the creation of the UDO, the city was able to ensure that the city's regulations supported and enforced the community's vision for the future.

Attachment: Proposal Packet Submitted by Jacobs (22-6592 : Norcross Town Center LCI/Comprehensive Plan RFP Award)

SNELLVILLE 2040 COMPREHENSIVE PLAN AND LIVABLE CENTERS INITIATIVE UPDATE

Snellville, Georgia

Client
City of Snellville

Dates
2018

Services
Project Management
Community Engagement
Existing Conditions Analysis
Market Analysis
Implementation Planning

REFERENCE

Jason Thompson

Planning and Development
Director

City of Snellville, Georgia

jthompson@snellville.org

770.985.3518

2342 Oak Road
Snellville, GA 30078



Jacobs led the planning process for the City of Snellville's 2040 Comprehensive Plan and Towne Center Livable Centers Initiative (LCI) Update. Staff knew the city's population had changed significantly since the last major update to the plans 10 years ago and suspected resident opinions had too, making a thorough and inclusive engagement process an important foundation for the project. Jacobs conducted interviews with individuals and small groups of stakeholders, facilitated regular meetings of the project steering committee, hosted multiple pop-up events at community gatherings and shopping plazas, conducted a series of online surveys, guided Council and staff work sessions, and hosted an open house. A project website was created to provide and collect project information, including a blog that was regularly updated with feedback received from engagement activities. The input, along with a technical analysis, was translated into the community vision, goals, and priorities to guide the the Comprehensive Plan and LCI update policies and work program items.



Client
City of Fayetteville

Dates
2020-2021

Services
Community Engagement

REFERENCE

Denise Brookins

Director, Planning and
Zoning

City of Fayetteville, Georgia
dbrookins@fayetteville-ga.
gov

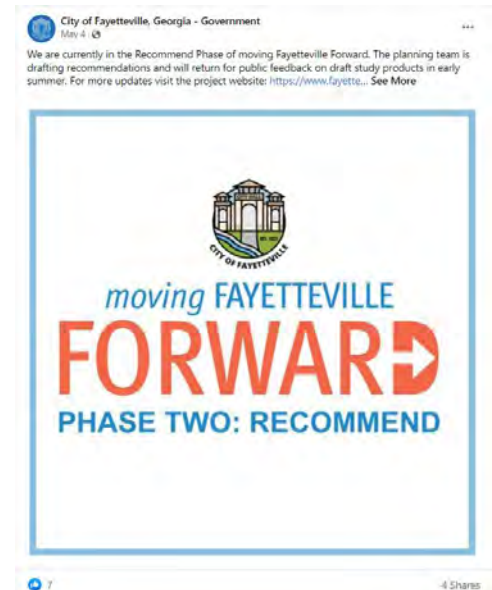
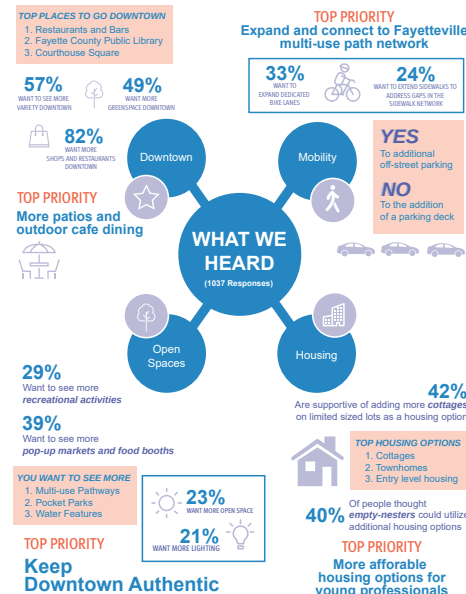
770.719.4179

240 Glynn Street S
Fayetteville, GA 30214



CITY OF FAYETTEVILLE LIVABLE CENTERS INITIATIVE STUDY

Fayetteville, Georgia



The City of Fayetteville, a community of roughly 18,000 people, serves as the county seat for Fayette County, nestled within the southern portion of the Atlanta region. The Livable Centers Initiative Study will refresh, and create policies to advance, a community-driven vision for the City's core. The study, branded as moving Fayetteville Forward, established tools to activate public and private investment, including:

1. A revisited downtown district boundary,
2. New design guidelines, and
3. An updated zoning and development code that enables and inspires private and public investors to invest to achieve our downtown vision.

The study process included investigating past studies and plans for the City's Downtown and related work done to date, asking what works and what does not, and identifying new approaches or ideas. The study effort also included a robust stakeholder and community engagement element to help drive the study recommendations.

Blue Cypress Consulting led the public engagement task, including public communications, stakeholder coordination, and outreach strategies. This role included design and management of an independent study website, development and analysis of a Downtown community survey, coordination of a virtual, two-part charrette, and leading social media and other project promotions.

Our team focused on creative engagement and outreach tactics, including a virtual photo scavenger hunt and targeted Facebook ads. By working closely with Fayetteville's planning and communications teams, over 1,000 community members, equivalent to roughly 6 percent of the Fayetteville population, participated in a community survey developed and managed by Blue Cypress.



TYRONE TOWN CENTER PLAN

Tyrone, Georgia

Client
Town of Tyrone

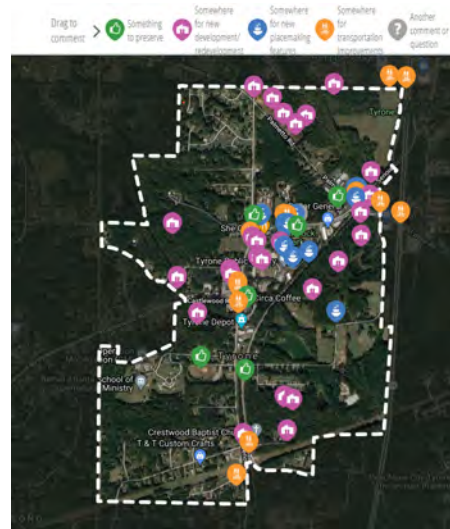
Dates
2021

Services
Public Engagement
Land Use Planning

REFERENCE

Phillip Trocquet

Town Planner
Town of Tyrone, Georgia
ptrocquet@tyrone.org
770.487.4038, Ext. 108
950 Senoia Rd.
Tyrone, GA 30290



The Town of Tyrone, a community of roughly 7,500 people located on the southern end of the Atlanta Region, is at a crossroads as it looks to preserve its quaint charm while supporting a more robust and connected town center that will better serve its residents and businesses. In support of this, the Tyrone Town Center Plan documented the community's vision for Tyrone's core and set a strong foundation for public and private investment in the town center area. The effort focused on open space, connectivity and access, compatible development, design, and other unique needs and opportunities specific to Tyrone. The planning effort was funded via a Livable Centers Initiative grant from the Atlanta Regional Commission and a 20 percent match provided by the Town of Tyrone.

Blue Cypress led public engagement and land use planning for the project. Public engagement activities included 17 stakeholder interviews, 3 Core Team meetings, a robust project website, production of various communications materials inclusive of a Town Hall-based revolving project gallery, and robust in-person meetings. The planning team married creative in-person meetings and activities with easy-to-access web-based input opportunities. The public kick-off meeting, promoted as a field day event alongside the Town's signature Shamrock Park, instilled a sense of excitement about the plan's impact and served as a fun opportunity for input, utilizing input boards, QRcode enabled web-based input, and creative chalk input activities.

The land use planning role included assessment of existing plans and policies for future development and identification of policy changes, strategies, and action items that will align the community's vision for the Town Center with its land use policies and plans.



6

Resumes



Jim Summerbell, AICP | Project Manager

Your Project Manager will be Jim Summerbell, a Senior Planner with over 30 years of experience in both the public and private sectors. He has extensive experience in community engagement and technical approaches for comprehensive plans, zoning code revisions, land development regulations, transportation planning, and land development feasibility studies. Over his career, Jim has worked on over 21 Comprehensive Plans, 16 LCIs and small area studies, 12 Code Revisions, and 5 On-Call Planning Service contracts.

Education

Master of City and Regional Planning,
Georgia Institute of Technology

Bachelor of Arts in History, Rhodes College

Professional Associations

American Institute of Certified Planners

American Planning Association (APA) –
Past President of the Georgia Chapter of
the APA, currently serves on the Chapter
Board of Directors

Years of Experience

Since 1987

Jacobs Office

Atlanta, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **City of Norcross On-call Planning Services, Norcross, GA.** Interim Community Development Director, when the City was searching for full time Director. Currently assisting the city in a major annexation effort, and in their sustainability efforts to maintain their Platinum Status as a Green Community with the Atlanta Regional Commission.
- **City of Norcross Unified Development Ordinance and Comprehensive Plan Update, Norcross, GA.** Project Manager of a complete rewrite of the city's zoning ordinance and development regulations, along with a 5-year update of their long-range comprehensive plan. The project focused on building a strong legally defensible code based on a citywide vision and industry best practices.
- **Snellville 2040 Comprehensive Plan and Towne Center 2019 LCI Update, Snellville, GA.** Project Manager for major update of the City Comprehensive Plan that included an update to the City's the Town Center Livable Centers Initiative. The plan focused on redevelopment of its suburban downtown into a mixed-use activity center. City of Douglasville On-Call Planning Services, Douglasville, GA. Project Manager for staff augmentation for the City Community Development Department, and served as Interim Zoning Administrator. Helped the city to improve administrative procedures and customer service.
- **City of Douglasville Unified Development Ordinance, Douglasville, GA.** Project Manager of complete rewrite of the city's land development regulations. The city's land development code had been amended piecemeal for over 20 years, and was need of major reorganization and revision.
- **City of Smyrna, Comprehensive Plan 2040, Smyrna, GA.** Land Use Lead. The ten-year update to the City's Comprehensive Plan emphasizes building on Smyrna's 2014 Vision Plan and integrating other recent planning initiatives. The process will focus on refining the overall future land use vision along with implementation steps needed to move forward land use, housing, and economic development goals as well as key transportation improvements.
- **Doraville Comprehensive Mid-term Update, Doraville, GA.** Senior Advisor. Reviewed draft documents for QA/QC and advised the Project manager and client. The focus of the update included planning for land use, housing, economic development, and transportation. City of Dunwoody, Comprehensive Plan Update, Dunwoody, GA. Project Manager for a five year update of the City's Comprehensive Plan. The city was incorporated in 2008, and so this project represents the first update of its inaugural comprehensive plan which was adopted in 2010. The plan included an aggressive public involvement effort, and a strong emphasis on economic development. Part of the plan was also the creation of the city's first Future Land Use Map to help guide rezoning and capital investment decisions.



Paul Culter, AICP | Project Advisor

Paul has more than 26 years of experience in land use planning, site development strategies, public participation and regulatory and development controls. Paul has developed land use plans, transportation plans, and design guidelines, and written or revised zoning and other development controls, for more than 200 clients in several states throughout the country. His expertise in land use controls ranges from the traditionally accepted to the cutting edge, and his experience gives him both a broad view of the tools available to communities, and how those tools may be best adapted to the situation.

Education

Bachelor of Urban Planning, University of Cincinnati

Professional Associations

American Planning Association

American Institute of Certified Planners

Congress for the New Urbanism

City of Sharonville, Board of Zoning Appeals

Years of Experience

Since 1992

Jacobs Office

Cincinnati, OH

REPRESENTATIVE PROJECT EXPERIENCE

- **City of Norcross Unified Development Ordinance and Comprehensive Plan Update, Norcross, GA.** Senior Planner. Providing professional services to the City of Norcross to provide a comprehensive review and update to their zoning code and development code. Consolidation of administrative process and procedures, update of lot development standards, consolidation and update of permitted land uses, parking and loading, supplemental regulations, landscape, signage, environmental regulations, subdivision standards and engineering standards are all being reviewed and updated. Richardson Collins/Arapaho Innovation District. **Richardson, TX.** Project Manager. Serving as lead Form Based Code writer for the Collins/Arapaho Transit-Oriented Development and Innovation District area - an approximate 1,200-acre area. By enabling more flexibility for industrial properties to be reused, the City can help property owners maximize the development potential and building footprint of each site while encouraging new uses and amenities including mixed uses for key opportunity sites identified in the Vision Study, such as the Arapaho Center DART Station, to anchor the District and bring new diverse activities.
- **Fairfield Comprehensive Plan, Fairfield, OH.** Project Manager. Facilitating a year long process to develop a comprehensive plan for the City. Elements include robust public participation, establishing a vision, goals, future land use plan, and implementation strategies for land use, infrastructure, housing, quality of life and economic development.
- **City of Douglasville Unified Development Ordinance, Douglasville, GA.** Senior Planner. Providing professional services to the City of Douglasville to provide a comprehensive review and update to their zoning ordinance and development code. Consolidation of administrative process and procedures, lot development standards, permitted land uses, parking and loading, supplemental regulations, landscape, signage, environmental regulations, subdivision standards and engineering standards are all being reviewed and updated.
- **Citywide Visioning, Dunedin, FL.** Senior Planner. Facilitated a week-long series of charrettes and meetings to develop a vision for the City of Dunedin, Florida for their downtown, waterfront and primary commercial corridors. Sessions included SWOT analysis, mapping exercises and a visual preference survey. Surveys were also distributed online to collect additional information. Evening meetings were televised on DunedinTV and live streamed on Facebook for additional participation
- **Lawrenceville Zoning Ordinance Rewrite, Lawrenceville, GA.** Senior Planner. Working as a senior planner in the complete review and rewrite of the City of Lawrenceville Zoning Ordinance. Rewrite includes a comprehensive reformat, rewriting of district and supplemental regulation standards, parking, signage, landscaping and downtown design guidelines.



Education

Bachelor of Landscape Architecture,
University of Georgia

Professional Associations

American Society of Landscape Architects
(ASLA)

Professional Registrations

Landscape Architect, GA and FL

Years of Experience

Since 1992

Jacobs Office

Atlanta, GA

Brett Wylie, RLA, ASLA | Urban Design

Brett is a Senior Urban Designer, Landscape Architect and Planner for Jacobs. As Director of Landscape Architecture within the Advance Planning Group, Brett is focused on elevating the practice's design leadership relating to urban design, planning and environment. Brett has extensive experience in all aspects of urban design and landscape architecture for diverse public and private projects world-wide. With a proven record of thoughtful design and thorough implementation, his diverse project experience includes mixed-use developments, urban regeneration strategies, corporate/university campuses, hospitality/resorts and US Federal/DOD. Brett is a resident of historic downtown Norcross and served on the Buford Highway Master Plan Steering Committee. He is excited to apply his skills and local knowledge to an area that he travels through every day.

REPRESENTATIVE PROJECT EXPERIENCE

- **Bellevue Urban Master Plan, Bellevue, WA.** An urban master plan to create an exciting new public realm for this US City. The key organizing element is the creation of Bellevue Park, a public park that will bridge the highway and connect City Hall with the heart of new development to the east, leading to an expansion of the Central Business District. In addition to the city park, four office towers, a hotel, a residential tower, retail space will act as a significant catalyst for the downtown area while connecting to the city's light rail transit system.
- **Dalian Xiaoyao Bay Master Plan, Dalian, China.** City of Dalian China to create a long-range master plan for 38 square kilometer city expansion surrounding the Xiaoyao Bay. Accommodating over 380,000 new residents, this new area will be a vibrant walkable central business district with commercial, residential, and community support facilities. This master plan will be one of first new planning initiatives to incorporate China's new national-level planning directives which encourage development at a more human-scale with smaller blocks and truly mixed, integrated housing typologies. Initial phases are currently under construction, with numerous subsequent phases occurring over the next decade which will realize new waterfront park system, water/waste-water systems, digital city management systems, transit systems and private sector mixed-use development.
- **Pixian Film + Media City Master Plan, Chengdu, China.** A master plan and development strategy are based on the Film-Media industry expansion on an 12 square kilometer site accommodating thousands of new residents to north Chengdu, China. Positioned within the area's emerging national level film-media industry, the site's master plan projects a range of mixed-uses, mixed residential, film-media industry, a new central park and regeneration strategies for the historically relevant town of Tuanjie. This newly developed area will provide further economic stratification across the Chengdu metropolitan region.
- **Australian Education City (AEC), East Werribee, Australia.** Our bid for master planning the 400ha Education City presents an unprecedented opportunity to apply principles of sustainable urban development, healthy neighborhoods, performance planning, and flexible resilient planning. The application of these principles in the built environment of the EC will help citizens, entrepreneurs, and consumers create value, generate jobs, and protect the environment. The EC will be a smart eco-city catering to the needs of approximately 100,000 citizens, including 45,000 residents and hundreds of businesses of all sizes and sectors.
-



Amanda Hatton, AICP | Community and Stakeholder Involvement

Amanda Hatton, AICP, is a seasoned community planner and project manager with over 14 years of experience. She serves as Blue Cypress's community planning manager and provides technical leadership to a variety of projects, including comprehensive plans, small area studies, zoning and development regulations, and transportation plans, with a focus on socioeconomic analysis, land use planning, and sustainability. Amanda also provides expertise in managing public involvement initiatives and facilitation activities, including developing tailored community outreach plans, public workshops, interviews, citizen surveys, community relations materials, and innovative web-based and on-the-spot engagement.

Education

Master of Science, Urban Policy Studies,
Georgia State University

Bachelor of Arts, Public Administration and
Spanish, Elon University

Professional Associations

American Planning Association (APA)

Georgia Planning Association (GPA)

Society of American Military Engineers,
Atlanta Post

Professional Registrations

American Institute of Certified Planners
(AICP), US National Registration No.
024998, 2011 – present

Years of Experience

Since 2006

Blue Cypress Office

Decatur, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **City of Fayetteville Livable Centers Initiative Study, Fayetteville, GA.** The study served to inspire reinvestment in Fayetteville's Downtown by refreshing it's main street district boundaries and zoning and development code while also establishing design guidelines for development. Blue Cypress led the project's public engagement and communications. Amanda managed the development of and execution of the engagement strategy for the team.
- **Town of Tyrone Town Center Master Plan, Tyrone, GA.** The plan focused on continuing to develop the Tyrone Town Center into an area an active community hub with increased mobility options, improved access to jobs and services, and a center for community activities. Blue Cypress led the project's public engagement and land use analysis and zoning recommendations. Amanda managed Blue Cypress's role and leading zoning recommendations.
- **Forsyth County Comprehensive Plan Update, Forsyth County, GA.** Blue Cypress is leading project management, public engagement, needs/opportunities framework, and plan development and documentation. Amanda is serving as the project manager.
- **Paulding County Comprehensive Plan Update and Comprehensive Transportation Plan Update, Paulding County, GA.** Paulding County and its municipalities are updating their long range plans for land use and transportation. Blue Cypress is managing the outreach strategy for both planning efforts and leading the future land use element of the Comprehensive Plan. Amanda is serving as public engagement task lead and overseeing land use planning and policy work.
- **Spalding County Comprehensive Plan Update, Spalding County, GA.** Spalding County and the cities of Sunny Side and Orchard Hill are updating their plan. Blue Cypress is leading the plan update, which involves project management, community engagement, technical analysis, visioning and goal formulation, and an updated future development map and implementation plan. Amanda has led project execution strategy, plan development, and served in a project management role.
- **Brookhaven Character Area Planning Project - South of I-85, Brookhaven, GA.** The project resulted in an updated land use vision, strategies, and policies for recently annexed areas south of I-85. Blue Cypress led community engagement and housing and land use policies. Amanda served as Blue Cypress lead.



Monica Klinkmueller |Community and Stakeholder Involvement

Monica Klinkmueller is a graphic designer with over 3 years of experience developing branding strategies, social media plans and content creation. Monica has worked both for small businesses and worldwide clients. Her time working in the advertising industry helped solidify her technical skills and expand her creativity. Monica's graphic design knowledge and experience helps Blue Cypress creatively present their data and projects. She works with the team to create custom project branding materials and graphics for various uses. Monica is passionate about visual communication and using design to effectively deliver messaging to easily communicate complex ideas.

Education

Bachelor of Arts, Mass Communication and Graphic Design, Georgia College & State University

Years of Experience

Since 2020

Blue Cypress Office

Decatur, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **Paulding County Comprehensive Plan Update and Comprehensive Transportation Plan Update, Paulding County, GA.** Paulding County and its municipalities are updating both their Comprehensive Plan and Comprehensive Transportation Plan. Blue Cypress is managing the outreach strategy for both planning efforts and leading the future land use element of the Comprehensive Plan. Monica is supporting the project as a graphic designer, assisting with promotional materials and social media content.
- **Spalding County Comprehensive Plan Update, Spalding County, GA.** Blue Cypress is leading the project management, public engagement, needs and opportunities framework, and overall plan development and documentation. Monica is supporting the public engagement efforts and serving as a graphic designer/website designer.
- **SR 9/Roswell Road Access Management Study, Sandy Springs, GA.** The project will result in an Access Management Study for SR 9/Roswell Road, a 9.3-mile principal arterial that serves as the major north-south spine of the City of Sandy Springs. Blue Cypress is leading the community engagement with key stakeholders, including vulnerable corridor users, relevant agencies like GDOT and MARTA, and commercial property owners and managers. Monica is assisting with the promotional materials, designing flyers, branding graphics and other project materials.
- **Forsyth County Comprehensive Plan Update, Forsyth County, GA.** Blue Cypress is leading the project management, public engagement, needs and opportunities framework, and overall plan development and documentation. Monica is serving as graphic designer for this project. She is leading the creation and design of the project website, social media content, and other promotional materials.
- **Henry County Comprehensive Transportation Plan and Trails Master Plan, Henry County, GA.** The Comprehensive Transportation Plan update and separate, yet coordinated, new Trails Master Plan will address needs for at all modes of transportation in the county. Together, the two plans are addressing issues such as congestion relief, new sidewalks, safety improvements, and long-term trail connections. Blue Cypress is leading the project's public engagement. Monica is serving as a graphic designer on this project. Monica is responsible for drafting all project social media posts and promotional materials, including flyers, posters and yard signs.
- **Town of Tyrone Town Center Master Plan, Tyrone, GA.** This study is focused on continuing to develop the Tyrone Town Center into an area with increased mobility options and improved access to jobs and services. Blue Cypress is leading the project's public engagement. Monica is assisting with graphics and designing public engagement materials for both print and social media.



Ansley Jones | Community and Stakeholder Involvement

Ansley Jones serves as a Community Planner, with a focus on land use planning and public engagement. Prior to joining Blue Cypress in 2021, Ansley worked for the Georgia Environmental Finance Authority (GEFA) for several years. At GEFA, Ansley served as a project manager for water and solid waste infrastructure projects. She also managed the WaterFirst program, a state designation for communities that demonstrate environmental excellence. Her unique background in both Civil and environmental engineering, financial services, and community planning allow her to provide multi-faceted value to her clients.

Education

Master of City & Regional Planning,
University of North Carolina - Chapel Hill
Bachelor of Arts, Civil & Environmental
Engineering, Rice University

Professional Associations

Georgia Planning Association, Policy &
Advocacy Committee, Communications
Chair, 2022 - present
Georgia Association of Water Professionals,
Utility Finance & Management Committee
Program Liason, 2021 - present
Georgia Water Wise Council, 2019 -
present
Georgia Association of Water Professionals
- Leadership Academy Level 1, 2020
Community Planning Institute, DCA, 2019

Professional Registrations

American Institute of Certified Planners
(AICP), No. 33003 2021 - present
OSHA 510, Georgia Tech, 2018
LEED Green Associate, 2017 - present

Years of Experience

Since 2009

Blue Cypress Office

Decatur, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **Dunwoody Edge City 2.0 Plan, Dunwoody, GA.** Blue Cypress is leading the outreach and engagement for the Edge City 2.0 plan, a strategic blueprint for the Perimeter Center district's future development. Ansley is supporting the stakeholder and public engagement efforts, including management of a project website; event planning and communications for outreach activities; facilitating stakeholder interviews and meetings; and documenting all input received to inform the plan's development.
- **Paulding County Comprehensive Plan Update and Comprehensive Transportation Plan Update, Paulding County, GA.** Paulding County and its municipalities are updating their long range plans for land use and transportation. Blue Cypress is managing the outreach strategy for both planning efforts and leading the future land use element of the Comprehensive Plan. Ansley is contributing to the technical analysis and recommendations for the future land use element, as well as supporting the public involvement tasks.
- **Windsor-Osborne Special Area Plan, Brookhaven, GA.** Blue Cypress led the public outreach strategy and assisted with the plan's land use recommendations. Ansley assisted with project website updates, direct communications with members of the public who submitted inquiries or comments, and documentation and synthesis of public input.
- **Forsyth County Comprehensive Plan Update, Forsyth County, GA.** Ansley is serving as a Project Planner. Blue Cypress is leading the project management, public engagement, and overall plan development and documentation. Ansley is supporting the public engagement by developing website content, stakeholder and public meeting materials, social media, and other outreach activities. She is also contributing to the technical tasks, including GIS analysis, policy development, and implementation prioritization.
- **Spalding County Comprehensive Plan Update, Spalding County, GA.** Spalding County and the cities of Sunny Side and Orchard Hill are updating their plan. Blue Cypress is leading the plan update, which involves project management, community engagement, technical analysis, visioning and goal formulation, and an updated future development map and implementation plan. Ansley is serving as a Project Planner, contributing to technical and outreach tasks for all phases of work.



Jonathan Bartlett | Market Analysis

Jonathan is a senior consultant whose core skills are in forward-looking market, financial, and strategic analysis of real estate development and investment opportunities. Jonathan has worked extensively with developers, corporations, and local governments providing market analysis, site selection, and implementation strategies. He brings expertise in fiscal and economic impact analysis, tax increment finance, and portfolio strategy.

Education

Master of Business Administration, Real Estate, University of North Carolina

Bachelor of Arts, Washington & Lee University

Professional Associations

Urban Land Institute (ULI)

Years of Experience

Since 2003

Jacobs Office

Atlanta, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **Lincoln Boulevard Mixed Use Development Master Plan, Oklahoma City, OK.** Jonathan assisted with a market and case study analysis in order to develop a detailed product program for the site, and proceeded to develop the master plan following a three day design charrette as a part of a Master Plan project.
- **Cherokee County Comprehensive Plan, Cherokee County, GA.** Real Estate Analyst. Conducted a market analysis for the county in order to set the context for comprehensive planning. Analyzed economic, demographic, and housing market conditions and projected demand for a range of land uses in key focus areas. Identified strategies to attract target industries.
- **City of Charlotte, Eastland Mall Redevelopment Strategy, Charlotte, NC.** Planner. Worked with the city, community stakeholders, and local developers to develop strategies to attract private capital for the redevelopment of a city-owned site that once housed the region's largest enclosed mall. Facilitated developer interviews and provided demographic and market context to the project team.
- **Kirkwood Downtown Master Plan, Kirkwood, MO.** Led the real estate market, economic, and demographic analysis for a downtown master plan near St. Louis. Identified strategies to attract new businesses and residents to the downtown based on broader market trends and gaps.
- **Forsyth County Comprehensive Plan, Forsyth County, GA.** Market Analyst. Delivered economic development component of the county's comp plan, analyzing existing conditions and opportunities with respect to workforce, target industries, education, and future land use. Explosive growth in the once rural county required specific emphasis on the pursuit of a more balanced tax base to ensure fiscal health.
- **City of Doraville Comprehensive Plan Update, Doraville, GA.** Market Analyst. Conducted workforce and labor market analyses supporting comp plan update for a dynamic, close-in community of Metro Atlanta. Studied potential impacts of the catalytic GM Doraville redevelopment and additional transit-oriented development opportunities. Through interviews with City staff, business owners, and developers, assessed the City's economic development toolbox and opportunities to attract investment consistent with the community vision.



Geoffrey Warr, PE, PTOE | Mobility and Pedestrian Analysis

Geoff has more than 15 years of experience in traffic engineering design, operations, planning, studies, and modeling. Over his career, he has prepared traffic engineering reports for site development, including for Developments of Regional Impact (DRI), schools, hospitals, and mixed-use and transit-oriented developments. He has also prepared analyses for state and municipal projects, including signal warrant analyses, safety countermeasures, interchange justification/modification reports, corridor widening, traffic forecasting, complete streets analyses, road diets, separated bike lanes, roundabouts, and signal retiming plans.

Education

BS, Civil Engineering, Georgia Institute of Technology

Professional Associations

Member - Institute of Transportation Engineers

Professional Registrations

Professional Engineer, GA

Professional Traffic Operations Engineer

Road Safety Professional (Level 1)r

Years of Experience

Since 2007

Jacobs Office

Atlanta, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **Peachtree Place LIT Lanes (Midtown Alliance), Atlanta, GA.** Analyzed impacts and benefits of an east-west bike/scooter lane between planned facilities along the 10th Street bridge and existing facilities on 10th Street at Piedmont Park. This project included field assessments of curbside utilization, current and potential conflict points, a walk-and-talk with stakeholders, and incorporation of several adjacent infrastructure projects. The analysis involved ranking multiple alternative routes through quantifying safety, comfort, and connectivity measures. Detailed analyses included bike delays for various crossing techniques and block storage ratios before and after lane repurposing 2021-2022.
- **Monroe Drive / Boulevard Complete Streets (Renew Atlanta), Atlanta, GA.** The Monroe Drive/Boulevard corridor experiences high traffic volumes and safety issues associated with redevelopment and investment in the surrounding communities. The Complete Streets project identified existing safety and congestion issues and developed corridor improvements to improve mobility and safety for all users. Some of the recommendations include a road diet on Monroe Drive and Boulevard, new roundabout intersections, new pedestrian connections, crosswalk enhancements, access management improvements, and intersection reconfigurations. 2018
- **Tuxedo Park Traffic Calming Study (TPCA), Atlanta, GA.** Transportation planning services for the Tuxedo Park Civic Association (TPCA) to assist with the development of a neighborhood transportation plan to guide future advocacy efforts and transportation infrastructure investment to protect and enhance Tuxedo Park's unique character, improve quality of life for residents, and increase safety. The plan was prepared in coordination with TPCA, Buckhead CID, City of Atlanta, and GDOT. The plan was presented and adopted by city council. ; 2020-2021
- **Paces Ferry Traffic Circulation Analysis (Cumberland CID); Cobb County, GA.** The purpose of this report was to analyze the current and future traffic operations around the Paces Ferry Road interchange and develop future short-term and long-term project recommendations, from an added turn bays and median projects to new a roundabout, new road connections, and interchange modifications. Several recommendations were developed to improve operations and safety throughout the study area through coordination with several area stakeholders, Cobb DOT, Smyrna DOT, Teasley Elementary, GDOT, and adjacent properties. This project included presentations to stakeholders, DOTs and the Cumberland CID board. 2021



Education

MBA, Georgia Institute of Technology

MSCE, Transportation Engineering,
University of South Florida

BS, Civil Engineering, Tongji University

Professional Registrations

Professional Engineer, GA

Professional Traffic Operations Engineer

Years of Experience

Since 1993

Jacobs Office

Atlanta, GA

Xuewen Le, PE, PTOE | EV Charging Analysis

Xuewen brings 28 years of experience in design and project management of a diverse set of transportation engineering projects for state DOTs and local clients. He led the development of ITS concept and specifications for Georgia DOT's first two reversible express lanes projects. His recent practice focuses on the application of emerging transportation technologies to improve traffic operations and safety. Xuewen stays abreast of current transportation technologies, especially electric vehicle charging infrastructure (EVI), autonomous vehicle (AV), connected vehicle (CV) technology development, evolving federal regulations, and potential innovative applications to improve traffic safety and operation efficiency. He is part of Jacobs Community of Practice (CoP) for electric, autonomous, and connected vehicles to provide innovative solutions to support clients to address their mobility related challenges.

REPRESENTATIVE PROJECT EXPERIENCE

- **City of Peachtree Corners, Curiosity Lab, Connected Vehicle (CV) Technologies, Peachtree Corners, GA.** Connected Vehicle (CV) technologies Subject Matter Expert (SME). Curiosity Lab (CL) is a publicly funded living lab designed to provide a real-world test environment to advance next generation intelligent mobility and smart city technology. CL features a 25,000-square-foot innovation center and an adjacent 1.5-mile autonomous vehicle (AV) test track. Jacobs, PTC, and Qualcomm have been working together to deploy latest Cellular-Vehicle-to-Everything technology, focusing initially on roadside infrastructure, traffic management, and road safety. As a CV SME, Xuewen is involved in C-V2X devices and applications configuration and validation.
- **Gwinnett County Traffic Engineering Design Services, Gwinnett County, GA.** Project Manager. Xuewen served as project manager for this multi-phased design services contract to provide traffic engineering services including traffic studies and traffic signal design for the Gwinnett County DOT. Project scope included conducting traffic studies for signal warrants and roundabout analysis, preparing construction plans and project specifications, as well as as-built plans for traffic signals and warning flashers. Throughout the project, Xuewen actively coordinated with the Gwinnett DOT project manager to provide timely traffic studies and responses to address residents' inputs related to traffic calming, traffic control, and intersection improvements.
- **City of Atlanta RenewAtlanta Bond and TSPLOST Program Management, Atlanta, GA.** Project Manager. Xuewen managed the deployment and implementation of smart corridor and CV technologies, intelligent mobility analytics and solutions, and complete streets projects. Representative projects include:
 - **North Avenue Smart Corridor.** A public demonstration and "living lab" for Internet of Things (IoT) along a 3-mile arterial that includes smart sensors, traffic adaptive, connected vehicles, data collection/analytics, evaluation, and partnerships.
 - **Downtown Special Event Area Mobility Analytics.** A mobility situation awareness platform that is built on a network of smart wireless sensors.
- **Cumberland Community Improvement District (CCID) Autonomous Vehicle (AV) Shuttle Deployment Study, Cobb County, Georgia, GA.** Project Manager. CCID is developing a multimodal path to connect Cumberland's major employment, cultural, and entertainment destinations and to provide safe, accessible, and convenient multimodal transportation options including AV shuttles. To support CCID's plan to deploy AV shuttles as a viable mobility option on the planned multimodal path, this multi phased deployment study is aimed to provide CCID a detailed assessment of the latest state of practice for AV shuttle deployment, challenges and risks, an evaluation of potential operational concepts, relevant technical specifications, estimates for capital and operating costs, and a comprehensive deployment plan.



Eduardo Rendon | GIS

Eduardo is a Jacobs “go-to” for strategic data collection, management, and analysis. With more than 12 years of experience and a background in geochemistry and environmental planning, he takes a scientific approach to analyzing dynamic urban problems. His experience includes direct surveying, database creation and management, remote sensing, online participatory mapping tools, complex GIS analysis, and GeoDesign. He understands the importance of creating a data management strategy from the start and is skilled at organizing large, complex datasets to provide clean, useful products for clients.

Education

Master of Environmental Planning and Design, University of Georgia.

Professional Associations

American Planning Association

Urban and Regional Information Systems Association

Years of Experience

Since 2005

Jacobs Office

Atlanta, Georgia

*competed with another firm

REPRESENTATIVE PROJECT EXPERIENCE

- **Honolulu Authority for Rapid Transportation, Honolulu, HI.** GIS Analyst. Eduardo developed a 3D model for a 4 miles proposed rail corridor. City Engine and ArcPro were used to create the 3D geometries. Existing buildings were also added to the model to create a more realistic representation of this model. GeoDesign concepts were the primary component for persuasive planning support.
- **City of Norcross Comprehensive Plan Update, Norcross, GA.** Planner. Provided professional services to the City of Norcross to provide a comprehensive review and update to their zoning code and development code. Eduardo assisted with mapping of existing conditions, analyzed various geographic and spatial data, and updated the new zoning map.
- ***Westside Blight Remediation Study, Atlanta, GA.** As part of the APD-U team, Eduardo worked with the City of Atlanta to prepare a blight study for four west Atlanta neighborhoods. The study identified existing conditions and blight indicators as defined by the Georgia Urban Redevelopment Act. Results of the findings provided the foundations for actionable blight remediation strategies.
- ***Westside Neighborhood Project Management Services, Atlanta, GA.** Eduardo played an important part in the Westside Strategic Implementation Plan including the identification of key redevelopment parcels; coordination between Invest Atlanta, Inc. and other key development partners, designing strategies for neighborhood stabilization, redevelopment and post property acquisition decision making.
- ***Montgomery County Affordable Housing Study, Maryland-National Capital Parks and Planning.** Planner. Eduardo had a relevant participation performing a rental housing study to garner a detailed understanding of the current and potential market conditions influencing rental housing within Montgomery County, Maryland. The analysis identified policies, programs and strategies to ensure the County’s rental housing supply/demand equilibrium is optimized.
- ***South Hartsville Residential Market and Marketability Study, Hartsville, SC.** Project Coordinator. Eduardo conducted a detailed parcel analysis of existing conditions in South Hartsville to determine areas conducive to successful introduction of new and renovated housing within South Hartsville. A residential market analysis of predominant real estate and economic trends impacting the public and affordable housing market in the South Hartsville neighborhood was also conducted.



Gabe Branch | GIS

Gabe has more than 5 years of experience working with both federal and local government clients, with a focus on mapping and creating GIS-centric dashboards for public consumption. Gabe is experienced using the Esri Suite and is knowledgeable in data acquisition, spatial data analytics, report building, hands-on technical support, SQL and Python scripting, and streamlining GIS functionality. Having previously served as an Asset Management Technician at Forsyth County, Gabe brings a unique understanding of issues that counties face and leverages his technical expertise to address those challenges. Gabe's GIS and data analysis expertise also plays a central role in Blue Cypress's community planning projects for which he regularly contributes to mapping and data analysis tasks.

Education

Bachelor of Science, Geography and Environmental Studies, Florida State University

Graduate Certificate in GIS, Pennsylvania State University

Professional Registrations

Georgia Water Distribution Operator, License No. WD016770

Years of Experience

Since 2016

Blue Cypress Office

Decatur, GA

REPRESENTATIVE PROJECT EXPERIENCE

- **Paulding County Comprehensive Plan Update and Comprehensive Transportation Plan Update, Paulding County, GA.** Paulding County and its municipalities are updating both their Comprehensive Plan and Comprehensive Transportation Plan. Blue Cypress is managing the outreach strategy for both planning efforts and leading the future land use for the Comprehensive Plan. Gabe is contributing to the GIS analysis and mapping materials for both projects.
- **Forsyth County Comprehensive Plan Update, Forsyth County, GA.** Blue Cypress is leading the project management, public engagement, needs and opportunities framework, and overall plan development and documentation. Gabe is supporting the mapping and GIS efforts on this project.
- **Spalding County Comprehensive Plan Update, Spalding County, GA.** Blue Cypress is leading the project management, public engagement, needs and opportunities framework, and overall plan development and documentation. Gabe is supporting the mapping and GIS efforts on this project.
- **Macon-Bibb GIS On-Call Services, Macon-Bibb County, GA.** Blue Cypress is supporting in the research and documentation of current geospatial data and software licensing held by the Macon-Bibb County Planning & Zoning Commission related to their GIS. Gabe is leading the research and documentation of the Esri license architecture currently employed by the Commission, as well as providing recommendations for future updates.
- **DeKalb County Department of Watershed Management Dry Weather SSO Reduction, Decatur, GA, Analyst.** In an effort to reduce dry weather SSOs, Blue Cypress performed an assessment and developed a roadmap for operational improvements. The assessment included a 3-pronged discovery process including data analysis, document review and staff interviews. Data analysis included SSOs, hydraulic models, CCTV, sewer cleaning, and acoustic inspections.
- **GDOT Major Mobility Investment Program - Utility Coordination Improvements, GA, Analyst.** The Major Mobility Investment Program (MMIP) is a Georgia Department of Transportation (GDOT) initiative to make major investments in Georgia's transportation network. Projects such as interchanges, express lanes, widening, and others will affect not just the transportation infrastructure surrounding them, but multiple significant utilities as well. To help mitigate utility coordination challenges, Blue Cypress has been brought on to the MMIP team to provide thought leadership, objective analysis, actionable recommendations, and implementation support to improve utility planning and coordination – and ultimately, to reduce program risk.



7

Required Forms

References for Jacobs

The Contractor must provide at the time of Proposal opening a list of contact numbers, addresses and a contact person from three (3) jobs completed having similar specification within the metro Atlanta area.

City of Norcross requests a minimum of three (3) references where work of a similar size and scope has been completed.

1. Company Name: City of Norcross
 Description of Project: Comprehensive Plan and UDO Updates
 Completion Date: July 2014 and March 2019
 Contact Person: Tracy Rye, Assistant City Manager
 Telephone: 678.421.2027 Fax: 770.448.2122
 Email address: Tracy.rye@norcrossga.net

2. Company Name: City of Snellville
 Description of Project: Snellville 2040 Comprehensive Plan and LCI Updates
 Completion Date: 2018
 Contact Person: Jason Thompson, Planning and Development Director
 Telephone: 770.985.3518 Fax: N/A
 Email address: jthompson@snellville.org

3. Company Name: City of Smyrna
 Description of Project: Guide Smyrna 2040 Comprehensive Plan
 Completion Date: 2017
 Contact Person: Russell G. Martin, AICP, Community Development Director
 Telephone: 678.631.5387 Fax: N/A
 Email address: rgmartin@smyrnaga.gov

PROPOSAL PACKET CHECKLIST (REVISED 7/20)

PROJECT: Update to Norcross Town Center LCI and Update to the City's 2040 Imagine Our Future Comprehensive Plan

PROPOSAL DATE: Wednesday, August 31, 2022

Enclosed with this Proposal Packet are the following Forms and instructions. Use this checklist to ensure you have properly completed all Forms. You must return the following pages to be eligible for consideration of this project.

X	One sealed hard copy & One Electronic Copy of Proposal to include Separate Sealed Cost documents
---	--

 X E-Verify Contractor & SAVE Affidavits

X
Reference Page (see Proposal Submission Specifications, item 5)

X

Ship or Deliver Proposal to:
City of Norcross
65 Lawrenceville Street
Norcross, GA 30071
Attn: Tracy Rye, Community Development Director
Community Development Department, 2nd Floor



E-Verify Contractor Affidavit O.C.G.A. § 13-10-91 (b)(1)

Physical performance of services: Contracts with the City involving both physical labor and any services over \$2499.99 in value.

Contractors must be registered with and use the E-Verify program. If you have not registered, you can find the information at www.uscis.gov (click on E-verify Homepage, see start here directions.)

It is the responsibility of the Contractor to submit additional E-Verify Affidavits on every Sub-Contractor for this project.

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of the City of Norcross has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Project Name: Update to the Norcross Town Center LCI and Date of Project: August 31, 2022
Update to the City's 2040 Imagine Our Future Comprehensive Plan

Legal Name of Contractor: Jacobs Engineering Group Inc. (Jacobs)

Address: 10 10th Street, Suite 1400 City: Atlanta State: GA Zip Code: 30309

Federal Work Authorization User Identification Number (E-Verify Number): 11557 (4-6 digit numeric #)

Date of Authorization: June 18, 2015

EXEMPT: YES OR ☒ NO

***If a contractor has no employees and does not hire or intend to hire they may satisfy the law by submission of (State DL or State ID) Drivers' License Number: _____**

I hereby declare under penalty of perjury that the foregoing is true and correct

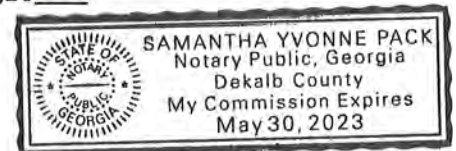
Derrick D Vincent 8/24/22 Derrick D Vincent Vice President
Signature of Authorized Officer/Agent Date Printed Name and Title of Authorized Officer/Agent

MUST BE COMPLETED BY NOTARY

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE 24th DAY OF August, 2022

Executed in Atlanta (City), Georgia (State)

Samantha Yvonne Pack 5/30/23
NOTARY PUBLIC Signature My Commission Expires





SAVE Public Benefit Affidavit O.C.G.A. § 50-36-1

Instructions: As required by Georgia Security and Immigration Compliance Act of 2006, as amended, every agency administering or providing Public Benefits is responsible for requiring that applicants for public benefits execute a sworn affidavit verifying the applicant's lawful presence in the United States (Ga. Code 50-36-1(f)(2)). The applicant shall execute this affidavit in front of a Notary and return it to the city along with the associated application, renewal form, contract, bid packet, or other applicable document.

By executing this affidavit under oath, as an applicant for Updates to Town Center LCI and Comprehensive Plan (Occupational Tax license or Alcoholic Beverage license or any other Public benefit) as referenced in O.C.G.A. § 50-36-1, from the City of Norcross, the undersigned applicant verifies one of the following with respect to my application for public benefit. (Please check one)

- 1) ☒ I am a United States citizen. (REQUIRES VERIFICATION AT SUBMISSION)
- 2) ☐ I am a legal permanent resident of the United States.
- 3) ☐ I am a qualified alien or non-immigrant under the Federal Immigration and Nationality Act with an alien number issued by the Department of Homeland Security or other federal immigration agency.

My alien number issued by the Department of Homeland Security or other federal immigration agency is: _____

The undersigned applicant has also hereby verifies that he or she is 18 years of age or older and has provided at least one secure and verifiable document, as required by Georgia Law O.C.G.A § 50-36-1(f) (1) A complete list of secure and verifiable documents on back of this form.

REQUIRES VERIFICATION AT SUBMISSION – Which type of secure and verifiable document was provided with this affidavit? Driver's License

In making the above representation under oath, I understand that any person who knowingly and willfully who makes a false, fictitious, or fraudulent statement or representation in this affidavit shall be guilty of a violation of O.C.G.A. § 16-10-20, and face criminal penalties as allowed by such criminal statute.

MUST BE COMPLETED BY NOTARY

I, Derrick D Vincent (representative for) Jacobs Engineering Group Inc. (Jacobs)
(Printed NAME of individual and natural person) (Name of BUSINESS, corporation, partnership, etc.)

Derrick D Vincent 8/24/22
Signature of Applicant Date

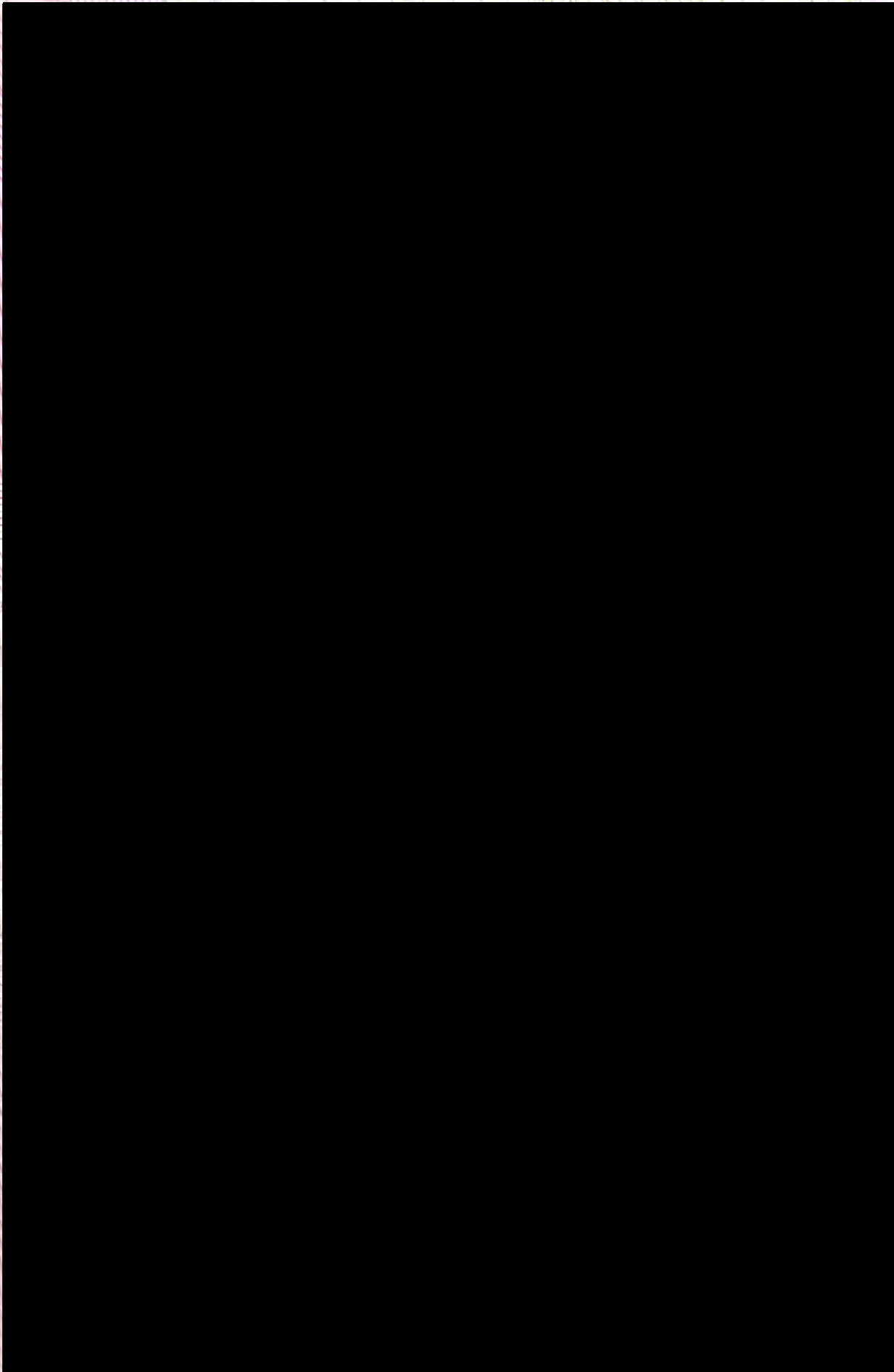
SUBSCRIBED AND SWORN BEFORE ME ON THIS THE 24th DAY OF August, 20 22

Executed in Atlanta (City), Georgia (State)

Samantha Yvonne Pack 5/30/2023
NOTARY PUBLIC Signature My Commission Expires



SAMANTHA YVONNE PACK
Notary Public, Georgia
Dekalb County
My Commission Expires
May 30, 2023



Attachment: Proposal Packet Submitted by Jacobs (22-6592 : Norcross Town Center LCI/Comprehensive Plan RFP Award)



E-Verify Contractor Affidavit O.C.G.A. § 13-10-91 (b)(1)

Physical performance of services: Contracts with the City involving both physical labor and any services over \$2499.99 in value.

Contractors must be registered with and use the E-Verify program. If you have not registered, you can find the information at www.uscis.gov (click on E-verify Homepage, see start here directions.)

It is the responsibility of the Contractor to submit additional E-Verify Affidavits on every Sub-Contractor for this project.

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of the City of Norcross has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Project Name: Update to Norcross Town Center LCI and Update to City's 2024 Imagine Our Future Comprehensive Plan Date of Project: August 31, 2022

Legal Name of Contractor: Blue Cypress Consulting, LLC

Address: 315 W Ponce de Leon Ave., Suite 905 City: Decatur State: GA Zip Code: 30030

Federal Work Authorization User Identification Number (E-Verify Number): 1616576 (4-6 digit numeric #)

Date of Authorization: 12/11/2020

EXEMPT: YES OR **NO**

***If a contractor has no employees and does not hire or intend to hire they may satisfy the law by submission of (State DL or State ID) Drivers' License Number: GA DL No: 052810696**

I hereby declare under penalty of perjury that the foregoing is true and correct

Caroline G. Evans 8/11/2022 Caroline G. Evans, Owner and Founding Principal
Signature of Authorized Officer/Agent Date Printed Name and Title of Authorized Officer/Agent

MUST BE COMPLETED BY NOTARY

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE 11 DAY OF August, 2022

Executed in Decatur (City), Georgia (State)

Monica Klinkmueller
NOTARY PUBLIC Signature

3/30/25
My Commission Expires

Monica Klinkmueller
NOTARY PUBLIC
Cobb County, GEORGIA
My Commission Expires 03/30/2025



SAVE Public Benefit Affidavit O.C.G.A. § 50-36-1

Instructions: As required by Georgia Security and Immigration Compliance Act of 2006, as amended, every agency administering or providing Public Benefits is responsible for requiring that applicants for public benefits execute a sworn affidavit verifying the applicant's lawful presence in the United States (Ga. Code 50-36-1(f)(2)). The applicant shall execute this affidavit in front of a Notary and return it to the city along with the associated application, renewal form, contract, bid packet, or other applicable document.

Update to Norcross Town Center LCI and Update to

By executing this affidavit under oath, as an applicant for City's 2024 Imagine Our Future Comprehensive Plan (Occupational Tax license or Alcoholic Beverage license or any other Public benefit) as referenced in O.C.G.A. § 50-36-1, from the City of Norcross, the undersigned applicant verifies one of the following with respect to my application for public benefit. (Please check one)

- 1) X I am a United States citizen. (REQUIRES VERIFICATION AT SUBMISSION)
- 2) _____ I am a legal permanent resident of the United States.
- 3) _____ I am a qualified alien or non-immigrant under the Federal Immigration and Nationality Act with an alien number issued by the Department of Homeland Security or other federal immigration agency.

My alien number issued by the Department of Homeland Security or other federal immigration agency is: _____.

The undersigned applicant has also hereby verifies that he or she is 18 years of age or older and has provided at least one secure and verifiable document, as required by Georgia Law O.C.G.A § 50-36-1(f) (1) A complete list of secure and verifiable documents on back of this form.

REQUIRES VERIFICATION AT SUBMISSION – Which type of secure and verifiable document was provided with this affidavit? Passport

In making the above representation under oath, I understand that any person who knowingly and willfully who makes a false, fictitious, or fraudulent statement or representation in this affidavit shall be guilty of a violation of O.C.G.A. § 16-10-20, and face criminal penalties as allowed by such criminal statute.

MUST BE COMPLETED BY NOTARY

I, Caroline G. Evans (representative for) Blue Cypress Consulting, LLC
(Printed NAME of individual and natural person) (Name of BUSINESS, corporation, partnership, etc.)

Caroline G. Evans 8/11/22
Signature of Applicant Date

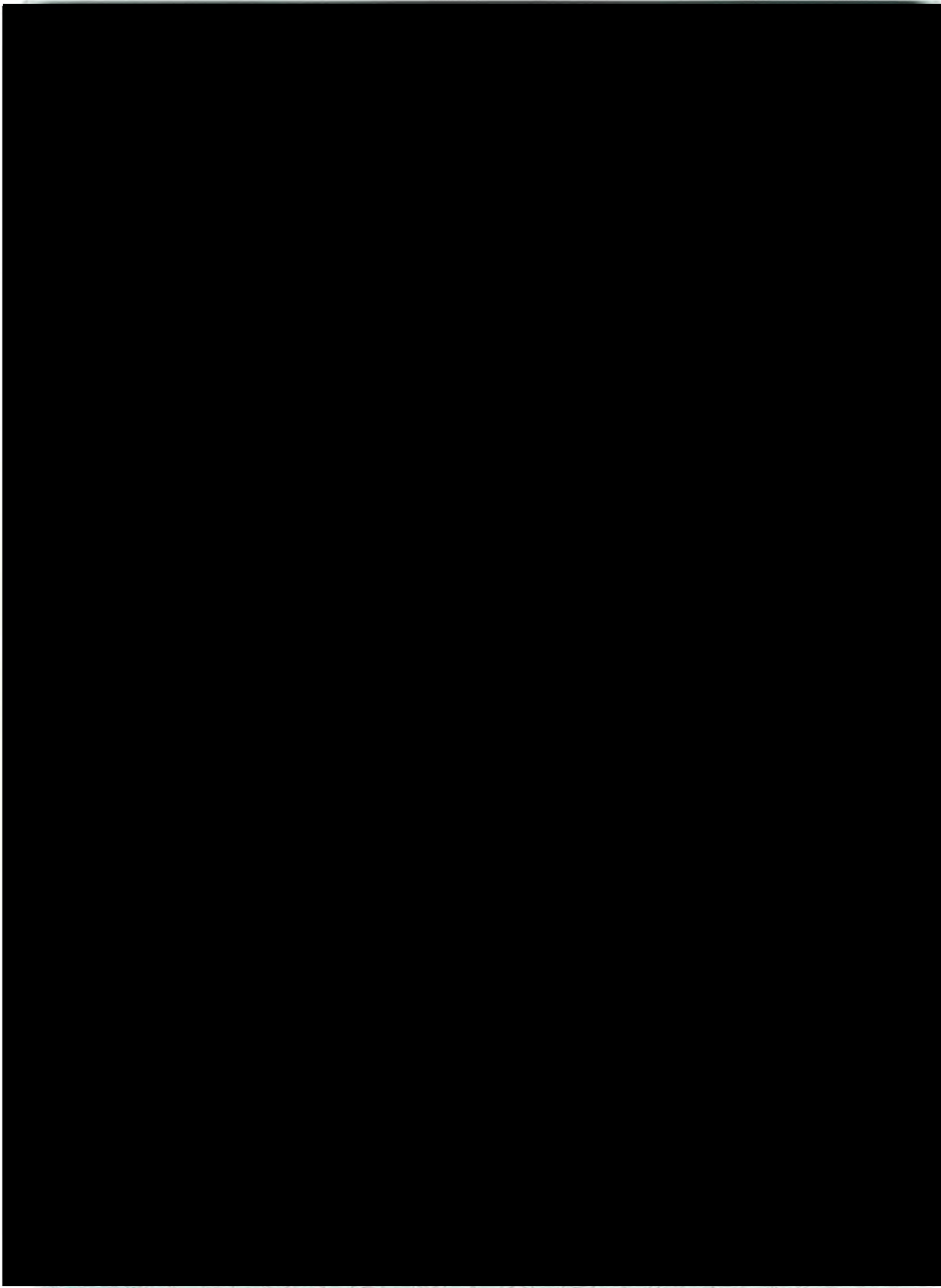
SUBSCRIBED AND SWORN BEFORE ME ON THIS THE 11 DAY OF August, 2022

Executed in Decatur (City), Georgia (State)

Monica Klinkmueller
NOTARY PUBLIC Signature

3/30/25
My Commission Expires

Monica Klinkmueller
NOTARY PUBLIC
Cobb County, GEORGIA
My Commission Expires 03/30/2025



Contact

Jim Summerbell, AICP
10 Tenth Street, Suite 1400
Atlanta, GA 30309
Jim.summerbell@jacobs.com

www.jacobs.com



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MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6593	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	LCI Comp Plan Steering Committee		

Sponsors:

Code Sections:

Attachments:

1. [Agenda Report - LCI Comp Plan Steering Committee](#)

Title
LCI Comp Plan Steering Committee

Drafter
Tracy Rye

Motion

A motion to Approve/Deny the recommended steering committee structure of 16 members with composition as outlined:

Planning & Zoning Board - Represents Land Use , 1 member (required)
Downtown Development Authority - Represents Economic Development, 1 Member (required)
Mayor & Council - Represents Policy, 1 member (required)
NPAC - Represents Public Art, 1 Member
SNC - Represents Sustainability and EV Charging, 1 Member
NDA - Represents Housing Affordability, 1 Member

Plus:

10 total citizens at large comprised of the following:
6 Residents (3 from the downtown/western portion of Norcross and 3 from east Norcross)
4 business owners (2 from the downtown/western portion of Norcross and 2 from east Norcross)



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE** ·
COUNCILMEMBER **BRUCE GAYNOR** · COUNCILMEMBER **ARLENE BECKLES** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

Agenda Report

To: Mayor and Council

From: Tracy Rye, AICP, Assistant City Manager and CDP Director

Agenda: November 7, 2022 - Mayor and Council

Agenda #: 22-6593

Item: Discussion on technique for appointing members to the LCI/Comprehensive Plan Update Steering Committee

CC: Eric Johnson

Recommendation

A recommendation by the Community Development and Planning Department to consider which method listed below the Mayor and Council would like to use to appoint members to the LCI /Comprehensive Plan Update Steering Committee.

Background

The utilization of an overall citizen filled steering committee is very typical in these planning endeavors. The group will commit to meeting a set number of times to discuss the background and goals of the study and to help the consultant and the City determine next appropriate steps for these projects and document framework.

For the most recent Comprehensive Plan update in 2018, Mayor and Council appointed a 16 member steering committee to vet the process. For the Buford Highway Master Plan in 2020, the City accepted requests to serve on the Steering Committee and staff ultimately vetted the list for a 12-15 member committee.

Staff asks Mayor and Council to determine which method they would like to employ for membership to this Steering Committee. The most ideal number for such committees is 12-15 members, but you can consider up to 18 people. The larger the group sometimes the more difficult it is to engage in meaningful conversations and dialog.

From the Comprehensive Plan perspective, the Steering Committee memberships needs one appointment from Mayor and Council, one appointment from the Planning and Zoning Board and one Economic Development appointment (one member from each Development Authority would suffice) and the rest citizens or community members at-large.

Financial Impact

N/A

Consistent with Comprehensive Plan?

This project is considered to be consistent with the City's adopted 2040 Comprehensive Plan as it addresses Community Work Program Item LU.3 – Updated Town Center LCI as well as the State of Georgia Minimum Planning Standards for routine updates to the City's Comprehensive Plan.

Next Steps

Appoint Committee Members

Attachments

Update

After thinking through the possibilities for group management and the most effective way for the group to come together and to address the tasks ahead, the Department recommends the following structure:

Planning & Zoning Board – Represents Land Use , 1 member (required)
 Downtown Development Authority – Represents Economic Development, 1 Member (required)
 Mayor & Council – Represents Policy, 1 member (required)
 NPAC – Represents Public Art, 1 Member
 SNC – Represents Sustainability and EV Charging, 1 Member
 NDA – Represents Housing Affordability, 1 Member

Plus:

10 total citizens at large comprised of the following:

6 Residents (3 from the downtown/western portion of Norcross and 3 from east Norcross)
 4 business owners (2 from the downtown/western portion of Norcross and 2 from east Norcross)

Combined there would be 16 total members



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COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6599	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Modification of TAD IGA Between City of Norcross and Gwinnett County		

Sponsors:

Code Sections:

Attachments:

1. [Agenda Report - Modification of TAD IGA between City of Norcross and Gwinnett County](#)
2. [Norcross TAD IGA with Gwinnett County](#)
3. [Norcross TAD IGA Modification Document](#)

Title

Modification of TAD IGA Between City of Norcross and Gwinnett County

Drafter

William Corbin

Motion

A motion to Approve/Deny a modification of the April 1, 2016 Tax Allocation District (TAD) Intergovernmental Agreement (IGA) between the City of Norcross and Gwinnett County to extend the IGA through December 31, 2024.



MAYOR **CRAIG NEWTON** • MAYOR PRO TEM **MATT MYERS** • COUNCILMEMBER **ANDREW HIXSON** • COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **BRUCE GAYNOR** • COUNCILMEMBER **ARLENE BECKLES** • CITY MANAGER **ERIC JOHNSON** • CITY CLERK **MONIQUE LANG**

Agenda Report

To: Mayor and Council
From: William Corbin, Economic Development Director
Date: November 7, 2022 - Mayor and Council
Item No.: 22-6599
Title: Modification of TAD IGA between City of Norcross and Gwinnett County
CC: Eric Johnson, City Manager

Recommendation

Approve a modification of the April 1, 2016 Tax Allocation District (TAD) Intergovernmental Agreement (IGA) between the City of Norcross and Gwinnett County to extend the IGA through December 31, 2024.

Background

The City of Norcross is currently engaged in an agreement with Gwinnett County to utilize and take advantage of a 27.65-acre Tax Allocation District in the downtown area, roughly bounded on the east side by Mitchell Road, Buford Highway on the south, Carlyle Street at the west, and South Peachtree Street/College Street/Lawrenceville Street to the north.

According to the IGA, if Norcross plans to utilize incremental TAD funds towards the completion of a development project but that project does not commence construction by December 31, 2022 then the IGA automatically expires and all TAD monies must be returned to the County.

There is at least one potential "TAD project" that staff is conducting due diligence on, in partnership with the Downtown Development Authority. However, it has been determined that the construction commencement deadline of December 31, 2022 is not far enough into the future for the city to satisfy this construction commencement deadline.

As a reminder, a TAD, also known as tax increment financing, is an economic development tool to spur additional economic activity. In short, a TAD is a defined geographic area where real estate property tax monies gathered above a certain threshold for a certain period of time can be used for a specified improvements.

65 LAWRENCEVILLE STREET, NORCROSS, GEORGIA 30071
(678) 421-2027 UPSTAIRS CITY HALL (770) 242-0824 FAX (770) 448-2111 POLICE DEPARTMENT
<http://www.norcrossga.net>

TADs can be used to finance costs related to a development such as public infrastructure, land acquisition, relocation, demolition, parking structures, utilities, debt service and planning costs. Other allows uses of “TAD proceeds” include:

- Sewer expansion and repair
- Storm drainage
- Street construction and expansion
- Water supply improvements
- Park improvements
- Bridge construction and repair
- Curb and sidewalk work
- Grading and earthwork
- Traffic control

Financial Impact

The City of Norcross TAD fund currently contains less than \$250,000 in total revenue. However, as development continues to happen within the TAD, the potential financial impact will almost certainly be in the millions, tens of millions and upwards.

Consistent with Comprehensive Plan?

Yes. #4 Top Implementation Action – implementing the development strategy for the enhancement of the Town Center area;

Sustainability & Quality of Life – Redevelopment.

Next Steps

Should Mayor & Council approve the Modification, the document will need to be approved by the Gwinnett County Board of Commissioners at their November 15 meeting.

Attachments

TAD IGA between City of Norcross and Gwinnett County
Norcross TAD IGA Modification document

INTERGOVERNMENTAL AGREEMENT

This INTERGOVERNMENTAL AGREEMENT ("Agreement"), is made and entered into as of this 1st day of April, 2016 (the "Effective Date") by and between the CITY OF NORCROSS, GEORGIA, a municipal corporation of the State of Georgia (the "City") and the GWINNETT COUNTY BOARD OF COMMISSIONERS, the duly elected governing authority of a political subdivision of the State of Georgia (the "County").

W I T N E S S E T H:

In consideration of the respective representations and agreements hereinafter contained and in furtherance of the mutual public purposes hereby sought to be achieved, the City and the County do hereby agree as follows:

ARTICLE 1

DEFINITIONS

In addition to the words and terms defined elsewhere herein, the following words and terms shall have the meanings specified below, unless the context or use indicates another or different meaning or intent:

1.1 "Agreement" or "Intergovernmental Agreement" means this Intergovernmental Agreement, dated as of the Effective Date, between the City and the County.

1.2 "Approved Projects" means, collectively, the Projects recommended to the City for TAD financing by the City's Redevelopment Agency to be undertaken within the City of Norcross Tax Allocation District Number One – City Center East, by the City and/or by the owners or developers of the subject property to achieve the goals and objectives of the Redevelopment Plan.

1.3 "Bond Indenture" means, collectively and each respectively, each Trust Indenture, Bond Resolution, Bond Ordinance, Loan Agreement, Financing Agreement or other document pursuant to which one or more series of TAD financing is issued.

1.4 "City" means the City of Norcross, Georgia, a municipal corporation of the State of Georgia.

1.5 "City Resolution" means that specific Resolution adopted by the Norcross City Council on April 6, 2015 adopting City of Norcross Downtown Norcross Redevelopment Plan and establishing the Tax Allocation Increment Base for the City of Norcross Tax Allocation District Number One – City Center East.

1.6 "Commencement of Construction of Significant Projects" means that one or more building permits shall have been issued for and construction or renovation shall have commenced on, one or more significant structural components of one or more of the Approved Projects in the Redevelopment Plan, which construction constitutes at least 5% of the total project cost and which are anticipated to generate Tax Allocation Increments as estimated in the Redevelopment Plan.

1.7 **"County"** means Gwinnett County, Georgia, a political subdivision of the State of Georgia.

1.8 **"County Resolution"** means that certain resolution adopted by the Board of Commissioners of the County on March 22, 2016, inter alia, consenting to the inclusion of certain County ad valorem taxes in computation of the Tax Allocation Increment with respect to the TAD subject to the terms and conditions set forth therein and herein, authorizing the execution, delivery and performance of this Agreement, and other related matters.

1.9 **"County Tax Allocation Increment"** means that portion of the Tax Allocation Increment, computed in accordance with O.C.G.A. §36-44-3(14) in each calendar year, attributable to the County's portion of the ad valorem taxes for such calendar year. The total millage rate used for computation of future County Tax Allocation Increments shall be calculated as the sum of the "General Fund," "Fire and EMS," and "Recreation" millage charged within the City limits of Norcross.

1.10 **"Initial Financing Period"** means up to a 25-year period from the Effective Date.

1.11 **"Norcross City Center East TAD" or "TAD"** means that certain tax allocation district (as defined in O.C.G.A. §36-44-3(13)) created by the City pursuant to the City Resolution, and designated as the "City of Norcross Tax Allocation District – City Center East," as more fully identified in the applicable Redevelopment Plan with respect thereto approved by the City.

1.12 **"Projects"** means those capital improvements (including related professional services costs) undertaken to achieve the goals and objectives of the Redevelopment Plan, as may be presented to the City's TAD Advisory Committee for consideration for TAD Financing, as required by Section 3.8.

1.13 **"Redevelopment Agency"** means the City Council which is the redevelopment agency for the TAD designated by the City of Norcross in accordance with the Redevelopment Powers Law.

1.14 **"Redevelopment Area"** means that certain area located within the geographic limits of the City and within the County created and established as a redevelopment area (as defined in O.C.G.A. §36-44-3(7)) by the City in the City Resolution and designated as the "City of Norcross Tax Allocation District Number One – City Center East," as more fully described in the City Resolution and the Redevelopment Plan.

1.15 **"Redevelopment Plan"** means the written plan of redevelopment for the Redevelopment Area (as defined in O.C.G.A. §36-44-3(9)) approved by the City in the City Resolution, designated as the "Downtown Norcross Redevelopment Plan," and containing the Norcross City Center East TAD.

1.16 **"Redevelopment Powers Law"** means Chapter 44 of Title 36 of the Official Code of Georgia Annotated, as amended from time to time.

1.17 **"Special Fund"** means the special fund with respect to the Norcross City Center East TAD created pursuant to O.C.G.A. §36-44-11(c).

1.18 **"Tax Allocation Increment"** means the amount of positive tax allocation increment with respect to real property accrued in each calendar year within the Norcross City Center East TAD as defined in O.C.G.A. §36-44-3(14).

1.19 **"TAD Financing"** means TAD Bonds issued by the City in accordance with O.C.G.A. §36-44-3(12), funds borrowed from financial institutions in accordance with O.C.G.A. §36-44-16 or revenue bonds issued by the City pursuant to O.C.G.A. §36-44-13(3) with respect to the Norcross City Center East TAD, that the City may issue or borrow as necessary to implement the provisions of the Redevelopment Plan, as provided in the City Resolution, which may include one or more series of bonds, notes or other obligations and which may be issued at one or more times.

1.20 **"Term"** means the term of this Agreement as prescribed in Section 3.1 hereof.

1.21 **"TAD Advisory Committee"** means a committee established by the City of Norcross and Gwinnett County to review and make recommendations to the Norcross City Council regarding future applications of Tax Allocation Increments and/or TAD Financing for Norcross City Center East TAD.

ARTICLE 2

REPRESENTATIONS

2.1 **Representations of the City.** The City makes the following representations as the basis for the undertakings on its part herein contained:

2.1.1 The City created the Urban Redevelopment Plan on April 6, 2009 and the City of Norcross Tax Allocation District Number One – City Center East effective as of April 6, 2015, pursuant to its redevelopment powers as authorized by the Redevelopment Powers Law and the City Resolution. The City duly adopted the Redevelopment Plan pursuant to the Redevelopment Powers Law and the City Resolution.

2.1.2 The City has made certain findings with respect to the Redevelopment Plan in accordance with the Redevelopment Powers Law, including, without limitation, that: (i) the Redevelopment Area has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the Redevelopment Plan, and (ii) the improvement of the Redevelopment Area is likely to enhance the value of a substantial portion of the real property in the Norcross City Center East TAD.

2.1.3 The City intends to authorize the issuance of TAD Bonds or other means of TAD financing as may be necessary to implement provisions of the Redevelopment Plan.

2.1.4 The City is permitted by ARTICLE IX, SECTION III, PARAGRAPH I of the Georgia Constitution to contract for any period not exceeding fifty (50) years with the County for joint services, for the provision of services, or for the joint or separate use

of facilities or equipment, provided such contracts deal with activities, services or facilities the contracting parties are authorized by law to undertake or provide.

2.1.5 The City has the power to enter into this Agreement and perform all obligations contained herein, and by proper action has duly authorized the execution, delivery and performance of this Agreement. This Agreement is a valid and binding legal obligation of the City, enforceable against the City in accordance with its terms.

2.1.6 The City agrees to adopt Tax Allocation District Policies and Guidelines consistent with Gwinnett County's Tax Allocation District general policies, guidelines, methods of financing, and maximum term as well as Gwinnett County's Debt Management Policy related to TAD bonds. The City of Norcross further agrees to utilize an application for TAD financing that is consistent and contains the same information as the "Gwinnett County Application for TAD Financing."

2.2 **Representations of the County.** The County makes the following representations as the basis for the undertakings on its part herein contained:

2.2.1 The County is permitted by ARTICLE IX, SECTION III, PARAGRAPH I of the Georgia Constitution to contract for any period not exceeding fifty (50) years with the City for joint services, for the provision of services, or for the joint or separate use of facilities or equipment, provided such contracts deal with activities, services or facilities the contracting parties are authorized by law to undertake or provide.

2.2.2 The County has the power to enter into this Agreement and perform all obligations contained in this Agreement, and by proper action has duly authorized the execution, delivery and performance of this Agreement, including, the pledge of certain ad valorem property taxes levied by the County on taxable real property within the Norcross City Center East TAD in the computation of the Tax Allocation Increments for the purposes set forth in the Redevelopment Plan, pursuant to O.C.G.A. §36-44-9(c).

2.2.3 The County has established certain objectives and promulgated relevant policies for establishing Tax Allocation Districts within unincorporated areas of the County.

2.2.4 The County has determined that the judicious consent to the use of certain Tax Allocation Increment within the Norcross City Center East TAD in furtherance of the Redevelopment Plan is an effective means of assisting with the redevelopment of an economically-challenged area. Such redevelopment will benefit the residents and businesses of Gwinnett County through ameliorating deteriorating areas, expanding the local tax base, and restoring targeted and sustainable growth within the Redevelopment Area.

2.2.5 This Agreement is a valid and binding legal obligation of the County, enforceable against the County in accordance with its terms.

ARTICLE 3

COUNTY TAX ALLOCATION INCREMENT

3.1 **Term of the Agreement.** The term of this Agreement (the "Term") shall commence on the Effective Date, and this Agreement shall remain in full force and effect until: (i) all TAD Financing and eligible Redevelopment Costs have been paid in full; (ii) the Norcross City Center East TAD: has been terminated by Resolution for other reasons; or (iii) twenty-five years have elapsed from the Effective Date, whichever first occurs.

3.2 **Certification of Tax Allocation Increment Base.** The City and the County hereby agree that the Tax Allocation Increment Base for the Norcross City Center East TAD, which will be certified by the State Revenue Commissioner as of December 31, 2015, is the taxable value of all real property subject to ad valorem property taxation located within the TAD, net of all exemptions and exclusions provided by law, in accordance with O.C.G.A 36-44-10.

3.3 **Inclusion of Ad Valorem Property Taxes in Computation of Tax Allocation Increment for Norcross City Center East TAD.**

3.3.1 Pursuant to the County Resolution, the County hereby consents and agrees to the inclusion of County ad valorem taxes on real property within the TAD in the computation of the Tax Allocation Increment for the TAD in accordance with the Redevelopment Powers Law, effective as of December 31, 2015. The total millage rate used for computation of future County Tax Allocation Increments shall be calculated as the sum of the "General Fund," "Fire and EMS," and "Recreation" millage charged within the City limits of Norcross.

3.3.2 Commencing in 2016, the County authorizes the Gwinnett County Tax Commissioner to remit to the City each year during the term of this Agreement, in accordance with the Redevelopment Powers Law, the County Tax Allocation Increment for the TAD for such year within sixty (60) days after the due date for all ad valorem taxes paid by the due date and within sixty (60) days after the end of the year adjustment of the Annual Tax Allocation District Certification as to all such taxes paid after the due date therefore.

3.3.3 During the Initial Financing Period, the County Tax Allocation Increment may be included in TAD Financing of Approved Projects, subject to the terms of this Agreement.

3.3.4 After the Initial Financing Period, a resolution of the County shall be required to authorize the pledge of the County Tax Allocation Increment for additional TAD Financing. Notwithstanding any decision by the County not to pledge the County Tax Allocation Increment beyond the Initial Financing Period, nothing in this Agreement shall obviate or diminish the pledge of the County Tax Allocation Increment toward the repayment of any TAD Financing then outstanding; any pledge of the County Tax Allocation Increment therefore shall remain pledged until such TAD Financing is completely satisfied.

3.3.5 The term of any or each TAD Financing for which the County Tax Allocation Increment is to be pledged shall mature at such time or times not more than 25 years from their respective issuance dates.

3.3.6 Upon the retirement of all outstanding TAD Financing, any funds derived from the County Tax Allocation Increment remaining in the TAD Special Fund after all redevelopment costs have been paid or otherwise satisfied shall be paid to the County within 60 days after the end of the calendar year in the same manner and in the same proportion as the most recent distribution by the County, in accordance with the Redevelopment Powers Law.

3.4 **Issuance of TAD Bonds or other TAD Financing.**

3.4.1 The aggregate principal amount of any and all TAD Financing issued by the City with respect to the TAD shall be determined on the basis of the judgment of qualified professionals as to the projected estimate of the Tax Allocation Increment.

3.4.2 The Commencement of Construction of Significant Projects shall have occurred by no later than December 31, 2022.

3.4.3 In the event the deadline set forth in subsection 3.4.2 is not met, the consent of the County to the inclusion of its ad valorem taxes on real property within the TAD in the computation of the Tax Allocation Increment for the TAD shall automatically terminate as of December 31, 2022, unless the County waives this deadline by Resolution. If the County's consent so terminates, the County's portion of Tax Allocation Increment accumulated and remaining in the Special Fund through such termination date shall be returned to the County by the City within forty-five (45) days after the termination date.

3.5 **Reporting.** Commencing at the beginning of calendar year 2017 and each of the City's fiscal year thereafter, the City will provide to the County, within sixty (60) days after the end of each such fiscal year, a comprehensive annual report and audit regarding the amount of positive Tax Allocation Increment deposited in the TAD Special Fund, the uses of such funds, and the status of all development undertaken within the TAD.

3.6 **Use of County Tax Allocation Increment.** The County Tax Allocation Increment may be used for the following purposes:

3.6.1 Capital costs, including costs incurred for land clearing and grading, real property acquisition (provided said property is acquired for public use), demolition of existing structures, environmental remediation, construction of parking structures and water, sewer, storm water, or communications infrastructure; intersection, transit, transportation and roadway improvements and conference or civic meeting facilities. Capital costs for which the County's increment may be used include infrastructure improvements that are interior to the project site and assist the overall development area. Any additional categories of expenditures for capital costs must be approved by Resolution of the Board of Commissioners.

3.6.2 TAD Financing costs, as authorized by O.C.G.A. §36-44-3(8); and

3.6.3 Professional service costs, imputed administrative costs and organizational costs, as authorized by O.C.G.A. §36-44-3(8).

3.6.4 The County Tax Allocation Increment may not be used or pledged to pay for or reimburse the costs of real property assembly associated with private development on private property.

3.7 **Periodic Review.** Commencing on January 1, 2023, and continuing every three (3) years thereafter, the City and the County agree to cooperatively review the report to determine whether the goals and incremental milestones of the Norcross City Center East TAD as stated in the Redevelopment Plan have been achieved during the previous 3-year period and whether there has been sufficient Tax Allocation Increments generated and deposited into the Special Fund to pay all debt service payments when due on TAD financing, to satisfy all other terms of the Bond Indenture, and meet any other obligations related to TAD financing.

3.8 **TAD Project Approval Process.**

3.8.1 The City agrees to jointly create with Gwinnett County a five-member TAD Advisory Committee, which will review all Projects involving the expenditure of Tax Allocation Increments, and/or all issuances of TAD financing, prior to their consideration for approval by the City Council. Such TAD Advisory Committee shall include three members representing Gwinnett County to include the Chair of the Gwinnett County Board of Commissioners or that official's designee, the County Administrator or that official's designee, and the Gwinnett County Director of Planning & Development or that official's designee as voting members of such Committee, with the same powers and voting rights as all other members of said Committee. In the event that such Advisory Committee contains more than five members, Gwinnett County shall have the right to appoint representatives in the same proportion of representation as it has on the five member advisory committee.

3.8.2 Prior to the issuance of TAD financing for any Project, in whole or in part, with County Tax Allocation Increment, such Project will be reviewed by the TAD Advisory Committee for feasibility and consistency with the objectives of the Redevelopment Plan. Information to be evaluated by the Redevelopment Agency for each proposed Project shall include but is not limited to, experience of the development team, proposed capital improvements to the site, analysis of non-TAD financing commitments or equity in the Project, and Tax Allocation Increment projected to be generated by such Project. Any Project recommended for TAD financing to the City Council first must receive a favorable vote by a simple majority of the TAD Advisory Committee, at which time it will become an Approved Project.

3.8.3 Any proposed amendments to the Redevelopment Plan to materially increase redevelopment costs or materially amend the nature and scope of redevelopment for Norcross City Center East TAD shall be recommended to the City only by majority vote of the TAD Advisory Committee, and by approval of the County Administrator.

Any proposed amendments to the Redevelopment Plan to expand the boundaries of the Redevelopment Area for which the County Tax Allocation Increment is requested to be pledged must be approved by Resolution of the City Council and by Resolution of the Board of Commissioners.

3.9 **TAD Project Financing Limit.** Unless otherwise authorized by the County in writing, no privately developed Project shall receive benefit of the County Tax Allocation Increment from either the TAD Special Fund or from the proceeds of TAD Financing in an amount which exceeds 15% of the total project value. Public facilities in support of the redevelopment plan which are linked to a major private investment are excluded from this limitation.

3.10 **Payment in Lieu of Taxes.** Commencing with remittance of the 2016 County Tax Allocation Increment, if any, the City agrees to make an annual payment in lieu of taxes ("PILOT") to the County, as authorized by O.C.G.A. §36-44-3(8)(G), in an amount which equals the incremental portion of the County Tax Allocation Increment, if any, which accrues from the tax levy for Parks and Recreation collected within the TAD. This payment shall be made by the City to the County within 60 days after the end of the calendar year.

3.11 **Future Request to Include School Increment.** The parties specifically acknowledge that that the City may request the consent of the Gwinnett County Board of Education for the inclusion of certain ad valorem taxes levied for educational purposes on real property within the boundaries of the TAD in the computation of the Tax Allocation Increment for the purposes of paying redevelopment costs. If such request is made, the City shall provide the Gwinnett County Tax Commissioner with the appropriate information.

3.12 **Special Conditions, Stipulations or Requirements.** The City shall promptly notify the County in writing of any special conditions, stipulations or requirements imposed at any time or from time to time hereafter by any other taxing authority with respect to the Tax Allocation Increment and the TAD. If so elected by the County, the County shall be entitled to the benefit of any special conditions, stipulations or requirements imposed with respect to the Tax Allocation Increment and the TAD. The parties hereto hereby agree that this Agreement shall be amended or supplemented to provide for such special financial conditions, stipulations or requirements imposed hereafter if so elected by the County, and the City hereby agrees to enter into any such amendment or supplement to this Agreement required as aforesaid.

3.13 **City's Indemnification of County.** The City hereby agrees to defend and hold harmless the County and its Commissioners, officials, employees, agents and representatives from and against any and all claims, losses, damages, costs or expenses arising from or in connection with any actions, claims, suits or challenges of any kind by reason of or as a result of the sole negligent or willful act or omission of the City or its Redevelopment Agency in the exercise, use, implementation or performance of the City's rights, powers or authority under the Redevelopment Powers Law or the actions of the City or its Redevelopment Agency under this Agreement.

3.14 **Limitation of Obligations.** The County shall have no financial obligation as a result of the redevelopment and improvement of the TAD or the Redevelopment Area other than the inclusion of certain County ad valorem taxes in the computation of the Tax Allocation Increment of the TAD as provided herein. TAD Bonds shall not constitute an indebtedness of or a charge against the general taxing power of the County.

ARTICLE 4

4.1 **Governing Law.** This Agreement and the rights and obligations of the parties hereto shall be governed, construed, and interpreted according to the laws of the State of Georgia.

4.2 **Entire Agreement.** This Agreement expresses the entire understanding and all agreements between the parties hereto with respect to the matters set forth herein.

4.3 **Survival of Warranties.** All agreements, covenants, certifications, representations, and warranties of the parties hereunder, or made in writing by or on behalf of them in connection with the transactions contemplated hereby shall survive the execution and delivery hereof, regardless of any investigation or other action taken by any person relying thereon.

4.4 **Counterparts.** This Agreement may be executed in several counterparts, each of which shall be an original, and all of which shall constitute but one and the same instrument.

4.5 **Amendments in Writing.** This Agreement may be amended, supplemented or otherwise modified solely by a document in writing duly executed and delivered by the County and the City. No waiver, release, or similar modification of this Agreement shall be established by conduct, custom, or course of dealing, but solely by a document in writing duly executed and delivered by a duly authorized official of the County.

4.6 **Notices.** Except as otherwise specifically provided herein, any notices, demands, approvals, consents, requests, and other communications hereunder shall be in writing and shall be deemed given when the writing is delivered in person, or one business day after being sent by reputable overnight registered delivery service, charges prepaid, or three business days after being mailed, if mailed, by certified mail, return receipt requested, postage prepaid, to the City and the County at the addresses shown below or at such other addresses as may be furnished by the City and the County in writing from time to time:

CITY:

Rudolf Smith
City Manager
 65 Lawrenceville Street
 Norcross, Georgia 30071
 (678) 421-2027

With A Copy to:

Pat O'Brien
City Attorney
 Thompson O'Brien Kemp & Nasuti, P.C.
 40 Technology Parkway South
 Suite 300
 Norcross, Georgia 30092
 (770) 925-0111 telephone
 (770) 925-8597 facsimile

COUNTY:

Glenn Stephens
County Administrator
Gwinnett Justice and Administration Center
75 Langley Drive
Lawrenceville, GA 30046
(770) 822-7000

With A Copy to:

William J. Linkous, III
County Attorney
Gwinnett Justice and Administration Center
75 Langley Drive
Lawrenceville, GA 30046
(770) 822-8707

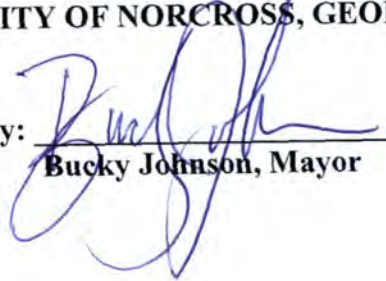
4.7 **Severability.** If any provision of this Agreement shall be held or deemed to be inoperative or unenforceable by a court of competent jurisdiction under any particular circumstances, because it conflicts with any other provision or provisions hereof or any constitution or statute or rule of public policy, or for any other reason, such circumstances shall not have the effect of rendering the provision in question inoperative or unenforceable in any other circumstance, or of rendering any other provision or provisions herein contained invalid, inoperative, or unenforceable to any extent whatever. The invalidity of any one or more phrases, sentences, clauses, or sections contained in this Agreement shall not affect the remaining portions of this Agreement or any part thereof.

4.8 **Limitation of Rights.** Nothing in this Agreement, express or implied, shall give to any person, other than the parties hereto and their successors and assigns hereunder, any benefit or any legal or equitable right, remedy, or claim under this Agreement.

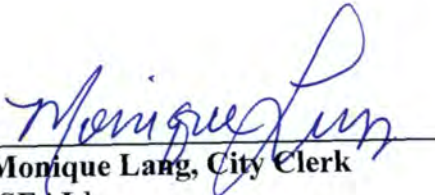
SIGNATURES APPEAR ON SUBSEQUENT PAGES

IN WITNESS WHEREOF, the City and the County have caused this Intergovernmental Agreement to be executed in their respective official names and have caused their respective official seals to be hereunto affixed and attested by their duly authorized officers, all as of the Effective Date set forth hereinabove.

CITY OF NORCROSS, GEORGIA

By: 

Bucky Johnson, Mayor

Attest: 

Monique Lang, City Clerk

[SEAL]



Approved as to Form: 

Pat O'Brien, City Attorney

**GWINNETT COUNTY BOARD OF
COMMISSIONERS**

By: 
Charlotte J. Nash, Commission
Chairman

Attest:



Diane Kemp
Diane Kemp, Clerk
[SEAL]

Approved as to Form:


M. Van Stephens, Chief Assistant County Attorney

**GWINNETT COUNTY
BOARD OF COMMISSIONERS
LAWRENCEVILLE, GEORGIA**

RESOLUTION ENTITLED: **A RESOLUTION CONSENTING TO THE INCLUSION OF GWINNETT COUNTY TAX INCREMENTS IN THE COMPUTATION OF TAX ALLOCATION INCREMENTS FOR THE CITY OF NORCROSS TAX ALLOCATION DISTRICT NUMBER ONE – CITY CENTER EAST**

READING AND ADOPTION:

At the regular meeting of the Gwinnett County Board of Commissioners, held in the Gwinnett Justice and Administration Center Auditorium, 75 Langley Drive, Lawrenceville, Georgia.

Name	Present	Vote
Charlotte J. Nash, Chairman	Yes	Aye
Jace Brooks, District 1	Yes	Aye
Lynette Howard, District 2	Yes	Aye
Tommy Hunter, District 3	Yes	Aye
John Heard, District 4	Yes	Aye

On motion of **Commissioner Howard**, which carried **5-0**, the Gwinnett County Board of Commissioners hereby adopts the following resolution:

**A RESOLUTION OF THE GWINNETT COUNTY BOARD OF COMMISSIONERS
CONSENTING TO THE INCLUSION OF GWINNETT COUNTY TAX
INCREMENTS IN THE COMPUTATION OF TAX ALLOCATION INCREMENTS
FOR THE CITY OF NORCROSS TAX ALLOCATION DISTRICT NUMBER ONE
– CITY CENTER EAST**

WHEREAS, on April 6, 2015, the City of Norcross adopted the City of Norcross Downtown Norcross Redevelopment Plan and created the City of Norcross Tax Allocation District Number One – City Center East (hereinafter referred to as Norcross City Center East TAD); and

WHEREAS, the City of Norcross created the Norcross City Center East TAD in order to revitalize the downtown area of the City of Norcross; and

WHEREAS, the Mayor and City Council of Norcross have requested that Gwinnett County participate in the funding of certain infrastructure and improvements within the Norcross City Center East TAD; and

WHEREAS, the Gwinnett County Board of Commissioners has reviewed the provisions of the Norcross City Center East TAD and has found that Gwinnett County's consent, in accordance with the provisions of this Resolution, to include certain County ad valorem taxes in the computation of tax allocation increments is in the best interest of Gwinnett County residents; and

WHEREAS, the Gwinnett County Board of Commissioners has determined that it is in the public interest that the area within the Norcross City Center East TAD be redeveloped to the extent practical in order to improve economic and social conditions therein; and

WHEREAS, the Georgia Redevelopment Powers Law authorizes counties to work with the cities to form a more effective partnership with private enterprise to overcome economic limitations that have previously impeded or prohibited redevelopment of certain economically and socially depressed areas; and

WHEREAS, the Gwinnett County Board of Commissioners believes that a more effective partnership involves not only consenting to the inclusion of certain county ad valorem taxes in any tax allocation increments but also consistent TAD policies and active meaningful participation by both the City and the County in a TAD advisory committee.

NOW, THEREFORE, BE IT RESOLVED that the Gwinnett County Board of Commissioners does hereby consent to the inclusion of certain County ad valorem property taxes in the computation of tax allocation increments of the Norcross City Center East TAD to the extent that the property generating such taxes lies within the boundaries of such Tax Allocation District. The total millage rate used for computation of future County Tax Allocation Increments shall be calculated as the sum of the "General Fund," "Fire and EMS," and "Recreation" millage charged within the City limits of Norcross. A complete description of such tax allocation district boundaries and the purposes for which the district has been created are attached hereto as Exhibit "A" and by this reference made a part hereof.

IT IS FURTHER RESOLVED that this consent to the inclusion of certain Gwinnett County ad valorem property taxes in the computation of tax allocation increments of the Norcross City Center East TAD is expressly conditioned upon the City of Norcross' execution of an Intergovernmental Agreement with Gwinnett County prior to the inclusion of any Gwinnett County ad valorem property taxes in the computation of the tax allocation increments for the Norcross City Center East TAD.

IT IS FURTHER RESOLVED that Gwinnett County's consent to the inclusion of certain Gwinnett County ad valorem property taxes is conditioned upon such Intergovernmental Agreement containing the following provisions:

- Gwinnett County shall have the ability to participate in decisions concerning the expenditure of Gwinnett County ad valorem taxes which are included in the computation of tax allocation increments of the Norcross Tax Allocation District Number One – City Center East.
- The City of Norcross shall agree to adopt and implement general TAD policies and guidelines consistent with those of Gwinnett County and shall agree to utilize a TAD Project Application consistent with Gwinnett County's Application.
- The City of Norcross and Gwinnett County shall jointly create a TAD Advisory Committee which shall review all Projects involving the expenditure of any tax allocation increments and/or all issuances of TAD financing. The TAD Advisory Committee shall have five members, which shall include the Chairman of the Gwinnett County Board of Commissioners or designee, the County Administrator or designee, and the Gwinnett County Director of Planning and Development or designee as three of the five voting members. In the event that such Advisory Committee contains more than five members, Gwinnett County shall have the right to appoint representatives in the same proportion of representation as it has in the five member advisory committee.
- The Tax Allocation District shall provide a financial accounting of the types of projects funded and the amount of funds allocated for each project from Gwinnett County ad valorem property taxes included in the computation of tax allocation increments.
- A description of the duration of Gwinnett County's participation in the provision of tax allocation increments to such Tax Allocation District.

IT IS FURTHER RESOLVED that the County Administrator and staff are hereby authorized to take any and all actions necessary to create the Intergovernmental Agreement referenced herein and prepare for the inclusion of certain Gwinnett County ad valorem property taxes in the computation of tax allocation increments for the Norcross City Center East TAD. The approval and execution of the Intergovernmental Agreement referenced herein shall be placed on an agenda for consideration and approval by the Board of Commissioners.

THIS RESOLUTION IS ADOPTED this the 2nd day of March, 2016.

BOARD OF COMMISSIONERS
GWINNETT COUNTY, GEORGIA

BY:

Charlotte J. Nash
CHARLOTTE J. NASH, CHAIRMAN

ATTEST:

Diane Kemp
DIANE KEMP, COUNTY CLERK



APPROVED AS TO FORM:

Van Stephens
VAN STEPHENS
CHIEF ASSISTANT COUNTY ATTORNEY

**MODIFICATION OF THE INTERGOVERNMENTAL AGREEMENT BETWEEN THE
CITY OF NORCROSS, GEORGIA AND THE GWINNETT COUNTY BOARD OF
COMMISSIONERS DATED APRIL 1, 2016**

This Modification (the “Modification”) is made and entered into between the CITY OF NORCROSS, GEORGIA a municipal corporation duly formed by the State of Georgia (the “City”) and the GWINNETT COUNTY BOARD OF COMMISSIONERS, the duly elected governing authority of Gwinnett County, a political subdivision of the State of Georgia (the “County”) (the City and the County being collectively described herein as the “Parties”). The Parties have entered into this Modification for the purpose of modifying certain deadlines set forth in the Intergovernmental Agreement between the City and the County, the same being dated April 1, 2016 (the “IGA”). Those modifications are explicitly provided below.

W I T N E S S E T H

In consideration of the respective representations and agreements hereinafter contained and in furtherance of the mutual public purposes hereby sought to be achieved, the City and the County do hereby agree as follows:

ARTICLE I

INCORPORATION AND RESTATEMENT OF IGA

This Modification of the IGA shall not be interpreted as a repudiation of any of the mutual obligations, covenants, representations, or agreements contained in the IGA, except that the Parties agree to the modifications and extensions of certain deadlines set forth in the IGA as explicitly provided in the following subsections. All modifications below are intended to replace and restate those paragraph numbers as explicitly identified herein. Those Paragraphs and Sections of the IGA not explicitly modified, amended or restated in this Modification shall remain in full force and effect and are further incorporated and restated in this Modification.

All capitalized and defined terms used in the Modification shall be given the same meaning as prescribed in the IGA. References in this Modification to articles or paragraphs without reference to a particular agreement, either by parenthetical or otherwise, shall be interpreted as references to the articles and paragraphs of the IGA.

ARTICLE II

MODIFICATIONS

2.1 **Modifications of Paragraph 3.4.2 of the IGA.** Paragraph 3.4.2 of the IGA shall be modified to provide the following:

3.4.2 The Commencement of Construction of Significant Projects shall have occurred by no later than December 31, 2024.

2.2 **Modifications of Paragraph 3.4.3 of the IGA.** Paragraph 3.4.3 of the IGA shall be modified to provide the following:

3.4.3 In the event the deadline set forth in subsection 3.4.2 [of the IGA] is not met, the consent of the County to the inclusion of its ad valorem taxes on real property within the TAD in the computation of the Tax Allocation Increment for the TAD shall automatically terminate as of January 1, 2025, unless the County waives this deadline by Resolution. If the County's consent so terminates, the County's portion of Tax Allocation Increment accumulated and remaining in the Special Fund through such termination date shall be returned to the County by the City within forty-five (45) days after the termination date.

2.3 **Modifications of Paragraph 3.7 of the IGA.** Paragraph 3.7 of the IGA shall be modified to provide the following:

3.7 Commencing on January 1, 2025 and continuing every three (3) years thereafter, the City and the County agree to cooperatively review the report generated in accordance with Section 3.5 [of the IGA] to determine whether the goals and incremental milestones of the Norcross City Center East TAD as stated in the Redevelopment Plan have been achieved during the previous 3-year period and whether there has been sufficient Tax Allocation Increments generated and deposited into the Special Fund to pay all debt service payments when due on TAD financing, to satisfy all other terms of the Bond Indenture, and meet any other obligations related to TAD financing.

2.4 **Modifications of Paragraph 4.6 of the IGA.** Paragraph 4.6 of the IGA shall be modified to read accordingly:

4.6 **Notices.** Except as otherwise specifically provided herein, any notices, demands, approvals, consents, requests, and other communications hereunder shall be in writing and shall be deemed given when the writing is delivered in person, or one business day after being sent by reputable overnight registered delivery service, charges prepaid, or three business days after being mailed, if mailed, by certified mail, return receipt requested, postage prepaid, to the City and the County at the addresses shown below or at such other addresses as may be furnished by the City and the County in writing from time to time:

CITY:

Eric Johnson
City Manager
 65 Lawrenceville Street
 Norcross, Georgia 30071
 (678) 421-2027

With A Copy to:

J. Patrick O'Brien
City Attorney
Thompson O'Brien Kappler & Nasuti, P.C.
2 Sun Court
Suite 400
Peachtree Corners, Georgia 30092
(770) 925-0111 telephone
(770) 925-8597 facsimile

COUNTY:

Glenn Stephens
County Administrator
Gwinnett Justice and Administration Center
75 Langley Drive
Lawrenceville, GA 30046
(770) 822-7000

With A Copy to:

Michael Ludwiczak
County Attorney
Gwinnett Justice and Administration Center
75 Langley Drive
Lawrenceville, GA 30046
(770) 822-8707

ARTICLE III

MISCELLANEOUS PROVISIONS

- 3.1 **Governing Law.** This Modification and the rights and obligations of the parties hereto shall be governed, construed, and interpreted according to the laws of the State of Georgia.
- 3.2 **Entire Modification.** This Modification expresses the entire understanding and all agreements between the parties hereto with respect to the matters set forth herein.
- 3.3 **Survival of Warranties.** All agreements, covenants, certifications, representations, and warranties of the parties hereunder, or made in writing by or on behalf of them in connection with the transactions contemplated hereby shall survive the execution and delivery hereof, regardless of any investigation or other action taken by any person relying thereon.

3.4 **Counterparts.** This Modification may be executed in several counterparts, each of which shall be an original, and all of which shall constitute but one and the same instrument.

3.5 **Amendments in Writing.** This Modification may be amended, supplemented or otherwise modified solely by a document in writing duly executed and delivered by the County and the City. No waiver, release, or similar modification of this Agreement shall be established by conduct, custom, or course of dealing, but solely by a document in writing duly executed and delivered by a duly authorized official of the County.

SIGNATURES APPEAR ON SUBSEQUENT PAGES

IN WITNESS WHEREOF, the City and the County have caused this Intergovernmental Agreement to be executed in their respective official names and have caused their respective official seals to be hereunto affixed and attested by their duly authorized officers, all as of the Effective Date set forth hereinabove.

CITY OF NORCROSS, GEORGIA

By: _____

Craig Newton, Mayor

Attest: _____

Monique Lang, City Clerk

[SEAL]

Approved as to Form:

J. Patrick O'Brien, City Attorney

**GWINNETT COUNTY BOARD OF
COMMISSIONERS**

By: _____

**Nichole Love Hendrickson,
COMMISSION CHAIRMAN**

Attest: _____

Diane Kemp, Clerk

[SEAL]

Approved as to Form:

Michael Ludwiczak, County Attorney



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MATT MYERS** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **ARLENE BECKLES** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE LANG**

City of Norcross

Legislation Details (With Details)

File #:	22-6553	Version:	
Type #:	Agenda Item	Status:	Agenda Ready
On Agenda:	11/14/2022 6:30 PM	In Control:	Mayor and Council
Title:	Redistribution of ARPA Funds		

Sponsors:

Code Sections:

Attachments:

1. [Agenda Report - Redistribution of ARPA Funds](#)

Title
Redistribution of ARPA Funds

Drafter
Councilmember Josh Bare

Motion
A motion to Approve/Deny the redistribution of unspent American Rescue Plan Act (ARPA) funds previously allocated to small businesses.



MAYOR **CRAIG NEWTON** • MAYOR PRO TEM **MATT MYERS** • COUNCILMEMBER **ANDREW HIXSON** • COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **BRUCE GAYNOR** • COUNCILMEMBER **ARLENE BECKLES** • CITY MANAGER **ERIC JOHNSON** • CITY CLERK **MONIQUE LANG**

Agenda Report

To: Mayor and Council

From: Councilmember Josh Bare

Meeting Date: November 7, 2022 - Mayor and Council

Item No.: 22- 6553

Title: Redistribution of ARPA Funds

CC: Eric Johnson, City Manager

Recommendation – Approve redistribution of unspent American Rescue Plan Act (ARPA) funds previously allocated to small businesses.

Background – The City has received about \$6.2 million in ARPA funds through two distributions – one in 2021 and a second in 2022. On the recommendation of the City’s ARPA Advisory Commission, Mayor and Council allocated \$720,000 in grants to small businesses, \$480,000 in grants to non-profits helping individual households, and the balance to stormwater projects. Of the \$720,000 for businesses, ACE was awarded \$72,000 for program administration (marketing, application review and selection of awardee). ACE is also eligible for \$42,000 for business advisory services to small business grant recipients.

A request for applications from small businesses has resulted in no business meeting eligibility guidelines established by the ARPA Advisory Commission – specifically, that the business cannot have previously received federal Covid-relief funding.

The City has other eligible uses for ARPA funding. Given the time that has passed since the most significant impacts of Covid on employers and given no Norcross business has met the eligibility requirements set by the ARPA Advisory Commission despite the deadline for application being extended and significant marketing by staff, the funds can be used for other eligible purposes.

Financial Impact – \$720,000 is available, less an amount of up to \$72,000 to be paid to ACE for program administration. Revised ARPA guidelines would allow these funds to be used for a wider range of governmental uses than originally identified. For recipients electing the “Standard Allowance”, Treasury will presume that up to \$10 million in revenue, not to exceed the award allocation, has been lost due to the public health emergency and recipients are permitted to use that amount to fund “government services.”

Consistent with Comprehensive Plan? Yes, consistent with Goal 6: Further the City's Tradition of Strong Leadership and High Level of Quality Services.

Next Steps – Select an alternate use for the funds.

Attachments – None