

Tourism Toolkit:

Strategies for Developing Tourism in Northeast GA

June 2015



1. INTRODUCTION	4
<hr/>	
2. PLANNING ACTIVITIES	5
<hr/>	
Comprehensive Planning	5
Agritourism Ordinance	5
Parking Ordinance	6
Sidewalk Café Ordinance	6
Architectural Guidelines/Overlay District	6
Address Absentee Landlords	6
Protect Community Gateways	7
Involve Elected Officials	7
Coordinate Tourism Efforts Across the Region	8
<hr/>	
3. DEVELOPING TOURISM AMENITIES	9
Welcome Centers	9
Signage and Wayfinding	9
Marketing Tools and Materials	9
GIS/Web-based Mapping	10
Support Dining Establishments and B&B's	10
Encourage Bicycle and Pedestrian-friendly Environments	11
Enhance the Journey to the Tourist Destination	11
<hr/>	
4. BUILDING UPON COMMUNITY ASSETS	12
Conducting a SWOT Analysis	12
Experience-Based Tourism	12
Community Branding	12
Historic Preservation	13
<hr/>	
5. FUNDING	14
Implement a Hotel/Motel Tax	14
Dedicate General Fund Monies to Tourism Development	14
Grants	14

SPLOST	14
Façade Grants	15
<hr/>	
6. PARTNERSHIPS	16
Northeast Georgia Regional Commission	16
Georgia Department of Economic Development	16
Local and State Chamber of Commerce	16
Surrounding Counties and Municipalities	16
<hr/>	
7. APPENDIX	17
A. Troup County Agritourism Ordinance	18
B. Sidewalk Café Ordinance	30
C. Porterdale Blight Tax Ordinance	34
D. Tourism Grants	43
E. Architectural Guidelines and Overlay Districts	47

1. INTRODUCTION

This Tourism Toolkit is an accompaniment to the Northeast Georgia Regional Tourism Strategy, developed by the Northeast Georgia Regional Commission (NEGRC) in 2014. The NEGRC serves an area of 12 counties and 54 cities, covering approximately 3,260 square miles. The agency is a resource for planning, economic development, workforce training and aging services. During the development of the Northeast Georgia Plan 2035, adopted in 2012, stakeholders from the region indicated the need for a region-wide tourism planning effort.



The goal for this Tourism Toolkit is to provide stakeholders in the region with ideas and resources for developing tourism within their community and across the region. Each chapter addresses a different category, including: Planning Activities, Developing Tourism Amenities, Building Upon Community Assets, Funding, and Resources. In addition to this toolkit, the NEGRC will host periodic meetings for regional stakeholders to come together and discuss their tourism needs and opportunities, work collaboratively, and share ideas.

Tourism has the potential to offer many benefits to a community: new jobs, an expanded tax base, enhanced infrastructure, improved facilities and an expanded market for local products, art and handicrafts. In short, tourism can be an important tool for community revitalization. With an abundance of natural and cultural resources, historic downtowns, scenic rural landscapes, and a rich history, Northeast Georgia is well-poised to build upon its unique attributes and expand tourism within the region.

“The truth is, the more any community comes to look and feel just like everywhere else, the less reason there is to visit. On the other hand, the more a community does to enhance its uniqueness, the more people will want to visit. Unfortunately, the world is becoming rapidly homogenized. **This is one reason why local land use planning, historic restoration and urban design standards are so important.**”

-Edward T. McMahon, author of *Responsible Tourism: How to Preserve the Goose that Lays the Golden Egg*



The Samuel Elbert Hotel, located in Elberton, Georgia, is undergoing renovations to become a unique lodging facility.

2. PLANNING ACTIVITIES

Tourism is a unique industry that can be strengthened through different planning and development activities including comprehensive planning, city ordinances, architectural guidelines and overlay districts, protecting community gateways, and involving elected officials. There are a number of ordinances and other zoning techniques that can be enforced at the city government level that could help encourage and initiate the development of interesting environments that attract tourists to the area.

“The impacts of tourism on a community can be beneficial if planned and managed or extremely damaging if left without controls.”

-Michael Kelly, former Chairman of the American Planning Association’s Tourism Planning Division

Comprehensive Planning

When completing the comprehensive planning process, communities may wish to consider including a tourism component within their vision and Short Term Work Program. By including tourism in the comprehensive plan, elected officials and city staff will have an officially adopted document with a plan for developing tourism that will help in developing partners, securing resources, and applying for grant funding.

Agritourism Ordinance

Agritourism is extremely viable and has become increasingly popular in the State of Georgia. Troup County, Georgia has implemented an agritourism ordinance with the aim to “allow agritourism uses...while maintaining the rural character and preserving farmland of the area and protecting the health, safety and welfare of the citizens” (*Rural and Agritourism Development Standards, Troup County, 2011*). With a substantial portion of all tourist resources in Northeast Georgia directed towards agritourism facilities (more than 15%), local agritourism ordinances may benefit the region by preserving its rural character while

expanding opportunities for tourists (*see Northeast Georgia Regional Tourism Strategy*). Agritourism supports the economic viability of farms and provides on-site employment opportunities; generates additional income and/or off-season income for the farmer; encourages interaction and education between local citizens and visitors about the importance of farming; increases awareness of local agriculture products and practices; and develops a new consumer market. See Appendix A for an example of an agritourism ordinance.



Boutier Winery and Vineyard in Danielsville, GA offers wine tasting
Image courtesy OnlineAthens

Parking Ordinance

Parking spaces in areas with prime access to visitor amenities, shops, and restaurants should be reserved for those utilizing these resources, with limited access for employees or residents who may stay in parking spaces for a longer duration of time. Limiting parking in some areas, while encouraging it in others, is a way to preserve tourist resources, but still allow easy access to them. Some cities and downtown development authorities, such as the Athens-Clarke County Downtown Development Authority, use funds collected through parking to help fund tourism initiatives throughout the city or downtown area.

Sidewalk Café Ordinance

In Northeast Georgia, Jefferson (located in Jackson County) has adopted a Sidewalk Café Ordinance. The ordinance allows the use of tables and chairs on public or private sidewalks as extensions of licensed food or beverage establishments. The purpose of this ordinance is to “promote the general economic development and atmosphere of the City of Jefferson” (*Jefferson’s Sidewalk Café Ordinance*). Elsewhere in Georgia, Dublin (located in Laurens County) has adopted a similar ordinance to regulate sidewalk cafés operated by qualifying businesses on public sidewalks with the goal of “more fully [promoting] the public interest by contributing to a viable and attractive commercial and pedestrian environment.” With many small downtowns in the region, cities might consider implementing similar ordinances to promote economic development and increase the attractiveness and ambiance of their downtowns. See Appendix B for a sample Sidewalk Café Ordinance.



*Sidewalk cafes help create a vibrant downtown in Athens, GA
Image courtesy Georgia Magazine*

Architectural Guidelines/Overlay District

Architectural guidelines and overlay zones/districts are commonly used by municipalities to help protect places of historic, architectural, or cultural interest, as well as to control the types of development occurring in a certain area. Regulations help preserve the historic character and architectural integrity of an area, and also encourage continuity in the visual landscape. Several cities and counties in Georgia, such as East Point, have architectural overlay districts. East Point adopted a resolution that “...regulates the design, aesthetics, location, size, etc. of building and structures” in the downtown area (<http://www.eastpointcity.org/index.aspx?NID=1597>). The adoption of this resolution made the Downtown Architectural Overlay District possible in order to encourage certain types of development in the Downtown East Point neighborhood. A map of the East Point Downtown Architectural Overlay District can be found in Appendix E.

Address Absentee Landlords

An absentee landlord is characterized as a landlord or property owner who rarely visits or attends to the site.

As a result, many properties with absentee landlords are not in as good condition as other properties that are adequately cared for. Encouraging absentee landlords to maintain and/or improve their property as an effort for general beautification and attractiveness of the community. This helps create a good first impression for a visitor to a community and instills community pride. Communities may wish to examine the use of a Blight Tax Ordinance. The City of Porterdale has enacted a Blight Tax Ordinance which is used as a tool for encouraging landlords, absentee and present, to maintain and clean up properties. Porterdale's Blight Tax Ordinance can be found in Appendix C.

Protect Community Gateways

Creating a welcoming gateway into your community helps generate a good first impression to visitors. While a downtown can be considered the heart of a community, commercial corridors leading to downtown from state highways or interstates are the front door. Form-based zoning can help incentivize redevelopment along corridors, and encourage walkable, mixed-use development. A corridor overlay district can also serve



Winterville Mayor Emily Eisenman addresses stakeholders from the Northeast Georgia region gathered to discuss opportunities for tourism, February 2015.

to improve the character of development. Gwinnett County has a corridor overlay district in effect on the US Highway 78 Corridor to help promote certain landscaping, lighting and design guidelines in the area. This encourages continuity in the visual landscape, and attracts specific types of businesses and industries to the area. A copy of the Gwinnett County US 78 overlay district can be found in Appendix E.

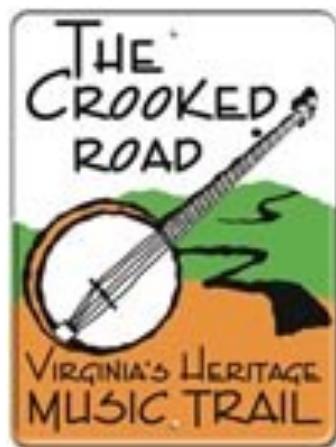
Involve Elected Officials

It is vital for elected officials to be active in and have a voice in tourism development, as they have the means to implement impactful programs and dedicate funds. The NEGRC hosts periodic tourism forums, which can be an opportunity for local elected officials to be involved in regional activities. These forums, and other events like them, can provide opportunities for elected officials to interact with other local officials and gain new ideas on tourism development from nearby cities and counties. This person-to-person interaction and

exchange of trade-knowledge is invaluable in local governments making strides both locally and regionally in the tourism industry.

Coordinate Tourism Efforts Across the Region

Northeast Georgia stretches from the Atlanta metro area in the west to the South Carolina state line in the east, and from Appalachian foothills in the north to rolling farmland in the south, encompassing some 3,660 square miles. The region offers a diverse set of resources that appeal to a broad spectrum of interests. With 54 cities found in northeast Georgia, developing cohesion in tourism efforts across the region can be challenging. To better coordinate tourism investment throughout the region, stakeholders must work together on their efforts.



There is a considerable amount of overlap in the variety of tourist attractions offered in the Northeast Georgia region, particularly with history/heritage tourism and agritourism. These can be combined to offer package tours and themed routes. For example, tourists may want to learn about and visit significant music venues in the region, experience the best BBQ restaurants, or take a tour of antique stores or the various town squares that exist in the region.

Very few rural or small communities can successfully attract out-of-state or international visitors on their own, but linked with other communities they can become a coherent and powerful attraction. Regional tourism effort examples include geocaching trails, wildlife trails, literary heritage trails, and Civil War trails. An example of a successful region-wide tourism effort is the Crooked Road Heritage Music Trail in Southwest Virginia. The driving route connects major heritage music venues in the region, showcasing traditional gospel, bluegrass, and mountain music indigenous to the region.

3. DEVELOP TOURISM AMENITIES

Attractions and destinations cannot bring tourists on their own; the proper infrastructure, wayfinding and marketing materials must be in place to guide visitors to attractions in your city. Investing in and developing existing infrastructure such as roads and welcome centers can provide a welcoming pathway guiding visitors to your city. Developing wayfinding and marketing packages are also ways to creatively guide visitors through your city to the different tourist attractions and destinations this region has to offer.

Welcome Centers

Welcome Centers are sometimes the first aspect of a town that visitors experience. Creating welcoming and appealing visitors centers that are visually appealing and inviting as well as provide visitors with easy access to information about the area is an important aspect of tourism development. Visitors centers can either be staffed or have a kiosk with information about the area in addition to brochures, maps and coupons for local businesses. Further, visitors centers can be extensions of historic preservation and educational efforts from other areas in the city. The Rome-Floyd Visitor Center in Rome, Georgia and Floyd County not only provides visitors with information about the area, but also provides visitors with a historic Rome experience as it is “housed in a historic 1901 train depot with an attached red caboose” (<http://romegeorgia.org/attraction/rome-floyd-visitor-center/>). This helps inform visitors of the culture of Rome and its history. Visitors Center experiences such as this provide visitors and tourists with a quaint and inviting first impression of the city.

Signage and Wayfinding

Similar to visitors centers, cities could look into putting up signage informing visitors of local attractions. Well-designed and coordinated maps and signs could point visitors to historic sites, shopping, points of interest, and dining opportunities in a particular area. Additionally, signage can help direct tourists along corridors that connect attractions, towns, or themed-routes.

- Blue Highway Attraction/Fuel/Food Signs
- Agritourism Signage Program
- Heritage/Cultural Tourism Signs

Signage that interprets and educates is key to attracting visitor interest, and can help make an exhibit, attraction, or even a community come alive. Through interpretation, visitors gain respect and understanding and by educating visitors, community pride and a sense of place can be instilled.

Marketing Tools and Materials

Advertising tourist destinations and events in newspapers, magazines, television, and online is an important, yet sometimes costly, marketing tool. Approaching marketing opportunities collaboratively is a way to not only distribute the cost burden, but also to offer a broader scope of tourism activities to the target audience. Communities or organizations can collaborate by advertising tourist destinations that are

within a certain geographic location or are similarly themed. For example, FARMeander, a program created by the Madison-Morgan Conservancy, offers tourists an extensive brochure and map highlighting all activities related to food and farming in Morgan, Newton, and Walton Counties.

GIS/Web– Based Mapping

Stakeholders expressed concern about the static nature of information on web map services such as Google Maps/Earth. This is often the first avenue by which people from outside the region research attractions and other activities. Regular updates to Google through Google’s Map Maker service can help ensure up-to-date information on what exists throughout the region. This service also allows updates to operating hours (where applicable), address, phone number, and other information. Regular updates and purges of the GIS database and maps would be of benefit not only in promotion of resources, but also in keeping open lines of communication between stakeholders and providing up-to-date information for visitors. The NEGRC is available to assist in creating custom web-based mapping.

Support Dining Establishments and Bed & Breakfast

Offering dining and lodging opportunities that are unique to the community is important for attracting tourists. Heritage tourists, who tend to be older and travel with a spouse or friend, will tend to seek out finer dining options and places to stay overnight. While it may be difficult to attract restaurants prior to having a critical mass of tourist visitation, an assessment of residents may be conducted to help indicate if enough local demand is present to support the establishment of restaurants. Bed & Breakfast establishments can meet the needs of a small tourism stream where larger motels or hotels may not establish themselves.



Hampton Inn in Lexington, VA

Image courtesy of communitybuilders.net

Restaurant and hotel facilities should reflect the context of the community, and be harmonious in design with the surrounding landscape. Food and lodging facilities are a part of the tourism package, and while dependable levels of service and accommodation are necessary, providing visitors with unique amenities will increase the appeal of a tourism destination.

An example of a chain hotel that has integrated with the historic community is the Hampton Inn in Lexington, Virginia. The owners of the Hampton Inn converted an 1827 manor house into a 76 room hotel, offering visitors a unique experience where their hotel contributes, rather than detracts, to the authentic feeling of a place.

Encourage Bicycle and Pedestrian-Friendly Environments

Bicycle tourism is becoming more popular with recreational tourists, for both casual cyclists and those on organized tours. With several bicycle events already occurring in the region, including the annual Twilight festival in Athens, Tour de Farm (a tour that combines agritourism and bicycling), and the Firefly Trail Ticket to Ride, communities could build upon these as opportunities. Upgrading roads and trails for bicyclists and developing signage to indicate bicycle routes can help encourage this type of tourism. Additionally, slowing traffic, lining streets with trees, and improving traffic safety will attract bicyclists and pedestrians. Improving this infrastructure will encourage tourists to experience communities out of their cars and on foot.



Newly installed bike boxes on the University of Georgia's Campus.

Image courtesy of BikeAthens

Enhance the Journey to the Tourist Destination

As a regional effort, attention should be paid to a visitor's travel experience between destinations. Taking time to consider the beautification of heavily-traveled roads and paths between popular tourist destinations can help create a well-rounded experience for visitors. Scenic byways, heritage corridors, bike paths, rail-trails, and greenways offer opportunities for creating an experience that considers the sum total of the travel experience. Drawing from other developed tourist amenities, such as a way-finding package, can help alert tourists to these roads and pathways. The State of Georgia has developed signage for Scenic Byways which are an opportunity to make these roads, and the communities and attractions they connect, known to visitors.

4. BUILD UPON COMMUNITY ASSETS

To build upon community assets refers to identifying, preserving, enhancing and/or restoring a community's existing natural and cultural assets; in other words, protecting its heritage and environment. It is, after all, the unique architecture, culture, wildlife, or natural beauty of a community or region that attracts tourists in the first place. To attract and retain tourists, local officials need to become much more aware of the overall character of their community. This is because there are significant differences between resident and tourist perceptions of a community. Tourists are open and receptive to everything they see, while longtime residents tend to tune out the familiar environments along the roads they travel day in and day out. Overcoming the familiarity of your surrounding environment and becoming more aware of the character of your community can be achieved through some of the following tactics.

Conducting a SWOT Analysis

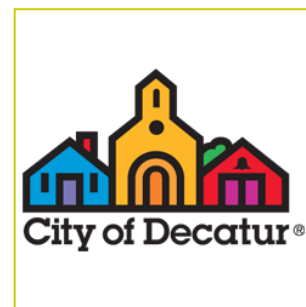
In the article, "Rural Tourism: It's Never Been a Better Time to Be a Small Town," the author recommends conducting a SWOT Analysis in order for a town interested in tourism to take a critical look at itself. Conducting a SWOT analysis involves determining a community's Strengths, Weaknesses, Opportunities, and Threats. As a jumping-off point, work with your chamber of commerce and begin to identify what attracts existing visitors to your community and what the community can do to benefit more from these tourists.

Experience-Based Tourism

Communities may want to consider a focus on experience-based tourism. Many tourists want to experience what it is like to live somewhere. Some cities have designated and promoted particular areas for tourists to gain this genuine, sought-after experience. Nashville, Tennessee for example, has designated fifteen of its neighborhoods with different attributes for tourism promotion. This is an affordable way to maximize potentially over-looked resources that already exist in a community.

Community Branding

Community Branding is already implemented in several communities throughout the Northeast Georgia region. Branding helps create a unified message that reflects a community's identity and distinguishes it from the other communities. In other words, branding creates a narrative of what separates your community from others in the region, state, etc. This branding effort can include custom fonts, logos, and mottos. It can be used to compete for various industries, including tourism. Branding should keep the authentic aspects of the local heritage and culture in mind. One example of this can be seen in the City of Decatur, Georgia. The Decatur logo, seen to the right, is found throughout the City on store windows, car bumpers, flyers and even outside of residences. Decatur's logo personifies the character and local heritage of the City, and helps to promote the City throughout the greater Atlanta region, thus becoming a tool for tourism development.



City of Decatur, Georgia logo
Image courtesy of www.decaturga.com

Historic Preservation

Historic preservation efforts contribute to the revitalization of downtown areas and can be a lucrative option. Studies have shown that, due to the already-invested cost and labor into an existing structure, rehabilitation is more economically viable and sustainable than demolition. Furthermore, rehabilitation projects involving historic structures create, on average, 35.4 new jobs in comparison to new construction, which only generates 30.6, according to Donovan Rypkema. Historic preservation is a key component of successful cities, and is a means to attract tourists to a community to learn about and experience its unique history. In order to preserve the historic nature of a downtown, communities may wish to utilize some of the following tools:

- **Main Street:** This preservation program has been instrumental in helping participating communities with projects focused on historic preservation, small business development, expansion of the employment base, leveraging private investment, and increasing tourism.
- **Survey and inventory structures in downtown:** A survey and inventory of downtown structures is essential for the creation of any guidelines or preservation plan. By inventorying structures and noting their style, age, and details, an understanding of the town and its character can be developed. Survey and inventory are the foundations of any preservation plan and are required to take any further steps in the process. Furthermore, a survey can assist with National Register nominations, grant applications, tourism planning, and identification of housing opportunities.
- **Historic preservation programs and opportunities:** A community may wish to enroll in the Certified Local Government (CLG) program, which will enable the city to become eligible for federal grants programs and technical services. This particular program provides a vehicle for the community voice to be included in design decisions. In addition, a reexamination of National Register-nominated properties is recommended to update historic boundaries and review the possibility of additional nominations.

5. FUNDING

Tourism development is not possible without adequate funding. There are many different options for funding, including grants and SPLOST monies. Each of these can be beneficial in different ways to individual communities looking to dedicate funds towards developing their tourism industry.

“Covington City Council hears report on impact of tourism on local revenue: Chamber presidents says tourism spending generated \$113.84 million in 2013.”

-headline in *Newton Citizen*, May 20, 2015

Implement a hotel/motel tax

Many cities and counties across the Northeast Georgia region have implemented this tax, yet fifteen cities and counties do not currently levy this tax. This leaves a potential revenue stream untapped for these cities and counties. As of May 19, 2014, nine cities and five counties throughout the region offer accommodation but do not levy any hotel/motel tax. Cities and counties with accommodations but no hotel/motel tax would benefit from implementation of this tax to fund tourism development.

Dedicate general fund monies to tourism development

General fund allocations can be used to create city or county staff positions dedicated to tourism, or could be used for tourism marketing, branding, etc. The dedication of general fund monies towards tourism development would ensure a set, specific amount of money each year towards the tourism industry. This type of funding could allow for a greater capacity to plan ahead for what tourism development projects will be funded for the coming year.

Grants

The city of Bellingham, Washington has allocated a portion of its sales tax and hotel/motel tax revenues for grants. These funds support applications that promote eligible tourism and cultural activities that encourage wide participation and innovative ideas for development. Recent grant awards from 2014 include bicycle races, music festivals, and marathons. This encourages groups and businesses to develop activities that bring in visitors and revenue at little cost to the applicant, and serve as good investments for the community.

Several grants are available to communities in Georgia to help promote tourism. The Department of Economic Development has compiled a list of these funding opportunities, including the Georgia Heritage Grant, USDA Rural Business Opportunity Grant, and the federal program for heritage and cultural tourism, among others. Grant funding can help a rural community jump-start its tourism development activities. A list of tourism-related grants can be found in Appendix D.

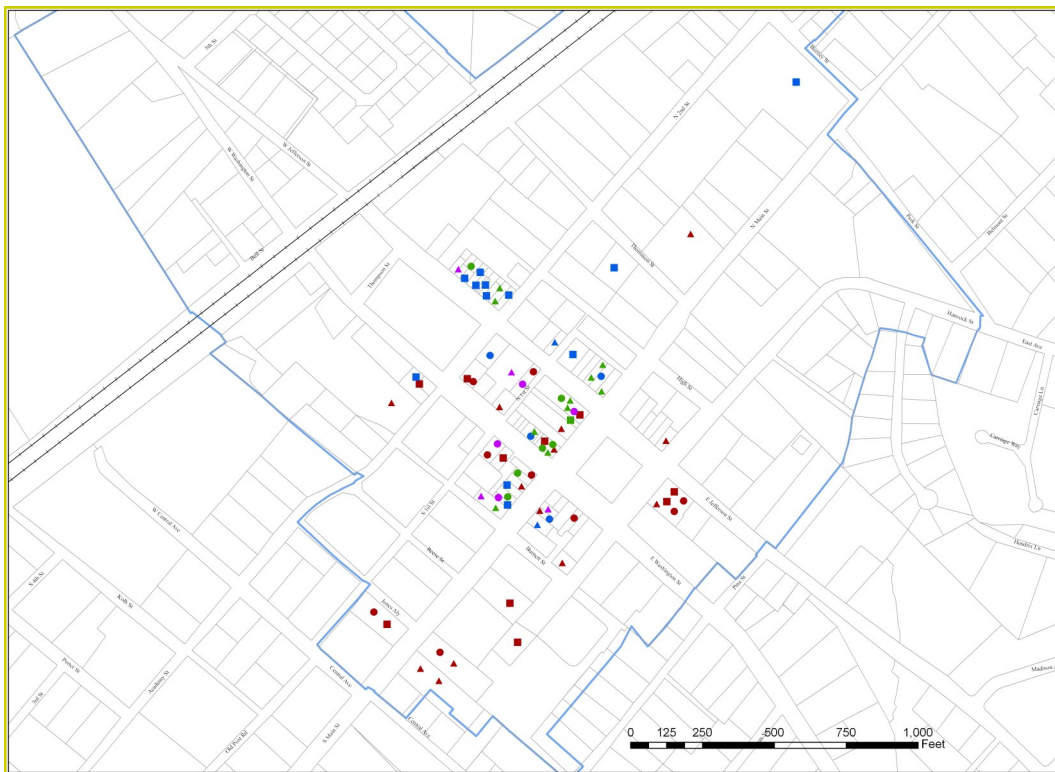
SPLOST

In Northwest Georgia, government officials in the City of Rome and Floyd County intend to use Special-Purpose Local-Option Sales Tax (SPLOST) to fund tourist-related projects. These include the construction of the Martha Berry and Redmond Trails, the Jackson Hill tourism project to convert a former waterworks

building into an educational center, rehabilitation of historic Fannin Hall, and the development of a satellite tourism office.

Façade Grants

Downtown façade improvement grants exist primarily to stimulate investment in the preservation and revitalization of the facades or storefronts of historic downtown buildings. The City of Madison, Georgia’s Downtown Development Authority supports and enacts a façade grant program. “These grants provide matching reimbursement funds for approved improvement projects” (Madisonga.com). Façade grants, typically leveraging matching funds from the city, can help to encourage communities to raise money specifically for downtown façade improvements. Façade grants can also further help to focus tourism amenity development efforts in historic downtown areas.



Downtown façade improvement grant locations in Madison, Georgia.

Image courtesy of www.madisonga.com

6. PARTNERSHIPS

In order to develop regional tourism strategies, partnerships with regional and local entities could help increase access to resources that that the municipalities may not otherwise be able to access.

Northeast Georgia Regional Commission

The Northeast Georgia Regional Commission (NEGRC) serves the 12 counties and 54 municipalities of the Northeast Georgia region in areas of planning, economic development, grant preparation, administration, job training, and aging services. Assistance in these areas could help the counties and municipalities of Northeast Georgia to increase their economic base in order to support existing tourism industry endeavors as well as attract new visitors and tourism projects to the region.

Georgia Department of Economic Development

The Georgia Department of Economic Development (GDEcD) assists local governments in developing their economies and attracting new businesses and industries to Georgia. Among other services, GDEcD has a division dedicated solely to the tourism industry, providing local governments with resources and information to help market and develop specific sites for the tourism industry at both the state and local level.

Local and State Chambers of Commerce

Most communities have a local chamber of commerce that works to promote and protect the interests of the business community within the city. The state-level chamber of commerce functions similarly to a local chamber of commerce, working to strengthen the business community of the State of Georgia. Partnering with the Georgia Chamber of Commerce as well as local chambers of commerce could help Northeast Georgia communities attract businesses and tourist attractions to the region.

Surrounding Counties and Municipalities

Counties and municipalities within the Northeast Georgia region can look to each other for tourism resources and knowledge-sharing. Partnering together for region-wide events, or assisting a neighboring community with a festival or tourism opportunity, could prove beneficial to both ends of the partnership and to the respective communities' tourism industries.

- A. TROUP COUNTY AGRITOURISM ORDINANCE
- B. SIDEWALK CAFÉ ORDINANCE
- C. PORTERDALE BLIGHT TAX ORDINANCE
- D. TOURISM GRANTS
- E. ARCHITECTURAL GUIDELINES + OVERLAY DISTRICTS

A. TROUP COUNTY AGRITOURISM ORDINANCE

Rural and
Agritourism
Development
Standards

June 27

2011

STEERING COMMITTEE MEMBERS

Morris Jones
Barbara Short
Ned Mallory
Nancy Green
Rob Petry
Forrest Hill
Doug Roberts
Matt Comerford
Lindsey Pompey

Rural and Agritourism Development Standards and Procedures

I. Agritourism

Purpose. The purpose of this ordinance is to allow Agritourism uses in Troup County while maintaining the rural character and preserving farmland of the area and protecting the health, safety and welfare of the citizens. Agritourism presents a unique opportunity to combine aspects of tourism and agriculture to provide a number of financial, educational and social benefits to tourists, producers and communities. Agritourism gives producers an opportunity to generate additional income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their stay. Agritourism also provides communities with the potential to increase their local tax bases and new employment opportunities. In addition, agritourism provides educational opportunities to the public, helps preserve agricultural lands and allows the development of businesses that cannot later be outsourced to other countries.

Allowing agritourism uses in the Agricultural and Agricultural/Residential Districts of Troup County provides:

- ❖ Enhancement of the economic viability of the farm and provides on-site employment opportunities;
- ❖ Generates additional income and/or off season income for the farmer;
- ❖ Interaction and education of local citizens and visitors about the importance of farming in Troup County;
- ❖ Increased awareness of local agricultural products; and
- ❖ Develops a new consumer market

II **Definitions.** For the purposes of this ordinance, certain terms and words are hereby defined. Words used in the present tense include the future, the singular number includes the plural and the plural the singular, the word may is permissive and the word shall is mandatory. Words and phrases not defined in this section, but defined in other sections of the ordinance, shall be given the meaning set forth in that section. All other words and phrases shall be given the meaning as defined in section 1-4, chapter 1, the Code of Troup County, Georgia.

Agritourism – is defined as the activities conducted on a working farm and offered to the public or to invited groups for the purpose of recreation, education and/or active involvement in the farm operation. These activities link agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or

educating the visitors and generating supplemental income for the farm or ranch owner. Agritourism activities are linked directly to the primary agricultural use of the property and any recreation, education or active involvement in the farm operation is secondary and shall constitute only a percentage of the total working farm.

Agribusiness - the businesses collectively associated with the production, processing, and distribution of agricultural products.

Christmas Tree Farm/cut your own – a working farm that grows various types of trees used in celebrating Christmas where sales are made directly to the public and where the customers cut their own trees.

Dinner on the Farm – A working farm (usually organic farm products) where meals are prepared for members of the general public from products of the working farm.

Educational Demonstrations – Demonstrations that teach the ability to create a product where raw materials are grown from a working farm

Facility - Small Scale – Agritourism facility or use that poses minimal or small impact to surrounding farms and or residential properties

Facility - Large Scale - Agritourism facility or use that may pose an adverse impact to surrounding farms and or residential properties through noise, light, traffic or

Farmer's Market - A farmers market (a.k.a. greenmarket) is a place where a group (more than five) of farmers sells their products directly to consumers. Ultra-fresh produce, pastured meat and eggs, artisan cheeses, hand-harvested honey, and other fresh, small-batch foodstuffs are the hallmark (and benchmark) of the best farmers markets. They serve not just as a place for farmers to get the best price and consumers to get the best products, but as venues for producers and consumers of food to come together, forge relationships, and exchange information. Farmers markets are subject to all state health regulations and any other requirements from the state regarding the sale of food and produce.

Farm Retail Sales – A working farm where products produced on the farm are sold directly to the public.

Farm Tours – Tours where members of the public are shown working farm operations and teaches the attendees about farm processes.

Farm, working – any operation that sells at least one thousand dollars of agricultural commodities or that would have sold that amount of produce under normal circumstances. Working farms are also defined as those that have a valid farm number from the Farm Service Agency.

Roadside Markets – A structure where five or less farmers on working farms get together and sell produce or other farm products directly to the general public. Roadside markets are different than roadside stands in that roadside markets are a group of farmers rather than just the owner of the property where the structure is located

Roadside Stands – a structure built on a working farm where the owner sells -- fresh produce or other farm products directly to the general public. Roadside stands differ from farm markets in that farm markets may utilize products from another farm to sell at the roadside structure.

Rural Character- refers to the patterns of land use and development established by a county in its comprehensive plan:

In which open space, the natural landscape, and vegetation predominate over the built environment;

That fosters traditional rural lifestyles, rural-based economies, and opportunities to both live and work in rural areas;

That provides visual landscapes that are traditionally found in rural areas and communities;

That is compatible with the use of the land by wildlife and for fish and wildlife habitat;

That reduces the inappropriate conversion of undeveloped land into sprawling residential or commercial development;

That generally do not require the extension of urban governmental services; and

That is consistent with the protection of natural surface water flows and ground water and surface water recharge and discharge areas.

Rural Tourism – Tourism enterprises that do not necessarily occur on a farm or ranch or at an agricultural plant and rural tourism does not generate supplemental income for an agricultural enterprise but provides an additional income for the property owner.

Special Events, Private – A use or facility where events may have an impact to surrounding farms and residential property owners but has a definite number of attendees and does not pose an adverse impact to rural character. Private special events usually are of short duration (part of one day).

Special Events, Public – A use or facility where events may have attendance that could cause excessive traffic or overburden public safety personnel. Special events that are open to the public may pose an adverse impact to rural character and therefore must adhere to the Special Events Ordinance of Troup County. These types of uses or facilities while not used every day will be open for longer periods of time than private special events. Examples include concerts, conferences, meetings, fund raisers, etc.

Special Use Permit – A permit that allows a large scale use or facility to operate in unincorporated Troup County. This permit is issued by the Building, Zoning and Planning Department once approved by the Board of Commissioners.

Troup County Board of Zoning Appeals/Planning Board – Appointed members that make certain decisions as prescribed in the Troup County Zoning Ordinance.

Troup County Board of Commissioners – Elected officials of Troup County, Georgia.

U-Pick Operations – a working farm where the general public is invited to come and pick its own fresh fruits or vegetables.

Urban Services – Public water and or public sewer. Other services may be defined as services that are normal and usual in a municipality or urban center. These services could include but are not limited to cable, high-speed internet, cellphone service, major highways, proximity to shopping, mass transit and schools.

Winery- A working farm where grapes are grown and wine is produced for commercial sales in other venues.

III Procedures. Agritourism uses and facilities are be separated into three categories. Those categories are: 1) minimum 2) small scale; 3) large scale. Either category of Agritourism uses may be approved administratively by the County Planner and/or Zoning Administrator and County Engineer upon finding that the facility or use meets the following conditions and any other standards in this section and other sections as may be referenced in this section. All agritourism uses or facilities shall be in compliance with all state regulations as required for a particular use. Tax certificates shall be applied for, when necessary, prior to submission of a business license.

Business License. All agritourism operations are required to have a business license. The application for a business license is filled out and submitted to the Building Inspection and Zoning Department with the required fee as posted in the Building and Zoning Department. Business license applications will be reviewed by the County Planner, Zoning Administrator and County Engineer (if necessary) to determine whether the proposed use or facility is minimal, small or large scale activity.

Exemptions to Business License Requirement. The requirement for a business license is for agritourism enterprises. Normal and usual farming activities are not required to obtain a business license. These activities include but are not limited to:

- ✓ Selling produce grown on same farm (roadside stand, farmer's market, etc.)
- ✓ Cattle farming
- ✓ Hay sold from farm where hay was grown
- ✓ Raising livestock associated with farming

Conservation Use. Any property that wishes to start an agritourism business and has property in Conservation Use should check with the Troup County Property Appraisal Office prior to obtaining a business license. The Property Appraisal Office can let a property owner know if the proposed business will cause a violation of the conservation use tax break. If the Property Appraisal Office is unable to determine if the proposed use is a violation then the property owner should get a determination from the Troup County Board of Assessors.

Standards for Administrative Approval of Agritourism uses or facilities:

The facility or use is approved subject to maintaining a working farm as defined in Section II of this document.

The use is compatible with existing agricultural uses in the area and does not adversely impact neighboring agricultural operations or unduly disrupt the rural character of the area.

The use or facility does not require the extension of urban services (sewer and/or water service).

No motorized off road vehicles shall be used for recreational purposes, but may be used as a part of normal farming functions.

IV. Requirements for Agritourism Uses or Facilities. All agritourism uses or facilities are required to submit the following with the application of a business license:

Site Plan Requirements. All site plans are required to be drawn to scale. An aerial photograph with requirements drawn in may be used if that is the best way for applicant to show the requirements of the site plan. The following are required to be included on the site plan.

North Arrow

Placement on property for all structures, including existing structures and residential dwellings.

Placement on parcel of all parking spaces to adequately serve the agritourism use or facility.

Placement and type of planting for any and all landscaping planned for the site.

Distance from property line to all structures and parking areas including handicapped accessible parking space or spaces.

Show the nearest county or state highway.

Show setbacks from any proposed structures and the property line of the parcel where the proposed use or facility will be located.

Floor Plan. The floor plan should show all rooms in the facility, to scale. The floor plan should include:

The size of each room

Location of handicapped accessible rest rooms

Location of handicapped access to building

Layout of all rooms in the facility

Location of any kitchen facilities in the structure

Narrative Requirements. This required narrative should answer the following questions in detail:

What is the proposed use for the property?

How is the property zoned now?

What is the zoning of adjacent property owners?

What is the nearest county or state highway?

Explain in detail why you want to have this agritourism use or facility and how does it promote education of the public on farming or increase economic development in Troup County?

How many acres of land do you propose to use in this agritourism use or facility.

How will this use of facility protect and preserve rural character of Troup County?

Do you need a tax certificate to engage in this business?

What steps do you plan to take to ensure that you do not adversely impact neighboring farms or residents?

If this narrative is being written for a Rural Tourism use please answer the following in addition to the questions listed in Narrative Requirements:

How is this use or facility going to promote farming and or tourism?

What is the economic value to the community of this use or facility?

How does this use or facility fit in a rural setting?

Minimum Impact Agritourism Uses or Facilities. These are uses or facilities that pose minimal impact to surrounding properties and farms. They may be administratively approved with the approval of the County Planner and Zoning Administrator that the proposed use of facility meets the intent of this ordinance and poses no threat to health, safety or general welfare of the general public. Uses or Facilities that may be approved administratively under this definition include but is not limited to:

Pick your own
On-Farm sales
Roadside Stand
Agricultural crafts/gifts sales from primary residence only
Fee Fishing/Hunting
Wildlife viewing and photography
Horseback riding for a fee
Wagon Rides
School Tours
Garden/Nursery Tours
Farm Technical Demonstrations and sales (canning, weaving, soap-making, etc.)
Hunting/working dogs trials/training

Other uses of facilities may be approved administratively by the County Planner and Zoning Administrator that meet the intent of this section and where it is determined that there will be minimal impact to surrounding properties and farms.

Small Scale Use or Facilities are uses or facilities that: Do not adversely impact surrounding farm uses but may involve an accessory building for storage or demonstration purposes. The application will be reviewed by the Troup County Planner, the Zoning Administrator and the Troup County Engineer based on the required site plan, floor plan of any proposed new or existing structures and a detailed narrative describing all activities planned for the parcel and any structures that will be built. The application for a business license may be approved administratively if the proposed use meets the following:

- a. The proposed use or facility meets all setbacks and buffering requirements
- b. The proposed use or facility is approved by the County Planner, Zoning Administrator and County Engineer as meeting all requirements as set forth in the zoning ordinance for that parcel and will not significantly increase traffic in the surrounding area.

Other proposed uses or facilities that are defined as small scale but are outside the scope of a and b above or require a variance of any kind will be required to get approval from the Board of Zoning Appeals/Planning Commission prior to issuance of a business license.

Permitted Small Scale Facilities or Uses. Small scale uses are allowed in the Agricultural/Residential and Agricultural zoning districts. Agritourism uses in the Agricultural/ Residential or Agricultural zoning districts require a minimum of two acres and setbacks for that district as described in Article 25 of the Troup County Zoning Ordinance for Agricultural/Residential districts. Permitted small scale facilities or uses include but are not limited to:

- Bed and Breakfast Home (must meet the requirements in the zoning ordinance for bed and breakfast home)
- Clay Bird Shoot
- School Tours
- Garden and Nursery Tours
- Historical Farm Museum or exhibit
- Roadside Market

Other similar facilities or uses may be considered for approval as determined by the zoning administrator.

Large Scale Facilities or Uses. These are facilities or uses that may impact the surrounding farms or property owners. These uses must be approved by the Board of Commissioners. Large scale facilities or uses may increase traffic, require health department approval for bathrooms, ADA requirements and food service or require public safety presence for traffic control.

Large Scale facilities or Uses include but are not limited to:

- Farm vacations
- School Tours that are more than one day
- Winery Tastings or Tours
- Historical Exhibit
- Farm Technical Tours
- Rodeos/Horseshows

Other similar facilities or uses may be considered as determined by the zoning administrator.

V. Rural Tourism. Rural tourism is considered to be any of the agritourism facilities or uses, but is not secondary to an agricultural use. Rural Tourism is most often considered a special events venue, but may include other uses as well. Rural tourism uses may be approved by the Board of Zoning Appeals/Planning Commission or Board of Commissioners depending on the standards for the use. These uses are allowed on rural properties that no longer function as a working farm but may have tourism or income value. Rural Tourism Facilities and Uses shall have the following standards:

- ❖ Must have a business license

- ❖ Must submit all requirements of agritourism facilities or uses (site plan, floor plan, narrative).
- ❖ Any rural tourism use or facility that intends to stay open to the public (concerts, festivals, fairs, conferences, etc.) on a year round basis requires a special use permit as outlined in the Troup County Zoning Ordinance and must be approved by the Troup County Board of Commissioners.
- ❖ Any rural tourism use or facility that meets the requirements of a small or large scale agritourism facility or use but does not have a primary agritourism use may be approved by the Board of Zoning Appeals/Planning Commission provided:
 - a. The facility or use conforms to a standard agricultural use (syrup making demonstrations, soap making, weaving demonstrations., historical exhibit, etc.)
 - b. The facility or use does not diminish the rural character of the surrounding area or adversely impact neighboring farms or properties.
- ❖ Any rural tourism venue that intends to be open for special occasions not open to the public such as family reunions, birthday parties, family reunions, etc. may be permitted as long as it meets the requirements of the Special Events Permit Ordinance as adopted by Troup County.
- ❖ Rural Tourism uses will be reviewed by the County Planner, Zoning Administrator and County Engineer to determine the impact of the rural tourism and direct the applicant to which path for approval the owner must follow.
- ❖ Under no circumstances will a rural tourism use be approved where the applicant is leasing the property from an absentee owner.

Rural Tourism Uses or Facilities may be determined to be small or large scale. Small scale uses or facilities may be approved by the Board of Zoning Appeals/Planning Commission. Large scale uses or facilities may be approved by the Board of Commissioners upon determination from the County Planner and Zoning Administrator.

VI Variances. Variances may be applied for as necessary under the provisions for variances as stated in Article 16, Section 16.5, of 6/27/2011the Troup County Zoning Ordinance.

B. SIDEWALK CAFÉ ORDINANCE

--Sample Ordinance--
Sidewalk Cafés

Sec. ____. Purpose.

The purpose of this chapter is to provide regulations for sidewalk cafés, including their establishment, operation and maintenance on public sidewalks. Sidewalk cafés promote the public interest by contributing to the atmosphere of the pedestrian environment, creating an aesthetic ambiance which attracts tourists to the area, and promoting general economic development.

Sec. ____. Definitions.

- (a) *Sidewalk café*—shall mean the location and possible use of dividers, tables, and chairs on the public sidewalk as permitted in this chapter and operated as an extension of a licensed food or beverage establishment. Outdoor facilities are temporary in nature, are not permanently affixed on or above the sidewalk, involve no penetration of the sidewalk surface, are not attached to any building, and are readily removable without damage to the surface of the sidewalk.

- (b) *Food or beverage service establishment*—shall mean an establishment located in a building and which sells food or beverages and provides seating and tables or counters within the building for use of patrons to consume food or beverages sold in the building.

- (c) *City Manager*—shall mean the City Manager of the City of ____ or his designee.

- (d) *Operator*—shall mean the person or entity that operates the food or beverage service establishment and also operates the sidewalk café, and shall include but not be limited to, an owner, lessor, renter, or manager.

Sec. ____. Permit.

It shall be unlawful for any person to operate a sidewalk cafe without a permit issued by the city manager, or to fail to comply with all sections of the sidewalk cafe ordinance. Such permit shall be renewed annually at a time to be designated by the city manager. The issuance of a sidewalk cafe permit shall not be construed or interpreted to convey any property rights or any leaseholder rights to any person or business.

Sidewalk café permits are non-transferable. Permits will expire upon transfer of ownership and change in use of facility.

Sec. ____. Application.

A person that desires to operate a sidewalk café shall submit an application to the City Manager containing the following information:

- (1) Name of applicant.
- (2) Name, address and telephone number of restaurant.
- (3) Copy of a valid occupational license to operate the business where the sidewalk café will be placed.
- (4) Copy of a current certificate of insurance.
- (5) Sketch of the sidewalk café area, including the perimeter and dimensions of the area, the dimensions from perimeter to curb or nearest obstacle.

Sec. ____. Issuance of Permit

The applicant shall be notified of approval/denial of permit within two weeks of submission. If the permit is denied, an explanation of denial will be offered.

Sec. ____. Permit fee.

The annual permit fee to operate a sidewalk café shall be \$____ plus \$____ per square foot for the

approved/permitted area.

Sec. ____ Regulations.

A sidewalk café shall comply with the following regulations:

- (1) In no event shall the sidewalk café reduce the portion of any sidewalk used by pedestrians to less than five feet width. Contiguous pedestrian flow must be maintained between adjacent sidewalk cafes. Furthermore, the City may designate portions of the sidewalk that cannot be obstructed under any circumstance, and usage may be restricted as necessary by the city.
- (2) Sidewalk café cannot be placed within five feet of a fire hydrant, pedestrian crosswalk or handicapped corner curb cut.
- (3) Sidewalk café operators shall maintain a clean and safe environment for the sidewalk, curb and gutter immediately adjacent to their operation. The area should be free of debris with regular cleaning. The operator is responsible for cleaning of the ground or floor surface on which the sidewalk café is located. Pressure washing must be performed no less than every three months. Tables and chairs must be kept clean, sanitary, safe and in structurally sound condition.
- (4) Tables, chairs and other sidewalk café furnishings cannot be attached or affixed to any tree, post, sign or other fixture, curb or sidewalk.
- (5) The City Manager has authority to suspend or require modification of the sidewalk café for the following reasons:
 - a. A permitted special event,
 - b. A street, sidewalk, or utility construction,
 - c. An emergency situation, or
 - d. For the protection of health, safety and welfare of the public.
- (6) The sale and consumption of alcoholic beverages within sidewalk cafes must be in accordance with City Ordinance ____.
- (7) Only the area in front of the restaurant, as defined by projecting its interior width outward to the street, can be used for the sidewalk café. The placement of tables and chairs will be permitted in areas more than ten feet from the front of the building when the City Manager determines it is in the best interest of the public to permit this placement. All furnishings must be suitable for outside dining.

Sec. ____ Liability and Insurance.

- (1) The sidewalk café operator agrees to indemnify, defend, save, and hold harmless the City, its officers and employees, from any and all claims, liability, damages, and causes of action which may arise out of operator's activity on the premises.
- (2) It shall be unlawful to operate a sidewalk café unless the applicant furnishes in a form acceptable to the City Manager, evidence of commercial general liability insurance, alcohol license liability insurance if serving alcohol, naming the City as a co-insured party and insuring the City against any liability resulting from the uses permitted pursuant to this section. The coverage shall not be less than \$____ per occurrence.
- (3) It shall not be lawful to operate a sidewalk café at any time the insurance required by this section is not maintained and evidence of its continuance filed with the City.

Sec. ____ Revocation.

The approval of a sidewalk café permit is conditional at all times and may be revoked or suspended at any time by written notice to the operator. Upon such a notice, the permittee shall have days to appeal such a revocation to the Board of Zoning Appeals, whose decision after notice and hearing shall be final. The permit may be revoked or suspended if it is found that:

- (1) Any necessary business or health permit has been suspend, revoked, or cancelled.
- (2) The permittee does not have insurance in accordance with Sec. ____.
- (3) The permittee fails to correct violations of this chapter or any ordinance within 48 hours of receipt of the manager's notice.
- (4) The permittee has a history of violations of three or more within a two-year period, or immediately upon a

violation depending on severity.

Sec. ____. **Fines for violators.**

The following minimum fines shall be imposed for violations of this chapter:

- (1) First citation: \$____ fine.
- (2) Second citation (within one-year period): \$____ fine.
- (3) Third citation (within one-year period): \$____ fine.

Sec. ____. **Severability of part of Code.**

It is hereby declared that the sections, paragraphs, sentences, clauses and phrases of this chapter are severable. If any phrase, clause, sentence, paragraph or section of this chapter shall be declared unconstitutional or otherwise invalid, such invalidity shall not affect any of the remaining phrases, clauses, sentences, paragraphs, and sections of this chapter.

C. PORTERDALE BLIGHT TAX ORDINANCE

An Ordinance To Amend The Provisions Of Chapter 4 Of The Code Of Ordinances Of The City Of Porterdale, Georgia 2003, To Provide For A Levy Of Increase On Ad Valorem Taxes For Blighted Property, To Provide For Identification Of Blighted Property, To Provide For Remediation, To Provide For A Decrease On Ad Valorem Taxes On Property, To Provide Procedures, To Provide For Enforcement, And For Other Purposes

BE IT ORDAINED:

WHEREAS, on November 5, 2002, the Georgia electorate approved the amendment of Article IX, Section II, Paragraph VII of the Georgia Constitution so as to authorize counties and municipalities of the state to establish community redevelopment tax incentive programs for rehabilitation of blighted property;

WHEREAS, by the amendment, it was recognized that the existence of real property which is maintained in a blighted condition increases the burden of the state and local government by increasing the need for government services, and through the amendment authorized adoption of local ordinances to encourage private property owners to maintain their real property and the buildings, structures and improvements thereon in good condition and repair, and as an incentive to encourage community redevelopment, authorized creation of community redevelopment tax incentive programs;

WHEREAS, the City Council of the City of Porterdale has designated areas of the city where conditions of slum and blight are found or are likely to spread, as more particularly set out in the City of Porterdale Urban Redevelopment Plan, adopted January 26, 2012 by the City of Porterdale; and

WHEREAS, the City Council of the City of Porterdale desires to exercise the powers granted under the provisions of Article IX, Section II, Paragraph VII(d) of the Georgia Constitution;

NOW, THEREFORE, the City Council of the City of Porterdale hereby **ORDAINS AND RESOLVES**, to amend the provisions of Chapter 4 of the Code of Ordinances of the City of Porterdale, Georgia 2003, as follows:

Chapter 4 of the Code of Ordinances of the City of Porterdale, Georgia 2003, is amended by adding a new Section, to be numbered Section 4-117, which shall include the following language:

Section 4-117 City of Porterdale Blighted Property Ordinance

1. Short Title. This Article shall be known as the “City of Porterdale Blighted Property Ordinance.”

2. Purpose.

The existence of real property which is maintained in a blighted condition increases the burden of the state and local government by increasing the need for government services, including but not limited to social services, public safety services, and code enforcement services. Rehabilitation of blighted property decreases this need for such government services.

In furtherance of its objective to eradicate conditions of slum and blight within the city, the city council has designated areas of the city where conditions of slum and blight are found or are likely to spread, as more particularly set out in the City of Porterdale Urban Redevelopment Plan, adopted January 26, 2012 by the City of Porterdale;

In recognition of the need for enhanced governmental services and in order to encourage private property owners to maintain their real property and the buildings, structures and improvement thereon in good condition and repair, and as an incentive to encourage community redevelopment, a community redevelopment tax incentive program is hereby established as authorized by Article IX, Section II, Paragraph VII(d) of the 1983 Constitution of the State of Georgia.

3. Definitions.

- A. 'Blighted property', 'blighted', or 'blight' means any urbanized or developed property which:
- (1) Presents two or more of the following conditions:
 - (a) Uninhabitable, unsafe, or abandoned structure;
 - (b) Inadequate provisions for ventilation, light, air, or sanitation;
 - (c) An imminent harm to life or other property caused by fire, flood, hurricane, tornado, earthquake, storm, or other natural catastrophe respecting which the governor has declared a state of emergency under the state law or has certified the need for disaster assistance under federal law; provided, however, this division shall not apply to property unless the relevant public agency has given notice in writing to the property owner regarding specific harm caused by the property and the owner has failed to take reasonable measures to remedy the harm;
 - (d) A site identified by the federal Environmental Protection Agency as a superfund site pursuant to 42 U.S.C. Section 9601, et seq., or having environmental contamination to an extent that requires remedial investigation or a feasibility study;
 - (e) Repeated illegal activity on the individual property of which the property owner knew or should have known; or

- (f) The maintenance of the property is below state, county, or municipal codes for at least one year after written notice of the code violation to its owner; and
- (2) Is conducive to ill health, transmission of disease, infant mortality, or crime in the immediate proximity of the property.

Property shall not be deemed blighted solely because of esthetic conditions.

- B. ‘Building inspector’ means a certified inspector possessing the requisite qualifications to determine minimal code compliance.
- C. ‘Community redevelopment’ means any activity, project, or service necessary or incidental to achieving the redevelopment or revitalization of a redevelopment area or portion thereof designated for redevelopment through an urban redevelopment plan or through local ordinances relating to the repair, closing, and demolition of buildings and structures unfit for human habitation.
- D. ‘Governing authority’ means the City Council of the City of Porterdale, a Georgia municipal corporation.
- E. ‘Millage’ or ‘millage rate’ means the levy, in mills, which is established by the governing authority for purposes of financing, in whole or in part, the levying jurisdiction's general fund expenses for the fiscal year.
- F. ‘Person’ means such individual(s), partnership, corporations, business entities and associations which return real property for ad valorem taxation or who are chargeable by law for the taxes on the property.
- G. ‘Public officer’ means the city manager or such officer or employee of the city as designated by the city manager to perform the duties and responsibilities hereafter set forth in this Section 4-117.

4. Ad Valorem Tax Increase on Blighted Property

- A. There is hereby levied on all real property within the city which has been officially identified as maintained in a blighted condition an increased ad valorem tax by applying a factor of seven (7.0) to the millage rate applied to the property, so that such property shall be taxed at a higher millage rate generally applied in the municipality, or otherwise provided by general law; provided, however, real property on which there is situated a dwelling house which is being occupied as the primary residence of one or more persons shall not be subject to official identification as maintained in a blighted condition and shall not be subject to increased taxation.
- B. Such increased ad valorem tax shall be applied and reflected in the first tax bill rendered following official designation of a real property as blighted.

5. Identification of Blighted Property.

- A. In order for a parcel of real property to be officially designated as maintained in a blighted condition and subject to increased taxation, the following steps must be completed:
- (1) An inspection must be performed on the parcel of property. In order for an inspection to be performed,
 - (a) A request may be made by the public officer or by at least five residents of the city for inspection of a parcel of property, said inspection to be based on the criteria as delineated in Section 4-117.3.A of this ordinance, or
 - (b) The public officer may cause a survey of existing housing conditions to be performed, or may refer to any such survey conducted or finalized within the previous five years, to locate or identify any parcels which may be in a blighted condition and for which a full inspection should be conducted to determine if that parcel of property meets the criteria set out in Section 4-117.3.A for designation as being maintained in a blighted condition.
 - (2) A written inspection report of the findings for any parcel of property inspected pursuant to subsection (1) above shall be prepared and submitted to the public officer. Where feasible, photographs of the conditions found to exist on the property on the date of inspection shall be made and supplement the inspection report. Where compliance with minimum construction, housing, occupancy, fire and life safety codes in effect within the city are in question, the inspection shall be conducted by a certified inspector possessing the requisite qualifications to determine minimal code compliance.
 - (3) Following completion of the inspection report, the public officer shall make a determination, in writing, that a property is maintained in a blighted condition, as defined by this Section 4-117, and is subject to increased taxation.
 - (4) The public officer shall cause a written notice of his determination that the real property at issue is being maintained in a blighted condition to be served upon the person(s) shown on the most recent tax digest of Newton County, Georgia, as responsible for payment of ad valorem taxes assessed thereon; provided, however, where through the existence of reasonable diligence it becomes known to the public officer that real property has been sold or conveyed since publication of the most recent tax digest, written notice shall be given to the person(s) known or reasonably believed to then own the property or be chargeable with the payment of ad valorem taxes thereon, at the best address available. Service in the manner set forth at OCGA § 41-2-12 shall constitute sufficient notice to the property's owner or person chargeable with the payment of ad valorem taxes for purpose of this section, except that posting of the notice on the property will not be required.

- B. The written notice given to the person(s) chargeable with the payment of ad valorem taxes shall notify such person of the public officer's determination the real property is being maintained in a blighted condition and shall advise such person of the hours and location at which the person may inspect and copy the public officer's determination and any supporting documentation. Persons notified that real property of which the person(s) is chargeable with the payment of ad valorem taxes shall have 30 days from the receipt of notice in which to request a hearing before the city's municipal court. Written request for hearing shall be filed with the public officer and shall be date stamped upon receipt. Upon receipt of a request for hearing, the public officer shall notify the municipal court and the building inspector or person who performed the inspection and prepared the inspection report.
- C. Within 30 days of the receipt of a request for hearing, the municipal court clerk shall set a date, time and location for the hearing and shall give at least ten business days notice to the person(s) requesting the hearing, the public officer and the building inspector or person who performed the inspection and prepared the inspection report. Notice of scheduled hearings shall be published as a legal advertisement in the Covington News, or other designated legal organ in Newton County, Georgia, at least five days prior to the hearing. Hearings may be continued by the municipal court judge upon request of any party, for good cause.
- D. At the hearing, the public officer shall have the burden of demonstrating by a preponderance of the evidence that the subject property is maintained in a blighted condition, as defined by this Section 4-117. The municipal court judge shall cause a record of the evidence submitted at the hearing to be maintained. Upon hearing from the public officer and/or their witnesses and the person(s) requesting the hearing and/or their witnesses, the judge of municipal court shall make a determination either affirming or reversing the determination of the public officer. The determination shall be in writing and copies thereof shall be served on the parties by certified mail or statutory overnight delivery. The determination by the court shall be deemed final. A copy of such determination shall also be served upon the Tax Commissioner of Newton County, Georgia, who shall include the increased tax on the next regular tax bill rendered on behalf of the city.
- E. Persons aggrieved by the determination of the court affirming the determination of the public officer may petition the Superior Court of Newton County, Georgia, for a writ of certiorari within 30 days of issuance of the municipal court's written determination.

6. Remediation or Redevelopment.

- A. A property owner or person(s) who is chargeable with the payment of ad valorem taxes on real property which has been officially designated pursuant to this Section as property maintained in a blighted condition may petition the public officer to lift the designation, upon proof of compliance with the following:

- (1) Completion of work required under a plan of remedial action or redevelopment approved by the city's Project Review Team (as defined in Section 303 of the City of Porterdale Development Regulations) which addresses the conditions of blight found to exist on or within the property, including compliance with all applicable minimum codes; or
 - (2) Completion of work required under a court order entered in a proceeding brought pursuant to Chapter 33, Nuisances, of the Code of Ordinances of the City of Porterdale, Georgia 2003.
- B. Before action on a petition to lift the designation, the public officer shall cause the property to be thoroughly inspected by a building inspector who, by written inspection report, shall certify that all requisite work has been performed to applicable code in a workmanlike manner, in accordance with the specifications of the plan of remedial action or redevelopment, or applicable court order. Upon finding required work to be satisfactorily performed, the public officer shall issue a written determination that the real property is no longer maintained in a blighted condition. Copies of this determination shall be served upon the person(s) chargeable with the payment of ad valorem taxes, and upon the Tax Commissioner of Newton County, Georgia.
- C. All plans for remedial action or redevelopment shall be in writing, signed by the person(s) chargeable with the payment of ad valorem taxes on the real property and the City Manager, and contain the following:
- (1) The plan shall be consistent with the city's comprehensive plan and all laws and ordinances governing the subject property, and shall conform to any urban redevelopment plan adopted for the area within which the property lies;
 - (2) The plan shall set forth in reasonable detail the requirements for repair, closure, demolition, or restoration of existing structures, in accordance with minimal statewide codes; where structures are demolished, the plan shall include provisions for debris removal, stabilization and landscaping of the property;
 - (3) On parcels of five acres or greater, the plan shall address the relationship to local objectives respecting land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements;
 - (4) The plan shall contain verifiable funding sources which will be used to complete its requirements and show the feasibility thereof;
 - (5) The plan shall contain a timetable for completion of required work; and
 - (6) Any outstanding ad valorem taxes (state, school, county and city, including the increased tax pursuant to this article) and governmental liens due and payable on the property must be satisfied in full.

7. Decrease of Tax Rate.

- A. Real property which has had its designation as maintained in a blighted condition removed by the public officer, as provided in Section 4-117.5, Identification of Blighted Property, of this Section 4-117, shall be eligible for a decrease in the rate of city ad valorem taxation by applying a factor of 0.5 to the city millage rate applied to the property, so that such property shall be taxed at a lower millage rate than the millage rate generally applied in the municipality or otherwise provided by general law; such decreased rate of taxation shall be applied beginning with the next tax bill rendered following removal of official designation of a real property as blighted. The decreased rate of taxation may be given in successive years, depending on the amount of cost expended by the person(s) chargeable with payment of ad valorem taxes on the property to satisfy its remediation or redevelopment, with every \$25,000.00 or portion thereof equaling one year of tax reduction; provided, however, that no property shall be entitled to reduction in city ad valorem taxes for more than four successive years.
- B. In order to claim entitlement for a decreased rate of taxation, the person(s) chargeable with payment of ad valorem taxes on the property shall submit a notarized affidavit to the public officer, supported by receipts or other evidence of payment, of the amount expended.

8. Notice to Tax Commissioner.

It shall be the duty of the public officer to notify the Tax Commissioner of Newton County, Georgia, in writing as to designation or removal of designation of a specific property as maintained in a blighted condition. Such notice shall identify the specific property by street address and tax map, block and parcel number, as assigned by the Newton County Tax Assessor's Office. The public officer shall cooperate with the tax commissioner to assure accurate tax billing of those properties subject to increased or reduced ad valorem taxation under this article.

9. Severability

If any section, clause, sentence or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, then said holding shall in no way effect the validity of the remaining portions of this ordinance.

[SIGNATURES APPEAR ON FOLLOWING PAGE]

Read and adopted in the regular meeting of the City Council held on this _____ day of _____, 2014.

ATTEST:

Megan Reid, City Clerk

Arline Chapman, Mayor

Timothy D. Chambers, City Attorney

Anita Rainey, Council Member Post 1

Linda Finger, Council Member Post 2

Tim Savage, Council Member Post 3

Mike Harper, Council Member Post 4

Lowell Chambers, Council Member Post 5

D. TOURISM GRANTS

Grant Name	Agency	Description	Eligibility	Due Date	Notes	Website
General						
Tourism Product Development Agreement Program	Two divisions of the Georgia Department of Economic Development (GDECD), Office of Tourism Product Development and Georgia Council for the Arts (GCA)	The TPD program is designed to financially support sustainable tourism development activities at the local level that maintain and/or create jobs, attract tourists (visitors from outside of the community), and enhance the tourist's experience.	TPD support will go to projects that are near completion in planning and/or execution. TPD funds are not meant to jumpstart a project, but rather complete a project. There are 3 types of projects TPD funds: 1. Bricks-and-Mortar 2. Research 3. Events	Jul-15	Applications will only be accepted from city or county local governments or authorities, as defined in the Official Code of Georgia (OCGA) statutes or the Constitution.	http://www.marketgeorgia.org/article/now-available-fy2016-tourism-product-development-agreement-application
Historic Preservation						
Georgia Heritage Grant	Historic Preservation Division of the Georgia Department of Natural Resources, the Georgia Department of Economic Development, and the Fox Theater Institute	Non-profit organizations (in existence for a minimum of 18 months) and local governments are eligible to apply for matching grants (50%/50%) for the preservation and promotion of Georgia's historic theaters. Maximum grant award is \$2,500; in-kind match is allowed, but some cash match is encouraged. All projects must be completed within one year of the date the grant is awarded.	Funding priority is given to those theaters listed in the Georgia or National Register of Historic Places, either individually or as part of a historic district. The historic theater either must currently be or plan to be open to the public. All project work must comply with the Secretary of the Interior's Standards for Historic Preservation.	Jul-15	Not available for Fiscal Year 2015	http://georgiashp.org/incentives/grants
Historic Preservation Fund (HPF)	Appropriated annually from Congress through the National Park Service to the state's Historic Preservation Division	Eligible survey and planning activities include surveys, National Register nominations, design guidelines, brochures, website development, heritage education materials, workshops, conferences, etc. Eligible predevelopment projects include activities such as historic structure reports, preservation plans, or architectural drawings and specifications.	The 60/40 matching grant is available to Certified Local Governments; what can be applied for based on Category of CLG	1st Friday in December	Grant funds generally range from \$1,000 to \$15,000	http://georgiashp.org/sites/uploads/hpd/pdf/HPF-CLG_FACT_SHEET.pdf
Funding for Rosenwald Schools: Alice Rosenwald Flexible Fund	National Trust for Historic Preservation	Aims to save Rosenwald Schools as vital hubs of community activity and revitalization as well as advance ongoing Rosenwald School preservation activities.	Only members of the National Trust at the Forum or Main Street levels are eligible to apply for funding from these programs. Public agencies 501 (c) (3), and other nonprofit organizations are eligible, including churches.	Applications accepted on a rolling basis	Typical grants range from \$500 to \$5,000 and require a dollar-for-dollar cash match.	http://www.preservationnation.org/resources/find-funding/rosenwald-grants/alice-roswald-flexible.html#.VZKHUzBvx4
National Trust Preservation Funds	National Trust for Historic Preservation	Intended to encourage preservation at the local level by providing seed money for preservation projects. Help to stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, introduce the public to preservation concepts and techniques, and encourage financial participation by the private sector. The National Trust is particularly interested in projects related to preservation priorities of building sustainable communities, reimagining historic sites, promoting diversity and place, and protecting historic places on public lands.	Only organizational Level Forum members or National Main Street Network members of the National Trust are eligible to apply for funding from the National Trust Preservation Fund. Additionally, applicants must be either a public agency, 501(c)(3), or other nonprofit organizations to be considered eligible.	February 1, June 1 and October 1	This is a smaller grant marketed as a catalyst to inspire a community to take action on a preservation project. Grants generally start at \$2,500 and range up to \$5,000. The selection process is very competitive. Review process generally completed within eight weeks of the application deadline - applicants notified via email.	http://www.preservationnation.org/resources/find-funding/preservation-funds-guidelines-eligibility.html#.VZKeMUzBvx5
Historic Landscape and Garden Grant	The Garden Club of Georgia, Inc.	Historic gardens or landscapes owned by public, nonprofit organizations may be eligible for 50/50 matching grants with a maximum of \$3,000 per grant.	Eligible applicants are local governments, nonprofit organizations and garden clubs and other civic organizations. Site must be located in Georgia, at least 50 years of age, open to the public and proposed activities must be supported by historic documentation. Eligible activities to be considered this year include projects that enhance the experience of tourists as they visit a historic landscape/garden.	1-Aug		http://gardenclub.uga.edu/gardengrant.html
Save America's Treasures Grant		Grants are available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and historical structures and sites. Intellectual and cultural artifacts include artifacts, collections, documents, sculpture, and works of art. Historic structures and sites include historic districts, sites, buildings, structures, and objects.	Grants are awarded to Federal, state, local, and tribal government entities, and nonprofit organizations through a competitive matching-grant program.			
Recreation						
Recreational Trails Program (RTP)	The United States Congress appropriates funding for the Program, and the Federal Highway Administration manages the Program, but it is administered at the state level. In Georgia, administration is handled by staff of the Department of Natural Resources, Division of Parks, Recreation and Historic Sites	The purpose of the RTP is to provide and maintain recreational trails and trail-related facilities identified in, or that further a specific goal of, the Statewide Comprehensive Outdoor Recreation Plan (SCORP).	Grants are awarded to city governments, county governments, federal agencies, authorized commissions, as well as state agencies.	Nov-15		http://gastateparks.org/grants/rtp
Rural						

Battlefield Projects Grants	American Battlefield Protection Program of the National Park Service	These grants provide seed money for projects that lead directly to the identification, preservation and interpretation of battlefield land and/or historic sites associated with battlefields. Grants range from \$5,000 to \$80,000.	Eligible applicants are non-profit groups, academic institutions, other private sector organizations, and local, regional, state, and tribal governments. Project areas must be on U.S. soil and must be classified as either battlefield land or associated sites. Project types include, but are not limited to site identification and documentation projects, planning and consensus building projects, interpretation or education projects.	Online and hand delivery deadline: January 15 USPS deadline: postmarked by January 2	NEH encourages projects that offer multiple formats and make creative user of new technology to deliver humanities content. The average award amount is \$32,300, although the ABPP has awarded grants of up to \$117,000.	http://www.nps.gov/abpp/grants/battlefieldgrants/2015grants.html
Georgia Humanities Council Grant Program	Georgia Humanities Council	Provides financial support for cultural and humanities-based educational programs that strengthen local communities by providing opportunities for learning and discussion among all participants.	Grants are awarded to such nonprofit organizations as museums, libraries, historical societies, community groups, educational institutions and government agencies. This category is most appropriate for single or short-term public programs. Examples include speakers, traveling exhibits, book or film discussions, or interpretive programs at historic sites.	Fall 2015		http://www.georgiahumanities.org/grants
Rural Business Development Grants	USDA	Designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas.	Proposed businesses must have fewer than 50 employees and less than \$1 million in gross revenues. Towns, communities, state agencies, authorities, nonprofit Corporations, institutions of higher education, federally-recognized tribes, and rural cooperatives are eligible to apply.	Currently Open	*Funds must be directed for projects benefitting rural areas or towns outside of the urbanized periphery of any city with a population of 50,000 or more. *Grants range from \$10,000 up to \$500,000, but smaller requests are given higher priority.	http://www.rd.usda.gov/programs-services/rural-business-development-grants
GDOT GATEway Grant Program	GDOT	The mission of the GATEway Grant Program is to provide funding for roadside enhancement and beautification projects along Georgia's roadsides.	Any organization, local government, or state agency may apply for grants up to a maximum of \$50,000 for landscape enhancement of the state right of way that involves the local community, displays the right of way in an attractive fashion and promotes pride in Georgia.	Georgia DOT issues a call for applications and updates this information on the GATEway website.		http://www.dot.ga.gov/IS/Funding/Gateway
National Endowment for the Humanities, Division of Public Programs Grant	The Division of Public Programs at the National Endowment for the Humanities	Funds public projects at museums, libraries, historic sites, and other historical and cultural organizations. The organization offers grants that support historic site interpretation, exhibits, reading or film discussion series, symposia, and digital projects.	Program officers are available to answer questions of eligibility and on the application process.			http://www.neh.gov/divisions/public
Federal Programs for Heritage and Cultural Tourism		A general sampling of federal programs that can help promote and support heritage tourism initiatives is provided. In addition to these and other programs listed, many Federal property-managing agencies (USDA Forest Service, National Park Service, Bureau of Land Management, U.S. Fish and Wildlife Service, U.S. Department of Defense, etc.) have tourism and/or recreation programs that can help support non-Federal heritage tourism initiatives through partnerships and co-promotion arrangements.	Differing eligibility based on the program.	Multiple deadlines for different programs.		http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/FederalPgmsHeritageCulture.pdf
Sony Corporation	Sony Corporation	Sony Corporation offers grants throughout the year focusing on arts education, arts and culture, and volunteerism among other areas.	Eligibility is relatively open and flexible with a few exclusions that can be found on the website.	There is no deadline nor matching requirement for the grant		http://www.sony.com/SCA/social-responsibility/overview.shtml
Institute of Museum and Library Sciences	The Institute of Museum and Library Services	Offers a number of annual grants primarily for museums and libraries as well as the professionals who staff them. Grant money can be used for a variety of items including preservation, workshop/professional development, and studies.				http://www.sony.com/SCA/social-responsibility/overview.shtml
Conservation Innovation Grant	NRCS	Intended to stimulate the development and adoption of innovative conservation approaches and technologies while leveraging Federal investment in environmental enhancement and protection, in conjunction with agricultural production.	CIG funds are awarded to non-Federal governmental or nongovernmental organizations, Tribes, or individuals		There are extensive resources available to view previous projects that were awarded a CIG. The reports from past projects are used by NRCS to choose which technologies and approaches will be integrated into the agency's policies, procedures, and guidelines.	http://www.sony.com/SCA/social-responsibility/overview.shtml
Voluntary Public Access and Habitat Incentive Program	USDA	The program is aimed at providing access to private farm and ranch land for public use, on a voluntary basis by landowners, for activities such as hunting, fishing, mountain biking, horseback riding, hiking and bird watching.	State and tribal governments may submit proposals for VPA-HIP block grants from NRCS.	Open Feb - April 2015		http://www.sony.com/SCA/social-responsibility/overview.shtml

Rural Community Development Initiative Grants	USDA	This program provides funding to help non-profit housing and community development organizations support housing, community facilities, and community and economic development projects in rural areas.	Public bodies, non-profit organizations, and federally recognized tribes are eligible entities that can apply for this grant. Rural areas including cities, villages, townships, towns and federally recognized tribal lands outside the boundaries of a city of 50,000 or more and its immediately adjacent urbanized area are eligible areas.	#####	Minimum grant award is \$50,000, maximum grant award is \$250,000. Matching fund requirement equal to amount of grant.	http://www.sony.com/SCA/social-responsibility/overview.shtml
Agritourism						
Farmers Market Promotion Program (FMPP)	United States Department of Agriculture	Aims to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance to or assisting in the development, improvement, and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities.	All applicants must be domestic entities owned and operated in the U.S. Entities eligible include agricultural businesses, agricultural cooperatives, community supported agriculture networks, CSA associations, economic development corporations, local governments, nonprofit corporations, producer networks, producer associations, public benefit corporations, regional farmers' market authorities or tribal governments.	May-15		http://www.ams.usda.gov/AMSV1.0/FMPP
Visitor Amenities						
Local Maintenance & Improvement Grant (LMIG)	GDOT	Developed in cooperation with ACCG, GMA, and others. Intended to help local governments achieve much-needed improvements to the state's roadway network.	Eligible projects are preliminary engineering, construction supervision & inspection, utility adjustments or replacement, patching, leveling and resurfacing a paved roadway, grading, drainage, base and paving existing or new roads, replacing storm drain pipe or culverts, intersection improvements, turn lanes, bridge repair or replacement, sidewalk adjacent to a public roadway or street, roadway signs, striping, guardrail installation, signal installation or improvement, or aggregate surface course for dirt road maintenance.		*not for beautification and streetscapes, walking trails and tracks or landscaping of any kind	http://www.dot.ga.gov/PS/Local/LMIG
Beautification						
Community on my Mind Program	The Garden Club of Georgia, Inc.	Established to help and encourage local garden clubs and councils to implement civic improvement projects which provide public benefit.	Garden clubs or councils may apply for a \$200 matching grant for qualifying projects.			http://gardenclub.uga.edu/onmymind.html

E. ARCHITECTURAL GUIDELINES + OVERLAY DISTRICTS

Section 1315. Activity Center/Corridor Overlay District Requirements.

Section 1315.1.1 Findings and Purposes.

The Activity Center/Corridor Overlay District is intended to enhance the viability and livability of the area surrounding major activity centers in Gwinnett County as designated by the Board of Commissioners. The purpose of the Overlay District is to achieve and maintain a unified and pleasing aesthetic/visual quality in landscaping, architecture and signage; and to promote alternative modes of transportation within the district through the provision of pedestrian and local public transit.

Section 1315.1.2 Applicability.

The requirements of the Overlay District shall apply to all non-residential and attached residential properties within the geographic areas shown on:

- [1. Mall of Georgia Overlay District Map](#)
- [2. Civic Center Overlay District Map](#)
- [3. U.S. Highway 78 Corridor Overlay District Map](#)
- [4. Grayson/Highway 20 Corridor Overlay District Map](#)
- [5. Centerville/Highway 124 Corridor Overlay District Map](#)
- [6. Highway 124/324/Hamilton Mill Road Overlay District Map](#)

Whenever the requirements of the Overlay District impose a more or less restrictive standard than the provisions of any other statute or covenant, the requirements of the Overlay District shall govern.

Within the U.S. Highway 78 Corridor Overlay District, these standards shall apply to all new construction and shall apply to the applicable and affected portions of a redeveloped site or refurbished building as determined by the Director of Planning and Development.

Section 1315.2 Design Requirements.

1. Transportation/Infrastructure
 - 1.A. Provide interparcel vehicle access points between all contiguous commercial, office, industrial or attached residential tracts. This requirement may be waived by the Director only if it is demonstrated that an interparcel connection is not feasible due to traffic safety or topographic concerns.
 - 1.B. All new utility lines shall be located underground.
 - 1.C. Sidewalks shall be required adjacent to all public rights-of-way and into and throughout attached residential developments. The location of sidewalks shall be reviewed and approved by the Gwinnett or Georgia Department of Transportation. It is encouraged that a minimum three-foot wide sidewalk connection be provided from public rights-of-way to the entrance(s) of buildings.
 - 1.D. Sidewalks shall be constructed with an additional 2-foot by 8-foot pad approximately every 300 linear feet to accommodate future pedestrian amenities such as benches, planters, and trash containers. All such required amenities shall be decorative, commercial-quality fixtures.

Sidewalk design and placement of any of these amenities shall be reviewed and approved by the Gwinnett or Georgia Department of Transportation.

- 1.E. Provide streetlights along all public rights-of-way utilizing decorative light poles/fixtures. Light source shall be high-pressure sodium. Streets lights shall be staggered, 150 feet on-center, along both sides of the roadway. All street lighting shall be subject to review and approval of the Gwinnett County Department of Transportation. Where applicable, streetlights shall be placed adjacent to required pedestrian amenity sidewalk pads.

Light Fixtures which are utilized shall be as follows:

Overlay District/ Corridor	Fixture Head	Pole Type (Streetlight)	Max. Pole Height
Mall of Georgia	Cobra Head	Fluted (Green)	40 ft.
Civic Center	Cobra Head	Fluted (Black)	40 ft.
U.S. Highway 78	Cobra Head	Fluted (Black)	40 ft.
Grayson/Hwy 20	Cobra Head	Smooth (Black)	40 ft.
Centerville/Hwy 124	Cobra Head	Fluted (Black)	40 ft.
124/324/Hamilton Mill	Cobra Head	Fluted (Black)	40 ft.

- 1.F. Provide lighting throughout all parking areas utilizing decorative light poles/fixtures. Light source shall be metal halide, not exceeding an average of 4.5 foot-candles of light output throughout the parking area. Other than pedestrian light fixtures which will be less than 14 feet tall, light fixtures shall be hooded. All lighting will be metal halide. Lighting shall be directed to avoid intrusion on adjacent properties and away from adjacent thoroughfares.

Light Fixtures which are utilized shall be as follows:

Overlay District/ Corridor	Fixture Head	Pole Type (Parking lot)	Pole Type (Pedestrian)
Mall of Georgia	Box Head	Fluted Green (50' max.)	Fluted Green
Civic Center	Box Head	Smooth Black (50' max.)	Fluted Black
U.S. Highway 78	Box Head	Smooth Black (50' max.)	Fluted Black
Grayson/Hwy 20	Box Head	Smooth Black (35' max.)	Smooth Black
Centerville/Hwy 124	Box Head	Fluted Black (35" max.)	Fluted Black
124/324/Hamilton Mill	Box Head	Fluted Black (35' max.)	Fluted Black

- 1.G. Within the Mall of Georgia Overlay District, subject to Corps of Engineers approval, all properties or assemblages of parcels abutting the Mall of Georgia nature preserve or Ivy Creek floodplain shall provide at least one direct access point to this amenity. Access points shall be a minimum of four feet in width and constructed of a pervious material.

2. Landscaping Requirements

- 2.A. Provide, at a minimum, 20 Tree Density Units per acre for all non-residential development. Type and size of plantings shall be in compliance with Gwinnett County's Buffer, Landscape and Tree Ordinance. At least 50% of plantings shall consist of trees 3-inches in caliper (dbh) or greater.
- 2.B. Provide landscaped islands throughout all surface parking areas as required by the Gwinnett County Buffer, Landscape and Tree Ordinance.
- 2.C. Provide a minimum ten-foot wide landscaped strip between all road rights-of-way and the back-of-curb of abutting off-street paved parking lots. Landscaped strips between road rights-of-way and the edge of abutting off-street grassed parking areas shall be five-feet in width. At a minimum, landscaped strips shall be planted in accordance with the Gwinnett County Buffer, Landscape and Tree Ordinance.
- 2.D. Provide non-ornamental shade trees spaced 50-feet on-center or grouped at 120-feet on-center along the right of way the following roads:
- (1) Mall of Georgia Overlay:
- a. Buford Drive
 - b. Woodward Crossing Boulevard
 - c. Mall of Georgia Boulevard
- (2) Civic Center Overlay:
- a. Sugarloaf Parkway
 - b. Satellite Boulevard
 - c. Duluth Highway
 - d. Old Peachtree Road
 - e. Meadow Church Road
 - f. North Brown Road
- (3) U.S. Highway 78 Corridor Overlay:
- a. Stone Mountain Highway
- (4) Grayson/Highway 20 Overlay:
- a. Grayson Highway
 - b. Loganville Highway
 - c. Sugarloaf Parkway
 - d. Webb Gin House Road
 - e. Hillside Drive
 - f. Cooper/Ozora Road
 - g. Oak Grove Road
 - h. Hope Hollow Road
 - i. Hoke O'Kelly Mill Road
 - j. Brand Road

(5) Centerville/Highway 124 Overlay:

- a. Scenic Highway
- b. Centerville Highway
- c. Highpoint Road
- d. Everson/Springdale Road
- e. Bethany Church/Zoar Road
- f. Zoar Church Road
- g. Annistown/Centerville-Rosebud Road
- h. Campbell Road
- i. Lee Road
- j. Anderson-Livsey Lane

(6) Highway 124/324/Hamilton Mill Overlay

- a. Braselton Highway
- b. Gravel Springs Road
- c. Auburn Road
- d. Hamilton Mill Road

All street trees shall be a minimum 4-inch caliper (dbh) at the time of planting. Street trees shall be planted six-feet from back-of-curb subject to review and approval of the Georgia or Gwinnett Department of Transportation.

Street trees shall be of one or a combination of the following species:

1. Willow Oak
2. Overcup Oak
3. Nuttall Oak
4. Pin Oak
5. Shumard Oak
6. Lacebark Elm
7. Japanese Zelkova

2.E. Dumpsters which may be seen from adjacent properties or public parking lots shall be screened from view on all four sides. Screening shall consist of three solid walls of brick, stucco or split-face block construction, at least six feet in height, with 100 percent solid metal or wooden gates. Dumpsters shall be placed in the rear yard and may be located 0-feet from the property line if the adjoining property is zoned non-residential and 0-feet from all applicable buffers if the adjoining property is zoned residential.

2.F. Natural vegetation shall remain on the property until issuance of a development permit.

3. Parking/Yard, Height & Setback

3.A. For retail developments exceeding 125,000 square feet of gross floor area, at least 10% of all required parking spaces shall be provided in parking areas of porous paving or grass paving systems, such as "Grasscrete" or "Grasspave," not to exceed 1,000 parking spaces or as approved by the Director of Planning and Development.

3.B. Up to 25% of the required parking spaces for any development may be reduced in total area, width or depth for designated small vehicle parking. Each small vehicle parking space shall not be less than eight feet in width and 17 feet in depth.

- 3.C. Freestanding buildings or shopping center developments containing 7,500 gross square feet of space or less shall provide no more than 20% of parking areas in the front of building(s) and be limited to no more than one double row of parking. No more than 20% of off-street parking areas may be located to the sides of building(s), with the balance of parking located to the rear the building(s).
- 3.D. For developments exceeding 7,500 square feet, building placement is encouraged to be close to, and oriented toward, the public right-of-way with the majority of parking to the sides and rear where possible.
- 3.E. Decorative, commercial-quality, bicycle racks, benches and trash receptacles shall be required for all retail and office developments.

4. Signage; Temporary Uses; Peddling

- 4.A. Except as contained herein, sizes and amount of signage shall not exceed the requirements of the Sign Ordinance.
- 4.B. Oversized Signs or Billboards shall not be permitted.
- 4.C. Ground signs shall be limited to monument-type signs. Base and sign structure shall be constructed of materials such as brick, stone, stucco, wood or metal consistent with the architecture and exterior treatment of the building.
- 4.D. Canopy and awning sign(s) shall be limited to 15 square feet per road frontage. If lighted, lettering shall be individually formed and lighted. No spreader bar signage shall be allowed except as required by the State Fire Marshall.
- 4.E. Blinking, exposed neon, portable, inflatable and temporary signage shall be prohibited.
- 4.F. Peddlers shall be prohibited.

5. Architectural Design

- 5.A. Architectural design of all non-residential buildings should comply with the following performance guidelines:
 - (1) Building facades shall be of architectural treatments of glass and/or brick, stone or stucco. Tilt-up or pre-cast concrete or alternate material may be used for industrial, multi-story office (3-stories or greater) or hotel development subject to review and approval of the Director of Planning and Development.
 - (2) Contrasting accent colors of any wall, awning or other feature (other than dark green or brick red) shall be limited to no more than 15% of the total area for any single facade.
 - (3) Metal sided or portable buildings shall be prohibited.
 - (4) Buildings shall incorporate live plant material growing immediately in front of or on the building.
 - (5) Buildings of less than 5,000 square feet of gross floor area shall be designed with pitched roofs, minimum pitch of 4 in 12.

- (6) Roofing materials for pitched or mansard roofs shall be limited to the following:
 - * Metal standing seam of red, green or silver in color.
 - * Tile, slate or stone.
 - * Wood shake.
 - * Shingles with a slate, tile or metal appearance.
- (7) All mechanical, HVAC and like systems shall be screened from street level view (within 300 feet) on all sides by an opaque wall or fence of brick, stucco, split-faced block or wood.
- (8) Any accessories provided such as railings, benches, trash receptacles and/or bicycle racks shall complement the building design and style.

5.B. Architectural design of all commercial/retail buildings should comply with the following additional performance guidelines:

- (1) To lend the appearance of multi-tenant occupancy, facades of multi-tenant buildings shall be varied in depth or parapet height.
- (2) Within planned shopping centers, distinct architectural entry identity for individual tenants' entrances shall be provided for suites exceeding 10,000 square feet of leasable area.
- (3) Walls visible from roadways or parking areas shall incorporate changes in building material/color or varying edifice detail such as trellises, false windows or recessed panels reminiscent of window, door or colonnade openings, landscaping or storefront every 150 linear feet.
- (4) Roof parapets shall be articulated to provide visual diversity. Parapets shall include articulations or architectural features at least every 100 linear feet. The minimum height of articulations or features shall be one foot, and may be provided in height offset or facade projections such as porticoes or towers.
- (5) Building design shall include minimum one foot deep cornices, extending along the entire front of buildings and the sides of buildings at least ten feet.
- (6) Building design shall include a minimum one foot high contrasting base, extending along the entire front of buildings and the sides of buildings at least ten feet.

5.C. Architectural design of all attached residential buildings shall comply with the following performance guidelines:

- (1) Architectural treatments of each building elevation shall be a minimum 50% brick, stone or stucco. The balance of each building elevation may be wood, wood shake or fiber cement-type siding.

Building plans shall be subject to review and approval of the Director of Planning and Development, or his/her designee, prior to the issuance of a Building Permit. Designs which are inconsistent with these performance guidelines may be denied. Alternate designs which have been denied by the Director, may be submitted for review and approval of the Planning Commission.