

# *Community Charrette Report*

---

## **Woodbury Park E-commerce & Distribution Center**

07.27.17

Prepared by  
MJD Management Group



## **acknowledgements**

---

Fulton County Government

Fulton County Commissioner District 5 (Marvin Arrington Jr.)

Special Assistant to Fulton County Commissioner District 6 Emma Darnell (Joe Reed)

Sandtown Community Association

Sandtown Community Association Steering Committee

Sandtown Community Association members

South Fulton Community

Dentons

Walton

Bleakly Advisory Group

## **A Special Thanks to**

Dr. Aaron L Parker, Pastor, Zion Hill Baptist Church and his staff for the opening up their church to host Community Charrette.

Sandtown Webmaster for posting all of the materials related to the Community Charrette on the Sandtown website and posting the materials on social media channels throughout South Fulton.



## table of contents

---

1. introduction	6
2. charrette process	25
3. the context	30
4. community benefits agreement	39
5. next steps	43

## **preface**

This report intends to provide information and education while defining both a charrette and a community benefits agreement. The objective is to give context to the project relative to the following: the Sandtown Community, the Sandtown Overlay District, the Fulton Industrial Boulevard District, e-Commerce Industry trends national and local, Woodbury Park e-commerce & Distribution Center economic impact analysis, and the HB 935 Freeport Exemption. Therefore, the reader is encouraged to read the entire document for a holistic understanding.

A complete record of all content for the Community Charrette event including presentations, videos, reports, and handouts in on the Sandtown Community Association website <http://www.sandtown.org/>.



Fulton County Commissioner  
Marvin S. Arrington, Jr. District 5



Fulton County Commissioner  
Emma I. Darnell, District 6

*You're Invited*  
TO A  
**COMMUNITY CHARRETTE**  
FOR THE  
**WOODBURY PARK**  
E-COMMERCE & DISTRIBUTION CENTER  
PROJECT

**THURSDAY, JULY 27, 2017 6PM-9PM**  
**ZION HILL BAPTIST CHURCH**  
6175 CAMPBELLTON RD. SW ATLANTA, GA 30331  
RESERVE YOUR SEAT. SPACE IS LIMITED.  
<https://2017woodburyparkcharrette.eventbrite.com/>



**Questions?** Contact Michael Davis 404.307.8414 or [michael@mjdmanagementgroup.com](mailto:michael@mjdmanagementgroup.com)







# 1 introduction

## INTRODUCTION

On July 27, 2017, a Community Charrette was conducted on the Woodbury Park E-Commerce and Distribution Center. The event purpose was to present, discuss, and understand the updated project information and for the community stakeholders to engage in exercises that define and detail the desired community benefits inputs. Subsequently, the community benefit inputs will be a part of a Community Benefits Agreement negotiation for the project between the property owner and community stakeholders.

## PROJECT HISTORY

In 1970, 277 acres along Fulton Industrial Boulevard located in District 14, Land lots 132, 137, 149, 150 and Land Lot 66 of District 9C were rezoned from SUB A (Residential) to M-1 (Industrial) pursuant to Z770-047 SFC.

In 1998, along the east side of Fulton Industrial Boulevard (SR 70), north of Campbellton Road, 102.43 acres were rezoned from M-1 Light Industrial) to M-1A (Industrial Park) for a 2,139,780-square foot Industrial Park pursuant to 98Z-002 SFC.

In 2006, a 456, 926-acre site known as Riverside Park with frontages along Fulton Industrial Boulevard (SR70), Riverside Drive, and Campbellton Road was rezoned from M-1A (Industrial Park), pursuant to Z70-047 SFC and 98Z-002 SFC (listed above), and SUB A (Residential) to Mix (Mixed Use) pursuant to 2006Z-0065 SFC. Riverside Park was approved for 62,444 square feet of retail, 113,114 square feet of office, 350 apartments, 450 townhouses, 150 active adult housing units, and 880 single family detached residential units pursuant to 2006Z-0065 SFC.

In 2012, 312.7 acres of the original 456.93-acre Riverside Park was rezoned from MIX (Mixed Use) to MIX (Mix Used) by Walton Georgia, LLC and was known as Woodbury Park. The site was approved for 30,000 square feet of retail, 8,000 square feet of office, 140 townhouses, and 780 single family lots.





Currently, the applicant, Walton GA Woodbury Park, LP and Walton Georgia, LLC (property owner) seeks to rezone the 312.7-acre property with 5 rezoning petitions as follows:

- (Subject Site) 2016Z – 0018 SFC 2016VC-0029 SFC Riverside Drive – MIX to M-2 Warehouse Distribution Center – 734,000 square feet
- (West and South of Subject site) 2016Z-0017 SFC, SFC, 2016VC-0028 SFC, Fulton Industrial Boulevard (SR-70) – MIX to M-2, Warehouse Distribution Center – 1,472,000 square feet
- (Further west of the subject site) 2016Z -0014 SFC, 2016VC-0025 SFC, Fulton Industrial Boulevard (SR70) – MIX to C-1, retail, convenience store with gas pumps – 16,600 square feet
- (Further west of subject site) 2016Z-0015 SFC, 2016VC-0026 SFC, Kendall Park Lane – MIX to O-I, Office Complex – 152,000 square feet)
- (Southeast of subject site) 2016Z-0016-SFC, 2016VC-0027 SFC Campbellton Road (SR166) – MIX to MIX, Retail/office with a fuel center – 169,231 square feet; Townhouses 126 units

As of the date of the Community Charrette, the requested zonings for the Woodbury Park project are the following:

- **MIX Conditional (SE Corner)** 46 acres - Multi-family, Retail and Office.
- **126 townhouses on 17.37 acres**
- **26.65 acres 113,531 sq. ft. grocery store / six outparcels 21,000 sq. ft. for office uses**
- **Office / Institutional (SW Corner)** 32.87 acres for thirty buildings
- **C-1 Entry Plaza on FIB** 8.78-acre service station and a drug at the site of the entry to the larger of the M-2 parcels
- **M-2 South on FIB** 164.5 acres four buildings directly behind the C-1 entry parcel 238,000 sq. ft., 295,000 sq. ft. and 308,000 sq. ft. 630,000 sq. ft.
- **M-2 North on Riverside Drive** 60.58 acres Building 1N is shown at 431,600 sq. ft. and Building 2N is shown at 302,400.

The project is comprised of e-commerce fulfillment centers, townhouses, multi-family, retail, service station, office, and a community park.

#### **CURRENT ZONING STATUS**

- APPROVED – C-1 Entry Plaza; O/I on Fulton Industrial Boulevard | PENDING - MIX Zoning; M-2 South; M-2 North

#### **WALTON'S PROPOSED CHANGES FOR CBA INPUTS**

- Remove the M-2 North use adjacent to Riverside Drive  
*Eliminates Riverside Drive vehicle access, replaced the Industrial use with Office Park and eliminates a 302,400-sq. building*
- Move the Industrial Uses to O/I zoned site fronting on FIB  
*Three Smaller Buildings; Net Loss of 50,000 Sq. Ft.; Smaller Buildings are anticipated to be less attractive in the market*
- Potential 2.5-acre land donation or dedication (contingent upon acceptance by the City of South Fulton)

[illegible]



## WALTON'S PROPOSED LAND USE CHANGES

### **Remove the M-2 North use adjacent to Riverside Drive.**

- Eliminates the Riverside Drive access

- Replaces the Industrial use with Office Park

- Eliminates 302,400 sq. ft. building

### **Move the Industrial Uses to O/I zoned site fronting on FIB**

- Three Smaller Buildings

- Net Loss of 50,000 Sq. Ft.

- Smaller Buildings are anticipated to be less attractive in the market

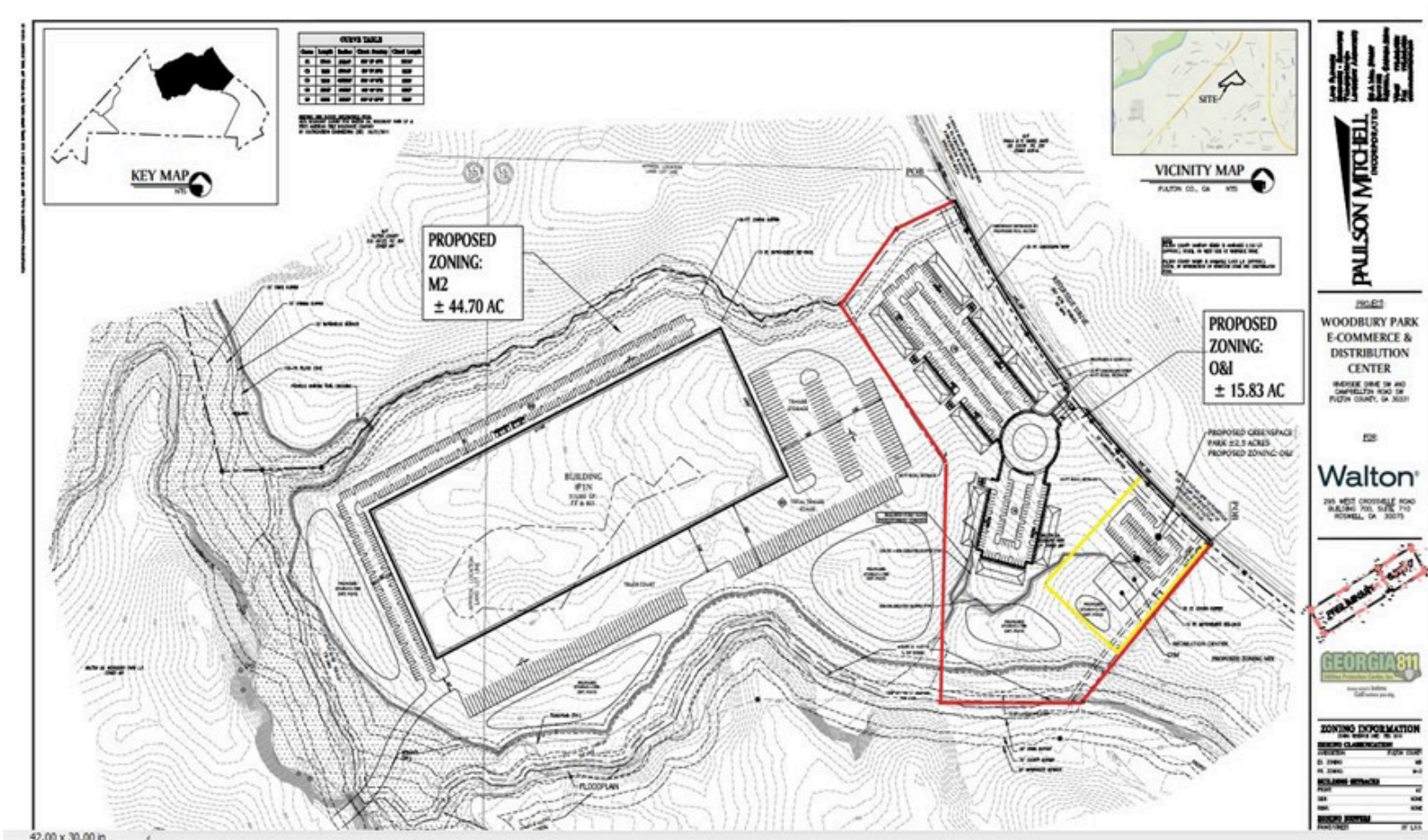
### **Potential 2.5-acre land donation or dedication**

Prior to the CBA discussions, Walton, the property owner, spent \$200k for the traffic signal at the intersection at Union Road and Campbellton Road

The following photos provide three different architecture styles for e-commerce fulfillment centers.

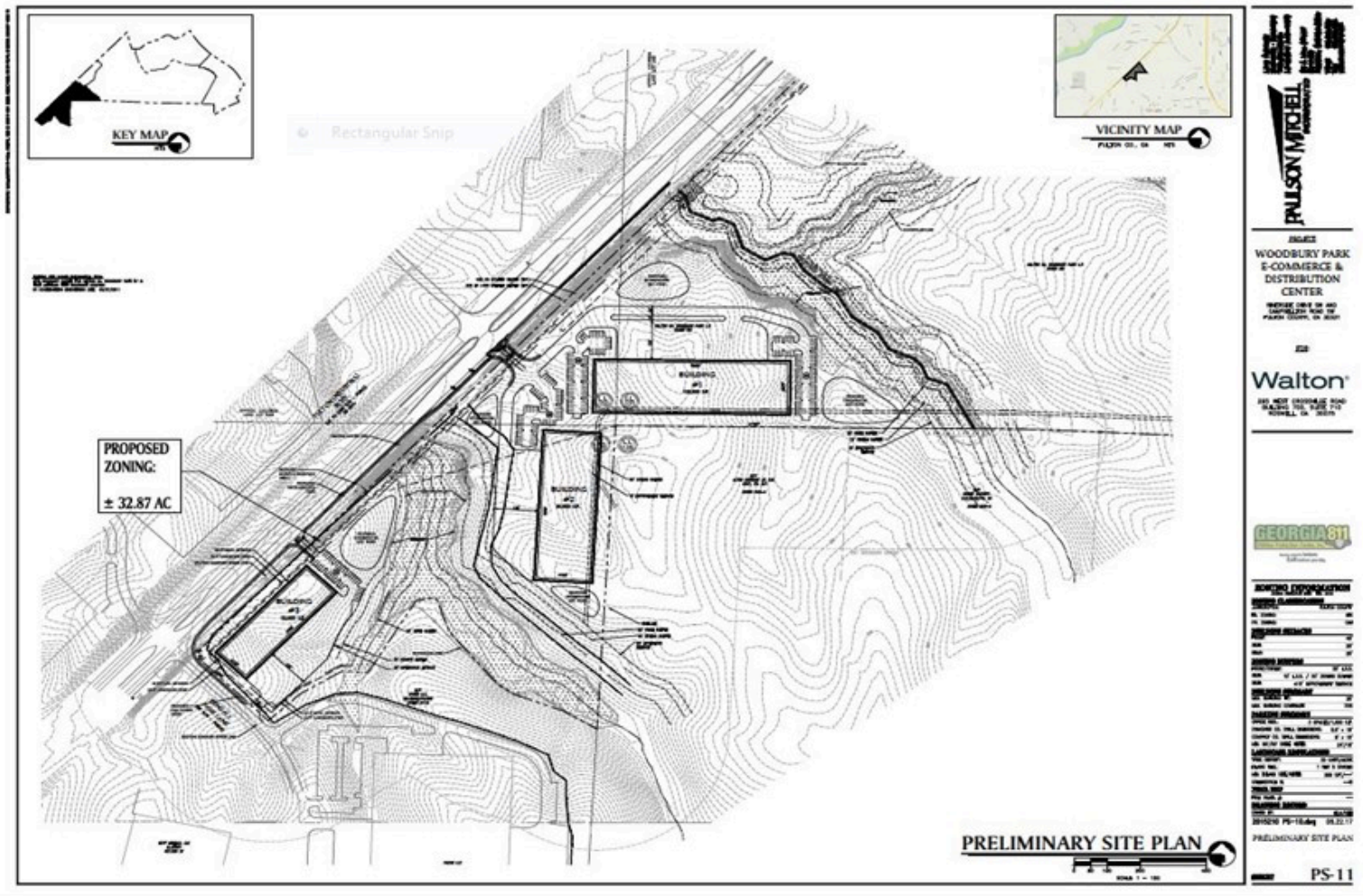


# O/I Buildings Moved to Riverside Drive





## Three M-2 Buildings on FIB replacing Building 2 N



## **EMBEDED ZONING PROTECTIONS**

The zonings for the property area have embedded projections that include the following:

- Undisturbed Buffers
- Noise Limitations
- Light Spillage
- Storm water Retention or Detention

## **M2 BUFFERS FOR FULTON INDUSTRIAL BOUVELARD**

25-foot landscape strip along Fulton Industrial Boulevard (SR 70) (Article 12F.4, Section A.3)

50-foot undisturbed buffer and 10-foot improvement setback adjacent to residentially zoned SUB-A (Residential), CUP (Community Unit Plan), and MIX (Mixed Use) (side yards) (Article 4.23.1)

100-foot undisturbed buffer and 10-foot improvement setback adjacent to residentially zoned SUB-A (Residential), CUP (Community Unit Plan), and MIX (Mixed Use) (rear yard) (Article 4.23.1)

15-foot landscape strip along the north and west property line adjacent to O-I (Office-Institutional) and C-1 (Community Business District) zoning (Article 12F.4, Section A.4)

## **MIX LANDSCAPE BUFFERS TYPICAL**

25-foot landscape strip along Riverside Drive and Campbellton Road (SR 166) for non -residential use (Article 12F.4, Section A.3)

25-foot undisturbed buffer and 10-foot improvement setback or min. 6 ft. high berm planted to landscape strip standards with a maximum slope of 3 to 1 or a combination along Riverside Drive for residential use (townhouses) (Article 12F.4, Section A.2)

25-foot undisturbed buffer and 10-foot improvement setback where townhouses are adjacent to single family residences (side yards) (Article 4.23.1)

100-foot undisturbed buffer and 10-foot improvement setback where the grocery store is adjacent to MIX (Mixed Use) and CUP (Community Unit Plan) approved for residential use (Article 4.4.3.E.1.b)

15-foot landscape strip adjacent to MIX (Mixed Use) approved for non-residential use (Article 12F.4, Section A.4)

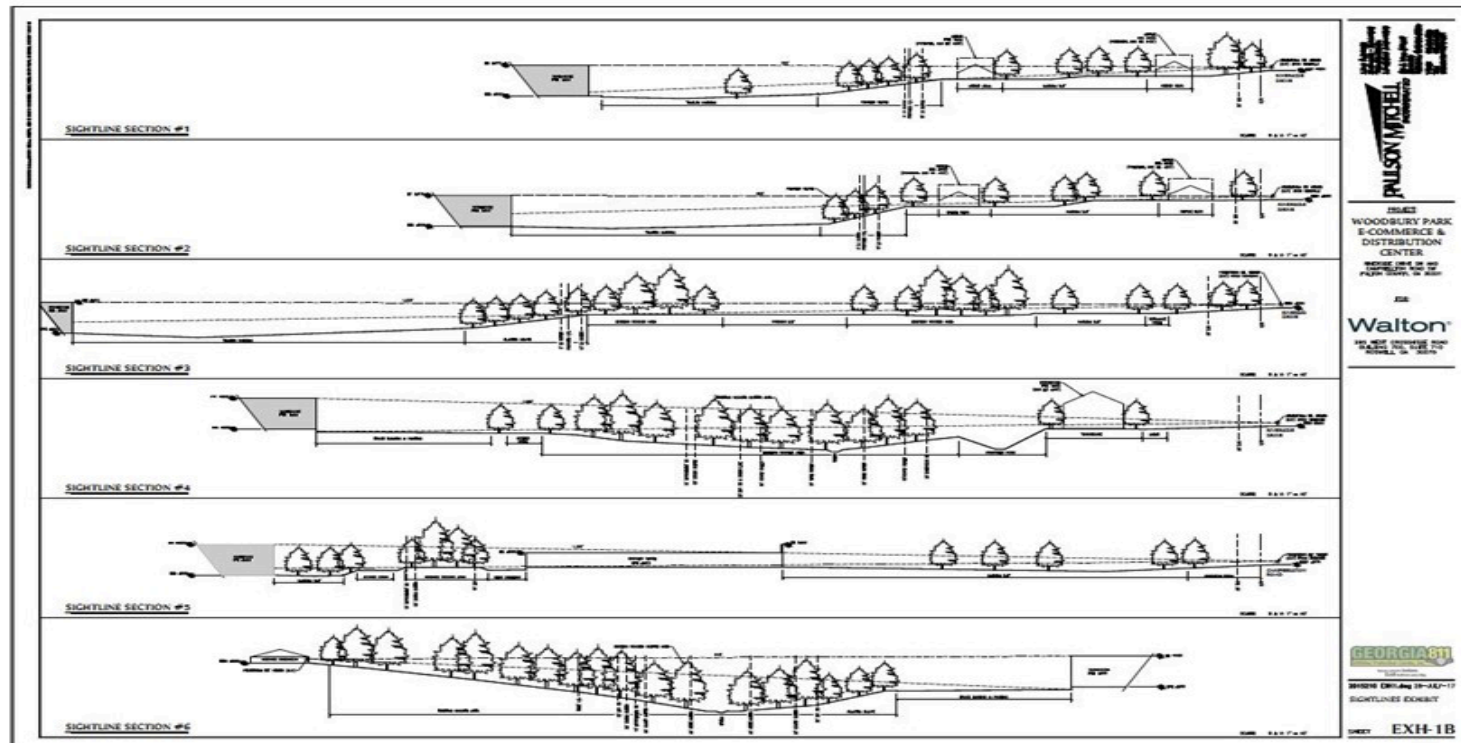
5-foot landscape strips are required on either side of the common property lines of the outparcels (Article 4.23.1)



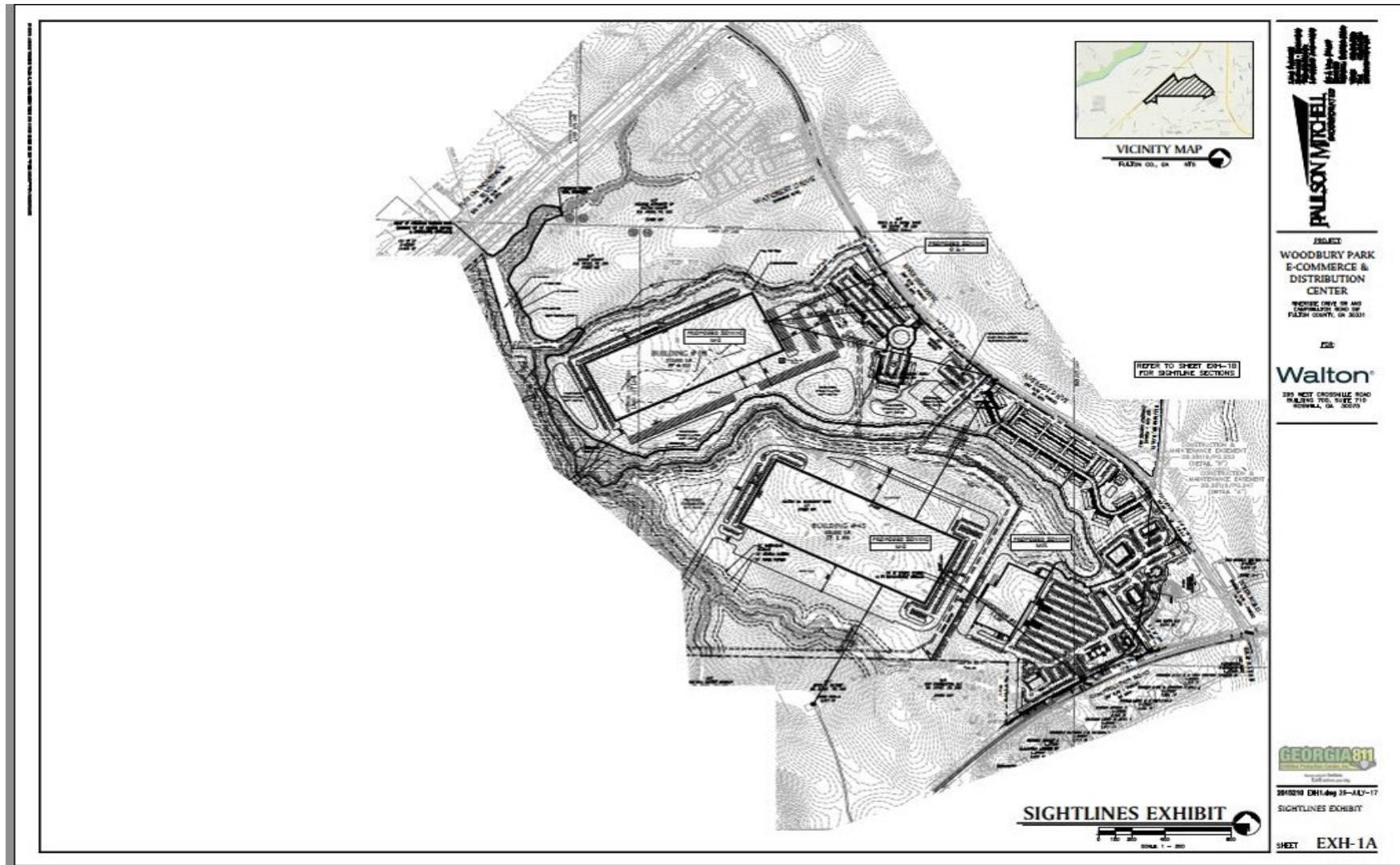
## BUILDING SIGHTLINES

The Sandtown Overlay District contains restrictions for building height of 35' and the e-Commerce warehouse are 50 feet in height (12F.4. E. Building Design, Materials and Architectural Treatments Non-residential buildings are limited to 35 feet in height. Residential buildings and mixed-use buildings that contain a residential component are limited to 3 stories. (Added November 5, 2008) ". The illustrates despite the additional 15 feet that the sight lines because of construction and the buffer will prevent the building visibility from the road.

## Sightlines - What can be seen of a 50' Building



The following illustration shows where the sightlines were measured.





## ENVIRONMENTAL IMPACT REPORT

The complete five-page Environmental Impact Report conducted by Southeastern Engineering has been included in the text of this document and follows.

The main point of the report is there are not any adverse environmental impacts as a result of the Woodbury Park project.



2470 Sandy Plains Rd  
Marietta, GA 30066  
Phone (770) 321-3936  
Fax (770) 321-3935  
info@seengineering.com

---

**Environmental Impact Report (EIR)  
For  
Woodbury Park  
Land Lots 118, 119, 130, 131, 137, 149, and 150 of District 14FF  
Fulton County, Georgia**

**May 2016**

Southeastern Engineering, Inc. (SEI) was contracted to perform an Environmental Site Analysis at the site located at 5720 Riverside Dr., Atlanta, GA in south Fulton County. This property is hereafter referred to as the Project Site. The purpose of this analysis is to identify the environmental conditions on site, describe the proposed project and how it conforms to the Comprehensive Land Use Plan. An ecological field survey was conducted on April 11, 2016 by Stephen Broadhead of SEI. Weather conditions on the day of the field survey were clear and cool. A total of 1.75" of rainfall occurred in the area during the two weeks prior to the field visit, including a recent major rain event of 1.23" of rainfall on April 1, 2016. Historical rain data for the site is attached to this report. The Project Site is located in Land Lots 118, 119, 130, 131, 137, 149, and 150 of District 14FF in south Fulton County, just west of Fairburn, and is approximately ±330 acres. The center coordinates of the site are latitude 33.700520 and longitude -84.584438. The site is located within the Middle Chattahoochee-Lake Harding Watershed (HUC Code 03130002). A residential subdivision exists to the south of the site, commercial property exists to the east and southwest, and Fulton Industrial Boulevard to the north and northwest of the site. The current zoning for the property is Mixed Use (MIX).

### **1.0 Environmentally Adverse Uses**

The proposed use of the property would not include any of the "Environmentally Adverse Uses" as defined in Article 4.18.

### **2.0 Impacts on Noise Levels of the Surrounding Area**

Considering the location of the Project Site, and the current development around the property (which includes heavy industrial [M-2]), it is likely that the proposed project will have no negative noise impacts to the surrounding community.

### **3.0 Impacts on Air Quality of the Surrounding Area**

Proposed uses on the project site would not be facilities of air quality concern. A traffic study of the development's impacts is being conducted and increases in congestion would be considered for mitigative improvements.

#### 4.4 Steams and Stream Buffers

The Erosion and Sediment Control Act of 1975, as amended, O.C.G.A. 12-7-6(b)(15) established a state-wide comprehensive soil erosion and sedimentation control program to conserve and protect the land, water, air, and other resources of the State of Georgia. This Act establishes the buffer widths to be maintained on all features considered Waters of the State and who have a point of wrested vegetation for protection of those waterways. State Waters are defined as “any and all rivers, streams, creeks, branches, lakes, reservoirs, ponds, drainage systems, springs, wells, and other bodies of surface or subsurface water, natural or artificial, lying within or forming a part of the boundaries of the state which are not entirely confined and retained completely upon the property of a single individual, partnership, or corporation”. For all State Waters, a minimum 25-foot buffer is required for all warm water streams and a minimum 50-foot buffer is required for all designated trout streams. Established Local Issuing Authorities (LIAs) can extend these buffer limits within their jurisdiction. In south Fulton County, streams shall require a minimum 75-foot undisturbed buffer from the top of bank, with an additional 25-foot setback adjacent to the undisturbed buffer. A Buffer Variance (BV) is required prior to conducting land disturbing activities within the State-mandated buffers. The site was examined for evidence of State Waters in accordance with the Georgia Department of Natural Resources (GADNR) Environmental Protection Division (EPD) “*Field Guide for Determining the Presence of State Waters that Require a Buffer*”. This guidance lists and describes the characteristics of features that should be considered State Waters. In addition to the EPD method, the North Carolina Methodology for Identification of Intermittent and Perennial Streams was also implemented.

After reviewing topographic data, and completing a subsequent field survey, six streams requiring a buffer were delineated on the property. All Waters were surveyed with a mapping grade (sub meter) GPS system. Please note this method of surveying is not considered survey grade. This method of surveying is approved by the USACE and does not require a certified stamp from a Registered Land Surveyor (RLS). Identified jurisdictional resources have been included on site plans. Prior to project construction, any non-exempt buffer encroachments will be included in a BV request to EPD.

#### 5.0 Impact on Vegetation, Fish, and Wildlife Species and Habitats

##### 5.1 Vegetation

The ecological field survey revealed that the subject property was a mature forested land indicative of the lower Piedmont region. The property had well-established, and moderately diverse, upper canopy, sapling/shrub, and herbaceous layers. The upper canopy consisted of loblolly pine (*Pinus taeda*), white oak (*Quercus alba*), tulip poplar (*Liriodendron tulipifera*), red maple (*Acer rubra*), river birch (*Betula nigra*), sweetgum (*Liquidambar styraciflua*), and southern red oak (*Q. falcata*). The sapling/shrub layer consisted primarily of black cherry (*Prunus serotina*), flowering dogwood (*Cornus florida*), mockernut hickory (*Carya tomentosa*), sourwood (*Oxydendrum arboreum*), and Chinese privet (*Ligustrum sinense*). The herbaceous layer comprised of Christmas fern (*Polystichum acrostichoides*), netted chain fern (*Woodwardia areolata*), ebony spleenwort (*Asplenium platyneuron*), muscadine (*Vitis rotundifolia*), common greenbrier (*Smilax rotundifolia*), and Nepal grass (*Microstegium viminea*).



## 5.2 Fish and Wildlife Species and Habitats

According to the U.S. Fish & Wildlife Service (USFWS) Information for Planning and Conservation (IPaC) database, there are five federally protected species known to exist within Fulton County, Georgia. The Gulf moccasinshell (*Medionidus penicillatus*), oval pigtoe (*Pleurobema pyriforme*), shinyrayed pocketbook (*Lampsilis subangulata*), and Michaux's sumac (*Rhus michauxii*) are all listed as endangered; the purple bankclimber (*Elliptoideus sloatianus*) is currently listed as threatened. According to the IPaC there is no known critical habitat at the Project Site. Below is a description of each species' ideal habitat and a likely effect determination.

- Gulf moccasinshell (*Medionidus penicillatus*) – This species typically occupies small streams to large rivers with moderate flow and sandy substrates. Habitat for this species does not exist on the property therefore the proposed project is likely to have no effect to this species.
- Oval pigtoe (*Pleurobema pyriforme*) – This species typically occupies small streams to large rivers with moderate flow and sandy substrates. Habitat for this species does not exist on the property therefore the proposed project is likely to have no effect to this species.
- Shinyrayed pocketbook (*Lampsilis subangulata*) – This species typically occupies medium sized streams to large rivers in sandy to muddy substrates with slight to moderate current. Habitat for this species does not exist on the property therefore the proposed project is likely to have no effect on this species.
- Michaux's sumac (*Rhus michauxii*) – This species prefers dry, open, rocky, or sandy woodlands over mafic bedrock with high levels of calcium, magnesium, or iron, often on ridges and river bluffs. Habitat for this species does not exist on the property therefore the project is likely to have no effect on this species.
- Purple bankclimber (*Elliptoideus sloatianus*) – This species typically occupies small to large rivers with moderate current and sandy to silty substrates. Habitat for this species does not exist on the property therefore the proposed project is likely to have no effect on this species.

## 6.0 Impacts of Thermal and Explosive Hazards on the Surrounding Area


No thermal or explosive hazards are anticipated with the proposed land use.


## 7.0 Impacts of Hazardous Wastes on the Surrounding Area

The production or storage of hazardous waste is not anticipated.

## 8.0 Minimization of Negative Impacts on Environmentally Stressed Communities

Current land uses around the site are a mixture of residential light and heavy industrial. The proposed rezoning would be similar to surrounding land uses and would not negatively affect any environmentally stressed communities.

Prepared by:   
Stephen Broadhead, ISA Certified Arborist  
Environmental Scientist

Approved by:   
Jennie Agerton, PWS  
Environmental Services Manager



**GRTA NOTICE OF  
DECISION DRI 2654  
WOODBURY PARK E-  
COMMERCE &  
DISTRIBUTION CENTER**

The Georgia Regional Transportation Authority (GRTA) notice of decision is for the site development plan dated January 10, 2017 entitled "Woodbury Park E-commerce & Distribution Center" is subject to the conditions set forth in Attachment A and Attachment B, GRTA will approve the expenditure of state and/or federal funds for providing the Land Transportation Services and Access improvements listed in Section 2 of Attachment C. The need for said approval shall terminate and be of no further force and effect after ten (10) years from the date of this Notice of Decision, unless the local government has issued a permit for the construction of any part of the proposed DRI Plan of Development prior to the end of the ten-year period.



**NOTICE OF DECISION**

**To:** Doug Hooker, ARC  
**(via electronic mail)** Sonny Deriso, GRTA  
Dick Anderson, GRTA

Al Nash, GRTA  
Bob Voyles, GRTA

**To:** Chairman John Eaves, Fulton County  
**(via electronic mail and certified mail)** Frederick Shmurak, Walton Georgia LLC

**From:** Christopher Tomlinson, GRTA Executive Director

**Copy:** Annie Gillespie, SRTA  
**(via electronic mail)** GRTA DRI Email (dri@grta.org)  
Jon West, DCA  
Andrew Smith, ARC  
Marquitrice Mangham, ARC  
Paul DeNard, GDOT District 7  
Greg Floyd, MARTA

Morgan Ellington, Fulton County  
Lem Ward, Dentons  
Steven Foy, Southeastern Engineering, Inc.  
Phillip Takacs, Paulson Mitchell, Inc.

**Date:** April 6, 2017

**Re:** DRI 2654 Woodbury Park E-Commerce & Distribution Center

**Notice of Decision for  
Request for Non-Expedited Review of  
DRI 2654 Woodbury Park E-Commerce & Distribution Center**

The purpose of this notice is to inform Walton Georgia LLC (the Applicant), Fulton County (the local government), the GRTA Land Development Committee, the Georgia Department of Community Affairs (DCA), the Georgia Department of Transportation (GDOT), and the Atlanta Regional Commission (ARC) of GRTA's decision regarding DRI 2649 Palmetto Industrial (the DRI Plan of Development). GRTA has completed a non-expedited review for the DRI Plan of Development pursuant to sections 3-101 and 3-103.A of the *Procedures and Principles for GRTA Development of Regional Impact Review* and has determined that the DRI Plan of Development meets the GRTA review criteria set forth in Sections 3-101 and 3-103.A. The DRI Plan of Development as proposed is **approved subject to conditions**, as provided in Attachment A and subject to the limitations placed on allowable modifications to the DRI Plan of Development, as described in Attachment B.

Subject to the conditions set forth in Attachment A and Attachment B, GRTA will approve the expenditure of state and/or federal funds for providing the Land Transportation Services and Access improvements listed in Section 2 of Attachment C. The need for said approval shall terminate and be of no further force and effect after ten (10) years from the date of this Notice of Decision, unless the local government has issued a permit for the construction of any part of the proposed DRI Plan of Development prior to the end of the ten-year period.

The notice of decision is based on a review of the applicant's DRI review package received by GRTA. The review package includes: (1) the site development plan (Site Plan) dated January 10, 2017 entitled "Woodbury Park E-commerce & Distribution Center" prepared by Paul Mitchell Incorporated and (2) the transportation analysis dated February 16, 2017 prepared by Steven Foy, Southeastern Engineering, Inc., both received by GRTA and ARC on March 2, 2017.

Pursuant to Section 2-501 of the *Procedures and Principles for GRTA Development of Regional Impact Review*, the Applicant, the GRTA Land Development Committee and the local government have a right to appeal this decision within five (5) working days of the date on this letter by filing a Notice of Appeal with the GRTA Land Development Committee. A Notice of Appeal must specify the grounds for the appeal and present any argument or analysis in support of the appeal. For further information regarding the right to appeal, consult Part 5 of the *Procedures and Principles for GRTA Development of Regional Impact Review*, available from GRTA or [www.grta.org](http://www.grta.org). If GRTA staff receives an appeal, you will receive another notice from GRTA and the Land Development Committee will hear the appeal at its May 10, 2017 meeting.

DocuSigned by:  
  
5409E9A65D48478...

Christopher Tomlinson  
Executive Director  
Georgia Regional Transportation Authority



## **Attachment B – Required Elements of the DRI Plan of Development**

### **Conditions Related to Altering Site Plan after GRTA Notice of Decision:**

The on-site development will be constructed materially (substantially) in accordance with the Site Plan. Changes to the Site Plan will not be considered material or substantial so long as the following conditions are included as part of any changes:

- All of the "General Conditions of Approval to GRTA Notice of Decision" set forth in Attachment A are satisfied.
- All of the "Roadway Improvements as Conditions of Approval to GRTA Notice of Decision" set forth in Attachment A are satisfied.

## **Attachment C – Required Improvements to Serve the DRI**

Pursuant to Section 1-201.R. of the *Procedures and Principles for GRTA Development of Regional Impact Review*, a "Required Improvement means a land transportation service [def. in Section 1-201.N] or access [def. in Section 1-201.A.] improvement which is necessary in order to provide a safe and efficient level of service to residents, employees and visitors of a proposed DRI."

The Required Improvements in the study network were identified in the Review Package as necessary to bring the level of service up to an applicable standard before the build-out of the proposed project. These requirements are identified in Sections 1 and 2 of this Attachment. Section 1 contains improvements that do not require GRTA approval at this time because they are to be constructed prior to the completion of the DRI Plan of Development. However, GRTA approval shall be required in the event state and/or federal funds are proposed at a later date to be used for any portion of the improvements described in Section 1. Section 2 contains improvements that require GRTA approval prior to the expenditure of state and/or federal funding. Subject to the conditions set forth in Attachment A and Attachment B, GRTA approves the expenditure of state/and or federal funding for the improvements contained in Section 2.

### **Section 1.**

#### Campbellton Road at Riverside Drive/Union Road

- Construct a dedicated southbound right turn lane.
- Construct an additional westbound through lane.
- Construct an additional eastbound through lane.
- Lengthen the southbound left turn bay.
- Lengthen the eastbound left turn bay.

#### Fulton Industrial Boulevard at Riverside Drive/Tradewater Parkway

- Install a traffic signal, if and when warranted.

#### Campbellton Road at Fulton Industrial Boulevard

- Construct an additional dedicated eastbound left turn lane, creating dual left turns.

#### Camp Creek Parkway at Campbellton Road

- Construct an additional dedicated northbound left turn lane, creating dual left turns.

#### Fulton Industrial Boulevard at Fastenal/Driveway 8

- Construct a channelized northbound right turn lane.
- Lengthen the southbound left turn bay.

#### Campbellton Road at Stonewall Tell Road

- Construct a dedicated northbound right turn lane.

#### Campbellton Road at Driveway 1

- Construct a westbound deceleration lane, as shown on plan.
- Restrict Driveway 1 to right in/right out only (RIRO) operation, as shown on plan.

#### Campbellton Road at Driveway 2

- Install a traffic signal, if and when warranted.
- Construct a westbound deceleration lane, as shown on plan.
- Construct a dedicated eastbound left turn lane, as shown on plan.



Campbellton Road at Driveway 3

- Construct a westbound deceleration lane.
- Restrict Driveway 3 to right in/right out only (RIRO) operation, as shown on plan.

Riverside Drive at Driveways 4, 5, 6 and 7

- Construct dedicated northbound left turn lanes at Driveways 4, 5, 6 and 7.

## DOCUMENT PURPOSE

The purpose of this report is to synthesize all of the community charrette and the community benefits opportunity information for any interested party. A complete record of the presentations, handouts, photo, and videos from the Charrette is on the Sandtown Community Association website <http://www.sandtown.org/>



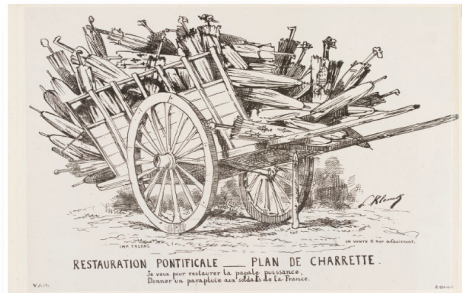
The Community Charrette was facilitated by and this report was produced by MJD Management Group. MJD Management Group is an Atlanta-based consulting firm offering a holistic approach to projects within the public and private sector focusing on quality economic and community development.



## 2 charrette process

---

A French word, "Charrette" means "cart" and is often used to describe the final, intense work effort expended by art and architecture students to meet a project deadline. This use of the term is said to originate from the École des Beaux Arts in Paris during the 19th century, where proctors circulated a cart, or "Charrette", to collect final drawings while students frantically put finishing touches on their work.



A charrette is an open and holistic collaborative planning process encourages the participation of everyone. It hopes to harnesses the talents and energies of all interested parties (stakeholders) to create and support a master plan. The charrette combines creative, intense working sessions with public workshops and open houses with a series of short feedback loops that produce a feasible plan. Ultimately, the purpose is to give all the participants enough information to make good decisions during the planning process.



Charrettes are used by public and private entities alike for a variety of different types of projects around the world. A few local projects where charrettes have been utilized are the Fort McPherson Redevelopment, Turner Field Redevelopment, South Fulton Parkway Corridor, and Atlanta BeltLine. The participants in charrettes include: planners and designers, architects and landscape architects, public officials and organizers, planning and community development directors, public and private developers and land owners, citizens, and non-governmental organizations.

Five key benefits of a charrette are the following:

- Trust – Charrettes promote trust between citizens and officials through meaningful involvement and education
- Shared Vision – Charrettes foster a shared vision with community involvement
- Feasibility – Charrettes increase the possibility of completing a process by obtaining support from citizens, professionals, and staff
- Good Planning – Charrettes create a better plan through diverse input and public involvement
- Economy – Charrettes avoid costly rework and utilizes productive work sessions

A charrette gives everyone a voice.

The Woodbury Park Charrette is a hybrid or mini charrette for several reasons. Design inputs, discussions, and project changes between the community and property owner had been initiated prior July 27 is fantastic from a process perspective, so the charrette inputs were reduced.

Ideally, a Charrette is initiated at the beginning of the design process, but nonetheless, the Community Charrette event was adapted accordingly and Community Benefits activity to feed and facilitate the Community Benefit Agreement negotiation process.

The illustration on the right of the various input sources into this project before the event.



Over the history of this project there have been several topics of discussion in community meetings that have been raised and answered that were not part of the Charrette process. Those key issues will be briefly explained here.

#### Traffic and transportation

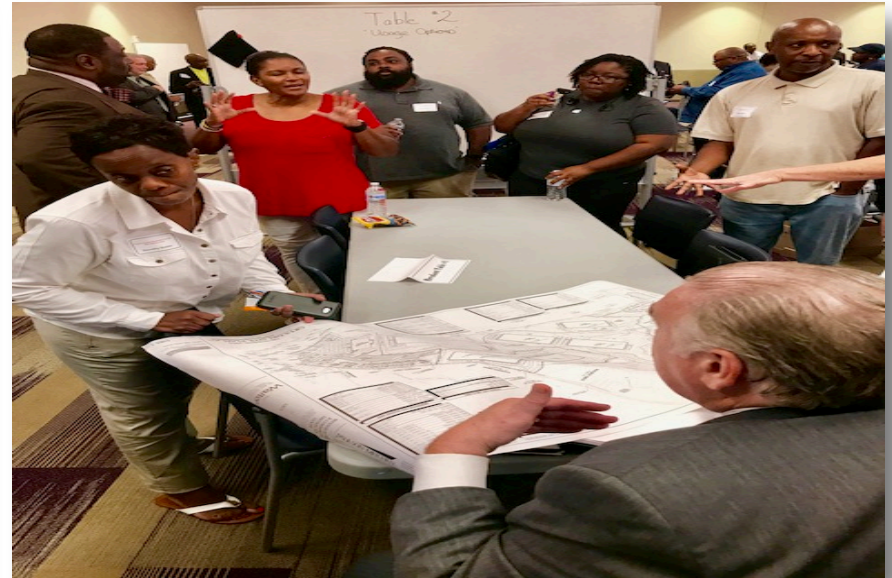
- Additional truck traffic on Campbellton Road or Riverside – The property owner has eliminated the entrance/exit on Riverside to Fulton Industrial Boulevard. As a result, all truck traffic from the project is only on Fulton Industrial Boulevard
- General Road Improvements in and around the project area – The GRTA Review Letter - DRI 2654 Woodbury Park E-Commerce & Distribution Center granted approval subject to conditions provided in Attachment A - General Conditions and C Required improvements to Serve the DRI. Key improvements required for the development include improvements at the following locations around the project
  - Campbellton Road at Riverside Drive/Union Road
  - Fulton Industrial Boulevard at Riverside Drive/Tradewater Parkway
  - Campbellton Road at Fulton Industrial Boulevard
  - Camp Creek Parkway at Campbellton Road
  - Fulton Industrial Boulevard at Fastenal/Driveway 8
  - Campbellton Road at Stonewall Tell Road
  - Campbellton Road at Driveway 1, Campbellton Road to Driveway 2, Campbellton Road to Drive way 3
  - Riverside Drive at Driveways 4,5,6,7
- Pedestrian Bridge over Union Road – This is not a requirement of the GRTA Review Letter (included in this report) and is an activity to be undertaken and funded by the Georgia Department of Transportation.

#### Environmental

- This Environmental Impact Report (Southeastern Engineering, Inc.) (included in the report) shows no adverse effects from project
- At the July 9<sup>th</sup>. Public Hearing on the Walton Project at the Southwest Arts Center Commissioner Emma Darnell stated “There are no environmental justice issues with the project”
- Per Fulton County Zoning Resolution, [Article III Definitions and Article IV General Provisions Environmentally Adverse Uses 2012Z-0014 SFC Article 4.18](#), there are not any conditions with Environmental Adverse Use or Environmental Justice for this project
- The proposed project has environmental stress on the community – The project is not an environmentally stress able community

#### Living Wage

- The jobs created with the project are not a livable wage and the higher jobs are desired as part of the project. The Fulton County Living wage is \$12.01 per hour and many of the E-commerce distribution center jobs are at the aforementioned wage number. The property owner change of adding offices to the project will provide a variety of higher wage and salaried jobs for the project. The Community Benefits Agreement is between property owner and not the developer and a CBA requirement on the by any entity that subsequently takes any parcel from Walton Entity.





## BREAKOUT SESSIONS

After the project update and the project economic impact presentations and question and answer and discussion sessions, the community participants moved to the three breakout sessions. The breakout sessions were the following:

### **Table #1 - Project Benefits & General Q&A - This is a discussion table to talk about and discuss any aspect of the project.**

*This table was the most popular session with nearly everyone participating at this breakout session. The table was complete with site plans and subject matter experts to answer and discuss project updates and changes. The takeaways from this session were the following:*

- ❖ Widening of Campbellton Rd (including)
- ❖ Additional 25' foot buffer for retail
- ❖ Flip-Flop-Grocery/Fuel w/Residential
- ❖ Sidewalks/Bike Trails
- ❖ Extra lane on Riverside/Campbellton
- ❖ Add 9-acre common area to 2.5-acre park
- ❖ Parking deck & flat parking

### **Table #2 - Usage options for 2.5 acres property donation**

*The intent was to generate multiple future use options for the 2.5-acre property donation for a park by the property owner. The break out table decided there was one desired option only for the property donation. The property donation for a park will be conditional on the City of South Fulton acceptance.*

*The result of this breakout session was a recreation center that has a swimming center with an Olympic size pool that can accommodate where competitive and recreational swimming*

- ❖ *Passive park to provide a sanctuary with benches and wind chimes*
- ❖ *Walking trails following the Fulton County walking trail model*
- ❖ *Young kids water feature*
- ❖ *Exercise paths*
- ❖ *Connect park area with 9.5-acre common area*

### **Table #3 - Financial Donation to Sandtown Association for Scholarship Drive**

*The intent was to gather specific information on the scholarship drive program, organization, and administration.*

# 3 the context

## HISTORICAL CONTEXT

### SANDTOWN COMMUNITY

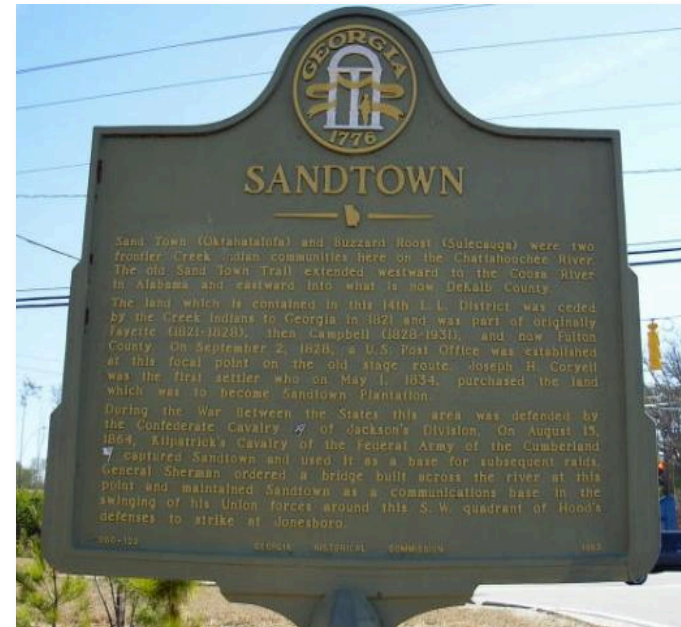
The Sandtown Community is one of the oldest communities in Fulton County, Georgia and is located within fifteen minutes from the airport and downtown Atlanta. Sandtown has the official county designation as the Sandtown Overlay District. The Board of Commissioners of Fulton County, Georgia established the Sandtown Overlay as part of a strategy designed for the purpose, among others, of promoting the health, safety, order, prosperity and general welfare of the citizens of Fulton County through the regulation of design, aesthetics, location, bulk, size of buildings and structures, and the density and distribution of population.

### HISTORY

To understand the Sandtown story, one must also understand some of the history of Creek Indians in the South. The Creeks were one of 19 tribal groups that once lived in Alabama and Georgia. Following the Creek War in 1813, the Creeks were forced to give up huge tracks of land in Alabama and to move in large numbers into Georgia.

### Sandtown-Buzzard Roost

Having been forced into Atlanta, the Creeks settled in an area around an island on the Chattahoochee River. Earlier, a group of Creek Indians had named the area "Buzzard Roost." The new group of Creeks chose to name the area "Sandtown" ("Oktahasasi" in Creek). Folklore suggests that the Creeks chose the Sandtown name because of the sandy, rock terrain found in the area. In reality, Sandtown was the name of the town, which the Creeks had originated. The practice of naming a new settlement after an old one was not uncommon. Thus, for many years, this frontier community was known by two names, Sand Town and Buzzards Roost.



## Oldest Community

By 1821, the Creeks surrendered more land, which was to become Henry and DeKalb Counties. At the same time, more Euro-American settlers had also come into the area. The Sand Town-Buzzard Roost Community was now a frontier settlement for adventurers and gold seekers going west and as such, Sand Town was wild and undisciplined.

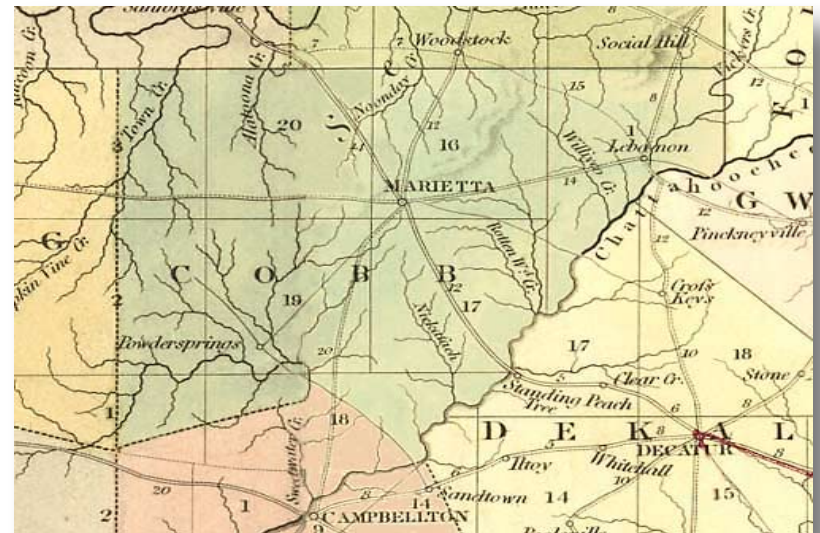
In the late 1820's, the name Buzzard's Roost was dropped. On the 1839 map to the right, Sandtown is located at the bottom. In 1928, Sandtown had a post office. Campbell County historians believe that Sandtown was the first community in old Campbell County and the longest continuous community in Fulton County.

## Fragmented History

While the Creek Indians occupied the area South of Atlanta, the Cherokee controlled a large part of Atlanta. With the Indian Removal Act, both the Creeks and Cherokee were forced out of Georgia into Oklahoma. With the Indians gone, the land around Atlanta was now ready for permanent settlement.

The City of Atlanta (First name Terminus, then Marthasville and finally Atlanta) grew slowly, while the area in the southwest of Atlanta (Sandtown) remained a farming community of widely dispersed farms.

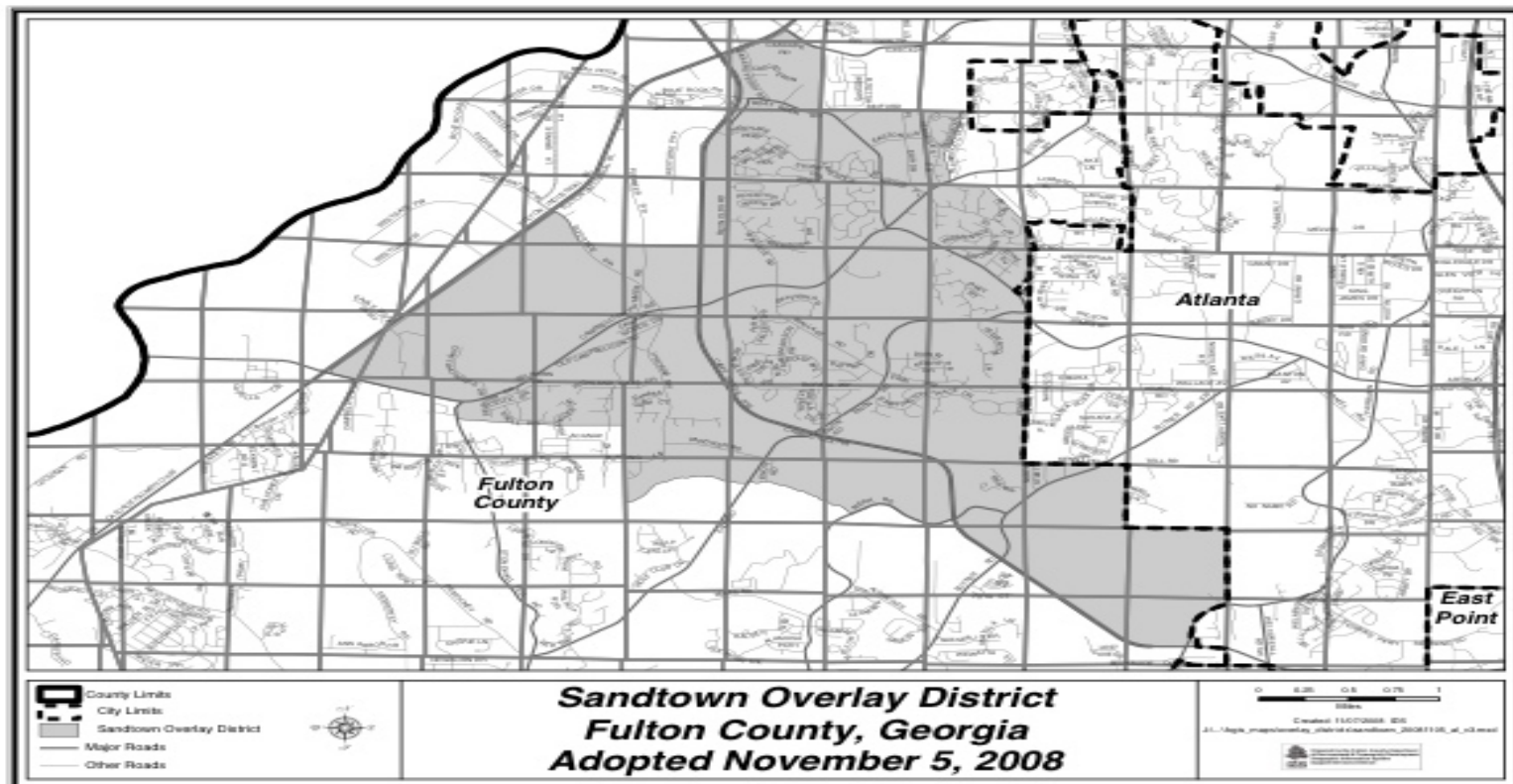
During the Civil War, Union forces used the Sandtown Community as strategic stronghold to launch their war efforts. From the end of the War till Reconstruction on, the history of Sandtown became more fragmented.





## SANDTOWN OVERLAY DISTRICT

The Sandtown Community overlay district is a layer of local planning regulation which incorporates the restrictions of the underlying zoning for a specific geographic area with the main goal of preserving the historic character of a neighborhood or area. The map of the Sandtown Overlay is below. The point in the Sandtown Overlay District relevant to the project where is “12F.4. E. Building Design, Materials and Architectural Treatments Non-residential buildings are limited to 35 feet in height. Residential buildings and mixed-use buildings that contain a residential component are limited to 3 stories. (Added November 5, 2008) “. A copy of the Sandtown Overlay District is available on the Planning and Community Services portion of the Fulton County Government website [Sandtown Overlay District Document](#)

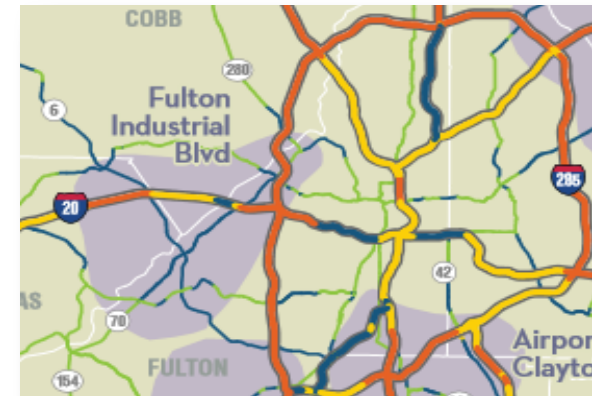


## FULTON INDUSTRIAL BOULEVARD DISTRICT

The Fulton Industrial Boulevard (FIB) area long enjoyed a history as the largest industrial and business complex in the Atlanta region. It has been a major contributor in the dynamic growth of the Atlanta regional economy over the last forty years, and home many of the major industrial and business enterprises that created economic wealth for the region and employment for thousands of residents.

Changing economic conditions, shifts in global and regional manufacturing and distribution trends, and intensified competition have all, over time, taken a toll on the pre-eminence of the Fulton Industrial area. Nevertheless, because of its advantageous locational and infrastructure attributes the area remains competitive for industrial users and possesses a potential to further improve its current positioning in a very active regional marketplace.

Currently more than 46 million sq. of industrial space is located within the Fulton Industrial CID Master Plan study area boundaries, based on data from CoStar. It largely developed over the period from the 1970s through the 1990s, as only roughly a quarter of the current space has been built since 1990. As transportation and warehouse jobs have grown more than 2x since 2009, the Fulton Industrial Boulevard corridor is currently experiencing the highest activity in forty years.



## E-COMMERCE INDUSTRY TRENDS

The maturity and ubiquity of the internet coupled with the growth of the E-Commerce Fulfillment segment of the Warehouse and Logistic industry are dramatically closing the 'convenience gap' between brick and mortar stores and purchasing products online. Growth in e-Commerce has necessitated growth in e-commerce distribution and resulted in the new industry dedicated to third party internet fulfillment segment. E-Commerce fulfillment centers nationally are replacing retail jobs lost through e-commerce growth and expansion. This trend is known as last mile delivery where the focus is to move the goods to hubs closer to the consumers to provide for delivery as fast as possible.



## **NATIONAL VIEW VERSUS LOCAL INDUSTRY SNAPSHOT**

### **National View**

- The e-Commerce industry itself is already mammoth sized and growing quickly
- National sales were over 92.8 billion in January (2016) and grew by 15.1 % in the first quarter of 2016
- Projections by Forrester Research Inc. show that online retail sales will have grown by 57% by the year 2018, since 2013
- It is estimated that there are 175 million mobile shoppers in the United States, which is an increase of 184% since 2012 (previously was 95 million mobile shoppers)

### **Local Industry**

- Fulton County has strategic placement in the center of populous, metro Atlanta offers numerous opportunities for it to become an e-Commerce hub within Georgia and the region
- Walmart.com and Amazon.com recently open facilities in Fulton County
- These companies are attracted to Fulton county based on the proximity to air, road, and rail transport systems; an affordable labor force; and population density

## **HB 935 FREEPORT EXEMPTION**

The State of Georgia has recognized the importance of creating a special incentive to attract and retain e-Commerce fulfillment centers. During the 2015-2016 session of the General Assembly, the legislature approved HB 935 which went into effect on July 1, 2016. HB 935 Freeport Exemption was designed to reduce the inventory tax liability for e-Commerce fulfillment center.

With the approved legislation, a standard approach for categorizing fulfillment centers is provided along with allowable ad valorem tax exemptions. As a result, local governments can provide a 20%, 40%, 60%, 80%, or 100% tax exemption for goods stored at e-Commerce fulfillment centers. HB 935 effectively amends the existing Freeport Exemption law to add certain fulfillment centers as an allowable category. A fulfillment center is described as a location in Georgia which is used to pack, ship, store, or otherwise process tangible personal property sold by electronic, internet, telephonic, or other remote means; and provided that such a business location does not allow customers to purchase or receive goods onsite at such business location.



The Freeport Tax Exemption expansion was on the November 2016 election ballot where 57% of the Fulton County voters to pass the expanded Homestead Exemption. In December 2016, the Fulton County Board of Commissioners approved a 100% Freeport exemption for E-commerce Fulfillment Centers allowing e-commerce distribution centers inventory to be fully ad valorem (property) taxes exemption.

Select Fulton has identified e-Commerce fulfillment centers as a target industry for Fulton County. A notable e-commerce fulfillment win is the \$440 million investment from UPS in the Fulton Industrial Boulevard near Charlie Brown Airport and generated 1,250 jobs.

The illustration below provides a functional view into an e-commerce fulfillment center.



For further reference, a recommended reading is article entitled, "The Future of E-commerce Fulfillment Centers by Ron Daven where he speaks with six members of NAOIPS (NAIOP (National Association for Industrial and Office Parks) National Forums share insights for all things on the future of e-commerce fulfillment centers.

## ECONOMIC IMPACT ANALYSIS

### Summary findings: Woodbury Park Economic Impact Analysis

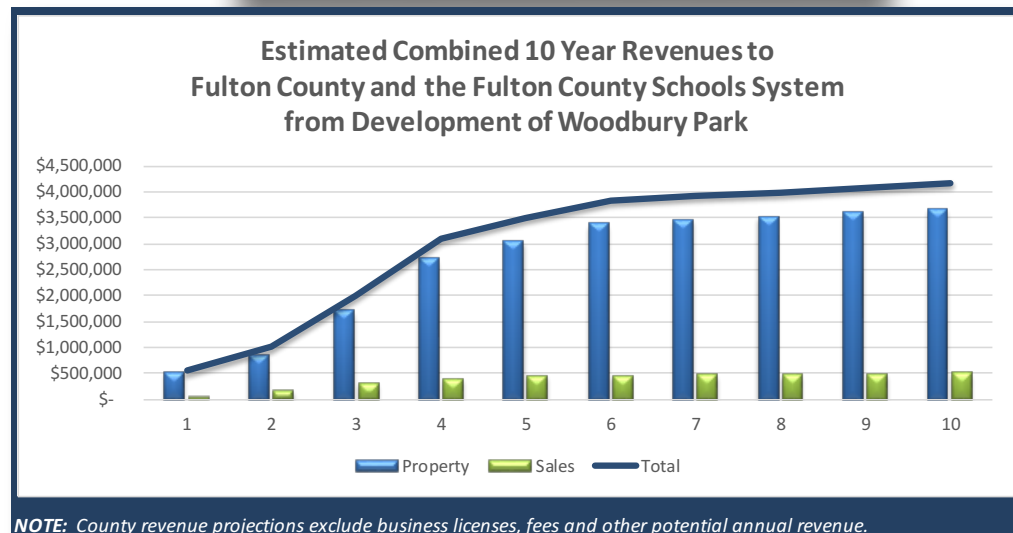
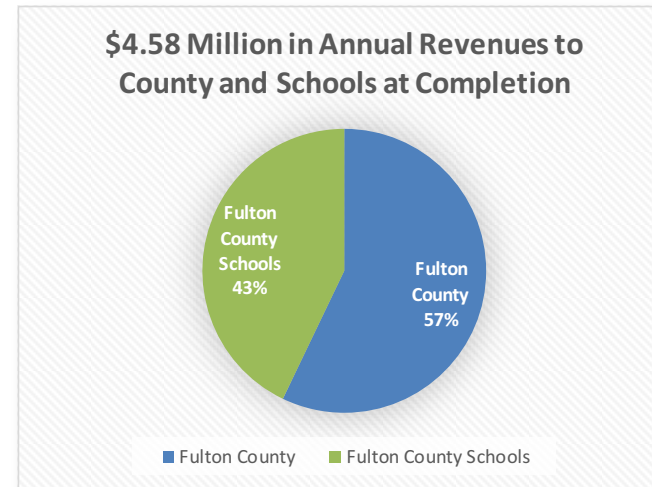
- **Expanding Fulton County's Economy & Tax Base:** Woodbury Park will create a major new development node on the edge of Fulton Industrial Boulevard, an area which already contains one of the largest concentrations of employment in Metro Atlanta
- The development site is large enough to support new e-Commerce/ distribution space, which will further expand the corridor's core economic activity, while also adding new commercial/retail, office and housing development to service the local population
- **Construction Impacts are Projected to Include**
  - + \$195.5 million total investment, including \$64.5 million in construction materials purchased locally
  - + 880 construction jobs and \$35.2 million in annual construction supported payroll for the equivalent of 2 years
- **Impacts from Operations**
  - + \$23.7 million in net new retail sales to Fulton County
  - + More than 2,800 permanent jobs and \$89.3 million in new permanent payroll from business operations



## HIGHLIGHTS OF ECONOMIC IMPACT ANALYSIS

### Local Governmental Revenues at Completion:

- **\$2.59 million** in annual real estate, personal property and sales tax revenue to Fulton County
- **Nearly \$1.7 million** in added annual property and sales taxes to the Fulton County School System
- **\$627,000** in additional annual revenues to the Boulevard CID and MARTA
- **\$3.95 million** in combined annual revenue to Fulton County and Fulton County Schools
- **\$30.1 million** in total local revenue over the first ten years (*\*Assumes 6-year construction period*)







## 4 community benefits agreement

---

Community Benefits Agreements (CBA) are the result of a negotiation process between a developer or a property owner with organized representatives of specific communities, in which the developer or property owner agrees to shape the development in a certain way or to provide specific community benefits. In exchange, the community group promises to support all phases of the proposed project before government bodies that provide the necessary approval, permits, or subsidies with a letter of support. The agreement is a legally binding and enforceable contract mechanism which contains the mutually beneficial objectives.

Community Benefits can be built into the project and separate from the project. Examples for community benefits within the project might include (i.e. requiring tree buffers, adding sidewalks, providing additional lighting). Examples of community benefits that are separate from the project might include (i.e. donating land for a park or paying for a traffic signal).

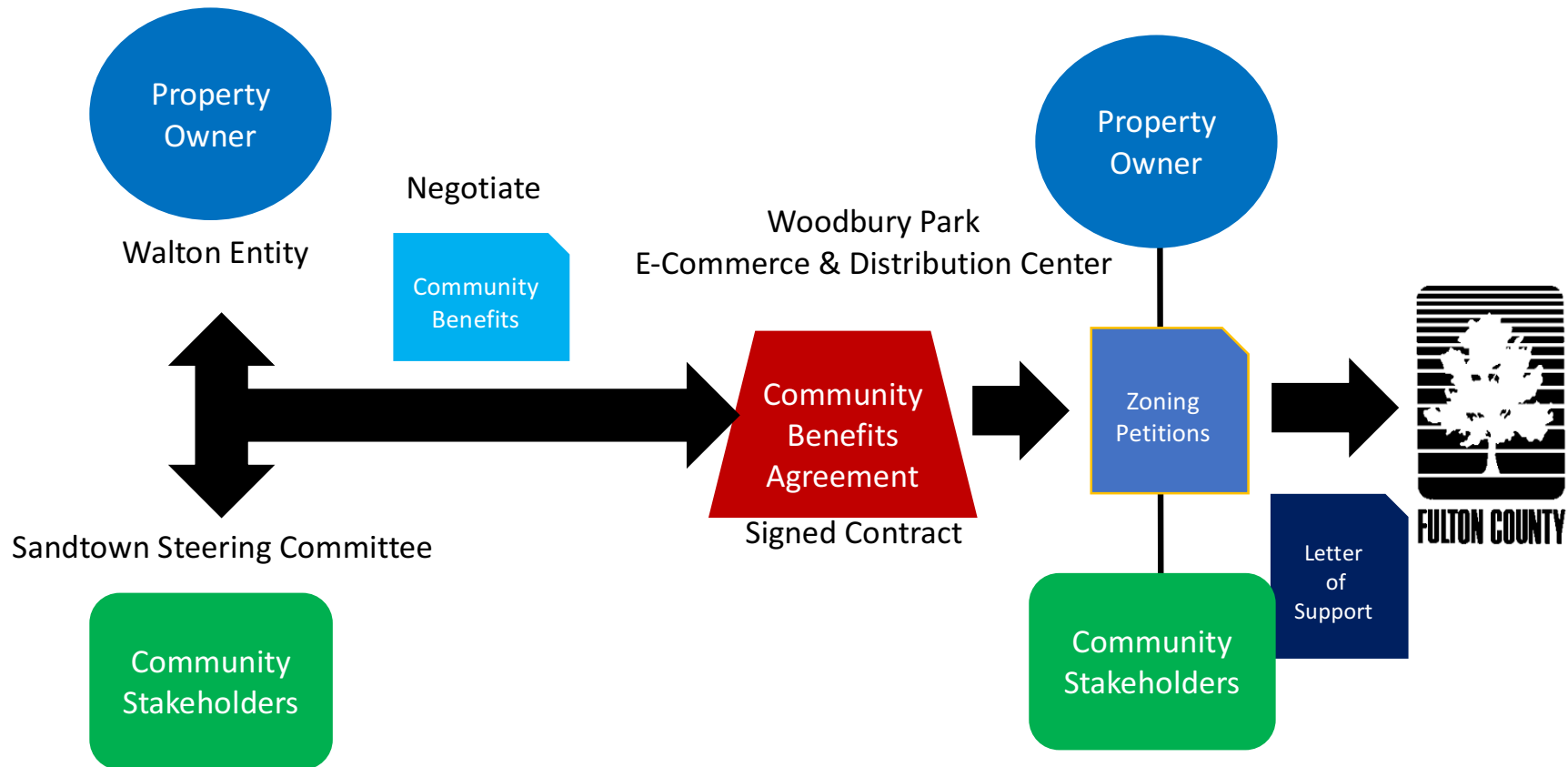
The CBA contents will depend upon the community's needs, the size and type of proposed project. The benefits of a financial donation or a donation of land are escrowed to provide for enforceability and tied to when benefits are realized. The conditions for a donation of land can vary, no conditions or maintenance requirements to specific requirements.

A property owner or developer and a community use Community Benefits Agreement because of the following:

- Inclusiveness – Negotiation process provides a mechanism to ensure community concerns are heard and addressed
- Enforceability – Ensure the promises regarding community benefits are legally enforceable
- Transparency – Help the public, community groups, government officials, and the news media monitor a project's outcome
- Coalition Building – Negotiation process encourages new alliances amongst community groups that may care about different issues or have different constituencies
- Efficiency – Facilitate a cooperative relationship and foster developments that are better tailored to community needs

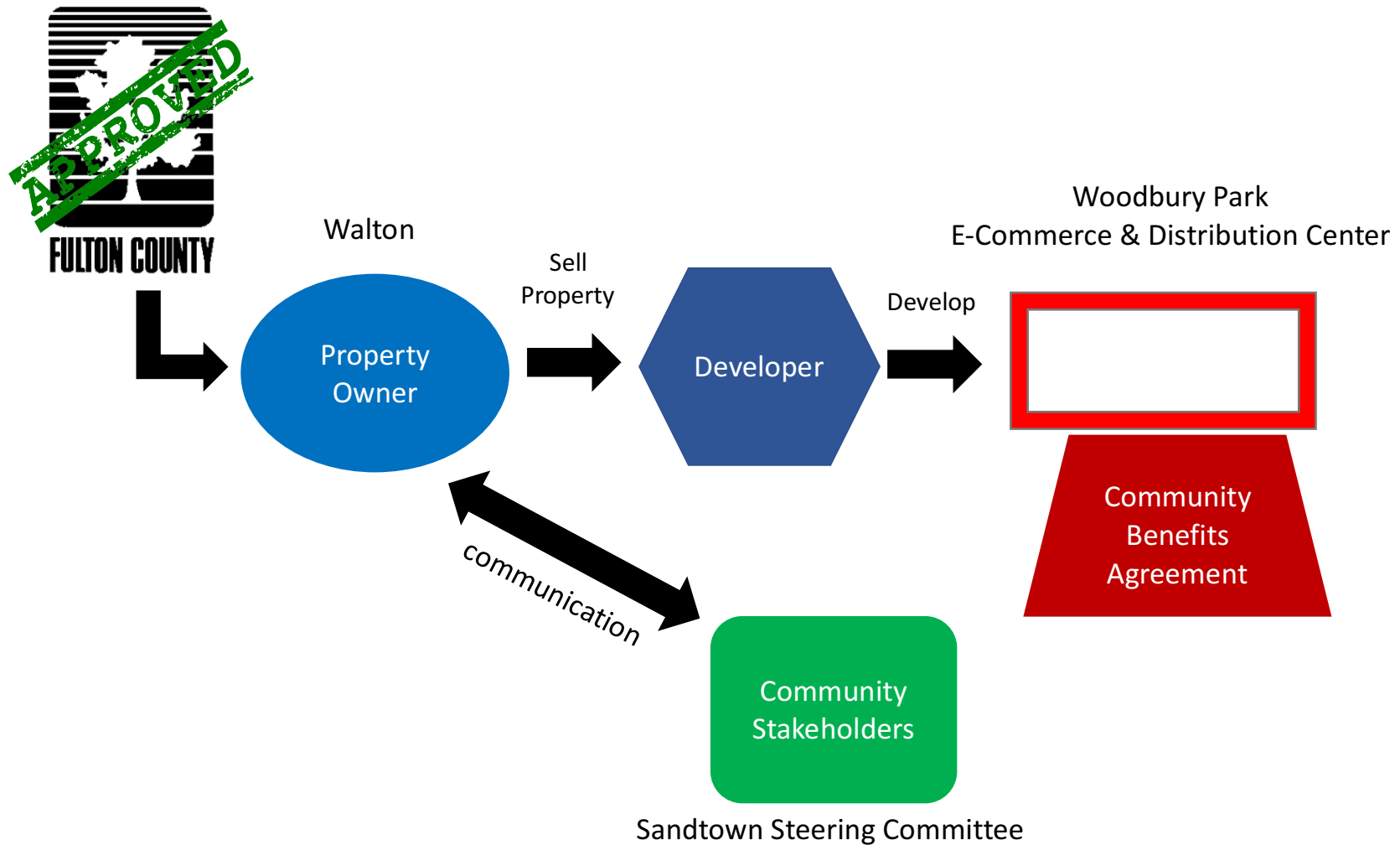
The CBA implementation depends upon the benefits agreed upon by both parties and provided as some benefits may require ongoing implementation by several entities, some could be fulfilled before development opens, and some are fulfilled after the development opens. If benefits of payments are usually placed and secured in escrow by an escrow agent to provide enforceability. The distribution of the funds are tied to the benefit realization of the development sometime in the future. After the agreement is signed, communication between the two parties varies depending upon the nature of development and the duration of the project.

The illustration below, it depicts the CBA negotiation process between the property owner and the Sandtown Community Steering Committee through achieving a signed CBA and jointly approaching the Fulton County Board of Commissioners for zoning approval. In this CBA scenario between the community and the property owner, the property owner works with the developer who will purchasing the property for development with a 'good faith' effort to secure benefits that are beyond the property owners direct control.





The illustration below, depicts the next steps scenario where the Woodbury Park E-Commerce & Distribution Center receives zoning approval from the Fulton County Board of Commissioners.







## 5 next steps

---

Now that the Community Charrette is completed, the next step will be to work by the property owner (Walton) and the community stakeholder (Sandtown Community Association) on a Community Benefits Agreement (CBA). Represented by attorneys, the two parties negotiate for 'win-win' points where both parties can arrive at a signed contractual agreement. If a signed CBA is achieved, both parties will appear before the local municipality in support of the project to obtain zoning approval from the Fulton County Board of Commissioners. As part of the CBA agreement, the Sandtown Community Association will provide a letter of support for the Fulton County Board of Commissioners. Further, if in future project zonings before the City of South Fulton, the Sandtown Community Association will provide the same 'voice' of community support for the project.

### **ZONING PETITIONS TO ACCOMMODATE CBA INPUTS**

Three zoning petitions will be submitted to Fulton County by the property owner to accommodate the changes related to Community Benefits Agreement inputs.

- SFC 2016Z-0016 SFC 2016VC-0027 17-O-466 and 17-O-467
- SFC 2016Z-0017 SFC 2016VC-0028 17-O-468 and 17-O-469
- SFC 2016Z-0018 SFC 2016VC-0026 17-O-470 and 17-O-471

In response to a principal community concern related to traffic on Riverside Drive, a configuration change can address that concern by changing the M-2 configuration use of the northern site so that there is no frontage on Riverside Drive for industrial uses. The complexity of the change for the Community Benefits Agreement requires a significant change to the site plan. To make this change, a reconfiguration to the site plan associated with petition SFC 2016Z-0018 SFC 2016VC-0026 17-O-470 and 17-O-471 (Riverside Drive MIX to M-2 or "M-2 North"). This eliminates one industrial building (Bldg. 2N) and replaces it with a small office building as well as joining the other industrial building (Bldg. 1N) to the other industrial zoning so that the M-2 N parcel remnant will not be landlocked. To completely address any insure associated with the project property reconfiguration, the movement of Bldg. 1N and its surrounding property to SFC 2016-0017 SFC 2016VC-0028 17-O-468 and 17-O-469 (Fulton Industrial Boulevard) (SR70) Mix to M2 Mix to O/I is proposed. The request to amend the M-2 North petition to rezone from Mix to O/I is needed to accommodate this site plan change.

Per Fulton County process, the county will have to have sufficient time and provide a new advertisement for these amendments before the zonings will be heard again at the Fulton County Board of Commissioners meeting. When the zonings are before the Board of Commissioners again, a decision can only be made when four commissioners vote either to approve or deny the zoning.



\*All of the Community Charrette materials including the video, presentation, handouts, photos, and final report will be available on the Sandtown Community Association website (<http://www.sandtown.org/>).

