



CITY COUNCIL

Kim Learnard, Mayor

Phil Prebor, Mayor Pro Tem | Mike King, Post 2

Clinton Holland, Post 3 | Frank Destadio, Post 4

SCAN FOR AGENDA PACKET



Revised Regular Meeting Agenda

November 2, 2023 | 6:30 PM

City Hall

1. **Call to Order**
2. **Pledge of Allegiance and Moment of Silence**
3. **Announcements, Awards, Special Recognition**
4. **Public Comment**
5. **Agenda Changes**
6. **Minutes**
 - A. October 19, 2023 Regular Meeting Minutes
 - B. October 19, 2023 Executive Session Minutes
7. **Consent Agenda**
 - A. Replacement of Skid Steer Track Loader (SPLOST)- Public Works
 - B. Shared Access Agreement and Easement with 2714 HWY 54 W
8. **Old Agenda Items**
9. **New Agenda Items**
 - A. 11-23-01 Economic Development Services- Retail Strategies (Mill Graves- Retail Strategies)
10. **Public Hearings**
 - A. ~~11-23-02 Variance request for 214 Preston Circle, fence requirements in front yard~~
Withdrawn per Applicant's Request (Applicant Connie Bishop)
 - B. 11-23-03 Variance request for 100 Huddleston Road, sign height for Caliber Car Wash (Applicant Denyse Companies)
 - C. ~~11-23-04 Annexation and Rezoning for 52 acres located on Stagecoach Road and Spear Road from AR in unincorporated Fayette County to ER and LUR in Peachtree City~~
Requested to be postponed by the applicant. (Applicant Michael Hyde)
11. **Council/Staff Topics**
12. **Executive Session**

This agenda is subject to change at any time up to 24 hours prior to the scheduled meeting.

This meeting will be held in Council Chambers at City Hall.

13. Adjourn

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This agenda is subject to change at any time up to 24 hours prior to the scheduled meeting.

This meeting will be held in Council Chambers at City Hall

City Council of Peachtree City
Meeting Minutes
Thursday, October 19, 2023
6:30 PM

Call to Order

The Mayor and Council of Peachtree City met in regular session on Thursday, October 19, 2023. Mayor Kim Learnard called the meeting to order at 6:30 p.m. Council members attending: Frank Destadio, Clinton Holland, Mike King, and Phil Prebor.

Pledge of Allegiance and Moment of Silence

Announcements, Awards, Special Recognition

None

Presentation

A. Amphitheater 2023 Season Recap

Recreation and Special Events Director Quinn Bledsoe recapped the 2023 concert season at the Frederick Brown Amphitheater, calling it a “banner year.” She went over the Amphitheater’s recent history, starting with the hiring of PTR to manage it in 2018. That year also began a series of facility upgrades, a process that has included revamping the entrance, replacing seats, upgrading bathrooms, and creating a stairway to the lawn seating area. She recalled that the season was cancelled in 2020 due to COVID and shortened and socially distanced in 2021. The Amphitheater returned to normal in 2022.

Bledsoe noted that 2023 started with new branding for The Fred, including a new logo. Facebook likes to the Amphitheater page increased by 46% and visits to the Facebook page jumped by 187%. Instagram visits increased by 37%. The Fred was mentioned on national television during a piece on singer Belinda Carlisle done by the E! program. The total number of digital ad impressions was 435,000, she went on. There were 1.5 million social media impressions in total. The announcement of the new season had almost 97,000 views in 2023 versus about 34,000 the year before.

Series ticket package sales increased by 33%, and overall ticket gross revenue was up about 15%. Sponsorship income rose by 17.5% over the previous year. Concession income increased by 34.5%, which Bledsoe said was commendable at a venue where you could bring in your own refreshments. Eight of the 14 shows were sellouts.

This year an upgrade to the lighting structure was planned, Bledsoe reported. This would allow for different lighting packages for different bands. PTR was working on sponsorship renewals and the addition of new sponsors. They also were making offers to talent booking agents. Bledsoe explained that multiple venues made offers to bands, then the bands would select where they wanted to go. It was a long

process, and it was best to get the bids in early. She said the 2024 lineup would be announced in February or March, and tickets would go on sale in March, with the concerts starting later in the spring. Bledsoe commented that if anyone wanted to suggest a band that would be good at The Fred, they could do so on The Fred's Facebook page.

Destadio said Bledsoe was doing a great job at The Fred, mentioning that he and his wife went to see Clint Black and he thought the 2023 season was one of the best. The other Members concurred, with Holland saying the financials followed the great bands.

Public Comment

Dar Thompson, a resident and business owner for the past 25 years, stated he was frustrated because there was a growing concern about the credibility and objectivity of The Citizen newspaper. A newspaper should be a beacon of truth, providing accurate and unbiased information to citizens, and this paper had become a platform for fabrications, Thompson continued, saying it eroded the essence of a thriving democracy. He said he especially wanted to refute the false claim that Peachtree City's government was pushing for apartments at the Tennis Center or in any other area. These were lies perpetuated by individuals with their own agendas, Thompson went on, and it was disheartening they were given a platform through the local newspaper. He also mentioned he was troubled to see Holland, a member of City Council, endorse a candidate, while echoing these same fabrications. Was this Member unaware of the facts or complicit in this spreading of misinformation?

Debbie Sanders said her dog was attacked and seriously injured by another dog while she was walking him. She had since discovered this was the third serious bite by this same dog. She said she understood they had to go through established judicial procedure, but there should be something in the ordinance dealing with the period between the time of the incident and the time they went to court. She was afraid to take her dogs outside now, and nothing was being done right now to prevent this dog from attacking again.

With Halloween coming up, Blake Hayes wanted to caution everyone to be especially careful when driving. He said Halloween was about three times riskier for pedestrians than any other day of the year. Hayes mentioned that pedestrian deaths were rising after decades of decline. Hayes also said he wanted to commend the Police Department for their handling of an incident he was involved in at the intersection of TDK Boulevard and Dividend Drive. He mentioned that there was no speed limit sign for people on Dividend who were turning left.

Agenda Changes

Minutes

A. October 5, 2023 Regular Meeting Minutes

King moved to approve the October 5, 2023, Regular Meeting Minutes. Destadio

seconded. Motion carried 4-1, with Prebor abstaining due to his absence from that meeting.

Quarterly Reports

A. 3rd Quarter Reports

Holland said he appreciated the format of the quarterly reports. Learnard singled out the Executive Services portion by saying the Communications Team was “on it.” YouTube views increased more than 500% from quarter two to quarter three, with over 100,000 views, and Instagram reach expanded from 13,300 in the second quarter to 230,000 in the third quarter. Peachtree City's Facebook page, with 31,710 visitors, showed a 35% increase from the second quarter.

Consent Agenda

Holland moved to approve Consent Agenda items A through C. Prebor seconded. Motion carried unanimously.

A. Purchase of F250 for Stormwater Department

APPROVED 5-0

B. Purchase of Two Roller-Compactor Replacements

APPROVED 5-0

C. Purchase of F150 for Building Maintenance Department

APPROVED 5-0

Old Agenda Items

None

New Agenda Items

A. 10-23-05 Gerresheimer Manufacturing Plant Expansion- Phase I-4

Learnard explained that the City codes provided options for exemption/waiver for impact fees and other requirements as economic development incentives for businesses meeting certain criteria. During the August 1, 2023, City Council meeting, Council expressed an interest in continuing to work with the Fayette County Development Authority (FCDA) to make sure that businesses were aware of these potential incentives so that Peachtree City was competitive compared to surrounding areas, especially in the area of existing industry. She stated that Gerresheimer was looking to expand operations to a second facility within a 20-minute drive time of their current facility at SR 74 South. The request was for expedited permitting, a waiver of impact fees and the use of the alternative compliance utilizing the offsite planting program.

FCDA President and CEO Nikki Vanderslice first introduced Amanda Fields as the newly hired Director of Existing Industries, explaining she had years of experience in this field and filled a much-needed role with FCDA.

Vanderslice related that she began working with Gerresheimer in November of last year when they were looking at another location in Fayette County. They then learned of this possible site in Peachtree City and began exploring that. This was a competitive project, and they also were considering a neighboring community. Being allowed these incentives would allow the Gerresheimer executives to make the best presentation to their leadership about where they should locate the next facility, Vanderslice stated.

In Peachtree City, Gerresheimer had expanded their original facility four times, and were now undergoing a fifth expansion, she continued. They had grown in this community and would like to stay in Peachtree City for this next project but had to make sure it made business sense to do so.

Gerresheimer's President/CEO and Senior Plant Manager Fred Howery said they had been in Peachtree City about 30 years, starting with 20 employees and growing to 225. The current expansion would bring that number to around 400. The phase that they were talking about at this meeting would bring another 215 jobs paying an average of \$56,000.

Howery said he needed to give his leadership team reasons why they should stay in Peachtree City. They had a plant in North Carolina that was offering some great incentives, he remarked, but added that he wanted to stay in Peachtree City. Gerresheimer made medical devices, which Howery described as a very inflationary- and economy-resistant industry; people would always need their medications. He asked Council for their support.

King noted that this was a company that had been in Peachtree City for 30 years. They would be tripling the workforce. This was a boon for the city, he commented, and they needed to do everything possible to retain them.

Howery thanked him, adding that he met with the potential customer that day, and they had talked about future growth beyond this project.

Destadio agreed with King, saying Gerresheimer's requests were something they should do. They always wanted to bring good jobs to the city, and this was exactly what they were looking for.

Holland agreed, calling the request "reasonable" and telling Howery they wanted them here, even asking if there was anything else they could do.

Howery said they also wanted to work with the State of Georgia because this would benefit not just Peachtree City. He pointed out that the project they were looking at would bring \$11 million in employee wages. Between Gerresheimer and the customer, Howery remarked, they were investing \$160 million in this project.

The break-even point for Peachtree City would be in 2030 or 2031, Prebor noted,

which was a small investment for the benefits it would bring.

Holland moved to approve New Agenda item 10-23-05 Gerresheimer Manufacturing Plant Expansion- Phase I-4. King seconded. Motion carried unanimously.

B. 10-23-06 Fayette County Board of Elections September 29th Meeting, List Maintenance Billing Discussion

A video of a September meeting of the Fayette County Board of Elections showed Vice Chairman Gary Rower telling the Board that a Council Member from a local city had told them he was going to bring them a spreadsheet with hundreds of names that they wanted the Elections Office to review. Rower said he was concerned about the number of staff hours it would take to conduct this review, noting that this did not come from the municipality itself, and the request fell outside any agreement for list maintenance. Did that time need to be charged back to that municipality? It could be 20 hours if there were as many names as projected, Rower added, and he asked if they should forward an estimate of the cost on to the municipality?

Board Member Darryl Hicks asked if it was normal for elected officials to make requests like this? Fayette County Elections Director Brian Hill told him it was not. Hicks asked who were the elected officials that brought this request? and Hill replied it was Peachtree City Council Members Clint Holland and Mike King. Hicks said he was surprised because they often came to meetings and asked questions. He agreed they should bill the City for reviewing this list.

They were in the pre-election process now, Hill pointed out, and this request would have to be done in the midst of that, and, as a request from elected officials, would take precedence. It would be very time-consuming for staff.

Hicks asked if there were concerns that names were on the voter rolls that should not be? Rower said he had talked to staff in Peachtree City, and this was not a concern for them. The individuals who came forward were a private committee that included a candidate for City Council, two Council Members, and an additional person.

Hicks stated they had to be very careful doing something outside the scope of elections or for the benefit of a candidate. The Elections Office was non-partisan and had to be careful about taking on roles that made them look partisan. He asked Hill if they had the list, and he said they did not. Hicks said he did not believe this was something they should do unless there was a legitimate concern.

Chairman Aaron Wright said they should inform the actors that this would present a hardship on the Elections Office and explain how they could get their concerns addressed. When the list was presented, the manner in which it was presented, and the form it took would change their legal responsibilities, he remarked. He said

he was fairly certain the law protected them from such spurious requests. List maintenance was a normal process that they were going through right now, Wright continued. Each person on the other list was someone who would be arbitrarily affected, perhaps costing them their right to vote or simply causing them stress.

Hicks again said Holland and King had been to their meetings many times, and he was surprised by this because they had always been very reasonable around the election process.

If a list was presented, Wright stated, they would address it then and make sure Holland and King were given a full menu of their options and were told if their request was even physically possible with the election looming.

Hill said he had contacted his liaison to see how this request should be handled and was told it was not an open records request, so they did not have a specific time frame in which they had to respond. They would be able to charge for any time spent.

There were different ways to present a legal challenge for a particular voter, Wright remarked. This was not a challenge, Hill commented, just a request. Wright said he told King recently that when things were presented in a certain way, they had certain legal requirements to meet and those could be very cumbersome. He said he told King they could work with him in a more casual way. As long as they were following the law, Wright said he was fine with King or any other citizen working with them.

Hicks again said he was concerned that this was to benefit a candidate, and Wright and Rower agreed.

At that point, the video ended, and Prebor asked if there was a committee representing Peachtree City Council. Holland said "no." Prebor told Holland that his email dated 5-19 said he was part of a committee representing Peachtree City. Prebor noted the City had never created this committee and asked what was its purpose?

Holland replied that ensuring the voter rolls of Peachtree City were clean was the purpose for which King started the committee.

King explained that it went back to 2021 when he learned that his daughter, who had not lived in his house since 1994, was still on the voter rolls at that address. He was approached about this by former Council Member Gretchen Caola and got it cleared up. When he was asked about this committee, he said he would like to be a part of it because he knew there was a problem. That was back in the spring of 2023, he added.

Destadio said he heard from Caola, too, about King's daughter and that he was

trying to get it cleaned up. Prebor asked Destadio if he had attended any committee meetings? and Destadio said he had not. Prebor pressed him, and Destadio said he was sure he had not.

How many people were on the committee? Prebor asked, and Destadio said he did not know. Holland replied that he, King and four others were members. Prebor asked him to share the names, and Holland said he did not know if he should and asked City Attorney Ted Meeker his opinion. Meeker said it was up to him. Holland then listed Margaret Ross, Walt Hanley, Elaine Kilgore, and Suzanne Brown.

In response to Prebor, Holland said they met once a month, but King said it had been twice a month. They met at the Republican Party headquarters in Fayetteville because Kilgore had a key.

Prebor said it bothered him when this was brought to his attention, and what really bothered him was that Ross, in working on a project for the City, had obtained thousands of Social Security numbers belonging to deceased Peachtree City residents. Holland was on the email, too, Prebor added. Holland protested that he was not the only one on the email, and Prebor agreed, saying that raised even more concern.

Prebor noted that one of the numbers belonged to his late stepson. Those numbers were on Holland's computer, as well as those of many other people. King asked the date of the email with the list, and Learnard said it was Tuesday, May 9, 2023. She read the email, sent to a Fayette County government worker. It said Peachtree City Council was cleaning up its voter rolls and was signed by Ross, King, and Holland.

How many names were on that list? Prebor asked. City Manager Robert Curnow said the list he was sent from staff contained two Excel spreadsheets. One had 3,692 names and Social Security numbers; the other had 4,381 names with date of birth, death certificate number, and addresses. The two correlated with each other, so together they contained complete information in regard to name, address, Social Security number, date of birth, and date of death.

Thousands of Fayette County residents had their personal information distributed, Prebor stated. He was the administrator of his stepson's account, and it was not closed. It was on that list. He told Holland that he said he had that information, and a lot of others did, too.

Holland said he did not say he had it, and Learnard said he did have it; those lists were shared. Holland asked King if he had a copy? Learnard said he did. King said it might say he had it, but he was not aware of it. Holland said he was not, either.

Learnard said those lists were shared as attachments and advised Holland to check his personal emails since that's where these communications took place.

King said he had checked his personal emails, which was where all this was, and that list was not there. Holland said that was the case for him, too.

Prebor told Holland that Ross sent them the list, said she had a project to complete, and copied Holland and King on the email. That was the list they were looking for, and now Holland wanted to say he didn't, have it? Prebor stated. Holland again said it was never sent to them, but Learnard said it was sent on Monday, May 15, at 8:45 a.m. to Holland's personal email.

Prebor remarked that it was frustrating as a representative of the citizens and also because he was the administrator of someone on that list. He didn't know what to do, but he just wanted to get this out there, he remarked.

Learnard read another email dated May 19 to a Probate Court worker asking about a Fayette County deaths report, and it was signed by Clint Holland, Peachtree City Council, and Margaret Ross. She told Holland there was no excuse for him representing himself as a City Council member while using personal emails and intending to obtain thousands of files of personal data.

The only files they got were given to them by the Superintendent of Elections, Holland responded. Learnard told him they had the emails and could look into that. That was why Prebor had questions, she said, calling it "egregious."

Prebor finished by saying he always tried to be positive and paint a positive picture of Peachtree City, but this was bothersome.

They would get to the bottom of it, Holland replied. Learnard asked him if she had his assurance that he would fully cooperate, and Holland said she did. Destadio and King also agreed.

Public Hearings

A. 10-23-07 Variance for 507 Pine Circle

On a zoning map, Assistant City Manager Justin Strickland showed the location in the Golfview/Flat Creek Club area and noted it was zoned Residential (R-22). The home was built in 1969 with the same zoning setbacks as today. As-built surveys were not required in 1969, and this house was built with portions in the front and rear outside the setbacks. The present homeowner purchased it in 2023 with the intent of doing a whole-house renovation, and the existing encroachments were found when the contractor sought permits. The encroachments were 19 feet into the rear setback and seven feet into the front setback.

The homeowner was asking for a variance for the existing encroachments and for proposed new construction of a garage and a pool. The garage would encroach 6.5 feet into the front setback and about 21 feet into the rear setback. They had

requested a variance for the pool to encroach 2.6 feet into the four-foot setback. Pools had to be four feet from a property line, no matter the setback, Strickland reported. He pointed out one area where the pool would be only a foot from the property line, but noted there was a city-owned greenbelt on the other side. The property owners had obtained letters of support from the neighbors.

If this was approved by Council, staff recommended an as-built survey be done once construction was completed and that the garage be of the same materials and colors as the house.

Contractor Bob Barnard stated that the original recorded plat had a 30-foot front building line, a 10-foot side line, and a 15-foot rear building line. They were always in encroachment along the rear, he acknowledged, but somewhere along the way, the City had changed the numbers, which created problems along the front. He said they had reduced the size of the pool, but this was the only location they had for it. He also said they would be saving the brick to re-use on the house but had planned to use Hardie board on the new garage to add texture.

The Mayor opened the public hearing.

Jim Savage, who said he had lived in Peachtree City 47 years and served two terms on City Council, commented that situations like this were why there were variances. The house was built according to the regulations at the time, but those regulations were changed, he pointed out. Therefore, they should get the variances.

Dar Thompson said they often saw variances denied because Council members did not want to set precedents. Thompson, singling out Holland for his remarks, noted that real estate law denied the existence of precedents, and the City ordinance said zonings were specific to each property. Granting a variance for one property did not mean a variance had to be approved for another.

Thompson told Council they should try to help citizens sometimes, rather than continually saying "follow the rules." Why did they have to be so strict if it helped the citizen and caused no harm to anyone? He brought up the variance they had denied a few weeks earlier for 1.5 feet on a deck, saying there was no need for a 30-minute conversation on that, when anyone would have been able to check it off in 30 seconds. He told Council it was getting ridiculous, and if he was CEO of a company watching these meetings, he would not want to move here.

John Dufresne commented that this was an erroneous variance. He said for that to be a front setback, there had to be a multi-frontage lot. Those lots were supposed to have more than one public road right-of-way, and this property did not. There was a loop made by Pine Circle, and that made it a corner lot, he stated, citing Section 904 of the ordinance which said a rear setback should be designated and all other setbacks were side setbacks. So this was a front setback, and the

ordinance said the front setback was where the driveway was. He told them they should dismiss this as an erroneous variance.

Barnard said he wanted to mention that he had asked the Planning Department if he could get a permit to start interior renovations and was told he could not because of all the encroachments.

No one else wished to speak, and the Mayor closed the public hearing.

King said he could not imagine a better case for a variance. There were probably 2,000 similar properties in the City, and he said he would not stand in the way of a property owner who was trying to improve his property and his way of life while increasing his property value and, therefore, the taxes generated for the City.

Prebor asked Barnard how much the homeowners planned to spend, and he said the renovation and the garage would be about \$450,000 to \$500,000 and the pool would be \$125,000. Prebor noted this would bring the property value past the break-even point for the City. They could not do any interior work the way it currently stood; they had the neighbor's approval, so he said he was in favor of approving the variance.

Destadio noted there was so much going on with this property that there was no way to solve it. He had thought about granting approval for just the existing encroachments but felt that would not be fair. It would not be right, either, to approve only the new items, so he said he had decided to vote for approval of everything.

Holland then noted he was at first against this, but, after hearing the presentation and learning that so many things were wrong, he had changed his mind. This might be one of the variances that was extraordinary and needed to be approved, and he was in favor.

King moved to approve Public Hearing item 10-23-07 Variance for 507 Pine Circle with the following conditions:

1. The detached garage shall be built of the same materials, roof pitch and colors as the main house;
 2. A foundation survey of the garage and an as-built survey of the entire property, including the pool, shall be provided prior to the issuance of a Certificate of Occupancy for the home or a Certificate of Completion for the pool, as appropriate.
- Destadio seconded. Motion carried unanimously.

Destadio mentioned to Barnard that he had heard there were a number of houses on Pine Circle that would be coming to them for similar variances. Barnard said he did not know about that, but he did know from the plats he had seen, that every home there was in violation. He said the City did an overlay change somewhere between 1998 and 2000 because they were expecting houses to be bulldozed and

bigger ones to be built.

Barnard noted that the greenbelt ran behind four houses and down the side of two other properties, including the one in question. People parked on it, used it for gardens and chickens, and, in the case of this lot, had built a fence through the middle of it. He suggested Council consider deeding that land or allowing it to be purchased. Learnard said that was a topic for another day.

Council/Staff Topics

A. Annexation Study

Prebor first asked what they could do about the dog situation Debbie Sanders mentioned earlier. Curnow said they would be reaching out. Sanders told them the one idea she had about what to do between an incident and court was to order that the dog be muzzled when outside the house.

Curnow asked if Council wanted to prioritize an annexation study over the next couple of months, possibly holding a workshop on the matter to discuss desired changes and updates?

Learnard asked what timeline he was considering? Curnow acknowledged it would take time to put together, and they did not want to lose the institutional knowledge of Prebor and King, who would be leaving Council at the end of the year. It would make sense to have the new Council onboard, but Curnow said they could lay the groundwork between now and then, if that's what Council desired. He just needed to know, so he could work with staff on re-prioritizing to make time for this.

What would he be taking off his plate? Destadio asked, saying it was a good idea to get input from the current Council, but he needed to see what was coming off.

King advised that he would prioritize this until after January when the new Council came onboard, adding that he and Prebor would still be available to provide that institutional knowledge. He said they should look at what was done in 2014. That plan was not formally adopted but would make a good start to a new plan.

Holland agreed and said a workshop meeting would get King's and Prebor's input on the record. However, he said he did not think they had enough time to squeeze it in before year's end. King agreed.

Curnow said if everyone was interested in a workshop in the new year, he would start putting some processes together internally and come back to them with a timeline.

Holland asked him to report what he was going to displace by doing this. Curnow said they would have a full view of what it would look like.

B. Addressing citizens concerns on the following topics:

- **Apartments**
- **LCI**
- **Tennis Center**
- **"Urbanization"**
- **Huddleston Road**

Learnard noted that campaign season was heating up, and they were getting lots of questions and concerns about what people were reading on social media and in the local media. Misinformation was out there, and she said she wanted to cover a few facts.

Her first topic was apartments. Other than at Somerby and Hearthside, no apartments had been built in more than 20 years, Learnard said, and Prebor added that Camden in 2001 was the last. No apartments were planned, she said, and she did not know of anyone on Council who wanted more apartments in Peachtree City.

Two years ago, the Mayor continued, she enumerated the number of apartments in Peachtree City at 1,760 units, which was approximately 14 percent of the total number of households. The national average was 15 percent, so they were not out of whack, she remarked. They did not need more apartments, and there were none coming.

The second thing she said she wanted to clear up was misinformation about the Livable Centers Initiative (LCI). An LCI meant a municipality reached out to the Atlanta Regional Commission (ARC) to do a project together. Some municipalities liked working with the ARC because it meant federal dollars could be leveraged for the project. Fayetteville and Tyrone had done projects with the ARC.

A previous Peachtree City Council had engaged the ARC to do an LCI study that was cut short. There were no deliverables from that study, and it died on the vine, Learnard continued, saying she believed this was in 2020. It was over; it was not coming back.

The LCI did give the City a marketing study for the entire Huddleston Road area at a very reasonable cost, King stated, saying that was the impetus for getting involved with it. Learnard agreed. Prebor added that it was not only for Huddleston Road, but for the entire city, and it did have value.

Holland remarked that this was what he meant when he talked about institutional knowledge between King and Prebor.

There had been many questions from citizens who thought they were getting rid of the Tennis Center. They were not getting rid of the Tennis Center, but were, right now, spending thousands of dollars to improve it, the Mayor reported, urging everyone to visit and see what had been done, such as the new lobby, new floors, bathroom improvements, and office renovations. Next, they would be looking at renovations on the secondary building. The Tennis Center was a jewel in their crown, she commented, and it was not at risk.

She said she was tired of questions about “urbanization.” Peachtree City was a master planned community with a very responsible Comprehensive Plan. The last Comp Plan update was done in 2022, driven by a citizen committee. She said everyone moved to Peachtree City for the villages, the paths, the greenspace and the careful planning, and that was the way it would stay.

The Mayor said she was aware of a communication from a citizen to the Planterra Ridge Homeowners Association claiming the City was planning on putting residential on Huddleston Road. She asked Council if any of them wanted residential on Huddleston Road, and no one raised their hand. It was not happening, Learnard emphasized.

Huddleston Road lacked sewer, stormwater, and safe golf cart paths. It was important to install improved infrastructure there to serve the existing businesses and industries, she said. It was an important project that would start in a few months. There would be no residential, she concluded.

She asked if anyone had questions and thanked them for the opportunity to share the facts.

Executive Session

King moved to adjourn to executive session at 7:55 p.m. to discuss pending or threatened litigation. Destadio seconded. Motion carried unanimously.

Holland moved to reconvene in regular session at 8:09 p.m. King seconded. Motion carried unanimously.

Adjourn

There being no further business, King moved to adjourn the meeting. Holland seconded. Motion carried unanimously.

The meeting adjourned at 8:10 p.m.

Martha Barksdale, Recording Secretary

Kim Learnard, Mayor

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council

VIA: Robert Curnow, City Manager

FROM: Angela Egan, Purchasing Agent 10/25/2023
Paul Salvatore, Finance Director 10/26/2023
Justin Strickland, Assistant City Manager 10/26/2023
Robert Curnow, City Manager 10/27/2023

DATE: November 2, 2023

SUBJECT: Replacement of Skid Steer Track Loader (SPLOST)- Public Works

Recommendation:

Approve the purchase of a Kubota SVL97-2HFC Skid Steer Track loader from Mason Tractor for \$74,916.40; and 2 Bobcat brand buckets from Bobcat of Atlanta for \$3200 each, for a total of \$81,316.40.

Discussion:

This piece of equipment was approved in the 2023 SPLOST to replace an existing Skid Steer. The city is pleased with the two Kubota track loaders that we purchased earlier this year, and in an effort to maintain consistency with equipment for operators and the Auto-shop staff in regard to parts and service, we would like to move forward with another Kubota loader. The quoted price is a Sourcewell / State Contract price, and Mason Tractor is predicting availability before the end of the year. Therefore, staff recommends approval of this purchase from Mason Tractor.

Budget Impact:

The 2023 SPLOST set aside \$75,000 for this item based on historical pricing data. The quoted price of \$81,316.40 is higher than budgeted but the difference will be made up from the contingency funds in the 2023 SPLOST budget.

Attachments:

None

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council

VIA: Robert Curnow, City Manager

FROM: Justin Strickland, Assistant City Manager 10/27/2023
Robert Curnow, City Manager 10/27/2023

DATE: November 2, 2023

SUBJECT: Shared Access Agreement and Easement with 2714 HWY 54 W

Recommendation:

Accept the shared access agreement and easement with 2714 Highway 54 W.

Discussion:

GDOT requested that the existing driveway to the undeveloped greenspace owned by the City at the intersection of Planterra Way and Highway 54 W be combined with the driveway for the property at 2714 Highway 54 W. The owner of 2714 Highway 54 W has agreed to construct and maintain a shared driveway that serves both their property and the City-owned property. The attached documents grant both property owners mutual access to the driveway.

Budget Impact:

There are no current or long-term budget impacts associated with this item.

Attachments:

None

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council

VIA: Robert Curnow, City Manager

FROM: Paul Salvatore, Finance Director 10/27/2023
Justin Strickland, Assistant City Manager 10/27/2023
Robert Curnow, City Manager 10/27/2023

DATE: November 2, 2023

SUBJECT: 11-23-01 Economic Development Services- Retail Strategies

Recommendation:

Approve the Retail Strategies agreement in the amount of \$40,000 for retail recruitment and economic development services.

Discussion:

The City of Peachtree City has, over the years, utilized the Fayette County Development Authority as its economic development arm. The FCDA has five target industries, none of which include retail. In general, retail includes clothing stores, food stores, restaurants, hardware stores, and general merchandise. For various reasons, over the last few years, there have been several vacant retail spaces; the former Kmart, Steinmart, and most recently, Bed Bath and Beyond are some of the most prominently known locations. Additionally, Peachtree City has a gap when it comes to business recruitment, data, analytics, retention, expansion, and other economic development aspects. The Mayor and Council have shown interest in pursuing economic development strategies, programs, and activities that seek to improve economic well-being through job creation, job retention, tax-based enhancement, and quality of life for our community.

Peachtree City is a unique master-planned community, and to ensure that our business demographics and the preservation of our community are maintained, we recommend partnering with Retail Strategies, a well-known retail recruiter. Their services will include real estate analysis, community input, creating a retail recruitment strategy and plan, and customizing marketing guides. References gathered by staff provided high remarks pertaining to their company.

Budget Impact:

Funds are available in FY24 Economic Development 100-7520-523913.

Attachments:

1. Retail Strategies Retail Recruitment Partnership Proposal

RETAIL RECRUITMENT & RETENTION SERVICES

Peachtree City, Georgia



October 2023

Valid for 60 days.

Prepared for:

Robert Curnow, City Manager

Peachtree City, Georgia



Mill Graves – Director of Community Partnership // Portfolio Director

[404] 719-9773 | mgraves@retailstrategies.com

2110 Powers Ferry Rd. SE, Suite 303, Atlanta, Georgia 30339

retailstrategies.com



retail strategies



About Us

Retail Strategies is the national expert and must trusted partner in recruiting businesses on behalf of communities.

Retail Strategies' mission is to provide real estate expertise, tools, and human effort that position deserving communities as alluring locations for recruiting and retaining businesses. With confidence, we pursue this mission by delivering unparalleled service as a unified team with unmatched real estate expertise.

Our expertise includes over 150 collective years of retail real estate experience and 30 licensed Commercial Real Estate professionals. We have a track record of success to aggressively execute a tailored strategy to attract retailers, restaurants and hotels for our Clients across the United States. We encourage you to contact our references for their feedback on our services.

Retail Strategies has been honored with "Best Places to Work", "Who's Who of Commercial Real Estate", "CEO of the Year", "Top 40 Under 40" and "Top 100 Influencers in Real Estate."

Our activities pay a return in sales taxes, add and save jobs, increase property taxes and add businesses that enhance the unique qualities of your community. Retail Strategies' network of decision maker contacts within the retail and real estate industry will be put to work for you.

Industry Leaders

- 160 years of retail real estate experience
- 35 licensed commercial real estate professionals
- Direct connections to retailers & developers
- Proactive, hands-on approach

Industry Involvement



Retail Strategies' core values are to be **Committed, Team-Oriented, Respected** and **Innovative**. It is our constant focus on these values that allow us to form strong, long-term relationships with our Clients and within the retail and real estate industries.

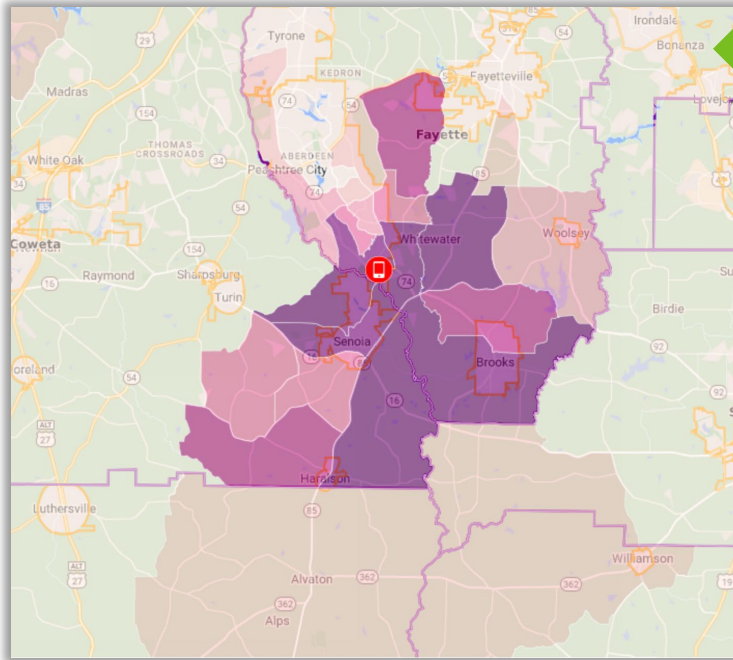
If we say we will do it, we will do it. We are respected as industry leaders because we do the right thing and are relentless in our pursuit of unique solutions.

We tell you this because if we partner with a community, we make sure we have the team and resources to help your economic development team and community thrive. With a **5:1 client ratio**, our team can successfully build relationships and manage our Clients' personalized needs.

Retail Strategies maintains a Smart Growth Strategy in which we limit the number of Clients we partner with in each state to maintain our client ratio, meet project schedules and exceed client expectations.



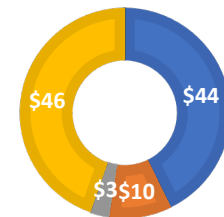
Community Opportunity – Peachtree City, Georgia



7.2 % growth next 5 years

RETAIL LEAKAGE (\$M+)

- Grocery/Specialty Grocery
- Restaurants
- Clothing & Accessories
- General Merchandise



In a preliminary analysis supported by mobile data insights Retail Strategies evaluated the market potential of an established retail-commercial. Approximately **75K+ potential consumers** frequent **the Publix at Wilshire Pavilion (Fayette County's top performing grocer)**. This retail center's **customer trade area** is projected to grow **7.2%** between 2023-2027 and has an average HH income of **\$132,421**. In a recruitment partnership **Retail Strategies' Georgia team will serve as Peachtree City's resource extension and commercial development advisor to:**

1. Leverage data and analytics to better define **commercial corridors communitywide** to existing and new retail businesses, restaurants, and hospitality groups
2. Build relationships with landowners, developers and brokers to analyze area's highest best use real estate opportunities for targeted prospecting.
3. Promote and advocate the community's vision, assets, and planning priorities for growth, revitalization, and redevelopment
4. Identify expanding retailers and businesses that are not in the market that should be
5. Proactively connect with retailers, developers and brokers on behalf of the community, and regularly report feedback and progress for advancing implementation efforts and collaboration



Approach & Methodology



Discover: Research



The process begins with market analysis. In the first 30 days of partnership, our team takes the deep dive into data, advanced analytics, and proprietary tools we developed in-house to uncover and define the potential in your community.

Retail Strategies assembled data providers that are industry-trusted leaders and used by national pharmacy, grocery, and restaurant brands that are researching your community.

This data consistently delivers the highest level of accuracy and allows our team to analyze over 3,365 individual variables (per geography) to provide the deepest, most reliable, information possible to our Clients.

Real Estate Analysis

A real estate study that identifies opportunities for strategic focus properties, underutilized assets, development zones, and redevelopment zones.

Mobile Data Collection

An industry-leading report which utilizes cell phone data to identify the location of consumers that visit a defined shopping area within the community.

Trade Area Identification

By utilizing mobile data collection, analytics and real estate acumen, our team will identify consumer opportunity, demand, shopping patterns that will answer key questions for retailers.

Gap Analysis

Examining the market supply and market demand (leakage and surplus) within the trade area to uncover the categories of retail being desired by your community.

Retailer Void Analysis

Identifying businesses that have entered similar communities but have not yet entered your market. This provides an initial list of realistic prospects that should be considering your market.

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective.

Business Recruitment Categories

After reviewing key demographic information, we deliver a list of priority business categories for recruitment and/or expansion that will elevate your community.

Psychographic Analysis

Tapestry Lifestyles define the type of consumers by breaking down demographics, consumer preferences, expenditures, and cultural ideals through psychographic profiles.

Consumer Spending Patterns

Drilling down into each retail segment to identify and understand your consumers' spending patterns.



Approach & Methodology



Discover: Real Estate Analysis

Within 45 days we bring our real estate professionals to your community for a Boots on the Ground analysis to view and inventory properties, sites and buildings. Our team uncovers your underutilized real estate assets and identifies sites and properties for development, redevelopment, highest and best use, or vacancies to be filled.



Discover: Real Estate Analysis

Your dedicated team will identify and conduct outreach to property owners, brokers, developers, retailers, restaurants, and all other industry players to connect the dots to your market.



Discover: Community Input

Each community is engaged in a meaningful dialogue to identify past efforts, interests and goals for retail.

Our process is built around creating a relationship with you and getting communication and information flowing. This is partnership. We know that no one knows your community better than you.

Your buy-in to our recruitment approach is vital to us being successful for you.





Approach & Methodology



Connect: Retail Recruitment Strategy and Plan

At the end of our Discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This 70+ page document highlights our research on the community, demographic information, retail analysis and our Boots on the Ground real estate analysis.

Identified are the top 30 prospects where our team of experts will perform outreach to match your real estate and market opportunities.

Retail Strategies will present the Plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, we will send an electronic file and printed and bound copies of the Plan.



Connect: Community Marketing Guide

You will receive a customized Marketing Guide that showcases critical market intelligence, data, real estate information, and advanced analytics to illustrate the top facts to industry professionals that position you for economic growth. These flyers can be printed and/or uploaded to your website.





Approach & Methodology



Advance: Retail Recruitment

Retail Strategies will be reaching out to property owners, brokers, developers, retailers, restaurants and industry players to connect the dots in your market. We continue to seek information throughout our partnership to define the target opportunities in your community. Below is just a sampling of brands our team continues to work with:

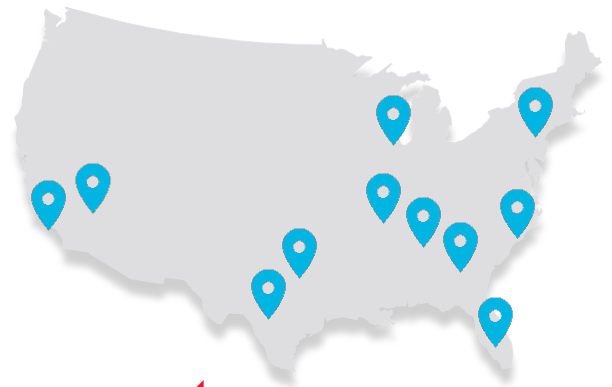


Marketing and Representation

Our team attends more than a dozen retail real estate conferences including ICSC, ICSC Recon and RetailLive! Retail Strategies attends these shows to meet with industry leaders and market your opportunities.

At conferences, we set up meetings with targeted retailers, restaurants, brokers, and developers on your behalf.

Following the conference, you receive an update on who we met with, what was said, and what our next steps are for your community.





Investment

We appreciate the opportunity to work with the City of Peachtree City! By partnering with Retail Strategies, Peachtree City can intentionally build a team extension to proactively pursue attainable and desirable retail community and begin implementation of a comprehensive retail recruitment and retention strategy. This initiative is foundational for capitalizing on Peachtree City's growth momentum to advance generational retail investments and enhance retail amenities in underserved and targeted economic development corridors.

Return on Investment

Our services will help reduce retail leakage, pay a return in increased taxes, add jobs, and add businesses that enhance the unique qualities of your community.

The addition of just one retail store/restaurant that brings in \$1 million in retail sales will bring in tens of thousands of tax collections to add back to the city and county's budget.

Services	Fees*
Year 1 Retail Recruitment	\$40,000
Year 2 Retail Recruitment	\$50,000
Year 3 Retail Recruitment	\$50,000

Retail-commercial transactions take 18-36 months on average. For this reason, our Retail Strategies team recommends 3 years to advance implementation efforts and fully realize a return on investment.

Pricing valid for 60 days

The total fee for completion of work is due upon execution of agreement. Project fees are due within 30 days of receipt of the invoice.

Should the Client request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by the Client in advance of commencing any additional work. One trip to Client is included in pricing. Any additional travel will be approved by the Client (not to exceed \$1,000 per trip).

Retail Strategies' agreements are annual with defined prices for up to two additional years of service. The Client will have the option to extend or discontinue the agreement each year.



CASE STUDY

Johnson City, TN



Businesses Recruited



IN THE SOUTHEAST



Johnson City engaged with Retail Strategies in hopes to back fill a vacant Kmart building and ramp up their retail base. Since January of 2016 not only has the Kmart building been redeveloped, but Retail Strategies has also recruited 11 new businesses to the market, and we haven't let off the gas since. In our initial evaluation we identified grocery and restaurants as two big opportunity gaps within the market.

Due to Retail Strategies outreach so far 7 restaurants have opened their doors in Johnson City. Publix opened in late 2019 and created 140 new jobs. The project produces \$690,000 in annual sales tax. And lastly, the vacant Kmart building was redeveloped with 2 major tenants- At Home and Hobby Lobby. At ICSC in May '22, the RS implementation team secured a purchase and sale agreement for another full-service restaurant and bar concept.



Sales: \$38,130,000
3% tax: \$1,143,900
Jobs: 78

Sales: \$4,120,500
3% tax: \$123,615
Jobs: 75

Sales: \$4,000,000
3% tax: \$120,000
Jobs: 12

Sales: \$1,070,000
3% tax: \$32,110
Jobs: 20

Sales: \$1,645,200
3% tax: \$49,356
Jobs: 30

EXAMPLE AVERAGE ANNUAL SALES VOLUMES PER BRAND

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Mayor and City Council

VIA: Robert Curnow, City Manager

FROM: Robin Cailloux, Planning Director 10/25/2023
Justin Strickland, Assistant City Manager 10/26/2023
Robert Curnow, City Manager 10/27/2023

DATE: November 2, 2023

SUBJECT: 11-23-03 Variance request for 100 Huddleston Road, sign height for Caliber Car Wash

Recommendation:

Should Council approve the request, staff has no conditions of approval to recommend.

Discussion:

The Applicant is requesting relief in the form of a variance from the maximum sign height [Section 66-16(3) and 66-20(b)], which states that no sign in the City shall exceed 5 feet in height. The Applicant requests to construct a monument sign that will be 26 feet in height.

The subject property has property frontage on both Huddleston Road and Highway 54 West. Double-fronted lots are permitted to have two (2) monument signs, one for each road frontage. The site currently has one monument sign at the car wash entrance on Huddleston Road. The lot is at-grade with Huddleston Road, and about 18 feet below the grade of Highway 54 W.

As part of the application, the Applicant has included a justification narrative, site plan showing the proposed sign location, sign plans showing the proposed sign in relation to the Highway 54 right-of-way property line, and photo simulations of what the sign would look like from Highway 54.

Variance Criteria

Variance criteria for signs are different than other variance criteria. Per Section 66-25 of the Signs Ordinance, city council may grant a variance only upon finding a hardship as defined below:

- a. Where visibility of a conforming sign from the proposed street and within 50 feet of the proposed sign would be substantially impaired by existing trees, plants, natural features, signs, buildings, or structures on a different lot; and

- b. Placement of the sign elsewhere on the lot would not remedy the visual obstruction; and
- c. Such visibility obstruction was not created by the owner of the subject property; and
- d. The variance proposed would not create a safety hazard to vehicular traffic or pedestrians as determined by the city engineer.

The ordinance continues that, “variances shall be limited to the minimum relief necessary to overcome the hardship, and no variances shall be granted to allow a greater number of signs than would be allowed if the hardship did not exist.”

Budget Impact:

There are no budget impacts associated with this item.

Attachments:

- 1. Zoning Map
- 2. Applicant Narrative
- 3. Sign Plans and Photo Simulations

APPLICANT NARRATIVE

VARIANCE CRITERIA

The variance is needed due to the slope of the land coming from Hwy. 54 onto the owner's property, which is 18 feet below the grade of Hwy. 54. As such, the criterion found in Section (b) is met. Please note that Section (a) is not applicable to the requested variance.

(b) "Where visibility of a conforming sign from the proposed street and within 50 feet of the proposed sign would be substantially impaired by ... natural features."

- The owner's property is situated such that it is 18 feet below the grade of Hwy. 54.

(c) "Placement of the sign elsewhere on the lot would not remedy the visual obstruction."

- The owner's lot lies approximately 18 feet below the grade of Hwy. 54 for the entire length of the property. Moving it anywhere along the property along Hwy. 54 does not remedy the visual obstruction.

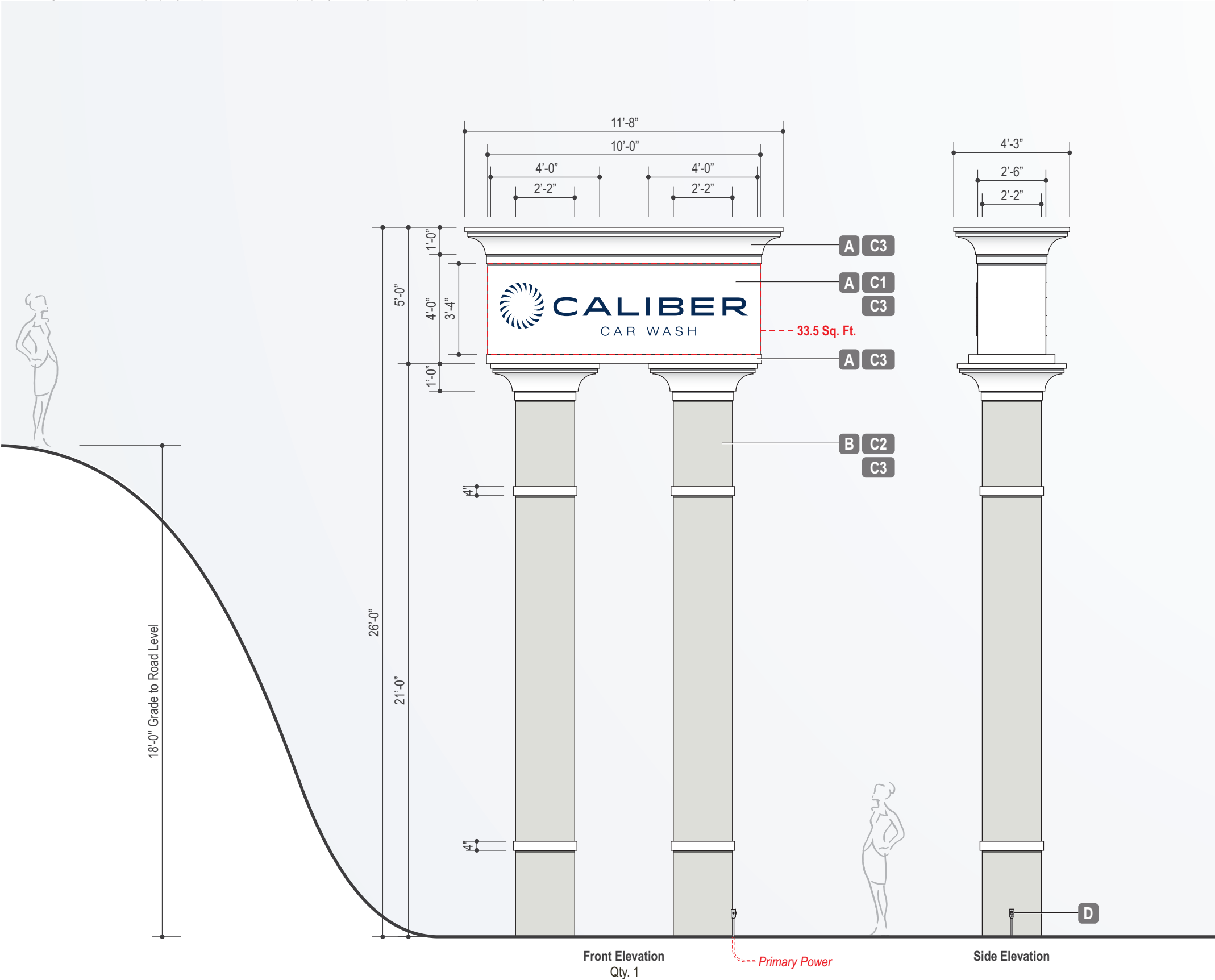
(d) "Such visibility obstruction was not created by the owner of the subject property."

- The owner did not cause the grade of its property to be lower than Hwy. 54.

(e) "The variance proposed would not create a safety hazard to vehicular traffic or pedestrians as determined by the city engineer."

- The owner believes the city engineer will agree that the requested variance to increase the height of the sign so that the top of the sign is 5 feet above the grade of Hwy. 54 will not pose any safety hazard and will simply place this sign along the same visual plane as other signs located throughout the city.

SIGN PLANS



Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C1 Pantone 294 C
- C2 Stuc-o-flex 307 "Nova White"
- C3 White
- L1 7000K White LEDs

Construction Specifications

- A Aluminum fabricated cabinet with stucco finish and aluminum painted accents. Copy to be 0.75" acrylic should cut push thru copy with first and second surface vinyl graphics
- B Aluminum fabricated pole covers with stucco finish and aluminum painted accents
- C LED illuminated, power supplies to be housed inside monument with external service switch
- D (2) footers with (2) steel supports required - TBD

Electrical Notes

- Disconnect switch(s) UL & ID labels
- Vent - 2" Dia. Louvered

FINAL ELECTRICAL HOOK UP BY OTHERS

Suitable for Wet Location
Electrical Requirements: _____
Connection Type: permanent continuous operation
Number of Circuits: _____ 20 amp Dedicated Branch Circuit(s)
Primary Wire Size: 12 awg / conduit size: 1/2"
Secondary Wire Size: 18 awg
Max. Line Current: _____

Inspected and labeled in accordance with UL Standard for Electric Signs
Installed using UL listed parts and methods of installation in accordance with Article 600 of the National Electric Code and other applicable local codes. This includes proper grounding and bonding.

This lighted product may contain Fluorescent, Neon, HID lamps or components that use Mercury in them. Dispose of these lamps & components according to the laws of the authority having jurisdiction.

This sign is fabricated using UL approved 406/19 Acrylic Adhesive

DeNyse
SIGNAGE &
ARCHITECTURAL
ELEMENTS
1.800.941.7446
denyseco.com

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Management Company
N/A

Property Name & Address
Caliber Car Wash
100 Huddleston Rd
Peachtree City, GA 30269

Opportunity Number
58662

DeNyse Representative
Nick Shepherd

Designer
Jesse Black

Date
07.13.2023

Revision Date	
5	08.02.2023 jblack
	08.17.2023 ns
	08.29.2023 ns
	09.07.2023 ns

Filepath
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Main ID 1 v5.cdr

- Concept
- Preliminary
- Production

PHOTO SIMULATIONS FROM HWY 54

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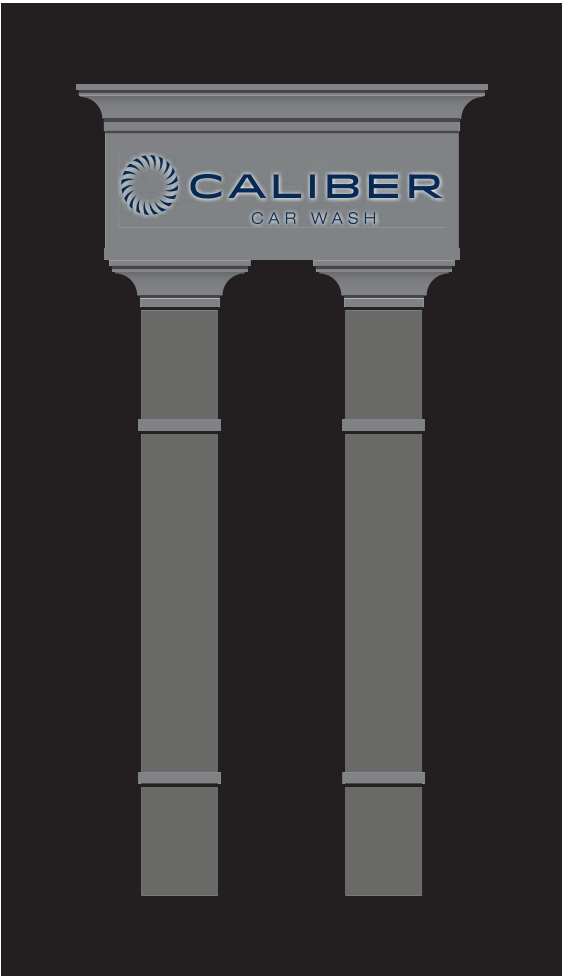
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- ☐ Concept
- ☒ Preliminary
- ☐ Production



Proposed Conditions
NOTE: ARTISTIC REPRESENTATION ONLY



Illuminated Render



Perspective View from Floy Farr Parkway
NOTE: ARTISTIC REPRESENTATION ONLY



Perspective View from Floy Farr Parkway
NOTE: ARTISTIC REPRESENTATION ONLY



Scale
Not to Scale



Customer Signature Required

SITE PLAN

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Management Company
N/A

Property Name & Address
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- ☐ Production

Scale
Not to Scale

Customer Signature Required

Monument Location
at 18ft below street level

