

*Thank you for joining. The meeting
will start shortly!*

*Please use your phone's, tablet's,
or desktop's internet browser to join
us on Zoom or Facebook Live...*



<https://zoom.us/j/94987427202>



Comprehensive Plan

CPAC Meeting #2

01.28.2021, 6:00 PM

Agenda

- ***Swearing in of Todd Chernik as Chair of CPAC***
- ***Call to Order & Pledge of Allegiance***
- ***Welcome & Introduction of CPAC Discussion***
 - ***Roll Call***
 - ***Appointment of Vice Chair***
- ***Public Comment***
- ***Recap of Project Progress to Date***
- ***Key Engagement Findings***
- ***Market Analysis Overview***
- ***Discussion***
- ***Five (5) Minute Break***
- ***Land Use Overview: Deerfield & AG-1***
 - ***Discussion***
- ***Next Steps***
- ***Public Comment***
- ***Adjourn***

Swearing in of CPAC Chair

5 minutes

Call to Order &
Pledge of Allegiance

5 minutes

Welcome & Introduction of
CPAC Discussion

10 minutes

Public Comment

10 minutes

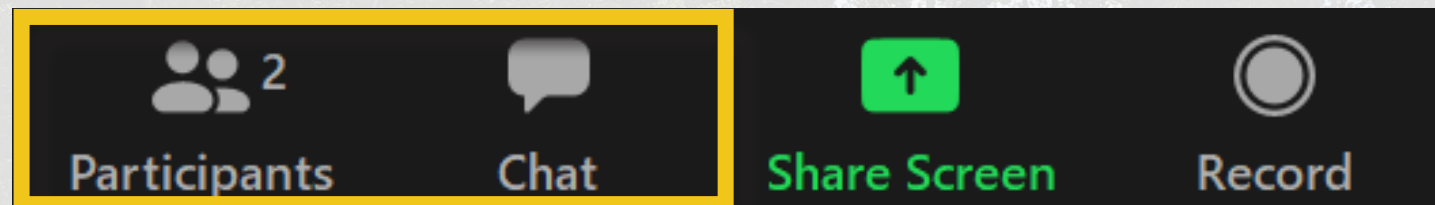
Guidelines for Participation

- 1. Speak from your own perspective using “I” statements.**
- 2. Respect others’ viewpoints while listening respectfully and intently.**
- 3. Stay focused on the discussion at hand.**
- 4. Ask questions.**
- 5. Be patient with one another as we talk.**
- 6. Use the “raise hand” feature as well as the chat box on Zoom.**
- 7. Use the comment box on Facebook.**

Guidelines for Participation

- **For ZOOM App users by Computer, Tablet and Smartphone:**

- ***Click Participants in your Meeting controls at the bottom of your screen, and click 'Raise Hand'***

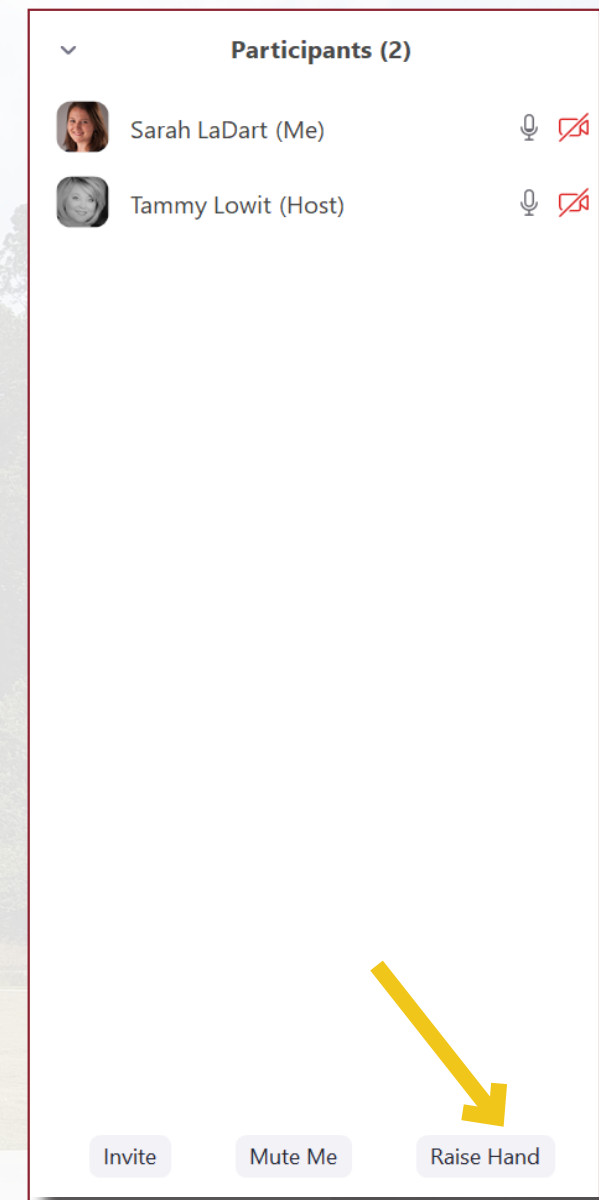


- **For Callers using telephones:**

- ***To Raise Hand - Press *9***
- ***To Unmute - Press *6***

- **For Facebook users by Computer, Tablet and Smartphone:**

- ***Type thoughts and questions in comment box. Questions will be answered within a day.***



Recap of Project Progress

10 minutes

Recap of Project Process

- **Our last CPAC meeting was on Tuesday November 10th before the holidays**
 - We worked on the Priorities, Issues, and Objectives for the 2040 Comprehensive Plan
- **On Thursday December 10 we held the 2040 Comprehensive Plan Kick-off Meeting**
 - The Project Team introduced the public to the project
 - The Project Team received feedback from interactive exercises
 - The Project Team also promoted the online community input survey which ran 12/10/20 to 1/15/21
- **The Project Team started preparing for the today's CPAC meeting**
 - Developing Market Analysis for the 2040 Comprehensive Plan
 - Prepping for Deerfield Area land use policy discussions
 - Prepping for discussion on AG-1 zoned areas of the City

Key Engagement Findings

15 minutes

Facebook: Engagement Overview

200+

*Facebook Comments
to date*



Major Themes

- **Positive support for expanded parks, both active & passive**
- **Demand for expanded sidewalk networks & trail systems**
- **Limit building in the future, populate empty retail spaces**
- **Comments supporting both large lot (3+ acres) & small lot residential development**
- **Support for restaurant development in the future**
- **Focus on traffic management**

Ideas Wall: Engagement Overview

25+

Comments to date



Major Themes

- **Positive support for active parks that are connected to surrounding communities**
- **Positive support for expanded sidewalk networks & trail systems**
- **Examine Birmingham Highway/Birmingham Road & surrounding area for walkability & safety**
- **Support for round-a-bouts for traffic calming**
- **Support for recycling initiatives & overall community sustainability for both buildings & sites**
- **Focus on traffic management**
- **Support for public art throughout the City**

Survey: Engagement Overview

150

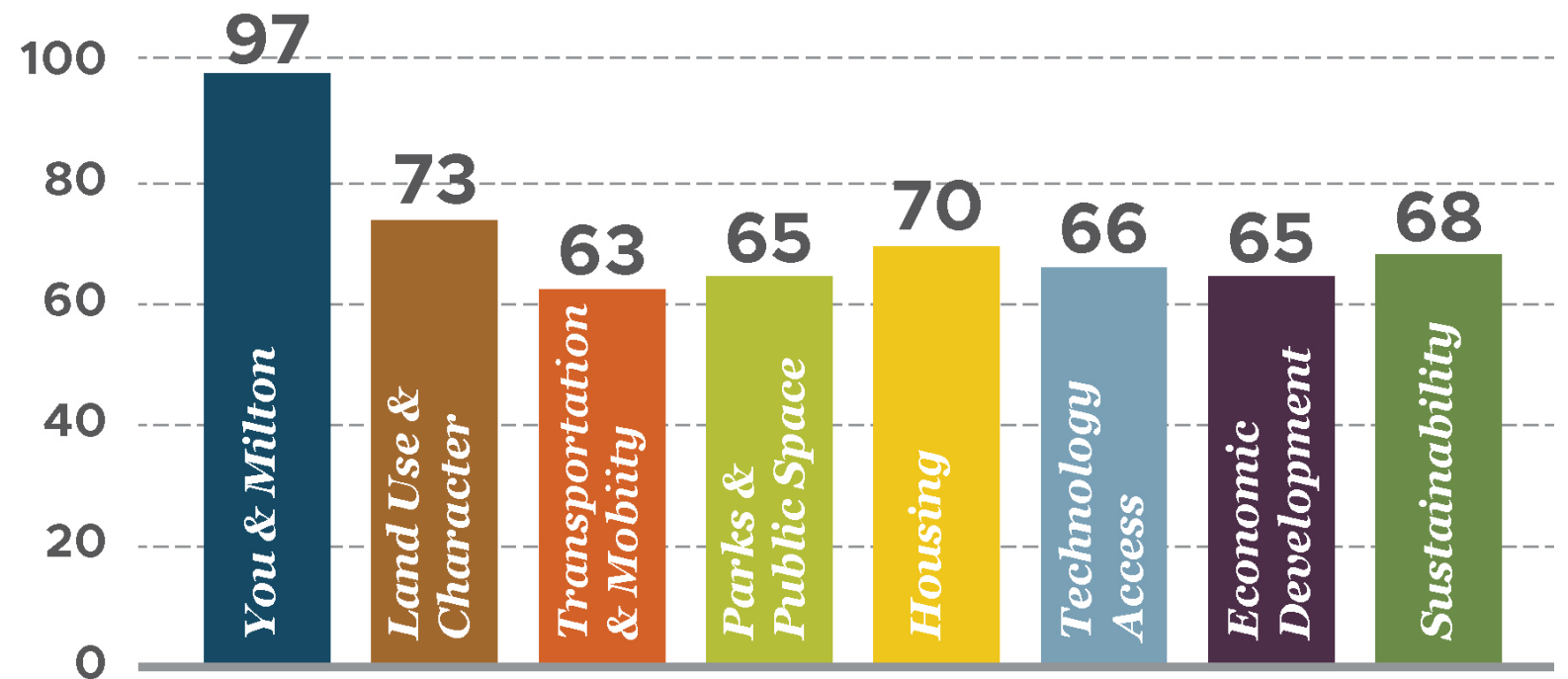
Unique Survey Stakeholders

567

Survey Responses

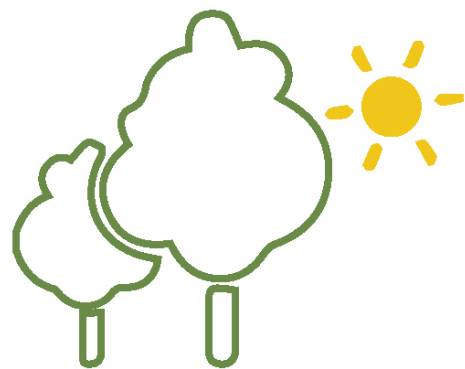


How many of each survey were completed?



Survey: You & Milton

Please rank topics in order of importance for Milton in the next two decades:



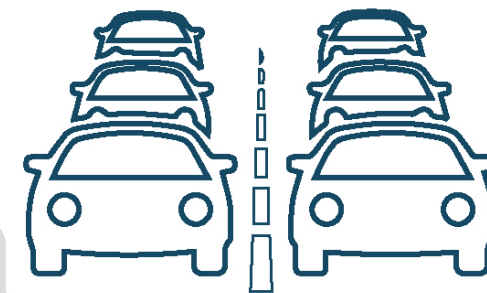
*Passive
Recreation*



*Active
Recreation*



*Land Use &
Managed Growth*



*Transportation
Improvements*

Survey: You & Milton

What ONE word would you use to describe Milton today?



What ONE word would you use to describe Milton tomorrow?



Survey: Land Use

Major Themes

- Further study for Deerfield & Arnold Mill warranted
- Preference for large lot (3+ acres) residential development, civic/cultural/historic locations, craft manufacturing & local shops
- Preference more passive green space/conservation land

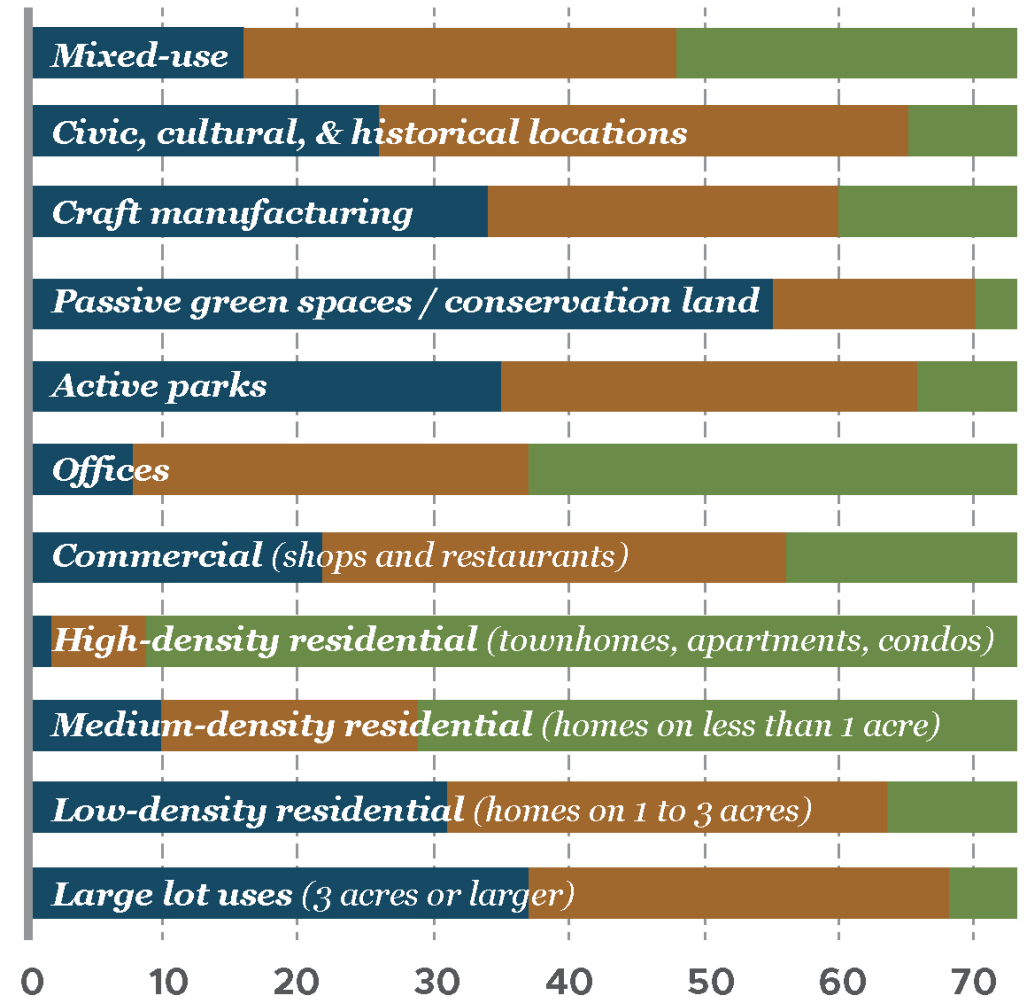
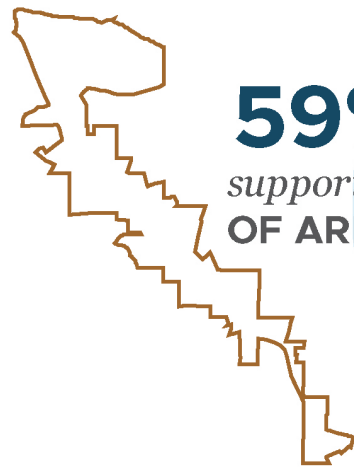
79%

support further study
OF DEERFIELD /
HIGHWAY 9



59%

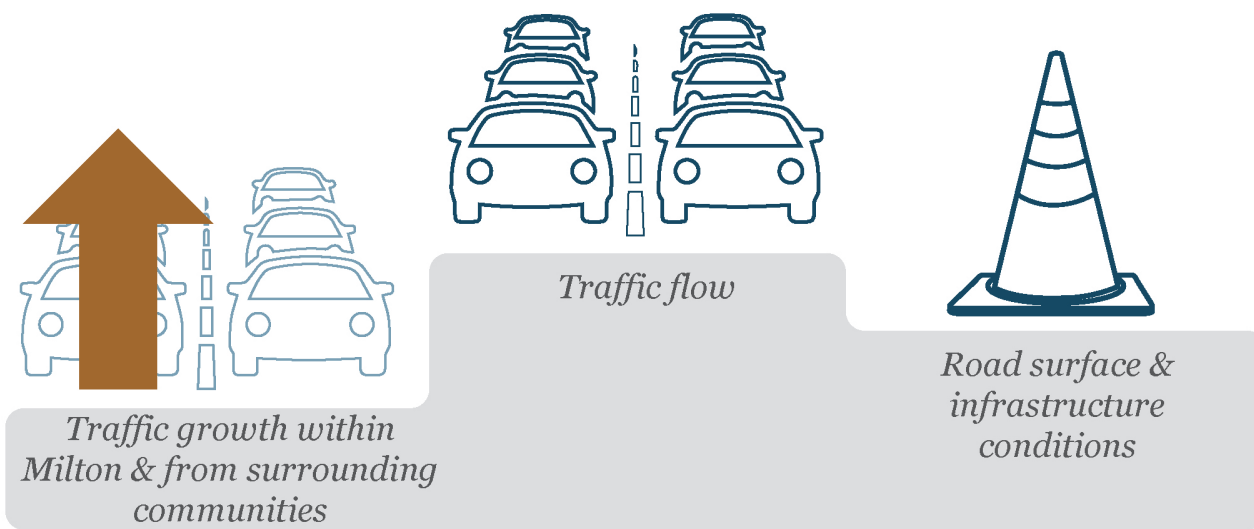
support further study
OF ARNOLD MILL



Survey: Transportation & Mobility

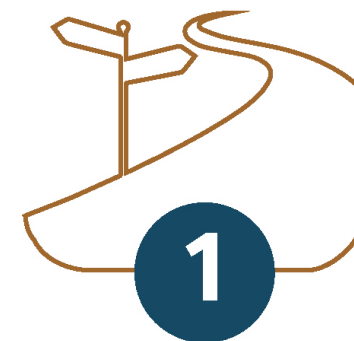
Major Themes

- Concerns about traffic flow & infrastructure maintenance
- All transportation infrastructure received more than 50% agreeing that it was satisfactory, except bike lanes
- Improve bike facilities, connectivity, & safety

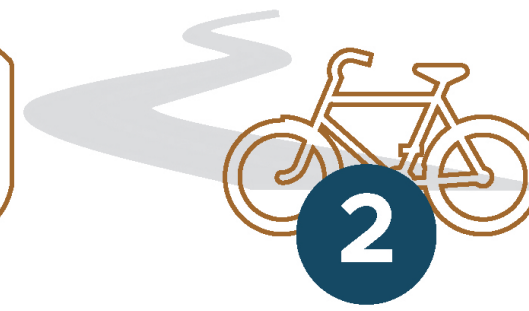


TOP-RANKED TRANSPORTATION TOPICS TO ADDRESS

CITY INITIATIVES COULD INCLUDE:



1
Special bike routes



2
Bike lanes on roads



3
Education for drivers & cyclists

Survey: Parks & Public Spaces

Major Themes

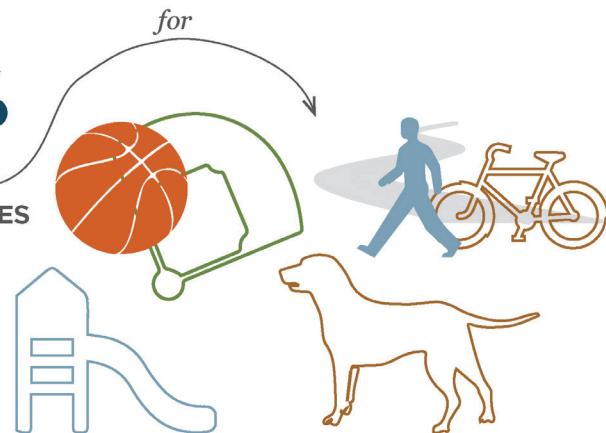
- People frequently use Milton parks, but also visit other municipalities' parks for trails, playgrounds, sports leagues, & dog friendly facilities
- Preference for passive green space
- Funding preferences include bond referendums & pay as you go from City budget
- Support for public art

89%
visit parks in
MILTON

48%
at least
ONCE A MONTH



89%
visit parks in
NEARBY
COMMUNITIES



400 ac PURCHASED WITH LAST
GREENSPACE BOND

1. Add walking trails (80%)
2. Leave as conservation land (46%)

& 71%
are open to another
GREENSPACE BOND

Survey: Housing

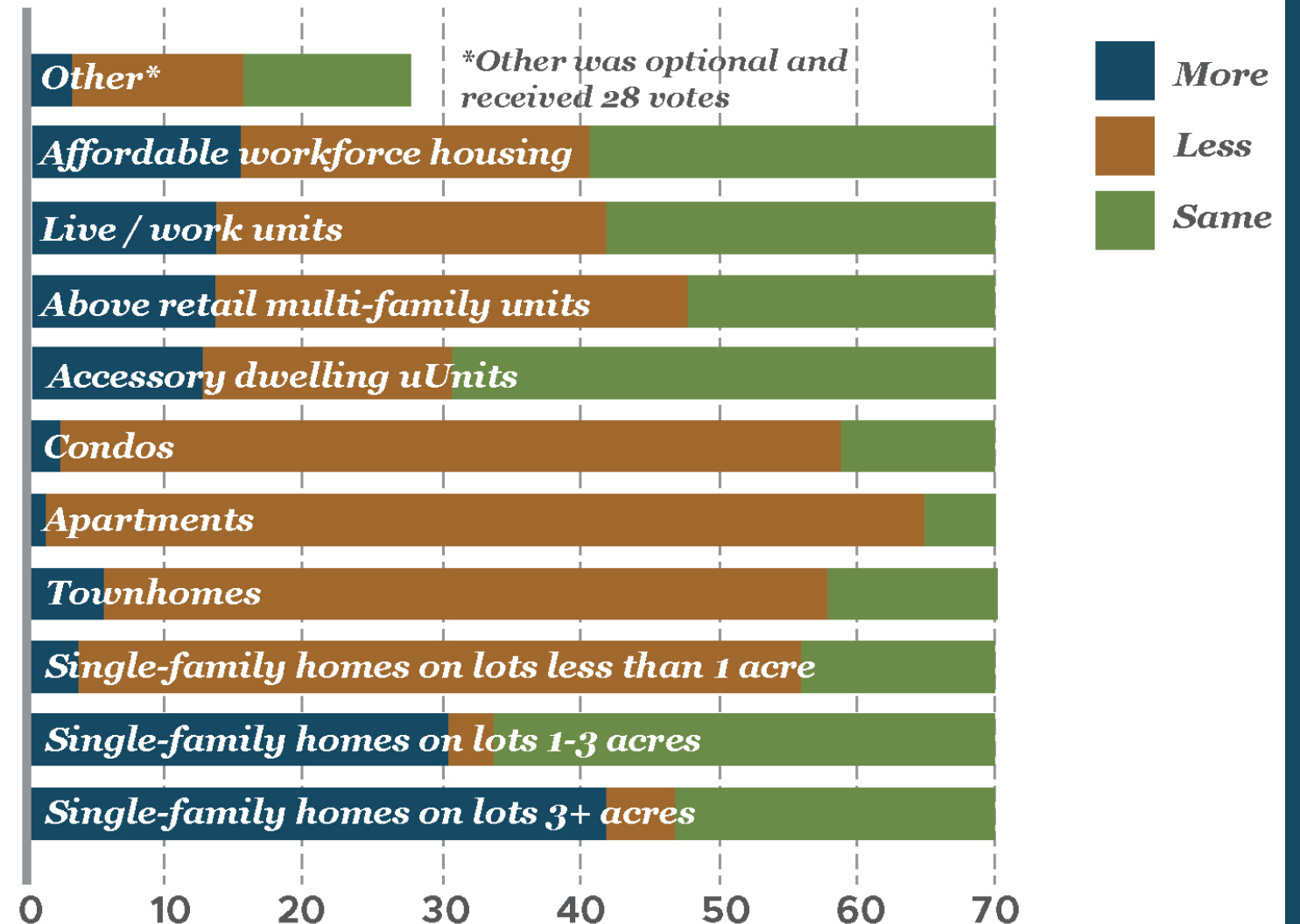
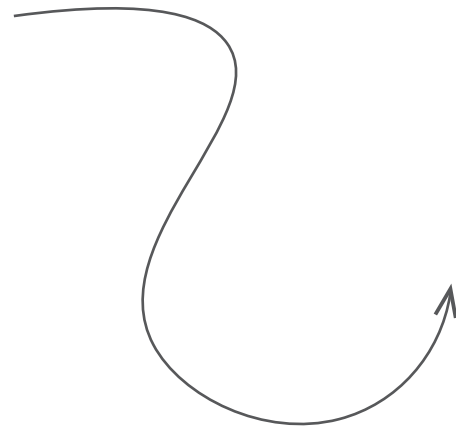
Major Themes

- Prefer 3+ acres lot single family housing
- Support for 1-3 acres single family housing
- Support for work-force housing and live/work units
- Good quality of housing stock available

77%

Respondents
graded 8, 9, 10

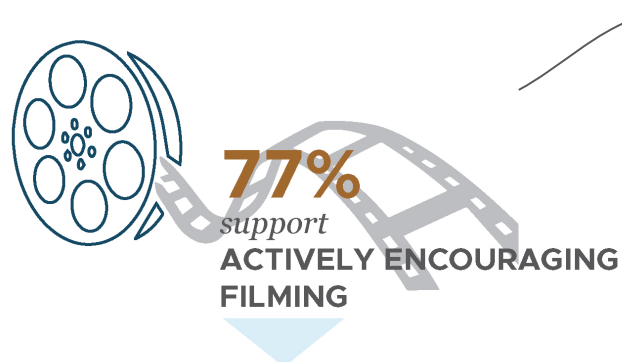
**QUALITY OF
HOUSING STOCK**



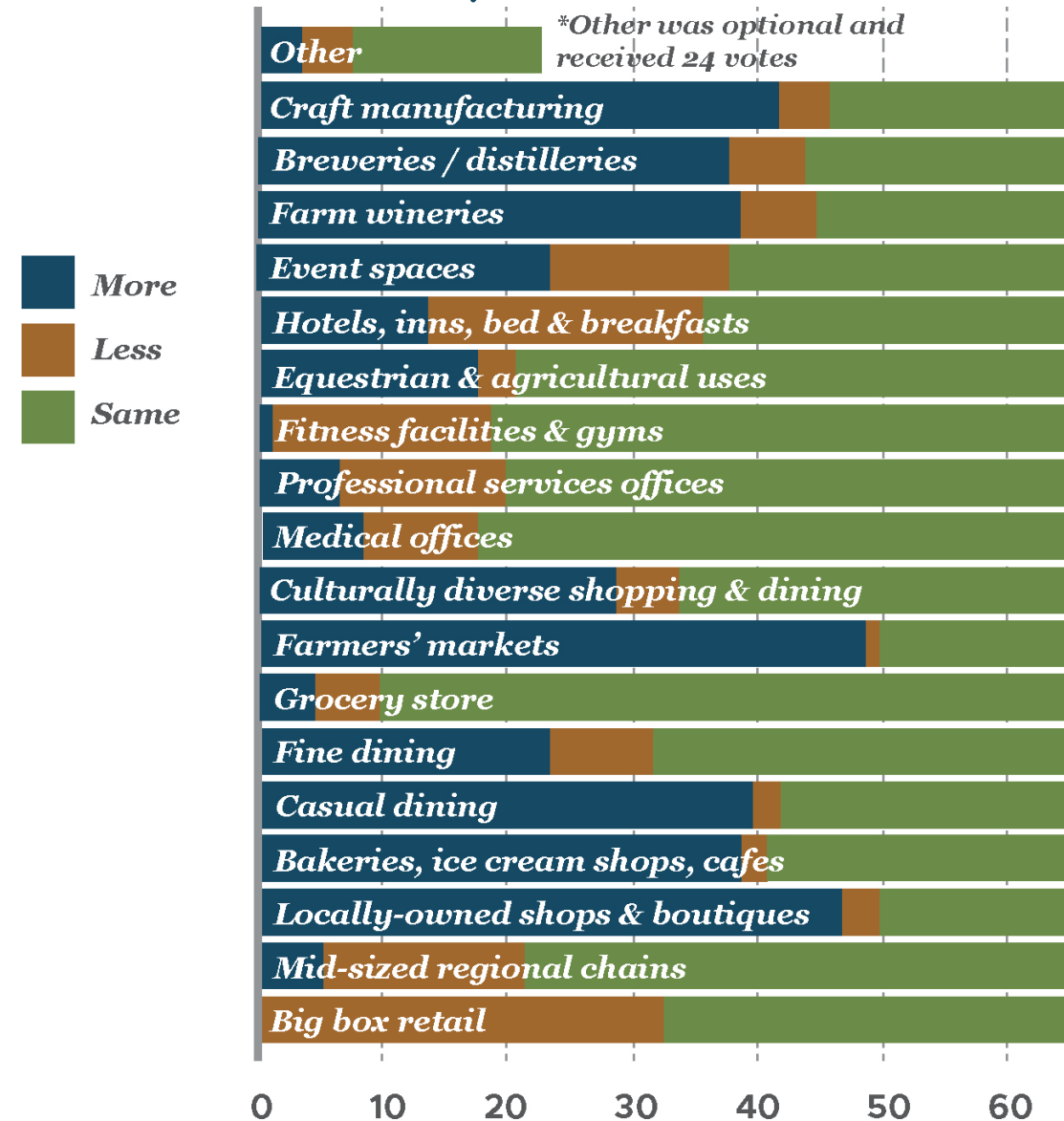
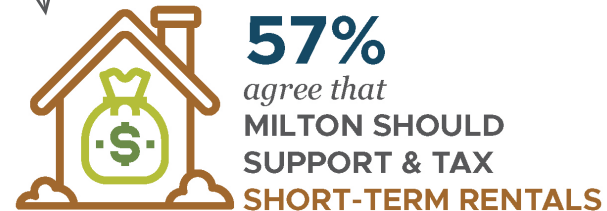
Survey: Economic Development

Major Themes

- Open to different types of industry including craft manufacturing, breweries, farmers markets, and agri-tourism that supports rural heritage
- Support for the film industry in Milton
- Over half support short-term rentals



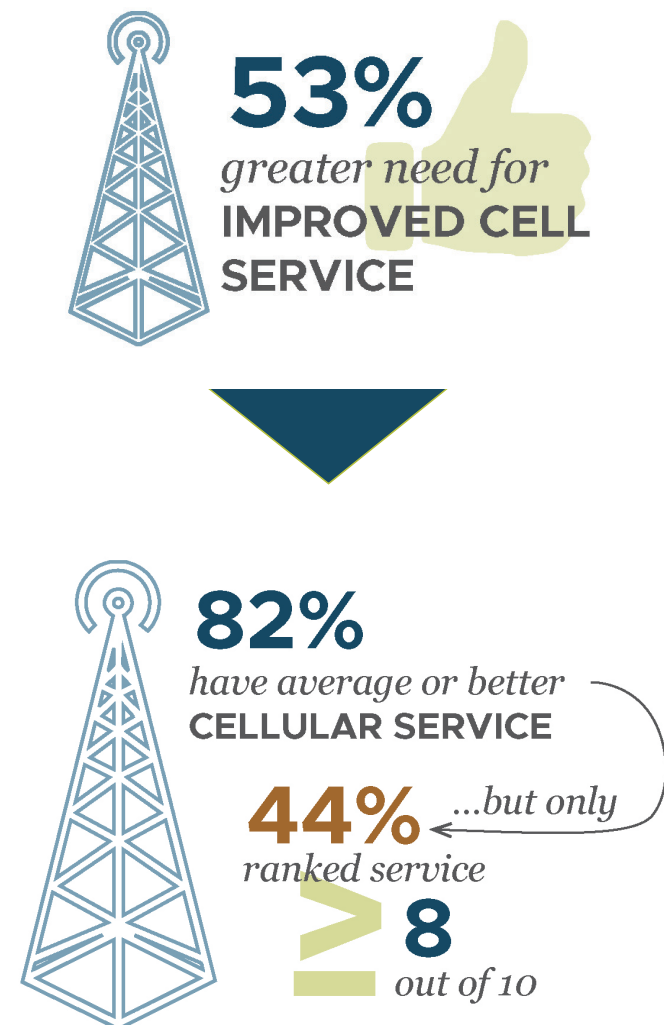
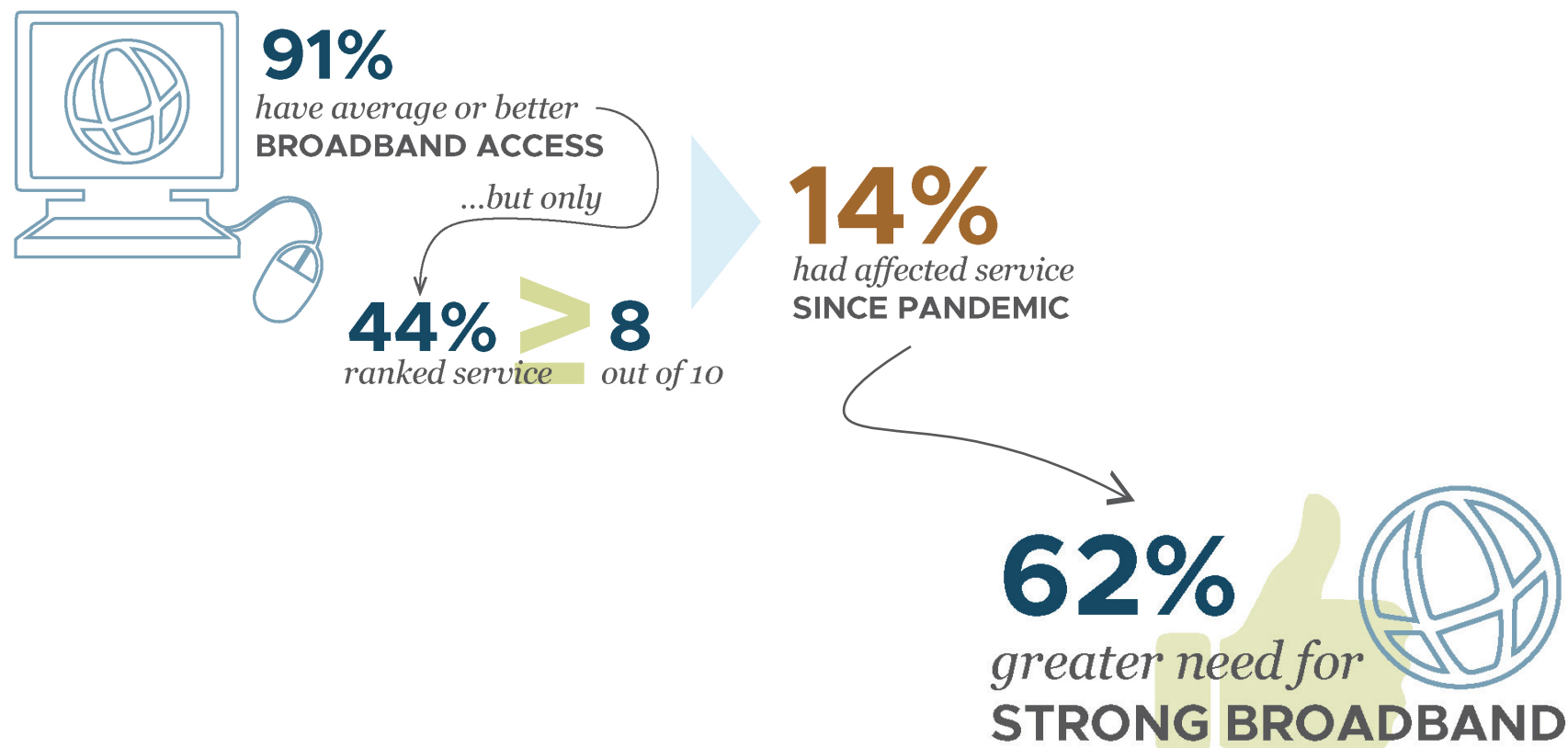
Need to make sure there are limited impacts to community character & Milton residents



Survey: Technology Service & Access

Major Themes

- Need for better broadband access & cellular service



Survey: Sustainability

Major Themes

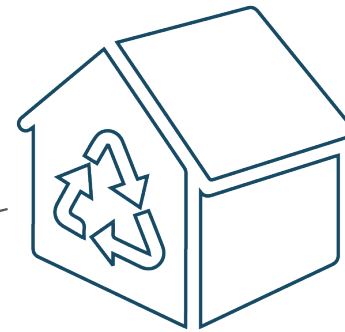
- Support for environmental sustainability initiatives
- Recycling all forms is desired, particularly through shared partnerships with nearby communities

60%

agree that the City
**SHOULD PRIORITIZE
ENVIRONMENTAL
SUSTAINABILITY**

1. Expanded recycling
2. Tree planting program
3. Composting

TOP 3



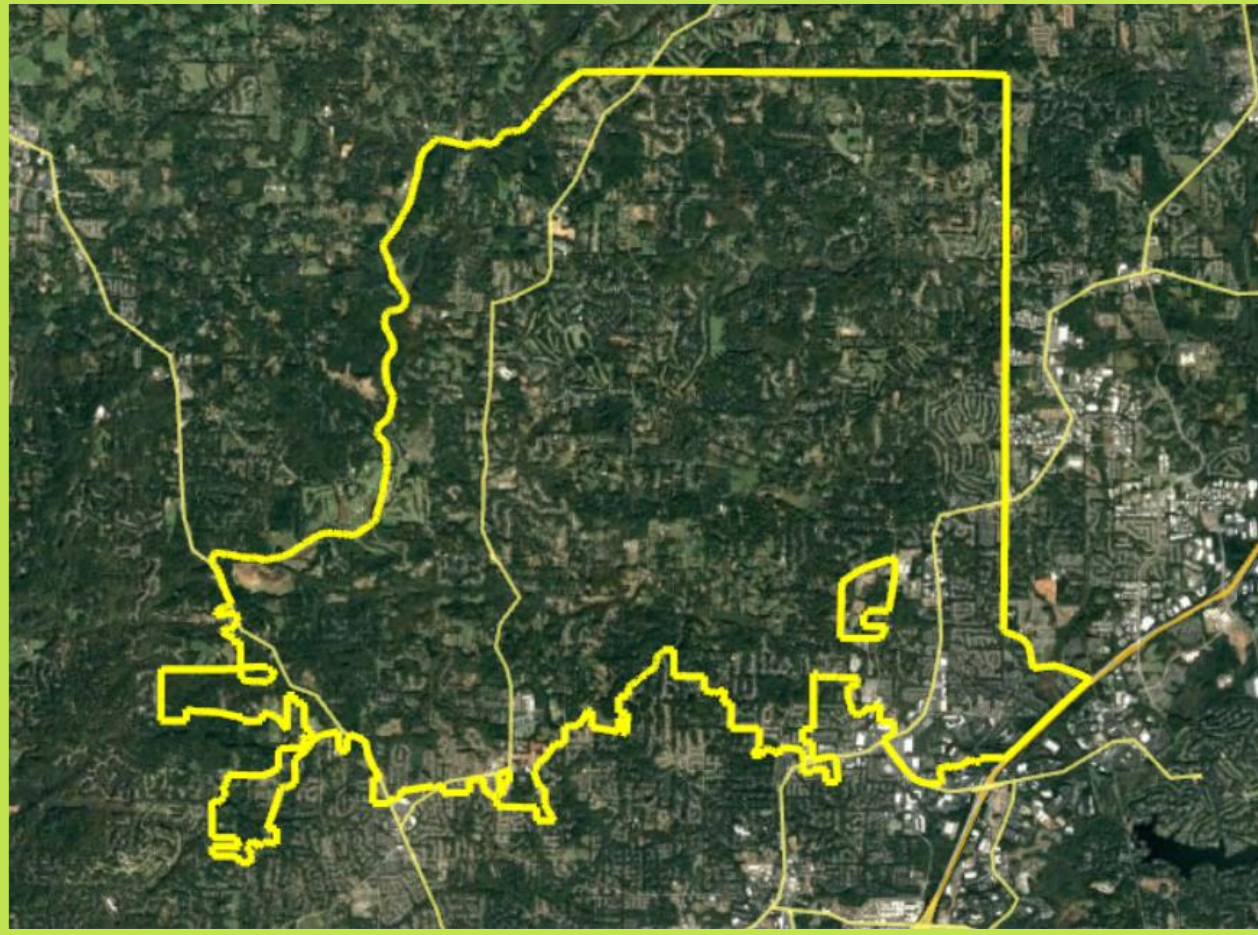
- 1 Share a recycling center with nearby community (86%)
- 2 City of Milton recycling Center (71%)
- 3 Require service providers to offer more recycling (58%)



54%
Subsidize with
tax dollars

Market Analysis Overview

25 minutes











CITY OF MILTON 2040 COMPREHENSIVE PLAN MARKET ANALYSIS

CITY OF MILTON
JANUARY 2021

CITY OF MILTON 2040 PLAN MARKET ANALYSIS



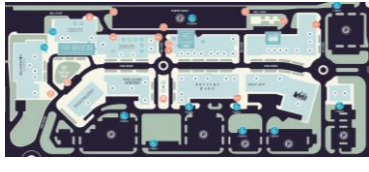

Exhibit 1
Summary of Forecasted Demand By Product Type for the Study Area, 2020-2025

Land Use	Example Picture	Demand 2020 - 2025	Est. Pricing	Raw Land Value Supported	Estimated Density*	Land Value/Acre*	Parking	Notes/Comments
Single-Family Homes		Up to 30-40 single-family homes per year. Will range in price, but without policy change the majority of this will be \$900k+	\$600,000 - \$2,000,000 Approx. \$200/SF	\$130,000/Unit	0.5 - 1 Units/Acre	\$175,000	Typically 2-3 side or rear entry garages	Low land value, and market depth declining as absolute prices increasingly above \$800k.
Townhomes		Up to 40-60 units of townhomes per year. Ranging from mid-market product of 1,600 SF up to luxury 2,800 SF	\$350,000 - \$600,000 Approx. \$200/SF	\$50,000/Unit	8-12 Units/Acre	\$500,000	2-car rear entry garages	High land value, strong market depth. Good transitional use from commercial nodes to SFD. Offer elevator options for EN downsizers, & under \$400k also great for starter families.
Rental Apartments (Conventional)		Demand could be up to 500 units, but constrained by current zoning allowances. Realistic goal should be 200 units every 4-5 years.	\$1.75-2.00/SF	\$20,000/Unit	25-35 Units/Acre	\$600,000	1.5/Unit or 1/bed	Strong opportunity to leverage existing mixed-use environment and provide for "missing middle" housing options - particularly for growing employment base, and "boomerang children".
Rental Apartments (55+)		Up to 200 units in one age-restricted 55+ community	\$2.20/SF	\$20,000/Unit	25-35 Units/Acre	\$600,000	1/Unit or 0.8/bed	Great product for today's changing tenure preference and existing Empty Nester households looking for convenient, low-maintenance homes while aging in place.
Senior Housing (IL/AI)		One combined independent/assisted facility of up to 90 beds	\$4,000+/mo. depending on service level	\$24,000/Bed	10-15 Beds/Acre	\$300,000	0.75/bed	Aging demographic will continue to provide support for additional facilities.
Retail / Service		+/- 140,000 SF of mostly boutique, and heavily food and beverage & population servicing retail	\$25-40/SF NNN	\$20/SF	8,000 SF/Acre	\$160,000	5/1,000 SF (retail 3, but rest 10)	Potential for continued destination uses leveraging attraction of Crabapple, and new retail following rooftop growth in the northern portions of the City.
Conventional Office		+/- 105,000 SF of population servicing office uses - medical, banking, investment, etc., and some small local firms. Deerfield has potential to see a new build-to-suit above these numbers.	\$25-35/SF Full Service	\$20/SF	10,000 SF/Acre	\$200,000	4/1,000 SF	Office demand limited and mostly population servicing medical tenant based. Opportunity to attract firms will increase as employment base strengthens.
Lodging		Unlikely to support additional facility through 2025.	NA	NA	NA	NA	NA	COVID has caused significant disruption and unlikely to see market return to levels demanding new facilities beyond current construction pipeline till beyond 2025.

*Densities and land values/acre shown as stand alone. Vertical mixed-use will increase both.

CITY OF MILTON 2040 PLAN MARKET ANALYSIS

Exhibit 2 Example Town Center Mixed-Use Premiums Nationally

Town Center	Avalon Town Center Alpharetta, GA	Assembly Row - Ph. I Somerville, MA	Pinecrest Beachwood, OH	Phillips Place Charlotte, NC	Avg.
Site Plan					
Total Size	86 Acres	28 Acres (at build-out 40 acres)	58 Acres	35 Acres	52
Office SF	750,000	99,000 w/future pads	162,000	-	252,750
MOB SF	-	850,000 Partners Healthcare	Adjacent to University Hospitals	-	212,500
Retail SF	570,000	500,000	400,000	130,000	400,000
Retail Anchors	Whole Foods, 12-screen Regal Cinema	12-Screen AMC Theatre, LegoLand Discovery Center	Whole Foods, 10-screen SilverSpot Cinema, Pinstripes	10-screen Regal Cinemas	Cinema
Hotel	330 Rooms, Full-Service + 47,000 SF Convention Center	158 Room, The Row Hotel - Marriott Autograph	145 Room AC Hotel	124 Room Hampton Inn & Suites	189
Multifamily Rental Units	526 Units in two phases (250, 276)	947 Units in two phases (447, 500)	87 Units	402 Units	491
For-Sale Residential Units	25 SFD, and 75 THs	125 Condos	-	-	56
Current MF Rents	\$2.30	\$3.67	\$1.89	\$1.54	\$2.35
Current Office Rents	\$36.00	\$55.00	\$31.25	-	\$40.75
Current Retail Rents	\$40.00	\$50.00	\$30.00	\$35.00	\$38.75
MF Premium to Submarket Avg.	42%	22%	4%	8%	19%
Office Premium to Submarket Avg.	20%	22%	23%	-	22%
Retail Premium to Submarket Avg.	50%	25%	37%	9%	30%
Avg. Premium	37%	23%	21%	9%	23%

Nationally and locally there are numerous demonstrated examples of how properly designed mixed-use developments can achieve substantial premiums over stand along land uses. The summary above shows four example town center developments that on average across land uses achieve 20-30% rent premiums versus the typical stand along product in their respective submarkets. Even in mixed-use developments of smaller scale, such as an apartment community over ground floor retail, we typically observe 5-20% rent premiums, with on-site grocer being the largest premium generator that in and of itself can command 3-5% rent premiums for the apartments above for the added daily convenience. It is important to understand that in order to command these premiums, there must be market support for each use, and they must still have their own individual metrics for success, for example adequate parking, visibility, access, noise control/mitigation, etc. More discussion on these is shown on the next exhibit.

SOURCE: Noell Consulting Group, Costar

**Exhibit 3
Mixed-Use Apartments Above Retail Recommendations and Premium Justification**

Through multiple focus groups with mixed-use renters and interviews with leasing agents we continually hear the same critical success factors and lessons learned from rental units above retail. While the correct environment and programming can create premiums of up to 20% (as described within this report), failure to keep these critical design elements in-place can mitigate that premium potential.

Tenant Selection
While your retail leasing team will want national tenants with AAA credit and destination restaurants, your residents do not. They want local, non-chain and unique concepts, that they will frequent more often (daily/weekly) and at a price point that allows them to do such (fast casual under \$12 breakfast, lunch and under \$20 dinner). They also enjoy services they will use on a more daily or weekly basis to simplify their life (banks, dry cleaners, coffee shops, etc.).

Programming
Residents will be the highest utilizers of on-site events, and this is part of the "premium" they are paying to be in a mixed-use environment for. Consider preferential treatment such as reserved seating at outdoor concerts, 30 minute advanced time at farmers markets, etc.

Odor Mitigation
Watch for location of vent shafts, scrubbers, dumpsters, etc. Even the best design will be difficult/expensive to negate odors from cigar bars, heavy fried foods, etc.

Cross Marketing
Increase your marketing window through dedicated apartment advertisement space throughout the retail and common areas. Additionally, help support retailers (and justify residents premium) through resident night-out events and discounts on lower retail sales nights.

Parking and Access
Residents do not want to feel like they live in a shopping center, but rather like an urban street grid. Provide multiple ingress/egress points for residents on foot and ideally those in vehicles as well. Resident parking should be separately gated or nested and ideally have a different access point than any shared retail parking to avoid delays during peak shopping times.

Noise Mitigation
In addition to wall and floor transmission do not forget patio, outside music, and general exit noise. Patio and music hours should be limited in lease, and signage should be required to remind late night patrons of residents above as they exit.

Rendering provided by Seventh Art Group.

SOURCE: Noell Consulting Group



Discussion

10 minutes

Discussion Questions

1. Engagement Findings: In this section please give us thoughts on the engagement findings to date, what is most important to your community? What is an issue that needs more attention?

2. Market Analysis Overview: What are your thoughts on the data related to growth, conservation, & development in the next 20 years?

Meeting Break

5 minutes

Land Use:
Deerfield & AG-1

35 minutes

MILTON

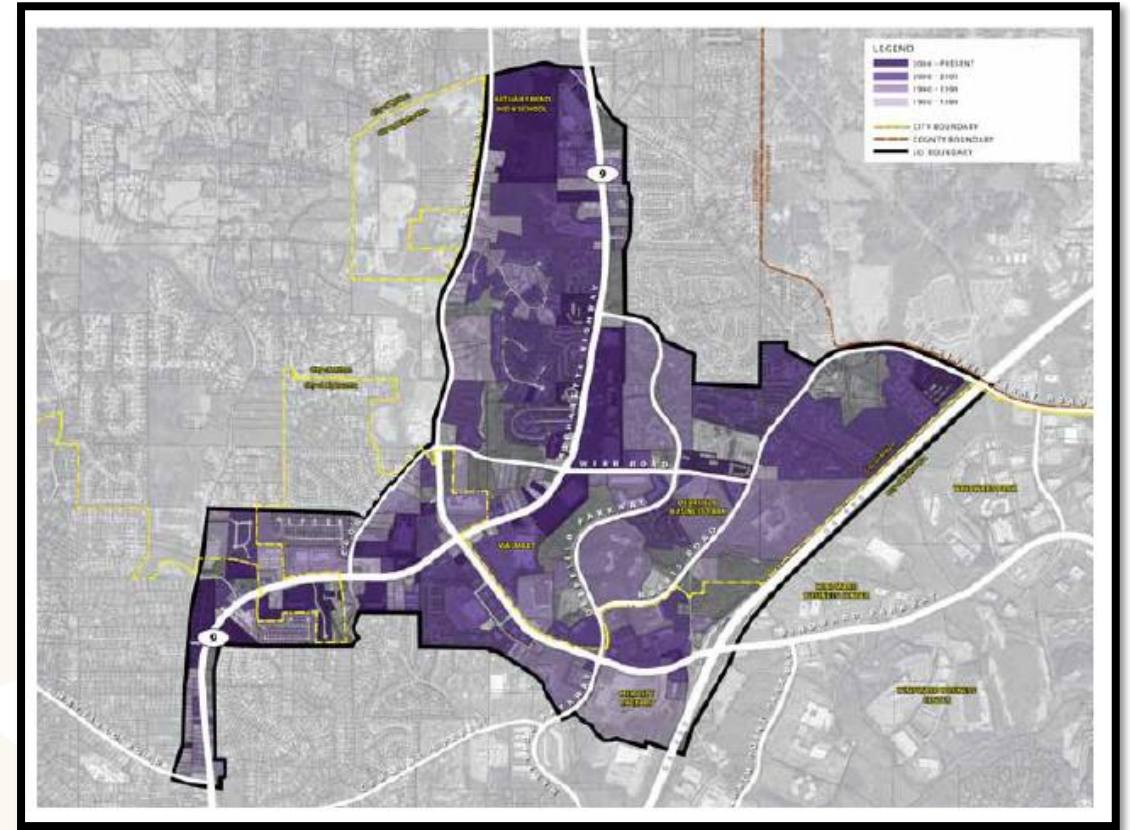
Deerfield/Hwy 9 Focus Area



Hwy 9 – North and South Corridor



NORTH



SOUTH

Hwy 9 – Apple Orchard Property (Area to Consider)

Apple Orchard Property:

- 6.8 Acre Lot
- Deerfield Form Based Code
- Re-evaluate code that prohibits proposed residential fronting on Hwy 9.

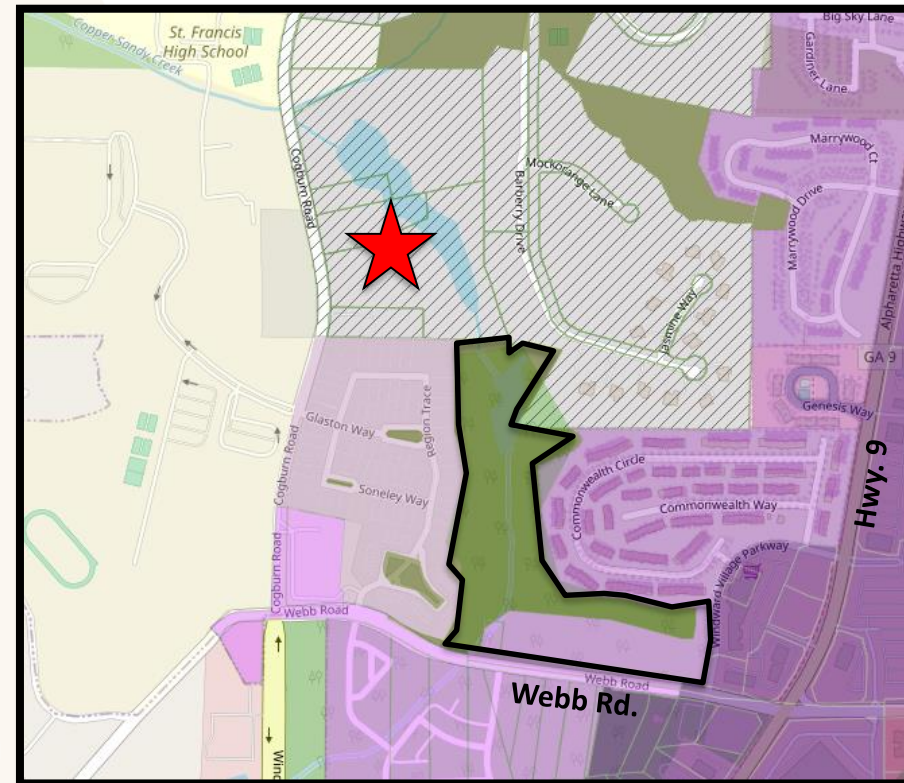


Hwy 9 – Cogburn Park (Area to Consider)

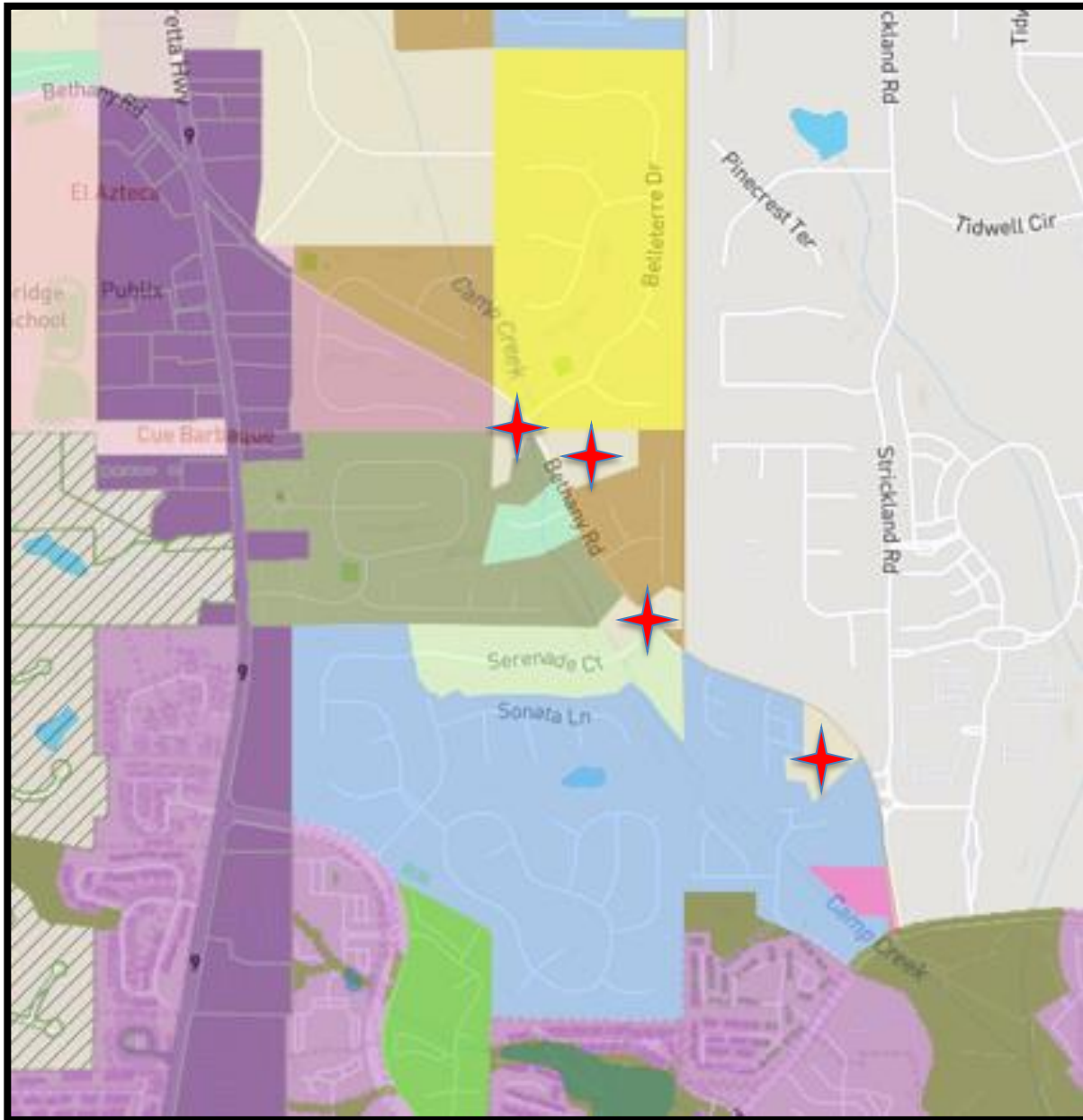


Cogburn Park: (Zoned T-2)

- Suggested area for re-consideration
- City currently owns green space and recently purchased land along Webb Road



Hwy 9 - Bethany Bend (Area to Consider)

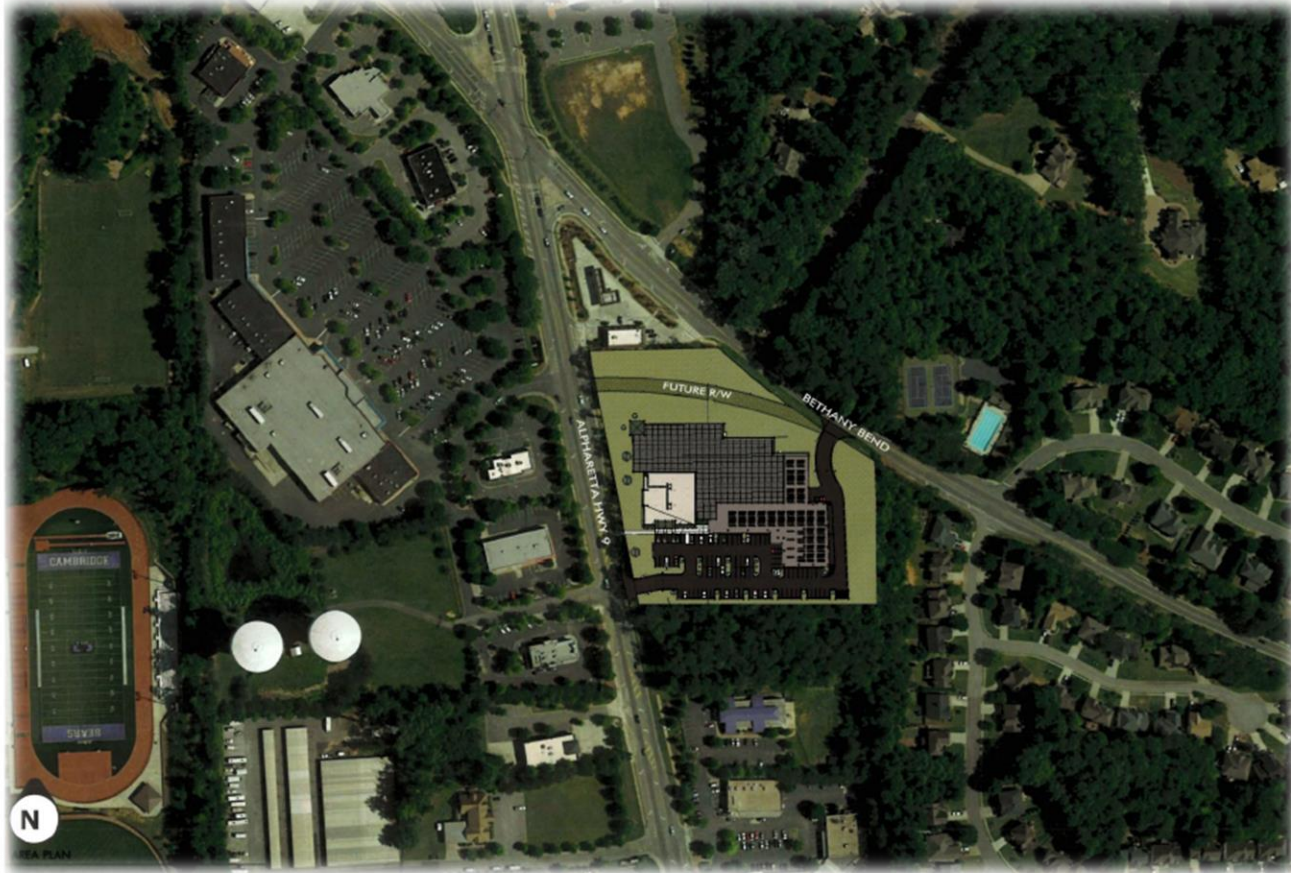


Bethany Bend (East of Hwy. 9)



Small parcels proposed to be included in Deerfield Form Based Code

Hwy 9 at Bethany Bend



Pike Nursery Concept Plan

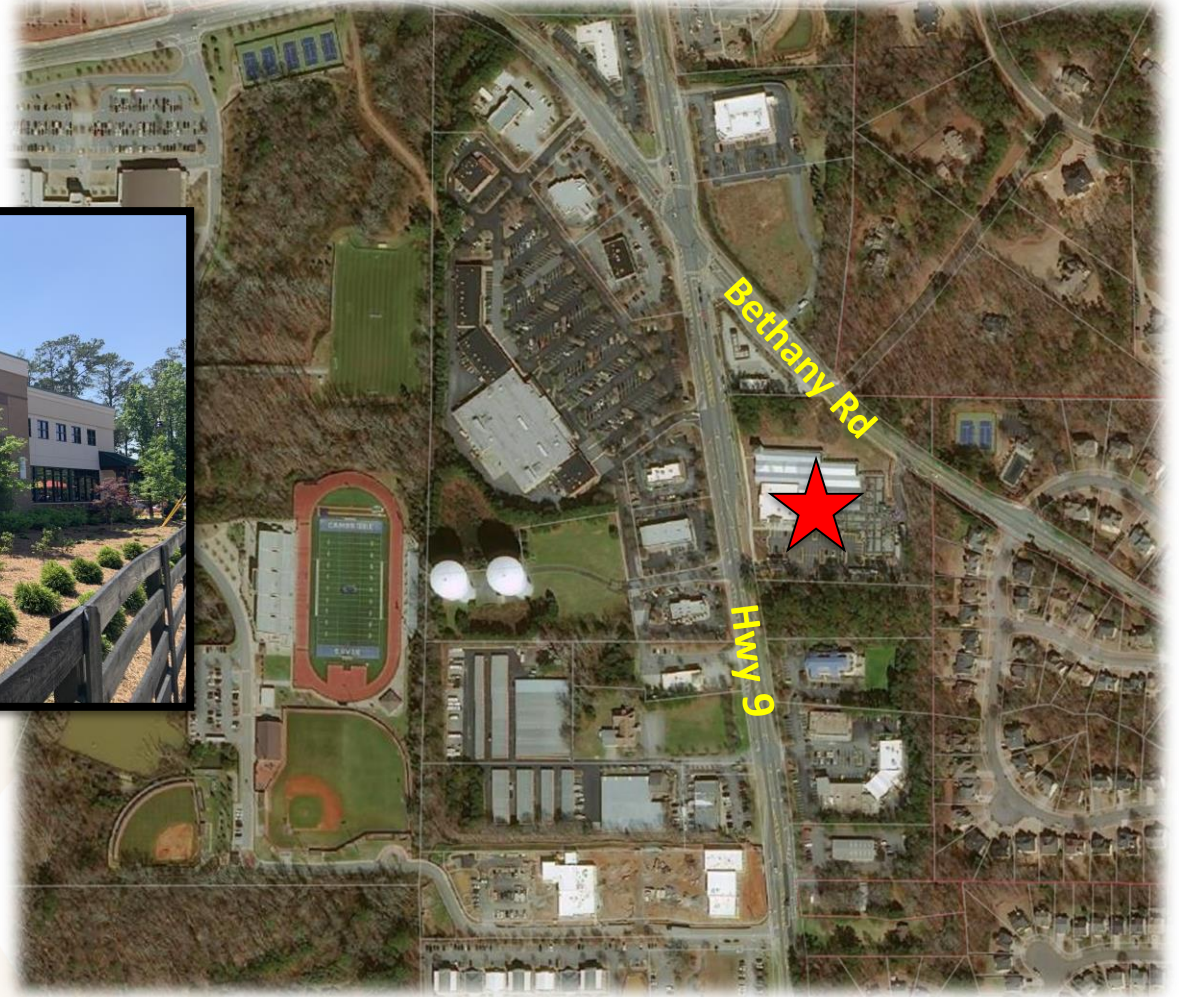


Bethany Bend - Future Re-Alignment

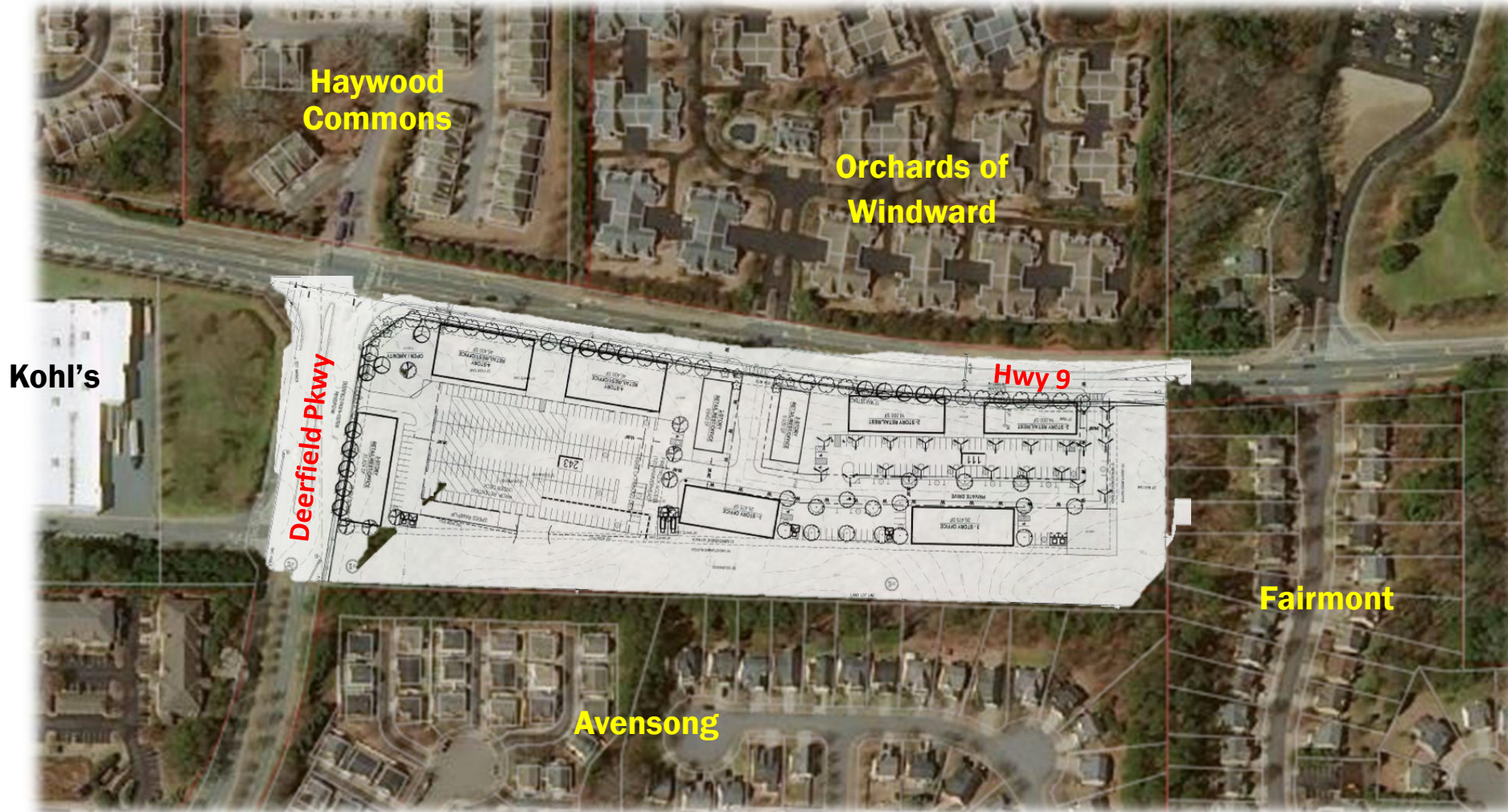
Hwy 9 – Completed Development



Pike Nursery

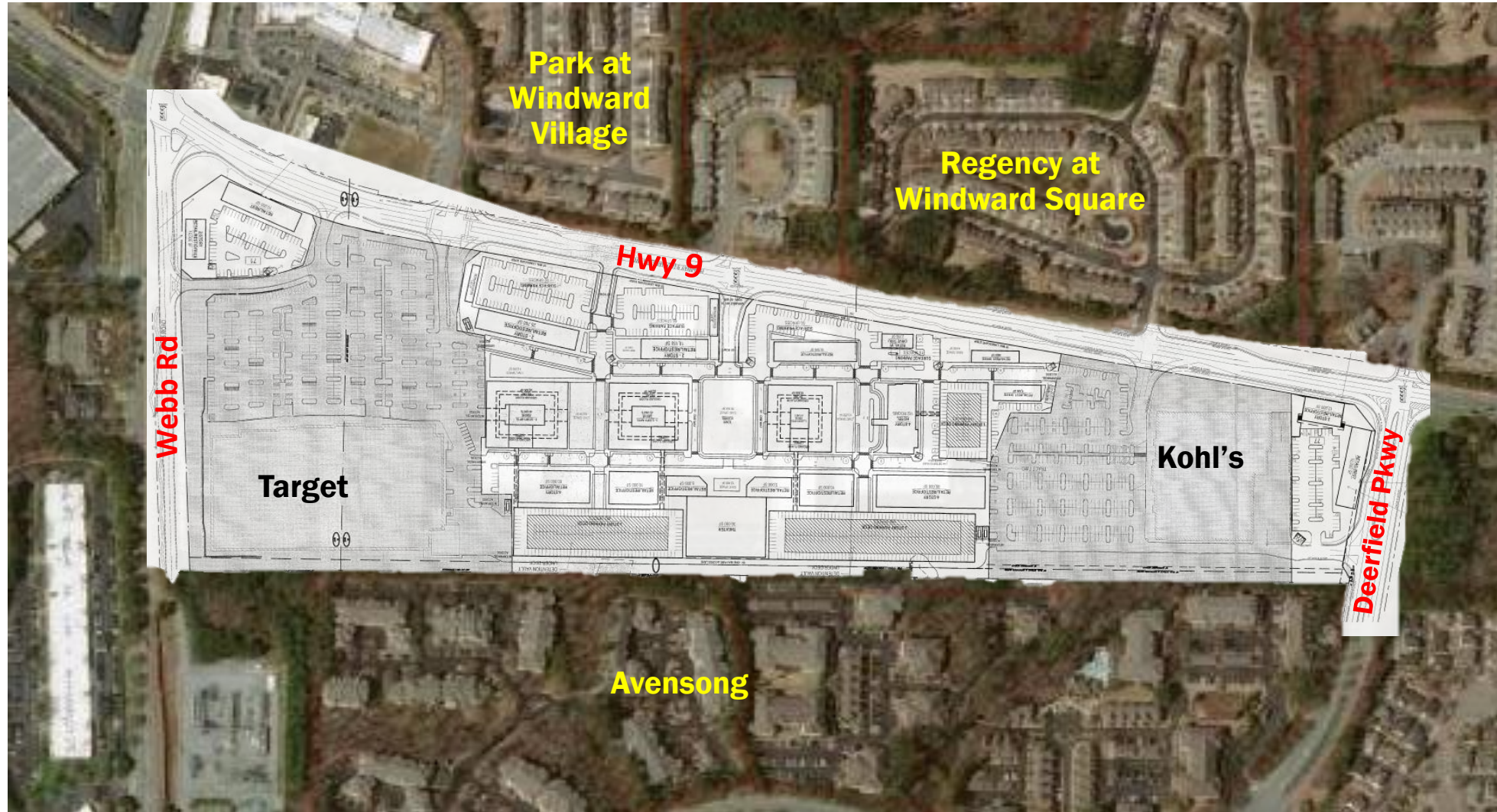


NE Corner Of Hwy 9 And Deerfield Pkwy



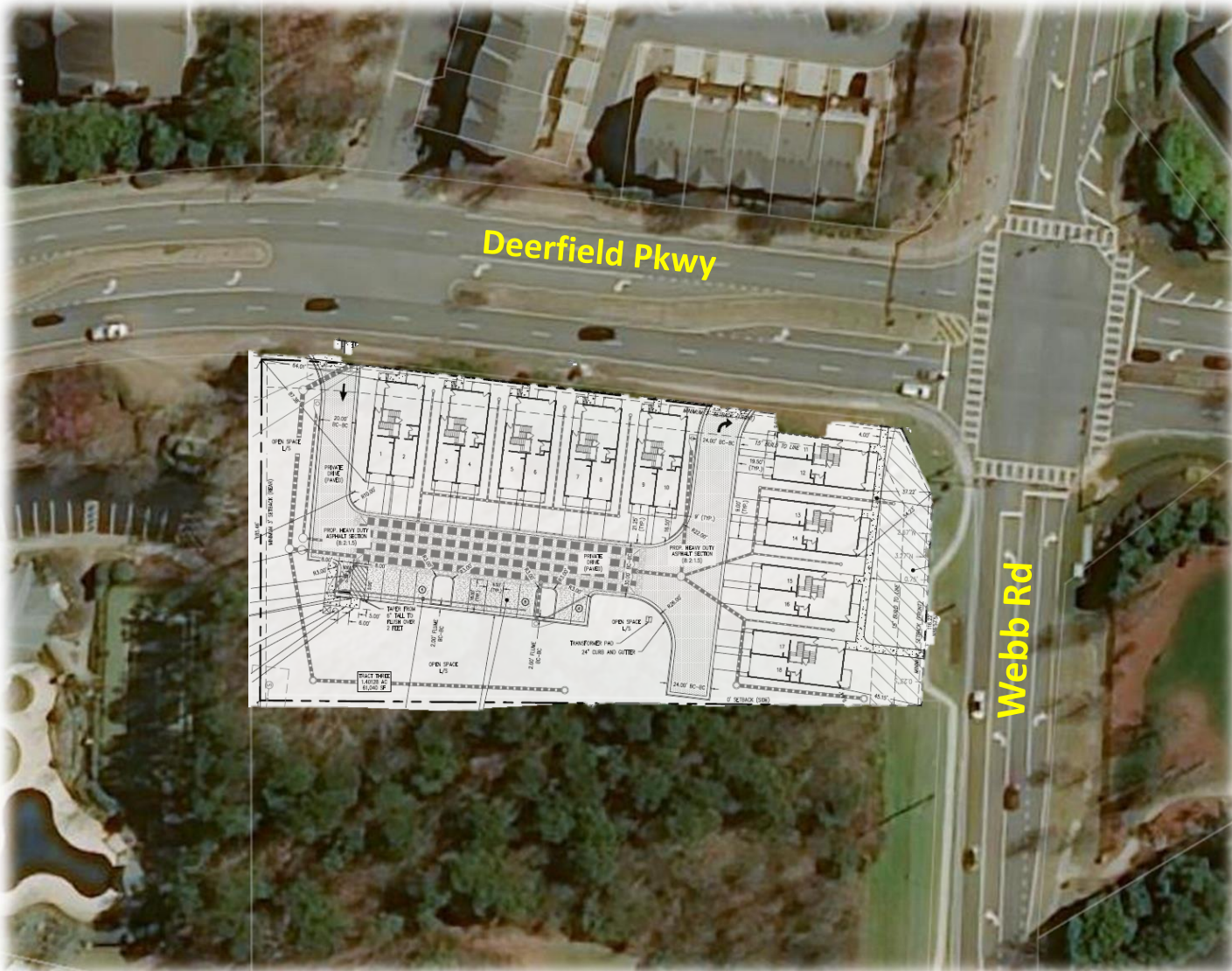
Proposed Mix-Use that includes Parking Deck, Retail, Office

Proposed Development Between Target & Kohl's



Proposed Mix-Use that includes Civic Space, Hotel, Town Square, Apartments, Retail, Office

Hwy 9 Focus Area - Cadence Stacked Flats



Front Elevation 'A'



Rear Elevation 'A'

Proposed Stacked Flats - Under Construction

Hwy 9 Focus Area – Crescent Property (Area to Consider)



Crescent Property:

- 20 Acre Lot
- Plan identifies Mixed-Use Residential
- Presents challenges for development

Webb Road – Completed Development



Cube Smart



Kensley



Brickmont

Hwy 9 – Cube Smart



Proposed Architecture

Approved Architecture



Hwy 9 – Kensley Public Amenity



Detention Pond-Conceptual Design



Detention Pond-Completed

Hwy 9 – Proposed Development



Proposed addition to WaterCrest Shopping Center

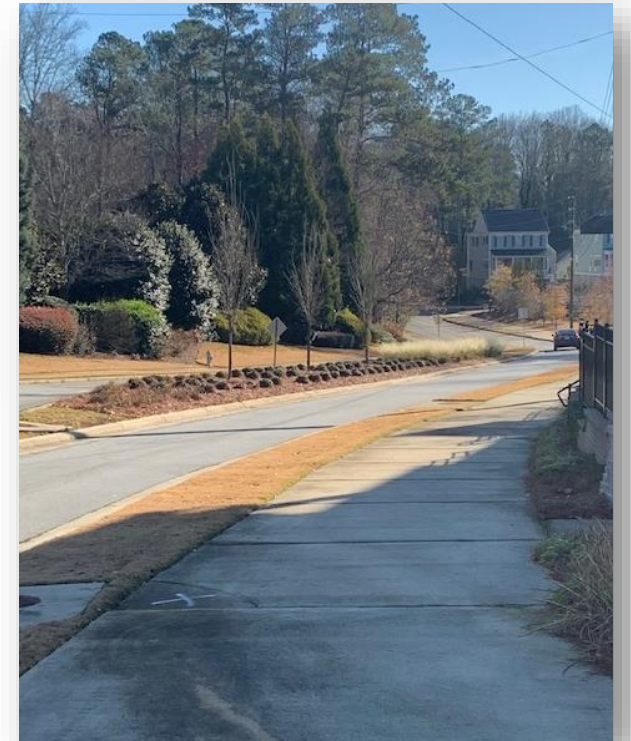
Hwy 9 – Proposed Development



Proposed Retail/Residential on North Main

Hwy 9/Deerfield Focus Area – Road Improvements

- Hwy 9 Widening (2023)
- Bethany Rd Re-Alignment
- Morris Road Widening (2021)



Sidewalk Connectivity

Landscape Medians



Hwy 9 Focus Area-Discussion On Potential Action Items

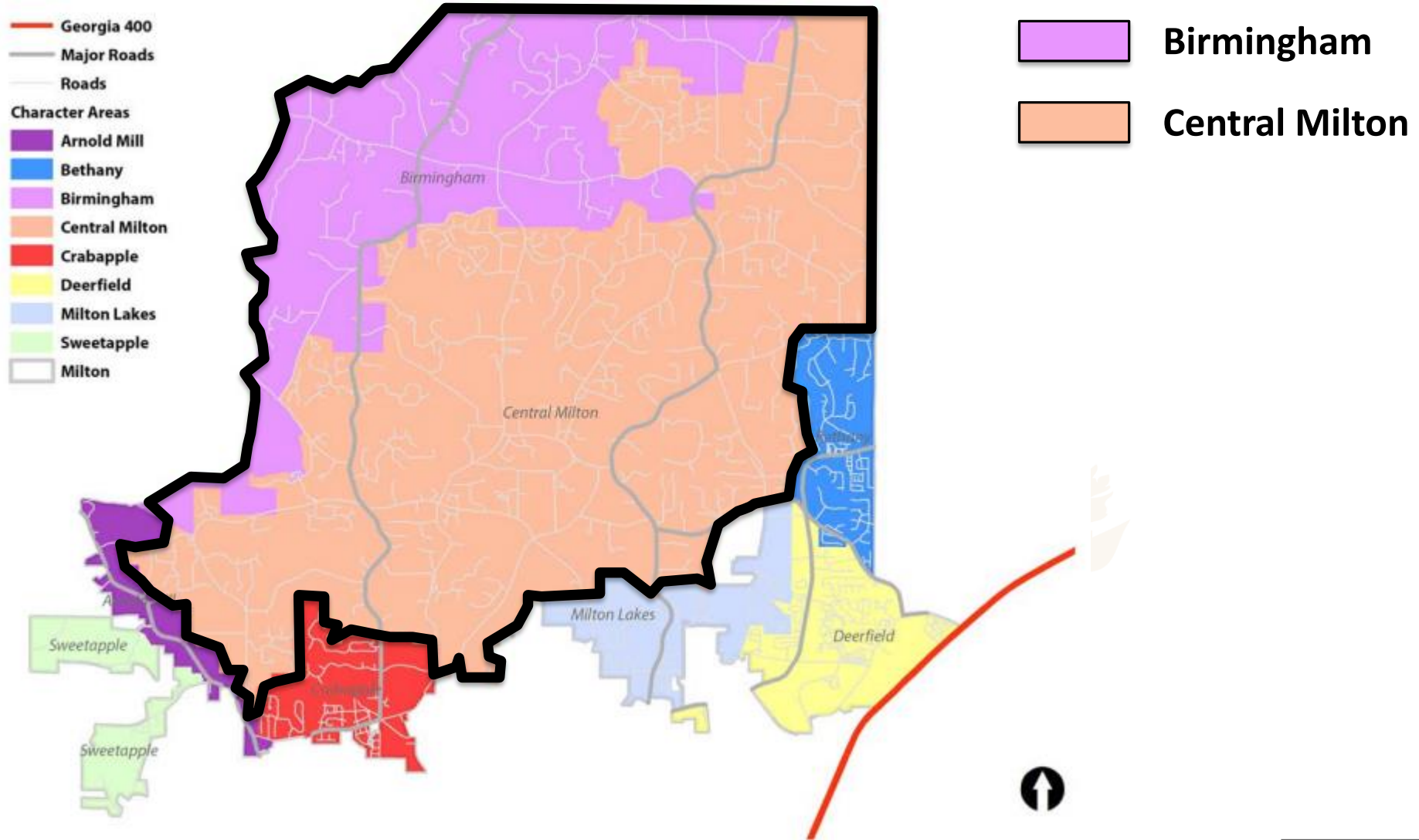
- **Enhancing Architecture**
- **Focus on Walkability & Connection to Greenway**
- **Transition from Commercial to Residential (*Possible 100' Commercial Corridor*)**
- **High Quality Public Spaces**
- **Pocket Parks within Detention Areas**
- **Structured Building - Indoor Recreational Space**
- **Branding along Hwy 9 / Deerfield**
- **Variety of Housing Styles, Price Points, Types & Sizes**
- **Re-Development of Existing/Older Suburban Retail Areas**
- **Potential Addition of Bethany Bend (East Side) to be Incorporated into Form Based Code**

MILTON

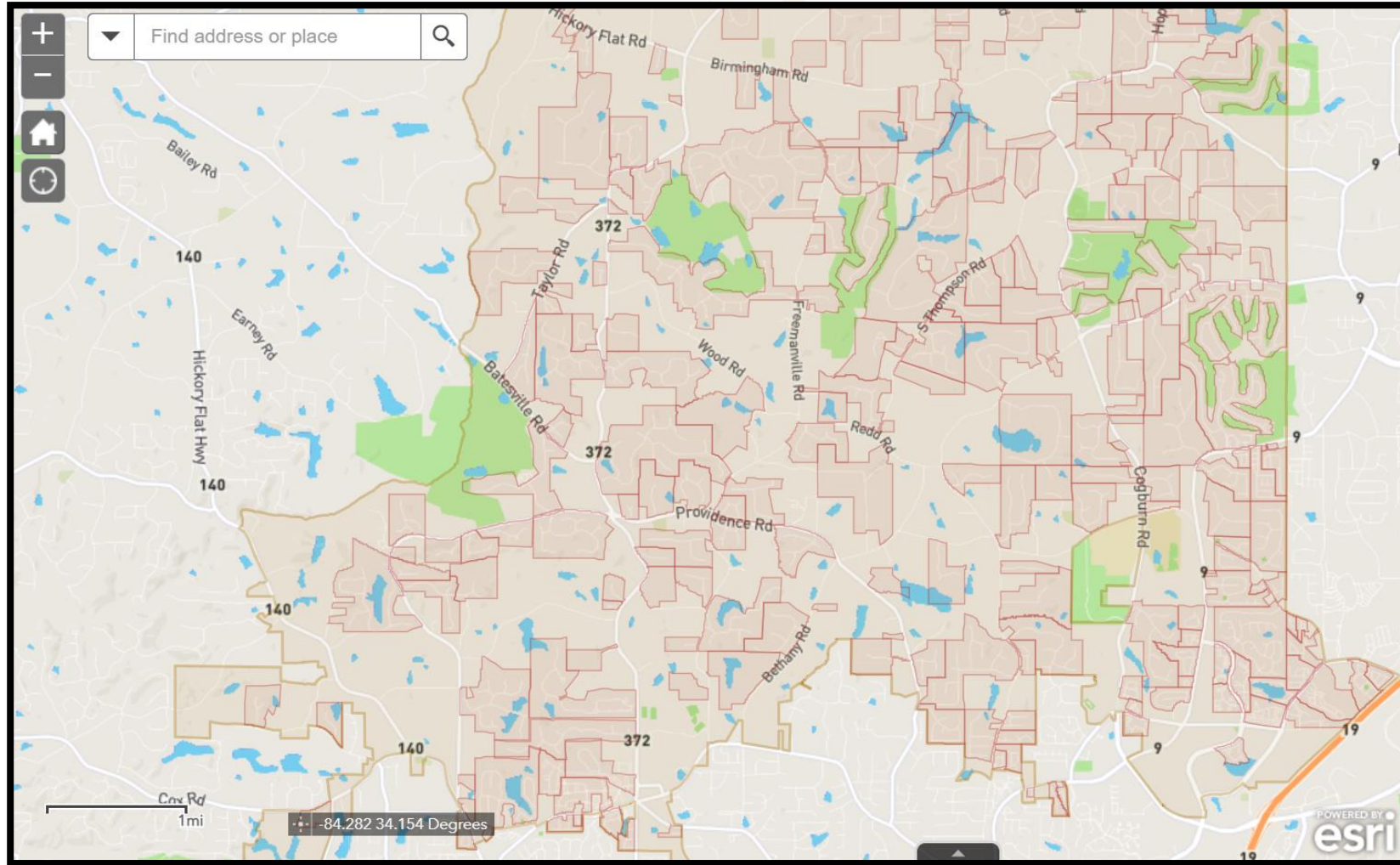
AG-1 Focus Area



AG-1: Character Areas



AG-1: Milton Neighborhoods



Sprawl Development

- Unattractive or Unique
- Visual Clutter or Rural View
- Attract or Detract from the Community's appearance

AG-1: Lot Sizes

Zoning:

- **Typical lot size 1 Acre (min.) on paved roads** (Reinforced by Fulton County Health Dept. with Septic Land Areas)
- **Typical lot size 3 Acre (min.) on gravel roads**
- **Rural Viewshed enforced along road frontages non subdivision streets**
- **Architecture along roadway is subject to architectural review**

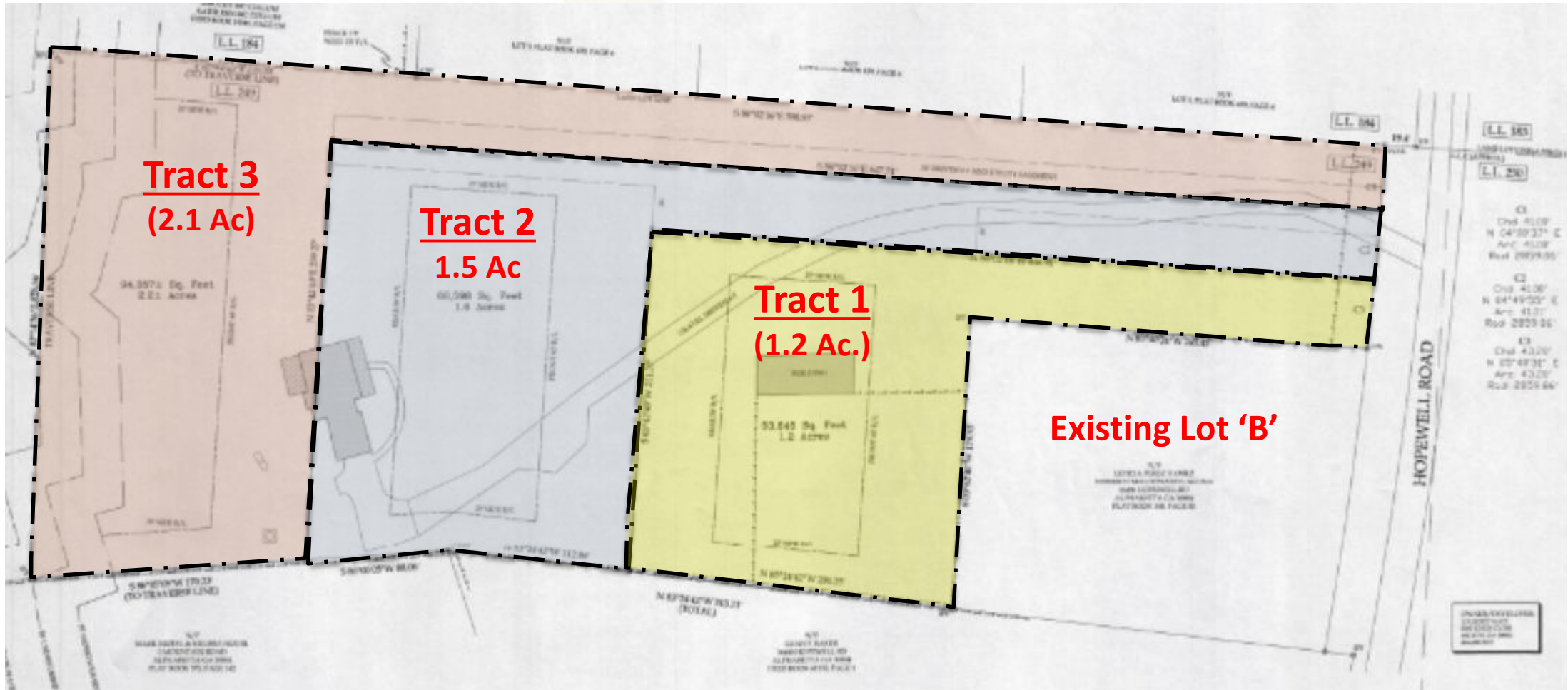
Encouraging Large Lots:

- **We are receiving an increased number of Minor Plat Submittals**
- **Increase Minimum Lot Frontage from 100' - 150' on Main Roads**
- **Eliminate Flag Lots (*other jurisdictions have eliminated*)**

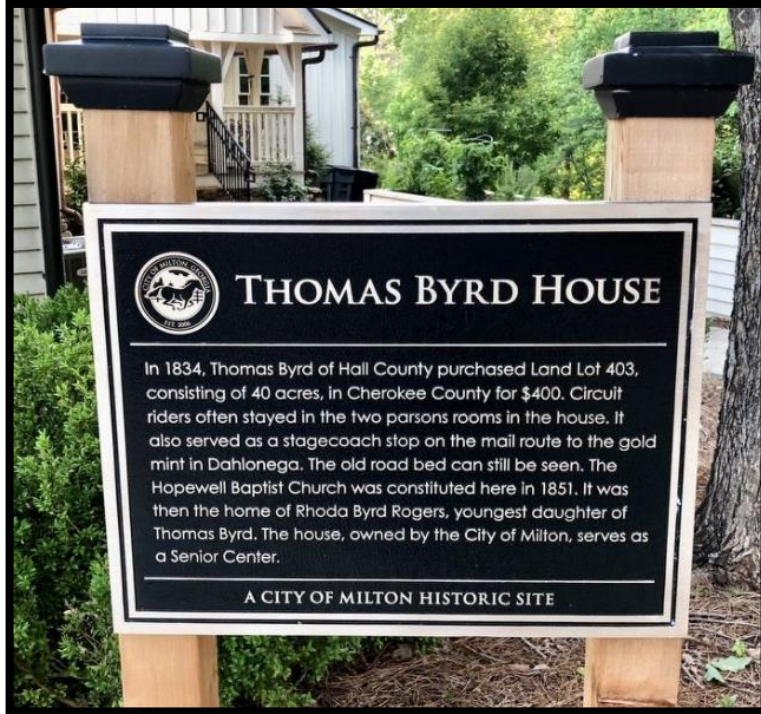
AG-1: Residential Lot



AG-1: Residential Lot – Subdivided into 3 Tracts



AG-1: Thomas Byrd House



Preservation of Historic Structure



AG-1: Land Uses

Civic Uses by Right

- Fire Stations
- Parks

Other Uses by Right:

- Winery
- **Vet Clinics / Kennels**
- Equestrian Tack Shop
- Equestrian Facilities

Other Uses by Permit:

- Landscape Business
- Rural Event Facility
- Bed and Breakfast
- Alternative Senior Housing
- **Religious Institutions**
- **Private Schools**

AG-1: Tree Canopy Ordinance



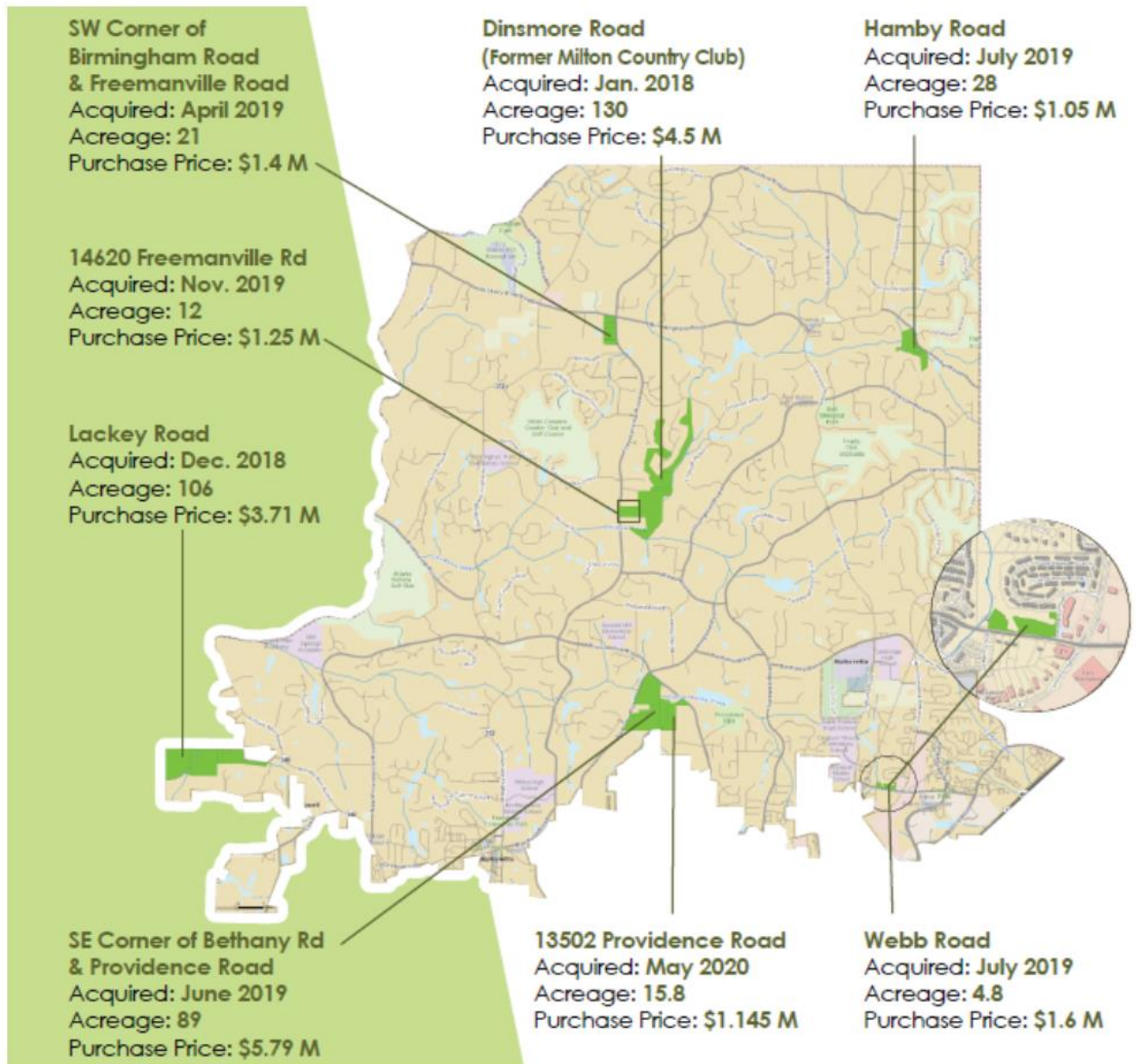
- 2018** – Tree Canopy Conservation Ordinance drafted and adopted
- Replaced old density- based ordinance
 - Better measurement of tree benefits



- 2020** – Revisions to the Tree Canopy Conservation Ordinance Adopted
- Incentivize large lots; AG-1 lots 3 acres or more require 25% canopy coverage as opposed to 57% for 1 acre lots



AG-1: Greenspace Bond Fund Properties



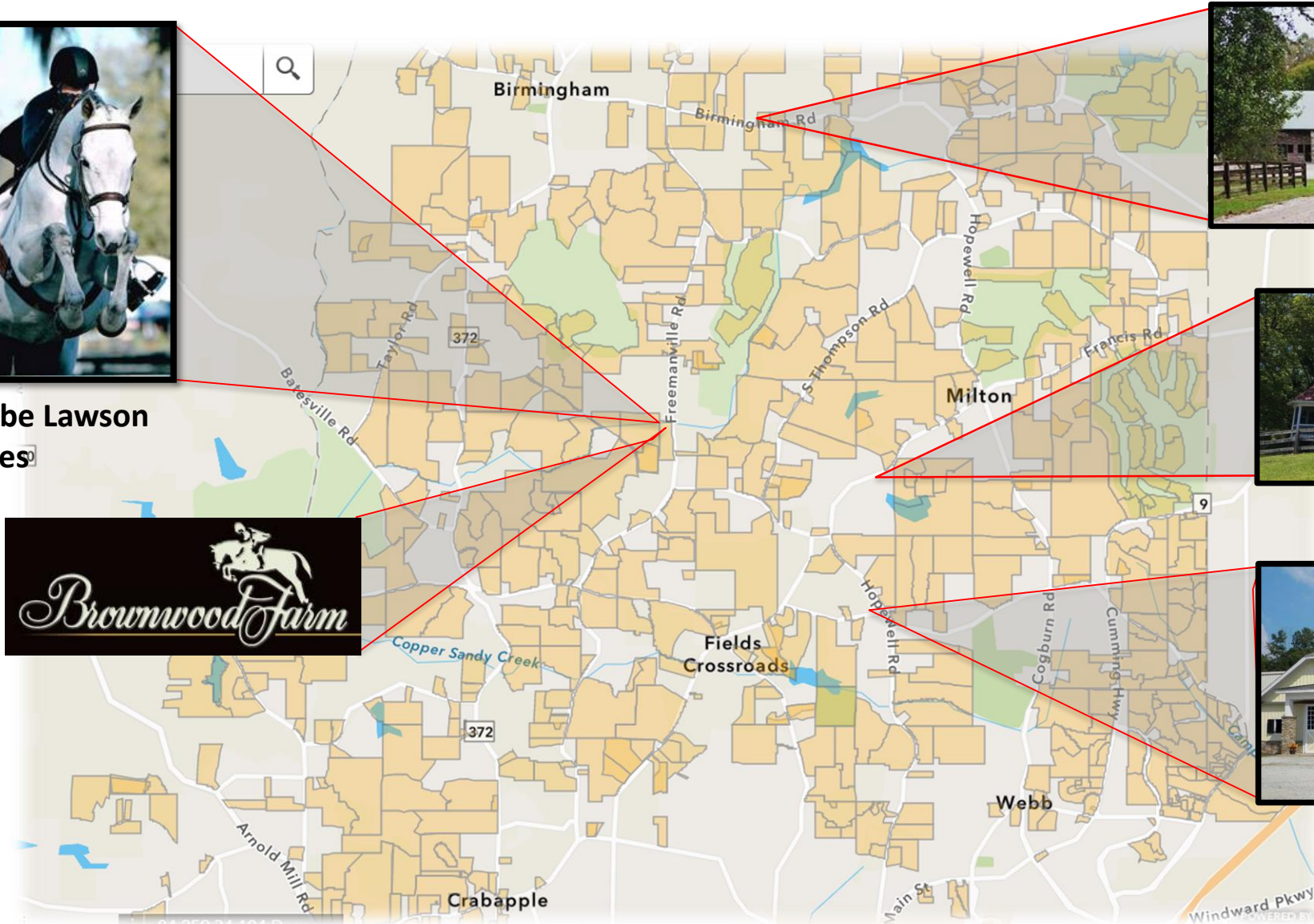
Greenspace Bonds Facts

- ✓ Approved November 2016
- ✓ Six Areas Protected
- ✓ Eight Properties Purchased
- ✓ Conserved over 400 Acres

AG-1: Milton Horse Farms



Phoebe Lawson
Stables



Shannondale Farm



Seven Gables



Fortitude Farm

AG-1: Completed Items

- **Large Lot Incentive – Current Text Amendment for Maximum Number**
- **Detention Pond Design**
- **Elimination of Sidewalk Requirements except near Schools and Active Parks**
- **Rural Design of Subdivision Entrances (Organic landscape design)**
- **Rural Viewshed – 60 Feet**
- **Historical Markers**
- **Tiered Landscape Design in Roundabouts**
- **Road Guardrail Design and Painted**
- **Trail Plan**
- **Tree Canopy Conservation Ordinance**
- **Impact Fees for Parks**
- **Park Master Plan**
- **Architectural Design Compliance**



AG-1 Focus Area: Discussion on Potential Action Items

- **Incentives for Hobby Farms**
- **Tax Incentives – Less than 10 acres (including Conservation Use Value Assessment - CUVA)**
- **Signage / Branding / Street Sign Toppers / Street Style Lighting**
- **Placement of Accessory Structures for Farms**
- **Location of Accessory Dwelling Units for Farms**
- **Noise associated with Fireworks**
- **Eliminate Flag Lots**
- **Increase Minimum Lot Frontage from 100' – 150' on Main Roads**
- **Coordination with Fulton County Schools – Use of Recreation Fields**
- **Road Speeds**
- **Internet Access**
- **Birmingham Park Equestrian Orientation**
- **Better regulate Religious Institutions and Private Schools**



Discussion

10 minutes

Discussion Questions

1. Land Use Overview: Deerfield & AG-1: Please provide your thoughts & ideas on the most appropriate community vision for these two areas over the next 20 years. What do you think about some of the questions posed about possible edits to the Deerfield code or the AG-1 code? Do you think there are other edits to either codes that should be considered? Let us know!

Public Comment

10 minutes

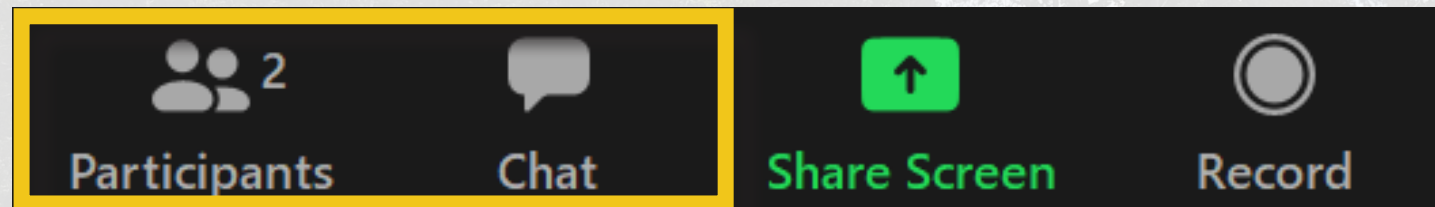
Guidelines for Participation

- 1. Speak from your own perspective using “I” statements.**
- 2. Respect others’ viewpoints while listening respectfully and intently.**
- 3. Stay focused on the discussion at hand.**
- 4. Ask questions.**
- 5. Be patient with one another as we talk.**
- 6. Use the “raise hand” feature as well as the chat box on Zoom.**
- 7. Use the comment box on Facebook.**

Guidelines for Participation

- **For ZOOM App users by Computer, Tablet and Smartphone:**

- ***Click Participants in your Meeting controls at the bottom of your screen, and click 'Raise Hand'***

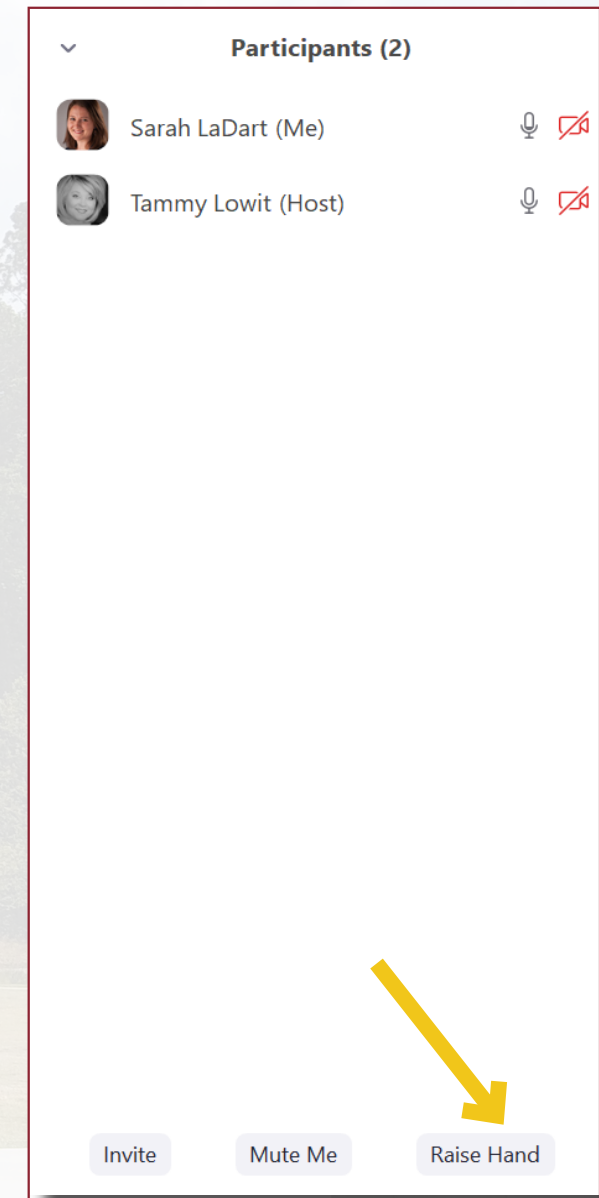


- **For Callers using telephones:**

- ***To Raise Hand - Press *9***
- ***To Unmute - Press *6***

- **For Facebook users by Computer, Tablet and Smartphone:**

- ***Type thoughts and questions in comment box. Questions will be answered within a day.***



Next Steps

5 minutes

Next Steps

Project Team:

- ***Compile feedback from today, create meeting summary & conclusions***
- ***Continue to collect feedback from Social Media & the Ideas Wall***
- ***Prepare items for Community Education Sessions 1 & 2***

CPAC:

- ***Look for emails to prep for a potential CPAC Work Session in February & an upcoming CPAC meeting on 03/11/21***
- ***Continue to spread the word about the 2040 Comprehensive Plan***

Save the Dates!

Community Education Session 1:

Topic: Placemaking & Economics in Milton

When: February 11, 2021 @ 6 PM

Where: Zoom & Facebook Live

Community Education Session 2:

Topic: Future Thinking in Milton

(Sustainability, Smart Cities & Transportation)

When: February 18, 2021 @ 6 PM

Where: Zoom & Facebook Live

Thank you!

