



Atlanta



Rico Road Parcel Land Use Analysis

Prepared for:

City of Chattahoochee Hills

Chattahoochee Hills, GA

2025 ULI mTAP

Prepared by ULI Center for Leadership 2025 mTAP Team Members:

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Chattahoochee Hills mTAP

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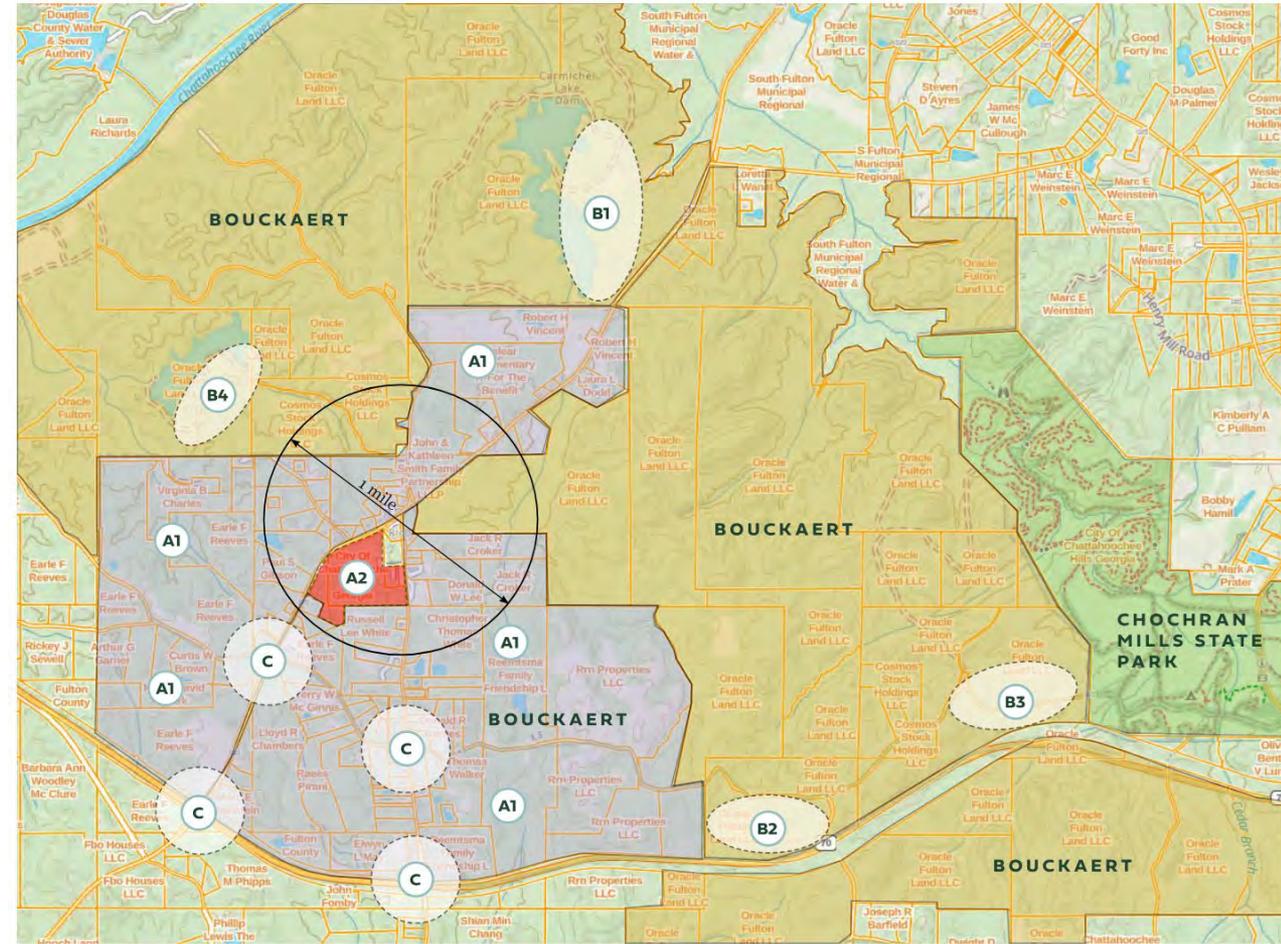
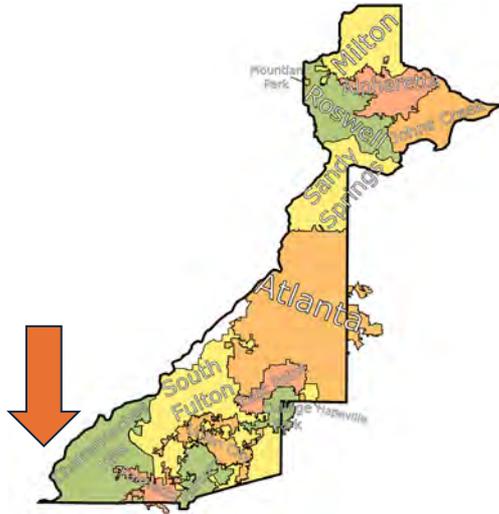


Teddie Schroeder, P.E.

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Project Scope

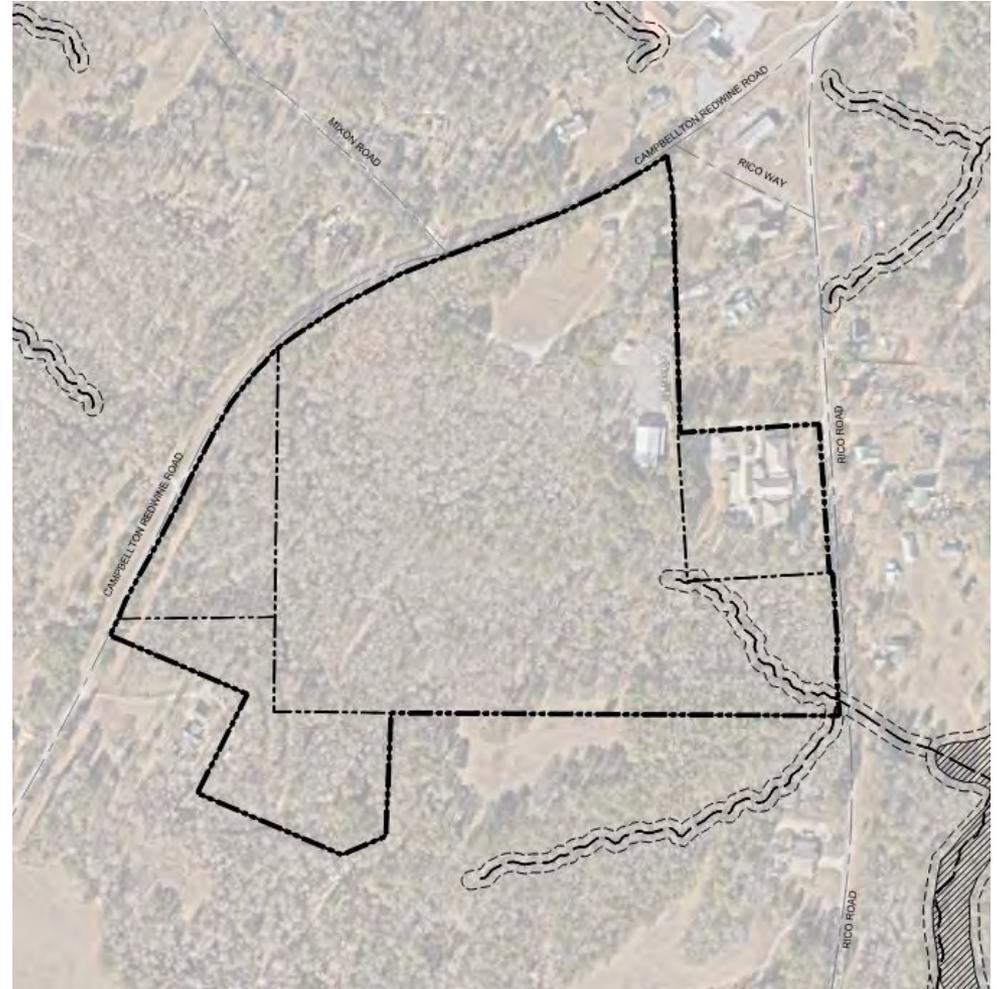
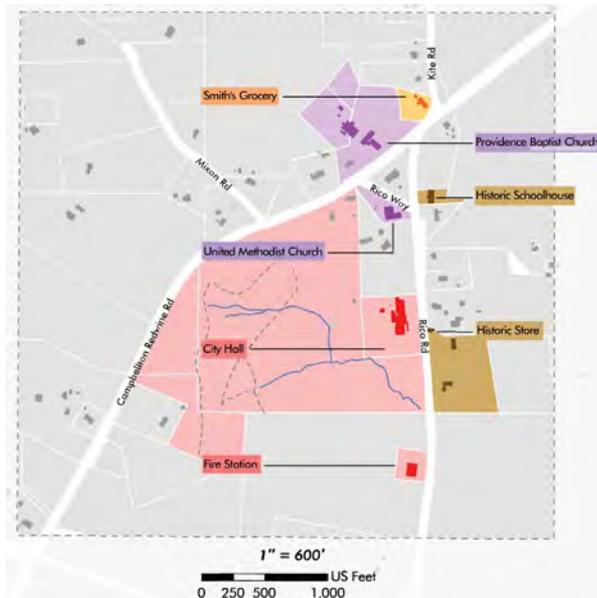


Project Scope

- Land Use Master Plan for the 45-acre city-owned property
Build on vision of three master plans: GA Tech Studio, ULI mTAP Study (2021), and Farmer D Plan
- Recommend Design Principles
- Street Typologies & Sections
- Recommendations for future Development

Project Site

- Approx. 45 acres.
- Contains four city-owned parcels, including the existing City Hall (4 acres) and an existing building at the north corner with cleared land (2 acres).
- Approx. 35 acres of heavily wooded land.
- Approx. 90-ft of vertical fall across the site
- Site drains southeast towards existing unnamed stream; ultimately flows to White Oak Creek.
- Anticipate a 25-ft state buffer on the existing stream to the south.



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Existing Conditions, Issues & Challenges

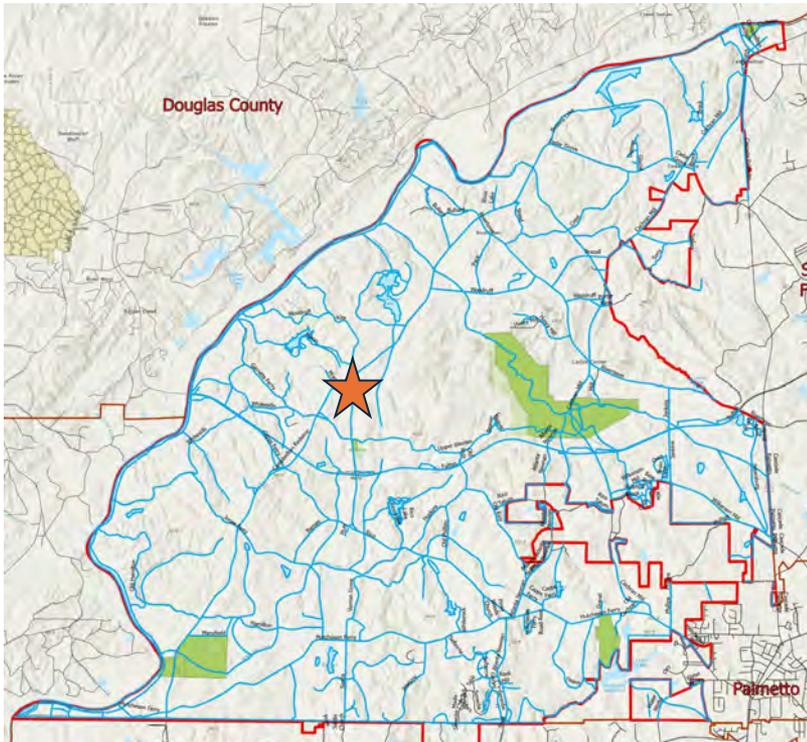
Community Assets

- Trails
- Historic resources
- Public Art
- Agriculture
- Civil facilities

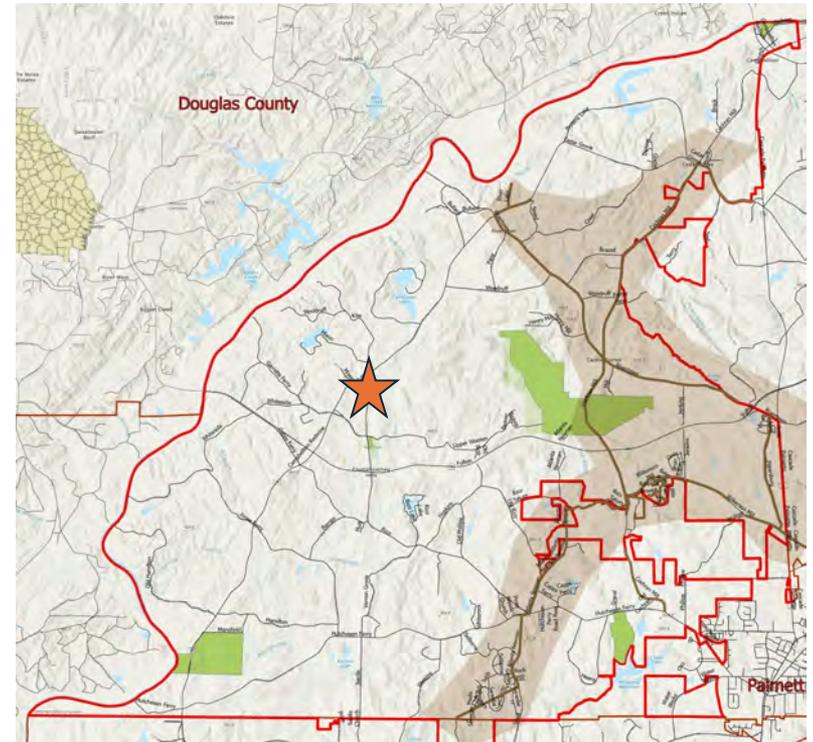
Community Challenges

- Housing Typologies & absence of workforce housing
- 30/70 development rule per current zoning
- Funding opportunities
- Sewer Infrastructure limits development scale
- Street Connectivity

WATER MAP

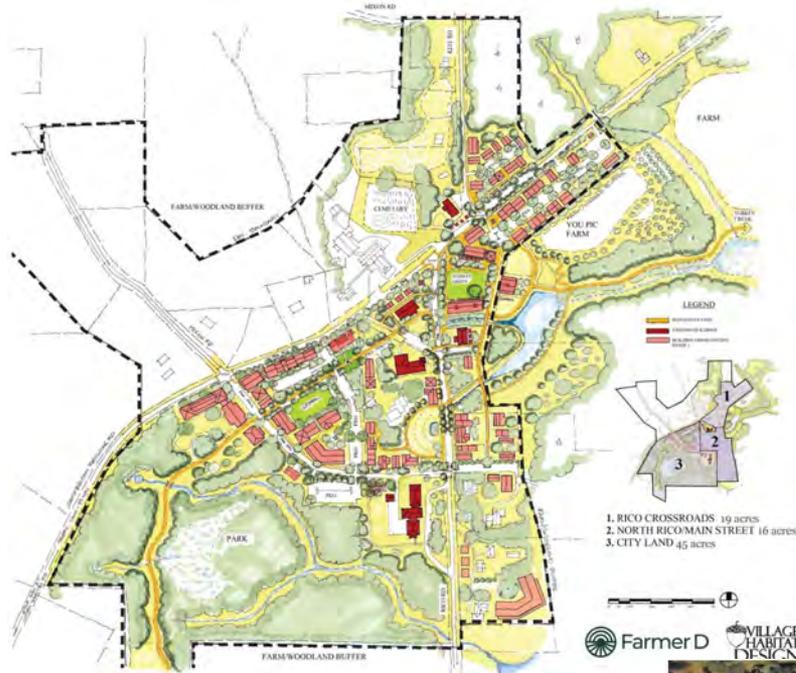


SEWER MAP



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Previous Plans and Vision

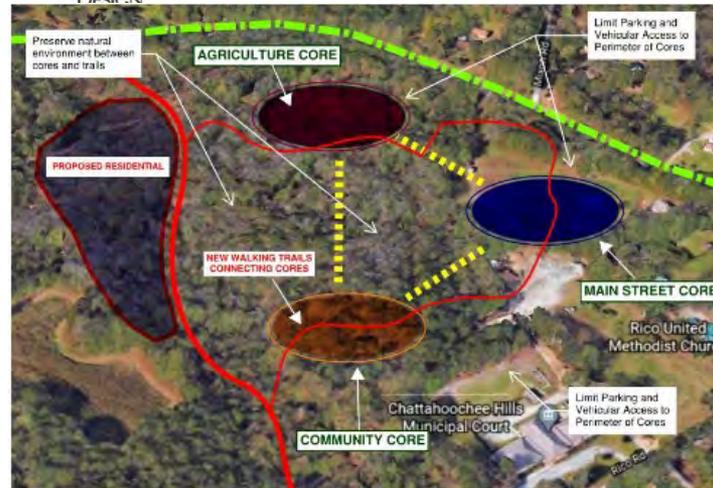


Project History

- Georgia Tech Rico Crossroads Master Plan Study (2021)
 - Studied the history of Chattahoochee Hills
 - Focused on five goals: increase tax base, preserve rural character, preserve/enhance historical assets, create a community center, City Hall improvements
- ULI Study (2021)
 - Concept Plan identifying 3 notes: Agricultural, Commercial, and Community.
 - Single-family housing focus
- Farmer D Master Plan Study (2023)
 - Extended outside of the City's property
 - Developed a town center

*"To represent the civic seat of the Chattahoochee Hills
 A place to purchase essential goods and services
 Small town cultural activities and venues supporting local farmers and artisans
 A walkable area with access to hiking trails, farms, and woodlands
 To preserve the surrounding rural character"*

Objectives from Farmer D Master Plan



Atlanta Regional Housing Toolkit Recommendations Strategies and Action Steps for Submarket 10

- Support smaller homes and ownership opportunities
- Establish new or partner with existing housing entities
- Leverage funding resources for preservation
- Create preservation programs and partnerships
- Identify regional funding mechanisms
- Collaborate on new programs and partnerships
- Support local leaders through regional programs
- Identify housing needs through planning
- Increase walkability



Submarket 10: Higher-Priced Rural

Rural areas with generally newer, higher-priced, large owner-occupied single-family homes on large lots.

- > Highest proportion of 65+ residents
- > Smallest proportion of renters
- > Smallest proportion of MF housing units

Median Home Sale Price (2023)

\$454,200

+62.39% since 2018

Home Sale Price Per Sq. Ft (2023)

\$198.62 per sq. ft.

+74.13% since 2018

Median Building Area

2,282 sq. ft.

Median Year Built

2002

Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2018-2023. Explore this data further in the

[DATA EXPLORER](#)

Chattahoochee Hills mTAP

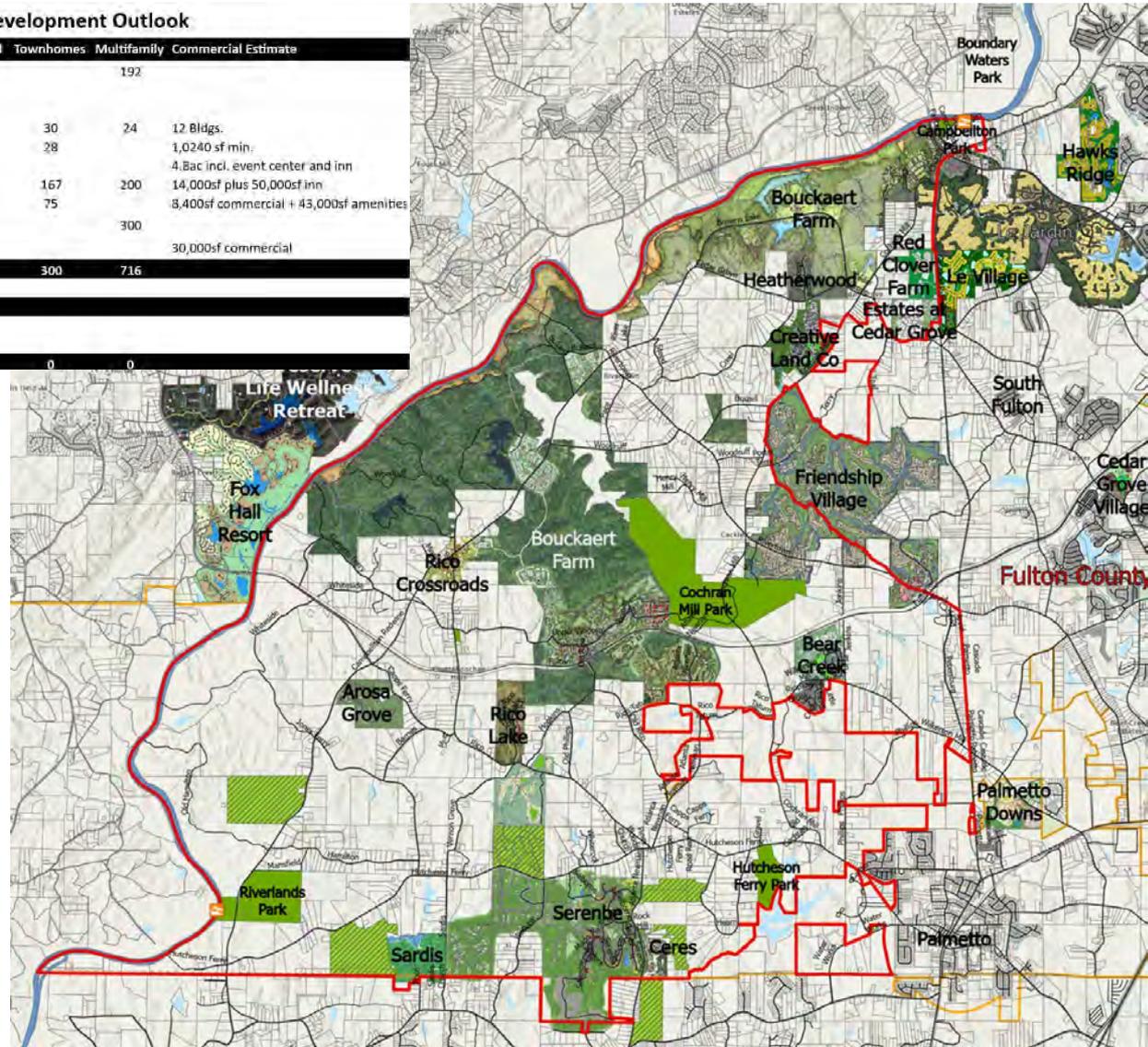
Development Context around the RICO Site



2030 Economic Development Outlook

Development Zoned - CH	Acres	Total Residential Units	SF Detached	Townhomes	Multifamily	Commercial Estimate
Serenbe	1,129.2	1,229	1,037		192	
Heatherwood	100.0	59	59			
Estates @ Cedar Grove	144.2	60	60			
Ceres	89.3	90	48	30	24	12 Bldgs.
Bear Creek	256.8	256	228	28		1,0240 sf min.
El Barroso	117.0	39	39			4. Bac incl. event center and inn
Creative Land Co	265.0	607	240	167	200	14,000sf plus 50,000sf inn
Aroso Grove	210.0	210	135	75		8,400sf commercial + 43,000sf amenities
Friendship Village	571.0	1,034	734		300	
Tommy Lee & Shell	135.0	300	300			30,000sf commercial
TOTAL:	3,017.6	3,884	2,880	300	716	

Development Proposed - CH	Acres	Total Residential Units	SF Detached	Townhomes	Multifamily	Commercial Estimate
Serenbe Sardis	203.0	18	18			
Bouckaert Farms	7,777.7	8,000				
TOTAL:	7,980.7	8,018	18	0	0	



Development Potential & Challenges

- Serenbe Farms with high-end residential development and population concentration
- Large residential development planned at Bouckaert Farm
- Rico site is a civic destination around rural context with limited population and infrastructure
- Need to identify market demand for residential & commercial development on Rico Site and create a destination for visitors and local residents

What we heard from stakeholders...

Community Amenities

- Need for a community center to accommodate larger library space, food pantry, arts & crafts workshops
- Retain the existing City Hall, but move out some functions to free up space
- Provide exhibit space for local artists
- Central open space for festivals and entertainment
- Farmers Market (similar to Grant Park and Decatur Square)
- Open space & public parking to host large events such as kick-off event for running clubs
- Capitalize on the bicycle trails at Silk/Dirty Sheets
- Recreational space around the City Hall
- Involve city Historical Commission
- Recycling/Composting Center

Overall Development Vision

- Balanced development to maintain the rural character
- Maintain agricultural history and culture
- Lean on 'hospitality'/mixed-use components
- Create a small town center that gives Chat Hills a civic identity and a sense of gravity for residents to rally around

Commercial Use

- General store (modernized Smith Grocery)
- Convenient store for cyclists and hikers coming to town
- Agricultural supply store
- Artist/maker spaces
- Coffee shop
- Restaurants catering to everyday people

Housing

- "Missing Middle" housing catering to local workforce
- Multifamily is undesirable in a rural setting
- Provide a smaller scale of housing to support community services
- Artist village, mill village character

Incentive/Financing Sources

- ARC and Fulton County Development Authority
- Fulton County high-power sewer extension is coming; Fulton County Dev. Authority will help fund pump/sewer infrastructure
- "ChattNow" organization - Trust for Public Land to focus on activating stretches of the Chattahoochee River, event on May 1

Key Findings

- 70/30 rule for preservation of open space
- Low impact development
- Trail connections
- Concentrated development to lower the utility & land disturbance cost
- City Hall Expansion & Community-focused activities
- Community-based retail/commercial needs
- Focus on 'missing middle' housing to create a vibrant community
- Variety of housing formats - single family, townhomes, duplex, cottage courts, live-work units

Building on the past master plans and Stakeholder Input...

Conservation Zone

Civic Zone ("The Spark")

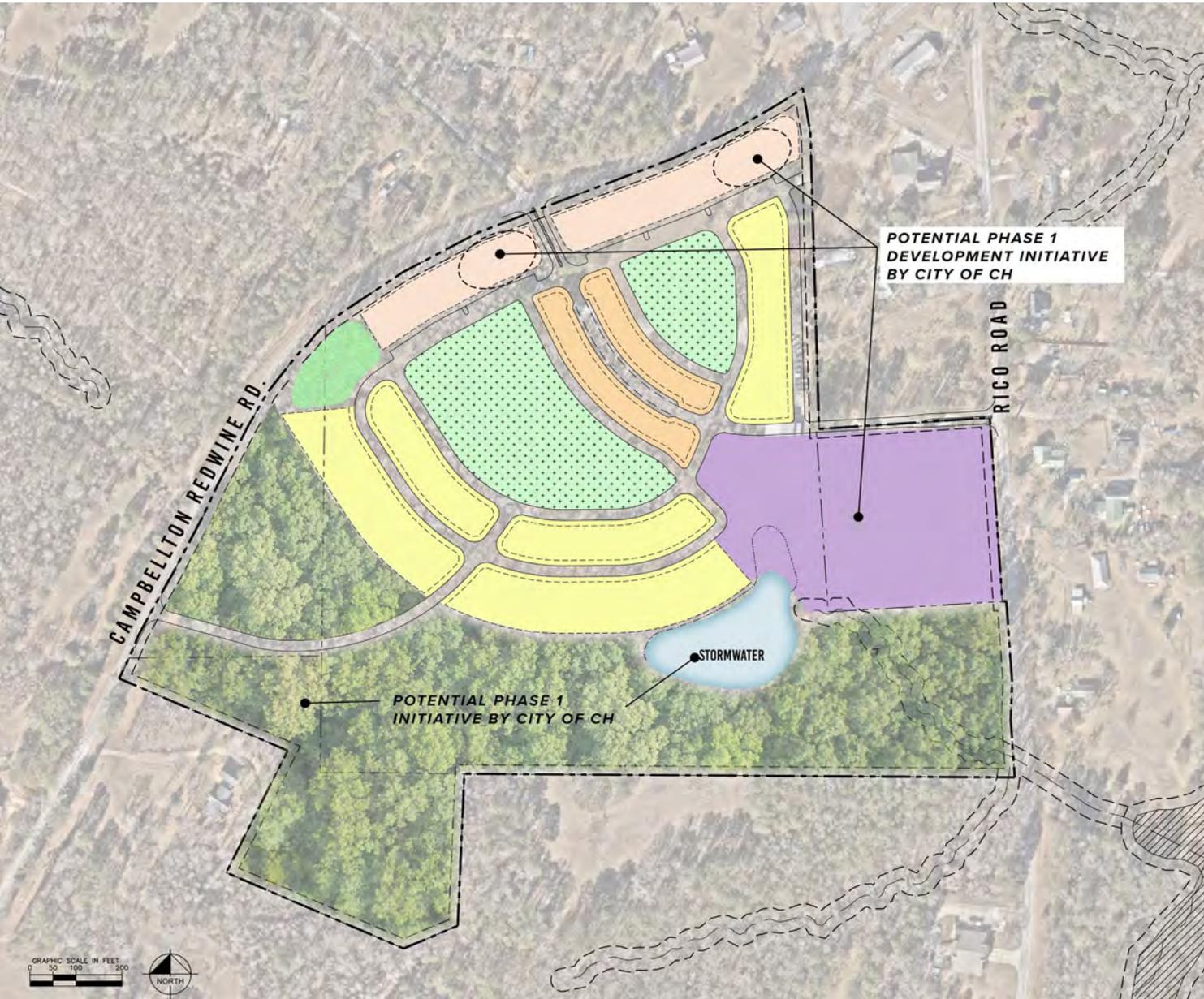
Village Commercial

Main Street & Medium Density Residential

Low-Density Residential

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Conceptual Land Use Plan



PROPOSED LAND USE STRATEGIES

CIVIC ZONE / THE SPARK

- Existing City Hall and Expansion (10,000 SF)
- Farmers Market
- Rico Green
- Outdoor Gathering Space
- Stormwater Pond
- Public Parking

VILLAGE COMMERCIAL

- 1-2 Stories mix of uses
- Community-Oriented Retail
- CH Public Works Services
- LONG TERM USES
 - Townhomes
 - Commercial/Office
 - Maker Space Studios
 - Trailhead and Pocket Park

MAIN STREET/MED-DENSITY RES.

- 2-3 stories Residential
- Activate Ground Level Uses
- Live/Work Units
- Townhomes
- Pedestrian-Friendly Streetscape

LOW-DENSITY RES.

- 1-2 stories Residential
- Duplex, triplex and single family detached housing
- Parking in the rear alleys
- Residential streetscape with sidewalks
- Development standards embracing rural character

CONSERVATION ZONE

- Undisturbed land
- Community Green Space Integrated with future residential
- Multiuse path/trail connectivity

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Conceptual Development Plan



CITY-OWNED PARCELS TOTAL AREA: 41.559 ACRES
EXISTING CITY HALL PARCEL - 4.13 ACRES

TOTAL CITY-OWNED LAND: 45.6 ACRES

70% CONSERVATION = 31.92 ACRES REQUIRED
28 ACRES PROVIDED

30% DEVELOPABLE LAND - 13.6 ACRES

DEVELOPMENT PROGRAM

HOUSING

TOWNHOMES: 27 UNITS
(3 BR, +/- 2,400 SF)

SINGLE FAMILY: 24 UNITS
(AVG. LOT SIZE 5,000 - 7,500 SF)

DUPLEX + MICRO UNITS: 16 UNITS
(2 BR & 3 BR, 1,000 SF-1,500 SF)

LIVE/WORK UNITS: 10 UNITS
(2BR, +/-1,000 SF)
(ARTS & CULTURE STUDIOS, MAKER SPACE, MULTI-PURPOSE EVENT SPACE, HEALTH/ WELLNESS SPACE)

TOTAL: 77 UNITS

STANDALONE COMMERCIAL: 7,500 SF
(SERVICE-ORIENTED COMMERCIAL/OFFICE SPACE)

PUBLIC WORKS BUILDING: 7,500 SF

PHASE 1 - LIST OF PROJECTS INITIATIVE BY CITY OF CH

1. STORMWATER POND
2. EXISTING CITY HALL RENOVATION AND EXPANSION (10,000 SF)
3. FARMERS MARKET
4. RICO GREEN & OUTDOOR GATHERING SPACE
5. CH PUBLIC WORKS SERVICES
6. COMMUNITY-ORIENTED RETAIL
7. MULTIUSE PATH/TRAIL CONNECTIVITY
8. TRAILHEAD/POCKET PARK

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Concept Vision - The SPARK / Rico Town Center



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Concept Vision - The SPARK / Rico Town Center



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Concept Vision - The SPARK / Rico Town Center



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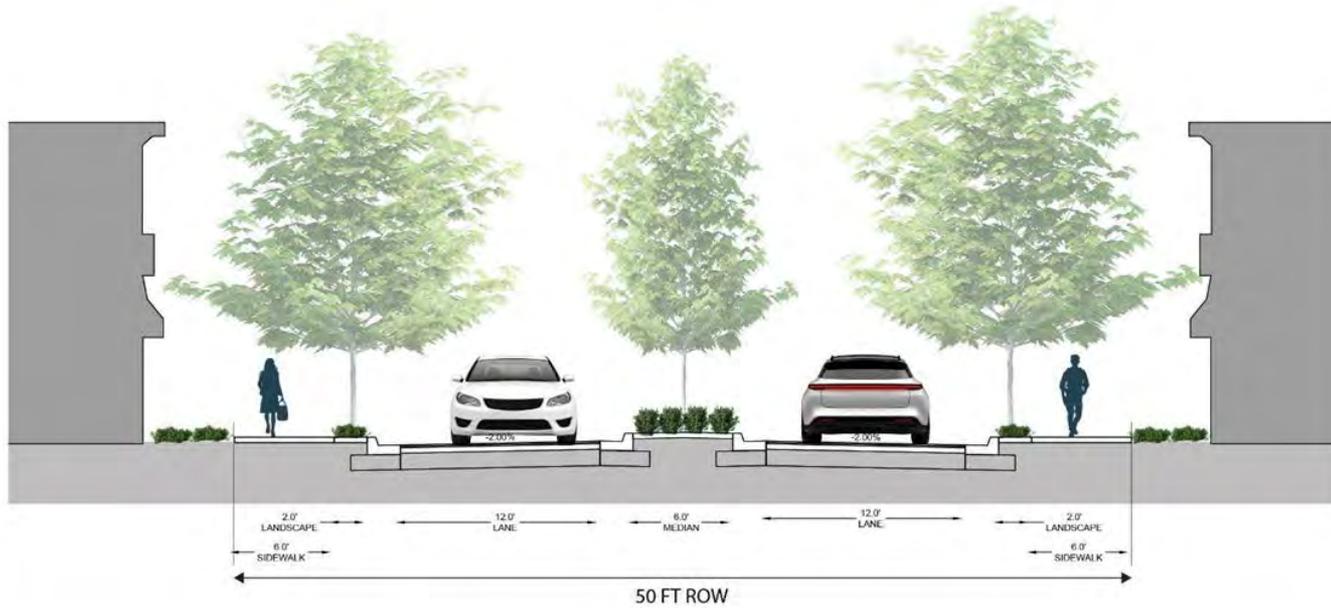
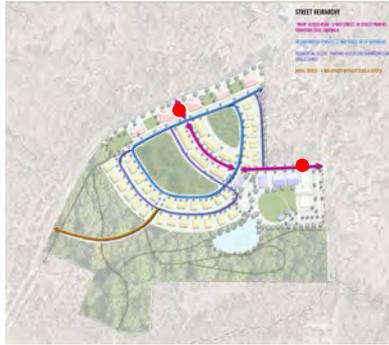
Chattahoochee Hills mTAP

Conceptual Street Typologies

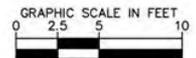


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Conceptual Street Typology - Main Street w/ Median



MAIN STREET WITH MEDIAN



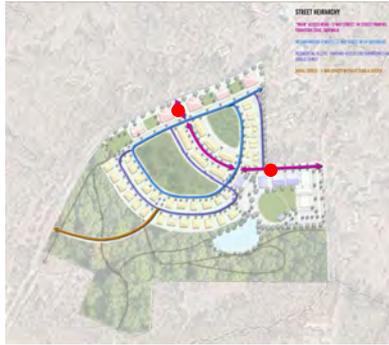
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Conceptual Street Typology - Main Street w/ Median



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Conceptual Street Typology - Main Street Commercial



MAIN STREET (COMMERCIAL)

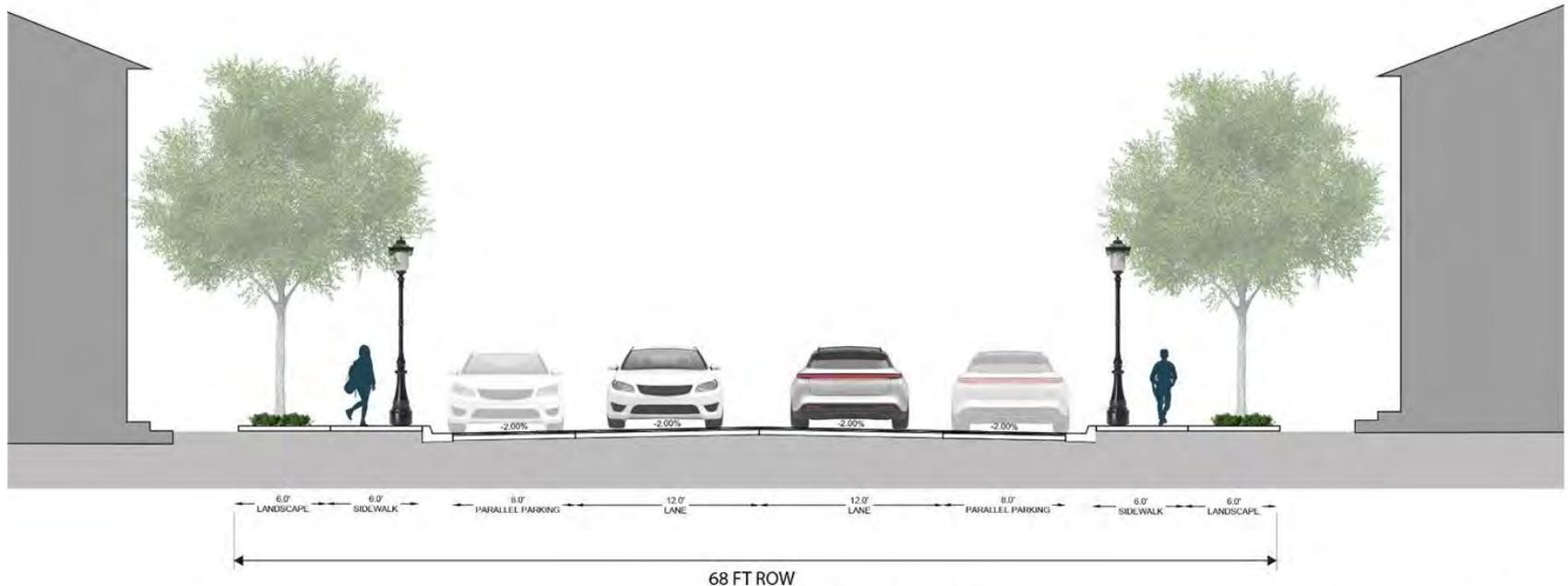
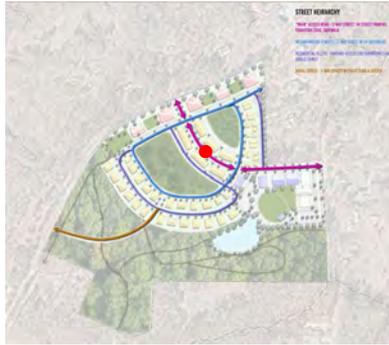
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Conceptual Street Typology - Main Street Commercial

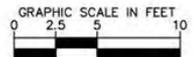


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Conceptual Street Typology - Main Street Mixed-Use



MAIN STREET (MIXED-USE)



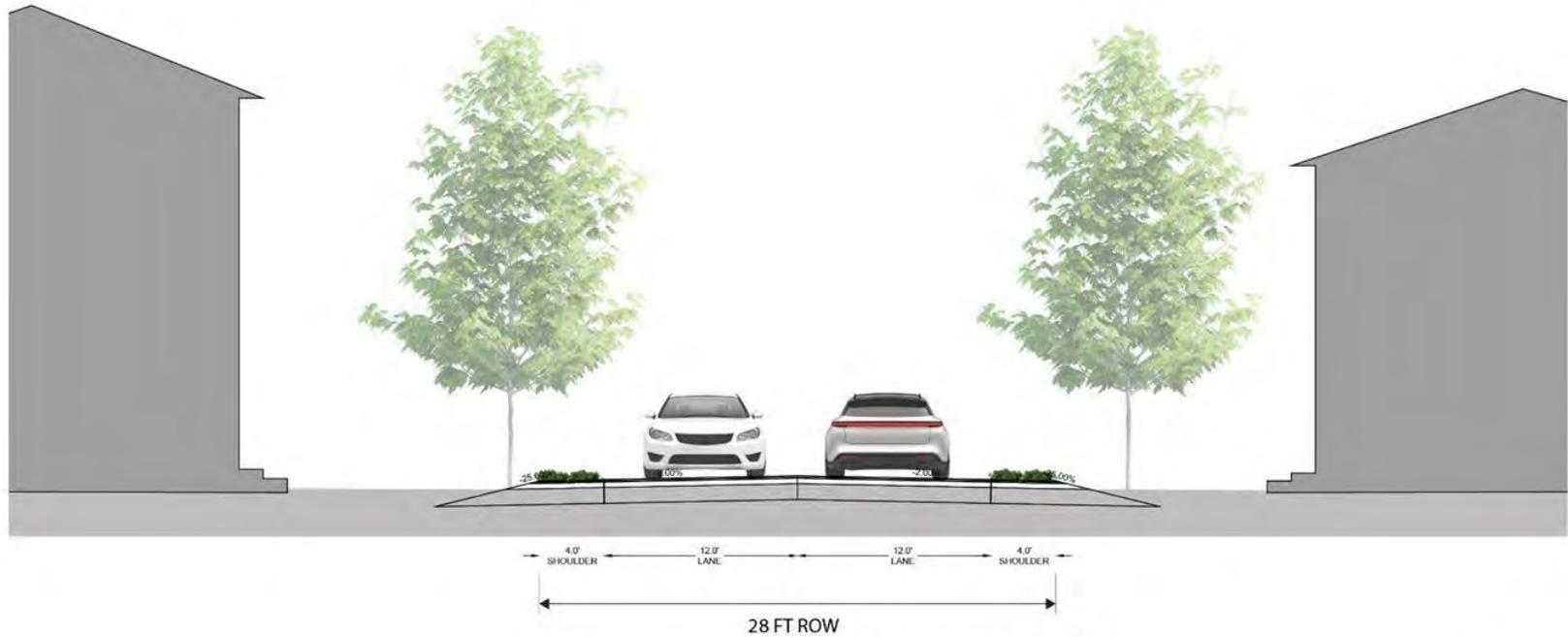
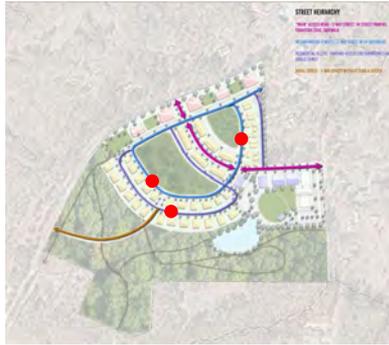
Chattahoochee Hills mTAP

Conceptual Street Typology - Main Street Mixed-Use

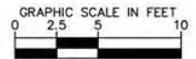


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Conceptual Street Typology - Connector Street (Residential)



CONNECTOR STREET (RESIDENTIAL)



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Conceptual Street Typology - Connector Street (Residential)

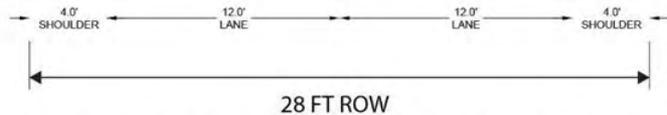


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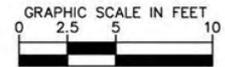
Conceptual Street Typology - Connector Street (Rural)



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CONNECTOR STREET (RURAL)



Chattahoochee Hills mTAP

Conceptual Street Typology - Connector Street (Rural)



Chattahoochee Hills mTAP

Design Principles: Village Commercial



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Design Principles: Detached Single-Family Residential



Chattahoochee Hills mTAP

Design Principles: Single-Family Townhome Residential



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Design Principles: Communal & Green Spaces



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Design Guidelines: Phased Development



MATERIALS
The following materials are required for architectural finishes, landscaping, and site work in public spaces.

Material	Site Walls	Subways/ Retaining	Porches / Patios	Other Locations
Asphalt	X	X	X	X
Concrete Pavers		X	X	X
Concrete Tiles / Stone			X	X
Brick			X	X
Block or Stone	X	X	X	X
Recessed Concrete	X	X	X	X
Recessed Concrete Block			X	X
Recessed Concrete Panel			X	X
Concrete Panel			X	X
Recessed Brick	X			X

* X indicates allowed in the indicated location

Historic Material Guidelines



Burnett Smith Grocery Store Historic Live/Work Space

Current zoning options are limited, but act as a good starting point.

The Historic Crossroads (HC) zoning designation imposes a defined framework of aesthetic and contextual requirements for the site. HC aligns with this proposal by promoting a “nodal form of small scale historic commercial development that other zoning districts are unable to properly facilitate.”

However, several restrictions related to land use, density, and development standards within this zoning classification present potential compliance challenges. These constraints could lead to extended development timelines and increased costs associated with zoning compliance during the predevelopment and design phases of the site.

Challenges with current zoning types:

A: Limitations on lot size and building size related to use, with the exception of the Historic Crossroad (HC) Zoning designation.

B: Restrictions are still in place based on private lot septic systems. We propose more flexibility to maintain occupancy and utilization for longevity in onsite buildings by basing the sizes on an approved site plan.

B: Density regulations do not allow enough diversity and clustering of the land use to better imitate the organic layout and historic feel.

Zoning District	Minimum Residential Units Per Acre	Maximum Residential Units Per Acre	Minimum Non-Residential Area per Gross Acre ^b	Maximum Non-Residential Area ^c
Without TDR ^a	With TDR			
RL	none	0.05-0.33 ^d	n/a	none
HC	none	per approved plan	per approved plan	per approved plan ^e

Current Density Controls

Maximum building height by building types:

- Cottages, single family detached: 42'-0" Max
- Townhomes: 47'-0" Max
- Stacked Townhomes: 52'-0" Max
- 1-story Retail: 32' max
- 2-story Retail: 44' max
- Multifamily: 75' max

Land Use Metrics

1A. Single-family Detached

A building type that accommodates one single-family detached dwelling.



Land Use Diagrams

How do we implement intentional use and aesthetics?

Refined Zoning for Planned Unit Developments (PUD).

Purpose of PUD Zoning:

PUD zoning aims to facilitate development that is more efficient, aesthetically pleasing, and responsive to specific needs of the community compared to traditional zoning regulations.

How it Works:

A PUD district is established by amending the city's zoning map. This requires a developer to submit a comprehensive plan for the proposed development, which is then reviewed by the City of Atlanta and potentially subject to public input.

Also often named PD-MU Districts:

A specific type of PUD zoning, PD-MU, is intended for mixed-use developments that combine residential, commercial, and/or office uses. These districts can be established through zoning amendments, and existing developments that are compatible with the PD-MU intent can be rezoned accordingly.

Examples of Planned Unit Development Guidelines:

Chamblee Department of Planning: [https://cms3.revize.com/revize/chamblee/departement/planning-developpement/PZ2020-654%20Chamblee%20Park%20PUD%20Standards%20Pattern%20Book%20for%20Chamblee%20Pa rk.pdf](https://cms3.revize.com/revize/chamblee/departement/planning-developpement/PZ2020-654%20Chamblee%20Park%20PUD%20Standards%20Pattern%20Book%20for%20Chamblee%20Park.pdf)

MATERIALS	Site Walls	Stairwells / Entrances	Patios / Porches	Other Locations
Wood	X	X	X	X
Concrete Form	X	X	X	X
Granite Tiles / Stone Clad			X	X
Brick or Stone	X	X	X	X
Gray Concrete	X	X	X	X
Powder coated brick panel				X
Carbon Steel				X
Modular Block	X			

X = 1/2" or 3/4" shown on the indicated site element

Material Aesthetics Guidelines



Preparing Design Guidelines means utilizing a standard Planned Unit Development strategy to appropriately time the growth on and around the site.

To initially implement the suggested Land Use Guidelines, we believe the most impactful and economical placemaking strategies should come first. The following is a short list of uses that set the stage for public awareness, community gathering/use, and practical, scalable growth on this site without an immediate large scale redevelopment plan. Immediate municipal developments may include but are not limited to:

- Public access to nature trails and outdoor amenities
- Programming for community gathering space via a Farmer's Market and Public Greenspace
- Preliminary standalone food and beverage establishment or market
- Stormwater management strategy



GREENSPACES, NATURE TRAILS AND CONSERVANCY



Key Features:

- Connection to existing infrastructure and trails
- Economical use
- Highlights natural landmarks
- This use generates public draw to the site
- Low cost amenities available initially with gradual growth opportunities

Public Amenities:

- Shared Gardens or Public Agricultural Uses
- Trail Markers/ Maps
- Restrooms
- Bike Repair Stations
- Parking



Thermal Belt Rail Trail (Rutherfordton, NC)

<https://www.thermalbeltrailtrail.com/trail-info>

Swamp Rabbit Trail (Greenville, SC)

<https://www.greenvillesc.gov/316/Swamp-Rabbit-Trail>

BIG CREEK GREENWAY

(Forsyth County, GA)

- Creates a culture supporting nature and conservancy
- Low Environmental Impact Trails
- Connectivity to regional trail system
- Coordinated with stormwater management systems
- Multi-use: Walking, biking and hiking available
- Facilities as Amenities

- Future amenities with growth: playgrounds, public dog park, disc golf equipment, camp ground



Big Creek Greenway

<https://parks.forsythco.com/Parks/Big-Creek-Greenway>

Pre-Manufactured Facilities

<https://smithmidland.com/projects/products/easi-set-buildings/>



FARMERS MARKET AND COMMUNITY GROCERY



Key Features:

- Establish Rural Community Character
- Low Density
- Fresh and locally sourced goods
- Destination creation space - attract the Public to this site via programming

Swamp Rabbit Cafe and Market
<https://www.swamprabbitcafe.com/>

Blacksburg Market Pavilion
<https://stepintoblacksburg.org/things-to-do/festivals-events/>



FARMVIEW MARKET (Madison, GA)

- 20,000 SF conditioned market building (grocery, butcher shop, cafe)
- Adjacent covered open-air farmers market and event space

<https://www.farmviewmarket.com/>





STAND-ALONE COMMERCIAL

Key Features:

- Create a 'center of gravity' for the site, increasing community engagement and providing momentum to the broader site development vision
- Cater to local operators and businesses, with a focus on uses with a broad demographic appeal



Challenges:

- Financing: When compared against the achievable/palatable rental rates for the most desirable local operators, the up-front cost of construction is unlikely to be viable for most private developers
- Users: Requires a 'high-touch' operator in order to maximize community engagement and drive value for the site

THE UNION *(Milton, GA)*

Renovation of historic BBQ venue into chef-led homestyle food and beverage venue

<https://www.theunionrestaurant.com/>



ST. AMBROSE CELLARS *(Beulah, MI)*

Meadery, winery, restaurant, outdoor concert & event space

www.stambrose-mead-wine.com



PICO LOS ALAMOS *(Los Alamos, CA)*

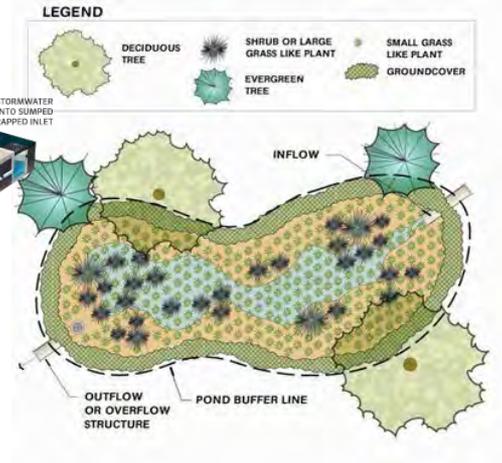
Restaurant, general store & event space

www.losalamosgeneralstore.com



Chattahoochee Hills mTAP

Design Guidelines: Stormwater Management

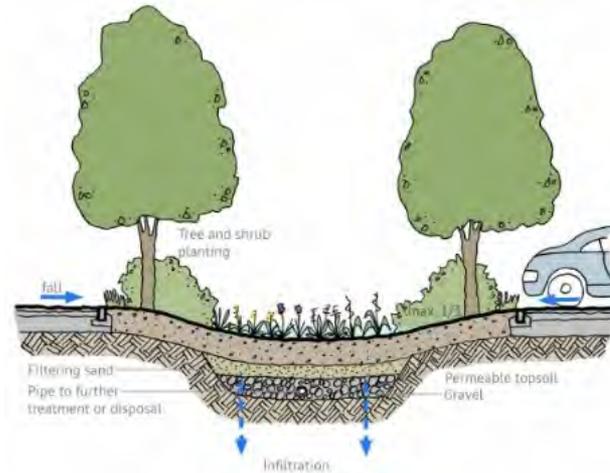


STORMWATER MANAGEMENT

Key Features:

- Scalable for future growth.
- Low impact development or green infrastructure.
- Use as an amenity or feature for visual interest.



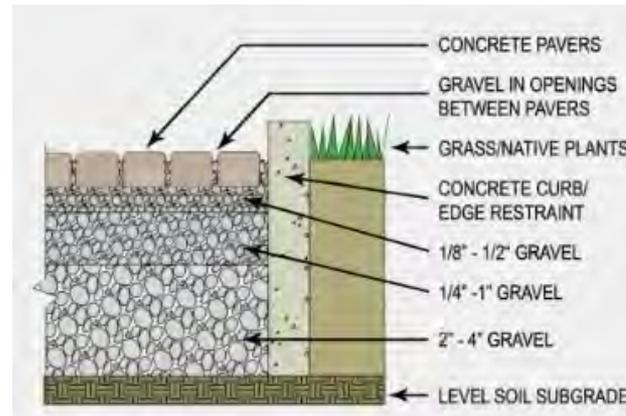


BEST MANAGEMENT PRACTICES

To maintain compliance with the Georgia Stormwater Management Manual and Chattahoochee Hills Chapter 14 of the UDO, Best Management Practices (BMPs) are recommended to support water quality and runoff reduction.

Recommended BMPs:

- Downspout Disconnect
- Dry Enhanced Swale
- Grass Channel
- Infiltration Practices
- Porous Pavement Practices
- Rainwater Harvesting



- Recommend Phase I Environmental Site Assessment (ESA) to identify any potential hazards on site that may require remediation and cause hurdles to development.
- Protect Ecosystem Services
 - Inventory/manage existing invasive species
 - Use native plants to minimize water demand for landscaping
 - Include pollinator gardens to promote biodiversity
 - Sample reference soil characteristics to restore any soils, as necessary
 - Low-impact development/green infrastructure rainwater management strategies
 - 70% pervious open space
- Accessibility, Safety, & Wayfinding
 - Clear, defined spaces and access control
 - Natural surveillance, clear sight lines, adequate lighting levels
 - Landmarks, decision points, signage, maps
 - Hierarchy of vehicular and pedestrian circulation routes
 - Accommodate diverse groups of site users
- Health and Well-Being for Site Users
 - Physical activity opportunities and supporting facilities/programming
 - Mental restoration and social connection opportunities with seating and features to address microclimate - shade, vegetated buffers for road noise

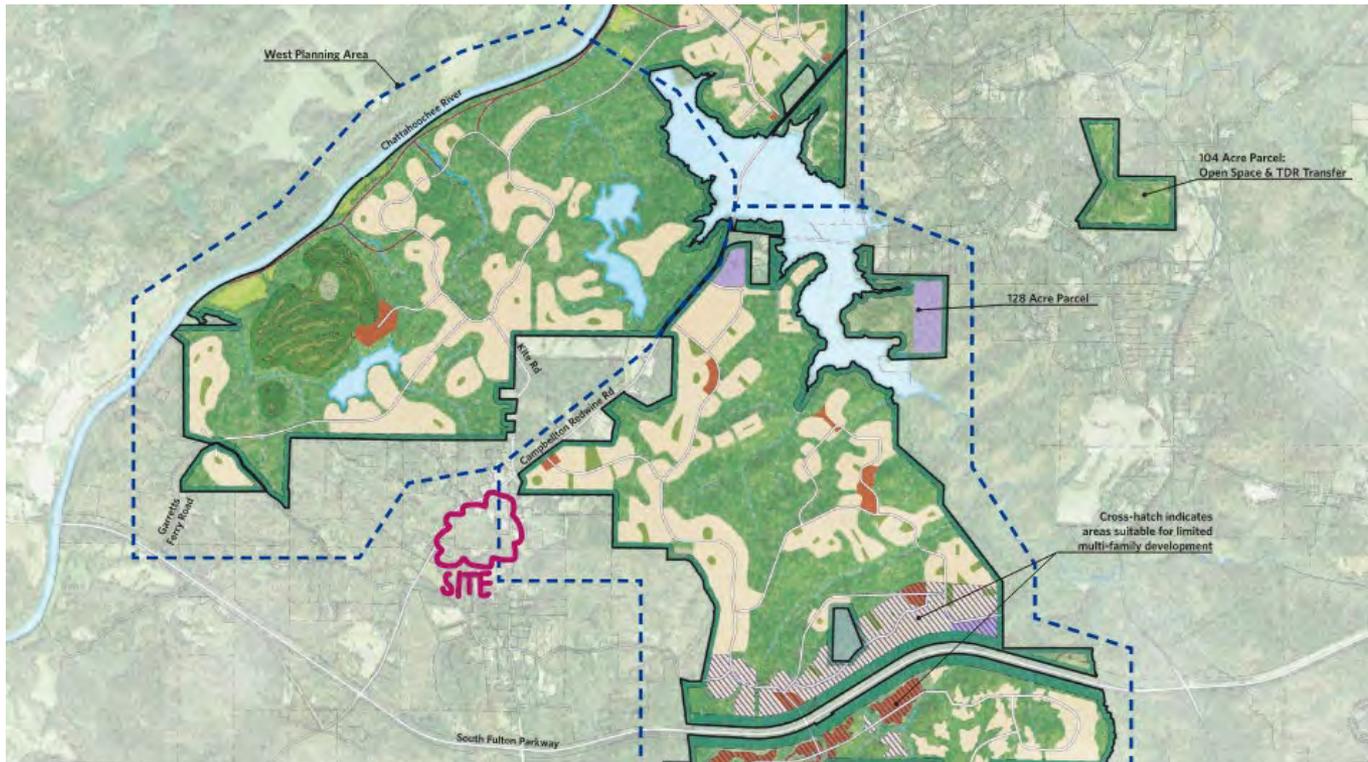


Recommended infrastructure improvements to support future development at Chattahoochee Hills Rico Road.

- Public Sewer & Water Main Extension
 - Existing sanitary sewer & water service @ Rivertown Road & Campbellton Redwine Road intersection (A)
 - Existing sanitary sewer & water service @ Rivertown Road & Woodruff Road intersection (B)
 - Anticipate 3-3.5 mile sewer main & water main extension to the Rico Road & Campbellton Redwine Road crossing.
 - Recommend continuing the extensions 0.5 miles south along Rico Road, 0.5 miles south along Campbellton Redwine Road and throughout the new development.



- Boukaert Farms - Phasing
 - Coordinate with the Boukaert Farms development on their phasing
 - Focus on initial development near Chattahoochee Hills City Hall in order to expedite infrastructure needs



Supporting Demographics for Housing:

- Chattahoochee Hills, GA, the 2023 ACS data show a population of 3,537, a median age of 41.6, a poverty rate of 5.54%, a median household income of \$76,552, and a median property value of \$338,800
- The median property value in Chattahoochee Hills, GA was \$338,800 in 2023, which is 1.12 times larger than the national average of \$303,400. Between 2022 and 2023 the median property value increased from \$296,800 to \$338,800, a 14.2% increase. The homeownership rate in Chattahoochee Hills, GA is 90%, which is well above the national average of 65%.
- In 2023, 90% of the housing units in Chattahoochee Hills, GA were occupied by their owner. This percentage declined from the previous year's rate of 92.7%.
- 5.54% of the population for whom poverty status is determined in Chattahoochee Hills, GA (196 out of 3.54k people) live below the poverty line, a number that is lower than the national average of 12.4%.

Fulton County Development Authority (DAFC) has funding for housing through various programs and initiatives.

- The DAFC serves clients of all sizes, from small entrepreneurial enterprises to global corporations, and funds projects that range from market-rate housing to affordable housing options. Specifically, the DAFC helps fund projects like [residential facilities](#), including workforce, affordable, and senior housing.

We suggest the following steps for funding:

- Engage with a consultant that can provide a market study for potential housing opportunities.
- Develop a community based plan to approach housing.
- Investigate public-to-private partnerships that can infuse equity for housing options.

- **The Community Development Block Grant (CDBG)** Program supports community development activities to build stronger and more resilient communities. To support community development, activities are identified through an ongoing process.
 - Activities may address needs such as **infrastructure, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, clearance/acquisition, micro enterprise assistance, code enforcement, homeowner assistance**, etc.
- We recommend that The City of Chattahoochee Hills apply for DCA State's Non-Entitlement CDBG program.
- As the administrator of these funds, eligible applicants include Units of General-Purpose Local Government (cities or counties) that do not participate in HUD's CDBG Entitlement or Urban County program.
- Individuals and non-profit entities are not eligible to apply directly for CDBG funds.
- To service the Workforce Housing initiative, eligible applicants selected for funding will be those having the greatest need as evidenced by poverty and per capita income and whose applications most adequately address the needs of low- and moderate-income persons and have the greatest impact.

Award Limits:

- Single Activity projects from \$750,000 to \$1,000,000
- Multi-Activity projects from \$1,000,000 to \$1,250,000
- Regional Cooperation projects from \$1,000,000 to \$2,000,000

Action Plan / Implementation Strategy - Kickstart

1. Rezoning property to PUD & Complete Community Engagement
1. Explore Funding Opportunities & Partnerships
1. Obtain Site Survey (Geotechnical Report, Soil Infiltration rates, etc)
1. Infrastructure Investment
 - *Sewer extensions to the site*
 - *Roadway improvements*
 - *Regional Stormwater Pond*
 - *Discuss funding opportunities*
1. City Hall Expansion, Programming Study , Housing Market Study



CITY OF CHATTAHOOCHEE HILLS STAKEHOLDERS

- Tom Reed, Chattahoochee Hills Mayor
- Robbie Rokovitz, City Manager
- Mike Morton, Community Development Director
- Chris Montesinos, Economic Development Director
- Ron Johnson, Deputy Community Development Director
- Scott Lightsey - Chatt Hills City Council
- Steve Nygren - Serenbe
- Carl Bouckaert - Bouckaert Farm
- Suzanne Sitherwood - Bouckaert Farm
- Tom Swanston - Studio Swan and Arts Center (Rico)
- Lily Baucom - Chatt Hills Conservancy
- Diana Wilson - Parks Commission
- David Breece, Resident

THANK YOU!