



LAWRENCEVILLE

GEORGIA

CITY COUNCIL WORK SESSION AGENDA

Wednesday, March 19, 2025
5:00 PM

Council Chambers
70 S. Clayton St, GA 30046

Call to Order

Prayer

Pledge of Allegiance

Agenda Additions / Deletions

Recognition

1. Legacy Leaders

Discussion of General City Business

There is no public comment during this section of the agenda unless formally requested by the Mayor and the Council.

2. RZR2024-00025; North DTL CC Ph1, LLC; 806 North Clayton Street, 824 North Clayton Street, 830 North Clayton Street, 838 North Clayton Street, 843 North Clayton Street, 853 North Clayton Street, 857 North Clayton Street
3. SUP2025-00100; R. Duane Hawk; 750 Scenic Highway, 738 Scenic Highway, PIN 5108 005A
4. Purchase of New Palo Alto Firewalls for the Police Department
5. Discussion to Amend Chapter 30 Solid Waste Rates
6. Discussion to Amend Article VII of Chapter 38 Electric Utility Rates
7. Discussion to Amend Chapter 38; adding Article IX Natural Gas Utility Rates
8. Resolution of the City of Lawrenceville to Adopt the Gwinnett County TAD Policies and Guidelines
9. Resolution to Renew City of Civility Certification

[10.](#) City Wayfinding Communications & Marketing Plan

Executive Session - Personnel, Litigation, Real Estate

Final Adjournment



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AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	RZR2024-00025; North DTL CC Ph1, LLC; 806 North Clayton Street, 824 North Clayton Street, 830 North Clayton Street, 838 North Clayton Street, 843 North Clayton Street, 853 North Clayton Street, 857 North Clayton Street
Department:	Planning and Development
Date of Meeting:	Wednesday, March 19, 2025
Presented By:	Todd Hargrave, Director of Planning and Development
Applicants Request:	Approval of Rezoning
Planning & Development Recommendation:	Table
Planning Commission Recommendation:	Recommendation to be provided at meeting

Summary: An application to rezone certain properties (parcel assemblage) from RS-150 (Single-Family Residential District), RM-12 (Multifamily Residential District), BG (General Business District), and OI (Office Institutional District) to RS-50 INF (One-Family Infill Residential District) and RS-TH INF (Townhouse-Family Infill Residential District) to allow for a housing master plan. **The Applicant has revised the application. To be heard at a future public hearing.**

Attachments/Exhibits:

- None



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AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	SUP2025-00100; R. Duane Hawk; 750 Scenic Highway, 738 Scenic Highway, PIN 5108 005A
Department:	Planning and Development
Date of Meeting:	Wednesday, March 19, 2025
Presented By:	Todd Hargrave, Director of Planning and Development
Applicants Request:	Approval of Special Use Permit for Outdoor Storage
Planning & Development Recommendation:	Denial
Planning Commission Recommendation:	Recommendation to be provided at meeting

Summary: An application for a Special Use Permit for Outdoor Storage and Boat and Marine Equipment Sales and Service at certain properties; the subject properties are located at 738 Scenic Highway and 750 Scenic Highway, identified by the Parcel Identification Numbers R5108 005, R5108 005A, and R5108 006, and encompass approximately 3.80 acres.

Attachments/Exhibits:

- SUP2025-00100_RPRT_01312025
- SUP2025-00100_ATTCH_02062025



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SPECIAL USE PERMIT

CASE NUMBER: SUP2025-00100

OWNER: FOUNDATION TECHNOLOGIES, INC.

APPLICANT: R. DUANE HAWK

LOCATION(S): 738 AND 750 SCENIC HIGHWAY

PARCEL ID(S): R5108 005, R5108 005A, AND R5108 006

APPROXIMATE ACREAGE: 3.80 ACRES

CURRENT ZONING: HSB (HIGHWAY SERVICE BUSINESS DISTRICT)

ZONING PROPOSAL: OUTDOOR STORAGE – RETAIL / BOAT AND MARINE EQUIPMENT SALES AND SERVICE

PROPOSED DEVELOPMENT: POWERSPORTS/MARINE SALES AND SERVICE

DEPARTMENT RECOMMENDATION: DENIAL

VICINITY MAP





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ZONING AND DEVELOPMENT STANDARDS

The subject property is currently vacant and undeveloped. The applicant proposes development of an approximately 20,000 square-foot one-story retail/warehouse structure consisting of 6,667 square feet of show room space, 6,667 square feet of service area, and a 6,666 square foot warehouse space. The proposed use is a personal watercraft sales and service business with accessory outdoor storage in a fenced area in the rear of the property. The proposed development includes thirty-four (34) parking spaces, a deceleration lane/curb cut along northbound Scenic Highway, and a sidewalk and 15' landscape strip along the property's frontage.

The proposal is subject to the following lot development standards and parking/buffer requirements:

Article 1 Districts, Section 102.15, B. Lot Development Standards

<i>Standard</i>	<i>Requirement</i>	<i>Proposal</i>	<i>Recommendation</i>
Minimum Lot Area	<i>10,000 sq. ft.</i>	<i>165,528 sq. ft.</i>	<i>NA</i>
Minimum Lot Width	<i>70 feet</i>	<i>475 feet</i>	<i>NA</i>
Minimum Front Yard Setback	<i>50 feet</i>	<i>50 feet</i>	<i>NA</i>
Minimum Rear Yard Setback	<i>10 feet</i>	<i>10 feet</i>	<i>NA</i>
Minimum Side Yard Setback	<i>10 feet</i>	<i>10 feet</i>	<i>NA</i>
Impervious Surface Coverage	<i>75%</i>	<i>37.4%</i>	<i>NA</i>
Maximum Building Height	<i>45 feet</i>	<i>35 feet</i>	<i>NA</i>

Article 1 Districts, Section 103.2 Use Table

<i>Standard</i>	<i>Requirement</i>	<i>Proposal</i>	<i>Recommendation</i>
Outdoor Storage	<i>Special Use Permit</i>	<i>Special Use Permit</i>	<i>Denial</i>
Boat and Marine Equipment Sales and Service	<i>Special Use Permit</i>	<i>Special Use Permit</i>	<i>Denial</i>



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Article 2 Supplemental and Accessory Use Standards, Section 200.3, Subsection 200.3.52 Outdoor Storage (Retail) reads as follows:

In non-residential zoning districts (other than industrial), outdoor storage of equipment, materials and/or merchandise shall be subject to approval of a Special Use Permit.

Article 4 Buffers, Section 403 Buffers Table

<i>Standard</i>	<i>Requirement</i>	<i>Proposal</i>	<i>Recommendation</i>
HSB/BG	0 ft	0 ft	N/A
HSB/RS-60	85 ft	26 ft	Buffer Reduction

Article 5 Parking, Section 508 Number of Off-Street Parking Spaces Required, Table 5-3

<i>Standard</i>	<i>Gross Square Footage¹</i>	<i>Requirement</i>	<i>Proposal</i>	<i>Recommendation</i>
Boat and Marine Equipment Sales and Service	13,334 GSF	1 space per 1,000 GSF (13 spaces)	1 space per 500 GSF (27 spaces)	N/A
Warehousing	6,666 GSF	1 space per 1,000 GSF (7 spaces)	1 space per 1,000 GSF (7 spaces)	N/A
Total	20,000 GSF	20 spaces	34 spaces	N/A

¹ GSF – Gross Square Footage

The specific variance required is as follows:

- A variance from the Zoning Ordinance, Article 4 – Buffers, Section 403 – Buffers Table – to allow a sixty-nine percent (69%) reduction of minimum buffer requirements between dissimilar zoning classifications (HSB and RS-60) (Scenic Crossing subdivision) from eighty-five feet (85 ft.) to twenty-six feet (26 ft.).



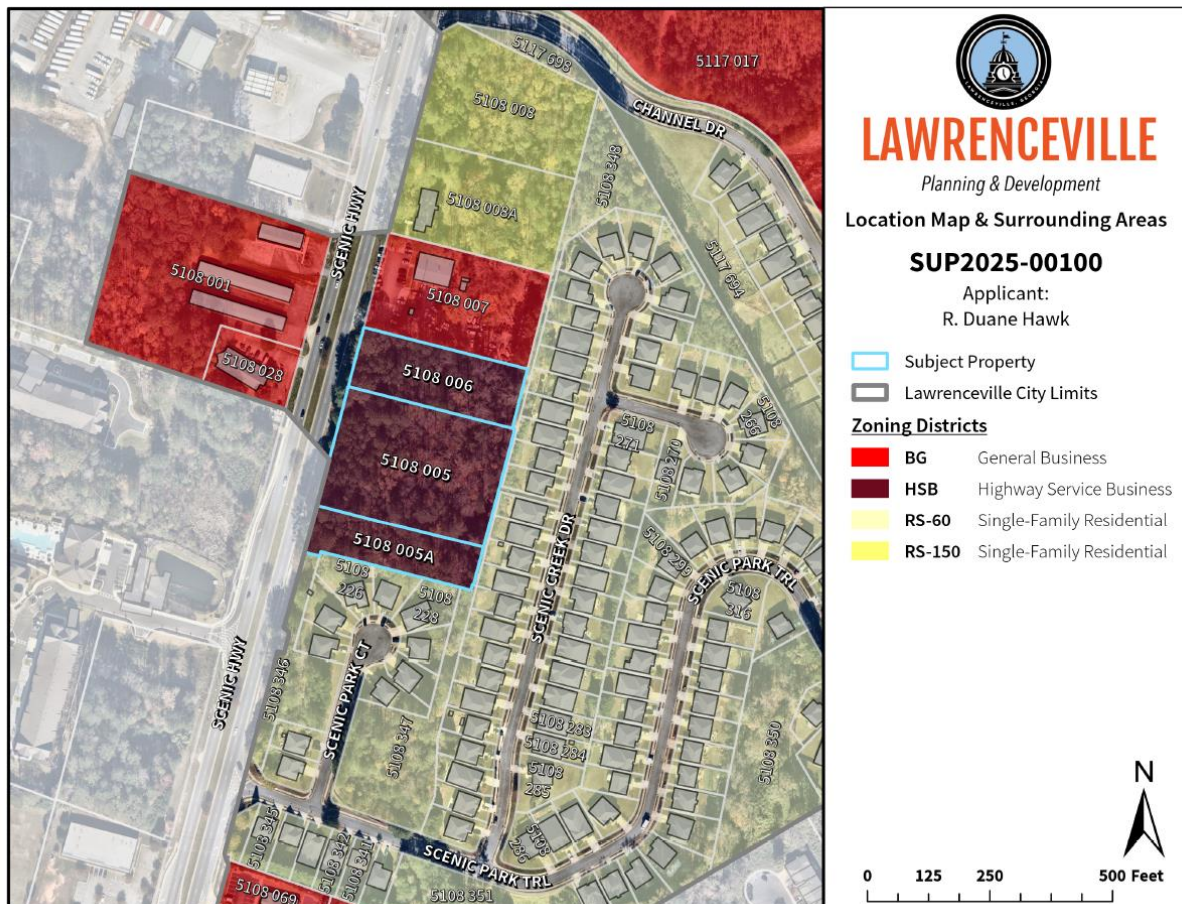
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The proposal otherwise satisfies the minimum requirements and lot development standards for HSB (Highway Service Business) zoning district.

CITY OF LAWRENCEVILLE OFFICIAL ZONING MAP



SURROUNDING ZONING AND USE

The immediate surrounding area consists primarily of commercial/retail uses and zoning districts directly on Scenic Highway, with single-family residential uses and zoning districts in the surrounding areas. The properties to the immediate north of the subject property and across the right-of-way of Scenic Highway are zoned BG (General Business District) and are used as an auto service garage, self-storage warehouses, and commercial offices. The properties to the immediate east and



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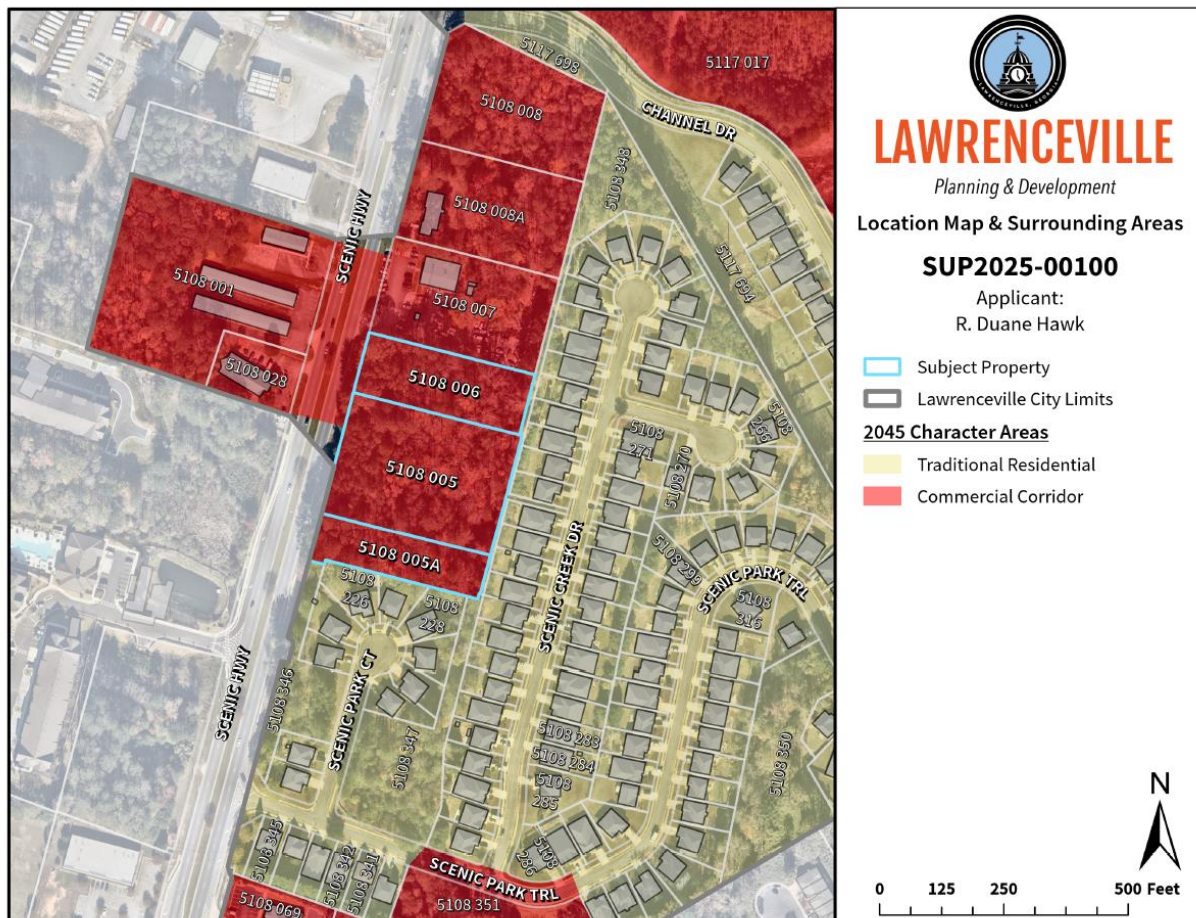
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south of the subject property are zoned RS-60 (Single-Family Residential District), single-family dwellings part of the Scenic Crossing residential subdivision. Otherwise, the unincorporated property to the west/southwest of the subject property is zoned Gwinnett zoning district RM-13 (Multi-Family Residence), location of the newly-developed Madison Trails apartment complex.

Considering the property's adjacency to existing single-family residential neighborhoods, the proposed use may not be appropriate for this location.

LAWRENCEVILLE 2045 COMPREHENSIVE PLAN – FUTURE LAND USE PLAN MAP





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2045 COMPREHENSIVE PLAN

The 2045 Comprehensive Plan and Future Development Map indicate the property lies within the Commercial Corridor Character Area. The commercial corridor character area corresponds to a major road corridor into the city. It is intended to accommodate large-scale commercial uses that serve the traveling public via automobiles. These uses include, but are not limited to, 'big box' retail stores, car dealerships, car washes, and large corporate offices. All such uses require careful site planning to ensure interconnectivity and compliance with applicable parking, lighting, landscaping, and signage standards. Commercial corridors are typically less pedestrian-oriented than neighborhood and community centers. The proposed request for outdoor storage may not be compatible with the intent of the 2045 Comprehensive Plan.

STAFF RECOMMENDATION

In conclusion, the proposal is inconsistent with the established zoning and land use patterns in the immediate area and the long-term vision established in the City's 2045 Comprehensive Plan. Approval of this request would necessitate significant text amendments to the City of Lawrenceville Zoning Ordinance. Additionally, the City Council has demonstrated its stance through the denial of similar requests, as indicated below. Examples include:

1. **CIC2020-00006** – A request to change the zoning conditions to allow outdoor storage at 420 Grayson Highway, zoned BG. Denied by City Council on December 16, 2020.
2. **SUP2021-00044** – A request to allow outdoor storage as a Special Use for the storage of tractor-trailers and recreational vehicles at 533 & 543 John Connor Court, zoned LM. Denied by City Council on May 24, 2021.
3. **SUP2022-00074** – A request to allow outdoor storage as a Special Use for outdoor automobile sales at 125 Park Access Drive, zoned BG. Denied by City Council on November 16, 2022.
4. **SUP2022-00076** – A request to allow outdoor storage as a Special Use for outdoor automobile sales at 108 McConnell Drive, zoned BG. Denied by City Council on December 14, 2022.



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5. **SUP2023-00082** – A request to allow outdoor storage as a Special Use for a plumbing materials distribution facility at 125 Park Access Drive, zoned BG. Denied by City Council on October 23, 2023.
6. **SUP2024-00096** - A request to allow outdoor storage as a Special Use for outdoor storage and repair at 1154 Lawrenceville Highway, zoned BG. Denied by City Council on January 29, 2025.
7. **SUP2024-00097** - A pending request to allow outdoor storage as a Special Use for outdoor storage and repair at 905 Grayson Highway, zoned BG. Planning & Development recommends denial, to be heard by City Council on February 24, 2025.

Given the aforementioned factors as well as the precedent for denial of such requests (especially in non-industrial areas), the Planning and Development Department recommends the **DENIAL** of this request.



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CITY OF LAWRENCEVILLE DEPARTMENT COMMENTS:

ENGINEERING DEPARTMENT

No comment

PUBLIC WORKS

No comment

ELECTRIC DEPARTMENT

Lawrenceville Power serves this property.

GAS DEPARTMENT

No comment

DAMAGE PREVENTION DEPARTMENT

No comment

CODE ENFORCEMENT

No comment

STREET AND SANITATION DEPARTMENT

No comment



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STATE CODE 36-67-3 (FMR.) REVIEW STANDARDS:

- 1. Whether a zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property;**

As proposed, the plan would not be suitable given the precedent established by the City Council relating to outdoor storage in the general vicinity.

- 2. Whether a zoning proposal will adversely affect the existing use or usability of adjacent or nearby property;**

Antiquated policies have adversely affected the economic stability of the City of Lawrenceville. Therefore, the City Council has taken the initiative to make decisions that are consistent with the policies relating to the long-range plans for the immediate area for the City to flourish.

- 3. Whether the property to be affected by a zoning proposal has a reasonable economic use as currently zoned;**

The property has reasonable economic use as currently zoned.

- 4. Whether the zoning proposal will result in a use that will or could cause excessive or burdensome use of existing streets, transportation facilities, utilities, or schools;**

Impacts on public facilities would be anticipated in the form of traffic, utility demand, and stormwater runoff; however, these impacts may be mitigated with appropriate conditions, site development requirements, and planning.

- 5. Whether the zoning proposal is in conformity with the policy and intent of the Comprehensive Plan;**

No; industrial uses were not identified as a priority for the Commercial Corridor character area.

- 6. Whether there are other existing or changing conditions affecting the use and development of the property, which give supporting grounds for either approval or disapproval of the zoning proposal;**



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There is a precedent for denial of such Special Use Permits in commercially zoned properties; see CIC2020-00006, SUP2021-00044, SUP2022-00074, SUP2022-00076, SUP2023-00082, and SUP2024-00096.



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PLANNING AND DEVELOPMENT

RECOMMENDED CONDITIONS

NOTE: The following conditions are provided as a guide should the City Council choose to approve the petition of this request.

SUP2025-00100

Approval of Special Use Permits to allow Outdoor Storage of equipment and Boat and Marine Equipment Sales and Service, subject to the following enumerated conditions:

1. To restrict the use of the property as follows:

- A.** Highway Service Business uses, which may include the Outdoor Storage of equipment and Boat and Marine Equipment Sales and Service. Repairing of equipment shall be limited to the interior of the existing structure.
- B.** Outdoor storage shall be limited to the areas shown on the submitted architectural plans titled “Jet Thrust Performance” prepared by “Carter – Harkleroad Group”, dated January 2, 2025. Outdoor repair of equipment shall be prohibited.
- C.** A Showroom/Service/Warehouse facility not exceeding 20,000 square feet in gross floor area.
- D.** The design of the façades shall be clad in brick. Final designs shall be subject to the review and approval of the Director of the Planning and Development Department.
- E.** No tents, canopies, temporary banners, streamers, or roping decorated with flags, tinsel, or other similar material shall be displayed, hung, or strung on the site. No decorative balloons or hot-air balloons shall be displayed on the site. Yard and/or bandit signs, sign-twirlers, or sign walkers shall be prohibited.
- F.** Peddlers and/or any parking lot sales unrelated to the rezoning shall be prohibited.



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- G.** The owner shall repaint or repair any graffiti or vandalism that occurs on the property within seventy-two (72) hours.
 - H.** The Special Use Permit shall be specific to operation of Jet Thrust Performance (Applicant) on the subject property, and in the event of a transfer, this Special Use Permit shall expire. The Applicant shall notify the City's Planning and Development Department within thirty (30) days of transfer of property ownership and operation.
 - I.** In the event that the property is issued three (3) citations by the City's Code Enforcement Department within one (1) year, 365-day period, this Special Use Permit shall be revoked.
 - J.** The Special Use Permit shall be limited to a period of two years, at which time the use shall cease, or an application made for renewal.
- 2. To satisfy the following site development considerations:**
- A.** The design and location of the proposed structures shall be in general accordance with the architectural plans titled "Jet Thrust Performance" prepared by "Carter – Harkleroad Group", dated January 2, 2025, with changes necessary to meet conditions of zoning, requirements of the Zoning Ordinance and/or Development Regulations, and other minor adjustments subject to final approval by the Director of Planning and Development.
 - B.** Provide a minimum of five-foot wide (5 ft.) concrete sidewalk adjacent to the public right-of-way along Scenic Highway. Required five-foot wide (5 ft.) concrete sidewalk shall be a minimum of two feet (2 ft.) from the required back-of-curb.
 - C.** All outdoor storage shall be limited to the enclosed area to the rear of the subject property. Outdoor storage shall be prohibited within the boundaries of any easements or buffers.
 - D.** Provide a chain link fence with slats at a minimum height of six feet (6 ft.). The slats and chain link fence shall be coated in durable black or dark green vinyl.
 - E.** The fence shall provide effective screening to neighboring properties,



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especially where the fence faces a public right-of-way (e.g., roads, sidewalks) or neighboring properties that might otherwise have direct sightlines into the property.

- F.** The required fencing shall not contain any signage and shall be always maintained and in good repair. All fencing and screening shall be subject to review and approval by the Director of Planning and Development.
- G.** All grassed areas shall be sodded.
- H.** Underground utilities shall be provided throughout the development.
- I.** Natural vegetation shall remain on the property until the issuance of a development permit.
- J.** Provide a minimum fifteen-foot (15 ft) wide Landscape Strip along the right-of-way of Scenic Highway. The landscaping shall provide an opaque year round visual screening at a minimum height of six feet. The final design shall be subject to the review and approval of the Director of Planning and Development.
- K.** Landscape Strips shall be planted with one (1) Overstory Tree, one (1) Understory Tree, eighteen (18) Evergreen Shrubs, eighteen (18) Ornamental Grasses and eighteen (18) Ground Coverings per one hundred (100 ft.) of road frontage along Scenic Highway. Driveway widths and other ingress and egress areas may be subtracted from the landscape strip lineal feet calculation. Landscape Plans shall be subject to the review and approval of the Director of Planning and Development.
- L.** Planted Conifer and Evergreen trees shall be at least six feet in height at time of planting.
- M.** Planted Deciduous trees shall be at least three inches caliper at time of planting.
- N.** Ornamental Grasses and Ground Covering shall be a minimum size of one-gallon container at time of planting with a minimum height of one foot.
- O.** Preserved Trees may be counted toward fulfilling the tree requirement



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within the twenty-five-foot (25 ft.) Landscape Strip. Bradford Pear, Gingko (Female), Loblolly, Longleaf, Shortleaf, Slash Pine(s) shall be considered unacceptable trees.

- P.** Fencing, landscaping and outdoor storage parking shall not be located within a drainage easement, pipeline easement or sanitary sewer easement.
- Q.** During construction, a five-foot (5 ft.) Construction Tree and Landscape Setback shall be maintained, as measured horizontally, from the outermost perimeter of areas delineated as Floodplain, Landscape Strips, Stream Buffers, or Undisturbed Wetlands.
- R.** A five-foot (5 ft.) Construction Setback shall terminate with the issuance of a Certificate of Completion, Development Conformance, and/or Occupancy.
- S.** Exit/entrance design and location shall be subject to review and approval of the City Engineer.
- T.** Ground signage shall be limited to monument-type sign(s), and shall be subject to review and approval by the Director of Planning & Development. The sign shall include a minimum two-foot-high brick base, complementing the building's architectural treatment. The brick base shall extend at least the full width of the sign cabinet, and the sign cabinet shall be fully recessed and surrounded by the same materials. Ground sign(s) shall not exceed 6 feet in height.
- U.** Lighting shall be contained in cut-off type luminaries and shall be directed toward the property so as not to shine directly into adjacent properties or public right-of-way.
- V.** Dumpsters shall be screened by solid masonry walls matching the building, with an opaque metal gate enclosure.
- W.** Prior to the issuance of a Certificate of Completion the new structures shall be in compliance with the rules and regulations of applicable International Building Code (IBC).

3. The following variances are requested:

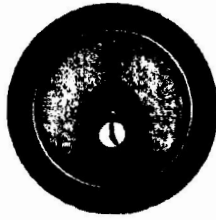


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- A.** A variance from the Zoning Ordinance, Article 4 – Buffers, Section 403 – Buffers Table – to allow a sixty-nine percent (69%) reduction of minimum buffer requirements between dissimilar zoning classifications (HSB and RS-60) (Scenic Crossing subdivision) from eighty-five feet (85 ft.) to twenty-six feet (26 ft.).



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SPECIAL USE PERMIT APPLICATION

APPLICANT INFORMATION	PROPERTY OWNER INFORMATION*
NAME: <u>R. Duane Hawk</u>	NAME: <u>Gwen Hughes Harris</u>
ADDRESS: <u>966 Buford Dr.</u>	ADDRESS: <u>11 Lumpkin St., Ste 200</u>
CITY: <u>Lawrenceville</u>	CITY: <u>Lawrenceville</u>
STATE: <u>GA</u> ZIP: <u>30043</u>	STATE: <u>GA</u> ZIP: <u>30046</u>
PHONE: <u>770-338-8687</u>	PHONE: <u>678-878-9101</u>
CONTACT PERSON: <u>R. Duane Hawk</u> PHONE: <u>770-338-8687</u>	
CONTACT'S E-MAIL: <u>jtpenf@bellsouth.net</u>	
* If multiple property owners, each owner must file an application form or attach a list, however only one fee. Multiple projects with one owner, must file separate applications, with separate fees.	
ZONING DISTRICT(S): <u>HSB</u> ACREAGE: <u>3.81</u>	
PARCEL NUMBER(S): <u>5108 005, 5108 005A, 5108 006</u>	
ADDRESS OF PROPERTY: <u>750 Scenic Hwy. Lawrenceville, GA 30046</u>	
PROPOSED SPECIAL USE: <u>Powersports dealer with outside storage.</u>	

R. Duane Hawk 1/2/25
SIGNATURE OF APPLICANT DATE

R. Duane Hawk

TYPED OR PRINTED NAME

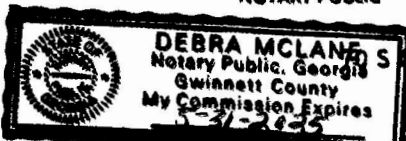
Debra McLane 1/2/2025
NOTARY PUBLIC DATE

Gwen Hughes Harris 1-2-25
SIGNATURE OF OWNER DATE

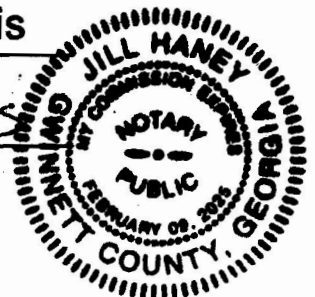
Gwen Hughes Harris

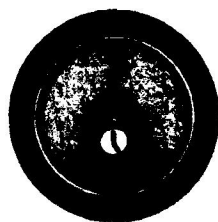
TYPED OR PRINTED NAME

S. D. Harris 1/2/25
NOTARY PUBLIC DATE



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SPECIAL USE PERMIT APPLICATION

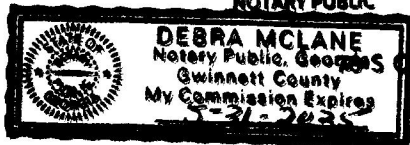
APPLICANT INFORMATION	PROPERTY OWNER INFORMATION*
NAME: <u>R. Duane Hawk</u>	NAME: <u>Foundation Technologies, Inc.</u>
ADDRESS: <u>966 Buford Dr.</u>	ADDRESS: <u>11 Lumpkin St., Ste 200</u>
CITY: <u>Lawrenceville</u>	CITY: <u>Lawrenceville</u>
STATE: <u>GA</u> ZIP: <u>30043</u>	STATE: <u>GA</u> ZIP: <u>30046</u>
PHONE: <u>770-338-8687</u>	PHONE: <u>7703613395</u>
CONTACT PERSON: <u>R. Duane Hawk</u> PHONE: <u>770-338-8687</u>	
CONTACT'S E-MAIL: <u>jtpenf@bellsouth.net</u>	
* If multiple property owners, each owner must file an application form or attach a list, however only one fee. Multiple projects with one owner, must file separate applications, with separate fees.	
ZONING DISTRICT(S): <u>HSB</u> ACREAGE: <u>3.81</u>	
PARCEL NUMBER(S): <u>5108 005, 5108 005A, 5108 006</u>	
ADDRESS OF PROPERTY: <u>750 Scenic Hwy. Lawrenceville, GA 30046</u>	
PROPOSED SPECIAL USE: <u>Powersports dealer with outside storage.</u>	

R. Duane Hawk 1/2/25
SIGNATURE OF APPLICANT DATE

R. Duane Hawk

TYPED OR PRINTED NAME

Debra McLane 1/2/2025
NOTARY PUBLIC DATE

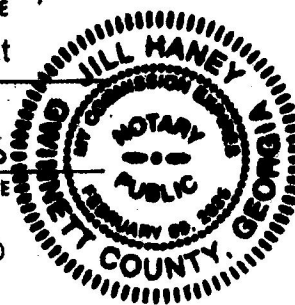


Kenneth Queen 1/2/25
SIGNATURE OF OWNER DATE

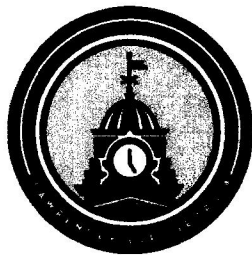
Kenneth Queen, President

TYPED OR PRINTED NAME

[Signature] 1/2/25
NOTARY PUBLIC DATE



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DISCLOSURE OF CAMPAIGN CONTRIBUTIONS

Have you, within the two years immediately preceding the filing of this application, made campaign contributions aggregating \$250.00 or more to the Mayor of the City of Lawrenceville, a member of the City Council, or to a member of the Planning Commission of the City of Lawrenceville? N
Y/N

If the answer is yes, please complete the following section:

NAME OF GOVERNMENT OFFICIAL	CONTRIBUTIONS (List all which aggregate to \$250 or more)	DATE CONTRIBUTION WAS MADE (Within last two years)

Have you, within the two years immediately preceding the filing of this application, made gifts having in the aggregate a value of \$250.00 or more to the Mayor of the City of Lawrenceville, a member of the City Council, or to a member of the Planning Commission of the City of Lawrenceville? N
Y/N

If the answer is yes, please complete the following section:

NAME OF GOVERNMENT OFFICIAL	CONTRIBUTIONS (List all which aggregate to \$250 or more)	DATE CONTRIBUTION WAS MADE (Within last two years)

Attach additional sheets if necessary to disclose or describe all contributions/gifts.

70 S Clayton St • PO Box 2200 • Lawrenceville, Georgia 30046-2200
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Hawk Powersports, Inc.
dba Jet Thrust Performance
966 Buford Dr.
Lawrenceville, GA 30043

January 3, 2025

City of Lawrenceville
Planning and Development Department
70 S. Clayton St.
Lawrenceville, GA 3046-2200

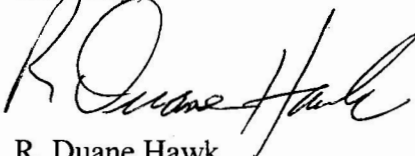
SUBJECT: SPECIAL USE PERMIT APPLICATION LETTER OF INTENT

Dear Planning and Development Department:

Jet Thrust Performance was started back in 1997 here in Lawrenceville, Georgia. We are a powersports/marine sales and service company. The company has grown over the years and has relocated here in the city twice due to that growth. Last year it became apparent yet again that we are outgrowing our current location and would require a larger building and property. We started a project to find our next location as the business continues to grow. We found the perfect property that is currently undeveloped at 750 Scenic Hwy. Lawrenceville, GA 30046. We are planning to purchase three parcels of property that comprises $3.80 \pm$ acres currently zoned "HSB". The project will include the construction of one (1) building totaling $20,000 \pm$ square feet, along with the associated utilities, drainage, parking and landscaping. We will require an outside storage area for new products and for the products at our location for service.

It is our intent to request Special Use Permit approval for the above referenced project. All electronic documents detailing the proposed site are included in this submittal along with the other paper documents required and as noted on the application. Please call or email us if you have any questions.

Sincerely,



R. Duane Hawk
President

Site Description

All that tract or parcel of land lying and being in Land Lot 108 of the 5th District, City of Lawrenceville, Gwinnet County, Georgia and being more particularly described as follows:

Commence at the intersection of south Right of Way line of Moon Road (80' Right of Way) and the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) thence in a southerly direction along the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) 1697 feet to an iron pin set and the Point of Beginning; thence leaving the Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)South 76 Degrees 37 Minutes 05 Seconds East, 349.97 feet to a ½" open top pipe found; thence South 13 Degrees 45 Minutes 12 Seconds West, 472.86 feet to an angle iron found; thence North 76 Degrees 58 Minutes 17 Seconds West, 348.50 feet to an iron pin set on the eastern Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way); thence along the easterly Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)North 13 Degrees 34 Minutes 25 Seconds East, 475.00 feet to the Point of Beginning, containing 3.80 acres.

Tax Parcel 5108 006

All that tract or parcel of land lying and being in Land Lot 108 of the 5th District, City of Lawrenceville, Gwinnet County, Georgia and being more particularly described as follows:

Commence at the intersection of south Right of Way line of Moon Road (80' Right of Way) and the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) thence in a southerly direction along the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) 1697 feet to an iron pin set and the Point of Beginning; thence leaving the Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)South 76 Degrees 37 Minutes 05 Seconds East, 349.97 feet to a ½" open top pipe found; thence South 13 Degrees 45 Minutes 12 Seconds West, 122.86 feet to a point; thence North 76 Degrees 58 Minutes 10 Seconds West, 349.60 feet to a point on the eastern Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way); thence along the easterly Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)North 13 Degrees 34 Minutes 25 Seconds East, 125.00 feet to the Point of Beginning, containing 1.00 acres.

Tax Parcel 5108 005

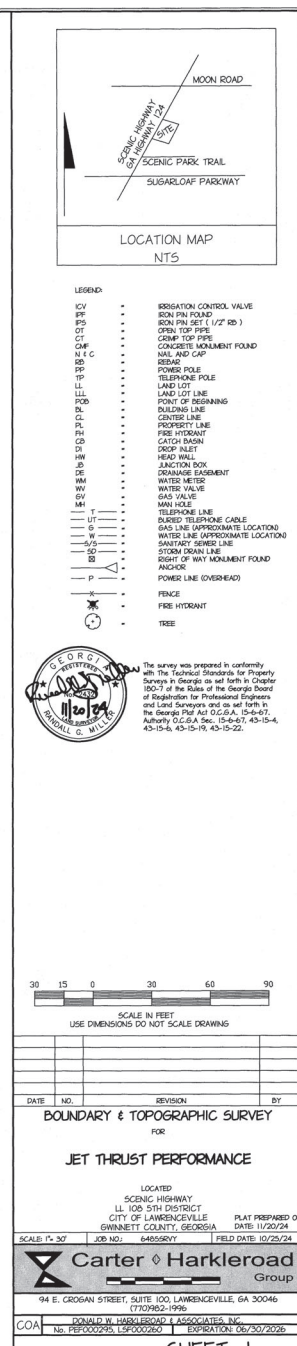
All that tract or parcel of land lying and being in Land Lot 108 of the 5th District, City of Lawrenceville, Gwinnet County, Georgia and being more particularly described as follows:

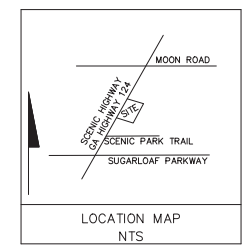
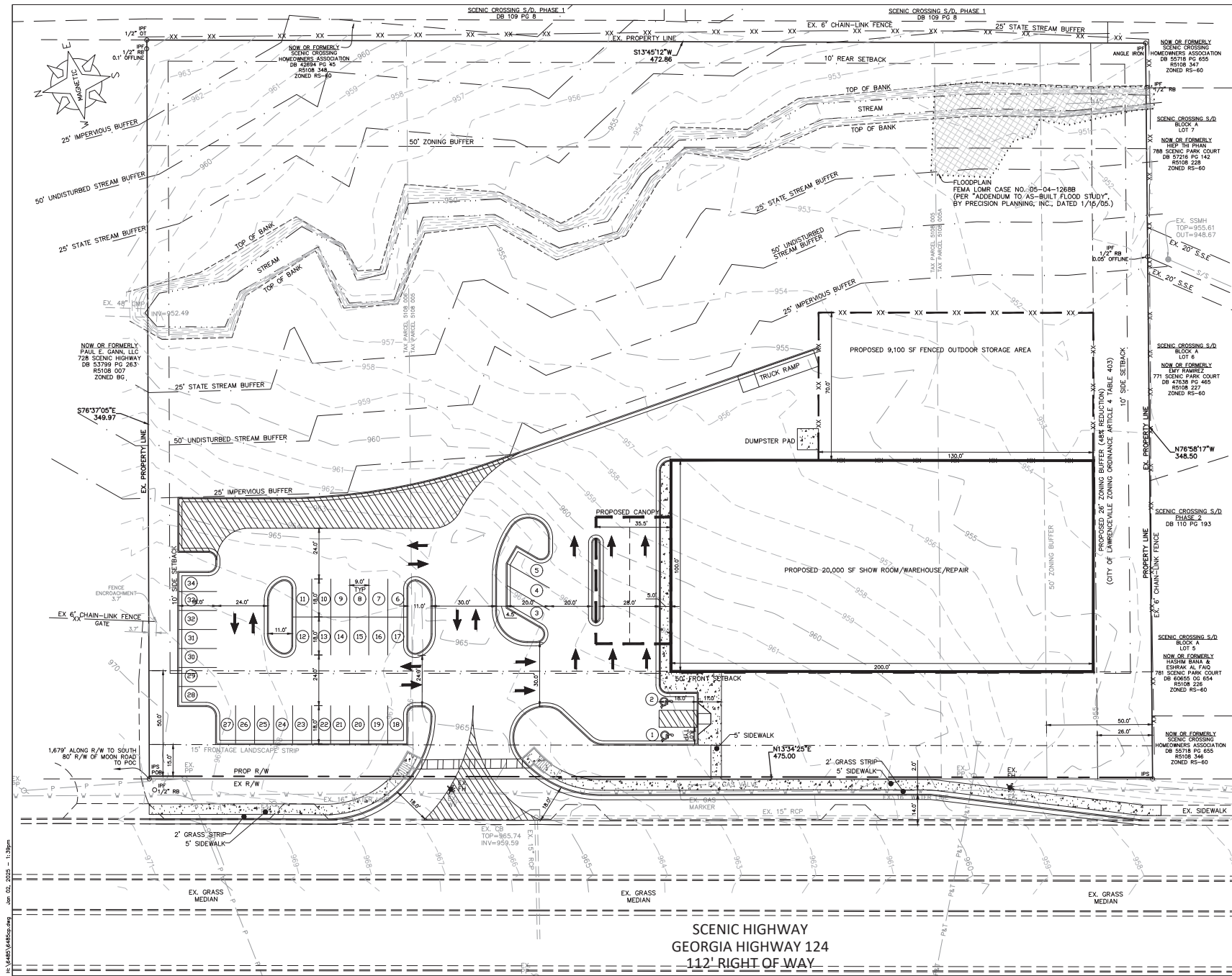
Commence at the intersection of south Right of Way line of Moon Road (80' Right of Way) and the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) thence in a southerly direction along the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) 1822 feet to a point and the Point of Beginning; thence leaving the Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)South 76 Degrees 58 Minutes 10 Seconds East, 349.60 feet to a point; thence South 13 Degrees 45 Minutes 12 Seconds West, 250.00 feet to a point; thence North 76 Degrees 58 Minutes 15 Seconds West, 348.81 feet to a point on the eastern Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way); thence along the easterly Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)North 13 Degrees 34 Minutes 25 Seconds East, 250.00 feet to the Point of Beginning, containing 2.00 acres.

Tax Parcel 5108 005A

All that tract or parcel of land lying and being in Land Lot 108 of the 5th District, City of Lawrenceville, Gwinnet County, Georgia and being more particularly described as follows:

Commence at the intersection of south Right of Way line of Moon Road (80' Right of Way) and the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) thence in a southerly direction along the east Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way) 2072 feet to a point and the Point of Beginning; thence leaving the Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)South 76 Degrees 58 Minutes 15 Seconds East, 348.81 feet to a point; thence South 13 Degrees 45 Minutes 12 Seconds West, 100.00 feet to an angle iron found; thence North 76 Degrees 58 Minutes 17 Seconds West, 348.50 feet to an iron pin set on the eastern Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way); thence along the easterly Right of Way of Scenic Highway (Georgia Highway 124)(112' Right of Way)North 13 Degrees 34 Minutes 25 Seconds East, 100.00 feet to the Point of Beginning, containing 0.80 acres.





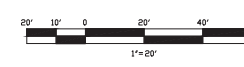
OWNER
FOUNDATION TECHNOLOGIES INC
11 LUMPKIN ST, SUITE 200
LAWRENCEVILLE, GA 30046

DEVELOPER
JET THRUST PERFORMANCE
946 BUCKINGHAM DR
LAWRENCEVILLE, GA 30043
770-338-8887

ENGINEER
CARTER HARKLEROD GROUP
94 E. CROGAN STREET, SUITE 100
LAWRENCEVILLE, GA 30046
770-982-1996

SITE DATA

TOTAL AREA: 3.80 AC
ZONED BG
MAX BUILDING HT: 35'
PROP IMPERVIOUS COVERAGE: 95%
TOTAL BUILDING: 20,000 SF
SHOW ROOM: 6,667 SF
SERVICE: 6,667 SF
WAREHOUSE: 6,666 SF
TOTAL PARKING REQUIRED: 24 SPACES
PERSONAL WATERCRAFT SALES AND SERVICE: 17
1 PARKING SPACE / 400 SF SHOWROOM AREA
WAREHOUSE: 7
1 PARKING SPACE / 1,000 SF WAREHOUSE AREA
TOTAL PARKING PROVIDED: 34



DATE	NO.	REVISION	BY

SITE PLAN
FOR
JET THRUST PERFORMANCE
LOCATED

SCENIC HIGHWAY
LL 108 5TH DISTRICT
CITY OF LAWRENCEVILLE
GWINNETT COUNTY, GEORGIA

SCALE: 1"=20' PRL NO.: 6485 | DATE: 01-02-25 | BY: JPB

Carter Harklerod Group
94 E. CROGAN STREET, SUITE 100 LAWRENCEVILLE, GA 30046
(770)982-1996

COA: DONALD W. HARKLEROD & ASSOCIATES, INC.
No. PEF000295, LSF000280 | EXPIRATION: 6-30-2026

SHEET C2.0

JET THRUST - HWY 124 GWINNETT COUNTY, GA



LAWRENCEVILLE

Planning & Development

Location Map & Surrounding Areas

SUP2025-00100

Applicant:
R. Duane Hawk

- Subject Property
- Lawrenceville City Limits



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LAWRENCEVILLE

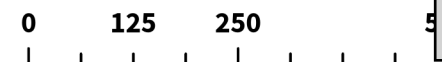
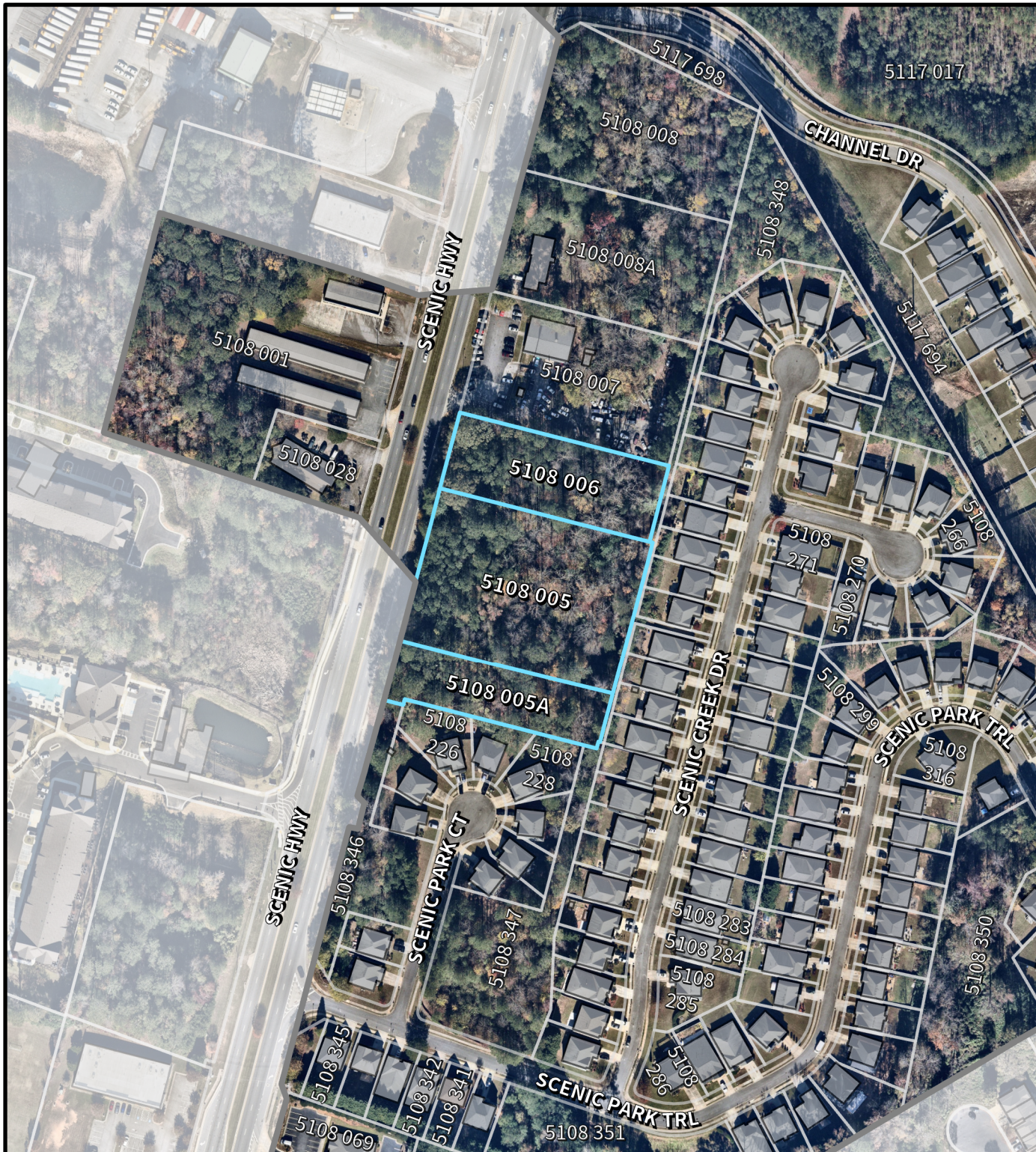
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LAWRENCEVILLE

Planning & Development

Location Map & Surrounding Areas

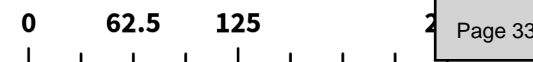
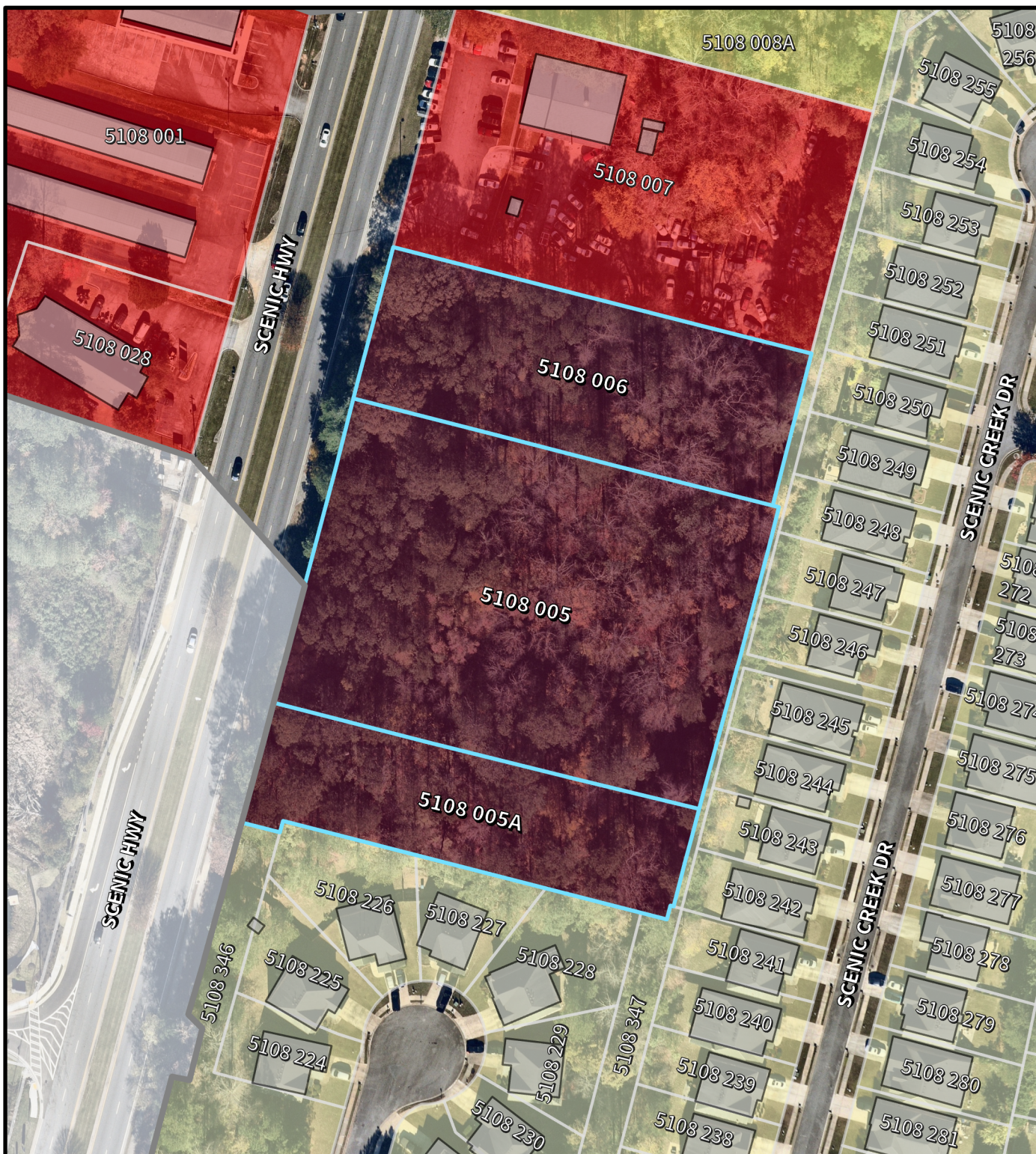
SUP2025-00100

Applicant:
R. Duane Hawk

- Subject Property
- Lawrenceville City Limits

Zoning Districts

- BG** General Business
- HSB** Highway Service Business
- RS-60** Single-Family Residential
- RS-150** Single-Family Residential





LAWRENCEVILLE

Planning & Development

Location Map & Surrounding Areas

SUP2025-00100

Applicant:
R. Duane Hawk

- Subject Property
- Lawrenceville City Limits

Zoning Districts

- BG** General Business
- HSB** Highway Service Business
- RS-60** Single-Family Residential
- RS-150** Single-Family Residential





LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL DISCUSSION ITEM

Item:	Purchase of New Palo Alto Firewalls for the Police Department
Department:	Information Technology
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	\$122,729.50
Presented By:	Kyle Parker, Information Technology Director
Action Requested:	Approval to purchase new Palo Alto PA1620 firewalls, including a three-year support and maintenance subscription, for a total cost of \$122,729.50 from MGT Impact Solutions, Inc., and to authorize the Mayor or City Manager to execute any necessary agreements pending the City Attorney's review.

Summary: Staff seeks approval to purchase new Palo Alto PA1620 firewalls to replace the current firewalls used by the Police Department..

Background: The Police Department's existing Palo Alto PA3260 firewalls are up for renewal. The current firewalls operate under a legacy licensing model that does not allow for bundled licenses, increasing overall costs. By replacing them with the newer Palo Alto PA1620 model, we can take advantage of a bundled licensing model that substantially reduces expenses while also increasing overall firewall and threat prevention throughput. The PA1620 also provides improved security features, better performance, and a longer expected lifespan of 5-7 years, ensuring a stable and scalable network infrastructure.

As part of this upgrade, we will be purchasing two Palo Alto PA1620 firewalls and configuring them for high availability (HA), maintaining the existing redundancy and failover capabilities currently in place. This replacement ensures that the Police Department continues to have a reliable and secure network infrastructure with improved performance and cost efficiency.

MGT Impact Solutions, Inc. will handle the staging, physical installation, patching, and testing of the new firewalls. They will also migrate existing settings, policies, and configurations from the current

PA3260 firewalls to ensure a seamless transition with minimal downtime. The estimated deployment timeline is approximately X weeks, with cutover planned to minimize disruption to critical operations.

This upgrade aligns with the City's cybersecurity initiatives and ensures compliance with industry best practices.

All prices are sourced from the TIPS for Technology Solutions, Products, and Services Agreement, a cooperative contract that ensures cost-effectiveness and compliance with procurement regulations.

Fiscal Impact:

- The total project cost is \$122,729.50, which includes the purchase of two PA1620 firewalls and a three-year support and maintenance subscription. This project is funded using funds available in Project #02-006.

Attachments/Exhibits:

- MGT Quote 2025-1-16 COL PD PA1420 3YR Q-34625.pdf
- Palo Alto PA1400-series datasheet.pdf

MGT Impact Solutions, LLC
1450 Oakbrook Drive Suite 900
Norcross, GA GA
Phone: (844) 552-9373
Fax: (866) 535-3925

Presented To:
City of Lawrenceville
P.O. Box 2200
Lawrenceville, Georgia 30046

Date: 1/16/2025
Valid Until: 2/15/2025
Terms: NET 30

ATTN: Kyle Parker
(678) 407-6406
kyle.parker@lawrencevillega.org

Submitted By: Robert Young
ryoung@mgt.us

COL - New Firewalls PD-Palo 1420 (3 Year)

Hardware

PART NUMBER	DESCRIPTION	QTY	LIST PRICE	UNIT COST	EXT COST
PAN-PA-1420	Secure medium enterprises and small enterprise branch offices with next-generation firewall security using the PA-1420	2	\$18,995.00	\$12,346.75	\$24,693.50
Hardware Subtotal:					\$24,693.50

Licensing

PART NUMBER	DESCRIPTION	QTY	TERM	LIST PRICE	UNIT COST	EXT COST
PAN-PA-1420-BND-CORESEC-3YR	PA-1420, Precision AI Network Security Subscription Bundle (Advanced Threat Prevention, Advanced URL Filtering, Advanced Wildfire, Advanced DNS Security and Advanced SD-WAN), 3 years (36 months) term	2	3-yr	\$46,120.00	\$32,284.00	\$64,568.00
Licensing Subtotal:						\$64,568.00

Support

PART NUMBER	DESCRIPTION	QTY	TERM	LIST PRICE	UNIT COST	EXT COST
PAN-SVC-PREM-1420-3YR M	MGT Communications Branded PA-1420, Premium support, 3 years (36 months) term.	2	3-yr	\$10,260.00	\$9,234.00	\$18,468.00
Support Subtotal:						\$18,468.00

Installation

PART NUMBER	DESCRIPTION	QTY	LIST PRICE	UNIT COST	EXT COST
L3-SEC-INST	Security-Installation - Includes staging, physical installation, patching and testing per design documents (SOW required)	1	\$15,000.00	\$15,000.00	\$15,000.00
Installation Subtotal:					\$15,000.00

Billing Terms	One Time	Total Cost	\$122,729.50
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TIPS 230105

* Total cost does not include shipping, handling, insurance and taxes where applicable. This Budgetary Quote is not a contract. It is subject to further Layer 3 Communications internal approvals and is not binding on either party.



PA-1410



PA-1420

PA-1400 Series

Palo Alto Networks PA-1400 Series ML-Powered Next-Generation Firewalls, comprising the PA-1420 and PA-1410, are designed to provide secure connectivity for organizations' branch offices as well as midsize businesses.

Highlights

- World's first ML-Powered NGFW
- Eleven-time Leader in the Gartner Magic Quadrant for Network Firewalls
- Leader in the Forrester Wave: Enterprise Firewalls, Q4 2022
- Delivers predictable performance with security services
- Simplifies deployment of large numbers of firewalls with optional Zero Touch Provisioning (ZTP)
- Native web proxy support in NGFW to simplify and consolidate management of firewall and proxy functionalities
- Supports centralized administration with Panorama network security management
- Extends visibility and security to all devices, including unmanaged IoT devices, without the need to deploy additional sensors
- Supports high availability with active/active and active/passive modes
- Maximizes security investments and prevents business disruptions with Strata™ Cloud Manager

The controlling element of the PA-1400 Series is PAN-OS®, the same software that runs all Palo Alto Networks NGFWs. PAN-OS natively classifies all traffic, inclusive of applications, threats, and content, and then ties that traffic to the user regardless of location or device type. The application, content, and user—in other words, the elements that run your business—then serve as the basis of your security policies, resulting in improved security posture and reduced incident response times.

Key Security and Connectivity Features

ML-Powered Next-Generation Firewall

- Embeds machine learning (ML) in the core of the firewall to provide inline signatureless attack prevention for file-based attacks while identifying and immediately stopping never-before-seen phishing attempts.
- Leverages cloud-based ML processes to push zero-delay signatures and instructions back to the NGFW.
- Uses behavioral analysis to detect IoT devices and make policy recommendations; cloud-delivered and natively integrated service on the NGFW.
- Automates policy recommendations that save time and reduce the chance of human error.

Identifies and Categorizes All Applications, on All Ports, All the Time, with Full Layer 7 Inspection

- Identifies the applications traversing your network irrespective of port, protocol, evasive techniques, or encryption (SSL/TLS). In addition, it automatically discovers and controls new applications to keep pace with the SaaS explosion with SaaS Security subscription.
- Uses the application, not the port, as the basis for all your safe enablement policy decisions: allow, deny, schedule, inspect, and apply traffic-shaping.
- Offers the ability to create custom App-ID™ tags for proprietary applications or request App-ID development for new applications from Palo Alto Networks.
- Identifies all payload data within the application (e.g., files and data patterns) to block malicious files and thwart data exfiltration attempts.
- Creates standard and customized application usage reports, including software-as-a-service (SaaS) reports that provide insight into all sanctioned and unsanctioned SaaS traffic on your network.
- Enables safe migration of legacy Layer 4 rule sets to App-ID-based rules with built-in Policy Optimizer, giving you a rule set that is more secure and easier to manage.

Check out the [App-ID tech brief](#) for more information.

Enforces Security for Users at Any Location, on Any Device, While Adapting Policy Based on User Activity

- Enables visibility, security policies, reporting, and forensics based on users and groups—not just IP addresses.
- Easily integrates with a wide range of repositories to leverage user information: wireless LAN controllers, VPNs, directory servers, SIEMs, proxies, and more.
- Allows you to define Dynamic User Groups (DUGs) on the firewall to take time-bound security actions without waiting for changes to be applied to user directories.
- Applies consistent policies irrespective of users' locations (office, home, travel, etc.) and devices (iOS and Android mobile devices; macOS, Windows, and Linux desktops and laptops; Citrix and Microsoft VDI; and terminal servers).
- Prevents corporate credentials from leaking to third-party websites and prevents reuse of stolen credentials by enabling multifactor authentication (MFA) at the network layer for any application without any application changes.

- Provides dynamic security actions based on user behavior to restrict suspicious or malicious users.
- Consistently authenticates and authorizes your users, regardless of location and where user identity stores live, to move quickly toward a Zero Trust security posture with Cloud Identity Engine—an entirely new cloud-based architecture for identity-based security.

Check out the [Cloud Identity Engine solution brief](#) for more information.

Prevents Malicious Activity Concealed in Encrypted Traffic

- Inspects and applies policy to SSL/TLS-encrypted traffic, both inbound and outbound, including for traffic that uses TLSv1.3 and HTTP/2.
- Offers rich visibility into TLS traffic, such as amount of encrypted traffic, SSL/TLS versions, cipher suites, and more, without decrypting.
- Enables control over use of legacy TLS protocols, insecure ciphers, and misconfigured certificates to mitigate risks.
- Facilitates easy deployment of decryption and lets you use built-in logs to troubleshoot issues, such as applications with pinned certificates.
- Lets you enable or disable decryption flexibly based on URL category, source and destination zone, address, user, user group, device, and port, for privacy and regulatory compliance purposes.
- Allows you to create a copy of decrypted traffic from the firewall (i.e., decryption mirroring) and send it to traffic collection tools for forensics, historical purposes, or data loss prevention (DLP).
- Allows you to intelligently forward all traffic (decrypted TLS, undecrypted TLS, and non-TLS) to third-party security tools with network packet broker and optimize your network performance and reduce operating expenses.

Refer to this [decryption whitepaper](#) to learn where, when, and how to decrypt to prevent threats and secure your business.

Offers Centralized Management and Visibility

- Benefits from centralized management, configuration, and visibility for multiple distributed Palo Alto Networks NGFWs (irrespective of location or scale) through Panorama® network security management, in one unified user interface.
- Streamlines configuration sharing through Panorama with templates and device groups, and scales log collection as logging needs increase.
- Enables users, through the Application Command Center (ACC), to obtain deep visibility and comprehensive insights into network traffic and threats.

Offers AI-Powered Unified Management and Operations with Strata Cloud Manager

- **Prevent network disruptions:** Forecast deployment health and proactively identify capacity bottlenecks up to seven days in advance with predictive analytics to proactively prevent operational disruptions.
- **Strengthen security in real time:** AI-powered analysis of policies and real-time compliance checks against industry and Palo Alto Networks best practices.
- **Enable simple and consistent network security management and ops:** Manage configuration and security policies across all form factors, including SASE, hardware and software firewalls, and all security services to ensure consistency and reduce operational overhead.

Native Web Proxy Support for the Next-Generation Firewall

- Ability to consolidate firewall and proxy into a single platform while managing capabilities through a centralized management platform to build policies.

- Ability to support explicit proxy through PAC files and also transparent proxy.
- Explicit proxy can help with no-default route architectures with on-premises proxy deployments.
- Explicit proxy supports authentication with Kerberos and SAML.
- Transparent proxy setup is simplified without the need for WCCP or authentication.

Best-in-Class Cloud-Delivered Security Services Powered by Precision AI

The typical enterprise's attack surface has grown significantly with the mass adoption of hybrid work, cloud, internet of things (IoT), and software as a service (SaaS). Furthermore, the threat landscape is rapidly intensifying due to easily being able to access and use hacker-friendly tools and resources in their campaigns. Traditional network security solutions and approaches are no longer effective. With Palo Alto Networks Cloud-Delivered Security Services, customers can benefit from best-in-class, real-time security to help them protect all users, devices, and data in their network, regardless of location.

Palo Alto Networks security services use the power of Precision AI™ inline to stay ahead of threat actors and stop new and never-before-seen threats in real time. Through shared threat intelligence across over 70,000 customers worldwide, they have insights into emerging threats and can act proactively. Finally, seamless integration with NGFW and SASE eliminates security gaps and offers customers a single pane of glass to view and manage their security.

Services include:

- **Advanced Threat Prevention:** Stop known and unknown exploits, malware, spyware, and command-and-control (C2) threats, including 60% more injection attacks and 48% more highly evasive C2 traffic than traditional IPS solutions with industry-first zero-day attack prevention.
- **Advanced WildFire®:** Ensure safe access to files with the industry's largest malware prevention engine, stopping up to 22% more unknown malware and turning detection into prevention 180X faster than competitors.
- **Advanced URL Filtering:** Ensure safe access to the web and prevent 40% more threats in real time than traditional filtering databases with industry-first prevention of known and unknown phishing attacks, stopping up to 88% of malicious URLs at least 48 hours before competitors.
- **Advanced DNS Security:** Protect your DNS traffic and stop advanced DNS-layer threats, including DNS hijacking, all in real time with 2X more DNS-layer threat coverage than competitors.
- **Next-Generation CASB:** Discover and control all SaaS consumption in your network with visibility into 60K+ SaaS apps and protect your data with 28+ API integrations.
- **IoT Security:** Secure your blind spots and protect every connected device unique to your vertical with the industry's most comprehensive Zero Trust solution for IoT devices, discovering 90% of devices within 48 hours.

Delivers a Unique Approach to Packet Processing with Single-Pass Architecture

- Performs networking, policy lookup, application and decoding, and signature matching—for all threats and content—in a single pass. This significantly reduces the amount of processing overhead required to perform multiple functions in one security device.
- Avoids introducing latency by scanning traffic for all signatures in a single pass, using stream-based, uniform signature matching.
- Enables consistent and predictable performance when security subscriptions are enabled. (In table 1, "Threat Prevention throughput" is measured with multiple subscriptions enabled.)

Enables SD-WAN Functionality

- Allows you to easily adopt SD-WAN by simply enabling it on your existing firewalls.
- Enables you to safely implement SD-WAN, which is natively integrated with our industry-leading security.
- Delivers an exceptional end-user experience by minimizing latency, jitter, and packet loss.

Table 1: PA-1400 Series Performance and Capacities

	PA-1410	PA-1420
Firewall throughput (appmix)*	8.5 Gbps	9.5 Gbps
Threat Prevention throughput (appmix)†	4.5 Gbps	6.2 Gbps
IPsec VPN throughput‡	4.1 Gbps	5.6 Gbps
Max concurrent sessions§	945,000	1.4M
New sessions per second	100,000	140,000
Virtual systems (base/max)#	1/6	1/6

Note: Results were measured on PAN-OS 11.2.

* Firewall throughput is measured with App-ID and logging enabled, using appmix transactions.

† Threat Prevention throughput is measured with App-ID, IPS, antivirus, antispymware, WildFire, DNS Security, file blocking, and logging enabled, utilizing appmix transactions.

‡ IPsec VPN throughput is measured with 64KB HTTP transactions and logging enabled.

§ Max concurrent sessions are measured utilizing HTTP transactions.

|| New sessions per second is measured with application override, utilizing 1 byte HTTP transactions.

Adding virtual systems over base quantity requires a separately purchased license.

The PA-1400 Series ML-Powered NGFWs support a wide range of networking features that enable you to more easily integrate our security features into your existing network.

Table 2: PA-1400 Series Networking Features

Interface Modes
L2, L3, tap, virtual wire (transparent mode)
Routing
OSPFv2/v3 with graceful restart, BGP with graceful restart, RIP, static routing
Policy-based forwarding
Point-to-Point Protocol over Ethernet (PPPoE)
Multicast: PIM-SM, PIM-SSM, IGMP v1, v2, and v3
SD-WAN
Path quality measurement (jitter, packet loss, latency)
Initial path selection (PBF)
Dynamic path change
IPv6
L2, L3, tap, virtual wire (transparent mode)
Features: App-ID, User-ID, Content-ID, WildFire, and SSL decryption
SLAAC
IPsec and SSL VPN
Key exchange: manual key, IKEv1, and IKEv2 (pre-shared key, certificate-based authentication)
Encryption: 3des, AES (128-bit, 192-bit, 256-bit)
Authentication: MD5, SHA-1, SHA-256, SHA-384, SHA-512
GlobalProtect Large Scale VPN for simplified configuration and management*
Secure access over IPsec and SSL VPN tunnels using GlobalProtect gateway and portals*

* Requires GlobalProtect license.

Table 2: PA-1400 Series Networking Features (continued)

VLANs
802.1Q VLAN tags per device/per interface: 4,094/4,094
Aggregate interfaces (802.3ad), LACP
Network Address Translation
NAT modes (IPv4): static IP, Dynamic IP, Dynamic IP and Port (port address translation)
NAT64, NPTv6
Additional NAT features: Dynamic IP reservation, tunable Dynamic IP and Port oversubscription
High Availability
Modes: active/active, active/passive
Failure detection: path monitoring, interface monitoring
Zero Touch Provisioning (ZTP)
Requires Panorama 9.1.3 or higher that is managing PA-1400 Series with PAN-OS 11.0 or higher

Table 3: PA-1400 Series Hardware Specifications

I/O
PA-1410: 10/100/1000 (8), 1G/2.5G/5G (4)/PoE, 1G SFP (6), 1G/10G SFP/SFP+ (4)
PA-1420: 10/100/1000 (4), 1G/2.5G/5G (4), 1G/2.5G/5G (4)/PoE, 1G SFP (2), 1G/10G SFP/SFP+ (8)
Management I/O
10/100/1000 out-of-band management port (1)
HSCI 10 gigabit high availability (1)
RJ-45 console port (1)
USB port (1)
Micro USB console port (1)
Power over Ethernet (PoE)
PA-1410, PA-1420 Total PoE Power Budget: 151W, Maximum load on single port: 90W
Storage Capacity
PA-1410: 120 GB SSD
PA-1420: 240 GB SSD
Power Supply (Avg/Max Power Consumption)
AC 450W power supply (1); Optional for purchase 2nd AC 450W power supply (1)
Power Consumption (Avg/Max)*
PA-1410: 250 W/290 W
PA-1420: 260 W/300 W
Mean Time Before Failure (MTBF)
24 Years
Input Voltage (Input Frequency)
100–240 VAC (50–60 Hz)
Rack Mount Dimensions
PA-1410, PA-1420: 1U, 19" standard rack (1.70" H x 14.15" D x 17.15" W)
Weight (Standalone Device/As Shipped)
PA-1410, PA-1420: 15.5 lbs

Table 3: PA-1400 Series Hardware Specifications (continued)

Safety
cTUVus, CB
EMI
FCC Class A, CE Class A, VCCI Class A
Certifications
See paloaltonetworks.com/legal-notices/trust-center/compliance
Environment
Operating temperature: 0°C to 40°C at 10,000 feet
Nonoperating temperature: -4°F to 158°F; -20°C to 70°C
Airflow
Front to back



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	Discussion to Amend Chapter 30 Solid Waste Rates
Department:	Finance
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	Increases in Natural Gas Revenues to support on-going operations
Presented By:	Keith Lee, Chief Financial Officer
Action Requested:	Approval to Amend Chapter 30 of the Code of the City of Lawrenceville to amend Solid Waste Rates

Summary: As part of the annual budget review, the Finance Department evaluates a long range outlook for City Finances. As part of the FY 2025 budget process, it was identified that the City's revenues were not going to be sufficient to support ongoing operations and capital investments of the Solid Waste Fund.

Finance and Sanitation Staff have worked to develop a cost model related to operating and capital expenses based on the various services provided by the Sanitation Department. With this approach, the solid waste rates were evaluated to provide sufficient funding for anticipated operating costs within the sanitation fund and the sanitation fund capital needs

Residential and commercial were evaluated for returns, comparisons to surrounding providers, and current best practices.

Fiscal Impact:

- Will reduce the projected shortfall in Solid Waste Fund

Attachments/Exhibits:

- PowerPoint presentation
- Solid Waste Rates Ordinance

Solid Waste Rates

March 19, 2025



Slide Title

- Cost Model
- Proposed Service Fees
- Summary



Develop Cost Model

1. Determine the services that are provided
 - a) Commercial Pick-up
 - b) Residential Pick-up
 1. Large-item Pick-up
 - c) Recycling
 - d) Leaf and Limb Pick-up
2. Determine the major components that are involved in providing the service
 - a) Staff
 - b) Disposal
 - c) Vehicles



Services

Commercial Pick-up

- 298 Customers
- 695 Weekly Services

Residential Pick-up

- 8,281 Accounts
- 6,674 Customers
- 7,225 Weekly Services
- 1,607 Seniors
- 2,157 Weekly Services

Large-Item Pick-up

- 1,673 unique customer requests
- 1,924 items picked up annually

Recycling

- 8,281 residential customers
- Bi-weekly

Leaf Pick-up

- Primarily a Fall / early Winter activity

Limb Pick-up

- Year-round activity
- Limb Truck follows Residential Truck Route
- Weekly



Services - staffing

Commercial Pick-up	Residential Pick-up	Large-Item Pick-up	Recycling	Leaf Pick-up	Limb Pick-up
<ul style="list-style-type: none">• 298 Customers• 695 Weekly Services	<ul style="list-style-type: none">• 8,281 Accounts• 6,674 Customers• 7,225 Weekly Services• 1,607 Seniors• 2,157 Weekly Services	<ul style="list-style-type: none">• 1,673 unique customer requests• 1,924 items picked up annually	<ul style="list-style-type: none">• 8,281 residential customers• Bi-weekly	<ul style="list-style-type: none">• Primarily a Fall / early Winter activity	<ul style="list-style-type: none">• Year-round activity• Limb Truck follows Residential Truck Route• Weekly
<ul style="list-style-type: none">• 2.5 FTE	<ul style="list-style-type: none">• 13 FTE	<ul style="list-style-type: none">• 1 FTE	<ul style="list-style-type: none">• 2.5 FTE	<ul style="list-style-type: none">• 3.5 FTE	<ul style="list-style-type: none">• 4 FTE



Services - disposal

Commercial Pick-up	Residential Pick-up	Large-Item Pick-up	Recycling	Leaf Pick-up	Limb Pick-up
<ul style="list-style-type: none">• 298 Customers• 695 Weekly Services	<ul style="list-style-type: none">• 8,281 Accounts• 6,674 Customers• 7,225 Weekly Services• 1,607 Seniors• 2,157 Weekly Services	<ul style="list-style-type: none">• 1,673 unique customer requests• 1,924 items picked up annually	<ul style="list-style-type: none">• 8,281 residential customers• Bi-weekly	<ul style="list-style-type: none">• Primarily a Fall / early Winter activity	<ul style="list-style-type: none">• Year-round activity• Limb Truck follows Residential Truck Route• Weekly
<ul style="list-style-type: none">• 2.5 FTE	<ul style="list-style-type: none">• 13 FTE	<ul style="list-style-type: none">• 1 FTE	<ul style="list-style-type: none">• 2.5 FTE	<ul style="list-style-type: none">• 3.5 FTE	<ul style="list-style-type: none">• 4 FTE
<ul style="list-style-type: none">• 32.8% of solid waste disposal	<ul style="list-style-type: none">• 53.9% of solid waste disposal	<ul style="list-style-type: none">• 8.6% of solid waste disposal	<ul style="list-style-type: none">• 4.7% of solid waste disposal	<ul style="list-style-type: none">• Disposed and processed at Paper Mill	<ul style="list-style-type: none">• Disposed and processed at Paper Mill



Allocate the Budget

1. Salaries and Benefits
 - FTE
2. Disposal
 - Based on percentage of disposal cost analysis
3. Depreciation
 - Based on vehicles and vehicle types
4. Supplies
 - Based on FTE or disposal percentage
5. Overhead
 - The costs for managing the operation



Allocate the Budget

	Commercial	Residential	Recycling	Leaf & Limb	Overhead	Estimated Budget
Salary & Benefits	\$193,959	\$994,860	\$137,859	\$576,284	\$172,752	\$2,075,714
Fleet	\$14,760	\$29,520	\$7,380	\$22,140	\$0	\$73,800
Supplies & Equipment	\$0	\$0	\$40,000	\$0	\$92,845	\$132,845
Disposal	\$229,390	\$437,570	\$33,040	\$0	\$0	\$700,000
Uniforms	\$1,594	\$8,252	\$0	\$4,654	\$0	\$14,500
Capital	\$44,000	\$88,000	\$22,000	\$66,000	\$28,000	\$248,000
Other	\$0	\$0	\$0	\$0	\$516,715	\$516,715
	\$483,702	\$1,558,202	\$240,279	\$669,079	\$810,312	\$3,761,574



Allocate the Budget

1. Fixed Costs
 - a) These are costs that are set and do not change (Salaries, Equipment, Fleet, Capital)
2. Variable Costs
 - a) These are costs that fluctuate based on consumption (Disposal Costs)



Allocate the Budget

	Commercial	Residential	Recycling	Leaf & Limb	Overhead
Fixed	\$254,312.50	\$1,120,632.40	\$167,239.35	\$669,078.51	\$172,751.52
Variable	\$229,390.00	\$437,570.00	\$73,040.00	\$0.00	\$637,560.00
Annual Cost Fixed per customer	\$853.40	\$135.33	\$20.20	\$80.80	\$20.14
Annual Cost Variable per service	\$330.06	\$46.64	\$7.79	\$0.00	\$63.27
Monthly Fixed per customer	\$71.12	\$11.28	\$1.68	\$6.73	\$1.68
Monthly Variable per service	\$27.50	\$3.89	\$0.65	\$0.00	\$5.27



Service Fee with Leaf & Limb

	Monthly	Revenue
Residential	\$29.50	\$2,362,221.84
Residential - Senior	\$19.50	\$375,968.81
Extra Cart	\$13.00	\$85,933.77
Extra Cart - Senior	\$13.00	\$85,777.81
Commercial	\$135.00	\$1,000,828.10
		\$3,910,730.32



Service Fee without Leaf & Limb

	Monthly	Revenue
Residential	\$21.50	\$1,721,892
Residential - Senior	\$12.50	\$241,050
Extra Cart	\$13.00	\$85,933
Extra Cart - Senior	\$13.00	\$85,777
Commercial	\$135.00	\$1,125,900
		\$3,260,552



Comparison

	Current (monthly)	Leaf and Limb in Fee (monthly)	No Leaf and Limb in Fee (monthly)
Residential	\$20.00	\$29.50	\$21.50
Large Item Pick-up	Charge per Item	Included	Included
Residential - Senior	\$10.00	\$19.50	\$12.50
Extra Cart	\$20.00	\$13.00	\$13.00
Extra Cart - Senior	\$20.00	\$13.00	\$13.00
Commercial	\$115.00	\$135.00	\$135.00



Recommendation – Service Fee without Leaf & Limb

	Current (monthly)	Year 1 (monthly)	Year 2 (monthly)	Year 3 (monthly)
Residential	\$20.00	\$21.50	\$24.00	\$26.00
Large Item Pick-up	Charge per Item	Included	Included	Included
Residential - Senior	\$10.00	\$12.50	\$15.00	\$17.50
Extra Cart	\$20.00	\$13.00	\$13.50	\$14.00
Extra Cart - Senior	\$20.00	\$13.00	\$13.50	\$14.00
Commercial	\$115.00	\$135.00	\$145.00	\$155.00

- The Residential Rate will include 2 large items per week per customer as a maximum
 - This will eliminate the fee we charge for each large item pick-up
 - The Large-item pick-up will still need to be scheduled



Service Fee Comparison

	Lawrenceville Current	Lawrenceville Proposed		Gwinnett	Suwanee	Dacula	Norcross	Republic Services
Residential	\$20.00	\$21.50		\$24.14	Residents contract with private company	\$24.00	\$24.58	
Commercial	\$115.00	\$135.00						\$154.00

- Gwinnett Senior Rate is 25% off the Hauler rate above
 - Senior Rate is \$18.11



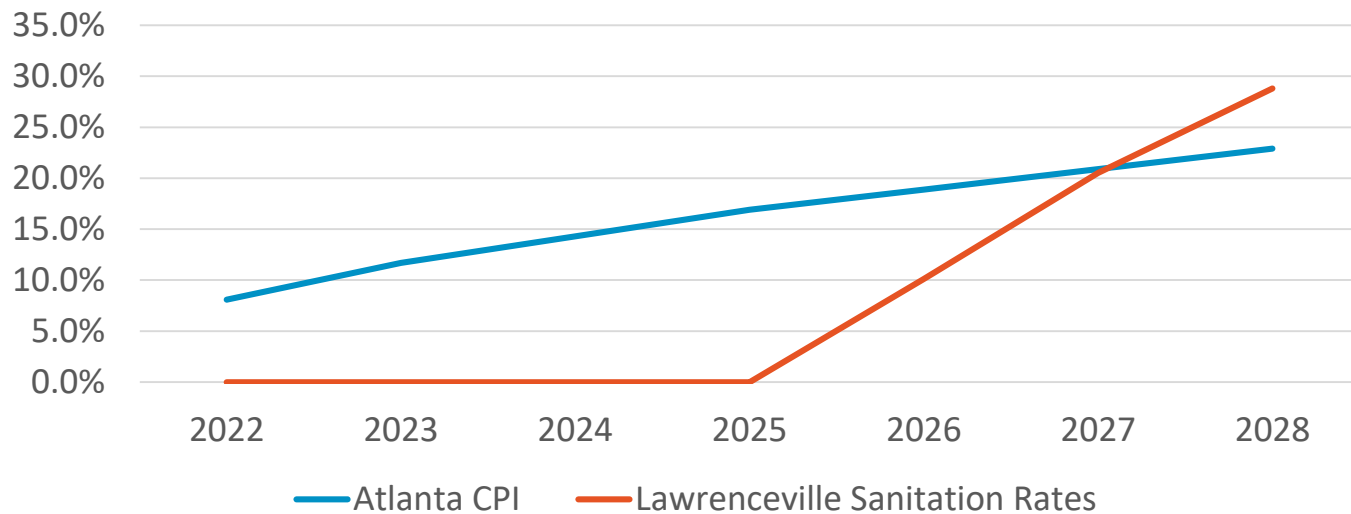
Summary

Revenue	Year 1
Residential	\$1,721,892
Residential - Senior	\$241,050
Extra Cart	\$85,933
Extra Cart - Senior	\$85,777
Commercial	\$1,125,900
Total	\$3,260,552
Expense	
Salary & Benefits	\$1,499,430
Fleet	\$51,660
Supplies & Equipment	\$132,845
Disposal	\$700,000
Uniforms	\$9,846
Capital	\$182,000
Other	\$516,715
Total	\$3,092,496
Net	\$123,276

- Revenue assumes the number of customers based November billing records
- Large-item pick-up is in the residential rate
- Revenue does not include bad debt
 - Current bad debt is 3.5% for residential
 - -\$60,266
- Revenue does not include interest and penalties
 - \$14,000 (FY 2024) - Interest
 - \$12,000 (FY 2024) – Penalties
- Expense does not include Leaf & Limb cost which are covered by the General Fund Revenues: \$669K



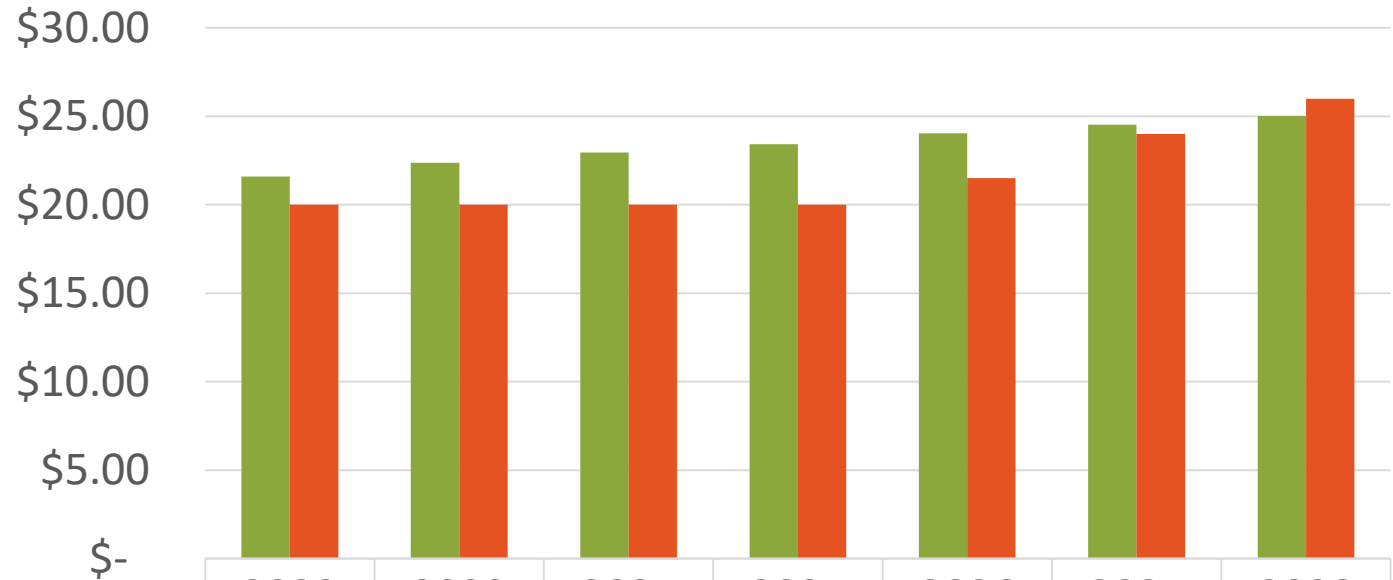
Change in Service Fees vs CPI



	2022	2023	2024	2025	2026	2027	2028
Atlanta CPI	8.1%	3.6%	2.6%	2.6%	2.0%	2.0%	2.0%
Lawrenceville Gas Rates	0.0%	0.0%	0.0%	0.0%	10.1%	10.4%	8.3%



Change in Service Fees vs CPI



Change based on CPI	2022	2023	2024	2025	2026	2027	2028
	\$21.60	\$22.38	\$22.96	\$23.43	\$24.04	\$24.52	\$25.01
City Proposed Rates	\$20.00	\$20.00	\$20.00	\$20.00	\$21.50	\$24.00	\$26.00



Service Changes

1. Large Item Pick-up will transition from a paid service to allowing two free items per week per customer
2. Second cart reduces from \$20 to \$13 per month



Service Concerns

1. We are transitioning Residential Collection to an automated pick-up with support scout trucks
 1. This is to improve efficiencies in the Residential Program
 2. As growth occurs routes may have to be redistributed, or additional trucks may have to be added
2. Commercial Service is close to capacity
 1. As our rates are below market, we can develop a marketing strategy to acquire new customers such that we are able to grow the service sufficiently to cover the additional costs of a new route



LAWRENCEVILLE
GEORGIA



5.

Questions

ORDINANCE _____**AN ORDINANCE TO AMEND CHAPTER 30 OF THE CODE OF THE CITY OF LAWRENCEVILLE,
GEORGIA REGARDING SOLID WASTE RESIDENTIAL AND COMMERCIAL RATES**

The City Council of the City of Lawrenceville, Georgia hereby ordains that the Code of the City of Lawrenceville, Georgia shall be amended as follows:

Section1:

That Sec. 30-12, related to residential fees, is hereby amended by deleting Sec. 30-12 in its entirety and replacing the language to read as follows:

Sec. 30-12. Residential fees.

The collection fees for residences shall be such as may be set from time to time by the City Council. The City Council may suspend or waive fees.

- (a) Residential service. The Finance Department of the City shall maintain on file and make available to the public a record of the costs, fees, service charges and deposits for curbside garbage collection and any additional fees for special circumstances. Non-payment of fees shall be cause for the imposition of late fees as determined by the City Council and shall also cause a penalty as determined by the City Council. Continued delinquent accounts shall be subject to imposition of a lien against the property served in accordance with the City Charter. Monthly charges shall be billed based on one service a week. The monthly charges are:

(1) Standard residential property curbside pick-up:

- a. The city will provide one 95-gallon container at no charge.
- b. Beginning January 1, 2026, the monthly charge will be billed at \$21.50 per month for residential customers.
- c. Beginning January 1, 2027, the monthly charge will be billed at \$24.00 per month for residential customers.
- d. Beginning January 1, 2028, the monthly charge will be billed at \$26.00 per month for residential customers.

(2) Premium residential property curbside pick-up:

- a. The City will provide one 95-gallon container at no charge.
- b. Premium residential service accounts may elect to have more than one City provided 95-gallon container. For each additional container, account holder shall pay a one-time fee as determined by the City Manager and/or designee.
- c. Beginning January 1, 2026, the monthly charge will be billed at \$13.00 per month for residential customers, per additional cart.
- d. Beginning January 1, 2027, the monthly charge will be billed at \$13.50 per month for residential customers, per additional cart.
- e. Beginning January 1, 2028, the monthly charge will be billed at \$14.00 per month for residential customers, per additional cart.

(3) Senior Discount:

- a. Persons age 65 years of age or older may request a discount. To qualify for the discount the customer must:
 - 1. Have a total household income at or below 150% of the current year's federal poverty guidelines
 - 2. Have a residential City of Lawrenceville Sanitation account for a primary residence in the customer's name
 - 3. Have electric service from a single meter that is wired for individual use
 - 4. Complete a senior / low-income discount application form.
- b. Beginning January 1, 2026, the monthly charge will be billed at \$12.50 per month for residential customers.
- c. Beginning January 1, 2027, the monthly charge will be billed at \$15.00 per month for residential customers.
- d. Beginning January 1, 2028, the monthly charge will be billed at \$17.50 per month for residential customers.

- (b) All garbage bills will follow the schedule set forth in chapter 38.

(c) Large item fees.

- (1) Large items that are in excess of the provided container, will be collected by the City and are subject to the laws of the City. Each Sanitation Customer is eligible to request the pick-up of two (2) large items a week. A fee will be charged for items in excess of two (2) per week, and the fee schedule is listed in the Sanitation Collection Policy.
- (2) Standard limb, leaf, and yard waste is collected by the City at no charge to the resident. However, excessive amounts of limbs, leaves and other yard waste, will be subject to a fee. A fee will be charged for these services, and the fee schedule is listed in the Sanitation Collection Policy.

Section 2:

That Sec. 30-26, related to commercial fees, is hereby amended by deleting Sec. 30-26 in its entirety and replacing the language to read as follows:

Sec. 30-26. - Commercial fees.

The collection fees for commercial establishments, factories and other business places whose service is provided by the City of Lawrenceville shall be such as may be set from time to time by the City Council.

- (a) Commercial service. The Finance Department of the City shall maintain on file and make available to the public a record of the costs, fees, service charges and deposits for garbage collection and any additional fees for special circumstances. Non-payment of fees shall be cause for the imposition of late fees as determined by the City Council and shall also cause a penalty as determined by the City Council. Continued delinquent accounts shall be subject to imposition of a lien against the property served, in accordance with the City Charter. Monthly charges shall be billed based on one service a week. Monthly charges are:
 - (1) Standard residential property curbside pick-up:
 - a. The city will provide one 95-gallon container at no charge.
 - b. Beginning January 1, 2026, the monthly charge will be billed at \$21.50 per month for commercial curbside customers.
 - c. Beginning January 1, 2027, the monthly charge will be billed at \$24.00 per month for commercial curbside customers.

- d. Beginning January 1, 2028, the monthly charge will be billed at \$26.00 per month for commercial curbside customers.

(2) Premium commercial property curbside pick-up:

- a. The City will provide one 95-gallon container at no charge.
- b. Premium commercial service accounts may elect to have more than one City provided 95-gallon container. For each additional container, account holder shall pay a one-time fee as determined by the City Manager or designee.
- c. Beginning January 1, 2026, the monthly charge will be billed at \$13.00 per month for residential customers, per additional cart.
- d. Beginning January 1, 2027, the monthly charge will be billed at \$13.50 per month for residential customers, per additional cart.
- e. Beginning January 1, 2028, the monthly charge will be billed at \$14.00 per month for residential customers, per additional cart.

(3) Commercial dumpster service:

- a. Beginning January 1, 2026, the cost shall be billed at \$135.00 per month/per dumpster. Dumpster will be serviced 1x/week.
- b. Beginning January 1, 2027, the cost shall be billed at \$145.00 per month/per dumpster. Dumpster will be serviced 1x/week.
- c. Beginning January 1, 2028, the cost shall be billed at \$155.00 per month/per dumpster. Dumpster will be serviced 1x/week.
- d. If the dumpster is to be serviced multiple times/week, the fee shall be multiplied by the number of services.
- e. Containers will be delivered from the City at a fee established by the City Manager or designee.

- (b) Urban commercial service. Defined as the nine block downtown area between Oak Street and Luckie Street and Culver Street and Chestnut Street shall be served by City-owned facilities. The City will strive to install shared infrastructure where possible. The Finance Department of the City shall maintain on file and make available to the public a record of the costs, fees, service charges and deposits for garbage collection and any

additional fees for special circumstances. Non-payment of fees shall be cause for the imposition of late fees as determined by the City Council and shall also cause a penalty as determined by the City Council. Continued delinquent accounts shall be subject to imposition of a lien against the property served, in accordance with the City Charter. Each commercial establishment shall be assigned one of the following Tiers based on the North American Industry Classification System (NAICS) for the business. The City Manager or designee shall maintain a list of NAICS codes by category. Specific properties may apply for or be identified as Commercial Service, and if accepted by the City Manager or designee, then may be served by an individual dumpster(s) provided by the City as described in subsection (3) above. Monthly charges are:

(1) Beginning January 1, 2026, the cost shall be:

- a. Tier 1, \$335.00
- b. Tier 2, \$165.00
- c. Tier 3, \$135.00
- d. Tier 4, \$21.50

(2) Beginning January 1, 2027, the cost shall be:

- a. Tier 1, \$345.00
- b. Tier 2, \$175.00
- c. Tier 3, \$145.00
- d. Tier 4, \$24.00

(3) Beginning January 1, 2028, the cost shall be:

- a. Tier 1, \$355.00
- b. Tier 2, \$185.00
- c. Tier 3, \$155.00
- d. Tier 4, \$26.00

(4) Additional services required to maintain the cleanliness of the shared dumpster facility shall be billed to each participant at one-quarter the monthly charge for each service (listed above).

(c) Large item fees.

Large items that are in excess of the provided container, will be collected by the City and are subject to the laws of the City. Each Sanitation Customer is eligible to request the pick-up of two (2) large items a week. A fee will be charged for items in excess of two (2) per week, and the fee schedule is listed in the Sanitation Collection Policy.

Section 3:

Except as specifically amended as set forth above, all other sections, subsections, sub-subsections, etc. of Chapter 30 shall remain in full force and affect.

Section 4:

All ordinances, regulations, or parts of the same in conflict with this ordinance are hereby rescinded to the extent of said conflict and only to the extent of said conflict.

Section 5:

If any section, article, paragraph, sentence, clause, phrase, or word in this ordinance, or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this ordinance; and the City Council hereby declares it would have passed such remaining portions of the ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

Section 6:

This ordinance shall become effective upon its adoption by the City Council.

IT IS SO ORDAINED this 31st day of March, 2025.

David R. Still, Mayor

Attest:

Karen Pierce, City Clerk



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	Discussion to Amend Article VII of Chapter 38 Electric Utility Rates
Department:	Finance
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	Increases in Electric Revenues to support on-going operations
Presented By:	Keith Lee, Chief Financial Officer Huston Gillis, Electric Director
Action Requested:	Approval to amend Article VII of Chapter 38 of the Code of the City of Lawrenceville to amend electric utility rates

Summary: As part of the annual budget review, the Finance Department evaluates a long range outlook for City Finances. As part of the FY 2025 budget process, it was identified that the City's revenues were not going to be sufficient to support ongoing operations and capital investments. The City proposed to look at several revenue sources including the Electric System Rates. Staff has work with Electric Cities of Georgia, which is a non-profit organization that provides strategic and technical services to the 52 public power communities around Georgia. With their assistance, the electric rates were evaluated to provide sufficient funding for anticipated operating costs within the electric fund, electric fund capital needs, and the anticipated transfer to the General Fund.

Residential, commercial, solar and security lights were evaluated for returns, comparisons to surrounding providers, and current best practices. The rate changes will adjust the Power Cost Adjustment rider to a much smaller value, provide the needed revenue, and place customers in the appropriate classes.

Fiscal Impact:

- Will reduce the projected shortfall in the Electric Fund

Attachments/Exhibits:

- PowerPoint Presentation
- Chapter 38 – Electric Utility

Electric Rates

March 19, 2025



Slide Title

- Cost of Service Date
- Various Rate Changes

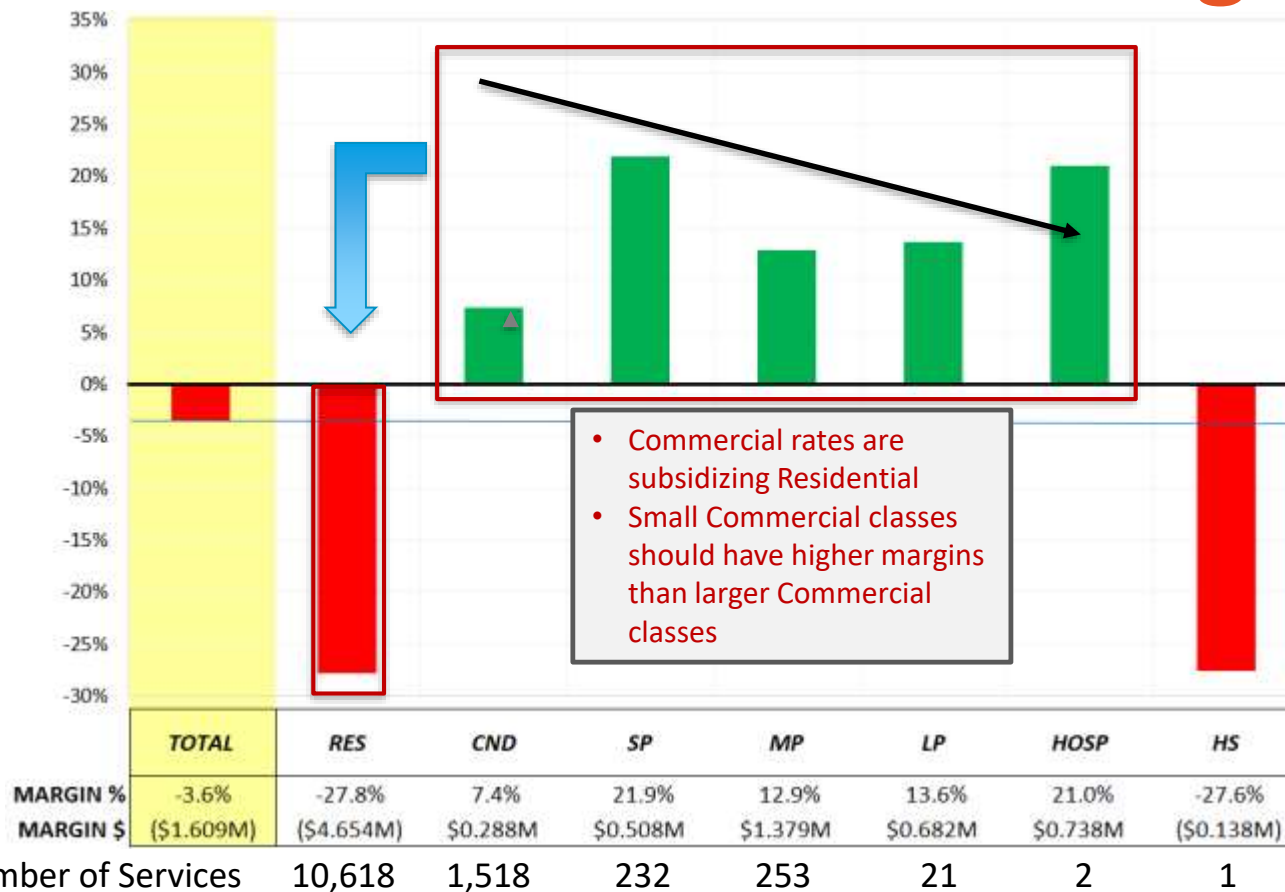


Cost of Service (COS): Overview

- Allocates all costs and transfers to individual rate classes to determine margin
 - Incorporates billing information, unaudited financials and MEAG power bills
 - Excludes Non-Operating revenue (\$71K); Other Revenues include New Electric Lines (\$912K)
 - Covers fiscal year ending June 2024



Electric COS: Rate Class Margin %





Revenue & Expense Baseline

	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
REVENUES										
1 Sales Revenues	\$42.662M	\$44.285M	\$44.646M	\$44.989M	\$45.022M	\$45.059M	\$45.126M	\$45.194M	\$45.262M	\$45.330M
2 Other Revenues	\$0.241M	\$1.266M	\$0.811M	\$0.814M	\$1.141M	\$1.469M	\$1.108M	\$1.110M	\$1.113M	\$1.116M
3 TOTAL REVENUES	\$42.903M	\$45.551M	\$45.457M	\$45.802M	\$46.163M	\$46.527M	\$46.234M	\$46.304M	\$46.375M	\$46.445M
EXPENSES										
Operating Expenses:										
4 Personnel	\$2.728M	\$2.940M	\$3.162M	\$3.397M	\$3.510M	\$3.628M	\$3.809M	\$3.999M	\$4.199M	\$4.409M
5 Contractual Services	\$1.235M	\$1.272M	\$1.310M	\$1.350M	\$1.390M	\$1.432M	\$1.475M	\$1.519M	\$1.564M	\$1.611M
6 Supplies & Materials	\$0.406M	\$0.418M	\$0.430M	\$0.443M	\$0.456M	\$0.470M	\$0.484M	\$0.499M	\$0.514M	\$0.529M
7 Repair & Maintenance	\$0.182M	\$0.187M	\$0.193M	\$0.199M	\$0.205M	\$0.211M	\$0.217M	\$0.224M	\$0.231M	\$0.237M
8 TOTAL OPERATING EXPENSES	\$4.551M	\$4.817M	\$5.096M	\$5.388M	\$5.561M	\$5.740M	\$5.985M	\$6.241M	\$6.508M	\$6.787M
9 Purchased Power	\$25.202M	\$25.277M	\$27.110M	\$29.622M	\$27.942M	\$27.124M	\$27.740M	\$26.324M	\$26.981M	\$27.422M
10 Bond (Principle/Interest 59%)	\$0.671M	\$0.669M	\$0.670M	\$0.668M	\$0.671M	\$0.670M	\$0.671M	\$0.671M	\$0.670M	\$0.668M
11 Indirect Costs	\$3.039M	\$3.130M	\$3.224M	\$3.320M	\$3.420M	\$3.522M	\$3.628M	\$3.737M	\$3.849M	\$3.965M
12 Elec Capital Transfer	\$1.716M	\$6.326M	\$5.954M	\$6.906M	\$9.100M	\$8.483M	\$7.354M	\$7.354M	\$7.354M	\$7.354M
13 General Fund Transfer	\$7.505M	\$7.618M	\$7.813M	\$7.873M	\$7.991M	\$8.111M	\$8.233M	\$8.356M	\$8.481M	\$8.609M
14 TOTAL EXPENSES & TRANSFERS	\$42.683M	\$47.837M	\$49.867M	\$53.778M	\$54.685M	\$53.650M	\$53.610M	\$52.683M	\$53.843M	\$54.805M
15 NET REVENUE \$	\$0.220M	\$(2.285M)	\$(4.410M)	\$(7.976M)	\$(8.522M)	\$(7.123M)	\$(7.376M)	\$(6.378M)	\$(7.468M)	\$(8.360M)

Uses the City's basic assumptions for the City Proforma



Rate Recommendations

- 3-year rate plan with adjustments for shortfalls
- Continue increases to base and demand charges
- Reduce Power Cost Adjustment (PCA) to \$0.004/kWh
- Small Cost of Service adjustments
- Annual review of financial position
- Re-evaluate COS and rates 2027



Residential Service

	RATES			
	2025	2026	2027	2028
Base	\$26	\$27	\$28	\$29
Senior Base	\$13	\$14	\$14	\$14
DG Base	\$26	\$28	\$28	\$28
DB Meter	\$10	\$12	\$12	\$12

- **DG:** A distributed generation electric customer is someone who generates their own electricity using small-scale technologies, such as solar panels, wind turbines, or natural gas-fired fuel cells, at or near where the electricity will be used.
 - This can be for a single home or business.
 - The electricity generated can be used on-site, and any excess can be sent back to the electric grid.
- **DB:** A bi-directional meter is a type of electric meter that measures the flow of electricity in both directions: from the grid to a home (import) and from a home to the grid (export).



Residential Service

	RATES			
	2025	2026	2027	2028
	SUMMER			
First 650 kWh	0.114	0.1242	0.1326	0.1414
Next 350 kWh	0.122	0.1322	0.1416	0.1524
Over 1000 kWh	0.144	0.1642	0.1756	0.1894
	WINTER			
First 650 kWh	0.112	0.1242	0.1326	0.1414
Next 350 kWh	0.095	0.1072	0.1166	0.1254
Over 1000 kWh	0.086	0.0982	0.1076	0.1174
PCA	0.009	0.004	0.004	0.004

- **kWh:** a unit of measurement for energy equal to one kilowatt (kW) of power used for one hour. For example, if you use a 1,000-watt appliance for one hour, you have used 1 kWh of energy.
- **POWER COST ADJUSTMENT (PCA):** \$/kWh charge applied to all customer kWh. Used to make interim adjustments to monthly rates to reflect known and measurable changes in total costs of providing electricity to customers.



Residential Bill Impacts - Summer

	2025	2026	2027	2028	Georgia Power	JEMC
kWh/Month	SUMMER					
500	\$87.50	\$91.10	\$96.30	\$101.70	\$91.77	\$73.05
\$△		\$3.60	\$4.20	\$4.40		
%△		4.1%	4.6%	4.6%		
1000	\$151.80	\$158.00	\$167.75	\$176.25	\$190.65	\$124.98
\$△		\$6.20	\$8.75	\$9.50		
%△		4.1%	5.5%	5.7%		
1500	\$228.30	\$242.10	\$257.55	\$274.95	\$302.80	\$183.28
\$△		\$13.80	\$14.45	\$16.40		
%△		6.0%	6.0%	6.4%		
2000	\$304.80	\$326.20	\$347.35	\$371.65	\$414.95	\$241.58
\$△		\$21.40	\$20.15	\$23.30		
%△		7.0%	6.2%	6.7%		



Residential Bill Impacts - Winter

	2025	2026	2027	2028	Georgia Power	JEMC
kWh/Month	WINTER					
500	\$86.50	\$91.10	\$96.30	\$101.70	\$86.92	\$73.05
\$△		\$4.60	\$4.20	\$4.40		
%△		5.3%	4.6%	4.6%		
1000	\$141.05	\$149.25	\$159.00	\$168.80	\$157.03	\$114.83
\$△		\$8.20	\$8.75	\$8.80		
%△		5.8%	5.9%	5.6%		
1500	\$188.55	\$200.35	\$214.80	\$229.50	\$227.13	\$155.13
\$△		\$11.80	\$13.45	\$13.70		
%△		6.3%	6.7%	6.4%		
2000	\$236.05	\$251.45	\$270.60	\$290.20	\$297.23	\$195.43
\$△		\$15.40	\$18.15	\$18.60		
%△		6.5%	7.2%	6.9%		



Residential Bill Impact

- Number of Residential Customers 10,450
- Average Monthly Consumption 1,363 kWh
 - Average Summer Monthly Consumption 2,017 kWh
 - Average increase per month \$21.66
 - Average Winter Monthly Consumption 709 kWh
 - Average increase per month \$6.11



Commercial Non-Demand

	RATES			
	2025	2026	2027	2028
Base	\$33	\$36	\$39	\$42
	ENERGY			
First 3000 kWh	0.156	0.171	0.18228	0.196
Over 3000 kWh	0.146	0.161	0.17228	0.186
PCA	0.009	0.004	0.004	0.004



Commercial Non-Demand

kWh/Month	Lawrenceville				GA Power	JEMC
	2025	2026	2027	2028	2025	2025
500	\$115.50	\$123.50	\$132.14	\$142.00	\$145.89	\$116.05
\$△		\$8.00	\$8.64	\$9.86		
%△		6.90%	7.00%	7.50%		
3000	\$528.00	\$561.00	\$597.84	\$642.00	\$678.36	\$456.30
\$△		\$33.00	\$36.84	\$44.16		
%△		6.30%	6.60%	7.40%		



Small Power

	RATES			
	2025	2026	2027	2028
Base	\$37	\$41	\$46	\$47
Demand (Bill kW)	\$3	\$3.5	\$4	\$4.5
	ENERGY			
First 200 HUD	0.13167	0.14	0.1452	0.1518
200 – 400 HUD	0.07967	.0088	0.0932	0.0998
> 400 HUD	0.06967	0.078	0.0858	0.0858
PCA	0.009	0.004	0.004	0.004

- **HUD:** in electric billing stands for *Hourly Utilization and Demand*. It is a billing or rate structure used to determine how much electricity a customer needs at a single point during the month (**Capacity**).



Small Power

kWh/Month	Lawrenceville				GA Power	JEMC
	2025	2026	2027	2028	2025	2025
5475	\$857.47	\$891.65	\$938.17	\$990.81	\$1,265.01	\$784.07
\$△		\$34.18	\$46.52	\$52.64		
%△		4.0%	5.2%	5.6%		
9125	\$1,181.11	\$1,227.09	\$1,292.95	\$1,369.68	\$1,506.25	\$995.75
\$△		\$45.97	\$65.86	\$76.72		
%△		3.9%	5.4%	5.9%		
12775	\$1,477.01	\$1,534.77	\$1,614.43	\$1,709.70	\$1,734.15	\$1,178.04
\$△		\$57.76	\$79.66	\$95.27		
%△		3.9%	5.2%	5.9%		



Medium Power

	RATES			
	2025	2026	2027	2028
Base	\$57	\$64	\$71	\$75
Demand (Bill kW)	\$4.5	\$5.00	\$5.50	\$6.0
	ENERGY			
First 200 HUD				
First 6000 kWh	0.117	0.1258	0.131	0.1374
> 6000 kWh	0.107	0.1158	0.121	0.1274
200 – 400 HUD	0.072	0.0808	0.086	0.0924
> 400 HUD	0.067	0.0758	0.081	0.0844
PCA	0.009	0.004	0.004	0.004



Medium Power

kWh/Month	Lawrenceville				GA Power	JEMC
	2025	2026	2027	2028	2025	2025
54750	\$7,426.75	\$7,766.80	\$8,183.50	\$8,662.90	\$10,548.92	\$6,288.50
\$△		\$340.05	\$416.70	\$479.40		
%△		4.6%	5.4%	5.9%		
91250	\$10,383.25	#10,862.00	\$11,468.50	\$12,181.50	\$12,937.14	\$8,403.50
\$△		\$478.75	\$606.50	\$713.00		
%△		4.6%	5.6%	6.2%		
127750	R\$13,201.00	\$13,818.45	\$14,614.75	\$15,478.10	15,193.60	\$10,360.88
\$△		\$617.45	\$796.30	\$863.35		
%△		4.7%	5.8%	5.9%		



Large Power

	RATES			
	2025	2026	2027	2028
Base	\$110	\$134	\$155	\$200
Demand (Bill kW)	\$5.00	\$6.00	\$7.00	\$8.00
	ENERGY			
First 200 HUD				
First 100000 kWh	0.09614	0.1024	0.10424	0.107433
> 100000 kWh	0.08614	0.0924	0.09424	0.097433
200 – 400 HUD	0.6414	0.0704	0.07224	0.075433
400 – 600 HUD	0.6014	0.0664	0.06824	0.071403
>600 HUD	0.5614	0.0624	0.06424	0.067433
PCA	0.009	0.004	0.004	0.004



Institutional Service

	RATES			
	2025	2026	2027	2028
Base		\$250	\$250	\$250
Demand (Bill kW)		\$10.00	\$10.00	\$10.00
First 200 HUD				
First 100000 kWh		0.0957	0.0982	0.10133
> 100000 kWh		0.0857	0.0882	0.09133
200 – 400 HUD		0.0637	0.0662	0.06933
400 – 600 HUD		0.0597	0.0622	0.06533
>600 HUD		0.0557	0.0582	0.06133
PCA		0.004	.0004	0.004

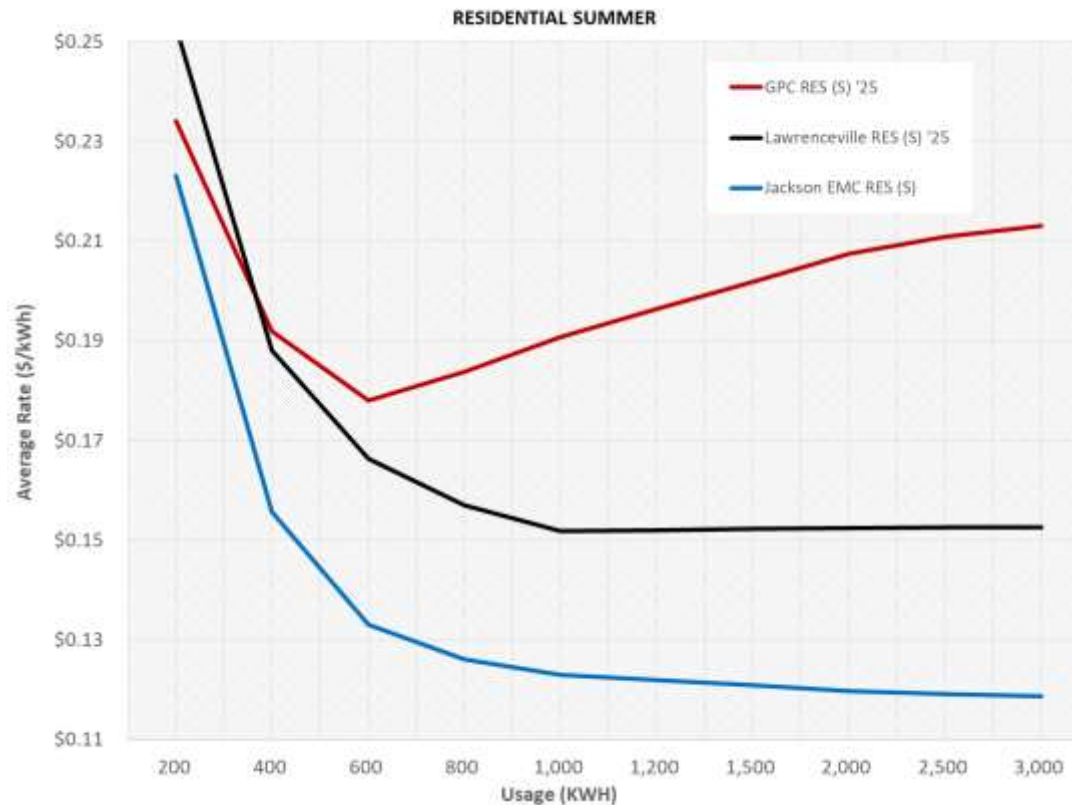


Security Lights

	RATES			
	2025	2026	2027	2028
100W HPS	\$10	\$10.52	\$11.07	\$11.70
150W HPS	\$13	\$13.68	\$14.39	\$15.21
250W HPS	\$16	\$16.83	\$17.71	\$18.71
400W HPS	\$24	\$25.25	\$26.56	\$28.07
350W HPS	\$28	\$29.46	\$30.99	\$32.75
400W HPS	\$30	\$31.56	\$33.20	\$35.09
50W LED	\$10	\$10.52	\$11.07	\$11.70
100W LED	\$16	\$16.83	\$17.71	\$18.71
120W LED	\$16	\$16.83	\$17.71	\$18.71
150W LED	\$16	\$16.83	\$17.71	\$18.71
270W LED	\$40	\$42.08	\$44.27	\$46.78
350W LED	\$40	\$42.08	\$44.27	\$46.78
400W LED	\$40	\$42.08	\$44.27	\$46.78

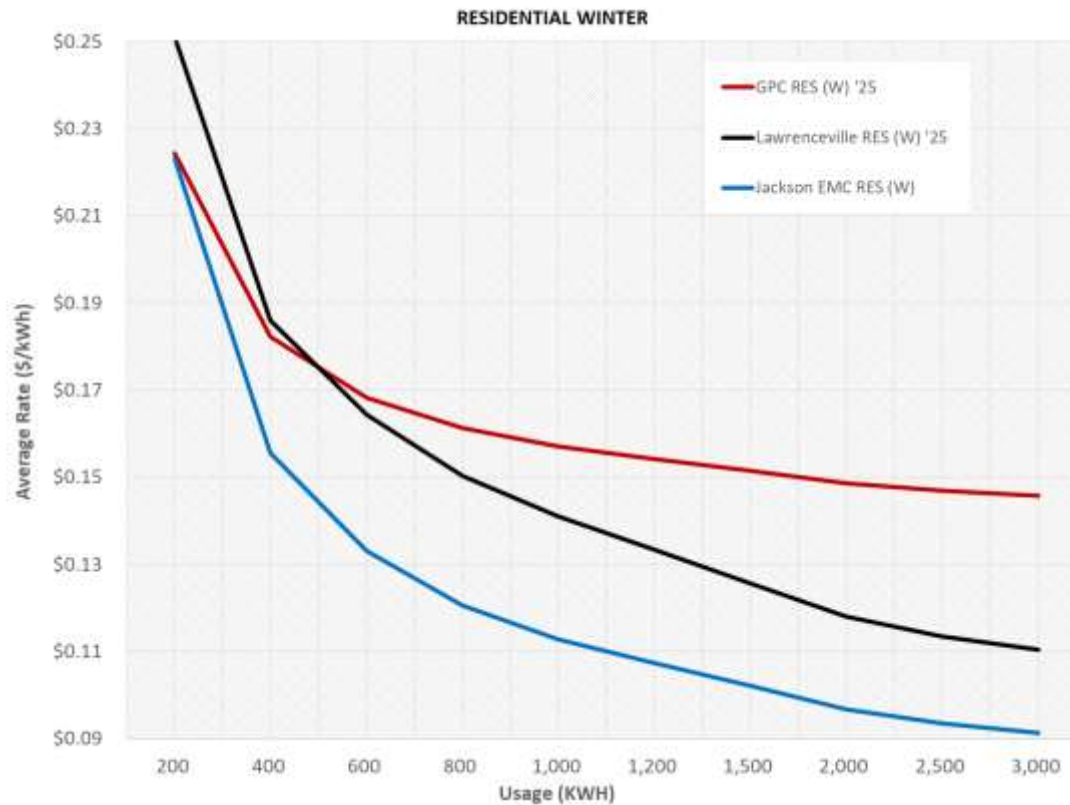


Residential Summer cost per kWh



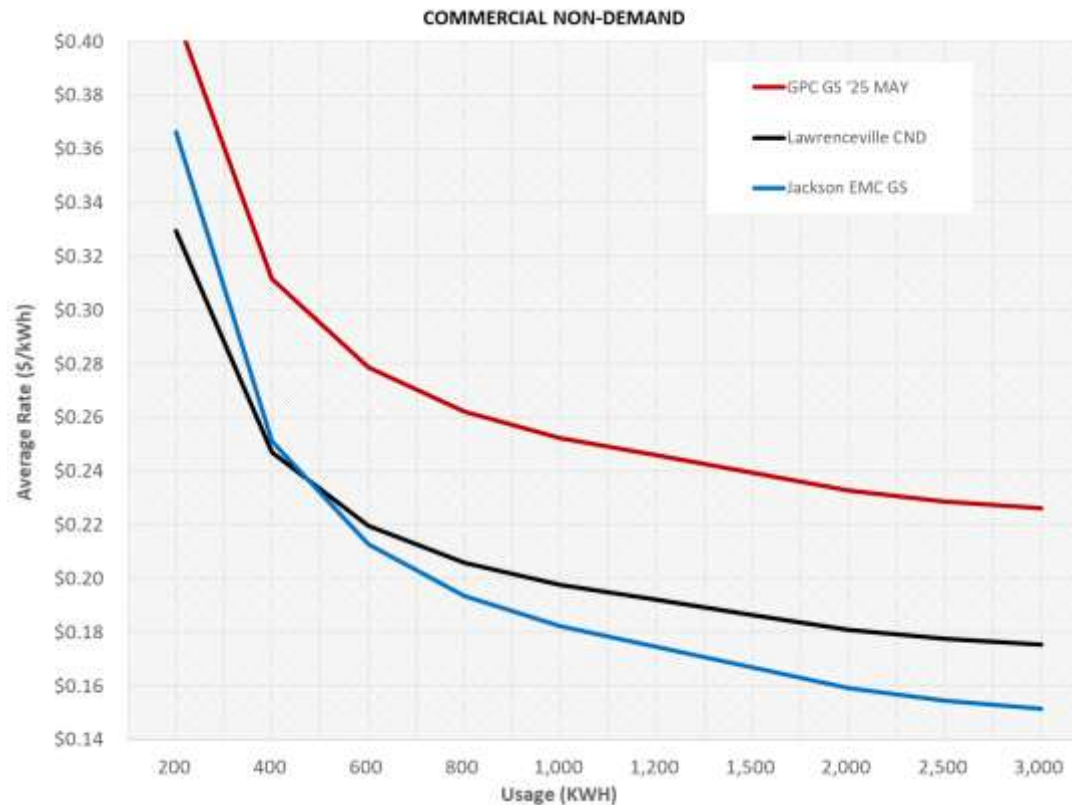


Residential Winter cost per kWh



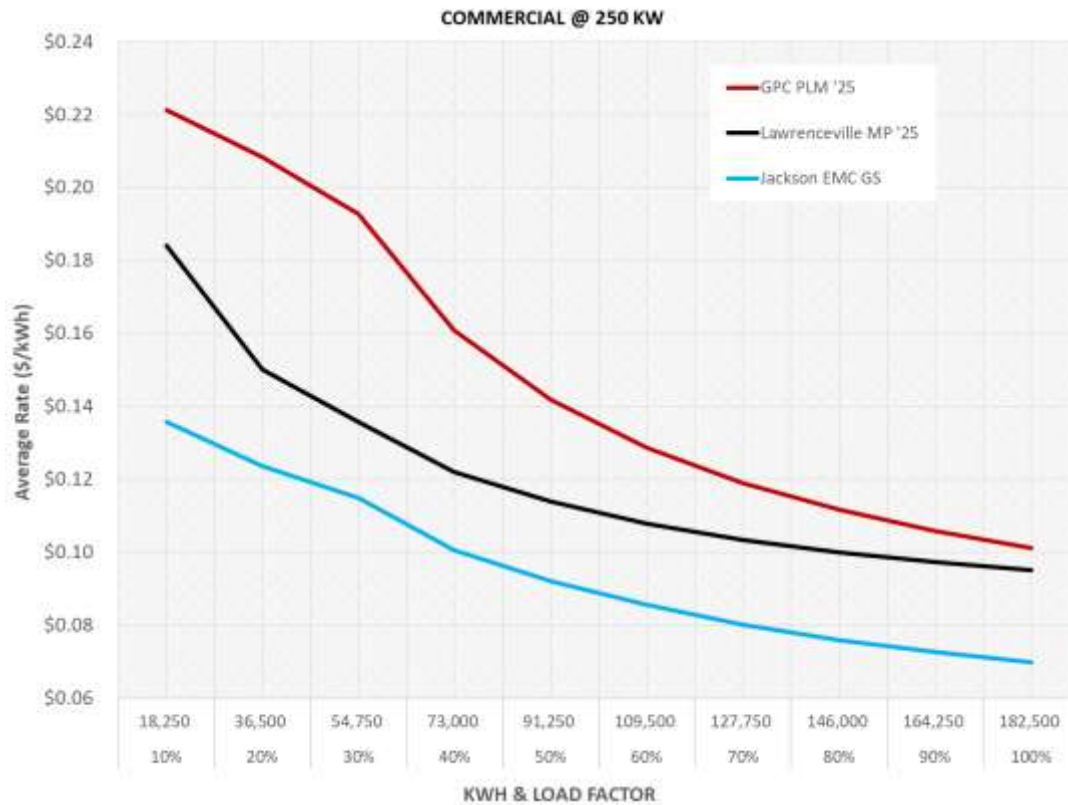


Comm Non-Demand cost per kWh



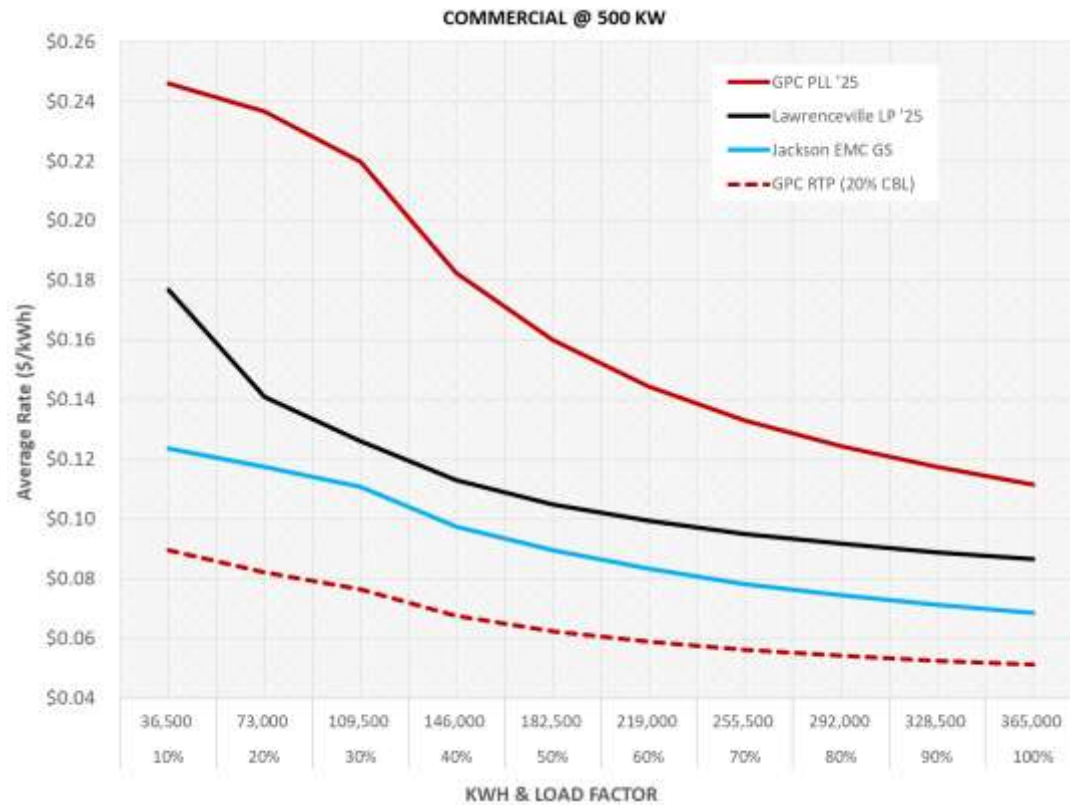


Comm @250KW cost per kWh





Comm @500KW cost per kWh



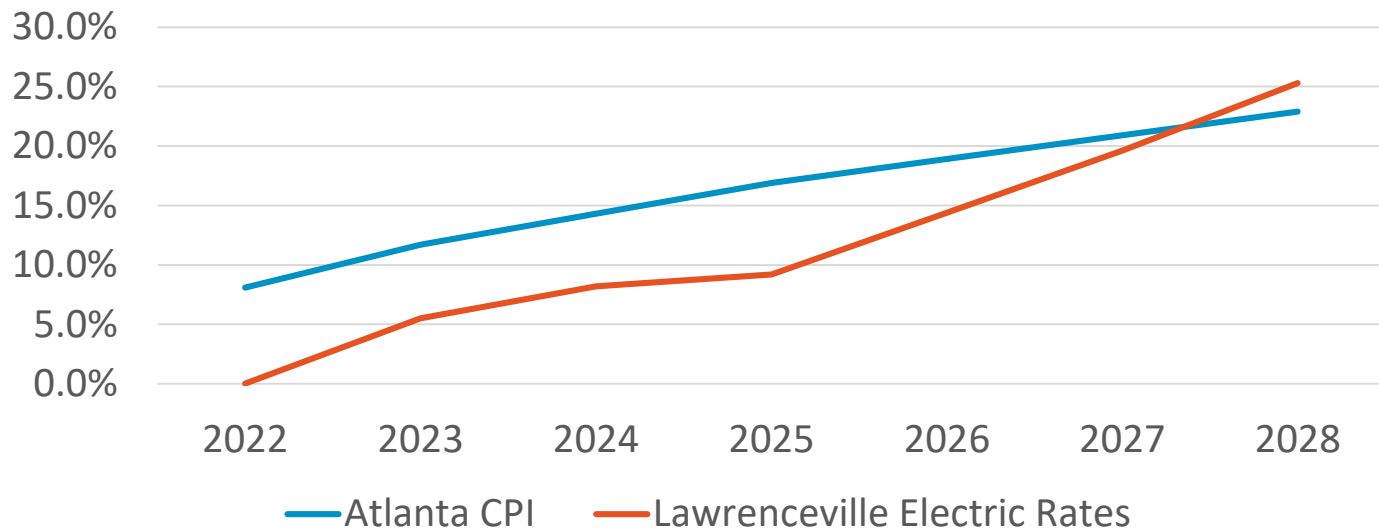


Proposed Revenue & Expense

	FY 2025	FY 2026	FY 2027	FY 2028
Rate Increase	\$0.000	\$2.303	\$2.561	\$2.951
ELECT FUND TOT % INCREASE	0.0%	5.4%	5.4%	5.9%
REVENUES				
Sales Revenues	\$42.662	\$44.285	\$44.766	\$45.226
Other Revenue	\$0.241	\$1.266	\$0.811	\$1.214
Rate Increase	\$0.000	\$2.303	\$4.744	\$7.576
TOTAL REVENUES	\$42.903	\$47.854	\$50.321	\$54.016
EXPENSES				
Operating Expenses				
Personnel	\$2.728	\$2.940	\$3.162	\$3.397
Contractual Services	\$1.235	\$1.272	\$1.310	\$1.350
Supplies & Materials	\$0.406	\$0.418	\$0.430	\$0.443
Repair & Maintenance	\$0.182	\$0.187	\$0.193	\$0.199
TOTAL OPERATING EXPENSES	\$4.551	\$4.817	\$5.095	\$5.389
Purchased Power	\$25.202	\$25.277	\$27.110	\$29.622
Bond (Principle/Interest 59%)	\$0.671	\$0.669	\$0.670	\$0.668
Indirect Costs	\$3.039	\$3.130	\$3.224	\$3.320
Elec Capital Transfer	\$1.716	\$6.326	\$5.954	\$6.906
General Fund Transfer	\$7.505	\$7.618	\$7.813	\$7.873
TOTAL EXPENSES & TRANSFERS	\$42.684	\$47.837	\$49.866	\$53.778
NET	\$0.219	\$0.017	\$0.455	\$0.238



Change in Service Fees vs CPI



	2022	2023	2024	2025	2026	2027	2028
Atlanta CPI	8.1%	3.6%	2.6%	2.6%	2.0%	2.0%	2.0%
Lawrenceville Electric Rates	0.0%	5.5%	2.7%	1.0%	5.4%	5.4%	5.9%



LAWRENCEVILLE
GEORGIA



6.

Questions

ORDINANCE _____

AN ORDINANCE TO AMEND ARTICLE VII OF CHAPTER 38 OF THE CODE OF ORDINANCES OF THE CITY OF LAWRENCEVILLE, GEORGIA RELATED TO ELECTRIC UTILITY

The City Council of the City of Lawrenceville, Georgia hereby ordains that the Code of the City of Lawrenceville, Georgia shall be amended as follows:

Section1:

That Article VII of Chapter 38, related to Electric Utility, is hereby amended by deleting Article VII in its entirety and replacing the language to read as follows:

ARTICLE VII. - ELECTRIC UTILITY

Sec. 38-201. – Distributed Generation.

(a) Applicability:

- (1) Applicable to Customers in all areas served by the City of Lawrenceville (the City) and subject to its service rules, regulations, terms, policies and procedures, as amended from time to time, which are incorporated herein by this reference, and desiring to install a distributed generation facility. Customer account(s) must be in good standing.
- (2) A distributed generation facility must:
 - a. Be owned (or leased) and operated by an existing Customer for production of electric energy, and
 - b. Be connected to and/or operate in parallel with the City's distribution facilities, and
 - c. Be intended primarily to offset part or all of the Customer's generator's requirement for electricity, and
 - d. Have peak generating capacity of not more than 10 kW for residential applications and not more than 125% of actual or expected maximum annual peak demand of the premise for commercial applications.
 - e. Be installed on the customer side of the meter.

(b) Monthly Rate:

- (1) Residential Bi-Directional Metering Charge: For all customers with installed distributed generation (DG) equipment on the customer side of the meter, who qualify for Residential Service prior to installing DG.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Base Service Fee	\$28.00 / mo.	\$29.00 / mo.	\$30.00 / mo.

Non-summer residential rate will be charged from November – April as follows:

	<u>2026</u>	<u>2027</u>	<u>2028</u>
0-650 kWh	\$0.1242 / kWh	\$0.1326 / kWh	\$0.1414 / kWh
651-1000 kWh	\$0.1072 / kWh	\$0.1166 / kWh	\$0.1254 / kWh
> 1000 kWh	\$0.0982 / kWh	\$0.1076 / kWh	\$0.1174 / kWh

Summer residential rate will be charged from May – October as follows:

	<u>2026</u>	<u>2027</u>	<u>2028</u>
0-650 kWh	\$0.1242 / kWh	\$0.1326 / kWh	\$0.1414 / kWh
651-1000 kWh	\$0.1322 / kWh	\$0.1416 / kWh	\$0.1524 / kWh
> 1000 kWh	\$0.1642 / kWh	\$0.1756 / kWh	\$0.1894 / kWh

Bi-Directional Base Charge: \$12.00 per month

Minimum Bill: Base Service Charge per month plus Bi-Directional Metering Charge

- (2) Commercial Non-Demand: For all customers with installed distributed generation (DG) equipment on the customer side of the meter, who qualify for Commercial Non-Demand Service prior to installing DG.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Base Service Fee	\$36.00 / mo.	\$39.00 / mo.	\$42.00 / mo.
First 3,000 kWh	\$0.171 / kWh	\$0.18228 / kWh	\$0.196 / kWh
> 3,000 kWh	\$0.161 / kWh	\$0.17228 / kWh	\$0.186 / kWh

Bi-Directional Base Charge: \$17.00 per month

Minimum Bill: Base Service Charge per month plus Bi-Directional Metering Charge

- (3) Small Power: For all customers with installed distributed generation (DG) equipment on the customer side of the meter, who qualify for Small Power Service prior to installing DG.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Base Service Fee	\$45.00	\$50.00	\$55.00
Demand (Bill KW)	\$17.00	\$17.00	\$17.00
Energy			
First 200 HUD	\$0.0963	\$0.1031	\$0.111
200 – 400 HUD	\$0.0463	\$0.0531	\$0.061
>400 HUD	\$0.0363	\$0.0411	\$0.049

Bi-Directional Metering Charge: \$17.00 per month

Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand plus Bi-Directional Metering Charge

- (4) Medium Power: For all customers with installed distributed generation (DG) equipment on the customer side of the meter, who qualify for Medium Power Service prior to installing DG.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Base Service Fee	\$74.00	\$82.00	\$90.00

Demand (Bill KW)	\$17.00	\$17.00	\$17.00
Energy			
First 200 HUD	\$0.081	\$0.0823	\$0.084
200 – 400 HUD	\$0.045	\$0.045	\$0.046
>400 HUD	\$0.035	\$0.035	\$0.036

Bi-Directional Metering Charge: \$17.00 per month

Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand plus Bi-Directional Metering Charge

- (5) Large Power: For all customers with installed distributed generation (DG) equipment on the customer side of the meter, who qualify for Large Power Service prior to installing DG.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Base Service Fee	\$150.00	\$165.00	\$225.00
Demand (Bill KW)	\$20.00	\$21.50	\$23.00
Energy			
First 200 HUD	\$0.06143	\$0.064	\$0.068
200 – 400 HUD	\$0.03943	\$0.040	\$0.040
400 - 600 HUD	\$0.03443	\$0.032	\$0.032
> 600 HUD	\$0.03443	\$0.032	\$0.032

Bi-Directional Metering Charge: \$17.00 per month

Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand plus Bi-Directional Metering Charge

(c) Power Cost Adjustment:

The bill calculated at the above rates will be charged the current power cost adjustment as determined by the City Manager or designee.

(d) Terms of Payment:

If the account is not paid by the due date, a late fee in the amount specified in this Code will be added to the account. Further failure to pay a bill will subject the customer to disconnection and/or disconnection charges specified in this Code.

- (e) The City will install bi-directional metering for all applicable Customers. All incremental costs for metering and associated equipment (e.g. poly-phase meters, trans-sockets, dual-gang sockets, etc.) and interconnection costs will be paid by the Customer at the time service is initiated under this policy. Additionally, Customer agrees to pay a monthly metering charge as outlined above.
- (f) Bi-directional metering is defined as measuring the amount of electricity supplied by the City and the amount fed back to the City by the Customer's distributed generation facility during the billing period using the same meter. Bi-directional metering shall be used where distributed generation facilities are connected to the City on the Customer's side of the Customer's meter.

(g) Payment for Energy:

(1) Bi-directional metering

- a. Whenever the Customer's consumption exceeds the electricity generated by the Customer's distributed generation system, that electricity is supplied by the City. All electricity supplied by the City shall be billed by the City in accordance with its tariffs plus the Incremental Service Cost.
- b. When electricity generated by the Customer's distributed generation system exceeds electricity supplied by the City, the Customer shall be billed for the customer charges as described in the standard rate for that billing period and credited for excess kWh generated during the billing period at the City's avoided energy cost.

(2) Avoided Energy Cost

- a. Payments by the City to the Customer for the billing period metered avoided energy kWh's will be computed by the City in its sole discretion based on the average monthly wholesale market price as determined by the Municipal Electric Authority of Georgia (MEAG Power), the City's Wholesale Energy provider.
- b. In the event Customer develops a credit balance during a billing period, the amount will remain as a credit on the Customer's account. Credit balances remaining at the end of the City's fiscal year will be cleared by the issuance of a check for the credit balance to Customer. Any other clearance of account credit balances will be at the City's discretion.

(h) Safety, Power Quality, and interconnection Requirements:

- (1) The Customer shall be responsible for ensuring a safe and reliable interconnection with the City and all costs incurred therein. The City has available, upon request, the following documents that must be completed and approved in their entirety prior to interconnection by the Customer to the City's distribution system:
 - a. Application for Interconnection of Distributed Generation Facility
 - b. Interconnection Agreement
 - c. Electrical Power Exchange Agreement
- (2) The provisions in all documents outlined above are incorporated into this Rider in their entirety. For the avoidance of doubt, Customer shall be deemed to have agreed to such provisions by applying for service under this Rider.

- (3) The City will only be required to purchase energy from eligible distributed generation facilities on a first-come, first-served basis until the cumulative generating capacity of all renewable energy sources from all Customers equals the percentage of the City's annual peak demand in the previous year as set forth in O.C.G.A. § 46-3-56(a). Additional energy may be purchased by the City at its sole discretion at a cost agreed to by it and the Customer provider. The City shall at no time be required to purchase energy from Customers in excess of amounts required by the Georgia Cogeneration and Distributed Generation Act of 2001.
- (4) The City reserves the right to separate the Customer generator's equipment from City lines and facilities when, in the City's judgment, the continued parallel operation is unsafe or may cause damage to persons or property. Upon such separation, the City shall promptly notify the Customer generator so that any unsafe condition can be corrected.

Sec. 38-202. – Commercial Electrical Service.

(a) Availability:

All qualified customers in the City of Lawrenceville's electric service area.

(b) Applicability:

Applicable to all commercial electric service, even during construction or when service is temporary and/or seasonal in nature.

(c) Monthly Rate:

- (1) Commercial Non-Demand: For all non-residential uses where the annual average monthly energy use is less than 3,000 kWh.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Service Charge	\$36.00	\$39.00	\$42.00
First 3,000 kWh	\$0.171 / kWh	\$0.18228 / kWh	\$0.196 / kWh
> 3,000 kWh	\$0.161 / kWh	\$0.17228 / kWh	\$0.186 / kWh
Minimum Bill: Base Service Charge per month			

- (2) Temporary Power: Applicable to all electric service during construction or when service is temporary and/or seasonal in nature.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Service Charge	\$36.00	\$39.00	\$42.00
All kWh	\$0.135 / kWh	\$0.14756 / kWh	\$0.16484 / kWh
Minimum Bill: Base Service Charge per month			

- (3) Commercial Small Power: For all non-residential uses where the annual average monthly energy use is greater than 3,000 kWh and where the billing demand is less than 30 kW.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Service Charge	\$41.00	\$46.00	\$50.00

Demand Charge	\$3.50 / kW	\$4.00 / kW	\$4.50 / kW
< 200 hours (x)			
the billing demand	\$0.14 / kWh	\$0.1452 / kWh	\$0.1518 / kWh
200 - 400 hours (x)			
the billing demand	\$0.088 / kWh	\$0.0932 / kWh	\$0.0998 / kWh
> 400 hours (x)			
the billing demand	\$0.078 / kWh	\$0.0858 / kWh	\$0.0858 / kWh
Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand			

- (4) Commercial Medium Power: For all non-residential uses where the billing demand is at least 30 kW, but less than 500 kW.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Service Charge	\$64.00	\$71.00	\$75.00
Demand Charge	\$5.00 / kW	\$5.50 / kW	\$6.00 / kW
< 200 hours (x)			
the billing demand			
< 6,000 kWh	\$0.1258 / kWh	\$0.131 / kWh	\$0.1374 / kWh
> 6,000 kWh	\$0.1158 / kWh	\$0.121 / kWh	\$0.1274 / kWh
200 - 400 hours (x)			
the billing demand	\$0.0808 / kWh	\$0.086 / kWh	\$0.0924 / kWh
> 400 hours (x)			
the billing demand	\$0.0758 / kWh	\$0.081 / kWh	\$0.0844 / kWh
Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand			

- (5) Commercial Large Power: For all non-residential uses where the billing demand is at least 500 kW.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Service Charge	\$134.00	\$155.00	\$200.00
Demand Charge	\$6.00 / kW	\$7.00 / kW	\$8.00 / kW
< 200 hours (x)			
the billing demand			
< 100,000 kWh	\$0.1024 / kWh	\$0.10424 / kWh	\$0.107433 / kWh
> 100,000 kWh	\$0.0924 / kWh	\$0.09424 / kWh	\$0.097433 / kWh
200 - 400 hours (x)			
the billing demand	\$0.0704 / kWh	\$0.07224 / kWh	\$0.075433 / kWh
400 - 600 hours (x)			
the billing demand	\$0.0664 / kWh	\$0.06824 / kWh	\$0.071403 / kWh
> 600 hours (x)			
the billing demand	\$0.0624 / kWh	\$0.06424 / kWh	\$0.067433 / kWh
Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand			

- (6) Institutional: Non-profit hospital with a minimum of 300 beds.

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Service Charge	\$250.00	\$250.00	\$250.00

Demand Charge	\$10.00 / kW	\$10.00 / kW	\$10.00 / kW
< 200 hours (x) the billing demand			
< 100,000 kWh	\$0.0957 / kWh	\$0.0982 / kWh	\$0.10133 / kWh
> 100,000 kWh	\$0.0857 / kWh	\$0.0882 / kWh	\$0.09133 / kWh
200 - 400 hours (x) the billing demand	\$0.0637 / kWh	\$0.0662 / kWh	\$0.06933 / kWh
400 - 600 hours (x) the billing demand	\$0.0597 / kWh	\$0.0622 / kWh	\$0.06533 / kWh
> 600 hours (x) the billing demand	\$0.0557 / kWh	\$0.0582 / kWh	\$0.06133 / kWh
Minimum Bill: Base Service Charge plus Demand Charge per kW Bill Demand			

(d) Power Cost Adjustment:

The bill calculated at the above rates will be charged the current power cost adjustment as determined by the City Manager or designee.

(e) Terms of Payment:

If the account is not paid by the due date, a late fee in the amount specified in this Code will be added to the account. Further failure to pay a bill will subject the customer to disconnection and/or disconnection charges specified in this Code.

Sec. 38-203. – Residential Electrical Service.

(a) Availability:

All qualified customers in the City of Lawrenceville's electric service area.

(b) Applicability:

Applicable to all domestic uses of a residential customer in a separately metered single-family or multifamily dwelling unit.

(c) Monthly Rate:

(1) Monthly service charge (base service charge) as follows:

<u>2026</u>	<u>2027</u>	<u>2028</u>
\$27.00	\$28.00	\$29.00

(2) Non-summer residential rate will be charged from November – April as follows:

	<u>2026</u>	<u>2027</u>	<u>2028</u>
0-650 kWh	\$0.1242 / kWh	\$0.1326 / kWh	\$0.1414 / kWh
651-1000 kWh	\$0.1072 / kWh	\$0.1166 / kWh	\$0.1254 / kWh
> 1000 kWh	\$0.0982 / kWh	\$0.1076 / kWh	\$0.1174 / kWh

(3) Summer residential rate will be charged from May – October as follows:

	<u>2026</u>	<u>2027</u>	<u>2028</u>
0-650 kWh	\$0.1242 / kWh	\$0.1326 / kWh	\$0.1414 / kWh
651-1000 kWh	\$0.1322 / kWh	\$0.1416 / kWh	\$0.1524 / kWh
> 1000 kWh	\$0.1642 / kWh	\$0.1756 / kWh	\$0.1894 / kWh

(d) Power Cost Adjustment:

The bill calculated at the above rates will be charged the current power cost adjustment as determined by the City Manager or designee.

(e) Terms of Payment:

If the account is not paid by the due date, a late fee in the amount specified in this Code will be added to the account. Further failure to pay a bill will subject the customer to disconnection and/or disconnection charges specified in this Code.

(f) Senior Discount:

Persons age 65 years of age or older may request a discount. To qualify for the discount the customer must:

1. Have a total household income at or below 150% of the current year's federal poverty guidelines;
2. Have a residential City of Lawrenceville Electric account for a primary residence in the customer's name
3. Have electric service from a single meter that is wired for individual use
4. Complete a senior / low-income discount application form.

Sec. 38-204 - Security Light Rates and Fees for Installation and Replacement.

(a) The City Manager or Designee will determine the lighting fixtures that are in each category:

	<u>2026</u>	<u>2027</u>	<u>2028</u>
Category 1	\$10.52	\$11.07	\$11.70
Category 2	\$13.68	\$14.39	\$15.21
Category 3	\$16.83	\$17.71	\$18.71
Category 4	\$25.25	\$26.56	\$28.07
Category 5	\$29.46	\$30.99	\$32.75
Category 6	\$31.56	\$33.20	\$35.09
Category 7	\$42.08	\$44.27	\$46.78

(b) Installation and replacement fees shall be based on the cost of fixtures, labor, benefits, and outside contracts necessary to install or replace the security light.

Sec. 38-205 -- 38-219. - Reserved.

Section 2:

All ordinances, regulations, or parts of the same in conflict with this ordinance are hereby rescinded to the extent of said conflict and only to the extent of said conflict.

Section 3:

If any section, article, paragraph, sentence, clause, phrase, or word in this ordinance, or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this ordinance; and the City Council hereby declares it would have passed such remaining portions of the ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

Section 4:

This ordinance shall become effective upon its adoption by the City Council.

IT IS SO ORDAINED, this 31st day of March, 2025.

David Still, Mayor

Attest:

Karen Pierce, City Clerk



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	Discussion to Amend Chapter 38; adding Article IX Natural Gas Utility Rates
Department:	Finance
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	Increases Natural Gas Revenues to support on-going operations
Presented By:	Keith Lee, Chief Financial Officer Todd Hardigree, Gas System Director
Action Requested:	Place this item on the regular agenda for public hearing at the April 23, 2025 meeting

Summary: As part of the annual budget review, the Finance Department evaluates a long range outlook for the City Finances. As part of the FY 2025 budget process it was identified that the City's revenues were not going to be sufficient to support ongoing operations and capital investments. The City proposed to look at several revenue sources including the Natural Gas Rates.

Staff has work with the Municipal Gas Authority of Georgia (MGAG), which is a non-profit organization that provides strategic and technical services to the 79 members in Georgia, Alabama, Pennsylvania, Tennessee, and Florida. With their assistance, the gas rates were evaluated to provide sufficient funding for anticipated operating costs within the gas fund, gas fund capital needs, and the anticipated transfer to the General Fund.

Residential and commercial were evaluated for returns, comparisons to surrounding providers, and current best practices.

Fiscal Impact:

- Will reduce a project shortfall in the Gas Fund

Attachments/Exhibits:

- PowerPoint presentation
- Natural Gas Utility Rates Ordinance

Natural Gas Rates

March 19, 2025



Agenda

- Various Rate Changes
- Summary



Rate Recommendations

- 3-year rate plan with adjustments
- Continue increases to base and consumption charges
- Annual review of financial position
- Re-evaluate rates in 2028



Residential

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$26.00	\$28.00	\$30.00	\$32.00
Average Consumption	41	41	41	41
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$49.38	\$49.38	\$50.00	\$50.61
Average Bill	\$75.38	\$77.38	\$80.00	\$82.61
Annual Amount	\$904.59	\$928.59	\$959.98	\$991.38
Number of Customers	51,300	52,050	52,800	53,550
Annual Revenue	\$46,405,262	\$48,332,901	\$50,686,997	\$53,088,185
	2.65%	3.38%	3.27%	

- Percent increase includes 1.5% increase in customers



Small Commercial

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$32.00	\$34.00	\$36.00	\$38.00
Average Consumption	109	109	109	109
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$130.52	\$130.52	\$132.15	\$133.77
Average Bill	\$162.52	\$164.52	\$168.15	\$171.77
Annual Amount	\$1,950.20	\$1,974.20	\$2,017.74	\$2,061.29
Number of Customers	2,852	2,872	2,892	2,912
Annual Revenue	\$5,561,963	\$5,669,895	\$5,835,311	\$6,002,469
	1.23%	2.21%	2.16%	



Large Commercial 1.5M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$43.00	\$45.00	\$47.50	\$50.00
Average Consumption	285	285	285	285
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$343.07	\$343.07	\$347.36	\$351.64
Average Bill	\$386.07	\$388.07	\$394.86	\$401.64
Annual Amount	\$4,632.90	\$4,656.90	\$4,738.27	\$4,819.65
Number of Customers	43	43	43	43
Annual Revenue	\$199,215	\$200,247	\$203,746	\$207,245

0.52%

1.75%

1.72%



Large Commercial 2M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$43.00	\$50.00	\$55.00	\$60.00
Average Consumption	329	329	329	329
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$395.59	\$395.59	\$400.53	\$405.46
Average Bill	\$438.59	\$445.59	\$455.53	\$465.46
Annual Amount	\$5,263.08	\$5,347.08	\$5,466.32	\$5,585.56
Number of Customers	79	79	79	79
Annual Revenue	\$415,784	\$422,420	\$431,839	\$441,259
	1.60%	2.23%	2.18%	



Large Commercial 3M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$45.00	\$55.00	\$60.00	\$65.00
Average Consumption	270	270	270	270
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$324.54	\$324.54	\$328.59	\$332.64
Average Bill	\$369.54	\$379.54	\$388.59	\$397.64
Annual Amount	\$4,434.48	\$4,554.48	\$4,663.08	\$4,771.68
Number of Customers	102	102	102	102
Annual Revenue	\$452,317	\$464,557	\$475,634	\$486,711
	2.71%	2.38%	2.33%	



Large Commercial 5M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$70.00	\$75.00	\$80.00	\$85.00
Average Consumption	270	270	270	270
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$324.54	\$324.54	\$328.59	\$332.64
Average Bill	\$394.54	\$399.54	\$408.59	\$417.64
Annual Amount	\$4,734.48	\$4,794.48	\$4,903.08	\$5,011.68
Number of Customers	62	62	62	62
Annual Revenue	\$293,538	\$297,258	\$303,991	\$310,724
	1.27%	2.27%	2.21%	



Large Commercial 7M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$70.00	\$80.00	\$85.00	\$90.00
Average Consumption	1,243	1,243	1,243	1,243
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$1,493.79	\$1,493.79	\$1,512.43	\$1,531.07
Average Bill	\$1,563.79	\$1,573.79	\$1,597.43	\$1,621.07
Annual Amount	\$18,765.43	\$18,885.43	\$19,169.12	\$19,452.82
Number of Customers	25	25	25	25
Annual Revenue	\$469,136	\$472,136	\$479,228	\$486,320
	0.64%	1.50%	1.48%	



Large Commercial 11M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$70.00	\$100.00	\$105.00	\$110.00
Average Consumption	2,142	2,142	2,142	2,142
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$2,575.12	\$2,575.12	\$2,607.25	\$2,639.39
Average Bill	\$2,645.12	\$2,675.12	\$2,712.25	\$2,749.39
Annual Amount	\$31,741.40	\$32,101.40	\$32,547.03	\$32,992.65
Number of Customers	24	24	24	24
Annual Revenue	\$761,794	\$770,434	\$781,129	\$791,824
	1.13%	1.39%	1.37%	



Large Commercial 23M

	FY 2025	FY 2026	FY 2027	FY 2028
Base	\$235.00	\$250.00	\$260.00	\$275.00
Average Consumption	9,275	9,275	9,275	9,275
Margin	\$0.420	\$0.420	\$0.435	\$0.450
Average Market Cost (MGAG)	\$0.782	\$0.782	\$0.782	\$0.782
Average Consumption Cost	\$11,148.55	\$11,148.55	\$11,287.68	\$11,426.80
Average Bill	\$11,383.55	\$11,398.55	\$11,547.68	\$11,701.80
Annual Amount	\$136,602.60	\$136,782.60	\$138,572.10	\$140,421.60
Number of Customers	18	18	18	18
Annual Revenue	\$2,458,847	\$2,462,087	\$2,494,298	\$2,527,589
	0.13%	1.31%	1.33%	



Revenue Summary

	FY2025	FY2026	FY2027	FY2028
Residential	\$46,405,262	\$48,332,901	\$50,686,997	\$53,088,185
Small Commercial	\$5,561,963	\$5,669,895	\$5,835,311	\$6,002,469
Large Commercial:				
1.5M	\$199,215	\$200,247	\$203,746	\$207,245
2M	\$415,784	\$422,420	\$431,839	\$441,259
3M	\$452,317	\$464,557	\$475,634	\$486,711
5M	\$293,538	\$297,258	\$303,991	\$310,724
7M	\$469,136	\$472,136	\$479,228	\$486,320
11M	\$761,794	\$770,434	\$781,129	\$791,824
16M	\$0	\$0	\$0	\$0
23M	\$2,458,847	\$2,462,087	\$2,494,298	\$2,527,589
Hospital	\$928,542	\$928,542	\$928,542	\$928,542
Ricoh	\$1,352,491	\$1,352,491	\$1,352,491	\$1,352,491
Publix	\$1,133,725	\$1,133,725	\$1,133,725	\$1,133,725
	\$60,432,612	\$62,506,692	\$65,106,931	\$67,757,084
		3.3%	4.0%	3.9%



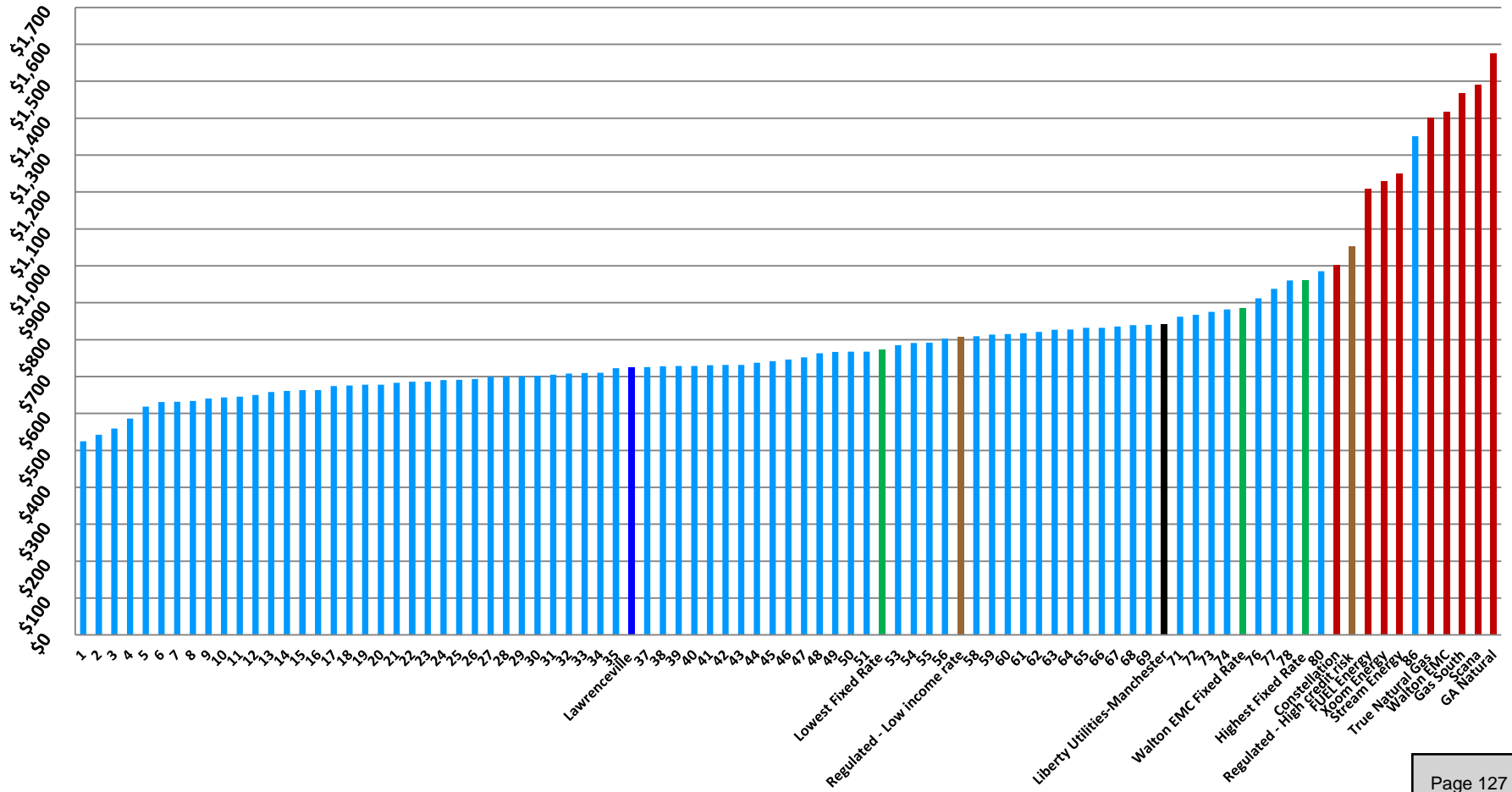
Proposed Revenue & Expense

	FY 2025	FY 2026	FY 2027	FY 2028
Gas Sales/Other Revenue	\$60,120,941	\$64,660,408	\$67,255,395	\$69,900,137
Gas Purchases	\$23,685,775	\$23,927,594	\$24,165,410	\$24,403,227
General Fund / Capital Transfers	\$14,918,655	\$19,050,174	\$20,233,264	\$21,780,556
Debt Service	\$2,900,000	\$2,950,000	\$3,000,000	\$3,050,000
O&M Expense	\$18,616,511	\$18,732,641	\$19,856,720	\$20,666,355
Total Expenses	\$60,120,941	\$64,660,409	\$67,255,395	\$69,900,138
Net	\$0	\$0	\$0	\$0

- Proforma assumes 7 new positions a year, 3 are associated with the Gas Department
 - An efficiency study will be conducted of the warehouse operations



12 Month Rolling Total Sample Bill for December 2023 - November 2024 Municipal, Regulated, and Marketer Bill Comparison





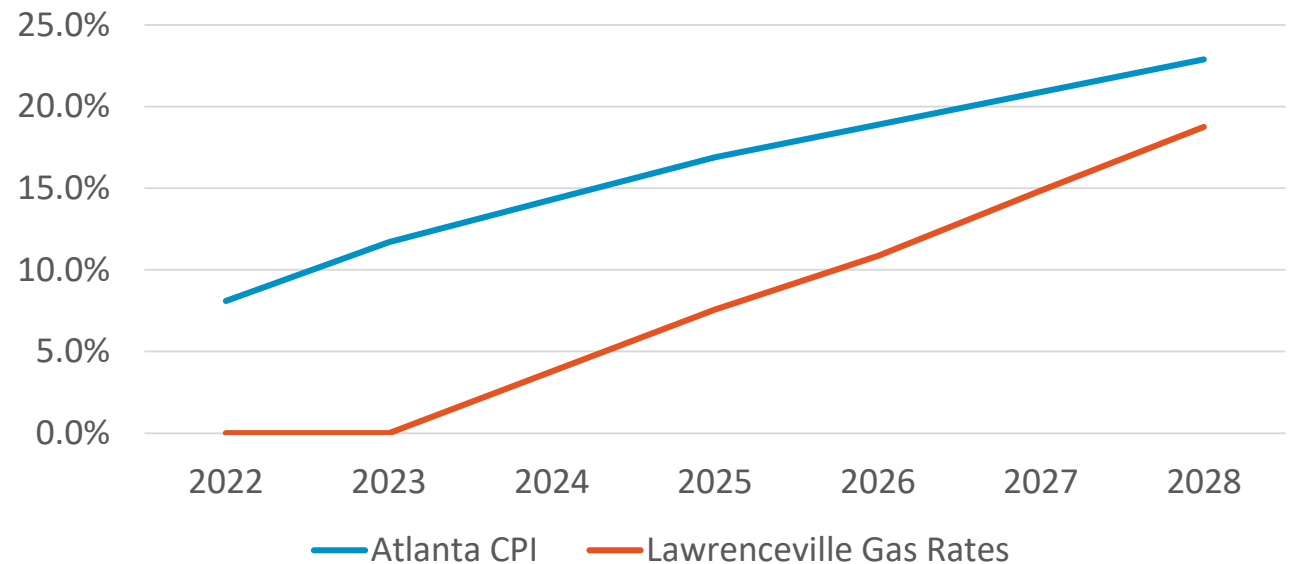
Comparison

	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	12 month Rolling Total
2 Sugar Hill	\$80.62	\$84.23	\$71.06	\$52.48	\$32.82	\$25.02	\$24.38	\$25.14	\$24.38	\$24.38	\$34.62	\$62.96	\$542.10
6 Monroe	\$113.87	\$110.26	\$86.47	\$67.91	\$35.23	\$23.30	\$22.98	\$22.39	\$21.43	\$21.43	\$36.93	\$68.58	\$630.78
7 Covington	\$104.10	\$111.59	\$91.15	\$70.36	\$37.00	\$24.14	\$23.61	\$22.16	\$21.20	\$21.20	\$37.00	\$68.00	\$631.52
15 Winder	\$107.18	\$111.86	\$89.45	\$72.57	\$42.67	\$27.69	\$24.67	\$24.64	\$24.60	\$24.60	\$40.54	\$72.65	\$663.12
23 Commerce	\$107.78	\$118.95	\$98.12	\$89.83	\$43.28	\$26.63	\$23.44	\$23.51	\$23.19	\$23.19	\$35.59	\$72.89	\$686.42
36 Lawrenceville	\$104.73	\$121.24	\$93.00	\$54.89	\$46.08	\$36.12	\$36.00	\$34.46	\$35.30	\$35.30	\$50.01	\$77.57	\$724.70
Lawrenceville 2026	\$106.73	\$123.24	\$95.00	\$56.89	\$48.08	\$38.12	\$38.00	\$36.46	\$37.30	\$37.30	\$52.01	\$79.57	\$748.70
52 Lowest Fixed Rate	\$93.62	\$101.18	\$92.64	\$82.70	\$57.87	\$46.85	\$44.08	\$44.07	\$44.07	\$44.52	\$51.25	\$71.30	\$774.15
Lawrenceville 2027	\$109.35	\$125.86	\$97.62	\$59.51	\$50.70	\$40.74	\$40.62	\$39.08	\$39.92	\$39.92	\$54.63	\$82.19	\$780.08
57 Regulated - Low income rate	\$135.16	\$105.32	\$89.92	\$69.61	\$43.97	\$40.00	\$40.33	\$44.28	\$46.86	\$46.86	\$62.45	\$82.07	\$806.83
Lawrenceville 2028	\$111.96	\$128.47	\$100.23	\$62.12	\$53.31	\$43.35	\$43.23	\$41.69	\$42.53	\$42.53	\$57.24	\$84.80	\$811.46
64 Buford	\$119.95	\$126.04	\$100.53	\$86.81	\$54.07	\$37.73	\$35.70	\$35.28	\$35.87	\$35.87	\$59.54	\$99.92	\$827.32
75 Walton EMC Fixed Rate	\$114.18	\$122.84	\$109.46	\$95.78	\$64.35	\$50.03	\$46.60	\$46.59	\$46.59	\$47.26	\$57.29	\$84.38	\$885.35
88 Walton EMC	\$209.97	\$223.78	\$186.98	\$159.50	\$97.01	\$65.85	\$60.90	\$61.00	\$60.12	\$60.12	\$86.21	\$146.98	\$1,418.41
89 Gas South	\$222.43	\$252.38	\$213.86	\$171.82	\$102.60	\$59.68	\$63.59	\$63.58	\$61.82	\$61.82	\$74.11	\$121.07	\$1,468.76
90 Scana	\$217.41	\$233.58	\$202.94	\$168.35	\$100.02	\$66.55	\$59.58	\$59.57	\$59.57	\$59.57	\$95.86	\$167.43	\$1,490.43
91 GA Natural	\$244.49	\$264.02	\$219.18	\$175.29	\$102.51	\$68.99	\$62.27	\$62.26	\$61.16	\$61.16	\$93.72	\$160.42	\$1,575.47

- The City is currently 11% below the Regulated Low Income Rate



Change in Service Fees vs CPI



	2022	2023	2024	2025	2026	2027	2028
Atlanta CPI	8.1%	3.6%	2.6%	2.6%	2.0%	2.0%	2.0%
Lawrenceville Gas Rates	0.0%	0.0%	3.8%	3.8%	3.3%	4.0%	3.9%



LAWRENCEVILLE
GEORGIA



7.

Questions

ORDINANCE _____

AN ORDINANCE TO AMEND ARTICLE IV OF THE DEVELOPMENT REGULATIONS FOR THE CITY OF LAWRENCEVILLE, GEORGIA REGARDING PIPELINE SALES AND TO MOVE SAID PROVISIONS (AS AMENDED) TO THE CODE OF THE CITY OF LAWRENCEVILLE, GEORGIA

The City Council of the City of Lawrenceville, Georgia hereby ordains that the Development Regulations for the City of Lawrenceville, Georgia and that the Code of the City of Lawrenceville, Georgia shall be amended as follows:

Section 1:

That Article IV of the Development Regulations for the City of Lawrenceville, Georgia is amended by deleting all references to Natural Gas Ordinance in the title and in Section 4-102.

Section 2:

That Section 4-103 of the Development Regulations for the City of Lawrenceville, Georgia related to pipeline sales, is hereby amended by deleting section 4-103 in its entirety, reserving said section for future use as follows:

4-103 Reserved

Section 3:

That the Code of Ordinances of the City of Lawrenceville, Georgia is amended by adding a new article to Chapter 38, said new article to be designated as Article IX – Natural Gas Utility and to read as follows:

ARTICLE IX – NATURAL GAS UTILITY

Sec. 38-240. - Pipeline Sales.

(a) The purpose of this ordinance is to insure the safe, reliable and efficient distribution of natural gas to the Natural Gas customers of the City of Lawrenceville.

(b) Application:

(1) For projects to be constructed inside the city limits of Lawrenceville, the application shall cross reference the plats filed in the City Planning and Development Department.

- (2) For projects to be constructed outside the city limits of Lawrenceville, the contractor or developer shall submit a final plat to the Gas Department showing the lot numbers and addresses of the lots in the subdivision.
 - (3) The Gas Department shall review the application, the plats, and approve the application. An approved City Official shall sign any contracts.
 - (4) Should the Gas Department refuse to approve an application, the contractor or developer may appeal to the City Council for review of the Department's decision. The appeal must be submitted in writing to the City Clerk within ten days of the Department's decision.
- (c) Natural Gas Rates:

- (1) Base Consumption Rate: The base consumption rate for natural gas charges to all customers shall be the actual cost of gas per unit paid by the City of Lawrenceville. The rate per unit is calculated by the Municipal Gas Authority of Georgia and submitted to the City in the form of an invoice for all natural gas units consumed by the City of Lawrenceville natural gas system. The invoice of the Municipal Gas Authority of Georgia shall include all costs of transportation, regulatory fees and all charges for the units of natural gas consumed. The calculation shall be reduced to a unit measure of 1,000 cubic feet ("MCF").
- (2) Surcharge: In addition to the cost calculated pursuant to part (1) of this paragraph, an additional surcharge shall be charged to each customer for each MCF used. This surcharge is the cost charged by the City of Lawrenceville for providing the services from the point of delivery of the units to the City on the transportation system to the customers residential or commercial site for utilization. The surcharge is effective on July 1 of each year and shall be:

	<u>2025</u>	<u>2026</u>	<u>2027</u>
Residential & Commercial	\$4.20	\$4.35	\$4.50

- (3) Base Charge: In addition to the costs in part (2) an additional monthly base fee residential customers for commercial customers will be charged per meter per month. The rates are as follows and shall be effective on July 1 of each year:

	<u>2025</u>	<u>2026</u>	<u>2027</u>
Residential	\$28.00	\$30.00	\$32.00
Small Commercial	\$34.00	\$36.00	\$38.00
Large Commercial 1.5M	\$45.00	\$47.50	\$50.00

Large Commercial 2.0M	\$50.00	\$55.00	\$60.00
Large Commercial 3.0M	\$55.00	\$60.00	\$65.00
Large Commercial 5.0M	\$75.00	\$80.00	\$85.00
Large Commercial 11.0M	\$100.00	\$105.00	\$110.00
Large Commercial 16.0M	\$215.00	\$220.00	\$225.00
Large Commercial 23.0M	\$250.00	\$260.00	\$275.00

(4) Special Rates:

- a. The City Manager is authorized to enter into specific contracts with customers for gas rates that differ from paragraph (1), (2) and (3) above in the event the customer can demonstrate that they utilize a large quantity of natural gas during off-season periods when demand is lower and the utilization of the natural gas assists the City in covering the cost of transportation. In addition, the City Manager shall be authorized to enter into contracts with large volume customers at preferred rates. This special rate procedure shall only be authorized after a written agreement is submitted to the Mayor and Council for review and approval.
- b. As of the adoption of this ordinance, the City has a special rate for Publix Distribution Center facility, Ricoh and the Gwinnett County Hospital System. Contracts with these three specialized users are hereby approved consistent with the contracts that have already been reviewed by the City Council. Specialized contracts for specialized rates must be reduced to writing and be available for review at the City Clerk's Office.

(5) Permit Fee: If the Gas Department approves the application, it shall notify the contractor or developer in writing. The Gas Department shall also assess a permit fee based on the number of linear feet of pipe needed for construction of the pipeline. The Gas Department shall set and publish permitting fees based on linear feet of pipe and shall be the exclusive agent for installing and supplying pipe. Upon the payment of the permitting fee, the City shall install the pipe and connect it to the City's system. This permit fee may be waived by the Department Director of the Gas Department provided the contractor or developer installs sufficient natural gas appliances to qualify for the City's Marketing Program.

(6) Inspection: The City Gas Department is authorized to inspect and access all gas lines and meters at any time.

(d) Terms of Payment:

If the account is not paid by the due date, a late fee in the amount specified in this Code will be added to the account. Further failure to pay a bill will subject the customer to disconnection and/or disconnection charges specified in this Code.

Section 4:

All ordinances, regulations, or parts of the same in conflict with this ordinance are hereby rescinded to the extent of said conflict and only to the extent of said conflict.

Section 5:

If any section, article, paragraph, sentence, clause, phrase, or word in this ordinance, or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this ordinance; and the City Council hereby declares it would have passed such remaining portions of the ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

Section 6:

This ordinance shall become effective upon its adoption by the City Council.

IT IS SO ORDAINED this 31st day of March 2025.

David R. Still, Mayor

Attest:

Karen Pierce, City Clerk



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	Resolution of the City of Lawrenceville to Adopt the Gwinnett County TAD Policies and Guidelines
Department:	Community and Economic Development
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	N/A
Presented By:	Jasmine Billings, Director, Community & Economic Development
Action Requested:	Approve the Resolution of the City of Lawrenceville to Adopt the Gwinnett County TAD Policies and Guidelines, subject to review by the City Attorney.

Summary: Based on recommendations set forth by KB Advisory Group, the city seeks to formally adopt policies and guidelines that are aligned with the Gwinnett County Tax Allocation District Policy and Guidelines.

Fiscal Impact:

- N/A

Attachments/Exhibits:

- Resolution of the City of Lawrenceville to Adopt the Gwinnett County TAD Policies and Guidelines
- Copy of Gwinnett County TAD Policies and Guidelines

RESOLUTION _____

RESOLUTION OF THE CITY OF LAWRENCEVILLE TO ADOPT THE GWINNETT COUNTY TAX ALLOCATION DISTRICT POLICIES AND GUIDELINES

WHEREAS, the City of Lawrenceville is committed to fostering sustainable economic growth, revitalization, and redevelopment within its commercial corridors; and

WHEREAS, pursuant to a resolution adopted by the City Council in 2014 (“The Commercial Corridors Tax Allocation District (TAD) ”), after public notice as required by law, the City has established a Redevelopment Area; and

WHEREAS, the establishment of the Commercial Corridors Tax Allocation District (TAD) serves as a strategic tool to attract private investment, encourage redevelopment, and enhance infrastructure within key areas of the City; and

WHEREAS, the adoption of the Gwinnett County Tax Allocation District (TAD) Policies and Guidelines will provide a framework for leveraging tax increment financing to support redevelopment efforts within the city’s Commercial Corridors TAD, ensuring long-term economic vitality and fiscal sustainability; and

WHEREAS, the Commercial Corridors TAD Resolution expresses the intent of the City, as outlined in the Redevelopment Plan, to provide funding through the issuance of various debt instruments, including notes, to incentivize and stimulate redevelopment within the Commercial Corridors TAD and to effectively implement the provisions of the Redevelopment Plan; and

WHEREAS, this initiative aligns with the City’s Comprehensive Plan, the Downtown Livable Centers Initiative Master Plan, and regional economic development strategies by fostering a business-friendly environment, promoting walkability, and enhancing the overall quality of life for residents and businesses; and

WHEREAS, the City of Lawrenceville recognizes the importance of collaboration with Gwinnett County, community stakeholders, and private sector partners to maximize the impact of the Commercial Corridors TAD and ensure the successful implementation of redevelopment initiatives.

NOW THEREFORE, BE IT RESOLVED, the City of Lawrenceville hereby adopts Gwinnett County Tax Allocation District (TAD) Policies and Guidelines as a major step in fostering sustainable economic growth, revitalization, redevelopment, and economic vitality.

IT IS SO RESOLVED this ____ day of March, 2025.

David R. Still, Mayor

Attest:

Karen Pierce, City Clerk

GWINNETT COUNTY, GEORGIA
TAX ALLOCATION DISTRICT
POLICIES AND GUIDELINES

SECTION I. TAD POLICY AND GUIDELINES

A. General Policy

1. It is the policy of Gwinnett County to consider the establishment of Tax Allocation Districts (TADs) within Redevelopment Areas that, on the whole, have not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of a Redevelopment Plan or that include one or more natural, historical, or cultural assets which have not been adequately preserved or protected and such asset or assets would not reasonably be anticipated to be adequately preserved, protected, or improved without the approval of a Redevelopment Plan, and the improvement of the area is likely to enhance the value of a substantial portion of the other real property in the area. Project Specific TAD applications and Area TAD applications will both be considered. For Project Specific TADs, the Redevelopment Area within the TAD boundary will be comprised primarily of the parcel or parcels on which an identified redevelopment project is proposed. Area TADs may include a broad area within which potential future redevelopment projects are identified. Area TADs are used as an incentive to attract development to a distressed area by offering redevelopment incentives in the form of tax increment financing. If the establishment of an Area TAD is approved, individual projects requesting TAD financing within the Area TAD require approval as provided herein.
2. It is the policy of Gwinnett County to consider the use of TAD financing in furtherance of the County's Comprehensive Plan, approved Redevelopment Plans, and economic development strategies. Requests for the use of TAD financing should clearly demonstrate a substantial public benefit and the manner by which an applicant proposes to eliminate blight, reduce crime, strengthen the employment and economic base of the County, increase property values and tax revenues, decrease poverty, create economic opportunity, and/or redevelop underperforming neighborhoods and underutilized commercial lots.

3. Applications for TAD financing will be thoroughly evaluated to ensure adherence to the policies and guidance established herein. Care will be exercised in the review of applications for TAD financing to further the following policies:
 - a. TAD financing will generally be reserved for projects which do not qualify for alternative methods of financing, or where TAD assistance is deemed by the County to be the preferred method of economic development incentive.
 - b. TAD financing will be reserved for projects where the benefits which will accrue from the proposed project exceed the costs incurred in its implementation, and the use of TAD financing will be equitable to the County as a whole.
 - c. Proceeds from TAD financing will not result in private inurement or excessive profit (above typical industry standards) to developers or other project partners.
 - d. The County will not consider applications for retroactive TAD financing which request financial support for projects after development or construction has commenced.
 - e. Redevelopment of contaminated brownfields or grayfield shopping center sites will be given higher priority for TAD financing, and the use of TAD financing for greenfield development is not generally encouraged.
 - f. TAD financing for major infrastructure improvements which will enable substantial future redevelopment to occur will be viewed more favorably than projects that propose to utilize TAD financing for minor infrastructure or aesthetic improvements that may be more suitable for other funding sources.
 - g. The County supports the use of TAD financing for quality mixed-use Activity Centers that contain a combination of land uses where residents of all ages and income levels can live, work and play, thereby reducing automobile travel trips and congestion in the area.
 - h. TAD financing for high quality redevelopment projects will create a 'halo effect' of reinvestment in surrounding areas outside of the TAD boundary. The applicant should estimate the amount of 'halo effect' that would likely result from a project based on reasonable assumptions over the life of the TAD financing.

4. Intergovernmental Agreements

- a. The taxing authorities participating in a TAD may enter into an Intergovernmental Agreement (IGA) with the County which will detail specific TAD policies and procedures as well as any and all special stipulations for each individual TAD project.
- b. Unless otherwise agreed to in writing, parties to the IGA must agree to apply all Tax Allocation Increments in excess of bond debt service and other bond related expenses to the early retirement of bonds. Bonds shall be limited to no more than 25 years, with earlier repayment substantiated by projections of excess Tax Allocation Increments based on reasonable assumptions acceptable to the County.

B. Definitions

Except as otherwise provided herein, all capitalized words, terms and phrases, when used in this policy, shall have the meanings ascribed to them in the Redevelopment Powers Law, O.C.G.A. § 36-44-1, et seq., as amended.

C. Applications Requesting the Establishment of a New TAD

1. Applications to establish a new Area TAD or Project Specific TAD must clearly demonstrate the properties proposed to be included in the TAD satisfy the definition of Redevelopment Area contained in the Redevelopment Powers Law cited above.
2. Applications shall also contain sufficient information to support the following findings by the County:
 - a. The Redevelopment Area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the Redevelopment Plan or includes one or more natural, historical, or cultural assets which have not been adequately preserved or protected and such asset or assets would not reasonably be anticipated to be adequately preserved, protected, or improved without the approval of the Redevelopment Plan; and
 - b. The improvement of the area is likely to enhance the value of a substantial portion of the other real property in the district.

D. Applications Requesting TAD Financing

1. Projects eligible for consideration of TAD financing assistance include, but are not limited to: mixed-use redevelopment, high-density residential in accordance with an approved Redevelopment Plan, institutional-public, office-professional, office-

distribution-technology, and light and heavy industrial. Retail-only projects will not be considered for TAD financing.

2. Applications for TAD financing may request assistance be provided in one of the following two forms:
 - a. Direct reimbursement to the applicant; or
 - b. Tax Allocation Bond or note financing.
3. In deciding which method of financing to use, the prevailing factor in making the determination will be total costs involved and, in the case of bond or note financing, the marketability and security for repayment of the bonds.
4. Applications for TAD financing must clearly demonstrate the feasibility of the proposed project through market analysis, feasibility studies, product demand, absorption rates and other supporting documentation.
5. Per the County's Debt Management Policy, TAD financing may be utilized as a funding mechanism for a TAD project if it is authorized and demonstrated that a sufficient rate of return to encourage private investment is not otherwise available to the developer.
6. All TAD financing shall be structured in such a way that the County assumes no risk if there are insufficient revenues to pay debt service. Specifically, prior to moving forward with TAD financing, the developer will be required to provide a letter of credit, bond insurance, or other credit enhancement for the bonds which guarantee the full payment of principal and interest on the bonds. The County will not guarantee any Tax Allocation Bonds or notes.
7. TAD financing proceeds shall be available only to fund Redevelopment Costs.
8. The total amount of TAD Financing for a project shall not exceed 15% of the total estimated project value, excluding capitalized interest. Projects with equity contributions from the developer in excess of 15% will be viewed more favorably. The 15% limitation shall not apply to infrastructure projects which are funded independently of TAD assistance or to large redevelopment projects that have a significant public benefit but require, and can support through the generation of sufficient Tax Allocation Increments, a greater degree of TAD assistance.

E. Application Requirements

1. Preapplication Meeting. Applicants are required to meet with Gwinnett County's Economic Development Division Director to discuss a proposed TAD and/or financing request and receive the required application.
2. Required Submittals. Each applicant requesting the establishment of a new TAD or requesting TAD financing shall submit the following to the Economic Development Division Director:
 - a. A completed application in substantially the form contained in Section II or on such other form as may be prescribed or approved by the Economic Development Division Director.
 - b. All applications requesting the establishment of a new TAD shall be accompanied by sufficient supporting documentation to allow for a thorough review. At a minimum, the following supplemental application materials shall be submitted:
 - 1) Five copies of a proposed Redevelopment Plan that includes, at a minimum, the information contained in the definition of Redevelopment Plan set forth in the Redevelopment Powers Law.
 - 2) Supporting documentation sufficient to demonstrate the basis for all financial information contained in the proposed Redevelopment Plan. Relevant financial information includes, but is not limited to, redevelopment cost estimates, assessment valuations, estimates of the Tax Allocation Increment base, and information related to any proposed issuance of any Tax Allocation Bond.
 - 3) For Area TADs, analysis of a minimum of three (3) potential redevelopment projects that illustrate the scope of feasible redevelopment within the proposed TAD boundary. The required number of potential redevelopment projects may be increased or decreased by the Economic Development Division Director depending on the size of the proposed TAD.
 - 4) For Project Specific TADs, project information required by Section I.D.2.C.
 - c. All applications requesting TAD financing shall be accompanied by sufficient supporting documentation to allow for a thorough review. At a minimum, the following supplemental application materials shall be submitted:
 - 1) An independent financial feasibility study. Each application for TAD financing must demonstrate that "but for" the use of TAD financing, the

project would not be economically feasible and would not be completed without the proposed TAD financing.

- 2) Relevant development proformas, if requested by the County.
- 3) Supporting documentation sufficient to demonstrate that the development contributes to the County's goals set forth in the Comprehensive Plan.
- 4) Supporting documentation to demonstrate how the final project value is reached. This includes assumptions made regarding anticipated lease rates and sales prices, comparable appraisals, and input from the Tax Assessor.
- 5) A past 10-year trend analysis of real property values for the site in question.
- 6) Analysis that the cost of providing services for the parcel or parcels in question to address such issues as illegal and illicit activity and/or code violations is more than what would be reasonably anticipated when compared to other areas with similar land uses.
- 7) Three (3) 20-year projections that depict the following information:
 - (a) Value of the parcels that are the subject of the TAD request should redevelopment not occur;
 - (b) Value of the parcels should a TAD request be approved and the proposed project constructed; and
 - (c) Value of the parcels if the TAD request was not approved, but minor redevelopment did take place. Under the latter scenario, the applicant may prepare reasonable development projections based on current zoning of the subject property or some other reasonable development proposal or offer to develop that has been identified by the applicant.
- 8) A detailed development budget that includes uses of TAD financing proceeds with all costs verified as being reasonable by an independent third-party who must provide documentation stating all development costs have been thoroughly reviewed and said costs have been determined to be reasonable and consistent with generally accepted construction industry principles and practices. TAD cost estimates and fees will be reviewed by the County to ensure their reasonableness.
- 9) Applications that include the redevelopment of existing business areas should include the following:
 - (a) Business type of the major tenants of the TAD area

- (b) A thorough market analysis that identifies the population areas that will be drawn from the businesses of similar types which would be competing with the TAD business area.

10) Evidence that the applicant:

- (a) Has the financial ability to complete and operate the project;
- (a) Will contribute equity (i.e., cash and/or subordinate debt) of at least 15% of the total cost of the project; and
- (b) Has thoroughly explored alternative financing methods.

11) Project plans.

- d. A non-refundable Application Fee in the amount of \$10,000. A portion of the Application Fee may be used for the payment of out-of-pocket expenses the County may incur in connection with review of the Application. Depending on the complexity of the application and the County's analysis thereof, the County Administrator is authorized to increase the Application Fee to a maximum amount of \$15,000, and any such increased amount shall be due and payable within ten days following the date of the Economic Development Division Director's written notice of such increase. All payments will be made by checks payable to the Gwinnett County Board of Commissioners.
3. Application Deadline. Applications may be submitted at any time; however, applications for the establishment of a new TAD shall be submitted no later than August 1 of the year prior to the year in which the proposed TAD is to take effect.

F. Application Review

1. Upon receipt of a completed application, the Economic Development Division Director will convene a meeting of the TAD Advisory Committee to discuss the proposed TAD or financing request, including conformity with County policies and plans, including any previously approved redevelopment plans.
2. In addition to the Economic Development Division Director, the TAD Advisory Committee will be comprised of staff or a representative from the following County departments, agencies, and organizations:
 - a. Planning and Development
 - b. Finance (including outside Financial Advisors and/or Bond Counsel, as determined by the Chief Financial Officer for Gwinnett County)
 - c. County Attorney

- d. Gwinnett Board of Education*
- e. Special Taxing Districts*
- f. Gwinnett Department of Transportation*
- g. Department of Water Resources*

* Representation from these departments/organizations to be determined by the Economic Development Division Director on an “as-needed” basis based on the type, size, and scope of the proposed project.

- 3. The County may utilize third-party consultants to assist with the analysis of the application.
- 4. Within sixty days of submittal an application, the TAD Advisory Committee will determine to provisionally accept or reject the application.

G. Processing and Approval Process for Application Requesting the Establishment of a New TAD

- 1. If the TAD Advisory Committee provisionally accepts an application requesting the establishment of a new TAD, Economic Development Division staff will coordinate with the applicant, appropriate consultants and other County staff to finalize the proposed Redevelopment Plan submitted by the applicant for consideration by the Redevelopment Agency. If a provisionally approved application for the establishment of a Project Specific TAD includes a request for TAD financing, the procedures set forth in Section I.G. are also applicable.
- 2. The proposed Redevelopment Plan will be submitted to the Redevelopment Agency for consideration.
- 3. If the proposed Redevelopment Plan is approved by the Redevelopment Agency, the proposed Redevelopment Plan will be submitted by the Redevelopment Agency to the Board of Commissioners.
- 4. Within the 60-day period after the proposed Redevelopment Plan is submitted, the Board of Commissioners will hold at least one public hearing on the proposed Redevelopment Plan to be advertised in accordance with O.C.G.A. § 36-44-7, as amended.
- 5. Within 45 days after completing the public hearing(s), the Board of Commissioners shall schedule and hold a meeting, advertised in accordance with O.C.G.A. § 36-44-7, as amended, to consider the approval of the proposed Redevelopment Plan.

6. The requested TAD is created by the Board of Commissioner's adoption of a Resolution that approves the Redevelopment Plan and satisfies the requirements of O.C.G.A. § 36-44-7(3), as amended. If the Redevelopment Plan and request for establishment of a TAD are rejected by the Board of Commissioners, the Redevelopment Plan shall be returned to the Redevelopment Agency and shall be subject to statutory public hearing requirements if it is again submitted to the Board of Commissioners for approval, either in the same or amended form.
7. If the Redevelopment Plan includes Ad Valorem Property Taxes levied for county school district purposes in the computation of the Tax Allocation Increment for the TAD, the Gwinnett County Board of Education must consent to such inclusion by a duly adopted resolution.
8. No later than the effective date of the creation of the TAD, the Redevelopment Agency will apply, in writing, to the Georgia Revenue Commissioner for a determination of the Tax Allocation Increment Base of the approved TAD.
9. An approved TAD would be created effective December 31 of the year of creation.

H. Processing and Approval Process for Application Requesting the TAD Financing

1. If the TAD Advisory Committee provisionally accepts an application for a TAD financing, including requests for TAD financing contained in an application for a Project Specific TAD, Economic Development Division staff will coordinate with the applicant, appropriate consultants and other County staff to prepare a draft TAD financing plan and to begin negotiating TAD development agreement terms.
2. Upon completion of a draft TAD financing plan and development agreement terms that are amenable to the applicant, these items may be presented to the Redevelopment Agency for consideration.
3. If the Redevelopment Agency approves a financing plan that does not include the issuance of Tax Allocation Bonds, the Redevelopment Agency may approve the development agreement and any other documents deemed necessary for the implementation of the financing plan.
4. If the Redevelopment Agency approves a financing plan that includes the issuance of Tax Allocation Bonds, the issuance of any Tax Allocation Bonds shall be by resolution of the Board of Commissioners approving the issuance of the Bonds and the development agreement.
5. If approved, the applicant will not receive TAD funds until a development or building permit is issued for the project.

I. Reimbursement of Expenses

All successful applicants will be responsible for prompt repayment of all out-of-pocket expenses that the County may incur in connection with the review of applications (in excess of any expenses paid from the Application Fee) or thereafter related directly to the TAD, including, without limitation, fees and expenses of the County's financial advisor and special counsel. The repayment of expenses shall not exceed \$15,000.

J. Term

1. Once a TAD is created, the TAD will remain in existence until the County, by resolution, dissolves the TAD; provided, however, that no such resolution will be adopted until all Redevelopment Costs, including debt service, are paid in full.
2. The maximum period for which any TAD financing may be established is 25 years, with earlier bond repayment substantiated by projections of excess Tax Allocation Increments based on reasonable assumptions acceptable to the County.

K. Exceptions

Certain requirements associated with applications for the establishment of TADs and TAD financing may be waived if it is deemed to be in the best interest of the County and necessary in order to encourage the development of an especially unique or distinctive development or amenity that will serve as a smart-growth model for future projects or as a catalyst project to spur redevelopment in surrounding areas.

L. Accountability

1. Approval of TAD financing is subject to the following:
 - a. If the TAD financing is being recommended based upon job creation criteria, language will be included in the Development Agreement stipulating that additional TAD financing may be withheld by the County or, if such assistance is on a pay-as-you-go basis, the County's obligation to the applicant may be reduced if satisfactory evidence is not shown that the indicated number and quality of jobs have been generated.
 - b. If businesses are to be relocated from other areas of the County, sufficient justification must be included in the Application to indicate why such relocation should be considered.
2. Commencing in the second calendar year following the creation of a TAD, and continuing each year so long as such TAD is in effect, an annual report containing

the following information shall be prepared by the Economic Development Division Director for the Redevelopment Agency:

- a. The amount of positive Tax Allocation Increments and the use of such funds,
- b. As to each TAD created within the city limits of any city located in the County, a listing of all real property and personal property located in the TAD, and
- c. A copy of the annual audit of the TADs.

SECTION II. APPLICATION FORMS

TAX ALLOCATION DISTRICT

TAD CREATION APPLICATION

The following items, as applicable, must be addressed and documented. Include attachments where necessary.

GENERAL INFORMATION

(Complete One Page for Each Development/Equity/Financial Partner)

Contact Name and Title: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

Business Form: Corporation _____ Partnership _____ Sole Proprietorship _____

Other: _____

State of Incorporation or Organization: _____

Years in Business: _____ Years doing business in Gwinnett County Business: _____

Brief Description of the Business and Interest in Creation of New TAD:

DESCRIPTION OF PROPOSED TAD

Proposed TAD Name:

Total Acreage of Proposed TAD: _____

Attach the following:

- () Current Conditions
- () Proposed TAD Boundary
- () Listing of parcels proposed to be included in the TAD

DOCUMENTATION SUPPORTING CREATION OF TAD

The following submittals are required in support of an application for a new TAD:

- () Documentation sufficient to demonstrate that the properties proposed to be included in the TAD satisfy the definition of Redevelopment Area.
- () Sufficient information to support a finding by the County that the improvement of the area is likely to enhance the value of a substantial portion of the real property in the TAD.
- () Sufficient information to support a finding by the County that the Redevelopment Area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the Redevelopment Plan or includes one or more natural, historical, or cultural assets which have not been adequately preserved or protected and such asset or assets would not reasonably be anticipated to be adequately preserved, protected, or improved without the approval of the Redevelopment Plan.
- () Five (5) copies of a proposed Redevelopment Plan that includes, at a minimum, the information contained in the definition of Redevelopment Plan.
- () Supporting documentation sufficient to demonstrate the basis for all financial information contained in the proposed Redevelopment Plan. Relevant financial information includes, but is not limited to, redevelopment cost estimates, assessment valuations, estimates of the Tax Allocation

Increment base, and information related to any proposed issuance of any Tax Allocation Bond.

- () For Area TADs, analysis of a minimum of three (3) potential redevelopment projects that illustrate the scope of feasible redevelopment within the proposed TAD boundary. The required number of potential redevelopment projects may be increased or decreased by the Economic Development Division Director depending on the size of the proposed TAD.
- () For Project Specific TADs, an Application for TAD Financing must also be submitted.

SUBMITTAL OF FORMS/APPLICATION FEE/COSTS

Applicants requesting the creation of a new TAD are required to complete and submit the following materials no later than August 1 of the year prior to the year in which the proposed TAD is to take effect:

1. Application and supporting materials.
2. A non-refundable Application Fee initially payable in the minimum amount of \$10,000, provided that the County Administrator may increase the Application Fee up to a maximum amount of \$15,000 depending on the complexity of the application and the County's analysis thereof. Any such increased Application Fee amount is due and payable within ten (10) days following the date of the County Administrator's written notice of such increase. All payments shall be made by checks made payable to the Gwinnett County Board of Commissioners.

All successful applicants will be responsible for prompt payment of all out-of-pocket expenses that the County may incur in connection with the application (in excess of any expense paid by the County from the Application Fee) or thereafter related directly to any requested TAD financing (for Project Specific TADs), including, without limitation, fees and expenses of the County's financial advisor and special counsel.

Application Certification

I certify that the information contained in this application is accurate and complete to the best of my knowledge. I further certify that all of the above listed items have been addressed and included in this new TAD application packet. I further certify that, for Project Specific TADs, construction has not begun as defined in Gwinnett County’s TAD guidelines. I further certify that the applicant does not owe any outstanding taxes or fees to Gwinnett County.

Printed Name of Applicant: _____

Signature of Applicant (Contact): _____ Date: _____

TAX ALLOCATION DISTRICT

FINANCING APPLICATION

The following items, as applicable, must be addressed and documented. Include attachments where necessary.

GENERAL INFORMATION

(Complete One Page for Each Development/Equity/Financial Partner)

Contact Name and Title: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

Business Form: Corporation _____ Partnership _____ Sole Proprietorship _____

Other: _____

State of Incorporation or Organization: _____

Years in Business: _____ Years doing business in Gwinnett County Business: _____

Brief Description of the Business and Role in the Development:

DESCRIPTION OF PROPOSED TAD PROJECT

Project Name: _____

Project Address or Location: _____

Acres: _____ Total Building SF: _____

Check All Land Uses that Apply:

- ☐ Mixed-Use
- ☐ High Density Residential
- ☐ Institutional
- ☐ Public
- ☐ Office- professional
- ☐ Office- distribution
- ☐ Office- technology
- ☐ Commercial- retail
- ☐ Light industrial
- ☐ Heavy industrial
- ☐ Other (Please Specify) _____

Current Zoning: _____

Proposed Zoning: _____

Attach the following plans:

- ☐ Current Conditions
- ☐ Project Site Plan
- ☐ Architectural Renderings/Conceptual Drawings
- ☐ Other Available Plans or Renderings

ESTIMATED PROJECT COSTS

Specify dollar amounts associated with the following (or attach proformas):

Land acquisition: _____

Site development: _____

Building cost: _____

Architectural/engineering fees: _____

Demolition: _____

Environmental remediation: _____

Public works projects: _____

Legal fees: _____

Financing costs: _____

Broker costs: _____

Contingencies: _____

Finance charges: _____

List all other project costs:

Total estimated project costs:

Provide a detailed development budget that includes uses of TAD financing proceeds with all costs verified as being reasonable by an independent third-party who must provide documentation stating all development costs have been thoroughly reviewed and said costs have been determined to be reasonable and consistent with generally accepted construction industry principles and practices. TAD cost estimates and fees will be reviewed by the County to ensure their reasonableness.

SOURCES OF PROJECT FUNDING

Specify dollar amounts for the following to demonstrate the applicant has the financial ability to complete and operate the project:

Equity: _____

Bank loan: _____

TAD financing: _____

() Direct reimbursement

() Tax Allocation Bond or note financing

Other funding sources (list specific source along with dollar amounts):

_____	_____
_____	_____
_____	_____
_____	_____

Total dollar amount of project funding: _____

Provide a description of all efforts made to thoroughly explore alternative financing methods:

Provide attachments that demonstrate the feasibility of the proposed project through market analysis, feasibility studies (including an independent financial feasibility study), product demand, absorption rates and other supporting documentation.

ESTIMATED ELIGIBLE COSTS TO BE FUNDED WITH TAD FINANCING

Specify dollar amounts that TAD funding will be used for to demonstrate funding is proposed to be used for eligible expenditures:

- () Land acquisition (public use only): _____
- () Public Infrastructure:
 - () Roads/Sidewalks: _____ Water/Sewer: _____
 - () Parking Decks: _____ Other: _____
 - () Site development: _____
 - () Architectural/engineering fees: _____
 - () Legal fees: _____
 - () Surface Parking lot/landscaping: _____
 - () Structured Parking Deck: _____
 - () Other costs (List specific item along with dollar amounts):

Total amount of TAD financing requested: _____

Indicate the amount of TAD financing requested as a percentage of total estimated project cost. TAD financing must comprise less than 15% of the total cost of the project. Exclude capitalized interest. _____

Provide attachments to demonstrate that the tax allocation increments and/or economic activity taxes expected to be generated will be sufficient to provide at least 1.20 times the coverage of the projected debt service on any such tax allocation bonds or notes.

Total present assessed value of TAD parcels: _____

Estimated assessed value of TAD parcels upon completion: _____

Provide supporting documentation to demonstrate how the final project value is reached. This includes assumptions made regarding anticipated lease rates and sales prices, comparable appraisals, and input from the Tax Assessor.

PROJECT CONSTRUCTION SCHEDULE

Provide construction schedule information:

Land acquisition completion: _____

Site development completion: _____

Vertical construction start: _____

Vertical construction completion: _____

Sale/lease of development project: _____

Other: _____

OTHER ATTACHMENTS—REQUIRED

- () Supporting documentation sufficient to demonstrate that the development is consistent with the approved Redevelopment Plan and contributes to the County’s goals set forth in the Comprehensive Plan.
- () Provide the past 10 years trend analysis of real property values for the site in question as certified by the Gwinnett County Tax Assessor.
- () Provide a comprehensive analysis that indicates that the cost of providing services for the parcel(s) to be redeveloped is more than what would be reasonably anticipated when compared to other areas. Address such issues as illegal and illicit activity and/or code violations.

- () Provide 20-year projections that depict the following three scenarios:
 - a. Value of the parcel(s) that is/are the subject of the TAD financing request should redevelopment not occur.
 - b. Value of subject parcel(s) should this TAD financing request be approved.
 - c. Value of the parcel(s) if the TAD financing request was not approved but redevelopment did take place (i.e., past proposals to develop).

- () If the TAD financing application includes the redevelopment of existing business areas, include the following:
 - a. Business type of the major tenants of the TAD area.
 - b. A thorough market analysis that identifies the population areas that will be drawn from; and the businesses of similar types which would be competing with the TAD redevelopment area.

- () If the TAD financing application is being supported based upon job creation potential, provide the following:
 - a. A list of the following job types: 1) professional/managerial, 2) technical/skilled, and 3) semi-skilled/unskilled.
 - b. For each job type provide: 1) number of existing full time (FT) and part time (PT) jobs, 2) projected number of FT and PT jobs after project completion, and 3) wage (range) for each position type. Please note: TAD assistance may be withheld by the County or the County's obligation to the applicant may be reduced, if satisfactory evidence is not shown that the indicated number and quality of jobs have been generated.

- () If the TAD financing application proposes to redevelop underperforming neighborhoods, provide a relocation plan for current residents.

- () Estimate the amount of 'halo effect' that would likely result from a project based on reasonable assumptions over the life of the TAD financing.

- () Project plans (and associated redevelopment plan) must be submitted at the time of application.

- () Include any other information necessary to demonstrate substantial public benefit and describe the manner by which the applicant proposes to eliminate blight, reduce crime, strengthen the employment and economic base of the County, increase property values and tax revenues, decrease poverty, create economic opportunity, and/or redevelop underperforming neighborhoods and underutilized commercial lots.

SUBMITTAL OF FORMS/APPLICATION FEE/COSTS

Applicants requesting TAD financing assistance are required to complete and submit the following materials:

- 1. Application and supporting materials.
- 2. A non-refundable Application Fee initially payable in the minimum amount of \$10,000, provided that the County Administrator may increase the Application Fee up to a maximum amount of \$15,000 depending on the complexity of the application and the County’s analysis thereof. Any such increased Application Fee amount is due and payable within ten (10) days following the date of the County Administrator’s written notice of such increase. All payments shall be made by checks made payable to the Gwinnett County Board of Commissioners.

All successful applicants will be responsible for prompt payment of all out-of-pocket expenses that the County may incur in connection with the application (in excess of any expense paid by the County from the Application Fee) or thereafter related directly to the TAD financing, including, without limitation, fees and expenses of the County’s financial advisor and special counsel.

Application Certification

I certify that the information contained in this application is accurate and complete to the best of my knowledge. I further certify that all of the above listed items have been addressed and included in this TAD financing application packet. I further certify that construction has not begun as defined in Gwinnett County’s TAD guidelines. I further certify that the applicant does not owe any outstanding taxes or fees to Gwinnett County.

Printed Name of Applicant: _____

Signature of Applicant (Contact): _____ Date: _____



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025
AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	Resolution to Renew City of Civility Certification
Department:	Communications Department
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	None
Presented By:	Melissa Hardegree, Chief Communications Officer
Action Requested:	Discussion of Resolution Renewal for City of Civility Certification

Summary: Melissa Hardegree will present the City of Lawrenceville's renewal of the Georgia Municipal Association's City of Civility Initiative and review ways it has been implemented since April 2023.

Fiscal Impact:

- None

Concurrences:

- All city departments

Attachments/Exhibits:

- City of Civility PowerPoint

GMA City of Civility Renewal

Melissa Hardegree, Chief Communications Officer



“Civility fosters respect, trust, and belonging. By modeling and practicing civility, city leaders set an expectation that vigorous debate and vetting of ideas can be respectful and productive, leading to better engagement and outcomes for all.”

Larry Hanson, GMA CEO & Executive

Director

EMBRACE



CIVILITY



9 PILLARS OF CIVILITY



Be considerate of others' opinions. It's ok to agree to disagree.



Be Kind!
Make your point about the issue, not the person.



Ask questions to learn.
Answer questions with respect.



Manage your emotions.
Get curious instead of furious.



Actively listen, to learn how to Engage respectfully!



Remember the acronym QTIP (Quit Taking It Personal).



A silent voice is not always a weak voice. Sometimes it's ok not to respond.



Think about the impact of your actions and not the intent.



Have empathy!
Just because you have not experienced it, does not mean it does not exist.



Renew our Status as a City of Civility:

- 1 Adopt an official resolution as a renewal
- 2 Take the Civility Pledge
- 3 Lead by example

EMBRACE



CIVILITY



Since Becoming a City of Civility in 2023:

- Signage in all city buildings
- City Publications
- Promoted with Key Management
- Window clings in Customer Service
- Inclusion in Mayor's Reading Club
- 9 Pillar Cards with Civility Pledge

EMBRACE



CIVILITY



- Civility Pledge signs hang in Council Chambers and in conference rooms in all city buildings.
- Window clings





EMBRACE CIVILITY

CIVILITY PLEDGE

The way we govern ourselves is often as important as the positions we take. Our collective decisions will be better when differing views have had the opportunity to be fully vetted and considered. All people have the right to be treated with respect, courtesy and openness. We value all input. We commit to conduct ourselves at all times with civility and courtesy to each other.

RESOLUTION _____

A RESOLUTION

PLEDGING TO PRACTICE AND PROMOTE CIVILITY IN THE CITY OF LAWRENCEVILLE

WHEREAS, the City Council of the City of Lawrenceville, the governing body of the City of Lawrenceville, Georgia (the “Municipality”), recognizes that robust debate and the right to self-expression, as protected by the First Amendment to the United States Constitution, are fundamental rights and essential components of democratic self-governance; and

WHEREAS, the Lawrenceville City Council further recognizes that the public exchange of diverse ideas and viewpoints is necessary to the health of the community and the quality of governance in the Municipality; and

WHEREAS, the members of the Lawrenceville City Council, as elected representatives of the community and stewards of the public trust, recognize their special role in modeling open, free, and vigorous debate while maintaining the highest standards of civility, honesty, and mutual respect; and

WHEREAS, City Council meetings are open to the public, and thus how City officials execute their legal duties is on public display; and

WHEREAS, civility by City officials in the execution of their legislative duties and responsibilities, fosters respect, kindness, and thoughtfulness between City officials, avoiding personal ill will, which results in actions being directed to issues made in the best interests of residents; and

WHEREAS, civility between City officials presents an opportunity to set a positive example of conduct and promotes thoughtful debate and discussion of legislative issues, resulting in better public policy and a more informed electorate while also encouraging civil behavior between residents; and

WHEREAS, civility between City officials is possible if each member of the elected body remembers that they represent not only themselves but the constituents of their city; and

WHEREAS, in order to publicly declare its commitment to civil discourse and to express its concern for the common good and well-being of all of its residents, the City Council has determined to adopt this resolution.

NOW, THEREFORE, BE IT RESOLVED as follows:

SECTION ONE

The City of Lawrenceville pledges to practice and promote civility within the governing body as a means of conducting legislative duties and responsibilities.

SECTION TWO

The elected officials of the Lawrenceville City Council enact this civility pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others, and their viewpoints, and finding solutions for the betterment of the City of Lawrenceville.

SECTION THREE

This pledge strives to ensure that all communication be open, honest, and transparent, as this is vital for cultivating trust and relationships.

SECTION FOUR

This pledge strives to show courtesy by treating all colleagues, staff, and members of the public in a professional and respectful manner whether in-person, online, or in written communication, especially when we disagree.

SECTION FIVE

This pledge strives to ensure mutual respect to achieve municipal goals, recognizing that patience, tolerance, and civility are imperative to success and demonstrates the City Council’s commitment to respect different opinions, by inviting and considering different perspectives, allowing space for ideas to be expressed, debated, opposed, and clarified in a constructive manner.

SECTION SIX

This pledge demonstrates our commitment against violence and incivility in all their forms whenever and wherever they occur in all our meetings and interactions.

SECTION SEVEN

The Lawrenceville City Council expects members of the public to be civil in its discussion of matters under consideration by and before the City Council, with elected officials, staff, and each other.

IT IS SO RESOLVED this ____ day of _____, 2025.

David R. Still, Mayor

ATTEST:

Karen Pierce, City Clerk



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	City Wayfinding Communications & Marketing Plan
Department:	Communications Department
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	\$271,400.00
Presented By:	Melissa Hardegree, Chief Communications Officer
Action Requested:	Update Presentation – No Action Required

Summary: A presentation on the communications plan/marketing campaign to support the new Wayfinding Project, which will update current city signage and install new signage to guide residents and visitors through the current downtown Lawrenceville environment by helping them navigate from one location to another with ease and clarity. It also includes the creation of a system of color-coded parking lots throughout the downtown area and associated signage.

Background: Signage project was awarded to Forge Signworks, LLC in December 2024.

Fiscal Impact:

- Amount not to exceed \$271,400.00. This project is funded by the 2017 SPLOST Fund (3246000.541000). Project SP-018. (Awarded 12/2024)
- The creation of marketing and design materials is covered by departmental budgets.

Concurrences:

- Engineering, Purchasing, City Manager

Attachments/Exhibits:

- PowerPoint Presentation

Wayfinding Project

Melissa Hardegree, Chief Communications Officer



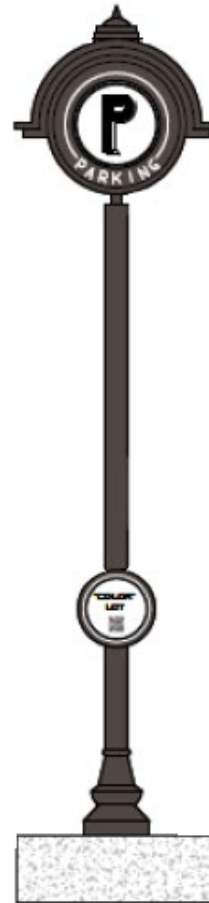
LAWRENCEVILLE
GEORGIA



Parking Lots & Decks Identified by **CO**LO**RS**



- **BLUE** Deck
- **GOLD** Lot
- **GREEN** Lot
- **NAVY** Lot



Plus QR Code to Parking Landing Page



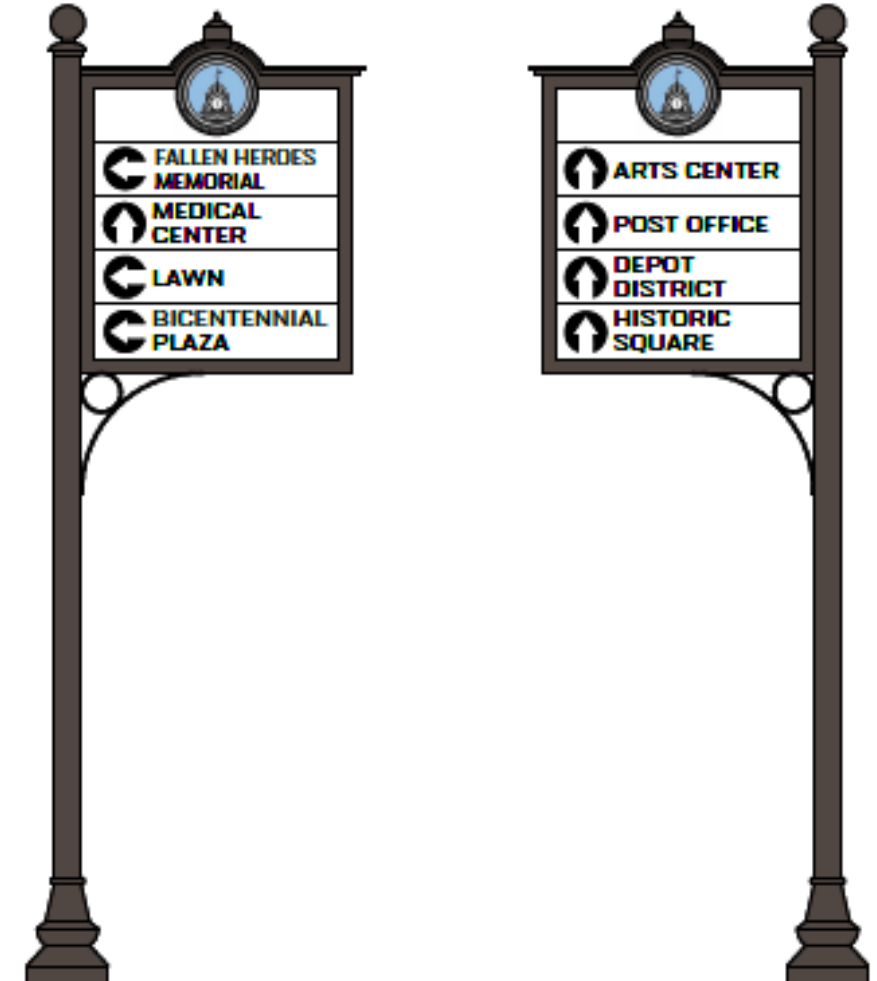
- **ORANGE** Lot
- **PURPLE** Deck
- **RED** Lot
- **SILVER** Lot





Wayfinding Signage

- Update current signage.
- Add new, identically designed signs throughout Downtown.





Wayfinding Project:

The Goal:

Ensure residents and visitors understand how easy it is to find parking in Downtown Lawrenceville.

The Strategy:

Use both our **existing** advertising platforms and **explore new ones** to consistently promote clear and memorable **campaign messaging** in all marketing efforts.



LAWRENCEVILLE
GEORGIA



10.

EZ-2  PARK
IN LAWRENCEVILLE 

*There's a **Space** for **You!***



Wayfinding Project

Existing Platforms/Channels

Messaging tactics already in use

- Social Media
- Website
- Digital Kiosks
- Alerts / E-Blasts
- Press Release

New Platforms/Channels

Messaging tactics we can implement

- Website Landing Page
- Business Leave Behinds & Event Giveaways
- Billboards

Social Media

Website &
Landing Page

Digital Kiosks

Business Leave
Behinds & Event
Giveaways

Alerts &
Notifications

Billboards



Wayfinding Parking Journey





1

Social Media

Potential Social Media Post



Tile A



Tile B

Engage residents and visitors through existing social media, featuring:

- Disability parking options
- Easy-to-read maps
- POV videos and walkthroughs
- Trivia and FAQs

Frequency

2 posts/month, often strategically coordinated with event-related content.

Potential Content

- Timelapse video
- Walking from lots to key DTL destinations

Infographics

Easy-to-read maps

Parking Trivia

Swipe to see the number of FREE parking spots in the DTL!



Mock Newsletter Header



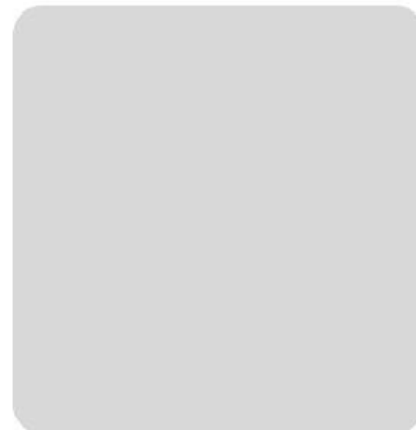
There's a **Space** for **You!**

SECTION TITLE

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum



2

Alerts & Notifications

Utilize **City Alert/Notification System** and **Newsletter** to promote new parking campaign. Integrate EZ-2-Park sections with QR codes and direct links to **DTL Parking Landing Page** and **Parking Information**.

Frequency

As needed (events, construction, weather updates)

Audience

Businesses, visitors, citizens

Potential Headlines & Content

- "Park Worry-Free in the DTL"
- "Lots of Parking (and we mean LOTS)"
- "Parking Problems? Not in the DTL"



1

A Reason to Visit Downtown Lawrenceville

The Situation

Sarah, a Lawrenceville resident, rarely drives downtown because she is convinced parking is difficult.

Activation Interception

She sees a post on the DTL Instagram about an upcoming event. The hashtag catches her eye: #EZ2Park

Channels

Social Media: Facebook & Instagram

2

Awareness Through Alerts

The Situation

Near the event date, Sarah receives a newsletter with event and parking information

Activation Interception

The newsletter blurb emphasizes available “FREE parking in Downtown Lawrenceville” with a button to “Learn More.” Curious, Sarah clicks it.

Channels

City Newsletter and Alerts





3

Discovery of Parking Options

The Situation

After clicking the link, Sarah is taken to the “EZ-2-PARK” Landing Page. She explores it to learn more about DTL parking.

Activation Interception

Sarah is impressed with the interactive map and discovers multiple parking options – complete with directions.

Channels

EZ-2-PARK Landing Page

4

The Parking Moment of Truth

The Situation

On event day, Sarah drives into town – with an address in mind. She is hopeful to find parking.

Activation Interception

While at a red light in town, Sarah notices a Digital Kiosk with a friendly message: “Welcome to Downtown Lawrenceville. FREE parking spot around the corner!” She finds the lot and pulls her car right in.

Channels

Digital Kiosks & Lot Signage





Parking Landing Page

The branded DTL EZ-2-Park Landing Page is a **one-stop shop for parking** in the DTL. From **lot locations to general parking tips**, this hub of information will help visitors, businesses, and citizens navigate DTL parking with no hassle.

QR Codes and other links on Messaging Collateral will direct to this page.

Features

- Interactive parking map with lot addresses
- Tips for parking & navigation to The DTL
- Nearby parking suggestions added to business listings on the DTL site.



DTL Website Updates

- The Parking Page will be updated on the **DTL Site** to create the **Parking Landing Page**.
- The City main website menu will link to the DTL Parking Landing Page.

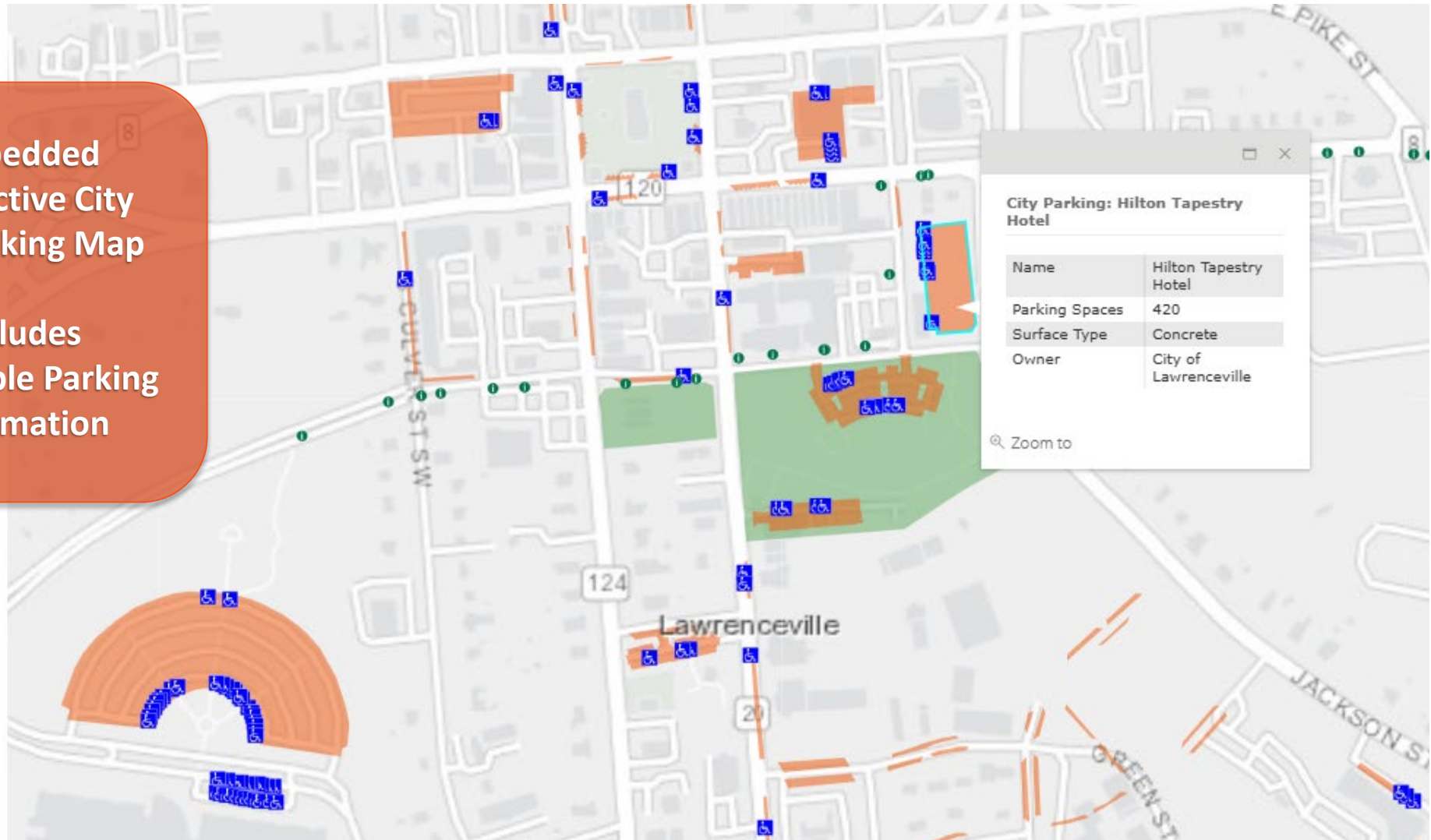
Audience

Prospective DTL Visitors & General Web Traffic



Embedded
Interactive City
GIS Parking Map

Includes
Accessible Parking
Information





Create a Website Account - Manage notification subscriptions, save form progress and more.

Website Sign In

DTL
downtown lawrenceville

EVENTS SHOPPING DINING THINGS TO DO **PARKING** HOW DO I...

Search...

www.downtownlawrencevillega.com

PLAY

EVENTS

SHOP

DINE



DOG PARK UPDATE

Dog Park Water Fountains
[Read On...](#)

Prepare for Extreme Cold Weather
[Read On...](#)

[Create a Website Account](#) - Manage notification subscriptions, save form progress and more.

[Website Sign In](#)



[Downloadable Map](#)

[Home](#) > [Visitors](#) > [Public Parking](#)

DOWNTOWN PARKING

Open the Visitors page

Art in Lawrenceville

[Arts Commission Members](#)
[Completed Projects](#)

City of Lawrenceville Events

Downtown Lawrenceville (DTL)

Explore Gwinnett

Historical & Military Sites

[Fallen Heroes Memorial & Armed Forces Monument](#)
[Freeman's Grist Mill](#)
[Gwinnett Historic Courthouse, Museum, & Grounds](#)
[Heritage Trail](#)
[Hooper-Renwick Historic School Site](#)
[Lawrenceville Historic Cemetery](#)

History of Lawrenceville

Map & Directions

Open Container Ordinance

Parks

[Gwinnett County Parks & Recreation](#)
[Lawrenceville Lawn](#)
[HYDS Park](#)

Public Parking

[Downloadable Map](#)

Local Attractions

[Gwinnett Stripers](#)
[Historic Courthouse](#)
[Lawrenceville Arts Center](#)
[Lawrenceville Ghost Tours](#)
[Medieval Times](#)
[Sugarloaf Mills Mall](#)

www.lawrencevillega.org



HIGHER ENERGY DEMAND

Prepare for Extreme Cold Weather
[Read On...](#)

Create a Website Account - Manage notification subscriptions, save form progress and more.

[Website Sign In](#)



<https://www.lawrencevillega.org/9/How-Do-I>

Open the *How Do I...* page

Apply For

- Absentee Ballot // De Boleta Oficial De Ausente
- Alcohol License
- Employment Opportunities
- Occupational Tax Certificate/Business License
- Parade or Public Assembly
- Utility Account

Contact

- City Clerk
- Customer Service
- Financial Services
- Planning & Development
- Police Department

Find

- City Events Calendar
- Documents & Forms
- Do I live in the City Limits?
- Downtown Construction Updates
- Frequently Asked Questions
- Government Surplus Auctions
- GIS Information
- Historical & Military Sites

Get Assistance With

- Employment Services
- Hearing Impaired Access at Public Meetings
- Homelessness & Housing
- Mental Health
- Open Records Requests
- Public Assistance & Social Services
- Transportation

Get Involved With

- Boards & Commissions
- City Event Sponsorship
- Volunteer Opportunities

Learn About

- Glass Recycling
- Millage Rate
- Outdoor Water Use
- Public Parking**
- Public Safety
- The History of Lawrenceville
- Things to Do in Lawrenceville
- Title VI Compliance
- Voter Registration // Registro de Votantes

Pay

- Property Taxes
- School Zone Speeding Fine
- Traffic Tickets
- Utility Account

Report a Concern

Sign Up for Alerts

www.lawrencevillega.org



5

On-Site Reinforcement

The Situation

During the event, Sarah grabs a coffee at a downtown business. She notices an air freshener promoting EZ-2-PARK on the counter. She also receives a promotional give-away at the event, branded with #EZ2Park.

Activation Interception

The air freshener promotes the EZ-2-PARK campaign with a scannable QR code for future use. The event giveaway promotes the parking campaign with similar branding.

Channels

Business Leave-Behinds
Branded Event Give-aways

6

A Lasting Impression

The Situation

Sarah now trusts DTL parking. When someone mentions avoiding downtown due to parking issues, she is quick to chime in with her experience. She may become a supporter on social media.

Activation Interception

Sarah occasionally passes by a billboard on her commute featuring the EZ-2-PARK message and recalls her seamless parking experience fondly.

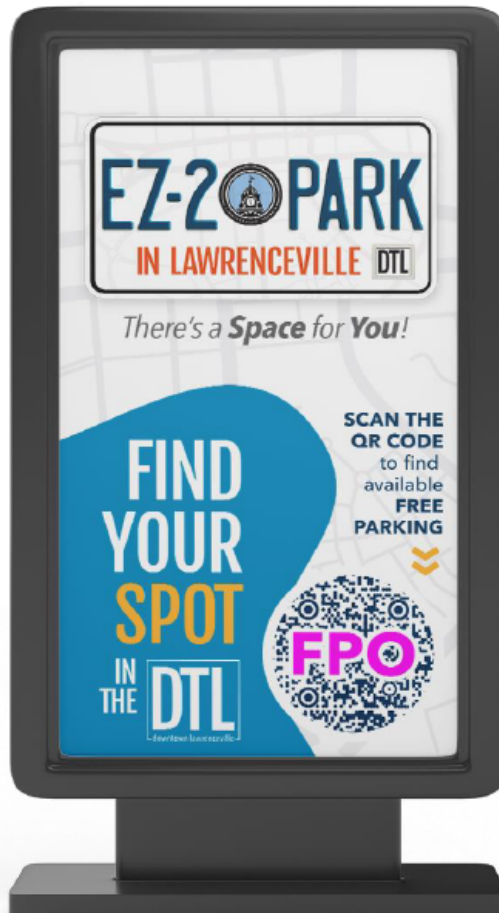
Channels

Billboard & Lot Signage





Digital Kiosk Mockup



Digital Kiosks

Digital kiosks will be updated with graphics and messaging, which can be repurposed as social media content. The kiosks allow for on-site engagement with visitors.

Audience

Foot traffic in Downtown Lawrenceville

Potential Headlines & Content

- “Did you know The DTL has Over 1,200 Parking Spots?”
- “Find Your SPOT in Lawrenceville”
- “There’s a SPACE for you in The DTL!”



Physical Card Mockups



Front



Back



Business Leave Behinds

Leave behinds and decals create physical reminders of parking options in The DTL. They can be placed **inside DTL businesses**, in **City Hall**, and in **designated lots**, where appropriate.

The intent is for visitors to hold onto these items to reference for easy parking in the future.

Branding present in lots to guide visitors when lots are full.

Tactics

- Parking Cards with QR Codes linking to the Landing Page
- Branded Air Fresheners
- Event/Marketing Booth Handouts
- Branded Window Clings
- Rack Cards



Billboard Mockup



6

Billboard / Out-of-Home

A strategically placed billboard increases visibility and awareness of **FREE** parking in The DTL, attracting inbound traffic. Banners in parking lots with QR codes direct visitors to more info on the Landing Page, while branded sandwich boards enhance engagement at events.

Audience

Foot Traffic in Downtown Lawrenceville

Potential Headlines & Content

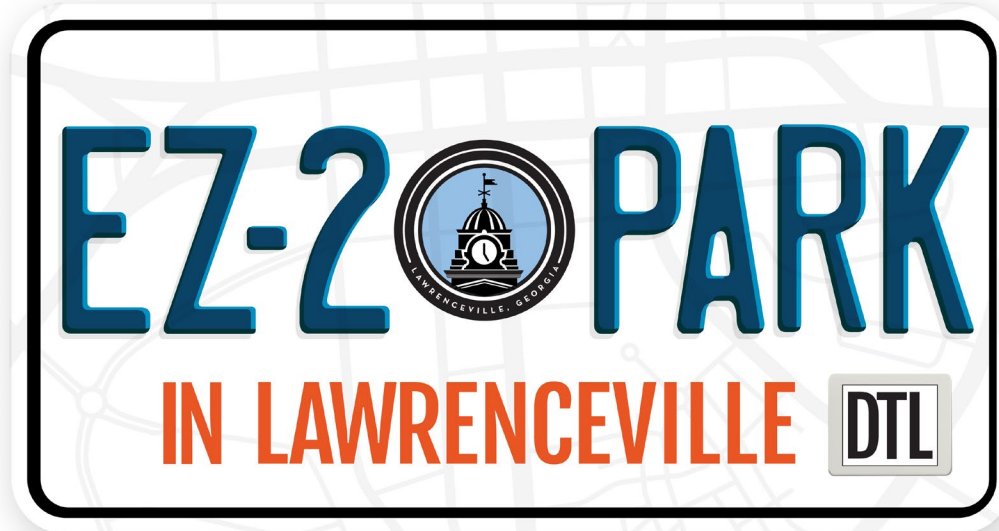
“Park, Explore, Enjoy”

“Find Your SPOT in Lawrenceville”

“Free Parking for Full Access”



QUESTIONS



*There's a **Space** for **You!***