



CITY OF STONECREST, GEORGIA

CITY COUNCIL WORK SESSION – AGENDA

3120 Stonecrest Blvd., Stonecrest, GA 30038

Monday, October 14, 2024 at 6:00 PM

Mayor Jazzmin Cobble

Council Member Tara Graves - District 1 Council Member Terry Fye - District 2

Council Member Alecia Washington - District 3 Mayor Pro Tem George Turner - District 4

Council Member Tammy Grimes - District 5

Citizen Access: [Stonecrest YouTube Live Channel](#)

I. CALL TO ORDER: George Turner, Mayor Pro-Tem

II. ROLL CALL: Sonya Isom, City Clerk

III. AGENDA DISCUSSION ITEMS

a. For Discussion - Discover DeKalb Presentation - *James Tsismanakis, Discover DeKalb*

b. For Discussion - Economic Development Update - *Christian Green, Economic Development Director*

c. For Discussion - TMOD 24-004 Tree Ordinance - *Shawanna Qawiy, Planning & Zoning Director*

d. For Discussion - FY 2025 Proposed Budget Presentation - *Gia Scruggs, City Manager*

IV. EXECUTIVE SESSION

(When an executive session is required, one will be called for the following issues: 1) Personnel, 2) Litigation, 3) Real Estate, 4) Cyber Security

V. ADJOURNMENT

Americans with Disabilities Act

The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities and employment practices.

If you need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.



CITY COUNCIL AGENDA ITEM

SUBJECT: Discover DeKalb Presentation

AGENDA SECTION: *(check all that apply)*

- PRESENTATION** **PUBLIC HEARING** **CONSENT AGENDA** **OLD BUSINESS**
- NEW BUSINESS** **OTHER, PLEASE STATE:** Click or tap here to enter text.

CATEGORY: *(check all that apply)*

- ORDINANCE** **RESOLUTION** **CONTRACT** **POLICY** **STATUS REPORT**
- OTHER, PLEASE STATE: Information on Discover DeKalb Promotion of the City of Stonecrest**

ACTION REQUESTED: **DECISION** **DISCUSSION**, **REVIEW**, or **UPDATE ONLY**

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, October 14, 2024

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Christian Green, Economic Development Director

PRESENTER: James Tsismanakis, Discover DeKalb

PURPOSE: Informative Presentation

FACTS: Activities by Discover DeKalb regarding promotional activities the tourism group is doing for the City of Stonecrest.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Choose an item. Click or tap here to enter text.

ATTACHMENTS:

- (1) Attachment 1 - Discover DeKalb Update Presentation
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.



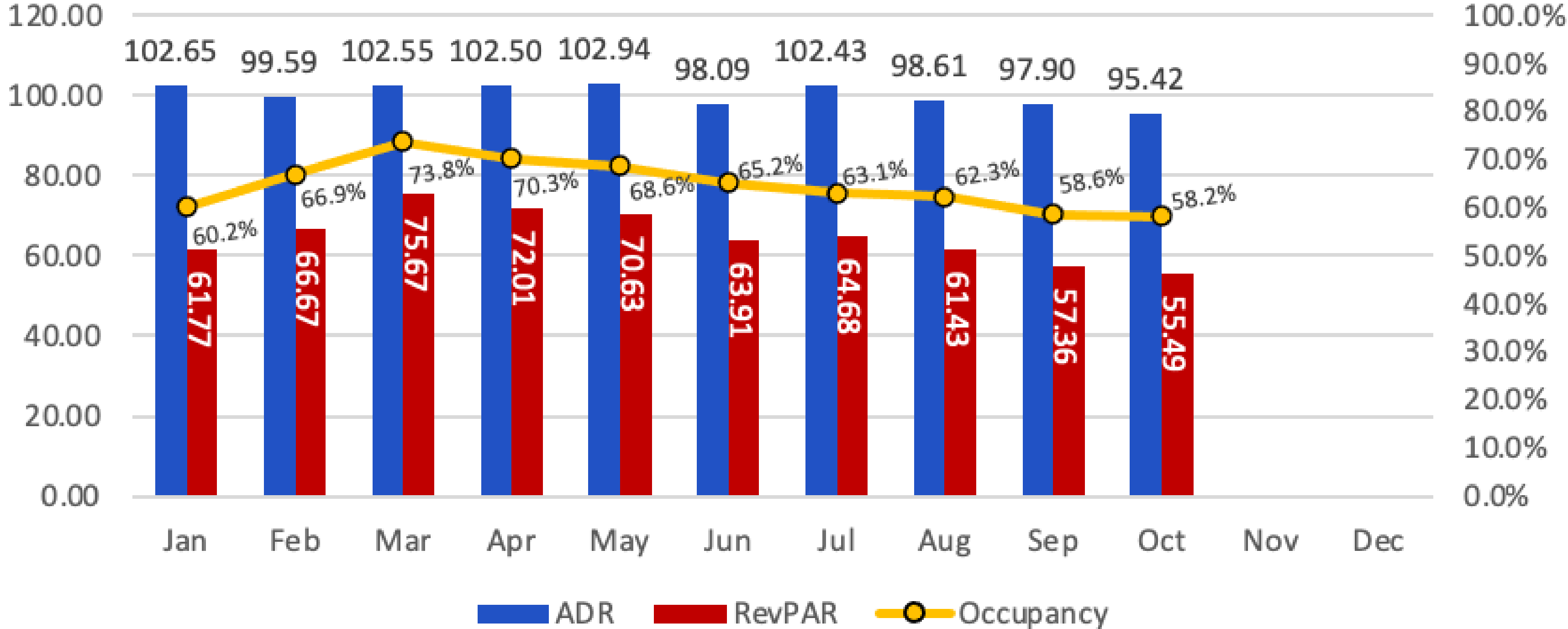
YTD Stonecrest 2023
Discover DeKalb Presentation



Hotel Results

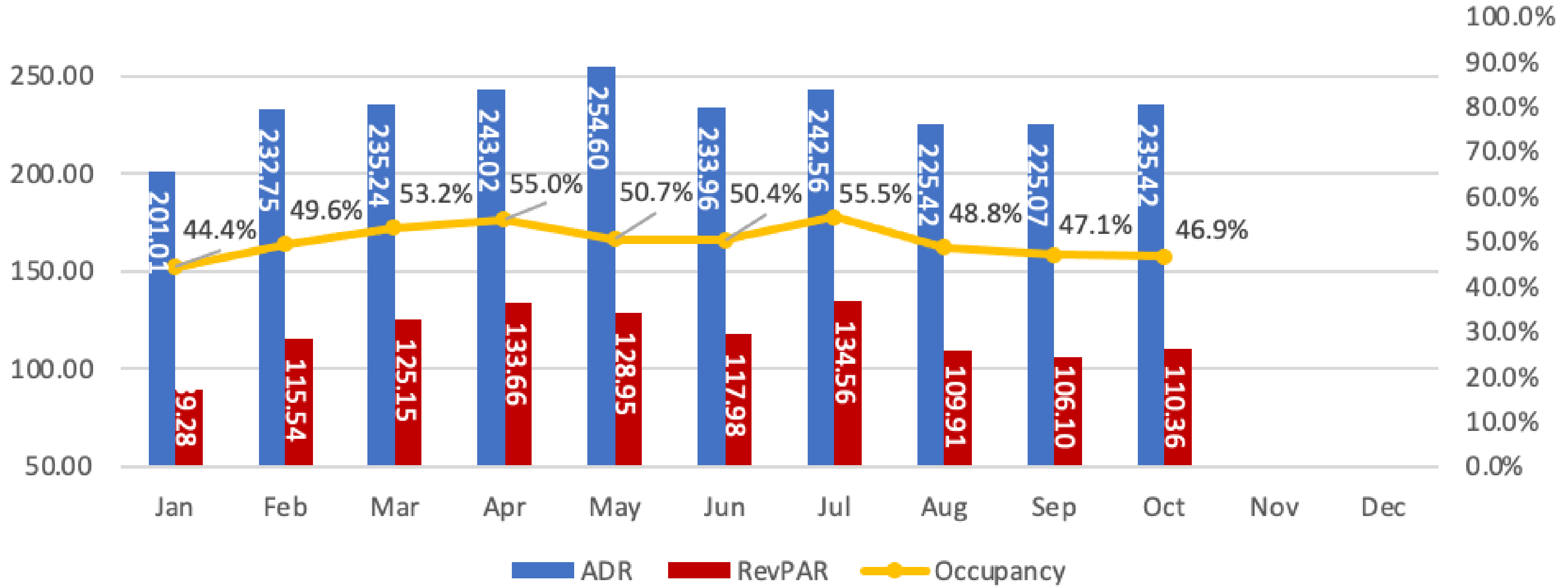
YTD 2023 Hotel Results – Stonecrest

2023 Stonecrest



YTD 2023 Short Term Results – Stonecrest

2023 Stonecrest





Expedia Campaign Results YTD

Total Room Nights Booked

Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
1,764	1,534	6,310	1,641	1,412	1,285	1,565	1,151	1,361				18,023

Total Gross Bookings

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
\$237,158	\$204,421	\$847,916	\$226,576	\$190,037	\$173,705	\$199,535	\$145,829	\$174,112				\$2,399,287

Expedia
Campaign
YTD 2023
Results
DEKALB

Total Room Nights Booked

Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
120	129	577	175	189	121	109	143	104				1,667

Total Gross Bookings

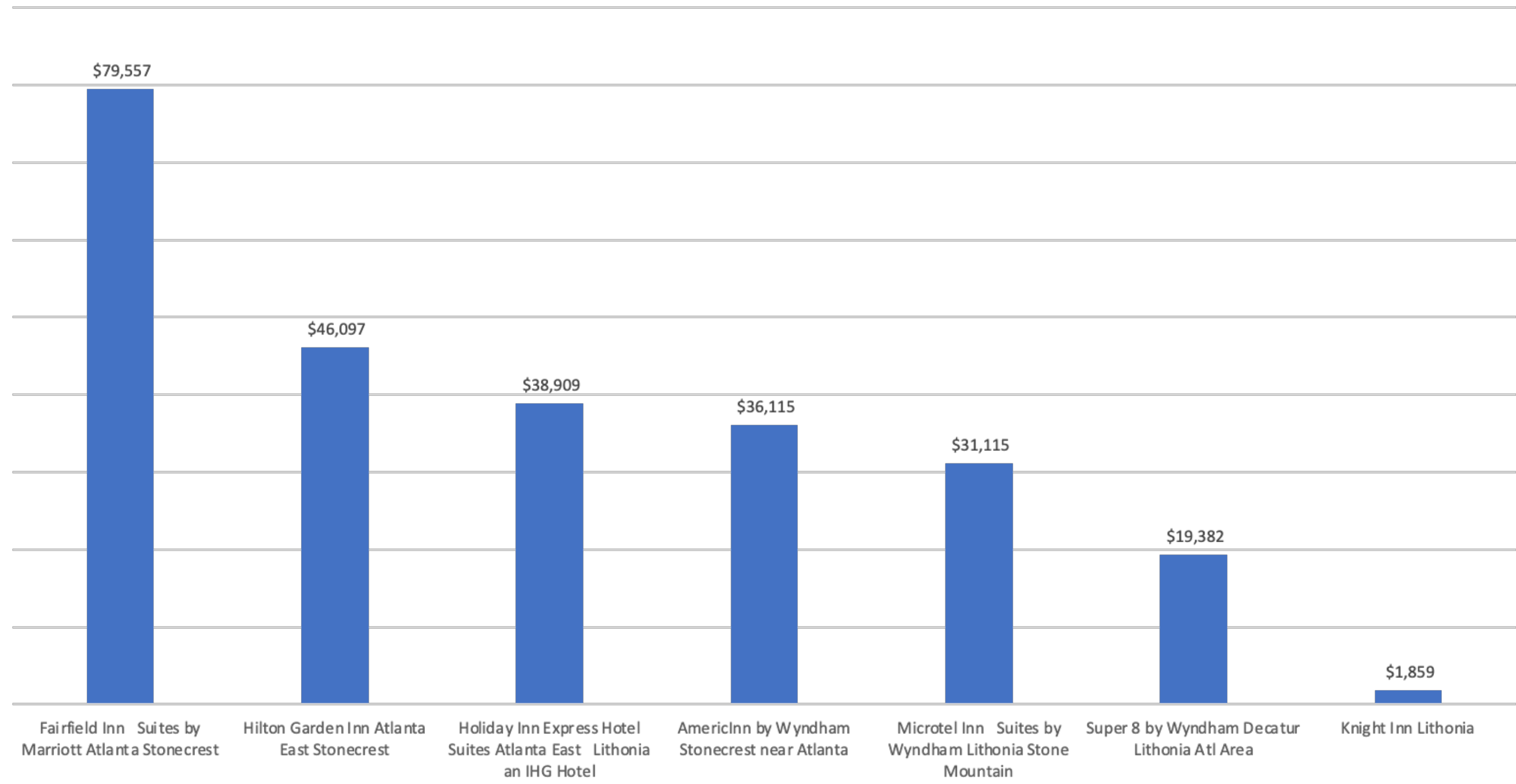
	Feb	Apr	Jun	Aug	Oct	Dec	
	\$19,190	\$27,854	\$18,353	\$20,322			Total
Jan	Mar	May	Jul	Sep	Nov		\$253,035
\$18,305	\$88,354	\$29,198	\$16,499	\$14,960			

Expedia
Campaign
YTD 2023
Results
Stonecrest

Expedia
 Campaign
 YTD 2023
 STONECREST
 ROA

YTD Stonecrest Ad Spend	Total Stonecrest Room Nights Booked	Total Stonecrest Gross Booking
\$13,500	1,667	\$253,035
YTD Return On Ad Spend: \$18.74		

Expedia Campaign Stonecrest 2023 Results By Hotel



YTD 2023 Total Visits

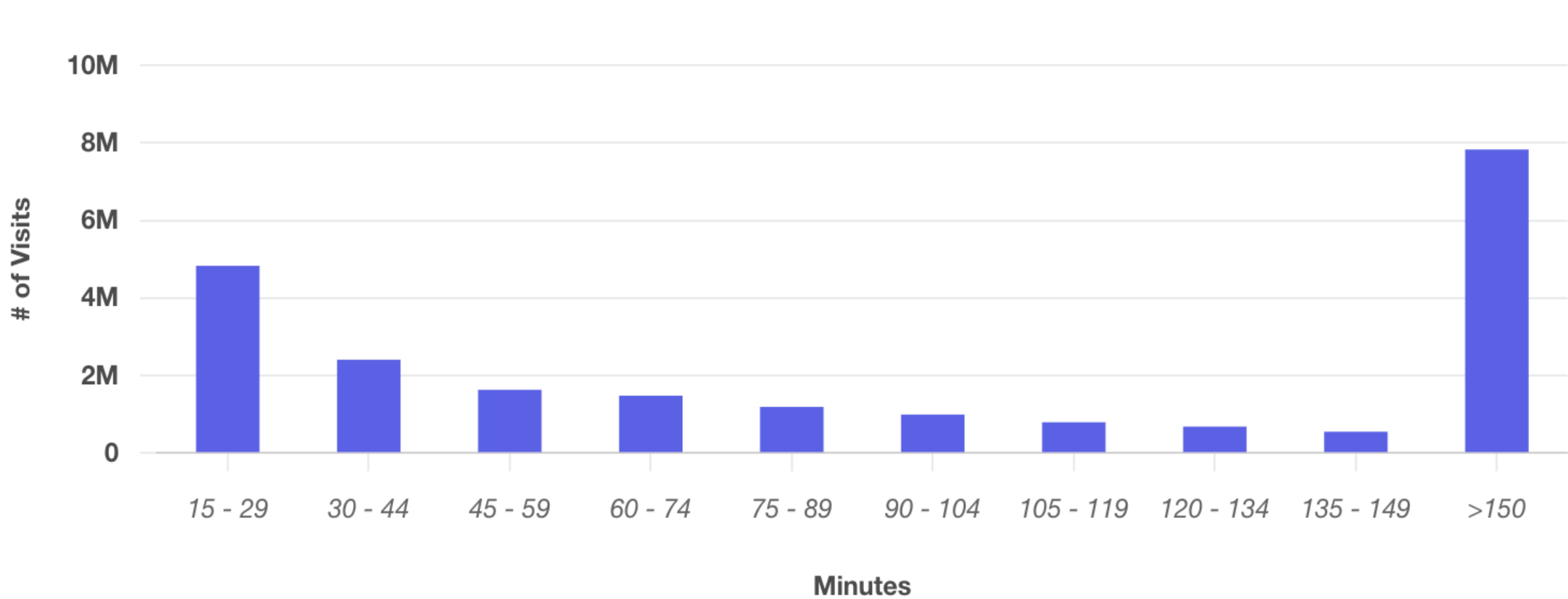
Year ↓	Weeks	Total Visits (Selected Period)	Visits (weekly avg)	Annual Avg Weekly Visits
2023	33	40,695,062	1,233,184	1,233,184
2022	52	67,502,062	1,298,117	1,298,117
2021	52	69,454,854	1,335,670	1,335,670
2020	52	67,877,987	1,305,346	1,305,346
2019	52	78,513,881	1,509,882	1,509,882

Results for 2023 are Year to Date results spanning 33 weeks.

Average Length of Stay

Length of Stay

● Stonecrest, GA
Stonecrest, GA

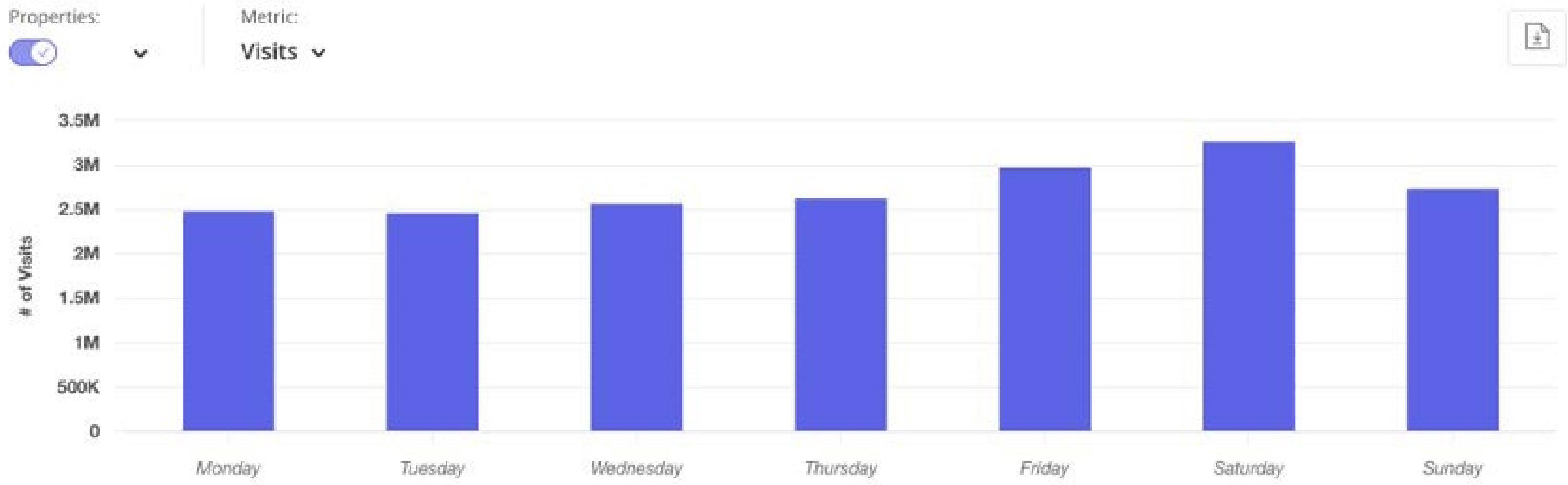


Average Stay	263 min
Median Stay	86 min

Visits | Jan 1st, 2023 - Nov 19th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visits by day



YTD 2023 Top 10 Visitor States

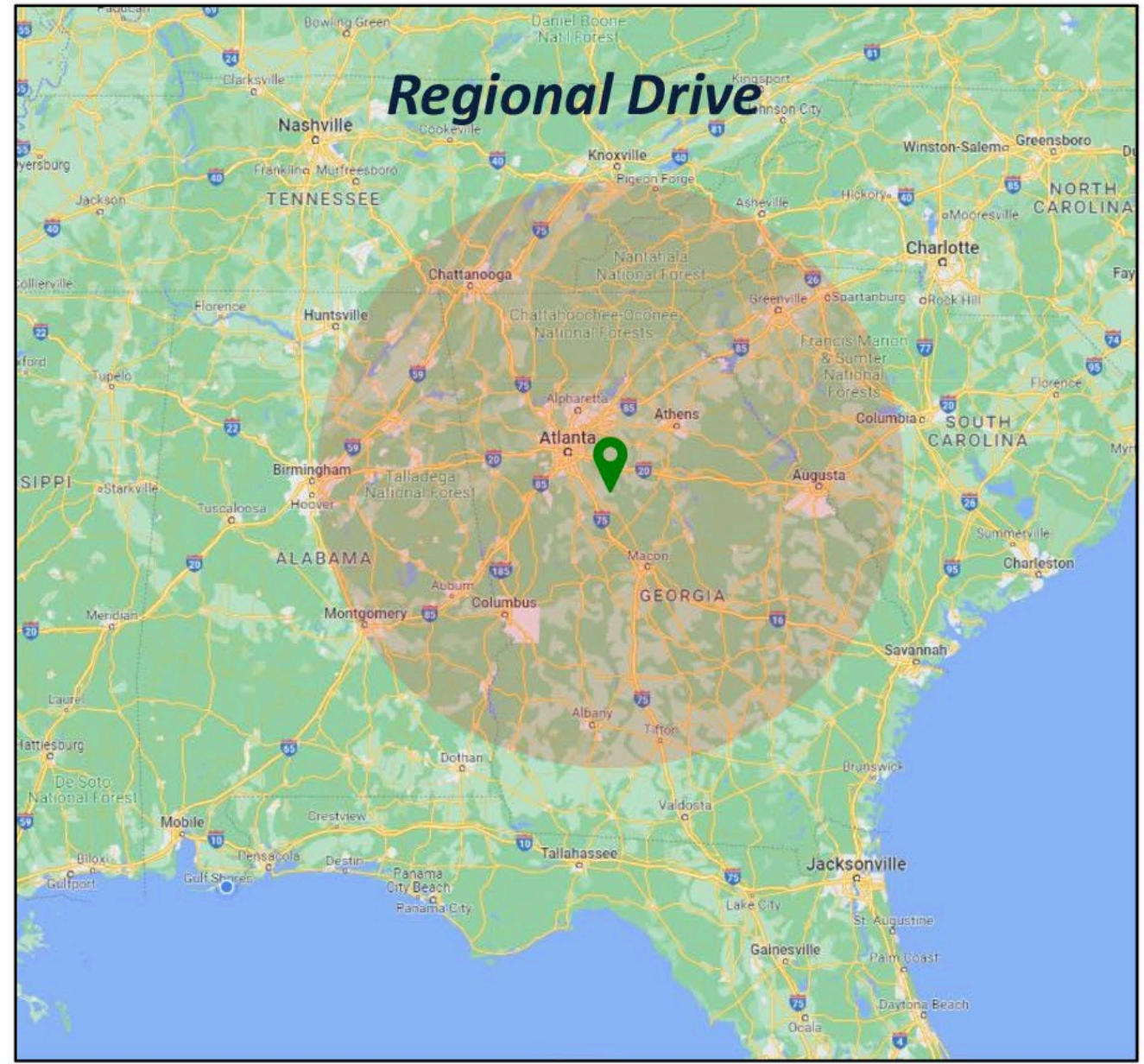
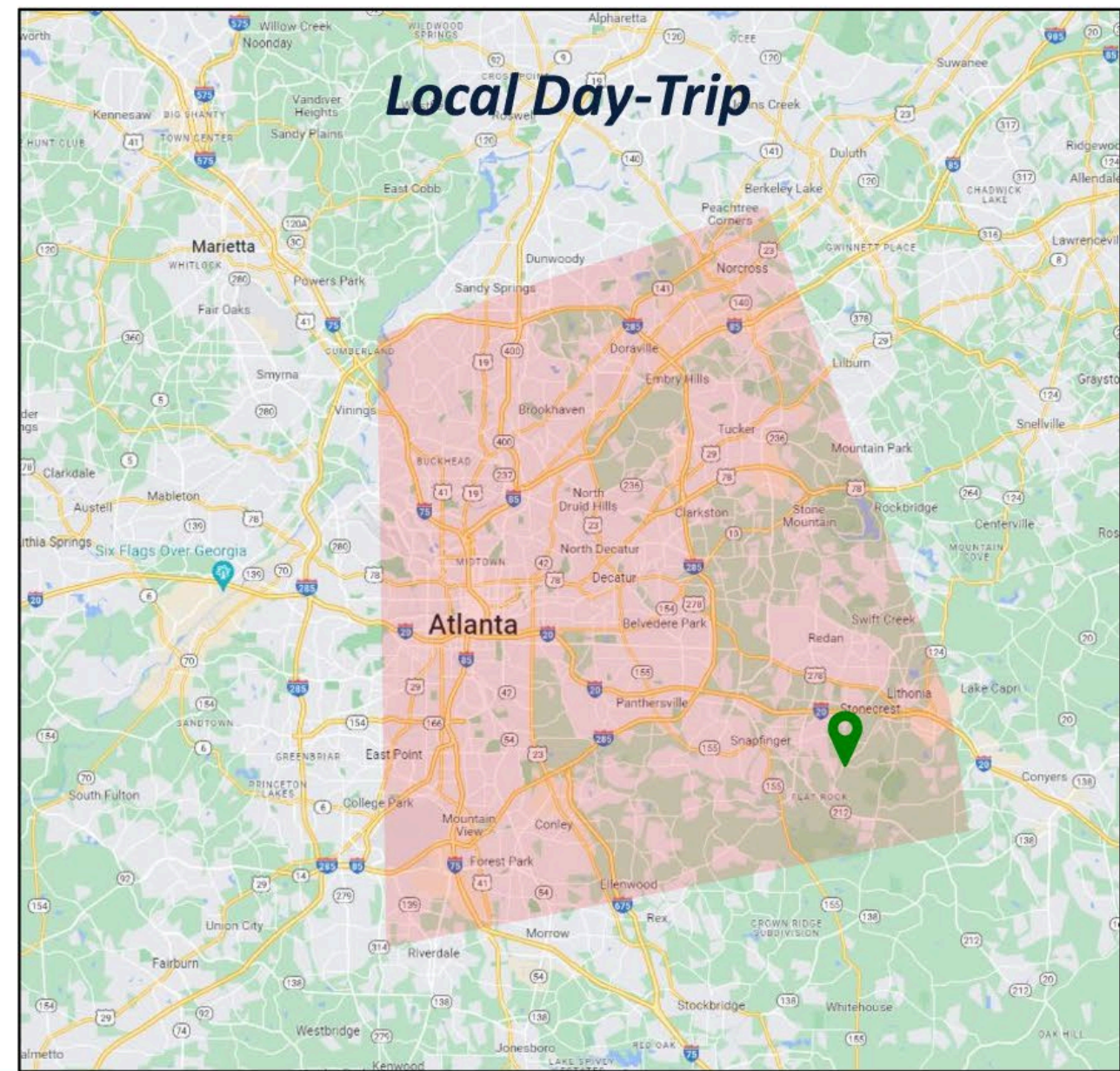
State	Visits (avg weekly)	Visits (avg daily)
Georgia	7511261	1073037
South Carolina	23050	3293
Florida	21513	3073
Alabama	19208	2744
New York	15367	2195
North Carolina	13062	1866
Tennessee	9220	1317
Texas	8452	1207
Illinois	6915	988
Virginia	6147	878

2023 Discover DeKalb and Advance Travel Plan



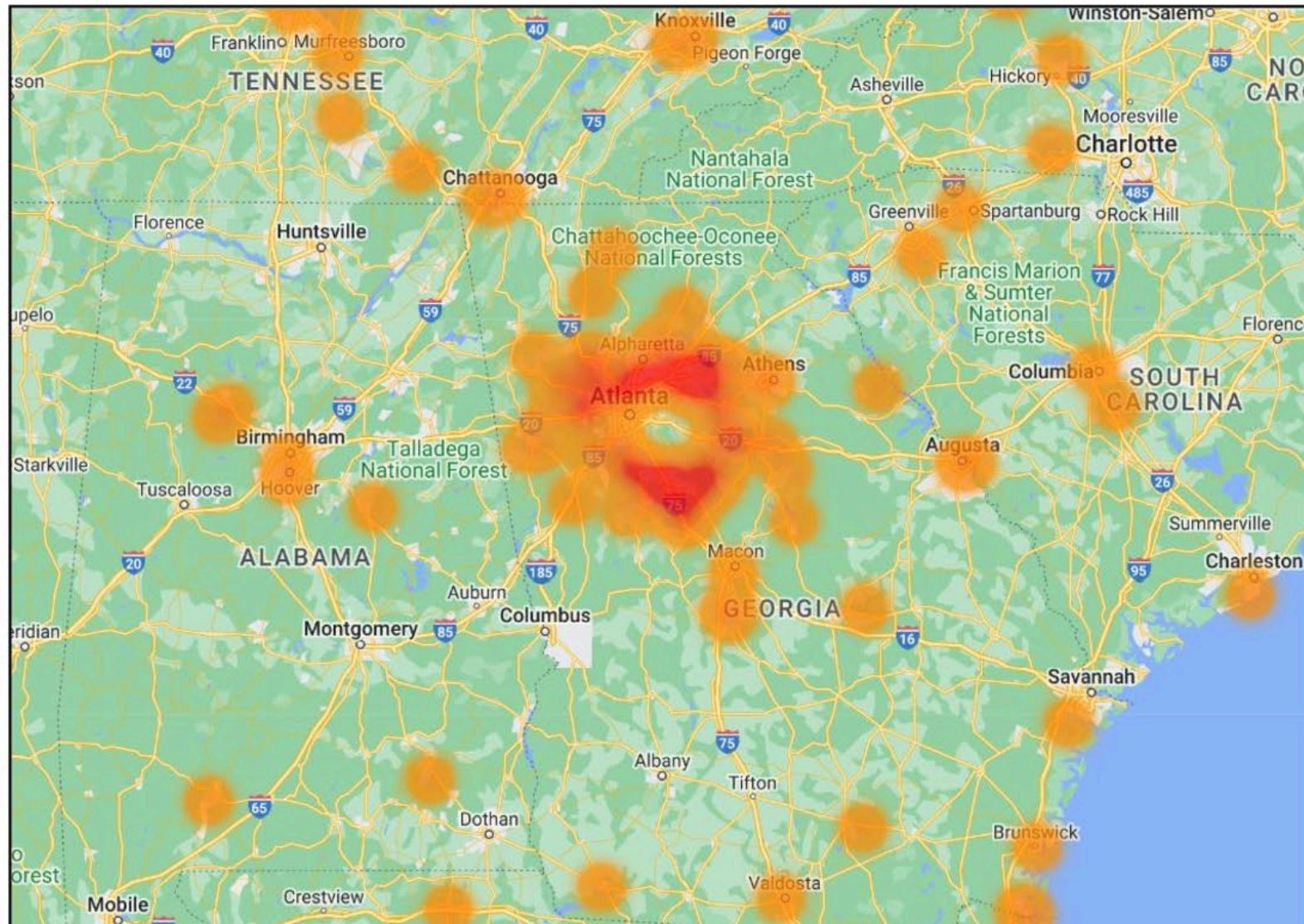


Target Markets.





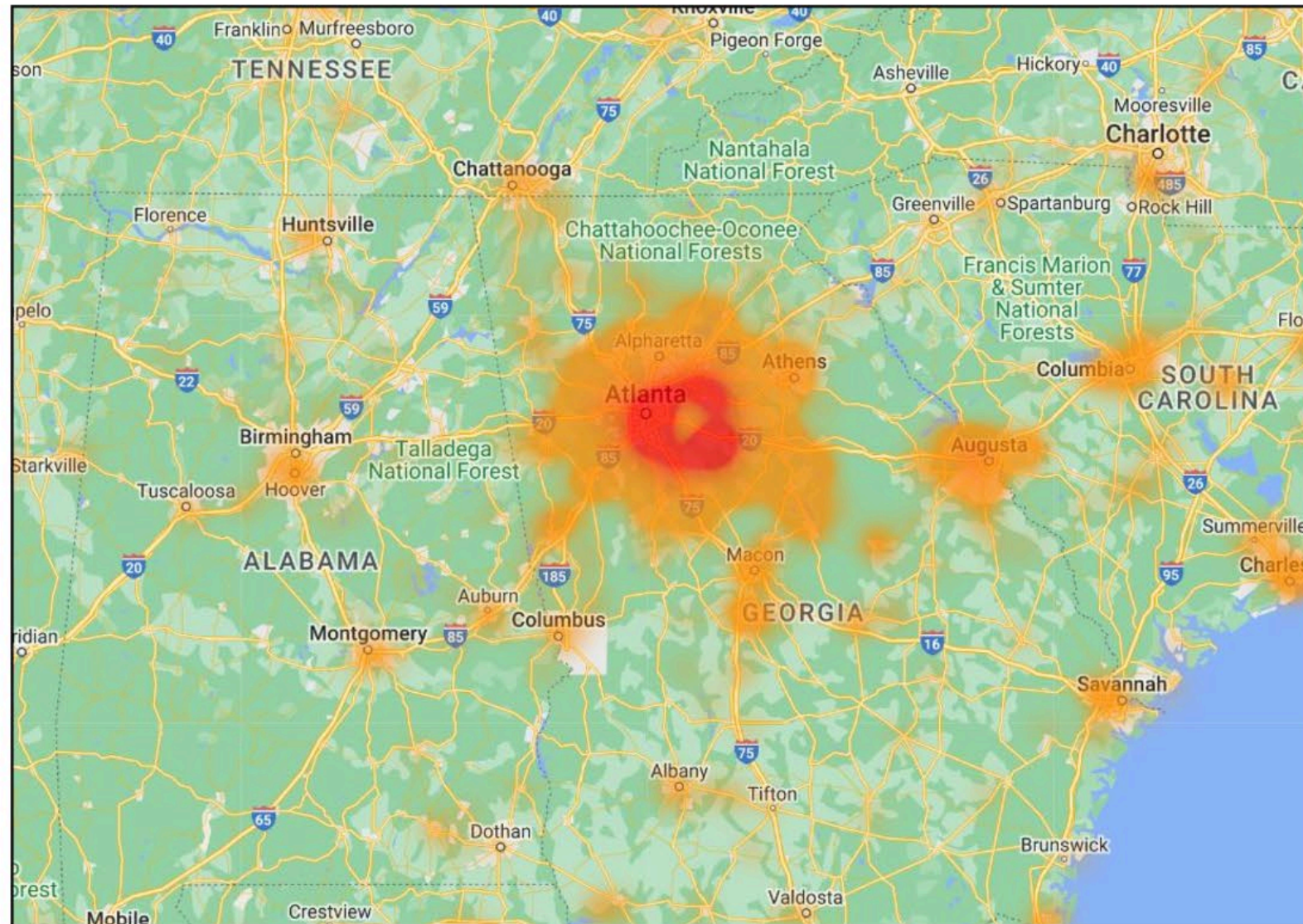
Mobile Visitation Data.



- Davidson/Arabia Mountain Nature Preserve
- Top DMAs
 - Atlanta (50.8%)
 - Macon (4.3%)
 - Tampa (3.2%)
 - Orlando (3.2%)
 - Birmingham (2.7%)



Mobile Visitation Data.



Stonecrest Mall

- Top DMAs
 - Atlanta (63.8%)
 - Augusta (3.8%)
 - Macon (2.4%)
 - Columbia (1.4%)
 - Birmingham (1.4%)



Regional Drive Markets.

Metro	Pageviews
/towns/stonecrest/	9,798 % of Total: 2.48% (394,515)
1. (not set)	2,272 (23.19%)
2. Birmingham (Ann and Tusc) AL	1,461 (14.91%)
3. Atlanta GA	1,415 (14.44%)
4. Columbia SC	593 (6.05%)
5. Augusta GA	501 (5.11%)
6. Macon GA	423 (4.32%)
7. Columbus GA	303 (3.09%)
8. Montgomery-Selma, AL	241 (2.46%)
9. Charlotte NC	224 (2.29%)
10. Columbus OH	209 (2.13%)

- Recommend continuing to target regional drive markets from the 2022 Stonecrest digital campaign.
- ***Plus, Atlanta area for day-trip market***



Travel Buying Cycle.



Awareness Tactics

- Digital Video
- Digital Display
- Mobile App Display

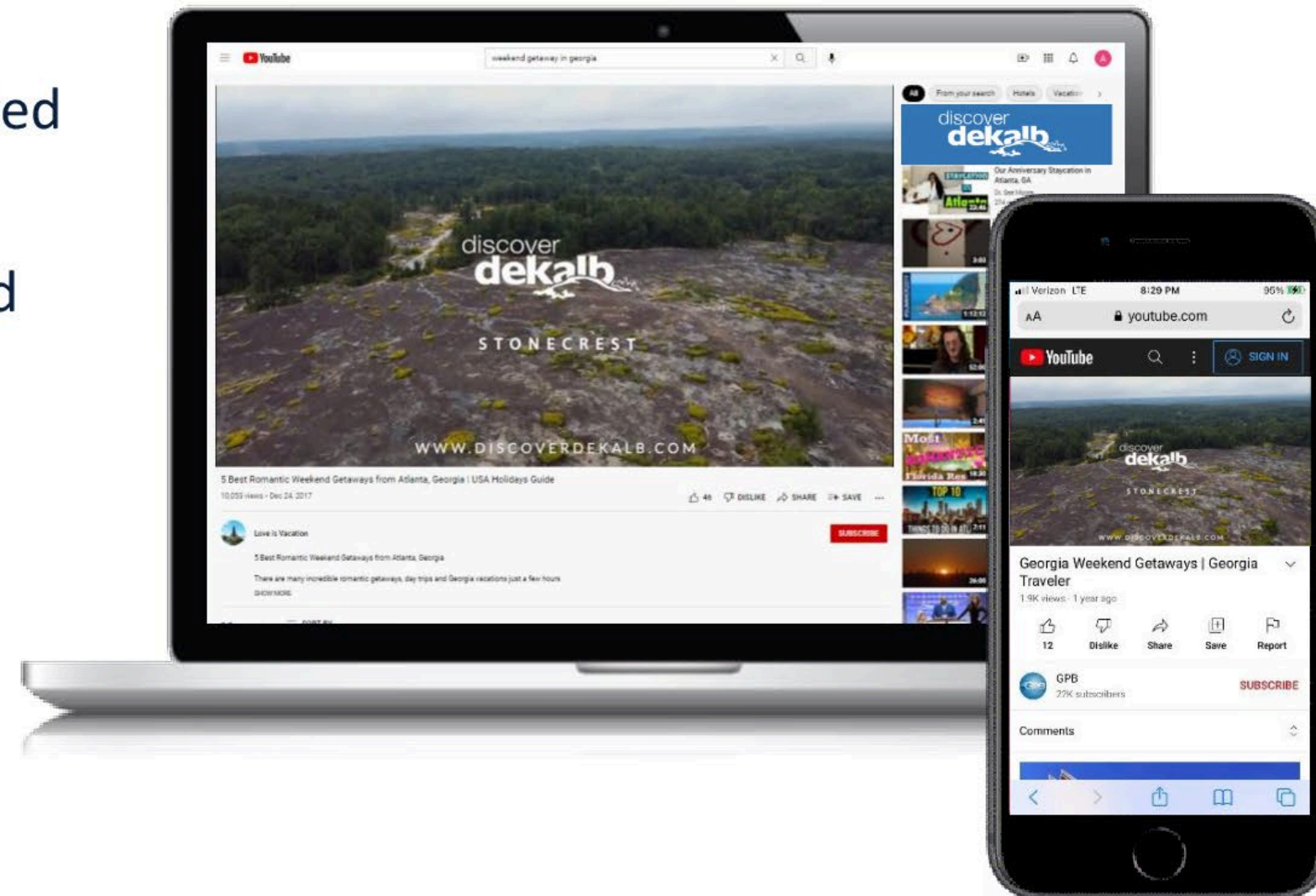
Engagement Tactics

- Paid Social
- Blogs

Drive Awareness with Video.



- **YouTube TrueView**
 - Skippable: only pay for completed views/clicks
 - Includes companion banner and CTA extension
- Targeted based on **audience interests**
 - Outdoors, Road trips, History, Dining, etc.



2023 Stonecrest

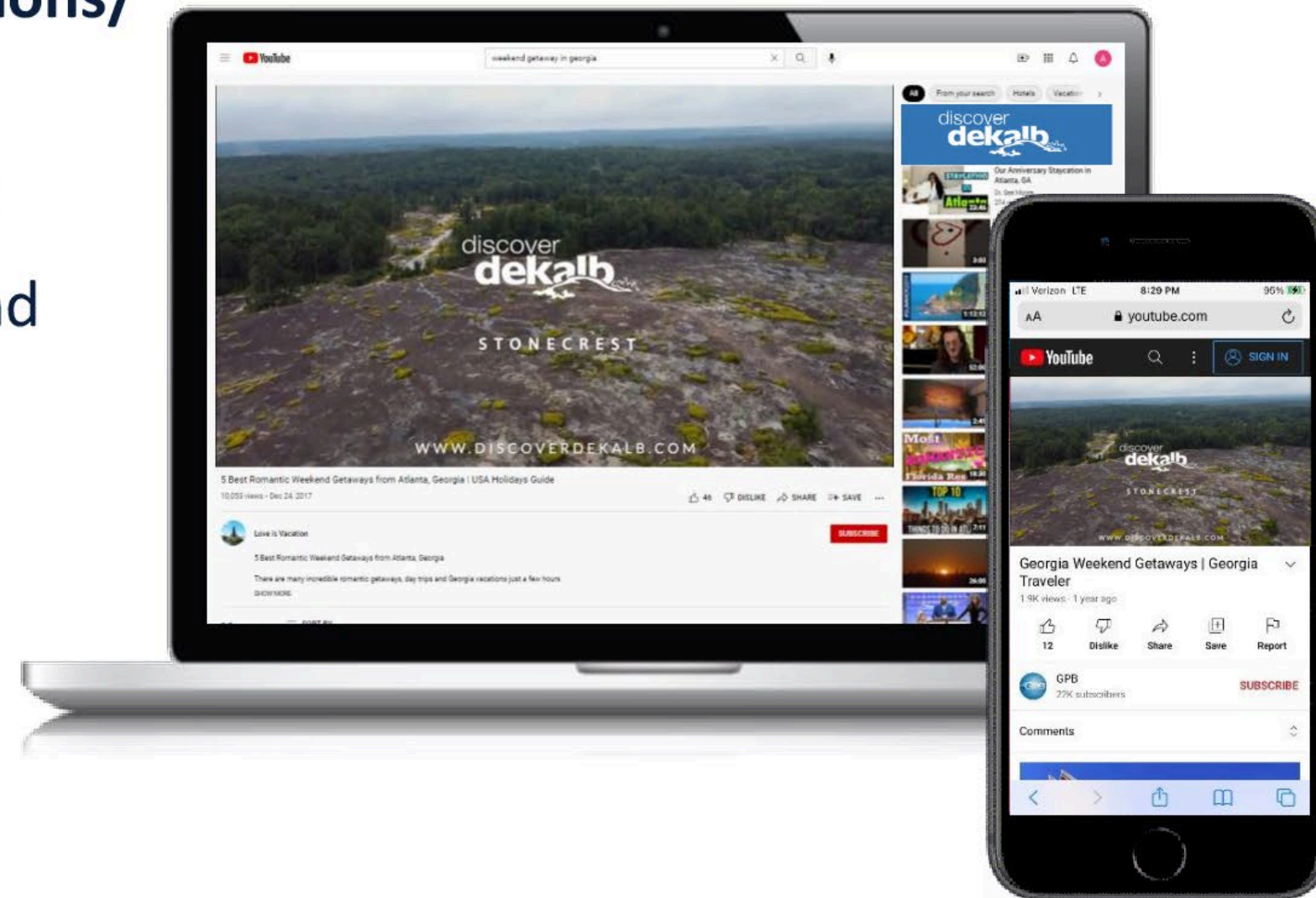
ADVANCE
TRAVEL & TOURISM

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Drive Awareness with Video.



- Estimated 65,000 video impressions/month
 - Optimized for completed views
- Atlanta, Augusta, Birmingham and Macon only
- July - December



2023 Stonecrest



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Increase Reach with Contextual Display.



- Reach audiences in relevant content that aligns with their interests
 - Weekend Family Destinations, African American History/Culture, Atlanta Area Dining
- **500,000 display ads/month**
 - July – December 2023
- All markets: Augusta, Birmingham, Columbia, Columbus, Macon & Montgomery *plus Atlanta*

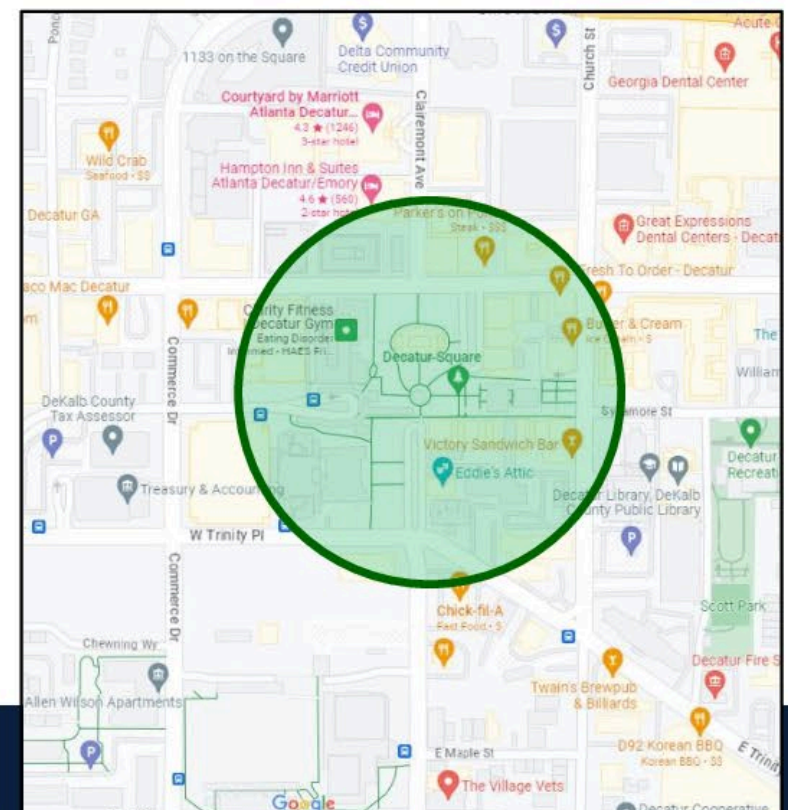
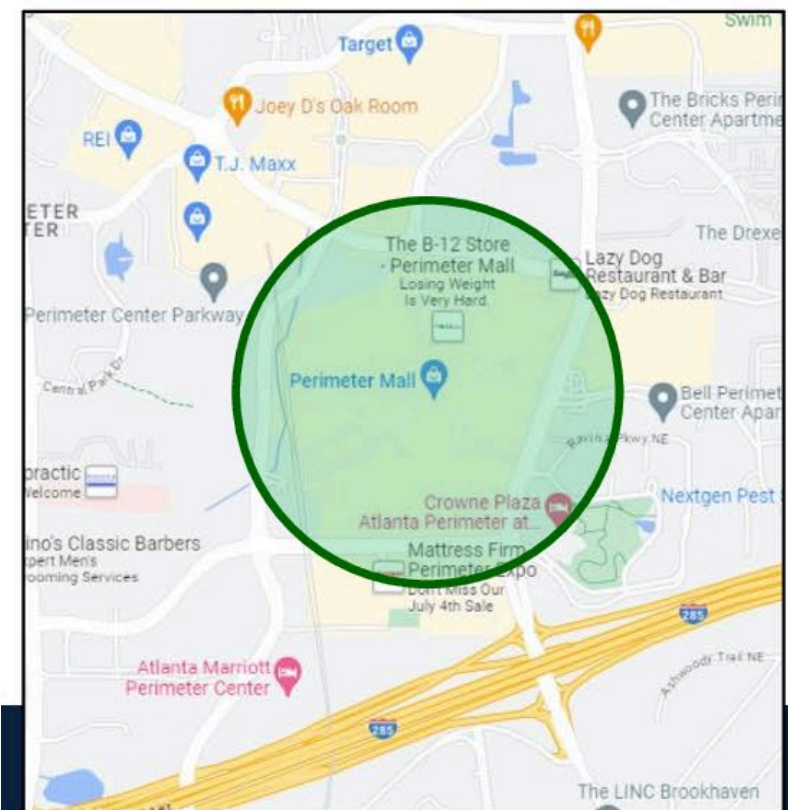
The image shows two examples of contextual display advertising. The top example is on a website titled 'ONLY IN YOUR STATE'. It features a navigation bar with 'STATES', 'CITIES', 'GET FEATURED', and 'SUBSCRIBE'. Below the navigation is a search bar and a 'DISCOVER STONECREST' ad. The ad includes the text 'JUST EAST OF ATLANTA' and 'ARABIA MOUNTAIN NATIONAL HERITAGE AREA' with a 'PLAN NOW!' button. The article below the ad is titled '5 Totally Kid-Friendly Hikes In Georgia That Are 2 Miles And Under'. The bottom example is on a website titled 'BudgetTravel'. It features a navigation bar with 'BOOK TRAVEL', 'DISCOVER USA', 'REAL DEALS', 'SHOP', and 'EXPLORE'. Below the navigation is a search bar and a 'DISCOVER STONECREST' ad. The ad includes the text 'JUST EAST OF ATLANTA' and 'ARABIA MOUNTAIN NATIONAL HERITAGE AREA' with a 'PLAN NOW!' button. The article below the ad is titled 'The Most Affordable Cities for Family Vacations This Summer'.

2023 Stonecrest



Reach Locals and Visitors with Mobile Display.

- Geo-fence regional area downtowns shopping areas and attractions
 - Dining, Shopping, Events messaging
- **50,000 mobile app display ads/mo.**



Locations	
Georgia Aquarium	Downtown Stone Mountain
King Center	Sandy Springs
Perimeter Mall	Chamblee
Lenox Square	Colony Square
Downtown Decatur	Vinings/Cumberland Mall
Brookhaven	Westside Provisions District
Centennial Olympic Park	Ponce City Market
Atlantic Station	Others TBD

2023 Stonecrest

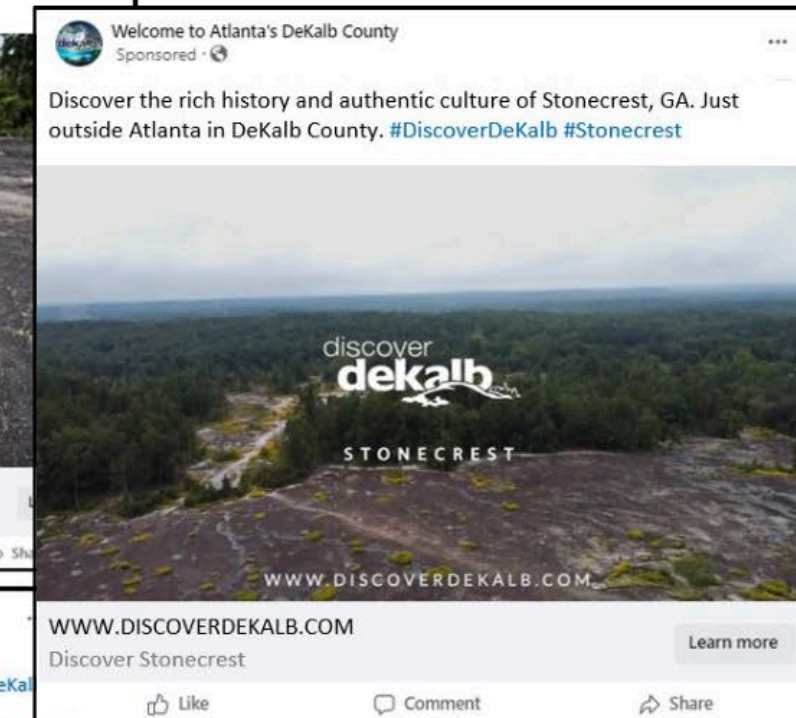
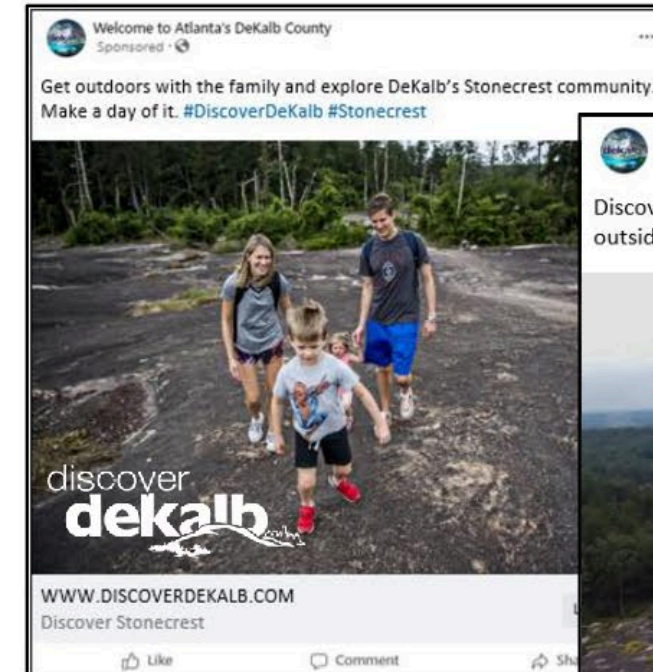


12

Drive Awareness & Engagement with Social.



- Execute 3-tiered paid social campaign targeted to primary audiences
 - Site Traffic: Outdoors, Dining, Events
 - Video: deploy Stonecrest video in social channels
 - Blog Engagement
- All markets: Augusta, Birmingham, Columbia, Columbus, Macon & Montgomery *plus Atlanta*



2023 Stonecrest

ADVANCE
TRAVEL & TOURISM

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Topline Delivery Recap: July – October , 2023.

YTD 2023
Stonecrest
Advance Travel -
Strategic Results

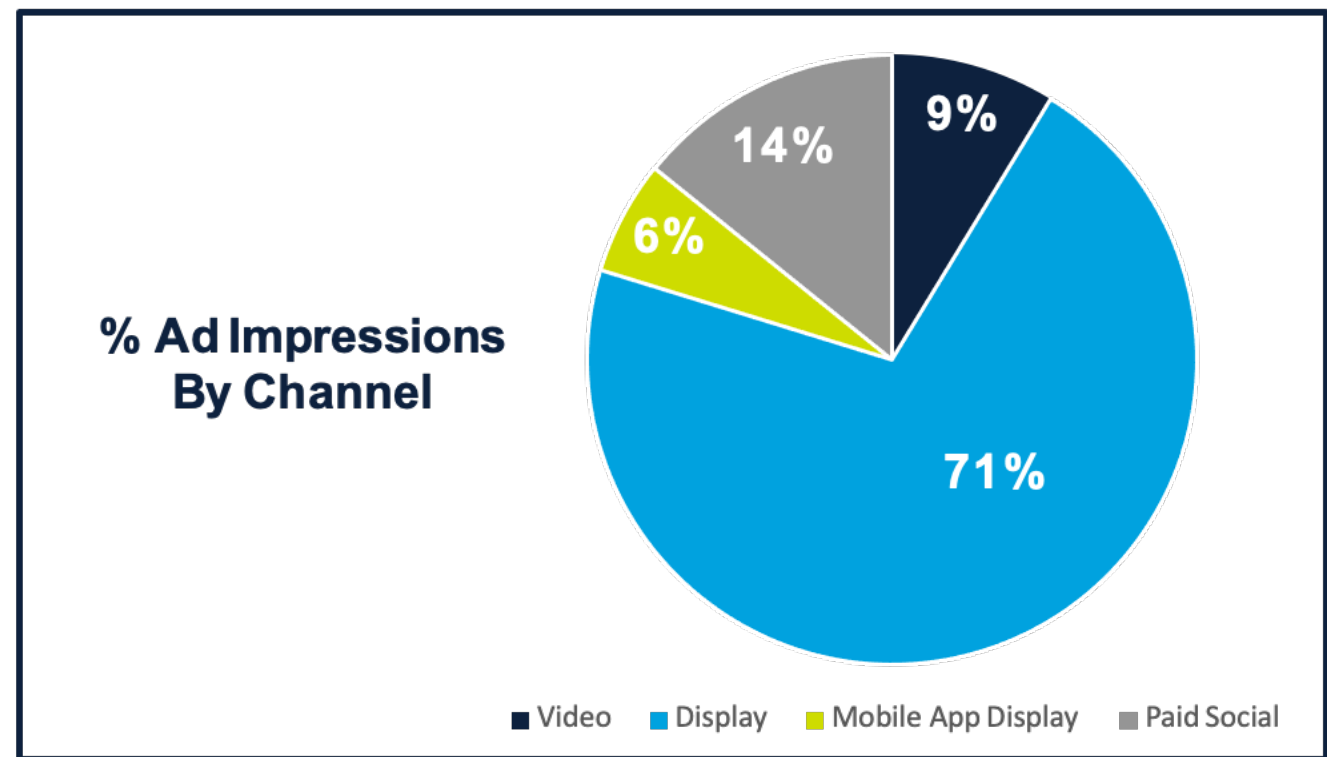
2,310,237
Total Ads Delivered

13,971
Responses (Clicks)

0.60%
Response Rate (CTR)

201,259
Video Ads Delivered

123,900
Completed Views



Drive Awareness with Digital Video.

- YouTube TrueView
 - Priority Markets

Market	Video Impressions	Completed Views	Completion Rate	Clicks
Atlanta	50,411	31,153	61.8%	47
Augusta	49,675	30,768	61.9%	27
Birmingham	51,653	31,108	60.2%	38
Macon	49,520	39,899	62.4%	23
Total	201,259	123,928	61.6%	135



- 100% New Users
- Estimated Total View Time: 350+ hrs.

Benchmark Completion Rate: 35% -45%

Increase Reach & Frequency with Display.

- By Market

Market	Impressions	Responses (Clicks)	CTR
Atlanta	314,328	1,773	0.56%
Augusta	142,350	781	0.54%
Birmingham	378,672	1,790	0.47%
Columbia	276,232	1,457	0.52%
Columbus	153,952	684	0.44%
Macon	256,810	1,206	0.47%
Montgomery	118,822	516	0.43%
Total	1,641,167	8,205	0.50%

Benchmark CTR: 0.10% - 0.20%

- 99% New Users
- 5,413 First time visitors to the Stonecrest page
- 6,388 Pageviews of Stonecrest page

Increase Reach & Frequency with Display.

- By Segment

Benchmark CTR: 0.10% - 0.20%

Segment	Impressions	Responses (Clicks)	CTR
Family Travel/Travel	983,307	4,747	0.48%
History/Museums	488,636	2,507	0.51%
Outdoors	168,724	951	0.56%
Total	1,641,167	8,205	0.50%

0.52% CTR

0.45% CTR

0.48% CTR

0.46% CTR

0.47% CTR

Reach Local Atlanta Area Day-Trippers with Mobile Display.

Location	Impressions	Responses (Clicks)	CTR
Atlantic Station	9,150	6	0.07%
Brookhaven	9,220	15	0.16%
Centennial Olympic Park	9,469	6	0.06%
Chamblee	9,428	11	0.12%
Colony Square	9,126	12	0.13%
Cumberland Mall	9,289	7	0.08%
Downtown Decatur	9,192	11	0.12%
Downtown Stone Mountain	9,238	9	0.10%

Location	Impressions	Responses (Clicks)	CTR
Georgia Aquarium	9,270	5	0.05%
Lenox Square	9,333	13	0.14%
Perimeter Mall	9,469	16	0.17%
Ponce City Market	9,187	11	0.12%
Sandy Springs	9,518	21	0.22%
The King Center	9,474	9	0.09%
Westside Provisions	9,303	9	0.10%
Total	139,666	161	0.12%

- 100% New Users

- 60 Engaged Sessions

Benchmark CTR: 0.10% - 0.20%

Drive Engagement with PaidSocial.

Ad	Impressions	Reach	Link Clicks	Link Click CTR	Reactions	Saves	Shares
Atlanta	127,747	48,911	2,338	1.83%	43	-	4
Regional Markets	200,398	73,204	3,132	1.56%	36	-	2
Total	328,145	121,922	5,470	1.67%	79	-	6

- 99% New Users
- 2,016 First time visitors to the Stonecrest page

Benchmark CTR: 1.0%


Drive Engagement with PaidSocial.

Atlanta Area/Day-Trip Version

Welcome to Atlanta's DeKalb County
Sponsored · 🌐

Embark on an unforgettable day trip to Stonecrest! Just 30 miles outside of Atlanta, you can immerse yourself in the allure of this charming town, where hidden gems, vibrant culture, and captivating history await your discovery. ✨ Unearth new experiences as you stroll through picturesque streets and create lasting memories against the backdrop of stunning landscapes. Plan your visit today!

[#ExploreStonecrest](#) [#TravelMagic](#) [#DiscoverDeKalb](#)



[Learn more](#) [Discover Dekalb](#) [Learn more](#) [Discover De](#)


Like Comment Share

Regional Version

Welcome to Atlanta's DeKalb County
Sponsored · 🌐

☀️ Escape to the charming town of Stonecrest! 🏡 Discover the hidden gems, vibrant culture, and captivating history that await you. Unearth new experiences and create lasting memories in this picturesque destination. Plan your visit now at [and let the adventure begin!](#) ✨ 📍

[#ExploreStonecrest](#) [#TravelMagic](#) [#DiscoverDeKalb](#)



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Like Comment Share



Stonecrest Updates



Stonecrest Podcast Features



DeKalb Talks Tourism Podcast

A new Podcast from Discover DeKalb that highlights exciting updates, in-depth conversations, and fun centered all around DeKalb. Currently there are 25+ episodes out now on YouTube.

DeKalb Talks Tourism is available on all streaming platforms. Tune in!

STONECREST


LINKEDIN & YouTube Statistics

Discover DeKalb Convention & Visitors Bureau
 370 followers
 1mo · 🌐

Join Cheryl Moore-Mathis and [Kelly Palakshappa](#) from Flat Rock Archives, as we talk about preserving African American history and how they're helping families across America find their relatives.

Listen here 📻📻📻
<https://lnkd.in/g6v2sTzV>

#DeKalbTalksTourism #FlatRockArchives #DeKalb
<https://lnkd.in/gby5hC6F>



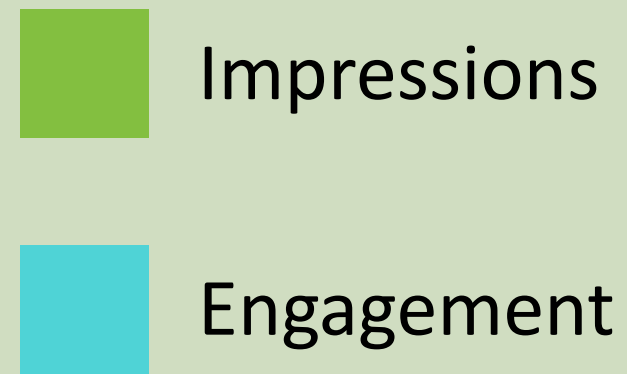
Come join us and learn more about Flat Rock Archives!
 youtube.com

👤 Emuesiri Emereje and 2 others 1 repost

Flatrock Archives
 Total Impressions: 19,908
 Total Watch Time: 1,914
 Minutes (31.9 hours)

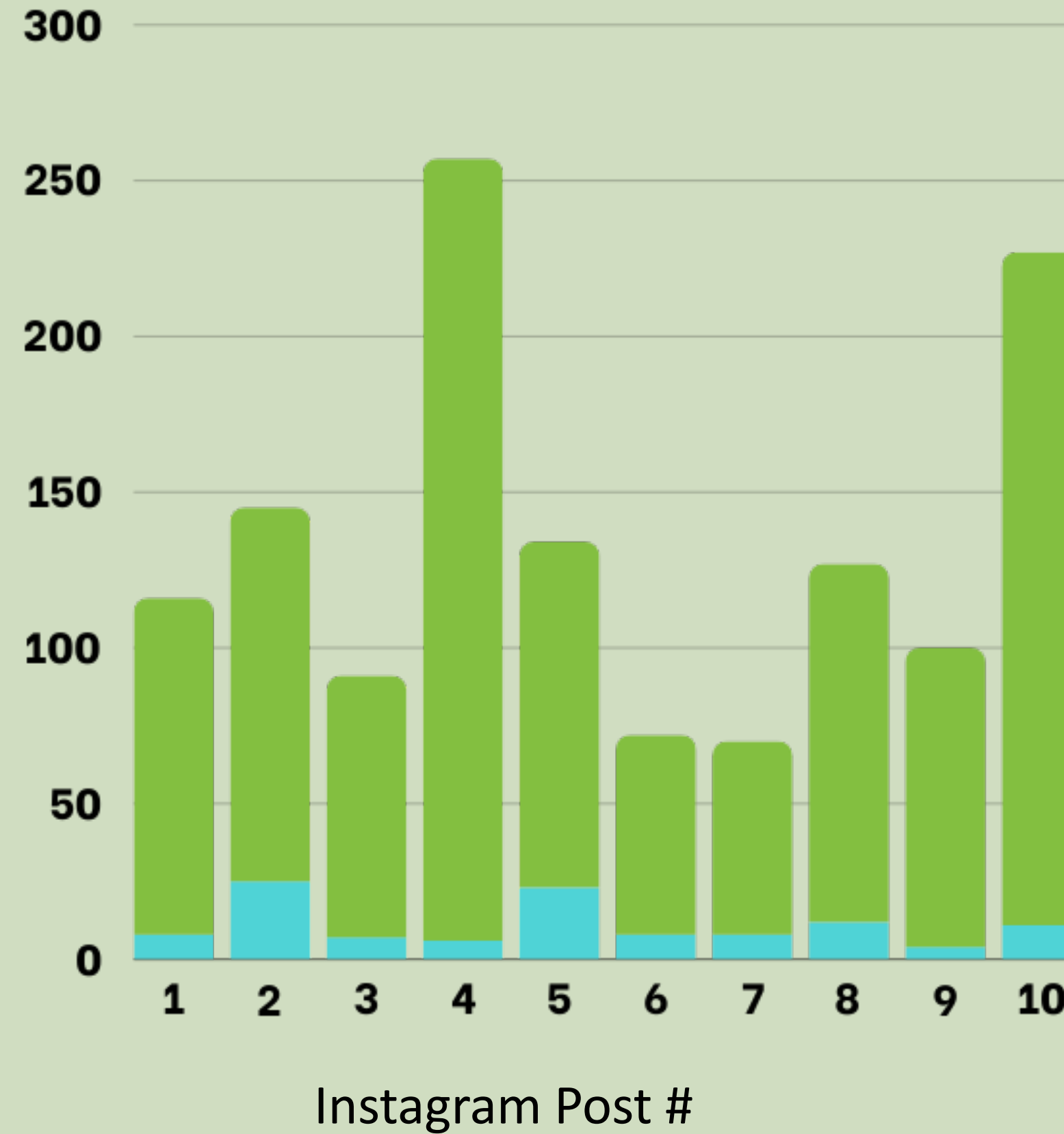
FLAT ROCK ARCHIVES

(INSTAGRAM CONTENT AS OF 11/28/23)



TOTAL IMPRESSIONS= 1,227

TOTAL ENGAGEMENT = 112



STONECREST

LINKEDIN & YouTube Statistics

Discover DeKalb Convention & Visitors Bureau
370 followers
2w · 🌐

Have you heard of **City of Stonecrest**'s newest adaptive reuse project, Privi? What was once a 144,000-square-foot Sears Building at the Mall at Stonecrest, it's now developing into a unique gathering spot, blending a food hall with a cultural community vibe. We talked with **Vaughn Irons** to see how him and his team are transforming the space!

Listen here 📻📻📻
<https://lnkd.in/g6v2sTzV>

#DeKalbTalksTourism #Privi #Stonecrest
<https://lnkd.in/gPDV4NNJ>



25: Vaughn Irons, Principal at Stonecrest Resorts & developer of Privi
youtube.com

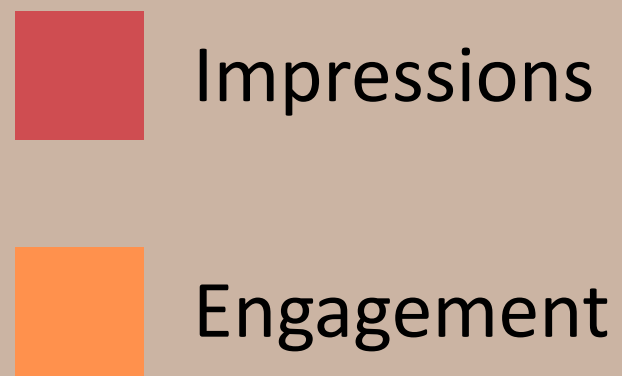
Vaughn Irons and 37 others
9 comments · 10 reposts

PRIVI

Total Impressions: 506
Total Watch Time: 723
Minutes (12.5 hours)

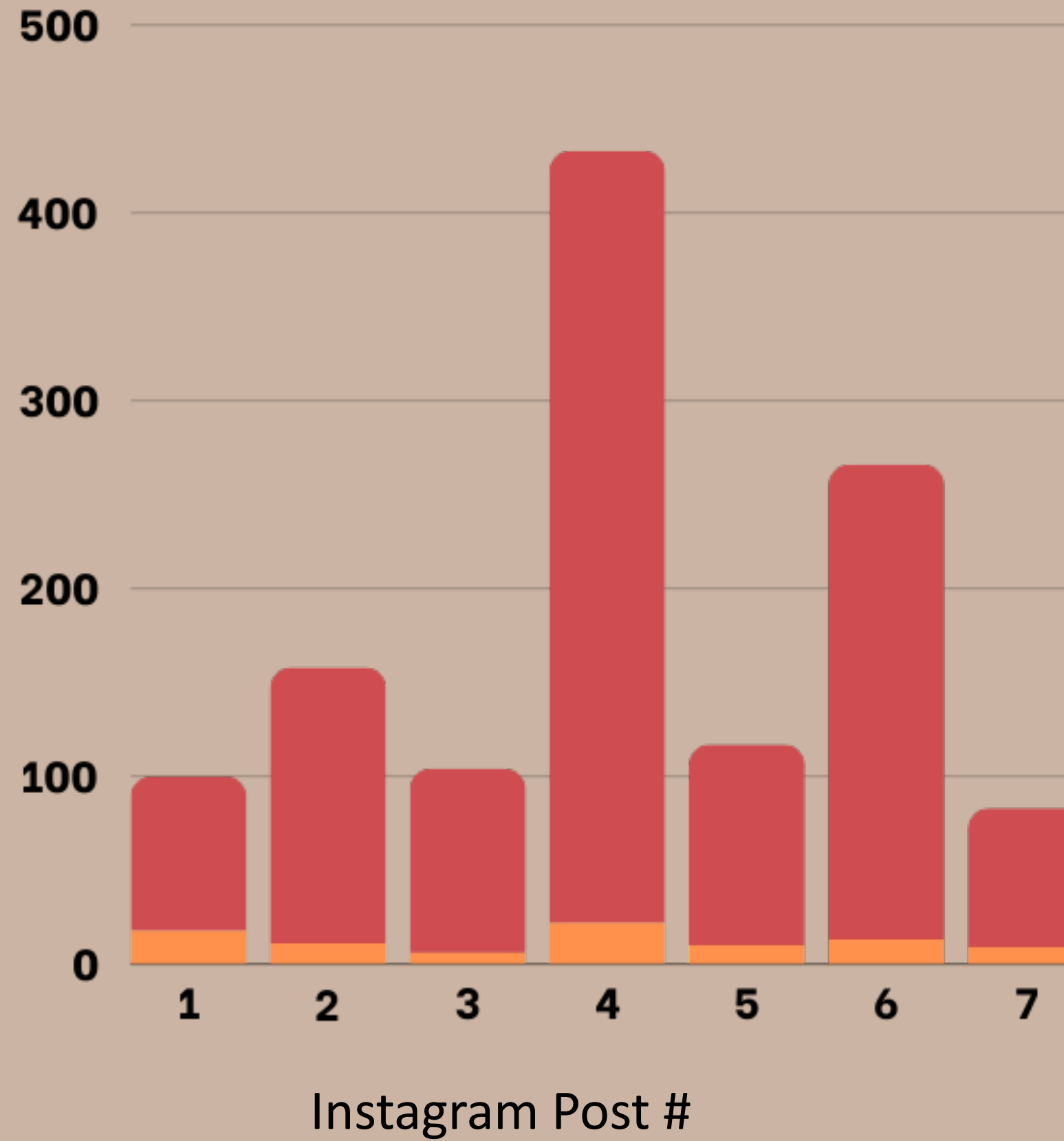
PRIVI

(INSTAGRAM CONTENT AS OF 11/28/23)



TOTAL IMPRESSIONS= 1,172

TOTAL ENGAGEMENT = 89



Stonecrest Partnership Meetings



Discover DeKalb Partnership Meetings

Discover DeKalb regularly hosts Bi-monthly partner meetings to provide educational resources, networking, and brainstorming opportunities to our partners for enhancing the experience provided in DeKalb County. At our Vendor Showcase Partner Meeting Arabia Mountain, New Black Wallstreet, Seaquest and Flatrock Archives all had booths.

Meet me in Stonecrest Logos



Logo design for the event, Stonecrest, featuring a red city skyline above the text 'Meet me in STONECREST' in red, with a green forest silhouette below.



STONECREST

Logo design for the event, Stonecrest, featuring a red city skyline above the text 'Meet me in STONECREST' in red, with a green forest silhouette below.



STONECREST

Logo design for the event, Stonecrest, featuring a red city skyline above the text 'Meet me in STONECREST' in red, with a green forest silhouette below.



Stonecrest Billboards 2023

The image displays two digital billboard designs. The top billboard is for the 'CELEBRATION OF FREEDOM JUNETEENTH' event. It features a yellow background with black text and graphics. The text includes 'CELEBRATION OF FREEDOM', 'JUNETEENTH', 'LIVE MUSIC AND PERFORMANCES | VENDORS | FOOD TRUCKS | KIDZ ZONE', and 'PETTING ZOO | BOUNCE HOUSES | FIREWORKS SHOW @ DUSK'. It also specifies the date and time 'JUNE 17 | 4PM' and the location '5845 Hillvale Road | Stonecrest, GA 30058'. Logos for 'discover dekalb', 'THE CITY OF STONECREST GEORGIA', and 'BLACK DOT CULTURAL CENTER & BOOKSTORE' are present.

The bottom billboard is for the 'ATLANTA DEKALB CARNIVAL'. It has a green and blue background with colorful fireworks graphics. The text reads 'THE ULTIMATE CARNIVAL EXPERIENCE', '2994 Turner Hill Rd, Stonecrest, GA', 'MUSIC | FOOD | CULTURE', 'Parade: 12:00PM', 'Festival: 2:00PM - 10:00PM', and 'Atlantadekalbcarnival.com'. The 'ATLANTA DEKALB CARNIVAL' logo is prominently displayed on the left, with the tagline 'The Hottest Carnival in North America' below it.

Discover DeKalb designed and placed billboard designs across digital billboard pool of 30+ digital billboards to support event traffic and awareness.

Stonecrest Sponsorship Efforts 2023

discover dekalb

< Back

November 17, 2023 to November 19, 2023

CELEBRATING 50 YEARS OF HIP-HOP: LEGENDS & ICONS WEEKEND


SHARE

ABOUT THE EVENT

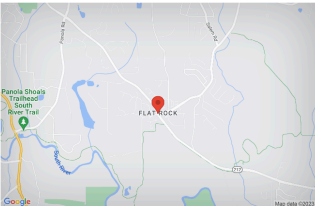
Get ready for an electrifying event that's set to make waves in the world of hip-hop! This 3-day event is a multi-faceted celebration, featuring five incredible experiences rolled into one unforgettable weekend:

State of Hip-Hop Symposium: Delve into the heartbeat of hip-hop culture at our symposium, featuring hip-hop icons Chubb Rock, DJ Tabone, Raheem The Dream, and Positive K as we come together to discuss the genre's evolution, its impact on society, and its future. Gain fresh insights, explore its cultural significance, and join the conversation that continues to shape the world of music.

Legends & Icons Sneaker Ball: It's time to put on your fanciest attire and your freshest kicks! At the Legends & Icons Sneaker Ball, we pay homage to the pioneers and legends of hip-hop. This event will feature live performances by The Sugar Hill Gang! Dress to impress and dance the night away, celebrating the iconic figures who've left an indelible mark on the industry. This is where style meets swagger!



Privi Stonecrest
The Mall at Stonecrest
8020 Mall Parkway
Stonecrest, Georgia 30038



discover dekalb

< Back

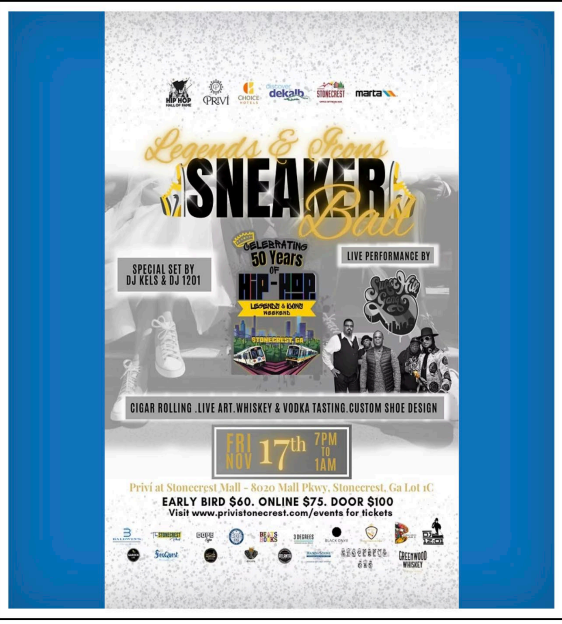
November 17, 2023 7:00 PM -1:00 AM

LEGENDS & ICONS SNEAKER BALL

SHARE

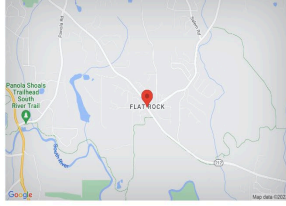
About the event

It's time to put on your fanciest attire and your freshest kicks! At the Legends & Icons Sneaker Ball, we pay homage to the pioneers and legends of hip-hop. This event will feature live performances by The Sugar Hill Gang! Dress to impress and dance the night away, celebrating the iconic figures who've left an indelible mark on the industry. This is where style meets swagger!



Privi Stonecrest
The Mall at Stonecrest
8020 Mall Pkwy
Parking Lot 1C
Stonecrest, Georgia 30038

ADMISSION
Purchase Online: \$75.00 +\$1.88 processing fee | At Door: \$100.00 + \$2.50 processing fee



Discover DeKalb proudly sponsored the following Stonecrest efforts/events in 2023:

- Stonecrest Fest
- Stonecrest 50th Hip Hop Celebration
- Atlanta's DeKalb Carnival

Stonecrest Magazine Refresh 2023



Discover DeKalb is planning the 2023 Discover Stonecrest Magazine Refresh.
In the refresh we will be doing the following:

- New Cover
- New Mayoral Address
- New Back Cover
- Inside Refresh



Discover Stonecrest Video 2023 Plan

Discover DeKalb is currently completing new 2023 visuals that will soon be completed. Upon completion the video assets can be provided upon request free of charge.

Discover DeKalb plans to use the completed visuals in digital ad streaming placements to increase brand awareness, maximize bookings, and establishing greater reach for all that DeKalb has to offer.

The completed Discover Dekalb visuals will be placed on the following streaming platforms as part of our 2023 – 2024 Digital Strategy:

- YouTube Ads
- GoUSATV





We Stonecrest



CITY COUNCIL AGENDA ITEM

SUBJECT: Economic Development Update

AGENDA SECTION: *(check all that apply)*

- PRESENTATION** **PUBLIC HEARING** **CONSENT AGENDA** **OLD BUSINESS**
 NEW BUSINESS **OTHER, PLEASE STATE:** Click or tap here to enter text.
-

CATEGORY: *(check all that apply)*

- ORDINANCE** **RESOLUTION** **CONTRACT** **POLICY** **STATUS REPORT**
 OTHER, PLEASE STATE: Click or tap here to enter text.
-

ACTION REQUESTED: **DECISION** **DISCUSSION**, **REVIEW**, or **UPDATE ONLY**

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, October 14, 2024

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Christian Green, Economic Development Director

PRESENTER: Christian Green, Economic Development Director

PURPOSE: Update City Council on Activities of Economic Development.

FACTS: Brief update of Economic Development since Mid-September 2023 to now.

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Choose an item. Click or tap here to enter text.

ATTACHMENTS:

- (1) Attachment 1 - 2023-2024 Stonecrest Economic Development Presentation
- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.

Stonecrest Economic Development

A year in review...

Three Tenants of a Strong Economic Development Program

Item III. b.

Business Attraction

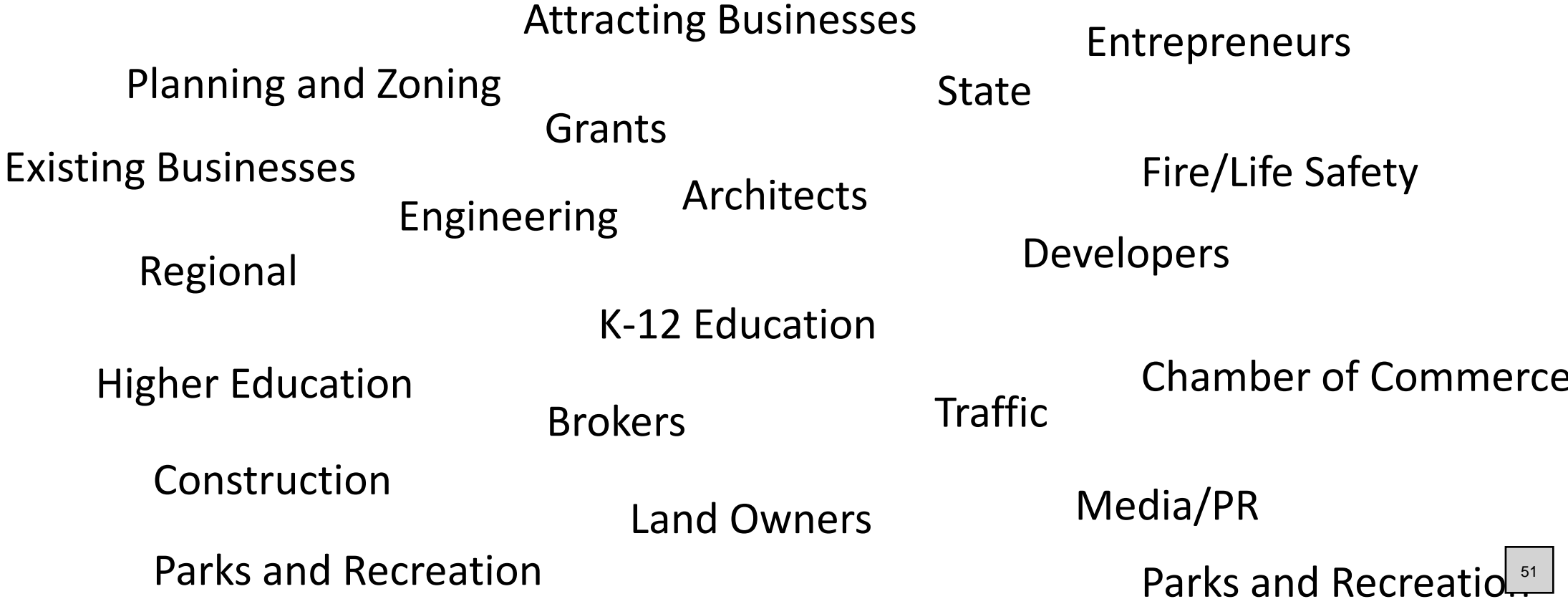


**Business Retention
& Expansion**

Marketing & Communications

Economic Development

Economic Development is a TEAM Sport!



Economic Development

BEING A GOOD PARTNER

To be a success in life...
be a CONDUIT
to someone else's success...

Together we will EXCEED...



Stonecrest Film, Music, & Digital Entertainment Strategic Plan (2023)

Leveraging Georgia's increasing prominence in film production and entertainment, the City of Stonecrest took a proactive step in establishing the Film and Entertainment Commission in 2018, with the aim of positioning Stonecrest as a regional destination of creative expression and cultural enrichment. The commission's strategic plan inventoried and evaluated the existing entertainment industry landscape, identifying areas where the city could provide enhancement and support. Proposed efforts included additional licensing and permitting, expansion of educational and marketing resources, and increasing community awareness and engagement. The plan outlined a series of recommendations and implementable actions, all supporting the overall conclusion that the film, music, and digital entertainment industries were viable and well worth strategic and financial investments in the city.

Together we will EXCEED...



Path Forward: City of Stonecrest Economic Development Plan (2024)

Path Forward is the city's concerted effort to foster economic opportunities in alignment with its aspirations, existing assets, and development objectives. The vision of the plan sets to establish a robust organizational framework which would support and enhance residents' well-being, increase the tax base, generate high-quality employment opportunities, and attract high-value businesses and services to the city. The plan outlines five key priority areas: organizational infrastructure, marketing, land development, targeted economic sectors, and workforce infrastructure. In conjunction with these focuses, the plan highlights the need for improved government processes, including optimization, increased transparency, and greater communication and collaboration between departments, local and regional bodies, and with business and residential communities. The plan integrates actionable recommendations alongside a timeline delineating prioritized projects and partnerships with key organizations in order to realize these objectives.

Together we will EXCEED...

Economic Development Work Plan

Last Updated:
Wednesday, September 4, 2024

Business Retention and Expansion Plan

BUSINESS ASSISTANCE SERVICES GUIDE

A SERVICE BASED APPROACH: RESOURCES AND PROGRAMS FOR EXISTING AND NEW BUSINESS

The City of Stonecrest economic development department is focused on your business' success in the community, whether you are new to the area or have been operating here for decades. We know that when companies have the opportunity for community engagement, they become stronger local citizens and supporters, and we want to be sure that there is an easy path forward. In addition, companies with a presence already in the community are responsible for up to 80% of future new jobs which creates a healthy local economy and provides a strong quality of life for our residents.

To creatively support the business community in Stonecrest, we offer a robust business retention and expansion program that includes a business outreach program, focused workforce and talent attraction tools, public relations and marketing support to help companies gain exposure, local incentive services, and facilitating connections to regional and state level tax incentive and grant programs.

In addition, our team focuses on addressing local issues and challenges that affect your business operations, whether that means helping to find solutions to employee parking and transportation needs or finding a great local nonprofit for corporate volunteer opportunities.

Business Attraction Goals...

Business Attraction Overview and Metrics

Business attraction is critical to the City of Stonecrest as it seeks to create and sustain revenue streams essential to a community's quality of life. Through the creation of new wealth, the community receives the benefit of 1) jobs, 2) revenue in the form of sales tax (which support city services such as public safety, parks, transportation), and 3) capital investment.

BUSINESS ATTRACTION

Typical Program Offering	Department Activities
Lead Generation	Develop specific business attraction initiatives for targeted industries, utilizing a variety of data resources in house to generate leads more than those received from partner groups
Site Selection Data	Provide detailed site information
Competitive Advantage Analysis	Provide comparative analysis for site potential locates
Develop and maintain collaborative partnerships	Consistent and ongoing outreach to core partners including site selectors, brokers, local stakeholders
City FAM Visits	Ongoing partner outreach with minimum of annual FAM visits from key partners and their new staff
Responding to RFPs and PIF's	Process established, with continued enhancement of data in response packets to better target to audience
Economic Impact Analysis	Conducted for each project closed as WON via departmental involvement, as well as ASSISTS to track overall influence
Development Agreement Preparation and Oversight	As needed; monitoring of related legislation and agreements in neighboring communities
Location Advantage Material Development and Distribution Efforts to Prospects, Brokers, Site Selectors	Ongoing, enhanced and updated regularly based on input and feedback

Business Attraction Goals...

Metrics Summary

In addition to reporting on and measuring the action items listed above, the following general metrics will be calculated and reported upon in comparison to goals each year. Goals will be set utilizing a combination of benchmark analysis, year over year trends which will include general goals as well as stretch goals.

Possibly separate areas.

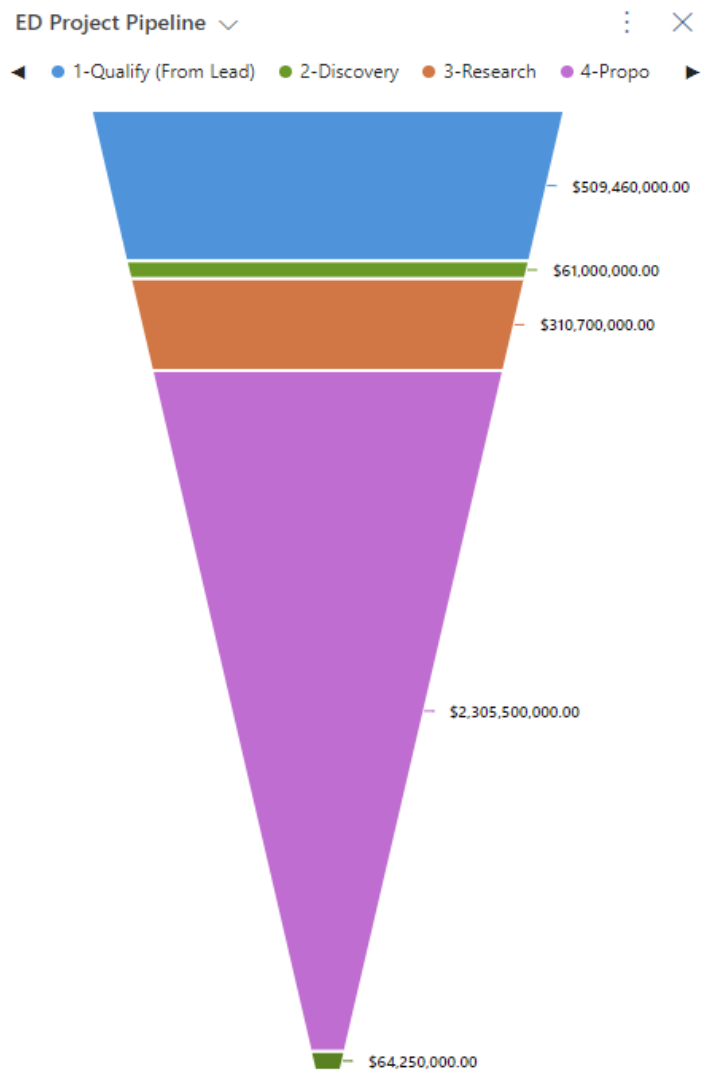
Metric	FY24 Goal	FY24 Actual	FY25 Goal	FY25 Actuals
Number of new businesses attracted or retained in our targeted industries	10	11		
Number of net new jobs as a result of business attraction, per target industry	200	300		
Average wage of new jobs created	\$44,000	\$50,000		
Capital investment	\$100 m	\$64,000,000		
Meet with an average of two commercial brokers per month	24	18		

Business Attraction

Identify Branding Corridor Opportunities in City

- Corridors of Industry clusters
 - Healthcare
 - Film & Entertainment
 - Hi-Tech
 - Advanced Business Services
 - Entrepreneurial
 - Entertainment/Experience/Retail

Business Attraction



Current Stages of Projects

- \$500M in Qualified Projects
- \$61M in Discovery Stage
- \$311M in Research Stage
- \$2.3B in Proposal Stage
- \$64M in Closed Projects
 - Pepsi Distribution Center
 - Hilton Garden Inn Renovations
 - Dominique's
 - Emory Hillandale Hospital Expansion and Renovations

Business Attraction

Existing Land Opportunities

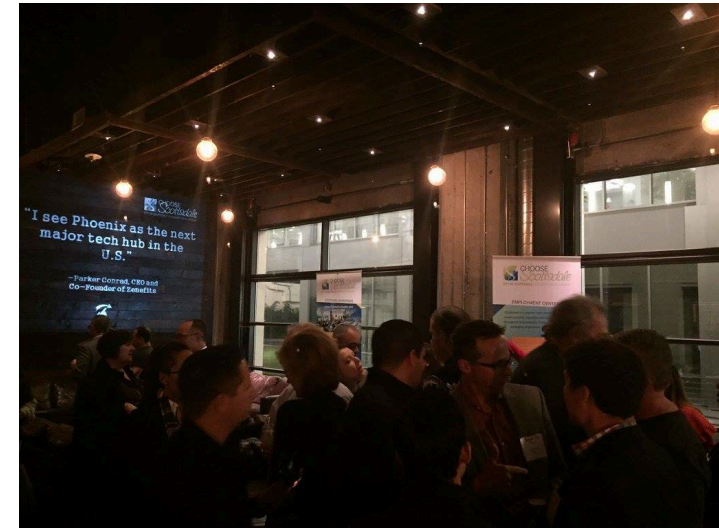
- Match Recruitment Efforts with existing zoning
 - *Think use and match efforts to maximize time*
- Develop Strong relationships with internal development staff
 - *The Speed of Trust*
- Create Red (or Blue) Team to Address immediate needs of development community
 - *Time is money*

Business Attraction

MARKETING

- Branded Stonecrest Advantage Brochure
- Targeted Site Selector Communication Strategies
- Market Visits
- Fam Tours
- Presentations/Meetings with Brokers
- Hosted Attraction Initiatives out of Market
- Press Releases

Hosted Event for Site Selection Professionals at Bio-International



Business Attraction vs. BRE

Retention

80% of new jobs come from existing business

- Its Key that we grow and retain existing business by
 - Listening and Finding Solutions
 - Providing resources
 - Workforce Development
 - Talent Attraction Tools
 - Fostering business engagement with the community
 - Industry Think Tanks
 - Events and Programs

BRE Goals...

Performance Metrics	FY 24/25 Goal	FY24/25 Actual	FY25/26 Goal
Number of Small Business ED Programming Events	Min-6 Stretch-8		Min-8 Stretch-10
Small Businesses/Entrepreneurs Attending ED Programming Events	Min-35 Stretch-45		Min-70 Stretch-90
New leads generated by in-house BRE efforts	Min-5 Stretch-10		Min-10 Stretch-20
Number of BRE visits completed	Min-100 Stretch-120		Min-120 Stretch-140
Cross Collaboration Presentations (Internal)	Min-5 Stretch-7		Min-6 Stretch-8
Cross Collaboration Meetings (External Partners)	Min-10 Stretch-15		Min-20 Stretch-30
Business Event survey results- What percentage of participants in the event were "very satisfied" with the program?	Min- 80% Stretch- 90%		Min- 90% Stretch- 100%
Create and Maintain BRE Materials	Goal: 1.Relocation Guide (<i>Resource information guide for existing business to share with new hires</i>)		

Entrepreneur Programs

- Mentorship Programs with established industry leaders
- Connect the Tech Events
- Training Series for Start Ups
- Investment Forums
- Reverse Pitch Events
- Shark Tank Events
- Corporate Investment Forums
- K-12 and Higher Education E-Sports and Tech Events
- Converting Library space into Incubator Space
- Venture Capital Programs through State and Partners
- Portal creation for Resources (ED Website and Social)
- Create Co-Working Space

BRE Strategic Plan

Retain and grow existing economic drivers and employers

- *Provide **opportunities for Mayor and Council involvement** in continued regular outreach to Stonecrest's existing employers*
- ***Engage citizens, business executives, founders and owners** in City deliberations about policies and programs that impact them*
- *Continue to **assist existing and new businesses** - large and small - to address and satisfactorily **resolve challenges** that may impede the retention and expansion of their business operations.*

BRE Strategic Plan

Support efforts that will enable Stonecrest's present and future employers to cultivate, retain and attract the talent they need. (Cont.)

- *Ensure that the interests of Stonecrest's citizens and businesses are addressed in regional and state-level talent and workforce development programs*
- *Develop a "Stonecrest Welcomes You" outreach program to engage new professional recruits.*
- *Connect with young professionals' organizations in the City.*



Global Strategic Plan

Elevate Stonecrest's engagement in the national and international economic development arena

- ***Become the “go to” and central point of contact for Stonecrest's existing employers. Engage with other City departments to ensure how they play a role in economic development.***
- ***Intensify business appreciation, retention and expansion and internal lead generation activities.***
- ***Develop a marketing and communications strategy targeted to key decision-making audiences that impact/influence business expansion, location and startup decisions.***
- ***Actively communicate Stonecrest's business investment opportunities to targeted firms, decision makers and influencers.***

Invest Stonecrest Event

Event focused on two tracks

1) First time home buyers

- a) Tell first time home buyers why Stonecrest is a good investment...*
- b) Educate on the power of knowing existing and future planned use*
- c) Provide tools for financing options...*
- d) Create connections to drive investment and ...*

WELCOME THEM TO THE STONECREST FAMILY

2) Commercial Real Estate Investment

- a) Share the vision and scope of Stonecrest Entertainment District, City and Civic Center*
- b) Present and share future land use changes adopted in 2038 Comprehensive Plan and discuss how the City is prepared to move forward as a business friendly city.*
- c) Tours of future or existing areas of investment*

Tourism Strategic Plan

Visitor/Hospitality Commerce and Trade: Hotels, Retail, Attractions

Work in collaboration with Stonecrest Tourism Task Force, Stonecrest Film and Entertainment Commission and Discover Dekalb to identify key properties and work with companies to draw patrons to Stonecrest for business and recreation.

- Work with Discover Dekalb to coordinate messaging and brand Stonecrest as a destination for business and recreation.***
- Identify core markets and benchmark activities other successful destination brands use to create a strategy to efficiently advertise Stonecrest.***
- As Stonecrest continues to grow its tourism/destination brand its crucial to work in partnership with local hotels to provide information about the City to visitors staying in these assets. 30 second information videos show casing the City's many opportunities will be key to communicating with visitors and creating a national brand of excellence.***

Together we will EXCEED...

Tourism Taskforce

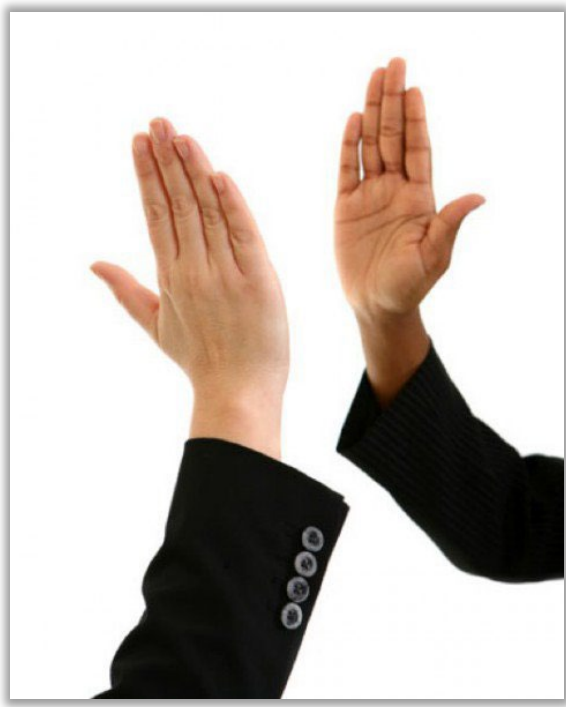


Townhall Meetings



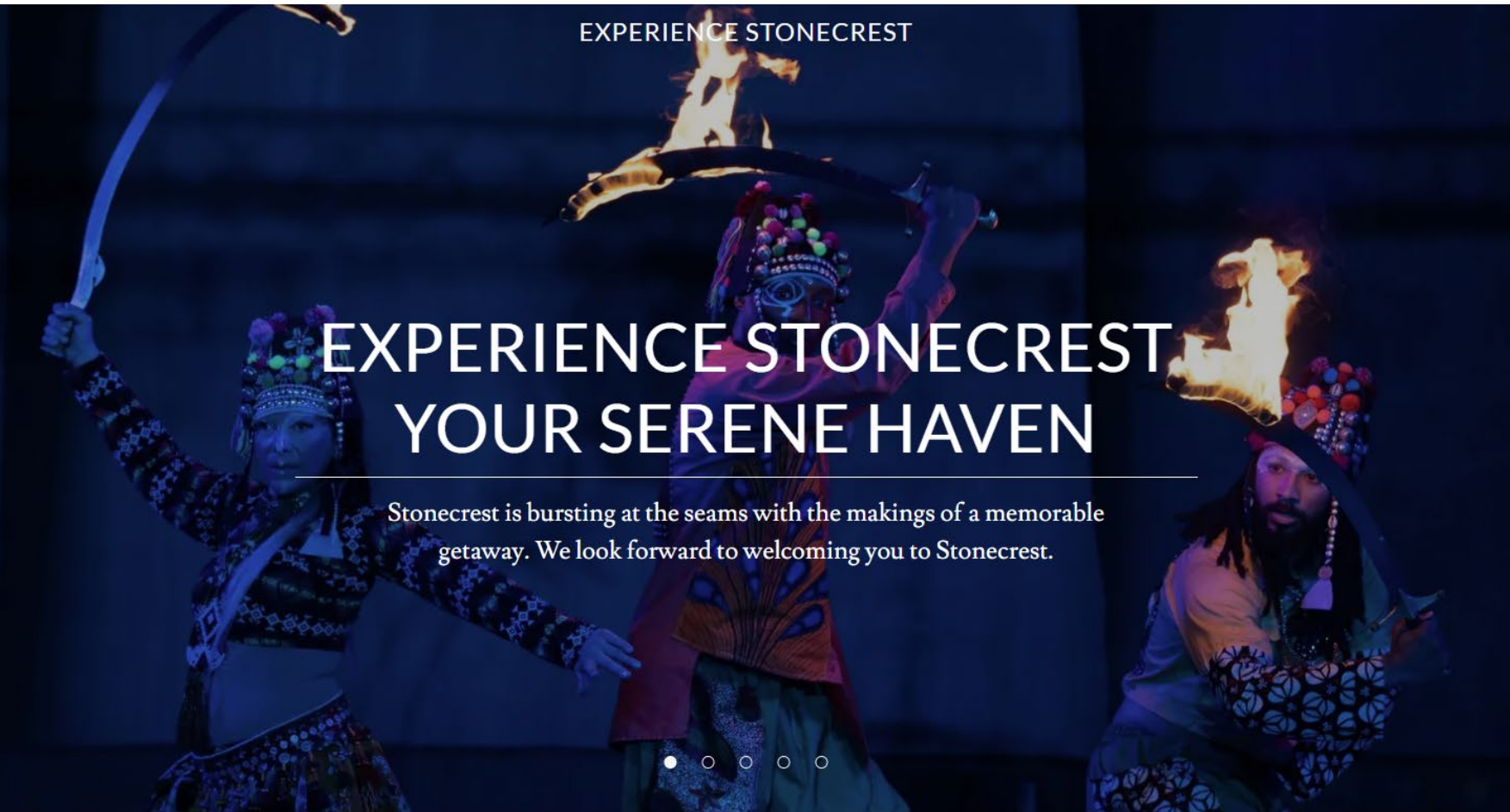
Together we will EXCEED...

What Do Economic Developers Do?



What we do...

ExperienceStonecrest.com



EXPERIENCE STONECREST

EXPERIENCE STONECREST YOUR SERENE HAVEN

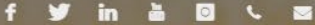
Stonecrest is bursting at the seams with the makings of a memorable getaway. We look forward to welcoming you to Stonecrest.



EXPERIENCE STONECREST'S FEATURED AMENITIES...



Together we will EXCEED...



PROPERTY SEARCH DEMOGRAPHICS WAGES BUSINESSES TALENT MAPPING COMPARE COMMUNITY

🔍 Sites

👤 Demographics

📄 Businesses

📍 Mapping

📊 Compare

👥 Community

SITES & BUILDINGS

Available industrial and commercial sites and buildings.

Find optimal business locations using powerful real estate search, demographic & industry analysis.



SITES & BUILDINGS

GrowStonecrest.com



[Back](#) **Barnacles Seafood (AEI Startup)**

PDF Excel Print Share

Occupation Data

Annually Hourly Jobs

10 Miles Minutes

Occupation NAICS

Expand All		Default	MEDIAN ANNUAL WAGE	
	Management Occupations		\$90,055.79	
	Business and Financial Operations Occupations		\$65,659.27	
	Computer and Mathematical Occupations		\$87,338.35	
	Architecture and Engineering Occupations		\$77,297.66	
	Life, Physical, and Social Science Occupations		\$69,699.20	
	Community and Social Service Occupations		\$50,287.31	

Map Layers Map Satellite

Atlanta Stonecrest

Change Radius 10 Miles

MAP TOOLS: Pinpoint Measure By Address Filter: Area Map Styles Export

Placer.AI

The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Vs

Gallery at South DeKalb

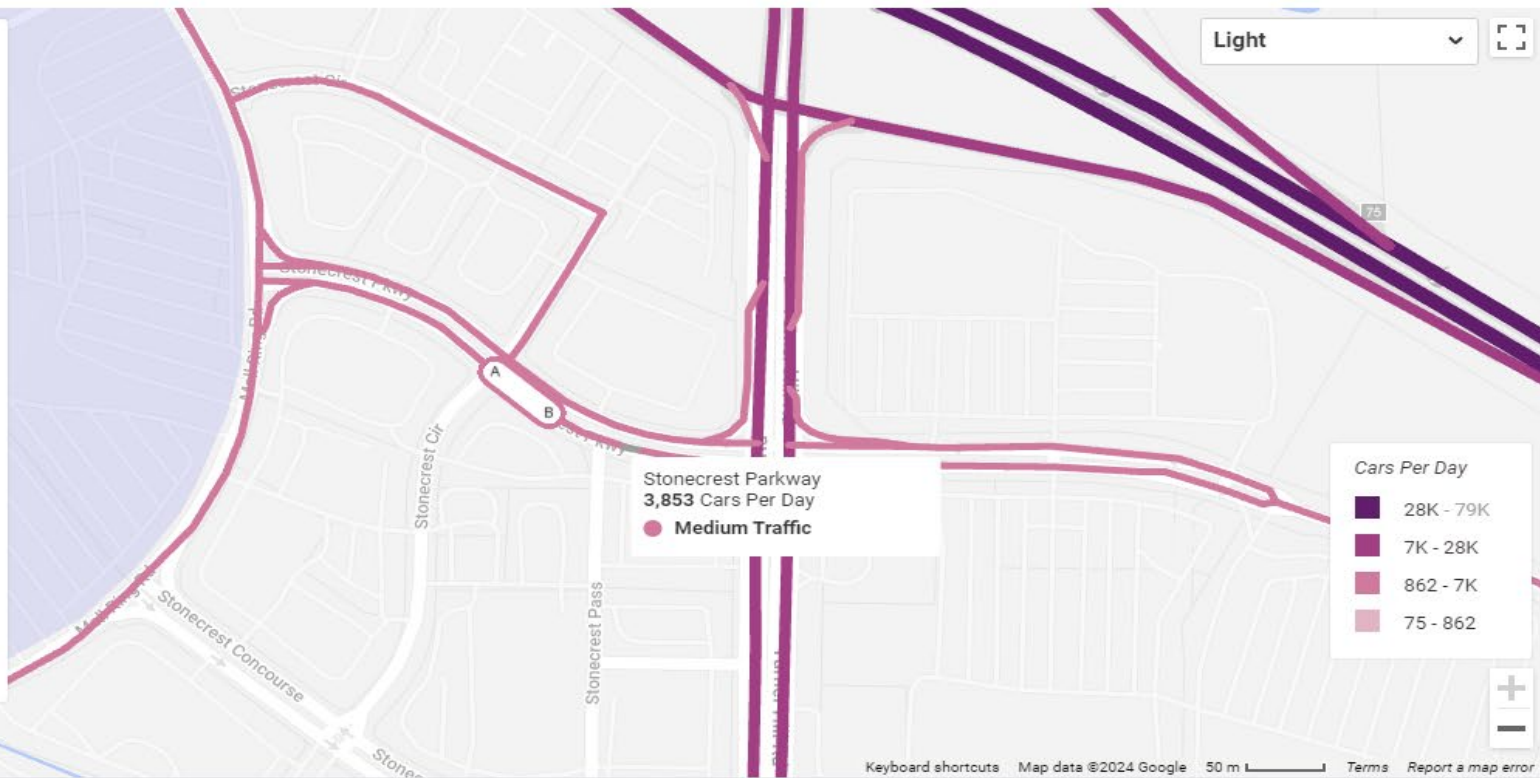
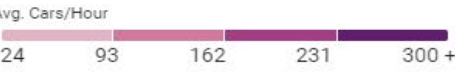
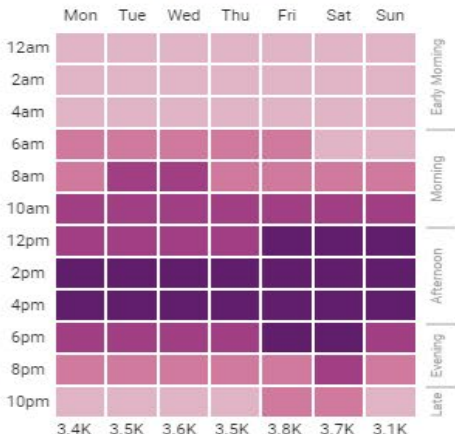
2801 Candler Rd, Decatur, GA 30034

Last full 12 m

The Mall at Stonecrest / Turn... 2023

3,497 Cars | Average Daily Volume
Stonecrest Parkway

A+B A→B B→A



Planned Development

Property: The Mall at Stonecrest / Turn...

Property Trade Area: True Trade Area

Traffic Vol: 70 %

Within: 50 mi

75



Development Process

PUBLIC

PRIVATE



LONG-TERM PLANNING

The City Creates and adopts a long-term vision plan with input from citizens.
Comprehensive Plan & Zoning Plan



REGULATIONS

The City adopts regulations to require private developers to adhere to certain standards that accomplish the City's vision.
Codes and Ordinances



ECONOMIC DEVELOPMENT GOALS

The City creates strategies through economic development partners to accomplish desired goals and objectives.
*Economic Development Strategic Plan
Economic Development Ordinance*



ECONOMIC DEVELOPMENT

Economic Development Professional serves to connect the private sector and the City.
*City Staff person or Private and/or Non-Profit Organization
Development Authority and/or DownCity Development Authority.*



PLANNING & ZONING

Project from a private developer and company will need to determine if their project or business is appropriate for the current and/or future land use.
Review Plans. Possible Rezoning.



MARKET ANALYSIS

A Private developer or company determines if their business will be successful in a prospect City.
*Due Diligence Period
Incentives*



SITE SELECTION

A private developer or company will find a site or existing structure for their business needs.
Zoning or ability to get rezoned



LAND ACQUISITION

A private developer or company will either purchase the land/structure or become a contract purchaser depending on their plan for development.
Property Under Contract



Item III. b.

LAND USE

The original land use policies of the 2019 Comprehensive Plan were primarily inherited from when the area was part of unincorporated DeKalb County. During the city's establishment, it largely adopted the future land use and zoning categories set forth by the former government.

Interstate 20 serves as a dividing line within the city, separating it into northern and southern regions. Historically, the northern area was heavily industrialized, with a concentration of quarries and stone shipping operations. Today, this region remains vital for quarrying, warehousing, and logistics.

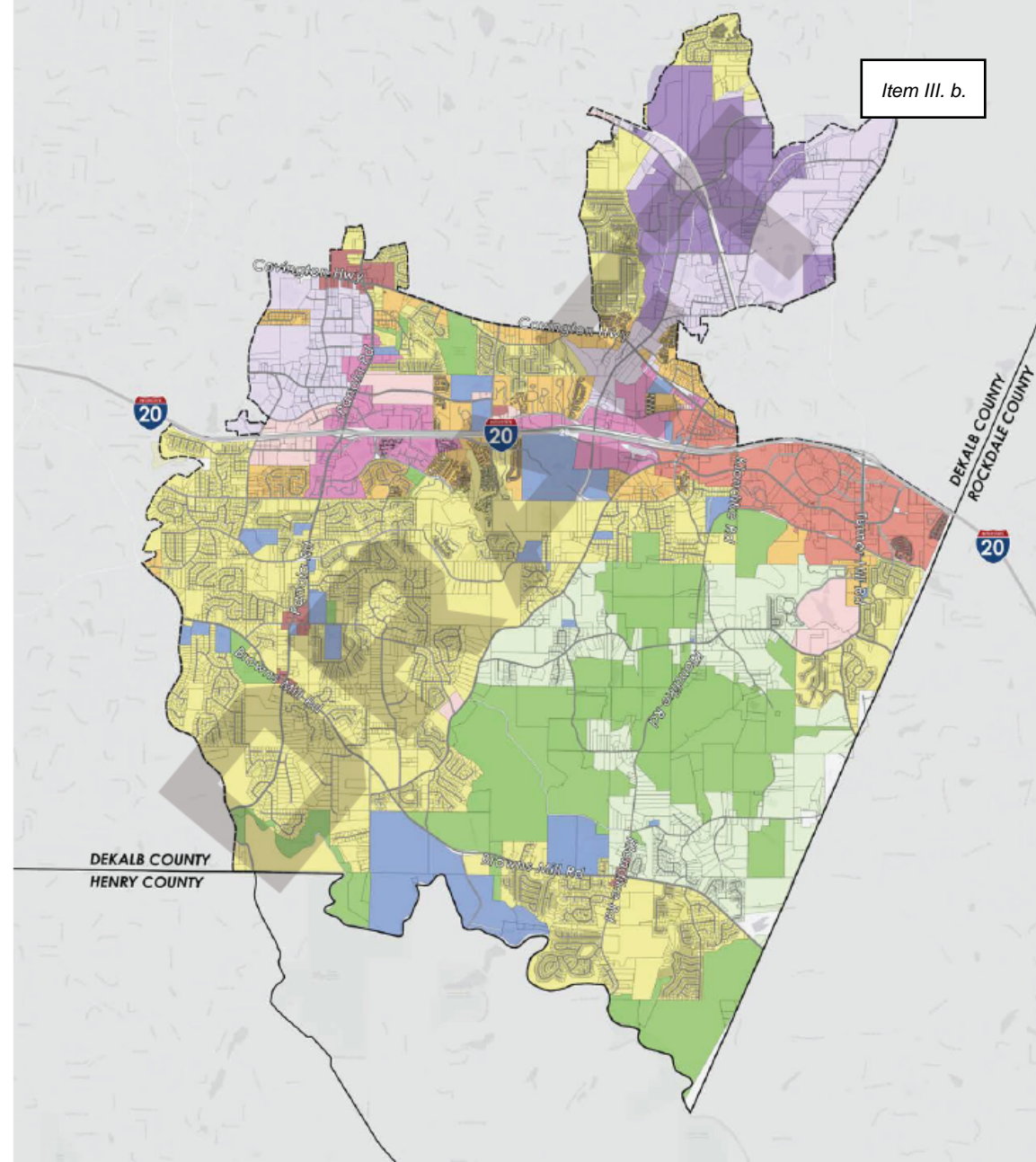
In contrast, the southern part of Stonecrest is predominantly residential, with many former farmlands now developed into suburban neighborhoods. The commercial and dense development focus lies along Interstate 20, where Stonecrest Mall, hotels, big-box retailers, and apartment communities are located.

Arabia Mountain, along with the Davidson-Arabia Mountain Nature Preserve and the protective conservation areas, constitute a significant portion of the land use in southern Stonecrest. These areas are renowned for their ecological significance, featuring unique geological formations known as monadnocks, as well as distinctive flora such as yellow daisies and red diamorphas.

Designated as part of the larger National Heritage Area, these protected areas impose limitations on development opportunities within southern Stonecrest. This conservation status underscores the importance of preserving the natural beauty and ecological diversity of the region for future generations.

CURRENT FUTURE LAND USE MAP

	Proposed FLU Category	Area (acres)	% of Area
	City Center	745	3%
	Conservation/Openspace	3,915	18%
	Heavy Industrial	1,137	5%
	Institutional	1,268	6%
	Light Industrial	1,925	9%
	Neighborhood Center	151	1%
	Office Professional	467	2%
	Regional Center	994	5%
	Rural Residential	2,296	10%
	Suburban	8,017	36%
	Urban Neighborhood	1,076	5%
	Grand Total	21,992	100%





Market Concept

Future Mixed-Use Development

Stonecrest Entertainment District

Collinsville

124

Covington Hwy

20

20

20

Woodrow Dr

Dillard's

JCPenney

Macy's

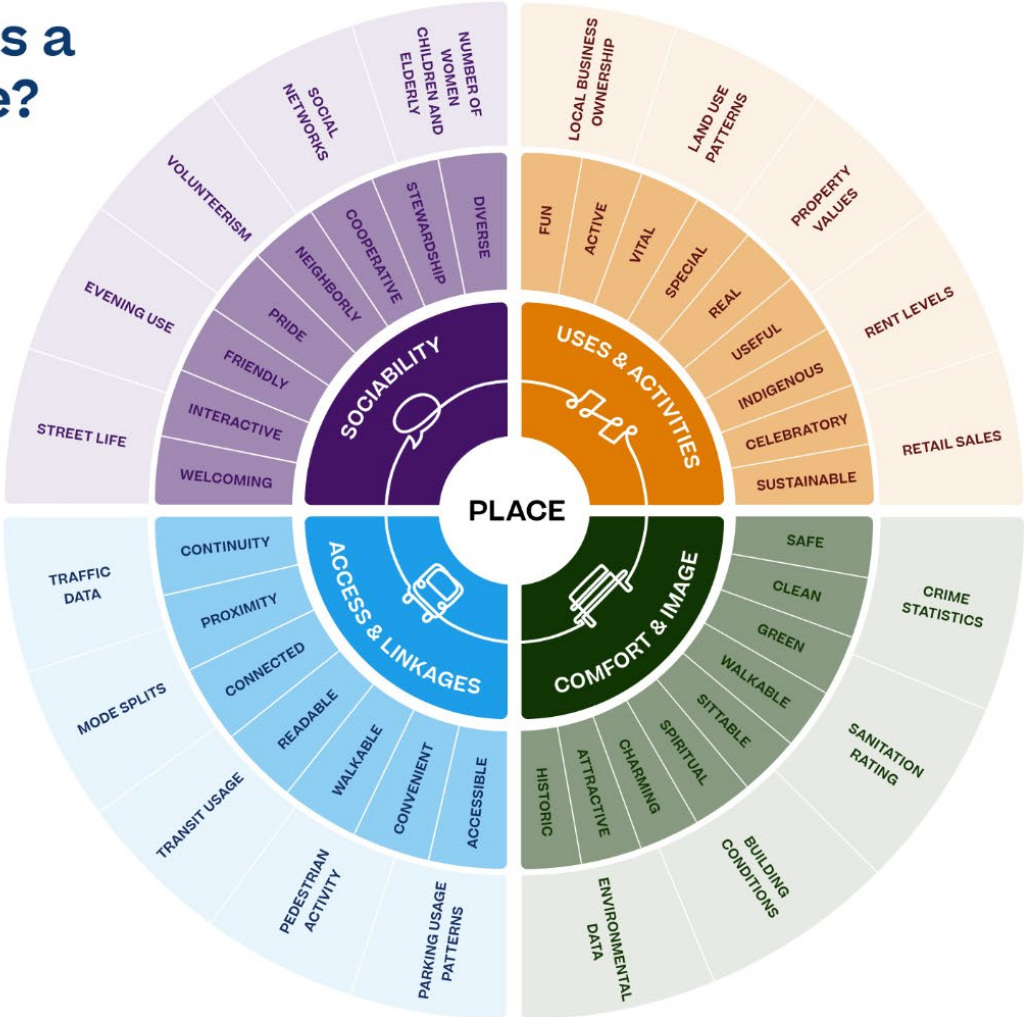
Turner Hill Rd

Mall Pkwy

Hayden Quarry Rd

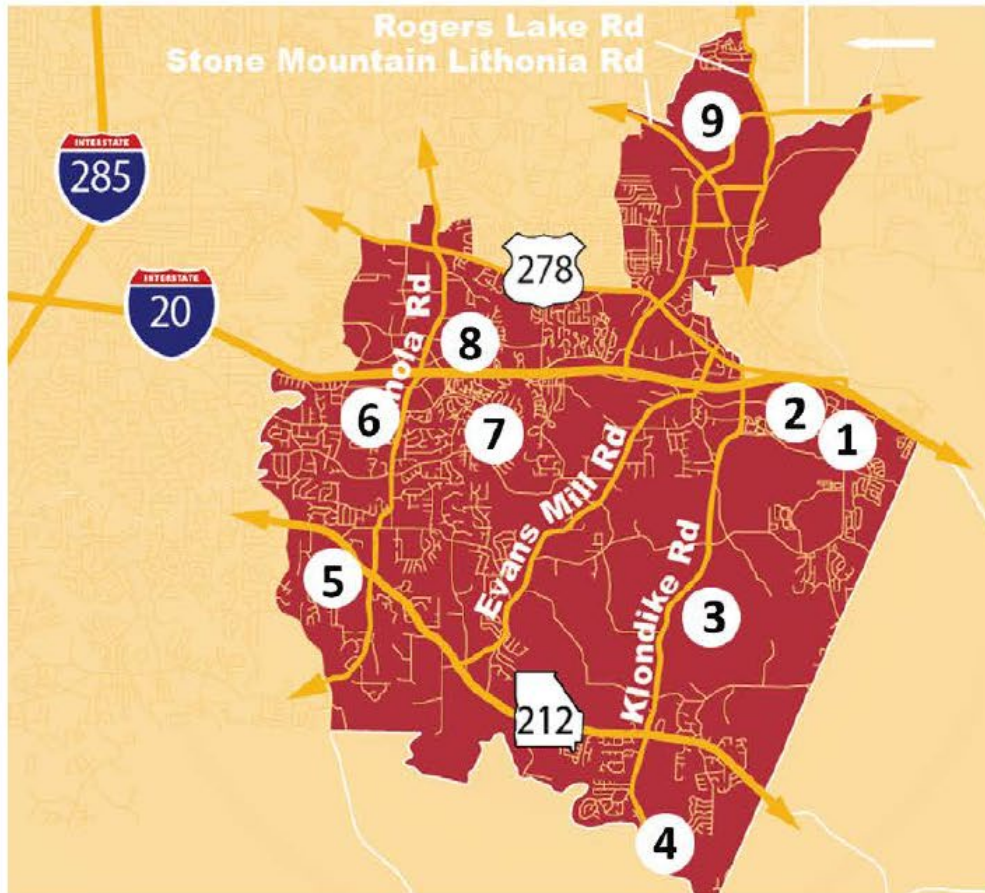
Place Making

What Makes a Great Place?



Project
for Public
Spaces

POTENTIAL DEVELOPMENT NODES & CORRIDORS



Nodes

1. Stonecrest City Hall
2. Stonecrest Mall Area
3. Arabia Mountain National Heritage Area
4. Everette Park
- Browns Mill Road (Corridor)
5. Browns Mill Recreation Center
6. Publix Shopping Center
7. Botanical Garden Site
8. Snapfinger Woods Drive
(Emory Hillandale Hospital)
Covington Highway (Corridor)
9. Lithonia Industrial Blvd.
 - Lithonia High School
 - The Home Depot
 - New Pepsi Facility
 - Swift Creek Logistics



Together we will EXCEED...

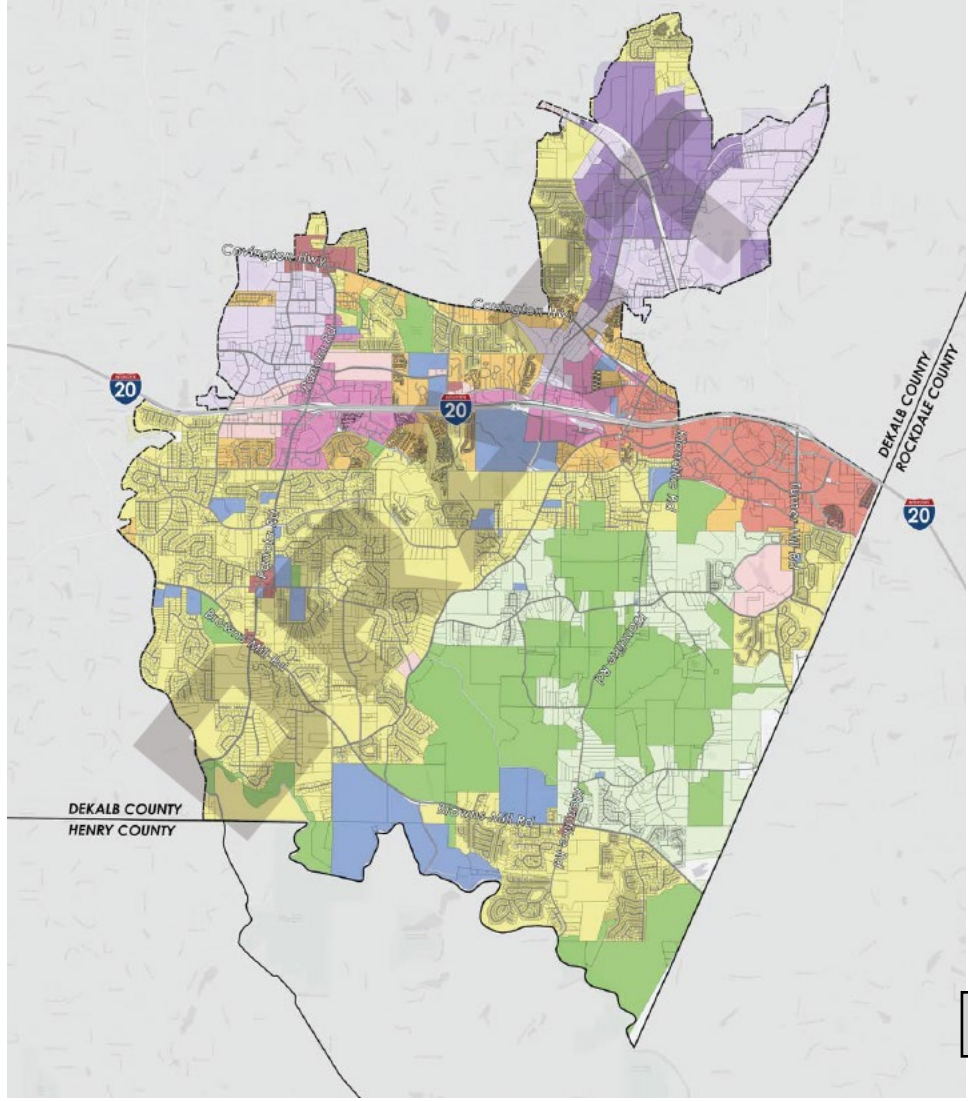


Together we will EXCEED...



CITY OF STONECREST

STONECREST 2038 COMPREHENSIVE PLAN UPDATE



Goal: Economic Development

#	Description	Status	Notes
ED-1	Create an Economic Development Plan and Market Strategy to execute The City of Innovation and Excellence	Completed	Completed in 2024
ED-2	Adopt & implement a Tax Allocation District (TAD)	Ongoing	
ED-3	Implement a marketing plan	Completed	
ED-4	Adopt and implement an Opportunity Zone	Ongoing	
ED-5	Develop a business retention and expansion program along major corridors, and commercial and industrial areas	Ongoing	
ED-6	Develop a relationship with Stonecrest's business community	Ongoing	
ED-7	Maintain a database of the city's available real estate portfolio	Completed	
ED-8	Partner with local business leaders and economic development partners to identify funding for economic development initiatives	Completed	Recurring task
ED-9	Create an Incentive Plan to attract businesses. Incentives may include TADs and Public/Private Partnerships	Completed	The Stonecrest Development Authority has been established that has an incentive program
ED-10	Promote the growth of small businesses by providing information to help businesses have access to capital, identify public and private resources, opportunities for networking, so businesses can aid one another	Ongoing	
ED-11	Develop an Economic Development website with GIS capabilities. Also, develop printed materials (e.g. maps, brochures) for commercial and industrial inquires about the City of Stonecrest	Ongoing	
ED-12	Create a Community Improvement District to brand and assist in the development of infrastructure improvements	Completed	A committee was formed to evaluate the need to activate a Stonecrest CID. The ED Plan recommends that the city wait to establish a CID, but should be more involved with the existing East Metro CID Department update: City Council, Econ Dev, Community Development

Goal: Economic Development (continued)

#	Description	Status	Notes
ED-13	Conduct a residential market study on Transit Oriented Development to understand the market impact of the mall area development	Ongoing	Will start in 2024 Department update: Econ Dev, Community Development
ED-14	Develop a Master Plan for a Town Center to include Stonecrest's long-term City Hall and civic needs	Ongoing	
ED-15	Inventory available sites for Town Center	Ongoing	
ED-16	Secure sites for Town Center	Ongoing	
ED-17	Establish customer service training program with assistance from Stonecrest Business Alliance (SBA)	Ongoing	Will start in 2024, but not solely partnered with the SBA
ED-18	Promote a strategy to identify and address vacancies at the Mall at Stonecrest and along the city's main commercial corridors.	Ongoing	

Item III. b.

Goal: Quality of Life

#	Description	Status	Notes
Q-1	Promote opportunities for community involvement on boards and commission by creating an application process	Completed and ongoing	Department update: City Council, Community Engagement, Community Development
Q-2	Enhance the city's communication with the public by holding public forums to learn about government services	Ongoing	Recurring task Department update: City Council, Community Engagement
Q-3	Establish an annual City Magazine	Ongoing	Will begin in 2024; the city has not yet created a City Magazine, but uses the CVB Magazine and the Mayor sends out a weekly e-blast
Q-4	Create and implement a public art program	Ongoing	The city has incorporated art programming within our parks & recs programs. Department update: Parks & Recs, Community Engagement
Q-5	Create an information dashboard	Ongoing	The city is currently using the city website to serve in this role
Q-6	Host community health fair and Farmers Market	Completed and ongoing	Department update: Community Engagement



Collinsville

278

124

Covington Hwy

Market Concept
Future Mixed-Use Development

Stonecrest Entertainment District

ASCEND

T11P

Mall Pkwy

OPREVI

macys

Dillard's

JCPenney

20

Turner Hill Rd

Hayden Quarry Rd

Mall Pkwy

Future Development Map



**Purchase
for Development
Opportunity**

Together we will EXCEED...



Together we will EXCEED...





Together we will EXCEED...



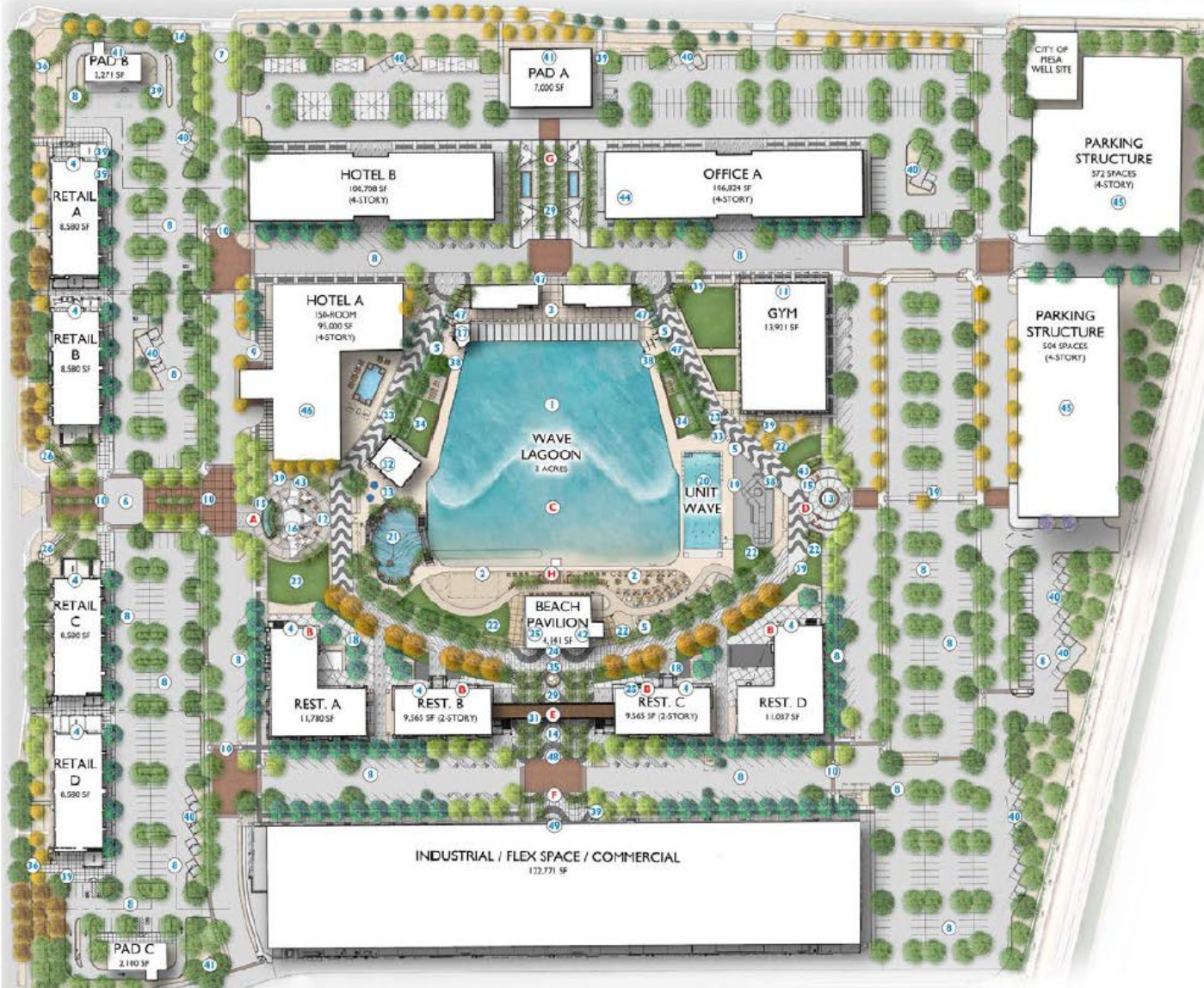


Where Hip Hop Culture and History Lives









Together we will EXCEED...



TALKING POINTS

April 2024

Economic Development Talking Points

Stonecrest Economic Development hosts first ever industry focused Think Tank Event – Working hand-in-hand with Stonecrest industry leaders to create opportunity.

On March 7th Stonecrest Economic Development hosted the first industry focused Think Tank focused Tourism. Professionals from Stonecrest hotels, Arabia Mountain Heritage Area, Flat Rock Archive, Privi, New Black Wall Street and many more came to learn what the City is doing to start to promote and create a more defined tourism brand in partnership with Discover Dekalb and Experience Georgia who were also in attendance. Discover Dekalb provided current market trends and information on how they market the area while Stonecrest Economic Development unveiled the new branding initiative focused on tourism called Experience Stonecrest. Director Green shared the new website at ExperienceStonecrest.com and shared how the City intends to work with industry leaders to drive the future of Stonecrest’s tourism brand.

Stonecrest Economic Development shares future vision at Stonecrest Townhall Meeting March 23rd.

On Saturday March 23rd Stonecrest Economic Development presented to a packed house of citizens the future plans and focus for economic development in Stonecrest. Target Market Sectors and strategic focus on experiential retail and recruitment efforts were shared with positive

[Economic Development Strategic Plan](#)

[Film Music and Digital Entertainment Strategic plan](#)

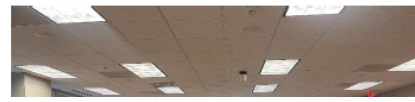
[Stonecrest Development Authority](#)

[Film Commission](#)

[Target Industries](#)

[Tourism](#)

[Community Snapshot](#)



TALKING POINTS

2nd Quarter 2024

Economic Development Talking Points

Council approves motion presented by Stonecrest Economic Development to incorporate Film and Entertainment Commission under SDA.

Economic development presented a plan to incorporate the commission into the Stonecrest Development Authority to streamline services and drive economic development in the film and entertainment industries. This resulted from the recently adopted Film, Music, and Digital Entertainment Strategic Plan, which heavily focused on creating an entertainment district and the need to program the future district for events. The commission will lead the creation and management of the future Stonecrest Entertainment District events. Under the SDA the commission will gain a broader ability to increase and host events while driving economic impact to the area and industry partners.

[New Economic Development Web Site is successfully launched.](#)

To drive a higher level of service to businesses and citizens in Stonecrest economic development launched the GrowStonecrest.com website. The new website hosts a robust data tool set that highlights specific community information to assist site selection professionals and brokers. The site also provides GIS-based tools and property search options featuring available properties and buildings in the city that are available for lease or sale. The site will soon share valuable information regarding the city’s film locations and showcase film and entertainment-based businesses to assist location scouts and film production companies connect with local talent and resources.

[Economic Development Strategic Plan](#)

[Film Music and Digital Entertainment Strategic plan](#)

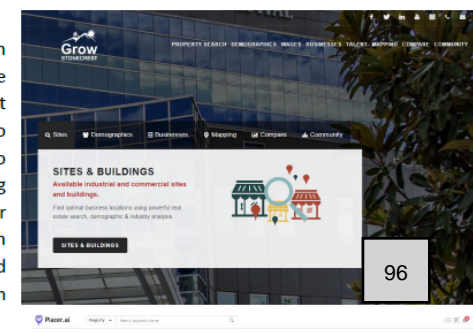
[Stonecrest Development Authority](#)

[Film Commission](#)

[Target Industries](#)

[Tourism](#)

[Community Snapshot](#)





Stonecrest Film & Entertainment Commission

Approved and moved under the SDA

Planned Events with the Commission

- *Lightup Stonecrest Holiday event*
- *Film Screening Event for Entrepreneurs*
- *Screen on the Green*
- Juneteenth
- OctoberFest
- StonecrestFest





Local Incentives for Development

- *Expedited Plan Review, Permitting and Inspections*
- *Potential Reduced Permitting and Inspection Fees*
- *Local Job Creation Credit*
- Tax Abatement
- Revenue Bonds

Small Business Assistance Programs...

Create and Maintain the Stonecrest Small Business Resource Guide

Small Business Resource Guide (Updated Annually) The first edition of the Stonecrest Small Business Resource Guide will be published in November of 2024. The guide will be a collaborative effort across City Departments who interact with small businesses and is a free online resource. To ensure the guide stays current, staff conduct Annual updates.

Shop Local Initiative

Shop Local Campaigns (October – November) Small Business Saturday, the Saturday following Thanksgiving (November 25th) is a day to celebrate and support small businesses and all they do for their communities. Founded by American Express in 2010 and officially cosponsored by the U.S. Small Business Administration (U.S. SBA) since 2011, Small Business Saturday has become an important part of small businesses' busiest shopping season.

In the future the city will provide the following amplifications:

- Hire a videographer to film four local businesses and a message from the City Economic Development Department Director to encourage residents to shop local. The video will be posted on the City's YouTube page and social media channels.

Continue to work with Decide DeKalb to drive "Launch Stonecrest" Training Series Quarterly. Creating Metrics of accountability and goals.

Work with the Partners and existing large businesses to create sponsorship or private grant opportunities. (Reverse Pitch event)

Shop Local Campaigns are crucial to the success of our entrepreneurial and small business community. Cross Collaborate with the Chamber and City staff to promote and tell the story. Recently won an IEDC Award on this very initiative during Super Bowl Week.

Together we will EXCEED...

BEING A GOOD PARTNER

**To be a success in life...
be a CONDUIT
to someone else's success...**

Economic Development



Christian Green
Economic Development Director

cgreen@Stonecrestga.gov



CITY COUNCIL AGENDA ITEM

SUBJECT: TMOD 24-004 Tree Ordinance

AGENDA SECTION: *(check all that apply)*

- PRESENTATION PUBLIC HEARING CONSENT AGENDA OLD BUSINESS
 NEW BUSINESS OTHER, PLEASE STATE: Click or tap here to enter text.
-

CATEGORY: *(check all that apply)*

- ORDINANCE RESOLUTION CONTRACT POLICY STATUS REPORT
 OTHER, PLEASE STATE: Click or tap here to enter text.
-

ACTION REQUESTED: DECISION DISCUSSION, REVIEW, or UPDATE ONLY

Previously Heard Date(s): Click or tap here to enter text. & Click or tap to enter a date.

Current Work Session: Monday, October 14, 2024

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Shawanna Qawiy, Planning & Zoning Director

PRESENTER: Shawanna Qawiy, Planning & Zoning Director

PURPOSE: The City of Stonecrest is seeking approval to modify Chapter 14-Land Development Article VI Tree Protection with policy

FACTS: City staff has reviewed the existing Tree Ordinance and has created a guideline, with policies and procedures that will assist with determining requirements related to tree protection, tree removal, tree recompense and preservation.

OPTIONS: Approve, Deny, Defer Click or tap here to enter text.

RECOMMENDED ACTION: Approve

ATTACHMENTS:

- (1) Attachment 1 - Title Sheet
- (2) Attachment 2 - Code of Ordinances
- (3) Attachment 3 - City of Stonecrest Guide for Tree Removal
- (4) Attachment 4 - CPIM Summary Minutes



CITY COUNCIL AGENDA ITEM

(5) Attachment 5 - PC Summary Minutes



TO: City of Stonecrest Mayor/ City Council

FROM: City of Stonecrest Planning and Zoning Department

SUBJECT: TMOD-24-004 Tree Ordinance
Article VI Tree Protection

ADDRESS: City-Wide

MEETING DATE: October 14, 2024 Mayor/City Council Work Session
October 28, 2024 Mayor/City Council Regular Meeting

Summary: The purpose of the text modification review the Ordinance text to create a document with established guidelines and a more comprehensive application process for tree preservation and removal within the City.

STAFF RECOMMENDATION: APPROVAL



FACTS & ISSUES

- There is an existing Tree Ordinance for the City of Stonecrest.
- Staff has created a document that will allow for easy reading and implementation of the Tree Ordinance that includes policies, procedures and guidelines.
- Staff has reviewed Article VI Tree Protection for the creation of a City of Stonecrest Guide for Tree Removal.

Attachment(s) Included:

- **Proposed *redlined* revision/review of Tree Ordinance Article VI Tree Protection.**

TMOD-24-004
STONECREST CODE OF ORDINANCE UPDATE

-ARTICLE VI. TREE PROTECTION

Sec. 14-516. Purpose and applicability.

(a) *Statement of purpose.*

- (1) The purpose of these standards is to facilitate the preservation and/or replacement of trees as a part of land development in the city.
- (2) The City of Stonecrest mayor and council hereby finds that the preservation of existing trees is a public purpose that protects the public health, safety, general welfare and aesthetics of the City of Stonecrest and all its citizens.
- (3) The citizens of the city and their many communities enjoy many benefits that can be directly attributed to our trees.
 - a. Trees produce oxygen, which is essential to the well-being of all animal life, including humans.
 - b. Trees help to reduce the amounts of airborne pollutants. For example, trees remove carbon dioxide, that is a major environmental concern due to its current high levels.
 - c. Trees and their foliage intercept dust and particulate matter, thereby helping to purify our air and limiting health risks.
 - d. Trees and their root systems reduce soil erosion and stormwater runoff. This decreases sedimentation problems and improves water quality.
 - e. Trees provide food and shelter for desirable urban wildlife.
 - f. Trees provide screening, which in turns aids in the reduction of noise and glare.
 - g. Trees help moderate our air temperature to provide us with a comfortable environment.
 - h. Trees provide scenic amenities to soften the harshness of city buildings and streets. They are aesthetically pleasing to all that view them.
 - i. Trees may affect property values and can have a positive impact upon the economy of an area.
 - j. Trees can enhance the natural functions of streams and related buffers.
- (4) Protect specimen and historical trees in a manner consistent with the City of Stonecrest Tree Protection Ordinance.
- (5) Provide standards for the preservation of trees as part of the land development process.
- (6) Prevent clear-cutting and mass grading of land that results in the loss of mature trees, and to ensure appropriate replanting when tree loss does occur.
- (7) Protect trees during construction to enhance the quality of life in the City of Stonecrest.
- (8) Protect trees in construction of public facilities and utilities.

(b) *General applicability.*

- (1) The terms and provisions of the tree protection ordinance shall apply to all real property in the City of Stonecrest except as otherwise provided in this article.

- (2) The terms and provisions of the tree protection ordinance shall further apply to any residential or nonresidential development which requires the issuance of a land disturbance permit, development permit, or building permit, except as otherwise provided in this article.
- (3) The terms and provisions of the tree protection ordinance shall also apply to development on any city-owned property, including property owned by city agencies, boards, and authorities, except as otherwise provided in this article.

(Ord. No. 2018-06-03, § 14-516, 6-3-2018)

Sec. 14-517. Exemptions.

- (a) The following are exempt from this article:
 - (1) The removal of five or fewer trees, other than specimen trees, on any single-family residential property, within a single calendar year.
 - (2) The removal of more than five trees, other than specimen trees, from an owner-occupied, single-family lot may be approved by the Director of Community Development if the owner must remove trees in order to build a newly permitted structure, or to build an addition to or make improvements to an existing structure, or to improve the health of other trees in the landscape.
 - (3) Zonings conditioned by DeKalb County to a specific site plan prior to adoption of the tree protection ordinance on February 9, 1999 by DeKalb County, provided that said zoning contains specific conditions for both tree preservation and tree replacement.
 - (4) The removal of trees found to be diseased or insect infested by the county extension service, the state forestry commission, a certified arborist, the Director of Community Development or urban forester.
 - (5) The removal of trees from horticultural properties, such as farms, nurseries or orchards. This exemption shall not include tree harvesting.
 - (6) The removal of any tree which has become, or threatens to become, a danger to human life or property.
 - (7) Agricultural activities on land zoned RE.
 - (8) Approved utility construction within permanent utility easements.
 - (9) Construction, expansion, and operation of county landfills.
 - (10) Building permits that do not require or authorize land disturbance.

(Ord. No. 2018-06-03, § 14-517, 6-3-2018)

Sec. 14-518. Procedures.

- (a) Application requirements.
 - (1) *Pre-application conference.* Prior to submission of an application for development, the applicant is encouraged to meet with the Director of Community Development to discuss the tree protection ordinance as it relates to the applicant's property. The purpose of the pre-application conference is to clarify the provisions and procedures of the tree protection ordinance and review applicable standards and guidelines for the submittal of documents and required tree protection, replacement, and maintenance measures.

- (2) *Tree survey.* Except as provided elsewhere in this article, a tree survey shall be required as part of any application for a land disturbance permit, development permit, building permit or preliminary subdivision plat. Except as provided elsewhere in this section, all trees 18 inches (DBH) and larger shall be identified. Specimen trees shall be identified by size, species and location. Trees larger than two inches (DBH) may be identified and counted for unit credit on the tree protection plan. Single residential lots on which the applicant intends to reside may be exempted from the tree survey requirements at the discretion of the director. With the prior approval of the Director of Community Development sampling methods may be used to determine tree densities for forested areas.
- (b) Tree protection plan. A tree protection plan shall be submitted with other permit drawings as part of the development permits process. This plan may either be a separate drawing, or part of a landscape plan, and shall include the following information:
- (1) Definition of spatial limits:
 - (i) Limits of land disturbance, clearing, grading, and trenching;
 - (ii) Tree save areas;
 - (iii) Specimen trees; and
 - (iv) Areas of revegetation.
 - (2) Detailed drawings of tree protection measures and their location:
 - (i) Location, species and size (DBH) of existing significant trees and an indication of which significant trees would remain on the site.
 - (ii) Tree fences;
 - (iii) Erosion control fences;
 - (iv) Tree protection signs;
 - (v) Tree wells;
 - (vi) Aeration systems;
 - (vii) Transplanting specifications;
 - (viii) Staking specifications; and
 - (ix) Other applicable drawings as determined by the Director.
 - (3) The tree protection plan shall show all utility lines existing and proposed, including irrigation and electric lighting lines. The applicant shall coordinate the location of these utility lines with the utility companies in order to prevent root damage within the critical root zones of protected trees, and to minimize damage to trees located in protected zones.
 - (4) Procedures and schedules for the implementation, installation, and maintenance of tree protection measures.
 - (5) Calculations of tree density proposed on-site per section 14-520, tree preservation and replacement requirements.
 - (6) Tree protection inspection. Following the receipt of a complete application, the Director of Community Development shall schedule and conduct an inspection of the proposed development site. The applicant or applicant's designee shall be advised as to the date and time of the inspection and given an opportunity to participate.

- (7) Following inspection said plans shall be reviewed by the Director for conformance with applicable zoning conditions, the tree protection ordinance, and any applicable administrative guidelines, and will either be approved or denied. Reasons for denial shall be noted on the tree protection plan or otherwise stated in writing.
- (8) No development or building permit shall be issued until the tree protection plan has been approved by the Director of Community Development.
- (9) All tree protection measures shall be installed prior to land disturbance.
- (10) Single lots in platted residential subdivisions on which the applicant intends to reside may be exempted from the tree protection plan requirements at the discretion of the Director.
- (c) Final inspection. No certificate of occupancy shall be issued by the Director with respect to any permit subject to this article unless and until the Director of Community Development shall have inspected the site and confirmed that all existing trees to remain are in healthy condition and all replacement trees have been planted in accordance with this article.
- (d) Issuance of a building or land development permit shall be conditioned on the approved tree protection plan and conformance to the provisions of these regulations. Any permit may be voided if its terms are violated.
- (Ord. No. 2018-06-03, § 14-518, 6-3-2018)

Sec. 14-519. Fees (reserved).

(Ord. No. 2018-06-03, § 14-519, 6-3-2018)

Sec. 14-520. Tree preservation and replacement requirements.

The following tree preservation and replacement requirements are hereby established:

- (1) If significant trees exist on a tract of land for which a permit subject to this article is sought, either 120 inches (DBH) per acre or 25 percent of existing significant trees per acre of such significant trees, whichever is less, shall be preserved on the site. Except for zoned C-1, C-2, M, or M-2 sites, trees and tree save areas counting toward this requirement shall not be located in required buffer zones. Trees and tree save areas counting toward this requirement on sites zoned C-1, C-2, M or M-2 may be located in stream buffers and state buffer zones, transitional buffer zones and designated floodplains.
- If the Director of Community Development determines that special constraints of a site result in an inability to build or develop without removing significant trees on a site, where there are only 120 inches (DBH) per acre or less of existing significant trees, the arborist may permit the removal of one or more significant trees. Trees removed pursuant to this section must be replaced with trees one (1.0) times the diameter inches of those removed.
- (2) There shall be at least two two-inch (DBH) over story trees in every front yard of properties zoned RE, RLG, R-100, R-85, and R-75. There shall be at least one two-inch (DBH) over story tree in every front yard of properties zoned RSM and R-60.
- (3) The applicant shall landscape the areas with trees and other plant materials in accordance with the following standards:
- (i) Residential developments. All residential subdivisions shall have an average density of 15 density units per acre. Required trees may be located on individual lots or in subdivisions in which there is commonly-owned property may be located on such commonly-owned property.

- (ii) Nonresidential and multifamily developments. The quantity of total existing/replacement trees on-site must be sufficient so as to produce a total site density factor of no less than 30 density units per acre.
 - (iii) With the exception of C-1, C-2, M, or M-2 zoned property, the total tree density units required for a parcel or lot shall be computed based on the area of the parcel or lot, excluding all area within the 100-year floodplain. Total tree density units required for C-1, C-2, M, or M-2 zoned property shall be computed based on the area of the parcel or lot, including all area within the 100-year floodplain.
- (4) Procedures for calculating the required tree density are provided in Charts 1, 2 and 3 of this article. Tree unit values are assigned as follows:

CHART 1. Conversion from Diameter to Density Factor Units for Existing Deciduous Trees to Remain On-Site

DBH	Units	DBH	Units	DBH	Units
2 to 3	.8	25	6.8	38	15.8
4 to 6	1.6	26	7.4	39	16.6
7 to 9	2.4	27	8.0	40	17.4
10 to 12	3.2	28	8.6	41	18.4
13 to 15	4.0	29	9.2	42	19.2
16 to 18	4.8	30	9.8	43	20.2
19 to 21	5.4	31	10.4	44	21.2
22 to 24	6.0	32	11.2	45	22.0
		33	11.8	46	23.0
		34	12.6	47	24.0
		35	13.4	48	25.2
		36	14.2	49	26.2
		37	15.0	50	27.2

CHART 2. Conversion from Diameter to Density Factor Units for Evergreens and Conifers

DBH	
2 to 9	0.2 less unit than deciduous trees
10 to 15	0.1 less unit than deciduous trees
All others	Same as deciduous trees

CHART 3. Conversion from Caliper Diameter to Density Factor Units for Deciduous Replacement Trees

Caliper inches	Units
0.0 to 0.9	Not allowed
1.0 to 1.9 no replants under 2 caliper inches	Not allowed
2.0 to 2.9	0.4
3.0 to 3.9	0.5
4.0 to 4.9	0.7
5.0 to 5.9	0.8
6.0 to 6.9	1.0
7.0 to 7.9	1.1

8.0 to 8.9	1.2
9.0 to 9.9	1.3
10.0 to 10.9	1.5
11.0 to 11.9	1.6
12 inches or greater	2.0

Container-grown pine trees are given replacement value as follows:

Size	Units
7-gallon	0.05

The use of one- and three-gallon pines will be permitted only with prior approval. There will be no replacement value given for such trees.

- (5) Nothing in these regulations shall be construed to allow the removal of any tree or vegetation in a required stream buffer, transitional buffer zone or state buffer zone except buffer improvements as authorized by the Director.
- (6) Tree relocation and credit for existing trees replacement units will be granted to trees relocated on-site. Tree relocation is subject to approval of the Director of Community Development. Existing trees between two caliper inches and 7.9 caliper inches may be used for credit on the tree replacement plan.
- (7) Understory vegetation. Tree preservation areas shall leave intact the naturally occurring groundcover and understory vegetation except where directed otherwise by the Director of Community Development in order to allow the removal of undesirable groundcover or understory vegetation.
- (8) Specimen trees.
 - (i) Specimen trees shall be identified by the City Arborist, and shall be located on the tree protection plan.
 - (ii) Standards for the identification, preservation, and protection of specimen trees shall be as follows: Any tree in fair or better condition which equals or exceeds the following diameter sizes:
 - a. Large hardwoods, i.e., oaks, hickories, yellow poplars, and similar species: 30 inches DBH.
 - b. Large softwoods, e.g., pines, evergreens, and similar species: 30 inches DBH.
 - c. Small trees, e.g., dogwoods, redbuds, sourwoods, and similar species: Ten inches DBH.
 - (iii) A tree in fair or better condition should meet the following minimum standards:
 - a. A life expectancy of greater than 15 years.
 - b. A relatively sound and solid trunk with no extensive decay or hollow, and less than 20 percent radial trunk dieback.
 - c. No major insect or pathological problem.
 - (iv) A lesser-sized tree can be considered a specimen if:
 - a. It is a rare or unusual species or of historical significance.
 - b. It is specifically used by a builder, developer, or design professional as a focal point in a project or landscape.
 - c. It is a tree with exceptional aesthetic quality.

- (v) The Director of Community Development may identify and require the preservation of a tree stand if it contains one or more specimen trees and the specimen trees are interlocked with other members of the stand in such a way as to imperil the specimen tree if other members of the stand were to be removed.
 - (vi) It shall be prohibited to cut specimen trees existing on a tract of land that is the subject of a land disturbance permit, development permit or building permit without a special exception granted by the Zoning Board of Appeals if removal of the specimen tree has not been approved by the Director of Community Development.
 - (vii) Any specimen tree removed from a parcel shall be replaced by 1.5 times the equivalent inches (DBH) of replacement trees or existing trees in excess of the requirements of this section, tree preservation and replacement requirements, using species with potentials for comparable size and quality at maturity.
- (9) Protection of trees during construction. Methods and standards for tree protection shall be established in administrative guidelines to this article.
- (i) Trees identified to be preserved and counted as credit for meeting required unit density shall have four-foot orange tree protection fencing installed at the critical root zones.
 - (ii) No person engaged in the construction of any structures or improvements or any activity shall encroach or place solvents, material, construction machinery or temporary soil deposits within six feet of the area outside the critical root zone, as defined herein, or any existing significant tree within a tree save area, transitional buffer zone, stream buffer, or state buffer zone.
 - (iii) All tree protection devices must remain in functioning condition until completion of the project or until the certificate of occupancy is issued.
 - (iv) Any tree, designated in the plan to be saved, which is negligently damaged during construction or as a result of negligent construction, as determined by the Director of Community Development, shall be treated according to accepted National Arborists Association standards. If fatally damaged, trees shall be replaced with four-inch caliper trees equal to the unit value of the tree removed. However, any specimen tree negligently damaged as described above shall be replaced with four-inch caliper trees equal to 1.5 times the equivalent inches (DBH) of the tree removed or damaged.
- (10) Removal of trees from floodplain not permitted. Trees shall not be cut or removed from the floodplain, except as follows:
- (i) Those trees found to be diseased or insect infested by the county extension service, the Georgia Forestry Commission, a certified arborist, or a certified forester.
 - (ii) As necessary for construction, repair or maintenance of public roads, utilities or stormwater management facilities.
 - (iii) As part of an approved wetland mitigation plan.
 - (iv) Trees in the 100-year floodplain or required stream buffer may not be cut nor shall they be counted, except as otherwise provided in this section, tree preservation and replacement requirements, for C-1, C-2, M, and M-2 zoned property, to accomplish requirements of the tree protection ordinance.
- (11) The Director of Community Development shall be responsible for distribution of appropriate public educational materials concerning the procedures of the tree protection ordinance, the value of maintaining existing trees, and proper methods of tree planting, preservation, and care.

(Ord. No. 2018-06-03, § 14-520, 6-3-2018)

Sec. 14-521. Tree replacement standards.

- (a) The tree protection plan shall include planting schedules with proposed tree names (botanical and common), quantity, size spacing, and any special planting notes. Trees used for credit on the tree replacement plan must be chosen from the preferred list attached hereto as Appendix A to this article. At least 50 percent of replacement trees must be overstory trees; no more than 25 percent may be of any single species, and no more than 25 percent may be of evergreen species.
- (b) Unless otherwise approved by the Director of Community Development, trees selected for replanting must meet the minimum standards as provided in the American Standard for Nursery Stock (ANSI Z60.1, 1980) and must be on the tree species selection list found in Appendix A to this article. Trees selected must be free of injury, pests, disease, nutritional disorders or root defects, and must be in good vigor to ensure a reasonable expectation of survival. Standards for transplanting shall be in keeping with those established in the International Society of Arboriculture publication Tree and Shrub Planting Manual or a similar publication.
- (c) It is desirable that replanted trees be ecologically compatible with the site and neighboring sites. When practical, the replanted trees shall be of the same or similar species as those removed.
- (d) Replacement trees shall be planted in manner that provides adequate space for nourishment, light, and maturation as recommended by the Director of Community Development.
- (e) Planting and staking details are addressed in the administrative guidelines and shall be specified in the required tree protection plan.

(Ord. No. 2018-06-03, § 14-521, 6-3-2018)

Sec. 14-522. Buffers.

- (a) *Stream buffers.* Stream buffers shall be consistent with the requirements of article VII of this chapter.
- (b) *Land use transition buffers.* Buffers shall be provided between dissimilar districts or uses in accordance with the provisions of the zoning ordinance or as a condition of zoning, special land use permit or variance approval.
 - (1) Buffer planting shall meet the minimum width requirements contained in chapter 27 of the City of Stonecrest Code of Ordinances, except as authorized to be reduced by a condition of zoning, special land use permit or variance approval.
 - (2) Disturbance or encroachments.
 - (i) Ditches, swales, stormwater conveyance facilities, stormwater detention ponds, sanitary sewer conveyance facilities, and any associated easements, shall not encroach into a buffer except that necessary access and utility crossings (e.g., stormwater or sanitary sewer pipes) may encroach into the buffer as near to perpendicular as practical.
 - (ii) Supplemental plantings or replantings of vegetation or authorized non-vegetative screening devices shall be authorized to encroach into a buffer provided there is minimal disturbance of any existing vegetation.
 - (iii) Dying, diseased or dead vegetation may be removed from a buffer provided minimal disturbance occurs. Vegetation thus removed shall be replaced where necessary to meet the screening requirements contained herein.
 - (3) Protection during land disturbing activities.

- (i) During authorized land disturbing activities, transitional buffer zones, stream buffers, and state buffer zones shall be clearly demarcated and protected prior to commencement of, and during, construction.
- (ii) The method of demarcation and protection utilized shall be in accordance with best management practices or as required by the arborist.

(Ord. No. 2018-06-03, § 14-522, 6-3-2018)

Sec. 14-523. Parking lot landscaping.

- (a) Off-street parking lots which contain more than 20 off-street parking spaces on any single lot shall contain landscaping and plantings as provided in chapter 27 of the City of Stonecrest Code of Ordinances.
- (b) Variances to reduce required parking spaces may be granted by the Zoning Board of Appeals when necessary to preserve a significant tree that otherwise would be lost if the parking requirements were strictly applied. Such variance may only be granted if the arborist certifies to the Zoning Board of Appeals that such trees will be lost either by necessary removal for construction of the parking lot or as a consequence of construction having an adverse impact on the survivability of the tree by virtue of damage to the root system of the trees.
- (c) Any variance granted under the provisions of this article shall include a condition that should the subject trees die as a consequence, direct or indirect, of construction, despite granting of the variance, the tree or trees shall be replaced at the property owner's or applicant's expense, in accordance with a tree replacement plan approved by the arborist.
- (d) The maximum variance allowed under this provision shall be four parking spaces, or ten percent of the total number of parking spaces required by the zoning ordinance, whichever is greater.

(Ord. No. 2018-06-03, § 14-523, 6-3-2018)

Sec. 14-524. Street trees.

Street trees and continuous landscape strips shall be provided, in conformance with the design requirements specified in chapter 27 of the City of Stonecrest Code of Ordinances, along newly constructed streets, and along existing streets which are widened or realigned subsequent to the adoption of this chapter, in all office, commercial, and industrial developments and along newly constructed streets of residential developments with a net residential density exceeding three dwelling units per acre or as otherwise directed by conditions of zoning or special land use permits.

(Ord. No. 2018-06-03, § 14-524, 6-3-2018)

Sec. 14-525. Maintenance.

Trees which are used to meet the density requirements for this article, except on single-family residential lots, shall be maintained for two growing seasons after the date of final inspection. The property owner shall maintain required tree density. The applicant or builder will be responsible for identifying newly planted trees to the homeowner and to inform the homeowner as to their proper maintenance.

(Ord. No. 2018-06-03, § 14-525, 6-3-2018)

Sec. 14-526. Alternative compliance.

The Director of Community Development must review and approve all requests for alternative compliance. In no instance shall 100 percent of the required site density be met through alternative compliance. Where the Director of Community Development has determined that special constraints of a site result in an inability to provide the required tree density, the number of trees will be determined by the Director of Community Development based on-site review. Such site review shall require the developer to re-landscape each parcel using a density calculated as the maximum number of trees that can be sustained on the parcel less the impervious area of that parcel. The balance of trees shall be provided in common areas. If common areas are not sufficient, any remaining balance of trees may be provided for plantings on public grounds. Tree bank arrangements can be made through the Director. The minimum size of trees replanted through the tree bank shall be two caliper inches and shall be planted in accordance with the species list attached as Appendix A hereto and in accordance with the requirements in section 14-521, tree replacement standards.

- (1) *Common area planting.* If trees are to be planted at another location, the following note must appear on the approved tree protection plan: "A tree protection plan addendum for this project shall be submitted to the Director of Community Development at least 30 days prior to requesting a final inspection. This plan shall include the species, size and location of trees to be planted off-site to meet the tree density deficit shown. Issuance of a certificate of occupancy is subject to approval of this plan, as well as verification of the installation of the trees."
- (2) *Tree banking.* If trees cannot be planted on-site and there is insufficient common area for replanting, the balance of trees will be accepted by the director for tree banking within the City of Stonecrest. Participants in the tree banking program administered by the Director, including the signing of an off-site reforestation agreement.

(Ord. No. 2018-06-03, § 14-526, 6-3-2018)

Sec. 14-527. Tree harvesting.

Selective tree harvesting may be permitted upon authorization by the Zoning Board of Appeals in consultation with the arborist. Permits authorizing tree harvesting shall be in accordance with the following standards:

- (1) A 75-foot undisturbed buffer shall be provided and maintained along the entire perimeter of the property, including road frontages, during the land disturbing activity, except for authorized access crossings.
- (2) Notwithstanding the other provisions of this article, no property owner shall be required to preserve an undisturbed buffer that covers more than 25 percent of the total land area of the property, excluding area inside the 100-year floodplain. In any such case, an alternative buffer width shall be provided, as determined by the Zoning Board of Appeals pursuant to its review of the application for a tree harvesting permit.
- (3) The property shall be required to meet a tree density standard of 30 units per acre, not including the 75-foot buffer, upon completion of authorized land disturbing activities.
- (4) The owner/applicant shall utilize the recommended best management practices as established by the Georgia Forestry Commission.
- (5) No tree harvesting shall be allowed within the city except after approval of a special exception by the Zoning Board of Appeals as is provided in article V, division 4 of chapter 27 of the City of Stonecrest Code of Ordinances. Further, subsequent to such approval of a special exception, no such tree

harvesting shall be undertaken on any nonresidential parcel of land unless the transitional buffer zones required by the zoning regulations of the district in which located, are preserved in a natural and undisturbed state.

- (6) Once tree harvesting takes place in conformity with the above regulations, no development of the property shall be permitted that would require the cutting of trees preserved under subsections (3) and (5) of this section for a period of five years following authorization of tree harvesting.

(Ord. No. 2018-06-03, § 14-527, 6-3-2018)

Sec. 14-528. Utility company guidelines.

- (a) All utility companies shall be required to obtain an annual permit issued by the Director. All applications for an annual permit shall include a list of subcontractors with names, addresses, and City business license numbers.
- (b) Periodic work schedules are to be submitted to the arborist showing the proposed location and extent of tree work to be performed.
 - (1) All tree trimming and pruning to be performed by public utilities, public agencies, and their subcontractors on trees growing on private or public rights-of-way shall be done according to the National Arborist Association Standards for Pruning of Shade Trees.
 - (2) The routing of public and private utility easements shall be subject to review and comment by the Director of Community Development.

(Ord. No. 2018-06-03, § 14-528, 6-3-2018)

Sec. 14-529. Enforcement.

It shall be the duty of the Director to enforce this tree protection ordinance. The Director shall have the authority to, and the Director of Community Development may recommend that, the Director revoke, suspend or void any land disturbance permit, development permit or building permit or suspend all work on a site or portion thereof in order to effect compliance with this article.

- (1) Violation and penalty. Any person, firm or corporation violating any of the provisions of this article, after having been first issued a warning, shall be deemed guilty of an offense and upon conviction in Municipal Court shall be punished as is provided in chapter 1 of the City of Stonecrest Code of Ordinances. Each tree removed or killed in violation of this article shall be considered a separate offense. The owner of any buildings or premises or parts thereof, where anything in violation of this section exists, and any architect, builder, contractor or any other agent of the owner, or any tenant, who commits or assists in the commission of any violation, shall be guilty of a separate offense.
- (2) Any trees eight inches (DBH) and over which have been removed in violation of this article shall be replaced by the violator with four-inch caliper replacement trees equal to the unit value of the trees removed. However, any specimen tree removed from a parcel shall be replaced with four-inch caliper trees 1.5 times the equivalent inches (DBH) of replacement trees or existing trees in excess of the requirements of section 14-520, tree preservation and replacement requirements, using species with potentials for comparable size and quality at maturity.
- (3) Additional legal remedies. In addition to all other actions and penalties authorized in this section, the City Attorney is hereby authorized to institute injunctive, abatement or any other appropriate judicial or administrative actions or proceedings to prevent, enjoin, abate, or remove any violations of this article.

- (4) Appeals; power and duty of the board to hear appeals of decisions of administrative officials. The Zoning Board of Appeals shall have the power and duty to hear and decide appeals where it is alleged by an aggrieved party that there is error in any final order, requirement, or decision made by the Director based on or made in the enforcement of the tree protection ordinance. All such appeals shall be heard and decided following the notice requirements, criteria and procedural requirements in chapter 27 of the City of Stonecrest Code of Ordinances.
- (5) Administrative variances. Front, side and rear yard setbacks and parking requirements may be reduced by an amount not to exceed 50 percent where it is determined by the Director of Community Development to be necessary in order to preserve existing specimen or significant trees. Appropriate conditions to said administrative variances shall be imposed so as to ensure the continued health of said trees following the granting of such variances, including mandatory replacement requirements. Such administrative variances shall be considered and decided consistent with the procedures and criteria contained in chapter 27 of the City of Stonecrest of Ordinances. Appeals of final decisions regarding administrative variances may be taken as provided in subsection (4) of this section.
- (6) Special exception. The Zoning Board of Appeals is authorized to consider requests for special exception for the removal of an unauthorized specimen tree. All such requests shall be filed, notice given, and all procedures shall be as is required in the zoning ordinance. No such special exception for the unauthorized removal of a specimen tree shall be granted by the Zoning Board of Appeals unless the applicant has demonstrated and the Board has found that the property is not capable of earning a reasonable economic return absent the grant of the special exception. In making this determination the Board shall consider the following factors:
 - (i) Value of the trees in question, considering their age, size, health, and significance;
 - (ii) The current level of economic return on the property;
 - (iii) The marketability of the property; and the unfeasibility of alternate design or uses. Appeals from final decisions of the Board shall be as provided for in chapter 27 of the City of Stonecrest Code of Ordinances.

(Ord. No. 2018-06-03, § 14-529, 6-3-2018)

Sec. 14-530. Establishment of tree bank.

- (a) There is hereby established a City of Stonecrest Tree Bank (the "tree bank") for the acceptance, maintenance and disbursement of funds required to be paid pursuant to the terms of this article.
- (b) Notwithstanding anything in this article to the contrary, the tree bank may also accept funds donated for the purposes of preservation and/or replacement of the trees of the City of Stonecrest.
- (c) The director of the planning and zoning department (the "director"), or the director's designee, shall have the authority to disburse funds from the tree bank, as directed by the Stonecrest City Council, for the purposes of preservation and/or replacement of the trees of the City of Stonecrest.

(Ord. No. 2021-11-03 , § 1, 11-22-2021)

APPENDIX A

City of Stonecrest Overstory Trees Acceptable for Replanting Credits

Scientific Name	Common Name	Recommended	Leaf Habit
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Acer rubrum	Red Maple	October Glory, Red Sunset	Deciduous
Betula nigra	Riverbirch	Duraheat	Deciduous
Carpinus betuls	European Hornbeam		Deciduous
Carya aquatica	Water Hickory	Availability	Deciduous
Carya cordiformis	Bittemut Hickory	Availability	Deciduous
Carya glabra	Pignut Hickory	Availability	Deciduous
Carya illinoensis	Pecan		Deciduous
Carya tomentosa	Mockernut Hickory	Availability	Deciduous
Cedrus atlantica	Atlas Cedar		Evergreen
Cedrus libani	Cedar of Lebanon		Evergreen
Cedrus deodara	Deodar Cedar		Evergreen
Cryptomeria japonica	Japanese Cryptomeria		Evergreen
Fagus grandifolia	American Beech		Deciduous
Fraxinus tomentosa	Pumpkin Ash		Deciduous
Gingko biloba	Gingko	Plant male only. Autumn Bold, Fairmont	Deciduous
Ilex opaca	American Holly		Evergreen
Juniperus virginiana	Red Cedar	Brodie	Evergreen
Liquidambar styraciflua	Sweetgum	Limited Use-Rotundiloba (Avail.)	Deciduous
Liriodendron tulipifera	Tulip Poplar	Limited Use	Deciduous
Magnolia acuminata	Cucumbertree		Deciduous
Magnolia grandiflora	Southern Magnolia	Bracken's Brown Beauty, Greenback	Evergreen
Magnolia virginiana	Sweetbay Magnolia		Deciduous
Metasequoia glyptostroboides	Dawn Redwood	Limited Use	Deciduous
Nyssa sylvatica	Black Gum		Deciduous
Pinus echinata	Shortleaf Pine		Evergreen
Pinus taeda	Loblolly Pine		Evergreen
Platanus occidentalis	Sycamore		Deciduous
Quercus acutissima	Sawtooth Oak		Deciduous
Quercus alba	White Oak		Deciduous
Quercus bicolor	Swamp White Oak		
Quercus coccinea	Scarlet Oak		Deciduous
Quercus falcata	Southern Red Oak		Deciduous
Quercus georgiana	Georgia Oak		Deciduous
Quercus imbricaria	Shingle Oak		Deciduous
Quercus lyrata	Overcup Oak		Deciduous
Quercus laurifolia	Laurel Oak		Deciduous
Quercus michauxii	Swamp Chestnut Oak		Deciduous
Quercus macrocarpa	Bur Oak		Deciduous
Quercus nigra	Water Oak		Deciduous

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Quercus nuttalli	Nuttall Oak		Deciduous
Quercus phellos	Willow Oak		Deciduous
Quercus prinus	Chestnut Oak	Availability	Deciduous
Quercus rubra	Northern Red Oak		Deciduous
Quercus shumardii	Shumard Red Oak		Deciduous
Quercus stellata	Post Oak		Deciduous
Quercus velutina	Black Oak		Deciduous
Taxodium distichum	Bald Cypress	Shawnee Brave	Deciduous
Tilia spp.	Linden		Deciduous
Thuja x 'Green Giant'	Arborvitae	'Green Giant'	Evergreen
Thuja plicata	Giant (Western) Arborvitae		Evergreen
Ulmus americana	American Elm	Princeton and other resistant varieties	Deciduous
Ulmus parviflora	Lacebark Elm	Allee, Athena, Bosque	Deciduous
Zelkova serrata	Japanese Zelkova	Green Vase	Deciduous

City of Stonecrest Understory and Other Small Trees Acceptable for Replanting Credits

Scientific Name	Common Name	Recommended	Leaf Habit
Acer barbatum	Florida Maple		Deciduous
Acer buergerianum	Trident Maple	Street Wise	Deciduous
Acer campestre	Hedge Maple		Deciduous
Acer leucoderme	Chalk Maple		Deciduous
Acer palmatum	Japanese Maple		Deciduous
Acer saccharum	Sugar Maple		Deciduous
Aesculus pavia	Red Buckeye		Deciduous
Alnus serrulata	Alder		Deciduous
Amelanchier x grandiflora	Serviceberry	Princess Diana, Autumn Brilliance	Deciduous
Aralia spinosa	Devils Walking Stick		Deciduous
Betula nigra	River Birch	Little King	Deciduous
Carpinus caroliniana	American Hornbeam		Deciduous
Castanea pumila	Chinkapin		Deciduous
Celtis tenuifolia	Georgia Hackberry		Deciduous
Celtis laevigata	Sugarberry		Deciduous
Cercidiphyllum japonicum	Katsura Tree		Deciduous
Cercis canadensis	Eastern Redbud		Deciduous
Cercis reniformis	Redbud	Oklahoma	
Chioanthus retusus	Chinese Fringetree		Deciduous
Chioanthus virginicus	White Fringetree		Deciduous
Cladrastis kentukea	Yellowwood		Deciduous
Cornus spp.	Dogwood	Florida and Kousa crosses	Deciduous
Cornus florida	Flowering Dogwood	Aurora	Deciduous

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Cornus kousa	Kousa Dogwood		Deciduous
Crataegus spp.	Hawthorn	Thornless cultivars	Deciduous
Crataegus phaenopyrum	Washington Hawthorn		Deciduous
Diospyros virginiana	Persimmon		Deciduous
Halesia carolina	Silverbell		Deciduous
Halesia diptera	Two Winged Silverbell		Deciduous
Hamamelis virginiana	Witch-hazel		Deciduous
Ilex spp.	Holly	Burford, Carolina #2, Foster, Neillie R. Stevens, Savannah, Yaupon	Evergreen
Ilex decidua	Possumhaw		Deciduous
Juniperus virginiana	Red Cedar		
Koelreuteria paniculata	Golden Raintree		Deciduous
Lagerstromia indica x faurieri	Crape Myrtle	Tree form cultivars disease resistant and hardy, eg., Choctaw, Natchez	Deciduous
Magnolia grandiflora	Southern Magnolia	Alta, Bracken's Brown Beauty, Greenback, Claudia Wannamaker	Evergreen
Magnolia x loebneri	Loebner Magnolia	Merrill	Deciduous
Magnolia macrophylla	Bigleaf Magnolia		Deciduous
Magnolia soulangiana	Saucer Magnolia		Deciduous
Magnolia stellata	Star Magnolia	Star Man	
Magnolia tripetala	Umbrella Magnolia		Deciduous
Magnolia virginiana	Sweetbay Magnolia		Evergreen
Malnus floribunda	Japanese Flowering Crabapple		Deciduous
Myrica cerifera	Waxmyrtle		Evergreen
Osmanthus americanus	Devilwood		Evergreen
Ostrya virginiana	Eastern Hophombeam		Deciduous
Oxydendrum arboreurn.	Sourwood		Deciduous
Pinus Virginiana	Virginia Pine	Slopes, Screen	Evergreen
Pistacia chinesis	Chinese Pistache		Deciduous
Prunus spp.		Okame, Autumnalis	Deciduous
Sassafras albidurn	Sassafras		Deciduous
Styrax americana	Snowbell		Deciduous
Ulmus alata	Winged Elm		Deciduous
Vaccinium arboreum	Sparkleberry		Evergreen

City of Stonecrest Recommended Trees for Under Powerlines

Scientific Name	Common Name	Recommended
Acer buergeranum	Trident Maple	

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Acer palmatum	Japanese Maple	
Cercis canadensis	Redbud	
Chionanthus retusus	Chinese Fringetree	
Chionanthus virginicus	White Fringetree	
Cornus spp.	Dogwood	Florida and Kousa crosses
Cornus florida	Flowering Dogwood	Disease resistant varieties, Aurora
Cornus kousa	Kousa Dogwood	
Crataegus phaenopyrum	Washington Hawthorn	
Ilex spp.	Holly	Nellie R. Stevens, tree form Burford, Yaupon
Koelreuteria paniculata	Golden Raintree	
Magnolia x loebneri	Loebner Magnolia	Merrill
Magnolia soulangiana	Saucer Magnolia	
Magnolia stellata	Star Magnolia	Star Man
Oxydendrum arboreum	Sourwood	
Prunus spp.		Okame, Autumnalis

Recommended Trees for Parking Lots

Scientific Name	Common Name	Recommended
Acer buergeranum	Trident Maple	Street Wise
Acer rubrum	Red Maple	October Glory, Red Sunset
Betula nigra	River Birch	Duraheat
Chionanthus virginicus	Fringetree	
Cladrastis kentukea	Yellowwood	
Crataegus phaenopyrum	Washington Hawthorn	
Juniperus virginiana	Red Cedar	Brodie
Ilex spp.		Tree form Yaupon, Burford, Carolina #2
Lagerstromia indica x faurier	Crape Myrtle	Tree form cultivars, disease resistant and hardy, eg. Natchez, Choctaw
Nyssa sylvatica	Black Gum	
Pistacia chinensis	Chinese Pistache	
Quercus michauxii	Swamp Chestnut Oak	
Quercus nigra	Water Oak	
Quercus nuttalli	Nuttall Oak	
Quercus palustris	Pin Oak	
Quercus phellos	Willow Oak	
Quercus rubra	Northern Red Oak	
Taxodium distichum	Bald Cypress	Shawnee Brave
Ulmus parvifolia	Lacebark Elm	Athena
Zelkova serrata	Japanese Zelkova	Green Vase

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Item III. c.

(Ord. No. 2018-06-03, app. A, 6-3-2018)

Secs. 14-531—14-540. Reserved.



Planning and Zoning Department
 3120 Stonecrest Blvd.
 Suite 1902
 Stonecrest Ga. 30038
Planning-zoning@stonecrestga.gov
www.stonecrestga.gov

City of Stonecrest Guide for Tree Removal

1 The purpose and intent of the City of Stonecrest Tree Protection Ordinance (Article VI*) standards and guidelines is to facilitate the preservation and/or replacement of trees as a part of land development in the city. The citizens of the city and their many communities enjoy many benefits that can be directly attributed to our trees. The City of Stonecrest mayor and council finds that the preservation of existing trees is a public purpose that protects the public health, safety, general welfare and aesthetics of the City of Stonecrest and all its citizens.

It is also the intent to protect specimen and historical trees in a manner consistent with the City of Stonecrest Tree Protection Ordinance. Provide standards for the preservation of trees as part of the land development process. Prevent clear-cutting and mass grading of land that results in the loss of mature trees, and to ensure appropriate replanting when tree loss does occur. As well as protect trees during construction to enhance the quality of life in the City of Stonecrest.

The City of Stonecrest is aware that;

- ✓ Trees produce oxygen, which is essential to the well-being of all animal life, including humans.
- ✓ Trees help to reduce the amounts of airborne pollutants.
- ✓ Trees remove carbon dioxide, that is a major environmental concern due to its current high levels. Trees and their foliage intercept dust and particulate matter, thereby helping to purify our air and limiting health risks.
- ✓ Trees and their root systems reduce soil erosion and stormwater runoff. This decreases sedimentation problems and improves water quality.
- ✓ Trees provide food and shelter for desirable urban wildlife.
- ✓ Trees provide screening, which in turns aids in the reduction of noise and glare.
- ✓ Trees help moderate our air temperature to provide us with a comfortable environment.



- ✓ Trees provide scenic amenities to soften the harshness of city buildings and streets. They are aesthetically pleasing to all that view them.
- ✓ Trees may affect property values and can have a positive impact upon the economy of an area.
- ✓ Trees can enhance the natural functions of streams and related buffers.

As a part of the policy and procedures to regulate the tree canopy, The City of Stonecrest shall require that a **Notice of Tree Removal form** request be submitted for the removal of;

- Five (5) or fewer trees other than specimen size trees, on any single-family residential* property, within a calendar year.
- The removal of more than five (5) trees, other than specimen trees,
- Zoning conditions to a specific site plan providing that said zoning ordinance contains specific conditions for both tree preservation and tree replacement.
- Trees certified by the certified arborist or Director of Community Development that are diseased or infested.
- The removal of trees from horticultural properties, such as farms, nurseries or orchards. Not including tree harvesting.
- Tree removal that has become or threatens to become, a danger to human life or property.
- Agricultural zoned activities on land that require maintenance.
- Approved utility construction within permanent utility easements.
- Construction, expansion, and operation of (county) landfills.
- Building permits that do not require or authorize land disturbance.
- With the submission of a letter of intent with an application for a pre-application conference.
- With the submission of a tree survey and tree protection plan.
- All others as required and/or requested by the Community Development Department Director and the designated representative.

The written notice (*form attached*) shall contain a health/risk assessment conducted by a Certified Arborist. The **Notice of Tree Removal form** shall be submitted to the City of Stonecrest before any tree removal operations take place. Failure to do so shall be a violation.

A **Notice of Tree Removal form** is not required for any tree which has become, or threatens to become, a danger to human life or property as documented by a certified tree professional performing a tree risk assessment. Dead, diseased or hazardous trees may be removed at any time. *Section 14-517*. This assessment shall be conducted by a certified arborist.

A **Notice of Tree Removal form** is not required to remove any tree with a DBH less than 5”.

*The removal of up to five (5) healthy trees on a single-family residential property per calendar year is allowed without the submittal of a **Notice of Tree Removal** application, provided that these trees are not specimen trees.

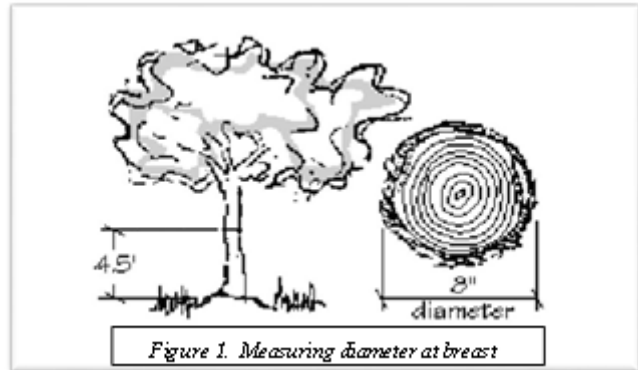
The removal of more than five (5) trees or specimen tree(s), from an owner-occupied, single-family lot may be approved if the owner must remove trees in order to build a new structure, to build an addition to or to make improvements to an existing structure, or to improve the health of other trees in the landscape. It is noted that additional permits, e.g., construction/building, clearing and grubbing, or land-disturbance permit,



may be required.

Trees must be removed within sixty (60) days after submittal of the Notification of Tree Removal form accompanied by a tree survey with an approved tree replacement plan and land disturbance permit.

A significant tree is any existing, healthy, living tree eight (8") inches or more in diameter when measured four and one-half feet (4.5') above the ground. This measurement is referred to as diameter at breast height, **DBH**, of the tree.



Circumference of Trunk ÷ π = DBH

Ex.: 25" Circumference ÷ 3.14 = 8" DBH

Specimen Trees

A specimen tree is defined as a tree with a life expectancy of 15 years or more, with a healthy trunk with no extensive decay or hollow/cavity (less than 20%), and no major insect or pathological problem that meets the following size guidelines:

- Overstory large hardwoods trees, ex.: Oak, yellow poplar & pine – DBH is greater than or equal to 30 inches (which equates to a circumference of 94.2 inches). Large soft woods trees, ex: evergreens, pines DBH is equal to 30 inches.

3



- Understory (small) trees, ex: Dogwood, redbud – DBH is greater than or equal to 10 inches (which equates to a circumference of 31.4 inches).



Guidelines and Procedures for Tree Removal

Compliance with City of Stonecrest Tree Ordinance

Sec. 14-518. - Procedures.

(a) Application Requirements

- (1) Pre-Application Conference: Applicant are encouraged to meet with Community Development Director discuss compliance with the City of Stonecrest Tree Ordinance prior to submitting any applications (Preliminary Plat, Development Application or Land Disturbance Application)
- (2) Tree Survey: Tree survey is required for Preliminary Plat, Land Disturbance Permit, Development Permit and Building Permit. All trees, 18 inches (DBH) and larger shall be identified. Specimen Trees shall be identified by size, species and location. Trees larger than two inches (DBH) may be identified and counted for unit credit on the tree protection plan.

(b) Tree Protection Plan: Tree Protection Plan shall be submitted as part of any Development Plan.

Sec. 14-520 Tree Preservation and Replacement Requirements

- (1) Either 120 inches (DBH) per acre or 25 percent of existing significant trees per acre of such significant trees, whichever is less, shall be preserved on the site. Trees located in stream buffers and state buffer zones, transitional buffer zones and designated floodplains shall not be counted in developments except sites zoned C-1, C-2, M or M-2.
- (2) There shall be at least two two-inch (DBH) over story trees in every front yard of properties zoned RE, RLG, R-100, R-85, and R-75. There shall be at least one two-inch (DBH) over story tree in every front yard of properties zoned RSM and R-60.
- (3) (i) All residential subdivisions shall have an average density of 15 density units per acre. Required trees may be located on individual lots or in subdivisions in which there is commonly-owned property may be located on such commonly-owned property.
- (ii) All Nonresidential and multifamily developments, the quantity of total existing/replacement trees on-site must be sufficient so as to produce a total site density factor of no less than 30 density units per acre.
- (4) Procedures for calculating tree density shall be based on this section. (14-520 (4))
- (5) Nothing in these regulations shall be construed to allow the removal of any tree or vegetation in a required stream buffer, transitional buffer zone or state buffer zone except buffer improvements as authorized by the Director.
- (6) Existing trees between two caliper inches and 7.9 caliper inches may be used for credit on the tree replacement plan.
- (7) Tree preservation areas shall leave intact the naturally occurring groundcover and understory vegetation.
- (8) Specimen Trees
 - (a) Large hardwoods, i.e., oaks, hickories, yellow poplars, and similar species: 30 inches DBH.
 - (b) Large softwoods, e.g., pines, evergreens, and similar species: 30 inches DBH.
 - (c) Small trees, e.g., dogwoods, redbuds, sourwoods, and similar species: Ten inches DBH.
 - (d) Any specimen tree removed from a parcel shall be replaced by 1.5 times the equivalent inches (DBH) of replacement trees or existing trees in excess of the requirements of this section, tree preservation and replacement requirements, using species with potentials for comparable size and quality at maturity. Permits, unless exempted otherwise by the County Arborist, are required for the removal of a specimen tree or the removal of more than five (5) trees with a DBH of more than 5" on residential, single-family, properties.

A Notification of Tree Removal is not required to remove any tree with a DBH less than 5" as well as dead, diseased or hazardous trees as assessed by a certified tree professional.

Trees must be removed within sixty (60) days after approval of the submitted Notification of Tree Removal application approved by the City of Stonecrest.



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CITY OF STONECREST OF COMMERCIAL TREE REMOVAL APPLICATION

Address of Proposed Tree Removal:

Name of Owner:

Owner's Address:

Owner's Phone Number and Email Address:

Name of Applicant and Certification Number:

Name of Tree Company:

Applicant's Phone Number and Email Address:

The Owner or Authorized Agent hereby applies for a Permit for the purpose of removing the following tree(s):

Table with 8 columns: Tree Species, Reason for Removal, DBH (inches), Specimen? (Y/N), Dead? (Y/N), 75' Buffer? (Y/N), Boundary? (Y/N), Target in Drop Zone? (Y/N). Contains 10 empty rows.

Number of existing trees 2" DBH or greater remaining on property after removal:

Property Lot/Size in Acres: Type of Commercial Development:

Signature of Certified Arborist:

Signature of Authorized Staff:

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TREE CONDITION EVALUATION GUIDELINE

A tree's condition is determined by assessing the tree's roots, trunk, limb/branch structure, twigs and foliage. The conditions are identified on each component of the tree. This is a guideline only.

ROOTS

- ✓ Root anchorage.
- ✓ Restricted root system relative to canopy.
- ✓ Mechanical injury.
- ✓ Girdling roots.
- ✓ Compaction or water-logged roots.
- ✓ Presence of insects or diseases.

TRUNK

- ✓ Sound bark and wood, no cavities.
- ✓ Upright trunk (well tapered).
- ✓ Included bark between co-dominant stems.
- ✓ Mechanical or fire injury.
- ✓ Cracks.
- ✓ Swollen or sunken area.
- ✓ Presence of insects and diseases.

LIMB AND BRANCH STRUCTURE

- ✓ Strong attachments, no included bark.
- ✓ Free of decay and cavities.
- ✓ Well proportioned, good form.
- ✓ Wound closure.
- ✓ Dead limbs/epicormic sprouting.
- ✓ Presence of decay, insects and diseases.

TWIGS

- ✓ Shoot vigor compared to past 3-year growth.



- ✓ Presence of weak or dead twigs.
- ✓ Presence of insects and diseases.

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The Recognition of Hazardous Trees

Pollards
Often indicated by a sudden change in stem diameter. Decay may be present but hidden by regrowth.

Break-out cavity
Decay may develop in wounds caused by branches breaking.

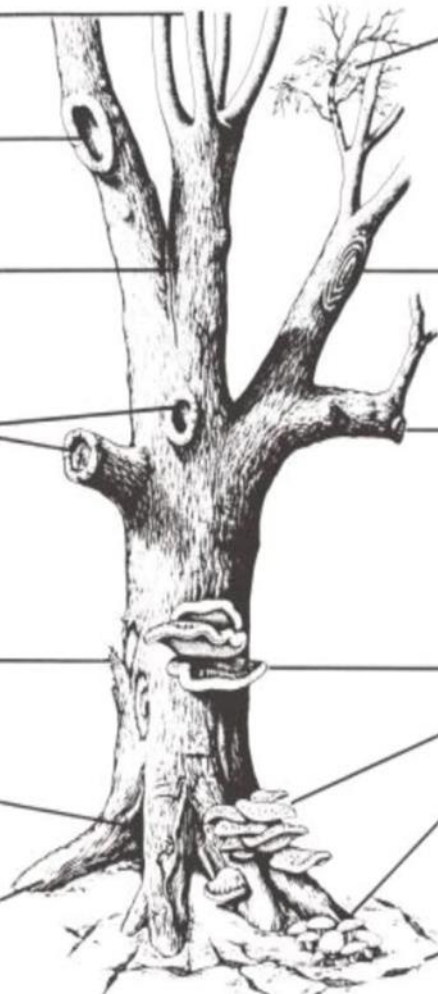
Weak fork
Tight V-shaped crotches may be structurally weak, sometimes giving rise to cracks; decay can develop in them.

Pruning wounds
The wound surface or a layer of paint (if present) may appear sound but the wood behind may be decayed.

Loose bark
Bark coming away from the stem may indicate the presence of rotten wood beneath.

Basal cavities in the wood
These are particularly dangerous if present between more than one pair of buttresses.

Damaged roots
Site disturbance may sever or kill roots; poor soil conditions may lead to restricted rooting. Tree stability may be affected.



Leaves (or needles). Dead twigs and branches
Generally small, sparse or pale. Tree flushes late or drops its leaves early. These symptoms sometimes indicate root decay or death.

Perennial or target canker
Such cankers may result in weakness of branch or stem.

Abrupt bends
Resulting from past breakage or pruning. Decay may be present.

Fungal fruit bodies
Bracket fungi on the stem are positive indicators of internal decay. Fruit bodies on or near roots may indicate they are decayed, but the species of fungus should be identified as many harmless or beneficial kinds also grow in this area.

Soil cracks
Heaving of ground may occur when a tree with an unstable root system moves in a wind.

Courtesy of <http://arbtalk.co.uk>

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CITY OF STONECREST NOTICE OF TREE REMOVAL

Address of Proposed Tree Removal:							
Name of Owner:							
Owner's Address:							
Owner's Phone Number and Email Address:							
Name of Applicant and Certification Number:							
Name of Tree Company:							
Applicant's Phone Number and Email Address:							
The Owner or Authorized Agent hereby applies for a Permit for the purpose of removing the following tree(s):							
Tree Species	Reason for Removal	DBH (inches)	Specimen? (Y/N)	Dead? (Y/N)	75' Buffer? (Y/N)	Boundary? (Y/N)	Target in Drop Zone? (Y/N)
Number of existing trees 2" DBH or greater remaining on property after removal:							
Property Lot/Size in Acres:				Year Home Built:			
Signature of County Arborist:							

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❖ Reason(s) for removal(s):

- **Addition to a Single-Family House:** (must include scaled site plan depicting location of proposed addition and tree(s) to be removed).
- **Pool:** (must include scaled site plan depicting location of pool/pool deck on property and tree(s) to be removed).
- **Retaining Wall or Fence installation.**
- **Septic Tank and/or Well:** (must include Public Health Department Permit and approved site plan).
- **Unhealthy or Damaged Tree(s):** Includes but is not limited to insect or fungal damage, lightning strike, inadequate area for healthy growth.
- **Other** (specify).

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I HEREBY CERTIFY that the site plan and tree survey is a true representation of all facts concerning the proposed tree removal activity. This application is made with my approval as Owner or Authorized Agent for the Owner, as evidenced by my signature below. FOR THE DURATION OF THE TREE REMOVAL ACTIVITIES, I ASSUME LEGAL RESPONSIBILITY FOR ANY AND ALL VIOLATIONS OF THE CITY OF STONECREST LAND DEVELOPMENT CODE AND PERMIT CONDITIONS ON THE PROPERTY DESCRIBED ABOVE.

Name of Owner or Authorized Agent (Please print)

Signature of Owner or Authorized Agent

Date



CITY OF STONECREST NOTICE OF TREE REMOVAL

SITE PLAN

- Include tree(s) to be removed and existing trees, existing structures, fence, gates, driveway and frontage street, sidewalks, stream and transition buffers. Note whether trees are located in a buffer or on a property line, i.e., boundary tree.
- Include above and below ground utilities including electrical, phone, cable, water, sewer and fire hydrants, street signs and intersection, streetlamps/lighting poles.
- Include proposed addition/improvements and tree(s) to be removed and tree(s) to remain.
- Submit photographs with this site plan. Photos must include an overall picture of the subject tree and its relationship with a building structure. Also, several close-up photos of the tree’s hazardous conditions must be provided.

CITY OF STONECREST CERTIFIED ARBORIST AFFIDAVIT

I _____ am an ISA Certified Arborist. I understand the City of Stonecrest Ordinance regarding **Notice of Tree Removal, Replacement and Recompense, guidelines**. Based on this knowledge, I attest the trees identified on the accompanying **Notice of Tree Removal form** fulfill one or more of the criteria of the City’s Ordinance.

I attest that the tree(s) on the attached application should be removed for the following reasons:

1. The tree is unhealthy or damaged for which there is no practical remedy to assist with its preservation (explain).
2. The tree is causing damage to public or private property for which there is no other remedy to resolve (explain).
3. The tree is interfering with the installation or function of solar energy equipment, line of sight at intersection, above or below ground utilities.
4. The tree is unsightly or is in undesirable condition as a result of a previous site disturbance or tree density issue (explain).

I assume responsibility for any and all violations of any codes or ordinances related to tree removal and permit conditions as identified for this property.

Name: _____ ISA or ASCA Certification Number: _____

Certified Arborist: _____ Date: _____

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CITY OF STONECREST, GEORGIA

Community Planning Information Meeting (CPIM)

Summary Minutes

September 12, 2024, at 6:00 P.M.

Planning-zoning@stonecrestga.gov

***IN-PERSON MEETING**

[Stonecrest's YouTube Broadcast Link](#)

Citizens wishing to actively participate and comment during the public hearing portion of the meeting may comment in person. You may also submit your request including your full name, address, and position on the agenda item you are commenting on (for or against) via email to Planning-zoning@stonecrestga.gov by 2 p.m. the day before the meeting, September 11, 2024, to be read into the record at the meeting.

- I. **CALL TO ORDER AND INTRODUCTIONS:** Director of Planning and Zoning Shawanna Qawiy, Deputy Director Ellis Still, Zoning Administrative Technician Abeykoon Abeykoon, and Cobi Brown, Planning Administrative Technician, were in attendance.

The meeting was called to order at 6:09 p.m.

- II. **REVIEW OF THE PURPOSE AND INTENT OF THE COMMUNITY PLANNING INFORMATION MEETING AND RULES OF CONDUCT-** *Cobi Brown*

- III. **Item(s) of Discussion:**

LAND USE PETITION: *ZM24-002*
PETITIONER: George Booker of G B General Contracting LLC / Construction Works, Inc.
LOCATION: 6513 Marshall Blvd
PETITIONER'S REQUEST: The request is to amend the approved conditions to develop an automotive glass repair shop.

George Booker and Amer Madanat made a presentation.

Amer Madanat stated that his company has been operating for 25 years and that they currently have other shops in the metro Atlanta area which are both partnered with the Pull-A-Part in that area. The proposed auto glass facility will offer same-day services and will employ certified technicians.

George Booker stated that the proposed 7,000 sqft building will feature a drive-thru feature for the repairs and layout to efficiently provide services to the customers.

Director Qawiy clarified that the applicants are petitioning for the removal of a condition placed on the property from a previously approved zoning case which prevents the addition of another building on the parcel for their proposed project.

There were no attendees to comment on the petition.



CITY OF STONECREST, GEORGIA

Director Qawiy presented the cases related to TMOD 24-001, TMOD 24-002 and TMOD 24-003 individually.

PETITION: *TMOD 24-001*
PETITIONER: The City of Stonecrest
LOCATION: City-Wide
PETITIONER’S REQUEST: The City of Stonecrest is seeking approval to modify Section 6.1.3 Parking Regulations Off Street Parking Spaces to add parking regulations for commercial trucks and/or trailers.

There were no attendees to comment on the petition.

PETITION: *TMOD24-002*
PETITIONER: The City of Stonecrest
LOCATION: City-Wide
PETITIONER’S REQUEST: The City of Stonecrest is seeking approval to modify Section 16-23 Hours of Operation Based on Uses to specify hours of operation for businesses operating in the city.

PETITION: *TMOD24-003*
PETITIONER: The City of Stonecrest
LOCATION: City-Wide
PETITIONER’S REQUEST: The City of Stonecrest is seeking approval to modify Chapter 4 - Alcoholic Beverages.

Bernie Knight Chairman of the Stonecrest Industrial Council and the local council for Heidelberg Materials Southeast LLC asked if the city has gotten any inquiries from citizens about blasting and noise. He also asked if there were any other quarry facilities in the city and shared some information as to the operations of this business he represents.

Director Qawiy replied that the city had not received a direct complaint, but there was a citizen that mentioned at a previous CPIM meeting that she had heard blasting. She also informed Mr. Knight that the proposed text modifications were produced from research of other municipalities coded and their operations and was not targeted to a particular business in the City.

She also asked Mr. Knight if he had any recommendations for the hours of operation for the business he represents.

Bernie Knight asked that only the hours and operations for blasting be considered and not quarry work.

PETITION: *TMOD24-004*
PETITIONER: The City of Stonecrest
LOCATION: City-Wide
PETITIONER’S REQUEST: The City of Stonecrest is seeking approval to modify Chapter 14 – Land Development Article VI Tree Protection.

Director Qawiy made a presentation stating that the city currently has an active Tree Ordinance. She stated that the proposed Guide for Tree Removal will be a beneficial resource in effectively implementing the tree ordinance.



CITY OF STONECREST, GEORGIA

There were no attendees to comment on the petition.

IV. ADJOURNMENT

Americans with Disabilities Act

The City of Stonecrest does not discriminate on the basis of disability in its programs, services, activities, and employment practices.

If you need auxiliary aids and services for effective communication (such as a sign language interpreter, an assistive listening device or print material in digital format) or reasonable modification to programs, services or activities contact the ADA Coordinator, Sonya Isom, as soon as possible, preferably 2 days before the activity or event.

APPROVED:	Shawanna Qawiy	September 17,2024
<hr/>		
	DIRECTOR, PLANNING & ZONING	DATE
ATTEST:	<i>Cobi Brown</i>	09/17/2024
<hr/>		
	SECRETARY	DATE



CITY OF STONECREST, GEORGIA



PLANNING COMMISSION MEETING
 Stonecrest City Hall* - 6:00 p.m.
 *In-Person Meeting
 October 1, 2024

Summary Minutes

As set forth in the Americans with Disabilities Act of 1990, the City of Stonecrest will assist citizens with special needs given notice (7 working days) to participate in any open meetings of the City of Stonecrest. Please contact the City Clerk's Office via telephone (770-224-0200).

Citizen Access: [Stonecrest YouTube Live Channel](#)

Citizens wishing to make a comment during the public hearing portion of the meeting can do so by attending the hearing in-person or submitting their comment(s) to Planning and Zoning Staff via email Planning-Zoning@stonecrestga.gov on the day of hearing, no later than 2:00 PM, to be read into the record at the hearing.

When it is your turn to speak, please place your comment card on the podium, state your name, address, and relationship to the case. There is a ten (10) minutes time limit for each item per side during all public hearings. Only the applicant may reserve time for rebuttal.

I. CALL TO ORDER

Chairperson Eric Hubbard (District 3) called the meeting to order at 6:00 p.m.

II. ROLL CALL

Chairperson Eric Hubbard (District 3) called the roll. Vice Chairperson Erica Williams (District 1), Commissioner Joyce Walker (District 2), Commissioner Pearl Hollis (District 4), and Commissioner Lemuel Hawkins (District 5) were all present.

Planning/Zoning Director Shawanna Qawiy, Deputy Director Ellis Still, Senior Planner Ramona Eversley, Planner Fellisha Blair, Zoning Administrative Technician Abeykoon Abeykoon, and Planning Administrative Technician Cobi Brown were in attendance. City Attorney Alicia Thompson attended the meeting virtually.

III. APPROVAL OF THE AGENDA

Chairperson Hubbard made a motion to **APPROVE** an amendment to the agenda for October 1, 2024, to remove items 5-10. The motion was moved by Commissioner Hollis and seconded by Commissioner Walker. It was **APPROVED** by a unanimous vote. 5-0-0

IV. APPROVAL OF MEETING MINUTES: *Planning Commission meeting minutes dated August 6, 2024.*

Chairperson Hubbard made a motion to **APPROVE** the meeting minutes for August 6, 2024. The motion was moved by Vice Chairperson Williams and seconded by Commissioner Hollis. It was **APPROVED** by a unanimous vote. 5-0-0

V. ANNOUNCEMENT(S)

N/A

VI. OLD BUSINESS

N/A

VII. NEW BUSINESS:

1. PUBLIC HEARING CASE #: ZM24-002

APPLICANT: George Booker of G B General Contracting LLC / Construction Works, Inc.

LOCATION: 6513 Marshall Blvd

The request is to amend the approved conditions to develop an automotive glass repair shop.

2. DECISION CASE #: ZM24-002

APPLICANT: George Booker of G B General Contracting LLC / Construction Works, Inc.

LOCATION: 6513 Marshall Blvd

The request is to amend the approved conditions to develop an automotive glass repair shop.

Amer Madanat stated that his company has been operating for 25 years and that they currently have other shops in the metro Atlanta area which are both partnered with the Pull-A-Part in that area. The proposed auto glass facility will offer same-day services and will employ certified technicians.

George Booker stated that he is the contractor to develop the building. He has a strong record for developing and building.

Derrick Cobert the senior Vice President of Pull-A-Part stated his support.

Public hearing is closed.

Commissioner Hawkins asked if this would be the applicant's second facility.

Amer Madanat answered that it would be the second facility.

Commissioner Walker asked how they planned to control and prevent overnight parking.

Amer Madanat stated that the fast services would prevent the need for most cars to be visibly parked outside the facility, but if a vehicle had to stay on the property the building would be an adequate size to house it.

Vice Chairperson Williams asked for clarification of the location of the Pull-A-Part and the proposed business and if they will be two separate businesses.

Amer Madanat agreed.

Director Qawiy clarified that the applicants are petitioning for the removal of a condition placed on the property from a previously approved case which prevents the addition of another building on the parcel.

Chairperson Hubbard made a motion to recommend for **APPROVAL WITH CONDITIONS**. The motion was seconded by Commissioner Hollis. The application was **APPROVED WITH CONDITIONS unanimously 5-0-0**.

3. **PUBLIC HEARING CASE #: TMOD 24-001**

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to amend Section 6.1.3 Parking Regulations Off Street Parking Spaces to add parking regulations for commercial trucks and/or trailers.

4. **DECISION CASE #: TMOD 24-001**

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to amend Section 6.1.3 Parking Regulations Off Street Parking Spaces to add parking regulations for commercial trucks and/or trailers.

Public Hearing was opened.

Chairperson Hubbard asked how the proposed TMOD would affect the tractor-trailers that are in the industrial areas of the city.

Director Qawiy stated that the TMOD contains exceptions for specific usages and operations. The proposed modification will be used to influence the actions that are taking part in residential areas.

Commissioner Hawkins asked how the amendment would be enforced

Director Qawiy stated that the Code Enforcement department took part in the creation of this TMOD due to the complaints that they have received.

Vice Chairperson Williams asked how the regulation will be regulated outside of business hours

Director Qawiy stated that leadership has been in talks about the Code Enforcement department having staggered hours to monitor activities that may occur later in the day.

Vice Chairperson Williams asked how the TMOD will be advertised to the public

Director Qawiy stated that the information will be posted on the website and complaints can be submitted to the code enforcement department. There may be a consideration to send the information to HOAs.

Public Hearing was closed.

Chairperson Hubbard made a motion to recommend for **APPROVAL** of TMOD24-001. The motion was seconded by Vice Chairperson Williams. The application was **APPROVED unanimously 5-0-0**.

The items below were amended to be removed from the agenda.

5. **PUBLIC HEARING - CASE #: TMOD 24-002**

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to amend Section 16-23 Hours of Operation Based on Use to specify hours of operation for businesses operating in the City of Stonecrest.

6. DECISION CASE #: TMOD 24-002

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to amend Section 16-23 Hours of Operation Based on Use to specify hours of operation for businesses operating in the City of Stonecrest.

7. PUBLIC HEARING CASE #: TMOD 24-003

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to modify Chapter 4 - Alcoholic Beverages.

8. DECISION CASE #: TMOD 24-003

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to modify Chapter 4 - Alcoholic Beverages.

9. PUBLIC HEARING - CASE #: TMOD 24-004

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to modify Chapter 14 – Land Development Article VI Tree Protection.

10. DECISION CASE #: TMOD 24-004

APPLICANT: The City of Stonecrest

LOCATION: City-Wide

The City of Stonecrest is seeking approval to modify Chapter 14 – Land Development Article VI Tree Protection.

VIII. ADJOURNMENT

The meeting was adjourned at 6:30 p.m.

Respectfully submitted by Cobi Brown

APPROVED:

CHAIRPERSON

Date:

ATTEST:

SECRETARY

Date:

PENDING APPROVAL



CITY COUNCIL AGENDA ITEM

SUBJECT: FY 2025 Proposed Budget

AGENDA SECTION: *(check all that apply)*

- PRESENTATION** **PUBLIC HEARING** **CONSENT AGENDA** **OLD BUSINESS**
 NEW BUSINESS **OTHER, PLEASE STATE:** Click or tap here to enter text.
-

CATEGORY: *(check all that apply)*

- ORDINANCE** **RESOLUTION** **CONTRACT** **POLICY** **STATUS REPORT**
 OTHER, PLEASE STATE: Click or tap here to enter text.
-

ACTION REQUESTED: **DECISION** **DISCUSSION**, **REVIEW**, or **UPDATE ONLY**

Previously Heard Date(s): Click or tap to enter a date. & Click or tap to enter a date.

Current Work Session: Monday, October 14, 2024

Current Council Meeting: Click or tap to enter a date.

SUBMITTED BY: Gia Scruggs, City Manager

PRESENTER: Gia Scruggs, City Manager

PURPOSE: To present for discussion the proposed fiscal year 2025 budget for the City of Stonecrest, appropriating the amounts shown in each budget as expenditures/expenses with the proposed revenue anticipations.

FACTS: Title 36, Chapter 81, Article I of the Official Code of Georgia Annotated requires a balanced budget for the City's fiscal year, which runs from January 1, 2025 to December 31, 2025

OPTIONS: Discussion only Click or tap here to enter text.

RECOMMENDED ACTION: Click or tap here to enter text.

ATTACHMENTS:

- (1) Attachment 1 - FY25 Recommended Operating Budget
- (2) Attachment 2 - FY25 Capital Improvement Plan
- (3) Attachment 3 - FY25 Proposed City Events



CITY COUNCIL AGENDA ITEM

- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.