

WILLIAM F. ROSS

President

Bill Ross has over thirty years of planning experience in government and private consulting, and carries unique credentials in the area of comprehensive planning, land development regulation and infrastructure financing. Since the early 1970's, Mr. Ross has been involved in various aspects of the specialty as an urban planning consultant and previously as a government official.

As a planning consultant, Mr. Ross has prepared **Comprehensive Plans** and Updates in several cities and counties, particularly in Georgia. In Macon-Bibb County, Mr. Ross prepared the demographic and economic development calculations and Land Use Plan Update in coordination with a new Transportation Plan for the region. Plans or updates for Columbia County, Suwanee, Alpharetta and Roswell, Henry County and its cities, Camden County/Kingsland/St. Marys/Woodbine and Rome/Floyd County have been prepared under Mr. Ross' direction.

In the area of **land development regulation**, Mr. Ross has prepared zoning ordinances, unified land development codes and sign ordinances in a number of cities and counties. In Lee's Summit, Missouri, Mr. Ross was directly responsible for the sign regulations, landscaping and parking requirements for this fast-growing community near Kansas City. New zoning ordinances have been prepared for Sheffield, Alabama, Douglasville and Columbia County, Georgia. Recent experience has focused on the preparation of unified development codes (UDCs), which combine zoning, signage, subdivision, erosion, flood protection and other requirements relating to the entire land development process into a single ordinance. Clients in Georgia include Hawkinsville, Gainesville, Alpharetta, Crisp County, Athens-Clarke County, Walton County, Morgan County, and a joint city/county UDC for Rome/Floyd County. Code work is currently underway by Mr. Ross in Powder Springs, Jackson County, Douglas County, Glynn County, Columbus, East Point, and Lumpkin County, Georgia.

Mr. Ross is particularly involved in making regulations effective, both in being easy for the average citizen or developer to understand and for the public official to interpret and enforce. Clarity of language, extensive use of tables and illustrations, and precision in use of terms all contribute significantly to this.

Infrastructure financing has also been key policy and implementation issues related to long range planning in several other projects carried out by Mr. Ross, including the creation of Community Development Districts (CIDs) for downtown Atlanta, the Cherokee County Technology Ridge and the Central Perimeter Area, and creation of Georgia's second Transportation Management Association. In addition, Mr. Ross has directed preparation of Capital Improvement Programs for Newton and

Hall Counties, Georgia, and impact fee studies for such clients as Cherokee, Fulton, Hall, Henry and Newton Counties, and the cities of Acworth, Fayetteville, Hampton, Locust Grove, McDonough, Roswell and Stockbridge, Georgia, and Lee's Summit, Missouri.

As a government official, Mr. Ross was with Fulton County, Georgia, for ten years, heading up all planning and zoning activities, and directed the Development Department in Gwinnett County for two years. While at Fulton County, Mr. Ross directed the preparation of the County's first Comprehensive Plan and implemented their neighborhood planning program. Mr. Ross also administered the rezoning and plan review process and extensively amended the county's various land development regulations. In Gwinnett County, then the fastest growing urban county in America, Mr. Ross reorganized the plan review, permitting, and inspections process in a system issuing 10,000 building permits in new construction a year. While there, a new Comprehensive Plan was developed for the county and the County's zoning, subdivision and other development-related ordinances were revamped and combined into a Land Development Code with his direct participation and in coordination with a task force of private engineers, developers and builders.

In addition, Mr. Ross often makes presentations related to comprehensive planning, land development regulation and infrastructure financing at **workshops and conferences**, and has used his extensive experience to teach a graduate level course in plan implementation as part of the required curriculum in Georgia Tech's City Planning program. With regard to professional development, Mr. Ross has been actively involved with the advancement of planning in Georgia through the Georgia Planning Association, including continuous involvement in committees since 1989 and two terms as President of the organization.

- Employment History**
- President, ROSS + associates, 2001—Present
 - President, Georgia Zoning Institute, Inc. 1995—Present
 - Principal, Cooper-Ross sv, Atlanta & Birmingham, 1992—2001
 - President, WFR Associates, Atlanta, Georgia, 1988—2001
 - Vice-President, Post Properties, Inc., Atlanta, Georgia, 1987—88
 - Director of Development, Gwinnett County, Georgia, 1985—87
 - Asst. Director, Planning & Administration, Fulton County, Georgia, Department of Planning and Community Development, 1975—1985
 - Planning Consultant, Adley Associates, Inc., 1970—75
- Education/Honors**
- Georgia State University, B.S. in Urban Life with Honors (1970):
 - Dean's Key for Scholastic Achievement
 - Blue Key Honor Fraternity
 - University of Georgia, Carl Vinson Institute of Government:
 - Certificate of Public Management (1987).
- Professional Affiliations**
- President, Georgia Planning Association, 1993—1997
 - Chairman, Nominations Committee, 1998, 2000 and 2002
 - Chairman, GPA Public Relations Committee, 1991—1993
 - Director (At-Large), GPA Board of Directors, 1989—1991
 - Chairman, GPA Bylaws and Organization Committee, 1990
 - Chairman, Local Programs Committee, APA National Conference 1989
 - Charter Member, American Planning Association
 - Member, APA Planning Officials' Advisory Committee, 1995—2000
 - Member, APA National Planning Awards Jury, 1998
 - Associate Member, Georgia Association of Zoning Administrators
 - Building Industry Association of Georgia—Uniform Code Task Force
 - Planning Advisory Committee, Ga. Dept. of Community Affairs, 1993—1997
 - Growth Strategies Reassessment Task Force, Georgia DCA, 1998
 - Developments of Regional Impact Task Force, Georgia DCA, 1999-2000
 - Lecturer:
 - Georgia State University Real Estate and Urban Affairs Program
 - Institute for Continuing Legal Education (ICLE)
 - County Commissioner's Training Program: Planning and Zoning ACCG
 - Elected Officials Training Program: Planning and Zoning (GMA)
 - Planning Commissioners' Institute (GPA/Ga Tech)
 - RDC Training Workshops, Georgia Department of Community Affairs
 - Community Planning Institute (GPA)
 - Visiting Professor:
 - Georgia Institute of Technology Graduate City Planning Program

**Representative
Projects**

Long-Range Comprehensive Planning
Alpharetta, Georgia
Camden County, Kingsland, St. Marys and Woodbine, Georgia
Columbia County, Georgia
Douglas County, Georgia
Henry County, Stockbridge, Hampton and Locust Grove, Georgia
Jackson County, Georgia
Macon-Bibb County, Georgia
Rome and Floyd County, Georgia
Roswell, Georgia
Suwanee, Georgia

Fifth-Year Short Term Work Program Updates
Alpharetta, Georgia
Columbia County, Georgia
Camden County, Kingsland, St. Marys and Woodbine, Georgia

Tenth-Year Comprehensive Plan Updates
Columbia County, Georgia

Land Use Impact Studies
Fulton County Hartsfield Expansion (5th Runway) Study
State Route 316 Land Use Impact & Environmental Justice Study

Neighborhood Planning Strategies/Revitalization
Blandtown Community, Atlanta, Georgia
John's Creek, North Fulton County, Georgia
Lakeview Estates, Rockdale County, Georgia
Mason Mill, DeKalb County, Georgia

Land Development Regulations, Zoning Ordinances
Alpharetta, Georgia
Chatham County, Georgia,
Columbia County, Georgia,
Crisp County, Georgia
Douglas County, Georgia
Douglasville, Georgia
Fulton County, Georgia
Gainesville, Georgia
Gwinnett, County, Georgia
Hawkinsville, Georgia
Jackson County, Georgia
Lee's Summit, Missouri
Morgan County, Georgia
Powder Springs, Georgia
Sheffield, Alabama
Walton County, Georgia

Economic Development/Business Development Strategies

DeKalb County, Georgia
South Fulton County, Georgia
Stewart Avenue Corridor, Atlanta, Georgia
Camden County Development Authority

Demographic Forecasts and Land Demand Analyses

Athens-Clarke County Unified Government, Georgia
Columbus, Indiana
Macon-Bibb County, Georgia
Norman, Oklahoma
Russellville, Arkansas
TVA Muscle Shoals Development Site, Sheffield, Alabama
Wheeling, West Virginia

Development Competition Analysis

Fulton County, Georgia

Expert Testimony

Bartow County, Cherokee County, Cobb County, Coweta County, Spalding County, East Point, Morrow, Peachtree City, Rome, Georgia

Capital Improvement Programs

Hall County, Georgia
Newton County, Georgia

Development Impact Fee Studies

Fulton County, Georgia
Acworth, Roswell and Fayetteville, Georgia
Cherokee and Henry Counties, Georgia
Henry County Water & Sewerage Authority, Georgia
Hall and Newton Counties, Georgia
Lee's Summit, Missouri
McDonough, Stockbridge, Hampton, and Locust Grove, Georgia
St. Marys, Georgia

Community Improvement Special Tax Districts (CIDs)

Central Perimeter Partnership, Fulton & DeKalb Counties, Ga.
Midtown Business Association, Atlanta, Georgia
Central Atlanta Progress, Downtown Atlanta, Georgia
Cherokee County, Georgia

Transportation Management Associations

Central Perimeter Area, Fulton & DeKalb Counties, Georgia