



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT
SUBMITTED BY: KATHI COOK
DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: MP-16-13/Z-16-11/CU-16-19/V-16-26 TPA FUQUA/PERIDOT

CITY COUNCIL: APRIL 17, 2017

This item was heard at the November 3, 2016 Planning Commission meeting. The applicant requested a deferral. After discussion, the Planning Commission recommended to defer the request. Vote (7-0)

This item was heard at the March 2, 2017 Planning Commission meeting. Citizens spoke both for and against the request. Planning Commission recommended that the lake be activated by bringing non-residential uses closer to the lake and moving the townhomes and/or stacked townhomes away from the lake, which is consistent with the site layout reflected on the 2011 site plan. After discussion, the Planning Commission recommended to approve the request subject to staff conditions with a few amendments, including a change to the site plan in order to activate the lake. Vote (6-1)

The applicant provided a revised site plan for the purpose of addressing concerns raised by the Planning Commission. The new site plan depicts a lake side plaza with seating and area for food trucks. However, the site plan shows both the townhome and stacked townhome product next to the lake, which is contrary to the site plan recommended for approval by the Planning Commission. Staff has reviewed the new site plan and believes that it does not adequately address the concerns raised about activating the lake. The site plan referenced in the Planning Commission recommendation (SP-2, dated 9/28/16) depicts an office building next to the lake. Planning Commission recommended approval of this site plan because it included non-residential uses closer to the lake and more closely resembled the site layout on the 2011 plan. There were concerns that people would be reluctant to use the trail due to its close proximity to the residential product. Planning Commission suggested that the office building near the lake include a restaurant and that the dock and lake side plaza include an active use to draw visitors down to the lake.

II. RECOMMENDATION:

Approve MP-16-13/Z-16-11/CU-16-19/V-16-26 TPA Fuqua/Peridot subject to the following conditions:

Conditions that end with (GRTA) are conditions recommended by the Georgia Regional Transportation Authority. All GRTA recommendations are incorporated in a document dated July 13, 2015, RE: DRI 2499 – Innovation.
RED= Changes to previously approved conditions.

1. The **62.47-acre** property shall be zoned MU. Site shall be developed substantially similar to plans by **Wakefield Beasley & Associates**, dated **9/28/16 (SP-2)**, subject to the approved conditions. **Architectural style of all buildings shall be Post-Industrial Mercantile style similar to the renderings and architecture in the 2016 application with non-residential buildings approved by the Design Review Board and residential buildings approved by Staff. Townhomes shall be substantially as depicted in Exhibit A. Subject to approved conditions. Applicant shall work to add additional features to activate the lake; such as, hardscape, restaurants or other commercial uses as approved by Staff.**
2. Development regulations shall be as follows:

- a. Office – 664,400 square foot maximum. Building height shall be limited as depicted on site plan dated 2/21/2017 with 1 building up to 12 stories, remaining office limited to a maximum 6 stories. Mixed use buildings shall be limited to a maximum of 5 stories or 60', whichever is less.
 - b. Up to 63 'For-Sale' townhome units and up to 104 'For-Sale' stacked townhomes shall be permitted in up to 4-story buildings with a maximum height of 50'. In lieu of the stacked townhomes, that portion of the property may be developed with zero lot line 'For-Sale' detached units with no reduction in the overall open space and within the same footprint of the stacked townhomes as depicted on the 12/13/2016 alternate plan prepared by Travis Pruitt and Associates, attached as Exhibit B. A minimum 25% of all residential units shall be 'For-Sale' units. No more than 10% of the 'For-Sale' residential units shall be permitted to be rented, as recorded in the development covenants.
 - c. Retail –Maximum of 26,100 square feet and height of 2 stories or 35', whichever is less. Permitted retail square footage shall include a 9,600 square foot food hall/market. Mixed use buildings shall be limited to a maximum of 5 stories or 60', whichever is less. No more than 3 free standing retail buildings shall be permitted. No more than 2 free-standing 'Bank or Savings and Loan' buildings shall be permitted and shall be a minimum of 2 stories, or 24', and shall have significant architectural features as approved by Staff. Standalone retail buildings shall have a minimum height of 18'. A minimum 3,000 square foot neighborhood grocery shall be required.
 - d. Hotel – One boutique or full-service hotel as approved by staff with a maximum of 200 rooms and 7 stories shall be permitted. Hotel may not be an extended stay facility.
 - e. Restaurant – Maximum of 29,400 square feet and height of 2 stories or 35', whichever is less. A maximum of 3 free-standing restaurants with a combined square footage of not less than 3,500 square feet and not more than 10,000 square feet with no drive-thru or pick up windows. Individual restaurants may be attached via architectural features such as metal arches, outdoor seating areas, patios and similar amenities as approved by Staff. An open air "special event facility" shall be permitted adjacent to the lake with a maximum of 20,000 square feet. One jewel box building shall be permitted in the central park as depicted on the site plan.
 - f. 'For-Rent' Residential – After March 27, 2018, 220 'For-Rent' attached units shall be permitted a Certificate of Occupancy in accordance with UDC 'For-Rent' requirements. 'For-Rent' residential shall be permitted above office or retail uses on at least 1 side of the building. At-grade 'For-Rent' units shall have walkouts with sidewalk connections. Building maximum height shall be 5 stories or 60 feet, whichever is less. No more than 40% of the units may be 2-bedroom units. 'For-Rent' units shall be constructed concurrently with retail, 25% 'For-Sale' units and a minimum 60,000 square feet of office use. A Certificate of Occupancy shall not be issued for rental units until 60,000 square feet of office has been constructed or is substantially under construction as determined by Staff. The units shall be part of a mixed-use project containing a minimum of 50 acres and incorporating retail, 'For-Sale' residential units, hotel, neighborhood grocery, restaurant, and the 60,000 square foot office. 'For-Rent' units shall have first class amenities, which shall include a private pool, fitness center, secure gated parking, resident's lounge, business center, on-site management office, concierge services and secure elevator access. If a building permit is not issued by March 27, 2019 residential units shall revert to 'For-Sale' only.
 - g. Parking Decks – Maximum of 5 levels, except parking deck along Haynes Bridge Road shall be a maximum of 2 levels. With the exception of the 2 parking decks serving office buildings, all parking decks shall be wrapped with residential or non-residential uses where visible from the public right-of-way. Parking decks visible from Haynes Bridge Road, Lakeview Parkway and Morrison Parkway shall be treated with comparable materials and finishes as the buildings they serve or screened from view with evergreen landscaping as approved by Staff. Parking decks visible from Georgia 400 and the interchange shall be screened from view with evergreen landscaping. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the Design Review Board.
3. The Master Plan area shall be limited to the following uses and further restricted by conditions of zoning:
 - a. office
 - b. retail

- c. restaurant (no drive thru)
 - d. hotel
 - e. residential
4. Retail uses shall be those uses customarily accessory to or amenities for office uses, restricted to the following uses:
 - a. Art Gallery
 - b. Bakery
 - c. Barber Shop
 - d. Beauty Shop
 - e. Book Store
 - f. Bowling Entertainment Venue (with approval of a conditional use permit)
 - g. Computer Supply Store
 - h. Copy Center/Print Shop
 - i. Drug Store (not to exceed 2,000 SF)
 - j. Dry Cleaning Pick-up Station
 - k. Fitness Studio
 - l. Florist, Retail without Greenhouse
 - m. Gourmet Food Store
 - n. Office Supply Store (not to exceed 2,000 SF)
 - o. Package Shipping/Mail Box Store
 - p. Restaurant (no drive-thru)
 - q. Retail Sales and Services Establishment
 - r. Shop or Studio, Craftsman/Artist
 - s. School, Commercial
 - t. Spa Services (with approval of a conditional use permit)
 5. Building Setbacks along Haynes Bridge Road and Morrison Parkway shall be 30' building setback with a 20' landscape strip. Building setbacks along Lakeview Parkway shall be 25' with a 20' landscape strip.
 6. Building setbacks along internal streets shall be 0' for the first 60' of building height. Above 60' in height, a 10' setback shall be provided from back of curb. Sidewalks and street trees shall be incorporated throughout the development. Pedestrian bridges, stairs, elevators and escalators may encroach over and into public spaces provided that they don't impede pedestrian circulation or safety.
 7. A building permit shall not be issued for any free-standing retail building before a building permit is issued for the 60,000 square foot office use.
 8. Specimen trees on the site shall be given special consideration and every attempt to incorporate them into the applicant's site plan shall be made as stipulated in the Tree Protection Ordinance. In addition, specimen trees #473, 477, 512, 545, 563, 566, 568, 821, 591, 593, 596, and 600 shall be saved.
 9. A minimum 12.35 acres of park land is required for the proposed development with at least 6.18 acres required to be passive park area. A minimum 6.25 acres of public space shall be required. 29.36 acres of open/green space shall be provided as depicted on the 2/21/2017 zoning plan. The greenspace to the east of the lake shall remain undisturbed, except for the trail and related improvements around the lake. A bocce ball court, or an alternative outdoor recreational feature approved by Staff, shall be required within an area designated public space as approved by Staff.

Design Conditions:

10. At-grade pedestrian and bicycle connections shall be provided throughout the site, including between buildings and recreational facilities within the development and across Lakeview Parkway to the existing office development. Pedestrian crossings throughout development shall be ramped and the surface materials shall be brick pavers, cobblestones or architecturally treated concrete products as approved by Staff. Bicycle facilities shall be provided throughout the development.

11. Detention facilities shall not be visible from a public right-of-way, except a decorative water feature approved by Staff.
12. Parking decks and retaining walls shall receive architectural façade treatment or be heavily landscaped, **as described in paragraph 2.g.** Retaining walls visible from developed areas exceeding 16' in height shall be terraced. In areas where the parking decks are visible to the public, the decks will be screened by landscaping or materials approved by DRB or other materials as approved by Staff, **as described in paragraph 2.g.**
13. Except for the 'For-Sale' product, priority parking spaces shall be provided for alternative fuel vehicles along with accommodation for a vehicle charging station.
14. **The developer shall provide bicycle racks, benches, trash receptacles, decorative crosswalks, planters, kiosks and other street furniture, where appropriate, throughout the development. A bus drop-off area with shelter and dedicated lane shall be incorporated into the plan design along Haynes Bridge Road or at an alternative location acceptable to MARTA. Developer shall work in good faith with MARTA to add the development to city bus routes in order to assist with transportation service for employees, residents and guests. The public shall be permitted to park in the office parking lots on evenings and weekends.**
15. **Prior to LDP for development, the applicant shall submit for approval a document to be entitled 'TPA/Fuqua Design Standards'. This document shall include elevations or architectural themes of buildings, specifications for street furniture including benches, trash receptacles, lighting, fountains, bicycle racks, bus shelter, signage landscaping themes and focal point features and shall be substantially similar to the renderings filed with the 2016 application, as amended. Design standards will be presented to Staff and the Design Review Board for review and approval. This document also shall detail entrance treatment for the Haynes Bridge Road/Lakeview Parkway intersection, which shall compliment any existing or changed entrance feature across Lakeview Parkway. Retaining walls also shall be complementary.**
16. Plans for buildings, landscaping and signage (in the form of a 'sign package') shall be subject to review and approval by the Design Review Board.
17. Awnings shall be provided on buildings at street level **in commercial areas** where reasonably appropriate in order to protect pedestrians from inclement weather.
18. Surface parking areas other than on-street parking shall be screened from the public right-of-way in compliance with the current UDC. A decorative, short wall shall be located along Lakeview Parkway where needed in order to obscure views of surface parking from Lakeview Parkway.
19. All buildings along Haynes Bridge Road, Morrison Parkway and Lakeview Parkway must face those streets or appear to face those streets. Backside of buildings or 'back of house' functions (such as loading or dumpster area) shall not be visible from those streets. Parapet walls shall be used as needed to screen roof-top mechanical equipment and views.
20. Measurement of building heights shall not include spires or other decorative architectural features.
21. **Streets within the development shall be private and shall include a planted median with sufficient space for tree plantings, as approved by Staff.**
22. **A view corridor shall be created from Haynes Bridge Road to the lake, along the main boulevard, as depicted on the plan. A structure for seating or gathering, such as a gazebo or similar structure, shall be provided at the end of the boulevard near the lake as approved by Staff.**
23. **The corner of Haynes Bridge Road and Lakeview Parkway shall be designed with a minimum 5,000 square foot green space and shall incorporate existing wall and landscaping with a focal point feature (sculpture) added with final approval by the local arts committee. Applicant shall provide a minimum of 6 original sculptures located at prominent locations throughout the development as approved by Staff and the local arts committee. Locations shall include the corner of Lakeview Parkway and Haynes Bridge Road. Approval and construction of 1 sculpture shall be required concurrent with the first CO. A minimum of 1 additional sculpture shall be required concurrent with the first CO of each subsequent phase of development. All sculptures shall be required prior to final CO issued for the last building constructed.**
24. **In order to further 2035 Comprehensive Plan strategy LU 6.2, no stand-alone retail development shall be located within 500' of the GA 400 interchange.**

25. Prior to the first LDP for development, applicant shall submit a construction phasing plan that shall demonstrate how construction will be staged and implemented in a manner that screens construction views from adjacent roadways.
26. Prior to the first LDP for development, applicant shall submit a revised master plan for the entire parcel to the City, which shall incorporate the approved conditions, as well as the following:
 - Approved specifications and standards identified for each use within the total development.
 - Pedestrian network.
 - Overall planned green space areas.
27. Every plan submitted for a land disturbance permit shall include an on-going density and acreage tabulation.
28. Alcohol license distance requirements from residential development shall be waived.
29. Rooftop signs shall be permitted as approved by the Design Review Board.
30. All site plans and civil design plans hereafter submitted to the City of Alpharetta shall state as the first note: "This plan reflects conditions stipulated through public hearing regarding case MP-16-13/Z-16-11/CU-16-19/V-16-25 TPA/Fuqua"

Landscape Conditions:

31. A 20' landscape strip with trees and shrubs shall be provided along Haynes Bridge Road, Lakeview Parkway and Morrison Parkway. Along Lakeview Parkway, the existing sidewalk shall be widened with brick or similar pavers an additional 2' in the beauty strip to the back of curb. All new utilities shall be located underground. Existing landscape strips adjacent to the development along Morrison Parkway, Haynes Bridge Road and Lakeview Parkway shall be replanted where needed, as approved by Staff. Parking areas adjacent to Lakeview Parkway shall be heavily screened with landscape material as approved by Staff.
32. Landscaping areas shall not contain any parking, water detention area or buildings, or portion thereof, except that a detention pond or ponds may be located within the landscaping area if decorative and will provide an amenity. However, there shall be no encroachment into the Georgia 400 tree buffer, except for multi-use path as approved by Staff.
33. At least 1 roof-top amenity shall be required within the development. In addition, at least 25% of the space occupied by restaurant uses shall be located in open air dining areas. Outdoor dining areas will not count against the min. 29,400 SF of restaurant space.
34. Provide detailed street planting for Haynes Bridge Road, Morrison Parkway and Lakeview Parkway. Landscape plan shall be approved prior to issuance of a Land Disturbance Permit and shall include retaining the current mature street trees, except at curb cuts and in accordance with an approved stream piping plan along Lakeview Parkway, Morrison Parkway and Haynes Bridge Road with final approval by Staff.
35. The developer and/or property owner shall be responsible for the planting and maintenance of medians within the development site and for the medians located on Lakeview Parkway which are contiguous to the development site. The planting and maintenance shall be in accordance with a plan approved by Staff.
36. Parking lot islands shall be planted with trees, shrubs and ground covers (not with mulch only). Provide sufficient green space to provide screening for parking decks. Investigate, as directed by Staff, the possibility of adding shade structures on the top floor of parking decks to cover a minimum 15% of this surface.
37. The developer shall dedicate a permanent easement to the City and construct a 12' multi-use trail with continuous connection from the adjacent Honda property, through the site, around the lake and through the Georgia 400 buffer to Haynes Bridge Road and to the west property line, with final alignment/design approved by Staff and construction completed prior to the first Certificate of Occupancy for residential units. A trail crossing shall be provided across Morrison Parkway at the existing signalized intersection at Lakeview Parkway and shall be constructed of paver material approved by Staff. Trail entrance gateways/arches shall be provided on Morrison Parkway and Haynes Bridge Road. The applicant shall hand clear undergrowth, invasive species and dead materials within the Georgia 400 buffer for the installation of the trail; maintain such condition to the City's satisfaction until accepted for maintenance; and promote use of the area to the public by providing parking, access and trails for public enjoyment. A bike share station shall be provided

at a location(s) along the trail as approved by Staff. Way finding signage shall be placed at key locations along the trail.

38. The 50' perimeter around the lake shall include a minimum 12' wide multi-use trail and gathering areas (gazebo, grilling stations, fire pits, benches, etc.) and exercise stations around the lake, as approved by Staff. The width of the multi-use trail may be reduced to save trees, as approved by Staff. The condition of the existing pedestrian bridges across the lake shall be assessed, repairs and widening shall be made by the developer/property owner as approved by Staff.
39. The 37,505 square foot park space near the corner of Haynes Bridge Road and Lakeview Parkway shall include landscape and hardscape for public space for recreation, entertainment, and/or civic purposes.
40. The lake shall be designed for active recreation, including stocking the lake with fish and constructing a dock.
41. Wetlands shall be counted as park space, if applicant improves the area with boardwalks, walkways, or educational amenities.
42. Site access off Lakeview Parkway shall be unsignalized. The right-in/right-out only drive on Lakeview Parkway shall be channelized to prevent unlawful turning movements. A roundabout is recommended at site driveway 2. Design of roundabout or other intersection improvement shall meet City LOS standards as approved by Staff.
43. Master Plan approval shall revert to 2015 approval, uses and site plan, if a building permit is not issued for office use by 3/27/2019.

General Conditions of Approval to GRTA Notice of Decision:

44. Development Intensity and Use
 - Provide a mix of residential, office and retail uses.
45. Access Management
 - Signalized intersections along Lakeview Parkway shall be a minimum of 1,000' from the existing signal at the intersection of Haynes Bridge Road and Lakeview Parkway.
 - Provide a maximum of 4 site driveways on Lakeview Parkway.
 - Align driveways on Lakeview Parkway with opposing existing driveways or offset by a minimum of 150'.
 - Any full movement site driveway on Lakeview Parkway must be a minimum of 450' from Haynes Bridge Road.
 - Any right-in/right-out site driveways on Lakeview Parkway must be a minimum of 200' from Haynes Bridge Road.
 - No direct site access is allowed onto Haynes Bridge Road.
 - No outparcels are allowed direct access on Haynes Bridge Road or Lakeview Parkway.
 - Provide shared driveway between adjacent property (shown as "MetLife") and the proposed development, as shown on plan.
 - All internal intersections shall be a minimum of 100' from Lakeview Parkway.
46. Pedestrian Facilities
 - Provide a system of sidewalks throughout the development providing pedestrian access to all uses, building entrances and site driveways.
 - Provide safe pedestrian crossings at all site driveway intersections (four-legged intersections) on Lakeview Parkway, including roundabouts.
47. Road Improvements to GRTA Notice of Decision:
Haynes Bridge Road at Lakeview Parkway/Northwinds Parkway
 - Construct 1 additional northbound left-turn lane along Haynes Bridge Road onto Lakeview Parkway creating dual northbound left-turn lanes.
 - Construct 1 additional eastbound right-turn lane along Lakeview Parkway onto Haynes Bridge Road creating dual eastbound right-turn lanes.
 - All intersections with Haynes Bridge Road and Lakeview Parkway shall be designed as directed by staff.

III. REPORT IN BRIEF:

The applicant, TPA and Fuqua, is requesting a master plan amendment to the Metropolitan Life/Peridot Master Plan to change the development mix and previous conditions of zoning. A request to rezone 15.51 acres from O-I (Office-Institutional) to MU (Mixed-Use), as well as requests for conditional use to allow 'For-Rent' residential use and a bank or savings and loan use. A variance is requested to allow first-floor 'For-Rent' dwellings on three (3) building sides and to allow first-floor 'For-Rent' dwellings on a Storefront Street. If developed as submitted, the development would consist of 55,500 square feet of retail/restaurant, up to a 200-room hotel, 664,400 square feet of office (510,000 square feet new), 320 'For-Rent' units and 167 'For-Sale' townhome and stacked flat units on 62.47 acres. The property is located west of Haynes Bridge Road, south of Lakeview Parkway and north of Georgia 400.

DISCUSSION

The submitted request, if approved, will allow for the construction of a mixed-use development consisting of 55,500 square feet of retail/restaurant use, 664,400 square feet of office use, 167 'For-Sale' townhome and stacked flat units, 320 'For-Rent' apartment units, and a 200-room hotel. The proposed residential density is 7.80 dwelling units/acre. The subject property is located west of Haynes Bridge Road, south of Lakeview Parkway and north of Georgia 400.

The subject property is currently zoned MU (Mixed Use) and O-I (Office-Institutional) and surrounding properties are zoned O-I to the north and east and LI (Light Industrial) to the west. The 62.47 acres is bounded to the north by Lakeview Parkway, to the west by Honda Motor Corp., to the south by Georgia 400, and Haynes Bridge Road to the east.

The applicant is requesting a master plan amendment for a project called "360 Tech Village" to change the permitted mix of uses and changes to previous conditions of zoning. The site is currently entitled for 100,035 square feet of retail, a 211-room hotel, 447,200 square feet of office space and 470 'For-Sale' residential units. A rezoning is requested for 15.51 acres from O-I to MU, subject to the Metropolitan Life/Peridot Master Plan. Conditional use is requested to allow 'Dwelling, 'For-Rent' use and 'Bank, Savings and Loan' use. A variance is requested to allow first-floor 'For-Rent' dwellings on three (3) building sides and to allow first-floor 'For-Rent' dwellings on a Storefront Street.

A conceptual development plan for the assembled tract was submitted in August 2007 at which time Staff submitted the application to the Department of Community Affairs for a Development of Regional Impact Review. On January 24, 2008, the ARC issued a finding that the proposal was in the best interest of the Region, and therefore the State. In 2011, a master plan amendment was approved along with a stream buffer variance. The 2011 master plan amendment did not require DRI review. GRTA submitted a "Notice of Decision" stating the project was approved as submitted with recommended conditions. A master plan amendment was approved in 2015, which included changes to previous conditions of zoning as reflected in the attachment labeled Exhibit A.

The table below provides a comparison between the applicant's current proposal and previously proposed and approved master plan and amendments for the subject property.

		New Plan vs Previous Plans		
	2016 Proposed Plan	2011/2015 Plan	1988 Plan	Changes 2015-2016
Acreage	62.47 acres	47.05 acres	45.5 acres	+15.42 acres
Retail/Rest.	55,500 SF	100,035 SF	119,700 SF	-44,535 SF
Residential	487 Total Units: 167 'For-Sale' Attached 320 'For-Rent' units	470 Total Units: 445 'For-Sale' Condominium units, 25 'For-Sale' Townhomes	0	+320 'For-Rent' -303 'For-Sale' Attached
Density	7.8 du/ac	10 du/ac	0	-2.2 du/ac
Hotel	200 rooms	211 rooms	200 rooms	-11 rooms
Office	664,400 SF	447,200 SF	1,015,520 SF	+217,200 SF
Parking	3,372 spaces	3,415 spaces	N/A	-43 spaces
Open/Park	29.36 acres	11.08 acres	N/A	+18.28 acres

The property is also located within the Tier 1 North Point Development Node as depicted on the 2035 Future Land Use Plan. The City's Comprehensive Land Use Plan describes the North Point Activity Center Character Area in the following way:

"PRESERVE the North Point area as a regional destination for shopping, jobs and entertainment, and ENHANCE the area with improvements and new development that supports a walkable and vibrant community destination with places to shop, work, entertain and live."

"Future development should emphasize connectivity, uses that generate a high level of activity and transit-oriented development that anticipates the extension of MARTA transit service to the area. It should reinforce a walkable, mixed-use destination supported by a range of housing types and transportation modes. It should also focus on expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community. Expand entertainment uses and capitalize on amphitheater location."

The property is located in an area of the North Point Activity Center LCI designated Mixed-Use Commercial Center Area, which is described in the following way:

"Mixed-use Commercial Centers seek to take advantage of Georgia 400, Mansell Road, and Haynes Bridge Road to accommodate significant vehicular traffic by locating high intensity uses within a short distance of the Georgia 400 interchanges. While still providing pedestrian connectivity to the mixed-use village center, the two commercial centers are better suited to accommodate taller, regional serving development with higher vehicular traffic demands."

'FOR-RENT' RESIDENTIAL

The applicant requests a conditional use to allow 320 'For-Rent' units in a 4-story building with a parking deck. One (1) side of the building will contain 1st floor retail and/or office uses along the street frontage. The building will include studio, 1-bedroom and 2-bedroom units with rents from \$1,145 for 540 – 610 square feet studios, \$1,400 – \$1,500 for 700 – 800 square foot 1-bedroom units, and 2-bedroom units will be 1,048 – 1,175 square feet and with rents from \$2,000 – \$2,250. Residents will have access to parking and a variety of amenities, including a pool, fitness center, dog park, cyber café, game room and business center.

Careful consideration should be given to maintaining a balance between 'For-Rent' versus 'For-Sale' product in the City. The 2035 Comprehensive Land Use Plan identifies the following policy as it relates to maintaining a balance of 'For-Sale' versus 'For-Rent' housing in the City:

Housing Policy 2: Maintain a balance between 'owner-occupied' and 'renter-occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'.

There are several factors that should be considered with requests for apartments, such as mix of uses, design, long-term viability, impacts to City facilities and services, as well as traffic and school impacts. Office space already exists on the site and high density housing should be tied to office space where jobs exist and are created and service uses are available to limit vehicular trips. The existing 406,853 square feet of office employs 2,034 people and the 510,000 square feet of new office will generate approximately 2,550 employees (1 employee per 200 square feet). A total of 4,584 office employees could be generated to support the residential and retail uses. Current apartment conditions in the City reflect occupancy ranges from 93% to 100% leased.

The City's Rental Housing Study, which was prepared in May 2015 and recently updated, recommends that the City target an entitlement of between 93 and 159 'For-Rent' units per year in order to achieve a goal of 32% rental housing in the City. It should be noted that this annual target recommendation is not an approved City policy; however, the 32% 'For-Rent' policy is included in the 2035 Comprehensive Land Use Plan.

'FOR-SALE' RESIDENTIAL

The applicant is requesting 167 'For-Sale' units, which represents a reduction of 303 'For-Sale' units from the current master plan entitlement. It is recommended that a mixed-use development contain a variety of residential types. The applicant's proposed development mix provides a greater mix of 'For-Sale' vs. 'For-Rent' residential product as compared to the mixed-use developments at Milton Park and Avalon. Avalon is approved for 16% 'For-Sale' product and Milton Park has over 25%. Staff recommends that the project provide a minimum of 25% 'For-Sale' units.

The applicant's site plan depicts 63 'For-Sale' townhome units and 104 'For-Sale' stacked condominium units. The applicant is requesting flexibility to allow for zero lot line single-family detached units in lieu of the stacked condominiums. Townhome units will range from 2,200 – 2,800 square feet with a price point between \$400,000 – \$600,000. Stacked condominiums will range from 1,250 – 1,700 square feet with price points beginning in the high \$200,000's. If single-family detached units are constructed, homes will be 2,000 – 3,000 square feet with a price point between \$500,000 – \$700,000.

OFFICE

The applicant proposes 510,000 square feet of new office on the site, which is in addition to the 406,853 square feet of office existing in three (3) buildings within the Metropolitan Life/Peridot Master Plan. Two (2) office buildings are located north of Lakeview Parkway and the third is on the west side of the subject property. If the applicant's request is approved, a total of 916,853 square feet of office could be

constructed within the master plan. For comparison, Northwinds is approved for 2.8 million square feet of office on 260 acres and Avalon for 660,000 square feet on 86 acres.

The request includes a 12-story, 300,000 square foot office building near the existing lake, a six (6) story, 150,000 square foot office building along Morrison Parkway and a three (3) story, 60,000 square foot loft-style flex office building near Haynes Bridge Road. The applicant states that the 60,000 square foot office building will be constructed in the first phase of the development. The existing office buildings are six (6) and seven (7) stories and are 93.6% occupied.

RETAIL/RESTAURANT

The development proposes 55,500 square feet of retail/restaurant uses located in freestanding and mixed-use buildings. This represents a 44,535 square foot reduction in retail/restaurant uses from the current master plan entitlement, which is consistent with an office-focused mixed-use development. The applicant proposes 16,500 square feet of retail space, 29,400 square feet of restaurant space, 400 square foot retail jewel box and 9,600 square foot market/food hall building surrounding the town center green and on the first floor of the 'For-Rent' building. A minimum 3,000 square foot neighborhood grocery will be provided within the requested entitlement of 55,500 square feet of retail/restaurant use. Retail uses will be those that are typically accessory to office use and retail services to support the proposed residential uses.

HOTEL

The applicant proposes one (1) boutique or full-service hotel with a maximum of 200 rooms and seven (7) stories. A boutique hotel is defined as a small hotel that typically has between 10 to 100 rooms in unique settings with upscale accommodations and design. The current master plan entitlement is for a 211-room hotel, with a minimum of 6,000 square feet of meeting space. The applicant has indicated that the number of hotel rooms constructed will likely be less than the 200 rooms requested.

PARK & PUBLIC SPACE

The applicant's site plan depicts 3.74 acres of park land, a 9.83-acre lake, a 4.5-acre wetland area, and 3.16 acres in other public spaces. Park space and public space shall not include the Georgia 400 tree buffer (except area improved for multi-use path), building setbacks, or landscape strips. The 4.5-acre wetland area may only be counted as public/park space, if improvements such as boardwalks, walkways, or educational amenities are included.

The 37,505 square foot town center green will be lined with ground floor retail, restaurant and office uses. Restaurants will have outdoor seating and the town center green will offer places for diners to sit and eat. The town center green will also include an outdoor band stand. Five (5) small park areas, totaling 0.57 acres, are depicted in the area of the townhomes and stacked flats. The lakeside park is shown to be 95,100 square feet.

A 9.83-acre lake amenity will be active and include recreational amenities. The lake perimeter already includes walking paths and pedestrian bridges over the lake. The lake should be improved with wider walking paths, gathering and seating areas, grilling stations and exercise stations. The path around the lake will become part of the City's Alpha Loop system and shall be a minimum 12-foot wide.

A 12' multi-use path will be provided through the subject property and connecting into the City's Alpha Loop system. The applicant's site plan depicts the multi-use path beginning at Morrison Parkway and running along Lakeview Parkway and Haynes Bridge Road. The path is also shown around the lake and on the south side of the lake. A future multi-use path easement is depicted running through the Georgia 400 buffer. Staff recommends that the developer provide an easement and construct the 12' multi-use path from Morrison Parkway, running along Lakeview Parkway before entering the site through the townhome portion of the development, continuing around the lake and running east and west along the south side of the property.

The MU zoning district requires a minimum 10% of the land area be designated for public uses, such as recreation, entertainment and/or civic space. Based on the total site area, a minimum of 6.25 acres in public space is required for the proposed development. The total park space goal in the MU zoning district is one (1) acre of parkland per 100 population. Based on the table below, the applicant's proposed development will generate a population of 1,235 people. Therefore, 12.35 acres of parkland is required for the proposed development, of which at least 50%, or 6.18 acres, shall be passive park area.

2011-2013 American Community Survey 3-Year Estimates – Average Household Size

	Alpharetta city, Georgia	
	Estimate	Margin of Error
Total:	2.72	+/-0.09
Owner-occupied	2.93	+/-0.13
Renter-occupied	2.33	+/-0.16

BUILDING ELEVATIONS

The Metropolitan Life/Peridot Master Plan was amended on September 28, 2015, which included a condition of zoning requiring a Mercantile/warehouse architectural style, substantially similar to the renderings dated June 26, 2015. The applicant has submitted building architecture, which is described as Post-Industrial Mercantile style. The applicant provided the following description of the proposed mixed-use development, which will have a technology focus with a post-industrial theme.

“The 360 Tech Village Development is a large 62.4-acre mixed use development of which 29.3 acres are open/green space with an extensive pedestrian/bicycle trail. The retail, the 60,000 square foot office building and the multifamily building and hotel will be a traditional post-industrial/mercantile design. They shall include rich building colors, brick, brick detailing, articulation to break up massing, dark mullioned windows, oversized and/or arched windows, cornice treatments, canopies, awnings, and soft lines to emulate post-industrial/mercantile design. Roll up garage doors are encouraged on retail structures, as are roof top signs of materials intended to reflect the design features of the post-industrial era. The design does not prohibit use of branding elements, glass or traditional architecture but instead encourages consistency with an industrial theme through the development. The 6 to 12 story office buildings may be curtain wall. The single family residential structures also shall compliment this theme. The intent is to blend glass components that suggest “hi-tech” with the mercantile brick facades in an artful and tasteful way. The retail spaces each will have its own brand and will incorporate their façade into a pleasing blend with a mercantile background. The hospitality component will also be very branded and more modern in exterior design. Overall, the style

will reflect an extremely engaging variety of architectural styles with complimentary proportions and materials, and consistent with the theme of Alpharetta being the “technology hub” for the southeast.”

EMPLOYEES

The applicant prepared an Area of Influence analysis consistent with those previously required by ARC and GRTA was conducted for the proposed development. According to the employee recapture analysis, the site is likely to accommodate 3,529 employees based on the mix of land uses, projected occupations, and average monthly income likely to be paid to employees. 3,322 of those employees are generated from the proposed office space based on one (1) employee per 200 square feet.

TRAFFIC

Kimley-Horn and Associates, Inc. prepared an update to the previous Traffic Impact Analysis. A comparison of trip generation from the applicant’s current proposal versus the 2015 proposal is provided below. The analysis found that the current proposal will result in a net 27.6% reduction in PM Peak Hour trips as compared to the 2015 proposal.

Gross Trip Generation Comparison

Site Plan	Daily Trips	AM Peak Hour Trips	PM Peak Hour Trips
360 Tech Village (2017)	14,858	1,420	1,525
Innovation Mixed-Use (2015)	20,582	704	2105
Percentage Difference	-27.8%	101.7%	-27.6%

The updated traffic analysis also included capacity analysis of the intersections and proposed site driveways along Lakeview Parkway. Similar to the previous traffic studies, the intersection at Morrison Parkway is expected to operate well with the proposed development traffic. At Haynes Bridge Road, the recommendations from the DRI study remain relevant; add dual northbound left-turn lanes along Haynes Bridge Road at Lakeview Parkway and provide dual eastbound right-turn lanes along Lakeview Parkway onto southbound Haynes Bride Road. The added right-turn lane would connect to an extension of the Georgia 400 right-turn lane along Haynes Bridge Road.

Analysis of site driveways along Lakeview Parkway resulted in poor levels of service for vehicles exiting the site. Specifically, vehicles wishing to turn left onto Lakeview Parkway are expected to experience significant delay during the peak travel times. The study further contends that traffic conditions will not likely meet federal guidelines to warrant a traffic signal. Previous site plans included a roundabout to reduce delay at these intersections. Including at least one roundabout along Lakeview Parkway would also help calm traffic and facilitate an offset left turn. The best location would be the highest traffic intersection, proposed site driveway 2. Based on the anticipated traffic movements, some modification will be required of the existing median islands along Lakeview Parkway in order to accommodate vehicle queuing and limit access.

SCHOOLS

Residential development is known to increase school enrollment. Fulton County Schools calculated the potential number of children who may live on the property by using their standard calculation to distinguish

the number of children that a residential development will generate. The following table outlines these figures:

FULTON COUNTY SCHOOLS – 167 Townhomes & 320 Apartments

School	Estimated # New FCS Students Generated
Manning Oaks Elementary School	15 – 223
Northwestern Middle School	6 – 57
Milton High School	21 – 126
Total	42 – 406

Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 42 – 406 school age children. All three schools are shown to be over capacity.

STANDARDS FOR ZONING CHANGES

The Planning Commission and the City Council shall consider the following standards in considering a rezoning application, giving due weight or priority to those factors particularly appropriate to the circumstances of each application:

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

Response: The proposed rezoning would permit uses that are consistent with the North Point Activity Center LCI and Comprehensive Land Use Plan designation of the property.

- b. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property.

Response: The proposed rezoning would permit a mixed-use development, which is consistent with adjacent non-residential properties. Surrounding properties are located with the North Point Activity Center LCI, which envisions a mix of uses in a walkable environment.

- c. Whether the zoning proposal will adversely affect the natural environment.

Response: The proposed development respects the on-site stream buffers. If approved, staff recommends a condition to save certain specimen trees.

- d. Whether there are substantial reasons why the property cannot or should not be used as currently zoned.

Response: The property is currently zoned O-1, which allows the requested office use by right. The applicant requests a rezoning of the 15.51-acre O-1 parcel to MU to achieve a density of 7.80 dwelling units per acre over the 62.47-acre site.

e. Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of public facilities or services, including but not limited to existing streets and transportation facilities, schools, water or sewer utilities, and police or fire protection.

Response: While the proposed mixed-use development would have impacts on public facilities and services, the purpose of a mixed-use development is to reduce impacts on facilities and services by promoting a place to live, work and play. If approved, the applicant's proposal would result in a net reduction in traffic as compared to the current master plan entitlement.

f. Whether the zoning proposal is supported by new or changing conditions not anticipated or reflected in the existing zoning on the property.

Response: The proposed MU zoning district is consistent with the Comprehensive Land Use Plan designation of the property, which is Mixed Use.

g. Whether the zoning proposal reflects a reasonable balance between the promotion of the public health, safety, morality or general welfare against the right to unrestricted use of property.

Response: The request to rezone a portion of the property from O-1 to MU reflects a reasonable balance as the proposed zoning is consistent with the Comprehensive Land Use Plan designation of the property, which is Mixed Use.

h. Whether there are substantial reasons why the property cannot be used in accordance with existing zoning.

Response: The property is currently zoned O-1, which allows the requested office use by right. The applicant requests a rezoning of the 15.51-acre O-1 parcel to MU to achieve a density of 7.80 dwelling units per acre over the 62.47-acre site.

i. The extent to which the zoning proposal is consistent with the Comprehensive Plan.

Response: The subject property is consistent with the Comprehensive Land Use Plan designation, which is Mixed Use.

CONDITIONAL USE REVIEW CRITERIA

City staff has reviewed the applicant's request and compared it to the conditional use standards established in UDC Sec. 4.2.3 (B) which are as follows:

A conditional use otherwise permitted within a zoning district shall be considered to be compatible with other uses permitted in the district, provided that due consideration is given to the following objective criteria at a public hearing and satisfactory provisions or arrangements are made for:

1. Access into and out of the property with regard to traffic and pedestrian safety, volume of traffic flow, and emergency vehicles, as well as the type of street providing access;

Response: The project has three (3) full-access driveways and a right-in/right-out driveway on Lakeview Parkway. The proposed development consists of a network of streets featuring connectivity throughout. The proposed mix of uses will reduce vehicular trips generated by the development.

2. The extent to which refuse areas, loading and service areas, off street parking, and buffers and screening are provided on the property;

Response: The proposed mixed-use development can sufficiently address all development requirements mentioned above.

3. Ensuring that the conditional use will not be injurious to the use and enjoyment of the environment or of other property in the immediate vicinity or diminish and impair property values within the surrounding neighborhood;

Response: The applicant proposes 'For-Rent' use in association with a mixed-use development, which is consistent with the UDC. The proposed 'For-Rent' use is also consistent with the vision of the Comprehensive Land Use Plan and future land use designation of the property, which identifies the Georgia 400 corridor as an appropriate location to establish mixed-use activity centers and higher residential densities. Staff recommends capping the 'For-Rent' use to no more than 220 dwelling units. The units will accommodate employees from the existing office space, as well as future office space. In addition, this location at the Georgia 400 interchange provides convenient access for higher residential densities. However, careful consideration should be given to the desired ratio of rental units in the City.

4. Ensuring that the conditional use will not increase local or state expenditures in relation to the cost of servicing or maintaining neighboring properties;

Response: Not applicable.

5. Ensuring that the conditional use will not impede the normal and orderly development of surrounding property for uses predominant in the area; and

Response: The proposed 'For-Rent' use will not impede the normal and orderly development of surrounding properties. The subject property is already entitled as a mixed-use development.

6. Ensuring that the location and character of the conditional use is considered to be consistent with a desirable pattern of development for the city, in general.

Response: The applicant proposes 'For-Rent' product in association with a mixed-use development, which is consistent with the UDC. The proposed 'For-Rent' use is also consistent with the vision of the Comprehensive Land Use Plan and future land use designation of the property, which identifies the Georgia 400 corridor as an appropriate location to establish mixed-use activity centers and higher residential densities. However, careful consideration should be given to the desired ratio of owner- versus renter-occupied units in the City.

VARIANCE REVIEW CRITERIA

The City of Alpharetta Unified Development Code Article IV, Section 4.5.3 outlines the criteria set forth for granting a variance. The ordinance specifically states..."a variance may be granted in whole or in part, or with conditions, in such individual case of unnecessary hardship upon a finding that":

(1) There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography; or

Response: The subject property is currently approved as a mixed-use development where walkability, mix of uses, site design and architecture are key components to a successful development. The applicant's request to eliminate office or retail under 'For-Rent' uses on 3 sides of each building is a reasonable request given that the Metropolitan Life/Peridot Master Plan is an office-focused mixed-use development and retail uses are limited. At-grade 'For-Rent' units will include individual entrances to each unit.

(2) The application of the Ordinance to this particular piece of property would create an unnecessary hardship; or

Response: The applicant could provide additional retail uses under 'For-Rent' uses. However, the Metropolitan Life/Peridot Master Plan envisioned an office-driven mixed-use development where retail uses are limited to those that are accessory to office, as well as retail services to support the residential uses.

(3) There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned; or

Response: Not applicable.

(4) Relief, if granted, would not cause substantial detriment to the public good or impair the purpose and intent of the City of Alpharetta ordinances.

Response: Approval would not cause substantial detriment to the public good, if conditions are in place requiring architectural review and concurrent development of office, residential, retail and recreational uses.

CONCURRENCES

Staff has reviewed the application and is in general agreement with the requests for master plan amendment, rezoning, conditional use and variance. The proposed rezoning to MU is consistent with the vision of the Metropolitan Life/Peridot Master Plan, the North Point Activity Center LCI and Comprehensive Land Use Plan designation of the subject property, which includes a mix of uses within a walkable environment. However, the proposed number of 'For-Rent' units exceeds the annual target range recommended in the City's Rental Housing Study, as well as exceeding the City's desired balance between owner- and renter-occupied dwelling units. Therefore, staff recommends that no more than 220 'For-Rent' units be approved on the subject site in order to maintain the desired housing balance.

The applicant's request is consistent with the following land use, transportation, housing and community services and facilities strategies in the 2035 Comprehensive Plan:

LU Strategy 8.1: Allow mixed use patterns that will create activity nodes in appropriate areas, as established by the Future Development Map, that provide jobs and services within walking distance of residences, preserve open spaces, and make public transportation more effective.

LU Strategy 8.3: Encourage owners/developers with large land holdings to plan for multiple land uses.

LU Strategy 8.4: Establish varying levels of mixed use development densities, through overlay districts or other means, such that the highest densities of office, retail and residential development will be located along the GA-400 corridor.

T Strategy 1.2: Support transit friendly streets, bicycle routes and walkable communities that provide linkages to activity centers within the city.

T Strategy 1.3: Promote the development of compact mixed-use and transit-oriented development particularly in the GA-400 corridor.

T Strategy 2.4: Encourage an interconnected public sidewalk and trail network within new developments and enhance connectivity area wide by linking new sidewalks and trails to existing sidewalks and trails in adjacent neighborhoods. In addition, the system should link residential areas to commercial, schools, employment centers, transit and parks.

T Strategy 4.2: Encourage development designs to promote pedestrian activity that reduces on-site vehicular dependence.

H Strategy 1.2: Encourage higher residential densities and appropriate mix of uses close to Downtown Alpharetta and in the GA-400 corridor.

CSF Strategy 3.7: Encourage developers to build recreational opportunities in conjunction with new development, and encourage permanent protection of open space for future generations to enjoy.

'For-Rent' housing should only be considered within mixed-use developments in the Downtown and at Georgia 400 interchanges. These mixed-use developments should provide sufficient office density to generate jobs/employees to live in the residential units and utilize on-site retail services, grocery and parks and recreational uses to reduce vehicular trips.

Since 2013, there have been three (3) 'For-Rent' mixed-use projects approved, including City Center with 168 units, Avalon with 526 units and Perling/Devore with 129 units. These mixed-use developments included 'For-Rent' product with retail, restaurant, and/or office uses on the first floor. Avalon has 101 'For-Sale' units and 526 'For-Rent' units resulting in a 16:84 ratio of 'For-Sale' to 'For-Rent' units. Milton Park, which was zoned in 1999, was developed prior to 2013 and has 490 'For-Rent' units on 107 acres. Milton Park has 150 'For-Sale' units representing over 25% 'For-Sale' units. If the applicant's request is realized, the mixed-use development would include 34% 'For-Sale' product.

Conditions are recommended to require Post-Industrial Warehouse style, which is important to brand this particular mixed-use development and differentiate it from other mixed-use developments. Additionally, sufficient residential amenities and parks and recreational opportunities should be required in order to limit impacts on the City's parks. Concurrent construction of retail, office, residential and recreational uses should be required in order to ensure that a reduction in vehicular trips is realized.

CITIZEN PARTICIPATION PLAN

The report submitted by the applicant states that letters were mailed to each property owner within 500' of the subject property stating the applicant's intent. The report states that no comments were received. The City has received correspondence from a resident objecting to the proposed development, specifically concerned with the rental units generating too much traffic.

IV. ATTACHMENTS:

- Site Plan
- Architectural Elevations and Renderings