

COUNCIL AGENDA REPORT

FROM: Kathi Cook, Community Development Director
Prepared by: Richard McLeod, Senior Planner

SUBJECT: MP-15-06/V-15-12 Marriott Courtyard/Parkway 400

CITY COUNCIL: February 1, 2016

PLANNING COMMISSION:

This item was heard at the December 3 Planning Commission meeting. One person spoke against the request for the parking variance. After discussion, the Planning Commission voted 3-2-0 to approve the project.

The applicant went to City Council on December 14 and the motion was to table. The applicant revised their plan and cut the room count from 125 to 115 and shortened the building by a floor to 6 floors. Also, they brought the parking closer in line to one parking space for each room of 113 spaces and eliminated pervious parking. The site plan presented depicts a 74% lot coverage which is over the 70% maximum permitted.

RECOMMENDATION:

Deny MP-15-06/V-15-12 Marriott Courtyard/Parkway 400 request for a Master Plan amendment adding a second hotel as an approved use within the Parkway 400 Master Plan and a concurrent variance for reducing parking to 113 spaces and the variance for reduction of front setback for the porte-cochere and a variance to the percent of lot coverage over the 70% to 74%.

If project is approved, Staff recommends the following conditions:

1. One limited service business class hotel shall be permitted not to exceed 6 stories in height with a maximum 115 guest rooms. No extended stay or “suites” hotel shall be permitted.
2. Site shall be developed substantially as shown on plan dated November 18, 2016 prepared by MDA. Only the porte-cochere shall encroach into the front setback.
3. A traffic study shall be prepared assessing traffic operations at proposed curb cut, and intersections Private Drive/Kimball Bridge Road and Amber Park Drive/Old Milton Parkway. City Senior Transportation Engineer shall approve the scope of the study.
4. Development shall be permitted the following setbacks:
 - 35' Front Yard along private road with variance for porte-cochere to 17' 8”.
 - 20' Side Yard
 - 25' Rear Yard
5. Building shall be constructed with architectural detail and ornamental features on all 4 sides with final approval by the Design Review Board. Site plan and landscaping shall also require Design Review Board approval.
6. Building shall be brick on all sides.
7. Extensive landscaping and decorative street lights shall be provided along the private road and Amber Park Drive and along the project entrance.
8. Sidewalks shall be installed on the north and east of the property at least 6” wide.
9. Provide one (1) electric vehicle charging station.
10. A water feature with a statue shall be installed on the corner of Amber Park Drive and private road or along private road to be approved by DRB.
11. The generator and the dumpster shall be enclosed with materials that match the building and landscaping screening.

REPORT-IN-BRIEF

The subject property is located on the south side of a private road and west side of Amber Park Drive within the Parkway 400 Master Plan, Pod C, Building Site 6. The applicant, Hotel Development Partners, LLC, is requesting a master plan amendment in order to add a second hotel (first was Even Hotel) to be constructed on Building Site 6 as well as a concurrent variance to required parking of 113 spaces and a variance to the 35 foot front setback to allow 17' 8”

for the porte-cochere and lot coverage to allow more than 74% rather than the 70%.

DISCUSSION

The submitted request, if approved, will allow Hotel Development Partners, LLC to construct a 115 room hotel on Building Site 6. The parcel is approximately 1.9 acres and zoned O&I. The Parkway Master Plan was approved for restaurants and various office and office support businesses. This particular parcel was zoned in Fulton County in 1998 and annexed into the City in 2004 with zoning conditions. The property is located on the south side of Old Milton Parkway and south of private road and west of Amber Park Drive.

East and south of the property are zoned O&I and currently contains an office use. North of the property is the Kiku Japanese restaurant and the Fifth Third Bank, both zoned O - I. West of the property is O&I within the Master Plan and zoned for the Even Hotel.

The applicant proposes a hotel which has a restaurant that serves breakfast and dinner and beverage service and a 24 hours market where customers can “grab and go” with snacks. It will have a meeting room and a business library with a computer, printer, and internet access. It also provides fitness equipment and a pool and outdoor spaces with seating and a fire pit.

The hotel is a mid-priced business Marriott Courtyard and is marketed as a hotel which targets generally the same corporate travel that Alpharetta’s other 23 hotels are targeting. There is currently only one full service hotel in Alpharetta therefore additional full service hotels are in higher demand.

The applicant has requested setbacks of:

Front Yard	35 feet with variance for porte-cochere to 17’ 8”.
Side Yard	20 feet
Rear Year	25 feet

Impervious space is limited to 70% in the O-I zoning district. The proposed site plan shows an impervious area of 74%. The Master Plan for Parkway 400 requires the landscape strip along all internal streets is 10’. The applicant is now meeting that requirement. The UDC and Parkway 400 Master Plan allow for up to 20% (24 parking spaces) of the spaces to be compact spaces.

A variance is required for the encroachment of the porte-cochere on the front building setback which is 35’. The main building is more than 35’ from the front setback however it is only the porte-cochere that encroaches on the setback. The applicant is requesting to reduce the setback to 17’ 8” for the porte-cochere.

Parking required for the hotel is 1 space per each guestroom, plus 1 employee space for each 20 sleeping rooms, plus one space per 500 square feet of space

used for convention rooms, conference rooms, ballrooms, restaurant and retail shops. The proposed site requires 125 parking spaces. The applicant is requesting 113 parking spaces. The applicant provided a study specific to the request for the reduced spaces at the hotel which can be approved by Staff.

VARIANCE REQUIREMENTS

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

The applicant shows how they will meet available parking with the report that was submitted to the Staff. A shared parking agreement with an adjoining parking lot could be used. Staff is in agreement with the front setback reduction for the porte-cochere.

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

The parking ordinance requirements do not create a hardship for the applicant. Additionally parking could be provided within a shared parking agreement. The front setback for the porte-cochere seems reasonable especially if they keep the main building more than 35' from the front setback.

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

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,

Not applicable.

CONCLUSION

Staff has reviewed the plan and is concerned about the hotel use being added to the Parkway 400 master plan because it is limited service. Additionally, the Even Hotel was just approved immediately to the west. The conference center and the 325 room hotel were submitted and Homes 2 Suite has submitted to build in Preston Ridge. Staff researched land currently zoned for hotels in the City and found that 11 sites currently exist in the City that could be developed with hotels without a public hearing. See table below and attached location map:

Vacant Properties Entitled for Hotel/Conference Center Use

1. Cousins Westside – Pod ‘F’	(Westside /Maxwell)	21 acres
2. Regency Park	(North Point Pkwy. / Mansell Rd.)	2 acres
3. Preston Ridge – Pod ‘A’	(North Point Pkwy / Webb Br. Rd.)	2 acres
4. Preston Ridge – Pod ‘G’	(Morris Rd.)	12 acres
5. Preston Ridge – Pod ‘F’	(Webb Bridge Road/ Morris Rd.)	14 acres
6. Preston Ridge – Pod ‘H’	(Webb Bridge Road / Morris Rd.)	13 acres
7. Preston Ridge – Pod ‘N’	(North Point Pkwy / Webb Br. Rd.)	6 acres
8. Metropolitan Life Property	(Haynes Br. / Lakeview Pkwy.)	8 acres
9. Northwinds	(Haynes Br. / GA 400)	12 acres
10. Windward Mill	(North Point Pkwy / Windward Pkwy)	5 acres
11. Brookside – Pod ‘B’	(Old Milton Parkway/Brookside Pkwy)	5 acres

Staff is concerned with zoning additional land for a hotel which adds to the number of hotels that could be built in the City.

In the past Staff identified factors that could be used to predict or qualify additions to the Alpharetta lodging inventory. Staff found that PKF, a leading hospitality industry research and consulting firm, established that one of the best predictors of changes in lodging market performance are variations in the level of employment in a given geographic area because most lodging markets rely on a number of sources such as business travelers to generate demand. Therefore additional office square footage should be built before there is consideration of adding more hotel approvals.

Alpharetta has more hotel zoning than is needed and risks overdevelopment by the hotel industry. Therefore, if hotel approval is considered on this site, then the best alternative for the City is to require a full-service hotel. The hotel should provide a minimum amount of meeting space to serve the business community. Elimination of a hotel site from another location would require a master plan amendment.

CITIZEN PARTICIPATION PLAN

The applicant notified surrounding property owners of their application and intent for the property. The report states that no comments were received.

ATTACHMENT

Site Plan
Architectural Drawings