



PLANNING COMMISSION MEETING SEPTEMBER 3, 2026

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:30 PM

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MEETING MINUTES**
 - a. **Approve Meeting Minutes of July 30, 2026**
 - b. **Approve Meeting Minutes of August 6, 2026**
4. **ITEMS FROM BOARD MEMBERS**
5. **ITEMS FROM STAFF**
6. **PUBLIC HEARING**
 - a. **Announcement of Public Hearing Procedure**
 - b. **Z-26-07/V-26-15 350 Wills Lane**

This request has been deferred by the applicant and will not be considered at the September 3, 2026 Planning Commission meeting.

Consideration of a rezoning and variances to allow for the subdivision of a 4.98-acre property into 3 single-family detached lots. A rezoning is requested from AG (Agriculture) to R (Dwelling, 'For-Sale', Residential). Variances are requested to Unified Development Code (UDC) Subsection 2.2.3(D) to reduce the side setback from 25' to 15' and UDC Subsection 3.5.2 to modify the local street section to allow for no curb or sidewalks. The property is located at 350 Wills Lane and is legally described as being located in Land Lots 597, 598, and 599, 1st District, 2nd Section, Fulton County, Georgia.
 - c. **MP-26-08 Windward Hall/Windward MP Pod 14**

This request has been deferred by the applicant and will not be considered at the September 3, 2026 Planning Commission meeting.

Consideration of a master plan amendment to allow a free-standing 'Restaurant (no drive-thru)' on 3.75 acres in Windward. A master plan amendment is requested to the Windward Master Plan Pod 14A to allow a free-standing 'Restaurant (no drive-thru)' as a principal use on the property. The property is located at 0 Windward Parkway and is legally described as being located in Land Lot 1113, 2nd District, 1st Section, Fulton County, Georgia.
 - d. **MP-26-13/CU-26-11 Royal 400 Data Center**

This request has been deferred by Staff and will not be considered at the September 3, 2026 Planning Commission meeting.

Consideration of a request for master plan amendment and conditional use to allow a Georgia Power substation in conjunction with an expansion of an existing data center on 38.8 acres in the Royal 400 Master Plan. The applicant requests to amend the Royal 400 Master Plan to add 'Utility Substation' as a conditional use and a conditional use is requested to allow a 'Utility Substation' at the applicant's property. The property is located at 4905 North Point Parkway and is legally described as being located in Land Lots 850, 851, 858 & 859, 1st District, 2nd Section, Fulton County, Georgia.
 - e. **MP-26-12/CU-26-10 Veterinary Dental Specialist of Atlanta/Windward MP Pod 4**

Consideration of a master plan amendment and conditional use to allow Veterinary Dental Specialist of Atlanta to operate in a 4,257 square foot suite in the Terraces at Windward shopping center. A master plan amendment is requested to the Windward Master Plan Pod 4 to add 'Animal Hospital, Small Animal' as a conditional use and a conditional use is requested to allow 'Animal Hospital,

Small Animal' for Veterinary Dental Specialist of Atlanta. The property is located at 3070 Windward Plaza, Suites G & H-I and is legally described as being located in Land Lots 1048, 1107, and 1108, 2nd District, 1st Section, Fulton County, Georgia.

f. PH-26-04 Unified Development Code – Amendments Business & Recreational Vehicles

Consideration of text amendments to Unified Development Code (UDC) Subsection 1.4 and UDC Subsection 2.5.4(B) to assign definitions and amend the locational parking requirements for business and recreational vehicles in residential zoning districts.

7. ADJOURNMENT



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1. CALL TO ORDER

2. ROLL CALL

A. Commissioner's Present:

1. Francis Kung'u, Chair
2. D.C. Aiken
3. Dennis Mitchell
4. William Perkins
5. Todd Stratton
6. Chris Godfrey
7. Valerie Manley

B. Staff Present:

1. Kathi Cook, Director of Community Development
2. Michael Woodman, Planning & Development Services Manager
3. Elle Taylor, Planning & Zoning Coordinator
4. Joel Carnow, GIS Administrator

3. APPROVAL OF MEETING MINUTES

a. Approve Meeting Minutes from 7-9-26

- ❖ Commissioner Aiken offered a motion to approve.
 - Commissioner Manley seconded the motion.
 - The motion carried (7-0)

4. ITEMS FROM BOARD MEMBERS

5. ITEMS FROM STAFF

6. PUBLIC HEARING

a. Announcement of Public Hearing Procedures

Elle Taylor, Planning and Zoning Coordinator, read the procedures.

b. MP-26-05/CLUP-26-03/Z-26-03 Empire Old Milton Pkwy/Camden Pond

Michael Woodman, Planning & Development Services Manager, presented consideration of a master plan amendment, comprehensive land use plan amendment, and rezoning in order to construct 195 'For-Sale' townhomes on 29.2 acres. A master plan amendment is requested to the Camden Pond Master Plan to allow for the proposed change in development mix. A comprehensive land use plan amendment is requested from 'Professional Business Office' to 'High Density Residential' and a rezoning is requested from CUP (Community Unit Plan) to R-10M (Dwelling, 'For-Rent or 'For-Sale' Residential. The property is located at 3842 Old Milton Parkway and is legally described as being located in Land Lots 2, 3, 44, 45 & 49, 1st District, 1st Section, Fulton County, Georgia.

- Current Zoning.
- Camden Pond Master Plan.
- Site Plan.
- Traffic.
- Standards for Comprehensive Land use Plan Amendments:
 - The Horizon 2040 Comprehensive Plan includes policies to allow mixed use patterns that will create activity nodes in appropriate areas near or within existing suburban office developments. The subject property is located just to the north of the Brookside office park. In addition, the proposal is consistent with Housing Strategy 1.4 to promote subdivisions that foster a sense of community and promote pedestrian mobility, the natural environment, community recreation, and public open space.
 - The proposed future land use change would result in a 113% decrease in AM Peak Hour trips and 105% decrease in PM Peak Hour trips when compared to the office development approved on the property. While a residential development would increase demand on parks and recreation, the subject property includes over twelve (12) acres of open space and is located adjacent to the Big Creek Greenway and Preston Ridge Park.
 - The proposal would not negatively impact public health, safety, and welfare. The proposed residential development would result in a significant net decrease in AM and PM Peak Hour trips and the development is supported by over twelve (12) acres of open space and is located adjacent to the Big Creek Greenway and Preston Ridge Park. The applicant has also provided a 25' undisturbed tree save strip, as well as a 60' building setback adjacent to Stoneridge and Camden subdivisions.
- Standards for Zoning and Master Plan Changes:
 - The zoning proposal is suitable given the development of adjacent properties, which include Stoneridge and Camden Pond subdivisions, Preston Ridge Park and the Big Creek Greenway, as well as office and commercial development.
 - The zoning proposal would not adversely affect the existing use of adjacent or nearby properties, which include Stoneridge and Camden Pond subdivisions, Preston Ridge Park and the Big Creek Greenway, as well as office and commercial development.
 - The property is currently approved for office and institutional uses. The proposal to replace office with residential use would result in a significant reduction in vehicular

trips. In addition, the property is located adjacent to the Big Creek Greenway and Preston Ridge Park, and a public trail connection is proposed connecting the proposed development to those public facilities.

- The proposal would not have significant impact on public facilities and services. The proposal would result in a 113% decrease in AM Peak Hour trips and 105% decrease in PM Peak Hour trips when compared to the office development approved on the property. While a residential development.
 - The Horizon 2040 Comprehensive Plan identifies Old Milton Parkway east of Georgia 400 as a priority area in need of redevelopment and promotes retrofitting and mixed-use patterns to create activity nodes near or within existing suburban office parks.
 - The proposal reflects a reasonable balance. The proposal would result in a significant net decrease in peak hour trips and the property is located immediately adjacent to the Big Creek Greenway and Preston Ridge Park.
 - The comprehensive land use plan designation of the property is 'Professional Business Office', which requires an amendment to 'High Density Residential' to allow the proposed residential development. The applicant's proposal is consistent with Housing Strategy 1.4 to promote subdivisions that foster a sense of community and promote pedestrian mobility, the natural environment, community recreation, and public open space.
- Citizenship Part B Report.
 - Public Comment.

Staff has reviewed the applicant's proposal against the established review criteria for a master plan amendment, comprehensive land use plan amendment, and rezoning. The proposal is suitable given the development of adjacent and nearby properties, which include Stoneridge and Camden Pond subdivisions, Preston Ridge Park, and the Big Creek Greenway. The Comprehensive Plan identifies Old Milton Parkway east of Georgia 400 as a priority area in need of redevelopment and promotes retrofitting and mixed-use patterns to create activity nodes near or within existing suburban office parks. Also, the City's jobs to housing ratio suggests a need for additional housing. The proposed residential development would generate significantly less traffic than an office park and is supported by over twelve (12) acres of open space, as well as being located adjacent to the Big Creek Greenway and Preston Ridge Park. The development proposal would bring residences closer to goods, services, and jobs, effectively minimizing impacts on public facilities and services.

STAFF RECOMMENDATION:

Approve MP-26-05/CLUP-26-03/Z-26-03 Empire Old Milton/Camden Pond MP, subject to the following conditions:

1. The approximately 29.24-acre property shall be zoned R-10M and the site shall be developed substantially similar to the site plan prepared by PEC, revised 7/21/26, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.

2. Architecture and materials shall be substantially similar to the submitted renderings included in the Amended Application, dated 7/24/26, with final approval by Staff. Buildings shall have a minimum of 3-sided architecture, details, and materials. Decorative chimneys shall be provided on the side façade of the endcap units specifically identified on the Chimney Exhibit, dated 7/24/26 and also currently identified as units 6, 11, 12, 16, 17, 22, 23, 27, 105, 106, 136, 140, 141, 146, 147, 153, 154, 174, 179, 185, and 191 on the site plan prepared by PEC, revised 7/21/26.
3. Up to 195 'Dwelling, 'For-Sale', Attached' units shall be permitted.
4. Local streets and alleys shall be substantially similar to the site plan prepared by PEC, revised 7/21/26. Local streets shall include minimum 6' planter, minimum 5' sidewalks, and decorative pedestrian lighting. New streets and alleys within the approximately 29.24 acres shall be private and maintained by the HOA.
5. Sidewalks within the site shall connect to the public sidewalk along Old Milton Parkway, Cotton Creek Entry, Cotton Mill Place, Whitestone Place, Waters Ferry Drive, and Waters Ferry Way.
6. Minimum 20' landscape strip shall be required along Old Milton Parkway. Landscape strip shall include landscaping materials consisting of a mix of evergreen and deciduous trees and shrubs, as approved by Staff. Minimum 10' landscape strip shall be required along local streets.
7. Tree save and tree planting plan shall be substantially similar to the Concept Tree Plans prepared by Kimley Horn, dated 4/22/26, as approved by Staff.
8. Open space shall be substantially similar to the open space depicted on the site plan prepared by PEC, revised 7/21/26.
9. Retaining walls shall receive architectural façade treatment and/or be heavily landscaped where visible from a public right-of-way, as approved by Staff. Retaining walls visible from developed areas exceeding 16' in height shall be terraced with landscaped areas between terraces.
10. Development shall not be gated, except that the southernmost site driveway on Cotton Mill Place shall be gated for emergency access only. Gate access shall be provided by siren, keypad, Knox key and meet 2012 IFC 503.6.
11. Developer shall install a minimum 5' sidewalk along the Old Milton Parkway frontage, with final approval by GDOT and Staff. Developer shall install off-site sidewalk improvements including a minimum 5' sidewalk along Old Milton Parkway connecting to the existing sidewalk in front of Olde Milton Commons office condominiums and connecting to Camden Way, as approved by GDOT and Staff. Off-site sidewalk improvements not located along the subject property's frontage shall be eligible for impact fee credits.
12. Developer shall install an off-site sidewalk improvement including a minimum 5' sidewalk along the west side of Cotton Creek Entry adjacent to the Andy's Frozen Custard site between Old Milton Parkway and Waters Ferry Way, as approved by Staff. Off-site sidewalk improvements shall be eligible for impact fee credits.
13. Developer shall improve an enhanced pedestrian crosswalk at the intersection of Old Milton Parkway and Cotton Creek Entry, with final design and materials approved by Staff and GDOT. Improvement shall be eligible for impact fee credits as approved by City Council in a developer's agreement.
14. Developer shall dedicate a public access easement and construct a minimum 12' public trail connection as depicted on the site plan prepared by PEC, revised 7/21/26. Given the existing floodplain, trail alignment, design, and materials shall require final approval by Staff. Trail shall be laid out and constructed with the least impact to existing trees. Low impact construction techniques shall be used to minimize impacts to the CRZ of the trees to be conserved, as approved by the City Arborist. Trail connection shall include the improvement of a replacement pedestrian bridge over Big Creek and trail amenities including wayfinding signage and seating. Trail construction shall be completed by the 25th CO, assuming there are no federal permits required. If a federal permit is

required, Developer and Staff will work together to extend the trail connection completion deadline without stopping the Developer from seeking COs. HOA shall be responsible for the maintenance of the trail on the subject property. Off-site public trail and bridge connection shall be eligible for impact fee credits, as established in a development agreement approved by City Council.

15. Prior to LDP issuance, developer shall seek approval of a road abandonment for the realigned portions of Waters Ferry Way/Waters Ferry Drive, Cotton Mill Place/Cotton Mill Path, and the removal of the cul-de-sac at the end of Cotton Creek Entry. If road abandonment is not approved and developer does not acquire abandoned right-of-way, developer shall revise the site plan to reflect compliance with the minimum 35' building setback required along the above-referenced public rights-of-way.
16. Developer shall install a stop sign and pedestrian crossing along the Waters Ferry Way approach to the intersection of Waters Ferry Drive and internal Site Driveway 1, as well as at the intersection of Cotton Creek Entry and Cotton Mill Place, as approved by Staff. Waters Ferry Way and Cotton Creek Entry shall remain free flow with applicable signage, striping, and traffic control devices installed, as approved by Staff.
17. Developer shall improve the eastbound left turn lane storage length along Old Milton Parkway at the Cotton Creek Entry/Brookside Parkway intersection to minimum lengths needed to safely accommodate vehicular movements entering the site from the public right-of-way, as approved by GDOT and City Staff.
18. Developer shall install "Do not block the box" striping/signage at the Cotton Creek Entry and Waters Ferry Way intersection, as approved by Staff.
19. Developer shall explore a 3-way stop at Cotton Creek Entry and Cotton Mill Place, subject to warrant analysis and final approval by Staff at LDP.
20. Developer shall install sculptures at the corners of Cotton Mill Path and Old Milton Parkway and Waters Ferry Drive and Old Milton Parkway. Sculptures shall complement each other and shall be minimum 15' tall with final approval by the Cultural Arts Commission. Developer shall coordinate sculpture designs with Brookside South/Portman to reflect a cohesive theme.
21. As agreed to by the developer, a 60' building setback shall be required along the east and north property lines in Pod B south of Whitestone Place, as depicted on the site plan prepared by PEC, revised 7/21/26.
22. As agreed to by the developer, a 25' undisturbed tree save strip, replanted with screening landscaping where sparse, shall be provided along the east and north property lines in Pod B south of Whitestone Place, as depicted on the site plan prepared by PEC, revised 7/21/26. Developer shall provide sight lines to determine appropriate placement of screening landscaping adjacent to the existing residential communities to the east, with final approval by Staff.
23. As agreed to by the developer, the HOA declaration and covenants shall include a requirement for dogs on leashes, noise limitations, and a requirement for trash receptacle screening.

There was discussion from the Commission:

- Traffic Study.
- Public Trail Connection.
- Topography.
- Tree Saves.
- Condition # 22.
- Bridge over Big Creek – on City property.
- Trash receptacles.
- Interior street width.

- Width of sidewalks.
- Stormwater runoff pond.
- Cul de Sac.
- Potential for parking on the trail.
- Phases.
- Parking.
- Private streets.
- Subdivision not gated.

Applicant gave a presentation:

- Site Plan.
- Reason for Townhomes.
- Housing Market Analysis.
- Brookside Master Plan.
- Site Plan Rendering.
- Walkability,
- Tree Saves.
- Traffic.
- Brookside DRI.
- Timeline.
- Elevations.

Public Comment:

In Favor:

1. Tom Maune, 3570 Old Milton Parkway, Alpharetta, GA, Andy's Custard.
2. Michael Greene, 3172 Leconte Ave, Brookhaven, GA, Portman Development.
3. Ray Thomas, 5047 Avalon Drive.
4. Beverly Whisenant, 1105 Whitestone Ridge.

Reasons:

1. Nice addition to the Community.
2. New Residential will support restaurants in new retail development.
3. Trail Connections.
4. Tree Saves.
5. Buffer.
6. Quality of Construction.
7. Compatibility with new developments.
8. Developer has been receptive to residents' issues and suggestions.
9. Setback adjacent to Camden Pond.
10. Less Traffic Impacts.

In Opposition:

1. Darlene Cutlip, 3025 Camden Way, Alpharetta, GA.
2. Anna Marie Marin, 3066 Camden Way, Alpharetta, GA.

3. Megan Lister, 3996 Camden Way, Alpharetta, GA.
4. Jon Kenkel, 3996 Camden Way, Alpharetta,, GA.

Concerns:

1. Overall Impressions from meeting with Developer.
2. Building Compatibility : height, density, lighting and noise.
3. Traffic.
4. Limited Sight Distance.
5. Grade/Terrain Issues.
6. Nighttime Indoor Lighting Impacts.
7. Trees.
8. Pedestrian safety and accessibility.
9. Heat due to removal of trees.
10. Need for larger Buffer between developments.

Applicant gave a rebuttal:

- Current Site Plan.
- Reduction in townhomes.
- Changes to setback.
- Lowered the Grade.
- Trees.
- Park.
- Cul de Sac.
- Site Distance Profiles.
- 3 way stop at intersection.
- Public Trail Connection.
- Runoff Reduction.

There was more discussion from the Commission:

- Runoff Reduction Measures.
- Office Vacancy percentage.
- Greenway access from Brookside Park.
- Townhome product.
- LDP Stormwater process.

- ❖ Commissioner Aiken offered a motion to approve with Staff recommended conditions.
 - Commissioner Perkins seconded the motion.
 - The motion carried (7-0)

7. ADJOURNMENT

Chair Kung'u adjourned the meeting at 8:30 p.m.



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1. ROLL CALL

A. Commissioner's Present:

1. Francis Kung'u, Chair
2. Jill Reynolds, Vice- Chair
3. D.C. Aiken
4. Dennis Mitchell
5. William Perkins
6. Karen Richard
7. Todd Stratton

B. Staff Present:

1. Kathi Cook, Director of Community Development
2. Michael Woodman, Planning & Development Services Manager
3. Brian Bolick, Traffic Engineer
4. Elle Taylor, Planning & Zoning Coordinator
5. Joel Carnow, GIS Administrator

2. WORK SESSION

a. CAA/ICON

Josh Cohen gave an informational presentation on feasibility of an NHL team in the City of Alpharetta.

b. TAX ALLOCATION DISTRICT

Gary Mongeon /KB Advisory Group gave an informational presentation on previously approved North Point TAD.

3. PUBLIC HEARING

a. Announcement of Public Hearing Procedure

Elle Taylor, Planning & Zoning Coordinator, read the procedure.

b. MP-26-06/Z-26-05/CU-26-04/V-26-08 North Point Sports & Entertainment District

Michael Woodman, Planning and Development Services Manager, Kathi Cook, Director of Community Development, and Brian Bolick, Transportation Engineer, presented consideration of a master plan amendment, rezoning, conditional use and variances to allow for the redevelopment of North Point Mall with a mixed-use development consisting of approximately a 20,000-seat hockey arena, 4,000-

seat music hall and performing arts center, 2,000-seat team practice facility and community hockey rink, movie theater, 30,000 square foot hotel conference center, 350-room full-service hotel, 300-room hybrid hotel, 750,000 square feet of office, 565,000 square feet of retail/restaurant, 1,385 'For-Rent' dwelling units, and 26 acres of public parks, plazas and multi-use trails on 98.58 acres in the North Point Overlay. A master plan amendment is requested to the North Point Mall Master Plan to allow for the proposed mixed-use development. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow 'Dwelling, 'For-Rent' use, to increase residential density, and to increase non-residential building height. Variances are requested to Unified Development Code (UDC) Subsection 2.2.20(B)(4) to reduce the minimum percentage of office, UDC Subsection 2.5.4 to increase the distance requirement for off-site parking, UDC Subsection 2.10.3 to modify streetscape requirements, UDC Subsection 2.10.4 to modify block and access requirements, UDC Subsection 2.10.3(D) to increase residential building height, and UDC Subsection 3.2.2 to allow an encroachment into the Georgia 400 Tree Buffer. The property is located at 0 North Point Drive, 0 Rock Mill Road, 1000 North Point Parkway, and 2000, 4000, 4500, 5000 & 6000 North Point Circle and is legally described as being located in Land Lots 687, 688, 689, 700, 701, 702, 742, and 743, 1st District, 2nd Section, Fulton County, Georgia

The submitted request, if approved, would allow for the redevelopment of North Point Mall with a mixed-use sports and entertainment district consisting of a 20,000-seat NHL hockey arena, 2,000-seat practice/community ice sheets, 565,000 square feet of commercial uses (includes 342,000 square feet existing anchors), 750,000 square feet of office, 1,385 'For-Rent' dwelling units, 1,139-seat cinema, 4,000-seat music hall, 650 hotel rooms, 30,000 square foot hotel conference center, and 26.86 acres of open space on 98.58 acres in the North Point Overlay. The proposed residential density is 14.04 dwelling units per acre. A master plan amendment is requested to the North Point Mall Master Plan to modify the development mix and development regulations, and a rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use). A conditional use is requested to allow 'Dwelling, 'For-Rent', increase allowable residential density, and increase non-residential building height. Variances are requested to allow the MARTA ELT and multi-use trail in the Georgia 400 buffer; reduce MU office percentage; modify block, access, and streetscape requirements; allow off-site parking greater than 500' from the property; and increase residential building height. The property is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road.

The property is zoned PSC and MU, subject to the North Point Mall Master Plan. Surrounding properties are zoned PSC, with properties to the south and west subject to the North Point Mall Master Plan and properties to the north and east subject to the North Point Business Center Master Plan. Surrounding properties include Sonesta ES Suites to the northeast, a regional stormwater facility to the east, various commercial outparcels to the south, Encore Commons office buildings to the west and Georgia 400 to the north. The comprehensive land use plan designation of the property is 'Mixed Use', which supports the applicant's proposed mixed-use development.

The North Point Mall Master Plan (MP-90-04) was approved on March 19, 1990, allowing a 1,392,132 square foot regional shopping mall and commercial outparcels on 100 acres. As shown in the table below, the Master Plan has been amended several times including amendments to allow creative office space (SPACES) inside the Mall and redevelopment of the Sears anchor with a new mixed-use development. The later approval allowed 300 'For-Rent' units, freestanding commercial and open space, of which the units reverted to 300 'For-Sale' units in 2022. The current master plan amendment, if approved, would significantly expand the redevelopment efforts at North Point Mall and would result in the removal of nearly all of the Mall and/or repositioning of existing retail. The Dillard's and Von Maur buildings will remain, as will the parking deck.

North Point LCI Priority Area.

A rezoning is requested for 98.58 acres from PSC to MU and a conditional use is requested to allow 'Dwelling, 'For-Rent' Residential' use and to increase residential density. The subject property is located within Priority Area 1 on the North Point LCI Density Priority Map, which is designated in the North Point Overlay as an appropriate area for higher densities. The North Point Overlay allows City Council to authorize residential densities over the maximum density permitted in the underlying zoning district, of which the MU district has a maximum density of eight (8) dwelling units per acre. The applicant requests a residential density of 14.04 dwelling units per acre. Criteria to be considered with the conditional use include conformance with the North Point LCI, Comprehensive Plan, and other relevant planning studies; Alpharetta rental housing study; EcoDistrict measures; impact on public health, safety, and welfare; and other considerations deemed material to the application by City Council. In addition, a conditional use is requested to increase the maximum non-residential building height from four (4) stories and 60', whichever is less, to twenty (20) stories. Adjacent properties to the east and west are subject to the North Point Business Center Master Plan, which allows building heights up to 20 and 30 stories. The applicant is requesting the following building heights:

Table 2: Proposed Building Heights

Commercial (no variance needed)	4 stories
Parking garage	7 stories
Office	14 stories
Hotel	20 stories
Residential (For Rent)	20 stories
Arena	170 feet
Music Hall and Cinema	80 feet

The applicant's requested variances to the Unified Development Code (UDC) are outlined in the table below. The applicant points to the exceptional conditions pertaining to the property due to its size, shape, and topography, as well as peculiar conditions which require redevelopment of a regional mall and shorter building heights than the building heights allowed on adjacent properties.

Table 3: Applicant's Variance Request

UDC Section	Variance Request	Notes
2.2.20(B)(4)	Reduce MU office percentage from 25% to 17.4%.	Approx. 562,000 SF of existing office in 4 buildings on the adjacent property to the west.
2.5.4	Allow off-site parking greater than 500' from the property.	Off-site parking is proposed within approximately a 15-minute walk to the property.
2.10.3	Modify streetscape (corridor) types.	Applicant submitted alternate streetscape types.
2.10.3(D)	Increase maximum building height for residential buildings from 4 to 20 stories.	Max. 2 residential bldgs. up to 20 stories. Other residential bldgs. max. 7 stories.
2.10.4(A)	Modify block and access requirements.	Block and access as proposed on the submitted site plan.
3.2	Allow future MARTA ELT and proposed multi-use trail in the Georgia 400 Tree Protection Zone.	MARTA ELT and multi-use trail as depicted on the submitted site plan.

As shown in the table below, there are many examples across the country, as well as in the Atlanta metro, of major league sports developments. The Battery, home to Truist Park and The Braves, is considered a significant financial and operational success, serving as the standard for sports-anchored, mixed-use developments. The Battery draws roughly ten (10) million visitors annually and generates near-capacity leasing. Truist Park has a seating capacity of approximately 41,500, which is considered a mid-sized stadium in Major League Baseball. For comparison, the applicant's NHL hockey arena would have a maximum seating capacity of 20,000 seats. The Battery consists of 74 acres developed with two (2) hotels with 656 hotel rooms, approximately 500,000 square feet of retail and entertainment uses, 1.6 million square feet of office, and 1,033 'For-Rent' units. The

Gathering proposal in Forsyth County was approved with 500 hotel rooms, 600,000 square feet of retail and entertainment uses, one (1) million square feet of office, and 1,800 'For-Rent' units. Every mixed-use development with a major league arena included a hotel or future hotel, and most included retail, entertainment, office, and 'For-Rent' units. The sports-anchored mixed-use developments listed below had an average of 1,822 'For-Rent' units.

Table 5: Major League Arena in Mixed-Use Developments

Major League Arenas - Mixed-Used Developments With Hotels									
Major League Tenant(s)	Arena	Tenant League(s)	Development Name	MUD Acreage	Total Hotels	Total Hotel Rooms	Entertainment and Retail (sqft)	Office Space (Sqft)	Apartments
Anaheim Ducks	Honda Center	NHL	OCVIBE	100	2	500	872,110	710,000	1,500
Atlanta Braves	Truist Park	MLB	The Battery	74	2	656	250,000 - 500,000	630,000 - 1,670,000	1,033
Atlanta Hawks	State Farm Arena	NBA	Centennial Yards	50	2	553	900,000	1,700,000	1,000
Calgary Flames	Scotiabank Place	NHL	Culture & Entertainment District	10	4	740			8,000
Carolina Hurricanes (Phase One)	PNC/Lenovo Center	NHL	Raleigh Sports & Ent. District	80	1	150 (+150)	200,000	150,000	500
Total Raleigh planned Master Plan									4,020
Chicago Bulls / Blackhawks	United Center	NBA / NHL	The 1901 Project	55	TBD	1,300			1,000
Dallas Cowboys / Texas Rangers	ATT	NFL/MLB	Texas Live / Arlington Entertainment District		1+1 future	300 + 888	200,000	200,000	280
Dallas Mavericks / Stars	American Airlines Center	NBA / NHL	Victory Park	75	1	280			
Denver Nuggets / Colorado Avalanche	Ball Arena	NBA / NHL	Ball Arena Redevelopment	65	1	250			6,000
Detroit Pistons / Red Wings	Little Caesars Arena	NBA / NHL	The District Detroit	385	2	470	146,000	1,200,000	695
Edmonton Oilers	Rogers Place	NHL	ICE District	25	1	350	305,000	1,300,000	740
Forsyth County TBD	New Arena	NHL	The Gathering			500	600,000	1,000,000	1,800
Los Angeles Clippers	Intuit Dome	NBA	IBFC Development	26	1	150	63,000	71,000	
Los Angeles Lakers / Kings	Crypto.com Arena	NBA / NHL	L.A. Live	27	4	1,400	5,600,000	332,618	
Memphis Grizzlies	FedExForum	NBA	One Beale	5.5	1	350	17,000	400,000	232
Milwaukee Bucks	Fiserv Forum	NBA	Deer District	30	1	210	150,000		269
New York Islanders	UBS Arena	NHL	Belmont Park Redevelopment	43	1	250	340,000		
North Point TBD	North Point Arena	NHL	North Point Entertainment District	98.5	2	650	587,000	750,000	1,385
Orlando Magic	Kia Center	NBA	Westcourt Orlando	8.5	1	265	125,000	300,000	270
Philadelphia 76ers / Flyers	New Arena	NHL	TBD	TBD	1	250			
Pittsburgh Penguins	PPG Paints Arena	NHL	Lower Hill District	28	TBD	TBD	20,000	400,000	
Sacramento Kings	Golden 1 Center	NBA	Downtown Commons	11.2	1	250			
San Antonio Spurs	New Arena	NBA	Project Marvel	TBD	TBD	1,000			
Utah Jazz / Mammoth	Delta Center	NBA / NHL	Entertainment District	100	TBD	TBD			
Winnipeg Jets	Canada Life Centre	NHL	True North Square	23	1	275			

Sources: Internal database, industry research.

Staff researched mall redevelopments across the country to find comparisons to the applicant's proposal, as shown in the table below. Mall redevelopments had an average size of 61.8 acres and included an average of 1,600 'For-Rent' units with an average density of 29.9 dwelling units per acre (du/ac). The nearest developments to the applicant's proposal are Gwinnett Place Mall with 3,800 'For-Rent' units, North Dekalb Mall with 1,700 'For-Rent' units, Lakeshore Mall (Gainesville, GA) with 652 'For-Rent' units, and Georgia Square Mall (Bogart, GA) with 1,138 'For-Rent' units. The applicant's 'For-Rent' request is less than the average at the mall redevelopments in the table below and the proposed residential density (14 du/ac) is significantly less than the average in the table.

Table 6: Proposed, Active & Recent Mall Redevelopments

Mall	Location	MF Units	Acres	Units/Acre	Notes
Belmar	Lakewood, CO	1,048	100	10.5	Construction completed, open air district with 80 shops, 20 restaurants, offices, residences, hotel, art venues, and theatres
Moorestown Mall	Moorestown, NJ	1,065	84	12.7	Redevelopment enabled via updated zoning ordinance in June 2026
Lakeshore Mall	Gainesville, GA	652	49	13.3	Rezoning approved in 2025, groundbreaking scheduled in late 2026 and full redevelopment expected to be completed by 2028
North Point Mall	Alpharetta, GA	1,385	100	14.0	Proposed mixed-use redevelopment including hockey arena. Rezoning and meetings in 2026.
Georgia Square Mall	Bogart, GA	1,138	75	15.2	Stalled in 2026 due to financing; partial demolition ongoing
Medley Johns Creek	Johns Creek, GA	750	43	17.4	Phase 1 Opening 10/26
Laguna Hills Mall	Laguna Hills, CA	1,500	68	22	Village at Laguna Hills breaking ground early 2027, phased rollout over the next decade
North Dekalb Mall	Decatur, GA	1,700	78	22.1	Lulahu Hills redevelopment; Phase 1 construction underway with 2.5 million sq ft of mixed-use space
Monmouth Mall	Eatontown, NJ	1,000	45	22.2	Open-air mixed-use town center anticipated to be completed in 2028
Collin Creek Mall	Plano, TX	2,300	100	23	\$1B mixed-use; homes occupied; MF phases starting 2026
Northgate Mall	Seattle, WA	1,000	41	24	Renamed Northgate Station; Phase II underway in 2026; future phases 2028-2029
Chesterfield Mall	Chesterfield, MO	2,363	96	24.6	\$2B, walkable urban district featuring a central park, high-rise residences, and retail. Central Park construction begins in 2026
Brodie Oaks	Austin, TX	1,700	37.6	39.5	Approved mixed-use district; no timeline for construction yet
Gwinnett Place Mall	Gwinnett, GA	3,800	87.5	43.4	County-owned; redevelopment aligned with Global Villages plan; RFP in 2025-2026
Galleria Fort Lauderdale	Fort Lauderdale, FL	1,900	31.5	45.2	Design & permitting phase through mid-2026, construction to start late 2026 or 2027
Beltway Plaza Mall	Greenbelt, MD	2,500	54	46.3	5 phased mixed-use development; progress has stalled due to financial obstacles
Landmark Mall	Alexandria, VA	2,500	52	48	WestEnd Alexandria, 18+ project broke ground on its first residential phase in mid-2026
Redlands Mall	Redlands, CA	700	12	58.3	15 years, Village with 5 buildings containing up to 700 units; demolition underway 2026
Westfield Century City	Los Angeles, CA	1,400	21	66.7	The redevelopment of the mall is complete, meanwhile the adjacent Century City Center under construction as of 2026 with office, retail, hospitality, and public infrastructure
Average		1600.5	61.82	29.92	

SITE PLAN

The submitted site plan depicts redevelopment of the 98.58-acre property with a mixed-use sports and entertainment district. A 20,000-seat NHL hockey arena, 4,000-seat music hall, 350-room full-service hotel with 30,000 square foot conference center, and structured parking deck are depicted in the northeast quadrant of the site. A 2,000-seat team practice and community ice facility, 1,139-seat cinema, 300-room hybrid hotel, retail/restaurant, vertiport and structured parking decks are depicted in the northwest quadrant of the site. The existing Von Maur, Dillard's, structured parking deck and surface parking are depicted to remain in the southwest quadrant with the addition of office and retail/restaurant uses. The southeast quadrant includes five (5) 'For-Rent' residential buildings (1,385 units) with retail/restaurant uses on the ground floor, as well as an office over retail and several structured parking decks. Retail/restaurant uses amount to 565,000 square feet, of which 342,000 square feet is located in existing anchor buildings to remain. The two (2) office buildings will consist of approximately 750,000 square feet. Access to the property will continue by way of the existing street network (North Point Circle, North Point Drive, and North Point Center East) and the driveways currently serving the Mall property. North Point Circle is proposed to remain in its current configuration. A future MARTA ELT (express lane transit) stop is proposed at the Mall property with an elevated connection, or pedestrian bridge, provided from the center of Georgia 400 over to the subject property. The pedestrian bridge would double as a future alignment of the Alpha Loop, which is depicted traversing the site to the south and west connecting to North Point Parkway, as well as to Encore Parkway by way of the new center spine road and North Point Center East.

The mixed-use sports and entertainment district is situated along a primary east-west storefront street, which bisects the property from north to south and provides a direct connection between North Point Drive and North Point Center East. The tallest buildings, consisting of two (2), twenty (20) story residential towers, two (2), twenty (20) story hotels, and the 170'-arena are situated in the middle of the development along the primary storefront street. Building heights decrease with the development nearest North Point Circle. Several secondary streets are proposed throughout the development providing connections between the primary storefront street and North

Point Circle. Sidewalks are depicted throughout the development along both sides of primary storefront street and along secondary streets. The Alpha Loop multi-use trail is depicted connecting to the district by way of the future MARTA ELT connection on Georgia 400 in the northeast corner of the site, as well as from North Point Center East on the west side of the site. The Alpha Loop runs along the north side of the primary storefront street providing a connection between the ELT station and Encore Parkway. Another Alpha Loop connection is depicted between the ELT station and running south through the property along a secondary street to North Point Parkway. If approved, the connection to North Point Parkway should run along the frontage of the future Stormwater Park.

The site plan depicts 26.86 acres, or 27.2% open space, of which 21.24 acres (21.55%) is civic space and 5.62 acres (5.70%) is amenity space. Civic space includes squares, plazas, pocket parks, park, and multi-use trails. Amenity space includes outdoor dining, rooftop decks, yards and lawns, enhanced hardscape, balconies, and pool areas. The North Point Overlay requires a minimum five percent (5%) of the site acreage as amenity space and a minimum ten percent (10%), plus one percent (1%) for each one (1) unit/acre over eight (8) units/acre of the site acreage as civic space. A conditional use is requested to increase density to 14.04 units/acre. Therefore, the minimum civic space requirement is 16.05%, of which the applicant's proposal exceeds the minimum requirement. Because the mixed-use sports & entertainment district is so large, it is difficult to visualize the size and functionality of the open spaces that will be open to the general public. The table below compares the most notable open spaces on the applicant's site plan to similar open spaces at local or known locations. In particular, the three (3) acre main Event Plaza is over double the size of the same open space at The Battery and approximately 25% larger than the same open space at Mercedes Benz Stadium.

Table 7: Proposed Open Space – Comparison Table

Proposed Open Space (Location)	Acreage	Comparable Open Space
North Point Green (Northwest side)	1.8 acres	City Green – Sandy Springs 1.6 acres
North Point Community Park (Southwest side)	2.0 acres	Thompson St Park – 1.8 acres, Westside Fitness park – 1.7 acres
North Point Pocket Park (Between retail anchor and Dillard's)	0.6 acres	Avalon Green - 0.7 acres, Town Green - 0.6 acres, Lakeview Park - 0.4 acres
Event Plaza (Northeast side)	3.0 acres	The Battery - 1.3 acres, Mercedes-Benz Stadium - 2.3 acres
Stormwater Park (East Side)	1.5 acres (northern parcel only)	Thompson St Park - 1.8 acres

Impacts to trees will be minimal given that the proposal represents redevelopment of an existing regional shopping mall and surface parking lot. Stormwater facilities are not depicted on the applicant's site plan; however, a regional stormwater facility exists to the east of the property and is proposed to be improved as a multipurpose stormwater park.

The MU zoning district development regulations require a minimum 25% residential use, minimum ten percent (10%) commercial use, minimum 25% office-institutional use, and a minimum open space. The applicant provided the table below, reflecting the percentage of each use in their proposal. The applicant is requesting a variance to reduce the office percentage given that the adjacent properties to the west are developed with approximately 562,000 square feet of office buildings.

Table 8: MU Use % Breakdown

Use	Density	Mix%
Retail/F&B	565,000	13.1%
Office	750,000	17.4%
Residential	1,385,000	32.2%
Hotel	550,000	12.8%
Entertainment	245,000	5.7%
Sports	810,000	18.8%
Total	4,305,000	100.0%

PARKING

The site plan depicts approximately seven (7) parking decks, which includes the existing parking deck adjacent to Dillard's. In addition, the existing surface parking lot surrounding Von Muar and Dillard's will remain. A total of 8,752 parking spaces are proposed on-site for the development, which does not include off-site parking agreements associated with the arena. The UDC requires 14,450 parking spaces for all uses in the proposed mixed-use development, which includes the required twenty percent (20%) parking reduction in the North Point Overlay. When events are not occurring at the arena, the required parking drops to 8,850. The applicant is requesting a shared parking reduction of approximately one percent (1%) in order to comply with the minimum parking requirements during typical mixed-use operations.

Table 9: Parking Requirements

Use	Unit	Parking Ratio	Required Parking
Arena	20,000 seats	1/4 seats + 1/10 seats (employees)	7,000
Community Ice Sheets	2,000 seats	1/4 seats + 1/10 seats (employees)	700
Office	750,000 SF	1/250 SF	3,000
Commercial	565,000 SF	1/285 SF (retail/restaurant)	1,982
Hotel	650 rooms	1/room + 1/20 rooms (employees)	683
Hotel Amenities	30,000 SF	1/500 SF	60
Theater/Cinema	1,139 seats	1/4 seats + 1/10 seats (employees)	399
Music Hall	4,000 seats	1/4 seats + 1/10 seats (employees)	1,400
'For-Rent'	1,385 units	2/unit + 1/20 units (guests)	2,839
SUBTOTAL			18,063
TOTAL	20% req'd reduction NPO – Full Arena Event		14,450
	20% req'd reduction NPO – Mixed-Use (No Arena Event)		8,850

The applicant submitted a shared parking study prepared by Kimley-Horn. The study concludes that under typical mixed-use operations (no arena events), parking demand is estimated to peak at approximately 7,375 spaces during the recurring peak condition when the arena is not in use. The study appropriately assumes that residential and hotel parking will be accommodated in dedicated or nested parking areas. During arena events, total parking demand will be higher and will be managed through a combination of on- and off-site parking agreements, employee parking management, and shuttle operations. During the regular NHL season, there are 41 home games. According to the application, additional parking needed for NHL home games and other significant events at the arena will be limited to approximately fifteen percent (15%) of the year. The study notes that there are approximately 10,000 additional parking spaces located within a fifteen (15) minute walk of the arena, which provides a substantial off-site parking resource during major events.

For a comparison, staff looked at the parking operations at Ameris Amphitheater. Ameris has a capacity of 12,000 seats, requiring a total of 4,200 parking spaces (parking ratio: 1 space/4 seats + 1 employee space/10 seats). A total of 2,674 parking spaces, or 63%, are provided on-site with the remaining parking provided at off-site locations on surrounding or nearby properties.

PHASING

The applicant provided a phasing plan, which depicts re-purposing the existing structured parking deck, Dillard's anchor, and Von Maur anchor in Phase 1. The remaining areas of the Mall will be demolished and replaced with Phase 2, which includes the buildings along the primary storefront street. Phase 2 includes two (2) 'For-Rent' buildings (600 units) over retail, office over retail, retail, 350-room full-service hotel, 300-room hybrid hotel over retail, 1,139-seat cinema, and structured parking decks. The applicants have stated that if the NHL has made an announcement and a team owner has been selected, the 20,00-seat NHL hockey arena and 2,000-seat team

practice/community ice sheets could begin construction in Phase 2. Future phases would include three (3) 'For-Rent' buildings (785 units) over retail, office over retail, 4,000-seat music hall, vertiport, and structured parking decks.

'FOR-RENT' RESIDENTIAL

Careful consideration should be given to maintaining a balance between 'For-Rent' versus 'For-Sale' product in the City. The Horizon 2040 Comprehensive Plan identifies the following policy as it relates to maintaining a balance of 'Owner-Occupied' versus 'Renter-Occupied' 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, or is proposed, within the LCI 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 561,575 square feet of existing office (Encore Commons) and 750,000 square feet of new office would generate approximately 5,246 employees (1 employee per 250 square feet) to support the proposed mixed-use development.

The City's Rental Housing Study (updated May 2025) recommends an annual target entitlement of approximately 149 'For-Rent' units per year in order to achieve Housing Policy 2, as stated above. While the minimum 68% 'owner-occupied' housing policy is included in the Horizon 2040 Comprehensive Plan, the annual target recommendation is not an approved City policy. The latest US Census American Community Survey 5-year estimate (2019 – 2023) reflects that the City is at 68% owner-occupied housing units, which complies with Housing Policy 2. As shown in the table below, 915 'For-Rent' units have been approved since 2021.

Table 10: 'For-Rent' Approvals Since 2021

Development	Number of units	Entitlement Year
North Point Mall Sears Redevelopment	300*	2021
Continuum	280	2022
Portman Brookside	335	2025

*While the 300 'For-Rent' units reverted to 'For-Sale' in 2022, the 'For-Rent' units were never removed from the development pipeline in the City's Rental Studies.

The applicant proposes 1,385 'For-Rent' units over five (5) buildings. As shown in the table below, Certificate of Occupancy's (CO's) for the applicant's 'For-Rent' units could be recommended through 2034. Two (2) 'For-Rent' buildings are proposed to be up to twenty (20) stories with the remaining 'For-Rent' buildings proposed to be up to seven (7) stories. All 'For-Rent' buildings will have attached, structured parking decks and on-site amenities. Ground-floor active uses (retail, office, and amenities) are required along storefront streets and ground-floor dwellings are limited to non-storefront streets. Residents will have access to dedicated covered parking and amenities, such as a pool and private outdoor amenity areas. The applicant proposes a mix of studio, one (1), two (2), and three (3) bedroom units. If the City decides to allow future 'For-Rent' approvals, a condition is recommended limiting CO's to be in line with the recommended CO year in the table below.

Table 11: 'For-Rent' Request – Recommended CO Year

	2022 - 2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	Total
Applicant's Proposal*					300	185		300		300	1,085
Portman Brookside			335								335
Continuum		280									280

Rec'd Target	116/year	149	149	149	149	149	149	149	149	149	1,805
Cumulative Total	+464	+333	+147	+296	+145	+109	+258	+107	+256	+105	+105

*In 2021, 300 'For-Rent' units were approved with the Sears Redevelopment and were counted within the 2022 Rental Study. The 300 units that reverted were not removed from any City Rental Studies and therefore were not shown in the table above for yearly goal compliance purposes.

OFFICE

The applicant is requesting 750,000 square feet of office within the mixed-use development. Alpharetta has approximately 21 million square feet of office space across 250 buildings with a citywide vacancy rate of 22.1%. Vacancy is not evenly distributed. Lower-vacancy districts (Table 12 below) such as Downtown Alpharetta (9.2%), Avalon (10.9%), and Northwinds/Lakeview Park/GA-400 Center (14%) consistently demonstrate strong performance, reflecting modern tenant preference for walkable, mixed-use environments with dining, hospitality, and entertainment nearby. Higher vacancy is concentrated in older, auto-oriented suburban office parks, including Brookside (36%), Great Oaks Way (38.1%), and legacy North Point office inventory (25.5%). These buildings were largely constructed in the late 1980's and early 1990's and have reached ages where substantial reinvestment is needed to maintain competitiveness.

The Horizon 2045 Comprehensive Plan identifies North Point as the single-most important redevelopment opportunity in Alpharetta. Public engagement confirmed strong alignment: 77% of survey responses directed future investment toward North Point, and community input emphasized the need for entertainment, placemaking, public spaces, and mixed-use development within the district. The Plan states that North Point should be repositioned as a regional center differentiated from Avalon and Downtown, supported by walkability, connectivity, mixed-use employment, and regional-draw uses including entertainment.

The Comprehensive Plan further notes that visits to North Point have declined by 38% since 2019 and that a substantial share of the district's office buildings—many now more than 30 years old—are approaching reinvestment or repositioning thresholds. The proposed office program at North Point does not compete with these older districts. Instead, it aligns with Plan directives to support appropriately located mixed-use employment centers, retrofit suburban office areas with amenities, and designate major GA-400 entranceways—including North Point Parkway—for office growth. Mixed-use office integrated with hotel, conference, entertainment, trails, and transit responds directly to the plan's finding that tenants prefer amenity-rich environments and that new office supply in such districts attracts net-new demand.

The Plan's Economic Resilience & Office policies reinforce Alpharetta's 21-million-square-foot office inventory as a defining competitive strength. It calls for maintaining high-quality office supply, selectively reinvesting in aging properties, and enhancing the connection between office districts and walkable mixed-use amenities that attract today's workforce. It further notes that post-COVID office demand has been strongest in mixed-use areas such as Avalon and Downtown—areas that pair office with lodging, retail, restaurants, and activated public spaces.

The entertainment district should improve performance in nearby legacy office areas, including older North Point office buildings and the Great Oaks Way area. Horizon 2045 acknowledges both districts as aging environments with increasing vacancy, emphasizing that strategic redevelopment at the Mall site could serve as a catalyst across the full 670-acre North Point area to invest in older buildings. As entertainment, hospitality, public realm improvements, and walkable amenities are introduced, surrounding office buildings benefit from increased visibility, improved tenant perceptions, greater workforce presence, and new reinvestment interest. This trend mirrors national outcomes at The Battery Atlanta, ICE District, and District Detroit, where adjacent aging office assets experienced improved occupancy and modernization following activation of entertainment-anchored mixed-use districts.

In summary, staff finds that the proposed 750,000 square feet of office space is appropriate and consistent with the Horizon 2045 Comprehensive Plan. The applicant's proposal advances adopted goals for North Point and

supports reinvestment in aging office submarkets and enhances regional competitiveness.

Table 12: Alpharetta Office Data

District	Inventory SF	# of Buildings	Total Vacant SF	Vacancy Rate	Market Asking Rent/SF
Downtown Area	444,371	70	41,006	9.20%	\$26.46
Brookside	757,552	9	272,455	36.00%	\$25.87
Avalon Area	914,312	10	99,785	10.90%	\$40.73
North Point	1,193,552	56	304,215	25.50%	\$28.18
Sanctuary Park	1,627,779	9	343,204	21.10%	\$32.78
Great Oaks Way area	2,083,417	25	793,303	38.10%	\$26.61
NorthWinds/Lakeview/ GA 400 Center	2,184,938	17	305,596	14.00%	\$31.92
Windward Tech District	6,166,495	54	1,343,091	21.80%	\$27.94
Citywide	21,044,267	570	4,648,764	22.10%	\$28.60
<i>Data Source: CoStar, Property Type: Office, Construction Status: Existing, July 14, 2026</i>					

HOTELS

The applicant is requesting approval of 650 hotel rooms within the North Point Sports & Entertainment District. This includes a 350-room full-service hotel designed to serve as a primary convention-capable property, a 30,000-square-foot indoor and outdoor conference center, and a 300-room hybrid hotel modeled after the applicant's Scout Living concept at Ponce City Market. Alpharetta currently has a total of 4,105 hotel rooms, with 1,013 of those rooms located within four (4) full-service hotels. Citywide occupancy ranges from 65% to 82%, demonstrating sustained demand from corporate travel, conferences, events, and leisure visitation.

Hotel supply adjacent to North Point consists of three (3) limited-service properties built between 1997 and 1999, totaling 352 rooms, with no meeting facilities or full-service amenities and serving a different, value-oriented customer segment. These properties are not capable of accommodating corporate groups, conferences, or production-related travel associated with an arena and sports & entertainment district.

Avalon remains Alpharetta's primary full-service conference destination with a 44,000-square-foot indoor facility. That conference center regularly produces 300 to 1,200 nightly room blocks for major corporate, financial, medical, and association events. Avalon's only outdoor event space—a small terrace with a capacity for twenty (20) to 100 guests—limits the ability to host hybrid indoor-outdoor receptions, activations, trade show functions, or sports-related banquets. North Point's proposed indoor-outdoor conference center could address unmet demand for outdoor-capable and arena-adjacent events. Both districts serve different event profiles and could strengthen Alpharetta's position as a dual-anchor hospitality market.

The indoor arena will host concerts similar to State Farm Arena and drive lodging demand from touring performers, technical crews, production teams, managers, media staff, and regional overnight visitors. Concert activity generates multi-night stays and higher weekend room rates, adding year-round demand that complements the seasonal programming of Ameris Bank Amphitheatre. Promoters regularly use both indoor and outdoor venues within a single metropolitan area, increasing total visitation rather than splitting audiences.

Alpharetta's 20-million-square-foot office market requires additional full-service hotels to support corporate travel, multi-day training programs, vendor meetings, offsite planning sessions, and client events. Many large employers operate within Alpharetta's technology, finance, cybersecurity, and professional services sectors and regularly require flexible lodging options proximate to their campuses. Full-service hotels with banquet space and breakout rooms contribute to retaining and attracting corporate tenants by offering meeting facilities within close proximity to workplaces.

Peer markets with similar suburban office inventory demonstrate the importance of full-service hotel supply. Tysons Corner, VA maintains approximately 2,485 full-service rooms and Bellevue, WA maintains approximately 1,614 full-service rooms. Alpharetta currently offers 1,013 full-service rooms despite hosting a 21 million-square-foot employment base. Both peer markets accommodate high volumes of conferences, corporate travel, and entertainment programming, strengthening the case for expanded full-service supply at North Point.

Relative to peer districts, 650 full-service hotel rooms versus a split between full-service and hybrid hotel would bring Alpharetta's full-service hotel inventory closer to ratios found in markets that successfully accommodate corporate travel, arena events, conferences, and music-driven visitation. The Staff recommended 650 full-service rooms ensure the North Point district is properly scaled to the City's 21 million-square-foot employment base, reducing existing compression and positioning Alpharetta to compete with peer mixed-use entertainment and employment centers.

ECODISTRICT

The North Point Overlay requires that EcoDistrict measures be incorporated into all new developments. The applicant's proposal represents a significant redevelopment with a conditional use to increase density. Therefore, the proposed mixed-use development must achieve at least ten (10) EcoDistrict points. If approved, the developer should provide a variety of EcoDistrict measures throughout the district, as determined by Staff at LDP and building permit.

The EcoDistrict encourages incorporating water into civic and amenity areas. An eleven (11) acre regional stormwater facility with a permanent pool is located in a wooded area at the southeast corner of North Point Drive and North Point Circle. The applicant proposes to improve a portion of the stormwater pond under their control as a multipurpose stormwater and public park facility, including an overlook deck and multi-use trail, as shown in the design below. North Point Stormwater Park would be similar in concept to the Old Fourth Ward Stormwater Park in downtown Atlanta.



TRAFFIC

The proposed mixed-use development is expected to generate 1,666 new AM Peak Hour trips, 3,487 new PM Peak Hour trips, and 50,298 new daily trips. The trip generation results for the proposed development are presented in the table below.

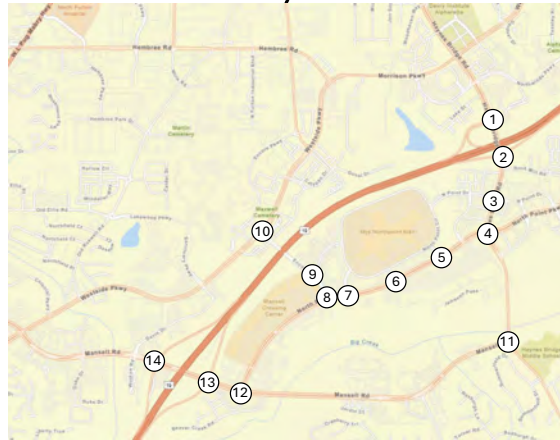
Table 13: Trip Generation Table

Table 8: Trip Generation								
Land Use	Density	Daily Traffic			AM Peak Hour		PM Peak Hour	
		Total	Enter	Exit	Enter	Exit	Enter	Exit
220 – Multi-Family Housing (Low-Rise)	1,385 units	7,918	3,959	3,959	120	378	417	255
310 – Hotel	850 rooms	4,964	2,482	2,482	150	139	204	196
465 – Ice Skating Rink	2,000 seats	2,520	1,260	1,260	7	13	84	56
710 – General Office Building	750,000 SF	4,842	2,421	2,421	757	103	124	650
820 – Shopping Center	43,000 SF*	1,564	782	782	16	10	51	54
932 – High-Turnover (Sit-Down) Restaurant	77,400 SF*	8,032	4,016	4,016	382	312	433	277
Music Hall	4,000 seats	5,440	2,720	2,720	0	0	383	7
Arena	20,000 seats	27,200	13,600	13,600	0	0	1,916	36
Gross Project Trips		62,480	31,240	31,240	1,432	955	3,612	1,531
<i>Mixed-Use Reductions</i>		-3,440	-1,720	-1,720	-288	-288	-536	-392
<i>Internal Capture to Arena</i>		-1,612	-806	-806	0	0	-259	-144
<i>Alternative Mode Reductions (8%)</i>		-4,608	-2,304	-2,304	-93	-54	-225	-75
<i>Pass-By Reductions</i>		-2,520	-1,260	-1,260	0	0	-13	-13
Net New Trips		50,298	25,149	25,149	1,052	614	2,579	908

*Note: Reductions were made to account for existing to be demolished and existing to remain developments within the existing site area.

Based on the scope of the project, the applicant was required to go through the Development of Regional Impact (DRI) process. The DRI Process solicits additional review of the project from regional partners, including the Atlanta Regional Commission (ARC), Georgia Department of Transportation (GDOT), Georgia Transportation Efficiency Agency (GTEA), as well as adjacent communities. Following the DRI requirements, a traffic study was commissioned to assess traffic impacts anticipated from the proposed project. The study reviewed existing, future no-build, and future build conditions at fourteen (14) key intersections in the area, five (5) of which provide direct site access, as shown in the below figure.

Exhibit 1: Key Intersections



The traffic impact study identified geometric improvements needed at the signalized intersection of Encore Parkway and North Point Center (Study Intersection 9 of 14) to accommodate new site trips entering and exiting this intersection that include a new right turn deceleration lane along Encore Parkway for entering site trips, a new left turn lane along North Point Center East for exiting site trips, and signal head improvements to accompany these geometric improvements. Additional recommendations identified within the traffic study include signal timing updates at eight (8) of the fourteen (14) study intersections to improve level of service (LOS) operations that will better serve the roadway users and proposed development traffic.

These recommended conclusions were subsequently agreed to as conditions of approval by GTEA in the resultant Notice of Decision, dated July 31, 2026, to yield acceptable level of service (LOS) operations at all studied intersections in the future scenario with the development of the project. The Notice of Decision recommendations are included as conditions of zoning in this staff report and general address bicycle, pedestrian, and transit facilities, as well as intersection improvements at Encore Parkway and North Point Center East.

PUBLIC SAFETY

Facilities & Event Operations: The proposed development includes multiple large-scale assembly venues including a 20,000-seat NHL arena, 2,000-seat community/youth ice sheets, and 4,000-seat music hall. The concentration of major entertainment uses within a walkable grid will result in substantial event-related pedestrian and vehicular volumes. Staff find that comprehensive event management plans, crowd evacuation protocols, and multi-agency coordination for ingress/egress during high-attendance conditions will be required.

As part of the original regional mall approval in 1990 the developer deeded 2 acres along Westside Parkway for a fire station due to the regional impacts. However, the programming for the Sports and Entertainment District draws larger crowds for events which may require onsite substations. If approved, the Developer should also be conditioned to conduct a comprehensive Standards of Coverage Study to analyze several elements including but not limited to:

- Projected fire and police emergency response times
- Travel distance and access modeling within the new street network
- Staffing and apparatus needs under full build-out
- Special event and multi-venue concurrent-use scenarios
- Adequacy of existing City facilities to support the district

The Study would be required prior to a land disturbance permit with coordination between the Developer, the Alpharetta Fire Department, and the Alpharetta Police Department. If the Study finds deficiencies affecting response-time reliability or apparatus access the City may require one or more of the following mitigation measures:

- Additional dedicated fire access lanes, and/or
- A minimum of 7,500 square feet within a planned building or structured parking deck to accommodate a one-bay fire truck station, including apparatus space, operational clearances, utility connections, and ingress/egress routes designed for fire apparatus movement.

This facility would ensure that long-term emergency coverage remains sufficient as the district reaches full build-out and event-related demands increase.

Emergency Access, Street Grid, and Vertical Circulation: The site includes elevated pedestrian bridges, structured parking decks, private streets and Alpha Loop connections that shape the emergency circulation network. If approved, the applicant will be required to design and dedicate emergency access easements for critical fire apparatus routes and emergency operational areas, preserving long-term emergency access and ensuring that future redevelopment phases cannot obstruct fire lanes or staging areas.

Structured parking placement and block configuration reinforce the need for integrated emergency pathways between decks, loading zones, and public spaces, as well as district-wide surveillance and secure access control.

Public Safety Substation and Multi-Agency Coordination: City staff have met several times with public safety professionals at The Battery in Cobb County to discuss their operations and recommendations based on their Battery operations experience. The Battery stadium is over twice the size, 45,000 seats of the proposed 20,000 seat arena at North Point. The Cobb County staff recommended 650 sf of space be provided to accommodate a Public Safety Substation within the arena structure to support Police, Fire, EMS, and event-level emergency coordination. They also recommended 2 holding cells on site for Alpharetta Police access.

Staff also find that the district's proposed uses and event load justify continued requirements for:

- A Public Safety Liaison Committee

- Quarterly incident reporting
- A coordinated Public Safety & Emergency Operations Plan updated annually

Vertiport Emergency Planning: The site plan identifies a Vertiport within the district's land-use mix. Staff find that EVTOL aircraft operations require:

- Dedicated emergency access routes that do not conflict with arena or event ingress/egress
- EVTOL-specific fire suppression strategies, including battery fire response protocols
- Coordination with MARTA and regional aviation safety agencies due to proximity to the ELT corridor
- Integration of Vertiport monitoring into district-wide CCTV and communication systems
- Specialized procedures for airborne emergencies, hazardous materials, and landing incidents

Requirements should be incorporated into the district's Public Safety & Emergency Operations Plan.

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:

Table 14: FULTON COUNTY SCHOOLS – 1,385 'For-Rent' Units

School	Estimated # New FCS Students Generated
Northwood Elementary School	3 – 136
Haynes Bridge Middle School	1 – 19
Centennial High School	0 – 79
Total	4 – 234

Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 4 – 234 school age children. All three (3) schools are shown to be under capacity.

STANDARDS FOR ZONING/MASTER PLAN AMENDMENT CHANGES

- Adjacent and nearby properties are primarily developed with compatible uses, such as retail, office, and hotel. Some of the surrounding properties have struggled in recent years with higher vacancies. The proposal would permit a mixed-use sports and entertainment district which is consistent with the vision in the North Point LCI and Comprehensive Plan and would benefit surrounding properties.
- Adjacent and nearby properties are primarily developed with compatible uses, such as retail, office, and hotel. Some of the surrounding properties have struggled in recent years with higher vacancies. The proposal would permit a mixed-use sports and entertainment district which is consistent with the vision in the North Point LCI and Comprehensive Plan.
- The proposal represents redevelopment of most of the North Point Mall property, with the exception of two (2) anchors and relocation of other retailers. The proposal would not adversely impact the natural environment. The proposal would increase the amount of open space on the property from approximately twelve (12) acres to nearly 27 acres.
- Regional shopping malls are closing across the country. If a new vision is not implemented, the Mall and surrounding retail area could rapidly decline. The proposal would permit a mixed-use sports and entertainment district which is consistent with the vision in the North Point LCI and Comprehensive Plan.

- Mixed-use developments reduce impacts on public facilities and services by providing a place to live, work and play. In addition, the project site was developed as a regional mall, which is supported by existing transportation infrastructure with the capacity to support the mall's peak demand during the winter holiday season. The property has multiple points of access from North Point Drive, North Point Circle, North Point Center East, and North Point Parkway. And the site is ideally located between the Haynes Bridge Road and Mansell Road interchanges on Georgia 400 with a future MARTA ELT stop planned at the subject property.
- Regional shopping malls are closing across the country. If a new vision is not implemented, the Mall and surrounding retail area could rapidly decline. The proposal would permit a mixed-use sports and entertainment district which is consistent with the vision in the North Point LCI and Comprehensive Plan.
- 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.
- The proposal reflects a reasonable balance. North Point Mall is in a distressed condition and if a new vision for the property is not realized, the Mall and surrounding retail area will rapidly decline. The proposal would permit a mixed-use sports and entertainment district which is consistent with the vision in the North Point LCI and Comprehensive Plan.
- Regional shopping malls are closing across the country. If a new vision is not implemented, the Mall and surrounding retail area could rapidly decline. A mixed-use development at this location is consistent with the vision in the North Point LCI.
- The zoning proposal is consistent with the comprehensive land use plan designation of the property, which is 'Mixed Use'. The Horizon 2045 Comprehensive Plan identifies North Point as the single-most important redevelopment opportunity in Alpharetta. Public engagement confirmed strong alignment: 77% of survey responses directed future investment toward North Point, and community input emphasized the need for entertainment, placemaking, public spaces, and mixed-use development within the district.

CONDITIONAL USE REVIEW CRITERIA

- The project site was developed as a regional mall, which is supported by existing transportation infrastructure with the capacity to support the mall's peak demand during the winter holiday season. The property has multiple points of access from North Point Drive, North Point Circle, North Point Center East, and North Point Parkway. In addition, the site is ideally located between the Haynes Bridge Road and Mansell Road interchanges on Georgia 400 with a future MARTA ELT stop planned at the subject property. MARTA currently operates a transit bus route along North Point Parkway, Mansell and Haynes Bridge Road.
- The above-referenced site development requirements will be adequately addressed in the proposed development plans. Parking demand will be met on-site for typical mixed-use operations and residential and hotel uses will have dedicated parking. Off-site parking agreements will be utilized to meet parking demand during arena events.
- The applicant proposes 'For-Rent' use in association with a mixed-use development, which is consistent with the comprehensive land use plan designation of the property, which is 'Mixed Use'. The property is located within Priority Area 1 on the residential density map in the North Point overlay, which is appropriate for higher residential densities. The increased non-residential building height is

compatible with surrounding properties which allow building heights up to twenty (20) and 30 stories in the North Point Business Center Master Plan.

- The conditional use would not impact City or State expenditures related to servicing or maintaining neighboring properties. The subject property is viewed as an appropriate location for the proposed sports and entertainment district because infrastructure is already in place that can support the applicant's proposal.
- Surrounding properties are already developed, and the conditional use would not impede the normal and orderly redevelopment of surrounding properties. As seen with Downtown and Avalon, there is a halo effect with creating mixed-use developments and environments, which positively impacts surrounding and nearby properties.
- The proposal is consistent with the vision of the Comprehensive Plan and North Point LCI, which identify the Georgia 400 corridor, and specifically the North Point area, as an appropriate location to establish mixed-use activity centers at higher densities and intensities. The increased non-residential building height is compatible with surrounding properties which allow building heights up to twenty (20) and 30 stories in the North Point Business Center Master Plan.
- Adjacent and nearby properties are developed with a mix of uses, including office, retail/restaurant, hotel, and stormwater/stream. The proposed conditional uses to allow 'For-Rent' use, increased density, and increased non-residential building heights are appropriately separated from similar uses and conflicting uses.

VARIANCE REVIEW CRITERIA

- The property has exceptional conditions related to its size, shape, and topography. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA ELT stop at the property. The request to increase the maximum residential building height is supported by adjacent properties being approved for building heights up to twenty (20) and 30 stories. Two (2) 'For-Rent' buildings would be up to twenty (20) stories, and the remaining buildings would be up to six (6) stories. The MU office percentage reduction can be supported based on there being approx. 562,000 square feet of office in four (4) adjacent office buildings. Parking demand will be met on-site during typical mixed-use operations. Since major events at the arena will only impact parking needs approximately fifteen percent (15%) of the year, arena parking will be managed through a combination of on- and off-site parking agreements, employee parking management, and shuttle operations. There are approximately 10,000 parking spaces available within a fifteen (15) minute walk of the site which would support the district during arena events.
- Application of the ordinance would create an unnecessary hardship. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA ELT stop at the property. The request to increase the maximum residential building height is supported by adjacent properties being approved for building heights up to twenty (20) and 30 stories. Two (2) 'For-Rent' buildings would be up to twenty (20) stories, and the remaining buildings would be up to six (6) stories. The MU office percentage reduction can be supported based on there being approx. 562,000 square feet of office in four (4) adjacent office buildings. Parking demand will be met on-site during typical mixed-use operations. Since major events at the arena will only impact parking needs approximately fifteen percent (15%) of the year, arena parking will be managed through a combination of on- and off-site parking agreements, employee parking management, and shuttle operations. There are approximately 10,000 parking spaces available within a fifteen (15) minute walk of the site which would support the district during arena events.

- There are peculiar conditions pertaining to the property currently being developed with a distressed regional mall. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA ELT stop at the property. The request to increase the maximum residential building height is supported by adjacent properties being approved for building heights up to twenty (20) and 30 stories. Two (2) 'For-Rent' buildings would be up to twenty (20) stories, and the remaining buildings would be up to six (6) stories. The MU office percentage reduction can be supported based on there being approx. 562,000 square feet of office in four (4) adjacent office buildings. Parking demand will be met on-site during typical mixed-use operations. Since major events at the arena will only impact parking needs approximately fifteen percent (15%) of the year, arena parking will be managed through a combination of on- and off-site parking agreements, employee parking management, and shuttle operations. There are approximately 10,000 parking spaces available within a fifteen (15) minute walk of the site which would support the district during arena events.
- Staff has reviewed the applicant's proposal against the established review criteria for a master plan amendment, rezoning, conditional use and variances. The proposed mixed-use sports and entertainment district is consistent with the vision in the North Point LCI and Comprehensive Plan and would benefit surrounding properties. The proposal specifically addresses objectives in the North Point LCI, such as 1) Create a "park once walk everywhere" walkable environment, 2) Induce redevelopment of large areas of surface parking, and 3) Improve the area's retail balance. Open space and connectivity between various modes of transportation are key components in the applicant's proposal and are supported by the LCI. The proposed mixed-use sports and entertainment district is ideally located at the North Point Mall property which is situated adjacent to and between two (2) Georgia 400 interchanges and was developed with the appropriate infrastructure to support a regional development of this magnitude. The Horizon 2045 Comprehensive Plan identifies North Point as the single-most important redevelopment opportunity in Alpharetta. Public engagement confirmed strong alignment with 77% of survey responses directing future investment toward North Point, and community input emphasized the need for entertainment, placemaking, public spaces, and mixed-use development within the district.
- The conditional use to allow 'For-Rent' use, increased density, and increased non-residential building height is proposed in association with a mixed-use development, which is consistent with the comprehensive land use plan designation of the property. The property is located in the North Point Overlay Priority Area, which is appropriate for higher residential densities. The increased building height is compatible with surrounding properties which allow building heights up to twenty (20) and 30 stories in the North Point Business Center Master Plan. Finally, the project site was developed as a regional mall, which is supported by existing transportation infrastructure with the capacity to support the mall's peak demand during the winter holiday season. The site is ideally located between the Haynes Bridge Road and Mansell Road interchanges on Georgia 400 with a future MARTA ELT stop planned at the subject property.
- The property has exceptional and peculiar conditions related to its size, shape, and topography, as well as being developed with a distressed regional mall. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA ELT stop at the property. The request to increase the maximum residential building height is supported by adjacent properties being approved for building heights up to twenty (20) and 30 stories. Two (2) 'For-Rent' buildings would be up to twenty (20) stories and the remaining buildings would be up to seven (7) stories. The MU office percentage reduction can be supported based on there being approx. 562,000 square feet of office in four (4) adjacent office buildings. Parking demand will be met on-site during typical mixed-use operations. Since major events at the arena will only impact parking needs approximately fifteen percent (15%) of the year, arena parking will be managed through a combination of on- and off-site parking agreements, employee parking management, and shuttle

operations. There are approximately 10,000 parking spaces available within a fifteen (15) minute walk of the site which would support the district during arena events.

- Horizon 2045 – Comprehensive Plan.
- Future Land Use Map.
- Northpoint Framework Plan.

STAFF RECOMMENDATION:

Approve MP-26-06/Z-26-05/CU-26-04/V-26-08 North Point Sports & Entertainment District, subject to the following conditions:

1. Approximately 98.58 acres shall be zoned to MU and developed substantially similar to the site plan prepared by Kimley-Horn, dated 7/30/26, except as modified by these conditions.
2. Exterior modifications to existing buildings and new buildings shall be consistent with the submitted renderings, with final approval by DRB. Architectural design shall use high-quality materials such as brick, stone, cementitious panels, metal accents, and glazing systems consistent with the EcoDistrict character. Buildings over 7 stories shall be stepped back a minimum 15' above the 4th story, as approved by DRB. Buildings shall incorporate façade articulation, step-backs, transparency, pedestrian-scale frontage, and architectural consistency across the district, as approved by DRB.
3. Development regulations shall be as follows:
 - a. Arena & Practice/Community Ice – A minimum 17,500 seat and maximum 20,000 seat arena shall be permitted with a maximum building height of 170' (as measured from the internal street at the main entrance to the arena). Practice/community ice sheets shall be permitted with a maximum 2,000 seat capacity and maximum building height of 4 stories or 80', whichever is less.
 - b. Commercial – Maximum 565,000 square feet of retail/restaurant uses (new and existing) shall be permitted in freestanding and mixed-use buildings. Non-residential uses (retail, restaurant, office, and 'For-Rent' amenities) on the ground floor of the 'For-Rent' buildings shall not count against the maximum commercial and office entitlements or require additional parking. Freestanding commercial building height shall not exceed 4 stories or 80', whichever is less. Drive-through restaurants shall not be permitted. Rooftop and outdoor dining areas shall not count against the maximum commercial entitlement or require additional parking.
 - c. Office – Maximum 750,000 square feet of office shall be permitted in freestanding buildings no greater than 14 stories or 200', whichever is less. Additional office shall be permitted when exchanged for commercial, 'For-Rent' residential (1,000 SF per unit), or hotel (500 SF per hotel room) entitlements.
 - d. Hotel – Maximum 650 rooms shall be permitted in two (2) freestanding or mixed-use buildings (limited to retail on the first floor) no greater than 20 stories or 300' whichever is less. Hotels shall be 4-star (AAA Diamond Program), or higher and similar in quality to a Loews, Curio, or Autograph Collection. Accessory uses shall be limited to restaurant, spa, fitness center and conference space. Minimum 10,000 square feet of conference space shall be provided with a maximum of 35,000 square feet; and shall include a minimum 7,500 square feet of outdoor pavilion space for weddings and other events. Both hotels shall include on-site full-service restaurants and banquet kitchen capable of serving full-scale events. Hotels shall provide direct pedestrian connectivity to the arena and music hall.
 - e. 'For-Rent' Residential – If the National Hockey League (NHL) awards a franchise team to the North Point site, up to 1,385 'For-Rent' units shall be eligible for a CO based on the available units by year as depicted in the 'For-Rent' Request - Recommended CO Year table in this staff report. Up to 2 'For-Rent' buildings may have a building height up to 20 stories or 240', whichever is less, and all other buildings shall not exceed 7 stories or 90', whichever is less. 'For-Rent' units shall be limited to studio, one (1), two (2), and three (3) bedrooms. A maximum of 65% of units shall be studio or one (1) bedroom and no more than ten percent (10%) shall be three (3) bedroom units. 'For-Rent' units shall have first-class

amenities, including a pool, fitness center, secured parking, resident's lounge, business center, on-site management office and secure elevator access.

Concurrency: 600 'For-Rent' units shall be eligible for CO after building permits are issued for a minimum of 300,000 square feet of retail (including retail anchors, new retail, restaurants, and a minimum 3,500 square foot neighborhood grocery) and the cinema. A CO shall not be issued for the remaining 'For-Rent' units until the arena super structure (foundation, all supporting steel and concrete), 350,000 square feet of office, and internal section of Alpha Loop is constructed and shall be eligible for a CO based on the available units by year as depicted in the 'For-Rent' Request – Recommended CO Year table in this staff report.

Reversion: If construction does not commence on the 'For-Rent' units by August 24, 2031, or if the NHL does not approve a hockey team at the site before August 24, 2031, then zoning entitlements shall revert to current zoning of the property.

- f. Other Uses – A performing arts or music hall with a maximum seating capacity of 4,000 seats shall be permitted in a building with a maximum height of 4 stories or 80', whichever is less. A theater or cinema with a maximum seating capacity of 1,139 seats shall be permitted in a building with a maximum height of 4 stories or 80', whichever is less.
- g. Parking Decks – Maximum height shall not exceed 7 stories or 95', whichever is less. Parking decks visible from North Point Circle or Georgia 400 shall be treated with comparable materials and finishes as the building they serve and/or screened from view with evergreen landscaping, as approved by DRB. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the DRB.
- 4. Active uses, including retail, restaurant, office and 'For-Rent' amenities, shall be required in all 'For-Rent' buildings and located on the ground-floor space along storefront streets and shall have a minimum first floor height of 14' and depth of 30', as approved by Staff. Ground-floor residential units shall have individual walkouts connecting to the sidewalk system.
- 5. The Master Plan area shall be limited to the following uses and further restricted by conditions of zoning:
 - a. Arena and Indoor Practice/Community Ice Sheets
 - b. Retail
 - c. Restaurant
 - d. Office (professional, medical and research and development)
 - e. Hotel (boutique hotel and hotel)
 - f. Residential ('For-Rent' and 'For-Sale')
 - g. Performing Arts/Music Hall
- 6. Uses shall be customarily accessory to or amenities for residential, office, and sports and entertainment uses, limited to the following:
 - a. Amphitheater
 - b. Animal Hospital, Small Animal
 - c. Art Gallery
 - d. Athletic Facility
 - e. Auditorium
 - f. Automotive Sales Showroom (limited to one (1) not to exceed 5,000 SF and outside car storage display limited to no more than 5 vehicles)
 - g. Bakery
 - h. Bank
 - i. Barber Shop
 - j. Beauty Shop
 - k. Book Store
 - l. Bowling Alley
 - m. Brewery or Distillery
 - n. Dance and Fitness Studio
 - o. Day Care Facility
 - p. Drug Store (Pharmacy)
 - q. Dry Cleaning, Pick-up Station

- r. Florist, Retail without Greenhouse
 - s. Golf, Miniature and Driving Range
 - t. Grocery Store
 - u. Hardware and Garden Supply Store
 - v. Home Improvement Store
 - w. Museum and Libraries
 - x. Nail Salon
 - y. Park and Playground
 - z. Pet Grooming and Pet Day Care
 - aa. Public Building
 - bb. Recreational Facilities, Indoor and Outdoor
 - cc. Restaurant (no drive-thru)
 - dd. Retail Sales and Services Establishment
 - ee. School, Academic and Commercial
 - ff. Shop or Studio, Craftsman/Artist
 - gg. Spa Services (conditional use)
 - hh. Special Event Facility (conditional use)
 - ii. Theater, Cinema
 - jj. Vertiport
7. Minimum 26.86 acres of open space (21.24 acres of civic space and 5.62 acres of amenity space), consisting of squares, plazas, multi-use trails, park, yards and lawns, patios and balconies, outdoor dining, sports court, pocket parks, and pool courtyards and amenity areas shall be provided as depicted on the submitted renderings and site plan prepared by Kimley-Horn, dated 7/30/26.

Design Conditions:

- 8. Developer shall provide a detailed street planting plan for North Point Circle and new private streets, including landscape theme with overstory shade trees, mid-story shade trees, ornamental trees, evergreen trees and shrubs to be planted throughout the District. The theme shall include flowering trees and shrubs of similar color with varying bloom times, as approved by DRB. Landscape plan shall be approved prior to issuance of an LDP.
- 9. Minimum 10' landscape strip shall be required along North Point Circle adjacent to the proposed development.
- 10. Minimum size of tree planter pits shall be 100 SF and planted with shrubs and/or groundcover, as approved by Staff. The edge of planting pits for overstory shade trees shall be a minimum of 15' off the face of the building and or any architectural features such as balconies or overhangs. The edge of planting pits for mid-story shade trees shall be a minimum of 10' off the face of the building and or any architectural features such as balconies or overhangs. The edge of planting pits for ornamental trees shall be a minimum of 5' off the face of the building and or any architectural features such as balconies or overhangs. Tree planters shall be delineated with physical barriers. Planters located within pedestrian gathering and activation areas shall be designed to contribute to the activation of the spaces through the incorporation of seating, standing tables, ledges, or similar amenities.
- 11. Developer shall provide EcoDistrict measures with each phase of development in compliance with the North Point Overlay. Detailed information shall be provided at LDP and building permit showing compliance with the requested EcoDistrict measures. Total EcoDistrict points to be confirmed by Staff.
- 12. Developer shall improve the stormwater park on its property, including trails, landscaping and overlook. The northern half of the stormwater park shall be improved prior to a CO for the 1st 'For-Rent' building and remaining portion of the stormwater park is improved prior to a CO for the 2nd 'For-Rent' building, as approved by Staff. Upon completion of each of the northern half and the remaining portion, the tract shall be dedicated to the City, other than the detention ponds themselves and waterways which feed it. The City shall be responsible for the structural repairs upon dedication, and the developer shall be responsible for daily maintenance. Developer and other pond owner shall remain solely and exclusively responsible for maintenance of the detention ponds and waterways which feed it. The cost of the construction of such improvements shall be eligible for park impact fee credits.
- 13. Minimum 8 public art installations shall be provided at prominent locations throughout the development, with unique murals and sculptures approved by Cultural Arts Commission (CAC). Public art shall include sculptures,

murals, water features, EcoDistrict monuments and District Thresholds, and other similar improvements approved by Staff. Approval and construction of at least 1 public art installation shall be required concurrent with the 1st CO for a 'For-Rent' building. A minimum of 1 additional public art installation shall be required concurrent with the issuance of each CO. All sculptures shall be required prior to final CO issued for the last building constructed. Public art installations shall be privately maintained.

14. Minimum 2,500 square feet civic space shall be developed at the corner of North Point Circle and North Point Drive and North Point Circle and North Point Center East. Civic space shall include decorative hardscape, landscape, and public art. Open space, including improvements, shall be privately maintained.
15. Developer shall provide an interactive water feature in North Point Green near the intersection of North Point Center East and North Point Circle and adjacent to the practice facility, or an alternate location, as approved by Staff. This improvement shall count toward the required public art installations.
16. As agreed to by the developer, the North Point Mall carousel shall be saved and incorporated into the development.
17. Retaining walls shall receive architectural façade treatment and be heavily landscaped. Retaining walls visible from developed areas exceeding 16' in height shall be terraced with landscaping to break up large expanse of retaining wall.
18. Applicant shall provide a dedicated space within the North Point Sports & Entertainment District for a Georgia Tourism visitor kiosk to be operated in coordination with the Georgia Department of Economic Development, Explore Georgia, or their authorized partner. The visitor kiosk shall be located in a high-visibility, publicly accessible area of the development, such as the primary plaza, event promenade, or other location approved by the City and Developer and shall be integrated into the pedestrian circulation network. The kiosk easement area shall be a minimum of 150 square feet and shall include connections for electrical service, lighting, and data/communications, as well as necessary weather protection if located outdoors. Alternatively, the developer can provide Georgia Tourism space within the arena structure to be operated by Explore Georgia.
19. Developer shall provide bicycle racks, benches, trash receptacles, decorative crosswalks, planters, kiosks and other street furniture, where appropriate, throughout the development.
20. Prior to LDP, developer shall submit for DRB approval a document titled, 'North Point Sports & Entertainment District Design Standards'. This document shall include elevations or architectural themes, street amenities and furnishings consistent with the North Point Design Guidelines, streetscape and alleyway standards, entrance treatments at the intersections of North Point Circle and North Point Drive and North Point Center East, signage, storefronts, and landscaping which shall be substantially similar to the information contained in the 2026 public hearing application. This condition shall be satisfied upon approval by DRB.
21. Signage visible from the public right-of-way or from neighboring properties shall comply with a DRB-approved Master Sign Package defining sign styles, illumination, materials, and placement. Signage that is not visible from the public right-of-way or from neighboring properties shall not be subject to the City's sign regulations but shall be contemplated in the Master Sign Package. Signs mounted or affixed to a building shall appear integral to building design. Off-premises signage shall be prohibited, except in areas of the district that are not subject to the City's sign regulations and in existing off-premises sign easements in existence at the time of this master plan amendment. Off-premises signage in an existing sign easement shall comply with the North Point Creative Placemaking Monuments and District Thresholds, as approved by Staff.
22. Awnings, or similar overhead structures, shall be provided at the ground level in commercial areas where reasonably appropriate in order to protect pedestrians from inclement weather.
23. Development shall include at least 2 rooftop amenities within the non-residential portion of the development.
24. Developer shall prioritize the orientation of 'back of house' functions, such as delivery service areas, loading areas, and refuse enclosures away from view from the right-of-way, as approved by DRB. Service areas and loading areas shall be screened from public areas and separated from the primary vehicular and pedestrian circulation areas, as approved by DRB.
25. Developer shall install all utilities and transformer systems underground, except that transformers shall be permitted at-grade if screened, as approved by Staff. To the maximum extent possible, all water/sewer utilities and grease traps shall be installed within service alleyways. All mechanical systems must be screened in a manner that is architecturally comparable to the buildings they are associated with. Any necessary above-ground utility systems shall be screened, as approved by Staff.

Transportation:

26. The arena shall be designed with a pick-up and drop-off area, with final approval by Staff.
27. New streets and alleys shall be private and shall be consistent with the streetscape exhibits prepared by Kimely-Horn, dated 7/29/26, with modifications in final design and permitting, as approved by Staff. Developer shall coordinate with the City and County on any necessary intergovernmental and development agreements for new or existing utilities within streets and alleyways.
28. Enhanced pedestrian crossings and bicycle connections shall be provided throughout the site, including between buildings and open space within the development; and across North Point Circle. Enhanced pedestrian crossings within the development and across the development shall be designed and constructed of materials, such as brick pavers, cobblestones, or architecturally treated concrete products, as approved by DRB. Off-site pedestrian and bicycle connection improvements shall be eligible for impact fee credits.
29. Pedestrian bridges, stairs, elevators and escalators within the site may encroach over and into public spaces provided that they do not impede pedestrian circulation or safety, as approved by Staff.
30. Developer shall construct the Alpha Loop through the site and located within the Loop Road substantially as depicted on the site plan prepared by Kimely Horn, dated 7/30/26, with final design, location, alignment, and materials as approved by Staff. Design shall include landscape separation from storefronts sidewalks with curb, trees, and/or landscaping. The design and construction of the portion of the Alpha Loop to provide connectivity to a pedestrian bridge/ELT stop will be conducted in coordination and after the pedestrian bridge/ELT stop are constructed. A bike share station shall be required along the Alpha Loop with final location and design approved by Staff. Alpha Loop improvements shall be eligible for impact fee credits.
31. In coordination with MARTA, developer shall upgrade 2 existing bus stops with MARTA bus shelters and will work with MARTA to explore any bus stop consolidations along property frontages. Applicant shall apply for the True North 400 CID bus shelter program. Expenditures not reimbursed by the CID shall be eligible for impact fee credits.
32. Minimum parking requirements shall be as outlined in the parking study prepared by Kimley-Horn, dated 7/21/26.
33. Prior to the issuance of an LDP, preliminary on-site and off-site Parking Agreements shall be submitted, reviewed, and approved by Staff. Final recorded Parking Agreements shall be provided prior to a CO for the arena. Developer shall coordinate to have submitted Parking Agreements incorporate off-duty officer presence during special event programs to help manage traffic demands, as approved by Staff. Parking Agreements approved by Staff may require additional privately paid licensed security professionals or traffic control professionals, as determined by Alpharetta Police.
34. Developer shall work with the City, MARTA and GDOT to collaboratively explore, design, and create an Express Lane Transit (ELT) station and mobility hub along GA-400 and within the site, as well as pedestrian bridge accessibility options from the ELT station to the site. Factors to be explored and designed include dedicated space for future micromobility options and universal accessibility capabilities that will assist with improving future transportation mobility services for employees, citizens, and visitors alike.
35. Prior to LDP, special/major event transportation management plans shall be coordinated with City Staff and submitted for review and approval. Developer shall submit a comprehensive traffic and access management plan—coordinated with City Police, Fire, Public Works & Community Development Departments—detailing phased road closures, reroutes, and dedicated emergency lanes for events.
36. Developer shall construct an exclusive southbound right-turn lane along Mall Access B Driveway at the intersection with North Point Parkway, creating one exclusive through lane and one exclusive right-turn lane, as approved by Staff.
37. Developer shall increase the eastbound left-turn storage length at North Point Parkway and Encore Parkway/Private Driveway (intersection 8). Work with city staff to determine the length of additional storage required and at which phase of development it must be completed.
38. Developer shall channelize the southbound right-turn movement to make it free flow at Haynes Bridge Road and North Point Drive.
39. Developer shall upgrade signal heads on the northbound and southbound approaches to Flashing Yellow Arrow (FYA) to allow protected-permissive phasing by time of day at Mansell Road and North Point Parkway/Resurgens

Park Place. Restripe the southbound shared through/left-turn lane to be an exclusive through lane and remove split phasing and provide dual entry for the northbound and southbound approaches.

40. Developer shall construct and/or install traffic control measures as identified in the event Traffic Management Plan. These may include dynamic lane assignment signs used to change lane rules during events, informational signage to guide motorists or pedestrians during events, or other traffic control measures, as approved by Staff.

Fire & Police Departments:

41. Emergency access shall be maintained at lane and including during large-scale events, temporary street closures, and traffic control operations through approved operational planning and coordination with Fire and Police Department.
42. Any proposed street closures, event operations, or traffic control measures affecting fire apparatus access shall be subject to Fire Department review and approval.
43. Evacuation & Emergency Plans: Developer/operator shall develop an event evacuation program, including interior occupant load analysis, egress signage and drills. Incorporate protocols for fire, medical emergencies, severe weather, and crowd surges. Event operations shall include provisions for fire department access, staging, and incident command. Plans shall be reviewed and approved by the Fire Department prior to occupancy and updated periodically.
44. The Fire Department may require Fire Safety Officers (FSOs) for events based upon occupancy load, event type, operational complexity, temporary structures, special effects, pyrotechnics, fire and life safety system impairments, impaired fire access, crowd characteristics, or other life safety considerations. Fire Safety Officer staffing levels shall be determined by the Fire Department and shall be funded by the developer/operator.
45. Developer shall design and dedicate emergency access easements for critical fire apparatus access routes and emergency operational areas throughout the development to preserve long-term emergency access capabilities and unobstructed routes for first responders.
46. Developer shall conduct a Standards of Coverage study that evaluates anticipated emergency response times and public safety service levels for both Fire and Police Departments. Assessment findings to be used to inform coordination between the project team and the Fire and Police Departments. Information from the findings may also require additional dedicated fire access lanes and a minimum of 7,500 sf within a planned building for one-bay fire truck/station.
47. Removable or retractable bollards utilized within pedestrian or event-controlled areas shall be required and approved by the Fire Department and equipped with Knox locking systems or other approved emergency access controls.
48. A Public Safety Substation designed to support multi-agency emergency operations during planned events and emergency incidents shall be required within the arena structure. Minimum 650 square feet shall be provided. The Public Safety Substation can be shared with onsite property security operations center. Consideration should be given to inclusion of restroom facilities, communications infrastructure, building system interfaces, and direct access to life safety system controls necessary to support extended operational periods. Additionally, 2 holding cells shall be provided on site for Alpharetta Police access.
49. All systems identified as Special Inspections, including but not limited to smoke control, smoke evacuation, and stair pressurization systems, shall require third-party review, testing, and certification in accordance with the International Building Code and applicable NFPA standards. Documentation of certification shall be provided to the Authority Having Jurisdiction (AHJ) prior to final acceptance. Third-party inspections and testing may supplement but shall not replace Fire Department review, witness testing, operational approval authority, or final acceptance responsibilities of the AHJ.
50. A third-party fire protection and life safety engineering review shall be conducted prior to formal plan submittal to the AHJ for the arena. This review shall evaluate life safety systems, egress design, smoke control strategy, and overall code compliance, and documentation shall be provided as part of the plan review process. All other structures on the site may be handled by AHJ unless otherwise dictated.
51. Site design shall support incident command operations, staging areas, and emergency vehicle circulation.
52. Prior to issuance of a CO for the arena, Developer/Operator shall enter into a Private EMS Operations Agreement with the City, approved by the Fire and Police Departments, establishing minimum staffing levels, certification

requirements, equipment standards, and coordination protocols for private EMS coverage at all arena events. The terms of such agreement shall be enforceable by the City through the development agreement and shall not be subject to automatic expiration.

53. Developer/operator shall create a Public Safety Liaison Committee comprising developer, APD, fire, EMS, and Traffic staff to meet quarterly during design/construction and continue once the arena is operational.
54. Developer/Operator shall provide quarterly incident reports summarizing public safety incidents, emergency responses, and lessons learned. Implement improvement actions required by public safety staff within 60 days; document progress for City review.
55. Developer/Operator shall implement a shared mobility strategy to reduce surface lot density and traffic congestion on adjacent arterials, as approved by Staff.
56. Developer/operator shall install a network of HD CCTV cameras covering reasonable public entry points, plazas, parking and loading zones, with at least 30-day image retention and integration into the Public Safety Services network.
57. Developer/operator shall provide a security plan specifying a minimum number of one (1) licensed security professionals per 1,250 attendees covering ingress, egress and potential crowd hot spots, subject to approval by the Police Department. Security professionals shall be paid by private developer/operator.
58. Developer/operator shall enter into a first-responder partnership agreement mandating event-level coordination with APD, including pre-event briefings, real-time radio access, and on-site staging for response teams during Arena events. A coordinated Public Safety & Emergency Operations Plan must be approved prior to opening the arena and updated annually thereafter and include:
 - a. Police staffing and traffic enforcement
 - b. Fire/EMS staging and medical response
 - c. Crowd control and evacuation planning
 - d. Monitoring protocols for pre-, during-, and post-event activity

Other Conditions:

59. Developer shall dedicate a 20' utility easement to Fulton County Government for an existing 16" water main within the North Point Circle right-of-way.
60. Developer's on-site construction trailer(s) shall provide office space for a minimum 2 City employees (1 land development inspector and 1 building inspector) for the duration of construction.
61. Developer shall be responsible for planting and maintenance of any medians within the development and for medians located on North Point Circle or the Access Roads.
62. Developer's financial responsibility for offsite improvements and stormwater park improvements shall not exceed its impact fees, nor shall credits be given for meeting minimum EcoDistrict and open space requirements.
63. It is acknowledged that the approved site plan may be subdivided into separately platted parcels with individual tax numbers, that the separate development parcels are to be developed by separate owners/developers, and that the public amenities are to be platted and owned by the Developer. Zoning compliance for conditions uniquely applicable to an individual owner's parcel will be the responsibility of that owner and that non-compliance by such an owner does not render, by itself, the remaining parcels "non-conforming" uses under the Zoning Code.

General Conditions of Approval to GTEA Development of Regional Impact Notice of Decision, dated 7/31/26:

Bicycle, Pedestrian & Transit Facilities

64. Ensure multimodal connections between all uses and work with the City of Alpharetta to determine safety mitigations for the internal road network.
65. Provide on-site pedestrian routes that are clearly delineated and appropriately marked to alert both drivers and pedestrians.
66. Provide pedestrian connections to the Alpha Loop trail system, as noted on the DRI site plan.
67. Consider best practices that allow for the prioritization of transportation alternatives; at a minimum the following should be included: pedestrian and bicycle facilities, transit accommodations, traffic calming, and green infrastructure.

68. Coordinate with MARTA, GDOT, and the City of Alpharetta to connect the GA 400 Rapid Transit to the DRI site via the proposed pedestrian bridge and ensure all stakeholders are involved in the design and implementation of the project.
69. The proposed pedestrian bridge for the GA 400 rapid transit station shall provide a direct site connection that ensures adequate and safe access to the DRI site, as noted on the site plan. Coordinate with MARTA during design and construction to identify preferred site access.
70. Evaluate the feasibility and consider implementing a bus stop that is internal to the site. Consideration shall require coordination with MARTA to identify location accessibility, design, and accommodations within the internal circulation and network.

General Georgia Department of Transportation (GDOT) Conditions

71. GDOT reserves the right to determine driveway access based on compliance with GDOT standards, safety analysis, neighboring conflicts, and any other circumstance needing consideration on all state routes based on GDOT's most up-to-date regulations.
72. Any access to GDOT right of way will be determined at the time of permitting when submitted with a design.

Encore Parkway at North Point Center/Private Driveway (Intersection 9)

73. Construct an exclusive northbound right-turn lane along Encore Parkway, creating one exclusive through lane and one exclusive right-turn lane.
74. Construct an exclusive westbound left-turn lane along North Point Center, creating one exclusive through lane and one exclusive left-turn lane.

There was discussion from the Commission:

- Condition #1.
- Site Plan specific condition.
- Intention is to tie Concurrency to the approval of NHL franchise at this location.
- Dedicated Residential and Hotel Parking.
 - Parking Agreements.
 - Parking Fee Structure.
 - Parking Variances
- For Sale Housing Component.
- For Rent phasing.
- Completion date for Arena if NHL Franchise is approved.
- Infrastructure capacity for water and sewer.
- Public Safety staffing and coordination.
- Possibility of making the entire development contingent on NHL Franchise Award.
- Alpha Loop Alignment clarification.
- Clarification of what could be built under present Condition # 1. Staff suggest adding additional condition to # 3 if that is what the Commission desires.
- Possibility of 3-year reversion clause instead of 5-year clause.
- Condition #3d. Staff is not recommending approval of Hybrid Hotel.
- Building Heights.
- Scaling/Massing of Buildings.
- Site Plan.
 - Where 20 story buildings will be located.
 - Need more detail than the current plan.
 - Renderings.
 - Location/size of grocery store has not been determined.
 - Would like to see a 3D Site Plan, and more detailed renderings.

Applicant gave a presentation:

- Request for 40 minutes for presentation.

- 3 proposed changes to Conditions:
- 3d – Request 1 Hybrid Hotel.
- 12- Request Developer not be responsible for daily maintenance of the park that is dedicated to the City.
- 15 - In agreement on providing an interactive water feature, but request for latitude to work with Staff on final location.
- Site History.
- Vision.
- Arena.
- Fly Thru Video.
- Amenities.
- Active Greenspace.
- Office.
- Food and Beverage.
- Hospitality.
- Sports Adjacent.

There was discussion from the Commission:

- Community Benefits.
- Case Study – The Battery.
- Community Feedback.
- Hybrid Hotel.
- For Sale Product.
- Housing Options.
- Phasing.
- Parking Agreements.
- New Alignment of Alpha Loop.
- Streetscape.
- Biking and Pedestrian Safety.
- Alpha Loop width and possible extension.

Chair Kung'u called a recess at 9:46 p.m.

Chair Kung'u reconvened the meeting at 9:58 p.m.

Public Comment:

In Favor:

1. Parker Welton, 3046 Jefferson St., Chamblee, GA.
2. Daniel Bush, 9230 Martin Road, Roswell, GA, Brixmoor Property Group
3. Nadia Garner, 302 Olmstead Way, Alpharetta, GA
4. John Lamb, 1415 Shade Tree Way, Alpharetta, GA
5. Kali Boatright, 10000 Avalon Boulevard, Suite 100, Alpharetta, GA
6. Colin Lucas, 350 Villa Magnolia Lane, Alpharetta, GA
7. Robert Sanford, 233 Downing Drive, Alpharetta, GA
8. Matthew Balberde, 3420 Marquess Manor, Alpharetta, GA

Reasons:

1. Potential to revitalize a landmark property, create vibrant destination, enhance surrounding neighborhoods supporting continued economic growth.
2. Thoughtful. well-conceived plan that represents a positive investment in the community.
3. Year-round entertainment events in the City of Alpharetta.
4. Need for makeover of the Mall.

5. Community would support a Hockey team.
6. Jamestown has proven track record as a developer.
7. Aligns with Comprehensive Land Use Plan and North Point TAD.
8. Supports North Fulton Chamber's efforts toward Workforce Development.
9. Reduces drive time.
10. Adds to Quality of life.
11. Benefits surrounding businesses through more foot traffic, larger customer base, steady, recurring visitors.
12. Addition to tax base for the City.
13. Brings great Community Amenities to the City.

In Opposition:

1. Bruce Creller, 4825 Hunters Meadow Lane

Concerns:

1. Too much of a hurry to demolish the mall.
2. Unsure about retail, commercial, apartments.
3. Would like to have a Performing Arts Center.
4. Viability of NHL Arena.

Applicant gave a Rebuttal:

- Land Use decision.
- History of Mall.
- Built as substantial, regional development.
- Outdated Zoning District.
- Re-creation of vision takes a different form.
- Mall properties have lost significant value in the last 5 years.
- Last Regional Mall was built in 2006
- Comp Plans.
- #1 Priority Redevelopment area is to preserve North Point area as a regional destination.
- Reimagine North Point.
- Scale and scope presented fits with regional destination.
- Incorporation of Community Feedback and Stakeholder feedback.

There was discussion from the Commission:

- Proposed Changes to Conditions:
 - Condition #3d – Staff's recommendation is 2 full-service hotels.
 - Condition #12 = Staff's recommendation is for Applicant to be responsible for daily maintenance of the Stormwater Park until it is built out as a 14-acre Stormwater Park as Applicant will receive Impact Fee Credits.
 - Condition #15 – Staff is fine with not tying the interactive water feature to a certain location
- Reason why Staff didn't recommend For Sale Product.
- For Rental Requests.
- Certification of Occupancies.
- LDP Process.
- Stormwater Rendering to be included in Condition #12.
- Revise - Condition 3e :
 - 'For-Rent' Residential – If the National Hockey League (NHL) awards a franchise team to the North Point site, up to 1,385 'For-Rent' units shall be eligible for an LDP and a CO would be based on the available units by year as depicted in the 'For-Rent' Request - Recommended CO Year table in this staff report. Up to 2 'For-Rent' buildings may have a building height

up to 20 stories or 240', whichever is less, and all other buildings shall not exceed 7 stories or 90', whichever is less. 'For-Rent' units shall be limited to studio, one (1), two (2), and three (3) bedrooms. A maximum of 65% of units shall be studio or one (1) bedroom and no more than ten percent (10%) shall be three (3) bedroom units. 'For-Rent' units shall have first-class amenities, including a pool, fitness center, secured parking, resident's lounge, business center, on-site management office and secure elevator access.

- Making the entire development contingent upon the awarding of NHL Franchise.
- Revise Condition #12:
 - Developer shall improve the stormwater park on its property, including trails, landscaping and overlook as depicted in the plan's Staff Report on page 20. The northern half of the stormwater park shall be improved prior to a CO for the 1st 'For-Rent' building and remaining portion of the stormwater park is improved prior to a CO for the 2nd 'For-Rent' building, as approved by Staff. Upon completion of each of the northern half and the remaining portion, the tract shall be dedicated to the City, other than the detention ponds themselves and waterways which feed it. The City shall be responsible for the structural repairs upon dedication, and the developer shall be responsible for daily maintenance. Developer and other pond owner shall remain solely and exclusively responsible for maintenance of the detention ponds and waterways which feed it. The cost of the construction of such improvements shall be eligible for park impact fee credits.
- Revise Condition # 30
 - Developer shall construct the Alpha Loop through the site and located within the Loop Road substantially as depicted on the site plan prepared by Kimely Horn, dated 7/30/26, with final design, location, alignment, and materials as presented by Staff. Design shall include landscape separation from storefronts sidewalks with curb, trees, and/or landscaping. The design and construction of the portion of the Alpha Loop to provide connectivity to a pedestrian bridge/ELT stop will be conducted in coordination and after the pedestrian bridge/ELT stop are constructed. A bike share station shall be required along the Alpha Loop with final location and design approved by Staff. Alpha Loop improvements shall be eligible for impact fee credits.
- Include 15' width component.
- Revise Condition #55
 - Developer/Operator shall implement a shared mobility strategy to reduce surface lot density and traffic congestion on adjacent arterials, as approved by Staff.
- Add a Condition that the entire plan is subject to the NHL awarding a franchise to the North Point site – adding it to Condition #1 Approximately 98.58 acres shall be zoned to MU and developed substantially similar to the site plan prepared by Kimley-Horn, dated 7/30/26, except as modified by these conditions and contingent on the NHL awarding a franchise team to the North Point site by August 24, 2031.
- Discussion of date of 2031.
- More Discussion on For Sale Component.
- Possible Phase 3 Component – reducing the amount of For Rent units by 300 and adding For Sale.
- Clarification that Commissioner Richard's intention is if the NHL Franchise is not granted, the project does not move forward.

- ❖ Commissioner Richard offered a motion to approve subject to the following conditions and I will recap my suggested changes:

Condition #1- Approximately 98.58 acres shall be zoned to MU and developed substantially similar to the site plan as prepared by Kimley-Horn, dated 7/30/26, except as modified by these conditions and contingent on the NHL awarding a franchise team to the North Point site by August 24, 2031.

No change to Condition # 2.

No changes to Condition #3 a, b, c.

Condition # 3d. – the first sentence. - Hotel – Maximum 650 rooms shall be permitted in two (2) freestanding or mixed-use (limited to retail on first floor) buildings no greater than 20 stories or 300' whichever is less. Hotels shall be 4-star (AAA Diamond Program), or higher and similar in quality to a Loews, Curio, or Autograph Collection. Accessory uses shall be limited to restaurant, spa, fitness center and conference space. Minimum 10,000 square feet of conference space shall be provided with a maximum of 35,000 square feet; and shall include a minimum 7,500 square feet of outdoor pavilion space for weddings and other events. Both hotels shall include on-site full-service restaurants and banquet kitchen capable of serving full-scale events. Hotels shall provide direct pedestrian connectivity to the arena and music hall.

Condition # 3e- 'For-Rent' Residential – If the National Hockey League (NHL) awards a franchise team to the North Point site, up to 1,085 'For-Rent' units shall be eligible for an LDP and CO based on the available units by year as depicted in the 'For-Rent' Request - Recommended CO Year table in this staff report. Up to 2 'For-Rent' buildings may have a building height up to 20 stories or 240', whichever is less, and all other buildings shall not exceed 7 stories or 90', whichever is less. 'For-Rent' units shall be limited to studio, one (1), two (2), and three (3) bedrooms. A maximum of 65% of units shall be studio or one (1) bedroom and no more than ten percent (10%) shall be three (3) bedroom units. 'For-Rent' units shall have first-class amenities, including a pool, fitness center, secured parking, resident's lounge, business center, on-site management office and secure elevator access.

Add Condition #3h- Current entitlements of 300 For Sale units shall be incorporated into the Site Plan as a component in Phase 3.

No changes to Conditions # 4-11.

Condition #12 -Developer shall improve the stormwater park on its property, including trails, landscaping and overlook as depicted in the Staff plan on page 20. The northern half of the stormwater park shall be improved prior to a CO for the 1st 'For-Rent' building and remaining portion of the stormwater park is improved prior to a CO for the 2nd 'For-Rent' building, as approved by Staff. Upon completion of each of the northern half and the remaining portion, the tract shall be dedicated to the City, other than the detention ponds themselves and waterways which feed it. The City shall be responsible for the structural repairs upon dedication, and the developer shall be responsible for daily maintenance. Developer and other pond owner shall remain solely and exclusively responsible for maintenance of the detention ponds and waterways which feed it. The cost of the construction of such improvements shall be eligible for park impact fee credits.

Condition #30 - Developer shall construct the Alpha Loop through the site and located within the Loop Road as depicted on the plan as prepared by Staff with final design location alignment materials as approved by Staff, with final design, location, alignment, and materials as approved by Staff. Design shall include landscape separation from storefronts sidewalks with curb, trees, and/or landscaping. The design and construction of the portion of the Alpha Loop width is 15' throughout the site to provide

connectivity to a pedestrian bridge/ELT stop will be conducted in coordination and after the pedestrian bridge/ELT stop are constructed. A bike share station shall be required along the Alpha Loop with final location and design approved by Staff. Alpha Loop improvements shall be eligible for impact fee credits. Alpha Loop width is 15' wide throughout the site.

Condition #55 - Developer/Operator shall implement a shared mobility strategy to reduce surface lot density and traffic congestion on adjacent arterials, as approved by Staff.

No changes to the remaining conditions.

- Second: Commissioner Reynolds.

There was discussion during the motion:

- Confirmation that intent of motion is there can be no activity on the site until NHL Franchise is awarded.
- ❖ Commissioner Stratton offered a Friendly Amendment to Condition #15 - Developer shall provide an interactive water feature in a location, as approved by Staff. This improvement shall count toward the required public art installations.
- ❖
- Commissioners Richard and Reynolds accepted the Friendly Amendment.

There was discussion during the motion:

- There was clarification that the intent of the motion is that there be no activity on the site without an NHL franchise awarded.
 - Commissioner Stratton gave position on why he does not support newly proposed Condition #3h.
 - Commissioner Aiken gave his position on the proposal
 - Provided data on apartments today.
 - Issues in the housing market
 - Issues with Condo, townhome product today.
 - Developer may change product in the future.
 - Possibility of revising phasing.
 - Avalon did not cannibalize North Point.
 - Would rather go with Staff on Condition #3d.
 - Condition #12 and #15 are fine in motion.
 - Does not want project to fail because of change to For-Sale product.
 - Commissioner Richard clarified that her motion for Condition # 3d is Staff's condition.
 - Commissioner Reynolds discussed tying of For-Sale, For-Rent to Mixed Use development.
- ❖ Commissioner Stratton offered a Friendly Amendment to approve with all the conditions that you mentioned, with the exception of the new condition, one or the addition to Condition #1 and 3h that focuses on the 300 for sale units.
- Commissioners Richard did not accept the Friendly Amendment.
- ❖ Commissioner Stratton offered a substitute motion to Approve MP-26-06/Z-26-05/CU-26-04/V-26-08 North Point Sports and Entertainment District as per the Conditions that were just read by Commissioner

Richard except for removing the edit to Condition #1 that would make everything contingent on the award of an NHL Team and removing Condition 3h that focused on the 300 For Sale units.

There was point of clarification from David Dove that there was an edit to Condition 3e related to the For Rent units reducing that number from 1385 to 1085.

Commissioner Stratton stated : My motion would be for Condition e to read as Staff presented it to us tonight without that edit from Commissioner Richard.

- Second: Commissioner Perkins
- Motion Carried (4-3) (Mitchell, Reynolds, Richard)

4. ADJOURNMENT

Chair Kung'u adjourned the meeting at 11:27 p.m.



PLANNING COMMISSION MEETING STAFF REPORT

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

I. AGENDA ITEM TITLE: MP-26-12/CU-26-10 VETERINARY DENTAL SPECIALISTS OF ATLANTA/WINDWARD MP POD 4

PLANNING COMMISSION: SEPTEMBER 3, 2026

CITY COUNCIL: SEPTEMBER 28, 2026

II. STAFF RECOMMENDATION:

Approve MP-26-12/CU-26-10 Veterinary Dental Specialists of Atlanta/Windward MP Pod 4, subject to the following conditions:

1. 'Animal Hospital, Small Animals' shall be added as a conditional use in the Windward Master Plan Pod 4.
2. 'Animal Hospital, Small Animals' shall be added as a conditional use at 3070 Windward Plaza, Suites G & H-I and limited to no more than 4,257 square feet.
3. Conditional use approval shall be limited to Veterinary Dental Specialists of Atlanta (VDSATL); no additional 'Animal Hospital, Small Animals' businesses or subleasing shall be permitted in the approved space.
4. Business shall be permitted to operate Monday – Friday 8:00 AM – 5:00 PM. After hours operations when the business is not open to the public shall not be subject to the preceding hours of operation.
5. Boarding of animals shall be limited to short-term care incidental to the hospital use.
6. A pet waste station with waste bags and trash shall be installed in the pet relief area. The business shall be responsible to maintain the pet relief area and waste station, including daily removal of trash and regular cleaning and replenishing of waste bags.
7. As submitted by the applicant, interior tenant improvements shall include noise attenuation measures.
8. Mobile resources supporting the business, such as a mobile MRI or X-ray, shall not be visible from the public right-of-way.

III. REPORT IN BRIEF:

The applicant, Steven Hornbuckle with Mission Pet Health, is requesting a master plan amendment and conditional use to allow an 'Animal Hospital, Small Animals' for Veterinary Dental Specialists of Atlanta (VDSATL) in a 4,257 square foot suite within an existing shopping center. A master plan amendment is requested to add 'Animal Hospital, Small Animals' to the Windward Master Plan Pod 4 and a conditional use is requested to allow 'Animal Hospital, Small Animal' for VDSATL. The subject property is located at 3070 Windward Plaza, Suites G & H-I in the Terraces at Windward shopping center.

DISCUSSION

The submitted request, if approved, would allow the applicant to operate a 'Animal Hospital, Small Animal' use in a 4,257 square foot suite within an existing shopping center. A master plan amendment is requested to add 'Animal Hospital, Small Animals' to the Windward Master Plan Pod 4 and a conditional use is

requested to allow 'Animal Hospital, Small Animal' for VDSATL. The subject property is located at 3070 Windward Plaza, Suites G & H-I in the Terraces at Windward shopping center.

The property is zoned CUP (Community Unit Plan) and is subject to the Winward Master Plan Pod 4, which has a Commercial land use designation. The property is developed with a strip shopping center (The Terraces at Windward) and two (2) out buildings. Surrounding properties are zoned CUP. Travelers Insurance and ValidiFI are located to the north, Ukrainian National Federal Credit Union is located to the east, Hilton Garden Inn is located to the south, and Windward Fairways office buildings are located to the west. The comprehensive land use plan designation of the property is 'Commercial', which supports the applicant's proposal.

The Terraces at Windward retail strip center is an eight (8) acre property developed as a strip shopping center consisting of a two (2) story, 63,848 square foot building and two (2) smaller retail buildings. A variety of businesses operate in the center, including Mellow Mushroom, J. Christopher's, Dickey's Barbecue Pit, Moe's Southwest Grill, The UPS Store, Chin Chin, Golf Envy, Firefly Alpharetta, and Helium Comedy Club. The applicant's business would be located in Suites G & H-I, consisting of 4,257 square feet, and on the first floor of the main strip center building.

UDC Section 1.4.2 defines 'Animal Hospital, Small Animals' as, "A place where dogs, cats, birds or other animals normally kept as household pets are given medical or surgical treatment and the boarding of animals is limited to short-term care incidental to the hospital use." The use is permitted by-right in the LI (Light Industrial) district and as a conditional use in the AG (Agriculture), CUP (Community Unit Plan), C-1 (Neighborhood Commercial), C-2 (General Commercial), O-I (Office-Institutional) and PSC (Planned Shopping Center) districts.

According to the application, VDSATL is a veterinary clinic providing specialty dental services and cardiovascular care to pets. The clinic will offer comprehensive dental care, diagnostics, surgery, and post-operative care. The business does not provide boarding services, and overnight stays will be limited to pets under observation after surgery or other treatment. Hours of operation will be Monday – Friday from 8:00 AM to 5:00 PM. The applicant estimates the business will include twelve (12) to fifteen (15) employees. According to the applicant, the suite utilizes concrete and masonry demising walls or 1-hour rated fire walls with sound-dampening materials. Acoustical ceiling panels and wall insulation will be installed throughout high-noise areas. Clinic staff and customers will have access to a pet relief area located in a landscaped area between the parking lot and Windward Parkway. The pet relief area will be maintained by the business and is screened from Windward Parkway by a stand of street trees.

As shown in the table below, there are eleven (11) animal hospitals operating or approved in the City. The applicant's business would be approximately 1,100' away from the nearest animal hospital, which is Edgewater Animal Hospital at 6195 Windward Parkway.

Animal Hospitals Located in the City

Project Name	Address	Zoning
Alpharetta Animal Hospital	80 Milton Ave	C-2
North Main Animal Hospital	562 North Main St	C-2
Paw Patch Animal Clinic	1150 Upper Hembree Rd	C-1
Webb Bridge Animal Hospital	3953 Webb Bridge Rd	AG

EasyVet Clinic	12850 Alpharetta Hwy, Ste 2200	C-2
Veterinary Emergency Group	2725 Old Milton Pkwy, Ste A	O-I
Edgewater Animal Hospital	6195 Windward Parkway, Suite 109	CUP
Alpharetta Veterinary Specialty & Emergency	3100 Royal Boulevard South	O-I
PetSmart Veterinary Services	6370 North Point Parkway	PSC
Wills Park Vet	11770 Haynes Bridge Road	C-2
Lotus Animal Hospital	5215 Windward Parkway, Ste B2	O-I

TRAFFIC

Staff estimates that the 4,257 square foot animal hospital would generate fifteen (15) AM Peak Hour trips and fifteen (15) PM Peak Hour trips.

STANDARDS FOR MASTER PLAN AMENDMENTS

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 proposal would be suitable as it relates to the use and development of adjacent or nearby properties, which are primarily developed with commercial uses. More than half of the animal hospitals operating in the City are located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

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

Response: The zoning proposal should not adversely affect the existing use or usability of adjacent or nearby properties, which are primarily developed with commercial uses. More than half of the animal hospitals operating in the City are located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

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

Response: The proposal would not have significant impacts on the natural environment. The applicant proposes to occupy an existing building and does not propose any exterior changes that would impact trees.

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

Response: The subject property is developed as a retail strip center and is approved for a variety of retail sales and services and office uses. More than half of the animal hospitals operating in the City are

located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

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: The proposal would not have significant impacts on public facilities and services. The proposed use would generate approximately fifteen (15) AM & PM Peak Hour trips, which is similar to uses permitted in the retail strip center.

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

Response: Not applicable.

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 proposal reflects a reasonable balance and would be compatible with surrounding uses and other locations for this business type, which are similarly situated in retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

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

Response: The property is approved for commercial use. There are several examples of 'Animal Hospital, Small Animal' businesses operating in the City along commercial corridors and in retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

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

Response: The zoning proposal is consistent with the comprehensive land use plan designation of the property, which is 'Commercial'.

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 Terraces at Windward retail strip center was developed in compliance with site access development standards with multiple driveways off Windward Parkway and Windward Plaza. The proposed use would not have significant impacts on vehicular and pedestrian access.

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 property is in compliance with regard to refuse areas, loading and service areas, off-street parking, and buffers and screening.

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 proposed use would be compatible with the surrounding uses and other locations for this business, which are similarly situated in retail strip centers. More than half of the animal hospitals operating in the City are located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating 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 use would be compatible with the surrounding uses and other locations for this business, which are similarly situated in retail strip centers. More than half of the animal hospitals operating in the City are located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

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 proposed use would be compatible with the surrounding uses and other locations for this business, which are similarly situated in retail strip centers. More than half of the animal hospitals operating in the City are located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City.

7. Ensuring that the conditional use is appropriately separated from similar uses and conflicting uses, such as residences, government buildings, parks, churches or schools.

Response: The nearest animal hospital is located approximately 1,100' to the east at Edgewater Animal Hospital (6195 Windward Parkway, Suite 109). The applicant's business specializes in dental services and is different than other animal hospitals operating in the City. There does not appear to be any conflicting uses in the immediate vicinity.

CONCURRENCES

Staff has reviewed the applicant's proposal against the review criteria for a master plan amendment and conditional use. The proposed use would be compatible with surrounding uses and other locations for this business type, which are similarly situated in retail strip centers. More than half of the animal hospitals operating in the City are located in multi-tenant retail strip centers. In addition, the applicant's business is specialized and different than other animal hospitals operating in the City. If approved, it is recommended that conditions be established that regulate and limit expansion of the business.

CITIZEN PARTICIPATION PLAN

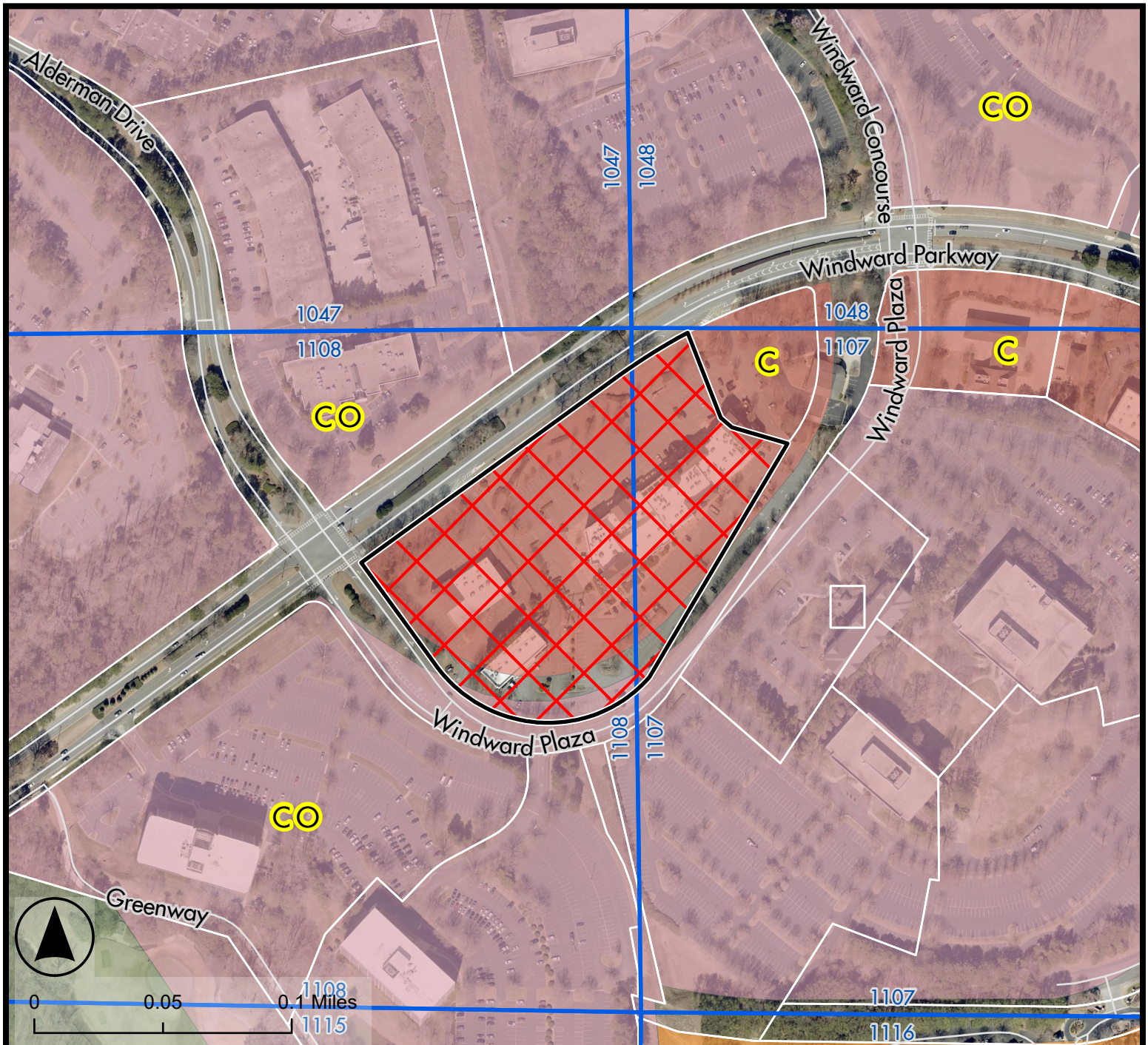
The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received other than those at the CZIM.

COMMUNITY ZONING INFORMATION MEETING

CZIM was held on August 12, 2026. There were public comments in support of the request.

IV. ATTACHMENTS:

- Map Series
- CZIM
- Citizen Part B
- Application



Legend

- MP-26-12 CU-26-10
- Land Lots
- Tax Parcels

Future Land Use 2040

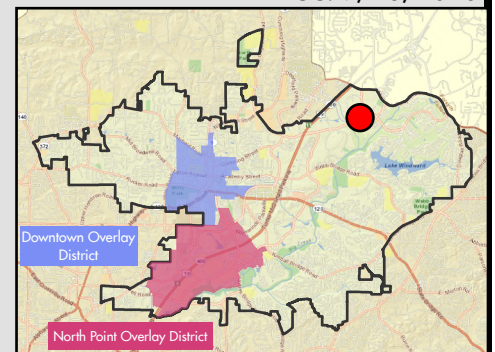
- Commercial
- Corporate Office
- High Density Residential
- Parks, Recreation, Open Space

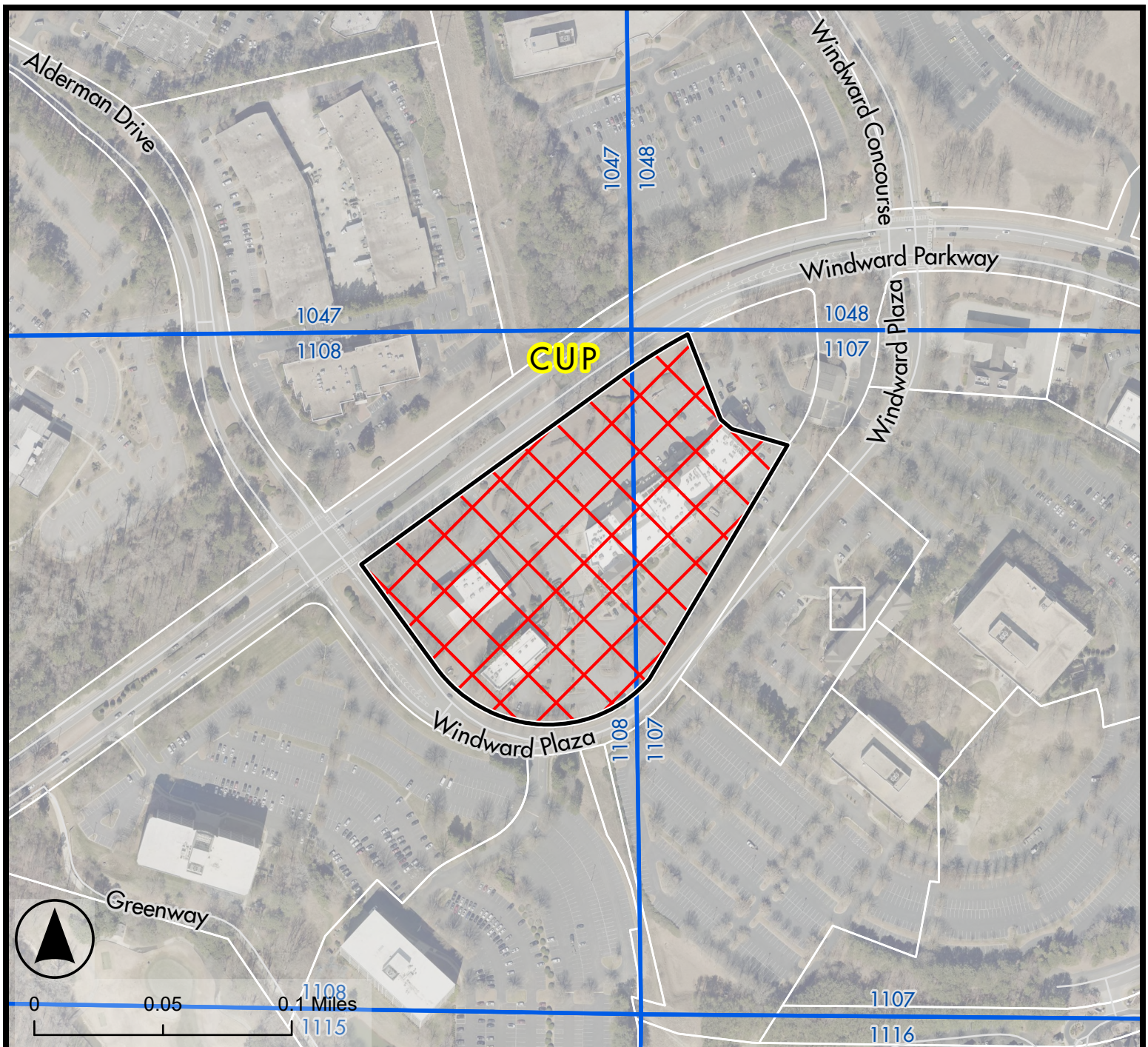
Future Land Use Map

Veterinary Dental Specialist of Atlanta/Windward MP
Pod 4
3070 Woodward Plaza

MP-26-12 CU-26-10
D/LL: 2/1/1108 and 1107

PC: 9/3/2026
CC: 9/28/2026





Legend

MP-26-12 CU-26-10

Land Lots

Tax Parcels

Zoning District

CUP Community Unit Plan

Zoning Map

Veterinary Dental Specialist of Atlanta/Windward MP

Pod 4

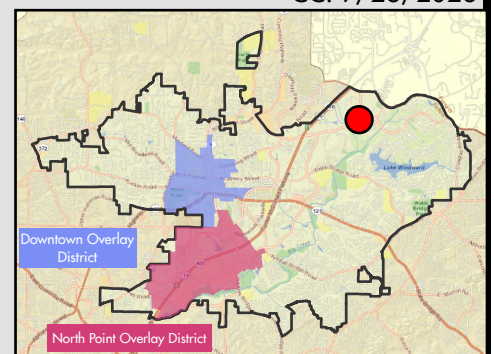
3070 Woodward Plaza

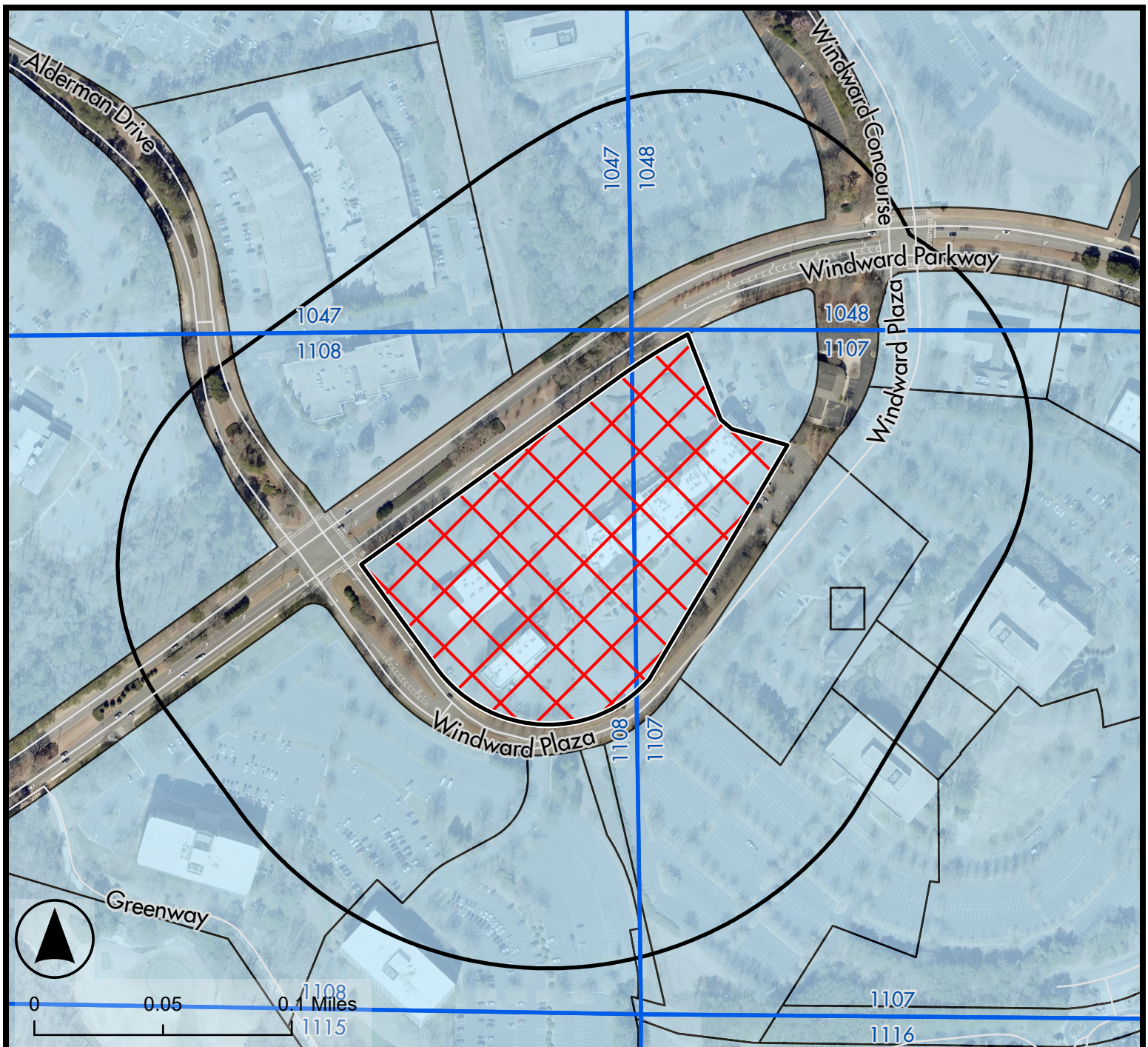
MP-26-12 CU-26-10

D/LL: 2/1/1108 and 1107

PC: 9/3/2026

CC: 9/28/2026





Legend

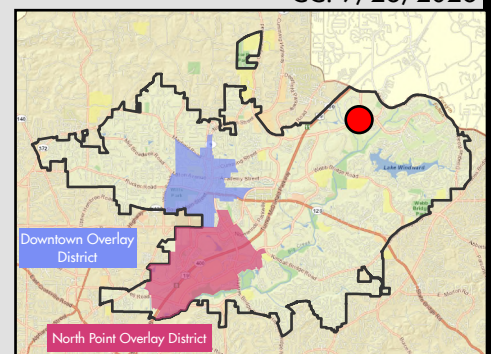
-  MP-26-12 CU-26-10
-  Land Lots
-  Tax Parcels
-  500 ft Buffer

Location Map

Veterinary Dental Specialist of Atlanta/Windward MP
Pod 4
3070 Woodward Plaza

MP-26-12 CU-26-10
D/LL: 2/1/1108 and 1107

PC: 9/3/2026
CC: 9/28/2026





Legend

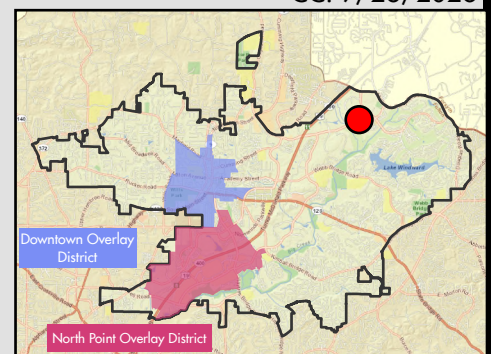
-  MP-26-12 CU-26-10
-  Land Lots
-  Tax Parcels

Aerial Map

Veterinary Dental Specialist of Atlanta/Windward MP
Pod 4
3070 Woodward Plaza

MP-26-12 CU-26-10
D/LL: 2/1/1108 and 1107

PC: 9/3/2026
CC: 9/28/2026



Community Zoning Information Meeting (CZIM)

August 12, 2026

Please sign-in and leave your comments and/or concerns.

MP-26-12/CU-26-10 / Veterinary Dental Specialist of Atlanta/Windward MP Pod 4

NAME	ADDRESS	COMMENTS
Mary Farr	192 Manning Dr Alph 30009 maryfarr48@gmail.com	Full support of dental vet practice
Ken Miller	176 Kenneth Dr Highersville, GA	Full support of this project
Deborah Eves	115 Pebble Trail	Sounds good

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City's Community Development Department a minimum of twenty (20) business days prior to the first scheduled Public Hearing.

Public Hearing or Project Name: Veterinary Dental Specialist of Atlanta

Contact Name: Steven Hornbuckle Telephone: (205) 999-1597

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

No correspondence has been received from the recipients of the letter mailed on July 23, 2026.

Individuals expressed positive and favorable comments during the Community Zoning Information Meeting (CZIM).

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | | |
|--|---|--|
| ☒ Letter | ☐ Personal Visits | |
| ☐ Telephone | ☐ Group Meeting | |
| ☐ Email | ☒ Other <i>(Please Specify)</i> | <u>Community Zoning Information Meeting (CZIM)</u> |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: Steven Hornbuckle Date: 8/13/2026

Print Form

Date: **Monday, July 20, 2026**

To: **WINDWARD PARKWAY LLC**
1100 SPRING ST # 550
ATLANTA GA 30309

For: **Southern Veterinary Partners d/b/a Mission Pet Health**
2204 Lakeshore Drive #325W
Birmingham, AL 35209

By: **Steven Hornbuckle**
Senior Preconstruction Project Manager, Real Estate Development
Southern Veterinary Partners d/b/a Mission Pet Health

Subject: **MP-26-12/CU-26-10 Veterinary Dental Specialist of Atlanta/Windward MP Pod 4**

Dear Property Owner:

Please allow this letter to serve as public notice for consideration of a master plan amendment and conditional use to allow Veterinary Dental Specialist of Atlanta to operate in a 4,257 square foot suite in the Terraces at Windward shopping center. A master plan amendment is requested to the Windward Master Plan Pod 4 to add 'Animal Hospital, Small Animal' as a conditional use and a conditional use is requested to allow 'Animal Hospital, Small Animal' for Veterinary Dental Specialist of Atlanta. The property is located at 3070 Windward Plaza, Suites G & H-I and is legally described as being located in Land Lots 1048, 1107, and 1108, 2nd District, 1st Section, Fulton County, Georgia.

The Community Zoning Information Meeting (CZIM) will be held on **Wednesday, August 12 2026, at 6:00 PM** in the Community Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is located at 2 Park Plaza, Alpharetta, GA, 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

The item will be considered by the Planning Commission on **Thursday, September 3, 2026, at 6:30 PM**. and **City Council on Monday, September 28, 2026, at 6:30 PM**. in the Council Chambers, at Alpharetta City Hall, located at 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at steven.hornbuckle@missionpethealth.com.

WINDWARD PARKWAY LLC
1100 SPRING ST # 550
ATLANTA GA 30309

CUMBERLAND DC ASSETS LLC
13155 NOEL RD STE 100
DALLAS TX 75240

WINDWARD OWNERSHIP LLC
2060 MOUNT PARAN RD NW STE 111
ATLANTA GA 30327

GH WINDWARD PLAZA INC
225 PEACHTREE ST NE STE 200
ATLANTA GA 30303

MERITEX ATLANTA INDUSTRIAL II LLC
24 UNIVERSITY AVE NE STE 200
MINNEAPOLIS MN 55413

GEORGIA POWER COMPANY TAX DEPT BIN 10120
241 RALPH MCGILL BLVD NE
ATLANTA GA 30308-3374

WINDWARD ACQUISITION DELAWARE LLC
2937 SW 27TH AVE STE 202
MIAMI FL 33133

LEXISNEXIS RISK SOLUTIONS INC
300 CONNELL DR STE 1200
BERKELEY HEIGHTS NJ 07922

WINDWARD ASSCOIATES LLC
6400 POWERS FERRY RD NW # #100
ATLANTA GA 30339

6120 WINDWARD PW LLC
95 FROELICH FARMS BLVD
WOODBURY NY 11797

WACHOVIA BANK
P.O. BOX 2609
CARLSBAD CA 92018-2609

4025 WINDWARD PLAZA ALPHARETTA LLC
P.O. BOX 56607
ATLANTA GA 30343

TERRA HOSPITALITY GIANT LLC
P.O. BOX 56607
ATLANTA GA 30343

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY
Case #: MP-26-12 CU-26-10
PH #: 260024

☐ Property Taxes & Code Violations Verified
☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Steven Hornbuckle

Telephone: _____

Address: 2204 Lakeshore Drive

Suite: 325W

City: Birmingham

State: AL

Zip: 35209

Fax: _____

Mobile Tel: (205) 999-1597

Email: _____

Subject Property Information:

Address: 3070 Windward Plaza Dr., Alpharetta, GA 30005

Current Zoning: CUP

District: N. Fulton CID

Section: _____

Land Lot: _____

Parcel ID: 21 557011070278

Proposed Zoning: CUP

Current Use: Retail

This Application For (Check All That Apply):

☒ Conditional Use

☐ Rezoning

☐ Variance

☐ Exception

☐ Master Plan Amendment

☐ Master Plan Review

☐ Public Hearing

☒ Other (Specify):

☐ Comprehensive Plan Amendment

Amendment to Master Plan

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

See attached letter of intent.

Applicant's Request (Please itemize the proposal):

See attached letter of intent.

Applicant's Intent *(Please describe what the proposal would facilitate).*

See attached letter of intent.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: Windward Parkway, LLC

Telephone: 404-876-5511

Address: 1100 Spring Street

Suite: 550

City Atlanta

State: GA

Zip: 30309

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|---|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☒ Conditional Use |
| ☐ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☒ Other |
- Amendment to Master Plan**

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: Steven Hornbuckle, Mission Pet Health

Telephone: (205) 999-1597

Address: 2204 Lakeshore Drive

Suite: 325W

City Birmingham

State: AL

Zip: 35209

So Sworn and Attested:

Owner Signature: Mindy Selley

Date: 6-26-26

Notary:

Notary Signature: Jennifer Marglous

Date: 6-26-2026



DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: Southern Veterinary Partners d/b/a Mission Pet Health

Subject Public Hearing Case: Veterinary Dental Specialist of Atlanta

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: Steven Hornbuckle Digitally signed by Steven Hornbuckle
Date: 2026.06.29 17:28:08 -05'00'

Date: 6/29/2026

REZONING & MASTER PLAN AMENDMENT REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The proposed veterinary hospital will be compatible with surrounding properties because it is designed to function as a low-impact commercial use that provides an essential community service while minimizing effects on neighboring businesses and residents.

How will this proposal affect the use and value of the surrounding properties?

The proposed use will be one of many retail and service commercial uses within the Windwood Plaza, and will support surrounding residential uses. All services will be fully contained within the retail space, thereby minimizing any impact to surrounding tenants, patrons, and residents.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

The property is currently fully developed, however it is not zoned for this specific use.

What would be the increase to population and traffic if the proposal were approved?

The proposed use will be located within the Windwood Plaza, which is fully developed. As such, the Applicant does not anticipate any additional impacts to the population or traffic by the proposed use.

What would be the impact to schools and utilities if the proposal were approved?

The proposed use will be located within an existing building within the Windwood Plaza. Existing public services, utilities, and infrastructure are adequate to serve the Property. As the Applicant is not proposing additional development with this application, impacts to public services, utilities, and infrastructure are not anticipated.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

The proposed use will be one of many retail and service commercial uses within the Windwood Plaza, and will support surrounding residential uses. All services will be fully contained within the retail space, thereby minimizing any impact to surrounding tenants, patrons, and residents. This is consistent with the overall Alpharetta Comprehensive Plan.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

There are no known existing or changing conditions which would affect the development and support of this request.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: **Veterinary Dental Specialist of Atlanta**

Contact Name: **Steven Hornbuckle**

Telephone: 

The following people will be notified of this application and provided information describing the subject proposal. All properties within 500' or adjoining properties and the HOA MUST be notified. Notification requirements to be established by the City. Attach mailing list, as needed.

MERITEX ATLANTA INDUSTRIAL II LLC 24 UNIVERSITY AVE NE STE 200 MINNEAPOLIS MN 55413

LEXISNEXIS RISK SOLUTIONS INC 300 CONNELL DR STE 1200 BERKELEY HEIGHTS NJ 07922

WACHOVIA BANK P.O. BOX 2609 CARLSBAD CA 92018-2609

6120 WINDWARD PW LLC 95 FROELICH FARMS BLVD WOODBURY NY 11797

WINDWARD ASSCOIATES LLC 6400 POWERS FERRY RD NW #100 ATLANTA GA 30339

CUMBERLAND DC ASSETS LLC 13155 NOEL RD STE 100 DALLAS TX 75240

GEORGIA POWER COMPANY TAX DEPT BIN 10120 241 RALPH MCGILL BLVD NE ATLANTA GA 30308-3374

WINDWARD PARKWAY LLC 1100 SPRING ST # 550 ATLANTA GA 30309

WINDWARD OWNERSHIP LLC 2060 MOUNT PARAN RD NW STE 111 ATLANTA GA 30327

GH WINDWARD PLAZA INC 225 PEACHTREE ST NE STE 200 ATLANTA GA 30303

4025 WINDWARD PLAZA ALPHARETTA LLC P.O. BOX 56607 ATLANTA GA 30343

TERRA HOSPITALITY GIANT LLC P.O. BOX 56607 ATLANTA GA 30343

WINDWARD ACQUISITION DELAWARE LLC 2937 SW 27TH AVE STE 202 MIAMI FL 33133

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

☒

Letter

☐

Personal Visits

☐

Telephone

☐

Group Meeting

☐

Email

☐

Other (Please Specify)

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

All questions may be emailed to directly to the applicant at steven.hornbuckle@missionpethealth.com.

To: **City of Alpharetta, Georgia**
Planning + Development Services Manager
Attn: Michael Woodman, AICP
2 Park Plaza
Alpharetta, GA 30009

For: **Southern Veterinary Partners d/b/a Mission Pet Health**
2204 Lakeshore Drive #325W
Birmingham, AL 35209

By: **Steven Hornbuckle**
Senior Preconstruction Project Manager, Real Estate Development
Southern Veterinary Partners d/b/a Mission Pet Health

Date: **6/26/2026**

Subject: **Letter of Intent – Veterinary Dental Specialist of Atlanta (VDSATL)**
3070 Windward Plaza Dr., Suites G & H-I, Alpharetta, GA 30005

Project Overview

Our intent is to build and operate an approximately 4,257-square-foot veterinary clinic providing specialty dental services to pets in the local community. The location is 3070 Windward Plaza Dr., Suites G & H-I, Alpharetta, GA 30005, within the Terraces at Windward. This facility will serve as a neighborhood animal clinic offering comprehensive dental care, diagnostics, surgeries, and post-operative care.

Purpose and Design Intent

VDSATL is designed to offer high-quality, fear-free veterinary care in a fresh, welcoming, and community-oriented environment. Our clinics are built with clean, durable materials, calming colors, and thoughtful layouts to minimize stress for pets and their owners. The space will enhance the neighborhood with a modern and friendly atmosphere, providing much-needed veterinary services while being mindful of the surrounding environment and tenants.

Operations and Staffing

- **Hours of Operation:**
Monday–Friday: 8:00 AM – 5:00 PM
Saturday & Sunday: Closed
- **Staffing:**
Once fully operational, the clinic will employ approximately 12–15 team members, including 2–3 full-time veterinarians with approximately 15 patients a day.

Facility Details

- **No Retail Use:** The clinic does not include any retail component.
- **No Boarding or Kennels:** We do not provide overnight care or pet boarding services.
- **Pet Supervision:** All pets are supervised at all times during their visit. For pet relief, we will utilize an adjacent outdoor area, where pets are leashed and attended by staff. Where no outdoor area is available, waste will be managed inside the clinic using enclosed waste systems.
- **Waste Management:** All animal waste is securely contained and removed from the premises on a regular basis, typically weekly. Mission Pet Health contracts with a licensed third-party vendor to manage and dispose of animal waste and biohazard materials, typically with daily pickups once operational.

Sound, Odor, and Environmental Controls

Mission Pet Health is committed to minimizing any impact on adjacent tenants and residential units. To achieve this:

- The building utilizes concrete and masonry demising walls or 1-hour rated fire walls with sound-dampening materials.
- Acoustical ceiling panels and wall insulation are installed throughout high-noise areas.
- HVAC systems are designed for appropriate odor control and air exchange.
- Windows are fixed and non-operable; all exterior doors are equipped with closers to maintain containment and minimize sound or odor transmission.

Track Record and Experience

Mission Pet Health has successfully opened over 15 specialty clinics nationwide, including California, Colorado, Florida, Maryland, North Carolina, Oregon, Texas, and Virginia. We are

[Veterinary Specialty Use – Letter of Intent](#)

CONFIDENTIAL – PROPERTY OF SOUTHERN VETERINARY PARTNERS d/d/a Mission Pet Health

proud to bring our proven track record of responsible development and community-focused care to this location and would be happy to provide references or additional details upon request.

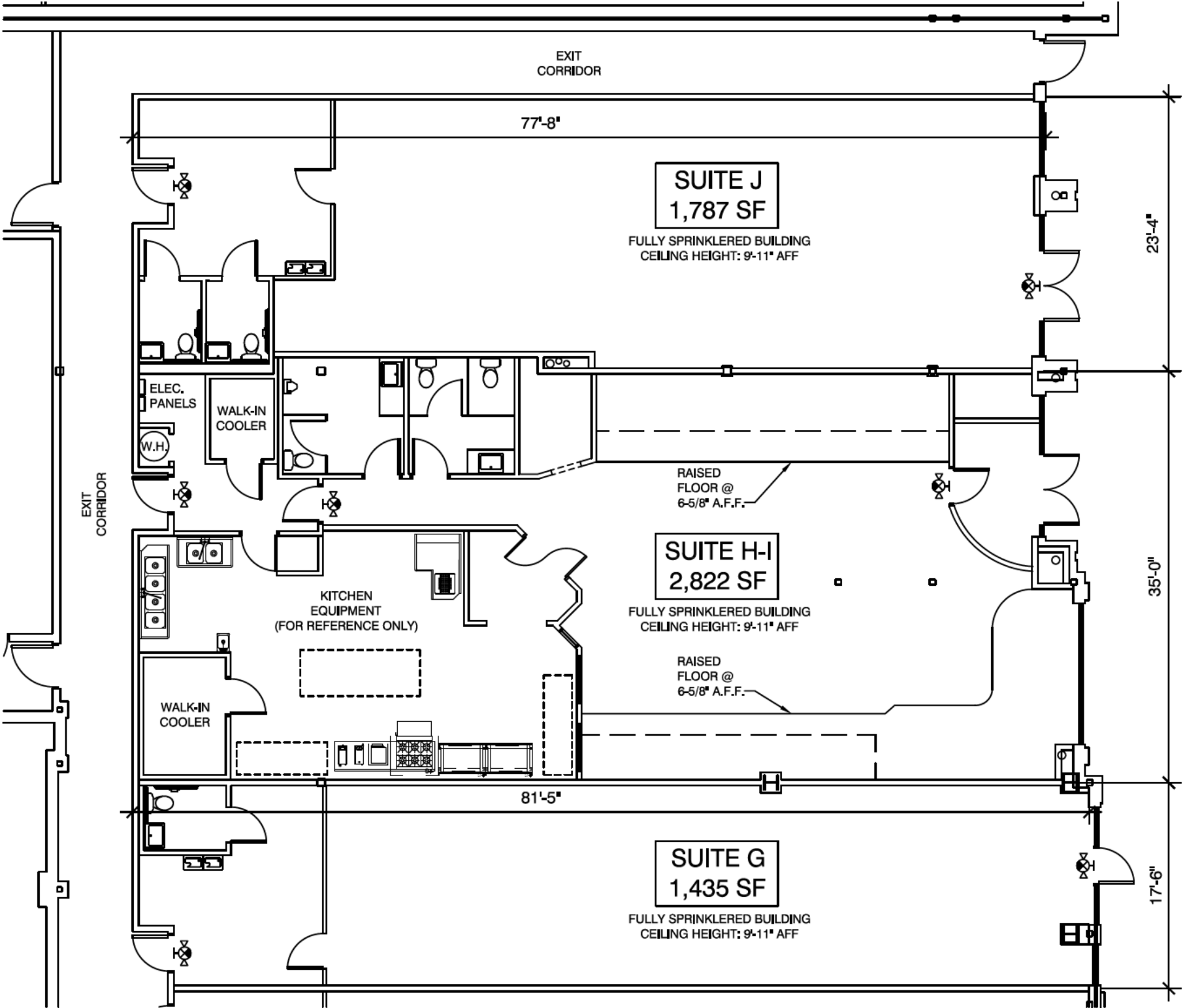
We appreciate your consideration of this application and welcome the opportunity to further discuss how this clinic will benefit the surrounding community while maintaining compliance with all zoning requirements and operational standards.

EXHIBIT A

Site Plan



EXCEPT WITH RESPECT TO THE OBLIGATIONS OF LANDLORD WHICH ARE EXPRESSLY PROVIDED IN THE LEASE, LANDLORD HAS MADE NO AGREEMENT, REPRESENTATION OR WARRANTY WITH RESPECT TO THE STATUS OR EXISTENCE OF ANY LEASE, OCCUPANCY OR USAGE OF ANY SPACE, OR THE EXISTENCE, DESIGN OR LOCATION OF ANY BUILDINGS, IMPROVEMENTS, PARKING AREAS, CURB CUTS, DRIVES OR OTHER COMMON AREAS WITH RESPECT TO THE SHOPPING CENTER OR ANY OUTPARCELS OR OTHER PROPERTY. LANDLORD BELIEVES THAT THE INFORMATION CONTAINED WITHIN THIS DRAWING IS PRESENTLY CORRECT, BUT LANDLORD MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE AS TO ITS ACCURACY OR WHETHER IT WILL REMAIN AS CONFIGURED, AND LANDLORD RECOMMENDS THAT ALL INFORMATION BE FIELD VERIFIED PRIOR TO DESIGN AND CONSTRUCTION.



THE TERRACES AT WINDWARD: SUITES G-J - FLOOR PLAN



SCALE: 3/32"=1'-0"

DRAWN BY: KA

DATE: 01/20/23

3070 WINDWARD PKWY, SUITES G-J
ALPHARETTA, GEORGIA 30004



1100 SPRING STREET NW SUITE 550
ATLANTA, GEORGIA 30309-2848
TEL (404) 876-5511 FAX (404) 875-2629



Code Enforcement

✔ Authoritative



AlphaGIS Administrator
The City of Alpharetta

Summary

City of Alpharetta Code Enforcement Cases that are in progress. Data is updated nightly.

[View Full Details](#)

[Download](#)

Details



Dataset

Feature Layer



July 1, 2025 at 4:43:22 PM EDT

Info Updated



Daily

Data Updated: July 1, 2025 at 4:43:22 PM EDT



June 21, 2018 at 10:52:29 AM EDT

Published Date



Records: 133

[View data table](#)



Public

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Records: 133



Forsyth County GIS | Esri | HERE | Gar... Powered by Esri



Menu

Real Estate

View Bill

As of	7/15/2026
Bill Year	2025
Bill	2510974
Owner	WINDWARD PARKWAY LLC
Parcel ID	21 -5570-1107-027-8

Installment	Pay By	Amount	Payments/Credits	Balance	Interest	Due
1	12/1/2025	\$21,147.81	\$21,147.81	\$0.00	\$0.00	\$0.00
TOTAL		\$21,147.81	\$21,147.81	\$0.00	\$0.00	\$0.00



PLANNING COMMISSION MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

CITY COUNCIL SPONSOR: DAN MERKEL

I. AGENDA ITEM TITLE: PH-26-04 UNIFIED DEVELOPMENT CODE TEXT AMENDMENTS – BUSINESS & RECREATIONAL VEHICLE PARKING

PLANNING COMMISSION: SEPTEMBER 3, 2026

CITY COUNCIL: SEPTEMBER 28, 2026

This request was considered by the Planning Commission at their July 9, 2026 meeting. There were no public comments. After discussion, the Planning Commission deferred the request and asked Staff to reconsider the definition of Business Vehicle and to reconsider regulations prohibiting Business Vehicles from being parked on a residential property.

II. REPORT IN BRIEF:

Consideration of text amendments to the Unified Development Code (UDC) to amend Articles I & II related to business and recreational vehicle parking in residential zoning districts.

DISCUSSION

Staff recommends text amendments to Unified Development Code (UDC) Section 1.4 Definitions, to assign definitions for 'Business Vehicle' and 'Recreational Vehicle', and to UDC Subsection 2.5.4(B) Location of Required Parking in Residential Districts, to amend the locational parking requirements for business and recreational vehicles in residential zoning districts. The proposed text amendments are related to recent Code Enforcement cases involving the parking of a vehicle with a towing capacity of one-and-one-half (1 ½) tons on a residential property. In one case, the judge ruled against the City due to the lack of a definition for a business or recreational vehicle. In another case, a homeowner sought an administrative appeal from the Board of Zoning Appeals (BZA) because a variance to the recreational vehicle parking regulation was not permitted due to the use being prohibited in the UDC.

Text amendments to UDC Subsection 2.5.4 Locational Criteria for Parking, clarify that business and recreational vehicles may be parked or stored in a residential zoning district in an area that is not visible from a street. Business or recreational vehicles with a carrying capacity of more than one-and one-half (1 ½) tons have been amended from being 'prohibited' to being 'not permitted' in order to allow City Council consideration of a variance. A list of factors to be considered by Council are recommended including support from neighbors and a determination that the variance would not cause a substantial detriment to the public good.

III. ATTACHMENTS:

- Ordinance



AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AMEND ARTICLES I & II OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO ADD DEFINITIONS FOR BUSINESS VEHICLE AND RECREATIONAL VEHICLE; TO AMEND THE LOCATIONAL CRITERIA FOR PARKING IN RESIDENTIAL DISTRICTS; TO REPEAL CONFLICTING ORDINANCES; AND FOR OTHER PURPOSES.

WHEREAS, the Mayor and Council of the City of Alpharetta (the "City Council" or "Council") are charged with the protection of the public health, safety, and welfare of the citizens of the City of Alpharetta;

WHEREAS, the Unified Development Code was designed to be amended from time to time when circumstances warrant that modifications be made in order to make said Codes more responsive to community needs;

WHEREAS, the City Council finds that ordinances and regulations governing the uses of land and development of land within the City, as well as the City's operations, should be continually improved from time to time and modified as necessary to better protect and promote the public health, safety and welfare of the residents and businesses of the City of Alpharetta;

WHEREAS, the City Council desires to amend Articles I & II of the Unified Development Code for the foregoing purposes; and

WHEREAS, the City Council finds that the following amendments to the Unified Development Code promote the health, safety, morals, convenience, order, prosperity and general welfare of the present and future inhabitants of the City of Alpharetta.

NOW THEREFORE, the Mayor and City Council of the City of Alpharetta hereby ordains, as follows:

Section 1: Article I, Section 1.4 titled "Definitions" of the Unified Development Code is hereby amended by amending same as set forth in Exhibit "A" attached hereto as if fully set forth herein.

Section 2: Article II, Subsection 2.5.4 titled "Locational Criteria for Parking" of the Unified Development Code is hereby amended by amending same as set forth in Exhibit "B" attached hereto as if fully set forth herein.

Section 3: If any section, subsection, provisions, or clause of any part of this Ordinance shall be declared invalid or unconstitutional or, if the provisions of any part of this Ordinance as applied to any particular situation or set of circumstances shall be declared invalid or unconstitutional, such invalidity shall not be construed to affect the portions of this Ordinance not

so held to be invalid, or the application of this Ordinance to other circumstances not so held to be invalid. It is hereby declared as the intent of the City Council that this Ordinance would have been adopted in its current form without the invalid or unconstitutional provision contained therein.

Section 4: This Ordinance shall be effective immediately upon its adoption by the City Council and the amendments made herein shall be incorporated into the Unified Development Code of the City of Alpharetta, Georgia, as applicable. This Ordinance hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED, this ____ day of October ____.

CITY OF ALPHARETTA

By: _____
Jim Gilvin, Mayor

COUNCIL MEMBERS

Mayor Pro Tem Dan Merkel

Council Member T. Kirk Driskell

Council Member Katie Reeves

Council Member Douglas J. DeRito

Council Member John Hipes

Council Member Fergal M. Brady

(SEAL)

Attest:

Approved as to form and legal sufficiency:

Lauren Shapiro, City Clerk

Molly Esswein, City Attorney

First Reading: _____

Second Reading: _____

Exhibit "A"

SECTION 1.4 DEFINITIONS

1.4.2 Defined terms.

Vehicle, Business. An automobile or wheeled device towed by an automobile, utilized for business or commercial activity, including home occupations, and bearing business or commercial signage.

Vehicle, Recreational. An automobile or wheeled device towed by an automobile, built on a single chassis and designed for temporary living quarters, travel, or recreational use. Examples include motorhomes, travel trailers, campers, fifth wheels, boats and other watercraft, or trailers used for recreational purposes.

Exhibit "B"

SECTION 2.5 PARKING AND LOADING

2.5.4 Locational criteria for parking.

- A. Location on Other Property. If the required parking cannot reasonably be provided on the same lot on which the principal use is conducted, such parking may be provided on other off-street property provided such property lies within 500 feet of the main entrance to the principal use. Such parking shall be associated with the principal use and shall not thereafter be reduced or encroached upon in any manner.
- B. Location of Required Parking in Residential Districts. Required parking spaces in residential districts shall be subject to applicable area regulations pertaining to setbacks (front, side and rear yard), lot coverage, and accessory and principal structures.

1. Required parking spaces in 'For-Sale' residential districts shall be contained within a carport, garage or completely enclosed building, in addition:

- a. Each 'For Sale' dwelling unit shall have a minimum 18' long and 10' wide paved driveway, as measured from the garage to the back of sidewalk, or back of curb where a sidewalk is not provided.
- b. Ordinary passenger vehicles and non-commercial pickup trucks may be parked on a paved driveway providing ingress and egress to the lot or on a paved parking space provided that the maximum width of the total paved area cannot exceed 40 feet.
- c. One (1) business vehicle ~~not prohibited by the provisions of this Ordinance from parking within a residential district including a vehicle used in connection with a home occupation,~~ and one (1) or more recreational vehicles ~~or boats, or boat trailers~~ may be parked or stored in an area not visible from a street.
- d. The regular parking or storage of ~~any business vehicle, any vehicle used in connection with a home occupation, or~~ any vehicle with a carrying capacity of more than one-and-one-half (1½) tons is ~~prohibited not permitted~~ in any residential district, ~~except in the AG (Agriculture) zoning district.~~ Pickup or panel trucks, used to provide daily transportation to and from work, are allowed in all residential districts.

C. ~~Any person may apply to the City Council for a variance to the provisions of B(1) above, pertaining to the parking and storage of business vehicles, recreational vehicles, and vehicles with a carrying capacity of more than one-and-one-half (1 ½) tons in residential zoning districts. Variances shall be granted in the case of hardship or unusual circumstance, as contrasted with merely granting an advantage or a convenience. The factors to be taken into consideration by the City Council shall include the following:~~

- 1. ~~Signed affidavits of support from all contiguous parcels that have visibility of the vehicle.~~
- 2. ~~Vehicle can be stored behind the front setback of the home. If the property is a corner lot, the storage must be located behind the side corner setback.~~
- 3. ~~Vehicle can be stored on a paved or concrete surface (commercial pavers designed for and installed to manufactures specifications are acceptable).~~
- 4. ~~Whether there are extraordinary and exceptional conditions pertaining to the particular lot because of its size, shape, topography or location of the improvements on the lot.~~
- 5. ~~The economic hardship that would be imposed upon the applicant if the variance were denied.~~
- 6. ~~Whether relief, if granted, would cause substantial detriment to the public good or impair the purpose and intent of this ordinance.~~

~~€~~ D. Parking and Storage of Certain Vehicles. No automobile, truck, motorcycle, trailer or other vehicle of any kind or type without current license plates shall be parked or stored on any lot in a residential district, except in a completely enclosed building.

1. Any person who, as of the effective date of this Article (6/94), has established a long-standing practice of parking or storing boats or recreational vehicles which is not in compliance with the provisions of ~~C(1)~~, D above, may continue such practice as a lawful nonconforming use, subject only to the provisions of any applicable district regulations.

~~2. Any person may apply to the Director of Community Development for a variance to the provisions of C(1), above pertaining to the parking and storage of boats or recreational vehicles. Variances shall be granted only in the case of extreme hardship or unusual circumstance, as contrasted with merely granting an advantage or a convenience. The factors to be taken into consideration by the Director may include the following:~~

~~a. The ease with which the applicant can comply with the provisions of this ordinance;~~

~~b. Whether there are extraordinary and exceptional conditions pertaining to the particular lot because of its size, shape, topography or location of the improvements on the lot;~~

~~c. The economic hardship that would be imposed upon the applicant if the variance were denied; and~~

~~d. Whether relief, if granted, would cause substantial detriment to the public good or impair the purpose and intent of this ordinance.~~

~~3. Where appropriate, the Director may attach reasonable conditions to the grant of a variance. The Director may also approve an alternative parking practice which, although not in strict compliance with the literal provisions of this Article, is deemed by the Director to be in compliance with the spirit of the Ordinance. All variances are personal to the applicant and shall terminate upon the sale of the lot.~~

~~D. Written variance applications shall be acted upon by the Director within thirty (30) days of receipt. Variance applications denied by the Director may be appealed by filing a written appeal with the Board of Appeals within fifteen (15) days of the date of denial. The Board shall act upon the appeal at its next available meeting following receipt of the appeal.~~

E. No parking or loading area shall be used for the sale, repair, dismantling or servicing or storing of any vehicle, equipment, materials or supplies.