



City Council Meeting and Public Hearing Summary NOVEMBER 13, 2017

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PREPARED BY: COTY THIGPEN

PUBLISHED:

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I. CALL TO ORDER

❖ Mayor Belle Isle called the meeting to order at 6:30 PM

II. ROLL CALL

- Council Members
 - o Mayor David Belle Isle
 - o Chris Owens (Mayor Pro Tem)
 - o Jason Binder
 - o Jim Gilvin
 - o Mike Kennedy
 - o Dan Merkel
 - o Donald Mitchell
- Staff
 - o Bob Regus, City Administrator
 - o Coty Thigpen, City Clerk
 - o Sam Thomas, City Attorney
 - o James Drinkard, Asst. City Administrator
 - o Peter Sewczwicz, Director of Public Works
 - o Wes McCall, Deputy Director of Public Safety
 - o Morgan Rodgers, Director of Recreation and Parks
 - o Kathi Cook, Director of Community Development
 - o Michael Woodman, Senior Planner

- o Eric Graves, Senior Engineer

III. PRESENTATIONS

- A. Presentation to Machell Stone, 911 Communications- 20 Year Service Award

IV. PLEDGE TO THE FLAG

V. CONSENT AGENDA

- A. Council Meeting Minutes (Meeting of 11/6/2017)

- B. Alcoholic Beverage License Applications

PH-17-AB-25

Consumption on Premises

Liquor, Beer, Wine & Sunday Sales Merritt
Hospitality, LLC

d/b/a The Hotel at Avalon

9000 Avalon Blvd

Alpharetta, GA 30009

Owner: HEI Hospitality, LLC

Registered Agent: Michael Sard

PH-17-AB-26

Consumption on Premises

Beer, Wine, Liquor & Sunday Sales

North Point Sports, LLC

d/b/a Hudson Grille North POint

7955 North Point Parkway

Alpharetta, GA 30009

Owner: Amy Landau

Registered Agent: Amy Landau

❖ *Council Member Merkel offered a motion to approve the Consent Agenda*

- *The motion received a second from Council Member Gilvin*
- *The motion was approved 7-0*

VI. PUBLIC HEARING

- A. PH-17-33 Road Abandonment Portion of Old Canton Street (Council Only) **This item has been withdrawn by the Applicant. It will not be considered.**

Consideration of a request to abandon a portion of the Old Canton Street right-of-way to allow the area to be used for a public gathering space. The property is located at Old Canton Street, just north of Milton Avenue and adjacent to Old Milton Park and is legally described as Land Lot 1269, 2nd District, 2nd Section, Fulton County, Georgia.

B. CLUP-17-05/Z-17-12/V-17-28 Villa Magnolia/Parkland Communities

- Director of Community Development, Kathi Cook, came forward to present this item on behalf of staff
- This item was heard at the November 2, 2017 Planning Commission meeting. Several residents spoke in favor and in opposition to the request, with concerns over losing Matilda's music venue, traffic and residential not being appropriate for the area. After discussion, the Planning Commission recommended to approve the item, subject to conditions. Vote (5-2)
- Staff recommended approval of CLUP-17-05/Z-17-06/V-17-13 Villa Magnolia/Parkland Communities, subject to the following conditions:
 1. The site, consisting of approximately 3.53 acres, shall be zoned DT-R and developed substantially similar to site plan submitted by Advanced Engineering + Planning, dated 10/13/2017, 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. Commercial building shall remain as depicted on the approved site plan.
 2. The comprehensive land use plan designation of the property shall be Downtown Residential Density.
 3. Minimum building setbacks shall be:
 - a. Front – 10'
 - b. Side – 0' (10' between structures)
 - c. Rear – 10' (as measured from edge of alley)
 4. Architecture and materials shall be substantially similar to the submitted renderings, except for modifications required to comply with these conditions and Staff comments, and in compliance with the Alpharetta Downtown Code subject to approval by Staff. Front porches and stoops shall have a minimum depth of 8'. Bay windows shall have a minimum depth of 2'.
 5. A minimum 20' partially disturbed buffer, replanted where sparse, shall be provided to the east and west and shall be supplemented with evergreen trees and shrubs to provide a visual screen, as approved by Staff. A minimum 30' partially disturbed buffer, replanted where sparse, shall be provided to the north due to the additional clearing for sewer connection and detention pond. Grading and tree removal shall be minimized within the buffers. Developer shall remove exotic and invasive trees and shrubs within open space, buffers and tree save areas and replant where sparse as approved by Staff.
 6. A 25' landscape strip shall be provided for the western half of property frontage on South Main Street. Landscape strip shall include a minimum 3' berm or decorative wall. Final approval of landscape strip by Staff. Landscape strip shall not be within overhead lines to ensure proper tree canopy can be established.
 7. Final streetscape shall match the approved Downtown streetscape standards and include decorative pedestrian lighting as approved by Staff.
 8. Amenity space shall be developed with a 10' concrete sidewalk, as depicted on the site plan, including a connection to the fronts of units. Amenity space shall include landscape, hardscape, seating and pedestrian- scale lighting, as approved by Staff. Landscape shall include plant selections promoting the historic district. Developer shall dedicate a minimum 10' permanent easement to the City for public access over the trail. Developer shall provide City typical wayfinding signage along the trail and at locations determined by Staff.
 9. Tree save area at the project entrance shall include entrance plaza, seating and ornamental plantings as approved by Staff. Landscape, hardscape, fences and walls shall complement materials used in the Downtown, as approved by Staff. Creeping fig or

another creeping vine shall be planted to cover decorative and retaining walls as approved by Staff.

10. Development shall not be gated and alley will be private and maintained by the HOA.
 11. Pedestrian and vehicular connection shall be provided between the project site and Alpharetta Square to the east, if agreed to by the adjacent property owner.
 12. Fencing visible from the street shall be decorative as approved by Staff.
 13. Existing trees shall be preserved as depicted on site plan prepared by Advanced Engineering + Planning, dated 10/13/2017. In addition, the developer shall save tree #16 (29" Hickory). Additional encroachments shall be allowed per this plan with additional tree care to offset the encroachment, as approved by Staff.
 14. Street trees shall be required along South Main Street within the beauty strip, as well as behind the sidewalks as a continuation of what has been previously planted or designed in the Downtown and outside of any utility easements, as approved by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
 15. Off-site disturbance shall require easement approval by City Attorney. At a minimum, existing storm drain pipe shall be replaced and outlet ditch shall be river rock encased in concrete.
 16. Off-site tree encroachment shall be limited to no more than 20% on the CRZ and shall require notification/approval by property owner, as approved by administrative variance.
 17. Overall impervious area (lot coverage) of the site shall not exceed 50%.
 18. Decorative paver apron shall be required at the project driveway as approved by Staff.
 19. Developer shall ensure that GDOT's South Main Street recommended improvements are incorporated into the development plan. The Developer shall dedicate any necessary right-of-way for improvements that are not currently being acquired by GDOT from the property owner.
 20. No more than 3 of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
 21. Overhead utilities within the site shall be placed underground.
 22. Commercial building shall be renovated prior to the 10th Certificate of Occupancy.
 23. Applicant shall donate music venue structures to the City, if approved by Staff.
- The applicant, Parkland Communities, is requesting a rezoning of 3.53 acres from C-1 (Neighborhood Commercial), C-2 (General Commercial) and AG (Agriculture) to DT-R (Downtown Residential) to allow for the construction of 26 'For-Sale' single-family detached homes. The property is currently developed as Matilda's, which is a collective of art and antique shops, as well as a music venue. A comprehensive land use plan amendment is requested from 'Mixed Use' to 'Downtown Residential Density'. Variances are requested to reduce undisturbed buffers and to allow a private street within a residential lot. The property is located at 377 South Main Street, on the north side of South Main Street west of Maxwell Road.
 - The submitted request, if approved, will allow for the development of 26 'For-Sale' single-family detached homes on 3.53 acres with a density of 7.37 dwelling units per acre. The property is currently developed as Matilda's Market and music venue. The subject property is located at 377 South Main Street on the north side of South Main Street just west of Maxwell Road.
 - The property is zoned C-1, C-2 and AG and is developed with four (4) commercial buildings. It was developed under Fulton County and annexed into the City in 2005. Surrounding properties are zoned SU to the north, C-1 and C-2 to the east, C-1 to the south and O-1 to the west. Wills Park is adjacent to the north, Alpharetta Medical and Dental Office Park to the west, Sweet Samba and Sing Like a Star to the south and Alpharetta Square (Amana Academy) and a barber shop are located to the east. The property has a Comprehensive Land Use Plan designation of 'Mixed Use'. The

applicant proposes to amend the comprehensive land use plan designation to 'Downtown Residential Density'.

- As stated below, the Downtown Master Plan characterizes future development in the South Main Street corridor as both single-use and mixed-use development in a walkable setting with significant landscaping to set the area apart from other areas.

"Future development in South Main could include single-use commercial, commercial with above-shop offices or dwelling units, live/work units, townhouses, or small lot single-family uses. Regardless of use, buildings should incorporate side or rear parking in order to allow them to front widened sidewalks. More landscaping should also be incorporated to differentiate the character of South Main from other districts."

- Over 200 single-family detached (SFD) units have been approved in the Downtown Overlay. However, there has been little development or redevelopment activity in the South Main Street Corridor, with the exception of the Perling site at the corner of Devore Road and South Main Street and an assisted living facility at the corner of South Main Street and Wills Road. The Perling development was approved for a mix of uses, including office, retail, restaurant, brewery, 'For-Rent' apartment units and single-family detached or townhome units.
- The proposed density is 7.37 dwelling units per acre. The only residential comparison in the South Main Street corridor is the Perling development. The Perling site was rezoned in January 2017 with an overall density of 16 dwelling units per acre, which included a 'For-Sale' density of 6.04 dwelling units per acre.
- The following variances are requested from the regulations in the Unified Development Code (UDC):
 1. UDC Subsection 3.2.8(B)(1)(a): A variance to reduce the required undisturbed buffer for a new 'For-Sale' development adjacent to an existing non-residential use with no buffer present along the north, east and west property lines from 50' to 20'. This request is supportable given the vision to enhance walkability and integrate a mix of uses within mixed-use areas of the Downtown. However, the applicant's site plan depicts grading and tree removal within the reduced buffers. If approved, it is recommended that tree removal be minimized within the buffers. Also, due to the detention pond location and off-site easements, the north buffer should be a minimum 30'.
 2. UDC Subsection 1.4.2: A variance is requested to the definition of 'Lot' to allow a private street within residential lots. The definition of a "lot" is provided below.

"A portion of a subdivision, or any other parcel of land, intended as a unit for transfer of ownership or for development or both. In determining the area and dimensions of a lot, no part of the street right-of-way or private street easement may be included."

- The subject property is narrow (approximately 237' wide), requires buffers on 3 sides and the product type requires parking be accessed from an alley. A combination of the existing conditions and zoning regulations limit how the site can be laid out. The site plan depicts a private alley within the residential lots. The majority of lots have a lot coverage of 67%, which is just below the maximum

70% permitted in the DT-R zoning district. Overall lot coverage is shown to be 54%. If approved, a condition is recommended to further reduce the lot coverage of the site to no more than 50%.

- The submitted site plan depicts 26 single-family detached lots on 3.53 acres. Homes are proposed to be three (3) stories or 35' and are oriented to a central, linear amenity space. Lots range in size from 2,678 to 3,190 square feet, with a minimum lot width of 30'. Homes are proposed to be rear-entry with access from a private alley. A 25' landscape strip is depicted along the western half of the property frontage on South Main Street and 20' partially disturbed buffers are depicted along the east, north and west property lines.
- One (1) project driveway is depicted on South Main Street, adjacent to an existing 1-story commercial building that the applicant proposes to renovate and use as a professional office. However, the office parcel is not part of the applicant's public hearing request. 18 on-street, guest parking spaces are provided on the north end of the site, which exceeds the Downtown Code requirement of 0.15 parking spaces per residential unit. Minimum building setbacks are proposed as follows:
 - Interior (Front) – 10'
 - Internal (Side) – 0'
 - Internal (Rear) – 10', as measured from edge of pavement
- The site plan depicts 0.57 acres of amenity space consisting of a central linear park, tree save area and courtyard area. A ten-foot (10') sidewalk, including 10' public easement, is depicted within the linear park, providing a connection between the multi-use trail in Wills Park and the sidewalk along South Main Street. A courtyard area is provided between Lots 22 and 23 and includes benches, a pergola and a trellis. Improvements are not depicted within the tree save area at the project entrance. However, staff recommends ornamental landscaping, seating and other improvements within this area. The Downtown Code requires a minimum 10% amenity space, of which the applicant's site plan proposes 16%.
- There are several trees on the subject property, consisting of a mix of Hardwoods and Pines. Tree save areas are depicted along South Main Street and around the perimeter of the property. The tree protection plan depicts tree protection fence within the 20' undisturbed buffer along the east, west and north sides of the property. If approved, staff recommends a condition to minimize grading and tree removal within the 20' partially disturbed buffer, as well as specific tree saves within perimeter buffers.
- Typical lot coverage is shown to be 67%, except that two (2) have lot coverages between 46-48%. The overall lot coverage of the site is 54%. Driveways are depicted to be pervious pavers, which does not count toward lot coverage. The maximum lot coverage permitted in the DT-R zoning district is 70%. A walled stormwater management area is depicted in the northwest corner of the site. Underground detention is proposed within the east-west section of alley, just south of the stormwater management area.
- According to the applicant, homes will be 3- and 4-bedrooms with price points starting at \$450,000.00. Homes will range in size from 2,200 to 2,500 square feet.

- The applicant provided a design book, including renderings reflecting Italianate architecture. The renderings depict a three-bay front façade with tower feature that is repeated on each unit. In order to address staff concerns over the repetition of the tower feature, the applicant submitted a revised design book depicting three (3) elevations. One elevation includes the tower feature, one has a double front porch and one has a flat elevation. Materials are proposed to be a mix of brick, stone and/or cementitious siding with standing seam metal roof accents.
- The City's Downtown Consultant reviewed the proposed design book and finds the elevations to be generally in compliance with the Downtown Design Guidelines. The following comments were provided by the Downtown Consultant:
 - Units on Main Street, especially the side elevations are of vital importance.
 - Every unit is exactly the same, with the same floor plan. Only subtle variations in materials proposed.
 - The tower feature repetition is overkill. Cupola would be a good addition here and there or use it to make extraordinary units closest to Main St.
 - Shed roof over porch with Italianate style is typically almost flat. The cornice detail takes more prominence than the roof surface above.
 - Windows should be taller and thinner to match historic examples.
 - Provide elevation showing all units, so that staff can approve location and distribution of 3-elevation plan.
 - Materials and colors should differ to add diversity and multiple interest.
- As shown in the table below, the proposed 26-unit single-family detached subdivision would generate less than 33 PM Peak Hour trips.

Table 1: Trip Generation											
Land Use	Density	ITE Code	Daily Traffic			AM Peak Hour			PM Peak Hour		
			Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
Single-Family Detached	28 units	210	326	163	163	29	7	22	33	21	12
Total			326	163	163	29	7	22	33	21	12

Note: No reductions for alternative transportation modes (walking, cycling, transit, carpooling, etc.) and mixed-use were taken.

- Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 4 – 28 school age children. Numbers provided by Fulton County Schools show that Northwestern Middle School has capacity; however, Manning Oaks Elementary School and Milton High School are currently over capacity.
- Staff has reviewed the applicant's proposal and finds that it can generally support the applicant's request for comprehensive land use plan amendment, rezoning and variances. The proposed rezoning and associated zoning plan are consistent with the vision for the South Main Street corridor, which allows small lot single-family uses that are rear-loaded, with walkable infrastructure and heavy landscaping.
- Variances to reduce buffers and allow a private street within residential lots can be supported given the narrow shape of the property combined with the vision for development in the South Main Street corridor. The Downtown Master Plan lists the 50' undisturbed buffer requirement between residential and non-residential uses as a weakness that may affect walkable downtown development on smaller downtown properties. The maximum lot coverage, including the alley, sidewalk and building footprint is 67%, which is below the maximum 70% lot coverage permitted in the DT-R zoning district. If approved, staff recommends conditions to protect the tree canopy, minimize grading and tree removal in the buffers and to reduce the overall lot coverage to no more than 50%.
- If the City grants off-site easements, the existing plastic drain pipe system should be replaced and the outfall channel should require decorative rock to give a natural look to the defined channel.
- The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that one resident had concerns over traffic.

Public Comment

- Mary Potter, 377 S. Main St, Alpharetta, GA came forward to speak on this item
- Christine Kujawski, 151 Arrowood Ct, Alpharetta, GA came forward to speak on this item
- Ed Wolkis, 920 Hopewell Place Drive, Alpharetta, GA came forward to speak on this item

❖ *Council Member Kennedy offered a motion to approve CLUP-17-05/Z-17-12/V-17-28 Villa Magnolia/Parkland Communities subject to conditions with the following exceptions:*

- o *Condition #3b – change distance between structures from 10 feet to 6 feet*
- o *Condition #5 – change it to read, "A minimum 12' partially disturbed buffer, replanted where sparse, shall be provided to the east and west and shall be supplemented with evergreen trees and shrubs to provide a visual screen, as approved by Staff. A minimum 50' partially disturbed buffer, replanted where sparse, shall be provided to the north along Wills Park except for 30 foot buffer due to the additional clearing for sewer connection and detention pond. Grading and tree removal shall be minimized within the buffers. Developer shall remove exotic and invasive trees and shrubs within open space, buffers and tree save areas and replant where sparse as approved by Staff."*
- o *Condition #10- Condition shall read, "Development shall not be gated along Highway 9."*

- o *Condition #24 – Condition shall read, “Driveways on each lot shall be a minimum of 18 feet.”*
- o *Condition #25 – Condition shall read, “Curb cut access on highway 9 shall be right-in/right-out only.”*
- *The motion received a second from Council Member Merkel*
- *Mayor Belle Isle requested a friendly amendment to Condition #10, add “The Homeowners Association, once established, shall have the right to gate the northeast entrance with remote access for homeowners.”*
- *Amendment accepted*
- *Council Member Mitchell offered a friendly amendment to add a Condition #26 that shall read, “Buildings shall utilize brick or stone on at least 3 sides of the façade on at least 1/3 of the homes in the development with final approval by staff.”*
- *Amendment accepted*
- *Council Member Binder offered a friendly amendment to amend Condition #12 to add, “Fencing shall be required on north, east and west boundaries of the site.”*
- *Amendment accepted*
- *The motion was approved 7-0*

C. Z-17-16/CU-17-12/V-17-35 Cotton House Boutique Hotel

- Director of Community Development, Kathi Cook, came forward to present this item on behalf of staff
- This item was heard at the November 2, 2017 Planning Commission meeting. Several citizens spoke in favor and in opposition to the request, with concerns over traffic, closing of Old Canton Street, building height and massing. After discussion, the Planning Commission recommended to deny the item. Vote 5-2
- UPDATE: The applicant has revised the site plan and building in an effort to address comments from the public and Planning Commission. The proposed hotel building has been reduced to 119 rooms and has been lowered to 4-stories and 56’ in height. The request to abandon a portion of Old Canton Street has been withdrawn by the applicant.
- Staff recommends denial of Z-17-16/CU-17-12/V-17-35 Cotton House Hotel request for rezoning, conditional use and variances.
- If approval is considered, the following conditions are recommended:
 1. The property shall be zoned “DT-C” and the site shall be developed substantially similar to the plan by Kimley- Horn & Associates, dated 11/9/2017. However, site plan is subject to meeting all City Code requirements and conditions of zoning.
 2. One boutique hotel shall be permitted not to exceed 4-stories and 56’ in height with a maximum 119 guest rooms. First-floor building height shall be a minimum 15’. Accessory uses shall be limited to restaurant, day spa and fitness center. Boutique hotel shall be limited to Curio Collection by Hilton or Hotel Indigo by IHG. No extended stay or “suites” hotel shall be

permitted.

3. Building architecture and materials shall be substantially similar to elevations prepared by archStudio7, dated 11/9/2017, with final approval by DRB. Building elevations shall require authentically historic details, including window trim, keystones, window mullions, etc. Window A/C units shall not be visible on the exterior of the building. Building shall step back a minimum 10' along Milton Avenue and include planters and landscaping as depicted on the elevations.
4. Development shall be permitted the following setbacks:
 - a. 0' Front Yard
 - b. 0' Side Yard
 - c. 0' – 6' Rear Yard, per the approved zoning plan
5. Dedicate a 10' permanent easement to the City for public access along the northwest property line, as depicted on the site plan, dated 11/9/2017. The easement shall include landscaping, low-level path lighting, seating areas, as approved by Staff. A bike share station shall be provided as approved by Staff.
6. Developer shall provide a minimum of one (1) original sculpture located at a prominent location in the development. Sculpture and location shall require approval by DRB. Sculpture shall be installed prior to the issuance of a CO.
7. A minimum 5' brick paver sidewalk shall be provided along Old Canton Street.
8. Decorative foundation plantings (ornamental trees, shrubs, vines, grasses, etc.), in planting beds or in decorative containers, shall be provided along the building frontage on Milton Avenue and Old Canton Street, as approved by DRB.
9. Edge of planting areas shall be no closer than 14' to the face of the building or overhangs, balconies, etc., as approved by Staff.
10. Minimum 0.24 acres of amenity space shall be provided as depicted on site plan, dated 11/9/2017, including landscape, hardscape, lighting and seating/gathering areas, as approved by DRB. The plaza/courtyard at the rear of the hotel shall be open to the public, except when used for events by the hotel.
11. 'Back of house' functions, such as loading or dumpster areas, shall not be visible from the street. Generator and dumpster shall be contained within an enclosure with materials that match the building and shall include landscape screening as approved by DRB. Parapet walls shall be used as needed to screen roof-top mechanical equipment and views.
12. Retaining walls and walls associated with the structured parking shall receive architectural façade treatment or be heavily landscaped.
13. Areas between the building and the street shall include decorative hardscape consisting of pavers or other materials, as approved by Staff. Landscaping shall also be required in well-defined planting beds and trees in tree wells, as approved by Staff.
14. Developer shall provide bicycle racks, benches, trash receptacles, decorative crosswalks, planters, kiosks and other street furniture, where appropriate, throughout the development.
15. Awnings shall be provided on buildings at street level, where reasonably appropriate.
16. Tree-lined streets shall be provided along Milton Avenue and Old Canton Street, as approved by Staff. Provide detailed street planting for Milton Avenue and Old Canton Street. Streetscape shall meet the Downtown Code requirements and shall incorporate tree wells and pedestrian lighting, as approved by Staff. Streetscape shall incorporate large canopy trees (Willow, Pin, or Shumard Oaks) on the southwest, southeast, and northeast corners of the building in large planting areas with a minimum surface area of 200 square feet and a minimum 1,000 cubic feet of underground rooting area. Two (2) shade trees (Winged Elm, Chinese Pistache, Trident Maple, Lacebark Elm, etc.) shall be planted in-between the two (2) large canopy trees on Milton Avenue and one (1) shade tree shall be planted between the two (2) large canopy trees along the east side of the hotel in medium planting areas with a minimum surface area of 100 square feet and 600 cubic feet of underground rooting area.
17. The remainder of the Old Canton Street streetscape shall incorporate large and medium canopy trees with planting pits and underground soil volumes as approved by Staff.
18. All tree planting areas shall be designed using green infrastructure techniques to incorporate

trees and stormwater in order to reduce their stormwater impacts on the surrounding downtown area. Such as connecting the planting pits underground with Silva Cells or a similar to provide actual soil volumes.

19. Impacts to off-site trees shall be minimized. The owner(s) of off-site trees shall be notified of any encroachment greater than 20% or as directed by the City Arborist. This notification shall include a letter from the project Arborist detailing the extent of the encroachment and possible outcomes.
 20. All utilities shall be located underground.
 21. Developer shall improve Old Canton Street, adjacent to the hotel site, with decorative pavers, as approved by Staff. Based on the commitment by the developer, Old Milton Park shall be improved with a budget of \$50,000, including hardscape, landscape and seating, with final approval by Staff.
 22. Property owner shall apply for road abandonment or seek approval of a development agreement to allow exclusive rights for valet operation along Milton Avenue and Old Canton Street, as approved by Staff.
 23. Developer shall improve Milton Avenue streetscape on the north side of Milton Avenue along the hotel site frontage, between Canton Street and Main Street, as depicted on Exhibit A, with final approval by Staff. Improvements shall include brick paver sidewalk, decorative pedestrian lights, on-street parallel parking, curb and gutter and landscaping, with final approval by Staff. Developer shall be permitted road impact fee credits for off-site streetscape improvements.
 24. Developer shall construct a mid-block crosswalk aligned with the Ceviche patio, as depicted in Exhibit A. Crosswalk shall be enhanced with brick pavers, curb extensions and a pedestrian refuge island, as approved by Staff.
 25. Valet drop-off area along Milton Avenue shall be designed as depicted on Exhibit A. Valet operation shall not overflow onto Milton Avenue. If Valet operation is deemed deficient by the City Transportation Planner, Hotel Operator shall work with staff to develop a revised service plan.
- The applicant, VS Milton Retail, LLC, is requesting a rezoning for 0.99 acres from C-2 (General Commercial) to DT-C (Downtown Core) in order to develop a 4-story, 119-room boutique hotel, restaurant and hotel amenities and remove the structures at 21, 29 and 35 Milton Avenue. A conditional use is requested to allow a 'Boutique Hotel'. A variance is requested to reduce a rear setback. The subject property is located at 21, 29 and 35 Milton Avenue at the northwest corner of Milton Avenue and Old Canton Street.
 - The submitted request, if approved, will allow for the construction of a 119-room 'Boutique Hotel', restaurant and hotel amenities on 0.99 acres in the Downtown. A rezoning is requested from C-2 to DT-C to allow the proposed 4-story, 56' building and a conditional use is requested to allow a 'Boutique Hotel'. The applicant plans to demolish the existing buildings, as well as a variance request to reduce a rear setback. The property is located at 21, 29 and 35 Milton Avenue at the northwest corner of Milton Avenue and Old Canton Street.
 - The subject property is zoned C-2 (General Commercial) and consists of four (4) commercial buildings with a surface parking lot at the rear of the property. Buildings on the subject property are currently occupied by White Dog Décor, Chic Evolution of Art, and Mugs on Milton. Surrounding properties are zoned C-2 to the west, north, and south and OSR (Open Space and Recreational) to the east. Old Milton Park is located to the east, Ceviche Taqueria, Sis & Moon and Truck & Tap are located to the south, and Forever Gems and the River Rock Development property are located to the west. The property and adjacent properties are located in the Downtown Overlay and have a Comprehensive Land Use Plan designation of 'Central Business District', which allows a 'Boutique Hotel' with approval of a conditional use. 'Central Business District' is defined as mixed use development typical of a traditional downtown including offices, shops, residences and civic uses.
 - A conditional use permit is requested to allow a 'Boutique Hotel'. The Unified Development Code (UDC) defines 'Boutique Hotel' as follows:

"Boutique Hotel. A high quality hotel which contains less than 120 rooms located in a unique setting, such as the City's Downtown, mixed-use developments and/or an entertainment district. The building shall reflect a unique architecture and interior design compatible with the area in which the hotel is located. The boutique hotel shall provide guests with high quality services, such as, but not limited to, concierge, on-site restaurant, room service, meeting space, business center, banquet facilities, spas, doormen, valet parking, boutiques and/or other amenities. Guest rooms within the building shall contain no equipment for food preparation other than a mini-fridge and/or microwave. There shall be no self-serve laundry facilities (for guests use) within the building. Access to each guest room shall be through an inside lobby supervised at all hours."

- The applicant proposes a 119-room boutique hotel with a restaurant (8,900 square feet) and accessory hotel amenities (15,290 square feet), including fitness center, meeting space, retail shop, restaurant and day spa. According to the applicant, the boutique hotel will be Curio Collection by Hilton or Hotel Indigo by IHG. The Cotton Gin Spa, a luxury day spa, is proposed in conjunction with the boutique hotel. Spa services will include massage, facial, hot stones, aromatherapy, body treatments, manicures, pedicures, hair services, waxing and makeup application. The proposed hotel use complies with the City's definition of 'Boutique Hotel'. The applicant has committed to various improvements, including a \$50,000 budget for hardscape and landscape improvements within Old Milton Park.
- Staff researched other Curio and Indigo boutique hotel locations to learn more about these brands. Curio and Indigo boutique hotels are typically found in unique settings, usually in a downtown area. Both brands use architecture and interior design to create an individual identity that is representative of the local history and culture. Research finds that these hotel brands provide high quality services and amenities, including restaurants, room service, valet parking, concierge, day spa, retail shops, meeting space and banquet facilities. According to its website, Curio Collection by Hilton only has one (1) location in the state of Georgia, The Partridge Inn Augusta. Hotel Indigo has a location in Atlanta Midtown across from the Fox Theater, which is located in a historic building and has a visual music theme.
- A variance is requested to reduce a portion of the rear setback to 0'. The Downtown Code requires a minimum 6' rear setback in the DT-C zoning district when there is no alley. The applicant's site plan meets this requirement, except for a 20' section where the proposed structured parking deck is depicted 0' from the rear property line. The property has an unusual shape, which necessitates the rear setback variance. According to the applicant, the structured parking deck will be approximately 10' above grade in the location of the requested setback variance.

The applicant requests removal of the structures on the subject property, including the structures located at 21, 29 and 35 Milton Avenue. 35 Milton Avenue is on the City's Historic Resources Inventory list; however, the building does not meet the criteria to be designated as a historic property. The applicant has met several times with members of the Historical Society to learn about the history of the property to incorporate into the theme of the hotel.
- The submitted site plan depicts a 4-story (with basement), 119-room boutique hotel with 132 valet parking spaces. An 8,900 square foot restaurant is depicted within the building, as well as 15,290 square feet of hotel amenity uses. The proposed building height is 56', which is less than the maximum height permitted in the DT-C district. The development is proposed to be served by one (1) full-movement driveway on Old Canton Street. Pedestrian access is provided by way of a paseo off Milton Avenue, which connects to the rear of the site. Minimum building setbacks are in compliance with the DT-C regulations, except that a variance is requested to reduce the rear setback from 6' to 0' for a portion of the underground parking deck that will be above-grade.
- The UDC parking requirement for hotel use is one (1) space per each guestroom, plus one (1)

employee space for each 20 guest rooms, plus one (1) space per 500 square feet of convention rooms, conference rooms, ballrooms, restaurant and retail shops. The proposed hotel, restaurant and hotel amenities would require 174 parking spaces. The UDC allows up to a 25% shared parking reduction, which would reduce the required parking to 130 spaces. The applicant proposes 132 spaces within an underground valet parking structure with hydraulic lifts. Therefore, the applicant's site plan is in compliance with the Downtown parking requirements.

- A valet drop-off area is depicted along Milton Avenue and a valet pick-up area is depicted along Old Canton Street between the hotel and Old Milton Park. According to the applicant, vehicles are proposed to be staged in the valet drop-off area at the rear of the building. A valet will move vehicles from the drop-off area to the parking deck. Valet parking will be reserved for hotel, spa and restaurant guests only. The applicant may need to request a road abandonment or seek approval of a development agreement for exclusive rights for valet operation depicted along Milton Avenue and Old Canton Street, as determined by the City Attorney.
- The DT-C district has an open space requirement of a minimum 10% amenity space. Amenity space is intended for private use and may include rooftop decks, balconies, patios and porches, outdoor dining areas, pool areas, tennis courts and similar uses, yards and gardens, hardscape areas improved for pedestrian enjoyment, and wooded areas. The site plan depicts 0.24 (24%) acres of amenity space, including outdoor dining areas, hardscape areas, green lawns and landscape planters, at the rear of the hotel building over the structured parking area. Currently there is no amenity space on the parcels. This application would provide over 1/4 of the property to be open for public use.
- The property is almost entirely developed with only a few trees along the northwest property line. None of the trees are of specimen quality. The applicant intends to address stormwater requirements through an on-site vault or other approved facility.
- The applicant submitted elevations of the proposed boutique hotel building and the description below of the building architecture and color palette. As requested by staff in order to address number of floor concerns, the applicant revised the building elevations to provide a step back of the building above the first-floor along Milton Avenue.
- "The Cotton House Hotel architectural style is a blended of 'Mill/Mercantile' with 'Greek Revival' and/or 'Italianate' approved Architectural Styles described in the Alpharetta Downtown Design Guidelines, dated August 29, 2017. This eclectic combination of the approved styles will break up the overall building massing as the guidelines require."
- "The use of muted, subdued or earth tone colors will be used to establish timelessness in the color schemes will be incorporated in the building design. Colors are intended to enhance the architecture of the project."
- The City's Downtown Consultant reviewed the proposed building elevations and finds the elevations to be generally in compliance with the approved Downtown architectural styles. The following comments were provided by the Downtown Consultant:
 - Massing and scale of the Milton Avenue elevation is appropriate.
 - East side of building should taper down to help with transition of scales to the north with smaller buildings.
 - Architectural details should be authentically historic. Currently, details (window trim, keystones, etc.) seem a little contemporary. However, overall scale and proportions are

appropriate.

- o Typical hotel window AC units should not be visible from the street.
 - o Window openings are sized correctly and feel good. However, the mullions or grids should be reconsidered. Looks too much like modern aluminum storefront profiles.
- The applicant submitted trip generation figures for the proposed project. As shown in the tables below, the proposed uses will generate 197 PM Peak Hour trips when adjusted for internal capture trips.

Table 2: Project Trip Generation Summary								
Land Use	Density	ITE Code	Daily Traffic		AM Peak Hour		PM Peak Hour	
			Enter	Exit	Enter	Exit	Enter	Exit
Hotel	120 rooms	310	350	350	38	26	37	35
High-Turnover (Sit-Down) Restaurant	13,500 SF	932	859	859	80	66	80	53
<i>Mixed-Use Reduction</i>			-172	-172	-2	-2	-4	-4
Total New Trips			1,037	1,037	116	90	113	84

- A traffic impact study was also prepared to assess traffic impacts from the proposed development on the local street network. Based on the conservative assumptions outlined in the report, intersections studied are generally anticipated to operate at or near existing levels of service. The intersection of Milton Avenue and Roswell/Canton Street; however, was identified as potentially degrading below typically accepted standards in the future due to background traffic (growth from the surrounding areas). Installing a westbound right-turn lane from Milton Avenue onto Canton Street mitigated the deficiency and also accommodated the future growth from the development.
- Staff reviewed the report findings and does not recommend implementation of the westbound right-turn lane at Milton Avenue onto Canton Street. While traffic operations are an important consideration in evaluating a new development, improving the walkability of an area with pedestrian-oriented infrastructure, interesting destinations and activities typically takes precedence over vehicle operations within downtown areas. Implementation of the turn lane can be accommodated with striping and the current roadway geometry, but would take away from the pedestrian experience with faster vehicle speeds and increased conflicts with turning vehicles.
- Staff has reviewed the applicant's proposal and finds that it can support the request for rezoning, conditional use and variance. The boutique hotel will complement surrounding development and will bring a use to the Downtown that is not currently provided. Staff would normally have concerns with approval of another hotel given the number of existing hotels, approved hotel sites and hotels under construction. However, there are currently no boutique hotels serving the City and no hotels in the Downtown Overlay. This hotel would offer a different type of hotel that is not similar to any within our existing market. The unusual shape of the property necessitates the rear setback variance, which has been limited to the minimum necessary by the applicant.
- The Downtown Master Plan and Comprehensive Land Use Plan identify the DT-C zoning district as the appropriate zoning district for the subject property. As identified in the 2035 Comprehensive Plan, the property is located in the Downtown Activity Center Character Area, which is described as:

"PRESERVE and ENHANCE historic features and small-town character. CREATE a central "heart" of the city and a community destination for civic activities, shopping, businesses and residences. It is the intent to encourage a true mixed use destination that creates a walkable and vibrant community center.

- Downtown Activity Center Character Area is the historic center of Alpharetta and includes a mix of commercial, office, residential and civic uses. Mixed-use, "traditional main street" buildings along with single-use activity on individual lots defines the general development pattern. The street network is composed of linear streets with short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.
- Green space is limited on individual lots and is instead primarily located in shared spaces such as along street edges or in public parks. Neighborhood and community parks take the form of pocket parks, plazas and greens which provide recreation and community gathering opportunities. Streetscape enhancements that include wide sidewalks, street furniture, street trees and other plantings are necessary to define and enhance the character of streets.
- Connectivity is high for vehicles, pedestrians, bicycle users and public transit riders. Roadway cross sections are typically defined by the roadway, curb and gutter, sidewalks and a well-defined pedestrian environment.
- Future development should emphasize a strong concentration of activity along Main Street, Milton Avenue, and Academy Street surrounded by a mix of residential and commercial uses generating a high level of activity and reinforcing a walkable, downtown development pattern. The vision for the downtown district is to preserve and strengthen the historic core of Alpharetta through the strategic protection of historic resources and integration of complementary new development. Central to this strategy is expanding the mix of retail, restaurant, and professional uses in downtown while providing new distinct housing opportunities.
- The downtown district is intended to be the most walkable area within Alpharetta. A generous network of sidewalk and bicycle facilities should be integrated with existing and new green spaces and streetscapes creating a safe and pleasant walking environment that makes the area a destination. Significant historic buildings and sites should be enhanced with appropriate maintenance and rehabilitation while adding vertical mixed-use buildings that make downtown a vibrant town center."
- Approval of the proposed boutique hotel would add a use in the Downtown that is currently not provided. The applicant's proposal would provide a walkable, mixed-use development that will enhance activity along Milton Avenue and Main Street. In addition, the theme and building architecture is appropriately linked to the history and culture of the City of Alpharetta.
- The applicant notified surrounding property owners of their application and intent for the property. The report states that no comments were received.
- Staff has received correspondence regarding the applicant's proposal. The owner of the City Center property has indicated support for the proposed boutique hotel. However, they are opposed to the accessory day spa use. The property owner has a lease agreement with Natural Body Spa to be the anchor retail tenant at City Center. There is concern that the Downtown cannot support more than one (1) spa. City Staff also received correspondence from the owner of 10/37 Roswell Street, who voiced support for the boutique hotel request.

Public Comment

- Art Trotter, 690 E Main Street, Canton, GA, came forward to speak on this item
 - John Ray, 190 Bluegrass Valley Parkway, Alpharetta, GA, came forward to speak on this item on behalf of the Alpharetta Business Association
 - Christine Kujawski, 151 Arrowood Court, Alpharetta, GA, came forward to speak on this item
 - Alexander Williamson, 12535 Wexford Way, Alpharetta, GA came forward to speak on this item
 - Mary Carter, 2157 Surrey Point, Alpharetta, GA, came forward to speak on this item
 - Sandy Hofman, 58 Canton St, Alpharetta, GA, came forward to speak on this item
 - Toni Johnson, 58, Canton St, Alpharetta, GA, turned in a speaker's card, but did not come forward
 - Ed Botts, 58 Canton St, Alpharetta, GA, came forward to speak on this item
 - Martine Zurinkas, 8070 Willow Tree Way, Alpharetta, GA, came forward to speak on this item
- ❖ *Council Member Kennedy offered a motion to approve Z-17-16/CU-17-12/V-17-35 Cotton House Boutique Hotel with the following changes:*
- o *Condition #6 - add to the end of the condition, "with applicant budget not to exceed \$15,000."*
 - o *Condition #16 – amend to read, "Tree-lined streets shall be provided along Milton Avenue and Old Canton Street, as approved by staff. Provide detailed street planting for Milton Avenue and Old Canton Street. Streetscape shall meet the Downtown Code requirements and shall incorporate tree wells an pedestrian lighting , as approved by staff. Streetscape shall incorporate large canopy trees (Willow, Pin, Shurmark oaks) on the southwest , southeast corners of the building. Tree species and spacing shall require Staff approval."*
 - o *Condition #18 – amend to read, "All tree planting areas shall be designed using green infrastructure techniques to incorporate trees and stormwater in order to reduce their stormwater impacts on the surrounding downtown area as approved by Staff."*
 - o *Condition #23 – amend to read, "Developer shall improve Milton Avenue streetscape on the north side of Milton Avenue along the hotel site frontage, between Canton Street and Main Street, in concept as depicted on Exhibit A, with final approval by Staff. Improvements shall include brick paver sidewalk, decorative pedestrian lights, on-street parallel parking, curb and gutter and landscaping, with final approval by Staff. Developer shall be permitted road impact fee credits for off-site streetscape improvements and system improvements."*
 - o *Condition #25 – amend to read, "Valet drop-off area along Milton Avenue shall be designed in concept as depicted on exhibit A. Valet operation shall not overflow onto Milton Avenue. If valet operation is deemed deficient by the City Transportation Planner, Hotel Operator shall work with staff to develop a revised service plan."*
 - o *Add a condition #26 to read, "Applicant shall provide an alternate plan for valet service to be implemented when roads are closed for special events."*
 - o *Add a condition #27 to read, "Buildings shall be illuminated in coordination with the City for holidays and special events."*
- *The motion received a second from Council Member Owens with a friendly amendment to Condition #22 to read, "Property owner shall enter into a Development Agreement with the City to address valet operations, special events, lighting and other operation issues along Milton Avenue and Old Canton Street to be approved by Staff and City Attorney."*

- *Amendment Accepted*
- *Council Member Binder offered a substitute motion to approve with all of Council Member Kennedy's Amendments except for Condition #2 – amend to read, "Hotel shall be permitted not to exceed 4 stories, 50 feet in height and a maximum of 119 rooms."*
- *Motion failed for a lack of a second*
- *Council Member Binder offered a friendly amendment to adjust height from 56 feet to 50 feet in Condition #2.*
- *Amendment not accepted*
- *The motion was approved 6-1; Gilvin voting no*

D. Z-17-14/V-17-32 Mid Broadwell Parc

- Senior Planner, Michael Woodman, came forward to present this item on behalf of staff
- This item was heard at the November 2, 2017 Planning Commission meeting. One resident spoke in opposition to the request, with concerns over traffic on Mid Broadwell Road. Another resident spoke regarding the request with concern over the variance. After discussion, the Planning Commission recommended to approve the item, subject to staff conditions. Vote (7-0)
- Staff recommends approval of Z-17-14/V-17-32 Mid Broadwell Parc, subject to the following conditions:
 1. The site, consisting of approximately 2.18 acres, shall be zoned R-15 and developed substantially similar to site plan submitted by Roger S. Lee & Associates, dated 9/25/2017, 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. Home elevations shall be substantially similar to photographs submitted by the applicant (Exhibit A), with final approval by Staff.
 3. Homes shall have a front covered entry and shall be a minimum 6' in depth.
 4. Minimum building setbacks shall be: Front – 20' (as measured from edge of street), Side – 8', Rear – 20'.
 5. Unfinished wood decks, fences or porches shall not be visible from Mid Broadwell Road.
 6. The following specimen trees shall be saved: Tree #273 (41" Water Oak), #274 (39" Poplar), #275 (25" Water Oak), #276 (25" Water Oak), #277 (24" Water Oak), #279 (33" Water Oak) and #280 (28" Red Maple). Home sites shall be laid out to minimize impact to the existing tree canopy, as approved by Staff.
 7. 20' decorative landscape strip shall be provided along Mid Broadwell Road and shall include a minimum 3' high planted berm or decorative low wall, as approved by Staff.
 8. Minimum 10' landscape buffer shall be provided along the east, west and north property lines, consisting of 80% evergreen material. Existing trees shall be saved, where possible, within the perimeter landscape buffers.
 9. Decorative pervious paver apron shall be required at the project entrance, as approved by Staff.
 10. 5' internal sidewalk shall be constructed of pervious pavers, as depicted on the site plan.
 11. Fire turnaround shall be constructed of grasscrete, or similar product, as approved by Staff.
 12. Stormwater pond shall be heavily screened with a minimum 20' landscape strip on-grade from Mid Broadwell Road with evergreen landscaping, as approved by Staff.
 13. No parking shall be permitted on the private driveway.

- The applicant, Shervin and Sherry Bathaei, are requesting a change in zoning for 2.18 acres from R (Dwelling 'For-Sale', Residential) to R-15 (Dwelling 'For-Sale', Residential) for the purpose of subdividing the property into five (5) single-family detached lots. A variance is requested to allow a private street within residential lots. The subject property is located on the north side of Mid Broadwell Road, just west of Peyton Farm Drive.
- The submitted request, if approved, will allow for the development of five (5) 'For-Sale' single-family detached lots on 2.18 acres with a proposed residential density of 2.3 dwelling units per acre. The property is currently zoned R (Dwelling, 'For-Sale' Residential) and is undeveloped. The subject property is located on the north side of Mid Broadwell Road, just west of Peyton Farm Drive.
- The property is currently zoned R, which allows minimum one (1) acre lots. The property is undeveloped and heavily wooded. Properties surrounding the subject parcel are zoned R-15 (Dwelling, 'For-Sale' Residential) to the north, east and south and AG (Agriculture) to the west. Brierfield subdivision is located to the north and east and consists of minimum 15,000 square foot lots with a maximum density of 2.5 dwelling units per acre. Fuller Farms subdivision is located to the south and consists of minimum 15,000 square foot lots with a density of 1.41 dwelling units per acre. The AG property to the west is approximately four (4) acres and was recently purchased by the City for future park land.
- The Comprehensive Land Use Plan reflects a 'Low Density Residential' future land use designation for the subject property. The R-15 (minimum 15,000 square feet) and R-12 (minimum 12,000 square feet) zoning districts are shown as appropriate zoning districts within the 'Low Density Residential' land use designation. The surrounding area is predominately zoned R-15; therefore, the R-15 zoning district is the most appropriate zoning district for the subject property.
- The applicant requests a variance to allow a private street within residential lots. The Unified Development Code (UDC) Section 1.4.2. Defined Terms defines 'Lot' as:

"A portion of a subdivision, or any other parcel of land, intended as a unit for transfer of ownership or for development or both. In determining the area and dimensions of a lot, no part of the street right-of-way or private street easement may be included."
- The subject property is approximately 700' deep by 138' wide. The narrowness of the property limits how it could be subdivided. The applicant proposes a 40' private street (access/utility) easement along the west side of the property and within the residential lots to provide access to each lot. In an effort to remove this variance request, the applicant proposed a shared driveway to serve the proposed residential subdivision and future City Park. However, the City has not developed a site plan for the proposed park and is not prepared to make commitments as it relates to a shared driveway.
- The submitted site plan depicts five (5) single-family detached lots with lots ranging in size from 16,562 to 16,865 square feet. All lots are oriented to and have access from a new private street along the west side of the property. A five-foot (5') paver sidewalk is depicted along the east side of the new private street. Each lot has a minimum lot width of 120'. Building footprints are provided on the site plan to show how an appropriately-sized home can fit on each lot. The maximum impervious area on any one lot is 33%, which is below the maximum 50% impervious area permitted in the R-15 zoning district. The proposed site plan meets or exceeds the development standards in the R-15 zoning district, including minimum lot size, lot width, building setbacks, maximum impervious area, etc. In order to minimize impacts on the tree canopy, staff recommends minimum building setbacks be: Front – 20' (as measured from edge of

street), Side – 8' and Rear – 20'.

- The property is wooded and consists of a mix of hardwoods and Pines. The tree survey and assessment identify several specimen quality trees on the property. If approved, staff recommends certain tree saves, tree saves in perimeter landscape buffers and that home sites be laid out in such a way to minimize impacts on the tree canopy. A stormwater pond is depicted along Mid Broadwell Road on a separate parcel of just under 12,000 square feet in size. If approved, staff recommends conditions requiring heavy landscape screening of the pond from Mid Broadwell Road.
- The proposed subdivision, consisting of five (5) single-family detached homes, would generate five (5) PM Peak Hour trips.
- Residential development is known to increase school enrollment. Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 0 – 6 school age children. Numbers provided by Fulton County Schools show that Alpharetta Elementary School has capacity; however, Northwestern Middle School and Milton High School are currently over capacity.
- Staff has reviewed the applicant's proposal and finds that it can generally support the applicant's request for rezoning and variance. The proposed rezoning is consistent with the Comprehensive Land Use Plan designation of the property and surrounding residential development, which is Low Density Residential with R-15 zoning. Surrounding subdivisions have residential densities between 1.4 and 2.5 dwelling units per acre and adjacent lots are minimum 15,000 square feet. Therefore, staff believes that the applicant's proposed density of 2.3 dwelling units per acre is appropriate on the subject property.
- The variance to allow a private street within residential lots can be supported given the narrow shape of the property, which would limit subdivision of the property under the current zoning. The maximum impervious area of any one lot, including the new street, driveway and building footprint, is 33% which is below the maximum 50% permitted in the R-15 zoning district. In addition, staff recommends a condition allowing reduced building setbacks in order to protect trees.
- The report submitted by the applicant states that property owners were contacted regarding the applicant's intent. The report states that no comments were received.
- Staff received correspondence regarding the applicant's proposal from two (2) residents in the adjacent Brierfield subdivision. Neither resident was for or against the applicant's proposal, but just wanted additional information to disseminate to the neighborhood.

Public Comment

- David Cochran, 1615 Briers Chute, Alpharetta, GA, came forward to speak on this item
- Thomas Ratcliff, 1595 Briers Chute, Alpharetta, GA, came forward to speak on this item

❖ *Council Member Kennedy offered a motion to approve Z-17-14 and deny V-17-32 Mid Broadwell Parc subject to the 13 conditions as outlined by Staff*

- *The motion received a second from Council Member Owens*
- *The motion was approved 6-1; Gilvin voting no*

E. CU-17-11 Pinstripes/360 Tech Village

- Senior Planner, Michael Woodman, came forward to present this item on behalf of staff
 - This item was heard at the November 2, 2017 Planning Commission meeting. No one spoke in favor or in opposition to the request. After discussion, the Planning Commission recommended to approve the item, subject to staff conditions. Vote (7-0)
 - Staff recommends approval of CU-17-11 Pinstripes/360 Tech Village, subject to the following conditions:
 1. Conditional use approval shall be limited to Pinstripes; no additional 'Bowling Entertainment Venue' businesses or subleasing shall be permitted within the approved space.
 2. The proposed use shall be subtracted from the approved 57,700 square feet of retail use.
 3. Hours of operation shall be limited to Monday – Thursday 10:00 AM – 11:00 PM, Friday 10:00 AM – 1:00 AM, Saturday 10:00 AM – 1:00 AM and Sunday 10:00 AM to 10:00 PM.
 4. Architecture shall be substantially similar to the location in Georgetown Park, Washington D.C., as approved by Staff.
 5. Outdoor spaces, including rooftop terrace, shall be developed substantially similar to the floor plans prepared by RDL Architects, dated 8/15/2017. Outdoor spaces shall include all amenities as depicted on the above-referenced floor plans, with final approval by Staff.
-
- The applicant, Fuqua Acquisitions II, LLC, is requesting approval of a conditional use permit to allow 'Bowling Entertainment Venue' in a mixed-use development and within a 28,000 square foot free-standing building. The business is Pinstripes, which is a high-end entertainment/dining venue consisting of bowling, bocce, restaurant and special event space. The subject property is located at the southwest corner of Haynes Bridge Road and Lakeview Parkway, within the 360 Tech Village development.
 - The submitted request, if approved, will permit a 'Bowling Entertainment Venue' in a 28,000 square foot free-standing building within a mixed-use development. Pinstripes is an entertainment/dining venue consisting of bowling, bocce, restaurant and special event space. The subject property is located at the southwest corner of Haynes Bridge Road and Lakeview Parkway, within the 360 Tech Village development.
 - The property is zoned MU (Mixed Use) and is subject to the 360 Tech Village Master Plan, which allows 'Bowling Entertainment Venue' with approval of a conditional use. The property received master plan amendment, rezoning, conditional use and variance approval on May 22, 2017. Surrounding properties include the Georgia 400 Center office buildings to the north, Northwinds Master Plan to the east, Georgia 400 to the south and Honda to the west. The 360 Tech Village mixed-use development is approved for a mix of office, retail/restaurant, hotel and 'For-Sale and 'For-Rent' residential product. A total of 57,700 square feet of retail and 26,300 square feet of restaurant use was approved. The applicant intends deduct the proposed 'bowling entertainment venue' use from the permitted retail square footage.
 - The business, Pinstripes, has been in operation for over ten (10) years with locations in eight (8) markets and six (6) locations opening soon. If approved, the proposed location will be the first in the Atlanta metro area. The entertainment venue accommodates individuals and small groups, as well as large groups for weddings, birthday parties and corporate events. Hours of operation are Monday – Thursday 10:00 AM – 11:00 PM, Friday 10:00 AM – 1:00 AM,

Saturday 10:00 AM – 1:00 AM and Sunday 10:00 AM –10:00 PM. The applicant anticipates up to 110 full- and part-time employees at the proposed location.

- The business is proposed in a 2-story, 28,000 square foot free-standing building located between the two (2) project entrances on Lakeview Parkway closest to Haynes Bridge Road. The building will have access to surface parking located on the south side of the building, as well as in parking decks provided throughout the mixed-use development. A valet entrance will also be provided near the main entrance to the building. 360 Tech Village will have sufficient parking to support the proposed use and all approved uses within the master plan.
- The applicant submitted floor plans and elevations for a recent location constructed in Orange Village, Ohio, just outside of Cleveland. The building layout and floor plan, including interior and exterior spaces, is appropriate for this location. However, the architecture and building materials will be representative of the Pinstripes location in Georgetown Park, Washington D.C. This location represents adaptive re-use of an existing building and was developed in the Post-Industrial Warehouse or Mercantile Mill style. Key architectural elements will include brick, large rounded windows with brick trim, dark metals, dark window mullions and old stonework. The building layout will incorporate a rooftop terrace and ground-level outdoor spaces, including fire pits, landscape beds, couch seating, table seating, and bocce courts.
- The applicant's traffic impact analysis indicates that 96 PM Peak Hour trips would be generated for the proposed 27,000 square foot Pinstripes bowling entertainment venue. The proposed use was considered in the traffic impact analysis for the recently approved master plan amendment.
- Staff's analysis finds that the requested conditional use is consistent with the established conditional use standards. The proposed entertainment venue would complement the 360 Tech Village mixed-use development and sufficient parking exists to support the proposed use. If approved, conditions are recommended limiting the approval to Pinstripes and limiting any expansion of services.
- 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.

Public Comment

None

- ❖ *Council Member Kennedy offered a motion to approve CU-17-11 Pinstripes/360 Tech Village with an amendment to Condition #1 to read, "Conditional Use approval shall be limited to Pinstripes and should Pinstripes commence operations on site and operate for a period of not less than 24 months, then the Conditional Use Permit may be assigned subject to the zoning conditions to a comparable upscale bowling Entertainment venue providing bowling, bocce, restaurant and special event space. Said user to be approved by Staff. The Conditional Use Permit may be assigned at any time should Pinstripes be acquired or merged."*
 - *The motion received a second from Council Member Owens*
 - *The motion was approved 7-0*

VII. NEW BUSINESS

A. FY 2017 Pavement Markings (On-Call Vendor)

- Director of Public Works, Pete Sewczwicz, came forward to present this item on behalf of staff
- Staff requests approval of a task order under the city's On-Call Contract (RFP 15-102) with Peek Pavement LLC in the amount of \$126,866.55 for restoration of pavement markings associated with the annual milling and resurfacing project and maintenance/upgrades to existing roads and authorize the Mayor to execute all necessary documents.
- The City of Alpharetta maintains over 500 lane miles of roadway. Each year the City budgets dollars towards the milling, resurfacing, and striping of these roads.
- Peek Pavement Marking, LLC holds the current contract for Pavement Markings On-Call Services for a period of five (5) years. This contract began on October 20, 2017 and is scheduled to end on October 19, 2019. The scope of work includes, but is not limited to, preparation of site layout, the installation of painted traffic stripe, thermoplastic traffic stripe, raised pavement markers, pavement arrows, removal of existing pavement markings, removal of temporary marking tape, and on-call maintenance services. This task order is based on unit prices contained within the on-call contract.
- This request is for the replacement of lane striping, stop bars, crosswalks and raised pavement markings along the following roads listed as part of the FY 2017 annual milling and resurfacing project.
 - Westside Parkway from Sanctuary Parkway to Hembree Road
 - Georgia Lane from North Point Parkway to North Point Drive
 - Rainwater Drive from Haynes Bridge Road to Westside Parkway
 - Westside Way from Mansell Road to Rockmill Parkway
 - Maxwell Road from South Main Street (SR-9) to City Limits
 - Maxwell Road from Hembree Road to Westside Parkway
 - North Fulton Industrial Boulevard from Hembree Road to Westside Parkway
 - North Fulton Industrial Boulevard from Hembree Road to End
 - Roswell Street from Roswell Street to Old Milton Parkway
 - Duke Drive from Mansell Road to Cul-De-Sac
 - Royal Boulevard Parkway from North Point Parkway to End
 - Alexander Drive from Old Milton Parkway to Brookside Parkway
 - North Point Parkway (NB lanes only) from approx. 500' south of Windward Parkway to Windward Parkway
 - Warsaw Road from Mansell Road to Old Roswell Road
 - Kingswood Place from Mansell Road to End
- In addition, this request is for replacement of thermoplastic stop bars and/or crosswalks (No lane striping) at the following roads listed as part of the FY 2017 Annual Milling and Resurfacing Project:
 - Cannonero Drive at Douglas Road (stop bar/crosswalk)
 - Birch Hollow Drive at Harris Road (stop bar/crosswalk)
 - Admiral Crossing at Windward Parkway (stop bar/crosswalk)
 - Teasley Place at Kimball Bridge Road (stop bar)
 - Red Oak Lane at Academy Street (stop bar)
 - Chantilly Drive at Bethany Road (stop bar)
 - Southerby Lane at Rucker Road (stop bar)

Public Comment

None

- ❖ *Council Member Owens offered a motion to approve a task order under the city's On-Call Contract (RFP 15-102) with Peek Pavement LLC in an amount not to exceed \$126,866.55 and authorize the Mayor to execute all necessary documents*
 - *The motion received a second from Council Member Binder*
 - *The motion was approved 7-0*

VIII. PUBLIC COMMENT

None

IX. REPORTS

- Council Member Owens reported that he had the opportunity to attend the Alpharetta Business Association's "Best of" event and announced that the Recreation and Parks Department won an award for Wills Park.
- City Hall will host an Employee Thanksgiving Luncheon on Wednesday, November 15th

X. ADJOURNMENT TO EXECUTIVE SESSION

- ❖ *Council Member Mitchell offered a motion to adjourn to Executive Session*
 - *The motion received a second from Council Member Kennedy*
 - *The motion was approved 7-0*

Respectfully submitted,



Coty Thigpen

City Clerk