



# City Council Meeting and Public Hearing SEPTEMBER 26, 2016

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

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. PLEDGE TO THE FLAG**

**IV. CONSENT AGENDA**

**A. Council Meeting Minutes (Meeting of 09/19/2016)**

**V. PUBLIC HEARING**

**A. Z-16-01/V-16-02: Pence/Old Rucker Road**

*Consideration of a request to rezone approximately 10 acres from AG to R to construct 6 "for sale" detached homes. A variance is requested from UDC Section 3.3.1 (D) to the Stormwater Management Manual Section 6, Item 3 to allow stream buffer within the area of a residential lot and a variance to allow gravel driveways. The property is located at 850 and 860 Old Rucker Road and is legally described as being located in Land Lots 1243 and 1244, 2nd District, 2nd Section, Fulton County, Georgia.*

**B. MP-16-06/V-16-16: Academy Sports**

**This item has been deferred by the Applicant until October 24, 2016 and will be neither heard nor considered during tonight's meeting.**

*Consideration of a request to amend the North Point Business Center Master Plan Pod 1 to add additional stand-alone retail density in order to develop a 62,943 square foot Academy Sports retail building. A variance to UDC Section 3.7.2 (2) to reduce the minimum 25% clear glass on a commercial building requirement along roadway facades is requested. The property is located on the north side of North Point Drive west of Haynes Bridge Road and is legally described as Land Lots 743 & 754, 1st District, 2nd Section, Fulton County, Georgia.*

**C. V-16-25: Marriott Courtyard/Parkway 400**

*Consideration of a variance request to reduce the waiting period for an application for zoning change affecting the same property from one (1) year to six (6) months, per Unified Development Code Section 4.2.1(C). The property is located on the west side of Amber Park Drive south of Old Milton Parkway and is legally described as Land Lot 804, 1st District, 2nd Section, Fulton County, Georgia.*

**D. MP-16-08/V-16-18: Marriott Courtyard/Parkway 400**

*Consideration of a request to amend the Parkway 400 Master Plan Pod C to allow an additional hotel and to allow a porte-cochere to encroach upon the front setback in order to develop a 115-room Marriott Courtyard Hotel. Variances are requested from UDC Section 2.2 to increase the maximum impervious area in the O-I district and from UDC Section 2.5.1 (B) to reduce the required parking. The property is located on the west side of Amber Park Drive south of Old Milton Parkway and is legally described as Land Lot 804, 1st District, 2nd Section, Fulton County, Georgia.*

- E. PH-16-15 Thompson Street Flats/Kairos Development  
Consideration of a request to change a previous condition of zoning to revise the configuration of the buildings on the site in order to allow all four buildings to front Thompson Street and to revise the architecture. The property is located at 51, 61, 71, and 83 Thompson Street and is legally described as being located in Land Lot 748, 1st District, 2nd Section, Fulton County, Georgia.

VI. OLD BUSINESS

- A. Consideration Of Ordinance Amendment: Article XI Of Chapter 12 Of City Code (*Second Reading*)  
*An ordinance of the Mayor and Council of the City of Alpharetta, Georgia to amend Article XI of Chapter 12 (Mobile Food Vendors) of the Code of the City of Alpharetta, Georgia; to provide for an effective date; and for other purposes.*

VII. NEW BUSINESS

- A. Design/Build for Webb Bridge Park Spectator Seating, RFP #17-101

VIII. WORKSHOP

- A. Rucker Road Corridor Roundabouts

IX. PUBLIC COMMENT

X. REPORTS

XI. ADJOURNMENT TO EXECUTIVE SESSION





OFFICIAL MINUTES OF  
COUNCIL MEETING  
ON SEPTEMBER 19, 2016

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

**Official Minutes**

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta's Clerk's office during normal business hours and on line at the City web site.

**I. CALL TO ORDER**

❖ *Mayor Belle Isle called the meeting to order at 6:33 p.m.*

**II. ROLL CALL**

- Council Members
  - David Belle Isle (Mayor)
  - Chris Owens (Mayor Pro Tem)
  - Jason Binder
  - Jim Gilvin
  - Mike Kennedy
  - Dan Merkel
    - Donald Mitchell (absent)
- Staff
  - Kathi Cook, Director of Community Development
  - Peter Tokar, Director of Economic Development
  - James Drinkard, Asst. City Administrator
  - Gary George, Director of Public Safety
  - Wes McCall, Deputy Director of Public Safety

- Tom Harris, Director of Finance
- Mike Perry, Director of Recreation and Parks
- Coty Thigpen, City Clerk
- Scott Hastey, Assistant City Attorney

**III. PLEDGE TO THE FLAG**

**IV. PRESENTATIONS AND PROCLAMATIONS**

**A. Presentation To The City By Bike Alpharetta**

**B. Constitution Week Proclamation**

**V. CONSENT AGENDA**

**A. Council Meeting Minutes (Meeting of 09/06/2016)**

**B. Financial Management Report: Month Ending July 31, 2016.**

- ❖ Council Member Kennedy offered a motion to approve the Consent Agenda
  - The motion received a second from Council Member Gilvin
  - The motion was approved 6-0

**VI. WORKSHOP**

**A. Discussion Of Preferred Location: Downtown Parking Deck**

- Eric Bosman and Jason Manners, of Kimley Horn, came forward to present options for a downtown parking deck

**Public Comment**

- Katie Reeves, 4165 Big Creek Overlook, Alpharetta, GA, came forward to speak on this item
- Shawn Doughtie, 1030 Arborhill Ln, Alpharetta, GA, came forward to speak on this item
- John Hipes, 12295 Dancliff Trace, Alpharetta, GA, came forward to speak on this item
- Saga Terrell, 12245 Osprey Dr, Alpharetta, GA, came forward to speak on this item
- Jim Parsons, 27 South Main St, Alpharetta, GA, came forward to speak on this item
- Mary Ulich, 8540 High Hampton Chase, Alpharetta, GA, came forward to speak on this item
- Lou Hablas, 3180 Brierfield Rd, Alpharetta, GA, came forward to speak on this item
- Mark Brandus, 3130 Brierfield Rd, Alpharetta, GA, came forward to speak on this item

- John Adams, 15355 Hopewell Rd, Alpharetta, GA, came forward to speak on this item
- David Cochran, 1615 Briers Chute, Alpharetta, GA, came forward to speak on this item
- Francene Taylor, 2017 Hidden Alley, Alpharetta, GA, came forward to speak on this item
- Formal consideration of this item will be heard at the October 3, 2016 Council Meeting

## VII. OLD BUSINESS

- A. Consideration Of Ordinance Amendment: Chapter 3 Of City Code *(Second Reading)*  
*An ordinance of the Mayor and Council of the City of Alpharetta, Georgia providing for certain amendments to Chapter 3 (Alcoholic Beverages) of the Code of the City Of Alpharetta, Georgia; to provide for an effective date; and for other purposes.*

- Assistant City Attorney, Scott Hastey, read a summary of the ordinance, constituting a 2<sup>nd</sup> reading
- ❖ Council Member Owens offered a motion to approve the Ordinance as read by the City Attorney
  - The motion received a second from Council Member Merkel
  - The motion was approved 6-0

## VIII. NEW BUSINESS

- A. Consideration Of Ordinance Amendment: Article XI Of Chapter 12 Of City Code *(First Reading)*  
*An ordinance of the Mayor and Council of the City of Alpharetta, Georgia to amend Article XI of Chapter 12 (Mobile Food Vendors) of the Code of the City of Alpharetta, Georgia; to provide for an effective date; and for other purposes.*

- Assistant City Attorney, Scott Hastey, read a summary of the Ordinance, constituting a 1<sup>st</sup> reading

Public Comment  
None

- ❖ Council Member Merkel offered a motion to approve the Ordinance as read by City Attorney
  - The motion received a second from Council Member Owens
  - The motion was approved 6-0

**B. Consideration Of Firm Of Record: Public Relations Services**

- Assistant City Administrator, James Drinkard, came forward to present this item
- Sarah Tourville, of Media Frenzy Global, came forward to present an overview of their firm
- Staff recommends the award of a contract for provision of public relations services to Media Frenzy Global in an amount not to exceed \$100,000 and authorization of the Mayor to execute all necessary documents.
- During the FY2017 budget process, funding was approved in Administration's Operating Budget for the purpose of securing the services of a professional public relations / marketing agency to provide contract public relations services. As envisioned and planned, the contracted services will not replace the City's current public information efforts, but augment them in a manner to elevate Alpharetta's exposure through proactive story placement, media buys, and other activities. The primary focus will be on promoting projects, activities, and successes related to three primary areas:
  - Growth of our technology sector and position as the Technology City of the South;
  - Growth and activity in Downtown Alpharetta; and
  - Overall quality of life and positive projects and newsworthy happenings in the community.
- The contract and activities performed will be managed by the Public Information Office of the City Administration Department and will be coordinated by a marketing team comprised of staff from Public Information and Economic Development to ensure continuity across all public relations/marketing efforts and consistency of brand and messaging.
- The strong preference of City Staff is for the selected agency to be Alpharetta-based, as we believe that such a firm will be better in tune with our community and more passionate about spreading the Alpharetta message. With that in mind, Staff contacted several Alpharetta-based public relations / marketing firms; ultimately identifying two (Media Frenzy Global and White House) for final interviews and consideration.
- Based upon the interviews, firm experience, and areas of specialty Staff identified Media Frenzy Global as the preferred vendor for the engagement. Next, representatives from Media Frenzy Global provided information and made a presentation to a committee comprised of Mayor Belle Isle and Council Members Kennedy and Merkel who were asked to provide feedback to Staff. The committee concurred with Staff's recommendation and advised that the recommendation of Media Frenzy Global could be brought forward for full City Council consideration.

Public Comment

None

- ❖ Council Member Merkel offered a motion to award a contract for the provision of public relations services to Media Frenzy Global in an amount not to exceed \$100,000 and authorization of the Mayor to execute all necessary documents
  - The motion received a second from Council Member Gilvin
  - The motion was approved 6-0

C. On-Call Park Planning Services: RFQ # 17-1002

- Director of Recreation and Parks, Mike Perry, came forward to introduce this item
- Staff recommends that Mayor and Council award RFQ # 17-1002 for On-Call Park Planning Services to Pond and Company, Alta Planning + Design, and TWS; and authorize the Mayor to execute all necessary documents.
- The City has a continued need for reliable and responsive park planning and design firms capable of providing these services for current and future recreation and park projects. Recreation and parks planning and design services cover a variety of project types including facility and park improvements, landscapes, pocket parks, multi-use trail systems, park land development, park infrastructure improvements, and more.
- The Recreation and Parks Department prepared Request for Qualifications (RFQ) # 17-1002 for qualified planning and design firms to assist with future recreation and parks facility design. Initial projects would include master planning and design of the Windward Soccer Field and Union Hill Hockey Park. Additional projects could include existing parks as well as future park sites.
- A total of eleven Statement of Qualifications (SOQ) were received and from the eleven SOQ's, the evaluation team shortlisted five firms for presentations and interviews.
- It is staff's recommendation to contract with the three highest scoring firms: Pond and Company, Alta Planning + Design, and TWS.

Public Comment

None

- ❖ Council Member Binder offered a motion to award RFQ # 17-1002 for On-Call Park Planning Services to Pond and Company, Alta Planning + Design, and TWS; and authorize the Mayor to execute all necessary documents.

- The motion received a second from Council Member Gilvin
- The motion was approved 6-0

#### D. Purchase of SWAT Body Armor

- Director of Public Safety, Gary George, came forward to introduce this item
- Staff requests that Mayor and Council approve the purchase of 17 sets of tactical body armor for Alpharetta's SWAT operators from TYR Tactical, at a total cost of \$62,397.87.
- The Alpharetta Department of Public Safety participates in a joint Special Weapons and Tactics team with the Police Departments of Roswell and Milton. Capital costs, which are limited, are shared on a pro rata basis. The costs of training and equipment for individual operators is borne by each agency.
- SWAT operators require body armor that provides more protection than normal, concealable armor. The "soft" armor worn by all uniformed officers provides torso protection from most handgun bullets but not from rifle fire. Tactical armor covers more surface area and resists most rifle rounds. Both soft armor and tactical armor have a warranted life of five years, and the current tactical armor is approaching expiration.
- Collectively, the three cities' team members evaluated multiple replacement options and recommended an armor set manufactured and sold by TYR Tactical. A single-source designation was requested and received based on several advantages:
  1. TYR offers the best balance of weight, maneuverability and coverage.
  2. The construction and degree of adjustability makes it possible to achieve a better fit for individual operators, and to transfer armor from one operator to another.
  3. TYR has a proprietary emergency release system that allows the entire armor set to be quickly pulled apart by the wearer or other individual to access wounds or injuries.
  4. The armor is competitively priced and effectively supported by the manufacturer.
- There are significant advantages in maintaining consistency within the team, and the Department expects that Roswell and Milton will purchase the same armor.

#### Public Comment

- Don Nahser, 305 Karen Dr, Alpharetta, GA, came forward to speak on this item
- ❖ Council Member Gilvin offered a motion to approve the purchase of the purchase of 17 sets of tactical body armor for Alpharetta's SWAT operators from TYR Tactical, at a total cost not to exceed \$62,397.87.

- The motion received a second from Council Member Kennedy
- The motion was approved 6-0

**E. Amendment Of Employee Handbook: Employment Of Relatives**

- Assistant City Administrator, James Drinkard, came forward to present this item
- Staff recommends the approval of an amendment to the Employment of Relatives section of the Employee Handbook so as to allow a Department Director to file an appeal that may be granted by the Assistant City Administrator and City Administrator to allow for consideration or hiring of a candidate whose relational status would cause a literal violation of the policy but that would not violate the spirit or intent of the policy.
- In 2009 the City undertook an update of its personnel policies that included changes to policies addressing the employment of relatives. The changes to that specific policy were designed to clarify the policy language and to better address situations in which the employment of the relative of an employee or an elected or appointed official could result in conflicts of interest, favoritism, perceptions of favoritism, and other negative impacts on the operations, morale, and image of the City.
- Unfortunately, in some cases the literal interpretation and application of the rules prohibits the hiring of an otherwise qualified candidate even when such hiring would in no way violate the spirit or intent of the policy. Working from our earlier example, the policy would also prohibit the relative of a firefighter from being employed in the Municipal Court even though such employment would in no way create the type of perceived conflict of interest the policy was intended to address.
- Because the current Employment of Relatives policy offers no avenue of relief or appeal from its literal interpretation and application, the City may not be able to hire the most qualified candidate for a position even though that hiring would not conflict with the intent of the policy or have negative impact on the City.
- To address this issue, Staff proposes that the Employment of Relatives policy be amended by the addition of a clause that would allow a Department Director to file an appeal that may be granted by the Assistant City Administrator and City Administrator to allow for consideration or hiring of a candidate whose relational status would cause a literal violation of the policy but that would not violate the spirit or intent of the policy and would, in fact, be in the best interests of the organization.

**Public Comment**

None

- ❖ Council Member Merkel offered a motion to accept the adjustments and changes to the employee handbook as presented in regard to employment of relatives

- The motion received a second from Council Member Gilvin
- The motion was approved 6-0

IX. WORKSHOP

A. Expansion Of Public Safety Facilities

- City Administrator Bob Regus and Director George came forward to discuss this item
- Mr. Regus explained that it is the preference of he and Director George to hold off on any formal action on the public Safety HQ expansion until the new Director of Public Safety is hired and can have some input on the project
- Council asked that the consultants be made aware of this so that they can plan accordingly

B. Alpharetta History Room

- Mr. Regus explained that the City expects to get final design sometime this week and final completion should be in mid-February
- The committee is in the process of gathering artifacts and are accumulating those items in a storage facility; however, at a future date closer to completion, it will be necessary to store those artifacts in the basement of City Hall until the project is complete. At that time, the basement will be cleaned out and items will be returned to storage facility.

X. PUBLIC COMMENT

XI. REPORTS

- Council Member Merkel Director of Economic Development Peter Tokar to make an announcement
  - Mr. Tokar announced that Economic Development Manager, Samir Abdullahi, has resigned and will be taking a position with Select Fulton, the Economic Development arm of Fulton County
- Mayor Belle Isle announced that the North Fulton Mayor's Association is trying to fill a vacancy on the MARTA board with a North Fulton representative. If anyone has a recommendation please submit it to the Mayor so that he can forward it to the Mayor's Association.
- Council Member Binder asked that the City make arrangements to have a representative from MARTA be involved in the Connect 400 process



**XII. ADJOURNMENT TO EXECUTIVE SESSION**

- ❖ Council Member Binder offered a motion to adjourn to Executive Session
  - The motion received a second from Council Member Merkel
  - The motion was approved 6-0

Respectfully Submitted,

  
Coty Thigpen, City Clerk



# CITY COUNCIL MEETING STAFF REPORT

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

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## I. AGENDA ITEM TITLE: Z-16-01 PENCE/OLD RUCKER ROAD

CITY COUNCIL: SEPTEMBER 26, 2016

This item was heard at the September 7, 2016 Planning Commission meeting. A few residents spoke in opposition to the request stating that the rezoning would take away from the rural character of the area. After discussion, the Planning Commission recommended to approve this item. Vote (4-2)

## II. RECOMMENDATION:

Approve Z-16-01 Pence/Old Rucker Road subject to the following conditions:

1. The property to be rezoned shall have an "R" zoning classification with single-family detached minimum lot sizes of one (1) acre. Density shall not exceed 0.56 dwelling units per acre.
2. Property shall be subdivided substantially as depicted on the 6-lot site plan prepared by Jones Consulting Group, dated 8/29/16, except that the site shall meet all City requirements and lot yield is not guaranteed.
3. Provide minimum 5-foot landscape strips along the west and south property lines of the 10.66-acre parcel.
4. Driveways shall be crushed stone to minimize impacts to specimen trees.
5. Homes shall be a historic architectural style and substantially similar to renderings provided by the applicant, with final approval by Staff.
6. Layout and home placement shall minimize impacts to specimen trees shown to be in 'Fair' to 'Good' condition as identified in the tree assessment prepared by Arborguard, dated 4/29/16, as approved by Staff.
7. Trees of Quality as determined by the City Arborist to be designed around during individual lot permitting. This will require the trees and house layouts on the neighboring lots to be considered in order to properly save trees.
8. Additional encroachment in to the CRZ of trees to be saved will be allowed as long as innovative techniques are implemented in order to reduce the impacts of encroachment as approved by the City Arborist.
9. If stormwater management is determined to be required, it shall be located on a separate lot as approved by Staff.
10. The applicant shall assess the vegetative condition of the 35-foot state buffer and 100-foot undisturbed city buffer. A buffer enhancement planting plan shall be prepared, as approved by Staff, and implemented during land disturbance activities.
11. Subdivision plat shall identify and assign maintenance responsibility of property containing stream and stream buffers and shall note that the parcel cannot be developed with a residential dwelling unit.
12. Applicant shall be responsible to repair and/or replace existing gravel roadway impacted by construction traffic as determined by Staff prior to each home CO.

## III. REPORT IN BRIEF:

The applicant, Robert Forrest, requests a change in zoning for 10.66 acres from AG (Agriculture) to R (Dwelling 'For-Sale', Residential) for the purpose of subdividing two (2) properties into six (6) single-family detached lots. The subject properties are located at 850 and 860 Old Rucker Road.

## IV. ATTACHMENTS:

- Site Plan
- Examples of Homes

## **DISCUSSION**

The submitted request, if approved, will allow for six (6) single-family detached lots with a proposed density of 0.56 dwelling units per acre. The two (2) properties are zoned AG (Agriculture) and are located on the northeast side of Old Rucker Road. Each property is developed with a single-family detached home and accessory structures. The total acreage of the properties is 10.66 acres, with 850 Old Rucker Road being approximately 2.75 acres and 860 Old Rucker Road being approximately 7.9 acres. In addition, the applicant proposes a land swap (0.10 acres) with the property located at 840 Old Rucker Road to allow for a better lot configuration of Lot 6, as shown on the applicant's site plan.

Properties surrounding the subject parcels are zoned AG and R-22 to the north, AG to the west, R-15 to the east, and AG and R-15 to the south. The adjacent AG property to the west is 0.97 acres, the AG properties to the south are 1 acre, 1.12 acres, 1.28 acres, and 1.13 acres, and the AG property to the north is 6.76 acres. The Preserve at Charlotte and Charlotte Walk subdivisions are located to the east and are developed as 1/3-acre lots.

The City's Comprehensive Plan reflects a Very Low Density Residential future land use designation for the property. The R (minimum 1 acre) and R-22 (minimum 22,000 square feet) zoning districts are shown as appropriate zoning districts in the Very Low Density Residential designation. Because the surrounding area primarily consists of AG-zoned properties, the R zoning district is the most appropriate zoning district for the subject properties.

The property at 825 Old Rucker Road received approval with conditions for a rezoning from AG to R on August 22, 2016. The zoning proposal requested subdivision of a 3.5-acre parcel into two (2) lots (1.19 acres and 2.3 acres) to allow for two (2) single-family detached homes. The applicant's request was consistent with the future land use designation of the property and did not include any variances.

A public hearing application was submitted to the City in February 2013 and included the subject properties. The zoning proposal requested a change of zoning from AG to R-15, comprehensive land use plan amendment from Very Low Density Residential to Low Density Residential, and lot width and front setback variances to allow a 19-lot subdivision. The request was ultimately withdrawn by the applicant.

The Broadwell Road II public hearing application was submitted to the City in April 2013, which included 800 Old Rucker Road and two (2) parcels along Broadwell Road. The zoning proposal requested a change of zoning from AG to R-15, comprehensive land use plan amendment from Very Low Density Residential to Low Density Residential, and a front setback variance to allow an 18-lot subdivision. The application was denied without prejudice on July 1, 2013.

## **SITE PLAN ANALYSIS**

The applicant's site plan depicts six (6) single-family detached lots ranging in size from 1.01 acres to 1.53 acres with an average lot size of 1.2 acres. The west property line is proposed to be reconfigured through a land swap (0.10 acres) with the property located at 840 Old Rucker Road, which will allow for a better lot configuration of Lot 6. All lots are shown with frontage along Old Rucker Road. The site plan reflects compliance with the minimum development standards in the R zoning district, including lot width (100 feet), maximum building coverage (25%), minimum floor area of a dwelling unit (1,800 square feet) and minimum setbacks (Front – 50 feet, Side – 25 feet, Rear – 50 feet). A 3.45-acre unbuildable parcel of land contains the stream and stream buffer.

Currently the properties are developed with two (2) existing homes, several accessory structures and a concrete driveway that will be removed. The applicant has stated that impervious area will be minimized by requiring all driveways to be pervious (pavers or gravel material). Also, all homes will have rain barrels or a cisterns installed.

A stream runs along the east property line and includes a 35' state tributary buffer, 100' City undisturbed buffer, and 150' City impervious setback. The applicant's tree assessment identified several specimen trees on the subject property with large groups of the specimen trees concentrated on the north, east and south sides of the property, especially within the stream buffer. The applicant's lot layout and building footprints minimize impacts to existing specimen trees.

The applicant submitted home elevations and floor plans that can be accommodated within the buildable area of the proposed lots. Homes will be of similar size, quality, and style to homes in the surrounding area. According to the applicant, homes will be priced from \$600,000 to \$1+ million.

## **SCHOOLS**

Residential development is known to increase school enrollment. Fulton County calculated the potential maximum number of children who may live on the property by using the Fulton County schools standard calculation to distinguish the number of children that a residential development will generate. The following chart outlines these figures:

FULTON COUNTY SCHOOLS – 6 Single-Family Detached Residential Units

| School                               | Estimated # New FCS Students Generated |
|--------------------------------------|----------------------------------------|
| Crabapple Crossing Elementary School | 1 to 3 students                        |
| Northwestern Middle School           | 0 to 1 students                        |
| Milton High School                   | 1 to 2 students                        |
| TOTAL                                | 2 to 6 students                        |

Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 2-6 school age children. Numbers provided by Fulton County Schools show that Crabapple Crossing Elementary is already at capacity and Northwestern Middle School and Milton High School are both over capacity by 172 and 225 students, respectively.

## TRAFFIC

A trip generation analysis was provided by the applicant and states that a total of nine (9) PM Peak Hour trips would be generated by the proposed six (6) single-family detached homes. The net increase of four (4) single-family detached homes will generate six (6) PM Peak Hour trips.

The Old Rucker Road right-of-way will remain a gravel surface. Gravel roads are sufficient for traffic volumes of up to 400 vehicles per day, which equates to approximately 40 homes accessed on a dead end gravel road. If the applicant's request is approved, a total of 13 homes (4 additional homes) will have access on Old Rucker Road.

## STANDARDS FOR ZONING CHANGES

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

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

*Response: The zoning proposal would allow 'For-Sale' single-family detached homes on minimum one (1) acre lots, which is consistent with the use of adjacent and nearby properties. The adjacent AG property to the west is 0.97 acres, the AG properties to the south are 1 acre, 1.12 acres, 1.28 acres, and 1.13 acres, and the AG property to the north is 6.76 acres. The Preserve at Charlotte and Charlotte Walk subdivisions are located to the east and are developed as 1/3-acre lots.*

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

*Response: The zoning proposal will not adversely affect the existing use or usability of adjacent or nearby properties, if conditions are included protecting the tree canopy and stream, and requiring architectural standards. In addition, the Old Rucker Road gravel surface will remain and has sufficient design capacity to handle four (4) additional single-family detached homes.*

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

*Response: The proposed development will not have significant impacts on the natural environment. The applicant's site plan depicts the stream and buffers to be undisturbed and located on a separate 3.45-acre parcel. In addition, Staff recommends conditions to protect specimen trees and the tree canopy.*

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

*Response: The two (2) properties are currently zoned AG and each are developed with a single-family detached home. The UDC allows an additional 'For-Sale' single-family detached home on properties in the AG zoning district with approval of a conditional use permit.*

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: Four (4) additional single-family detached lots will not create a significant impact on public facilities or services. The Old Rucker Road gravel surface will remain. Gravel roads are sufficient for traffic volumes of up to 400 vehicles per day, which equates to approximately 40 homes accessed on a dead end gravel road. If the applicant's request is approved, a total of 13 homes will have access on Old Rucker Road.*

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

*Response: The vision in the City's Comprehensive Plan for the Old Rucker Road area is 1-2 dwelling units per acre. The applicant's request for 0.56 dwelling units per acre is well below the allowable densities in the area.*

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

*Response: The request to rezone the properties from AG to R reflects a reasonable balance due to the Comprehensive Land Use Plan designation being Very Low Density Residential, which allows densities of 1-2 dwelling units per acre. The applicant's request for 0.56 dwelling units per acre is well below the allowable densities in the area.*

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

*Response: The Very Low Density Residential designation allows densities of 1-2 dwelling units per acre, which is higher than the applicant's request for 0.56 dwelling units per acre.*

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

*Response: The proposed R zoning district meets the Comprehensive Land Use Plan designation, which is Very Low Density Residential.*

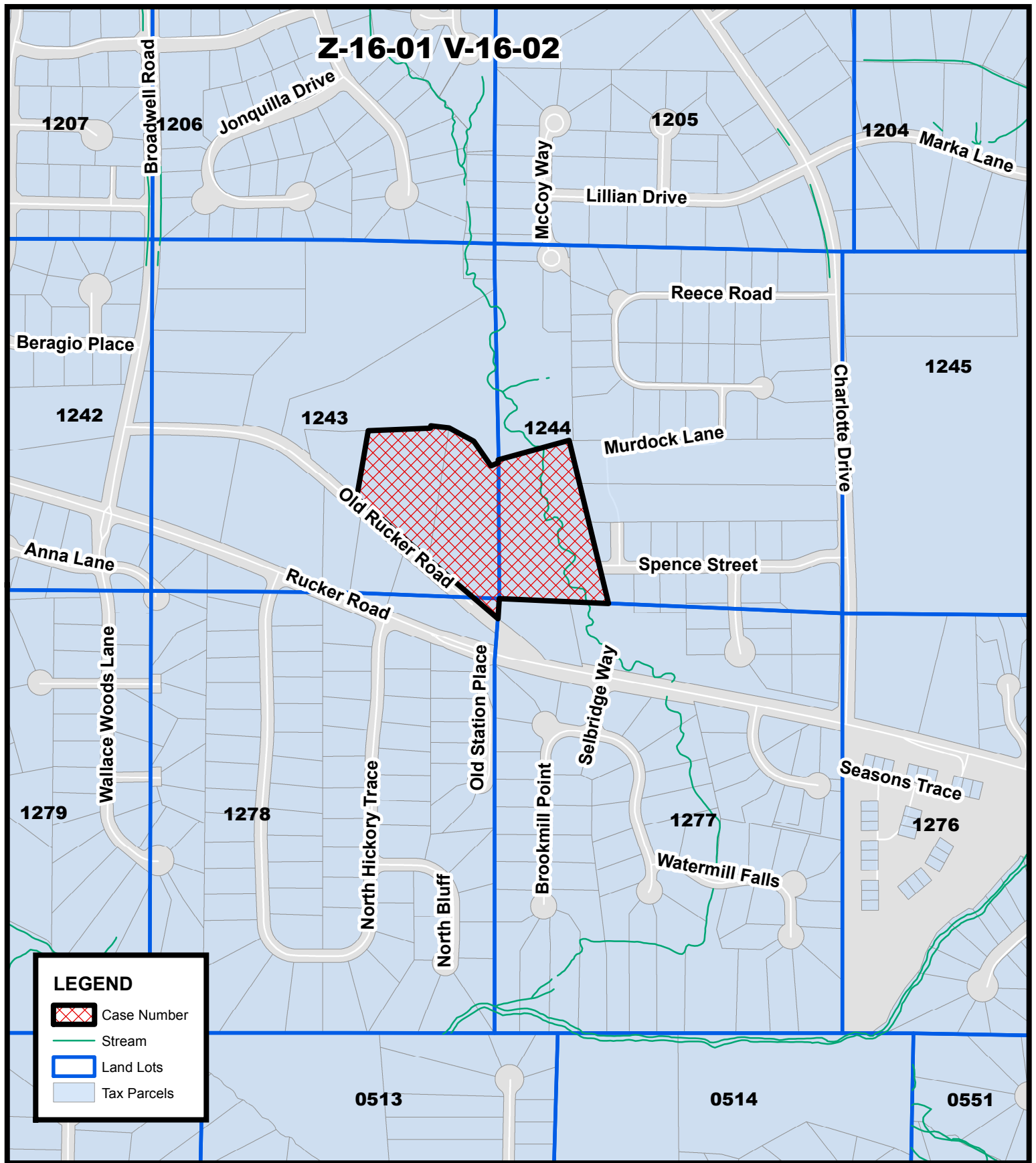
## **CONCURRENCES**

City Staff has reviewed the applicant's proposal and finds that it can support the applicant's request for rezoning. The R zoning district allows minimum one (1) acres lots, which is consistent with the Very Low Density Residential Comprehensive Land Use Plan designation of the subject properties. In addition, the Very Low Density Residential designation allows for densities of 1-2 dwelling units per acre. The applicant's request is for 0.56 dwelling units per acre, which is less than the Comprehensive Land Use Plan designation and consistent with the rural character of the area. The minimum lot size depicted of one (1) acre (average lot size of 1.2 acres) is smaller than some of the adjacent properties; however, Staff recommends architectural standards, as well as site conditions to preserve the rural character of the area.

## **CITIZEN PARTICIPATION PLAN**

The report submitted by the applicant states that property owners within 500' were contacted by letter, phone, email, and personal visits regarding the applicant's intent. The report states that some property owners generally

support the request while another property owner will not support the request, if additional traffic is shown on Old Rucker Road.

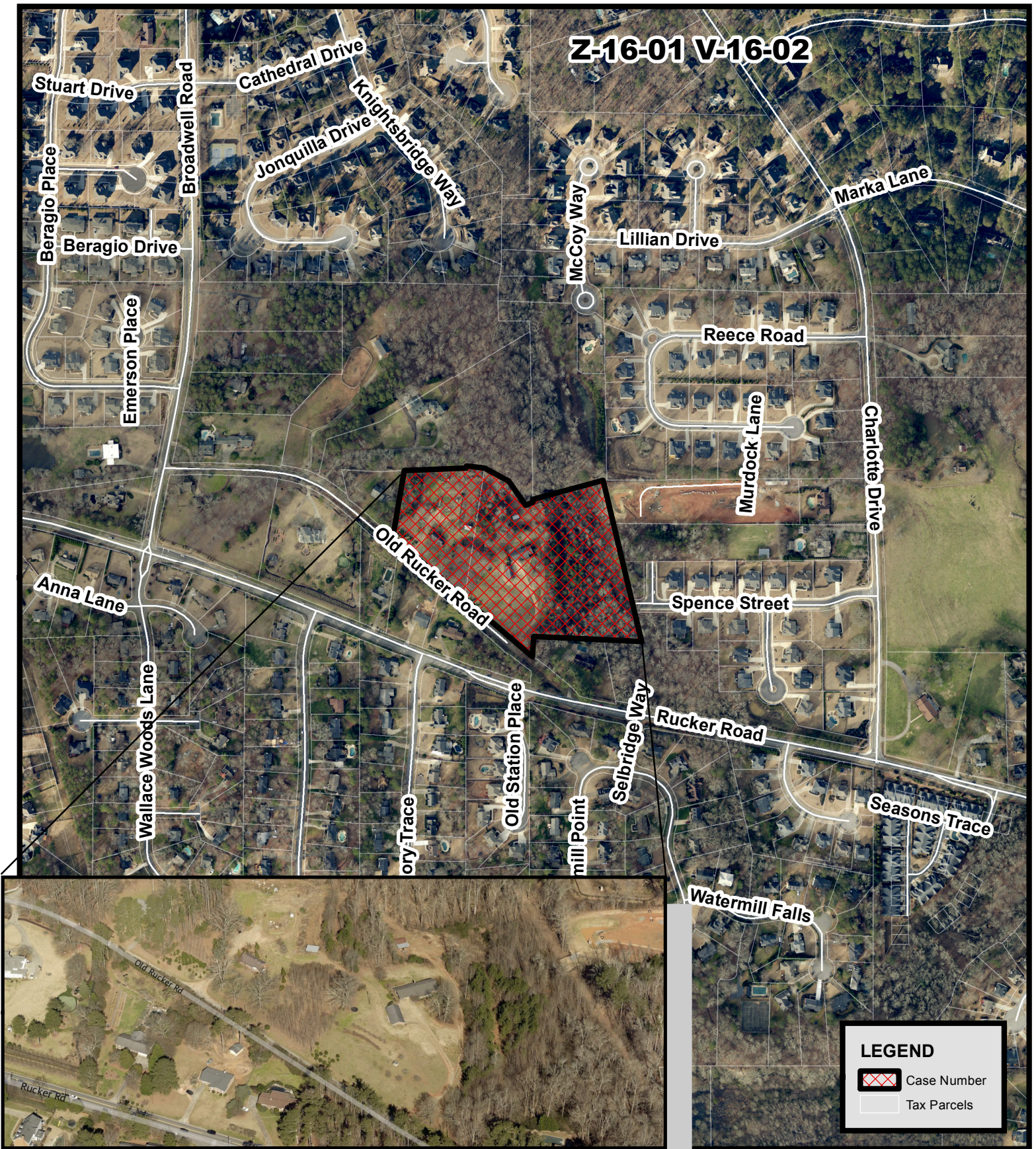


# **Location Map** **Pence** **Old Rucker Road**

**Z-16-01 V-16-02**  
**D/LL: 2/2/1243,**  
**1244, 1278**  
**PC Date: 9/07/16**  
**CC Date: 9/26/16**

**Location Map Provided by:**  
**Community Development - GIS**

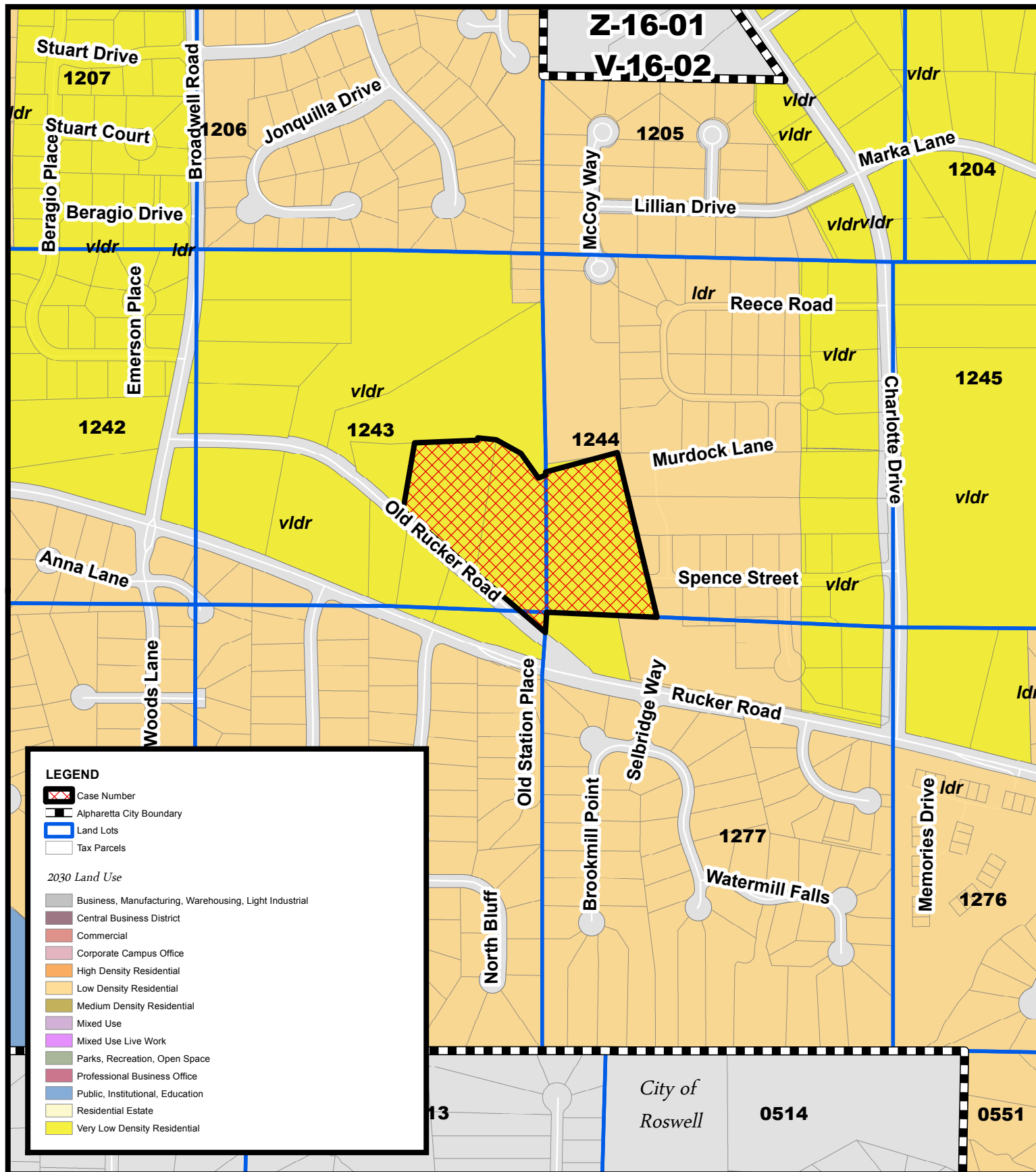




# Aerial Map Pence Old Rucker Rd

**Z-16-01 V-16-02**  
**D/LL: 2/2/1243,**  
**1244, 1278**  
**PC Date: 9/07/16**  
**CC Date: 9/26/16**  
**Location Map Provided by:**  
**Community Development - GIS**

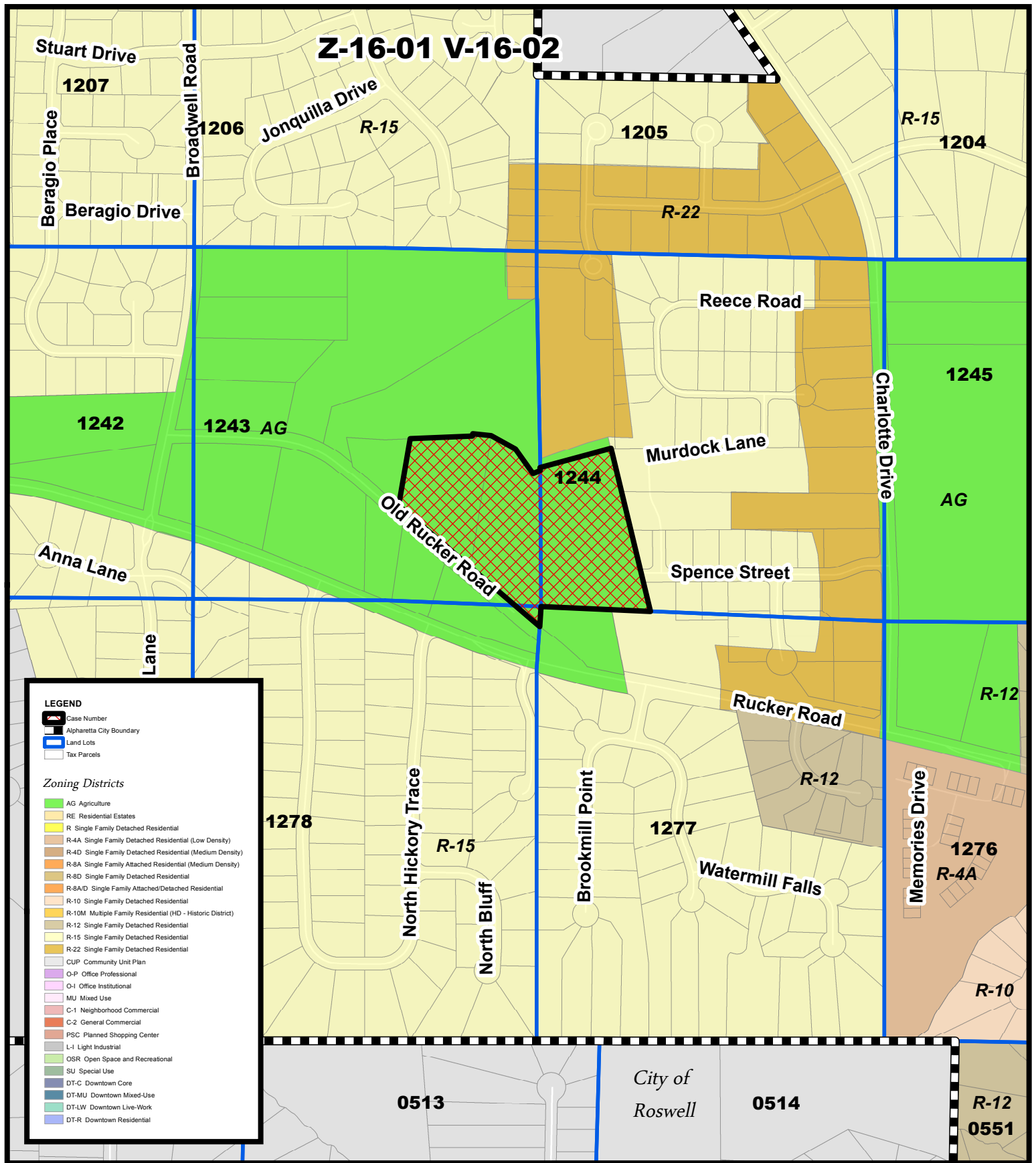




## 2030 Land Use Pence Old Rucker Road

**Z-16-01 V-16-02**  
**D/LL: 2/2/1243,**  
**1244, 1278**  
**PC Date: 9/07/16**  
**CC Date: 9/26/16**

**Location Map Provided by:**  
**Community Development - GIS**



# **Zoning Map** **Pence** **Old Rucker Road**

**Z-16-01 V-16-02**  
**D/LL: 2/2/1243,**  
**1244, 1278**  
**PC Date: 9/07/16**  
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**Location Map Provided by:**  
**Community Development - GIS**









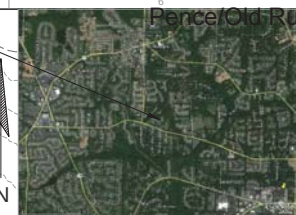






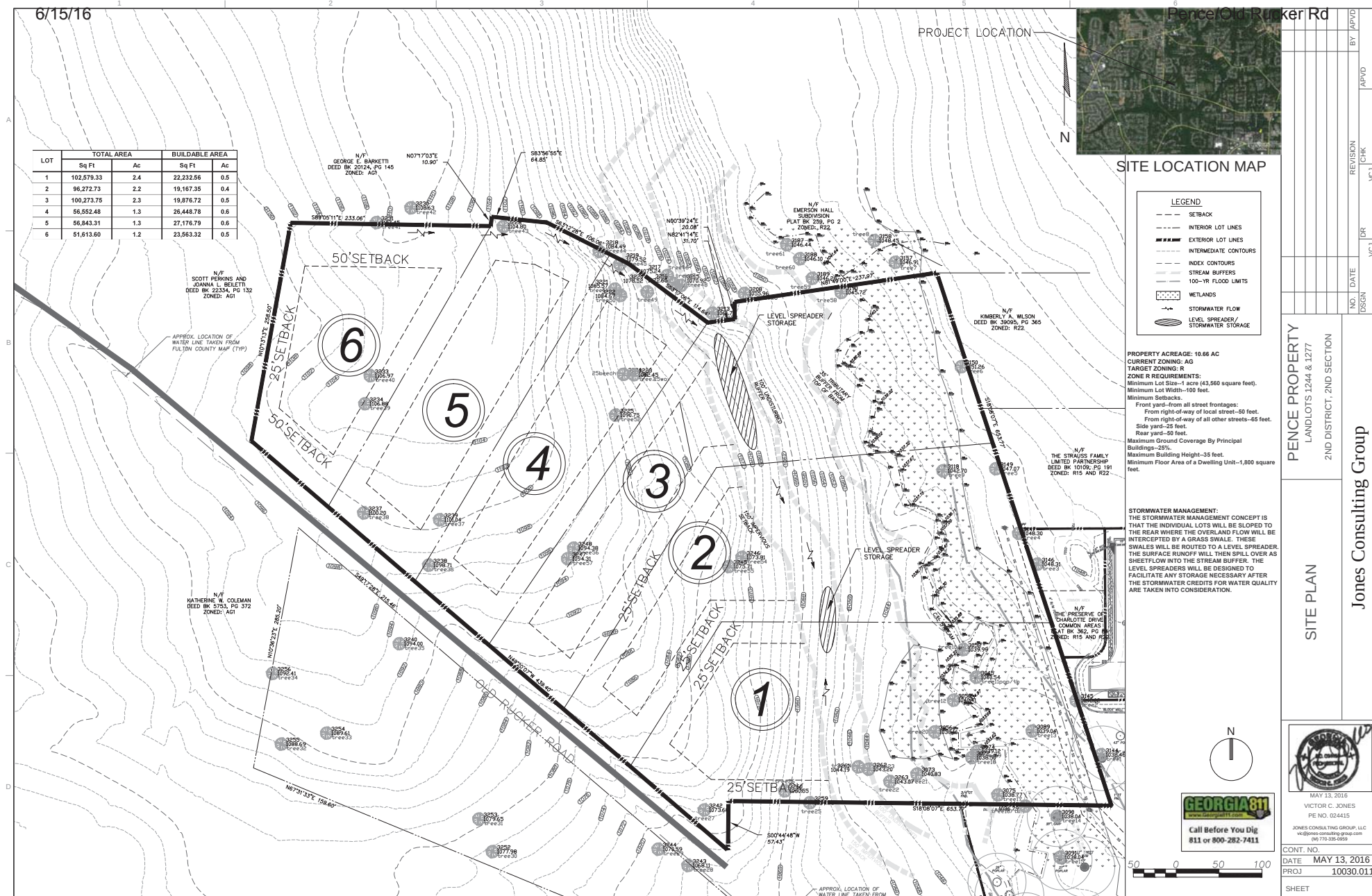
6 Pence/Old Rucker Rd

PROJECT LOCATION



## SITE LOCATION MAP

| LOT | TOTAL AREA |     | BUILDABLE AREA |     |
|-----|------------|-----|----------------|-----|
|     | Sq Ft      | Ac  | Sq Ft          | Ac  |
| 1   | 102,579.33 | 2.4 | 22,232.56      | 0.5 |
| 2   | 96,272.73  | 2.2 | 19,167.35      | 0.4 |
| 3   | 100,273.75 | 2.3 | 19,876.72      | 0.5 |
| 4   | 56,552.48  | 1.3 | 26,448.78      | 0.6 |
| 5   | 56,843.31  | 1.3 | 27,176.79      | 0.6 |
| 6   | 54,643.60  | 1.2 | 23,563.32      | 0.5 |



PENCE PROPERTY  
 LANDLOTS 1244 & 1277  
 2ND DISTRICT, 2ND SECTION  
 roup

## SITE PLAN

Jones Consulting Group



MAY 13, 2016  
VICTOR C. JONES  
PE NO. 024415

JONES CONSULTING GROUP, LLC  
vic@jones-consulting-group.com

|           |              |
|-----------|--------------|
| CONT. NO. |              |
| DATE      | MAY 13, 2016 |
| PROJ      | 10030.011    |

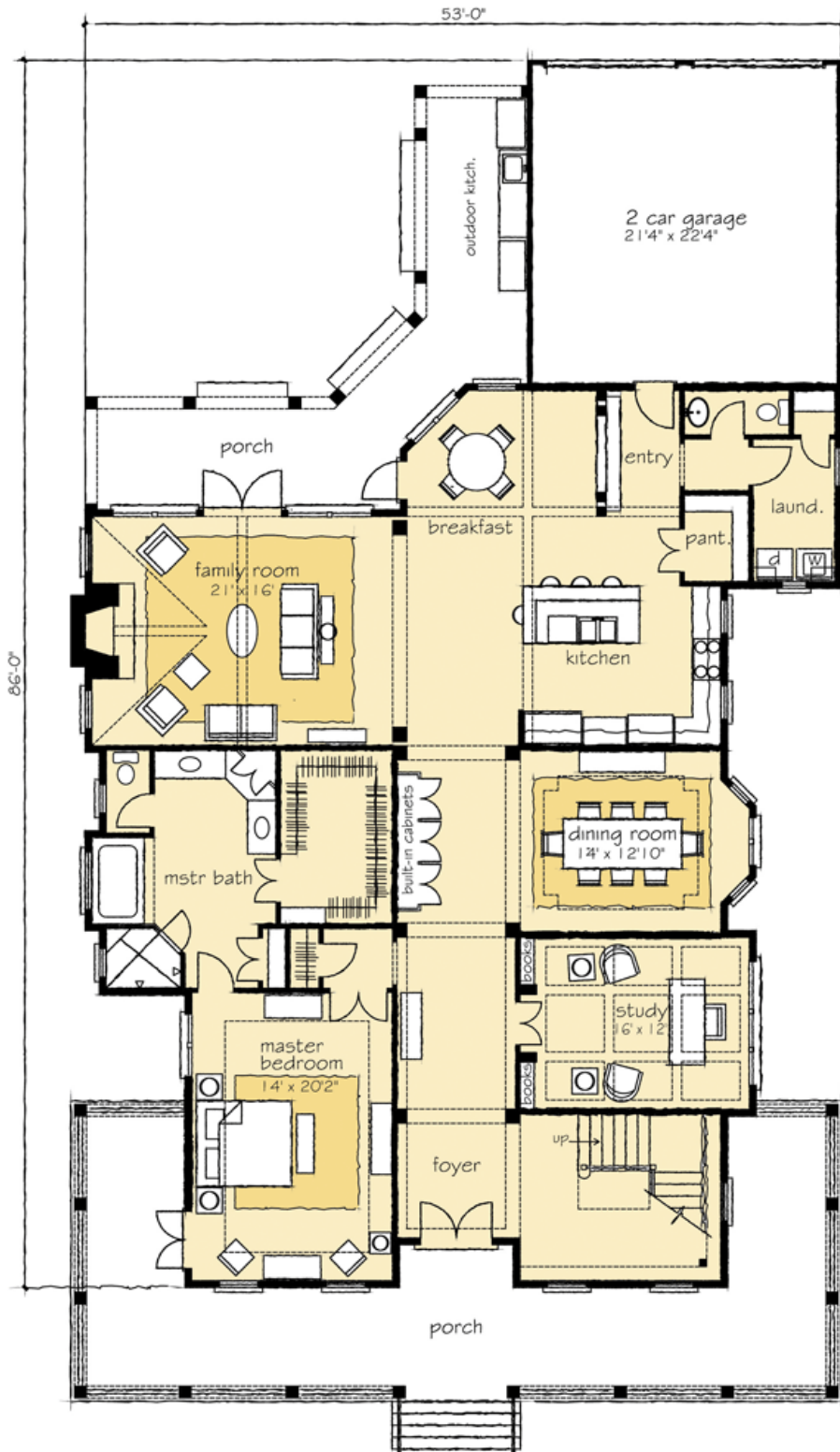
SHEET

**GEORGIA811**  
www.Georgia811.com  
Call Before You Dig  
811 or 800-282-7411

| FILE NO.: | FILE NAME: |
|-----------|------------|
|-----------|------------|



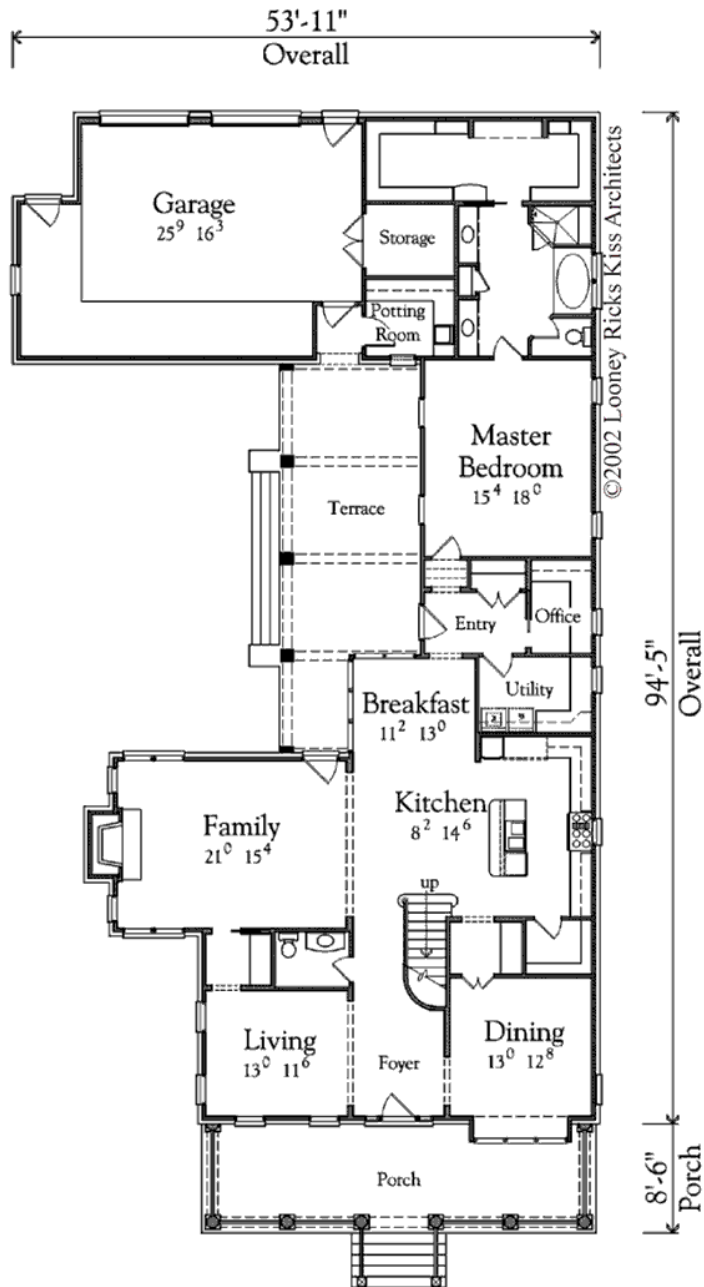


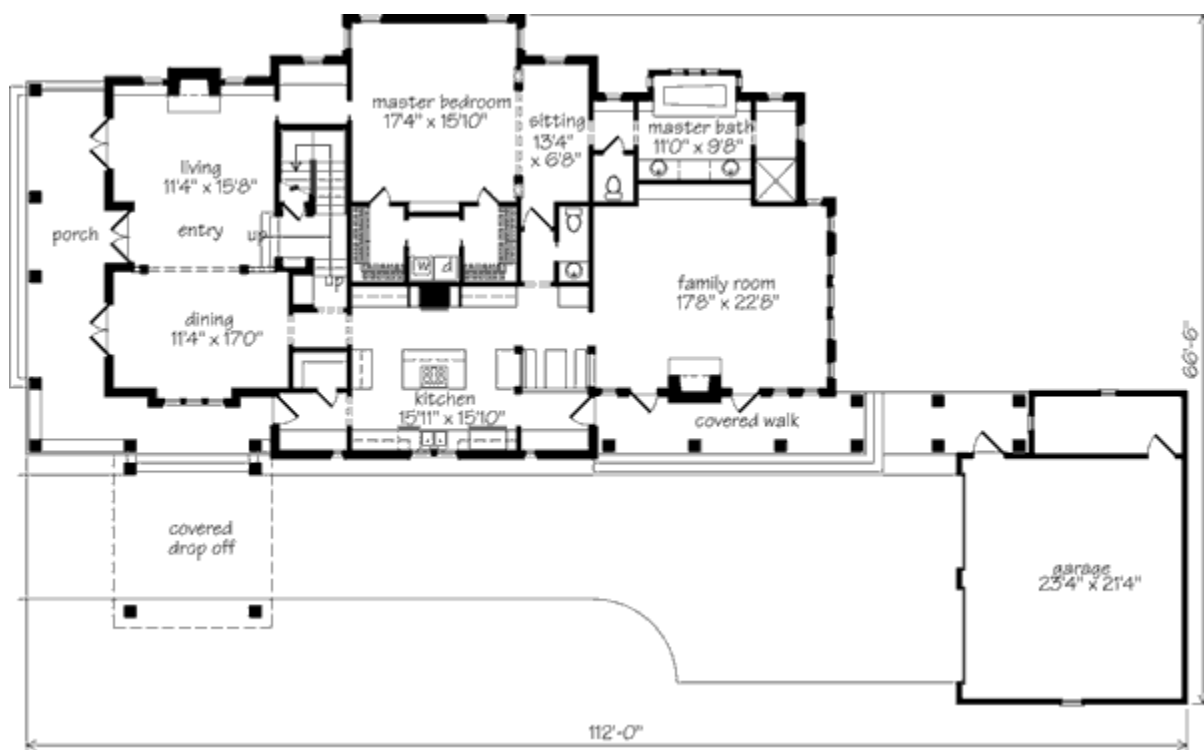
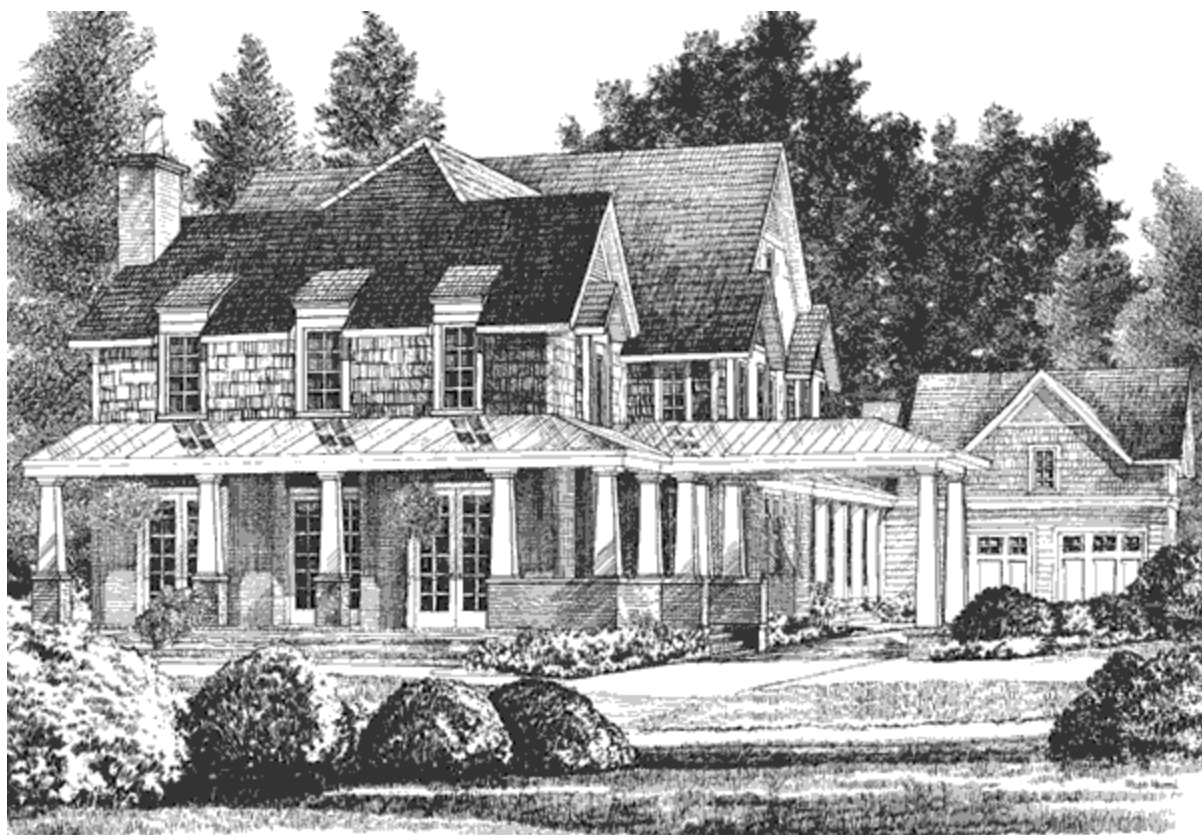


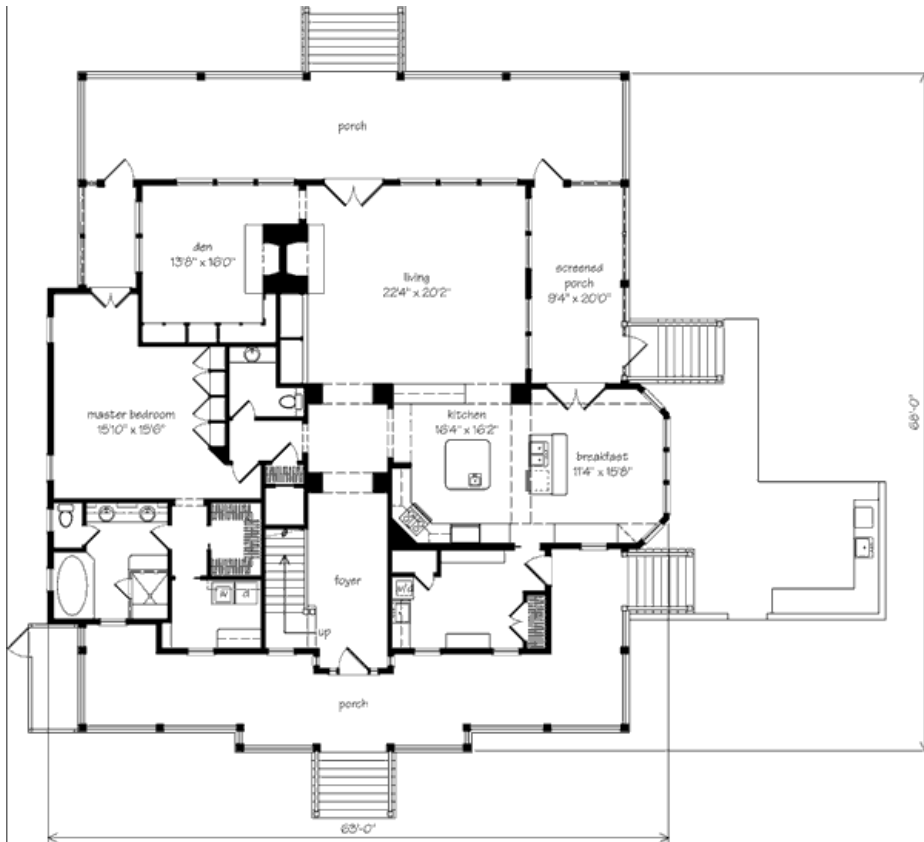






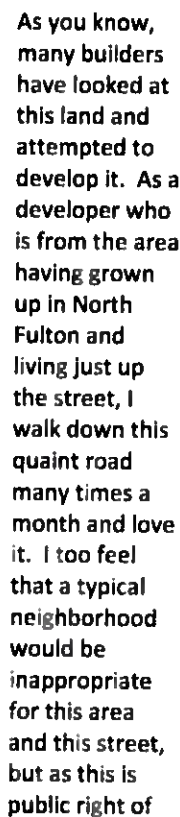






| Age Group | Percentage |
|-----------|------------|
| 18-24     | 18%        |
| 25-34     | 25%        |
| 35-44     | 35%        |

I am writing to you today as your neighbor (I live up the street in Crabapple Station) that has u/c the 10.655 acres with two homes located at 850 & 860 Old Rucker Road. I am going before the planning commission and city council of Alpharetta next month with our plans for subdividing the two lots there into a total of six lots that will have six beautiful and fitting residential homes that will be priced in the \$800's-\$1M+ range that we feel will be very beautiful and upscale while giving the neighborhood a turn of the century look and feel. Now before you shoot me... please listen to my reasoning...



I invite you to reach out to us and ask any questions you may have, provide suggestions, etc.  
Feel free to email, text, or call... I would love to come meet each of you all as well just let us know as soon as possible.  
The planning commission hearing is Wednesday, September 7, 2016 at 6:30pm at City Hall.

**ROBERT FORREST -- 404-514-8575 cell – text or call anytime**

Phone: 404-514-8575 E-Mail: [rob@stonewaikco.com](mailto:rob@stonewaikco.com)



**Subject:** Re: pence property

**Date:** Monday, August 22, 2016 at 3:02:55 PM Eastern Daylight Time

**From:** ROBERT FORREST

**To:** Florence Barnett

Dr Barnett,

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Right now, there is 10.5+ acres (and another 6.8 next door) that could be developed into more density in the future. And it IS a public right of way... so widening and/or paving could be in the future who knows.

My zoning would allow only 4 more lots to be developed and, with having 6 - \$1M+ estate homes each on an average of 1.75+ acres, it would be a very very long time if ever that those would be reassembled and subdivided.

With my plan you know what you get... 4 more estate home lots than today... and very large (1.75+ avg) lot sizes. And no road widening or paving (and hopefully NO HOA!) It will help preserve and maintain the tranquil nature of Old Rucker for generations hopefully.

Thank you again for your time. Wish we could meet so if things change or time opens up please let me know.

Rob.

---

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**Date:** Friday, August 19, 2016 at 6:55 PM

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**Subject:** RE: pence property

I had your email wrong.

that is why i sent a test.

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**Florence C. Barnett, MD, FACS FAANS**

**Johns Creek Neurosurgery**

**6335 Hospital Parkway**

**Suite 210**

**Johns Creek, Ga. 30097**

**Phone: 678-474-9490**

**Fax 770-497-6716**

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**Sent:** Thursday, August 18, 2016 3:09 PM  
**To:** Florence Barnett M. D>  
**Subject:** Re: pence property

Hey Dr Barnett

Love your house but really love the old car y'all have!

Could I come by and meet y'all tomorrow or this weekend? I live just up Broadwell and could walk down, just let me know when is a good time.

Thanks!

Rob

Robert Forrest

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Hello!

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Test

Florence C. Barnett, MD FACS FAANS  
6335 Hospital Parkway  
Suite 210  
Johns Creek , Ga 30097  
Phone 678-474-9490  
Fax 770-497-6716

WILSON JEFFREY SCOTT & KIMBERLEY ANN

Or Current Property Owner

12220 CHARLOTTE DR

ALPHARETTA GA 30004

AHMED KASHIF & KASHIF BILQUEES HUMA

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ALPHARETTA GA 30004

ARCHER JAMES K JR & ARCHER JENNIFER L

Or Current Property Owner

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AYCOCK JEFF V II & ASHLI

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12275 BROADWELL RD

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BALAJI SUBRAMANIAM K & HEMA

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1000 REECE RD

ALPHARETTA GA 30004

BARKETT GEORGE E

Or Current Property Owner

820 OLD RUCKER RD

ALPHARETTA GA 30004

BARNETT FLORENCE C

Or Current Property Owner

760 OLD RUCKER RD

ALPHARETTA GA 30004

BECKMAN BRADLEY W

Or Current Property Owner

990 REECE RD

ALPHARETTA GA 30004

BEILETTI JONNA L

Or Current Property Owner

840 OLD RUCKER RD

ALPHARETTA GA 30004

BERT GREGORY R & HICKMAN NATALIE C

Or Current Property Owner

1030 SPENCE ST

ALPHARETTA GA 30004

BLAINE CAROL S

Or Current Property Owner

11935 N HICKORY TRCE

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ALPHARETTA GA 30004

CAMPOS LUIS F

Or Current Property Owner

910 RUCKER RD

ALPHARETTA GA 30004

CASTLEBERRY BRIDGE FARM LLC

Or Current Property Owner

1115 BEL AIR DR # 4

BOCA RATON FL 33487

CHAMBERS JA JUAN B

Or Current Property Owner

1005 REECE RD

ALPHARETTA GA 30004

COLEMAN KIM G & ELISA MONTEILH COLEMAN

Or Current Property Owner

12130 BROOKMILL PT

ALPHARETTA GA 30004

DENNING LAUREN E

Or Current Property Owner

11860 N HICKORY TRCE

ALPHARETTA GA 30004

EMERSON HALL HOMEOWNERS ASSN INC

Or Current Property Owner

P.O.BOX 2458

ALPHARETTA GA 30023 2458

FERN THOMAS E & ETHEL P

Or Current Property Owner

12145 N HICKORY TRCE # F

ALPHARETTA GA 30004

FIELD NANCY B & MICHAEL

Or Current Property Owner

12140 BROOKMILL POINT

ALPHARETTA GA 30004 4019

FIORINI ASSUNTA

Or Current Property Owner

755 OLD RUCKER RD

ALPHARETTA GA 30004

GARRETT MARIE L

Or Current Property Owner

825 OLD RUCKER RD

ALPHARETTA GA 30004

GAYNOR JEFFREY R & LORRAINE M

Or Current Property Owner

975 REECE RD

ALPHARETTA GA 30004

GOLLA MURALI K & GOLLA RADHA R

Or Current Property Owner

1045 SPENCE ST

ALPHARETTA GA 30004

HARRIS MICHELE Q & HARRIS ADAM E

Or Current Property Owner

11910 OLD STATION PL

ALPHARETTA GA 30004

HERMAN ROBERT S & JENNY

Or Current Property Owner

945 REECE RD

ALPHARETTA GA 30004

HOLBROOK LOVICK W & HOLBROOK MARJAN D

Or Current Property Owner

1010 SPENCE ST

ALPHARETTA GA 30004

HUNDELT THOMAS K JR & SHANNON JENNIFER L

Or Current Property Owner

970 REECE RD

ALPHARETTA GA 30004

JAIN AMIT & SHARMA SHWETA

Or Current Property Owner

1035 SPENCE ST

ALPHARETTA GA 30004

JEAN PIERRE MARIE T

Or Current Property Owner

11870 N HICKORY TRC

ALPHARETTA GA 30004



JOHNSON DAVID R  
Or Current Property Owner  
875 RUCKER RD  
ALPHARETTA GA 30004 4050

KUMAR AKHILESH & SINGH PREETI  
Or Current Property Owner  
950 REECE RD  
ALPHARETTA GA 30004

MANTHEY KEITH W & MANTHEY SUSAN M  
Or Current Property Owner  
1020 SPENCE ST  
ALPHARETTA GA 30004

NELSON ERIC & MARY  
Or Current Property Owner  
12080 BROOKMILL POINT  
ALPHARETTA GA 30004

OLD STATION HOMEOWNERS ASSN INC  
Or Current Property Owner  
11850 OLD STATION PL  
ALPHARETTA GA 30004

PENCE DONALD W & ELAINE U  
Or Current Property Owner  
860 OLD RUCKER RD  
ALPHARETTA GA 30004 6373

RAYOL HILTON & ADRIANY W  
Or Current Property Owner  
12200 MCCOY WAY  
ALPHARETTA GA 30004

RYAN PATRICK & RYAN MAUREEN FARRELL  
Or Current Property Owner  
12120 SPENCE WAY  
ALPHARETTA GA 30004

SHIRLEY GIORDANO REVOCABLE TR  
Or Current Property Owner  
12110 BROOKMILL POINT  
ALPHARETTA GA 30004

TVS PROPERTY LLC  
Or Current Property Owner  
12165 MOUNTAIN LAUREL DR  
ROSWELL GA 30075

KATHERINE WORLEY COLEMAN REVOCABLE LIVING TRUST THE  
Or Current Property Owner  
855 RUCKER RD  
ALPHARETTA GA 30004

LANIER THOMAS Z IV & LANIER LEIGH M  
Or Current Property Owner  
12285 BROADWELL  
ALPHARETTA GA 30004

MAZZOTTA DOMINIC F & KELLEY A  
Or Current Property Owner  
11890 OLD STATION PL  
ALPHARETTA GA 30004

NGUYEN PHUONG THAO  
Or Current Property Owner  
973 SOUTHERBY LN  
ALPHARETTA GA 30004

ONEACRE CRAIG R & AMY S  
Or Current Property Owner  
940 REECE RD  
ALPHARETTA GA 30004

POULSEN BO RIIIS & URBIZO IRMA L  
Or Current Property Owner  
11880 OLD STATION PL  
ALPHARETTA GA 30004

RUTHVEN SEAN D & RUTHVEN EMILY L  
Or Current Property Owner  
1040 SPENCE ST  
ALPHARETTA GA 30004

SCHINDLER RUDOLF R & REBECCA B  
Or Current Property Owner  
11925 N HICKORY TRCE  
ALPHARETTA GA 30004

STRAUS FAMILY LIMITED PARTNERSHIP THE  
Or Current Property Owner  
12190 CHARLOTTE DR  
ALPHARETTA GA 30004

VINJAMURI RAVI S & KAVITA  
Or Current Property Owner  
11900 OLD STATION PL  
ALPHARETTA GA 30004

KUCKLUK SANDRA L  
Or Current Property Owner  
11915 N HICKORY TRCE  
ALPHARETTA GA 30004

LERIT BRUCE M & VAN THI  
Or Current Property Owner  
930 REECE RD  
ALPHARETTA GA 30004 1420

MENDEZ RONALD & HEATHER M  
Or Current Property Owner  
11880 N HICKORY TRCE  
ALPHARETTA GA 30004

OAKS ON CHARLOTTE DRIVE HOMEOWNERS ASSOCIATION  
INC  
Or Current Property Owner  
1455 OLD ALABAMA RD SUITE 100  
ROSWELL GA 30076 3871

PADIGALA MAHESH & JAKKA SHIRESHA  
Or Current Property Owner  
980 REECE RD  
ALPHARETTA GA 30004

PRESERVE ON CHARLOTTE DRIVE HOMEOWNERS  
ASSOCIATION INC  
Or Current Property Owner  
1100 NORTHMEADOW PKWY STE 114  
ROSWELL GA 30076

RUTTLE CHRISTOPHER P & RUTTLE MOLLY  
Or Current Property Owner  
1025 SPENCE ST  
ALPHARETTA GA 30004

SEALS BART D & VIVIAN R  
Or Current Property Owner  
11850 N HICKORY TRCE  
ALPHARETTA GA 30004 4035

TUTTAS SUSAN L & THOMAS C  
Or Current Property Owner  
12135 N HICKORY TRCE  
ALPHARETTA GA 30004

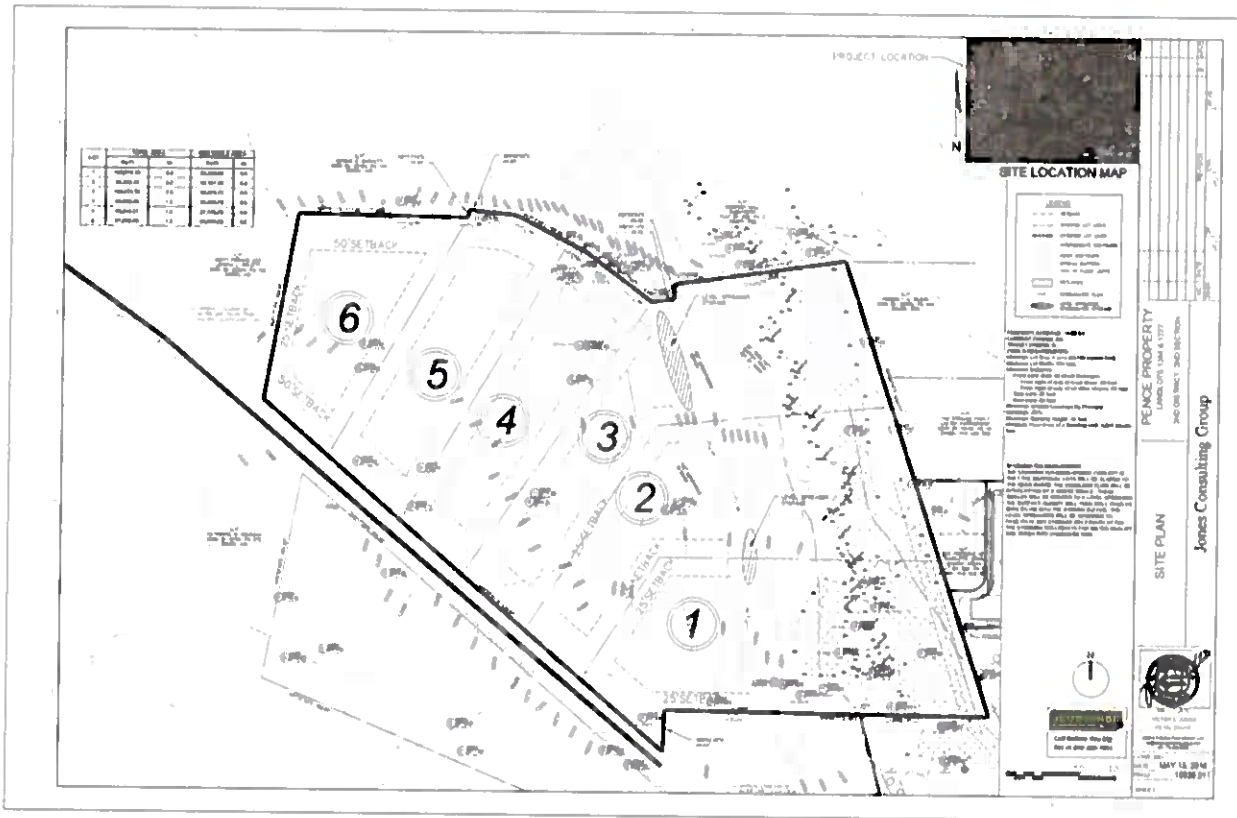
WILLIAMSON GARY L  
Or Current Property Owner  
12090 BROOKMILL PT  
ALPHARETTA GA 30004

# 850 & 860 Old Rucker Road

August 8, 2016

Dear Neighbor:

I am writing to you today as your neighbor (I live up the street in Crabapple Station) that has u/c the 10.655 acres with two homes located at 850 & 860 Old Rucker Road. I am going before the planning commission and city council of Alpharetta next month with our plans for subdividing the two lots there into a total of six lots that will have six beautiful and fitting residential homes that will be priced in the \$800's-\$1M+ range that we feel will be very beautiful and upscale while giving the neighborhood a turn of the century look and feel. Now before you shoot me... please listen to my reasoning...



As you know, many builders have looked at this land and attempted to develop it. As a developer who is from the area having grown up in North Fulton and living just up the street, I walk down this quaint road many times a month and love it. I too feel that a typical neighborhood would be inappropriate for this area and this street, but as this is public right of

way and there is a future land use map that shows R and R22 possibilities, more dense development could possibly be justified. Rather than face the unknown future, working with you all on a very low impact, low-density 6 lots would help preserve the road & areas feel. I am asking the city to allow variances to do just this... NO additional right of way, NO HOA, NO paving, NO detention pond. Just 4 additional large (1.75+ acre average) lots... for a total of 6 out of over 10++ acres.

I invite you to reach out to us and ask any questions you may have, provide suggestions, etc.

Feel free to email, text, or call... I would love to come meet each of you all as well just let us know as soon as possible.

The planning commission hearing is Wednesday, September 7, 2016 at 6:30pm at City Hall.

Sincerely,

ROBERT FORREST -- 404-514-8575 cell -- text or call anytime

[rob@stonewalkco.com](mailto:rob@stonewalkco.com) - email

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**Date:** Monday, August 22, 2016 at 3:02:55 PM Eastern Daylight Time

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**To:** Florence Barnett

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Right now, there is 10.5+ acres (and another 6.8 next door) that could be developed into more density in the future. And it IS a public right of way... so widening and/or paving could be in the future who knows.

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Fax 770-497-6716

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Or Current Property Owner

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ALPHARETTA GA 30004



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ALPHARETTA GA 30004

BALAJI SUBRAMANIAM K & HEMA  
Or Current Property Owner  
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ALPHARETTA GA 30004

BECKMAN BRADLEY W  
Or Current Property Owner  
990 REECE RD  
ALPHARETTA GA 30004

BLAINE CAROL S  
Or Current Property Owner  
11935 N HICKORY TRCE  
ALPHARETTA GA 30004

CAMPOS LUIS F  
Or Current Property Owner  
910 RUCKER RD  
ALPHARETTA GA 30004

COLEMAN KIM G & ELISA MONTEILH COLEMAN  
Or Current Property Owner  
12130 BROOKMILL PT  
ALPHARETTA GA 30004

FERN THOMAS E & ETHEL P  
Or Current Property Owner  
12145 N HICKORY TRCE # F  
ALPHARETTA GA 30004

GARRETT MARIE L  
Or Current Property Owner  
825 OLD RUCKER RD  
ALPHARETTA GA 30004

HARRIS MICHELE Q & HARRIS ADAM E  
Or Current Property Owner  
11910 OLD STATION PL  
ALPHARETTA GA 30004

HUNDELT THOMAS K JR & SHANNON JENNIFER L  
Or Current Property Owner  
970 REECE RD  
ALPHARETTA GA 30004

ARCHER JAMES K JR & ARCHER JENNIFER L  
Or Current Property Owner  
1050 SPENCE ST  
ALPHARETTA GA 30004

BARKETT GEORGE E  
Or Current Property Owner  
820 OLD RUCKER RD  
ALPHARETTA GA 30004

BEILETTI JONNA L  
Or Current Property Owner  
840 OLD RUCKER RD  
ALPHARETTA GA 30004

BOARMAN MATTHEW E & BOARMAN KAREN B  
Or Current Property Owner  
12110 SPENCE WAY  
ALPHARETTA GA 30004

CASTLEBERRY BRIDGE FARM LLC  
Or Current Property Owner  
1115 BEL AIR DR # 4  
BOCA RATON FL 33487

DENNING LAUREN E  
Or Current Property Owner  
11860 N HICKORY TRCE  
ALPHARETTA GA 30004

FIELD NANCY B & MICHAEL  
Or Current Property Owner  
12140 BROOKMILL POINT  
ALPHARETTA GA 30004 4019

GAYNOR JEFFREY R & LORRAINE M  
Or Current Property Owner  
975 REECE RD  
ALPHARETTA GA 30004

HERMAN ROBERT S & JENNY  
Or Current Property Owner  
945 REECE RD  
ALPHARETTA GA 30004

JAIN AMIT & SHARMA SHWETA  
Or Current Property Owner  
1035 SPENCE ST  
ALPHARETTA GA 30004

AYCOCK JEFF V II & ASHLI  
Or Current Property Owner  
12275 BROADWELL RD  
ALPHARETTA GA 30004

BARNETT FLORENCE C  
Or Current Property Owner  
760 OLD RUCKER RD  
ALPHARETTA GA 30004

BERT GREGORY R & HICKMAN NATALIE C  
Or Current Property Owner  
1030 SPENCE ST  
ALPHARETTA GA 30004

BORJA LOLITA C & CRISPIN A  
Or Current Property Owner  
12150 N HICKORY TRCE  
ALPHARETTA GA 30004

CHAMBERS JA JUAN B  
Or Current Property Owner  
1005 REECE RD  
ALPHARETTA GA 30004

EMERSON HALL HOMEOWNERS ASSN INC  
Or Current Property Owner  
P.O.BOX 2458  
ALPHARETTA GA 30023 2458

FIORINI ASSUNTA  
Or Current Property Owner  
755 OLD RUCKER RD  
ALPHARETTA GA 30004

GOLLA MURALI K & GOLLA RADHA R  
Or Current Property Owner  
1045 SPENCE ST  
ALPHARETTA GA 30004

HOLBROOK LOVICK W & HOLBROOK MARJAN D  
Or Current Property Owner  
1010 SPENCE ST  
ALPHARETTA GA 30004

JEAN PIERRE MARIE T  
Or Current Property Owner  
11870 N HICKORY TRC  
ALPHARETTA GA 30004

JOHNSON DAVID R  
Or Current Property Owner  
875 RUCKER RD  
ALPHARETTA GA 30004 4050

KUMAR AKHILESH & SINGH PREETI  
Or Current Property Owner  
950 REECE RD  
ALPHARETTA GA 30004

MANTHEY KEITH W & MANTHEY SUSAN M  
Or Current Property Owner  
1020 SPENCE ST  
ALPHARETTA GA 30004

NELSON ERIC & MARY  
Or Current Property Owner  
12080 BROOKMILL POINT  
ALPHARETTA GA 30004

OLD STATION HOMEOWNERS ASSN INC  
Or Current Property Owner  
11850 OLD STATION PL  
ALPHARETTA GA 30004

PENCE DONALD W & ELAINE U  
Or Current Property Owner  
860 OLD RUCKER RD  
ALPHARETTA GA 30004 6373

RAYOL HILTON & ADRIANY W  
Or Current Property Owner  
12200 MCCOY WAY  
ALPHARETTA GA 30004

RYAN PATRICK & RYAN MAUREEN FARRELL  
Or Current Property Owner  
12120 SPENCE WAY  
ALPHARETTA GA 30004

SHIRLEY GIORDANO REVOCABLE TR  
Or Current Property Owner  
12110 BROOKMILL POINT  
ALPHARETTA GA 30004

TVS PROPERTY LLC  
Or Current Property Owner  
12165 MOUNTAIN LAUREL DR  
ROSWELL GA 30075

KATHERINE WORLEY COLEMAN REVOCABLE LIVING TRUST THE  
Or Current Property Owner  
855 RUCKER RD  
ALPHARETTA GA 30004

LANIER THOMAS Z IV & LANIER LEIGH M  
Or Current Property Owner  
12285 BROADWELL  
ALPHARETTA GA 30004

MAZZOTTA DOMINIC F & KELLEY A  
Or Current Property Owner  
11890 OLD STATION PL  
ALPHARETTA GA 30004

NGUYEN PHUONG THAO  
Or Current Property Owner  
973 SOUTHERBY LN  
ALPHARETTA GA 30004

ONEACRE CRAIG R & AMY S  
Or Current Property Owner  
940 REECE RD  
ALPHARETTA GA 30004

POULSEN BO RIIIS & URBIZO IRMA L  
Or Current Property Owner  
11880 OLD STATION PL  
ALPHARETTA GA 30004

RUTHVEN SEAN D & RUTHVEN EMILY L  
Or Current Property Owner  
1040 SPENCE ST  
ALPHARETTA GA 30004

SCHINDLER RUDOLF R & REBECCA B  
Or Current Property Owner  
11925 N HICKORY TRCE  
ALPHARETTA GA 30004

STRAUS FAMILY LIMITED PARTNERSHIP THE  
Or Current Property Owner  
12190 CHARLOTTE DR  
ALPHARETTA GA 30004

VINJAMURI RAVI S & KAVITA  
Or Current Property Owner  
11900 OLD STATION PL  
ALPHARETTA GA 30004

KUCKLUK SANDRA L  
Or Current Property Owner  
11915 N HICKORY TRCE  
ALPHARETTA GA 30004

LERIT BRUCE M & VAN THI  
Or Current Property Owner  
930 REECE RD  
ALPHARETTA GA 30004 1420

MENDEZ RONALD & HEATHER M  
Or Current Property Owner  
11880 N HICKORY TRCE  
ALPHARETTA GA 30004

OAKS ON CHARLOTTE DRIVE HOMEOWNERS ASSOCIATION  
INC  
Or Current Property Owner  
1455 OLD ALABAMA RD SUITE 100  
ROSWELL GA 30076 3871

PADIGALA MAHESH & JAKKA SHIRESHA  
Or Current Property Owner  
980 REECE RD  
ALPHARETTA GA 30004

PRESERVE ON CHARLOTTE DRIVE HOMEOWNERS  
ASSOCIATION INC  
Or Current Property Owner  
1100 NORTHMEADOW PKWY STE 114  
ROSWELL GA 30076

RUTTLE CHRISTOPHER P & RUTTLE MOLLY  
Or Current Property Owner  
1025 SPENCE ST  
ALPHARETTA GA 30004

SEALS BART D & VIVIAN R  
Or Current Property Owner  
11850 N HICKORY TRCE  
ALPHARETTA GA 30004 4035

TUTTAS SUSAN L & THOMAS C  
Or Current Property Owner  
12135 N HICKORY TRCE  
ALPHARETTA GA 30004

WILLIAMSON GARY L  
Or Current Property Owner  
12090 BROOKMILL PT  
ALPHARETTA GA 30004

6/15/16

# CITY OF ALPHARETTA

## PUBLIC HEARING APPLICATION

Z-16-01/V-16-02  
Pence/Old Rucker Rd

FOR OFFICE USE ONLY

Case #: \_\_\_\_\_

☐ 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."
5. Applications will be accepted only 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: Robert Forrest Telephone: 404-514-8575

Address: 12611 Itaska Walk Suite: \_\_\_\_\_

City Milton State: GA Zip: 30004 Fax: \_\_\_\_\_

Mobile Tel: 404-514-8575 Email: rob@stonewalkco.com

### Subject Property Information:

Address: 850 & 860 Old Rucker Road Current Zoning: AG

District: 2 Section: 2 Land Lot: 1243-1244 Parcel ID: 22 418012430508 & 22 418012430359

Proposed Zoning: R Current Use: Two houses

### This Application For (Check All That Apply):

- |                                                       |                                                 |
|-------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Conditional Use              | <input type="checkbox"/> Master Plan Amendment  |
| <input checked="" type="checkbox"/> Rezoning          | <input type="checkbox"/> Master Plan Review     |
| <input checked="" type="checkbox"/> Variance          | <input type="checkbox"/> Public Hearing         |
| <input type="checkbox"/> Comprehensive Plan Amendment | <input type="checkbox"/> Other (Specify): _____ |

# APPLICANT REQUEST AND INTENT

---

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

Rezone the property from AG to R to allow the development of 4 additional homes (6 total) on about 10.655 acres

Applicant's Request (Please itemize the proposal):

To rezone the property from AG to R to allow 6 total lots each 1 acre or more. We are proposing not disturbing the current Old Rucker Road just retaining the current gravel road and terminating the road as is - currently a dead end. Homes of no less than 3,000 sq.ft. would be built and would be similar in nature to those already on Old Rucker (farm house/traditional/etc).

Also a variance is requested from Section 6 Item 3 of the Storm Water Management Design Manual which says "No portion of any lot with residences shall contain any stream buffer. All stream buffers shall be included in a common area deeded to the homeowners association for that subdivision development. We are also hoping to not have a HOA in keeping with the rural nature of this street and the current homes there are not a part of an HOA either. We would like each builder/homeowner to provide their own stormwater management on their lot.

A variance is requested to allow the street to remain gravel - again in keeping with the rural nature of this street and area.

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

The surrounding properties outside of this 30+/- acre "pocket" of Alpharetta are already developed as R15/R20. The property to the West (840 Old Rucker) is 42,334 sq.ft. (just under an acre), and the properties along Rucker Road that are across the street from this property are 865 Rucker Road - 48,787 sq.ft, 875 Rucker Road - 55,756 sq.ft., and 855 Rucker Road - 50,529 sq.ft.

As depicted on our rezoning plan, our lots range in a similar/larger range - 51,613 sq.ft. (1.2+/- ac) to 102,579 sq.ft. (2.4+/- ac) with an average of 77,355 sq.ft. (1.77+ acres) per lot.

In order to maintain the rural look/nature of this street/area, we are also requesting a variance to not require the stream buffer be put into a HOA or the creation of any HOA as residents of these types of areas/lots (including the current residents on this street) desire to purchase and live here because there is no HOA and don't desire one. We would propose that each resident that would have stream buffer on their lot (half of the lots) be responsible for their own property.

As one of the biggest draws to this street is that it is not paved but rather a narrower gravel road and the three homes on the south side of Old Rucker across from our lots also have access/frontage on this gravel road today, that we would maintain the current gravel road as-is and not disturb it.

Our overall intent is to keep everything as it is today and just subdivide the current 2 lots into a total of 6 lots replacing the two current homes with six total homes that would in fact be more similar in size and style to the others found on this road today.

6/15/16

## PROPERTY OWNER AUTHORIZATION

Z-16-01/V-16-02

Pence/Old Rucker Rd

Property Owner Information:

Contact Name:

Donald &amp; Elaine Pence

Telephone:

6-

Address:

8501860 Old Rucker Rd.

Suite:

City

Alpharetta

State:

GA

Zip:

30004

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 \_\_\_\_\_Identify Authorized Applicant:

Name of Authorized Applicant:

Telephone:

Address:

Suite:

City

State:

Zip:

So Sworn and Attested:

Owner Signature:

Donald Pence Elaine Pence

Date:

5/31/2016

Notary:

Notary Signature:



Date:

5/31/2016



6/15/16

# DISCLOSURE FORM

Z-16-01/V-16-02  
Pence/Old Rucker Rd

*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: Robert Forrest

Subject Public Hearing Case: Old Rucker Road

## 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: NA

Position: NA

Description of Contribution: NA

Value: NA

Description of Contribution: NA

Value: NA

Description of Contribution: NA

Value: NA

Description of Contribution: NA

Value: NA

Description of Contribution: NA

Value: NA

## 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:



Date: January 4, 2016

6/15/16

Pence/Old Rucker Rd

# ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The property directly to the West and the properties directly to the south are all the same or smaller size lots as the ones proposed. Lots to the East and elsewhere around this "pocket" of 30 or so acres are all smaller R15-R20.

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

It is complimentary to the surrounding properties with home prices anticipated to be \$600k-\$1M+

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

AG zoning only allows 1 unit per 5 acres and there is no zoning anywhere near this property that is similar. While Old Rucker is a rural looking gravel road (which look/feel we are maintaining) this area is characterized by 1-3 units per acre rather than 1 unit per 5 acres. Of the 12 properties that abut Old Rucker Road, only 3 (25%) meet the 5+ acre minimum required of AG zoning and as such should really be zoned R not AG. Upkeep/maintenance is much greater the larger the lot as well.

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

4 net new houses with 12-15 total population and 30 or so vehicle trips per day on the existing city-owned road.

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

A net increase potential of 4-10 school aged children and minimal utility impacts

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

The future land use map shows this area a very low density which allows R and R22 zoning. We originally were going to as for R22 zoning but after discussing with staff are now seeking R zoning (1 acre lots).

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

All of the surrounding properties have been zoned and developed in the area to higher densities. The family that owns this land desires to sell it to us and R zoning meets the future land use plan.

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.

6/15/16

# CITIZEN PARTICIPATION FORM - PART A

Bence/Old Rucker Rd

*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: Old Rucker Road

Contact Name: Robert Forrest

Telephone: 404-514-8575

*The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.*

See attached list

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.

They can schedule a meeting or discuss via voice, email, or text with me at rob@stonewalkco.com or 404-514-8575 anytime.

6/15/16

Z-16-01/V-16-02  
Pence/Old Rucker Rd

820 OLD RUCKER RD  
BARKETT GEORGE E & FLORENCE

12275 BROADWELL RD  
AYCOCK JEFF V II & ASHLI

12285 BROADWELL RD  
LANIER THOMAS Z IV & LANIER LEIGH M

12295 BROADWELL RD  
HANAY PETER M & MARY H

755 OLD RUCKER RD  
FIORINI ASSUNTA

825 OLD RUCKER RD  
GARRETT MARIE

865 RUCKER RD  
TVS PROPERTY LLC

855 RUCKER RD # RT 4  
KATHERINE WORLEY COLEMAN REVOCABLE  
LIVING TRUST THE

875 RUCKER RD  
JOHNSON DAVID R

910 RUCKER RD  
CAMPOS LUIS F

12100 CHARLOTTE DR  
PRESERVE ON CHARLOTTE DRIVE  
HOMEOWNERS ASSOCIATION INC

1025 SPENCE ST  
RUTTLE CHRISTOPHER P & RUTTLE MOLLY

1035 SPENCE ST  
JAIN AMIT & SHARMA SHWETA

1010 SPENCE ST  
HOLBROOK LOVICK W & HOLBROOK MARJAN  
D

1020 SPENCE ST  
MANTHEY KEITH W & MANTHEY SUSAN M

1030 SPENCE ST  
BERT GREGORY R & HICKMAN NATALIE C

1040 SPENCE ST  
RUTHVEN SEAN D & RUTHVEN EMILY L

1045 SPENCE ST  
GOLLA MURALI K & GOLLA RADHA R

12120 SPENCE WAY  
RYAN PATRICK & RYAN MAUREEN FARRELL

12110 SPENCE WAY  
BOARMAN MATTHEW E & BOARMAN KAREN  
B

1065 SPENCE ST  
PENDYALA KIRANPAL R & PENDYALA  
GEETHA

12125 SPENCE WAY  
PHADKE RAHUL & PHADKE DEEPIKA

12115 SPENCE WAY  
DAVIS CHRISTOPHER J & DAVIS DANA KAY

12190 CHARLOTTE DR  
STRAUS FAMILY LIMITED PARTNERSHIP  
THE

12220 CHARLOTTE DR  
WILSON JEFFREY SCOTT & KIMBERLEY ANN

960 REECE RD  
OAKS ON CHARLOTTE DRIVE HOMEOWNERS  
ASSOCIATION INC

950 REECE RD  
KUMAR AKHILESH & SINGH PREETI

940 REECE RD  
ONEACRE CRAIG R & AMY S

930 REECE RD  
LERIT BRUCE M & VAN THI

970 REECE RD  
HUNDELT THOMAS K JR & SHANNON  
JENNIFER L

980 REECE RD  
PADIGALA MAHESH & JAKKA SHIRESHA

975 REECE RD  
GAYNOR JEFFREY R & LORRAINE M

955 REECE RD  
AHMED KASHIF & KASHIF BILQUEES HUMA

945 REECE RD  
HERMAN ROBERT S & JENNY

1005 REECE RD  
CHAMBERS JA JUAN B

990 REECE RD  
BECKMAN BRADLEY W

12200 MCCOY WAY  
RAYOL HILTON & ADRIANY W

|             |                        | Intensity | Daily Trips | AM Peak Hour |    |     | PM Peak Hour |    |     |   |
|-------------|------------------------|-----------|-------------|--------------|----|-----|--------------|----|-----|---|
| ITE         | Land Use               |           |             | Total        | In | Out | Total        | In | Out |   |
|             |                        |           |             |              |    |     |              |    |     |   |
| <u>Code</u> | <u>Description</u>     |           |             |              |    |     |              |    |     |   |
| 210         | Single-Family Detached |           |             |              |    |     |              |    |     |   |
|             | Housing                | 6         | Total       | 77           | 13 | 3   | 9            | 9  | 5   | 3 |
|             |                        | 4         | Net New     | 52           | 9  | 2   | 6            | 6  | 4   | 2 |

Trip Generation (9th Ed.)

6/15/16

# SITE PLAN CHECK LIST

Pence/Old Rucker Rd

*This document is provided as a resource for the applicant to assist in the preparation of site plans to be submitted in support of applications for public hearing. The items listed below reflect the minimum information that must be included on all site plans submitted as part of the public hearing process.*

*Site plans submitted as part of a public hearing application must be drawn to scale, and the scale must be displayed in the lower left corner of the plan page. The maximum page size for original full-size plan documents is 30" x 42". Plan copies submitted as part of the completed application packets may be a maximum of 11" x 17", must be folded to a size of 8.5" x 11", and must be attached to each submittal packet set.*

*Applications that include site plan documents that do not meet these requirements will not be accepted.*

| <input type="checkbox"/> | Element Description                                                                                                                                                                                          |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Key and/or legend and site location map with North arrow                                                                                                                                                     |
| <input type="checkbox"/> | Boundary survey of subject property which includes dimensions along property lines that match the metes and bounds of the property's written legal description and clearly indicates the point of beginning. |
| <input type="checkbox"/> | Acreage of the subject property.                                                                                                                                                                             |
| <input type="checkbox"/> | Location of land lot lines and identification of land lots.                                                                                                                                                  |
| <input type="checkbox"/> | Existing, proposed, new dedicated, and future reserved rights-of-way of all streets, roads, and rail lines adjacent to and on the subject property. <b>N/A</b>                                               |
| <input type="checkbox"/> | Proposed streets on the subject site. <b>Proposed Driveways will be off of Old Rucker Road</b>                                                                                                               |
| <input type="checkbox"/> | Current zoning of the subject site and adjoining properties.                                                                                                                                                 |
| <input type="checkbox"/> | Existing buildings (with square footages, heights, and stories), wells, driveways, fences, cell towers, and any other structures or improvements on the subject property.                                    |
| <input type="checkbox"/> | Location of proposed buildings with square footages, heights, and stories. <b>Min. footprint and max. height shown</b>                                                                                       |
| <input type="checkbox"/> | Layout and minimum lot size of proposed single-family residential lots.                                                                                                                                      |
| <input type="checkbox"/> | Topography of subject site.                                                                                                                                                                                  |
| <input type="checkbox"/> | Required and proposed setbacks.                                                                                                                                                                              |
| <input type="checkbox"/> | 100-year flood plain horizontal limits and flood zone designations as shown on survey or FEMA FIRM maps.                                                                                                     |
| <input type="checkbox"/> | Required landscape strips, undisturbed buffers, and any other natural areas as required or proposed. <b>N/A</b>                                                                                              |
| <input type="checkbox"/> | Tree lines, woodlands, significant trees with critical root zones (1.3 x trunk diameter), and open fields on subject site.                                                                                   |
| <input type="checkbox"/> | Required and proposed parking spaces, loading, and unloading facilities. <b>N/A</b>                                                                                                                          |
| <input type="checkbox"/> | Lakes, streams, and other waters on the site and associated buffers. Wetlands shown on GIS maps or survey.                                                                                                   |
| <input type="checkbox"/> | Proposed stormwater management facilities.                                                                                                                                                                   |
| <input type="checkbox"/> | Entrance distance profile assuming the driver's eye at a height of 3.5 feet. <b>N/A</b>                                                                                                                      |
| <input type="checkbox"/> | Existing driveways located within 150 feet of the subject property on adjacent or nearby parcels (including those parcels on the opposite side of a public street). <b>N/A</b>                               |
| <input type="checkbox"/> | Proposed access driveways and the available intersection sight distance (according to AASHTO Green Book). <b>N/A</b>                                                                                         |



6/15/16

Z-16-01/V-16-02

Pence/Old Rucker Rd

PROJECT LOCATION

N

SITE LOCATION MAP

| LOT | TOTAL AREA |     | BUILDABLE AREA |     |
|-----|------------|-----|----------------|-----|
|     | Sq Ft      | Ac  | Sq Ft          | Ac  |
| 1   | 102,579.33 | 2.4 | 22,232.56      | 0.5 |
| 2   | 96,272.73  | 2.2 | 19,167.35      | 0.4 |
| 3   | 100,273.75 | 2.3 | 19,876.72      | 0.5 |
| 4   | 56,552.48  | 1.3 | 26,448.78      | 0.6 |
| 5   | 56,843.31  | 1.3 | 27,176.79      | 0.6 |
| 6   | 51,613.60  | 1.2 | 23,563.32      | 0.5 |

N/F  
SCOTT PERKINS AND  
JOANNA L. BEILETTI  
DEED BK 22334, PG 132  
ZONED: AG1

APPROX. LOCATION OF  
WATER LINE TAKEN FROM  
FULFORD COUNTY MAP (TYP)

N/F  
KATHERINE W. COLEMAN  
DEED BK 5753, PG 372  
ZONED: AG1

N/F  
GEORGE E. BARKETT  
DEED BK 20124, PG 145  
ZONED: AG1

N07°17'03"E  
10.90'

S83°56'55"E  
64.85'

N/F  
EMERSON HALL  
SUBDIVISION  
PLAT BK 259, PG 2  
ZONED: R22

N/F  
KIMBERLY A. WILSON  
DEED BK 39095, PG 365  
ZONED: R22

N/F  
THE STRAUSS FAMILY  
LIMITED PARTNERSHIP  
DEED BK 10109, PG 191  
ZONED: R15 AND R22

N/F  
THE PRESERVE OF  
CHARLOTTE DRIVE  
COMMON AREAS  
PLAT BK 362, PG 6  
ZONED: R15 AND R22

LEGEND

---

SETBACK

---

INTERIOR LOT LINES

---

EXTERIOR LOT LINES

---

INTERMEDIATE CONTOURS

---

INDEX CONTOURS

---

STREAM BUFFERS

---

100-YR FLOOD LIMITS

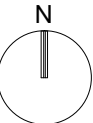
WETLANDS

STORMWATER FLOW

LEVEL SPREADER/  
STORMWATER STORAGE

PROPERTY ACREAGE: 10.66 AC  
CURRENT ZONING: AG  
TARGET ZONING: R  
ZONE R REQUIREMENTS:  
Minimum Lot Size-1 acre (43,560 square feet).  
Minimum Lot Width-100 feet.  
Minimum Setbacks.  
Front yard-from all street frontages:  
From right-of-way of local street-50 feet.  
From right-of-way of all other streets-65 feet.  
Side yard-25 feet.  
Rear yard-50 feet.  
Maximum Ground Coverage By Principal  
Buildings-25%.  
Maximum Building Height-35 feet.  
Minimum Floor Area of a Dwelling Unit-1,800 square  
feet.

STORMWATER MANAGEMENT:  
THE STORMWATER MANAGEMENT CONCEPT IS  
THAT THE INDIVIDUAL LOTS WILL BE SLOPED TO  
THE REAR WHERE THE OVERLAND FLOW WILL BE  
INTERCEPTED BY A GRASS SWALE. THESE  
SWALES WILL BE ROUTED TO A LEVEL SPREADER.  
THE SURFACE RUNOFF WILL THEN SPILL OVER AS  
SHEETFLOW INTO THE STREAM BUFFER. THE  
LEVEL SPREADERS WILL BE DESIGNED TO  
FACILITATE ANY STORAGE NECESSARY AFTER  
THE STORMWATER CREDITS FOR WATER QUALITY  
ARE TAKEN INTO CONSIDERATION.



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www.Georgia811.com

Call Before You Dig  
811 or 800-282-7411



PENCE PROPERTY  
LANDLOTS 1244 & 1277

2ND DISTRICT, 2ND SECTION

SITE PLAN

Jones Consulting Group



MAY 13, 2016  
VICTOR C. JONES  
PE NO. 024415

JONES CONSULTING GROUP, LLC  
vic@jones-consulting-group.com  
(M) 770-335-0959

CONT. NO.  
DATE MAY 13, 2016  
PROJ 10030.011

SHEET

FILE NO.:

FILE NAME:

**PENCE PROPERTY LEGAL DESCRIPTION**

THE TRUE POINT OF BEGINNING IS LOCATED AT THE INTERSECTION OF LANDLOTS 22-1243, 22-1244, 22-1278, AND 22-1277. FROM THIS POINT OF BEGINNING, COMMENCE SOUTH 89 DEGREES, 19 MINUTES, 01 SECONDS EAST A DISTANCE OF 446.33 FEET TO A POINT; THENCE NORTH 18 DEGREES, 08 MINUTES, 07 SECONDS WEST A DISTANCE OF 653.77 FEET TO A POINT; THENCE SOUTH 81 DEGREES, 49 MINUTES, 00 SECONDS WEST A DISTANCE OF 237.97 FEET TO A POINT; THENCE SOUTH 00 DEGREES, 39 MINUTES, 24 SECONDS WEST A DISTANCE OF 20.08 FEET TO A POINT; THENCE SOUTH 82 DEGREES, 41 MINUTES, 14 SECONDS WEST A DISTANCE OF 31.70 FEET TO A POINT; THENCE NORTH 53 DEGREES, 17 MINUTES, 06 SECONDS WEST A DISTANCE OF 114.64 FEET TO A POINT; THENCE NORTH 63 DEGREES, 12 MINUTES, 28 SECONDS WEST A DISTANCE OF 106.60 FEET TO A POINT; THENCE NORTH 83 DEGREES, 56 MINUTES, 55 SECONDS WEST A DISTANCE OF 64.85 FEET TO A POINT; THENCE SOUTH 07 DEGREES, 17 MINUTES, 03 SECONDS WEST A DISTANCE OF 10.90 FEET TO A POINT; THENCE NORTH 89 DEGREES, 05 MINUTES, 11 SECONDS WEST A DISTANCE OF 233.06 FEET TO A POINT; THENCE SOUTH 10 DEGREES, 13 MINUTES, 13 SECONDS WEST A DISTANCE OF 258.50 FEET TO A POINT; THENCE SOUTH 49 DEGREES, 18 MINUTES, 47 SECONDS EAST A DISTANCE OF 293.00 FEET TO A POINT; THENCE SOUTH 49 DEGREES, 20 MINUTES, 07 SECONDS EAST A DISTANCE OF 439.40 FEET TO A POINT; THENCE NORTH 00 DEGREES, 44 MINUTES, 48 SECONDS EAST A DISTANCE OF 57.43 FEET TO A POINT, WHICH IS THE POINT OF BEGINNING.

SAID TRACT OR PARCEL OF LAND CONTAINS 10.659 ACRES AND IS DEPICTED ON THAT TREE SURVEY EXHIBIT FOR PENCE PROPERTY SURVEYED AND CERTIFIED BY JESSE GUNNIN, GA RLS 3079, DATED MARCH 09, 2016.



6/15/16

Z-16-01/V-16-02  
Pence/Old Rucker Rd



HOMES WILL BE OF SIMILAR SIZE, QUALITY, AND STYLE TO THESE FOUND NEARBY THE AREA



| Tree Assessment Data |     |               |           |                                                                                                                                               |                    |
|----------------------|-----|---------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| AG#                  | DBH | SPECIES       | CONDITION | NOTES                                                                                                                                         | DESIGN AROUND TREE |
| 1                    | 30  | Red Maple     | Fair      | Boundary Tree (BT), decay in upper canopy, few dead limbs                                                                                     | No                 |
| 2                    | 24  | Tulip Poplar  | Fair      | BT, co-dominant at approximately 35', contorted canopy, few dead limbs                                                                        | No                 |
| 3                    | 30  | Loblolly Pine | Good      | BT                                                                                                                                            | Yes                |
| 4                    | 30  | Loblolly Pine | Good      |                                                                                                                                               | Yes                |
| 5                    | 13  | Sourwood      | Poor      | Large basal cavity at root crown, severe lean, lead is dead                                                                                   | No                 |
| 6                    | 34  | White Oak     | Good      |                                                                                                                                               | Yes                |
| 7                    | 34  | Loblolly Pine | Good      | Multiple calloused basal wounds, included barb wire                                                                                           | No                 |
| 8                    | 28  | Tulip Poplar  | Fair      | BT, root flare growing around adjacent tree                                                                                                   | No                 |
| 9                    | 39  | Red Maple     | Poor      | Large basal cavity at root crown, approximately 30% canopy dieback, severe epicormic sprouts, large fungal fruiting body at approximately 25' | No                 |
| 10                   | 35  | White Oak     | Fair      | Creek has severely undercut root plate                                                                                                        | No                 |
| 11                   | 34  | Tulip Poplar  | Fair      | Creek has severely undercut root plate, contorted canopy                                                                                      | No                 |
| 12                   | 25  | Tulip Poplar  | Fair      | Creek has severely undercut root plate, sinuous trunk, 1 large dead limb                                                                      | No                 |
| 13                   | 26  | Tulip Poplar  | Poor      | Hollow at root crown, heavy vine coverage                                                                                                     | No                 |
| 14                   | 30  | Red Maple     | Fair      | Phomopsis, 1 large dead limb, few dead limbs, crook in stem at approximately 25'                                                              | No                 |
| 15                   | 29  | Tulip Poplar  | Good      | BT, few dead limbs                                                                                                                            | Yes                |
| 16                   | 25  | Tulip Poplar  | Good      |                                                                                                                                               | Yes                |
| 17                   | 24  | Tulip Poplar  | Fair      | 1 large dead limb, multiple dead limbs, sinuous trunk                                                                                         | No                 |
| 18                   | 35  | Tulip Poplar  | Fair      | Co-dominant in upper canopy, few dead limbs, creek has undercut root plate, sinuous trunk                                                     | No                 |
| 19                   | 29  | Tulip Poplar  | Poor      | Creek has severely undercut root plate, tip is dead, large basal cavity from approximately 20'-25'                                            | No                 |
| 20                   | 27  | Red Maple     | Good      | Moderate lean                                                                                                                                 | Yes                |
| 21                   | 26  | Sweetgum      | Good      | Weak stem union at approximately 25'                                                                                                          | Yes                |
| 22                   | 39  | Tulip Poplar  | Fair      | Weak stem union at approximately 6' with severe included bark and decay in union, few dead limbs                                              | No                 |

|    |         |                  |      |                                                                                                                                                             |     |
|----|---------|------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 23 | 42,13   | Tulip Poplar     | Poor | Weak stem union at approximately 4' with basal cavity in union, slime flux, phomopsis, co-dominant at approximately 20' with 1 lead dead                    | No  |
| 24 | 30,20   | Tulip Poplar     | Fair | Co-dominant at approximately 3' with weak stem union and severe included bark, heavy vine coverage, few dead limbs                                          | No  |
| 25 | 26      | Sweetgum         | Fair | Few large dead limbs, co-dominant at approximately 20'                                                                                                      | No  |
| 26 | 8       | Sourwood         | Good | Basal wound with decay at root crown                                                                                                                        | No  |
| 27 | 26      | Willow Oak       | Good | Exposed roots with few wounds                                                                                                                               | Yes |
| 28 | 8       | Dogwood          | Good | Multiple dead limbs                                                                                                                                         | Yes |
| 29 | 8,7,4   | Dogwood          | Poor | Tri-stem at root crown with weak stem union and included bark, basal wound at root crown, severe epicormic sprouts                                          | No  |
| 30 | 31      | Loblolly Pine    | Good | Asymmetrical canopy                                                                                                                                         | No  |
| 31 | 11,7    | Dogwood          | Fair | Weak stem union at root crown, small lead is approximately 80% dead, multiple dead limbs, epicormic sprouts                                                 | No  |
| 32 | 37      | Loblolly Pine    | Fair | Co-dominant at approximately 10' with weak stem union and severe included bark                                                                              | No  |
| 33 | 10,7    | Crabapple        | Poor | Co-dominant at approximately 1' with weak stem union, 2 large dead limbs, severe epicormic sprouts, basal cavity at approximately 3', multiple prune wounds | No  |
| 34 | 27      | Water Oak        | Fair | BT, basal cavity at approximately 10', multiple dead limbs                                                                                                  | No  |
| 35 | 8,7,6,6 | Arborvitae       | Good | Multi-stem at approximately 2', asymmetrical canopy                                                                                                         | No  |
| 36 | 26      | Pecan            | Fair | Fungal fruiting body at root crown                                                                                                                          | No  |
| 37 | 26      | Pecan            | Poor | Large basal cavity from approximately 2'-5', 2 large prune wounds with decay, weak stem union with severe included bark at approximately 10'                | No  |
| 38 | 36      | Pecan            | Good | Overhead light at approximately 12'                                                                                                                         | Yes |
| 39 | 37      | Northern Red Oak | Good | Multiple large calloused prune wounds                                                                                                                       | Yes |
| 40 | 30      | Northern Red Oak | Fair | 2 large prune wounds, 1 prune wound has slime flux, severe epicormic sprouts                                                                                | No  |
| 41 | 26      | Northern Red Oak | Good | 1 large dead limb, weak stem union at root crown is dead                                                                                                    | Yes |
| 42 | 27      | Northern Red Oak | Good | 2 large dead limbs, epicormic sprouts                                                                                                                       | Yes |
| 43 | 25      | White Oak        | Good | Co-dominant at approximately 20', slight phototropic lean                                                                                                   | Yes |

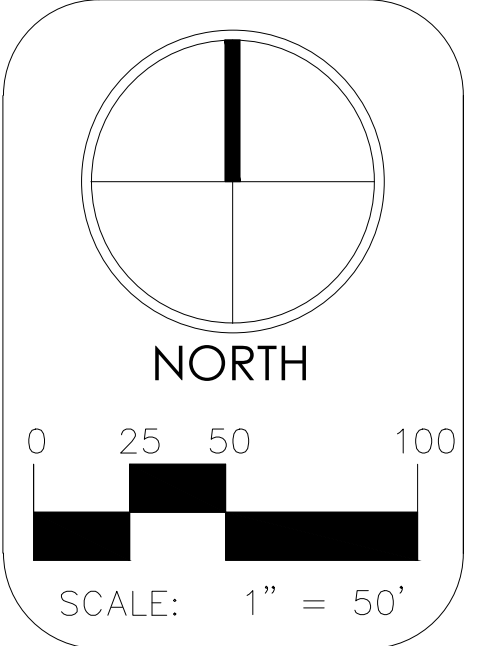
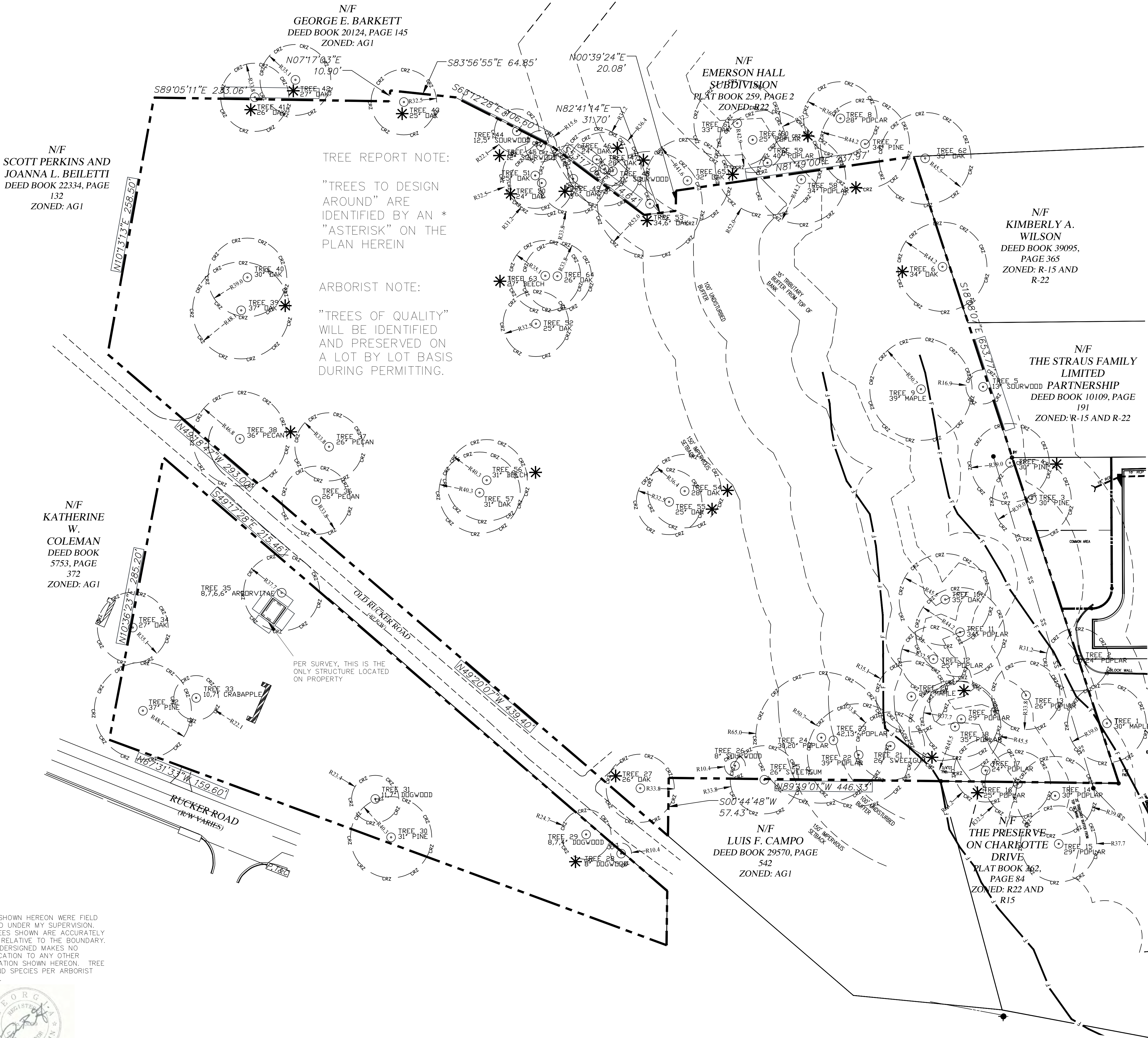
|    |      |                  |      |                                                                                                                 |     |
|----|------|------------------|------|-----------------------------------------------------------------------------------------------------------------|-----|
| 44 | 12,5 | Sourwood         | Fair | Co-dominant at root crown, large basal cavity on small lead, multiple dead limbs, exposed root with basal wound | No  |
| 45 | 12   | Sourwood         | Good |                                                                                                                 | Yes |
| 46 | 24   | White Oak        | Good | BT                                                                                                              | Yes |
| 47 | 28   | White Oak        | Good | BT                                                                                                              | Yes |
| 48 | 11   | Sourwood         | Fair | BT, top is dead, severe epicormic sprouts                                                                       | No  |
| 49 | 26   | White Oak        | Good |                                                                                                                 | Yes |
| 50 | 24   | White Oak        | Good | Co-dominant in upper canopy                                                                                     | Yes |
| 51 | 25   | White Oak        | Fair | 2 large fungal fruiting bodies at root crown, basal wound with decay at root crown, asymmetrical canopy         | Yes |
| 52 | 25   | White Oak        | Good | Co-dominant at approximately 5'                                                                                 | No  |
| 53 | 34,6 | Tulip Poplar     | Good | Weak stem union at root crown, co-dominant at approximately 30'                                                 | Yes |
| 54 | 28   | Northern Red Oak | Good | Multiple dead limbs                                                                                             | Yes |
| 55 | 25   | Northern Red Oak | Good | Few dead limbs                                                                                                  | Yes |
| 56 | 31   | American Beech   | Fair | Multiple calloused basal wounds on trunk, few large dead limbs                                                  | Yes |
| 57 | 31   | Post Oak         | Good | Asymmetrical canopy                                                                                             | No  |
| 58 | 34   | Tulip Poplar     | Good |                                                                                                                 | Yes |
| 59 | 40   | Tulip Poplar     | Fair | Co-dominant at approximately 5' with weak stem union and included bark, few dead limbs                          | No  |
| 60 | 25   | Tulip Poplar     | Good |                                                                                                                 | Yes |
| 61 | 33   | White Oak        | Fair | BT, creek has severely undercut root plate, multiple dead roots                                                 | No  |
| 62 | 35   | White Oak        | Good | BT, creek has undercut root plate, moderate lean                                                                | No  |
| 63 | 27   | American Beech   | Fair | Few large dead limbs, severe epicormic sprouts                                                                  | Yes |
| 64 | 26   | White Oak        | Fair | Approximately 20% canopy dieback, epicormic sprouts, soil cut approximately 10' from base                       | No  |
| 65 | 32   | White Oak        | Good | BT                                                                                                              | Yes |

TREES SHOWN HEREON WERE FIELD LOCATED UNDER MY SUPERVISION. ALL TREES SHOWN ARE ACCURATELY SHOWN RELATIVE TO THE BOUNDARY. THE UNDERSIGNED MAKES NO CERTIFICATION TO ANY OTHER INFORMATION SHOWN HEREON. TREE SIZE AND SPECIES PER ARBORIST REPORT.



JESSE GUNNIN 3.9.16  
GA RLS NO. 3079

GSWCC  
Steven A Henry  
Level II Certified Design Professional  
CERTIFICATION NUMBER 000002889  
ISSUED 5/25/2015 EXPIRES 5/25/2018



CANOPY  
landscape architecture+hand planning+contracting  
PO BOX 7 0052  
MARIETTA, GEORGIA 30007  
www.canopyatlanta.com  
678.233.8466

PENCE PROPERTY  
LAND LOTS 1244 & 1277, 2ND DISTRICT, 2ND SECTION  
CITY OF ALPHARETTA, GEORGIA

| REVISIONS |  |
|-----------|--|
| 1         |  |
| 2         |  |
| 3         |  |
| 4         |  |
| 5         |  |
| 6         |  |
| 7         |  |
| 8         |  |
| 9         |  |
| 10        |  |

PROJECT NO. 12-148  
DATE: 03.09.16  
DRAWN BY: SAH  
CHECKED BY: SAH

TREE SURVEY  
TP-101  
SHEET 1 of 2





# The Preserve at Charlotte Revision 1

## ***Tree Assessment***

For:  
Steven Henry  
CANOPY, LLC  
P.O. Box 70052  
Marietta, GA 30007

By:  
Jay West  
ISA Certified Arborist #SO-6905A  
Arborguard Tree Specialists, Inc.  
PO Box 477  
111 North Clarendon Avenue  
Avondale Estates, GA 30002

April 29, 2016

*Tree Assessment***Assignment**

Survey, tag and record the following data for City of Alpharetta specimen trees meeting the size criteria for hardwood trees  $\geq 24''$  in Diameter at Breast Height (DBH), softwood trees  $\geq 30''$  DBH and flowering understory trees  $\geq 8''$  DBH site-wide: tree number, diameter, species, vitality, and other comments relative to condition. Provide photograph of any tree in Fair, Poor, or Dead condition.

**Methods**

Information for the following parameters was recorded for each tree and provided in the following survey.

| Term      | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tree No.  | All trees were tagged on the side of the trunk with an aluminum tag, bearing a unique number to identify trees, at about 5 feet.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| DBH       | Diameter of trunk in inches, measured at 4.5' feet above average soil level. Measurements were taken using a forestry diameter tape.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Species   | Listed as the North American common name.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Condition | <p>Good.....Tree has excellent vigor and is actively growing without any serious pathogenic problems. Tree exhibits a structural form that is safe and typical of the species.</p> <p>Fair.....Tree is in moderate health, but may have a minor pathogenic problem. Some insects and disease could be present. Tree may have minor structural defects, but does not exhibit optimal form for the species in an urban environment. A tree in fair condition may not react favorably to site developments or additional stress.</p> <p>Poor.....Tree's vigor is low to moderate. It may also have moderate to severe structural defects or a form that is undesirable for the species. Some trees in poor condition are not recoverable and could degrade into a state of advanced decline leading to death.</p> <p>Dead.....Tree is dead.</p> <p>Invasive ....Trees that are non-indigenous to the Atlanta area, Piedmont region.</p> <p>Hazardous .Tree with uncorrectable defects severe enough to pose present danger to people or buildings under normal conditions, as determined by a City Arborist or City Forester.</p> |
| Comments  | Additional information regarding health and condition of the trees.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |



### Tree Assessment Data

| AG# | DBH | SPECIES       | CONDITION | NOTES                                                                                                                                         | DESIGN AROUND TREE |
|-----|-----|---------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1   | 30  | Red Maple     | Fair      | Boundary Tree (BT), decay in upper canopy, few dead limbs                                                                                     | No                 |
| 2   | 24  | Tulip Poplar  | Fair      | BT, co-dominant at approximately 35', contorted canopy, few dead limbs                                                                        | No                 |
| 3   | 30  | Loblolly Pine | Good      | BT                                                                                                                                            | Yes                |
| 4   | 30  | Loblolly Pine | Good      |                                                                                                                                               | Yes                |
| 5   | 13  | Sourwood      | Poor      | Large basal cavity at root crown, severe lean, lead is dead                                                                                   | No                 |
| 6   | 34  | White Oak     | Good      |                                                                                                                                               | Yes                |
| 7   | 34  | Loblolly Pine | Good      | Multiple calloused basal wounds, included barb wire                                                                                           | No                 |
| 8   | 28  | Tulip Poplar  | Fair      | BT, root flare growing around adjacent tree                                                                                                   | No                 |
| 9   | 39  | Red Maple     | Poor      | Large basal cavity at root crown, approximately 30% canopy dieback, severe epicormic sprouts, large fungal fruiting body at approximately 25' | No                 |
| 10  | 35  | White Oak     | Fair      | Creek has severely undercut root plate                                                                                                        | No                 |
| 11  | 34  | Tulip Poplar  | Fair      | Creek has severely undercut root plate, contorted canopy                                                                                      | No                 |
| 12  | 25  | Tulip Poplar  | Fair      | Creek has severely undercut root plate, sinuous trunk, 1 large dead limb                                                                      | No                 |
| 13  | 26  | Tulip Poplar  | Poor      | Hollow at root crown, heavy vine coverage                                                                                                     | No                 |
| 14  | 30  | Red Maple     | Fair      | Phomopsis, 1 large dead limb, few dead limbs, crook in stem at approximately 25'                                                              | No                 |
| 15  | 29  | Tulip Poplar  | Good      | BT, few dead limbs                                                                                                                            | Yes                |
| 16  | 25  | Tulip Poplar  | Good      |                                                                                                                                               | Yes                |
| 17  | 24  | Tulip Poplar  | Fair      | 1 large dead limb, multiple dead limbs, sinuous trunk                                                                                         | No                 |
| 18  | 35  | Tulip Poplar  | Fair      | Co-dominant in upper canopy, few dead limbs, creek has undercut root plate, sinuous trunk                                                     | No                 |
| 19  | 29  | Tulip Poplar  | Poor      | Creek has severely undercut root plate, tip is dead, large basal cavity from approximately 20'-25'                                            | No                 |
| 20  | 27  | Red Maple     | Good      | Moderate lean                                                                                                                                 | Yes                |
| 21  | 26  | Sweetgum      | Good      | Weak stem union at approximately 25'                                                                                                          | Yes                |
| 22  | 39  | Tulip Poplar  | Fair      | Weak stem union at approximately 6' with severe included bark and decay in union, few dead limbs                                              | No                 |

|    |         |                  |      |                                                                                                                                                             |     |
|----|---------|------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 23 | 42,13   | Tulip Poplar     | Poor | Weak stem union at approximately 4' with basal cavity in union, slime flux, phomopsis, co-dominant at approximately 20' with 1 lead dead                    | No  |
| 24 | 30,20   | Tulip Poplar     | Fair | Co-dominant at approximately 3' with weak stem union and severe included bark, heavy vine coverage, few dead limbs                                          | No  |
| 25 | 26      | Sweetgum         | Fair | Few large dead limbs, co-dominant at approximately 20'                                                                                                      | No  |
| 26 | 8       | Sourwood         | Good | Basal wound with decay at root crown                                                                                                                        | No  |
| 27 | 26      | Willow Oak       | Good | Exposed roots with few wounds                                                                                                                               | Yes |
| 28 | 8       | Dogwood          | Good | Multiple dead limbs                                                                                                                                         | Yes |
| 29 | 8,7,4   | Dogwood          | Poor | Tri-stem at root crown with weak stem union and included bark, basal wound at root crown, severe epicormic sprouts                                          | No  |
| 30 | 31      | Loblolly Pine    | Good | Asymmetrical canopy                                                                                                                                         | No  |
| 31 | 11,7    | Dogwood          | Fair | Weak stem union at root crown, small lead is approximately 80% dead, multiple dead limbs, epicormic sprouts                                                 | No  |
| 32 | 37      | Loblolly Pine    | Fair | Co-dominant at approximately 10' with weak stem union and severe included bark                                                                              | No  |
| 33 | 10,7    | Crabapple        | Poor | Co-dominant at approximately 1' with weak stem union, 2 large dead limbs, severe epicormic sprouts, basal cavity at approximately 3', multiple prune wounds | No  |
| 34 | 27      | Water Oak        | Fair | BT, basal cavity at approximately 10', multiple dead limbs                                                                                                  | No  |
| 35 | 8,7,6,6 | Arborvitae       | Good | Multi-stem at approximately 2', asymmetrical canopy                                                                                                         | No  |
| 36 | 26      | Pecan            | Fair | Fungal fruiting body at root crown                                                                                                                          | No  |
| 37 | 26      | Pecan            | Poor | Large basal cavity from approximately 2'-5', 2 large prune wounds with decay, weak stem union with severe included bark at approximately 10'                | No  |
| 38 | 36      | Pecan            | Good | Overhead light at approximately 12'                                                                                                                         | Yes |
| 39 | 37      | Northern Red Oak | Good | Multiple large calloused prune wounds                                                                                                                       | Yes |
| 40 | 30      | Northern Red Oak | Fair | 2 large prune wounds, 1 prune wound has slime flux, severe epicormic sprouts                                                                                | No  |
| 41 | 26      | Northern Red Oak | Good | 1 large dead limb, weak stem union at root crown is dead                                                                                                    | Yes |
| 42 | 27      | Northern Red Oak | Good | 2 large dead limbs, epicormic sprouts                                                                                                                       | Yes |
| 43 | 25      | White Oak        | Good | Co-dominant at approximately 20', slight phototropic lean                                                                                                   | Yes |

|    |      |                  |      |                                                                                                                 |     |
|----|------|------------------|------|-----------------------------------------------------------------------------------------------------------------|-----|
| 44 | 12,5 | Sourwood         | Fair | Co-dominant at root crown, large basal cavity on small lead, multiple dead limbs, exposed root with basal wound | No  |
| 45 | 12   | Sourwood         | Good |                                                                                                                 | Yes |
| 46 | 24   | White Oak        | Good | BT                                                                                                              | Yes |
| 47 | 28   | White Oak        | Good | BT                                                                                                              | Yes |
| 48 | 11   | Sourwood         | Fair | BT, top is dead, severe epicormic sprouts                                                                       | No  |
| 49 | 26   | White Oak        | Good |                                                                                                                 | Yes |
| 50 | 24   | White Oak        | Good | Co-dominant in upper canopy                                                                                     | Yes |
| 51 | 25   | White Oak        | Fair | 2 large fungal fruiting bodies at root crown, basal wound with decay at root crown, asymmetrical canopy         | No  |
| 52 | 25   | White Oak        | Good | Co-dominant at approximately 5'                                                                                 | No  |
| 53 | 34,6 | Tulip Poplar     | Good | Weak stem union at root crown, co-dominant at approximately 30'                                                 | Yes |
| 54 | 28   | Northern Red Oak | Good | Multiple dead limbs                                                                                             | Yes |
| 55 | 25   | Northern Red Oak | Good | Few dead limbs                                                                                                  | Yes |
| 56 | 31   | American Beech   | Fair | Multiple calloused basal wounds on trunk, few large dead limbs                                                  | Yes |
| 57 | 31   | Post Oak         | Good | Asymmetrical canopy                                                                                             | No  |
| 58 | 34   | Tulip Poplar     | Good |                                                                                                                 | Yes |
| 59 | 40   | Tulip Poplar     | Fair | Co-dominant at approximately 5' with weak stem union and included bark, few dead limbs                          | No  |
| 60 | 25   | Tulip Poplar     | Good |                                                                                                                 | Yes |
| 61 | 33   | White Oak        | Fair | BT, creek has severely undercut root plate, multiple dead roots                                                 | No  |
| 62 | 35   | White Oak        | Good | BT, creek has undercut root plate, moderate lean                                                                | No  |
| 63 | 27   | American Beech   | Fair | Few large dead limbs, severe epicormic sprouts                                                                  | Yes |
| 64 | 26   | White Oak        | Fair | Approximately 20% canopy dieback, epicormic sprouts, soil cut approximately 10' from base                       | No  |
| 65 | 32   | White Oak        | Good | BT                                                                                                              | Yes |

### Summary

65 trees were tagged on this site that met the City of Atlanta specimen tree size criteria.

32 trees are in Good condition

25 trees are in Fair condition

8 trees are in Poor condition

## Exhibits



Tree#1





Tree #2





Tree #5





Tree #8







Tree #9



Tree #10





Tree #11





Tree #12







Tree #13



Tree #14





Tree #17







Tree #18



Tree #19





Tree #22





Tree #23





Tree #24





Tree #25





Tree #29





Tree #31





Tree #32





Tree #33





Tree #34





Tree #36





Tree #37





Tree #40





Tree #44





Tree #48





Tree #51





Tree #52





Tree #56





Tree #59





Tree #61





Tree #63





Tree #64

6/15/16

# CITIZEN PARTICIPATION FORM - PART B

Pence/Old Rucker Rd

*This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.*

Public Hearing or Project Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

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.

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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 (Please Specify) \_\_\_\_\_

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: \_\_\_\_\_

Date: \_\_\_\_\_

Print Form





# City Council Meeting and Public Hearing STAFF REPORT

Submitting Department: Community Development

Submitted By:

Meeting Date: September 26, 2016

## I. AGENDA ITEM TITLE:

### V-16-25: MARRIOTT COURTYARD/PARKWAY 400

*CONSIDERATION OF A VARIANCE REQUEST TO REDUCE THE WAITING PERIOD FOR AN APPLICATION FOR ZONING CHANGE AFFECTING THE SAME PROPERTY FROM ONE (1) YEAR TO SIX (6) MONTHS, PER UNIFIED DEVELOPMENT CODE SECTION 4.2.1(C). THE PROPERTY IS LOCATED ON THE WEST SIDE OF AMBER PARK DRIVE SOUTH OF OLD MILTON PARKWAY AND IS LEGALLY DESCRIBED AS LAND LOT 804, 1ST DISTRICT, 2ND SECTION, FULTON COUNTY, GEORGIA.*

## II. RECOMMENDATION:

## III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

| ACCOUNT TITLE/NUMBER | DOLLAR AMOUNT |
|----------------------|---------------|
|                      |               |

EXTERNAL FUNDING SOURCES:

| ACCOUNT TITLE/NUMBER | DOLLAR AMOUNT |
|----------------------|---------------|
|                      |               |

## IV. REPORT IN BRIEF:

## V. ALTERNATIVES:

## VI. ATTACHMENTS:

Council Agenda Report, February 1, 2016 City Council Minutes



# CITY COUNCIL MEETING STAFF REPORT

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

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## **I. AGENDA ITEM TITLE: V-16-25 MARRIOTT COURTYARD/PARKWAY 400**

CITY COUNCIL: SEPTEMBER 26, 2016

## **II. RECOMMENDATION:**

Approve V-16-25 Marriott Courtyard/Parkway 400 request for variance.

## **III. REPORT IN BRIEF:**

The applicant, Hotel Development Partners, LLC, requests a variance to reduce the waiting period for Council consideration of an application for zoning change affecting the same property from one (1) year to six (6) months, per Unified Development Code Section (UDC) 4.2.1(C). A master plan amendment and variance request (MP-15-06/V-15-12) was denied on February 1, 2016 to allow a hotel use (Courtyard by Marriott) on the subject property in Parkway 400 Master Plan Pod C. The subject property is located south of Old Milton Parkway on the west side of Amber Park Drive and within the Parkway 400 Master Plan.

## **IV. ATTACHMENTS:**

- February 2, 2016 Council Meeting Minutes

## **DISCUSSION**

The submitted request, if approved, will allow Hotel Development Partners, LLC to forward a master plan amendment and variance for Council consideration on the same property within six (6) months of a previous consideration. The subject property is located south of Old Milton Parkway on the west side of Amber Park Drive and within the Parkway 400 Master Plan.



A master plan amendment and variance request (MP-15-06/V-15-12) was denied on February 1, 2016 to allow a hotel use (Courtyard by Marriott) on the subject property in Parkway 400 Master Plan Pod C. The current request for the Courtyard by Marriott is the same request, except that a feasibility study has been provided by the applicant to justify the hotel.

#### **CITIZEN PARTICIPATION PLAN**

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

**MP1506/V1512 Marriott Courtyard/Pkwy 400 Pod C [Play >>](#)**

*❖ Council Member Kennedy offered a motion to remove this item from the table*

- The motion was seconded by Council Member Mitchell*
- Motion approved (7-0)*

- Director of Community Development, Kathi Cook, came forward to present this item on behalf of staff
- This item was heard at the December 3 Planning Commission meeting. One person spoke against the request for the parking variance. After discussion, the Planning Commission voted 3-2-0 to approve the project.
- The applicant went to City Council on December 14 and the motion was to table. The applicant revised their plan and cut the room count from 125 to 115 and shortened the building by a floor to 6 floors. Also, they brought the parking closer in line to one parking space for each room of 113 spaces and eliminated pervious parking. The site plan presented depicts a 74% lot coverage which is over the 70% maximum permitted.
- Deny MP-15-06/V-15-12 Marriott Courtyard/Parkway 400 request for a Master Plan amendment adding a second hotel as an approved use within the Parkway 400 Master Plan and a concurrent variance for reducing parking to 113 spaces and the variance for reduction of front setback for the porte-cochere and a variance to the percent of lot coverage over the 70% to 74%.
- If project is approved, Staff recommends the following conditions:
  1. One limited service business class hotel shall be permitted not to exceed 6 stories in height with a maximum 115 guest rooms. No extended stay or “suites” hotel shall be permitted.
  2. Site shall be developed substantially as shown on plan dated November 18, 2016 prepared by MDA. Only the porte-cochere shall encroach into the front setback.
  3. A traffic study shall be prepared assessing traffic operations at proposed curb cut, and intersections Private Drive/Kimball Bridge Road and Amber Park Drive/Old Milton Parkway. City Senior Transportation Engineer shall approve the scope of the study.
  4. Development shall be permitted the following setbacks:
    - 35’ Front Yard along private road with variance for porte-cochere to 17’ 8”.
    - 20’ Side Yard
    - 25’ Rear Yard
  5. Building shall be constructed with architectural detail and ornamental features on all 4 sides with final approval by the Design Review Board. Site plan and landscaping shall also require Design Review Board approval.
  6. Building shall be brick on all sides.
  7. Extensive landscaping and decorative street lights shall be provided along the private road and Amber Park Drive and along the project entrance.
  8. Sidewalks shall be installed on the north and east of the property at least 6” wide.
  9. Provide one (1) electric vehicle charging station.
  10. A water feature with a statue shall be installed on the corner of Amber Park Drive and private road or along private road to be approved by DRB.

11. The generator and the dumpster shall be enclosed with materials that match the building and landscaping screening.

- The subject property is located on the south side of a private road and west side of Amber Park Drive within the Parkway 400 Master Plan, Pod C, Building Site 6. The applicant, Hotel Development Partners, LLC, is requesting a master plan amendment in order to add a second hotel (first was Even Hotel) to be constructed on Building Site 6 as well as a concurrent variance to required parking of 113 spaces and a variance to the 35 foot front setback to allow 17' 8" for the porte-cochere and lot coverage to allow more than 74% rather than the 70%.
- The submitted request, if approved, will allow Hotel Development Partners, LLC to construct a 115 room hotel on Building Site 6. The parcel is approximately 1.9 acres and zoned O&I. The Parkway Master Plan was approved for restaurants and various office and office support businesses. This particular parcel was zoned in Fulton County in 1998 and annexed into the City in 2004 with zoning conditions. The property is located on the south side of Old Milton Parkway and south of private road and west of Amber Park Drive.
- East and south of the property are zoned O&I and currently contains an office use. North of the property is the Kiku Japanese restaurant and the Fifth Third Bank, both zoned O - I. West of the property is O&I within the Master Plan and zoned for the Even Hotel.
- The applicant proposes a hotel which has a restaurant that serves breakfast and dinner and beverage service and a 24 hours market where customers can "grab and go" with snacks. It will have a meeting room and a business library with a computer, printer, and internet access. It also provides fitness equipment and a pool and outdoor spaces with seating and a fire pit.
- The hotel is a mid-priced business Marriott Courtyard and is marketed as a hotel which targets generally the same corporate travel that Alpharetta's other 23 hotels are targeting. There is currently only one full service hotel in Alpharetta therefore additional full service hotels are in higher demand.
- The applicant has requested setbacks of:

|            |                                                    |
|------------|----------------------------------------------------|
| Front Yard | 35 feet with variance for porte-cochere to 17' 8". |
| Side Yard  | 20 feet                                            |
| Rear Year  | 25 feet                                            |
- Impervious space is limited to 70% in the O-I zoning district. The proposed site plan shows an impervious area of 74%. The Master Plan for Parkway 400 requires the landscape strip along all internal streets is 10'. The applicant is now meeting that requirement. The UDC and Parkway 400 Master Plan allow for up to 20% (24 parking spaces) of the spaces to be compact spaces.
- A variance is required for the encroachment of the porte-cochere on the front building setback which is 35'. The main building is more than 35' from the front setback however it is only the porte-cochere that encroaches on the setback. The applicant is requesting to reduce the setback to 17' 8" for the porte-cochere.
- Parking required for the hotel is 1 space per each guestroom, plus 1 employee space for each 20 sleeping rooms, plus one space per 500 square feet of space used for convention rooms, conference rooms, ballrooms, restaurant and retail shops. The proposed site requires 125 parking spaces. The applicant is requesting 113 parking spaces. The applicant provided a study specific to the request for the reduced spaces at the hotel which can be approved by Staff.



- Staff has reviewed the plan and is concerned about the hotel use being added to the Parkway 400 master plan because it is limited service. Additionally, the Even Hotel was just approved immediately to the west. The conference center and the 325 room hotel were submitted and Homes 2 Suite has submitted to build in Preston Ridge. Staff researched land currently zoned for hotels in the City and found that 11 sites currently exist in the City that could be developed with hotels without a public hearing.
- Staff is concerned with zoning additional land for a hotel which adds to the number of hotels that could be built in the City.
- In the past Staff identified factors that could be used to predict or qualify additions to the Alpharetta lodging inventory. Staff found that PKF, a leading hospitality industry research and consulting firm, established that one of the best predictors of changes in lodging market performance are variations in the level of employment in a given geographic area because most lodging markets rely on a number of sources such as business travelers to generate demand. Therefore additional office square footage should be built before there is consideration of adding more hotel approvals.
- Alpharetta has more hotel zoning than is needed and risks overdevelopment by the hotel industry. Therefore, if hotel approval is considered on this site, then the best alternative for the City is to require a full-service hotel. The hotel should provide a minimum amount of meeting space to serve the business community. Elimination of a hotel site from another location would require a master plan amendment.
- The applicant notified surrounding property owners of their application and intent for the property. The report states that no comments were received.
- This item was heard at the December 3 Planning Commission meeting. One person spoke against the request for the parking variance. After discussion, the Planning Commission voted 3-2-0 to approve the project.
- The applicant went to City Council on December 14 and the motion was to table. The applicant revised their plan and cut the room count from 125 to 115 and shortened the building by a floor to 6 floors. Also, they brought the parking closer in line to one parking space for each room of 113 spaces and eliminated previous parking. The site plan presented depicts a 74% lot coverage which is over the 70% maximum permitted.
- Dennis Webb came forth to make a presentation on behalf of the applicant
- Steve Smith, of Hotel Development Partners, came forward to present components of the application to Mayor and Council

#### **Public Comment**

None

*❖ Council Member Kennedy offered a motion to approve MP1506/V1512 Marriott Courtyard/Pkwy 400 Pod C with a few minor changes:*

- *Condition #2- date should read January 18, 2016*
- *Condition #5- propose adding language to read, "Building shall be constructed with architectural detail and ornamental features on all four sides with final approval by staff and Design Review Board."*

- *The motion was seconded by Council Member Mitchell with an amendment to add “and staff” to Condition #10*
- *Accepted by Council Member Kennedy*
- *Motion fails (4-3); Belle Isle, Merkel, Gilvin, Binder voting no*



# CITY COUNCIL MEETING STAFF REPORT

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

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## I. AGENDA ITEM TITLE: MP-16-08/V-16-18 MARRIOTT COURTYARD/PARKWAY 400

CITY COUNCIL: SEPTEMBER 26, 2016

This item was heard at the September 7, 2016 Planning Commission meeting. One resident spoke in opposition to the request. After discussion, the Planning Commission unanimously recommended approval of this item. (Vote 6-0)

## II. RECOMMENDATION:

Approve MP-16-08/V-16-18 Marriott Courtyard/Parkway 400 subject to the following conditions:

1. One select service business class hotel shall be permitted not to exceed 6 stories in height with a maximum 115 guest rooms. No extended stay or "suites" hotel shall be permitted.
2. Site shall be developed substantially as shown on plan prepared by MDA, dated January 18, 2016. Only the porte-cochere shall encroach into the front setback, as depicted on the site plan.
3. A traffic study shall be prepared assessing traffic operations at proposed curb cut, and intersections Private Drive/Kimball Bridge Road and Amber Park Drive/Old Milton Parkway. City Transportation Engineer shall approve the scope of the study.
4. Development shall be permitted the following setbacks:
  - 35' Front Yard along Private road, except porte-cochere may have a setback of 17'.
  - 20' Side Yard
  - 25' Rear Yard
5. Building shall be constructed with architectural detail and ornamental features on all 4 sides with final approval by Staff and Design Review Board. Site and landscape plan shall also require Design Review Board approval.
6. Building shall be brick on all 4 sides.
7. Extensive landscaping and decorative street lights shall be provided along the Private Drive, Amber Park Drive and at the project entrance, as approved by Staff.
8. Minimum 5' sidewalk and minimum 4' planting strip shall be installed along the north and east sides of the property.
9. Decorative foundation plantings shall be provided with final approval by the Design Review Board.
10. A water feature with a statue shall be installed at the corner of Amber Park Drive and the Private Drive as approved by the Design Review Board.
11. Generator and dumpster shall be contained within an enclosure with materials that match the building and shall include landscape screening as approved by the Design Review Board.
12. Provide a shared parking agreement or set aside sufficient land within the open space to provide for future parking. Parking may be reduced by up to 20% where a shared parking agreement is provided or sufficient land is determined to be set aside for future parking.
13. Existing Oak trees along Private Drive shall be preserved and the sidewalk shall be placed behind the trees as approved by Staff.
14. Existing Maple trees along the south property line shall be protected and preserved during construction.
15. All proposed landscaping shall be coordinated with existing landscaping to avoid conflicts as approved by Staff. Placement of parking lot islands shall be coordinated with off-site trees to avoid conflicts as approved by Staff.
16. Pervious pavers shall be used in parking areas to off-set the increase in impervious area over the maximum 70% requirement.
17. All previous conditions in the master plan remain in effect unless explicitly superseded with these conditions.

## III. REPORT IN BRIEF:

The applicant, Hotel Development Partners, LLC, requests an amendment to the Parkway 400 Master Plan Pod C to allow an additional hotel use and to allow a porte-cochere to encroach into the front setback in order to develop a 115-room Courtyard by Marriott Hotel. Variances are requested from UDC Section 2.2 to increase the maximum impervious area from 70% to 74% and from UDC Section 2.5.1 (B) to reduce the required parking from 125 spaces to 113 spaces. The



subject property is located on the west side of Amber Park Drive and on the south side of the Private Drive within the Parkway 400 Master Plan.

#### **IV. ATTACHMENTS:**

- Site Plan
- Building Elevations

#### **DISCUSSION**

The submitted request, if approved, will allow Hotel Development Partners, LLC to construct a 115-room select-service hotel on a 1.9-acre undeveloped property located south of Old Milton Parkway, west of Amber Park Drive and on the south side of the Private Drive. The subject property is zoned O-I (Office-Institutional) and is located in Pod C of the Parkway 400 Master Plan (F.K.A. Woodland Park Master Plan). Surrounding properties are zoned O-I and are also located within the Parkway 400 Master Plan. Office buildings are located to the south and east, Kiku Japanese House, Alpharetta Eye Clinic and Fifth Third Bank are located to the north, and properties entitled for the EVEN Hotel and office use are located to the west.

The hotel will include a restaurant and lounge, market pantry, 1,200 square foot meeting space, business center, indoor pool, fitness room, guest laundry room, and outdoor patio and a fire pit. The Courtyard by Marriott hotel brand is a mid-rate product geared toward business travelers. According to U.S. Hotel Appraisals, other hotels in the same asset class (select-service) as the Courtyard by Marriott brand include Aloft Hotel, Cambria Suites, Clarion, DoubleTree, Four Points by Sheraton, Hilton Garden Inn, Holiday Inn Select, Hotel Indigo, Hyatt Place, Ramada, and Wyndham Garden Inn to name a few. According to the feasibility study prepared by HVS, Courtyard by Marriott hotels have a nationwide average occupancy level of 73.1%.

The City's vacant office available (for lease) rate has been steadily declining since 2013. At the end of the 2<sup>nd</sup> quarter of 2016 the City's vacant office available rate was 9.30%, which is one of the lowest office vacancy rates in the Atlanta metro area. According to the development community, spec office is typically developed when office vacant available rates drop below 10.00%. Hines and Cousins Properties, Inc. are currently developing a spec office building at Avalon.

Parkway 400 Master Plan was approved in 1998 (MP-98-01 Myrick Company) as a mixed-use development including 435,000 square feet of office use and 63,000 square feet of retail/commercial use. Pod C was approved primarily for office use with subordinate retail/commercial uses permitted within an office building (not freestanding). Maximum office density in Pod C is 14,000 square feet/acre. Hotel use was not shown in the master plan's permissible and conditional uses table.

A master plan amendment was requested in 2007 to allow hotel use (Nylo Hotel) in Pod C of the Parkway 400 Master Plan. The request was denied due to concern over entitling additional hotel sites when several sites already existed. In 2015/2016, master plan amendments were approved to add a 132-room hotel use (EVEN Hotel) in Pod C, which is located immediately to the west of the subject site.

A master plan amendment and variance request (MP-15-06/V-15-12) was denied on February 2, 2016 to allow a hotel use (Courtyard by Marriott) on the same property in Pod C of the Parkway 400 Master Plan. The current Courtyard by Marriott request is the same request that was recently denied, with the exception of the current request providing a feasibility study to support the proposed use.

## **SITE PLAN**

The submitted site plan depicts a 6-story, 115-room hotel with 113 parking spaces, of which 24 are compact. Two (2) driveways are proposed to the site, a right-in, right-out driveway on Amber Park Drive and a full-access driveway on the Private Drive. The applicant's site plan shows the following building setbacks:

|            |                                                              |
|------------|--------------------------------------------------------------|
| Front Yard | 35 feet, with encroachment of the porte-cochere up to 17'-8" |
| Side Yard  | 20 feet                                                      |
| Rear Year  | 25 feet                                                      |

A setback variance is requested to allow for the encroachment of a porte-cochere on the front 35' building setback. The primary structure exceeds the front setback from back of curb; however, the porte-cochere is shown 17'-8" from back of curb.

The UDC parking requirement for hotel use is one (1) space per each guestroom, plus one (1) employee space for each 20 sleeping rooms, plus one (1) space per 500 square feet of space used for convention rooms, conference rooms, ballrooms, restaurant and retail shops. The proposed 115-room hotel requires 125 parking spaces. The applicant requests a variance to allow 113 parking spaces. The applicant has provided a hotel design publication that estimates parking needs based on the number of rooms, occupancy rate, and number/percentage of people arriving by car. Using this formula yields a requirement for 74 parking spaces. The proposed 113 parking spaces will likely provide sufficient parking for the proposed hotel; however, parking shortages may occur during times of maximum occupancy of the hotel. Off-site shared parking agreements have not been provided by the applicant to address potential parking shortages.

The site plan depicts an impervious area of approximately 74%. The applicant has requested a variance to increase the allowable maximum impervious area requirement of 70% in the O-I zoning district. The required 10' landscape strips along all internal streets are provided on the applicant's site plan.

The property consists of a mixture of pines, hardwoods, and Magnolias. An arborist report was not provided by the applicant. However, the City Arborist conducted a site visit and feels that there are opportunities to design around and incorporate existing trees into the site plan.

The applicant's proposed building elevation is shown below. According to the Feasibility Study, it will have a stucco finish. However, the applicant has stated that the building will be stucco and brick.



## MARKET STUDY

The applicant provided a Feasibility Study, prepared by HVS Consulting & Valuation. The study states that the primary factors contributing to the strengthening of the hotel market included several corporations opening offices in the City, as well as a lack of new hotel supply and the opening of Avalon. Using the Smith Travel Research (STR) Chain Scale, which classifies the Courtyard by Marriott brand as an Upscale hotel, the national average occupancy rate in that category is 73.2% in 2016. The table below provides a historical perspective on the supply and demand trends for the applicant's selected 'competitive set' of hotels. The study identifies its competitive set classified as Upscale and Upper Midscale. 2016 Year-to-Date data shows a 76.2% occupancy rate.



**FIGURE 1-1 HISTORICAL SUPPLY AND DEMAND TRENDS (STR)**

| Average Daily                                     |            | Available Room |         | Occupied Room |        | Average         |                 |             |         |        |
|---------------------------------------------------|------------|----------------|---------|---------------|--------|-----------------|-----------------|-------------|---------|--------|
| Year                                              | Room Count | Nights         | Change  | Nights        | Change | Occupancy       | Rate            | Change      | RevPAR  | Change |
| 2004                                              | 1,542      | 562,719        | —       | 357,249       | —      | 63.5 %          | \$79.87         | —           | \$50.71 | —      |
| 2005                                              | 1,516      | 553,350        | (1.7) % | 362,789       | 1.6 %  | 65.6            | 88.02           | 10.2 %      | 57.71   | 13.8 % |
| 2006                                              | 1,542      | 562,830        | 1.7     | 370,205       | 2.0    | 65.8            | 97.42           | 10.7        | 64.08   | 11.0   |
| 2007                                              | 1,542      | 562,830        | 0.0     | 361,023       | (2.5)  | 64.1            | 108.75          | 11.6        | 69.76   | 8.9    |
| 2008                                              | 1,542      | 562,830        | 0.0     | 349,353       | (3.2)  | 62.1            | 111.10          | 2.2         | 68.96   | (1.1)  |
| 2009                                              | 1,542      | 562,830        | 0.0     | 328,521       | (6.0)  | 58.4            | 90.94           | (18.1)      | 53.08   | (23.0) |
| 2010                                              | 1,542      | 562,830        | 0.0     | 377,638       | 15.0   | 67.1            | 83.99           | (7.6)       | 56.36   | 6.2    |
| 2011                                              | 1,542      | 562,830        | 0.0     | 383,546       | 1.6    | 68.1            | 90.00           | 7.2         | 61.33   | 8.8    |
| 2012                                              | 1,542      | 562,830        | 0.0     | 390,207       | 1.7    | 69.3            | 95.18           | 5.8         | 65.99   | 7.6    |
| 2013                                              | 1,542      | 562,830        | 0.0     | 413,706       | 6.0    | 73.5            | 101.10          | 6.2         | 74.32   | 12.6   |
| 2014                                              | 1,542      | 562,830        | 0.0     | 417,152       | 0.8    | 74.1            | 111.09          | 9.9         | 82.34   | 10.8   |
| 2015                                              | 1,542      | 562,830        | 0.0     | 425,784       | 2.1    | 75.7            | 121.10          | 9.0         | 91.61   | 11.3   |
| Year-to-Date Through June                         |            |                |         |               |        |                 |                 |             |         |        |
| 2015                                              | 1,542      | 279,102        | —       | 212,153       | —      | 76.0 %          | \$120.14        | —           | \$91.32 | —      |
| 2016                                              | 1,542      | 279,041        | (0.0) % | 212,634       | 0.2 %  | 76.2            | 132.11          | 10.0 %      | 100.67  | 10.2 % |
| Hotels Included in Sample                         |            |                |         |               |        | Number of Rooms | Year Affiliated | Year Opened |         |        |
| Residence Inn Atlanta Alpharetta Windward         |            |                |         |               |        | 103             | Apr 1990        | Apr 1990    |         |        |
| Fairfield Inn & Suites Atlanta Alpharetta         |            |                |         |               |        | 86              | May 1995        | May 1995    |         |        |
| Hyatt Place Atlanta Alpharetta North Point Mall   |            |                |         |               |        | 124             | Jan 2008        | Aug 1995    |         |        |
| Hyatt Place Atlanta Alpharetta Windward Parkway   |            |                |         |               |        | 127             | Apr 2007        | Jan 1998    |         |        |
| Hilton Garden Inn Atlanta North Alpharetta        |            |                |         |               |        | 164             | Mar 1998        | Mar 1998    |         |        |
| Hampton Inn Suites Alpharetta Windward            |            |                |         |               |        | 103             | Feb 1999        | Feb 1999    |         |        |
| Holiday Inn Express Alpharetta Windward Parkway   |            |                |         |               |        | 124             | Feb 2014        | Feb 1999    |         |        |
| Springhill Suites Atlanta Alpharetta              |            |                |         |               |        | 82              | Mar 1999        | Mar 1999    |         |        |
| Residence Inn Atlanta Alpharetta North Point Mall |            |                |         |               |        | 120             | May 1999        | May 1999    |         |        |
| Courtyard Atlanta Alpharetta                      |            |                |         |               |        | 154             | Jan 2000        | Jan 2000    |         |        |
| Doubletree Atlanta Alpharetta Windward            |            |                |         |               |        | 79              | May 2005        | May 2000    |         |        |
| Hilton Garden Inn Atlanta Northpoint              |            |                |         |               |        | 125             | Mar 2001        | Mar 2001    |         |        |
| Embassy Suites Atlanta Alpharetta                 |            |                |         |               |        | 150             | May 2001        | May 2001    |         |        |
| Total                                             |            |                |         |               |        | 1,541           |                 |             |         |        |

Source: STR

As shown in the table below, the applicant's competitive set of hotels are expected to see a drop in occupancy in 2018 from 76.5% to 71.4% with the new supply of hotel inventory associated with other projects and the proposed Courtyard by Marriott. Based on historical occupancy levels in this market and the anticipated impact of the new supply, market occupancy is forecast to remain at 71% through 2021.

**FIGURE 4-25 FORECAST OF MARKET OCCUPANCY**

|                                             | 2016          | 2017          | 2018          | 2019          | 2020          | 2021          |
|---------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Commercial</b>                           |               |               |               |               |               |               |
| Base Demand                                 | 246,096       | 248,557       | 280,869       | 283,678       | 285,097       | 285,097       |
| Unaccommodated Demand                       | 26,497        | 26,762        | 30,242        | 30,544        | 30,697        | 30,697        |
| Total Demand                                | 272,594       | 275,319       | 311,111       | 314,222       | 315,793       | 315,793       |
| Growth Rate                                 | 11.3 %        | 1.0 %         | 13.0 %        | 1.0 %         | 0.5 %         | 0.0 %         |
| <b>Meeting and Group</b>                    |               |               |               |               |               |               |
| Base Demand                                 | 52,856        | 53,120        | 57,370        | 57,657        | 57,657        | 57,657        |
| Unaccommodated Demand                       | 1,599         | 1,607         | 1,735         | 1,744         | 1,744         | 1,744         |
| Induced Demand                              | 0             | 0             | 20,400        | 22,800        | 24,000        | 24,000        |
| Total Demand                                | 54,455        | 54,727        | 79,505        | 82,201        | 83,401        | 83,401        |
| Growth Rate                                 | 3.5 %         | 0.5 %         | 45.3 %        | 3.4 %         | 1.5 %         | 0.0 %         |
| <b>Leisure</b>                              |               |               |               |               |               |               |
| Base Demand                                 | 45,984        | 46,214        | 47,600        | 47,838        | 47,838        | 47,838        |
| Unaccommodated Demand                       | 554           | 556           | 573           | 576           | 576           | 576           |
| Total Demand                                | 46,538        | 46,770        | 48,173        | 48,414        | 48,414        | 48,414        |
| Growth Rate                                 | 1.2 %         | 0.5 %         | 3.0 %         | 0.5 %         | 0.0 %         | 0.0 %         |
| <b>Totals</b>                               |               |               |               |               |               |               |
| Base Demand                                 | 344,936       | 347,891       | 385,840       | 389,173       | 390,592       | 390,592       |
| Unaccommodated Demand                       | 28,650        | 28,925        | 32,550        | 32,864        | 33,016        | 33,016        |
| Induced Demand                              | 0             | 0             | 20,400        | 22,800        | 24,000        | 24,000        |
| Total Demand                                | 373,586       | 376,817       | 438,790       | 444,837       | 447,608       | 447,608       |
| less: Residual Demand                       | 28,685        | 28,973        | 2,013         | 0             | 0             | 0             |
| Total Accommodated Demand                   | 344,901       | 347,844       | 436,777       | 444,837       | 447,608       | 447,608       |
| Overall Demand Growth                       | 0.4 %         | 0.9 %         | 25.6 %        | 1.8 %         | 0.6 %         | 0.0 %         |
| <b>Market Mix</b>                           |               |               |               |               |               |               |
| Commercial                                  | 73.0 %        | 73.1 %        | 70.9 %        | 70.6 %        | 70.6 %        | 70.6 %        |
| Meeting and Group                           | 14.6          | 14.5          | 18.1          | 18.5          | 18.6          | 18.6          |
| Leisure                                     | 12.5          | 12.4          | 11.0          | 10.9          | 10.8          | 10.8          |
| Existing Hotel Supply                       | 1,246         | 1,246         | 1,246         | 1,246         | 1,246         | 1,246         |
| <b>Proposed Hotels</b>                      |               |               |               |               |               |               |
| Proposed Courtyard by Marriott <sup>1</sup> |               |               | 87            | 115           | 115           | 115           |
| Proposed EVEN Hotel <sup>2</sup>            |               |               | 131           | 131           | 131           | 131           |
| Proposed Aloft <sup>3</sup>                 |               |               | 83            | 83            | 83            | 83            |
| Marriott Autograph Collection <sup>4</sup>  |               |               | 132           | 132           | 132           | 132           |
| Available Room Nights per Year              | 454,748       | 454,681       | 612,687       | 623,037       | 623,037       | 623,037       |
| Nights per Year                             | 365           | 365           | 365           | 365           | 365           | 365           |
| Total Supply                                | 1,246         | 1,246         | 1,679         | 1,707         | 1,707         | 1,707         |
| Rooms Supply Growth                         | 0.0 %         | 0.0 %         | 34.8 %        | 1.7 %         | 0.0 %         | 0.0 %         |
| <b>Marketwide Occupancy</b>                 | <b>75.8 %</b> | <b>76.5 %</b> | <b>71.3 %</b> | <b>71.4 %</b> | <b>71.8 %</b> | <b>71.8 %</b> |

<sup>1</sup> Opening in April 2018 of the 100% competitive, 115-room Proposed Courtyard by Marriott

<sup>2</sup> Opening in January 2018 of the 100% competitive, 131-room Proposed EVEN Hotel

<sup>3</sup> Opening in January 2018 of the 75% competitive, 111-room Proposed Aloft

<sup>4</sup> Opening in January 2018 of the 40% competitive, 330-room Marriott Autograph Collection

<sup>A</sup> Change of room count in April 2016 of the 75% competitive, Fairfield Inn & Suites Atlanta Alpharetta

Staff noted the following concerns regarding assumptions made in the applicant's feasibility study:

1. The study references future office development at Avalon (225,000 SF), Parkway 400 (720,000 SF), The Edison (200,000 SF), and Northwinds (1,200,000 SF) as justification for hotel development. However, Staff has no information regarding eminent office development at any of the other listed locations, except at The Edison. At the same time, the City has experienced a loss of office properties to other uses, such as assisted living facilities, residential, and hotel.
2. The study notes the lack of full-service and select-service hotel rooms to accommodate occupied office space in the North Fulton submarket. However, the City has 923 select-service rooms with 252 more rooms expected in the next year (total of 1,175 rooms). Only one (1) full-service hotel (318 rooms) is located in the City. Even with the opening of the Avalon Autograph Hotel (330 rooms) in the next year, full-service hotels should be the priority for future hotel development in the City.

3. The study compares the proposed hotel against its selected 'competitive set' of main competitors and secondary competitors, which includes seven (7) select-service hotels, five (5) limited-service hotels, and one (1) select-service hotel in the City of Milton. However, Staff looks at the City as a whole and there are ten (10) limited-service hotels and a full-service hotel that have not been factored into the study. In addition, the Home2 Suites is nearly groundbreaking, but was not considered in the study.

## 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 master plan amendment would allow for an additional hotel use in the Parkway 400 Master Plan, which is developed with office and accessory retail uses. The proposed hotel use may be suitable as a complementary use to the surrounding office, retail and mixed-use development. However, it should be noted that entitlement of an additional hotel use may adversely impact occupancy rates of hotels in the City. There are currently 14 sites in the City entitled for hotel use, of which one (1) is under construction and three (3) are close to breaking ground.*

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

*Response: The master plan amendment to add a hotel use will complement the adjacent office and retail/restaurant uses and will not represent an over-abundance of hotel uses along the Old Milton Parkway corridor. However, it should be noted that entitlement of an additional hotel use may adversely impact occupancy rates of hotels in the City. There are currently 14 sites in the City entitled for hotel use, of which one (1) is under construction and three (3) are close to breaking ground.*

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

*Response: The applicant's site plan does not depict existing trees to be saved, except for the street trees along the Private Drive.*

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

*Response: Parkway 400 Master Plan Pod C is designated for office use. Comprehensive Plan Land Use Strategy 6.2 states, "Designate major entranceways to the city, (the interchanges along GA-400) for office use in order to preserve the corporate campus business environment." The subject property is within 1/3-mile of the Georgia 400 interchange at Old Milton Parkway and the City has one of the lowest office vacancy rates in the Atlanta metro area at 9.30%. Therefore, it can be justified that the subject property remains a viable office parcel. However, the proposed hotel use would complement the surrounding Avalon and office development and there is not an over-abundance of hotel development along the Old Milton Parkway corridor.*

- 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 proposed hotel use will not result in a significant change to impacts on public facilities or services as compared to the current permitted use of office.*



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

*Response: The zoning proposal is not supported by new or changing conditions. Alpharetta has one of the lowest office vacancy rates in the Atlanta metro area at 9.30% and it can be justified that the subject property remains a viable office parcel. However, the proposed hotel use would complement the surrounding Avalon and office development and there is not an over-abundance of hotel development along the Old Milton Parkway corridor.*

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: Not applicable.*

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

*Response: The property can be used for office use as envisioned in the Parkway 400 Master Plan. The subject property is within 1/3-mile of the Georgia 400 interchange at Old Milton Parkway. In addition, Alpharetta has one of the lowest office vacancy rates in the Atlanta metro area at 9.30%. Therefore, it can be justified that the subject property remains a viable office parcel. However, the proposed hotel use would complement the surrounding Avalon and office development and there is not an over-abundance of hotel development along the Old Milton Parkway corridor.*

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

*Response: The proposed hotel use is consistent with the Comprehensive Land Use Plan designation of the subject property, which is Corporate Campus Office.*

## **VARIANCE REQUIREMENTS**

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

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

*Response: There are no extraordinary or exceptional conditions pertaining to the subject property that justify the need for the applicant's requested variances. The property is likely too small to accommodate the proposed development. However, the applicant has provided a hotel design publication that estimates parking needs based on number of rooms, occupancy rate, and number/percentage of people arriving by car. Using this formula yields a requirement for 74 parking spaces. While the proposed 113 parking spaces should provide sufficient parking for the proposed hotel, parking shortages may occur during times of maximum occupancy of the hotel. If the applicant's request is approved, a zoning condition is recommended to address parking shortages.*

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

*Response: Unified Development Code parking, setback, and impervious area requirements do not create a hardship for the applicant. The property is likely too small to accommodate the proposed development. However,*

*additional parking could be provided off-site with a shared parking agreement and pervious pavers could be used to off-set the increase in impervious area.*

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

*Response: Not applicable.*

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

*Response: If a parking shortage is identified, additional parking can be accommodated off-site through a shared parking agreement. In addition, pervious pavers are recommended to off-set the increase in impervious area.*

## **CONCURRENCES**

Staff has reviewed the applicant's request and acknowledges that the hotel use will complement the surrounding Avalon and office developments. In addition, the Old Milton Parkway corridor does not currently have an over-abundance of hotel development. However, Staff has concerns about adding another select-service hotel use to the Parkway 400 Master Plan given the number of existing hotels, entitled hotel sites, and hotels under construction or soon to break ground. In addition, there is an imbalance in the number of full-service versus limited- and select-service hotels.

Generally, hotel/lodging resources define the three (3) hotel asset classes as follows: A Limited-Service Hotel is a hotel without restaurant or banquet facilities, but may offer a range of amenities including a business center, a fitness room, a guest laundry facility, a market pantry, and indoor and/or outdoor pool and whirlpool, and small meeting rooms. A Select-Service Hotel offers the same amenities as a limited-service hotel together with a selection of the services and amenity characteristics of full-service hotel properties. Usually the select services include a restaurant and small meeting space(s). A Full-Service Hotel includes the provision of food and beverage services suitable for both guests and groups. Therefore, on-site restaurant, lounges and group meeting spaces with banquet facilities are the cornerstones of the full-service offering. In addition, selective amenities such as spas, elaborate banquet rooms, doormen, valet parking, extended room services, concierge services, and high-end restaurant and boutiques distinguish many full-service hotel properties.

Smith Travel Research (STR), a leader in data collection for the lodging industry, categorizes the hotel industry into six (6) segments known as 'Chain Scales': Luxury, Upper-Upscale, Upscale, Upper Midscale (with food and beverage), Midscale (without food and beverage), and Economy. These chain scales are based on the actual system-wide average room rates of the major chains.

As shown in the table below, there are currently 23 hotels operating in the City including one (1) full-service (318 rooms), 15 limited-service (1,524 rooms), and seven (7) select-service hotels (923 rooms).

### **Existing Hotels in the City of Alpharetta**

| <b>Name</b>                               | <b>Location</b>          | <b>Rooms</b> | <b>Type/Chain Scale</b>        |
|-------------------------------------------|--------------------------|--------------|--------------------------------|
| Atlanta Marriott Alpharetta               | 5750 Windward Pkwy       | 318          | Full-Service/Upper Upscale     |
| Comfort Inn                               | 5455 Windward Pkwy W     | 65           | Limited-Service/Upper Midscale |
| Courtyard by Marriott Alpharetta          | 12655 Deerfield Pkwy     | 154          | Select-Service/Upscale         |
| DoubleTree by Hilton Alpharetta           | 2925 Jordan Ct           | 79           | Select-Service/Upscale         |
| Embassy Suites Atlanta - Alpharetta       | 5955 North Point Pkwy    | 150          | Select-Service/Upper Upscale   |
| Extended Stay America Rock Mill Road      | 1950 Rock Mill Road      | 101          | Limited-Service/Economy        |
| Extended Stay America Northpoint East     | 3331 Old Milton Parkway  | 91           | Limited-Service/Economy        |
| Extended Stay America Northpoint West     | 3329 Old Milton Parkway  | 90           | Limited-Service/Economy        |
| Fairfield Inn & Suites Atlanta Alpharetta | 11385 Haynes Bridge Road | 87           | Limited-Service/Upper Midscale |

|                                    |                          |              |                                |
|------------------------------------|--------------------------|--------------|--------------------------------|
| Hampton Inn - Alpharetta / Roswell | 10740 Westside Way       | 106          | Limited-Service/Upper Midscale |
| Hampton Inn & Suites Alpharetta    | 16785 Old Morris Road    | 103          | Limited-Service/Upper Midscale |
| Hilton Garden Inn North/Alpharetta | 4025 Windward Plaza      | 164          | Select-Service/Upscale         |
| Hilton Garden Inn North Point      | 10975 Georgia Lane       | 125          | Select-Service/Upscale         |
| Holiday Inn Express & Suites       | 12505 Innovation Way     | 124          | Limited-Service/Upper Midscale |
| Homewood Suites by Hilton          | 10775 Davis Drive        | 112          | Limited-Service/Upscale        |
| Hyatt Place North Point Mall       | 7500 North Point Parkway | 124          | Select-Service/Upscale         |
| Hyatt Place Windward Parkway       | 5595 Windward Parkway    | 127          | Select-Service/Upscale         |
| La Quinta Inn & Suites Alpharetta  | 1350 North Point Drive   | 131          | Limited-Service/Midscale       |
| Residence Inn North Point Mall     | 1325 North Point Drive   | 120          | Limited-Service/Upscale        |
| Residence Inn Windward             | 5465 Windward Parkway W  | 103          | Limited-Service/Upscale        |
| Staybridge Suites North Point      | 3980 North Point Parkway | 118          | Limited-Service/Upscale        |
| TownePlace Suites by Marriott      | 7925 Westside Parkway    | 89           | Limited-Service/Upper Midscale |
| Wingate by Wyndham Alpharetta      | 1005 Kingswood Place     | 84           | Limited-Service/Midscale       |
| <b>TOTAL</b>                       |                          | <b>2,765</b> | <b>1 FS,15 LS, 7 SS</b>        |

Four (4) hotel projects consisting of 688 rooms are currently under construction or will begin land development activities in the near future, as shown in the table below. EVEN Hotel was recently approved within the Parkway 400 Master Plan and is located less than ¼-mile from Avalon. Home2 Suites has a land disturbance permit and is nearing the beginning of land development activities. Home2 Suites is located approximately ½-mile from Avalon. The Avalon Hotel and Conference Center is currently under construction, less than ¼-mile from the subject property.

#### Entitled Hotel Properties – Under Construction/Land Disturbance Permit Review

| Project                                                                     | Location                      | Type/Chain Scale               | Rooms      | Status             |
|-----------------------------------------------------------------------------|-------------------------------|--------------------------------|------------|--------------------|
| Avalon – Marriott Autograph Collection Hotel & Alpharetta Conference Center | Avalon Phase 2                | Full-Service/Upper Upscale     | 330        | Under Construction |
| Aloft                                                                       | North Point Pkwy & Mansell Rd | Select-Service/Upscale         | 120        | LDP Pending        |
| EVEN Hotel                                                                  | Parkway 400                   | Select-Service/Upscale         | 132        | LDP Pending        |
| Home2 Suites                                                                | Webb Bridge Rd & Morris Rd    | Limited-Service/Upper Midscale | 107        | LDP Issued         |
| <b>TOTAL</b>                                                                |                               | <b>1 FS, 1 LS, 2 SS</b>        | <b>688</b> |                    |

Staff has identified ten (10) sites that are currently entitled for hotel use in the City. The sites listed below could be developed with hotel use without a public hearing.

#### Entitled Hotel Properties - Undeveloped

| Master Plan                 | Location                           | Acreage  |
|-----------------------------|------------------------------------|----------|
| Cousins Westside – Pod F    | Westside Pkwy & Encore Pkwy        | 21 acres |
| Preston Ridge – Pod A       | North Point Pkwy & Old Milton Pkwy | 2 acres  |
| Preston Ridge – Pod G       | Morris Rd & Webb Bridge Rd         | 12 acres |
| Preston Ridge – Pod H       | Webb Bridge Rd & Morris Rd         | 13 acres |
| Preston Ridge – Pod N       | North Point Pkwy & Old Milton Pkwy | 6 acres  |
| Metropolitan Life (Peridot) | Haynes Bridge Rd & Lakeview Pkwy   | 8 acres  |
| Northwinds – Pod A          | Haynes Bridge Rd & GA 400          | 12 acres |
| Windward Mill               | North Point Pkwy & Windward Pkwy   | 5 acres  |
| Brookside – Pod A & B       | Brookside Pkwy                     | 5 acres  |
| Windward – Pod 15A          | Windward Pkwy & Marconi Dr         | 11 acres |

When the new hotel supply expected over the next year is added to the existing hotel inventory, the City will have an estimated 1,631 limit-service hotel rooms, 1,175 select-service hotel rooms, and 648 full-service hotel rooms. Full-service hotel rooms will represent just under 19% of all hotel rooms in the City. In addition, there are currently ten (10) sites entitled for hotel use including five (5) sites within a ¾-mile radius of Avalon.

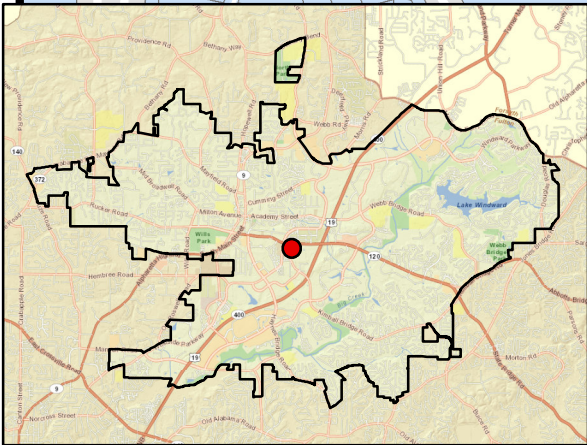
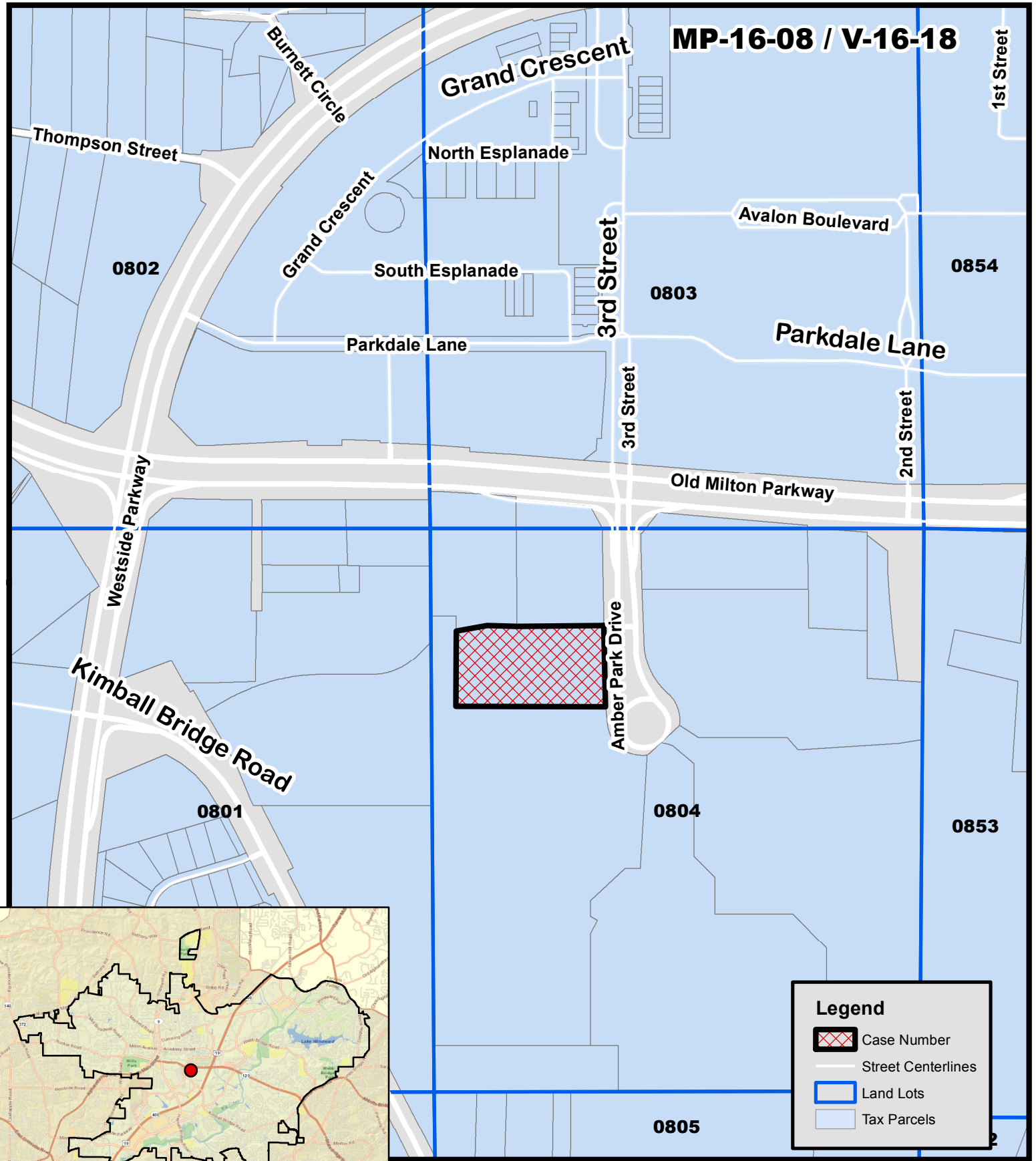


The subject parcel is located within a 1/3-mile of the interchange at Georgia 400 and Old Milton Parkway. In addition, Alpharetta has one of the lowest office vacancy rates in the Atlanta metro area at 9.30%. Demand for office, especially in North Fulton, continues to grow. As parcels zoned for office uses are developed or rezoned for other uses, the result will be less opportunity for growth once the office market picks up. Therefore, it can be justified that the subject property remains a viable office parcel. In addition, one hotel has already been approved for the Parkway 400 Master Plan and most master plans of this size have only one entitled hotel.

If the applicant's request is approved, conditions are recommended that enhance the site's landscape and hardscape design and address potential parking shortages. Also, special attention should be given to the building architecture and materials in order to create a building that contributes to the sense of place in the Parkway 400 Master Plan and Old Milton Parkway corridor.

#### **CITIZEN PARTICIPATION PLAN**

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



**Legend**

- Case Number
- Street Centerlines
- Land Lots
- Tax Parcels

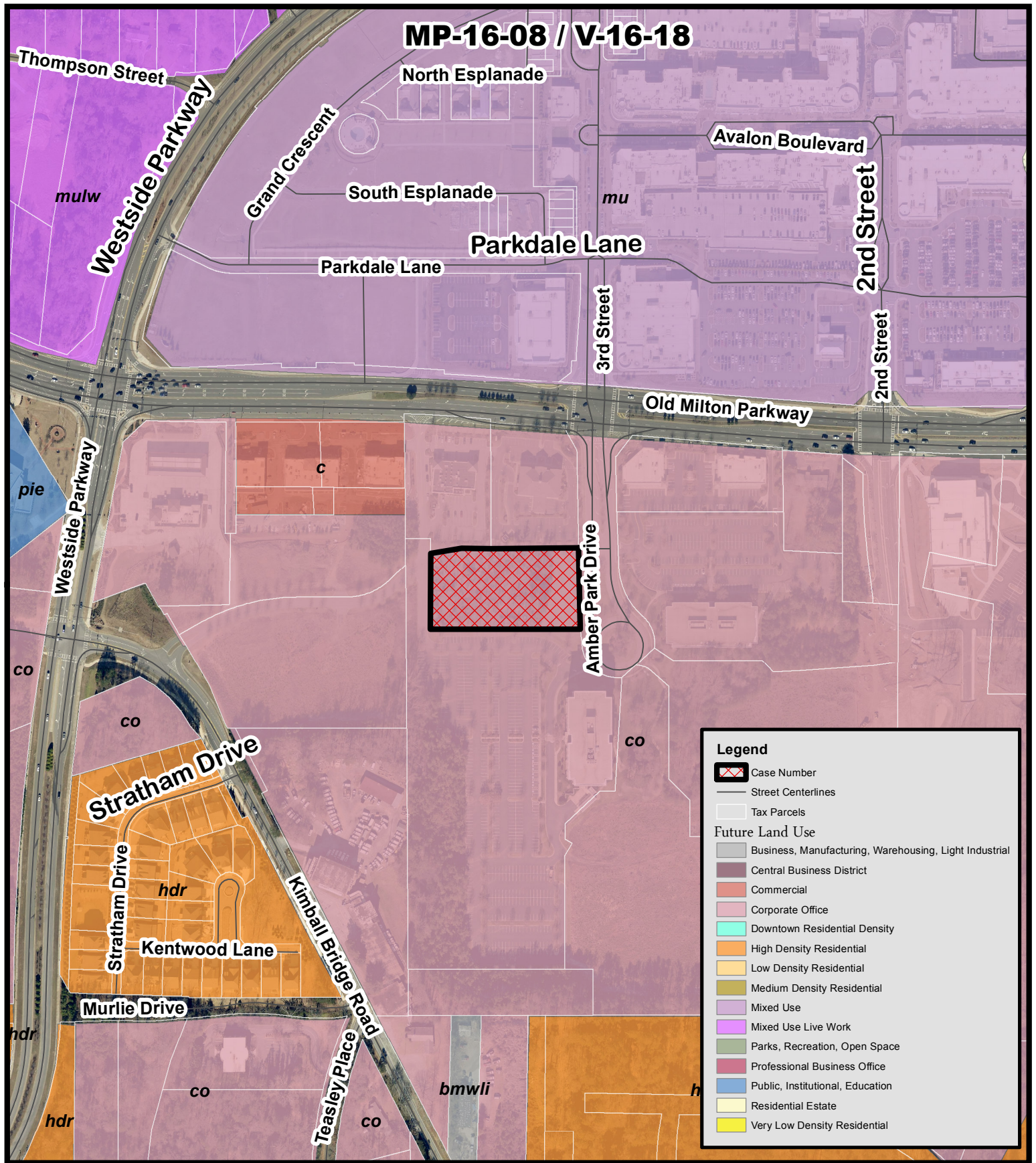
**MP-16-08 / V-16-18**  
**D/LL: 1/2/804**  
**PC: 09/07/16**  
**CC: 09/26/16**

**Location Map**  
**Marriott Courtyard**  
**Parkway 400**



**Location Map Provided by:**  
**Community Development - GIS**





**MP-16-08 / V-16-18**

**D/LL: 1/2/804**

**PC: 09/07/16**

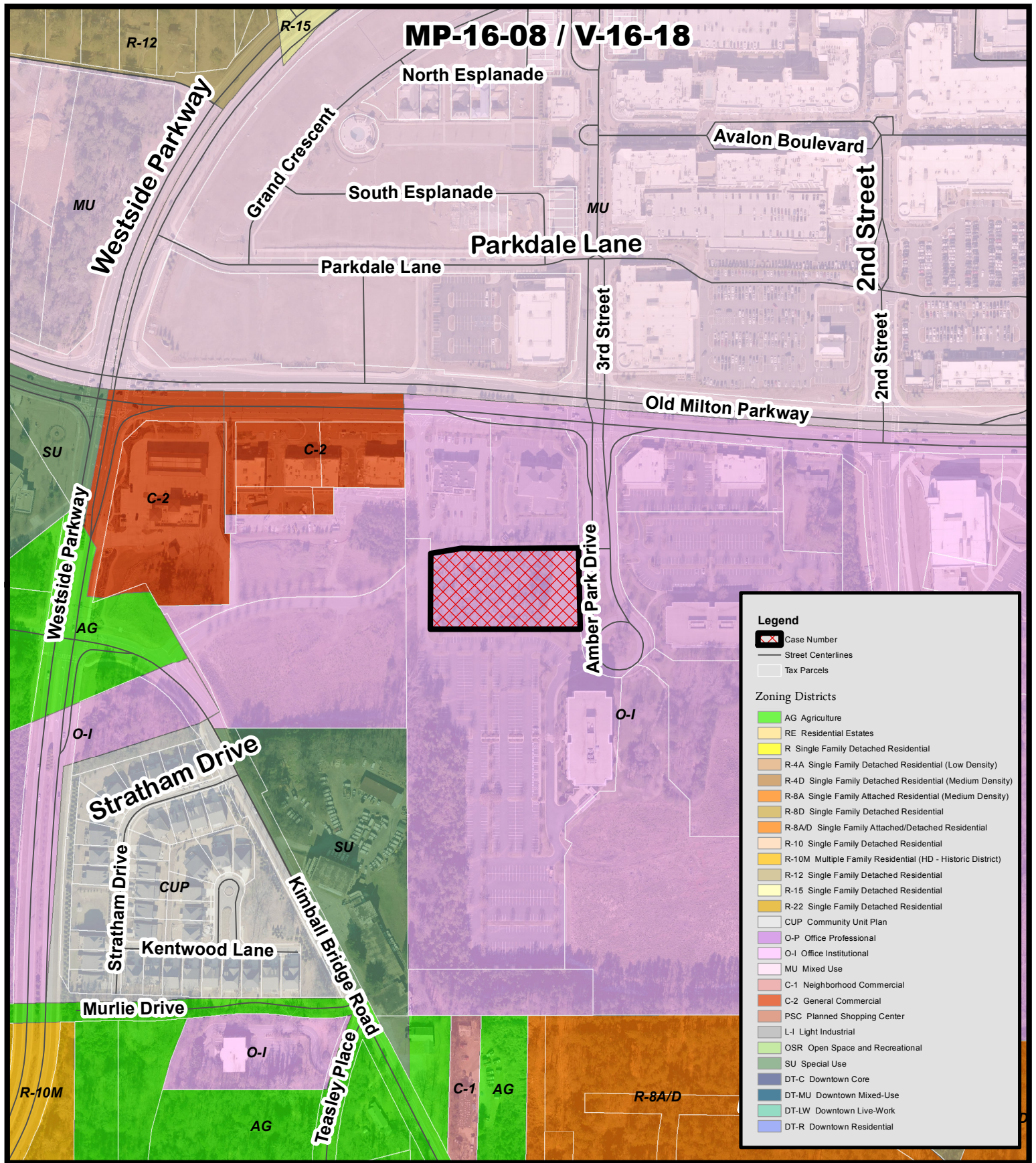
**CC: 09/26/16**

**Future Land Use  
Marriott Courtyard  
Parkway 400**



**Location Map Provided by:  
Community Development - GIS**





**Zoning Map**  
**Marriott Courtyard**  
**Parkway 400**

**MP-16-08 / V-16-18**

**D/LL: 1/2/804**

**PC: 09/07/16**

**CC: 09/26/16**

**Location Map Provided by:**  
**Community Development - GIS**





**MP-16-08 / V-16-18**

**Legend**

-  Case Number
-  Street Centerlines
-  Tax Parcels

**MP-16-08 / V-16-18**

**D/LL: 1/2/804**

**PC: 09/07/16**

**CC: 09/26/16**

**Aerial Map  
Marriott Courtyard  
Parkway 400**

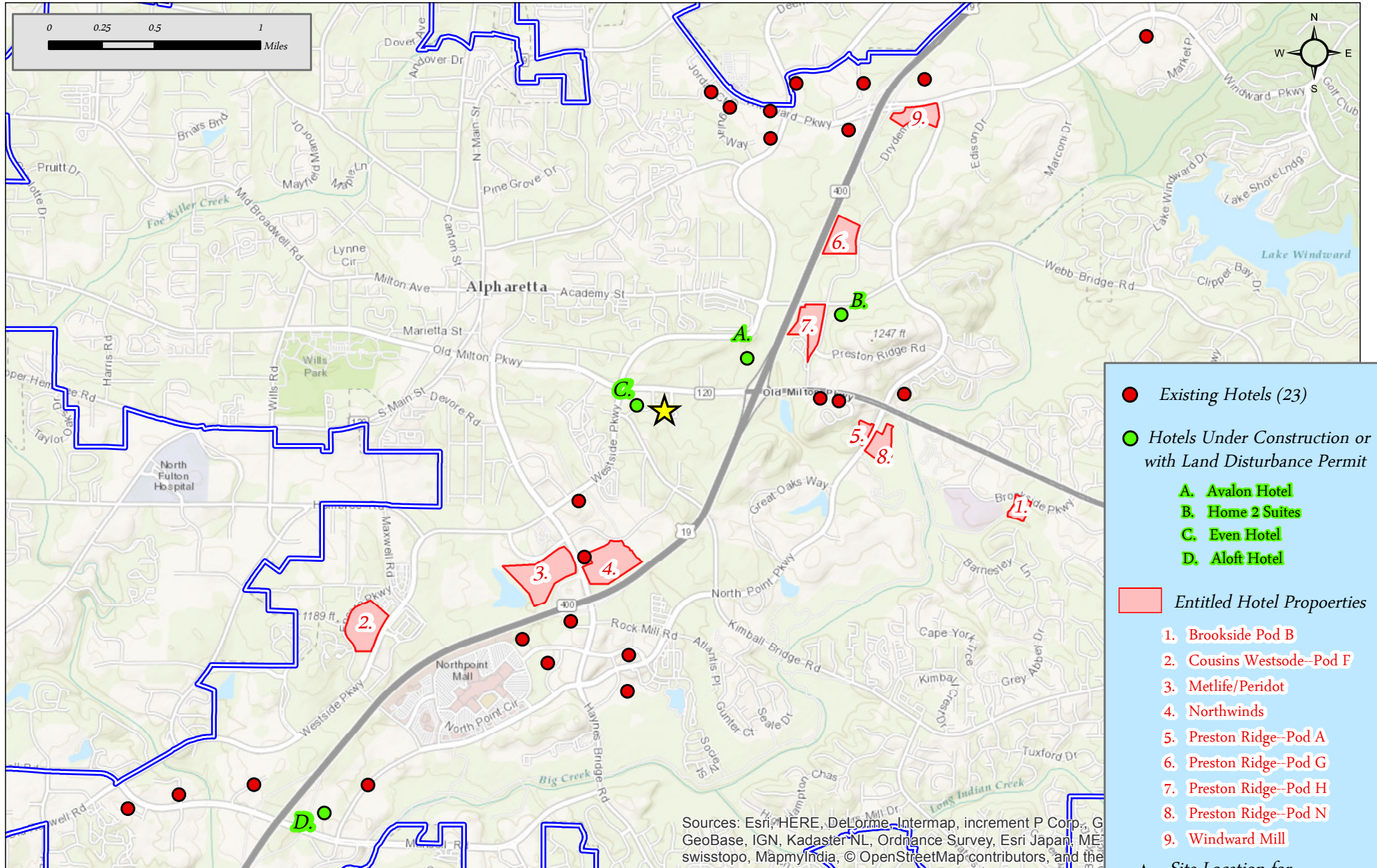
**Location Map Provided by:  
Community Development - GIS**





# City of Alpharetta Hotel Sites

## Existing, Entitled or Under Construction







## SUMMARY OF FINDINGS

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# Proposed Courtyard by Marriott Parkway 400 Alpharetta

AMBERPARK DRIVE  
ALPHARETTA, GEORGIA

### **SUBMITTED TO:**

Mr. Steven C Smith  
Hotel Development Partners  
3414 Peachtree Road Northeast, Suite 1075  
Atlanta, Georgia, 30326

+1 (404) 842-1422

### **PREPARED BY:**

HVS Consulting & Valuation  
Division of Hospitality Property Tax, LLC  
400 Trade Center, Suite 5900  
Woburn, MA 01801

+1 (617) 424-8912



September 7, 2016

Mr. Steven C Smith  
Hotel Development Partners  
3414 Peachtree Road Northeast, Suite 1075  
Atlanta, Georgia, 30326

HVS BOSTON

400 Trade Center, Suite 5900

Woburn, MA 01801

+1 (617) 424-8912

0 FAX

[www.hvs.com](http://www.hvs.com)

Re: Proposed Courtyard by Marriott Parkway 400 Alpharetta  
Alpharetta, Georgia  
HVS Reference: 2016021117

Dear Mr. Smith:

Pursuant to your request, we herewith submit our summary of findings pertaining to the above-captioned property. We have inspected the real estate and analyzed the hotel market conditions in the Alpharetta area. We have studied the proposed project, and the summary results of our fieldwork and analysis are presented in this document. Our report was prepared in accordance with the Uniform Standards of Professional Practice (USPAP), as provided by the Appraisal Foundation.

We hereby certify that we have no undisclosed interest in the property, and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

Sincerely,  
Hospitality Property Tax, LLC

*DRAFT DOCUMENT*

Michael E. Brophy, Senior Vice President, Partner  
[mbrophy@hvs.com](mailto:mbrophy@hvs.com), +1 (678) 628-6577

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|         | Addenda                                          |      |
|         | Qualifications                                   |      |



# 1. Executive Summary

## Subject of the Study

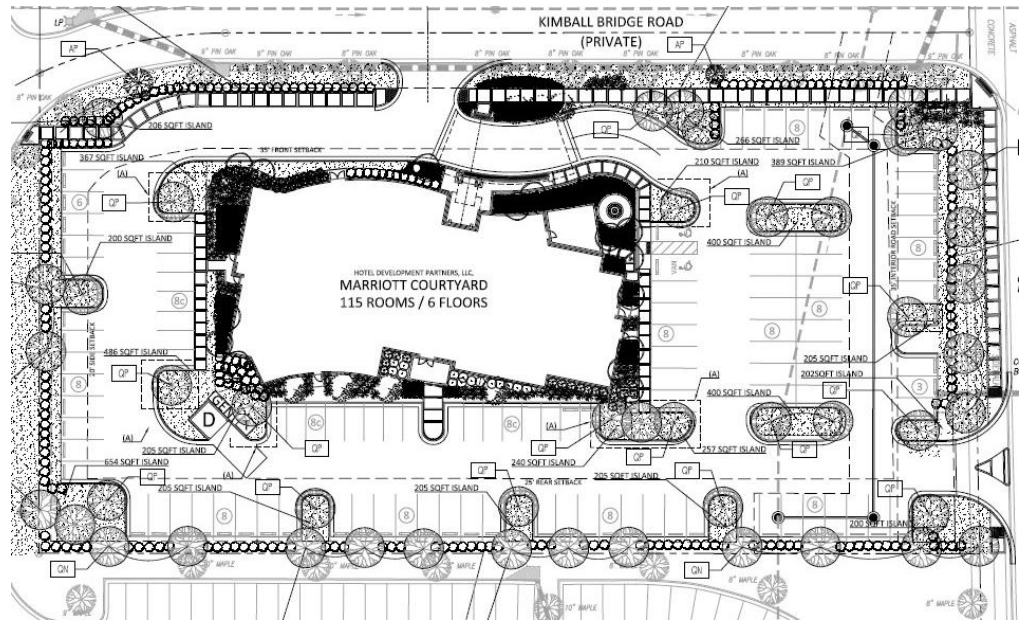
The subject of the study is a 82,590-square-foot (1.90-acre) parcel to be improved with a select-service lodging facility; the hotel will be affiliated with the Courtyard by Marriott brand. The property, which is expected to open on April 1, 2018, will feature 115 rooms, a restaurant and lounge, an indoor pool, a fitness room, a business center a market pantry, a guest laundry room, and an outdoor patio and fire pit.. The hotel will also contain all necessary back-of-the-house space.

The proposed subject property will be located within walking-distance to the Avalon mixed-use development and Conference Center that is currently under construction, and will be the second Courtyard by Marriott in Alpharetta. The hotel's strong brand, coupled with a premier location a growing neighborhood, will allow it to become a foremost choice for business travelers. Moreover, the subject site is in the center of the primary developments that have been recently completed, are under construction, or are planned in Alpharetta. The subject site's location is Amberpark Drive, Alpharetta, Georgia, 30009.

## Report Highlights

- Market-wide occupancy levels for the upper-midscale, upscale, and upper-upscale hotels that are classified as limited-service, select-service, full-service, and extended-stay in Alpharetta are forecast to stabilize in the low 70s, which is roughly 5% above the 10-year average for the city
- The existing unaccommodated demand, ongoing office development, and new demand induced by the conference center are expected to support the anticipated occupancy levels
- The proposed subject Courtyard by Marriott should work in concert with the Proposed Marriott Autograph Collection hotel and the Alpharetta Conference Center in enticing larger and more varied groups to the market.
- The extend-stay segment is a strong segment in Alpharetta, with above-market occupancy and average rate levels, and should realize modest demand growth over the next several years, concurrent with the strong population growth in, as well as corporate relocations to, Alpharetta, which is expected to support the opening of the extended-stay Home2 Suites by Hilton.

## SITE PLAN



## VIEW OF SUBJECT SITE



## AERIAL PHOTOGRAPH



We have assumed that all utilities will be available to the site and that no hazards are present that will impede its development. We assume that the certificate of occupancy will be issued on or before this date for the entirety of the improvements.

### Ownership, Franchise, and Management Assumptions

The developer of the proposed subject hotel is Hotel Development Partners, which is based in Atlanta, Georgia. The subject site is now under contract for purchase by Hotel Development Partners for a reported price of \$1,350,000; the site was originally listed for sale for \$1,615,000 by Bullock Mannelly Partners, Inc. Whileaway Holdings LLC has owned the site since 2005 when it purchased the parcel from AFP Strategies LLC for a reported price of \$875,000.

The proposed subject hotel will be managed by Hotel Equities. Details pertaining to management terms were not yet determined at the time of this report; therefore, our forecast represent fees deducted at rates consistent with current market standards. We have assumed a market-appropriate base management fee of 3.0% of total revenues in our study.

The proposed subject hotel will operate under a franchise agreement with Marriott Hotels & Resorts as a Courtyard by Marriott; the terms of this agreement had yet to be determined at the time of this appraisal. Reservations fees will also be due and are included in the rooms expense line item of our forecast.



## Overview of Local Area Economy

Alpharetta is located in Fulton and Forsyth Counties, less than 25 miles north of Atlanta, Georgia. Alpharetta offers upscale shopping centers, exceptional dining, and a dynamic art scene; the area also benefits from its proximity to the mountains of Northwest Georgia and Downtown Atlanta. In 2015, the City of Alpharetta completed a master plan, which received the Outstanding Planning Document Award from the Georgia Planning Association, to improve its Downtown area and increase connectivity between Downtown the other major developments in Alpharetta. The plan suggests adding new bicycle/pedestrian paths, adding a structured parking deck, improving the streetscape, and bringing more retailers, restaurants, and multi-family housing to Downtown. All of these improvements are expected to enhance Alpharetta's ability to attract millennials to the city. Overall, the Downtown plan is expected to work in concert with, and not compete against, the nearby Avalon development.

Locally, the unemployment rate was 4.3(r)% in 2015; for this same area in 2016, the most recent month's unemployment rate was registered at 4.3%, versus 4.8% for the same month in 2015.

The following bullet points highlight major demand generators for this market:

- Established in 1946, Northside Hospital-Forsyth was the first hospital in Forsyth County; today, nearly 300 physicians and 1,000 additional healthcare specialists are on staff. In 2011, approximately \$50 million in improvements were made to the campus, and in January 2014, the hospital opened a Level III Neonatal Intensive Care Unit. Northside also operates a 140-acre campus in Alpharetta. In addition to these area healthcare providers, Alpharetta is home to McKesson Technology Solutions, a branch of McKesson Corporation that provides software, automation, connectivity, services and consulting for medical entities. Halyard Health, a medical technology spinoff of Kimberly Clark, completed construction in January 2015 on its new 174,000-square-foot headquarters in Alpharetta. In April 2016, Halyard acquired CORPAK MedSystems, a company that develops, manufactures, and markets internal access devices, for \$174 million.
- The technology industry is important within this region. In August 2013, AT&T opened a 5,000-square-foot research facility to test and develop innovations in digital automotive communications, and in November 2015, AT&T launched its ultra-fast GigaPower Internet service in Alpharetta. Fiserv, a financial software firm, relocated to Alpharetta in 2014; the company plans to hire an additional 500 employees. HealthPort Technologies is also planning to add up to 200 employers over the next several years. This healthcare IT company leased an additional 26,000 square feet at the Parkview One office building in 2015. To

take advantage of these locally based headquarters, Gwinnett Technical College opened a new \$19.3-million North Fulton/Alpharetta campus in 2016.

- Headquartered in nearby Sandy Springs, United Parcel Service, Inc. (UPS) delivers 15 million packages each day to approximately 6.1 million customers in 220 countries and territories around the world. Its primary business is the time-definite delivery of packages and documents worldwide, which it operates in three segments: U.S. domestic package operations, international package operations, and supply & freight operations. UPS employs 435,000 workers worldwide and comprises a delivery fleet of 99,892 vehicles. In 2014, the company reported a delivery volume of more than 4.6 billion packages and total revenues of \$54,400,000. UPS was ranked 47th on Fortune magazine's Fortune 500 list for 2015.

The Alpharetta economy has enjoyed strengthening and economic expansion in recent years, which stems directly from the diversity of key drivers and industries. Technology-related commerce continues to be an important economic driver, as companies such as Hewlett-Packard, Verizon Wireless, ADP Inc., and McKesson Corporation maintain a strong presence in the market. Additionally, in 2013, EY (formerly Ernst & Young) announced an \$8.5-million project that will create a Global IT Center and add 400 jobs by 2018. The ongoing development of the Avalon mixed-use project should help bolster growth in the retail sector, as well as support additional corporations in the market. Moreover, LG Air Conditioning Systems opened its new 40,000-square-foot headquarters office in Alpharetta in December 2015. Alpharetta's location in the heart of the largest fiber-linked network in the United States and proximate to the world's busiest airport makes the area ideal for companies on the forefront of the modern economy.

Trends in occupied office space are typically among the most reliable indicators of lodging demand, as firms that occupy office space often exhibit a strong propensity to attract commercial visitors. Thus, trends that cause changes in vacancy rates or occupied office space may have a proportional impact on commercial lodging demand and a less direct effect on meeting demand. The following table details office space statistics for Class A office space for the pertinent market area.

**FIGURE 1-1 OFFICE SPACE STATISTICS – MARKET OVERVIEW**

| Submarket                  | Inventory<br>Square Feet | Total Vacancy SF  | YTD Net<br>Absorption SF | Under<br>Construction<br>SF | Vacancy<br>Rate | Average Asking<br>Lease Rate |
|----------------------------|--------------------------|-------------------|--------------------------|-----------------------------|-----------------|------------------------------|
| 1 Central Perimeter        | 19,670,238               | 2,306,382         | (223,714)                | 957,000                     | 11.7 %          | \$27.67                      |
| 2 Buckhead                 | 16,418,581               | 2,038,207         | (18,321)                 | 682,858                     | 12.4            | 32.99                        |
| 3 Midtown Atlanta          | 15,688,573               | 2,016,759         | 306,264                  | 704,465                     | 12.9            | 28.92                        |
| <b>4 North Fulton</b>      | <b>14,411,418</b>        | <b>1,666,369</b>  | <b>129,655</b>           | <b>357,575</b>              | <b>11.6</b>     | <b>23.69</b>                 |
| 5 Cumberland/Galleria      | 13,234,611               | 2,032,127         | 229,687                  | 1,054,906                   | 15.4            | 25.66                        |
| 6 Downtown Atlanta         | 13,715,523               | 2,800,396         | (177,258)                | 0                           | 20.4            | 23.53                        |
| 7 Northeast Atlanta        | 6,872,527                | 1,385,602         | 130,574                  | 60,000                      | 20.2            | 20.93                        |
| <b>Totals and Averages</b> | <b>100,011,471</b>       | <b>14,245,842</b> | <b>376,887</b>           | <b>3,816,804</b>            | <b>14.2 %</b>   | <b>\$26.94</b>               |

Source: CoStar Office Marker Report, 2nd Quarter, 2016, Class A

The greater Atlanta market comprises a total of 100.0 million square feet of Class A office space. For the 2nd Quarter of 2016, the market reported a vacancy rate of 14.2% and an average asking rent of \$26.94. The subject property is located in the North Fulton submarket, which houses 14,411,418 square feet of office space. The North Fulton submarket comprises the fourth-largest amount of available office space, but the lowest vacancy rate in the Atlanta market. This submarket also features one of the lowest average asking lease rates in Atlanta. However, the average asking lease rate in the North Fulton market is expected to increase in the coming years, as is has to a lesser extent over the past few years, with several recently completed, under construction, and planned office developments in the market.

In January 2013, North American Properties broke ground on its Avalon mixed-use project, which will reportedly contain a total of 750,000 square feet of office space once fully developed. The first phase of the project was completed in September 2014 and included the opening of 106,000 square feet of office space, which is reportedly 100% leased at average asking lease rates of \$32.50. Phase II of the development is currently underway and will add an additional 550,000 square feet of office space. The first of the new office buildings, 8000 Avalon, is slated to open in the second quarter of 2017, bringing 225,000 square feet of office space into the market. Microsoft has signed a 43,000 at 8000 Avalon, and the building is currently being offered rates of \$37.50 per square foot.



Directly south of the Avalon, Greenstone Properties is planning their Parkway 400 office development. The project is expected to contain a total of 720,000 square feet in four buildings, including a 100,000-square-foot boutique office building. The Parkway 400 is also expected to include a café, fitness facility, covered parking, and conference facility. Moreover, the TPA Group is reportedly creating a 24-acre campus that will feature two 100,000-square-foot office buildings and a 5,000-square-foot clubhouse. The \$40-million project, known as The Edison, will reportedly target Alpharetta's growing tech industry. Pope and Land also, reportedly, has 1,200,000 square feet of fully entitled office space directly south of Parkway 400 in its NorthWinds development.

The additional Class A office space will be a welcome addition to the North Fulton market that realized several significant relocations in 2015 from, among others, Fiserv and Halyard Health, which totaled nearly 600,000 square feet. According to CoStar, there are currently only five available blocks of office space that can accommodate a user over 100,000 square feet.

Fuqua Development is also planning a mixed-use development with a significant office component in Alpharetta. Spanning 62-acres, the development is expected to include 78,800 square feet of retail, 36,900 square feet of restaurant, single- and multi-family housing, 500,500 square feet of office space, and 17-acres of greenspace.

However, when compared to the other top office markets in Atlanta, the North Fulton office market is currently underserved in its availability of full- and select-service hotel room to accommodate occupied office space, with reportedly less than one-third the amount of available hotel rooms per-square-foot than the Buckhead and Perimeter submarkets. The competing office submarkets also feature more office projects that are under construction. In Alpharetta, the bulk of the office space that has been recently delivered or is planned is located along Old Milton Parkway, which is currently void of a hotel component west of State Route 400. Quality lodging options and proximity to restaurants are two components companies look for when moving to a new location. As such, new hotel developments along the Old Milton Parkway corridor should contribute to the success of the area's ongoing office developments.

This area is served by Hartsfield-Jackson Atlanta International Airport. Air traffic registered 84,846,639 passengers in 2006; by 2015, this level had changed to 101,491,106. The change in passenger traffic between 2014 and 2015 was 5.5%; moreover, a rate of change of 4.5% was registered in the year-to-date period for 2016 when compared with the same period for 2015.

The market benefits from a variety of tourist and leisure attractions in the area. The peak season for tourism in this area is from May through August. During other times of the year, weekend demand comprises travelers passing through en route to other destinations, people visiting friends or relatives, groups attending sports related tournaments, and other similar weekend demand generators. Primary attractions in the area include the following:

- Georgia Aquarium is the world's largest aquarium, with more than 100,000 animals and over eight million gallons of fresh and marine water. The aquarium was built on a 20-acre site in Atlanta. Two whale sharks, the larger measuring over 15 feet long, are among the main attractions of the Ocean Voyager exhibit. The aquarium reopened in April 2011 following a \$110-million expansion, including an 84,000-square-foot dolphin exhibit. The exhibit "Sea Monsters Revealed: Aquatic Bodies" opened in September 2013, while in March 2016, a new \$40-million sea lion exhibit opened.
- Historic Downtown Alpharetta Square, located at the intersection of Milton and Main Streets, features antiques, gifts, flowers, dining, and a glimpse into some of Alpharetta's past. The City of Alpharetta has invested \$31 million in reorganizing the downtown space. The new City Hall building opened in 2015 with a town square and additional parking set back from South Main Street.
- The Verizon Wireless Amphitheatre at Encore Park, which opened in May 2008, is an outdoor venue with a 12,000-person capacity. The amphitheatre is the summer home of the Grammy award-winning Atlanta Symphony Orchestra and has hosted major performances by the Dave Matthews Band, the Eagles, and Tom Petty.
- The Cooler, Alpharetta's premier venue for ice skating and organized hockey leagues, includes two ice arenas for figure skating/ice hockey and one roller arena with professional sport flooring for roller hockey. Each arena has bleacher capacities ranging from 800 to 2,000 plastic-covered seats.

The Alpharetta market is experiencing a period of economic strength and expansion, led by numerous companies, including those in the professional and business services and the healthcare sector. The significant presence of several Fortune 500 companies supplies consistent economic benefits to the market. Furthermore, recent projects in the submarket, such as the Avalon mixed-use development, as well as the established infrastructure with commercial, retail, and residential developments already in place, bode well for this submarket. As such, the market outlook is favorable.

## Overview of Local Area Lodging Market Trends

The subject property is located in the greater Atlanta lodging market. This greater lodging market spans nearly 825 open and operating lodging facilities totaling more than 95,000 guestrooms. Within this greater market, the direct submarket

that encompasses the proposed subject hotel is known as Alpharetta. The proposed subject hotel is expected to compete with five hotels on a primary level based on location, service level, price point, and brand affiliation. We have considered an additional eight hotels as future secondary competitors given differences in previously noted criteria.

STR is an independent research firm that compiles and publishes data on the lodging industry, and this information is routinely used by typical hotel buyers. HVS has ordered and analyzed an STR Trend Report of historical supply and demand data for this competitive set.

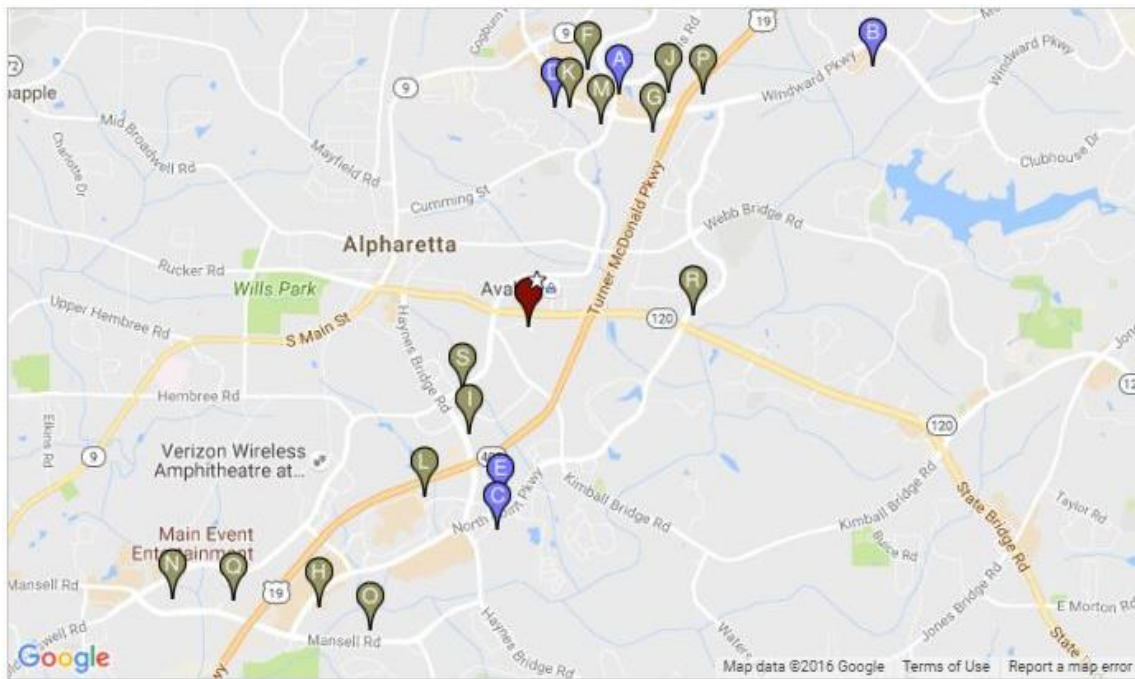


**FIGURE 1-2 HISTORICAL SUPPLY AND DEMAND TRENDS (STR)**

| Average Daily                                     |            | Available Room |         | Occupied Room |          | Average    |          |        |         |        |
|---------------------------------------------------|------------|----------------|---------|---------------|----------|------------|----------|--------|---------|--------|
| Year                                              | Room Count | Nights         | Change  | Nights        | Change   | Occupancy  | Rate     | Change | RevPAR  | Change |
| 2004                                              | 2,355      | 859,464        | —       | 541,814       | —        | 63.0 %     | \$84.04  | —      | \$52.98 | —      |
| 2005                                              | 2,329      | 850,095        | (1.1) % | 554,983       | 2.4 %    | 65.3       | 91.71    | 9.1 %  | 59.87   | 13.0 % |
| 2006                                              | 2,355      | 859,575        | 1.1     | 566,383       | 2.1      | 65.9       | 100.43   | 9.5    | 66.17   | 10.5   |
| 2007                                              | 2,355      | 859,575        | 0.0     | 549,881       | (2.9)    | 64.0       | 111.17   | 10.7   | 71.12   | 7.5    |
| 2008                                              | 2,355      | 859,575        | 0.0     | 533,797       | (2.9)    | 62.1       | 112.53   | 1.2    | 69.88   | (1.7)  |
| 2009                                              | 2,355      | 859,575        | 0.0     | 504,594       | (5.5)    | 58.7       | 93.46    | (16.9) | 54.86   | (21.5) |
| 2010                                              | 2,355      | 859,575        | 0.0     | 571,363       | 13.2     | 66.5       | 87.13    | (6.8)  | 57.91   | 5.6    |
| 2011                                              | 2,354      | 859,391        | (0.0)   | 590,229       | 3.3      | 68.7       | 92.87    | 6.6    | 63.79   | 10.1   |
| 2012                                              | 2,354      | 859,210        | (0.0)   | 596,174       | 1.0      | 69.4       | 97.84    | 5.4    | 67.89   | 6.4    |
| 2013                                              | 2,354      | 859,210        | 0.0     | 631,240       | 5.9      | 73.5       | 104.81   | 7.1    | 77.00   | 13.4   |
| 2014                                              | 2,352      | 858,658        | (0.1)   | 631,303       | 0.0      | 73.5       | 115.24   | 10.0   | 84.73   | 10.0   |
| 2015                                              | 2,351      | 858,115        | (0.1)   | 642,907       | 1.8      | 74.9       | 125.48   | 8.9    | 94.01   | 11.0   |
| Year-to-Date Through July                         |            |                |         |               |          |            |          |        |         |        |
| 2015                                              | 2,351      | 498,412        | —       | 382,947       | —        | 76.8 %     | \$125.27 | —      | \$96.25 | —      |
| 2016                                              | 2,351      | 498,320        | (0.0) % | 381,596       | (0.4) %  | 76.6       | 135.06   | 7.8 %  | 103.43  | 7.5 %  |
|                                                   |            |                |         |               | Number   | Year       | Year     |        |         |        |
| Hotels Included in Sample                         |            |                |         |               | of Rooms | Affiliated | Opened   |        |         |        |
| Residence Inn Atlanta Alpharetta Windward         |            |                |         |               | 103      | Apr 1990   | Apr 1990 |        |         |        |
| Fairfield Inn & Suites Atlanta Alpharetta         |            |                |         |               | 86       | May 1995   | May 1995 |        |         |        |
| Hyatt Place Atlanta Alpharetta North Point Mall   |            |                |         |               | 124      | Jan 2008   | Aug 1995 |        |         |        |
| Hampton Inn Alpharetta Roswell                    |            |                |         |               | 106      | Aug 2002   | Jun 1996 |        |         |        |
| TownePlace Suites Atlanta Alpharetta              |            |                |         |               | 88       | Oct 1997   | Oct 1997 |        |         |        |
| Hyatt Place Atlanta Alpharetta Windward Parkway   |            |                |         |               | 127      | Apr 2007   | Jan 1998 |        |         |        |
| Hilton Garden Inn Atlanta North Alpharetta        |            |                |         |               | 164      | Mar 1998   | Mar 1998 |        |         |        |
| Homewood Suites Atlanta Alpharetta                |            |                |         |               | 112      | May 1998   | May 1998 |        |         |        |
| Staybridge Suites Alpharetta North Point          |            |                |         |               | 118      | Dec 1998   | Dec 1998 |        |         |        |
| Hampton Inn Suites Alpharetta Windward            |            |                |         |               | 103      | Feb 1999   | Feb 1999 |        |         |        |
| Holiday Inn Express Alpharetta Windward Parkway   |            |                |         |               | 124      | Feb 2014   | Feb 1999 |        |         |        |
| Springhill Suites Atlanta Alpharetta              |            |                |         |               | 82       | Mar 1999   | Mar 1999 |        |         |        |
| Residence Inn Atlanta Alpharetta North Point Mall |            |                |         |               | 120      | May 1999   | May 1999 |        |         |        |
| Holiday Inn Express Alpharetta Roswell            |            |                |         |               | 67       | Feb 2010   | May 1999 |        |         |        |
| Courtyard Atlanta Alpharetta                      |            |                |         |               | 154      | Jan 2000   | Jan 2000 |        |         |        |
| Marriott Atlanta Alpharetta                       |            |                |         |               | 318      | Jan 2000   | Jan 2000 |        |         |        |
| Doubletree Atlanta Alpharetta Windward            |            |                |         |               | 79       | May 2005   | May 2000 |        |         |        |
| Hilton Garden Inn Atlanta Northpoint              |            |                |         |               | 125      | Mar 2001   | Mar 2001 |        |         |        |
| Embassy Suites Atlanta Alpharetta                 |            |                |         |               | 150      | May 2001   | May 2001 |        |         |        |
| Total                                             |            |                |         |               | 2,350    |            |          |        |         |        |

Source: STR

## MAP OF COMPETITION



- |                                                             |                                                                      |
|-------------------------------------------------------------|----------------------------------------------------------------------|
| Proposed Courtyard by Marriott Parkway 400 Alpharetta       | Hampton Inn & Suites Alpharetta (Secondary)                          |
| Courtyard by Marriott Atlanta Alpharetta (Primary)          | Holiday Inn Express & Suites Alpharetta-Windward Parkway (Secondary) |
| Hilton Garden Inn Atlanta North Alpharetta (Primary)        | Residence Inn by Marriott Alpharetta (Secondary)                     |
| Hilton Garden Inn Atlanta Northpoint (Primary)              | Residence Inn by Marriott Atlanta Alpharetta Windward (Secondary)    |
| DoubleTree by Hilton Windward (Primary)                     | Hampton Inn Alpharetta Roswell (Secondary)                           |
| Embassy Suites Atlanta Alpharetta (Primary)                 | Holiday Inn Express Alpharetta Roswell (Secondary)                   |
| SpringHill Suites by Marriott Alpharetta (Secondary)        | Marriott Alpharetta (Secondary)                                      |
| Hyatt Place Alpharetta Windward Parkway (Secondary)         | Homewood Suites by Hilton Alpharetta (Secondary)                     |
| Hyatt Place Atlanta Alpharetta North Point Mall (Secondary) | Staybridge Suites Alpharetta (Secondary)                             |
| Fairfield Inn & Suites Atlanta Alpharetta (Secondary)       | TownePlace Suites by Marriott Alpharetta (Secondary)                 |

Strong occupancy and average rate levels caused RevPAR to first peak at over \$71 in 2007, before declining to a low point of roughly \$55 by year-end 2009 because of the recession. A rapid recovery began in 2010 that extended through year-end 2015; as illustrated, the 2007 peak in RevPAR was exceeded in 2013. Primary factors contributing to this period of strengthening included several corporations opening offices in Alpharetta during that time, including Fiserv, LG Air Conditioning, and Haylard Health, as well as a lack of new supply and opening of the Avalon mixed-use development.

Year-to-date data illustrate stable occupancy levels, but nearly a \$10.00 gain in average rate. RevPAR reached its high point in summer 2015. The outlook for the remaining months of 2016 is strong due to the historically high demand levels, strong local economy, and the continued development of the Avalon

The following table illustrates the historical occupancy and average levels for selected hotels in the market.



**FIGURE 1-3 PRIMARY COMPETITORS – OPERATING PERFORMANCE**

| Property                                   | Number of Rooms | Est. Segmentation |                   |             |               | Estimated 2014             |               |                 |                | Estimated 2015             |               |                 |                |                       |                   |
|--------------------------------------------|-----------------|-------------------|-------------------|-------------|---------------|----------------------------|---------------|-----------------|----------------|----------------------------|---------------|-----------------|----------------|-----------------------|-------------------|
|                                            |                 | Commercial        | Meeting and Group | Leisure     | Extended-Stay | Weighted Annual Room Count | Occ.          | Average Rate    | RevPAR         | Weighted Annual Room Count | Occ.          | Average Rate    | RevPAR         | Occupancy Penetration | Yield Penetration |
| Courtyard by Marriott Atlanta Alpharetta   | 154             | 75 %              | 15 %              | 10 %        | 0 %           | 154                        | 65 - 70 %     | \$115 - \$120   | \$75 - \$80    | 154                        | 70 - 75 %     | \$120 - \$125   | \$85 - \$90    | 90 - 95 %             | 90 - 95 %         |
| Hilton Garden Inn Atlanta North Alpharetta | 164             | 75                | 15                | 10          | 0             | 164                        | 75 - 80       | 115 - 120       | 85 - 90        | 164                        | 75 - 80       | 125 - 130       | 100 - 105      | 100 - 110             | 100 - 110         |
| Hilton Garden Inn Atlanta Northpoint       | 125             | 75                | 15                | 10          | 0             | 125                        | 70 - 75       | 115 - 120       | 80 - 85        | 125                        | 70 - 75       | 125 - 130       | 90 - 95        | 95 - 100              | 100 - 110         |
| DoubleTree by Hilton Windward              | 79              | 70                | 15                | 15          | 0             | 79                         | 65 - 70       | 110 - 115       | 70 - 75        | 79                         | 70 - 75       | 120 - 125       | 90 - 95        | 95 - 100              | 95 - 100          |
| Embassy Suites Atlanta Alpharetta          | 150             | 70                | 20                | 10          | 0             | 150                        | 80 - 85       | 125 - 130       | 105 - 110      | 150                        | 85 - 90       | 130 - 140       | 115 - 120      | 110 - 120             | 120 - 130         |
| <b>Sub-Totals/Averages</b>                 | <b>672</b>      | <b>73 %</b>       | <b>16 %</b>       | <b>11 %</b> | <b>0 %</b>    | <b>672</b>                 | <b>74.2 %</b> | <b>\$118.72</b> | <b>\$88.08</b> | <b>672</b>                 | <b>77.1 %</b> | <b>\$128.39</b> | <b>\$99.04</b> | <b>102.7 %</b>        | <b>105.7 %</b>    |
| Secondary Competitors                      | 1,679           | 59 %              | 16 %              | 14 %        | 11 %          | 1,002                      | 73.2 %        | \$111.80        | \$81.88        | 1,001                      | 73.7 %        | \$122.19        | \$90.11        | 98.2 %                | 96.2 %            |
| <b>Totals/Averages</b>                     | <b>2,351</b>    | <b>65 %</b>       | <b>16 %</b>       | <b>13 %</b> | <b>7 %</b>    | <b>1,674</b>               | <b>73.6 %</b> | <b>\$114.60</b> | <b>\$84.37</b> | <b>1,673</b>               | <b>75.1 %</b> | <b>\$124.75</b> | <b>\$93.69</b> | <b>100.0 %</b>        | <b>100.0 %</b>    |

\* Specific occupancy and average rate data was utilized in our analysis, but is presented in ranges in the above table for the purposes of confidentiality.

**FIGURE 1-4 SECONDARY COMPETITOR(S) – OPERATING PERFORMANCE**

| Property                                                 | Number of Rooms | Est. Segmentation |                   |             |               | Total Competitive Level | Estimated 2014             |               |                 |                | Estimated 2015             |               |                 |                |
|----------------------------------------------------------|-----------------|-------------------|-------------------|-------------|---------------|-------------------------|----------------------------|---------------|-----------------|----------------|----------------------------|---------------|-----------------|----------------|
|                                                          |                 | Commercial        | Meeting and Group | Leisure     | Extended-Stay |                         | Weighted Annual Room Count | Occ.          | Average Rate    | RevPAR         | Weighted Annual Room Count | Occ.          | Average Rate    | RevPAR         |
| SpringHill Suites by Marriott Alpharetta                 | 82              | 75 %              | 15 %              | 10 %        | 0 %           | 75 %                    | 62                         | 75 - 80 %     | \$100 - \$105   | \$75 - \$80    | 62                         | 65 - 70 %     | \$110 - \$115   | \$75 - \$80    |
| Hyatt Place Alpharetta Woodward Parkway                  | 127             | 70                | 15                | 15          | 0             | 75                      | 95                         | 80 - 85       | 95 - 100        | 80 - 85        | 95                         | 80 - 85       | 105 - 110       | 90 - 95        |
| Hyatt Place Atlanta Alpharetta North Point Mall          | 124             | 65                | 15                | 20          | 0             | 75                      | 93                         | 65 - 70       | 100 - 105       | 70 - 75        | 93                         | 65 - 70       | 115 - 120       | 75 - 80        |
| Fairfield Inn & Suites Atlanta Alpharetta                | 87              | 70                | 15                | 15          | 0             | 75                      | 65                         | 70 - 75       | 100 - 105       | 70 - 75        | 65                         | 65 - 70       | 105 - 110       | 70 - 75        |
| Hampton Inn & Suites Alpharetta                          | 103             | 70                | 15                | 15          | 0             | 75                      | 77                         | 65 - 70       | 100 - 105       | 70 - 75        | 77                         | 70 - 75       | 110 - 115       | 80 - 85        |
| Holiday Inn Express & Suites Alpharetta-Woodward Parkway | 124             | 65                | 15                | 20          | 0             | 75                      | 93                         | 60 - 65       | 100 - 105       | 60 - 65        | 93                         | 70 - 75       | 110 - 115       | 80 - 85        |
| Residence Inn by Marriott Alpharetta                     | 120             | 40                | 10                | 15          | 35            | 50                      | 60                         | 80 - 85       | 100 - 105       | 85 - 90        | 60                         | 75 - 80       | 115 - 120       | 90 - 95        |
| Residence Inn by Marriott Atlanta Alpharetta Woodward    | 103             | 40                | 10                | 15          | 35            | 50                      | 52                         | 75 - 80       | 125 - 130       | 100 - 105      | 52                         | 75 - 80       | 140 - 150       | 110 - 115      |
| Hampton Inn Alpharetta Roswell                           | 106             | 70                | 20                | 10          | 0             | 50                      | 53                         | 70 - 75       | 100 - 105       | 70 - 75        | 53                         | 70 - 75       | 115 - 120       | 80 - 85        |
| Holiday Inn Express Alpharetta Roswell                   | 67              | 70                | 20                | 10          | 0             | 50                      | 34                         | 60 - 65       | 100 - 105       | 60 - 65        | 34                         | 60 - 65       | 110 - 115       | 70 - 75        |
| Marriott Alpharetta                                      | 318             | 60                | 30                | 10          | 0             | 50                      | 159                        | 70 - 75       | 160 - 170       | 115 - 120      | 159                        | 70 - 75       | 160 - 170       | 120 - 125      |
| Homewood Suites by Hilton Alpharetta                     | 112             | 40                | 5                 | 15          | 40            | 50                      | 56                         | 70 - 75       | 110 - 115       | 80 - 85        | 56                         | 70 - 75       | 120 - 125       | 90 - 95        |
| Staybridge Suites Alpharetta                             | 118             | 35                | 5                 | 15          | 45            | 50                      | 59                         | 80 - 85       | 95 - 100        | 75 - 80        | 59                         | 80 - 85       | 105 - 110       | 85 - 90        |
| TownePlace Suites by Marriott Alpharetta                 | 88              | 40                | 5                 | 15          | 40            | 50                      | 45                         | 75 - 80       | 80 - 85         | 65 - 70        | 44                         | 70 - 75       | 95 - 100        | 65 - 70        |
| <b>Totals/Averages</b>                                   | <b>1,679</b>    | <b>59 %</b>       | <b>16 %</b>       | <b>14 %</b> | <b>11 %</b>   | <b>60 %</b>             | <b>1,002</b>               | <b>73.2 %</b> | <b>\$111.80</b> | <b>\$81.88</b> | <b>1,001</b>               | <b>73.7 %</b> | <b>\$122.19</b> | <b>\$90.11</b> |

\* Specific occupancy and average rate data was utilized in our analysis, but is presented in ranges in the above table for the purposes of confidentiality.

Our survey of the primarily competitive hotels in the local market shows a range of lodging types and facilities. Each primary competitor was inspected and evaluated.

According to the City of Alpharetta and College Park Planning Offices, and our research and inspection (as applicable), new supply expected to be competitive within the proposed subject hotel's competitive submarket is outlined in the following table.

**FIGURE 1-5 NEW SUPPLY**

| Proposed Property               | Number of Rooms | Total Competitive Level | Weighted Room Count | Estimated Opening Date | Developer                  | Development Stage          |
|---------------------------------|-----------------|-------------------------|---------------------|------------------------|----------------------------|----------------------------|
| Proposed Courtyard by Marriott  | 115             | 100 %                   | 115                 | April 1, 2018          | Hotel Development Partners | Early Development          |
| Proposed EVEN Hotel             | 132             | 100                     | 132                 | January 1, 2018        | Greenstone Properties Inc. | Construction to Begin Soon |
| Proposed Aloft                  | 120             | 75                      | 90                  | January 1, 2018        | PeachState Hospitality     | Construction to Begin Soon |
| Proposed Home2 Suites by Hilton | 107             | 50                      | 54                  | January 1, 2018        | Ram Hospitality            | Construction to Begin Soon |
| Marriott Autograph Collection   | 330             | 40                      | 132                 | January 1, 2018        | Stormont Hospitality       | Under Construction         |
| <b>Totals/Averages</b>          | <b>804</b>      |                         | <b>523</b>          |                        |                            |                            |

Market segmentation is a useful procedure because individual classifications often exhibit unique characteristics in terms of growth potential, seasonality of demand, average length of stay, double occupancy, facility requirements, price sensitivity, and so forth. By quantifying the room-night demand by market segment and analyzing the characteristics of each segment, the demand for transient accommodations can be projected.

**FIGURE 1-6 ACCOMMODATED ROOM-NIGHT DEMAND**

| Market Segment    | Marketwide          |                     |
|-------------------|---------------------|---------------------|
|                   | Accommodated Demand | Percentage of Total |
| Commercial        | 297,478             | 65 %                |
| Meeting and Group | 72,559              | 16                  |
| Leisure           | 58,779              | 13                  |
| Extended-Stay     | 29,891              | 7                   |
| <b>Total</b>      | <b>458,706</b>      | <b>100 %</b>        |

Various types of economic and demographic data were then evaluated to determine their propensity to reflect changes in hotel demand. Based on this



procedure, we forecast the following average annual compounded market-segment growth rates.

**FIGURE 1-7 AVERAGE ANNUAL COMPOUNDED MARKET SEGMENT GROWTH RATES**

| Market Segment            | Annual Growth Rate |              |              |              |              |              |
|---------------------------|--------------------|--------------|--------------|--------------|--------------|--------------|
|                           | 2016               | 2017         | 2018         | 2019         | 2020         | 2021         |
| Commercial                | 0.5 %              | 1.0 %        | 10.0 %       | 1.0 %        | 0.5 %        | 0.0 %        |
| Meeting and Group         | 0.0                | 0.5          | 7.0          | 0.5          | 0.0          | 0.0          |
| Leisure                   | 0.0                | 0.5          | 3.0          | 0.5          | 0.0          | 0.0          |
| Extended-Stay             | 0.0                | 0.5          | 2.5          | 0.5          | 0.0          | 0.0          |
| <b>Base Demand Growth</b> | <b>0.3 %</b>       | <b>0.8 %</b> | <b>8.2 %</b> | <b>0.8 %</b> | <b>0.3 %</b> | <b>0.0 %</b> |

Latent demand reflects potential room-night demand that has not been realized by the existing competitive supply, further classified as either unaccommodated demand or induced demand.

#### **Unaccommodated Demand**

Unaccommodated demand refers to individuals who are unable to secure accommodations in the market because all the local hotels are filled. These travelers must defer their trips, settle for less desirable accommodations, or stay in properties located outside the market area. Because this demand did not yield occupied room nights, it is not included in the estimate of historical accommodated-room-night demand. If additional lodging facilities are expected to enter the market, it is reasonable to assume that these guests will be able to secure hotel rooms in the future, and it is therefore necessary to quantify this demand.

Unaccommodated demand is further indicated if the market is at all seasonal, with distinct high and low seasons; such seasonality indicates that although year-end occupancy may not average in excess of 70%, the market may sell out certain nights during the year. To evaluate the incidence of unaccommodated demand in the market, we have reviewed the average occupancy by the night of the week for the past twelve months for the competitive set, as reflected in the STR data. This is set forth in the following table.

**FIGURE 1-8 OCCUPANCY BY NIGHT OF THE WEEK**

| Month          | Sunday        | Monday        | Tuesday       | Wednesday     | Thursday      | Friday        | Saturday      | Total Month   |
|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Jul - 15       | 65.6 %        | 94.3 %        | 98.8 %        | 87.9 %        | 81.1 %        | 89.0 %        | 91.6 %        | 86.8 %        |
| Aug - 15       | 54.2          | 92.3          | 98.6          | 94.8          | 72.8          | 66.8          | 75.9          | 78.8          |
| Sep - 15       | 60.7          | 78.6          | 91.0          | 90.6          | 67.9          | 69.3          | 78.6          | 77.6          |
| Oct - 15       | 57.1          | 91.9          | 97.5          | 96.4          | 73.4          | 72.2          | 79.1          | 80.5          |
| Nov - 15       | 46.8          | 76.3          | 78.0          | 81.1          | 72.1          | 65.3          | 64.2          | 68.6          |
| Dec - 15       | 42.0          | 62.1          | 67.4          | 66.3          | 59.9          | 52.9          | 60.5          | 59.3          |
| Jan - 16       | 45.8          | 76.7          | 87.3          | 87.6          | 63.6          | 52.5          | 54.2          | 65.3          |
| Feb - 16       | 49.1          | 85.5          | 93.7          | 92.6          | 65.3          | 59.6          | 66.8          | 73.6          |
| Mar - 16       | 49.8          | 88.0          | 95.2          | 90.9          | 64.7          | 70.9          | 72.9          | 76.8          |
| Apr - 16       | 58.9          | 89.5          | 95.0          | 94.2          | 70.0          | 79.9          | 85.2          | 81.9          |
| May - 16       | 55.7          | 77.4          | 89.4          | 92.4          | 66.6          | 79.1          | 89.4          | 78.1          |
| Jun - 16       | 54.2          | 91.9          | 97.5          | 89.3          | 74.0          | 79.4          | 84.8          | 81.6          |
| <b>Average</b> | <b>53.1 %</b> | <b>83.6 %</b> | <b>90.4 %</b> | <b>88.3 %</b> | <b>69.4 %</b> | <b>70.1 %</b> | <b>75.2 %</b> | <b>75.7 %</b> |

Source: STR

Our interviews with market participants found that the market generally sells out on Tuesday and Wednesday nights throughout the year, as well as weekends during peak travel season. Special events, such as concerts at the Verizon Wireless Amphitheatre, regularly sell out competitive hotels. A portion of this demand, which is currently turned away, should return to the market concurrent with the supply increase. The following table presents our estimate of unaccommodated demand in the subject market.

**FIGURE 1-9 UNACCOMMODATED DEMAND ESTIMATE**

| Market Segment    | Accommodated Room Night Demand | Unaccommodated Demand Percentage | Unaccommodated Room Night Demand |
|-------------------|--------------------------------|----------------------------------|----------------------------------|
| Commercial        | 297,478                        | 11.9 %                           | 35,252                           |
| Meeting and Group | 72,559                         | 4.8                              | 3,452                            |
| Leisure           | 58,779                         | 1.7                              | 990                              |
| Extended-Stay     | 29,891                         | 2.6                              | 770                              |
| <b>Total</b>      | <b>458,706</b>                 | <b>8.8 %</b>                     | <b>40,464</b>                    |

Accordingly, we have forecast unaccommodated demand equivalent to 8.3% of the base-year demand, resulting from our analysis of monthly and weekly peak demand and sell-out trends.

### Induced Demand from new Conference Center

Induced demand represents the additional room nights that are expected to be attracted to the market following the introduction of a new demand generator. Situations that can result in induced demand include the opening of a new manufacturing plant, the expansion of a convention center, or the addition of a new hotel with a distinct chain affiliation or unique facilities. The following table summarizes our estimate of induced demand.

**FIGURE 1-10 INDUCED DEMAND CALCULATION**

| Market Segment    | 2018          | 2019          | 2020          | 2021          |
|-------------------|---------------|---------------|---------------|---------------|
| Meeting and Group | 20,400        | 22,800        | 24,000        | 24,000        |
| <b>Total</b>      | <b>20,400</b> | <b>22,800</b> | <b>24,000</b> | <b>24,000</b> |

The opening of the new Alpharetta Conference Center at the Avalon should induce considerable demand into this market. The center is expected to include a 12,500-square foot exhibition hall, a 10,000-square-foot ballroom, six meeting rooms, a boardroom, a reception area, pre-function space, and outdoor venues, spanning a total of 65,000 square feet. Additionally, the exhibition hall and ballroom can be combined to form a single 22,5000-square-foot room, which is more than three times larger than the largest meeting room at the Marriott Alpharetta. The combined exhibition hall and ballroom is also larger than any single meeting room in the Buckhead or Perimeter markets. Upon completion, the conference center should draw new groups to this market, as these groups with planned meetings would have likely chosen an alternate destination if it were not for the availability of the new facility. The available meeting space component should also help entice corporations to the areas office space.

The demand for the conference center will largely be accommodated by the adjoining Marriott Autograph Collection hotel; however, strong-branded and well-know overflow hotels will be needed to service the conference center. Also, the Marriott Autograph Collection will be a four-star hotel and is expected to be the rate leader in the market by a considerable margin. Many price-sensitive attendees to meetings and events held at the conference center would opt for a less expensive lodging option that, preferably, is within walking distance to the conference center. In our opinion, having an overflow hotel with the same parent brand as the proposed Marriott Autograph Collection would be a positive influence on the convention center and improve its booking capabilities.



We have assumed that 500 rooms nights each week will be induced into the market by the convention center, which calculates to an additional 24,000 annual room nights. While attendance at the conference center will be significantly higher than this figure, attendees living within a one to two hour distance from the conference center may opt to return home. Accordingly, we have incorporated 24,000 room nights (rounded) into our analysis, phased in over an appropriate ramp-up period to account for bookings

The following table details our projection of lodging demand growth for the subject market, including the total number of occupied room nights and any residual unaccommodated demand in the market.

**FIGURE 1-11 FORECAST OF MARKET OCCUPANCY**

|                                 | 2016          | 2017          | 2018          | 2019          | 2020          | 2021          |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Commercial</b>               |               |               |               |               |               |               |
| Base Demand                     | 298,965       | 301,955       | 332,151       | 335,472       | 337,149       | 337,149       |
| Unaccommodated Demand           | 35,429        | 35,783        | 39,361        | 39,755        | 39,954        | 39,954        |
| Total Demand                    | 334,394       | 337,738       | 371,512       | 375,227       | 377,103       | 377,103       |
| Growth Rate                     | 12.4 %        | 1.0 %         | 10.0 %        | 1.0 %         | 0.5 %         | 0.0 %         |
| <b>Meeting and Group</b>        |               |               |               |               |               |               |
| Base Demand                     | 72,559        | 72,922        | 78,026        | 78,417        | 78,417        | 78,417        |
| Unaccommodated Demand           | 3,452         | 3,469         | 3,712         | 3,731         | 3,731         | 3,731         |
| Induced Demand                  | 0             | 0             | 20,400        | 22,800        | 24,000        | 24,000        |
| Total Demand                    | 76,011        | 76,391        | 102,139       | 104,947       | 106,147       | 106,147       |
| Growth Rate                     | 4.8 %         | 0.5 %         | 33.7 %        | 2.7 %         | 1.1 %         | 0.0 %         |
| <b>Leisure</b>                  |               |               |               |               |               |               |
| Base Demand                     | 58,779        | 59,072        | 60,845        | 61,149        | 61,149        | 61,149        |
| Unaccommodated Demand           | 990           | 995           | 1,025         | 1,030         | 1,030         | 1,030         |
| Total Demand                    | 59,769        | 60,068        | 61,870        | 62,179        | 62,179        | 62,179        |
| Growth Rate                     | 1.7 %         | 0.5 %         | 3.0 %         | 0.5 %         | 0.0 %         | 0.0 %         |
| <b>Extended-Stay</b>            |               |               |               |               |               |               |
| Base Demand                     | 29,891        | 30,040        | 30,791        | 30,945        | 30,945        | 30,945        |
| Unaccommodated Demand           | 770           | 773           | 793           | 797           | 797           | 797           |
| Total Demand                    | 30,660        | 30,814        | 31,584        | 31,742        | 31,742        | 31,742        |
| Growth Rate                     | 2.6 %         | 0.5 %         | 2.5 %         | 0.5 %         | 0.0 %         | 0.0 %         |
| <b>Totals</b>                   |               |               |               |               |               |               |
| Base Demand                     | 460,194       | 463,990       | 501,813       | 505,983       | 507,660       | 507,660       |
| Unaccommodated Demand           | 40,641        | 41,021        | 44,891        | 45,312        | 45,511        | 45,511        |
| Induced Demand                  | 0             | 0             | 20,400        | 22,800        | 24,000        | 24,000        |
| Total Demand                    | 500,834       | 505,011       | 567,104       | 574,095       | 577,171       | 577,171       |
| less: Residual Demand           | 40,685        | 41,080        | 2,440         | 0             | 0             | 0             |
| Total Accommodated Demand       | 460,150       | 463,931       | 564,664       | 574,095       | 577,171       | 577,171       |
| <b>Overall Demand Growth</b>    | 0.3 %         | 0.8 %         | 21.7 %        | 1.7 %         | 0.5 %         | 0.0 %         |
| <b>Market Mix</b>               |               |               |               |               |               |               |
| Commercial                      | 66.8 %        | 66.9 %        | 65.5 %        | 65.4 %        | 65.3 %        | 65.3 %        |
| Meeting and Group               | 15.2          | 15.1          | 18.0          | 18.3          | 18.4          | 18.4          |
| Leisure                         | 11.9          | 11.9          | 10.9          | 10.8          | 10.8          | 10.8          |
| Extended-Stay                   | 6.1           | 6.1           | 5.6           | 5.5           | 5.5           | 5.5           |
| <b>Existing Hotel Supply</b>    | 1,673         | 1,673         | 1,673         | 1,673         | 1,673         | 1,673         |
| <b>Proposed Hotels</b>          |               |               |               |               |               |               |
| Proposed Courtyard by Marriott  | <sup>1</sup>  |               | 87            | 115           | 115           | 115           |
| Proposed EVEN Hotel             | <sup>2</sup>  |               | 132           | 132           | 132           | 132           |
| Proposed Aloft                  | <sup>3</sup>  |               | 90            | 90            | 90            | 90            |
| Proposed Home2 Suites by Hilton | <sup>4</sup>  |               | 53            | 54            | 54            | 54            |
| Marriott Autograph Collection   | <sup>5</sup>  |               | 132           | 132           | 132           | 132           |
| Available Room Nights per Year  | 610,530       | 610,463       | 790,825       | 801,175       | 801,175       | 801,175       |
| Nights per Year                 | 365           | 365           | 365           | 365           | 365           | 365           |
| <b>Total Supply</b>             | 1,673         | 1,673         | 2,167         | 2,195         | 2,195         | 2,195         |
| Rooms Supply Growth             | 0.0 %         | 0.0 %         | 29.5 %        | 1.3 %         | 0.0 %         | 0.0 %         |
| <b>Marketwide Occupancy</b>     | <b>75.4 %</b> | <b>76.0 %</b> | <b>71.4 %</b> | <b>71.7 %</b> | <b>72.0 %</b> | <b>72.0 %</b> |

<sup>1</sup> Opening in April 2018 of the 100% competitive, 115-room Proposed Courtyard by Marriott

<sup>2</sup> Opening in January 2018 of the 100% competitive, 132-room Proposed EVEN Hotel

<sup>3</sup> Opening in January 2018 of the 75% competitive, 120-room Proposed Aloft

<sup>4</sup> Opening in January 2018 of the 50% competitive, 107-room Proposed Home2 Suites by Hilton

<sup>5</sup> Opening in January 2018 of the 40% competitive, 330-room Marriott Autograph Collection

<sup>A</sup> Change of room count in April 2016 of the 75% competitive, Fairfield Inn & Suites Atlanta Alpharetta

These room-night projections for the market area are used in determining the proposed subject hotel's expected occupancy levels based on penetration levels forecast by segment.

#### Forecast of the Proposed Subject Hotel's Occupancy

The proposed subject hotel's occupancy forecast is set forth as follows, with the adjusted projected penetration rates used as a basis for calculating the amount of captured market demand.

**FIGURE 1-12 FORECAST OF SUBJECT PROPERTY'S OCCUPANCY**

| Market Segment                    | 2018          | 2019          | 2020          | 2021          |
|-----------------------------------|---------------|---------------|---------------|---------------|
| <b>Commercial</b>                 |               |               |               |               |
| Demand                            | 369,373       | 375,227       | 377,103       | 377,103       |
| Market Share                      | 4.3 %         | 6.0 %         | 6.0 %         | 6.0 %         |
| Capture                           | 16,008        | 22,363        | 22,747        | 22,747        |
| Penetration                       | 108 %         | 114 %         | 115 %         | 115 %         |
| <b>Meeting and Group</b>          |               |               |               |               |
| Demand                            | 101,937       | 104,947       | 106,147       | 106,147       |
| Market Share                      | 3.8 %         | 5.3 %         | 5.4 %         | 5.4 %         |
| Capture                           | 3,892         | 5,588         | 5,704         | 5,704         |
| Penetration                       | 95 %          | 102 %         | 103 %         | 103 %         |
| <b>Leisure</b>                    |               |               |               |               |
| Demand                            | 61,814        | 62,179        | 62,179        | 62,179        |
| Market Share                      | 2.8 %         | 4.0 %         | 4.1 %         | 4.1 %         |
| Capture                           | 1,724         | 2,510         | 2,563         | 2,563         |
| Penetration                       | 70 %          | 77 %          | 79 %          | 79 %          |
| <b>Extended-Stay</b>              |               |               |               |               |
| Demand                            | 31,541        | 31,742        | 31,742        | 31,742        |
| Market Share                      | 0.0 %         | 0.0 %         | 0.0 %         | 0.0 %         |
| Capture                           | 0             | 0             | 0             | 0             |
| Penetration                       | 0 %           | 0 %           | 0 %           | 0 %           |
| <b>Total Room Nights Captured</b> | <b>21,625</b> | <b>30,461</b> | <b>31,014</b> | <b>31,014</b> |
| Available Room Nights             | 31,625        | 41,975        | 41,975        | 41,975        |
| <b>Subject Occupancy</b>          | <b>68 %</b>   | <b>73 %</b>   | <b>74 %</b>   | <b>74 %</b>   |
| Marketwide Available Room Nights  | 790,825       | 801,175       | 801,175       | 801,175       |
| <b>Fair Share</b>                 | <b>4 %</b>    | <b>5 %</b>    | <b>5 %</b>    | <b>5 %</b>    |
| Marketwide Occupied Room Nights   | 564,664       | 574,095       | 577,171       | 577,171       |
| <b>Market Share</b>               | <b>4 %</b>    | <b>5 %</b>    | <b>5 %</b>    | <b>5 %</b>    |
| <b>Marketwide Occupancy</b>       | <b>71 %</b>   | <b>72 %</b>   | <b>72 %</b>   | <b>72 %</b>   |
| <b>Total Penetration</b>          | <b>96 %</b>   | <b>101 %</b>  | <b>103 %</b>  | <b>103 %</b>  |



These positioned segment penetration rates result in the following market segmentation forecast.

**FIGURE 1-13 MARKET SEGMENTATION FORECAST – SUBJECT PROPERTY**

|                   | 2018  | 2019  | 2020  | 2021  |
|-------------------|-------|-------|-------|-------|
| Commercial        | 74 %  | 73 %  | 73 %  | 73 %  |
| Meeting and Group | 18    | 18    | 18    | 18    |
| Leisure           | 8     | 8     | 8     | 8     |
| Extended-Stay     | 0     | 0     | 0     | 0     |
| <b>Total</b>      | 100 % | 100 % | 100 % | 100 % |

These projections reflect years beginning April 1, 2018, which correspond to the first projection year in the forecast of income and expense for the proposed subject hotel.

**FIGURE 1-14 FORECAST OF OCCUPANCY**

| Year    | Subject Property's Occupancy |
|---------|------------------------------|
| 2018/19 | 69 %                         |
| 2019/20 | 73                           |
| 2020/21 | 74                           |

Upon its opening, the proposed subject Courtyard by Marriott should work in concert with, and not compete against, the nearby proposed Marriott Autograph Collection in driving meeting and group demand, as well as enticing developers to move forward with nearby office projects. The strength of Marriott's reservation system, combined with two hotels in different price points within walking distance to the conference center, is anticipated to contribute to the success of both hotels.

#### Forecast of the Proposed Subject Hotel's Average Rate

The defined competitive market realized an overall average rate of \$128.39 in the 2015 base year, improving from the 2014 level of \$118.72. The Embassy Suites by Hilton achieved the highest estimated average rate in the local competitive market, by a modest, because of modest margin given its full-service orientation and all-suite guestroom product. An important rate aspect of this market is the strong presence of commercial demand, especially corporate-transient demand during

the weekdays. The selected rate position for the proposed subject hotel, in base-year dollars, takes into consideration factors such as its location, product type, and brand affiliation. We have selected the rate position of \$130.00, in base-year dollars, for the proposed subject hotel.

**FIGURE 1-25 MARKET AND SUBJECT PROPERTY AVERAGE RATE FORECAST**

| Year      | Area-wide Market (Calendar Year) |                     |              | Subject Property (Calendar Year) |                     |              |                          |
|-----------|----------------------------------|---------------------|--------------|----------------------------------|---------------------|--------------|--------------------------|
|           | Occupancy                        | Average Rate Growth | Average Rate | Occupancy                        | Average Rate Growth | Average Rate | Average Rate Penetration |
| Base Year | 75.1 %                           | —                   | \$124.75     | —                                | —                   | \$130.00     | 104.2 %                  |
| 2016      | 75.4                             | 8.5 %               | 135.35       | —                                | 8.5 %               | 141.05       | 104.2                    |
| 2017      | 76.0                             | 6.0                 | 143.47       | —                                | 6.0                 | 149.51       | 104.2                    |
| 2018      | 71.4                             | 4.0                 | 149.21       | 68.0 %                           | 4.0                 | 155.49       | 104.2                    |
| 2019      | 71.7                             | 2.5                 | 152.94       | 73.0                             | 2.5                 | 159.38       | 104.2                    |
| 2020      | 72.0                             | 3.0                 | 157.53       | 74.0                             | 3.0                 | 164.16       | 104.2                    |
| 2021      | 72.0                             | 3.0                 | 162.26       | 74.0                             | 3.0                 | 169.09       | 104.2                    |

A new property must establish its reputation and a client base in the market during its ramp-up period; as such, the proposed subject hotel's average rates in the initial operating period have been discounted to reflect this likelihood. We forecast 2.5% discount to the proposed subject hotel's forecast room rate in the first operating year, which would be typical for a new operation of this type.

The following average rates will be used to project the subject property's rooms revenue. This forecast reflects years beginning on April 1, 2018 and corresponds with our financial projections.

**FIGURE 1-36 FORECAST OF AVERAGE RATE**

| Year    | Occupancy | Average Rate    |          | Average Rate<br>After Discount |
|---------|-----------|-----------------|----------|--------------------------------|
|         |           | Before Discount | Discount |                                |
| 2018/19 | 69 %      | \$156.45        | 2.0 %    | \$153.32                       |
| 2019/20 | 73        | 160.56          | 1.0      | 158.95                         |
| 2020/21 | 74        | 165.38          | 0.0      | 165.38                         |

### Forecast of Income and Expense

The following table presents a detailed forecast through the fifth projection year, including amounts per available room (PAR) and per occupied room (POR). The second table illustrates our ten-year forecast of income and expense, presented with a lesser degree of detail. The forecasts pertain to years that begin on April 1, 2018, expressed in inflated dollars for each year.



**FIGURE 1-47 DETAILED FORECAST OF INCOME AND EXPENSE**

|                                         | 2018/19 Begins April |        |          |          | 2019/20  |        |          |          | Stabilized |        |          |          | 2021/22  |        |          |          | 2022/23  |        |          |          |
|-----------------------------------------|----------------------|--------|----------|----------|----------|--------|----------|----------|------------|--------|----------|----------|----------|--------|----------|----------|----------|--------|----------|----------|
| Number of Rooms:                        | 115                  |        |          |          | 115      |        |          |          | 115        |        |          |          | 115      |        |          |          | 115      |        |          |          |
| Occupancy:                              | 69%                  |        |          |          | 73%      |        |          |          | 74%        |        |          |          | 74%      |        |          |          | 74%      |        |          |          |
| Average Rate:                           | \$153.32             |        |          |          | \$158.95 |        |          |          | \$165.38   |        |          |          | \$170.34 |        |          |          | \$175.45 |        |          |          |
| RevPAR:                                 | \$105.79             |        |          |          | \$116.04 |        |          |          | \$122.38   |        |          |          | \$126.05 |        |          |          | \$129.83 |        |          |          |
| Days Open:                              | 365                  |        |          |          | 365      |        |          |          | 365        |        |          |          | 365      |        |          |          | 365      |        |          |          |
| Occupied Rooms:                         | 28,963               | %Gross | PAR      | POR      | 30,642   | %Gross | PAR      | POR      | 31,062     | %Gross | PAR      | POR      | 31,062   | %Gross | PAR      | POR      | 31,062   | %Gross | PAR      | POR      |
| <b>OPERATING REVENUE</b>                |                      |        |          |          |          |        |          |          |            |        |          |          |          |        |          |          |          |        |          |          |
| Rooms                                   | \$4,441              | 91.6 % | \$38,617 | \$153.33 | \$4,871  | 91.2 % | \$42,357 | \$158.97 | \$5,137    | 91.1 % | \$44,670 | \$165.38 | \$5,291  | 91.1 % | \$46,009 | \$170.34 | \$5,450  | 91.1 % | \$47,391 | \$175.46 |
| Food                                    | 243                  | 5.0    | 2,109    | 8.37     | 277      | 5.2    | 2,412    | 9.05     | 295        | 5.2    | 2,562    | 9.48     | 303      | 5.2    | 2,638    | 9.77     | 313      | 5.2    | 2,718    | 10.06    |
| Beverage                                | 116                  | 2.4    | 1,005    | 3.99     | 137      | 2.6    | 1,191    | 4.47     | 147        | 2.6    | 1,281    | 4.74     | 152      | 2.6    | 1,319    | 4.88     | 156      | 2.6    | 1,359    | 5.03     |
| Other Operated Departments              | 47                   | 1.0    | 408      | 1.62     | 52       | 1.0    | 455      | 1.71     | 55         | 1.0    | 480      | 1.78     | 57       | 1.0    | 495      | 1.83     | 59       | 1.0    | 510      | 1.89     |
| Miscellaneous Income                    | 5                    | 0.1    | 41       | 0.16     | 5        | 0.1    | 46       | 0.17     | 6          | 0.1    | 48       | 0.18     | 6        | 0.1    | 49       | 0.18     | 6        | 0.1    | 51       | 0.19     |
| Total Operating Revenues                | 4,851                | 100.0  | 42,180   | 167.48   | 5,343    | 100.0  | 46,461   | 174.37   | 5,640      | 100.0  | 49,040   | 181.56   | 5,809    | 100.0  | 50,510   | 187.01   | 5,983    | 100.0  | 52,028   | 192.63   |
| <b>DEPARTMENTAL EXPENSES *</b>          |                      |        |          |          |          |        |          |          |            |        |          |          |          |        |          |          |          |        |          |          |
| Rooms                                   | 895                  | 20.2   | 7,784    | 30.91    | 942      | 19.3   | 8,195    | 30.76    | 976        | 19.0   | 8,487    | 31.42    | 1,005    | 19.0   | 8,742    | 32.36    | 1,035    | 19.0   | 9,004    | 33.34    |
| Food & Beverage                         | 312                  | 87.2   | 2,715    | 10.78    | 338      | 81.5   | 2,939    | 11.03    | 353        | 80.0   | 3,074    | 11.38    | 364      | 80.0   | 3,166    | 11.72    | 375      | 80.0   | 3,261    | 12.07    |
| Other Operated Departments              | 25                   | 53.8   | 220      | 0.87     | 27       | 50.9   | 231      | 0.87     | 28         | 50.0   | 240      | 0.89     | 28       | 50.0   | 247      | 0.92     | 29       | 50.0   | 255      | 0.94     |
| Total                                   | 1,233                | 25.4   | 10,718   | 42.56    | 1,307    | 24.5   | 11,365   | 42.65    | 1,357      | 24.1   | 11,801   | 43.69    | 1,398    | 24.1   | 12,155   | 45.00    | 1,440    | 24.1   | 12,520   | 46.35    |
| DEPARTMENTAL INCOME                     | 3,618                | 74.6   | 31,462   | 124.93   | 4,036    | 75.5   | 35,095   | 131.71   | 4,283      | 75.9   | 37,239   | 137.87   | 4,411    | 75.9   | 38,355   | 142.00   | 4,543    | 75.9   | 39,508   | 146.27   |
| <b>UNDISTRIBUTED OPERATING EXPENSES</b> |                      |        |          |          |          |        |          |          |            |        |          |          |          |        |          |          |          |        |          |          |
| Administrative & General                | 478                  | 9.8    | 4,153    | 16.49    | 500      | 9.4    | 4,347    | 16.31    | 518        | 9.2    | 4,505    | 16.68    | 534      | 9.2    | 4,640    | 17.18    | 550      | 9.2    | 4,779    | 17.69    |
| Info. & Telecom. Systems                | 44                   | 0.9    | 383      | 1.52     | 46       | 0.9    | 400      | 1.50     | 48         | 0.8    | 415      | 1.54     | 49       | 0.8    | 427      | 1.58     | 51       | 0.8    | 440      | 1.63     |
| Marketing                               | 251                  | 5.2    | 2,186    | 8.68     | 263      | 4.9    | 2,288    | 8.59     | 273        | 4.8    | 2,371    | 8.78     | 281      | 4.8    | 2,442    | 9.04     | 289      | 4.8    | 2,515    | 9.31     |
| Franchise Fee                           | 355                  | 7.3    | 3,089    | 12.27    | 390      | 7.3    | 3,389    | 12.72    | 411        | 7.3    | 3,574    | 13.23    | 423      | 7.3    | 3,681    | 13.63    | 436      | 7.3    | 3,791    | 14.04    |
| Prop. Operations & Maint.               | 171                  | 3.5    | 1,486    | 5.90     | 201      | 3.8    | 1,750    | 6.57     | 232        | 4.1    | 2,015    | 7.46     | 239      | 4.1    | 2,076    | 7.69     | 246      | 4.1    | 2,138    | 7.92     |
| Utilities                               | 176                  | 3.6    | 1,530    | 6.08     | 184      | 3.4    | 1,602    | 6.01     | 191        | 3.4    | 1,660    | 6.14     | 197      | 3.4    | 1,709    | 6.33     | 202      | 3.4    | 1,761    | 6.52     |
| Total                                   | 1,475                | 30.3   | 12,828   | 50.93    | 1,584    | 29.7   | 13,776   | 51.70    | 1,672      | 29.6   | 14,539   | 53.83    | 1,722    | 29.6   | 14,975   | 55.44    | 1,774    | 29.6   | 15,425   | 57.11    |
| GROSS HOUSE PROFIT                      | 2,143                | 44.3   | 18,635   | 73.99    | 2,452    | 45.8   | 21,320   | 80.01    | 2,611      | 46.3   | 22,700   | 84.04    | 2,689    | 46.3   | 23,380   | 86.56    | 2,770    | 46.3   | 24,084   | 89.17    |
| Management Fee                          | 146                  | 3.0    | 1,265    | 5.02     | 160      | 3.0    | 1,394    | 5.23     | 169        | 3.0    | 1,471    | 5.45     | 174      | 3.0    | 1,515    | 5.61     | 179      | 3.0    | 1,561    | 5.78     |
| INCOME BEFORE NON-OPER. INC. & EXP.     | 1,997                | 41.3   | 17,369   | 68.97    | 2,291    | 42.8   | 19,926   | 74.78    | 2,441      | 43.3   | 21,229   | 78.60    | 2,514    | 43.3   | 21,865   | 80.95    | 2,590    | 43.3   | 22,523   | 83.39    |
| <b>NON-OPERATING INCOME AND EXPENSE</b> |                      |        |          |          |          |        |          |          |            |        |          |          |          |        |          |          |          |        |          |          |
| Property Taxes                          | 143                  | 2.9    | 1,239    | 4.92     | 147      | 2.7    | 1,276    | 4.79     | 151        | 2.7    | 1,315    | 4.87     | 156      | 2.7    | 1,354    | 5.01     | 160      | 2.7    | 1,395    | 5.16     |
| Insurance                               | 51                   | 1.1    | 447      | 1.77     | 53       | 1.0    | 460      | 1.73     | 55         | 1.0    | 474      | 1.76     | 56       | 1.0    | 488      | 1.81     | 58       | 1.0    | 503      | 1.86     |
| Reserve for Replacement                 | 97                   | 2.0    | 844      | 3.35     | 160      | 3.0    | 1,394    | 5.23     | 226        | 4.0    | 1,962    | 7.26     | 232      | 4.0    | 2,020    | 7.48     | 239      | 4.0    | 2,081    | 7.71     |
| Total                                   | 291                  | 6.0    | 2,530    | 10.04    | 360      | 6.7    | 3,131    | 11.75    | 431        | 7.7    | 3,750    | 13.89    | 444      | 7.7    | 3,863    | 14.30    | 458      | 7.7    | 3,979    | 14.73    |
| EBITDA LESS RESERVE                     | \$1,707              | 35.3 % | \$14,840 | \$58.92  | \$1,931  | 36.1 % | \$16,795 | \$63.03  | \$2,010    | 35.6 % | \$17,479 | \$64.71  | \$2,070  | 35.6 % | \$18,002 | \$66.65  | \$2,133  | 35.6 % | \$18,544 | \$68.66  |

\*Departmental expenses are expressed as a percentage of departmental revenues.

**FIGURE 1-58 TEN-YEAR FORECAST OF INCOME AND EXPENSE**

|                                                | 2018/19  |        | 2019/20  |        | 2020/21  |        | 2021/22  |        | 2022/23  |        | 2023/24  |        | 2024/25  |        | 2025/26  |        | 2026/27  |        | 2027/28  |        |
|------------------------------------------------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| Number of Rooms:                               | 115      |        | 115      |        | 115      |        | 115      |        | 115      |        | 115      |        | 115      |        | 115      |        | 115      |        | 115      |        |
| Occupied Rooms:                                | 28,963   |        | 30,642   |        | 31,062   |        | 31,062   |        | 31,062   |        | 31,062   |        | 31,062   |        | 31,062   |        | 31,062   |        | 31,062   |        |
| Occupancy:                                     | 69%      |        | 73%      |        | 74%      |        | 74%      |        | 74%      |        | 74%      |        | 74%      |        | 74%      |        | 74%      |        | 74%      |        |
| Average Rate:                                  | \$153.32 | % of   | \$158.95 | % of   | \$165.38 | % of   | \$170.34 | % of   | \$175.45 | % of   | \$180.71 | % of   | \$186.13 | % of   | \$191.72 | % of   | \$197.47 | % of   | \$203.39 | % of   |
| RevPAR:                                        | \$105.79 | Gross  | \$116.04 | Gross  | \$122.38 | Gross  | \$126.05 | Gross  | \$129.83 | Gross  | \$133.73 | Gross  | \$137.74 | Gross  | \$141.87 | Gross  | \$146.13 | Gross  | \$150.51 | Gross  |
| <b>OPERATING REVENUE</b>                       |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |
| Rooms                                          | \$4,441  | 91.6 % | \$4,871  | 91.2 % | \$5,137  | 91.1 % | \$5,291  | 91.1 % | \$5,450  | 91.1 % | \$5,613  | 91.1 % | \$5,782  | 91.1 % | \$5,955  | 91.1 % | \$6,134  | 91.1 % | \$6,318  | 91.1 % |
| Food                                           | 243      | 5.0    | 277      | 5.2    | 295      | 5.2    | 303      | 5.2    | 313      | 5.2    | 322      | 5.2    | 332      | 5.2    | 341      | 5.2    | 352      | 5.2    | 362      | 5.2    |
| Beverage                                       | 116      | 2.4    | 137      | 2.6    | 147      | 2.6    | 152      | 2.6    | 156      | 2.6    | 161      | 2.6    | 166      | 2.6    | 171      | 2.6    | 176      | 2.6    | 181      | 2.6    |
| Other Operated Departments                     | 47       | 1.0    | 52       | 1.0    | 55       | 1.0    | 57       | 1.0    | 59       | 1.0    | 60       | 1.0    | 62       | 1.0    | 64       | 1.0    | 66       | 1.0    | 68       | 1.0    |
| Miscellaneous Income                           | 5        | 0.1    | 5        | 0.1    | 6        | 0.1    | 6        | 0.1    | 6        | 0.1    | 6        | 0.1    | 6        | 0.1    | 6        | 0.1    | 7        | 0.1    | 7        | 0.1    |
| Total Operating Revenue                        | 4,851    | 100.0  | 5,343    | 100.0  | 5,640    | 100.0  | 5,809    | 100.0  | 5,983    | 100.0  | 6,162    | 100.0  | 6,348    | 100.0  | 6,538    | 100.0  | 6,734    | 100.0  | 6,936    | 100.0  |
| <b>DEPARTMENTAL EXPENSES*</b>                  |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |
| Rooms                                          | 895      | 20.2   | 942      | 19.3   | 976      | 19.0   | 1,005    | 19.0   | 1,035    | 19.0   | 1,067    | 19.0   | 1,098    | 19.0   | 1,131    | 19.0   | 1,165    | 19.0   | 1,200    | 19.0   |
| Food & Beverage                                | 312      | 87.2   | 338      | 81.5   | 353      | 80.0   | 364      | 80.0   | 375      | 80.0   | 386      | 80.0   | 398      | 80.0   | 410      | 80.0   | 422      | 80.0   | 435      | 80.0   |
| Other Operated Departments                     | 25       | 53.8   | 27       | 50.9   | 28       | 50.0   | 28       | 50.0   | 29       | 50.0   | 30       | 50.0   | 31       | 50.0   | 32       | 50.0   | 33       | 50.0   | 34       | 50.0   |
| Total                                          | 1,233    | 25.4   | 1,307    | 24.5   | 1,357    | 24.1   | 1,398    | 24.1   | 1,440    | 24.1   | 1,483    | 24.1   | 1,527    | 24.1   | 1,573    | 24.1   | 1,620    | 24.1   | 1,669    | 24.1   |
| <b>DEPARTMENTAL INCOME</b>                     | 3,618    | 74.6   | 4,036    | 75.5   | 4,283    | 75.9   | 4,411    | 75.9   | 4,543    | 75.9   | 4,679    | 75.9   | 4,820    | 75.9   | 4,964    | 75.9   | 5,114    | 75.9   | 5,267    | 75.9   |
| <b>UNDISTRIBUTED OPERATING EXPENSES</b>        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |
| Administrative & General                       | 478      | 9.8    | 500      | 9.4    | 518      | 9.2    | 534      | 9.2    | 550      | 9.2    | 566      | 9.2    | 583      | 9.2    | 601      | 9.2    | 619      | 9.2    | 637      | 9.2    |
| Info. & Telecom. Systems                       | 44       | 0.9    | 46       | 0.9    | 48       | 0.8    | 49       | 0.8    | 51       | 0.8    | 52       | 0.8    | 54       | 0.8    | 55       | 0.8    | 57       | 0.8    | 59       | 0.8    |
| Marketing                                      | 251      | 5.2    | 263      | 4.9    | 273      | 4.8    | 281      | 4.8    | 289      | 4.8    | 298      | 4.8    | 307      | 4.8    | 316      | 4.8    | 326      | 4.8    | 335      | 4.8    |
| Franchise Fee                                  | 355      | 7.3    | 390      | 7.3    | 411      | 7.3    | 423      | 7.3    | 436      | 7.3    | 449      | 7.3    | 463      | 7.3    | 476      | 7.3    | 491      | 7.3    | 505      | 7.3    |
| Prop. Operations & Maint.                      | 171      | 3.5    | 201      | 3.8    | 232      | 4.1    | 239      | 4.1    | 246      | 4.1    | 253      | 4.1    | 261      | 4.1    | 269      | 4.1    | 277      | 4.1    | 285      | 4.1    |
| Utilities                                      | 176      | 3.6    | 184      | 3.4    | 191      | 3.4    | 197      | 3.4    | 202      | 3.4    | 209      | 3.4    | 215      | 3.4    | 221      | 3.4    | 228      | 3.4    | 235      | 3.4    |
| Total                                          | 1,475    | 30.3   | 1,584    | 29.7   | 1,672    | 29.6   | 1,722    | 29.6   | 1,774    | 29.6   | 1,827    | 29.6   | 1,882    | 29.6   | 1,938    | 29.6   | 1,996    | 29.6   | 2,056    | 29.6   |
| <b>GROSS HOUSE PROFIT</b>                      | 2,143    | 44.3   | 2,452    | 45.8   | 2,611    | 46.3   | 2,689    | 46.3   | 2,770    | 46.3   | 2,852    | 46.3   | 2,938    | 46.3   | 3,026    | 46.3   | 3,117    | 46.3   | 3,211    | 46.3   |
| Management Fee                                 | 146      | 3.0    | 160      | 3.0    | 169      | 3.0    | 174      | 3.0    | 179      | 3.0    | 185      | 3.0    | 190      | 3.0    | 196      | 3.0    | 202      | 3.0    | 208      | 3.0    |
| <b>INCOME BEFORE NON-OPER. INC. &amp; EXP.</b> | 1,997    | 41.3   | 2,291    | 42.8   | 2,441    | 43.3   | 2,514    | 43.3   | 2,590    | 43.3   | 2,667    | 43.3   | 2,748    | 43.3   | 2,830    | 43.3   | 2,915    | 43.3   | 3,003    | 43.3   |
| <b>NON-OPERATING INCOME AND EXPENSE</b>        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |          |        |
| Property Taxes                                 | 143      | 2.9    | 147      | 2.7    | 151      | 2.7    | 156      | 2.7    | 160      | 2.7    | 165      | 2.7    | 170      | 2.7    | 175      | 2.7    | 181      | 2.7    | 186      | 2.7    |
| Insurance                                      | 51       | 1.1    | 53       | 1.0    | 55       | 1.0    | 56       | 1.0    | 58       | 1.0    | 60       | 1.0    | 61       | 1.0    | 63       | 1.0    | 65       | 1.0    | 67       | 1.0    |
| Reserve for Replacement                        | 97       | 2.0    | 160      | 3.0    | 226      | 4.0    | 232      | 4.0    | 239      | 4.0    | 246      | 4.0    | 254      | 4.0    | 262      | 4.0    | 269      | 4.0    | 277      | 4.0    |
| Total                                          | 291      | 6.0    | 360      | 6.7    | 431      | 7.7    | 444      | 7.7    | 458      | 7.7    | 471      | 7.7    | 485      | 7.7    | 500      | 7.7    | 515      | 7.7    | 530      | 7.7    |
| <b>EBITDA LESS RESERVE</b>                     | \$1,707  | 35.3 % | \$1,931  | 36.1 % | \$2,010  | 35.6 % | \$2,070  | 35.6 % | \$2,133  | 35.6 % | \$2,196  | 35.6 % | \$2,263  | 35.6 % | \$2,330  | 35.6 % | \$2,400  | 35.6 % | \$2,472  | 35.6 % |

\*Departmental expenses are expressed as a percentage of departmental revenues.

Our positioning of each revenue and expense level is supported by comparable operations or trends specific to this market.

**FIGURE 1-6 COMPARABLE OPERATING STATEMENTS: RATIO TO SALES**

|                                    | Comp 1      | Comp 2      | Comp 3      | Comp 4      | Comp 5      | Subject       |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
|                                    |             |             |             |             |             | Stabilized \$ |
| Year:                              | 2015/16     | 2015/16     | 2013/14     | 2015/16     | 2011        | 2014          |
| Number of Rooms:                   | 160 to 210  | 80 to 110   | 90 to 110   | 130 to 170  | 90 to 130   | 115           |
| Days Open:                         | 365         | 365         | 365         | 365         | 365         | 365           |
| Occupancy:                         | 73%         | 72%         | 76%         | 72%         | 72%         | 74%           |
| Average Rate:                      | \$143       | \$151       | \$137       | \$132       | \$136       | \$143         |
| RevPAR:                            | \$104       | \$109       | \$105       | \$95        | \$98        | \$106         |
| <b>REVENUE</b>                     |             |             |             |             |             |               |
| Rooms                              | 87.0 %      | 91.9 %      | 93.5 %      | 88.7 %      | 88.8 %      | 91.1 %        |
| Food & Beverage                    | 8.3         | 6.9         | 6.3         | 9.6         | 10.1        | 7.8           |
| Other Operated Departments         | 4.6         | 1.2         | 0.2         | 1.3         | 1.1         | 1.0           |
| Rentals & Other Income             | 0.0         | 0.0         | 0.1         | 0.3         | 0.0         | 0.1           |
| Total                              | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0         |
| <b>DEPARTMENTAL EXPENSES*</b>      |             |             |             |             |             |               |
| Rooms                              | 19.2        | 19.9        | 18.3        | 22.9        | 18.3        | 19.0          |
| Food & Beverage                    | 77.1        | 88.1        | 86.7        | 63.7        | 71.1        | 80.0          |
| Total                              | 23.5        | 25.0        | 23.2        | 27.1        | 24.4        | 24.1          |
| <b>DEPARTMENTAL INCOME</b>         | <b>76.5</b> | <b>75.0</b> | <b>76.8</b> | <b>72.9</b> | <b>75.6</b> | <b>75.9</b>   |
| <b>OPERATING EXPENSES</b>          |             |             |             |             |             |               |
| Administrative & General           | 9.2         | 8.1         | 10.3        | 11.1        | 6.8         | 9.2           |
| Info. and Telecom. Systems         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.8           |
| Marketing                          | 5.5         | 3.0         | 4.5         | 7.4         | 1.8         | 4.8           |
| Franchise Fee                      | 6.7         | 5.9         | 7.0         | 0.0         | 10.1        | 7.3           |
| Property Operations & Maintenance  | 5.2         | 3.9         | 4.8         | 4.4         | 7.0         | 4.1           |
| Utilities                          | 2.9         | 6.3         | 3.5         | 3.6         | 4.6         | 3.4           |
| Total                              | 29.4        | 27.1        | 30.0        | 26.5        | 30.2        | 29.6          |
| <b>HOUSE PROFIT</b>                | <b>47.1</b> | <b>47.9</b> | <b>46.8</b> | <b>46.4</b> | <b>45.4</b> | <b>46.3</b>   |
| Management Fee                     | 4.0         | 3.1         | 2.0         | 6.0         | 4.5         | 3.0           |
| <b>INCOME BEFORE FIXED CHARGES</b> | <b>43.1</b> | <b>44.8</b> | <b>44.8</b> | <b>40.4</b> | <b>40.9</b> | <b>43.3</b>   |

\* Departmental expense ratios are expressed as a percentage of departmental revenues



**FIGURE 1-7 COMPARABLE OPERATING STATEMENTS: AMOUNTS PER AVAILABLE ROOM**

|                                    | Comp 1        | Comp 2        | Comp 3        | Comp 4        | Comp 5        | Subject       |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                    |               |               |               |               |               | Stabilized \$ |
| Year:                              | 2015/16       | 2015/16       | 2013/14       | 2015/16       | 2011          | 2014          |
| Number of Rooms:                   | 160 to 210    | 80 to 110     | 90 to 110     | 130 to 170    | 90 to 130     | 115           |
| Days Open:                         | 365           | 365           | 365           | 365           | 365           | 365           |
| Occupancy:                         | 73%           | 72%           | 76%           | 72%           | 72%           | 74%           |
| Average Rate:                      | \$143         | \$151         | \$137         | \$132         | \$136         | \$143         |
| RevPAR:                            | \$104         | \$109         | \$105         | \$95          | \$98          | \$106         |
| <b>REVENUE</b>                     |               |               |               |               |               |               |
| Rooms                              | \$37,804      | \$39,950      | \$38,231      | \$34,611      | \$35,891      | \$38,531      |
| Food & Beverage                    | 3,623         | 2,999         | 2,564         | 3,738         | 4,088         | 3,314         |
| Other Operated Departments         | 2,007         | 515           | 69            | 526           | 426           | 414           |
| Rentals & Other Income             | 0             | 0             | 38            | 129           | 0             | 41            |
| Total                              | 43,434        | 43,463        | 40,903        | 39,005        | 40,405        | 42,301        |
| <b>DEPARTMENTAL EXPENSES</b>       |               |               |               |               |               |               |
| Rooms                              | 7,268         | 7,953         | 6,994         | 7,930         | 6,567         | 7,321         |
| Food & Beverage                    | 2,795         | 2,642         | 2,222         | 2,383         | 2,907         | 2,652         |
| Total                              | 10,228        | 10,885        | 9,483         | 10,551        | 9,874         | 10,180        |
| <b>DEPARTMENTAL INCOME</b>         | <b>33,206</b> | <b>32,578</b> | <b>31,420</b> | <b>28,454</b> | <b>30,531</b> | <b>32,122</b> |
| <b>OPERATING EXPENSES</b>          |               |               |               |               |               |               |
| Administrative & General           | 4,000         | 3,505         | 4,193         | 4,343         | 2,739         | 3,886         |
| Info. and Telecom. Systems         | 0             | 0             | 0             | 0             | 0             | 358           |
| Marketing                          | 2,369         | 1,312         | 1,840         | 2,880         | 711           | 2,045         |
| Franchise Fee                      | 2,896         | 2,564         | 2,864         | 0             | 4,080         | 3,083         |
| Property Operations & Maintenance  | 2,249         | 1,678         | 1,952         | 1,721         | 2,822         | 1,738         |
| Utilities                          | 1,239         | 2,735         | 1,422         | 1,403         | 1,840         | 1,432         |
| Total                              | 12,754        | 11,794        | 12,271        | 10,349        | 12,192        | 12,541        |
| <b>HOUSE PROFIT</b>                | <b>20,452</b> | <b>20,784</b> | <b>19,149</b> | <b>18,105</b> | <b>18,339</b> | <b>19,580</b> |
| Management Fee                     | 1,737         | 1,326         | 818           | 2,340         | 1,802         | 1,269         |
| <b>INCOME BEFORE FIXED CHARGES</b> | <b>18,716</b> | <b>19,458</b> | <b>18,330</b> | <b>15,765</b> | <b>16,537</b> | <b>18,311</b> |

**FIGURE 1-8 COMPARABLE OPERATING STATEMENTS: AMOUNTS PER OCCUPIED ROOM**

|                                    | Comp 1     | Comp 2    | Comp 3    | Comp 4     | Comp 5    | Subject       |
|------------------------------------|------------|-----------|-----------|------------|-----------|---------------|
|                                    |            |           |           |            |           | Stabilized \$ |
| Year:                              | 2015/16    | 2015/16   | 2013/14   | 2015/16    | 2011      | 2014          |
| Number of Rooms:                   | 160 to 210 | 80 to 110 | 90 to 110 | 130 to 170 | 90 to 130 | 115           |
| Days Open:                         | 365        | 365       | 365       | 365        | 365       | 365           |
| Occupancy:                         | 73%        | 72%       | 76%       | 72%        | 72%       | 74%           |
| Average Rate:                      | \$143      | \$151     | \$137     | \$132      | \$136     | \$143         |
| RevPAR:                            | \$104      | \$109     | \$105     | \$95       | \$98      | \$106         |
| <b>REVENUE</b>                     |            |           |           |            |           |               |
| Rooms                              | \$142.64   | \$151.27  | \$136.97  | \$131.98   | \$136.19  | \$142.66      |
| Food & Beverage                    | 13.67      | 11.35     | 9.19      | 14.25      | 15.51     | 12.27         |
| Other Operated Departments         | 7.57       | 1.95      | 0.25      | 2.01       | 1.62      | 1.53          |
| Rentals & Other Income             | 0.00       | 0.00      | 0.14      | 0.49       | 0.00      | 0.15          |
| Total                              | 163.89     | 164.57    | 146.54    | 148.74     | 153.32    | 156.61        |
| <b>DEPARTMENTAL EXPENSES</b>       |            |           |           |            |           |               |
| Rooms                              | 27.43      | 30.12     | 25.06     | 30.24      | 24.92     | 27.10         |
| Food & Beverage                    | 10.55      | 10.00     | 7.96      | 9.09       | 11.03     | 9.82          |
| Total                              | 38.59      | 41.22     | 33.97     | 40.24      | 37.47     | 37.69         |
| <b>DEPARTMENTAL INCOME</b>         | 125.30     | 123.36    | 112.56    | 108.50     | 115.85    | 118.93        |
| <b>OPERATING EXPENSES</b>          |            |           |           |            |           |               |
| Administrative & General           | 15.09      | 13.27     | 15.02     | 16.56      | 10.39     | 14.39         |
| Info. and Telecom. Systems         | 0.00       | 0.00      | 0.00      | 0.00       | 0.00      | 1.33          |
| Marketing                          | 8.94       | 4.97      | 6.59      | 10.98      | 2.70      | 7.57          |
| Franchise Fee                      | 10.93      | 9.71      | 10.26     | 0.00       | 15.48     | 11.41         |
| Property Operations & Maintenance  | 8.49       | 6.35      | 6.99      | 6.56       | 10.71     | 6.44          |
| Utilities                          | 4.67       | 10.36     | 5.10      | 5.35       | 6.98      | 5.30          |
| Total                              | 48.12      | 44.66     | 43.96     | 39.46      | 46.27     | 46.43         |
| <b>HOUSE PROFIT</b>                | 77.17      | 78.70     | 68.60     | 69.04      | 69.59     | 72.49         |
| Management Fee                     | 6.55       | 5.02      | 2.93      | 8.92       | 6.84      | 4.70          |
| <b>INCOME BEFORE FIXED CHARGES</b> | 70.62      | 73.68     | 65.67     | 60.12      | 62.75     | 67.79         |

**FIGURE 1-9 COMPARABLE OPERATING STATEMENTS: COMPOSITE STATEMENT**

|                                    |                         |                 |                   |                   |
|------------------------------------|-------------------------|-----------------|-------------------|-------------------|
|                                    | <b>Number of Rooms:</b> | <b>632</b>      |                   |                   |
|                                    | <b>Days Open:</b>       | <b>365</b>      |                   |                   |
|                                    | <b>Occupancy:</b>       | <b>72.9%</b>    |                   |                   |
|                                    | <b>Average Rate:</b>    | <b>\$139.40</b> | <b>Percentage</b> | <b>Amount per</b> |
|                                    | <b>RevPAR:</b>          | <b>\$101.67</b> | <b>of Revenue</b> | <b>Available</b>  |
|                                    |                         |                 |                   | <b>Occupied</b>   |
|                                    |                         |                 |                   | <b>Room</b>       |
|                                    |                         |                 |                   | <b>Room</b>       |
| <b>REVENUE</b>                     |                         |                 |                   |                   |
| Rooms                              | \$23,454                | 89.4 %          | \$37,110          | \$139.40          |
| Food & Beverage                    | 2,195                   | 8.4             | 3,473             | 13.05             |
| Other Operating Departments        | 549                     | 2.1             | 868               | 3.26              |
| Rentals & Other Income             | 23                      | 0.1             | 36                | 0.14              |
| Total                              | 26,220                  | 100.0           | 41,487            | 155.84            |
| <b>DEPARTMENTAL EXPENSES</b>       |                         |                 |                   |                   |
| Rooms                              | 4,648                   | 19.8            | 7,354             | 27.63             |
| Food & Beverage                    | 1,647                   | 75.0            | 2,606             | 9.79              |
| Total                              | 6,458                   | 24.6            | 10,218            | 38.38             |
| <b>DEPARTMENTAL INCOME</b>         |                         |                 |                   |                   |
|                                    | 19,762                  | 75.4            | 31,270            | 117.46            |
| <b>OPERATING EXPENSES</b>          |                         |                 |                   |                   |
| Administrative & General           | 2,414                   | 9.2             | 3,819             | 14.35             |
| Info. and Telecom. Systems         | 0                       | 0.0             | 0                 | 0.00              |
| Marketing                          | 1,241                   | 4.7             | 1,963             | 7.37              |
| Franchise Fee                      | 1,504                   | 5.7             | 2,380             | 8.94              |
| Property Operations & Maintenance  | 1,326                   | 5.1             | 2,098             | 7.88              |
| Utilities                          | 1,028                   | 3.9             | 1,626             | 6.11              |
| Total                              | 7,512                   | 28.6            | 11,886            | 44.65             |
| <b>HOUSE PROFIT</b>                |                         |                 |                   |                   |
|                                    | 12,250                  | 46.7            | 19,384            | 72.81             |
| Management Fee                     | 1,064                   | 4.1             | 1,683             | 6.32              |
| <b>INCOME BEFORE FIXED CHARGES</b> |                         |                 |                   |                   |
|                                    | 11,187                  | 42.7            | 17,701            | 66.49             |

In conclusion, our analysis reflects a profitable operation, with net income expected to total 35.6% of total revenue by the stabilized year. The stabilized total revenue comprises primarily rooms revenue, with a secondary portion derived from other income sources. On the cost side, departmental expenses total 24.1% of revenue by the stabilized year, while undistributed operating expenses total 29.6% of total revenues; this assumes that the property will be operated competently by a well-known hotel operator. After a 3.0% of total revenues management fee, and 7.7% of total revenues in fixed expenses, a net income ratio of 35.6% is forecast by the stabilized year.



## Date of Inspection

The subject site was inspected by Benjamin A. Levin on July 26, 2016.

## Construction Cost Estimate

Because the subject property is a proposed hotel, we have relied upon the actual development budget for the proposed subject hotel in performing a cost analysis. As this budget takes into consideration all of the physical, structural, and design elements specific to the property, it is believed to be the most accurate assessment of the actual cost of developing a hotel facility of this type. The details of this budget, prepared by the developers of the Proposed Courtyard by Marriott Parkway 400 Alpharetta, are presented in the following table.

**FIGURE 1-10 SUBJECT PROPERTY CONSTRUCTION BUDGET**

| Component                                    | Cost         | Cost per Room |
|----------------------------------------------|--------------|---------------|
| <b>Hard Costs &amp; Site Improvements</b>    |              |               |
| Foundation                                   | \$950,000    | \$8,261       |
| Construction                                 | 9,899,200    | 86,080        |
| Sub Total Hard Cost & Site Improvements      | \$10,849,200 | 94,341        |
| <b>FF&amp;E</b>                              |              |               |
| FF&E                                         | \$1,800,000  | \$15,652      |
| Sub Total FFE & OS&E                         | 1,800,000    | 15,652        |
| <b>Pre-Opening Costs and Working Capital</b> |              |               |
| Pre-Opening Costs and Working Capital        | 435,000      | 3,783         |
| Sub Total Pre-Opening and Working Capital    | \$435,000    | \$3,783       |
| <b>Soft Costs</b>                            | 2,632,500    | 22,891        |
| Fees                                         | 2,632,500    | \$22,891      |
| Soft Costs                                   | \$1,641,500  | 14,274        |
| Contingency                                  | 1,000,000    | 8,696         |
| Sub Total Soft Costs                         | \$5,274,000  | \$45,861      |
| Sub Total (without Land and Developer's Fee) | \$18,358,200 | \$159,637     |
| Site Cost                                    | 1,400,000    | 12,174        |
| Sub Total (without Developer's Fee)          | \$19,758,200 | \$171,810     |
| Developer's Fee                              | \$450,000    | 3,913         |
| Total                                        | \$20,208,200 | \$175,723     |

HVS has estimated construction costs for the 115-room proposed subject property. Our cost budget is based on building costs provided by the Marshall & Swift cost estimator, as well as FF&E, soft costs, and pre-opening costs supported by the HVS Development Cost Survey. The HVS Development Cost Survey is compiled annually

utilizing data from actual construction budgets of previous assignments. We note, however, that we are not experts in estimating construction costs, and that these can vary widely based on location and specific attributes of the site.

**FIGURE 1-24 SUBJECT PROPERTY CONSTRUCTION BUDGET – HVS ESTIMATE**

| Item                             | Cost per Room    | Cost                |
|----------------------------------|------------------|---------------------|
| Building                         | \$94,000         | \$10,810,000        |
| Furniture, Fixtures, & Equipment | 13,500           | 1,552,500           |
| Pre-Opening & Working Capital    | 3,750            | 431,250             |
| Soft Costs                       | 45,000           | 5,175,000           |
| Land                             | 15,652           | 1,800,000           |
| <b>Total</b>                     | <b>\$171,902</b> | <b>\$19,768,750</b> |
| Plus Developer's Incentive       | \$8,595          | \$988,438           |
| <b>Total Cost New Estimate</b>   | <b>\$180,497</b> | <b>\$20,757,188</b> |

### Mortgage Component

Based on our analysis of the current lodging industry mortgage market and adjustments for specific factors, such as the property's site, proposed facility, and conditions in the Alpharetta hotel market, it is our opinion that a 5.75% interest, 25-year amortization mortgage with a 0.075493 constant is appropriate for the proposed subject hotel. In the mortgage-equity analysis, we have applied a loan-to-value ratio of 70%, which is reasonable to expect based on this interest rate and current parameters.

### Equity Component & Equity Yield Rate

The remaining capital required for a hotel investment generally comes from the equity investor. The following table summarizes the range of equity yields indicated by hotel sales and investor interviews. We note that there tends to be lag between the sales data and current market conditions, and thus, the full effect of the change in the economy and capital markets may not yet be reflected.

**FIGURE 1-2511 SUMMARY OF EQUITY YIELD OR INTERNAL RATE OF RETURN REQUIREMENTS**

| Source                                           | Data Point Range | Average |
|--------------------------------------------------|------------------|---------|
| HVS Hotel Sales - Full-Service & Luxury          | 10.7% - 22.9%    | 17.3%   |
| HVS Hotel Sales - Select-Service & Extended-Stay | 14.2% - 22.1%    | 18.7%   |
| HVS Hotel Sales - Budget/Economy                 | 12.5% - 24.1%    | 20.3%   |
| HVS Investor Interviews                          | 13% - 25%        |         |

Based on the assumed 70% loan-to-value ratio, the risk inherent in achieving the projected income stream, and the age, condition, and anticipated market position of the proposed subject hotel, it is our opinion that an equity investor is likely to require an equity yield rate of 19.5%. While the lack of attainable yields on alternate investments has continued to put downward pressure on equity-yield rates, increasing leverage levels are enabling investors to earn higher returns. Competition for quality assets remains strong among all hotel asset types. These influences are keeping equity yields from increasing significantly. Intense competition for assets in the major metro areas is pushing investors to pursue acquisitions with greater upside in secondary and tertiary markets.

#### Terminal Capitalization Rate

We have reviewed several recent investor surveys, and the following table summarizes the data.

**FIGURE 1-26 TERMINAL CAPITALIZATION RATES DERIVED FROM INVESTOR SURVEYS**

| Source                                             | Data Point Range | Average |
|----------------------------------------------------|------------------|---------|
| PWC Real Estate Investor Survey - 1st Quarter 2016 |                  |         |
| Select-Service Hotels                              | 7.5% - 10.0%     | 9.0%    |
| Full-Service Hotels                                | 7.0% - 10.0%     | 8.4%    |
| Luxury Hotels                                      | 5.5% - 10.0%     | 7.3%    |
| USRC Hotel Investment Survey - Winter 2016         |                  |         |
| Full-Service Hotels                                | 6.8% - 9.0%      | 8.1%    |
| Situs RERC Real Estate Report - 1st Quarter 2016   |                  |         |
| First Tier Hotels                                  | 6.7% - 10.5%     | 8.3%    |

For purposes of this analysis, we have applied a terminal capitalization rate of 9.5%. Our final position for the terminal capitalization rate reflects the current market for hotel investments. In tandem with overall lower return expectations, terminal capitalization rates for quality hotel assets in markets with high barriers to entry have declined to new lows, while terminal capitalization rates for older assets or for those suffering from functional obsolescence and/or weak market conditions remain elevated, reflecting the market's recognition that certain assets have less opportunity for significant appreciation.

#### Mortgage-Equity Method – Opinion of Net Present Value

As the two participants in a real estate investment, investors and lenders must evaluate their equity and debt contributions based on their particular return requirements. After carefully weighing the risk associated with the projected economic benefits of a lodging investment, the participants will typically make



their decision whether or not to invest in a hotel or resort by determining if their investment will provide an adequate yield over an established period. For the lender, this yield will typically reflect the interest rate required for a hotel mortgage over a period of what can range from seven to ten years. The yield to the equity participant may consider not only the requirements of a particular investor, but also the potential payments to cooperative or ancillary entities such as limited partner payouts, stockholder dividends, and management company incentive fees.

The return on investment analysis in a hotel acquisition would not be complete without recognizing and reflecting the yield requirements of both the equity and debt participants. The analysis will now calculate the yields to the mortgage and equity participants during a ten-year projection period.

The annual debt service is calculated by multiplying the mortgage component by the mortgage constant.

|                     |                 |
|---------------------|-----------------|
| Mortgage Component  | \$14,526,000    |
| Mortgage Constant   | <u>0.075493</u> |
| Annual Debt Service | \$1,096,608     |

The yield to the lender based on a 70% debt contribution equates to an interest rate of 5.75%, which is calculated as follows.

**FIGURE 1-27 RETURN TO THE LENDER**

| Year                        | Total Annual Debt Service |   | Present Worth of \$1 Factor at 5.7% |   | Discounted Cash Flow |
|-----------------------------|---------------------------|---|-------------------------------------|---|----------------------|
| 2018/19                     | \$1,097,000               | x | 0.946206                            | = | \$1,038,000          |
| 2019/20                     | 1,097,000                 | x | 0.895306                            | = | 982,000              |
| 2020/21                     | 1,097,000                 | x | 0.847145                            | = | 929,000              |
| 2021/22                     | 1,097,000                 | x | 0.801574                            | = | 879,000              |
| 2022/23                     | 1,097,000                 | x | 0.758454                            | = | 832,000              |
| 2023/24                     | 1,097,000                 | x | 0.717654                            | = | 787,000              |
| 2024/25                     | 1,097,000                 | x | 0.679049                            | = | 745,000              |
| 2025/26                     | 1,097,000                 | x | 0.642520                            | = | 705,000              |
| 2026/27                     | 1,097,000                 | x | 0.607957                            | = | 667,000              |
| 2027/28                     | 12,101,000 *              | x | 0.575252                            | = | <u>6,961,000</u>     |
| Value of Mortgage Component |                           |   |                                     |   | \$14,525,000         |

\*10th year debt service of \$1,097,000 plus outstanding mortgage balance of \$11,005,000

The following table illustrates the cash flow available to the equity position, after deducting the debt service from the projected net income.

**FIGURE 1-128 NET INCOME TO EQUITY**

| Year    | Net Income<br>Available for<br>Debt Service |   | Total Annual<br>Debt Service |   | Net Income<br>to Equity |
|---------|---------------------------------------------|---|------------------------------|---|-------------------------|
| 2018/19 | \$1,707,000                                 | - | \$1,097,000                  | = | \$610,000               |
| 2019/20 | 1,931,000                                   | - | 1,097,000                    | = | 834,000                 |
| 2020/21 | 2,010,000                                   | - | 1,097,000                    | = | 913,000                 |
| 2021/22 | 2,070,000                                   | - | 1,097,000                    | = | 973,000                 |
| 2022/23 | 2,133,000                                   | - | 1,097,000                    | = | 1,036,000               |
| 2023/24 | 2,196,000                                   | - | 1,097,000                    | = | 1,099,000               |
| 2024/25 | 2,263,000                                   | - | 1,097,000                    | = | 1,166,000               |
| 2025/26 | 2,330,000                                   | - | 1,097,000                    | = | 1,233,000               |
| 2026/27 | 2,400,000                                   | - | 1,097,000                    | = | 1,303,000               |
| 2027/28 | 2,472,000                                   | - | 1,097,000                    | = | 1,375,000               |

In order for the present value of the equity investment to equate to the \$6,224,000 capital outlay, the investor must accept a 20.5% return, as shown in the following table.

**FIGURE 1-29 EQUITY COMPONENT YIELD**

| Year                      | Net Income<br>to Equity |   | Present Worth of \$1<br>Factor at 20.5% |   | Discounted<br>Cash Flow |
|---------------------------|-------------------------|---|-----------------------------------------|---|-------------------------|
| 2018/19                   | \$610,000               | x | 0.829907                                | = | \$506,000               |
| 2019/20                   | 834,000                 | x | 0.688745                                | = | 574,000                 |
| 2020/21                   | 913,000                 | x | 0.571594                                | = | 522,000                 |
| 2021/22                   | 973,000                 | x | 0.474370                                | = | 462,000                 |
| 2022/23                   | 1,036,000               | x | 0.393683                                | = | 408,000                 |
| 2023/24                   | 1,099,000               | x | 0.326720                                | = | 359,000                 |
| 2024/25                   | 1,166,000               | x | 0.271147                                | = | 316,000                 |
| 2025/26                   | 1,233,000               | x | 0.225027                                | = | 277,000                 |
| 2026/27                   | 1,303,000               | x | 0.186751                                | = | 243,000                 |
| 2027/28                   | 16,500,000 *            | x | 0.154986                                | = | 2,557,000               |
| Value of Equity Component |                         |   |                                         |   | \$6,224,000             |

\*10th year net income to equity of \$1,375,000 plus sales proceeds of \$15,125,000

## Conclusion

In determining the potential feasibility of the proposed Proposed Courtyard by Marriott Parkway 400 Alpharetta, we analyzed the lodging market, researched the area's economics, reviewed the estimated development cost, and prepared a ten-year forecast of income and expense, which was based on our review of the current and historical market conditions, as well as comparable income and expense statements.

The conclusion of this analysis indicates that an equity investor contributing \$6,224,000 (roughly 30% of the \$20,800,000 development cost) could expect to receive a 20.5% internal rate of return over a ten-year holding period, assuming that the investor obtains financing at the time of the project's completion at the loan-to-value ratio and interest rate set forth.

The analysis is based on the extraordinary assumption that the described improvements have been completed as of the stated date of opening. The reader should understand that the completed subject property does not yet exist as of the date of this report. Our feasibility study does not address unforeseeable events that could alter the proposed project and/or the market conditions reflected in the analyses; we assume that no significant changes, other than those anticipated and explained in this report, shall take place between the date of inspection and stated date of opening. The use of this extraordinary assumption may have affected the assignment results. We have made no other extraordinary assumptions specific to this feasibility study. However, several important general assumptions have been made that apply to this feasibility study and our studies of proposed hotels in general. These aspects are set forth in the Assumptions and Limiting Conditions chapter of this report.

The proposed subject hotel has an opportunity to serve what is becoming an underserved niche in the submarket. Based on our market analysis, there is sufficient market support for the proposed Courtyard by Marriott hotel. Our conclusions are based primarily on the long-term strength of this hotel market. Our review of investor surveys indicates equity returns ranging from 14.2% to 22.1%, with an average of 18.7%. Based on these parameters, the calculated return to the equity investor, 20.5%, is above the average and within the range of market level returns given the anticipated cost of \$20,800,000.

## Method of Study

The methodology used to develop this study is based on the market research and valuation techniques set forth in the textbooks authored by HVS for the American Institute of Real Estate Appraisers and the Appraisal Institute, entitled *The Valuation of Hotels and Motels*,<sup>1</sup> *Hotels, Motels and Restaurants: Valuations and*

<sup>1</sup> Stephen Rushmore, *The Valuation of Hotels and Motels*. (Chicago: American Institute of Real Estate Appraisers, 1978).



*Market Studies,*<sup>2</sup> *The Computerized Income Approach to Hotel/Motel Market Studies and Valuations,*<sup>3</sup> and *Hotels and Motels: A Guide to Market Analysis, Investment Analysis, and Valuations.*<sup>4</sup>

1. The subject site has been evaluated from the viewpoint of its physical utility for the future operation of a hotel, as well as access, visibility, and other relevant location factors.
2. The surrounding economic environment, on both an area and neighborhood level, has been reviewed to identify specific hostelry-related economic and demographic trends that may have an impact on future demand for hotels.
3. Dividing the market for transient accommodations into individual segments defines specific market characteristics for the types of travelers expected to utilize the area's hotels. The factors investigated include purpose of visit, average length of stay, required facilities and amenities, seasonality, daily demand fluctuations, and price sensitivity.
4. An analysis of existing and proposed competition provides an indication of the current accommodated demand, along with market penetration and the degree of competitiveness.
5. The subject property's proposed improvements have been evaluated or recommended for optimal capture of demand in this market and at the subject site's location.
6. Documentation for an occupancy and average rate projection is derived utilizing the build-up approach based on an analysis of lodging activity.
7. A detailed projection of income and expense made in accordance with the Uniform System of Accounts for the Lodging Industry sets forth the anticipated economic benefits of the subject property.

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<sup>2</sup> Stephen Rushmore, *Hotels, Motels and Restaurants: Valuations and Market Studies*. (Chicago: American Institute of Real Estate Appraisers, 1983).

<sup>3</sup> Stephen Rushmore, *The Computerized Income Approach to Hotel/Motel Market Studies and Valuations*. (Chicago: American Institute of Real Estate Appraisers, 1990).

<sup>4</sup> Stephen Rushmore, *Hotels and Motels: A Guide to Market Analysis, Investment Analysis, and Valuations*. (Chicago: Appraisal Institute, 1992).

## 2. Statement of Assumptions and Limiting Conditions

1. This report is set forth as a summary of findings only for a market study of the proposed subject hotel; this is not an appraisal report.
2. This report is to be used in whole and not in part.
3. No responsibility is assumed for matters of a legal nature, nor do we render any opinion as to title, which is assumed marketable and free of any deed restrictions and easements. The property is evaluated as though free and clear unless otherwise stated.
4. We assume that there are no hidden or unapparent conditions of the sub-soil or structures, such as underground storage tanks, that would affect the property's development potential. No responsibility is assumed for these conditions or for any engineering that may be required to discover them.
5. We have not considered the presence of potentially hazardous materials or any form of toxic waste on the project site. We are not qualified to detect hazardous substances and urge the client to retain an expert in this field if desired.
6. The Americans with Disabilities Act (ADA) became effective on January 26, 1992. We have assumed the proposed hotel would be designed and constructed to be in full compliance with the ADA.
7. We have made no survey of the site, and we assume no responsibility in connection with such matters. Sketches, photographs, maps, and other exhibits are included to assist the reader in visualizing the property. It is assumed that the use of the described real estate will be within the boundaries of the property described, and that no encroachment will exist.
8. All information, financial operating statements, estimates, and opinions obtained from parties not employed by Hospitality Property Tax, LLC are assumed true and correct. We can assume no liability resulting from misinformation.
9. Unless noted, we assume that there are no encroachments, zoning violations, or building violations encumbering the subject property.
10. The property is assumed to be in full compliance with all applicable federal, state, local, and private codes, laws, consents, licenses, and regulations (including the appropriate liquor license if applicable), and that all licenses, permits, certificates, franchises, and so forth can be freely renewed or transferred to a purchaser.

11. All mortgages, liens, encumbrances, leases, and servitudes have been disregarded unless specified otherwise.
12. None of this material may be reproduced in any form without our written permission, and the report cannot be disseminated to the public through advertising, public relations, news, sales, or other media.
13. We are not required to give testimony or attendance in court because of this analysis without previous arrangements, and shall do so only when our standard per-diem fees and travel costs have been paid prior to the appearance.
14. If the reader is making a fiduciary or individual investment decision and has any questions concerning the material presented in this report, it is recommended that the reader contact us.
15. We take no responsibility for any events or circumstances that take place subsequent to the date of our field inspection.
16. The quality of a lodging facility's onsite management has a direct effect on a property's economic viability. The financial forecasts presented in this analysis assume responsible ownership and competent management. Any departure from this assumption may have a significant impact on the projected operating results.
17. The estimated operating results presented in this report are based on an evaluation of the overall economy, and neither take into account nor make provision for the effect of any sharp rise or decline in local or national economic conditions. To the extent that wages and other operating expenses may advance during the economic life of the property, we expect that the prices of rooms, food, beverages, and services will be adjusted to at least offset those advances. We do not warrant that the estimates will be attained, but they have been prepared based upon information obtained during the course of this study and are intended to reflect the expectations of a typical hotel investor.
18. This analysis assumes continuation of all provisions of the Internal Revenue Code of 1986, as amended to date.
19. Many of the figures presented in this report were generated using sophisticated computer models that make calculations based on numbers carried out to three or more decimal places. In the interest of simplicity, most numbers have been rounded to the nearest tenth of a percent. Thus, these figures may be subject to small rounding errors.
20. It is agreed that our liability to the client is limited to the amount of the fee paid as liquidated damages. Our responsibility is limited to the client, and use of this report by third parties shall be solely at the risk of the client



and/or third parties. The use of this report is also subject to the terms and conditions set forth in our engagement letter with the client.

21. Evaluating and comprising financial forecasts for hotels is both a science and an art. Although this analysis employs various mathematical calculations to provide value indications, the final forecasts are subjective and may be influenced by our experience and other factors not specifically set forth in this report.
22. This study was prepared by Hospitality Property Tax, LLC. All opinions, recommendations, and conclusions expressed during the course of this assignment are rendered by the staff of Hospitality Property Tax, LLC as employees, rather than as individuals.

### 3. Certification

The undersigned hereby certify that, to the best of our knowledge and belief:

1. the statements of fact presented in this report are true and correct;
2. the reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are our personal, impartial, and unbiased professional analyses, opinions, and conclusions;
3. we have no present or prospective interest in the property that is the subject of this report and no personal interest with respect to the parties involved;
4. we have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment;
5. our engagement in this assignment was not contingent upon developing or reporting predetermined results;
6. our compensation for completing this assignment is not contingent upon the development or reporting of a predetermined result or direction in performance that favors the cause of the client, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this study;
7. our analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the Uniform Standards of Professional Appraisal Practice;
8. Benjamin A. Levin personally inspected the property described in this report; in addition to the inspection, Benjamin A. Levin participated in the research for this assignment and assisted in the report's preparation; Michael E. Brophy participated in the analysis and reviewed the findings, but did not personally inspect the property;
9. Benjamin A. Levin provided significant assistance to Michael E. Brophy, and that no one other than those listed above and the undersigned prepared the analyses, conclusions, and opinions concerning the real estate that are set forth in this report;
10. the reported analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the requirements of the Code of Professional Ethics and the Standards of Professional Appraisal Practice of the Appraisal Institute;

11. the use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives; and
12. as of the date of this report, Michael E. Brophy have completed the requirements of the continuing education program of the Appraisal Institute.

*DRAFT REPORT*

---

Michael E. Brophy  
Senior Vice President, Partner  
Hospitality Property Tax, LLC



# CITIZEN PARTICIPATION FORM - PART B

*This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.*

Public Hearing or Project Name: MP-16-08; V-16-18; Parkway 400

Contact Name: Carl E. Westmoreland, Jr.

Telephone: 404-233-7000

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.

There were no responses.

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.

- |                                            |                                                       |
|--------------------------------------------|-------------------------------------------------------|
| <input checked="" type="checkbox"/> Letter | <input type="checkbox"/> Personal Visits              |
| <input type="checkbox"/> Telephone         | <input type="checkbox"/> Group Meeting                |
| <input type="checkbox"/> Email             | <input type="checkbox"/> Other (Please Specify) _____ |

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: 

Date: 8-18-16

Print Form

OWNER MAILING LIST

| Name                                         | Owner Address                       | Owner City, State & Zip |
|----------------------------------------------|-------------------------------------|-------------------------|
| Fifth Third Bank                             | 38 Fountain Square Plaza            | Cincinnati, OH 45202    |
| Windward Eye Group LLC                       | 5315 Windward Pkwy, Suite F         | Alpharetta, GA 30004    |
| NNN Parkway Four Hundred, LLC                | 11720 amber Park Drive              | Alpharetta, GA 30009    |
| Fourth Quarter Properties 87 LLC             | P.O. Box 56607                      | Atlanta, GA 30343       |
| WBCMT 2007 C31 Amberpark Limited Partnership | 1601 Washington Avenue, Suite 700   | Miami, FL 33139         |
| Greenstone Parkway Four Hundred LLLP         | 3301 Windy Ridge Parkway, Suite 320 | Atlanta, GA 30339       |
| Fulton County Board of Education             | 786 Cleveland Avenue                | Atlanta, GA 30315       |
| Joel B. Shirley, Jr                          | 2705 Old Milton Pkwy                | Alpharetta, GA 30004    |
| John Doulgerakis                             | 2665 Old Milton Pkwy                | Alpharetta, GA 30004    |

6/6/16

MP-16-08/PH-16-11/V-16-18  
Marriott Courtyard/Pkwy 400

# CITY OF ALPHARETTA

## PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: \_\_\_\_\_

☐ 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."
5. Applications will be accepted only 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: Hotel Development Partners, LLC c/o Steven C. Smith Telephone: 404-842-1422

Address: Six Concourse Parkway Suite: 2075

City Atlanta State: GA Zip: 30328 Fax: \_\_\_\_\_

Mobile Tel: 770-330-3233 Email: ssmith@hdpfunds.com

### Subject Property Information:

Address: Amber Park Drive Current Zoning: O-I 

District: 1 Section: 2 Land Lot: 804 Parcel ID: 12-284-00804029-2

Proposed Zoning: O-I  Current Use: Vacant/underdeveloped

### This Application For (Check All That Apply):

- |                                                       |                                                           |
|-------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Conditional Use              | <input checked="" type="checkbox"/> Master Plan Amendment |
| <input type="checkbox"/> Rezoning                     | <input type="checkbox"/> Master Plan Review               |
| <input checked="" type="checkbox"/> Variance          | <input type="checkbox"/> Public Hearing                   |
| <input type="checkbox"/> Comprehensive Plan Amendment | <input type="checkbox"/> Other (Specify): _____           |



---

## APPLICANT REQUEST AND INTENT

---

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

The property is proposed for use as a six story, 115 room Marriott Courtyard hotel.

### Applicant's Request (Please itemize the proposal):

1. Approval of reduction in waiting period to hear application from one year to six months per Section 4.2.1C;
2. Master Plan Amendment to allow proposed hotel use in Pod C, Building Site 6 of the Parkway 400 Master Plan;
3. Variance to reduce required parking to 113 spaces;
4. Variance to reduce front-yard setback from 35 feet to 17.8 feet, at certain points, to allow for a porte cochere at the front of the proposed hotel; and
5. Variance to increase lot coverage to 74%.

### Applicant's Intent (Please describe what the proposal would facilitate):

The proposal is to develop hotel as described above, complementary to adjacent and nearby development along Old Milton Parkway.

6/6/16

MP-16-08/PH-16-11/V-16-18  
Marriott Courtyard/Pkwy 400

## PROPERTY OWNER AUTHORIZATION

### Property Owner Information:

Contact Name: Steven Spelnagel - Whiteway Holdings, LLC

Telephone: 678-892-5902

Address: 2520 Northwinds Parkway

Suite: 255

City Alpharetta

State: GA

Zip: 30009

### 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 \_\_\_\_\_

### Identify Authorized Applicant:

Name of Authorized Applicant: Hotel Development Partners, LLC c/o Steven C. Smith

Telephone: 404-842-1422

Address: Six Concourse Parkway

Suite: 2075

City Atlanta

State: GA

Zip: 30328

### So Sworn and Attested:

Owner Signature: \_\_\_\_\_

Date: 5/26/16

Notary:

Notary Signature: \_\_\_\_\_

*Angela M. Saavedra*



Date: 5/26/16

## 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: Steven E. Spetnagel

Subject Public Hearing Case: \_\_\_\_\_

### Campaign Contribution Information:

*NONE*

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 has 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: \_\_\_\_\_ Position: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

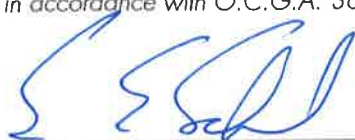
Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

### 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: \_\_\_\_\_



Date: \_\_\_\_\_

*5/26/16*



---

## 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).

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Name of Applicant or Opponent: Hotel Development Partners

Subject Public Hearing Case: \_\_\_\_\_

Campaign Contribution Information: **NONE**

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 has 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: \_\_\_\_\_

Position: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_

Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_

Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_

Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_

Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_

Value: \_\_\_\_\_

### 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: \_\_\_\_\_

Date: 5/31/16

## 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: Morris, Manning & Martin LLP

Subject Public Hearing Case: \_\_\_\_\_

Campaign Contribution Information: **NONE**

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: \_\_\_\_\_ Position: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

Description of Contribution: \_\_\_\_\_ Value: \_\_\_\_\_

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: 

Date: 5/31/16

**Legal Description**

**ALL THAT TRACT OR PARCEL OF** land lying and being in Land Lot 804 of the 1st District, 2nd Section, City of Alpharetta, Fulton County, Georgia and being more particularly described as follows:

To find the **POINT OF BEGINNING** commence at the Land Lot Corner common to Land Lots 800, 801, 804 and 805; thence along Land Lot Line common to Land Lot 801 and 804 North 00°09'23" West, a distance of 700.80 feet to a point; thence continuing along said Land Lot Line North 00°06'58" East, a distance of 463.94 feet to a point; thence leaving said Land Lot Line 60.30 feet along a curve to the right, said curve having a chord of North 55°30'04" East 60.04 feet and a radius of 187.00 feet to a point, that is the **POINT OF BEGINNING**; thence 79.04 feet along a curve to the right, said curve having a chord of North 77°51'12" East 78.45 feet and a radius of 187.00 feet to a point; thence North 89°57'40" East, a distance of 307.45 feet to a point located on the westerly right of way of Amberpark Drive (100 foot right of way); thence along said right of way South 01°07'53" East, a distance of 215.02 feet to a point; thence leaving said right of way North 89°58'34" West, a distance of 388.79 feet to a point; thence North 00°06'58" East, a distance of 198.58 feet to a point, being the **POINT OF BEGINNING**.

Said tract contains 1.896 acres.





June 1, 2016

City of Alpharetta Community Development Department  
2 Park Plaza  
Alpharetta, Georgia 30009

Carl E. Westmoreland, Jr.  
404-504-7799  
cew@mmmlaw.com  
www.mmmlaw.com

Re: Letter of Intent for Hotel Development Partners, LLC Application

To Whom It May Concern:

This application seeks the following approvals: (1) approval of reduction in waiting period to hear the application from one year to six months; (2) master plan amendment to allow hotel use in Pod C, Building Site 6 of the Parkway 400 Master Plan; (3) variance to reduce required parking from 125 spaces to 113 spaces; (4) variance to reduce the front yard setback from 35' to 17'-8" for a porte cochere; and (5) variance to increase lot coverage from 70% to 74%. The Parkway 400 site was zoned in Fulton County in 1998 and annexed into the City of Alpharetta in 2004. The Parkway 400 master plan includes 557,100 square feet of development allowed, however, approximately 60% of the master planned area is vacant and undeveloped.

Approval of this application would allow the development of a 115 room, six story Marriott Courtyard hotel designed to serve business travelers. The hotel will include a bistro that serves breakfast, dinner and beverages and a market that offers 24 hour grab and go options. Amenities will include meeting rooms, a business library, fitness room, pool and outdoor seating areas. The proposed hotel will enhance the existing mix of uses in the immediate area, which include the Avalon mixed use development, offices, restaurants, banks and institutional uses.

Best,

Carl E. Westmoreland, Jr.

# ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

## How will this proposal be compatible with surrounding properties?

The proposed hotel is compatible with the surrounding uses of office and retail and will provide a needed amenity to the developing office and retail corridor along Old Milton Parkway. The property is located across from the primary entrance to Avalon, which is a mixed use development with 500,000 square feet of commercial, 350 residential units, 1 million square feet of office and a full service hotel. Gwinnett Technical College, a higher education facility of up to 10,000 students is also located nearby. The proposal will add to the existing diverse development fabric.

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

As a complementary use, the proposed hotel should have a positive effect on the use and value of the surrounding properties, which, as noted, are largely developed for office and retail uses.

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

The property is currently zoned for an office building, as are numerous sites in its immediate vicinity. The property has been vacant for 17 years which evidences the lack of reasonable economic use of the property as currently zoned. While it is expected that some of the properties in the immediate area will be developed for office use, it is unrealistic to think that all will be developed within any foreseeable time frame and the proposed hotel will provide a catalytic amenity to the existing and proposed office development.

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

Due to the nature of the use, a hotel use will not create an increase in traffic. The site is currently vacant so there will be minimal increase in traffic from a hotel use in this area, however, such increase is certainly less impact on both than from office development as currently zoned. The current master plan allows an 8 story office that would generate 1.56 trips per 1,000 square feet of gross floor area during the weekday am peak and 1.49 trips per 1,000 square feet of gross floor area during the weekday pm peak according to ITE standards. A business hotel generates 0.56 trips per occupied room in the am peak and 0.62 trips in the pm peak. With an expected 75% occupancy, the hotel will generate 48 trips

## What would be the impact to schools and utilities if the proposal were approved? ^in the am peak and 53 trips in the pm peak.

There will be no impact on schools and all utilities are in place and sufficient to serve the proposed development. The Big Creek/Johns Creek Reclamation Plants currently serve the property and have available capacity. Water is supplied by Fulton County through the North Area Water Treatment Plant.

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

The property is designated "Corporate Office Campus" and is located in the Old Milton Corridor. Neither classification prohibits the proposed hotel use. The change from office use within the Parkway 400 Master Plan for this site is consistent with the comprehensive plan and with the recent trend of development in the area.

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

As noted, recent development in the immediate area has created a need for a hotel such as that proposed to serve the increased office development and to be complementary to the conference center under development across Old Milton Parkway. There are a number of office sites in the immediate area, sufficient to meet any foreseeable demand for that use. While there are a number of other parcels in the city zoned for hotels, most if not all were zoned prior to the development of Avalon and other uses which have shifted the center of Alpharetta's business development to the Old Milton corridor in which hotels are a necessary component. It is not likely that many, if any, of the other approved hotel sites will be developed for such a use.

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.

---

## BOARD OF ZONING APPEALS REVIEW CRITERIA

---

Please respond to the following ONLY if you are applying for a zoning variance.

Are there extraordinary and exceptional conditions pertaining to the subject property because of its size, shape, or topography? Please describe them.

A variance is requested to reduce the front setback from 35 feet to 17 feet 8 inches to accommodate the porte cochere for the front of the hotel. The property has two road frontages, one of which is private. The main building will remain behind the 35 foot front yard standard on both road frontages. The porte cochere encroaches into the 35 foot setback abutting the private road. As this is an interior site within the Parkway 400 development, there is no compelling reason to maintain the 35 foot setback for all parts of the building.

A parking reduction from 125 to 113 spaces is also requested, based on the applicant's experience and the enclosed industry publication evidencing that such number is sufficient for the employees and guests of the proposed hotel. The applicant has provided parking within all available areas on the site and is already requesting a lot coverage increase. As parking demand can be met with the lower number of spaces, there is no reason to increase the paving of the site unnecessarily to provide the amount required by code.

The variance to increase the allowable lot coverage from 70% to 74% is necessary due to the relatively small size of the lot (1.896 acres) for a commercial development. The impact of the size of the lot on lot coverage is further emphasized by the parking reduction request.

Would the application of the Zoning Code standards as they relate to the subject property create an unnecessary hardship? Please explain.

The setback reduction is needed to provide a covered area over the entry drive to the hotel. The encroachment is not conditioned space and is limited in its area of encroachment. To require compliance with the setback for the porte cochere would create an unnecessary hardship. The attached industry treatise provides that hotel designers recommend a specific formula for determining the number of parking spaces that will be required to avoid construction of unnecessary spaces or inadequate parking. The formula is (rooms) x (% occupancy) x (people/room) x (% arriving by car/(people/car)). With an expected occupancy of 75% with 10% sharing a room, 85% arriving by car and at least 10% of cars having more than 1 occupant, the formula yields a requirement for 73.313 parking spaces. The provision of more than the proposed 113 spaces would create an unnecessary hardship.

To proposed development necessitates a small increase in the allowable lot coverage. The proposal already includes a parking reduction request which helps mitigate the lot coverage variance needed. To require the lot coverage to be met would further reduce the parking proposed and create an unnecessary hardship.

Are there conditions that are peculiar to the subject property? Please describe them in detail.

The subject property is uniquely situated across from the recently developed Avalon mixed use development, however, the site does not have frontage on Old Milton Parkway. Instead it is an interior site in the Parkway 400 master plan development, the majority (60%) of which is undeveloped. The variances requested will enable the development of the site with a use and development that is reflective of the revitalization of this corridor and the mix of uses appropriate in this area.

Would relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code? Please defend your response.

Granting the requested variances would not cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code. To the contrary, the relief would enable the development of a vacant tract in the predominantly vacant Parkway 400 office park with a use that is complementary to the uses in the immediate area.

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.

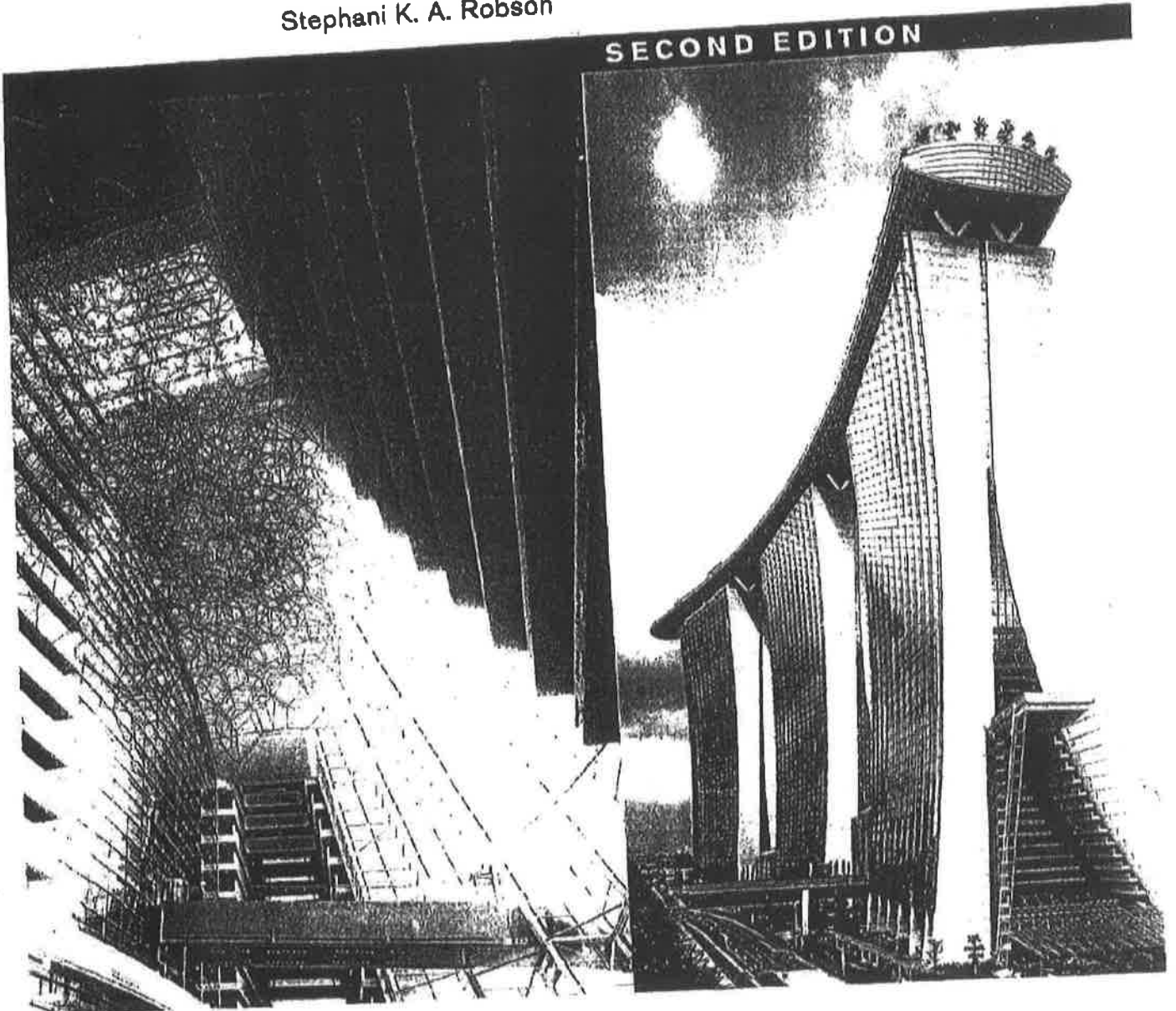


# HOTEL DESIGN

PLANNING AND DEVELOPMENT

Richard H. Penner  
Lawrence Adams, AIA  
Stephani K. A. Robson

SECOND EDITION



## DESIGN GUIDE

- **Safety:** Do not provide a diving board; include slip-free deck surface, depth markings, underwater lighting, safety or "pool rules" signage.
- **Wading pool, whirlpool:** Include additional pools within view of the swimming pool but slightly separated.
- **Indoor pool:** Design either operable roof or glass walls to provide direct sunlight and ventilation.

## Spa and Health Club

A second major component of hotel recreational facilities is the spa or, in smaller properties, the health club, a feature that for many types of hotel has become more central than the pool. The focus of the spa is on the guest's experience, and introduces unique images, sounds (flowing water or music), scents (aromatherapy), and more to soothe and relax the individual. At a destination resort, there might be as many as one treatment room for every five guestrooms, dropping to one to every 50 or 100 in urban locations. In contrast, a simple health club may feature little more than a combination of exercise equipment (such as Nautilus or Universal machines) and such specialized facilities as whirlpool baths, steam rooms, and saunas. Larger complexes may add a unisex hair salon, a multi-purpose room for aerobic exercise—even racquetball courts. The spa at the Terranea Resort in Southern California is representative of how a medium-size, upscale resort property can cater to guests and the local community. Its 20,000 sq ft (1,850 sq m) spa, not including the adjoining fitness center and pool, has 23 treatment rooms for about 380 hotel guestrooms, plus many casitas and golf villas. See the

further discussion of spa facilities in the discussion of resort hotels in Chapter 7. The following items should be considered during the planning phase:

- **Location:** Plan the spa so that guests can reach it directly from the guestroom elevators, and local members have access from the street or parking area, without passing through the hotel lobby.
- **Program:** Include the following, depending on the market:
  - Reception area with attendant
  - Retail sales area
  - Salon
  - Lockers, showers, and toilets
  - Exercise room
  - Sauna, steam room, and whirlpool
  - Treatment rooms
  - Relaxation lounges
  - Spa café and support areas
- **Adjacencies:** Plan the complex with the control area and lounge most visible, and with the private functions either shared (exercise room) or back-to-back (saunas and restrooms).

## Parking

The provision of sufficient parking can be a crucial element in both the budgeting and conceptual planning, for a hotel or motel. And its design often influences the guest's first and last impressions of the property. Roadside Inn developers know they must provide

Table 17.12 Parking needed for different types of hotel

| Hotel type          | Number of spaces/room | Comment                                                                         |
|---------------------|-----------------------|---------------------------------------------------------------------------------|
| Business (downtown) | 0.4–0.8               | Assumes limited function space                                                  |
| Boutique hotel      | 0.3–0.8               | Higher factor in resort areas                                                   |
| Suburban hotel      | 1.2–1.4               | Heavy local meeting and banquet use                                             |
| Airport hotel       | 0.6–1.0               | Moderate rental-car use                                                         |
| Roadside inn        | 1.0–1.2               | Very limited local banquet and F&B use                                          |
| Resort (all types)  | 0.2–1.4               | Varies by market, location, and proximity to urban centers or major attractions |
| Convention hotel    | 0.8–1.4               | Regional convention hotels need more parking                                    |
| Conference center   | 1.0–1.3               | If full house, minimum local use                                                |
| Condominium hotel   | 1.2–2.0               | May need two spaces/condominium                                                 |
| All-suite hotel     | 0.8–1.2               | Limited F&B and function areas                                                  |
| Super-luxury hotel  | 1.0–1.2               | Limited function areas                                                          |
| Mega-hotel          | 1.0–1.2               | Limited local business; high rental-car use                                     |
| Mixed-use hotel     | 0.6–1.2               | Highly variable depending on other activities                                   |
| Casino hotel        | 0.8–2.0               | Varies by location (for example, Atlantic City requires extensive bus parking)  |

## PUBLIC SPACE DESIGN

Table 17.13 Parking analysis

The following steps describe an approach to calculating parking requirements based on the changing needs of the guestrooms and other hotel facilities throughout the day. The maximum parking demand in most properties is created not by the rooms but by the meeting and banquet space. The provision of parking must recognize the sum of the various components and the interrelationship of the peaks and valleys over a 24-hour period.

1. Determine the components of the parking requirement: overnight guests, restaurant and bar patrons, meeting attendees, and other visitors (see Step 3).
2. Calculate the maximum number of cars that might be reasonably anticipated, planning to accommodate full demand on 80–85 percent of all days, but not peak demand for each component. The overnight guest calculation is illustrated by the following example:

|                         |     |
|-------------------------|-----|
| Number of rooms         | 400 |
| Percent occupancy       | 85  |
| People per room         | 1.4 |
| Percent arriving by car | 40  |
| People per car          | 1.5 |

Each calculation will be slightly different; the equation for calculating the overnight guests' parking requirement is:

$$\frac{(\text{Rooms}) \times (\% \text{ occupancy}) \times (\text{people/room}) \times (\% \text{ by car})}{(\text{People/car})}$$

Example:  $\frac{400 \times 0.85 \times 1.4 \times 0.40}{1.5} = 127 \text{ cars}$

The calculation for the other components includes similar factors as appropriate, such as food and beverage covers, percentage of diners arriving by car, and number of employees by shift.

3. Develop a table (see below) showing hourly parking use factors (example shows four-hour periods). For example, the parking facility needs to accommodate all (100 percent or 1) overnight guest cars from midnight to 4:00 A.M. but, because of checkouts, only 60 percent (0.6) during the midday periods.
4. Combine the parking requirements for each component (Step 2) with the use table (Step 3) to calculate the total amount of parking necessary during each time period. In this example, hotel guests would require 127 parking spaces ( $1 \times 127$ ) at midnight but only 76 spaces ( $0.6 \times 127$ ) at noon. Recognize that high evening demand, for example, might be partially met by available parking nearby.

| User                       | Morning           |               |               | Afternoon     |               |                   |
|----------------------------|-------------------|---------------|---------------|---------------|---------------|-------------------|
|                            | Midnight-<br>4:00 | 4:00-<br>8:00 | 8:00-<br>noon | Noon-<br>1:00 | 1:00-<br>2:00 | 2:00-<br>midnight |
| Hotel guests               | 1.0               | 0.95          | 0.6           | 0.6           | 0.9           | 0.95              |
| Restaurant and bar patrons | 0.05              | 0.1           | 0.1           | 0.1           | 0.2           | 0.25              |
| Meeting/banquet attendees  | 0.05              | —             | 0.1           | 0.1           | 0.4           | 0.4               |
| Health club members        | —                 | 0.2           | 0.1           | 0.2           | 0.2           | 0.05              |
| Visitors                   | —                 | 0.1           | 0.2           | 0.1           | 0.2           | 0.4               |
| Employees                  | 0.25              | 0.25          | 0.4           | 0.4           | 0.35          | 0.35              |

one space per room; full-service hotels need additional spaces for employees and for any public areas—restaurants, bars, meeting space, or recreational facilities—that attract guests from the community. An otherwise successful hotel can be seriously affected—especially its ability to attract local banquet business—by insufficient or inconvenient parking.

The key objective should be to provide optimum but not excessive amounts of parking. Unless unusual conditions (sports complex, large banquet facility, retail center) exist, the parking provision for different types of lodging properties falls within the ranges shown in Table 17.12. Land cost is an increasing problem in suburban and rural locations, where parking usually is on grade, often covering more land than the building itself, making it necessary for developers to program their parking requirements more carefully. However, the more

critical concern is at downtown hotels, and at those other properties where high land costs preclude extensive amounts of surface parking or require the construction of a garage, often below the hotel. It is not uncommon for the developer and architect to appeal zoning regulations, if justified, based on an analysis by traffic experts. One technique is to project hourly parking requirements, recognizing that hotel guests, conferees, banquet guests, and employees create peak demands on parking at different periods of the day (see example, Table 17.13).

In addition to programming the parking, the design team must consider the impact it makes on the lasting impression the guest has of the hotel. Designers need to address concerns about convenience, safety, and possible claustrophobia:



# 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: Parkway 400

Contact Name: Hotel Development Partners, LLC c/o Steven C. Smith Telephone: 404-842-1422

*The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.*

Fifth Third Bank, 2755 Old Milton Pkwy. Joel B. Shirley, Jr.

Windward Eye Group, 272 Old Milton Pkwy. John Doulgerakis

NNN Parkway Four Hundred, LLC, 11720 Amber Park Drive

Fourth Quarter Properties 87, LLC

WBCMT 2007 C31 Amberpark Limited Partnership

Greenstone Parkway Four Hundred, LLP

Fulton County Board of Education

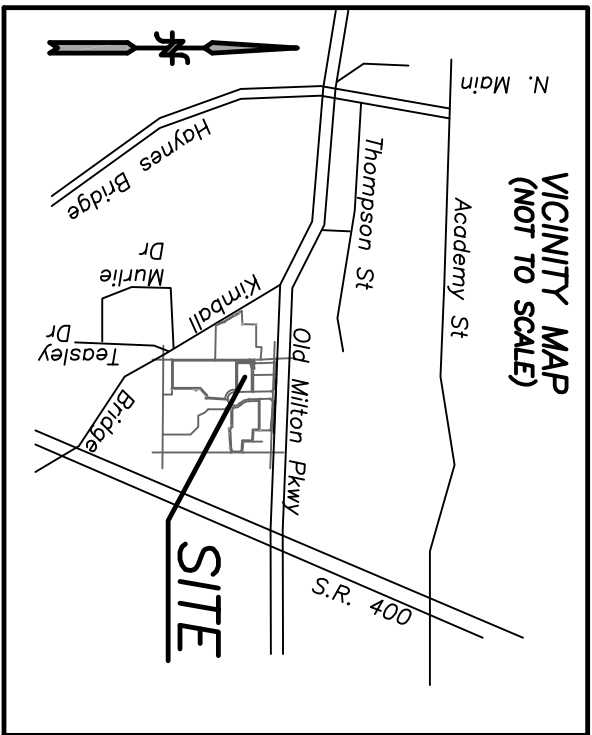
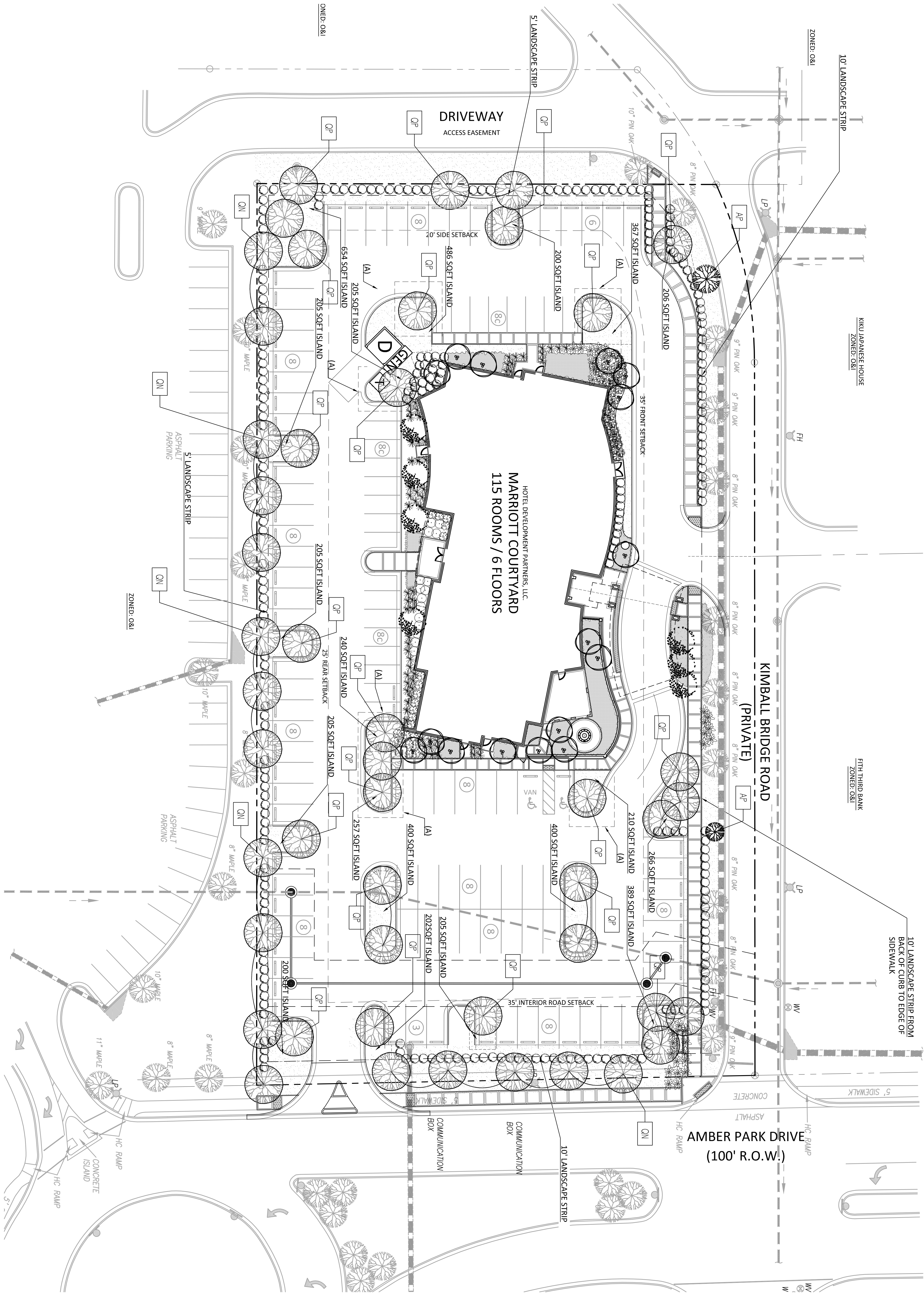
*Method by which these individuals will be contacted. Please mark all that apply. If you select "Other," please provide a description of the method of contact that will be used.*

- |                                            |                                                                                                    |
|--------------------------------------------|----------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Letter | <input type="checkbox"/> Personal Visits                                                           |
| <input type="checkbox"/> Telephone         | <input type="checkbox"/> Group Meeting                                                             |
| <input type="checkbox"/> Email             | <input checked="" type="checkbox"/> Other (Please Specify) <u>Will offer to meet in the letter</u> |

*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.*

*They will be given contact information (telephone, email and address) for the Applicant's representative.*





LEGEND

LARGE SHADE TREE  
[QP] WILLOW OAK  
QUERCUS PHELLOS  
[QN] NUTTAL OAK  
QUERCUS NUTTALLI

SHADE TREE  
[AP] PIN OAK  
ACER PALUSTRIS

UNDERSTORY TREE  
[ICB-T] TREE FORM BURFORD HOLLY  
ILEX CENATA 'BURFORD'

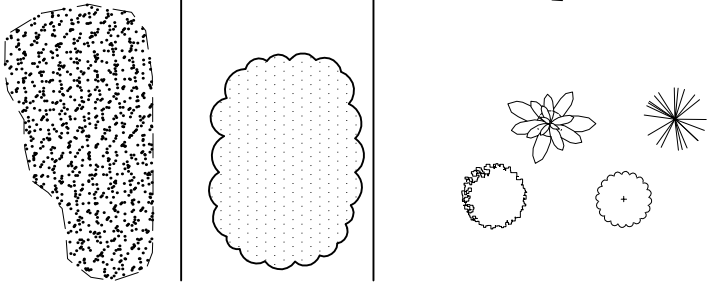
[C] JAPANESE CEDAR  
CRYPTOMERIA JAPONICA  
[ICB] MATCHEZ GRAPE MYRTLE  
LAGERSTOMIA 'MATCHEZ'

SHRUBBERY  
[MSG] MAIDEN GRASS  
MISCANTHUS SINENSIS 'GRACILIMUS'  
[PAH] FOUNTAIN GRASS  
PENNISETUM ALOPECUROIDES 'HADELIN'  
[ICB] DWARF BURFORD HOLLY  
ILEX CRENATA 'DWARF BURFORD'

GROUND COVER

SOD / GRASS

(A) STRUCTURAL SOIL VAULT

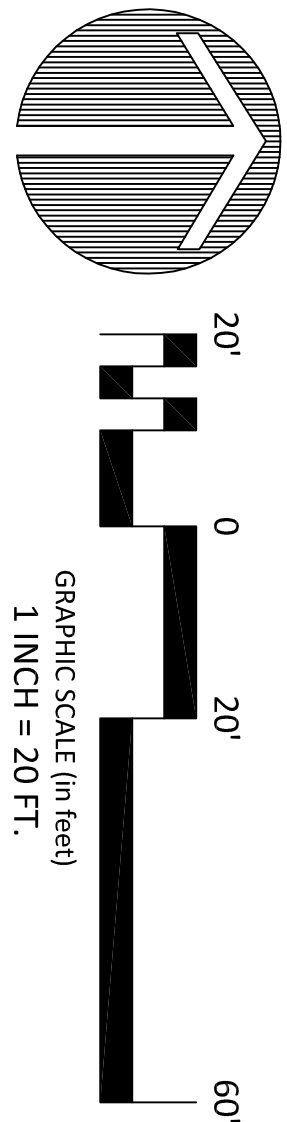


# PARKWAY 400 - MARRIOTT COURTYARD

## ZONING LANDSCAPE PLAN

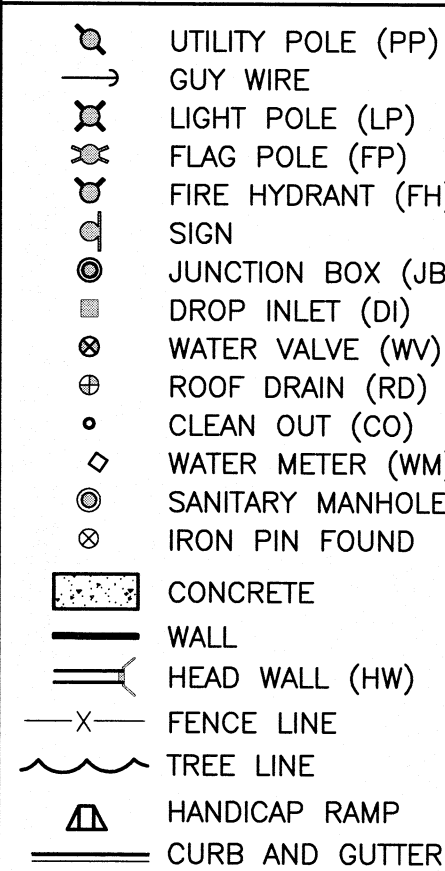
KIMBALL BRIDGE DRIVE, ALPHARETTA, GEORGIA

JANUARY 15, 2016 (16-0317 REVERSED SITE LAYOUT - © 2014 L15 ROOMS L15 PARKING)



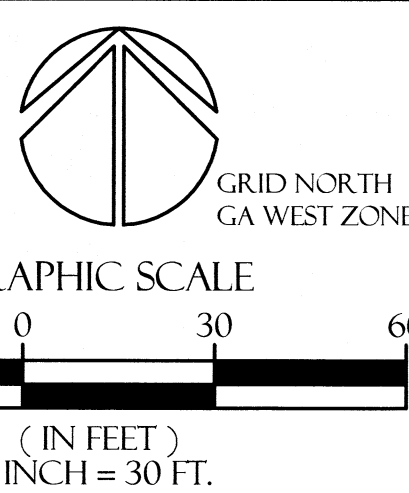


## LEGEND



## ABBREVIATIONS

|        |                          |
|--------|--------------------------|
| INV    | INVERT ELEVATION         |
| CMP    | CORRUGATED METAL PIPE    |
| RCP    | REINFORCED CONCRETE PIPE |
| DIP    | DUCTILE IRON PIPE        |
| FPE    | FINISHED FLOOR ELEVATION |
| TBM    | TEMPORARY BENCHMARK      |
| GV     | GAS VALVE                |
| UGCM   | UNDERGROUND CABLE MARKER |
| GLM    | GAS LINE MARKER          |
| WLM    | WATER LINE MARKER        |
| PB     | PLAT BOOK                |
| DB     | DEED BOOK                |
| N/F    | NOW OR FORMERLY          |
| SSMH   | SANITARY SEWER MANHOLE   |
| DWCB   | DOUBLE WING CATCH BASIN  |
| SWCB   | SINGLE WING CATCH BASIN  |
| FES    | FLARED END SECTION       |
| CONC   | CONCRETE                 |
| P.O.C. | POINT OF COMMENCEMENT    |
| P.O.B. | POINT OF BEGINNING       |
| WI     | WEIR INLET               |
| CM     | GRAPE MYRTLE             |



## REFERENCES:

- DEED BOOK 41674, PAGE 273
- ALTA/ACSM LAND TITLE SURVEY AND TOPOGRAPHIC SURVEY PREPARED FOR APF STRATEGIES, LLC, LANDMARK BANK OF FLORIDA AND LAWYER'S TITLE INSURANCE CORPORATION BY REGISTERED LAND SURVEYORS, INC., DATED AUGUST 12, 2003.

## GENERAL NOTES:

- FIRM MAP NUMBER 1312100095F, EFFECTIVE 09-18-2013, INDICATES THAT THIS TRACT DOES NOT LIE IN AN AREA DESIGNATED AS HAVING FLOOD HAZARD.
- ELEVATIONS DETERMINED BY A TRIMBLE R6 GPS, MODEL #4 AND ELEVATIONS ADJUSTED TO GEOID03 ~ NAVD88.

## CURRENT OWNER:

— WHILEAWAY HOLDINGS, LLC

## CURRENT ZONING:

— O1

## ADDRESS:

— AMBERPARK DR.  
ALPHARETTA, GA 30009

## PARKING SPACES NOTE:

— THERE IS NO PARKING SPACES ON THIS PROPERTY.

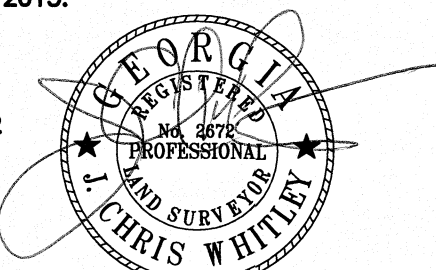
## NOTES:

- THERE IS NO EVIDENCE OF CURRENT EARTH MOVING WORK, BUILDING CONSTRUCTION OR BUILDING ADDITIONS.
- THERE IS NO EVIDENCE OF SITE USE AS A SOLID WASTE DUMP, SUMP OR SANITARY LANDFILL.

TO: HOTEL DEVELOPMENT PARTNERS, LLC. AND FIRST AMERICAN TITLE INSURANCE COMPANY

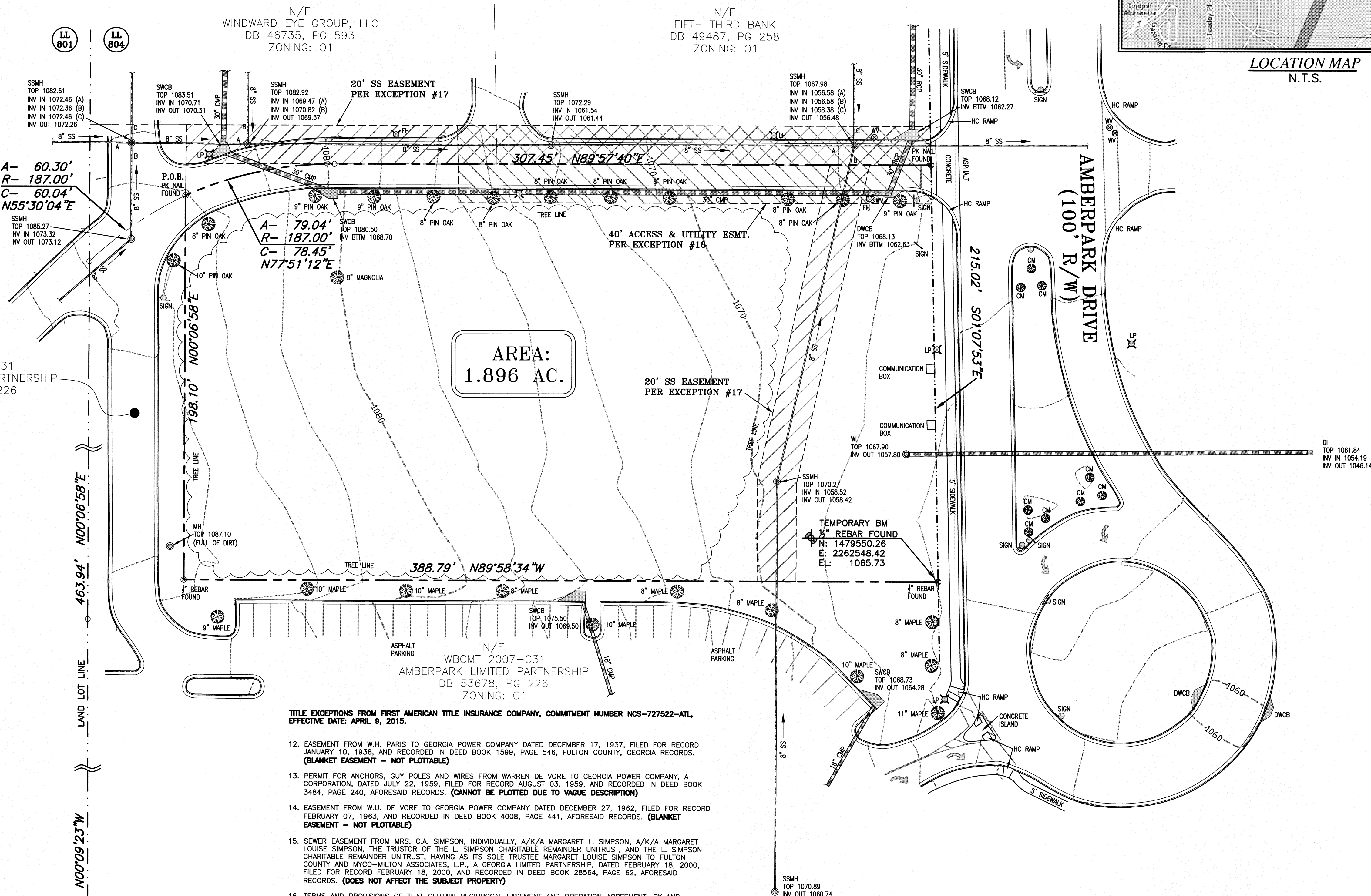
THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IT IS BASED WERE MADE IN ACCORDANCE WITH THE 2011 MINIMUM STANDARD DETAIL REQUIREMENTS FOR ALTA/ACSM LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA AND NSPS, AND INCLUDES ITEMS 1, 2, 3, 4, 5, 6(a), 6(b), 7(a), 8, 9, 11(a), 13, 16 AND 18 OF TABLE A THEREOF. THE FIELD WORK WAS COMPLETED ON JUNE 11, 2015.

DATE: 7/8/15 J. CHRIS WHITLEY  
REGISTRATION NUMBER: 2672



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This plat was prepared for the exclusive use of the person, persons, or entity named hereon. This plat does not extend to any unnamed person, persons, or entity without the express recertification of the surveyor naming such person, persons, or entity.



## TITLE EXCEPTIONS FROM FIRST AMERICAN TITLE INSURANCE COMPANY, COMMITMENT NUMBER NCS-727522-ATL, EFFECTIVE DATE: APRIL 9, 2015.

- EASEMENT FROM W.H. PARIS TO GEORGIA POWER COMPANY DATED DECEMBER 17, 1937, FILED FOR RECORD JANUARY 10, 1938, AND RECORDED IN DEED BOOK 1599, PAGE 546, FULTON COUNTY, GEORGIA RECORDS. (BLANKET EASEMENT - NOT PLOTTABLE)
- PERMIT FOR ANCHORS, GUY POLES AND WIRES FROM WARREN DE VORE TO GEORGIA POWER COMPANY, A CORPORATION, DATED JULY 22, 1959, FILED FOR RECORD AUGUST 03, 1959, AND RECORDED IN DEED BOOK 3484, PAGE 240, AFORESAID RECORDS. (CANNOT BE PLOTTED DUE TO VAGUE DESCRIPTION)
- EASEMENT FROM W.U. DE VORE TO GEORGIA POWER COMPANY DATED DECEMBER 27, 1962, FILED FOR RECORD FEBRUARY 07, 1963, AND RECORDED IN DEED BOOK 4008, PAGE 441, AFORESAID RECORDS. (BLANKET EASEMENT - NOT PLOTTABLE)
- SEWER EASEMENT FROM MRS. C.A. SIMPSON, INDIVIDUALLY, A/K/A MARGARET L. SIMPSON, A/K/A MARGARET LOUISE SIMPSON, THE TRUSTOR OF THE L. SIMPSON CHARITABLE REMAINDER UNITRUST, AND THE L. SIMPSON CHARITABLE REMAINDER UNITRUST, HAVING AS ITS SOLE TRUSTEE MARGARET LOUISE SIMPSON TO FULTON COUNTY AND MYCO-MILTON ASSOCIATES, L.P., A GEORGIA LIMITED PARTNERSHIP, DATED FEBRUARY 18, 2000, FILED FOR RECORD FEBRUARY 18, 2000, AND RECORDED IN DEED BOOK 28564, PAGE 62, AFORESAID RECORDS. (DOES NOT AFFECT THE SUBJECT PROPERTY)
- TERMS AND PROVISIONS OF THAT CERTAIN RECIPROCAL EASEMENT AND OPERATION AGREEMENT, BY AND BETWEEN MYCO-MILTON ASSOCIATES, L.P., A GEORGIA LIMITED PARTNERSHIP AND PARKWAY ALAND, L.L.C., A DELAWARE LIMITED LIABILITY COMPANY, DATED FEBRUARY 22, 2000, FILED FOR RECORD FEBRUARY 29, 2000, AND RECORDED IN DEED BOOK 28609, PAGE 204, AFORESAID RECORDS. (AFFECTS THE SUBJECT PROPERTY; NOT PLOTTABLE)
- TERMS AND PROVISIONS OF THAT CERTAIN SANITARY SEWER AND DRAINAGE EASEMENT AGREEMENT, BY AND BETWEEN MYCO-MILTON ASSOCIATES, L.P., A GEORGIA LIMITED PARTNERSHIP AND PARKWAY ALAND, L.L.C., A DELAWARE LIMITED LIABILITY COMPANY, DATED JANUARY 16, 2001, FILED FOR RECORD JANUARY 30, 2001, AND RECORDED IN DEED BOOK 29914, PAGE 657, AFORESAID RECORDS. (AS SHOWN)
- EASEMENTS AS CONVEYED IN THAT CERTAIN WARRANTY DEED FROM MYCO-MILTON ASSOCIATES, L.P., A GEORGIA LIMITED PARTNERSHIP IN THE STATE OF GEORGIA TO BUCKHEAD COMMUNITY BANCORP, INC., A GEORGIA CORPORATION, DATED SEPTEMBER 30, 2003, FILED FOR RECORD OCTOBER 02, 2003, AND RECORDED IN DEED BOOK 36138, PAGE 75, AFORESAID RECORDS. (AS SHOWN)
- TERMS AND PROVISIONS OF THAT CERTAIN COMMON AREA AND EASEMENT MAINTENANCE AGREEMENT, BY AND BETWEEN MYCO-MILTON ASSOCIATES, L.P., A GEORGIA LIMITED PARTNERSHIP AND PARKWAY ALAND, L.L.C., A DELAWARE LIMITED LIABILITY COMPANY, DATED SEPTEMBER 30, 2003, FILED FOR RECORD OCTOBER 02, 2003, AND RECORDED IN DEED BOOK 36138, PAGE 84, AFORESAID RECORDS. (AFFECTS THE SUBJECT PROPERTY; NOT PLOTTABLE)
- EASEMENTS AS CONVEYED IN THAT CERTAIN WARRANTY DEED FROM MYCO-MILTON ASSOCIATES, L.P., A GEORGIA LIMITED PARTNERSHIP TO APF STRATEGIES, LLC, A GEORGIA LIMITED LIABILITY COMPANY, DATED JULY 23, 2003, FILED FOR RECORD JULY 26, 2004, AND RECORDED IN DEED BOOK 38093, PAGE 25, AFORESAID RECORDS. (WARRANTY DEED)
- MATTERS AS WOULD BE DISCLOSED BY A CURRENT AND ACCURATE SURVEY AND INSPECTION OF THE SUBJECT PREMISES.

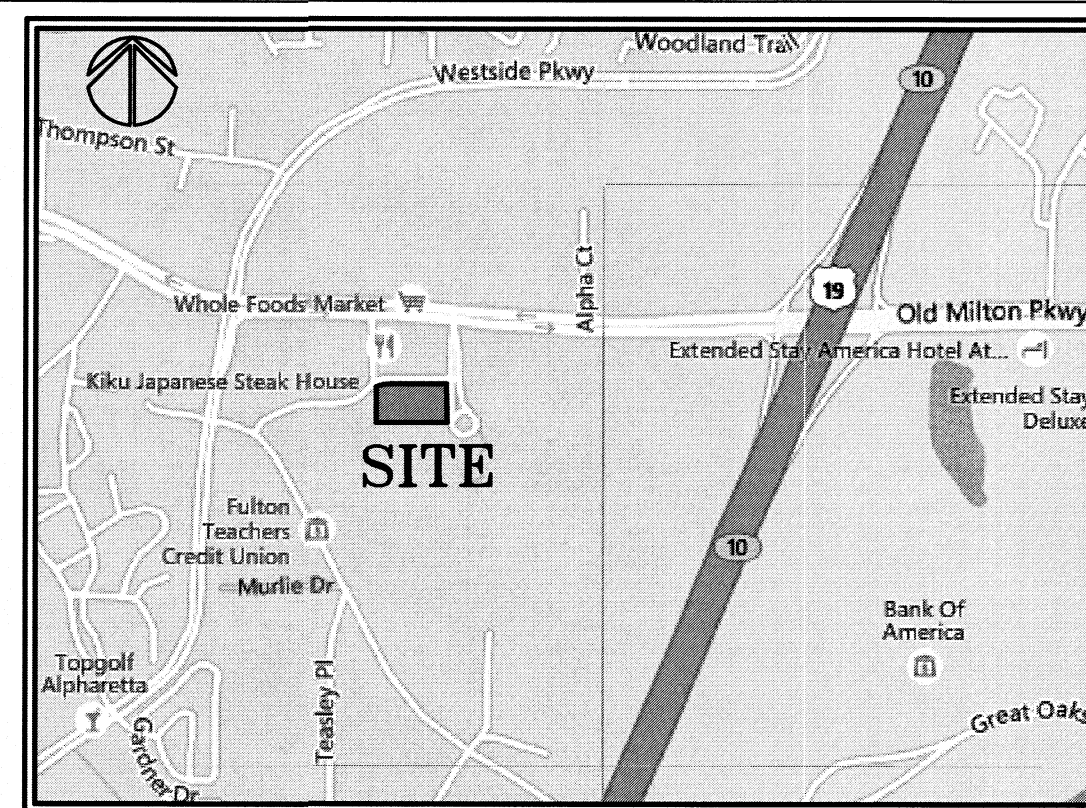
## Legal Description

ALL THAT TRACT OR PARCEL OF land lying and being in Land Lot 804 of the 1st District, 2nd Section, City of Alpharetta, Fulton County, Georgia and being more particularly described as follows:

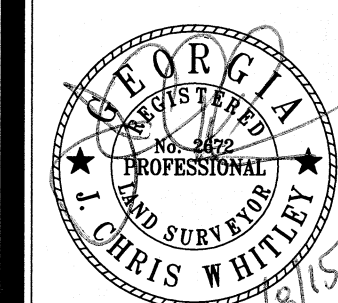
To find the POINT OF BEGINNING commence at the Land Lot Corner common to Land Lots 800, 801, 804 and 805; thence along Land Lot Line common to Land Lot 801 and 804 North 00°09'22" West, a distance of 700.80 feet to a point; thence continuing along said Land Lot Line North 00°09'22" East, a distance of 463.94 feet to a point; thence leaving said Land Lot Line 60.30 feet along a curve to the right, said curve having a chord of North 55°30'04" East 60.04 feet and a radius of 187.00 feet to a point, that is the POINT OF BEGINNING; thence 79.04 feet along a curve to the right, said curve having a chord of North 77°51'12" East 78.45 feet and a radius of 187.00 feet to a point; thence North 89°57'40" East, a distance of 307.45 feet to a point located on the westerly right of way of Amberpark Drive (100 foot right of way); thence along said right of way South 01°07'53" East, a distance of 215.02 feet to a point; thence leaving said right of way North 89°58'34" West, a distance of 388.79 feet to a point; thence North 00°08'58" East, a distance of 198.58 feet to a point, being the POINT OF BEGINNING.

Said tract contains 1.896 acres.

THIS SURVEY WAS PREPARED IN CONFORMITY WITH THE TECHNICAL STANDARDS FOR PROPERTY SURVEYS IN GEORGIA AS SET FORTH IN CHAPTER 180-7 OF THE RULES OF THE GEORGIA BOARD OF REGISTRATION FOR PROFESSIONAL ENGINEERS AND LAND SURVEYORS AND AS SET FORTH IN THE GEORGIA PLAT ACT, O.C.G.A. 15-6-67, AUTHORITY O.C.G.A. SECS. 15-6-67, 43-15-4, 43-15-6, 43-15-19, 43-15-22.



LOCATION MAP  
N.T.S.



MDA  
McFarland-Dyer & Associates  
474 SAVANNAH PARKWAY  
SUWANEE, GEORGIA 30024  
PHONE (770) 932-6591  
FAX (770) 932-6591  
WWW.MDA-NET

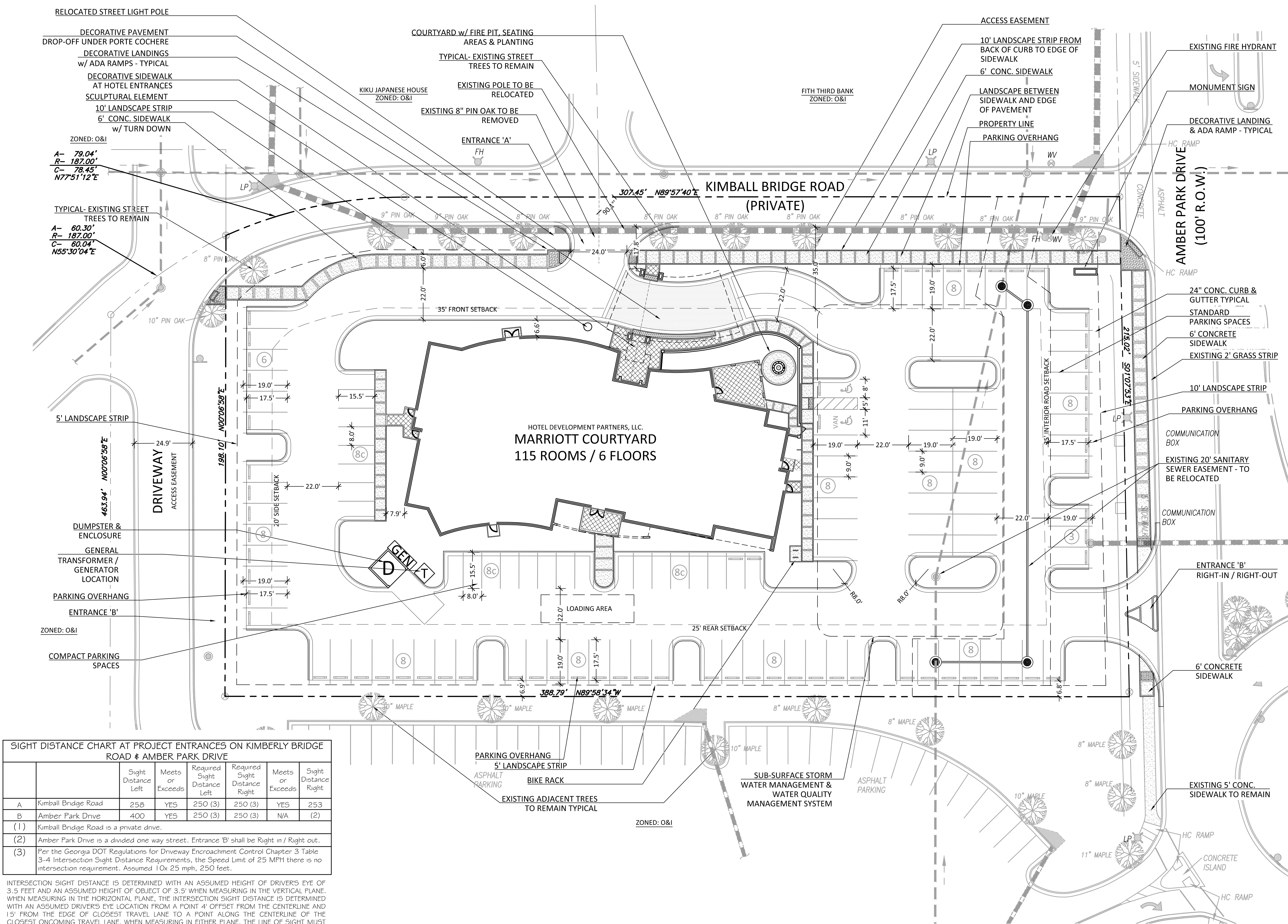
THE FIELD DATA UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF ONE FOOT IN 7733 FEET AND AN ANGULAR ERROR OF 02 PER ANGLE POINT, AND WAS ADJUSTED USING LEAST SQUARES RULE.  
THE MAP OR PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS CORRECT.  
A TRIMBLE R6 GPS, MODEL #4, WAS USED TO OBTAIN THE LINEAR AND ANGULAR MEASUREMENTS USED IN THE PREPARATION OF THIS PLAT.  
FIELD DATA WAS OBTAINED ON 06/11/2015.

| DATE                              | DESCRIPTION                 |
|-----------------------------------|-----------------------------|
| 07-08-2015                        | ALTA/ACSM LAND TITLE SURVEY |
| FOR NO. 15-037                    |                             |
| DRAWN BY: MP                      |                             |
| CHECKED BY: JCW                   |                             |
| SURVEYED BY: TW                   |                             |
| COPYRIGHT 2015                    |                             |
| McFARLAND-DYER & ASSOCIATES, INC. |                             |

SURVEY FOR:  
HOTEL DEVELOPMENT PARTNERS, LLC. AND  
FIRST AMERICAN TITLE INSURANCE COMPANY  
LL 804, 1ST DISTRICT, 2ND SECTION  
CITY OF ALPHARETTA  
FULTON COUNTY, GEORGIA

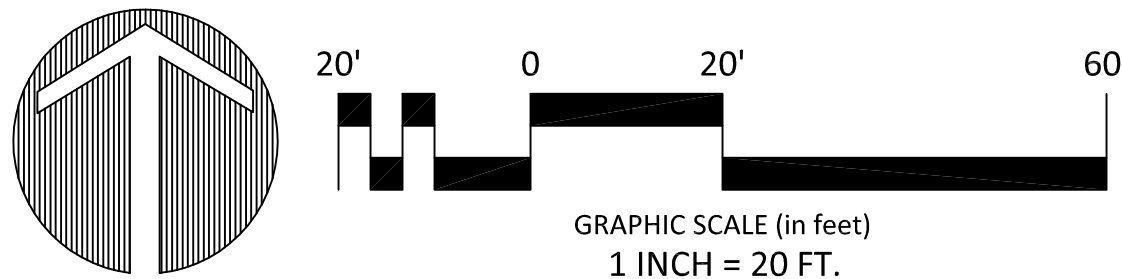
ALTA/ACSM  
LAND TITLE  
SURVEY  
SHEET 1 OF 1





- GENERAL NOTES:
1. SITE AREA : 1.896 ACRES (82,589.83 SQFT.), ZONED O&I (OFFICE-INDUSTRY)
  2. LOCATION : KIMBALL BRIDGE ROAD & AMBER PARK DRIVE  
LAND LOT 804, 1st DISTRICT, 2nd SECTION FULTON COUNTY.  
BUILDING SITE 6 IN THE PARKWAY 400 MASTER PLAN (MP-98-01)
  4. LAST EXISTING USE : UNDEVELOPED LAND
  5. PROPOSED USE: HOTEL AND PARKING LOT  
MEETING SPACE: 1,200 SQFT, RESTAURANT: 1,000 SQFT
  6. OWNER/DEVELOPER : HOTEL DEVELOPMENT PARTNERS, LLC  
3414 PEACHTREE ROAD NE, SUITE 1075  
ATLANTA, GEORGIA 30326  
STEVE SMITH, 770-330-3233
  - CONTACT PERSON: MCFARLAND - DYER & ASSOCIATES, INC.  
4174 SILVER PEAK PARKWAY  
SUWANEE, GEORGIA 30024  
JEFF DYER (770) 932-6550 ,  
JDyer@gomda.net
  7. BOUNDARY, TOPOGRAPHY & SITE INFORMATION PREPARED BY REGISTERED LAND SURVEYORS, INC DATED JUNE 15, 2004 LAST UPDATED SETEMBER 21, 2004.
  8. ALL CONSTRUCTION SHALL CONFORM TO THE CITY OF ALPHARETTA DEVELOPMENT REGULATIONS. ALL CONSTRUCTION SHALL ALSO COMPLY WITH ALL APPLICABLE COUNTY, STATE AND FEDERAL CODES, STANDARDS AND REGULATIONS.
  9. FIRM MAP NUMBER 13121C0059F, EFFECTIVE SEPTEMBER 18, 2013, INDICATES THAT THIS TRACT DOES NOT LIE IN AN AREA DESIGNATED AS HAVING FLOOD HAZARD. THE SUBJECT SITE IS LOCATED IN A FLOOD ZONE "X" AREA DETERMINED TO BE OUTSIDE OF THE 500 YEAR FLOOD PLAIN.
  10. COVERAGE: PROPERTY: 82,589.83 SQFT  
ACCESS EASEMENT: 7,741.92 SQFT  
SITE: 77,595.26 SQFT  
IMPERVIOUS AREA: 57,249.78 SQFT  
PLANTED AREA: 20,345.48 SQFT  
(IMPERVIOUS SQFT / SITE SQFT)x100% = 73.78% COVERAGE
  11. STORM WATER MANAGEMENT SHALL BE PROVIDED ON SITE IN SUB-SURFACE FACILITIES.
  12. THERE ARE NO LAKES, STREAMS, WETLANDS OR WATERS OF STATE OR THEIR ASSOCIATED BUFFERS ON THIS SITE.
  - REQUIRED SETBACKS:  
FRONT SETBACK: 35'  
REAR SETBACK: 25'  
SIDE SETBACK: 20'
  13. HEIGHT OF BUILDING:  
4 STORIES OR 85' WITHIN FIRST 200' FROM RESIDENTIAL PROPERTY.  
6 STORIES OR 110' WITHIN SECOND 200' FROM RESIDENTIAL PROPERTY.  
8 STORIES OR 140' REMAINDER OF POD 'C'.  
PROPOSED HOTEL = UP TO 6 STORIES  
MAXIMUM COVERAGE BY PRINCIPAL BUILDING 40%: 19% PROPOSED.
  14. COMPACT PARKING SPACES: MAXIMUM OF 20% MAY BE COMPACT SPACES.
  15. FINAL LANDSCAPE PLAN SHALL BE IN ACCORDANCE WITH THE MASTER PLAN.
  16. THERE ARE NO LAKES, STREAMS AND OTHER WETLANDS ON THE SITE AND ASSOCIATED BUFFERS.

| PARKING                                   |            |
|-------------------------------------------|------------|
| Required Parking Spaces                   |            |
| Hotel (115 rooms)                         | 115        |
| Hotel Employee (1 per 20 rooms)           | 6          |
| Convention/Conf./Ball Rm (1 per 500 SqFt) | 2          |
| Restaurant / Retail (1 per 500 SqFt)      | 2          |
| <b>TOTAL PARKING REQUIRED</b>             | <b>125</b> |
| Proposed Parking Spaces                   |            |
| Standard Parking Space (9'X19')           | 89         |
| Compact Parking (8'X15'-6" max 20%)       | 24         |
| <b>TOTAL PARKING PROPOSED</b>             | <b>113</b> |







# City Council Meeting and Public Hearing STAFF REPORT

Submitting Department: Community Development

Submitted By:

Meeting Date: September 26, 2016

## I. AGENDA ITEM TITLE: PH-16-15 THOMPSON STREET FLATS/KAİROS DEVELOPMENT

CONSIDERATION OF A REQUEST TO CHANGE A PREVIOUS CONDITION OF ZONING TO REVISE THE CONFIGURATION OF THE BUILDINGS ON THE SITE IN ORDER TO ALLOW ALL FOUR BUILDINGS TO FRONT THOMPSON STREET AND TO REVISE THE ARCHITECTURE. THE PROPERTY IS LOCATED AT 51, 61, 71, AND 83 THOMPSON STREET AND IS LEGALLY DESCRIBED AS BEING LOCATED IN LAND LOT 748, 1ST DISTRICT, 2ND SECTION, FULTON COUNTY, GEORGIA.

## II. RECOMMENDATION:

## III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

| <u>ACCOUNT TITLE/NUMBER</u> | <u>DOLLAR AMOUNT</u> |
|-----------------------------|----------------------|
|                             |                      |

EXTERNAL FUNDING SOURCES:

| <u>ACCOUNT TITLE/NUMBER</u> | <u>DOLLAR AMOUNT</u> |
|-----------------------------|----------------------|
|                             |                      |

## IV. REPORT IN BRIEF:

## V. ALTERNATIVES:

## VI. ATTACHMENTS:

Council Agenda Report, City Council Minutes 11.16.15, Location Map, Land Use Map, Aerial Map, Zoning Map, Building Description, Front Elevation, Elevations, Application, Citizenship Part B



# CITY COUNCIL MEETING STAFF REPORT

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

---

## I. AGENDA ITEM TITLE: PH-16-15 THOMPSON STREET FLATS/KAIOS DEVELOPMENT

CITY COUNCIL: SEPTEMBER 26, 2016

## II. RECOMMENDATION:

Approve PH-16-15 Thompson Street Flats/Kairos Development subject to the following conditions:

1. The site, shall be zoned DT-LW. Land Use shall be "Mixed Use Live-Work.
2. Property shall be developed substantially in accordance with submitted plan by Kairos Development Corporation dated 8/23/2016 as presented on 9/26/2016. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
3. Building elevations shall be substantially similar to those presented on 9/26/16 with final approval by Staff. Side building elevations seen from Thompson Street shall have significant architectural features and materials.
4. Thompson Street shall generally be improved as follows: 36' half width right-of-way to incorporate 8' sidewalk (concrete with brick paver banding), 6' planting area, 8' on-street parking, and 10' travel lane with final approval by Staff. Final streetscape shall match the approved Thompson Street streetscape standards as approved by Senior Transportation Engineer.
5. Thompson Street shall include stacked stone or granite wall between sidewalk and the park with final approval by Staff. Under ledge wall lighting shall be required. Benches and a public art pedestal approved by Staff shall be provided in dedicated pocket park area.
6. Roadways with on-street parking shall incorporate curb extensions at intersections. All entrance drives shall be constructed with decorative pavers approved by Staff.
7. Development shall not be gated.
8. Internal sidewalks to the front of units shall be provided.
9. Civic space along Thompson Street shall include a mix of trees, shrubs, and ground covers of varying heights, textures and colors as approved by Staff.
10. Additional consideration shall be given to those trees that will be visible from Thompson Street that add to the overall aesthetics and "Park-Like" appearance of the Thompson Street landscape.
11. The 23" pecan tree and 24" Black walnut (#368) shall be incorporated into the site plan. Applicant shall make every effort to incorporate the 40" Water Oak (#358), 8" Dogwood (#373), 33" Pine (#367), 28" Water Oak (#363), 48" Water Oak (#365), 36" Water Oak (#372) and 25" Water Oak (#366) into the site plan with final approval by Staff. Applicant shall be responsible for any recompense.
12. Street trees along Thompson Street shall be a minimum of 4" caliper at time of planting and shall include tree grates as approved by Staff.
13. A minimum 10' landscape strip shall be provided to the west and east shall be provided and shall incorporate existing trees as approved by Arborist.
14. Applicant shall make an effort to determine if any existing landscaping (ornamental trees and shrubs) can be spaded and relocated on site to enhance the maturity level of landscaping at time of project completion.
15. Additional encroachment into the CRZ of saved trees on a case by case basis will be allowed if retaining walls, tree wells, structural soils, or other innovative measures are used. This will be allowed where constructability may be a challenge based upon topography or other site factors.
16. Amenity areas shall be improved with hardscape and landscape as depicted, with final approval by Staff.
17. Building height shall be limited to 48' when measured from the finished elevation of Thompson Street and not including the parapet wall.
18. Applicant shall provide an easement to the City for the civic space including seating areas along Thompson Street. Space shall be maintained by the Homeowners Association.

## III. REPORT IN BRIEF:



The applicant, Kairos Development, requests changes to conditions of zoning on a 2.4-acre property approved as a 'For-Sale' condominium development. The requested changes will allow for a reconfiguration of the site plan, as well as revised building elevations. The subject properties are located at 51, 61, 71, and 83 Thompson Street.

#### **IV. ATTACHMENTS:**

- Site Plan
- Building Elevations

#### **DISCUSSION**

The submitted request, if approved, will allow for changes to conditions of zoning for the Thompson Street Flats condominium development. The proposed changes include reconfiguration of the site plan and new building elevations. The subject property was approved on November 16, 2015 for a rezoning to DT-LW (Downtown Live-Work) to allow for 24 'For-Sale' condominium (stacked flats) units with a density of 10 units per acre. The approved use, number of units, and density will all remain the same. The applicant proposes the following changes to the conditions of zoning related to file CLUP-15-11/Z-15-10/CU-15-11/V-15-25 Thompson Street Flats:

2. Property shall be developed substantially in accordance with submitted plan by ~~CORE~~ Kairos Development Corporation dated ~~9/21/2015~~ 8/23/2016 as presented on ~~4/5/15~~ 9/26/2016. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.

3.Site and architecture shall be substantially similar to elevations submitted and meet requirements of the Alpharetta Downtown Code and be final approved by Staff as presented on 9/26/2016. The sides of the building shall have significant architectural features along Thompson Street.

4.Thompson Street shall generally be improved as follows: 36-foot half width right-of-way to incorporate ~~42~~ 8-foot walkway, 6-foot planting area, 8-foot on-street parking, and 10-foot travel lane with final approval by Staff. Final Roadway configuration to match concurrent zonings as approved by Senior Transportation Engineer.

11.The 23" pecan tree, the 41" ~~Water Oak (#355)~~, 24" Black walnut (#368), shall be incorporated into the site plan. Applicant will make every effort to incorporate the 40" Water Oak (#358), 8" Dogwood (#373), 33" Pine (#367), 28" Water Oak (#363), 48" Water Oak (#365), the 36" water oak (#372) and the 25" Water Oak (#366) into the site plan with final approval by Staff. Applicant shall be responsible for any recompense.

12.Street trees along Thompson Street shall be a minimum of ~~6"~~ 3" caliper at time of planting.

17.Building height shall be limited to ~~40'-0"~~ with additional height allowed up to 48 feet for the observatory.

The originally approved site plan depicted four (4) condominium buildings oriented around a formal garden amenity space adjacent to Thompson Street. The applicant's proposed site plan now depicts the four (4) condominium buildings oriented to Thompson Street with a large natural amenity and tree save area to the rear of the site. Significant increases to the civic, amenity, and overall greenspace are reflected on the proposed site plan.

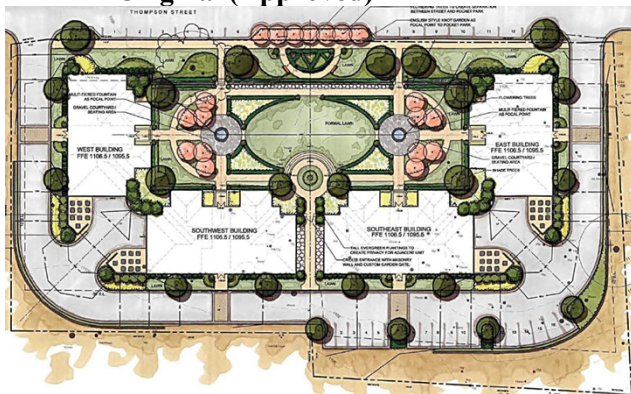
## SITE PLAN ANALYSIS

The applicant's site plan depicts four (4) condominium buildings oriented to Thompson Street with parking located underneath the buildings and amenity courtyards. Groupings of two (2) buildings are located on either side of a central driveway. Lower amenity courtyards are provided along the front of each building grouping and upper amenity courtyards are provided in between each building grouping. A 0.7-acre natural amenity area is provided at the rear of the site and includes existing trees, landscape and hardscape. A linear civic space, community plaza, is provided along the frontage of the site adjacent to Thompson Street. The table below represents a comparison of the original and proposed site plans.

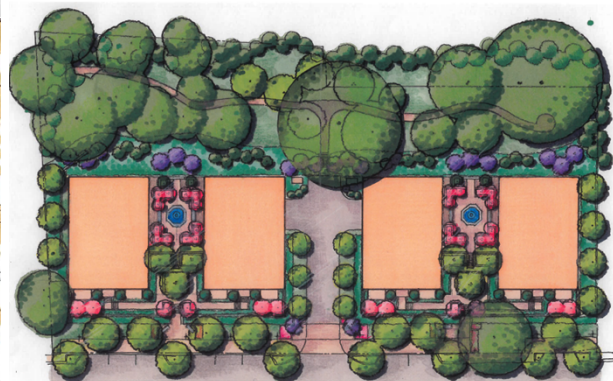
### Comparison – Original vs. Proposed Site Plan

|                       | Original                      | New (Proposed)          |
|-----------------------|-------------------------------|-------------------------|
| Site Acreage          | 2.4 acre                      | 2.4 acres               |
| Civic Space           | 8.2% (8,562 SF)               | 12.0% (12,461 SF)       |
| Amenity Space         | 18.4% (19,083 SF)             | 43.9% (45,616 SF)       |
| Total Impervious Area | 56.1% (58,281 SF)             | 39.5% (41,078 SF)       |
| Building Orientation  | Around Formal Garden          | Thompson Street         |
| Parking               | Surface and Structured        | Structured              |
| Specimen Tree Impact  | Significant Impacts & Removal | 0.7-Acre Tree Save Area |

**Original (Approved)**



**New (Proposed)**



A tree save area is depicted at the rear of the site and includes several specimen trees. A new arborist assessment was provided showing that the 41" Water Oak (#355) at the northwest corner of the site has changed from 'good' to 'fair' condition. The applicant requests a change to a condition of zoning to allow this specimen tree be removed due to the change in status.

## BUILDING ELEVATIONS & ARCHITECTURE

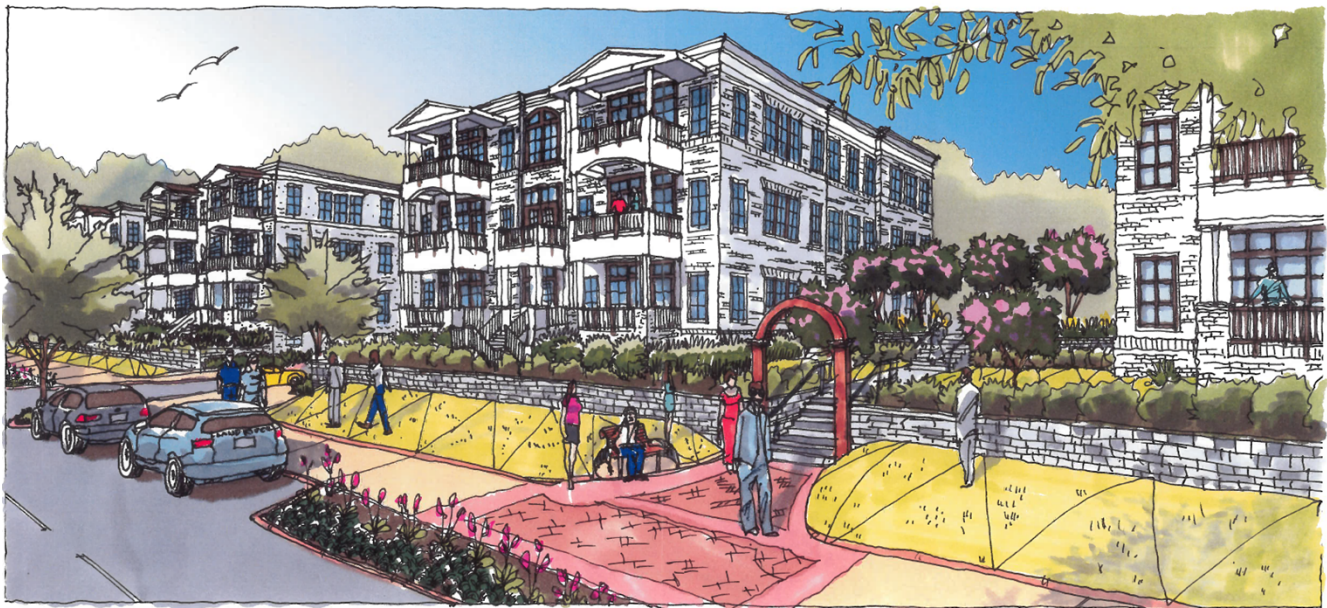
The applicant is requesting a change to conditions of zoning to allow for new building elevations. For reference, the original (approved) building elevation is shown below.



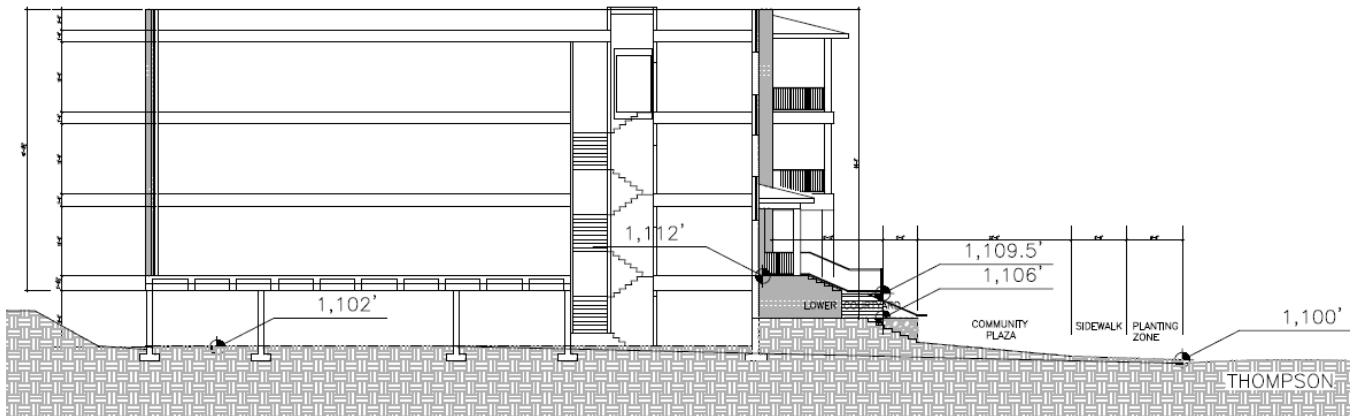
The rendering below depicts the applicant's proposed building elevations. According to the applicant's architect, the building is neoclassical architecture including features and materials such as 8' deep covered porches, painted brick, columns, bronze window casings, wrought iron decorative railings, detailed brickwork, window mullions, and detailed cornice. Each building will be identical. Although the rendering does not provide as much detail as a building elevation, the City's Downtown Architect was able to provide the following preliminary comments regarding the applicant's proposed building:

- The four buildings should be identical.
- The cornice/entablature/parapet detail looks very bulky and simple, not very historic or traditional in its scale and details.
- Clarify the amount of brick versus stucco or other materials.
- Applicant should revise the building based on compliance with the City's Downtown Code.





The cross section below depicts the building height in comparison to the finished elevation of Thompson Street. The 1<sup>st</sup> floor elevation of the building is over 9' higher than Thompson Street in order to allow for parking underneath the buildings. When the height of the parapet wall (3') is subtracted from the overall height of the building (44'-3"), the building will be just over 41' from the average finished grade along the front of the building. When measured from the finished elevation of Thompson Street, the building is 47'.



## CONCURRENCES

City Staff has reviewed the applicant's proposal and finds that it can support the applicant's request for changes to conditions of zoning. The proposed site plan will result in a significant increase to the civic space, amenity space and overall greenspace, as well as allow for several specimen trees to be saved. Structured parking will be provided under the buildings, thereby decreasing the overall impervious area on the site. Staff recommends architectural standards to ensure compatibility of the buildings with the character of the Downtown Overlay and Thompson Street corridor.

## 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.

**CLUP1511/Z1510/CU1511/V1525 Thompson Street Flats [Play >>](#)**

- Director of Community Development, Kathi Cook, came forward to present this item on behalf of staff
- Staff recommends approve CLUP-15-11/Z-15-10/CU-15-11/V-15-25 Thompson Street Flats request for a Land Use amendment and zoning change with the following conditions:
  1. The site, shall be zoned DT-LW. Land Use shall be “Mixed Use Live- Work.
  2. Property shall be developed substantially in accordance with submitted plan by CORE dated 9/21/2015 as presented on 11/5/15. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
  3. Site and architecture shall be substantially similar to elevations submitted and meet requirements of the Alpharetta Downtown Code and be final approved by Staff. The sides of the building shall have significant architectural features along Thompson Street.
  4. Thompson Street shall generally be improved as follows: 36 foot half width right-of-way to incorporate 12 foot walkway, 6 foot planting area, 8 foot on-street parking, and 10 foot travel lane with final approval by Staff. Final Roadway configuration to match concurrent zonings as approved by Senior Transportation Engineer.
  5. Thompson Street shall include stacked stone or granite wall between sidewalk and the park with final approval by Staff. Under ledge lighting of wall shall be required. Benches approved by Staff shall be provided in dedicated pocket park area.
  6. Roadways with on-street parking shall incorporate curb extensions at intersections. All entrance drives shall be constructed with decorative pavers approved by Staff.
  7. Development shall not be gated.
  8. Internal sidewalks to the front of units shall be provided.
  9. Landscaping along Thompson Street shall be provided to screen the internal streets. Include a mix of evergreens and deciduous trees, shrubs, and ground covers of varying heights, textures and colors.
  10. Additional consideration shall be given to those trees that will be visible from Thompson Street that add to the overall aesthetics and “Park-Like” appearance of the Thompson Street landscape.
  11. The 23” pecan tree, the 41” Water Oak (#355), 24” Black walnut (#368), shall be incorporated into the site plan. Applicant will make every effort to incorporate the 28” Water Oak (#363), 48” Water Oak (#365), the 36” water oak (#372) and the 25” Water Oak (#366) into the site plan with final approval by Staff. Applicant shall be responsible for any recompense.
  12. Street trees along Thompson Street shall be a minimum of 6” caliper at time of planting.
  13. A minimum 9’ landscape strip to west and south and east shall be provided and incorporate existing trees as approved by Arborist.
  14. Applicant shall make an effort to determine if any existing landscaping (ornamental trees and shrubs) can be spaded and relocated on site to enhance the maturity level of landscaping at time of project completion.
  15. Additional encroachment into the CRZ of saved trees on a case by case basis will be allowed if retaining walls, tree wells, structural soils, or other innovative measures are used. This will be allowed where constructability may be a challenge based upon topography or other site factors.

16. Amenity areas shall be improved with hardscape and landscape as depicted, with final approval by Staff.
  17. Building height shall be limited to 40'-0" with additional height allowed up to 48 feet for the observatory.
- The applicant, Rick Sjöholm, is requesting to rezone 2.3 acres from R-12 to DT- LW and change the Comprehensive Land Use Plan from "Professional/Business Office" and "Commercial" to "Mixed Use Live Work". The applicant is requesting a conditional use to allow 10 units per acre. The applicant is also requesting a variance for the height of the building from 3 stories or 40' to 48' for the 4th floor conservatory. The four properties combined are approximately 2.3 acres in size.
  - The submitted request, if approved, will allow the applicant to build a project consisting of four, six unit residential condominium "for sale" with park and open space. The property is located south of Thompson Street and the north side of Old Milton Parkway and to the west of Old Milton Holdings.
  - The property is currently zoned R-12 which requires 12,000 square foot lots and is located within the Downtown Master Plan area and designated as Downtown- Live/Work within the Future Land Use Plan. The DT-LW (Downtown-Live/Work) zoning is being requested which permits consideration of up to 8 units per acre subject to site conditions. The request is for 4 buildings with 6 attached "for-sale" units in each building. The total requested density is 10 units per acre which is over the 8 units permitted in the DT-LW zoning except as approved by the City Council.
  - The property to the north is currently zoned MU and O-P, the property to the west is zoned C-2, the property to the east and south is zoned O-I with the funeral home. The proposed development would replace 4 existing homes.
  - The buildings will be filled with 24 luxury condominiums with a large central park. The prices on the units range from \$500,000 to \$1,000,000. The parking is underneath the buildings in a secured environment. Residents can walk either to Avalon or downtown.
  - The trees on the subject site are mainly around the perimeter. A 23" pecan tree is being saved located along the front of the property as well as a 41" water oak. A 36" water oak and 24" Black Walnut located along the south property line will also be incorporated. However, there is a large Magnolia #343 that is to be taken down. The Critical Root Zone can be encroached but the building is too close to the tree.
  - The traffic report shows there are 186 daily trips from the development. The weekday AM Peak Hour is 16 trips and the weekday PM Peak Hour is 19 trips.
  - The Alpharetta Downtown Code requires a minimum of 10% amenity space on all sites. The amenity space on the site plan is privately owned and for use by the residents and encompasses 18.4% (19,083 sq. ft.) of the site and is viewable to the public. The civic space is about 8.2% (8,562 sq. ft.) of the site which doesn't meet the required 10% rule; however, when you combine that with the portion of Thompson Street for on street parking which the applicant is creating it meets the 10%
  - The civic space is the portion of open space for public use defined by the combination of certain physical constants including the relations among their intended use, their size, their landscaping, and their adjacent buildings.
  - Architecture is designed by Hug and Associates and captures the intent of the Alpharetta Downtown Code. The buildings should be brick, stone or painted brick with hard coat stucco. They will require review by the City's Downtown Architect.



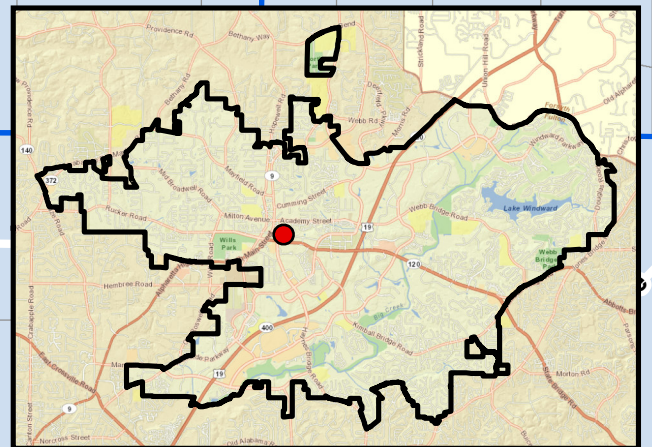
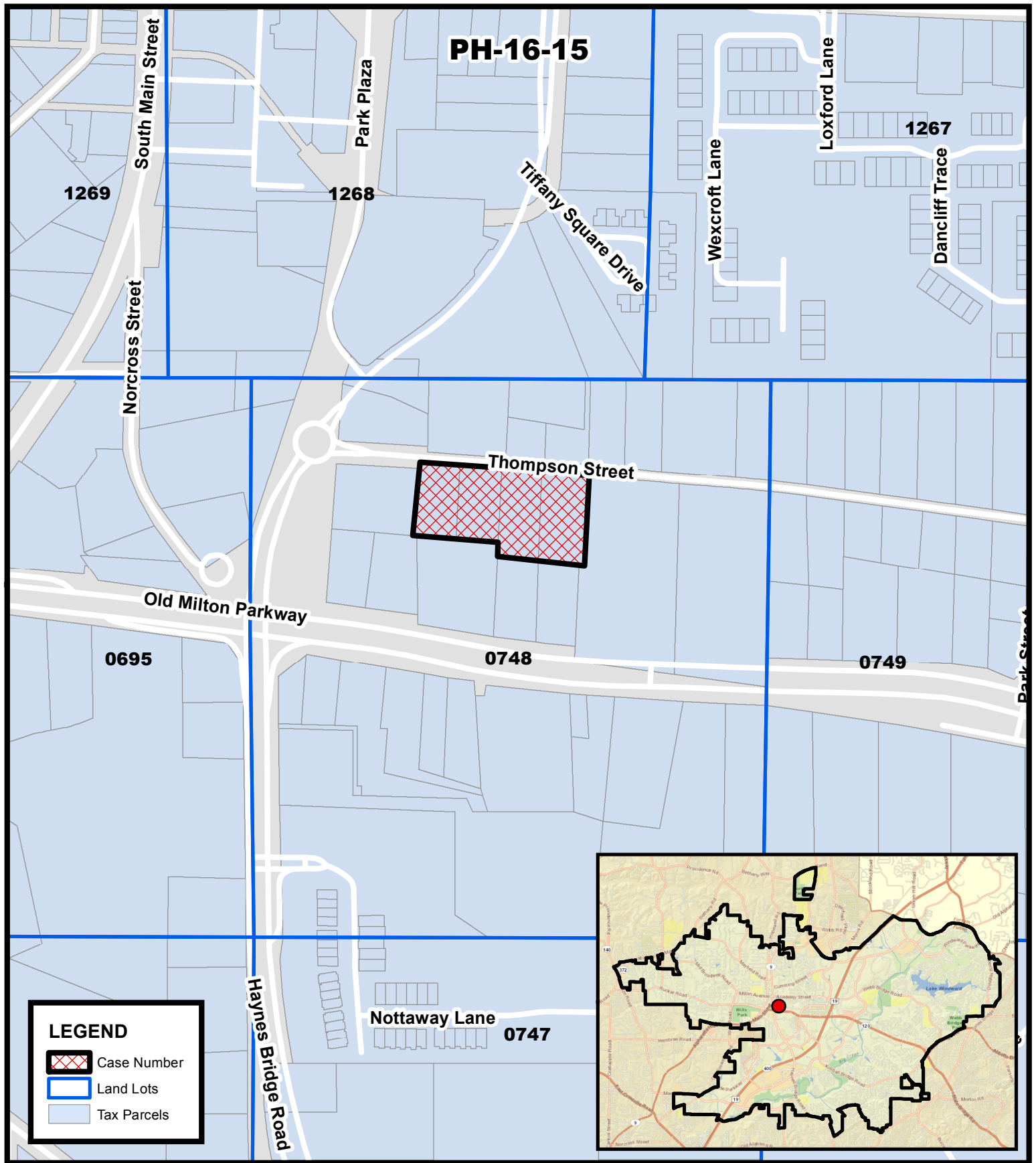
- The conditional use permit is requested for the applicant to permit the 10 units per acre exceeding allowed 8 units per acre that the Alpharetta Downtown Code allows. If the applicant can include the recommended specimen trees on the site the density can be supported because this location is adjacent to commercial zoning to the west and south. The density and condominium configuration would not be appropriate on the north side and is better situated for this site due to adjacent commercial.
- The applicant also requests a height variance. The Alpharetta Downtown Code in the UDC states that all properties in DT-LW have a height limit of 40 feet or 3 stories. This application is for 4 stories. The applicant is asking for an 8 feet variance to take the building to 47 feet. However, the 4th story is an observatory and takes up only a portion of the 4th floor.
- Residential development is known to increase school enrollment. Fulton County calculated the potential maximum number of children who may live on the property by using the Fulton County schools standard calculation to distinguish the number of children that a residential development will generate.
- Based on the total figure for all three-school levels, it can be assumed that the proposed development could house approximately 3 - 5 school age children. Alpharetta High can meet demand however; Manning Oaks Elementary and Hopewell Middle School are shown to be over capacity.
- Staff's analysis finds that the requested rezoning can be supported. The civic area should be required to include benches as well as the landscaping proposed. The higher density proposed may be appropriate in this location only because of the locations adjacent to commercial. Every effort should be made to include existing tree coverage and limit impacts.
- The applicant notified everyone within 500 feet of the intent for the property. A meeting was held where surrounding property owners could attend and no one attended. The applicant met with Lawson Finlayson of River Rock Development that adjoins this project to the east. The applicant says he offered his full support.
- This item was heard at the November 5th Planning Commission meeting. No one spoke in favor or against the proposal. After discussion, the Commission unanimously recommended approved of the request with changes to the building height limit and permitted a minimum landscape strip of 9' adjacent to the property to the west, east and south.
- Rick Sjöholm came forward on behalf of the applicant

#### **Public Comment**

None

*❖ Council Member Kennedy offered a motion to approve CLUP1511/Z1510/CU1511/V15-25 Thompson Street Flats request for land use amendment and zoning change and add a condition #18 which shall read, "Applicant shall provide an easement to the City for the civic space including seating areas along Thompson Street. Space shall be maintained by the Homeowners Association."*

- *The motion was seconded by Council Member Kennedy*
- *Motion approved (6-0)*

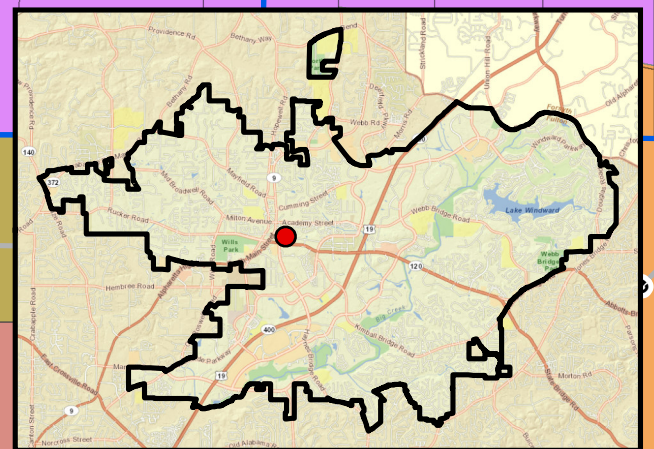
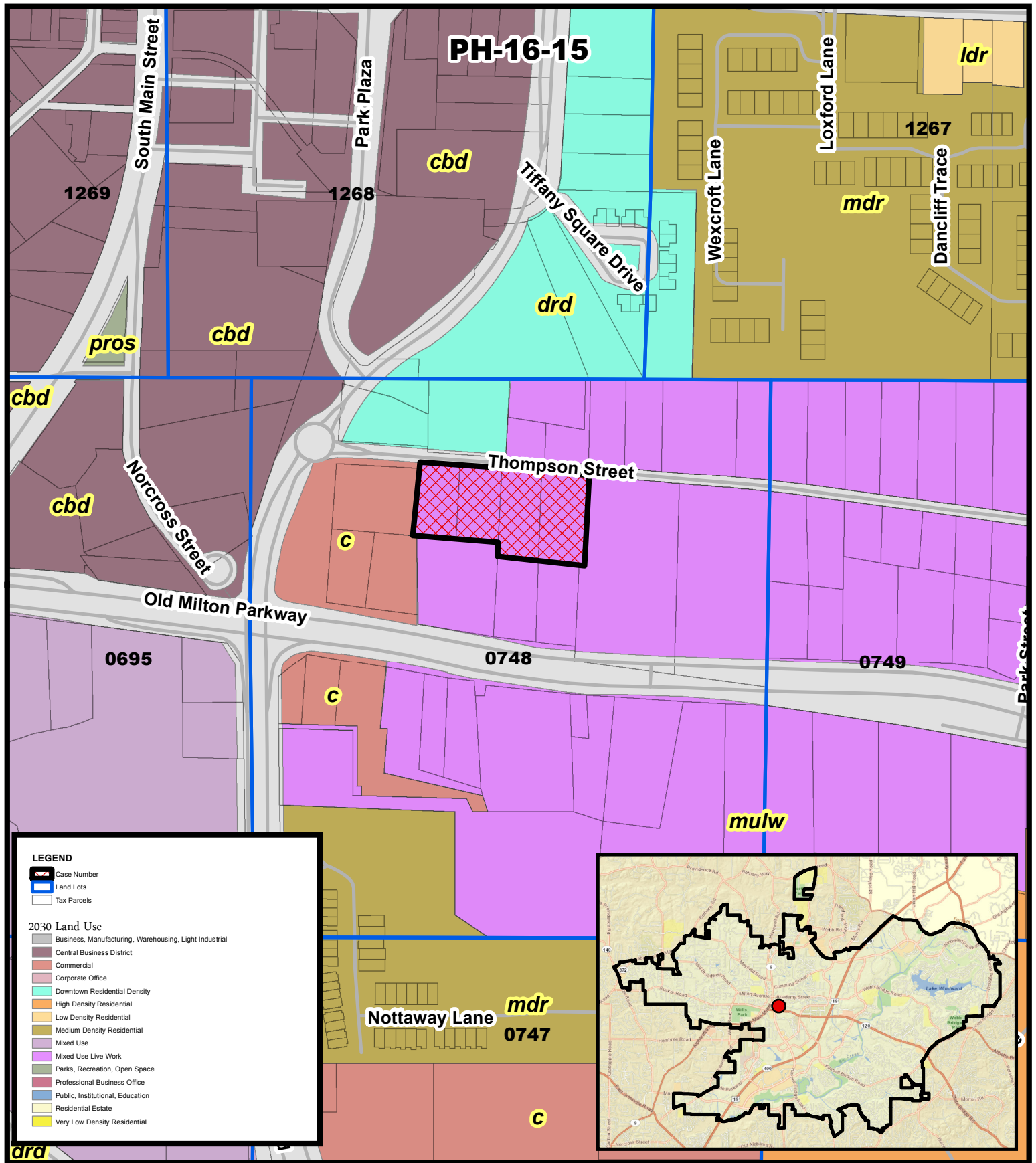


**Location Map**  
**Thompson St. Flats/Kairos Development**  
**51, 61, 71, 83 Thompson Street**

**PH-16-15**  
**D/LL: 1/2/748**  
**CC: 09/26/16**



**Location Map Provided by:**  
**Community Development - GIS**

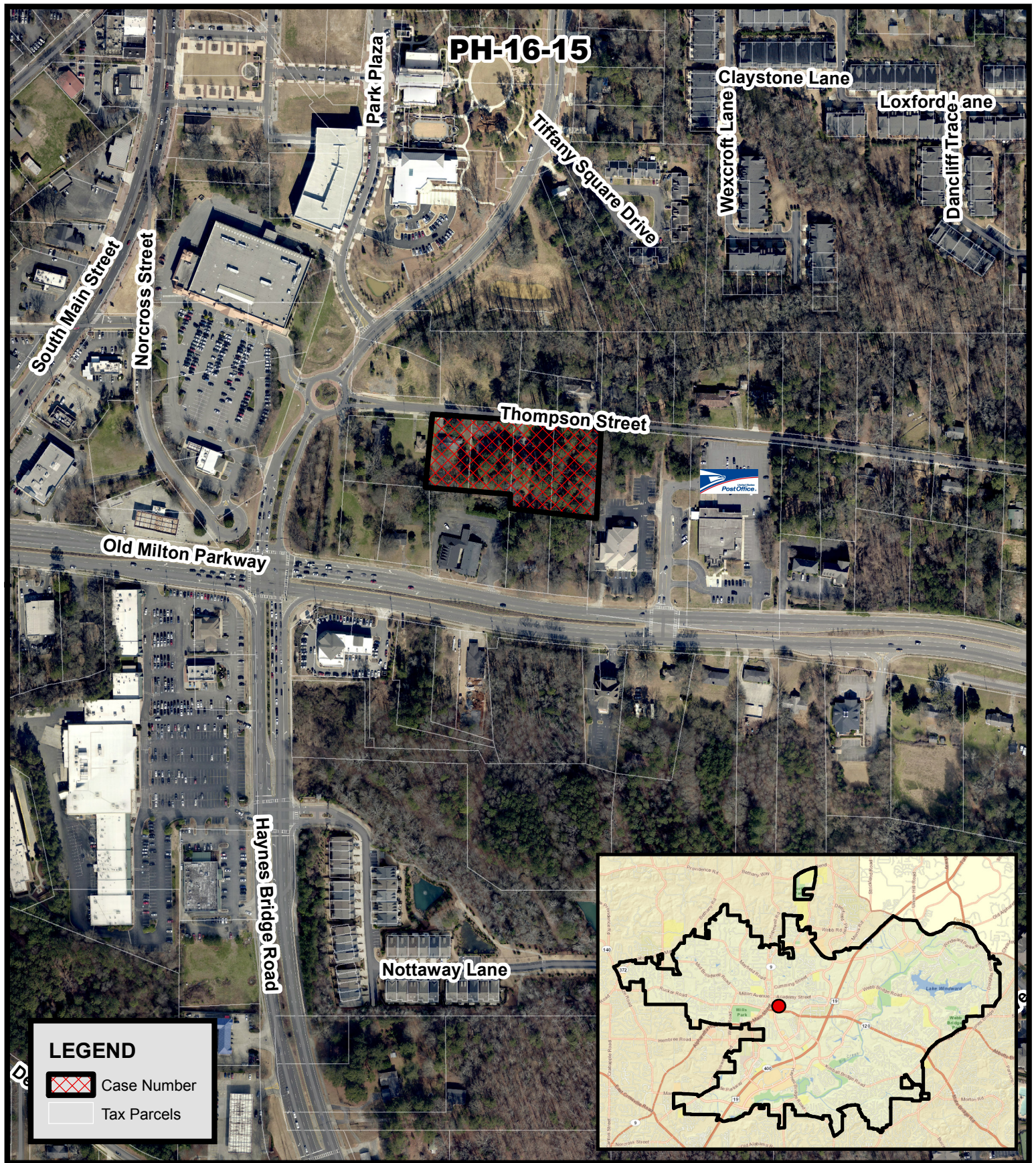


**PH-16-15**  
**D/LL: 1/2/748**  
**CC: 09/26/16**



**Location Map Provided by:**  
**Community Development - GIS**



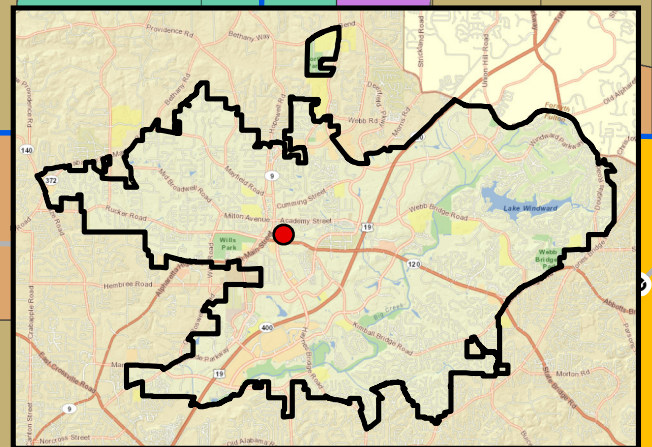
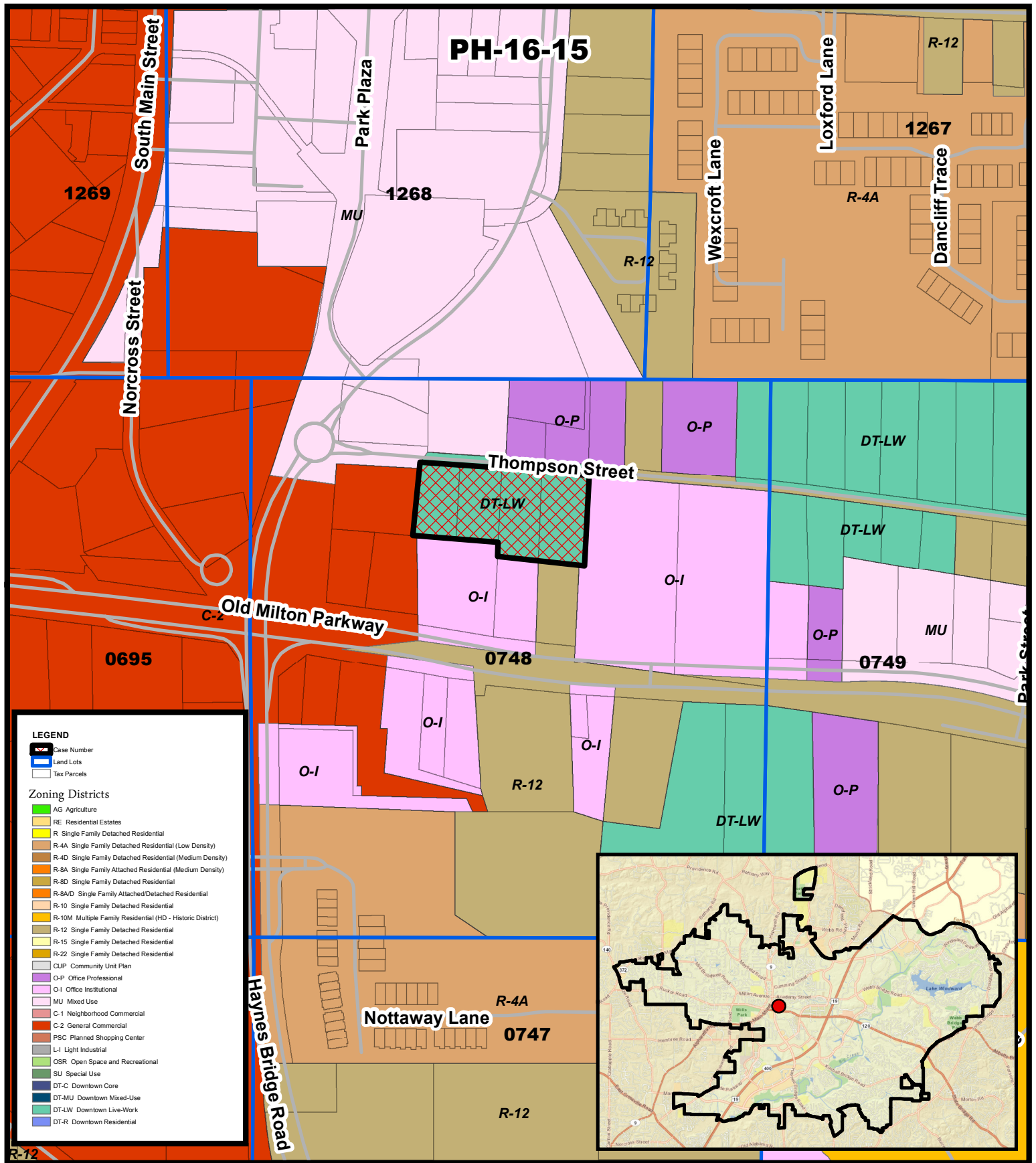


**Aerial Map**  
**Thompson St. Flats/Kairos Development**  
**51, 61, 71, 83 Thompson Street**

**PH-16-15**  
**D/LL: 1/2/748**  
**CC: 09/26/16**







**Zoning Map**  
**Thompson St. Flats/Kairos Development**  
**51, 61, 71, 83 Thompson Street**

**PH-16-15**  
**D/LL: 1/2/748**  
**CC: 09/26/16**



**Location Map Provided by:**  
**Community Development - GIS**

## **Chelsea Flats Building Description**

The Chelsea Flats buildings have been designed in the neo-classical style. They are symmetrical three floor brick residential buildings with large balconies oriented towards Thompson Street. Each building pair will feature a terraced courtyard which will transition from an art walk at the street level to a formal upper courtyard between the buildings. Parking is located beneath the three story buildings and will be hidden from street view. A large park area at the rear of the property is to be preserved open space and tree buffer.

A portico will feature gas lanterns on brick columns at the center of each building to provide a formal entrance to the building lobby from the street. Balconies on either side of the building are composed of arched brick arcades at the first level and Tuscan columns on the balconies above. Columns are more slender on the third level than the second to reinforce classical proportion. Parapet wall with projected cornice will wrap the corners of the front and side facades; the corners at the rear of the site will feature ornamental brick at the parapet wall capital.

Balcony railings are to be painted wrought iron and the column wraps/ cornices are to be wood, PVC or GFRC material. The brick is to be painted and will feature ornamental soldier courses at the parapet, jack arch above portico, and heading course accents within the running bond field brick. Large windows are symmetrical about the building entrance and will be dark bronze color with large divided view panels.

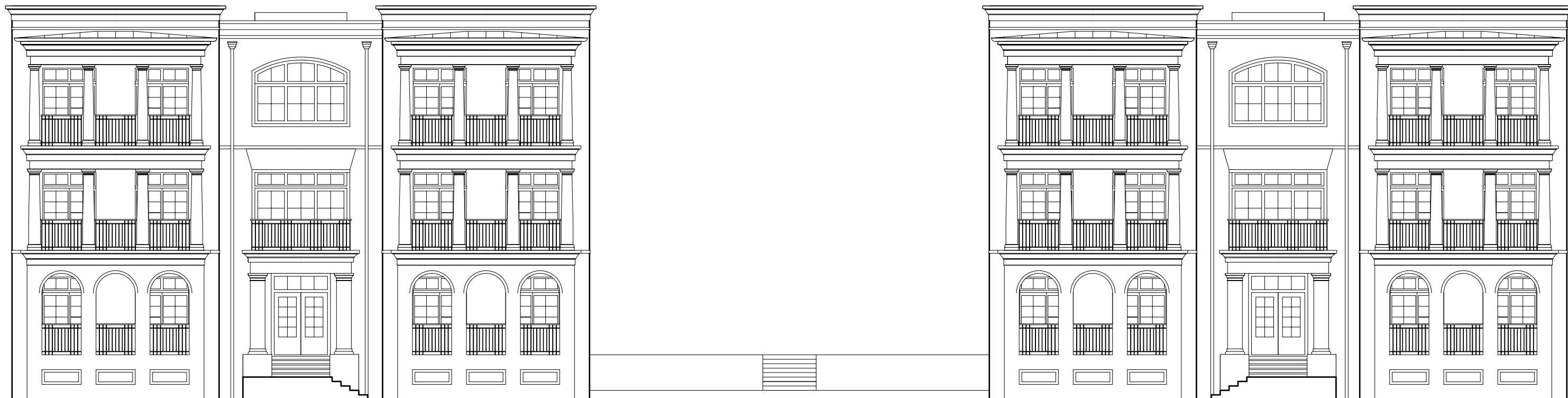


FRONT ELEVATION



*Chelsea Flats, Alpharetta Georgia*





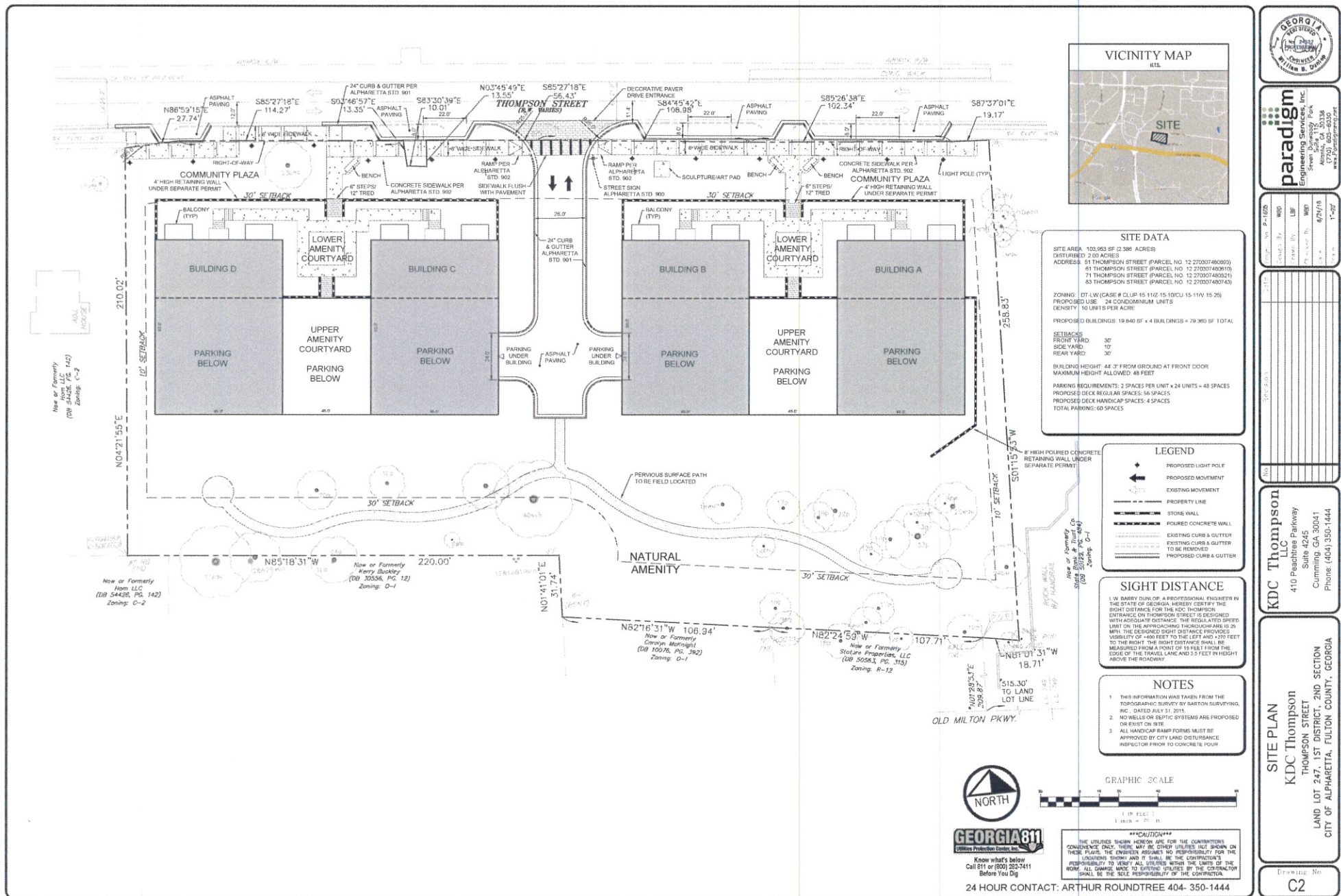
*Chelsea Flats, Alpharetta Georgia*

archetype  
design





PH-16-15  
THOMPSON ST FLATS/KAIROS DEVELOPMENT





## PUBLIC HEARING APPLICATION

Case #: \_\_\_\_\_

☐ 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."
5. Applications will be accepted only 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: Art Rountree (owner)

Telephone: 404-350-1444

Address: 410 Peachtree Pkwy

Suite: 4245

City Cumming

State: GA

Zip: 30041

Fax: \_\_\_\_\_

Mobile Tel: 404-401-0807

Email: art@kairosdevelopmentcorp.com

### Subject Property Information:

Address: 51,61,71,83 Thompson Street

Current Zoning: MU

District: 1st

Section: 2nd

Land Lot: 748

Parcel ID: 12 270307480321

Proposed Zoning: MU

Current Use: DT-LW "mixed use live work"

### This Application For (Check All That Apply):

☒ Conditional Use

☐ Master Plan Amendment

☐ Rezoning

☐ Master Plan Review

☐ Variance

☐ Public Hearing

☐ Comprehensive Plan Amendment

☐ Other (Specify): \_\_\_\_\_

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

The proposed use remains the same and that is to build and develop 4 buildings with 6 attached "for sale" units in each building totaling 24 units with parking directly underneath the buildings.

No change to the use that was approved November 16, 2015 CLUP-15-11/Z-1510/CU-15/V-15-25 only to make a small change to the building configurations that are on the current conditional site plan.

The 24 "for-sale" luxury condominium homes are designed as flats (no stairs) with direct elevator access to the parking garage below. We are marketing to the "aging in place" buyer. We do not need to change the number of buildings or the number of units or add more density, but need only change the way two of the buildings face.

Applicant's Request (Please itemize the proposal):

The request is to slightly reconfigure two of the four buildings by shifting them so that all four buildings' fronts and lobbies directly face Thompson Street.

The result will be more greenspace, walking trails, a dog walk, more amenity space, less concrete, direct connectivity to the civic linear park space and a friendlier overall feel to the homes and surrounding gardens, with trees being saved in the process

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

The benefits of the new adjusted site plan are as followed:

-The new adjusted site plan reduces the number of trees that need to be removed on the south end of the property (toward Old Milton Pkwy). The previous building arrangement provided 17,080+/- s.f. of tree save (.392 acres). The new requested site plan provides 30,370+/- s.f. of tree save (.697 acres). An increase of 13,290 s.f. (.305 acres) of tree save.

- reduces the number of curb cuts (frees up more green space on the street)
- creates more amenity space and more intimate private amenity areas
- creates walking trail and dog walk on south side of property
- reduces the amount of curbing and paving on the site (better storm water quality control)
- reduces loud traffic noise of Old Milton Pkwy and by creating more space (quieter for home owner) - the funeral home will be better buffered
- lobbies will connect better to Thompson and the architectural features of the front of the buildings can be better appreciated from Thompson Street creating a live work urban appeal

8/26/16

# ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

PH-16-15

THOMPSON ST FLATS/KAIROS DEVELOPMENT

How will this proposal be compatible with surrounding properties?

The adjustment of the site plan will create more separation from Old Milton Pkwy and the funeral home to the south by saving more trees. Also, the front lobbies will now be facing Thompson Street to encourage walking to down town.

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

Shifting the buildings from the current conditional use layout will not impact the surrounding neighbors but will provide a better tree buffer. It will enhance the property on Thompson Street and fit in with the City's intended use of the property to live and work in a downtown environment.

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

No request to change zoning only a requesting a change of the conditional use site plan (shifting 2 buildings so lobbies face Thompson Street).

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

None

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

None

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

It is consistent with the Alpharetta Comprehensive Plan and the Future Land Use map by enhancing the live work plan that the city is promoting.

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

Shifting the buildings from the original plan will save tree conditions and provide more amenity space and reduce the number of curb cuts on Thompson Street.

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.



8/26/16

PROPERTY OWNER AUTHORIZATION  
KDC THOMPSON'S FLATS/KAIROS DEVELOPMENT

PH-16-15

Property Owner Information:

Contact Name: KDC Thompson, LLC (Art Rountree &amp; Jack Williams)

Telephone: 404-350-1444

Address: 410 Peachtree Pkwy

Suite: 4245

City Cumming

State: GA

Zip: 30041

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.

- |                                               |                                                     |
|-----------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Annexation           | <input type="checkbox"/> Special Use                |
| <input type="checkbox"/> Rezoning             | <input checked="" type="checkbox"/> Conditional Use |
| <input type="checkbox"/> Variance             | <input type="checkbox"/> Master Plan                |
| <input type="checkbox"/> Land Use Application | <input type="checkbox"/> Other _____                |

Identify Authorized Applicant:

Name of Authorized Applicant: Art Rountree

Telephone: 404-350-1444

Address: 410 Peachtree Pkwy

Suite: 4245

City Cumming

State: GA

Zip: 30041

So Sworn and Attested:

Owner Signature:

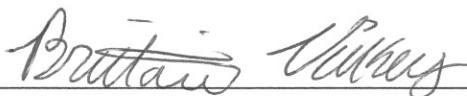


Date:

8-26-2016

Notary:

Notary Signature:



Date:

8/26/16

8/26/16

# DISCLOSURE FORM

## THOMPSON FLATS/KAHIROS DEVELOPMENT

PH-16-15

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: Art Rountree

Subject Public Hearing Case: KDC Thompson, LLC

### 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:

Value:

Description of Contribution:

Value:

Description of Contribution:

Value:

Description of Contribution:

Value:

### 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:



Date:

8-26-2016

**Written Description – Thompson Street Overall**

All that tract or parcel of land lying and being in Land Lot 748, 1<sup>st</sup> District, 2<sup>nd</sup> Section, City of Alpharetta, Fulton County, Georgia, and being more particularly described as follows:

To find the point of beginning, commence at the intersection of the northerly right of way of Old Milton Parkway and the easterly line of Land Lot 748; thence leaving said Land Lot line and running westerly along the northerly right of way of Old Milton Parkway 515.30 feet to a point; thence leaving said right of way N 01°28'53" E a distance of 209.87 feet to an axle found and the **POINT OF BEGINNING**; thence N 82°24'59" W a distance of 107.71 feet to a tie rod found; thence N 82°16'31" W a distance of 106.94 feet to an iron pin found; thence N 01°41'01" E a distance of 31.74 feet to an iron pin found; thence N 85°18'31" W a distance of 220.00 feet to a #3 rebar found; thence N 04°21'55" E a distance of 210.02 feet to an iron pin set on the southerly right of way of Thompson Street (right of way varies); thence along said right of way of Thompson Street the following courses and distances: N 86°59'15" E a distance of 27.74 feet to a point; thence S 85°27'18" E a distance of 114.27 feet to a point; thence S 03°46'57" E a distance of 13.35 feet to a point; thence S 83°30'39" E a distance of 10.01 feet to a point; thence N 03°45'49" E a distance of 13.55 feet to a point; thence S 85°27'18" E a distance of 56.43 feet to an iron pin set; thence S 84°45'42" E a distance of 108.98 feet to a point; thence S 85°26'38" E a distance of 102.34 feet to a point; thence S 87°37'01" E a distance of 19.17 feet to an iron pin set; thence leaving said right of way S 01°15'53" W a distance of 258.83 feet to a tie rod found; thence N 81°01'31" W a distance of 18.71 feet to the **POINT OF BEGINNING**. Said tract contains 103,953 square feet or 2.386 acres.



8/26/16

THOMPSON ST FLATS/KAIRO'S DEVELOPMENT

PH-16-15



**Kairos Development  
Corporation, Inc**

410 Peachtree Pkwy, Ste. 4245

Cumming, GA 30041

Phone: 404-350-1444

E-Mail: [art@kairosdevelopmentcorp.com](mailto:art@kairosdevelopmentcorp.com) Web:

[kairosdevelopmentcorp.com](http://kairosdevelopmentcorp.com)

08/24/2016

Alpharetta Planning Commission and Alpharetta City Council  
2 Park Plaza  
Alpharetta, GA 30009

Gentlemen:

We have filed an application to the City of Alpharetta to make a small change to the building configurations that are on the current conditional use site plan of our property on Thompson Street. The request is to slightly reconfigure two of the four buildings by shifting them so that all four buildings' fronts and lobbies directly face Thomson Street.

The 24 "for-sale" luxury condominium homes are designed as flats (no stairs) with direct elevator access to the parking garage below. We are marketing to the "aging in place" buyer. We do not need to change the number of buildings or the number of units or add more density, but need only change the way two of the buildings face. The result will be more greenspace, walking trails, a dog walk, more amenity space, less concrete, direct connectivity to the civic linear park space and a friendlier overall feel to the homes and surrounding gardens, with trees being saved in the process.

Shifting the buildings from the current conditional use layout will not impact the surrounding neighbors but will provide a better tree buffer. We are excited about this small but favorable improvement, and hope that you will be as well.

Thank you for your consideration in this matter.

Respectfully,

A handwritten signature in black ink, appearing to read "A. Rountree", is written over a light blue horizontal line.

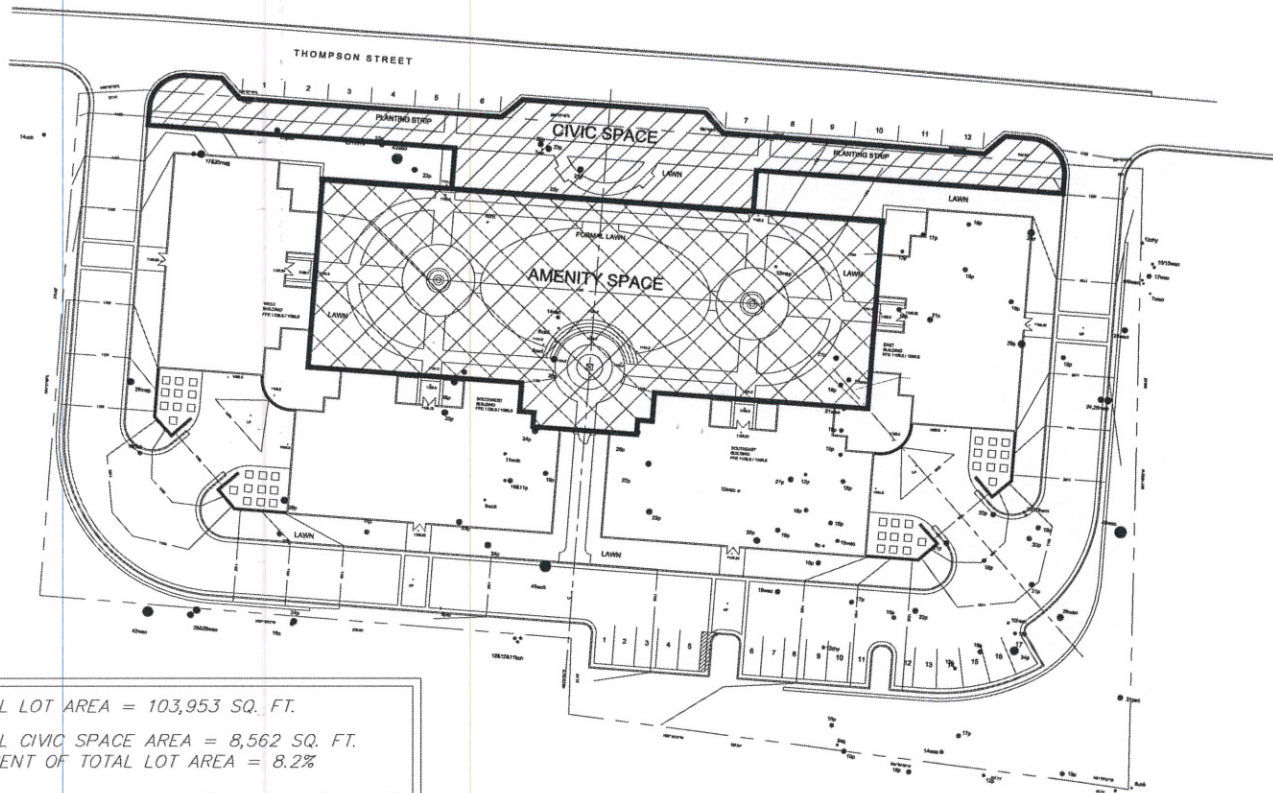
Art Rountree  
Operations Director

"The current approved plan"  
11/2015

8/26/16

THOMPSON ST FLATS/KAIRO'S DEVELOPMENT

PH-16-15



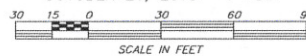
\*Compare ↘

|  |                                                                                |
|--|--------------------------------------------------------------------------------|
|  | TOTAL LOT AREA = 103,953 SQ. FT.                                               |
|  | TOTAL CIVIC SPACE AREA = 8,562 SQ. FT.<br>PERCENT OF TOTAL LOT AREA = 8.2%     |
|  | TOTAL AMENITY SPACE AREA = 19,083 SQ. FT.<br>PERCENT OF TOTAL LOT AREA = 18.4% |

### CIVIC AND AMENITY SPACE AREA PERCENTAGES THOMPSON PARK CONDOMINIUMS

THOR MANAGEMENT, LLC

LOCATED IN LAND LOT 748  
1st DISTRICT, 2nd SECTION  
CITY OF ALPHARETTA  
FULTON COUNTY, GEORGIA  
OCTOBER 26, 2015 1"=50'



TOTAL IMPERVIOUS=58,281 SQ. FT.(56.1%)  
TOTAL PERVIOUS=45,672 SQ. FT. (43.9%)

GRID NORTH (3A, WEST ZONE)





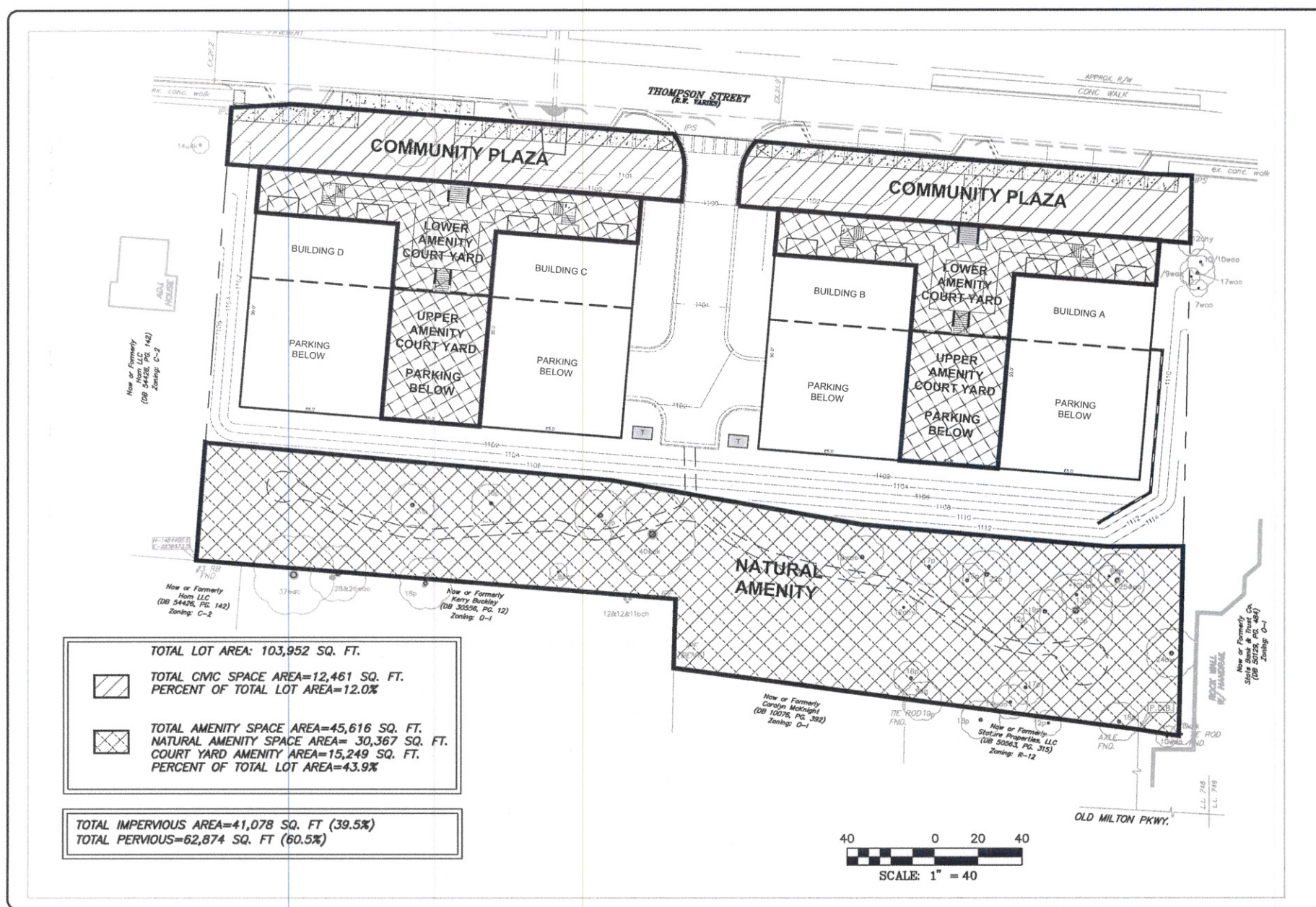
 **paradigm**  
Engineering Services, Inc.  
SEVEN DUNWOODY PARK, SUITE 115  
ATLANTA, GEORGIA 30338  
(P) 770.605.6030 (F) 404.537.1899

**KDC Thompson, LLC**  
410 PEACHTREE PARKWAY  
SUITE 4245  
CUMMING, GA, 30041  
(770) 450-1100

|             |         |
|-------------|---------|
| Project No. | X       |
| Design By:  | WBD     |
| Drawn By:   | JJO     |
| Checked By: | WBD     |
| Date:       | 8/27/16 |
| Scale:      | 1"=4'   |

**KAROS DEVELOPMENT**  
KDC Thompson  
**CVC and AMENITY SITE AREA**

PH-16-15

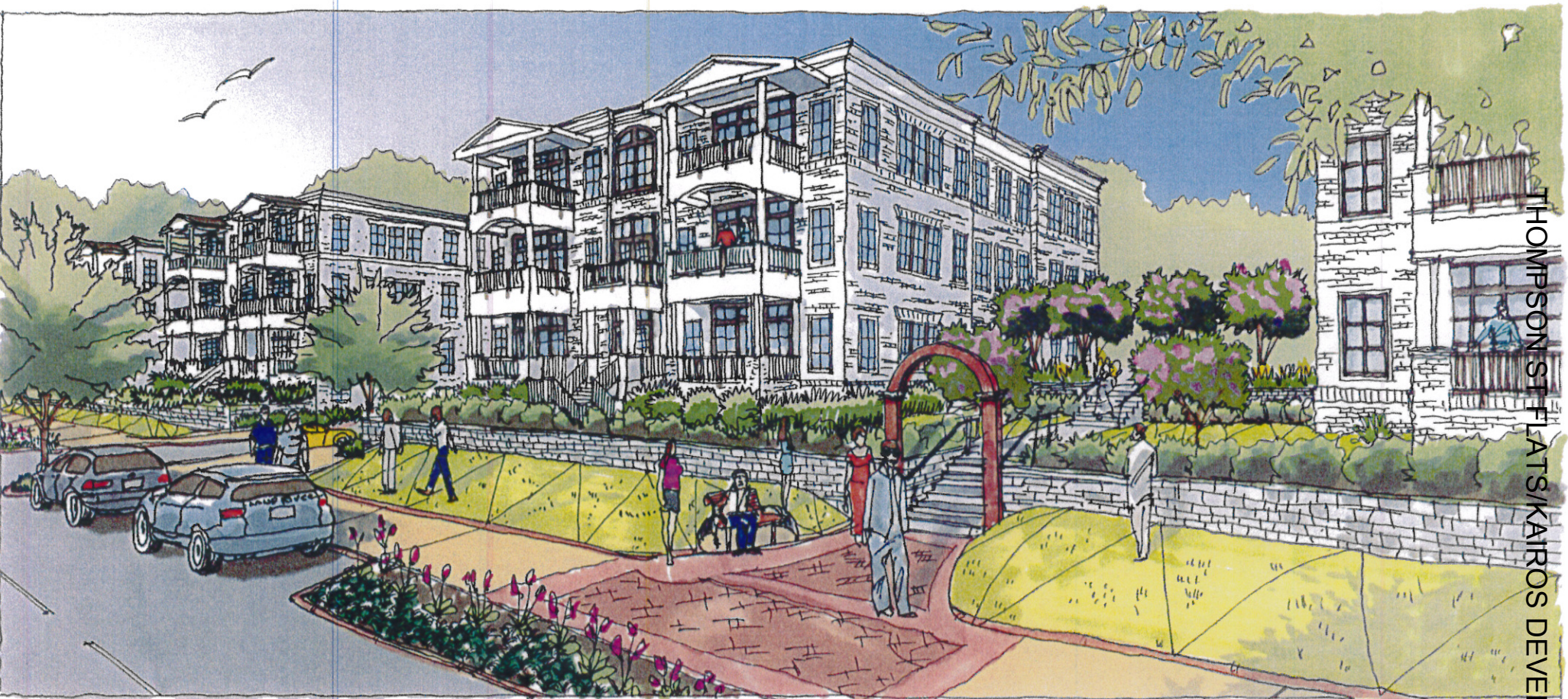




8/26/16

THOMPSON ST FLATS/KAIVOS DEVELOPMENT

PH-16-15





8/26/16

THOMPSON ST FLATS/KAIRO'S DEVELOPMENT PH-16-15

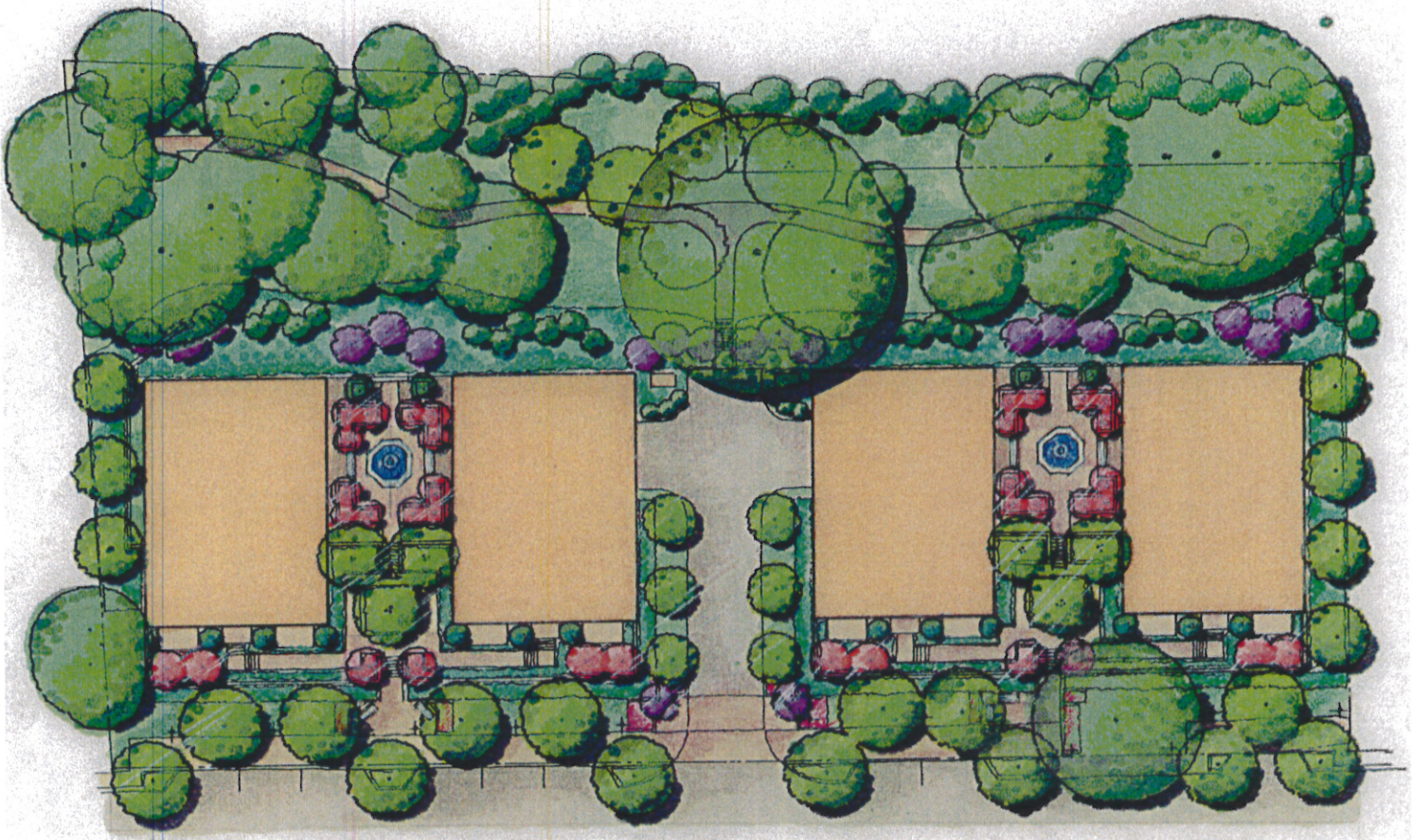


KAIRO'S DEVELOPMENT CORPORATION  
ARCHETYPE DESIGN  
ARCHETYPE LANDSCAPE



8/26/16

PH-16-15  
THOMPSON ST FLATS/KAİROS DEVELOPMENT



KAİROS DEVELOPMENT CORPORATION  
ARCHETYPE DESIGN  
ARCHETYPE LANDSCAPE

0' 10' 20' 40'



CLUP-15-11/Z-15-10/CU-15-11/V-15-25 Thompson Street Flats

Approved on November 16, 2015 CLUP-15-11/Z-15-10/CU-15-11/V-15-25 Thompson Street Flats request for a Land Use amendment and zoning change with the following conditions:

1. The site, shall be zoned DT-LW. Land Use shall be "Mixed Use Live- Work.
2. Property shall be developed substantially in accordance with submitted plan by Kairos Development Corporation dated 8/23/2016, as presented on 09/26/2016. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
3. Site and architecture shall be substantially similar to elevations submitted and meet requirements of the Alpharetta Downtown Code and be final approved by Staff. The fronts of the buildings shall have significant architectural features all facing Thompson Street.
4. Thompson Street shall generally be improved as follows: 36 foot half width right-of-way to incorporate 8 foot walkway, 6 foot planting area, 8 foot on-street parking, and 10 foot travel lane with final approval by Staff. Final Roadway configuration to match concurrent zonings as approved by Senior Transportation Engineer.
5. Thompson Street shall include stacked stone or granite wall between sidewalk and the park with final approval by Staff. Under ledge lighting of wall shall be required. Benches approved by Staff shall be provided in dedicated pocket park areas.
6. Roadways with on-street parking shall incorporate curb extensions at intersections. All entrance drives shall be constructed with decorative pavers approved by Staff.
7. Development shall not be gated.
8. Internal sidewalks to the front of units shall be provided.
9. Landscaping along Thompson Street shall be provided to screen the internal streets. Include a mix of evergreens and deciduous trees, shrubs, and ground covers of varying heights, textures and colors.
10. Additional consideration shall be given to those trees that will be visible from Thompson Street that add to the overall aesthetics and "Park-Like" appearance of the Thompson Street landscape.
11. The 23" pecan tree, 24" Black walnut (#368), shall be incorporated into the site plan. Applicant will make every effort to incorporate the 40" Water Oak (#358), 8" Dogwood (#373), 33" Pine (#367) 28" Water Oak (#363), 48" Water Oak (#365), the 36" water oak (#372) and the 25" Water Oak (#366) into the site plan with final approval by Staff. Applicant shall be responsible for any recompense.
12. Street trees along Thompson Street shall be a minimum of 3" caliper at time of planting.
13. A minimum 9' landscape strip to west and south and east shall be provided and incorporate existing trees as approved by Arborist.
14. Applicant shall make an effort to determine if any existing landscaping (ornamental trees and shrubs) can be spaded and relocated on site to enhance the maturity level of landscaping at time of project completion.
15. Additional encroachment into the CRZ of saved trees on a case by case basis will be allowed if retaining walls, tree wells, structural soils, or other innovative measures are used. This will be allowed where constructability may be a challenge based upon topography or other site factors.
16. Amenity areas shall be improved with hardscape and landscape as depicted, with final approval by Staff.
17. Building height shall be limited up to 48 feet.
18. Applicant shall provide an easement to the City for the civic space including seating areas along Thompson Street. Space shall be maintained by the Homeowners Association.
19. A minimum of 2 parking spaces per unit inside the development.

Art Rountree 8/22/2016 7:49 PM

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# CITIZEN PARTICIPATION FORM - PART A

PH-16-15

THOMPSON ST FLATS/KAHROS DEVELOPMENT

*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:

KDC Thompson, LLC

Contact Name:

Art + Rountree

Telephone:

404-401-0807

*The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.*

2380 Old Milton Parkway, State Bank

2260 Old Milton Parkway, South Care Cremation &amp; Funeral S

41 Thompson Street, River Rock Development

2270 Old Milton Parkway, MC Knight Carolyn S

2300 Old Milton Parkway

2240 Old Milton Parkway

Kerry Buckley

132 Brook Street HOM LLC

MC Knight Carolyn, 910 Dogwood Trl, Hiawassee GA 30546

Stature Properties LLC, 675 Seminole Ave, Ste 301, atl 30307

HOM LLC, 11785 Northfall Lane, ste 510, Alpharetta 30009

*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.*

I will provide my telephone number and email address and I will be available to answer any questions.



# Chelsea Commons

## *Specimen Tree Assessment*

For:  
Geoff Sobeck  
Archetype Landscape  
2300 Windy Ridge Parkway SE  
Suite 200 South  
Atlanta, GA 30339

By:  
David Dechant LEED AP  
ISA Certified Arborist #SO-5335A  
ISA Qualified Tree Risk Assessor

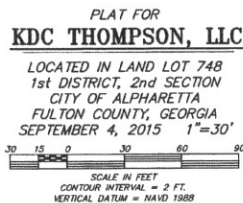
April 28, 2016



APRIL 27, 2016:  
1) ADDED ADDITIONAL TOPOGRAPHIC INFORMATION  
2) CHANGED NAME ON PLAT

MAY 17, 2016:  
1) ADDED TAGGED TREES PER ARBORICULTURIST'S SPECIMEN TREE ASSESSMENT

MAY 24, 2016:  
1) CHANGED NAME ON PLAT.



TREES SHOWN HEREON WITH TAG NUMBERS WERE MARKED BY DAVID DECHANT WITH ARBORGUARD TREE SPECIALISTS AND LISTED IN THE SPECIMEN TREE ASSESSMENT DATED APRIL 28, 2016 AS TREES THAT MET THE CITY OF ALPHARETTA SPECIMEN TREE SIZE CRITERIA. BARTON SURVEYING, INC. ASSUMES NO RESPONSIBILITY FOR THE ACCURACY OR COMPLETENESS OF THIS INFORMATION.

 **BARTON SURVEYING  
INC.**  
P.O. BOX 640  
LEBANON, GEORGIA 30146  
(770) 345-2810  
(LICENSE No. LSF 000151)

## Assignment

Survey, tag and record the following data for City of Alpharetta specimen trees meeting the size criteria for hardwood trees  $\geq 24''$  in Diameter at Breast Height (DBH), softwood trees  $\geq 30''$  DBH and flowering understory trees  $\geq 8''$  DBH site-wide: tree number, diameter, species, vitality, and other comments relative to condition. Provide photograph of any tree in Fair, Poor, or Dead condition.

## Methods

Information for the following parameters was recorded for each tree and provided in the following survey.

| Term      | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tree No.  | All trees were tagged on the side of the trunk with an aluminum tag, bearing a unique number to identify trees, at about 5 feet.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| DBH       | Diameter of trunk in inches, measured at 4.5' feet above average soil level. Measurements were taken using a forestry diameter tape.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Species   | Listed as the North American common name.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Condition | <p>Good ..... Tree has excellent vigor and is actively growing without any serious pathogenic problems. Tree exhibits a structural form that is safe and typical of the species.</p> <p>Fair ..... Tree is in moderate health, but may have a minor pathogenic problem. Some insects and disease could be present. Tree may have minor structural defects, but does not exhibit optimal form for the species in an urban environment. A tree in fair condition may not react favorably to site developments or additional stress.</p> <p>Poor ..... Tree's vigor is low to moderate. It may also have moderate to severe structural defects or a form that is undesirable for the species. Some trees in poor condition are not recoverable and could degrade into a state of advanced decline leading to death.</p> <p>Dead ..... Tree is dead.</p> <p>Invasive.... Trees that are non-indigenous to the Atlanta area, Piedmont region.</p> <p>Hazardous. Tree with uncorrectable defects severe enough to pose present danger to people or buildings under normal conditions, as determined by a City Arborist or City Forester.</p> |
| Comments  | Additional information regarding health and condition of the trees.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

**Tree Assessment Data**

| TAG# | DBH | SPECIES           | CONDITION | NOTES                                                                                                                                                     |
|------|-----|-------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 343  | 34  | Southern Magnolia | Good      | Co-dominant (27", 19"), large number of water sprouts out to 20' from stem                                                                                |
| 344  | 25  | Sugar Maple       | Good      | Weak stem union at approximately 15'                                                                                                                      |
| 345  | 37  | Water Oak         | Good      |                                                                                                                                                           |
| 346  | 42  | Water Oak         | Poor      | Tri-stem (22", 20", 16") at approximately 3' with weak stem unions and included bark, all stems have a significant phototropic lean over steep embankment |
| 347  | 37  | Water Oak         | Poor      | Co-dominant (26", 18"), multiple locations of wood decay fungi at root crown, 18" lead has large vertical crack with wood decay fungi                     |
| 355  | 40  | Water Oak         | Fair      | Small aerial cavity on upper stem, moderate pruning for overhead utility line, small weeping basal wound at root crown                                    |
| 358  | 40  | Water Oak         | Good      | Small basal wound, old limb with cavity, few dead limbs                                                                                                   |
| 359  | 33  | Loblolly Pine     | Good      | Few dead limbs                                                                                                                                            |
| 360  | 32  | Loblolly Pine     | Poor      | Fusiform canker at approximately 25', basal wound with decay from root crown to approximately 4'                                                          |
| 363  | 28  | Water Oak         | Good      | Few dead limbs                                                                                                                                            |
| 364  | 44  | Red Maple         | Poor      | Co-dominant at approximately 2' (25", 28"), 28" stem is two small stems grown together, 25" stem has approximately 15° lean, moderate ivy coverage        |
| 365  | 48  | Water Oak         | Poor      | Crack in large stem union at approximately 30', multiple large stem unions with weak attachments                                                          |
| 366  | 25  | Water Oak         | Good      | No tag found, co-dominant at approximately 25', low limb failing                                                                                          |
| 367  | 33  | Loblolly Pine     | Good      | Few dead limbs, approximately 5° lean                                                                                                                     |
| 368  | 24  | Black Walnut      | Good      | Few vines                                                                                                                                                 |
| 372  | 36  | Water Oak         | Good      |                                                                                                                                                           |
| 373  | 8   | Dogwood           | Good      | No tag, not identified on original survey, few dead limbs, 2 fused stems                                                                                  |



## **Summary**

17 trees were tagged on this site that met the City of Alpharetta specimen tree size criteria.

- 11 trees are in Good condition
- 1 tree is in Fair condition
- 5 trees are in Poor condition

# ***Exhibits***



Tree#360, basal wound with decay, fusiform on upper stem





Tree #364 tri-stem at 2', the 28" stem is two stems grown together





Tree #365 crack in large upper stem union





Tree #355, small cavity in upper stem, moderate pruning for overhead utility clearance





Tree #346 tri-stem at root crown, significant phototropic lean over steep hillside





Tree #347, 18" stem with wood decay fungi present.



## CHelsea FLATS

An Assessment of Tree Health  
and Structural Condition

For:

Greff Subek  
Archetype Landscape  
2308 Windy Ridge Parkway SE  
Suite 200  
Atlanta, GA 30339

Authored by:

Dustin Dalton  
Director of Plant Health Care  
ISA Board Certified Master Arborist  
ISA Certificate #80-5303DUT  
ASCA RCA #586

Arboreguard Inc., P O Box 477, Avondale Estates GA 30002 May 16, 2016

### Tree # 355

The morning of May 16, 2016 an inspection was performed at the site of Chelsea Flats, on a 40" diameter water oak. The purpose of the inspection was to gain a more informed understanding of the strength loss associated with visible structural defects, and to determine the level of risk associated with the tree's present condition. The inspection consisted of two separate procedures: a drilling analysis and a visual inspection. The tree was climbed.

The drilling analysis of the tree was completed using a Resistograph®. The Resistograph® is a machine that measures and records wood density and integrity at the drilling points.

The visual inspection was performed for the purpose of detecting structural defects such as cracks, weak branch unions, stem or branch decay, cankers, dead branches, root problems, poor tree form, etc.

#### 40" White Oak

- The tree is located in front of the home near Thompson Street. FIG.1
- There is a large cavity opening in the upper trunk approximately 30' from ground level. The cavity is approximately 6" wide and 12" deep. Fungal fruiting bodies of wood decay fungus are present inside the cavity. Drilling analysis of the trunk revealed advanced decay associated with this cavity opening.
- There is a small area of dead limbs throughout the canopy. FIG.2
- One of the large limbs is in contact with an adjacent pine tree.
- Measurements of decay around the cavity at approximately 30' were applied to the modified strength loss formula to estimate the approximate strength loss of the trunk where the decay was detected. Estimates of strength loss greater than 30% usually indicate an unacceptable risk of failure. For this tree the formula shows approximately 24% strength loss due to decay in the upper trunk where the cavity is located.
- Potential targets at time of failure include: Vehicles, utility lines, parking and house.



FIG. 1 40" water oak along Thompson Road

#### TREE HEALTH ASSESSMENT

##### Conclusions:

Based on the inspection results the tree presents a **high risk** of trunk failure where the cavity opening with advanced decay is located. A high risk of failure means that the tree could fall within the next two years, especially during high velocity winds.

This report does not recommend retaining or removing the tree. The purpose of the report is to identify defects and conditions that are known to contribute to failure so as to quantify the risk. Only the tree's owner can make the decision of how much risk they are willing to accept and if the tree should be removed. Please call your arborist, Dustin Dalton with any questions.

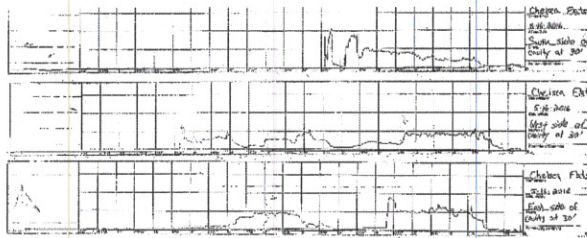
Respectfully,

Dustin Dalton  
Director of Plant Health Care  
ISA Board Certified Master Arborist  
ISA Certificate #80-5303DUT  
ASCA RCA #586

#### TREE HEALTH ASSESSMENT



FIG.2 Climber putting hand in cavity approximately 30' from ground level



| REV'S |          | DATE |
|-------|----------|------|
| 1     | REVISION |      |
| 2     |          |      |
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| TREE #355 REPORT                   |  |
|------------------------------------|--|
| CHelsea FLATS                      |  |
| FOR KAIROS DEVELOPMENT CORPORATION |  |
| 5110 THOMPSON ST.                  |  |
| ALPHARETTA, GA                     |  |

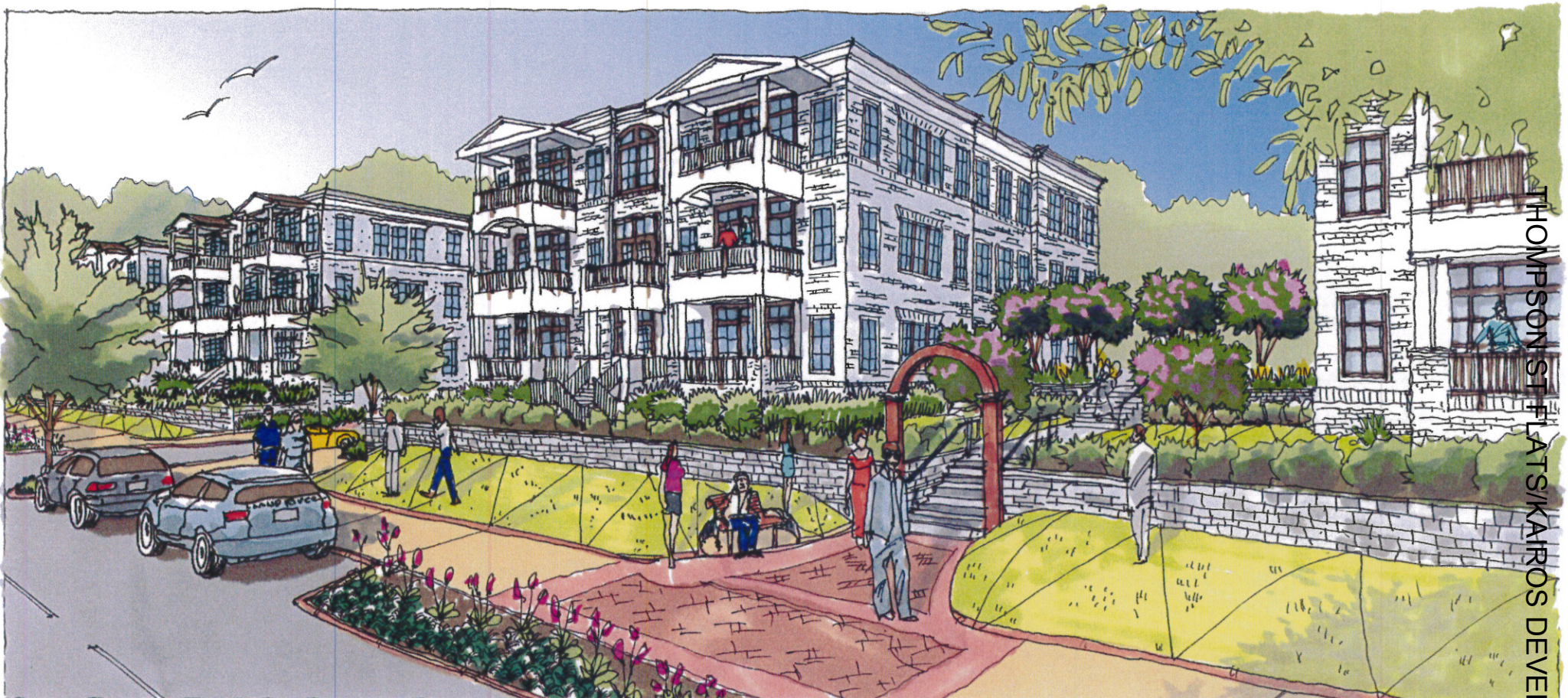
|                        |                         |
|------------------------|-------------------------|
| archetype<br>landscape | EST. NO.<br>AL-16002.00 |
| DATE<br>05/31/2016     |                         |
| SHEET NO.<br>L3.07     |                         |



8/26/16

THOMPSON ST FLATS/KAİROS DEVELOPMENT

PH-16-15







## Kairos Development Corporation, Inc

410 Peachtree Pkwy, Ste. 4245

Cumming, GA 30041

Phone: 404-350-1444

E-Mail: [art@kairosdevelopmentcorp.com](mailto:art@kairosdevelopmentcorp.com) Web:

[kairosdevelopmentcorp.com](http://kairosdevelopmentcorp.com)

08/29/2016

To the adjoining property owner:

Hello. My name is Art Rountree. My partner and I recently purchased the property located at 51, 61, 71, and 83 Thompson Street. In compliance with the City of Alpharetta's Citizen Participation Program and as your new neighbor, I am providing you with information about our development.

We have filed an application to the City of Alpharetta to make a small change to the building configurations that are on the current conditional use site plan of our property on Thompson Street, which was approved last November. The request is to slightly reconfigure two of the four buildings by shifting them so that all four buildings' fronts and lobbies directly face Thompson Street.

The 24 "for-sale" luxury condominium homes are designed as flats (no stairs) with direct elevator access to the parking garage below. We are marketing to the "aging in place" buyer. We do not need to change the number of buildings or the number of units or add more density, but need only change the way two of the buildings face. The result will be more greenspace, walking trails, a dog walk, more amenity space, less concrete, direct connectivity to the civic linear park space and a friendlier overall feel to the homes and surrounding gardens, with trees being saved in the process.

Shifting the buildings from the current conditional use layout will not impact the surrounding neighbors but will provide a better tree buffer. We are excited about this small but favorable improvement, and hope that you will be as well. We plan to start construction at the end of the year and expect it to be completed and sold in 12-18 months.

Please contact me with any comments or concerns by phone at 404-350-1444 or by email at [art@kairosdevelopmentcorp.com](mailto:art@kairosdevelopmentcorp.com).

Respectfully,

Art Rountree  
Operations Director

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: KDC Thompson, LLC - Cheslea Flats

Contact Name: Art Rountree Telephone: 404-401-0807

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.

I have not received any response. I mailed  
copies to the properties and to the address  
that the Fulton County Tax Commissioner has as well.  
I provided a copy the plan (and a copy of the old plan).

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.

- |                                            |                                                       |
|--------------------------------------------|-------------------------------------------------------|
| <input checked="" type="checkbox"/> Letter | <input type="checkbox"/> Personal Visits              |
| <input type="checkbox"/> Telephone         | <input type="checkbox"/> Group Meeting                |
| <input type="checkbox"/> Email             | <input type="checkbox"/> Other (Please Specify) _____ |

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: A. Rountree

Date: 9-6-2016



*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: KDC Thompson, LLC - Chelsea Flats

Contact Name: Art Rountree Telephone: 404-401-0807

*The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.*

|                                                                      |                                                                   |
|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <u>2380 Old Milton Parkway, State Bank</u>                           |                                                                   |
| <u>2260 Old Milton Parkway, South Care Cremation &amp; Funeral S</u> | <u>Kerry Buckley</u>                                              |
| <u>41 Thompson Street, River Rock Development</u>                    | <u>132 Brook Street HOM LLC</u>                                   |
| <u>2270 Old Milton Parkway, MC Knight Carolyn S</u>                  | <u>MC Knight Carolyn, 910 Dogwood Trl, Hiawassee GA 30546</u>     |
| <u>2300 Old Milton Parkway</u>                                       | <u>Stature Properties LLC, 675 Seminole Ave,Ste 301,atl 30307</u> |
| <u>2240 Old Milton Parkway</u>                                       | <u>HOM LLC,11785 Northfall Lane,ste 510,Alpharetta 30009</u>      |
|                                                                      |                                                                   |

*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.*

- |                                            |                                                       |
|--------------------------------------------|-------------------------------------------------------|
| <input checked="" type="checkbox"/> Letter | <input type="checkbox"/> Personal Visits              |
| <input type="checkbox"/> Telephone         | <input type="checkbox"/> Group Meeting                |
| <input type="checkbox"/> Email             | <input type="checkbox"/> 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.*

**I will provide my telephone number and I will be available to answer any questions.**



# City Council Meeting and Public Hearing

## STAFF REPORT

Submitting Department: Legal  
Submitted By: James Drinkard  
Meeting Date: September 26, 2016

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**I. AGENDA ITEM TITLE:** CONSIDERATION OF ORDINANCE AMENDMENT: ARTICLE XI OF CHAPTER 12 OF CITY CODE *(SECOND READING)*

*AN ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AMEND ARTICLE XI OF CHAPTER 12 (MOBILE FOOD VENDORS) OF THE CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.*

**II. RECOMMENDATION:**

Approve the first reading of an ordinance of the Mayor and Council of the City of Alpharetta, Georgia to amend Article XI of Chapter 12 (Mobile Food Vendors) of the Code of the City of Alpharetta, Georgia; to provide for an effective date; and for other purposes.

**III. REPORT IN BRIEF:**

City Council recently gave consideration to an amendment to the City Code that would provide an allowance within the Downtown District for a licensed establishment to utilize one or more food trucks/mobile vendor trucks to satisfy the requirement of a full-service kitchen (Article II, Section 3-40) and alcohol/food sales ratio (Article II, Section 3-40 and Article XVI, Section 3-183).

In further reviewing City Code, staff identified a section of Article XI of Chapter 12 (Mobile Food Vendors) that conflicts with the intent of that amendment. As such, the City Attorney has prepared and will present for consideration an amendment that would overcome that conflict.

**IV. ALTERNATIVES:**

**V. ATTACHMENTS:**

Draft Amendment

**AN ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA TO AMEND ARTICLE XI OF CHAPTER 12 (MOBILE FOOD VENDORS) OF THE CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES**

**WHEREAS**, Chapter 12, Article XI of the Code of Ordinances of the City of Alpharetta, Georgia (the "Code") contains an ordinance regulating mobile food vendors within the City; and

**WHEREAS**, the Mayor and Council have determined that it is appropriate from time to time to modify the mobile food vendors ordinance to comport with current conditions;

**NOW, THEREFORE, BE IT ORDAINED** that it is the intention of the City Council and it is hereby ordained by the authority of the City Council that the provisions of this Ordinance shall become and be made a part of the Code of the City (the "Code"), and the codifier is authorized to make the specified deletions, insertions, additions, and to insert headings, article numbers and section numbers as and where appropriate; and it is

**FURTHER ORDAINED:**

Section 1 of Amendment. Chapter 12, Article XI, Sec. 12-212 is amended by deleting paragraph (b)(2) of said section and substituting a new paragraph (b)(2) in lieu thereof as follows:

"(b) Operation from private party

(2) Except as may be allowed as part of a City-issued special event permit or pursuant to Chapter 3, Article XVI, Section 3-185 (Licensed Establishments with Food Trucks/Mobile Food Vendors), mobile food vendors are permitted on a given property no more than eight days in any calendar month. A minimum of two calendar days must transpire between operating periods on any given property."

Section 2 of Amendment. It is hereby declared to be the intention of the Mayor and Council that the sections, paragraphs, sentences, clauses and phrases of this Ordinance are severable, and if any phrase, clause, sentence, paragraph, or section hereof 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 Mayor and Council that this Ordinance would have been adopted in its current form without the invalid or unconstitutional provision contained therein.

Section 3 of Amendment. This Ordinance shall become effective immediately upon its adoption. All ordinances, parts of ordinances, or regulations in conflict with this Ordinance are hereby repealed. This Ordinance shall become part of the Code of Ordinances of the City of Alpharetta.

**SO ORDAINED** this \_\_\_\_\_ day of September, 2016.

CITY OF ALPHARETTA, GEORGIA

By: \_\_\_\_\_  
David C. Belle Isle, Mayor

COUNCIL MEMBERS

\_\_\_\_\_  
Jason Binder

\_\_\_\_\_  
Jim Gilvin

\_\_\_\_\_  
Mike Kennedy

(SEAL)

Attest: \_\_\_\_\_  
Dan Merkel

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Donald Mitchell

First Reading\_\_\_\_\_

Second Reading\_\_\_\_\_

\_\_\_\_\_  
Chris Owens

Adopted\_\_\_\_\_



# City Council Meeting and Public Hearing STAFF REPORT

Submitting Department: Recreation and Parks

Submitted By:

Meeting Date: September 26, 2016

**I. AGENDA ITEM TITLE:** DESIGN/BUILD FOR WEBB BRIDGE PARK SPECTATOR SEATING, RFP #17-101

**II. RECOMMENDATION:**

Please award RFP 17-101 to Ed Castro Landscape Inc. in the amount of \$124,581.70 for the design and construction of the Webb Bridge Park Spectator Seating Project, and authorize the Mayor to execute all necessary documents.

**III. BUDGET IMPLICATIONS:**

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: YES INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: \$124,581.70

APPROPRIATIONS:

| ACCOUNT TITLE/NUMBER                                       | DOLLAR AMOUNT |
|------------------------------------------------------------|---------------|
| Webb Bridge Park Spectator Seating (30161150-541500-C1642) | \$124,581.70  |

EXTERNAL FUNDING SOURCES:

| ACCOUNT TITLE/NUMBER | DOLLAR AMOUNT |
|----------------------|---------------|
| -                    | \$0.00        |

**IV. REPORT IN BRIEF:**

Webb Bridge Park has a multi-use field adjacent to a large slope. When spectators come to see sporting events they have to bring chairs, blankets, etc. and position themselves on the steep slope. When the lower field was constructed, the fill slope from the field was placed adjacent to the field and thus a steep, semi-grassed slope, was constructed. Several years ago a pavilion was constructed at the top of the slope to provide shade and assist in viewing the sporting events. Due to use of the field and the lack of defined seats, the Department of Recreation and Parks requested funding in the FY 2017 Capital Budget to construct spectator seating.

The Recreation and Parks Department prepared a Request for Proposal (RFP) in July 2016 for the design/build of spectator seating at the Webb Bridge Park lower multipurpose field with the following requirements:

- Seating should accommodate approximately 60 - 100 spectators and provide separation between Home and Visiting attendees.
- Home and Visitor separation may be spacing between bleachers/seating.
- Seating options are open, concrete, aluminum, natural grass, or stone.
- Spectators often use the nearby pavilion. Steps or ramp to connect pavilion to bleacher/seating is needed.

A total of three proposals were submitted to the city for review on August 11, 2016. The proposals were reviewed by an Evaluation Committee composed of representatives from the Recreation and Parks Department and the Public Works Department. Each member of the Evaluation Committee scored the proposals based on the evaluation criteria set forth in the RFP – Firm Experience, Project Team, Conceptual Design, Approach to Project and Scheduling, and Available Resources. After the completion of independent reviews, the Evaluation Committee met on August 25, 2016 to tabulate the overall scores of the respondents which were as follows (scale of 1 to 5 with 5 being the highest):

|                                |      |
|--------------------------------|------|
| Ed Castro Landscape Inc.       | 3.53 |
| Dant Clayton Corp.             | 2.98 |
| Southern Bleacher Company Inc. | 2.83 |

Ed Castro landscape submitted a proposal that utilized small retaining walls, veneered with flagstone, that created multiple terraces (see attached renderings). The Evaluation Committee met with representatives from Ed Castro Landscape Inc. on September 8, 2016, to discuss project specifics regarding construction staging, permitting, cost, and project schedule. Weather permitting the project is scheduled to take 60-90 days. The team also discussed the cost proposal submitted by Ed Castro Landscape Inc. The cost submitted came in under budget at \$133,816.36 (budget is \$135,000), but included several additions: adding steps near the pavilion and parking lot, as well as adding flagstone to the existing columns of the pavilion. The total cost of the additional work is \$9,234.66. All of these additions are outstanding ideas. However, since the walls will be constructed on a fill slope there are concerns of unsuitable soils. The requested award amount is \$124,581.70 (\$133,816.36 cost submission less additional work described above of \$9,234.66). The remaining funds will be reserved by the city to cover project contingencies (e.g. unsuitable soils) and will only be released to cover the additional work (described above) if available.

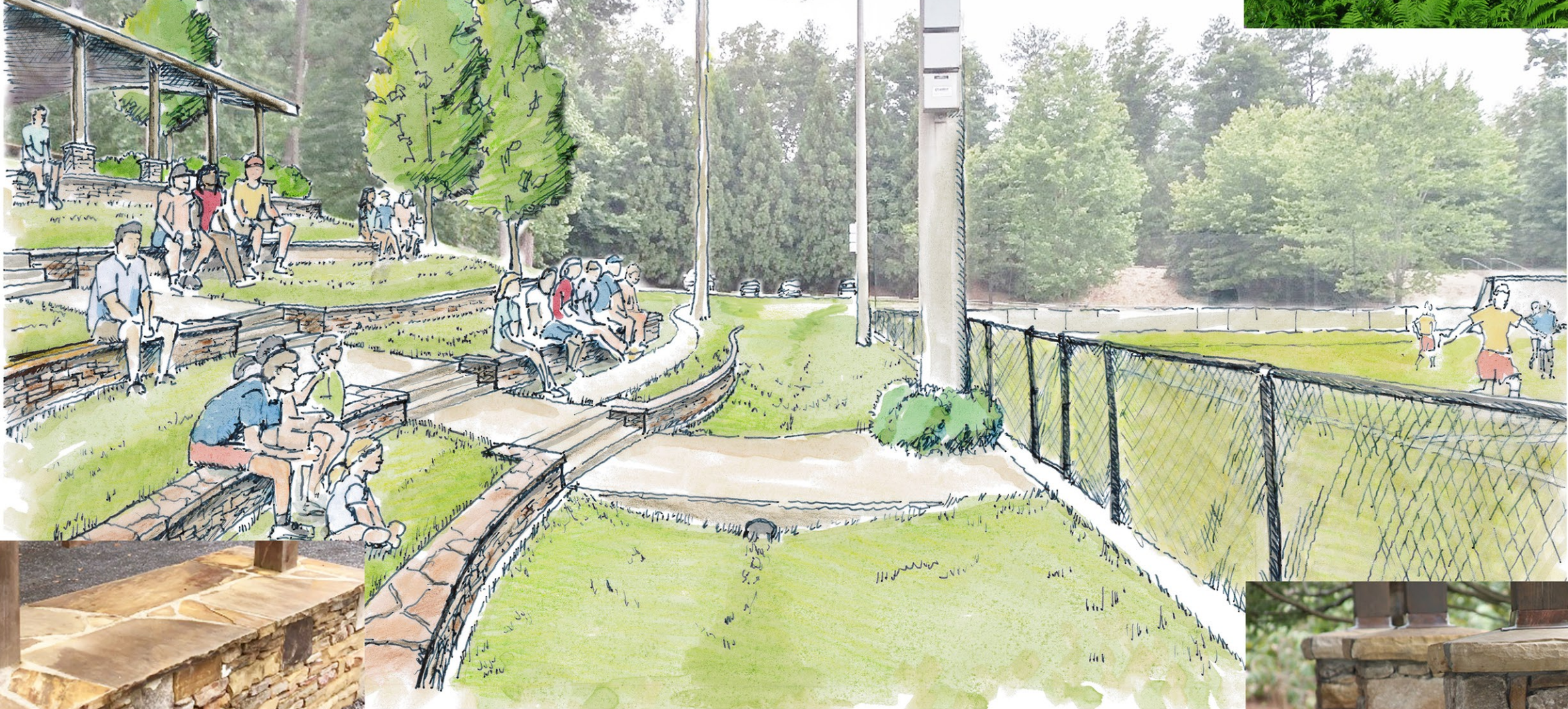
The Evaluation Committee recommends awarding the contract to the highest scoring firm, Ed Castro Landscape Inc. as their proposal meets/exceeds all of the RFP requirements and the cost is within budget.

## **V. ALTERNATIVES:**

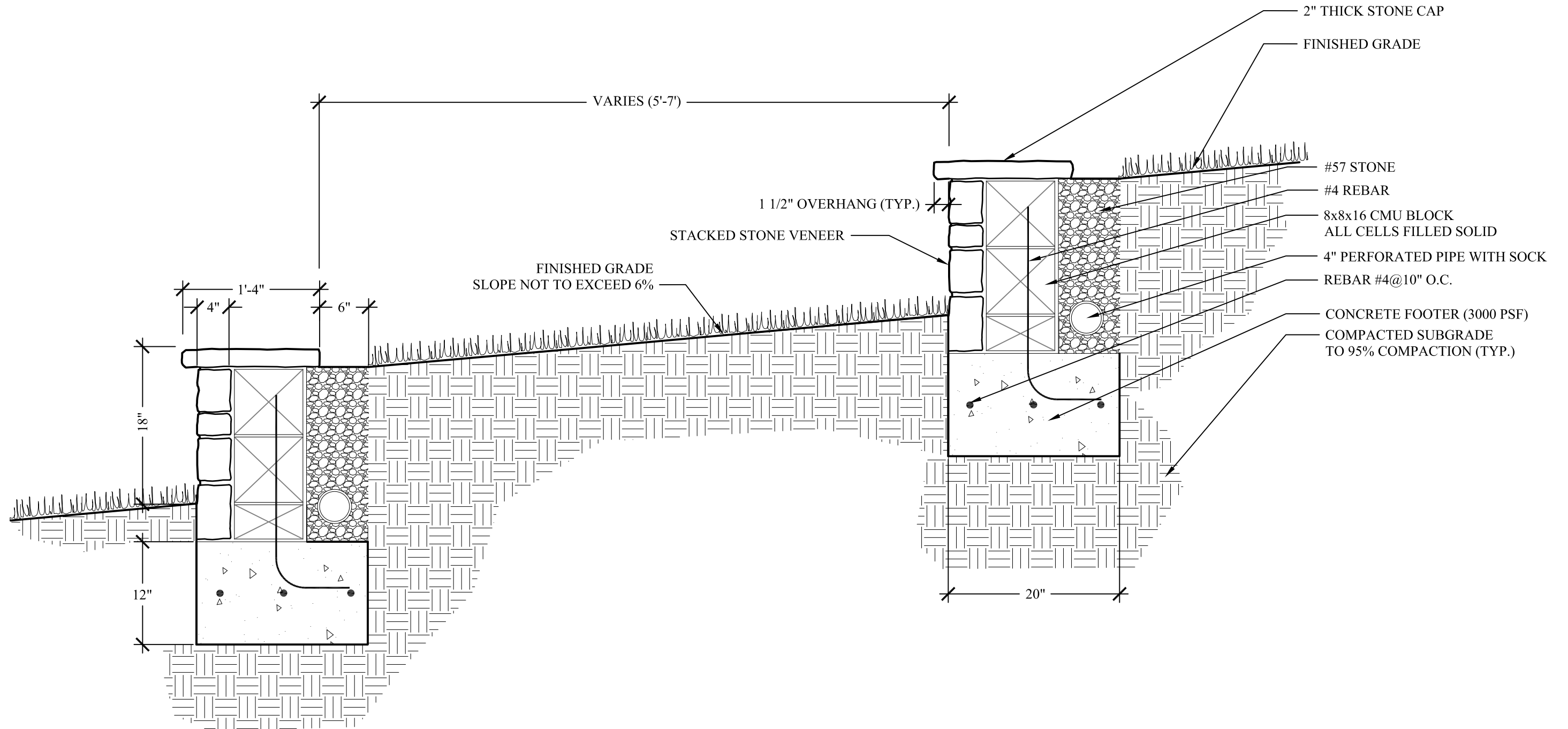
## **VI. ATTACHMENTS:**

Spectator Seating - Rendering, Wall Detail, Spectator Seating - Plan







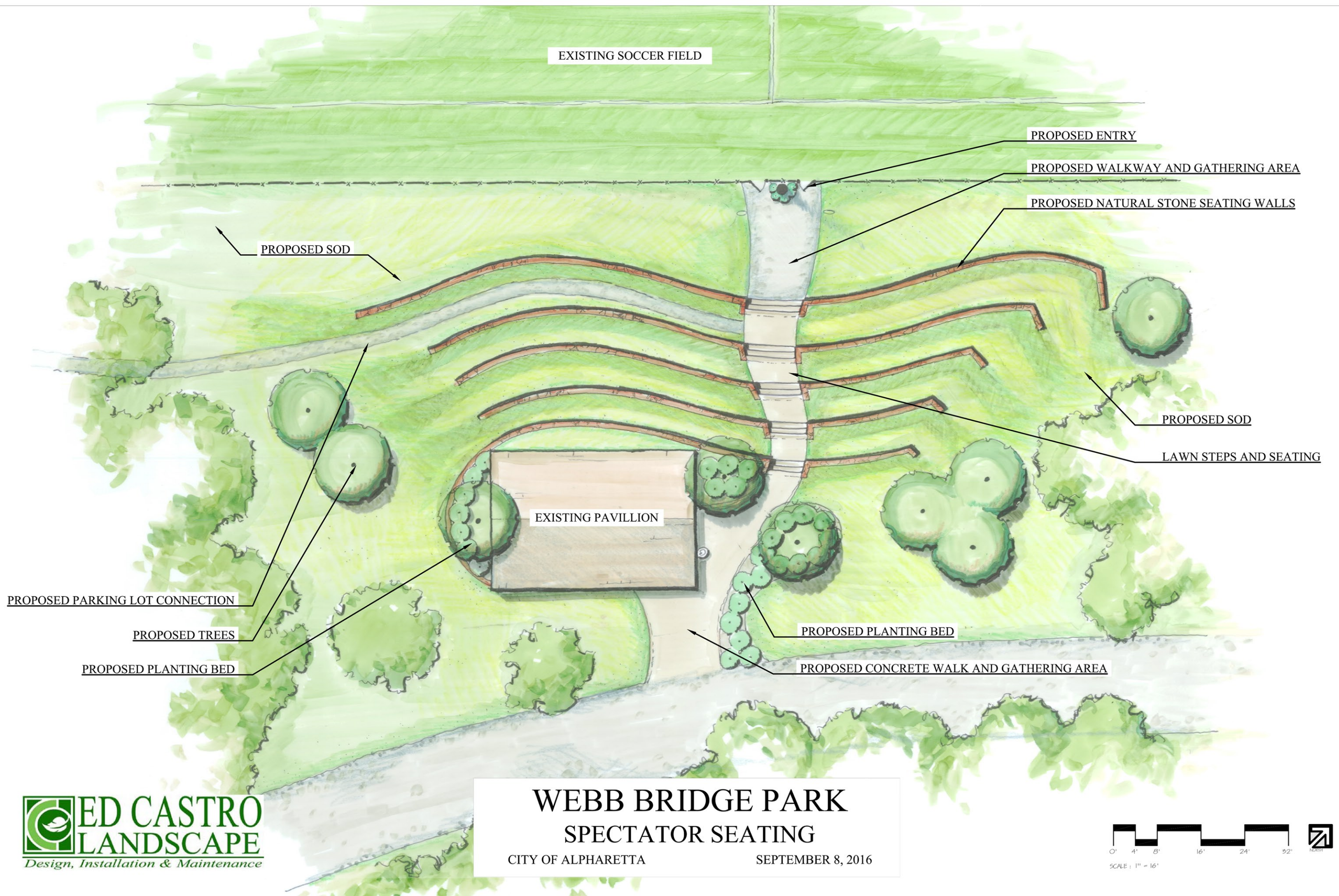


# WEBB BRIDGE PARK STONE VENEER SPECTATOR SEATING WALL DETAIL

CITY OF ALPHARETTA

SEPTEMBER 8, 2016





EXISTING SOCCER FIELD

PROPOSED ENTRY

PROPOSED WALKWAY AND GATHERING AREA

PROPOSED NATURAL STONE SEATING WALLS

PROPOSED SOD

PROPOSED SOD

LAWN STEPS AND SEATING

EXISTING PAVILLION

PROPOSED PARKING LOT CONNECTION

PROPOSED TREES

PROPOSED PLANTING BED

PROPOSED PLANTING BED

PROPOSED CONCRETE WALK AND GATHERING AREA





# City Council Meeting and Public Hearing STAFF REPORT

Submitting Department: Public Works  
Submitted By: Geoffrey Sarra, Pete Sewczwicz  
Meeting Date: September 26, 2016

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**I. AGENDA ITEM TITLE: RUCKER ROAD CORRIDOR ROUNDABOUTS**

**II. RECOMMENDATION:**

**III. REPORT IN BRIEF:**

Public Works will be presenting preliminary plans of the two roundabouts proposed along the Rucker Road Corridor for comments from City Council. Funding for design of the roundabouts was previously approved by City Council on June 20, 2016.

**IV. ALTERNATIVES:**

**V. ATTACHMENTS:**