



PLANNING COMMISSION MEETING JULY 11, 2024

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MEETING MINUTES**
 - a. Approve Meeting Minutes of June 6, 2024
4. **ITEMS FROM BOARD MEMBERS**
5. **ITEMS FROM STAFF**
6. **PUBLIC HEARING**
 - a. **MP-24-05/CU-24-08 Sixers Cricket Academy/Windward MP Pod 14**

Consideration of a master plan amendment and conditional use to allow Sixers Cricket Academy to occupy approximately 10,000 square feet in an existing building. A master plan amendment is requested to the Windward Master Plan Pod 14 to add 'Recreation Facilities, Indoor' as a conditional use and a conditional use is requested to allow 'Recreation Facilities, Indoor' for Sixers Cricket Academy. The property is located at 2855 Marconi Drive and is legally described as being located in Land Lots 1114 & 1175, 2nd District, 1st Section, Fulton County, Georgia.
 - b. **CLUP-24-04/MP-24-07/Z-24-12 Epic Design & Build Upper Hembree Townhomes** **This request has been deferred by the applicant and will not be considered at the July 11, 2024 Planning Commission meeting.**

Consideration of a comprehensive land use plan amendment, master plan amendment, and rezoning to allow 8 'For-Sale' townhome units on 1.127 acres. A master plan amendment is requested to the George Oswald Jr. Master Plan to add 'Dwelling, 'For-Sale', Attached' as a permitted use. A comprehensive land use plan amendment is requested from 'Professional Business Office' to 'High Density Residential' and a rezoning is requested from O-I (Office-Institutional) to R-8A/D (Dwelling, 'For-Sale', Attached/Detached, Residential). The property is located at 0 Upper Hembree Road and is legally described as being located in Land Lot 550, 1st District, 2nd Section, Fulton County, Georgia.
7. **ADJOURNMENT**



1. CALL TO ORDER

Chair Kung'u called the meeting to order at 6:32 p.m.

2. ROLL CALL

A. Commissioners Present

- o Francis Kung'u, Chair
- o D.C. Aiken
- o William Perkins
- o Todd Stratton
- o Valerie Manley
- o Katie Reeves

B. Commissioners Absent

- o Martine Zurinkas, Vice-Chair
- o Jeremy Scott
- o Jill Reynolds

C. Staff present:

- o Kathi Cook, Director of Community Development & Economic Development
- o Michael Woodman, Planning + Development Services Manager
- o Nikisha Mistry, GIS Specialist/Planner
- o Elle Taylor Planning & Zoning Coordinator
- o George Doyle, Traffic Engineer

3. APPROVAL OF MEETING MINUTES

❖ Commissioner Perkins offered a motion to approve.

- Commissioner Stratton seconded the motion.
- Motion carried (5-0-1 (Manley))

4. ITEMS FROM BOARD MEMBERS

5. ITEMS FROM STAFF

6. PUBLIC HEARING

a. Z-24-08/V-24-08/E-24-05 306 Thompson Street

Michael Woodman, Planning and Development Manager, presented consideration of a rezoning, variance, and exception to allow for the construction of 2 'For-Sale' single-family detached homes on 1.148 acres in the Downtown Overlay. A rezoning is requested from R-12 (Dwelling, 'For-Sale', Residential) to DT-LW (Downtown Live-Work). Variances are requested to Unified Development Code (UDC) Appendix A Subsection 2.4.6 to allow parking between the building and the street and to eliminate the requirement for a street-facing garage to be recessed at least 20' behind the front building façade, and an exception is requested to Appendix A Subsection 2.8.7 to allow a contemporary architectural style for the proposed homes. The property is located at 306 Thompson Street and is legally described as being located in Land Lot 802, 1st District, 2nd Section, Fulton County, Georgia.

- Proposed Density of 1.74 units per acre.
- Current size of home on property 918 sf
- Site Plan
- Requested Variances
- Open Space
- Location of Alpha Loop within the proposed development.
- Tree Saves.
- Stormwater Management.
- Traffic
- Renderings.
- Standards for Zoning Changes
- Variance Review Criteria
 - Application of the ordinance would require that the applicant utilize an approved architectural style in the Downtown Code, which would not create an unnecessary hardship. However, the long, narrow shape of the property contributes to the variances related to parking configuration on Lot 1 and garage configuration on Lot

• Academy Park Requested Conditions:

1.Stormwater runoff infiltration/detention system shall be designed and installed so that the Post-Development Discharge from the subject property shall not exceed the Pre-Development Discharge for the 1 year through 100-year storm events and with a 10% reduction in existing release rates. The owner shall be required to perform annual stormwater/detention facility inspections that will be submitted to the City and made public for viewing by surrounding property owners.

2.Prior to a land disturbance permit on property, developer shall hire and pay for a licensed registered professional engineer(s) to conduct a photo journal of downstream

water bodies located within 500' of the property to determine baseline conditions. Developer shall fund a post-development photo journal by the same engineer(s), to be conducted within 90 days following the recording of the final plat for the last

phase of the development. Developer shall remediate any siltation found by the photo journal over and above the predevelopment baseline that is caused by the development of the property and that is not the result of siltation that would have otherwise occurred absent the development of the property.

3. Developer shall install evergreen landscape material along Alpha Loop, with no impacts to existing trees, with final approval by Staff.

4. In order to address security concerns, the Developer shall install an 8' tall decorative fence with maintenance access gate along the common boundary of the subject property and Academy Park.

- Applicant's Revisions to Staff Conditions #2, #5, 11 and addition of Conditions 14 through 19..

There was discussion from the Commission:

- Academy Park Condition 3
- Future Land Use Plan
- Driveway for 2nd Lot going through Chiswick development.
- Tree Recompense Requirements.
- Timing issue with Alpha Loop.
- Fence in Condition #4 relation to HOA Insurance.
- Maintenance of detention ponds.
- Impact of Windshear.

Ethan Underwood presented for the Applicant:

- Renderings.
- Site Plan with requested variances.
- Landscape Plan.
- Location of AlphaLoop.
- Condition # 3. – cannot agree to “with no impacts to existing trees” at this time. Doesn't know what Arborist will require.
- Access to Empire Homes.
- Handouts of updates to requested conditions.

There was discussion from the Commission:

- Construction Timeline.
- Rectangular shape of lot..
- Footprint.
- Design of Lots.
- Chiswick will not be gated.
- Condition # 14 Chiswick recommended Condition. Developer is willing to match the City standards for private streets.
- Construction Issues – access, damage concession, hours of operation, safety issues.
- Modern Architecture not consistent with Downtown Overlay.

- Architect was not present.
- Stormwater runoff.
- Development of Lots.
- Access from Lot 1 to Lot 2.
- Possibly Striking Condition #11.

Applicant gave a rebuttal:

- Rectangular lot is a more efficient use of space.
- Stormwater management plan.
- Drainage plan is path of least resistance.
- Erosion mediation.
- Tree removal tables.
- Code requirements.
- Meet onsite density.
- Landscape Plan.
- If architectural variance is not granted, Applicant will not build.

Public Comment:

1. Khri Agassandian 2580 Milford Lane, Alpharetta, GA
2. Mark Robertson 2420 Loxford Lane, Alpharetta, GA
3. Russ & Rita Brier 11720 Dancliff Trace, Alpharetta, GA
4. Tim Dunning 11725 Dancliff Trace, Alpharetta, GA
5. Brian Cole, 116 N. Main Street
6. Kim Jager, 2505 Milford Lane, Alpharetta, GA
7. Pam Fowler, 11710 Dancliff Trace, Alpharetta, GA
8. Karen Richard, 11680 Dancliff Trace

Concerns:

- Tree removal impacting Academy Park
- Fence adjacent to Academy Park
- Streambank erosion
- Enhanced stormwater controls
- 4 conditions recommended by Academy Park
- Development should accommodate stormwater pipe for development to the west
- Academy Park bearing costs of redevelopment along Thompson St.
- Do not want Alpha Loop through the subject property
- No hardship for architecture variance.

There was discussion from the Commission:

- Applicant wants to strike Condition #2.
- Issues with Trees, Stormwater and Erosion.
- Dislike of proposed architectural style.
- This plans, 2 single-family homes are less intrusive than what could be allowed there.
- Erosion Control Measures.

- Tree recompense - Improbable to replace all trees.
- Academy Park residents' Safety concerns.

❖ Commissioner Reeves offered a motion to deny the application and variance.

- There was not a second.
- Motion failed.

❖ Commissioner Straton offered a motion to approve supporting the Staff's recommendation and deny the variance request related to the downtown architectural style subject to the conditions as read by Mr. Woodman, and I would just offer up that we keep #11 in place because I agree with Commissioner Reeves that if I were living in Chiswick that I would not want construction equipment going through my neighborhood for a year or to or however long it takes. I don't think that is reasonable as well. Now on the other conditions, I am going to glance over at Micheal as well. Now we had Academy Park Conditions. Do I need to refer to Academy Park Conditions as well?

During the motion Mr. Woodman commented on Conditions #14 -19 (Applicant's Conditions)

So, to continue that motion, approving that project, but denying the variance to the downtown architectural style and then adding the conditions #14-19 and strikeout or in addition as provided by Staff.

After clarification that conditions 1-13 as read by Staff would be unchanged,

- Commissioner Manley seconded the motion.

There was discussion during the motion that the Applicant could come back to City Council and request a change to Condition #11 at that time.

- Motion carried (5-0-1) (Reeves)

1. The site, consisting of approximately 1.15 acres, shall be rezoned to DT-LW and developed substantially similar to the site plan prepared by Engineering 303, dated 5/1/24, except for modifications required to comply with the conditions below. However, lot yield depicted is subject to meeting all City code requirements and conditions of zoning.
2. Architecture of the 2 homes shall comply with the Downtown building design regulations, subject to final approval by DRB.
3. Parking layout on Lot 1 and garage layout on Lot 2 shall be permitted as depicted on the site plan prepared by Engineering 303, dated 5/1/24.
4. Thompson Street streetscape shall be improved generally as follows: 30' half width right-of-way to incorporate 8' sidewalk (concrete with brick paver banding), 8' planter, 10' travel lane and decorative pedestrian lighting, with final approval by Staff.
5. Minimum 6" caliper shade trees shall be planted in the 8' planter along Thompson Street and behind the sidewalk in the 10' landscape strip as a continuation of what has been planted or designed in the Downtown and outside of utility easements, as approved by Staff.
6. Amenity space shall be developed substantially as depicted on the site plan prepared by Engineering 303, dated 5/1/24.

7. Developer shall make efforts to save trees within the 5' landscape strips along the east and west property lines, as approved by Staff. Developer shall install landscaping substantially as depicted on the landscape plan prepared by Frawley Associates, LLC, dated 5/3/24, except for modifications required to comply with the conditions of zoning, with final approval by DRB.
8. Developer shall preserve the northern 30' on Lot 2 as a tree save area and dedicate a minimum twenty-foot (20') trail easement for the Alpha Loop, with easement dedicated to the City prior to the first CO.
9. Fences and walls shall be decorative and shall complement exterior materials used on each home, as approved by DRB. Walls shall be substantially as depicted on the site plan prepared by Engineering 303, dated 5/1/24, including maximum height of 4'.
10. Unfinished wood fences and decks shall not be visible from the public right-of-way.
11. Construction access for both homes shall be from Thompson Street. There shall be no construction access through the neighboring Chiswick subdivision.
12. Per mutual agreement, developer shall install 8' fence with no gate adjacent to Academy Park.
13. No more than 1 of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
14. The developer at 306 Thompson Street shall be responsible for full development and perpetual maintenance of the Lot 2 access from western edge of existing Chiswick Circle (private street).
15. The developer at 306 Thompson Street shall be responsible for full design and replacement of the 3 existing parking spaces and storm/sewer structures on Chiswick Circle. The 3 existing parking spaces are exclusively for the use of the Chiswick Homeowners Association and are not to be used for the 306 Thompson Street property. This shall include the installation of required pervious pavers and under drains within the parking area as well as modifications to the stormwater management pond access serving the Chiswick community.
16. Provided Mr. Farat's property is provided access to all utilities in Chiswick (i.e., power, storm, sewer, water, telephone, cable, etc.), the developer at 306 Thompson Street shall be responsible for the removal and replacement of any irrigation and landscaping materials and making any other utility relocations to including streetlights, gas, electrical and communications impacted during the completion of 306 Thompson Street site improvements, including but not limited to existing mature trees affected by the design.
17. Upon the sale from developer/builder to an owner, the Lot 2 owner on the 306 Thompson Street property shall be responsible for an annual contribution to the Chiswick Homeowners Association in the amount of \$500, subject to an annual escalation of not more than 3%. An agreement shall be entered into between the 306 Thompson Street developer, its successors and assigns, and the Chiswick Homeowners Association (Chiswick HOA) allowing the Chiswick HOA to enforce payment of annual contributions with lien rights over the Lot 2 owner/parcel.
18. Stormwater runoff infiltration/detention system shall be designed and installed so that the Post-Development Discharge from the subject property shall not exceed the Pre-Development Discharge for the 1 year through 100-year storm events and with a 10% reduction in existing release rates. The owner shall be required to perform annual stormwater/detention facility inspections that will be submitted to the City and made public for viewing by surrounding property owners.
19. Prior to a land disturbance permit on property, developer shall hire and pay for a licensed registered professional engineer(s) to conduct a photo journal of downstream water bodies located within 500' of the property to determine baseline conditions. Developer shall fund a post-development photo journal by the same engineer(s), to be conducted within 90 days following the recording of the final plat for the last phase of the development. Developer shall remediate any siltation found by the photo journal over and above the predevelopment baseline that is caused by the development of the property and that is not the result of siltation that would have otherwise occurred absent the development of the property.

Chair Kung'u called a 5-minute recess at 8:30 p.m.

Chair Kung'u reconvened the meeting at 8:37 p.m.

b. Z-24-10 Chapman/152 Marietta Street

Michael Woodman, Planning and Development Manager, presented consideration of a rezoning to allow for the construction of a 2-story mixed-use building on 0.45 acres in the Downtown. A rezoning is requested from C-2 (General Commercial) to DT-MU (Downtown Mixed-Use). The property is located at 152 Marietta Street and is legally described as being located in Land Lots 694 & 1270, 1st District, 2nd Section, Fulton County, Georgia.

The submitted request, if approved, would allow for the construction of a mixed-use building with one (1) 'For-Sale' condominium unit and approximately 4,000 square feet of medical office and retail space on 0.45 acres in the Downtown. The proposed density is 2.22 dwelling units per acre. The applicant proposes to rezone the property from C-2 (General Commercial) to DT-MU (Downtown Mixed-Use)

The property is developed with two (2) structures previously used as single-family detached dwellings, including a one (1) story, 2,002 square foot building at the front of the property and a one (1) story, 1,103 square foot building at the back.

The comprehensive land use plan designation of the property is 'Mixed Use', which allows the proposed zoning and uses.

Site plan depicts a two (2) story mixed-use building, including approximately 4,000 square feet of medical office and retail space on the 1st floor and one (1) 'For-Sale' condominium unit on the 2nd floor. The building is oriented to and has vehicular access from Marietta Street. A twenty-foot (20') building setback and ten-foot (10') landscape strip are depicted along Marietta Street.

- UDC requires 12 parking spaces for the proposed building. Site plan shows 13 spaces.
- DT-MU Zoning requirements of 5% are exceeded.
- Tree Saves.
- Stormwater Management.
- Provided New Renderings.
- Traffic.

The property is located in the Downtown Overlay, which includes opportunities for properties to develop under the Downtown zoning districts. The requested rezoning is consistent with the future land use designation of the property and surrounding area, which is 'Mixed Use'.

Citizenship Participation Plan

CZIM was held on May 8, 2024. There were four (4) public comments with one (1) in support and concerns that the building is not consistent with other buildings in the area, building height, and parking.

Staff's recommendation is to approve Z-24-10 Chapman/152 Marietta Street, subject to the following conditions:

- 1. Site consisting of approximately 0.45 acres shall be rezoned to DT-MU and developed substantially similar to site plan prepared by Woodruff Design Associates, revised 3/25/24,**

except for modifications required to comply with the conditions below. Property shall be limited to no more than 1 'For-Sale' condominium unit and 4,000 square feet of medical office and retail space. Retail space shall be limited to retail service uses.

2. Building architecture and materials shall be substantially similar to Exhibit A – Updated Renderings, except to comply with the conditions below. Building shall have a residential character, header shall be extended above windows, and storefront windows shall have a framed, angled awning with black and white strips and scalloped edge, with final approval by DRB.
3. A decorative low wall, metal fencing or hedge with columns shall frame the front yard.
4. Foundation plantings, consisting of ornamental trees, shrubs, vines and/or grasses, shall be required along Marietta Street, with final approval by DRB.
5. Developer shall improve Marietta Street frontage with a 6' planter planted with street trees, 6' sidewalk and decorative pedestrian lighting, as approved by DRB.
6. Landscape strip along Marietta Street shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by DRB.
7. Tree save area (open space) shall be set aside as depicted in the site plan prepared by Woodruff Design Associates, revised 3/25/24. Tree save area shall include decorative landscape appropriate for planting under tree canopies and seating area, with final approval by DRB.
8. Fences and walls visible from the public right-of-way shall be decorative. Fences shall be metal, and walls shall be brick, stone, or similar material and shall be covered in creeping vines, as approved by DRB.
9. HVAC and similar equipment shall not be visible or shall be screened from the public right-of-way.
10. Developer shall provide creative signage, such as a painted sign, blade sign, or perpendicular sign, with final approval by DRB.

There was discussion from the Commission:

- Clarification on Condition #2 changes from original.

Jean Chapman, Applicant made a brief presentation.

Sarah Spencer, Landscape Architect, clarification on Condition # 5 and 6. Staff stated that these are code conditions. Staff will work with Applicant prior to City Council meeting.

There was no public comment.

There was more discussion from the Commission:

- Building looks a little bit out of character. Needs to correspond to the neighborhood. It will be approved by DRB.
- Possible development of other buildings in the neighborhood at a later date.
- Sinkhole remediation addressed by Applicant.

❖ **Commissioner Reeves offered a motion to approve with conditions as outlined by Staff.**

- **Commissioner Perkins seconded the motion.**
- **Motion carried (6-0)**

c. MP-24-04/CU-24-06 SEV Laser/North Point Commons Master Plan Pod B

Michael Woodman, Planning and Development Manager, presented consideration of a master plan amendment and conditional use to allow SEV Laser to occupy a 1,546 square foot suite in the Stone

Walk at North Point shopping center. A master plan amendment is requested to the North Point Commons Master Plan Pod B to add 'Spa Services' as conditional use and a conditional use is requested to allow 'Spa Services' for SEV Laser. The property is located at 970 North Point Drive, Suite B-130 and is legally described as being located in Land Lots 754, 755, 796 & 797, 1st District, 2nd Section, Fulton County, Georgia.

- Location Map.
- Site Plan.
- Map with Locations of Spas in the City.
- SEV Locations – 1 in GA at Lenox Mall as well as locations in Texas, Illinois, Minnesota, Nevada, Maryland, Florida, California, Idaho, Pennsylvania, and New York.
- Standards for Master Plan Amendments.
- Citizen Participation Plan.
- CZIM.

Staff's recommendation is to approve MP-24-04/CU-24-06 SEV Laser/North Point Commons MP Pod B, subject to the following conditions:

1. Spa Services' shall be added as a conditional use in North Point Commons Master Plan Pod B.
2. 'Spa Services' shall be added as a conditional use at 970 North Point Drive, Suite B-130 and limited to no more than 1,546 square feet.
3. Conditional use approval shall be limited to SEV Laser; no additional 'Spa Services' use or subleasing shall be permitted within the approved space.
4. 'Spa Services' shall be limited to hair removal, skin tightening and injectables.
5. Hours of operation shall be Monday – Saturday 10:00 AM – 7:00 PM.
Window signage shall be limited to no more than 10% of the window area and window area shall not be covered or blacked out. No lighted window trim.

There was discussion on conditions #1 and 2.

Applicant gave a brief presentation and agreed to Staff's conditions.

There was no public comment.

❖ **Commissioner Manley offered a motion to approve with the following conditions 1-6 as put forth by Staff..**

- **Commissioner Perkins seconded the motion.**
- **Motion carried (6-0)**

d. MP-24-02/CU-24-05/V-24-13 Tractor Supply Company/North Point Business Center Master Plan Pod 7

Michael Woodman, Planning and Development Manager, presented consideration of a master plan amendment, conditional use, and variance to allow for the re-use of the 34,313 square foot former Ethan Allen building for Tractor Supply Company on 4.6 acres in North Point. A master plan amendment is requested to the North Point Business Center Master Plan Pod 7 to add 'Retail Establishment, Mixed Sales' as a conditional use and a conditional use is requested to allow 'Retail Establishment, Mixed Sales' for Tractor Supply Company. A variance is requested to Unified Development Code (UDC) Section 2.5 Parking and Loading, to reduce parking requirements. The property is located at 6800 North Point Parkway and is legally described as being located in Land

- Location Map.
- Current Zoning PSC.
- North Point Business Center Master Plan.
- 'Retail Establishment (Mixed Sales)' definition.
- North Point Overlay vision to become a walkable, live-work-play district.
 - Balanced mix of uses will contribute to successful redevelopment efforts in the Overlay, including adding residential uses to the area. The North Point Overlay depicts the property as being located in a priority area for residential density and the North Point LCI market analysis shows a demand for approximately 540 to 651 residential units in the study area.
 - North Point's current focus as a national brand retail center, the market analysis identified a relatively small demand for future retail uses, which included a local grocery store, pharmacy, and local hardware store/niche store with neighborhood goods. This is consistent with shifting consumer preferences that, according to the LCI, desire memorable and authentic retail markets, a true sense of design and sense of place, and a balanced mix of national brands and local boutiques.
- Site Plan
- Northpoint LCI Residential Priority Areas.
- Renderings.
- Standards for Master Plan Amendments
 - The property is located in the North Point Overlay, which has a vision to become a walkable, live-work-play district. The applicant's proposal is for a national brand retailer, which would further contribute to the imbalance between national and local brands.
 - The property is located in the North Point Overlay, which is envisioned in past planning studies to become a walkable, live-work-play district. The applicant's proposal would further the existing imbalance between national brand retailers and local boutiques. In addition, the property is depicted in the North Point Overlay as a priority area for residential density.
 - The proposal generates more vehicular trips and would increase impacts on public facilities and services, such as transportation facilities. The proposed use is auto centric and would not benefit from its close proximity to the Big Creek Greenway.
 - The proposal does not reflect a reasonable balance and there a variety of uses permitted on the property. The proposal would further the imbalance between national brand retailers and local boutiques and would generate more vehicular trips than the previous use of the property as a furniture store.
- Conditional use Criteria:
 - The proposed use is auto centric and would generate more vehicular trips than the previous use of the property as a furniture store. Given the location of the property being adjacent to the City's North Point Park Greenway access, the proposed use would impact pedestrian safety.
 - The proposal could adversely affect the existing use or usability of adjacent or nearby properties, which are developed or planned to be developed with park, recreation, and open space uses. The proposed use would generate more vehicular trips than the previous use of the property which would impact pedestrian safety. In addition, insufficient parking on the Tractor Supply property may result in customers utilizing the parking at the adjacent North Point Park greenway access reducing

spaces for those accessing the greenway.

- The proposal could impact the City's maintenance cost associated with North Point Park greenway access. North Point Park and the subject property have a shared access driveway off North Point Parkway. If sufficient parking is not available for Tractor Supply, customers may utilize the parking at the North Point Park greenway access reducing spaces for those accessing the greenway.
 - The location and character of the proposed use is inconsistent with the vision of the North Point Overlay to become a walkable, live-work-play district. The applicant's proposal would further the existing imbalance between national brand retailers and local boutiques and the property is identified in the North Point Overlay as a priority area for residential density.
 - North Point is primarily developed as a retail center with national brand retailers. However, the vision for the area is to find a balance between national retailers and local boutiques. The applicant's request would add to the current imbalance.
- Variance Review Criteria:
 - The property has an unusual shape; however, this condition does not represent a hardship in support of the variance to reduce minimum parking requirements. The request to reduce parking by approximately 25% is in addition to the twenty percent (20%) parking reduction required in the North Point Overlay. The applicant points to similar parking ratios at nearby locations such as Ethan Allen, Haverty's, Rooms To Go, and American Backyard. However, those locations are all furniture stores which have large portions of the sales area dedicated to showroom or display, which is not similar to the applicant's proposed use. Also, there are concerns that the North Point Park greenway access could be utilized for overflow parking by the applicant's customers during peak times for the proposed business.
 - Application of the ordinance would not create an unnecessary hardship. The request is related to re-using the existing conditions on the site for the proposed business.
 - The exceptional conditions on the property do not represent a hardship in support of the requested parking variance. The request is related to re-using the existing conditions on the site for the proposed business.

Staff's recommendation is to deny MP-24-02/CU-24-05/V-24-13 Tractor Supply Company/North Point Business Center Master Plan Pod 7 request for master plan amendment, conditional use, and variance.

If approval is considered, the following conditions are recommended:

1. 'Retail Establishment (Mixed Sales)' shall be listed as a conditional use in the North Point Business Center Master Plan Pod 7.
2. 'Retail Establishment (Mixed Sales)' shall be added as a conditional use at 6800 North Point Parkway and limited to no more than 34,313 square feet.
3. Conditional use approval shall be limited to Tractor Supply Company; no additional 'Retail Establishment (Mixed Sales)' use or subleasing shall be permitted within the approved space.
4. Hours of operation shall be Monday – Saturday 8:00 AM – 9:00 PM and Sunday 9:00 AM – 7:00 PM.
5. Site shall be developed substantially similar to the site plan prepared by Oxford Architecture, dated 1/24/24. Site shall be limited to 'Retail Establishment (Mixed Sales)' use only.

6. Building exterior shall be substantially similar to the submitted renderings, labeled Exhibit A, except where to comply with the conditions below, with final approval by DRB. There shall be no primary colors used on the exterior of the building, including on walls, awnings, signs, or the like. Exterior materials shall be similar to materials/colors depicted in the North Point Overlay District Design Guidelines.
7. There shall be no outdoor storage on the property. All outdoor displays shall be limited to the trailer and equipment display area on the west side of the property.
8. Permanent trailer and equipment display area shall be covered with a permanent roof structure and opaque screening material on 3 sides, as approved by DRB. The trailer/equipment display area shall be screened from view of the public right-of-way and Big Creek Greenway, with final approval by DRB.
9. Property owner shall assess site landscaping and replace missing, dead, or dying landscape material, with final approval by DRB. New landscape material shall be sustainable (native and/or drought-tolerant) landscaping, with final approval by DRB.
10. In order to screen the parking lot and trailer/equipment display area from North Point Parkway, property frontage shall be planted with a double row of shrubs (native and/or drought-tolerant, min. 2' tall at planting) maintained at a minimum height of 3', as approved by DRB.
11. Dumpster shall be contained in a masonry enclosure with painted metal doors to complement the primary building, as approved by DRB.
12. Planter along North Point Parkway shall be planted with a row of shrubs or grasses that are native and/or drought-tolerant, as approved by DRB.
13. Property owner shall post signage in the parking lot indicating 'No Parking' at the adjacent North Point Park Greenway access, as approved by Staff.

William Diehl presented for the Applicant.

- Aerial Site Plan.
- Access to Greenway.
- Large size of building.
- Free Standing Retail is a permitted use in POD 7 Master Plan.
- Display Area.
- Plaza Area near Greenway entrance.
- Revised Elevation.
- Proposed Mural on Greenway side.
- Removed fenced area.
- Covered Outdoor Area Display
- Local vs. National Brand.
- City Center spaces/uses.
- Parking Variance.
- Big Creek Greenway Access.
- Topography will discourage parking there.

There was discussion from the Commission:

- Merchandise sold at Tractor Supply.
- Locations in Metro Area.
- Target Customer
- Applicant chose location due to demographics of Alpharetta.
- Scaled down version less emphasis on landscaping, outdoor storage.
- Northpoint LCI vision.

There was no public comment.

There was more discussion from the Commission:

- Building Constraints.
- Topography.

- Office or Freestanding Retail.
- Priority Area.
- Theatres, Entertainment Uses.
- Residential density.
- Balance of uses.
- North Point Overlay takes precedence.
- LCI process.
- Hardware Store definition
- Live, Work, Play & Stay vision.
- Housing shortage.
- Standards not met for this project.

❖ Commissioner Perkins offered a motion to deny.

- Commissioner Stratton seconded the motion.
- Motion carried (5-1) (Reeves)

7. ADJOURNMENT

Chair Kung'u adjourned the meeting at 10:04 p.m.



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: MP-24-05/CU-24-08 SIXERS CRICKET ACADEMY/WINDWARD MASTER PLAN POD 14

PLANNING COMMISSION: JULY 11, 2024

CITY COUNCIL: JULY 29, 2024

II. STAFF RECOMMENDATION:

Approve MP-24-05/CU-24-08 Sixers Cricket Academy/Windward Master Plan Pod 14, subject to the following conditions:

1. 'Recreation Facilities, Indoor' shall be listed as a conditional use in Windward Master Plan Pod 14.
2. 'Recreation Facilities, Indoor' shall be added as a conditional use at 2855 Marconi Drive, Suite 310 and limited to no more than 10,000 square feet.
3. Conditional use approval shall be limited to Sixers Cricket Academy; no additional 'Recreation Facilities, Indoor' use or subleasing shall be permitted within the approved space.
4. 'Recreation Facilities, Indoor' shall be limited to cricket training services and accessory retail sales.
5. Hours of operation shall be Monday – Friday 4:00 PM – 10:00 PM and Saturday – Sunday 8:00 AM – 11:00 PM.

III. REPORT IN BRIEF:

The applicant, Purush Raja, is requesting a master plan amendment and conditional use to allow 'Recreation Facilities, Indoor' for Sixers Cricket Academy in a 10,000 square foot suite in the Marconi Forest 300 Building. Sixers Cricket Academy is an indoor cricket training facility with accessory retail sales. A master plan amendment is requested to add 'Recreation Facilities, Indoor' to Windward Master Plan Pod 14 and a conditional use is requested to allow 'Recreation Facilities, Indoor' for Sixers Cricket Academy. The subject property is located at 2855 Marconi Drive, Suite 310 on the west side of Marconi Drive and south of Windward Parkway.

DISCUSSION

The submitted request, if approved, would allow 'Recreation Facilities, Indoor' for Sixers Cricket Academy in a 10,000 square foot suite in the Marconi Forest 300 Building. Sixers Cricket Academy is an indoor cricket training facility with accessory retail sales. A master plan amendment is requested to add 'Recreation Facilities, Indoor' to Windward Master Plan Pod 14 and a conditional use is requested to allow 'Recreation Facilities, Indoor' for Sixers Cricket Academy. The subject property is located at 2855 Marconi Drive, Suite 310 on the west side of Marconi Drive and south of Windward Parkway.

The property is zoned CUP (Community Unit Plan) and is subject to the Windward Master Plan Pod 14. The property is developed with a one (1) story, 46,323 square foot office/warehouse building. Surrounding properties are zoned CUP. Marconi Forest 200 Building is located to the north, Global Payments is located to the west, The Offices at Windward is located to the south, and 3000 Marconi Building is located to the east. The comprehensive land use plan designation of the property is 'Corporate Office', which allows the applicant's proposed use.

Marconi Forest 300 Building is located on a 4.3-acre property developed with a one (1) story, 46,323 square foot office/warehouse building with 172 parking spaces. Businesses operating in the building include Jekyll Brewing and Excalibur Homes. The applicant's business is proposed to be located in Suite 310, which is approximately

10,000 square feet. The applicant provided a conceptual floor plan depicting approximately ten percent (10%) of the space at the front to be used for merchandise display, administrative functions, and office space. The remaining 90% of the floor area will be dedicated to open spaces for coaching, training, and other service-related activities.

The Windward Master Plan was approved in 1980 with a substantial update in 1993 (MP-92-03) for a 3,000+ acre planned community, including residential, commercial, office, industrial and recreational uses. Windward Pod 14 has a land use designation of 'Business Center', which allows office-institutional, research and development, office-professional, light industrial, and hotel/conference center. The Master Plan has been amended on a few occasions, including the non-residential master plan amendments as shown in the table below.

File #	Project Name	Pod	Requested Change	Outcome	Date
MP-13-04 / CU-13-09	HealthSouth	66	60-bed acute inpatient rehabilitation hospital	Approved	8/26/13
MP-12-08 / CU-12-08	Karate Atlanta	56	Karate School	Denied	9/23/2012
MP-11-03 / CU-11-01	Amana Academy	14A	School, Academic	Denied	12/19/2011
MP-07-08 / CLUP-07-08	Windward Mill	66	80,000 SF retail, 800,000 SF office, 250-rm hotel (10,000 SF meeting space), 400 For-Sale Condos	Approved	4/28/2008
MP-07-07 / CLUP-07-07	1st Baptist Church	66	Church and associated uses	Approved	10/22/2007
MP-06-14 / CU-06-04	Habakkuk Center	56	Church	Approved	1/22/2006
MP-04-02 / CU-04-02	Comprehensive Martial Arts	56	Personal Training Studio with Office	Approved	6/21/2004
MP-01-08	Source Fitness	14A	Health Club	Approved	9/24/2001

Sixers Cricket Academy is an indoor cricket training facility with accessory merchandise sales. Sixers Cricket Academy is a new business. Hours of operation are Monday – Friday 4:00 PM – 10:00 PM and Saturday – Sunday 8:00 AM – 11:00 PM. The applicant anticipates approximately ten (10) employees.

TRAFFIC

As shown in the table below, Staff calculated trips for the proposed use. It is estimated that the 10,000 square foot cricket academy would generate 22 PM Peak Hour trips.

Sixer's Cricket Academy Trip Generation Summaries

Land Use	Code	Density (SF/DU)	Period	TOTAL	IN	OUT	
Racquet/Tennis Club	491	6 Courts	Daily	166	83	83	
			AM Peak Hour	N/A	N/A	N/A	
			PM Peak Hour	22	11	11	
Total Net New Project Trips			Daily	166	83	83	
			AM Peak Hour	N/A	N/A	N/A	
			PM Peak Hour	22	11	11	

Based upon methodologies from ITE's Trip Generation, 11th Edition (2021)

Note: AM Peak Hour Distribution not given by ITE

STANDARDS FOR MASTER PLAN AMENDMENT

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

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

Response: The proposal is suitable in view of the development of adjacent and nearby properties, which are similarly developed with a mix of office and light industrial uses.

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

Response: The proposal would not adversely affect the existing use or usability of adjacent or nearby properties, which are developed with a mix of office and light industrial uses.

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

Response: The proposal would not have significant impacts on the natural environment.

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

Response: The subject property is approved for office and light industrial uses such as warehousing and manufacturing. The proposed use would primarily operate during the off-hours for existing tenants in the building.

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 use would not result in significant impacts on public facilities and services.

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

Response: Not applicable.

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

Response: The proposal reflects a reasonable balance. The proposal would not adversely impact adjacent and nearby businesses and properties and would primarily operate during off-hours for existing tenants in the building.

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

Response: The subject property is approved for office and light industrial uses such as warehousing and manufacturing. The proposed use would primarily operate during the off-hours for existing tenants in the building.

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

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

CONDITIONAL USE REVIEW CRITERIA

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

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

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

Response: The property has one (1) point of access from Marconi Drive, as well as interparcel connectivity to the adjacent property (Marconi Forest 200 Building). The proposed use would not negatively impact traffic and pedestrian safety.

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

Response: The above-referenced improvements are sufficiently addressed on the subject property.

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

Response: The proposal would not adversely affect the existing use or usability of adjacent or nearby properties, which are developed with a mix of office and light industrial uses. The applicant's business hours generally do not overlap with the business hours of tenants in the same building and surrounding properties.

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

Response: Not applicable.

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

Response: The proposal should not impede the normal and orderly development of surrounding properties, which are similarly developed with a mix of office and light industrial uses. In addition, the applicant's business hours generally do not overlap with the business hours of tenants in the same building and surrounding properties.

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

Response: The location and character of the proposed use is appropriate as it relates to the use and development of adjacent or nearby properties, which are similarly developed with a mix of office and light industrial uses. In addition, the applicant's business hours generally do not overlap with the business hours of tenants in the same building and surrounding properties.

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

Response: There are no conflicting uses in the area. The Windward Master Plan has been amended and conditional uses have been approved for uses such as, churches, hospital, fitness studio, and athletic facility.

CONCURRENCES

Staff has reviewed the applicant's proposal against the review criteria for a master plan amendment and conditional use. The proposal would not adversely impact adjacent and nearby businesses and properties, which are developed with a mix of office and light industrial uses. The applicant's business hours generally do not overlap with the business hours of tenants in the same building and surrounding properties. The Windward Master Plan has been amended and conditional uses have been approved for uses such as, churches, hospital, fitness studio, and athletic facility.

CITIZEN PARTICIPATION PLAN

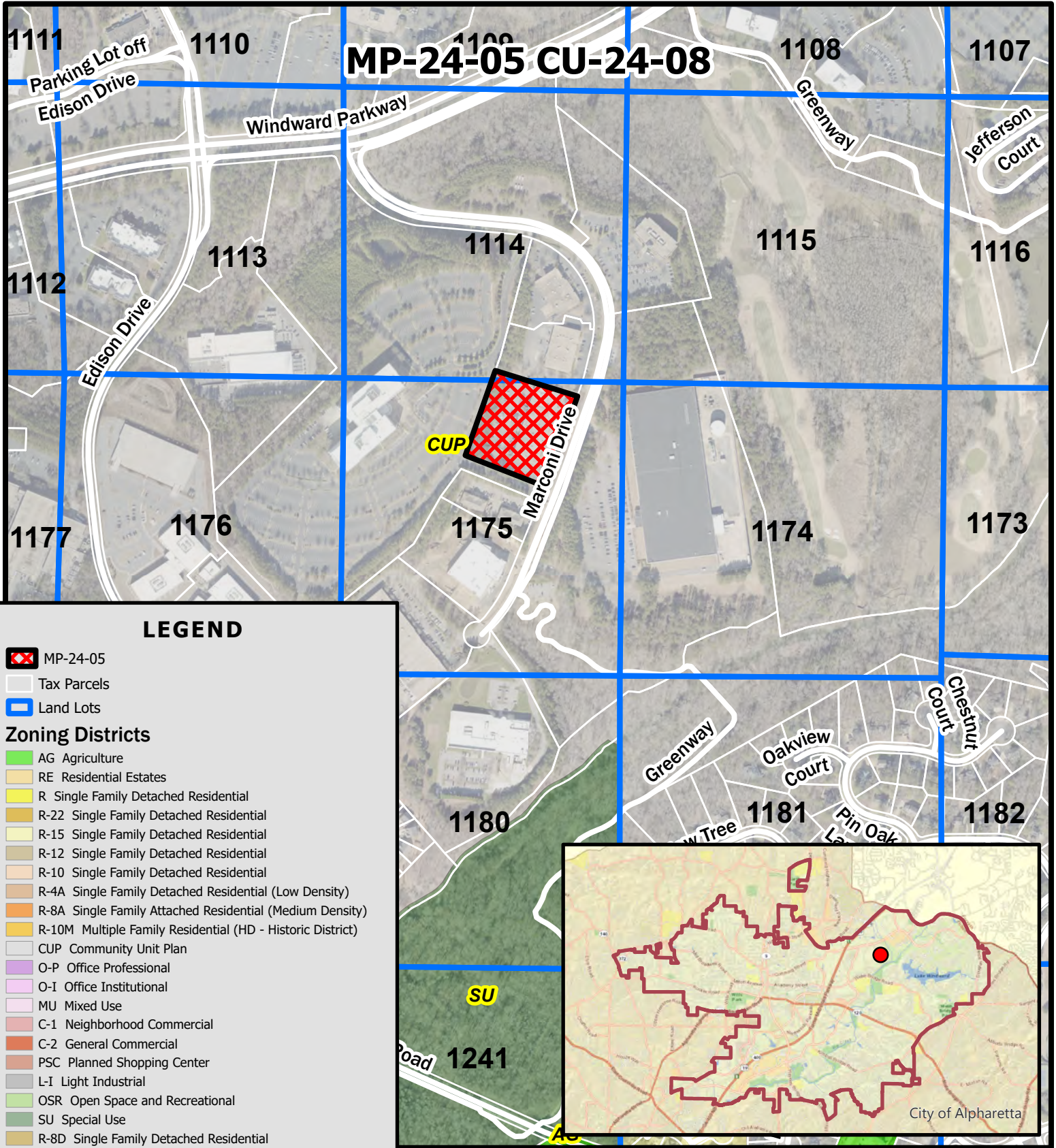
The report submitted by the applicant states that letters were mailed to each property owner within 500' of the subject property stating the applicant's intent. The report states that no comments were received.

COMMUNITY ZONING INFORMATION MEETING

The CZIM was held on June 12, 2024. There were no public comments.

IV. ATTACHMENTS:

- Aerial Map
- Zoning Map
- Future Land Use Map
- Location Map
- CZIM
- Citizen Part B
- Application



LEGEND

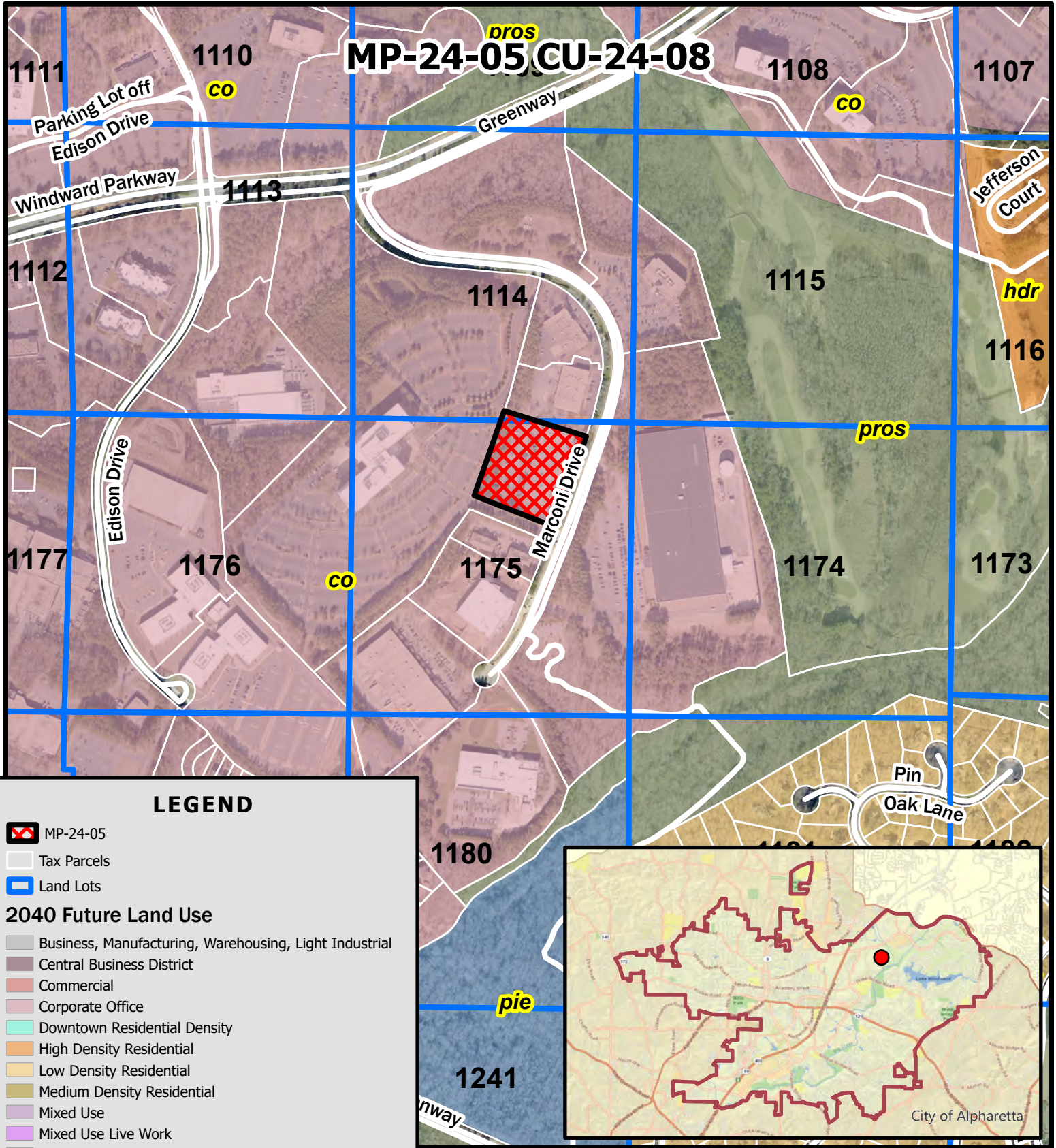
-  MP-24-05
-  Tax Parcels
-  Land Lots
- Zoning Districts**
-  AG Agriculture
-  RE Residential Estates
-  R Single Family Detached Residential
-  R-22 Single Family Detached Residential
-  R-15 Single Family Detached Residential
-  R-12 Single Family Detached Residential
-  R-10 Single Family Detached Residential
-  R-4A Single Family Detached Residential (Low Density)
-  R-8A Single Family Attached Residential (Medium Density)
-  R-10M Multiple Family Residential (HD - Historic District)
-  CUP Community Unit Plan
-  O-P Office Professional
-  O-I Office Institutional
-  MU Mixed Use
-  C-1 Neighborhood Commercial
-  C-2 General Commercial
-  PSC Planned Shopping Center
-  L-I Light Industrial
-  OSR Open Space and Recreational
-  SU Special Use
-  R-8D Single Family Detached Residential
-  R-4D Single Family Detached Residential (Medium Density)
-  R-8A/D Single Family Attached/Detached Residential
-  DT-C Downtown Core
-  DT-MU Downtown Mixed-Use
-  DT-LW Downtown Live-Work
-  DT-R Downtown Residential

MP-24-05 CU-24-08

D/LL: 2/1/1114, 1175

PC: 7/11/24

CC: 7/29/24

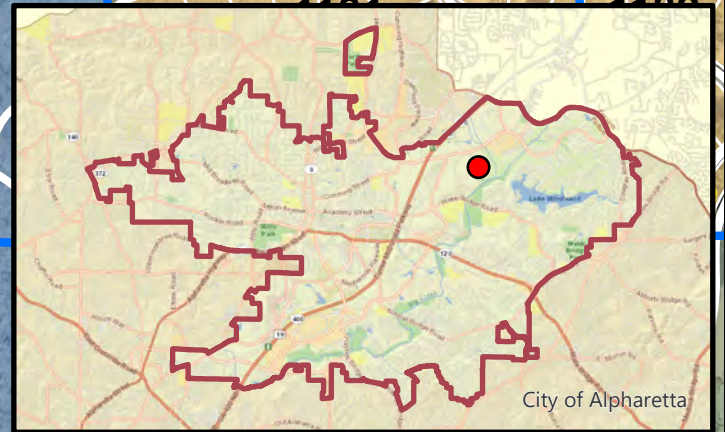


LEGEND

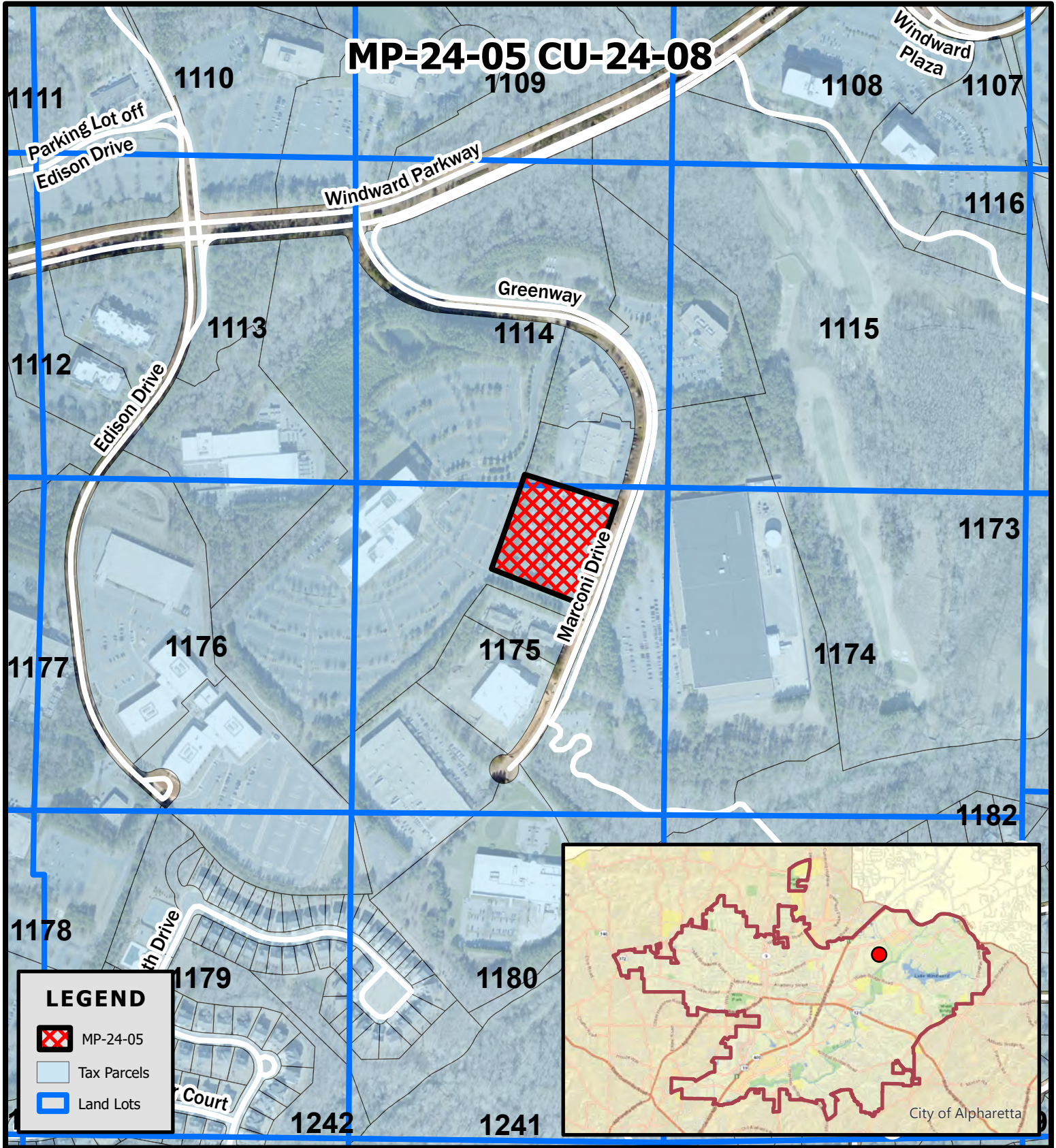
- MP-24-05
- Tax Parcels
- Land Lots

2040 Future Land Use

- Business, Manufacturing, Warehousing, Light Industrial
- Central Business District
- Commercial
- Corporate Office
- Downtown Residential Density
- High Density Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Mixed Use Live Work
- Parks, Recreation, Open Space
- Professional Business Office
- Public, Institutional, Education
- Residential Estate
- Very Low Density Residential



MP-24-05 CU-24-08
D/LL: 2/1/1114, 1175
PC: 7/11/24
CC: 7/29/24



MP-24-05 CU-24-08

LEGEND

-  MP-24-05
-  Tax Parcels
-  Land Lots

MP-24-05 CU-24-08
D/LL: 2/1/1114, 1175
PC: 7/11/24
CC: 7/29/24

Location Map
Sixers Cricket Academy
2855 Marconi Drive Suite 310



Community Zoning Information Meeting (CZIM)
Please sign-in and leave your comments and/or concerns.

June 12, 2024

MP-24-05/CU-24-08 / Sixers Cricket Academy/Windward Master Plan Pod 14

NAME	ADDRESS	COMMENTS
SWATHI KONDA	3015 Vance Court Alpharetta	

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: Sixers Cricket Academy

Contact Name: Purushothaman Raja Telephone: 608-406-5848

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.

N/A

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: R. Purushothaman

Date: 06/20/2024

Print Form

05/13/2024

Purushothaman Raja
Sixers Cricket Academy
4545 Heatherton Ln
Cumming, GA 30041

RE: **MP-24-05/CU-24-08 Sixers Cricket Academy/Windward MP Pod 14**

Dear Property Owner:

Please allow this letter to serve as public notice for consideration of a master plan amendment and conditional use to allow Sixers Cricket Academy to occupy approximately 10,000 square feet in an existing building. A master plan amendment is requested to the Windward Master Plan Pod 14 to add 'Recreation Facilities, Indoor' as a conditional use and a conditional use is requested to allow 'Recreation Facilities, Indoor' for Sixers Cricket Academy. The property is located at 2855 Marconi Drive and is legally described as being located in Land Lots 1114 & 1175, 2nd District, 1st Section, Fulton County, Georgia.

The Community Zoning Information Meeting (CZIM) for this request will be held on **Wednesday, June 12, 2024, at 6:00 PM** in the Community Room in Alpharetta City Hall across from the Council Chambers. Alpharetta City Hall is Located at 2 Park Plaza, Alpharetta, GA 30009. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by **the Planning Commission on Thursday, July 11, 2024, and City Council on Monday, July 29, 2024, at 6:30 PM**. The meetings will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at sixerscricketacademy@gmail.com or 608-406-5848.

Sincerely,
Purushothaman Raja
Sixers Cricket Academy

CURRENT OCCUPANT
2855 MARCONI DR STE 310
ALPHARETTA GA 30005

CXI HOLDINGS LLC
1065 CARNOUSTIE LN
ALPHARETTA GA 30005-6964

2755 MARCONI DRIVE LLC
11660 ALPHARETTA HWY STE 220
ROSWELL GA 30076

ROGERS CAMPUS LLC
2050 MARCONI DR # 200
ALPHARETTA GA 30005

JDM III GA LLC
2400 E ARIZONA BILTMORE CIR STE 1270
PHOENIX AZ 85016

MARCONI DRIVE OFFICES LLC
2450 ATLANTA HWY STE 1904
CUMMING GA 30040-1237

MINBRO MARCONI LLC
3300 HOLCOMB BRIDGE RD STE 242
NORCROSS GA 30092

PAJUNK REAL ESTATE LP
6612 BAY CIR STE 140
NORCROSS GA 30071

5995 WINDWARD ATLANTA OFFICE LLC
P.O. BOX 250509
ATLANTA GA 30305

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY
Case #: PHA240023
PH #: MP-24-05 / CU-24-08
☐ Property Taxes & Code Violations Verified
☒ Fee Paid Initial: JC

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

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

Contact Information:

Contact Name: Purushothaman Raja

Telephone: 608-406-5848

Address: 4545 Heatherton Ln

Suite:

City Cumming

State: GA

Zip: 30041

Fax:

Mobile Tel: 608-406-5848

Email: Purushothraja@gmail.com

Subject Property Information:

Address: 2855 Marconi Dr, SUITE #310

Current Zoning: CUP

District: 10

Section:

Land Lot:

Parcel ID: 21 553011140310

Proposed Zoning:

Current Use:

This Application For (Check All That Apply):

☒ Conditional Use

☒ Master Plan Amendment

☐ Comprehensive Plan Amendment

☐ Rezoning

☐ Master Plan Review

☐ Variance

☐ Public Hearing

☐ Exception

☐ Other (Specify):

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: CXI Holdings LLC

Telephone: _____

Address: 1065 CARNOUSTIE LN

Suite: _____

City ALPHARETTA

State: GA

Zip: 30005

. 6964

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 |

Property Owner's Authorized Applicant (If applicable):

Name of Authorized Applicant: Purushothaman Raja

Telephone: 608-406-5848

Address: 4545 Heatherton Ln

Suite: _____

City Cumming

State: GA

Zip: 30041

So Sworn and Attested:

Owner Signature: _____

Date: 4/30/2024

Notary:

Notary Signature: _____

Brandi Bond
my commission expires 3/15/2026



PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: CXI Holdings LLC

Telephone: _____

Address: 1065 CARNOUSTIE LN

Suite: _____

City ALPHARETTA

State: GA

Zip: 30005 . 6964

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.

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

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant:

Purushothaman Raja

Telephone:

608-406-5848

Address:

4545 Heatherton Ln

Suite: _____

City

Cumming

State:

GA

Zip:

30041

So Sworn and Attested:

Owner Signature: _____

Date:

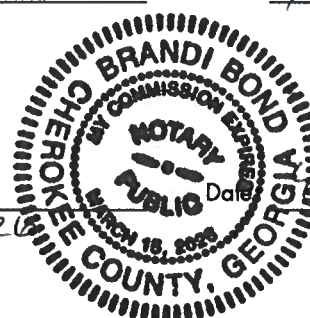
4/30/2024

Notary:

Notary Signature: _____

Brandi Bond

my commission expires 3/15/2025



4/30/2024

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:

Purushothaman Raja

Subject Public Hearing Case:

Sixers cricket Academy

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:

Description of Contribution:

Value:

\$ 0

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:

P. Purushothaman Raja

Date:

5/1/24

APPLICANT REQUEST AND INTENT

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

Sixers Cricket Academy as a cutting-edge facility providing an ideal environment for Cricket Merchandise and services.

Cricket Merchandise Storefront and Inventory Storage: Dedicated, expansive merchandise area showcasing top-tier cricket brands, offering everything players need under one roof to excel in their cricketing endeavors.

Cricket Services: Providing cricket allied services including computerized bat knocking services for bat strength and durability, Classrooms and Meeting Rooms and Amenities.

Indoor Cricket Nets: International standard high-quality, all-weather nets equipped with advanced bowling machines, ensuring uninterrupted practice sessions regardless of weather conditions.

Applicant's Request (Please itemize the proposal):

Sports Retail:

Property Usage: Utilize the property as a physical storefront for the sports retail business.

Inventory Storage: Allocate space within the property for inventory storage.

Customer Interaction Area: Designate an area for customer interaction, product trials, and sales assistance.

Online Order Fulfillment: Allocate a portion of the property for online order processing, including packing and shipping.

Cricket Academy:

Training Facilities: Develop cricket-specific training facilities, including pitches, nets, and bowling machines.

Classrooms and Meeting Rooms: Include dedicated spaces for theory sessions, strategy discussions, and player feedback.

Changing Rooms and Amenities: Provide comfortable changing rooms with lockers, showers, and restroom facilities.

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

Sports Retail:

The property will provide a dedicated space to showcase and sell sports equipment. By having a storefront, the business can attract local customers and provide them with a convenient location to browse and purchase products. The inventory storage space within the property will ensure adequate stock levels to meet customer demand and enable efficient management of merchandise. The online order fulfillment section will enable the business to efficiently process and dispatch orders received through its e-commerce platform, catering to both local and online customers.

Cricket Academy:

The property will serve as a comprehensive training facility tailored specifically for cricket enthusiasts, offering state-of-the-art amenities and equipment. The inclusion of training facilities such as pitches, nets, and bowling machines will provide aspiring cricketers with an ideal environment to hone their skills and improve their game. Dedicated classrooms and meeting rooms will facilitate theoretical instruction, strategy development, and coach-player interactions, enhancing the learning experience. Well-equipped changing rooms and amenities will ensure the comfort and convenience of academy participants, promoting a positive training atmosphere.

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The proposed sports retail business and cricket academy aim to seamlessly integrate with surrounding properties by adhering to zoning regulations and ensuring compatibility with the existing commercial landscape. Through thoughtful design and aesthetics, the businesses will complement

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

This proposal is expected to enhance the surrounding properties' use and value by increasing the area's attractiveness and vitality. The presence of a sports retail business and cricket academy could boost foot traffic, benefiting neighboring establishments.

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

The current zoning restrictions may hinder the property's economic use by limiting permissible businesses and activities, potentially reducing its market appeal. Additionally, constraints on building current master plan and zoning may further impede the property's ability to be developed for a reasonable economic purpose within the existing zoning framework.

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

Approval of the proposal may have a slight uptick in the traffic inflow especially on the Marconi drive, Job opportunities and access to sports facilities attract new residents. Furthermore, moderate increase in traffic, will be during the off-peak hours (i.e., Evening time).

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

If the proposal is approved, schools utilizing the facility for training purposes and potentially forming cricket teams could foster positive engagement and collaboration between the businesses and educational institutions. While there may be minimal direct impact on school infrastructure, leveraging

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

The proposal aligns with the Alpharetta Comprehensive Plan, including the Future Land Use Map, by promoting mixed-use development and recreational amenities that enhance community vibrancy and quality of life. By integrating sports retail and cricket training facilities, the proposal diversifies land use in line with the plan's vision for balanced growth and active lifestyle opportunities.

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

Existing conditions such as increasing demand for sports retail and recreational facilities, coupled with evolving community preferences towards active lifestyles, provide favorable conditions for the development of the property and support the proposed request.

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

CITIZEN PARTICIPATION FORM - PART A

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

Public Hearing or Project Name: Siters Cricket Academy

Contact Name: Purushothaman Raja Telephone: 608-406-5848

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>See attached list</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.*

- | | |
|--|---|
| ☒ 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.

CXI HOLDINGS LLC
1065 CARNOUSTIE LN
ALPHARETTA GA 30005-6964

2755 MARCONI DRIVE LLC
11660 ALPHARETTA HWY STE 220
ROSWELL GA 30076

ROGERS CAMPUS LLC
2050 MARCONI DR # 200
ALPHARETTA GA 30005

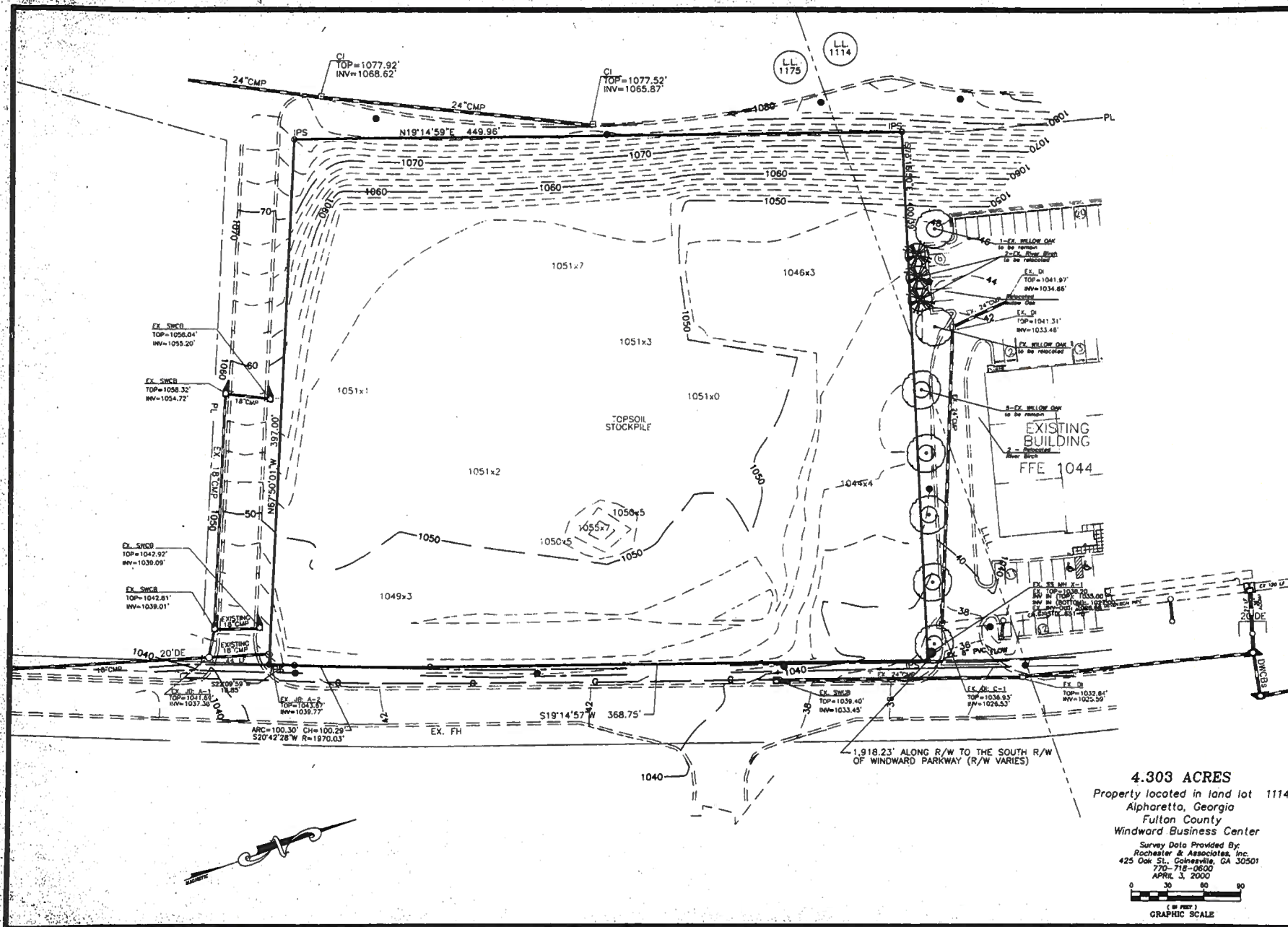
JDM III GA LLC
2400 E ARIZONA BILTMORE CIR STE 1270
PHOENIX AZ 85016

MARCONI DRIVE OFFICES LLC
2450 ATLANTA HWY STE 1904
CUMMING GA 30040-1237

MINBRO MARCONI LLC
3300 HOLCOMB BRIDGE RD STE 242
NORCROSS GA 30092

PAJUNK REAL ESTATE LP
6612 BAY CIR STE 140
NORCROSS GA 30071

5995 WINDWARD ATLANTA OFFICE LLC
P.O. BOX 250509
ATLANTA GA 30305



AEC
INC.

ASSOCIATED
ENGINEERING
CONSULTANTS INC.
50 Warm Springs Circle
Roswell, Georgia 30055
770-541-1942 • Fax 770-599-6881

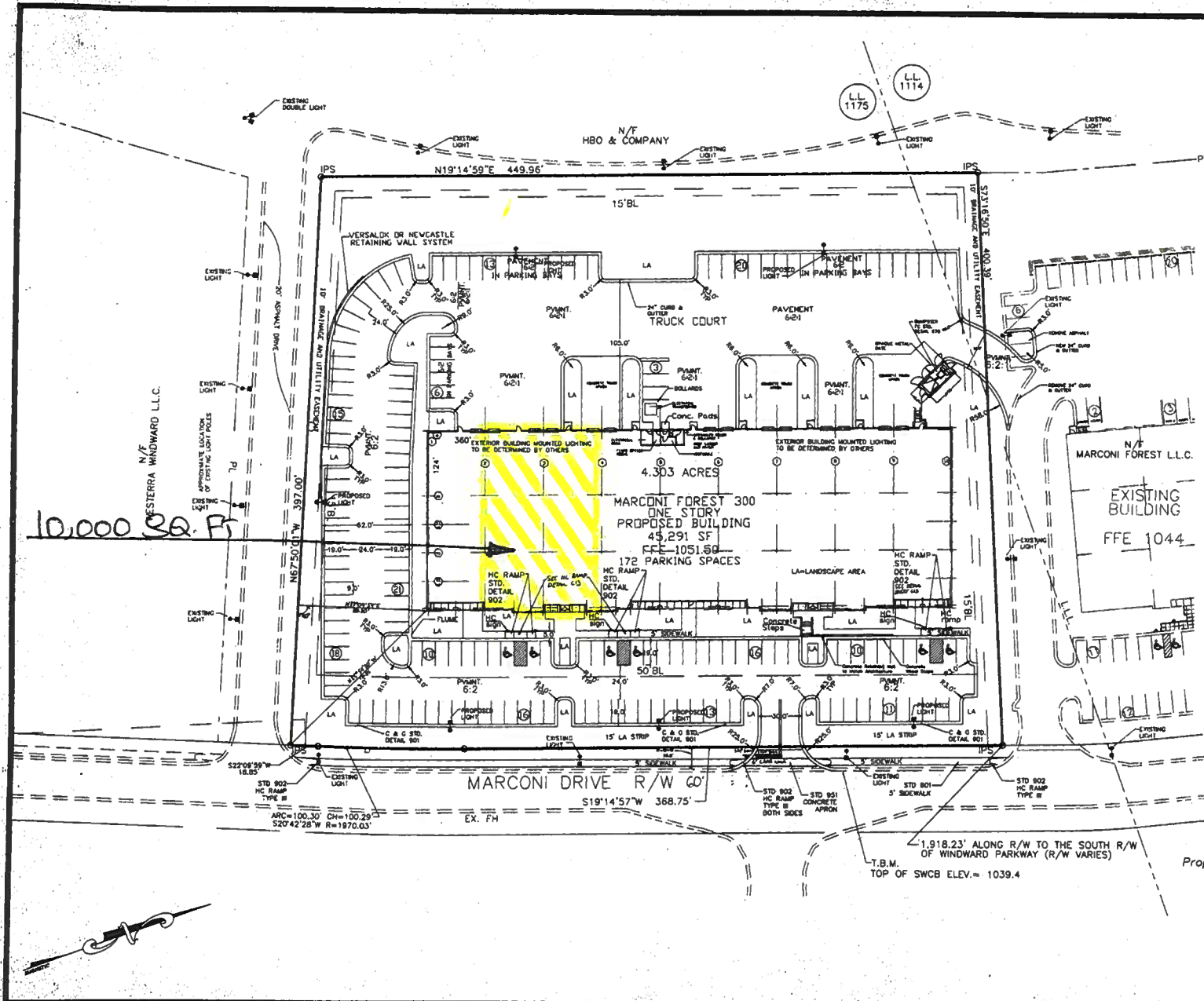
MARCONI FOREST
BUILDING 300
FOR
PARKE DAY PROPERTIES, LLC

EXISTING
CONDITIONS

REVISIONS	DATE
1. REVISED FOR CITY AND COUNTY COMMENTS	7/2/00

PROJECT NO. - 01.120.20
DRAWN - BOM, ADY, TJB
DESIGNED -
CHECKED - P
DATE - 5-9-2000

SHEET
Cla



4.303 ACRES
 Property located in land lot 1114
 Alpharetta, Georgia
 Fulton County
 Windward Business Center

Survey Data Provided By:
 Rochester & Associates, Inc.
 425 Oak St., Gainesville, GA 30501
 770-718-0800
 APRIL 3, 2000

GRAPHIC SCALE
 0 30 60 90
 (IN FEET)



AEC
 ASSOCIATED
 ENGINEERING
 CONSULTANTS Inc.
 50 Warm Springs Circle
 Roswell, Georgia 30085
 770-641-1962 • Fax 770-655-6801

**MARCONI FOREST
 BUILDING 300
 FOR
 PARKE DAY PROPERTIES, LLC**

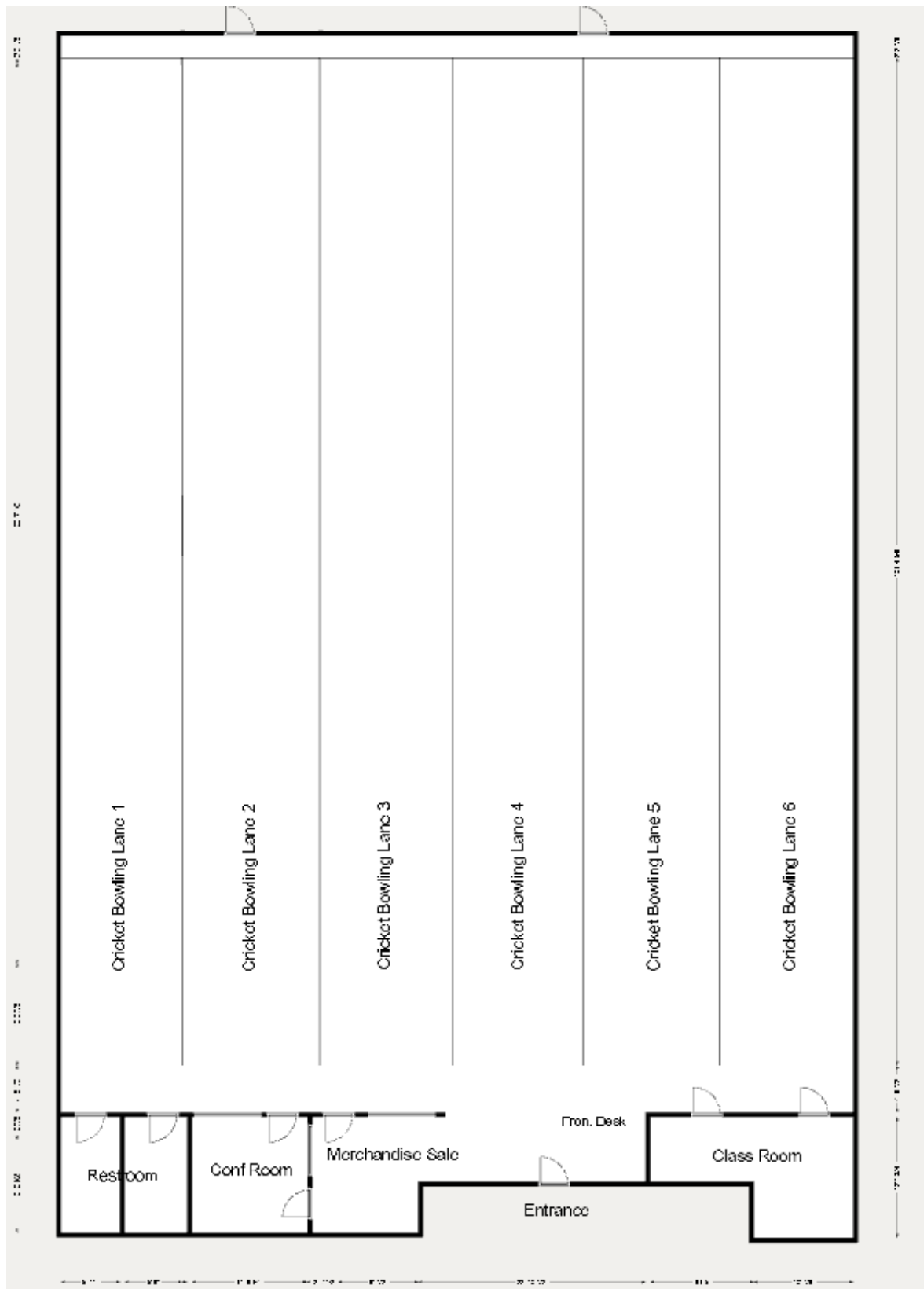
**SITE LAYOUT
 PLAN**

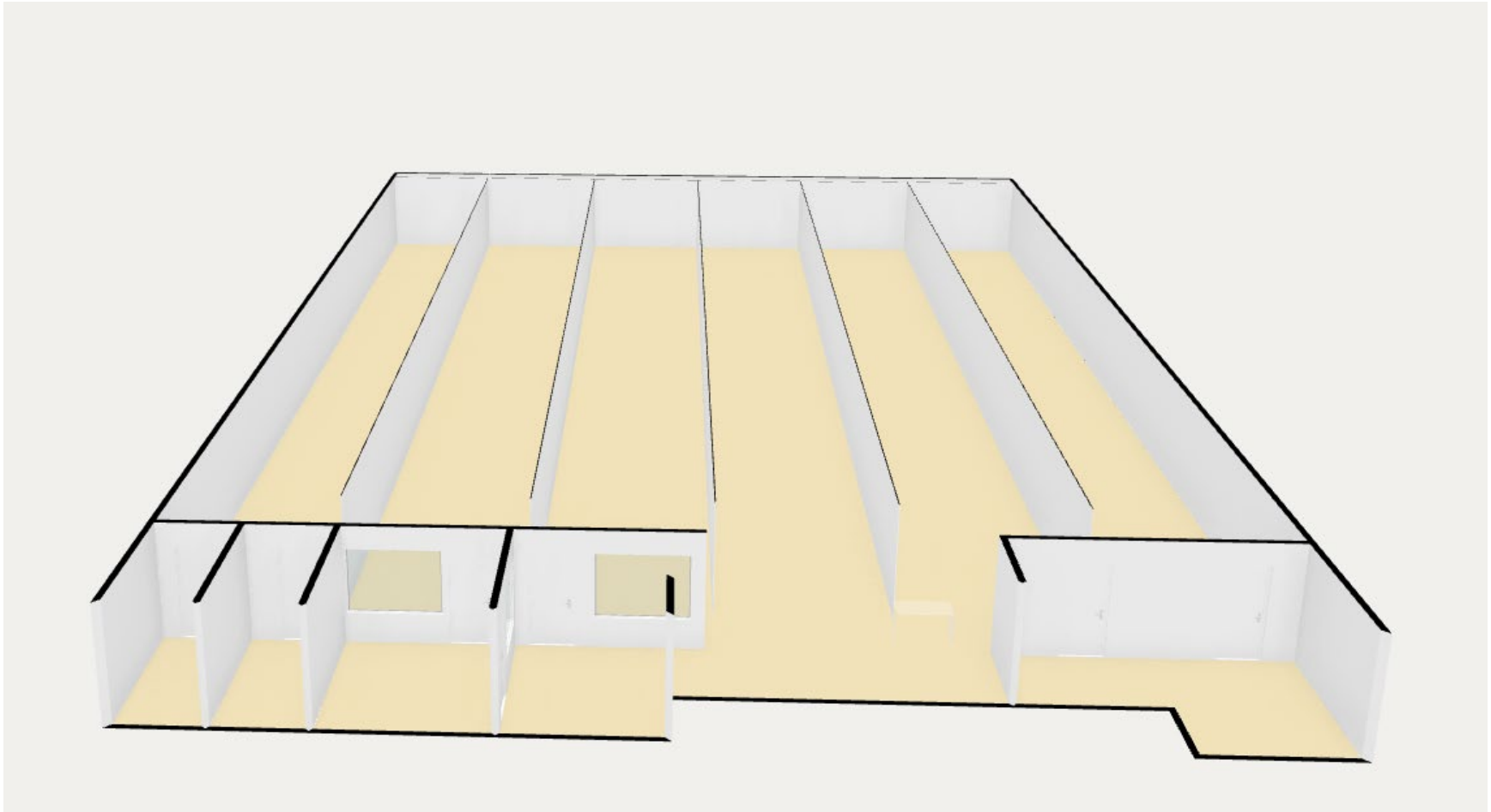
REV.	REVISION	DATE	BY	CHECKED	DATE	BY	CHECKED

PROJECT NO. - 01/02/20
 DRAWN - BOR, MOY, T.B.
 DESIGNED -
 CHECKED -
 DATE - 5-9-2000

SHEET

C2





Purushothaman Raja
4545 Heatherton Ln, Cumming, GA, 30041
Purushothraja@gmail.com
608-406-5848
May 01, 2024

City of Alpharetta
2 Park Plaza, Alpharetta, GA 30009

Dear Sir / Madam,

I am writing to express our intent to establish Sixers Cricket Academy (Referred as Sixers) within the City of Alpharetta. Our academy aims to provide premier Cricket services and merchandise to enthusiasts of all ages, contributing to the vibrant sports culture for the community.

Sixers primarily focus on offering high-quality coaching and services to Cricket enthusiasts, with merchandise sales complementing our core offerings. Sixers will functional ~10,000 sq ft location in 2855 Marconi Dr, Alpharetta, GA. In that, approximately 90% of the facility will be dedicated to open spaces, specifically designed for coaching, training, and other service-related activities. The remaining 10% of the space will be allocated for merchandise displays, administrative functions, and office space.

Our facility will include an expansive merchandise area featuring renowned cricket brands, as well as state-of-the-art amenities such as computerized bat knocking, classrooms, and comfortable accommodations for players and visitors.

Our Operating hours includes Monday to Friday – 04:00 pm to 10:00 pm and Weekends (Saturday and Sunday) between 08:00 am to 11:00 pm. During peak hours, we anticipate a maximum of 30 customers on-site, ensuring minimal traffic disruption to the surrounding area. Facility will be monitored 24x7 with security features includes camera monitoring, recording, automatic door features (i.e., ADT Brivo enabled) and smart light fixtures.

Sixers aimed to provide job opportunity for ~10 American citizens, thereby helping community, promoting the sport of Cricket, and providing exceptional service to our patrons.

We are committed to adhering to all regulations of Safe Sports and guidelines set forth by the City of Alpharetta, including those related to zoning, safety, and environmental considerations. Our goal is not only to operate a successful business but also to become an integral part of the local community, fostering a love for Cricket and promoting healthy lifestyles among residents.

We appreciate the opportunity to submit this letter of intent and eagerly await the next steps in the approval process. Should you require any additional information or documentation, please do not hesitate to contact us at 608-406-5848 or Purushothraja@gmail.com.

Thank you for your time and consideration.

Sincerely,
Purushothaman Raja | Managing Partner | Sixers Cricket Academy | Mobile: 608-406-5848