

Design Review Board and residential buildings shall be approved by Staff. Stacked flat buildings shall have flat roofs.

4. Development regulations shall be as follows:
 - a. Office – Maximum of 64,500 square feet. Building height shall be limited to 4 stories or 60 feet, whichever is less.
 - b. Retail/Restaurant – Maximum of 50,800 square feet, of which a minimum of 15,000 square foot shall be limited to a craft brewery. No more than two free standing restaurant buildings and one free standing retail building shall be permitted. Freestanding retail/restaurant buildings shall be a minimum height of 18'. All restaurant uses shall include outdoor seating areas (min. 25% of space occupied by restaurants), including at least one building with rooftop dining. No drive-thru restaurants shall be permitted.
 - c. 'For-Rent' Residential – Maximum of 172 'For-Rent' dwelling units in accordance with UDC 'For-Rent' requirements shall be permitted. Maximum building height shall be 4 stories or 60 feet, whichever is less. Maximum building façade along the public right-of-way shall be 200 feet with a minimum landscaped garden separation of 50 feet between building walls. No more than 50% of the units may be two (2) bedroom units. 'For-Rent' units shall be constructed concurrently with retail/restaurant, craft brewery, 'For-Sale' residential and 36,000 square feet of office development. A Certificate of Occupancy shall not be issued for rental units until 36,000 square feet of office and 25,000 square feet craft brewery has been constructed and a certificate of occupancy issued for both. The units shall be part of a mixed-use development incorporating retail, brewery, 'For-Sale' residential units, connection to a neighborhood grocery, restaurant, and office. 'For-Rent' units shall have first class amenities, which shall include a private pool, fitness center, secure gated parking, resident's lounge, business center, on-site management office and secure elevator access. 'For-Rent' dwellings are prohibited on the first floor of the building on a Storefront Street. A maximum of 2 building sides shall be permitted first floor dwellings. All ground floor residential units shall be oriented to the sidewalk, provide individual unit entrance from the exterior of the building, provide individual stoops or porches, and provide a minimum of one ground floor window facing the sidewalk.
 - d. 'For-Sale' Residential – A maximum of 50 'For-Sale' condominium units shall be permitted. Maximum building height shall be 4 stories or 60 feet, whichever is less. Up to an additional 62 'For-Sale' Attached (townhome, semi-detached, and/or condominium) and Detached units shall be developed. 'For-Sale' townhomes, semi-detached, and detached product shall be oriented to Devore Road and/or the multi-use path and shall be rear-loaded. All other interior townhomes, semi-detached and detached product may be oriented to the internal driveway/street and may be permitted parking between the driveway/street and the residential structure.
 - e. Parking Decks – Maximum of 4 levels or 60 feet plus basement level, whichever is less. Parking decks visible from South Main Street and Devore Road shall be treated with comparable materials and finishes as the buildings they serve. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the Design Review Board.
5. Density shall be limited to a maximum of 21.99 dwelling units per acre.
6. All residential units along Devore Road shall be oriented to the street with their front door facing Devore Road.
7. Visible privacy fence shall be prohibited along Devore Road and the multi-use path.
8. A minimum 25' undisturbed buffer, heavily planted landscape where sparse, shall be provided adjacent to the east and north between residential and commercial and a 10' heavily planted landscape strip between commercial and Dogwood Square on each side of the multi-use path.
9. Impacts to off-site trees shall be minimized. The owner(s) of off-site trees shall be notified of any encroachment greater than 20% or as directed by the City Arborist. This notification shall include a letter from the project Arborist detailing the extent of the encroachment and possible outcomes.
10. Pedestrian-scale lighting and amenities shall be required throughout the development.
11. The site shall provide a proportionate amount of civic and amenity space based on the density approved above the maximum 10 dwelling units per acre permitted in the DT-MU zoning district (a density of 21.99 du/ac would warrant 2.84 acres of civic space). A minimum of 1 acre of civic space shall be set aside as passive green area adjacent to the multi-use path between the multi-family building and the 'For-Sale' residential.
12. Dedicate a minimum 15' public access easement to the City and construct a 12' multi-use path as depicted on the site plan with final location approved by Staff. Multi-use path shall be accessible and constructed of concrete as approved by Staff. The path shall include an entrance gateway/arch on Devore Road, landscaping, low-level path lighting, seating areas, and useable greenspaces as approved by Staff. A bike share station shall be provided at a location along the path as approved by Staff. Parks impact fee credits shall be provided to the developer for improvements within the public access easement.
13. The frontage of South Main Street shall be developed with a minimum 2,000 square foot civic space and shall incorporate seating, Downtown Alpharetta Entrance signage, and a focal point feature (sculpture) with final

approval by DRB and the local arts committee. Applicant shall include a minimum of 3 original sculptures located at prominent locations within the development. Locations shall be identified and approved by Staff. Sculptures shall require approval by the local Art Committee. A minimum of 2 sculptures shall be installed prior to the issuance of the first CO.

14. An accessible path shall be provided from the project site to the property of the Walmart Neighborhood Market at the northeast corner of the site where the properties abut as approved by Staff.
15. All buildings along South Main Street and Devore Road shall face those streets or appear to face those streets. No backside of buildings or “back of house” functions (such as loading or dumpster area), shall be visible from those streets.
16. Alcohol license distance requirements from residential development shall be waived.
17. As depicted in the rendering prepared by TSW, a green roof and a rooftop amenity area shall be required and count toward required amenity space.
18. Civic spaces shall include decorative hardscape consisting of pavers or other materials approved by Staff, as well as green areas. Landscaping shall be required in the civic space in well-defined planting beds and trees in tree wells as approved by Staff. A bocce ball court, or an alternative outdoor recreational feature approved by Staff, shall be required within an area designated civic space as approved by Staff.
19. Pedestrian connections shall be provided between buildings and across roadways within the development. Pedestrian crossings throughout development shall be ramped and the surface materials shall be brick pavers, cobblestones or architecturally treated concrete products as approved by Staff.
20. Detention facilities shall not be visible from South Main Street or Devore Road, except a decorative water feature approved by Staff.
21. The developer shall provide bicycle racks, benches, trash receptacles, decorative crosswalks, planters, kiosks and other street furniture, where appropriate, throughout the development. A bus drop-off area with shelter and dedicated lane shall be incorporated into the plan design along South Main Street or at an alternative location acceptable to MARTA. Developer shall work in good faith with MARTA to add the development to city bus routes in order to assist with transportation service for employees.
22. Developer shall improve the realignment of Devore Road, per the GDOT design. The developer shall improve the south side of South Main Street, per the GDOT design. Roadway improvements shall be eligible for road impact fee credits.
23. New driveways on Devore Road shall align with existing intersections at Karen Drive and Michael Drive as approved by Staff.
24. Awnings shall be provided on buildings at street level where reasonably appropriate as determined by Staff in order to protect pedestrians from inclement weather. Awnings may encroach into the right-of-way per the Alpharetta Downtown Code.
25. Streets within the development shall be private.
26. All new onsite utilities shall be located underground, subject to utility provider consent and approval.
27. Provide detailed street planting for South Main Street and Devore Road. Landscape plan shall have trees planted on each side of the sidewalk, including pedestrian lights and shall be approved by Staff at Land Disturbance Permit.
28. Streetscape along South Main Street and Devore shall meet the requirements in the Downtown Code and shall incorporate tree wells and pedestrian lighting as approved by Staff.
29. The new street corridor leading to the parking decks shall have street trees, pedestrian lighting, and landscaping as approved by Staff.
30. Prior to the first certificate of occupancy for residential land uses, improve the intersection at South Main Street and the realigned Devore Road to include the following: westbound left and right turn lanes; southbound left turn lane; and, signalize the intersection. Intersection design to be approved by staff.
31. Provide a raised brick paver crosswalk, or alternative design approved by Staff, across Devore Road with direct access to the multi-use trail as approved by Staff.
32. Rooftop signs shall be permitted subject to Staff approval.
33. Zoning shall revert to C-2, if a building permit is not been issued for ‘For-Rent’ residential use by 12/12/2018.

III. REPORT IN BRIEF:

The applicant, Duke Land Group, is requesting a change in zoning for 12.913 acres from C-2 (General Commercial) to DT-MU (Downtown Mixed-Use) in order to develop 25,800 square feet of retail/restaurant, 25,000 square feet of craft brewery, 64,500 square feet of office, 50 ‘For-Sale’ condominium units, 62 ‘For-Sale’ townhome and detached units and 200 ‘For-Rent’ units. A conditional use is requested to allow ‘For-Rent’ residential use and to allow a residential density of 24.16 dwelling units per acre. A variance is requested from Unified Development Code (UDC) Section 2.7.0 (b) to delete the requirement for an on-site neighborhood grocery, as well as variances from UDC Appendix A, Alpharetta

Downtown Code to increase the allowable height from 4 to 5 stories, allow a different architectural style, increase the maximum front building setback, and increase the maximum façade length.

DISCUSSION

The submitted request, if approved, will allow for the construction of a mixed-use development on a 12.913-acre site consisting of 25,800 square feet of retail/restaurant, 25,000 square feet craft brewery, 64,500 square feet of office, 50 ‘For-Sale’ condominium units, 62 ‘For-Sale’ townhome and detached units, and 200 ‘For-Rent’ apartment units. The proposed residential density is 24.16 dwelling units per acre. The subject property is located at the southeast corner of South Main Street and Devore Road and extends along the north side of Devore Road.

The subject property is currently zoned C-2 (General Commercial) and is surrounded by C-2 to the west, north, and east and R-12 to the south. Dogwood Square, Walmart Neighborhood Market, Express Oil & Lube, Bank of America, QuikTrip and Alpha Park are located adjacent to the property. The property and adjacent properties are located in the Downtown Overlay and have a Comprehensive Land Use Plan designation of Mixed Use with the exception of Alpha Park, which has a designation of Downtown Residential Density.

Conditional use permits are requested to allow ‘For-Rent’ residential units, as well as to allow the residential density to exceed ten (10) dwelling units per acre. The applicant proposes 200 ‘For-Rent’ units and a residential density of 24.16 dwelling units per acre. In addition, a variance is requested to delete the requirement for an on-site neighborhood grocery in conjunction with ‘For-Rent’ residential use outside the Central Business District. Variances are also requested from Unified Development Code (UDC) Appendix A, Alpharetta Downtown Code to increase the allowable height from 4 to 5 stories, allow a mercantile/warehouse architectural style, increase the maximum front building setback, and increase the maximum façade length of the multi-family building.

The Downtown Master Plan and Comprehensive Land Use Plan identify the DT-MU zoning district as the appropriate zoning district for the subject property. As identified in the 2035 Comprehensive Plan, the property is also located in the Downtown Activity Center Character Area, which is described as:

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

“Future development should emphasize a strong concentration of activity along Main Street, Milton Avenue, and Academy Street surrounded by a mix of residential and commercial uses generating a high level of activity and reinforcing a walkable, downtown development pattern. The vision for the downtown district is to preserve and strengthen the historic core of Alpharetta through the strategic protection of historic resources and integration of complementary new development. Central to this strategy is expanding the mix of retail, restaurant, and professional uses in downtown while providing new distinct housing opportunities. The downtown district is intended to be the most walkable area within Alpharetta. A generous network of sidewalk and bicycle facilities should be integrated with existing and new green spaces and streetscapes creating a safe and pleasant walking environment that makes the area a destination.”

Consideration should be given to maintaining a balance between ‘For-Rent’ versus ‘For-Sale’ product in the City. The 2035 Comprehensive Land Use Plan identifies the following policy as it relates to maintaining a balance of ‘For-Sale’ versus ‘For-Rent’ housing in the City:

Housing Policy 2: Maintain a balance between ‘owner-occupied’ and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.

There are many factors that must be considered with requests for apartments, such as mix of uses, design, long-term viability, impacts to City facilities and services, as well as traffic and school impacts. High density housing should be tied to office space where jobs exist and are created and service uses are available to limit vehicular trips. The 64,500 square feet of office use will generate approximately 322.5 employee, assuming one (1) employee per 200 square feet. Current apartment conditions in the City reflect occupancy ranges from 93% to 100% leased.

The Downtown Master Plan 5-Year Market Analysis identified a demand potential of 315 – 340 mixed-use rental flats within the Downtown Master Plan overlay. City Center’s approval included 168 ‘For-Rent’ dwelling units, which leaves 147 – 172 ‘For-Rent’ units remaining within the Downtown Overlay based on the market study. The City Rental Housing Study, which was recently updated, recommends as an approach to achieve no more than 32% rental housing that the City target an entitlement of no more than 93 – 159 ‘For-Rent’ units annually. It is important to note that this approach has not been adopted as a City policy. The City is currently at 36% rental housing; therefore, careful consideration should be given to approval of rental housing. Rental units should be part of a mixed-use development that provides ‘For-Sale’ residential, office, service retail, access to a neighborhood grocery, park and recreational amenities. Additionally, proximity to Georgia 400 should be a consideration because of the increased traffic.

SITE PLAN

The applicant’s site plan depicts the mixed-use development being broken up into three (3) distinct areas. Several interconnected buildings are located at the corner of South Main Street and the Devore Road extension, including an office behind a craft brewery and parking, retail with office above, condominiums, and a parking deck. There are also two (2) freestanding restaurants in this area. The remainder of the property along Devore Road is proposed for residential uses, including a multi-family building with internal parking deck and townhomes and detached product.

Devore Road will be realigned as part of a GDOT project with the general location of the road moving north of the Bank of America building. If approved, the proposed development will include the realignment of Devore Road, as well as improvements on South Main Street. GDOT’s timeline to begin this roadway project is behind the timeline of the mixed-use development. The traffic signal and continuation of Devore Road to Roswell Street would be completed by GDOT at a future time.

The site plan proposes a total of 889 parking spaces. Assuming that all multi-family and condominium units are two-bedroom units, the total required parking for all uses, except the detached and townhome product is 833 parking spaces. Townhome and detached units will meet all parking requirements within garages and private driveways.

Full access driveways to the site are depicted along Devore Road at three (3) locations and at one (1) location on Janis Lane. The applicant has engaged Dogwood Square for an agreement to allow access through Janis Lane, which is a private right-of-way along the north side of the property.

The site plan depicts buildings at the corner of South Main Street and Devore Road with setbacks greater than the maximum 10’ requirement. The building setbacks in the DT-MU zoning district are as follows:

- Front Setback (South Main Street/Devore Road) – Min. 5 feet and Max. 10 feet
- Side Setback – 0 feet
- Rear Setback – Min. 3 feet (alley) and 6 feet (no alley)

The undeveloped portion of the subject property is heavily wooded with pines and hardwoods. However, the applicant’s arborist report only identifies two (2) specimen-sized trees on the site. The City Arborist has questions about the tree assessment and has requested additional information. The requested information has not been provided.

The applicant proposes a variance to deviate from the prescribed historic architectural styles in the Alpharetta Downtown Code and proposes Mercantile/warehouse architecture. However, the renderings provided by the applicant lack sufficient detail depicting the requested architectural style. Renderings have not been submitted depicting the new office building/brewery configuration, apartment building, detached and townhome product. In addition, the applicant requests a variance to increase the maximum façade length of the multi-family building from 200’ to 305’ along Devore Road.

Non-residential tenants and developer(s) of the residential uses have not been confirmed by the applicant.

OPEN SPACE

The DT-MU zoning district includes an open space requirement of a minimum 10% civic space and a minimum 10% amenity space. Civic space must be available for public use and may include a park, square, plaza, pocket park, and/or playground. Amenity space is intended for private use and may include rooftop decks, balconies, patios and porches, outdoor dining areas, pool areas, tennis courts and similar uses, yards and gardens, hardscape areas improved for pedestrian enjoyment, and wooded areas. The minimum 10% civic and amenity space requirement is based on a maximum density of ten (10) dwelling

units per acre in the DT-MU zoning district. Since the applicant is requesting a conditional use to allow a residential density of nearly 2.5 times of that permitted in the proposed zoning district, it is recommended that civic and amenity space minimum requirements are increased proportionate to the increased density.

Civic space is depicted on the site plan as squares, courtyards, and plazas located primarily at the corner of South Main Street and Devore Road with a total acreage of 2.41 acres. As shown on the site plan and renderings, civic spaces consist of decorative hardscape appearing to be paver and/or architecturally-treated concrete, trees in tree wells, a fountain, and seating areas. Amenity spaces are depicted to include a rooftop deck between the brewery and office buildings, as well as amenity spaces for each of the residential uses. The total land area of all amenity space is 1.37 acres. A 12' multi-use path is shown along Devore Road and cutting through the site before running along the eastern property line with Dogwood Square. The path lacks useable green spaces and seating areas as currently depicted on the site plan.

Based on the American Community Survey estimates of average household size below, the applicant's proposed development would generate a population of 794 persons. Under the maximum density in the DT-MU, the site would generate approximately 351 persons. Due to the increased population generated by the applicant's proposal, it is recommended that the site provide a proportionate amount of civic and amenity space based on the increased density over the permitted ten (10) dwelling units per acre in the DT-MU. Therefore, the applicant's current proposal would require 3.12 acres of civic space and 3.12 acres of amenity space.

2011-2013 American Community Survey 3-Year Estimates – AVERAGE HOUSEHOLD SIZE

	Alpharetta city, Georgia	
	Estimate	Margin of Error
Total:	2.72	+/-0.09
Owner occupied	2.93	+/-0.13
Renter occupied	2.33	+/-0.16

TRAFFIC

The applicant commissioned a traffic impact study to assess the traffic impacts of the development on the surrounding transportation system. With the exception of South Main Street at the realigned Devore Road, all intersections operate at acceptable levels. With the planned GDOT improvements along South Main Street, the intersection at South Main Street and Devore Road operates within acceptable standards. If the Project precedes the GDOT improvements, the development should improve the Main Street at Devore Road as follows: Provide a westbound left turn lane and thru/right lane; provide a southbound left turn lane; signalize intersection. Improvements within the South Main Street right-of-way may be made per the approved GDOT plans, which consist primarily of striping modification and lane width adjustments.

The applicant submitted trip generation figures for the proposed project. As shown in the tables below, the proposed uses will generate 384 PM Peak Hour trips when adjusted for internal capture trips.

Project Land Use		Project Density	Total	Inbound	Outbound
Apartments (220)		200 dwelling units			
	Daily		1336	668	668
	AM Peak Hour		102	20	82
	PM Peak Hour		128	83	45
Townhomes (230)		64 dwelling units			
	Daily		436	218	218
	AM Peak Hour		36	6	30
	PM Peak Hour		42	28	14
Condos (230)		50 dwelling units			
	Daily		352	176	176
	AM Peak Hour		30	5	25
	PM Peak Hour		34	23	11
Residential New Trips		314 dwelling units			
	Daily		2124	1062	1062
	AM Peak Hour		168	31	137
	PM Peak Hour		204	134	70
Residential Internal Capture	Reduction				
	AM Peak Hour		9	2	7
	PM Peak Hour		45	19	26
External Residential New Trips					
	AM Peak Hour		159	29	130
	PM Peak Hour		159	115	44
Office (710)		30 1000 square feet			
	Daily		526	263	263
	AM Peak Hour		73	64	9
	PM Peak Hour		112	19	93
Specialty Retail (826)		29.5 1000 square feet			
	Daily		1300	650	650
	AM Peak Hour		260	125	135
	PM Peak Hour		92	40	52
Quality Restaurant (931)		3.5 1000 square feet			
	Daily		316	158	158
	AM Peak Hour		3	2	1
	PM Peak Hour		26	17	9
High Turnover Restaurant (932)		3 1000 square feet			
	Daily		382	158	158
	AM Peak Hour		32	18	14
	PM Peak Hour		30	18	12
Brewery (No Land Use Code)		60.5 1000 square feet			
(Double Existing Counts)	AM Peak Hour		50	42	8
(Double Existing Counts)	PM Peak Hour		54	18	36
Commercial New Trips		126.5 1000 square feet			
(assumes 540 Brewery Daily Trips)	Daily		3064	1532	1532
	AM Peak Hour		418	251	167
	PM Peak Hour		314	112	202
Commercial Internal Capture	Reduction				
	AM Peak Hour		89	47	42
	PM Peak Hour		89	48	41
External Commercial Trips					
	AM Peak Hour		329	204	125
	PM Peak Hour		225	64	161
Total New Trips					
	Daily		5188	2594	2594
	AM Peak Hour		488	233	255
	PM Peak Hour		384	179	205

SCHOOLS

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

FULTON COUNTY SCHOOLS – 64 Townhomes, 200 Apartments, & 50 Condominiums

School	Estimated # New FCS Students Generated
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Manning Oaks Elementary School	11 – 118
Northwestern Middle School	4 – 34
Milton High School	13 – 71
Total	28 – 223

Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 28 – 223 school age children. All three schools are shown to be over capacity.

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 proposed rezoning would permit a mixed-use development, which is consistent with adjacent non-residential and residential properties. Surrounding properties are located with the Downtown Overlay, which envisions a mix of uses in a walkable environment.

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

Response: The proposed rezoning would permit a mixed-use development, which is consistent with adjacent non-residential and residential properties. Surrounding properties are located with the Downtown Overlay, which envisions a mix of uses in a walkable environment.

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

Response: The zoning proposal does not propose saving any trees.

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

Response: The property is currently zoned C-2, which allows the requested uses either by right or with approval of a conditional use permit. The applicant requests a rezoning to DT-MU to allow a greater building height, as well as to implement the vision of the Downtown Master Plan. The Downtown Master Plan reflects a new vision for the South Main Street corridor and the proposed DT-MU zoning district is consistent with that vision.

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: While the proposed mixed-use development would impact public facilities and services, the purpose of a mixed-use development is to reduce impacts on facilities and services by promoting a place to live, work and play. However, staff recommends that the civic and amenity space minimum requirements be increased proportionate to the approved residential density over the ten (10) dwelling units per acre permitted in the DT-MU zoning district to off-set demand on park and recreation 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: The Downtown Master Plan reflects a new vision for the South Main Street corridor. The proposed DT-MU zoning district is consistent with that vision, as well as, the Comprehensive Land Use Plan designation of the property.

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 property from C-2 to DT-MU reflects a reasonable balance as the proposed zoning is consistent with the Comprehensive Land Use Plan designation of the property, which is Mixed Use.

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

Response: The property is currently zoned C-2, which allows the requested uses either by right or with approval of a conditional use permit. The applicant requests a rezoning to DT-MU to allow a greater building height, as well as to implement the vision of the Downtown Master Plan. The Downtown Master Plan reflects a new vision for the South Main Street corridor and the proposed DT-MU zoning district is consistent with that vision.

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

Response: The subject property is consistent with the Comprehensive Land Use Plan designation, which is Mixed Use.

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 subject property will not have direct access onto South Main Street. Access to the site will occur through driveways along Devore Road and Janis Lane.

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 proposed mixed-use development can sufficiently address all development requirements mentioned above.

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 applicant proposes 'For-Rent' product in association with a mixed-use development, which is consistent with the UDC. The Downtown Master Plan reflects a new vision for the South Main Street corridor and the proposed mixed-use development is consistent with that vision, as well as, the Comprehensive Land Use Plan designation of the property. Staff recommends capping the 'For-Rent' product to no more than 172 units and a maximum building height of four (4) stories, which should result in a residential density that is compatible with the surrounding area. In addition, staff recommends that the civic and amenity space minimum requirements be increased proportionate to the approved residential density over the ten (10) dwelling units per acre permitted in the DT-MU zoning district.

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: Staff recommends that the civic and amenity space minimum requirements be increased proportionate to the approved residential density over the ten (10) dwelling units per acre permitted in the DT-MU zoning district.

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

Response: Redevelopment of the distressed retail center with a mixed-use development would likely spur development and redevelopment of properties consistent with the vision of the Downtown Master Plan.

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

Response: The applicant proposes 'For-Rent' product in association with a mixed-use development, which is consistent with the UDC. The Downtown Master Plan reflects a new vision for the South Main Street corridor and the proposed mixed-use development is consistent with that vision, as well as, the Comprehensive Land Use Plan designation of the property. However, the Comprehensive Land Use Plan also states a goal of reducing the City's rental housing to 32% from the current 36%. Staff recommends capping the 'For-Rent' product to no more than 172 units and a maximum building height of four (4) stories, which should result in a residential density that is compatible with the surrounding area. In addition, staff recommends that the civic and amenity space minimum requirements be increased proportionate to the approved residential density over the ten (10) dwelling units per acre permitted in the DT-MU zoning district.

VARIANCE REVIEW CRITERIA

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: The subject property is within the Downtown Overlay where walkability, mix of uses, site design and architecture are key components to a successful development. The applicant's requests to increase the building height and façade length of the multi-family building are inconsistent with the building form envisioned in the Downtown Master Plan and are not justified by extraordinary or exceptional conditions pertaining to the property. Mercantile/warehouse architectural style may be appropriate in the Downtown; however, the applicant has not provided sufficient information to support the requested variance. The applicant's request to delete the on-site neighborhood grocery requirement is justified as the Walmart Neighborhood Market is located adjacent to the subject site, which is approximately 500' away.

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

Response: The applicant could develop the site in compliance with all development standards. However, the proximity of the Walmart Neighborhood Market adjacent to the subject site supports the requested variance. The applicant's requests to increase the building height and façade length of the multi-family building are inconsistent with the building form envisioned in the Downtown Master Plan and are not justified. Mercantile/warehouse architecture may be appropriate in the Downtown; however, the applicant has not provided sufficient information to support the requested variance.

(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: Approval of variances to eliminate the requirement for an on-site neighborhood grocery and maximum front setback will not cause substantial detriment to the public good, if conditions are in place requiring a site plan-specific approval and pedestrian connection to the Walmart Neighborhood Market. However, the applicant's requests to increase the building height and façade length of the multi-family building are inconsistent with the building form envisioned in the Downtown Master Plan and are not justified. Mercantile/warehouse architecture may be appropriate in the Downtown; however, the applicant has not provided sufficient information to support the requested variance.

CONCURRENCES

Staff has reviewed the application and is generally in agreement with the applicant's requests. Redevelopment of the retail center with a mixed-use development is consistent with the vision of the Downtown Master Plan. However, careful consideration should be given to maintaining a balance between 'For-Rent' versus 'For-Sale' product in the City. The 2035 Comprehensive Land Use Plan identifies the following policy as it relates to maintaining a balance of 'For-Sale' versus 'For-Rent' housing in the City:

Housing Policy 2: Maintain a balance between ‘owner-occupied’ and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.

The City’s Rental Housing Study, which was prepared in May 2015 and recently updated, recommends that the City target an entitlement of no more than 93 and 159 ‘For-Rent’ units per year in order to achieve a goal of reducing the current 36% rental in the City to 32%. It should be noted that although the City did adopt the recommended 32% rental maximum goal, the annual target recommendation is not an adopted City policy. There have been no entitlements of ‘For-Rent’ units over the last two (2) years. Rental should only be approved as part of a mixed-use development that includes ‘For-Sale’ residential, office and service retail. Additionally, proximity to Georgia 400 should be a consideration because of the increased traffic.

The proposed rezoning to DT-MU is consistent with the vision in the Downtown Master Plan and Comprehensive Land Use Plan, which includes a mix of uses within a walkable environment. However, the proposed number of ‘For-Rent’ units exceeds the remaining number of units identified in the Downtown Master Plan 5-Year Market Study and the increased density is not supported by sufficient open space. Also, staff does not support the applicant’s variance requests to increase the building height and increase the façade length of the multi-family building. While Mercantile/warehouse architectural style may be complimentary to the historic architecture in the Downtown Overlay, sufficient information to support this variance request has not been provided.

The Downtown Master Plan allows residential densities of up to ten (10) dwelling units per acre along South Main Street and greater densities with approval of a conditional use permit. The applicant is requesting a residential density of 24.16 dwelling units per acre and to allow for the construction of ‘For-Rent’ units. Staff recommends that the number of ‘For-Rent’ dwelling units be capped at 172 units, which is consistent with the remaining number of ‘For-Rent’ units identified in the Downtown Master Plan 5-Year Market Study. With the exception of the City Center rental units, the nearest rental housing options are AMLI Northwinds, The Lex, and Haven at Avalon, all of which are approximately one-mile from the Downtown core.

Staff does not support the applicant’s request to increase the building height from four (4) to five (5) stories and to increase the maximum façade length of the multi-family building from 200’ to 305’ as these requests contradict the building form envisioned in the Downtown Overlay. In addition, staff recommends that the civic and amenity space minimum requirements be increased proportionately to the approved residential density above the ten (10) dwelling units per acre permitted in the DT-MU zoning district. Compliance with these recommendations should lead to a quality mixed-use development with an appropriate density and mix of uses in the South Main Street corridor.

The proposed mixed-use development is consistent with many of the goals, policies, and strategies in the Comprehensive Plan as it relates to developments in the Downtown Overlay, including the following:

ED Strategy 1.1: Fully implement the Downtown Master Plan.

ED Strategy 3.2: Support the development of locally-owned, unique shopping, dining and entertainment opportunities.

ED Strategy 3.4: Continue to inventory all vacant, underperforming and distressed retail properties in order to inform the creation of targeted development strategies.

LU Strategy 1.1: Continue to implement the vision detailed in the Downtown Master Plan.

LU Strategy 1.2: Support improvements to Downtown that will result in a compact arrangement of retail and commercial enterprises with office, financial, entertainment, governmental and certain residential development, all designed and situated to permit internal pedestrian circulation.

LU Strategy 1.3: Encourage residential uses in the Downtown at higher densities and in mixed use buildings in order to support the viability of Downtown.

LU Strategy 1.4: Continue to encourage revitalization of Downtown through major streetscape improvements, landscaping, formal open spaces, and transportation network connectivity.

LU Strategy 2.2: Promote development that is pedestrian-oriented and minimizes vehicular trips.

LU Strategy 2.3: Encourage creative urban design solutions that improve physical character.

LU Strategy 8.1: Allow mixed use patterns that will create activity nodes in appropriate areas, as established by the Future Development Map, that provide jobs and services within walking distance of residences, preserve open spaces, and make public transportation more effective.

LU Strategy 8.2: Focus regional-scaled, suburban, and big box commercial development into development and redevelopment nodes, rather than allowing commercial development along the full length of major corridors. In addition, promote development of smaller-scaled neighborhood centers as well as revitalization and enhancement of existing small-scale commercial centers.

LU Strategy 8.3: Encourage owners/developers with large land holdings to plan for multiple land uses.

T Strategy 2.4: Encourage an interconnected public sidewalk and trail network within new developments and enhance connectivity area wide by linking new sidewalks and trails to existing sidewalks and trails in adjacent neighborhoods. In addition, the system should link residential areas to commercial, schools, employment centers, transit and parks.

T Strategy 4.2: Encourage development designs to promote pedestrian activity that reduces on-site vehicular dependence.

H Strategy 1.2: Encourage higher residential densities and appropriate mix of uses close to Downtown Alpharetta and in the GA-400 corridor.

NHCR Strategy 3.2: Actively pursue methods to expand, enhance, and create more multi-use trail activity.

CSF Strategy 3.7: Encourage developers to build recreational opportunities in conjunction with new development, and encourage permanent protection of open space for future generations to enjoy.

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. In addition, the applicant held a public participation meeting on October 27, 2016. According to the public participation report, residents were most concerned with traffic, specifically on Devore Road. Residents also requested that the applicant address a pedestrian crossing on Devore Road. However, the City has received correspondence from the public indicating that high density and 'For-Rent' product is not supported at this location.

IV. ATTACHMENTS:

- Site Plan
- Renderings