

City of Alpharetta

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Council Meeting of April 28th, 2008

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COUNCIL MEETING SUMMARY

I. CALL TO ORDER

- ❖ Mayor Arthur Letchas called the Meeting to Order.

II. ROLL CALL

- ❖ All members of council were present except for Councilman Belle Isle who joined the meeting later.

III. PLEDGE TO THE FLAG

V. CONSENT AGENDA

A. Liquor License Applications

- 1. PH-08-AB-15** **Frontera Mex Mex Grill**
5325 Windward Parkway
Consumption on premises
Liquor Beer & Wine – Sun. Sales

- 2. PH-08-AB-16** **Roasters, Inc**
12850 Highway 9
Consumption on premises
Beer & Wine – Sun. Sales

Motion: Motion to approve consent agenda by Councilman Monson. Motion seconded by Councilman DeRito. Vote: 6-0-0.

Councilman Belle Isle was not present for this vote.

II. NEW BUSINESS

A. Community Development – Presented by Diana Wheeler

1. MP-07-08/CLUP-07-08 Windward Mill (Remove from Table)

Consideration of a master plan amendment for a 47.65-acre tract located within Pod 66 of the Windward Master Plan in order to increase the permitted size for a hotel and to permit residential uses and increase height. A change to Comprehensive Land Use Plan from “Office Center” to “Mixed Use” is also requested. The property is legally described as being located in Land Lots 1112, 1177, 2nd District, 1st Section, and Land Lots 1187, 1189 and 1260, 2nd District, 2nd Section, Fulton County, Georgia.

Councilman DeRito and Councilman Belle Isle recused themselves from hearing this item.

Motion: to remove from the table made by Councilman Monson.

Motion seconded by Councilman Paine.

Vote: 5-0-0

PLANNING COMMISSION

This item was heard at the December 6, 2007 Planning Commission meeting. There were several residents in attendance to speak regarding the project. Keith Holland with the Windward Business Association was present to speak in favor of the project as well as a representative from the Kimball Bridge Coalition. A representative from the Tree Commission was present to speak in favor of keeping conditions which protect the trees. Dave Bristol from Windward also spoke in favor of the development.

Tom Miller spoke on behalf of Windward Homeowners, Inc. stating that they recommend denying the request due to the decrease in greenspace over the 1999 approved plan, increase to schools, the possibility of residential condos setting a precedent for additional condos. He also stated that a 2% reduction in traffic was not significant and there was no compelling reason he found to change the Comprehensive Land Use Plan. Three other members of the group spoke against the proposal and in agreement with Mr. Miller.

The Planning Commission discussed the traffic concerns, the advantages of MARTA, and the height and architecture of the buildings. Concern was expressed about the number of condominium units and one board member felt that 500 units were too many. A motion was unanimously approved to recommend approval of the request with conditions.

RECOMMENDATION:

Approve MP-07-08/CLUP-07-08 Windward Mill/Pod 66, request for master plan amendment with the following conditions:

*** Conditions that end with (GRTA) are conditions recommended by the Georgia Regional Transportation Authority. All GRTA recommendations are incorporated in a document entitled "Notice of Decision" and attached to this report.**

General Conditions:

1. Master plan shall be revised to reflect the conditions contained herein. Development regulations shall be as follows:

a. Commercial use and density

- Retail uses shall be limited to 80,000 square feet and shall be located within buildings that have at least one floor of non-retail uses. The floor of non-retail uses shall be comparable in size to the retail use floor. The allowed retail uses shall be those that are already permitted within Pod 66 of the Windward Master Plan and accessory retail uses, as follows:**

Art Gallery

Bakery

Barber Shop and Beauty Shop

Book store

Clinic

Club, association or lodge

Computer / computer supply store

Copy center

Day care center

Dry Cleaning pickup station

Fitness studio

Florist

News Stand

Office supply store (not to exceed 1200 sq. ft.)

Optometrist / Eye wear

Package shipping / mail box store

Phone store

Print Shop

Shop or studio, Craftsman/ Artist

School, Commercial

Staffing / personnel office

Stationery / card store

**Stock brokerage / financial services office
Tax preparation office
Technology Sales (cell phones, computers, etc)
Travel agency**

The following uses are not required to be developed with at least one floor of non-retail uses as those uses shown above:

- **Restaurant, sandwich shop, coffee shop, or similar without drive-through may utilize up to 25% of the permitted square footage for retail use (up to 20,000 sq. ft.) and two of these uses may be free-standing.**
- **Bank**
- **Gourmet food store (up to 12,000 square feet in size)**

b. Office/Hotel use and density

- **Office - 850,000 sq. ft. maximum office (not to exceed 17,872 square feet per acre).**
- **Hotel – one, 225 room (minimum of 175 room) full service hotel shall be permitted with a minimum of 7,000 square feet of meeting space.**

c. Residential use and density

- **Single family condominium (for sale units -at least 90% shall be owner occupied)
 - **500 units maximum. Unit size shall be a minimum of 1000 sq. ft. and a maximum of 2,800 sq. ft.****

d. Setbacks shall be as follows:

- 1. Building setbacks along North Point Parkway and Windward Parkway shall be 65' with a 20' landscape strip,**
- 2. Building setbacks along internal streets shall be 20' with a 10' landscape strip.**

e. Height shall be as follows:

- 1. Buildings located within the first 300 ft. of both Windward Parkway and North Point Parkway shall be a maximum of 6-stories, or 100 ft., whichever is less from grade of those roadways.**
- 2. Buildings located within the second 300 ft. of both Windward Parkway and North Point Parkway shall be a maximum of 10 stories, or 145 ft., whichever is less from grade of those roadways.**
- 3. Buildings located at least 600 ft. from both Windward Parkway and North Point Parkway shall be a maximum of 15 stories, or 200 ft., whichever is less from grade of those roadways.**

- 2. Retail / Office and Residential uses shall be developed concurrently. Therefore, no building permit shall be issued for more than one (1) building of a particular use before a building permit is issued for another building of a different use. A minimum of one building for each use must be completed prior to repeating a particular use.**
- 3. Maximum ground area coverage of all buildings and parking areas (not including roads and driveways) shall not exceed 35% per the Windward Master Plan.**
- 4. No retail use (other than those contained within, and incidental to, the hotel) shall be located within 600 ft. of the GA 400 interchange.**

5. Provide pedestrian connections between buildings and all uses to Windward Parkway and to North Point Parkway. Pedestrian crossings throughout development shall be ramped and the materials shall be brick pavers, cobblestones or architecturally treated concrete products as approved by Staff.
6. The corner of Windward Parkway and North Point Parkway shall be designed with a minimum 3,500 square foot green space area and shall incorporate a visible water feature with water movement.
7. Gathering areas as depicted on the submitted plan shall be incorporated into the final plan and shall include open spaces and seating areas.
8. Prior to the first LDP, applicant shall submit a revised master plan to the City for the entire parcel which shall incorporate the approved conditions.
9. A master detention study and plan for the entire development shall be provided in order to identify possible combined detention pond areas. The developer shall strive toward the development of large, central detention facilities for the site. No detention facility shall be visible from North Point Parkway or Windward Parkway except as a decorative water feature approved by Staff.
10. All site plans and civil design plans hereafter submitted to the City of Alpharetta shall state as the first note: *This*
plan reflects conditions stipulated through public hearing regarding case MP-07-08/CLUP-07-08 Windward Mill/Pod 66
11. Each entrance off North Point Parkway shall be designed to incorporate a water feature, sculpture or similar focal point feature, as approved by Staff.
12. Required parking for residential condominiums shall be 2 spaces per unit.
13. Buildings over 3 stories in height shall be designed to LEED (Leadership in Energy and Environmental Design) Certified standards.
14. Construction documents for each building shall include a tabulation demonstrating that the fixtures and features incorporated in the plans results in a 10% water reduction over standard design.

Landscape Conditions:

15. Detailed street planting shall be provided for North Point Parkway and Westside Parkway. Landscape plan shall be approved by Staff prior to a Land Disturbance Permit.
16. Landscaping areas shall not contain any parking, water detention area or buildings, or portion thereof, except that a detention pond or ponds may be located within the landscaping area if it is specifically designed as a water feature.
17. Parking lot islands shall be planted with shrubs and or ground covers (not with mulch only).
18. Specimen trees on the site shall be given special consideration and every attempt to incorporate them into the applicant's site plan shall be made as stipulated in the Tree Ordinance. Three tree groupings are of particular importance: a.) The trees adjacent to the Skaily office building at the southwest corner of the property (near Morris and Dryden Roads) shall be preserved. b.) every effort shall be made to incorporate the creek on the southern end of the property along with its peripheral specimen trees in the final master plan; and c.) special consideration should be given

to specimen trees along Windward Parkway and at the corner of North Point and Windward Parkways. At least four of the following trees identified on the Tree Location Plan dated September 25, 2007 with an October 10, 2007 revision, prepared by AEC, Inc. shall be saved and incorporated into the final Master Plan drawing:

Tree #146 26" Water Oak

Tree #148 26" Water Oak

Tree #149 26" Water Oak

Tree #151 32" Red Maple

Tree #152 26" White Oak

Tree #153 34" White Oak

Tree #154 26" Poplar

Tree #155 25" Water Oak

Design Conditions:

19. Prior to the first LDP, the applicant shall submit to Staff for approval a document to be entitled 'Windward Mill'. This document shall identify the design guidelines for the development and shall include: elevations or architectural themes of buildings, specifications for street furniture including benches, trash receptacles, lighting, and bicycle racks, bus shelter, signage, landscaping themes, focal point features, and the list of all the approved zoning conditions. This document shall also be submitted to the Windward Business Association for review.
20. Decorative street lights, decorative cross walks, benches, planters, kiosks, trash receptacles, bicycle racks and other street furniture shall be incorporated throughout the development and shall maintain a coordinated appearance as approved in the Windward Mill Design Standards document.
21. Free-standing signs shall not exceed ten (10) feet in height.
22. Buildings with retail uses facing Windward or North Point Parkways shall not exceed 200 ft. in length.
23. Buildings shall be architecturally compatible in style and scale and shall be designed in a contemporary manner to reflect the theme shown on renderings prepared by TVS, associates, inc., date stamped December 6, 2007. Applicant shall submit drawings to the Design Review Board for approval. Plans submitted to the DRB shall include building elevations, illumination standards, sign package and decorative fixture types to be used along roadways, pedestrian paths and parking lots.
24. Stand-alone parking decks that are not integrated into office or residential buildings shall be located internal to the site and shall not be placed along Windward or North Point Parkways.
25. Where parking decks are visible from public, they shall be faced with similar materials as the primary use buildings incorporating similar architectural detail.
26. Both surface parking areas and structured parking buildings shall be screened from North Point and Windward Parkway views.
27. A bus drop-off area with shelter and dedicated lane shall be provided, if determined by MARTA to be needed.
28. All ground-mounted signs shall not exceed 10 ft. in height.

- 29. Applicant shall submit a sign package to be reviewed and approved by the Design Review Board. Sign package shall be incorporated into the Design Standards and shall include standards for ground signs, wall signs, awning signs, directional signs and miscellaneous signs. The Unified Development Code shall govern sizes and quantities of signs except that retail uses may not utilize window advertising. Instead, words can be used on the lip of the awning overhanging the retail establishment.**
- 30. All buildings along Windward Parkway and North Point Parkway must face those streets or appear to face those streets. No backside of buildings, “back of house” functions (such as loading or dumpster area), or non-ornamental subdivision type walls or fences along the perimeter of development shall be allowed facing those streets.**
- 31. All dumpsters, utility boxes, telecommunications equipment, and mechanical equipment shall be screened from ground view.**
- 32. Master plan approval pertains to the project concept only. As individual sites are developed, site standards regarding codes, stream buffers and other requirements will have to be met.**

Traffic Engineering Conditions and proposed roadway improvements as Conditions to GRTA Notice of Decision:

General Traffic:

- 33. Driveway #1 along Windward Parkway shall remain right-in only.**
- 34. Private Road C shall align to facilitate future road extension to Morris Road.**
- 35. Proposed signalized intersections shall be evaluated at 80% of build out and constructed if warranted and approved by Engineering Department.**
- 36. The DRI Traffic Study shall be revised as Directed by Department of Engineering.**
- 37. All internal streets shall be public roadways; however, the Developer (and subsequent Property Owners’ Association) shall be responsible for all roadways, landscaping and other common area maintenance within the Windward Mill development.**
- 38. The proposed roadway, intersection geometry, internal roadway network, curb cut locations and right-of-way for the project will be determined after final review of traffic study and final conditions of approval. The current site design shown in the application should be considered concept only.**
- 39. The developer shall bear the responsibility for payment and installation for the necessary traffic signals and traffic regulatory devices, deceleration lanes and other improvements, which are necessitated by impact of the proposed development as identified by the Engineering Department. Any such improvements constituting system improvements shall result in impact fee credits for eligible portions of improvements.**
- 40. Prior to the issuance of the first building permit, applicant shall submit a Roadway Improvement Phasing Plan. The Plan shall identify the required improvements to be made and the schedule for project development. Each roadway improvement**

project shall be tied to the issuance of a building Certificate of Occupancy so that improvements are made prior to, or concurrent with, development. The Roadway Improvement Phasing Plan shall be reviewed and approved by the Community Development and Engineering Department Staff.

- 41. Developer shall submit a detailed long-term schedule for inspection and maintenance of the storm water facilities. The schedule should describe all maintenance and inspection requirements and person performing maintenance and inspection activities.**
- 42. All proposed intersections shall align properly with existing and proposed new curb cuts as approved by Engineering Department Staff.**
- 43. Signalized intersections shall not be designed as a split phase operation because of poor alignment or sight distance.**
- 44. Un-signalized driveways shall provide a minimum throat length of 150 feet or as approved by the Engineering Department.**
- 45. Certain conditions of this application related to the dedication and construction of roadway system improvements may be superseded by a more definitive private development agreement if the terms and conditions are agreed upon by the Community Development and Engineering Department Staff and applicant no more than 120 days after the rezoning.**

GRTA Requirements:

Conditions to GRTA Notice of Decision:

Development Intensity and Use

Provide a mixture of office, retail, and residential uses.

Road Connectivity

- 46. Provide a direct vehicular connection from Northpoint Parkway to MARTA access driveway on Dryden Road as shown on plan as Private Road B and D.**
- 47. Extend "Private Road C" to the southern most property line and allow for a future roadway connection to Morris Road aligning with Morris Road Extension. Preserve right-of-way on both sides as needed for the future connection.**
- 48. At driveway 1, provide a right in only.**

49. Pedestrian Facilities

- a. Provide bikes racks near entrances of each building.**
- b. Provide bike lanes for each direction of flow on Private Road B and D.**
- c. Provide for pedestrian and bike access on paved path along Northpoint Parkway southbound**
- d. Provide pedestrian connections to all buildings**
- e. Provide crosswalks at each intersection**
- f. Provide sidewalks on both sides of Private Roads A, B, C, D, E, F and private drive between Windward Parkway and Dryden Road as shown on plan**

Roadway Improvements as Conditions to GRTA Notice of Decision:

The following improvements are required on and adjacent to non-state routes:

50. Windward Parkway @ North Point Parkway (Intersection #3)

- **Install an eastbound right-turn lane along Windward Parkway.**
- **Lengthen northbound left-turn lane storage by reconstructing median (300 foot minimum storage).**
- **Provide an additional westbound turn lane on Windward Parkway from Northpoint Parkway to GA 400 northbound ramp.**

51. Windward Parkway at Proposed Driveway #1

- **Install an eastbound right-turn lane along Windward Parkway.**

52. North Point Parkway at Dryden Road

- **Install a dedicated eastbound left-turn lane along Dryden Road.**

53. North Point Parkway at Driveway #2

- **Install a northbound left-turn lane along North Point Parkway.**
- **Install a southbound right-turn lane along North Point Parkway.**
- **Install an eastbound shared left-turn / through lane and a separate right-turn lane along the proposed driveway #2.**

54. North Point Parkway at Driveway #3

- **Install a northbound left-turn lane along North Point Parkway.-- Install a southbound right-turn lane along North Point Parkway.**
- **Install an eastbound shared left-turn / through lane and a separate right-turn lane along the proposed driveway #3.**
- **Install a traffic signal, when warranted.**

55. North Point Parkway at Driveway #4

- **Install a northbound left-turn lane along North Point Parkway.**
- **Install a southbound right-turn lane along North Point Parkway.**
- **Install an eastbound shared left-turn / through lane and a separate right-turn lane along the proposed driveway #4.**

56. Dryden Road at Proposed RIRO Driveway #5

- ❖ **Install a westbound right-turn lane along Dryden Road.**

57. Dryden Road at Proposed Driveway #8

- **Install a separate left-turn lane and right-turn lane southbound along driveway.**

The applicant, Windward Mill, LLC, is seeking a master plan amendment for a 47.65-acre tract located within Pod 66 of the Windward Master Plan in order to increase the permitted size for the hotel from 150 rooms to 225 rooms, increase permitted height from 10 stories to 15 stories and to add 500 residential condominiums.

- The subject property is 47.65-acres in size and is within Pod 66 of the Windward Master Plan development.

- GA 400 borders the site to the west, North Point Parkway to the east, Windward Parkway to the north, and Morris Road to the south.
- The Windward Master Plan has designated this pod for Research and Development use permitting office buildings, hotels, research laboratories, assembly buildings, accessory retail uses, commercial banks and sit-down restaurants.
- In 1999, a variance was granted to Prudential Insurance who intended to construct an office campus, consisting of four (4) ten-story buildings and four (4) seven-story parking decks.
- Over 1 million square feet of office was depicted as permitted within the original Windward Master Plan and a permitted hotel use limited to 150 rooms.
- Prudential did not want to change the allowed uses or increase the approved density.
- They simply wanted a height variance so that they could build the density that was already approved on a smaller portion of their property and sell their remaining property to MARTA.
- The variance was granted to increase the approved height from five stories to ten stories on the eastern portion of the property and the development density approved for the whole site was transferred to the eastern portion of the property.
- The western portion of the property was sold to MARTA and a park and ride facility was built.
- The current proposal from a different applicant, Windward Mill, is to construct 850,000 square feet of office space with a maximum building height of 15 stories, 80,000 square feet of retail, a 5,000 square foot bank and a twelve-story, 225 room hotel. Residential buildings are also depicted as 15 stories in height with a total of 500 for sale condominium units.
- The pod is currently approved for buildings up to 10 stories in height and the applicant is requesting 15 stories.
- It should be noted that there are approved heights within the City that are similar or higher than the applicant's request.
- Recent height approvals are for maximums of 15 stories such as at the Offices at Prospect Park at Old Milton Parkway and Georgia 400 and for twelve stories at the Regents Partners site at Georgia 400 and Haynes Bridge Road.
- Pod 12 of the Windward Master Plan, located to the north of the site does allow 20-story buildings and Pod 14, adjacent to the east of the site allows 10-story buildings.
- Both of these pods are in the direct vicinity of the site but have not been developed with buildings over 6 stories.
- The Deerfield development, while not in the City, located on the north side of Windward Parkway and west side of GA 400, allows buildings up to 20-stories in height.
- The City did approve a height increase on Pod A of the Northwinds Master Plan to 20 stories for a building located directly adjacent to the GA 400/ Haynes Bridge Road interchange.

- Approval of the requested height increase to allow twelve and fifteen stories will not set a precedent in the area or along the GA 400 corridor.
- The applicant's request would accommodate 15 story buildings directly fronting Windward Parkway and North Point Parkway.
- Buildings of this height have not been developed along these roadways.
- If approved, the applicant's request will result in a reduction in the amount of development currently allowed for office use.
- The 850,000 sq. ft. of office use requested is nearly 20% less than the 1,045,000 square feet of office use that can be built on the property currently without any additional approvals.
- The 500 residential units proposed in this application will add square footage to the project, but will do so with fewer vehicular trips than office use.

SITE PLAN

- A conceptual development plan for the assembled tract was submitted in August of this year.
- The Master Plan submitted shows the applicant's vision of developing a mixed-use project, which includes residential, office, retail, and a hotel use.
- The master plan rendering depicts a potential development scenario for the property.
- A 15-story office development is shown at the corner of the Windward Parkway and North Point Parkway; a twelve-story hotel on Windward Parkway is shown located south of the Marriott.
- Six two story retail buildings are shown fronting North Point Parkway in addition to one bank building.
- Seven residential buildings are depicted internal to the site with on-grade and structured parking.
- Three 15-story office buildings are proposed internal to the site with parking decks up to seven stories in height adjacent to Dryden Road.
- One right-in/right-out curb cut is proposed on Windward Parkway approximately 600 feet west of the intersection of Windward and North Point Parkways.
- Three full access curb cuts on North Point Parkway are planned with several additional curb cut access points along Dryden Road, the MARTA access road.
- An internal drive is shown which parallels North Point Parkway and ends at the curb cut farthest south on North Point Parkway within the applicant's site.
- A connection to Morris Road is not shown which would require land outside of the applicant's property. Several access points off Dryden Road are depicted into the site.
- The proposal is considered a Development of Regional Impact and was submitted to the Department of Community Affairs and reviewed by the Atlanta Regional Commission and the Georgia Regional Transportation Authority.

- The ARC issued a finding on November 26, 2007 that the project is in the best interest of the State. In addition, GRTA submitted a “Notice of Decision” stating the project is approved as submitted with recommended conditions, which have been attached.
- An internal pedestrian path is shown extending from the residential structures to the office buildings.
- Several water features are depicted at the entrances from North Point Parkway as well as the intersection of North Point Parkway and Windward Parkway.

- The existing site has a small stream near the center of the site that requires buffers and an old lake bed at the corner of North Point Parkway and Windward Parkway.
- The lake bed has severe erosion around its banks.
- There are several specimen trees on the site that have not been incorporated into the site plan.
- In particular there are several specimen trees that exist and could be incorporated into the project design.
- Several trees near Windward Parkway, for example, could be set aside as a small group and featured as a site amenity.

The estimated job creation resulting directly from the proposed development is as follows:

| Use | Estimated Jobs Created |
|-------------------------|------------------------|
| Office ¹ | 4,950 |
| Retail ² | 105 |
| Hotel | 90 |
| Restaurant ² | 50 |
| Bank | 9 |
| <i>Total</i> | <i>5,204</i> |

- The estimated increase in residential population generated by the proposed 500 condominium units ranges from 975 to 1,010 people.³

¹ Based on an average occupancy of 170 ft² per person. The average occupancy range for Class A office users in Alpharetta is 150 ft² to 200 ft² per person.

² Based on assumption that proposed retail space will actually be split such that 70,000 ft² will be dedicated to typical retail shops and 10,000 ft² will be dedicated to “fast casual” restaurant concepts.

³ Based on a multiplier of 1.95 persons per unit (standard Alpharetta multiplier for townhome units) and 2.05 persons per unit (standard Alpharetta multiplier for apartment units). A standard Alpharetta multiplier for condominium units has not been established due to an inadequate sampling size in the market.

- The residential component of this plan is targeted toward seniors and families without children.
- Condominiums, while considered single-family, tend to have fewer school age children than do detached single-family homes.
- The Fulton County Board of Education prepared updated student enrollment estimates that indicate that from 38- 53 school aged children could reside within the development.
- Based on Staff research, an estimated 666,450 square feet of new occupied Class A office space or 763,875 square feet of total new Class A office space would need to be added to the Alpharetta office inventory to support the proposed 225-room full-service hotel.
- The applicant is proposing 850,000 square feet of office. Based on reported market needs and other industry information, it is recommended that the proposed hotel be required to include a minimum of 7,000 square feet of meeting / event space that is similar in design / function to that found in the Alpharetta Marriott.
- The Windward Marriott has 316 guest rooms and a total of 9,000 square feet of meeting / event space (i.e. 28.48 square feet of meeting / event space per guest room).
- When PKF Consulting was completing the hotel study for the City last year, they indicated that the Windward Marriot was actually not designed with a sufficient amount of meeting / event space based on the number of rooms in the property and the type of full-service hotel operated.
- If a hotel use was not already allowed on the property, Staff would not support the request to add a hotel to this property because of the number of hotel sites already zoned in the City.
- In this case, the applicant is only requesting to increase the number of rooms authorized for the existing hotel use.
- The increased number of rooms would help to ensure the development of a full service hotel with conference space.
- The total number of employees generated by the proposal would be 5,204 at the build-out date of 2015.
- Given the total employees on site, a 10% minimum or 520 employees would be required to find affordable housing within the project in order to meet GRTA jobs-housing balance criteria on site.
- An Area of Influence Analysis was completed by the applicant in order to meet the DRI submittal requirements.
- The study found that employees could afford to live on site.

TRAFFIC/PEDISTRIAN/TRANSIT

| ITE Code | Land Use | Daily Traffic | AM Peak Hour | PM Peak Hour |
|--------------------------------|---------------------------|----------------------|---------------------|---------------------|
| 310 | 150 – key Hotel | | | |
| 710 | 1,045,000 SF Office Space | | | |
| 820 | 90,000 SF Retail Space | | | |
| Gross Trips | | 15,437 | 1,441 | 1,922 |
| <i>Trip Reductions</i> | | <i>-4,006</i> | <i>-0</i> | <i>-388</i> |
| Net New Vehicular Trips | | 11,431 | 1,441 | 1,534 |

- A traffic study was completed for the project and it was found that the total net trips for the development would be approximately 12,350 trips per 24-hour period.
- The proposed trips would be almost identical to the current permitted zoning.
- If approved the new component for the project would be the 500 residential condominiums and a reduction in the office density.
- A trip generation analysis was also included for the current zoning.
- The net trip generation is listed in the following table:

| Table 1 – Trip Generation Windward Mill – Proposed Land Plan | | | | |
|---|------------------------------|----------------------|---------------------|---------------------|
| ITE Code | Land Use | Daily Traffic | AM Peak Hour | PM Peak Hour |
| 251 | 500 Residential Condominiums | | | |
| 310 | 225 – key Hotel | | | |
| 710 | 850,000 SF Office Space | | | |
| 820 | 85,000 SF Retail Space | | | |
| Gross Trips | | 14,430 | 1,408 | 1,686 |
| <i>Trip Reductions</i> | | <i>-2,080</i> | <i>-0</i> | <i>-192</i> |
| Net New Vehicular Trips | | 12,350 | 1,408 | 1,494 |
| <i>Net New Vehicular Trips % Difference from approved zoning</i> | | <i>+8.0%</i> | <i>-2.3%</i> | <i>-2.6</i> |

- It can be seen from the tables that the proposal would produce about the same amount of overall traffic as development that is currently zoned; however, the ‘peak period’ trips, when traffic is most intense, would actually be reduced with the proposed development. Reduction in peak period (rush hour) traffic is more important than a reduction in total trips because of the impact on businesses.
- In addition, due to congestion issues during peak hours, an increasing number of employees working in the Windward Area are venturing “off campus” less frequently to shop or dine.

- True mixed-use developments that incorporate restaurant, retail, office and residential uses in pedestrian-oriented design / environments may help to recapture some of the sales dollars currently being lost, as employees can frequent businesses without having to enter the vehicular traffic flow.
- It is also important to consider the availability of a MARTA facility immediately adjacent to the subject property and factor this component into the proposed development.
- Appropriate design and development of this site may expedite and/or allow additional investment by MARTA to upgrade transit operations in Alpharetta.
- Such improved levels of service will become increasingly important over time.
- A growing number of corporate employers are indicating that the availability of public transit is an increasingly critical factor as they consider where to locate and/or maintain operations in Metro Atlanta.
- With regard to the roadway system proposal, the Engineering Department as well as GRTA reviewed the anticipated project impacts and recommended several conditions of approval.

CONCURRENCES

The City's Comprehensive Land Use Plan depicts the property being developed as "Office Center" with the City's goals to develop a campus atmosphere in the GA 400 interchange area. The majority of the proposal is consistent with the Future Comprehensive Land Use map with the exception of the residential addition; however, goals within the Comprehensive Land Use Plan support the applicant's request:

- Promote development that is pedestrian-oriented, community centered and minimizes vehicular trips.
- Allow for the conversion of sites to more intensive residential use when appropriate.
- Provide for areas of innovative development, such as mixed use and traditional communities in appropriate locations.
- Develop land use strategies to support transit friendly, bicycle routes and walk able communities that provide linkages to activity centers within the City.
- In examining new development proposals, assess their ability to offer transportation alternatives and reduce the number of vehicular trips.
- Require development designs to encourage pedestrian activity that reduces on-site vehicular dependence.

The addition of the residential use component will enhance the development and provide live/work opportunities. In addition, the request to increase the hotel from 150 rooms to 225 rooms supports the City's goals of adding more meeting space within full service hotels on property currently zoned for hotels. However, there are concerns regarding the development that must be addressed. These include:

1. Retail: Location

Section 10-11 of the Comprehensive Plan states:

“As major entranceways to the City, the interchanges along Georgia 400 should be designated for office use in order to preserve the corporate campus of the City.”

- This section suggests that there should be a clear delineation between office uses as the interchanges and any other uses in order to preserve corporate campus image.
- Retail should be permitted only as a secondary use as outlined within the OP category.
- In addition, retail should only be located within a building where retail is not the primary use and no retail should be located near the interchange.
- Having retail near the interchange would create a precedent that may ultimately result in the development of a gas station or fast food establishment on a similarly situated property.

2. Public Spaces and Facilities

- The application represents a mixed-use development with gathering spaces and convenient retail/restaurant to serve the office and residential portions of the project.
- There is a central main street corridor through the entire length of the development and it is located near a major highway that will provide sufficient transportation connections.
- In addition, a MARTA parking area exists adjacent to the site.
- MARTA is a feature that is unique in Alpharetta to this project site; therefore, it is important that Windward Mill take full advantage of this public transportation amenity.
- Doing so may improve ridership and help to support further investment by MARTA into this community.
- This proposed project has the singular opportunity to incorporate and feature public transportation in the development plan.
- The design of the project should reflect this opportunity through enhanced connectivity and site accommodations.

- In addition, there is an opportunity to feature some of the natural elements of the site by incorporating them into the site design.
- This would be especially beneficial where it would be most visible such as along Windward Parkway and North Point Parkway.
- For example, a specimen tree grouping could be used to enhance the entrance of the hotel or a signature office building.
- The creek and specimen trees adjacent to North Point Parkway could be incorporated into an entry feature for the project.

3. Heights/Setbacks

- The maximum heights proposed for the project are 15 stories and the proposed plan depicts the 15' story buildings within 100' of Windward and North Point Parkways.
- This height would be too imposing along these roadways.
- Buildings within 300 feet of the road should be no greater than 6-stories in height to maintain consistency with existing development surrounding the property.
- As the buildings are built closer to GA 400, the increased height should not have a detrimental impact.
- The tallest buildings would best be located near the MARTA facility.

4. Aesthetics

- The location of this development accentuates the importance of its physical appearance. Special attention needs to be paid to the aesthetics of this project because it will serve as a gateway into Alpharetta from GA 400.
- Of particular importance is the way in which this development addresses Windward and North Point Parkways.
- The buildings along these roadways should be designed to be outwardly focused and should not 'turn their back' to these streets.
- A design standards document should be developed to coordinate the aesthetics throughout the development.
- Creating exciting 'people spaces', beautiful vistas and elegant buildings in a pedestrian friendly environment should be the goal of this project if it is to merit development in Alpharetta.

CITIZEN PARTICIPATION PLAN

- The applicant notified surrounding property owners within 500' of the proposed development regarding their intent for the property.
- The applicant held several meetings with local newspapers, community leaders, surrounding properties owners and large landholders.
- The report states that the comments received concerned traffic, residential impact to schools, and the possibility of retail creep along North Point Parkway.
 - *Diana Wheeler Came forward with the presentation*
 - *The applicant has submitted a revised site plan based upon the most recent conditions discussed by Council and defined in a motion that was placed upon the floor.*
 - *The original motion was offered by Mr. Monson and received a second from Mr. Paine prior to the item being tabled.*

- *Monson – Would like to amend condition #29 by removing the portion indicated in red on the version handed out to City Council tonight. Mr. Paine accepts the amendment.*
- *Mr. Paine requested that Condition #1 be amended to remove the requirement that 50% of the residential units would be restricted to age 55 and up. Mr. Monson accepted the amendment.*
- *Mayor thanked the applicant for holding additional meeting with residents*

Motion: Motion by Councilman Monson to approve with the conditions with a change to Condition #29 to read “Applicant shall submit a sign package to be reviewed and approved by the Design Review Board. Sign package shall be incorporated into the Design Standards and shall include standards for ground signs, wall signs, awning signs, directional signs and miscellaneous signs. The Unified Development Code shall govern sizes and quantities of signs except that reatail uses may not utilize window advertising. Instead, words can be used on the lip of the awning overhanging the retail establishment. Councilman Paine included that under Condition #1 (c) the wording “50% of which must be restricted to age 55 and up” be removed. Motion was seconded by Councilman Paine.

Vote: Unanimous (7-0)

A copy of the final conditions is attached

Respectfully Submitted:

Sue Rainwater, City Clerk
