

# 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.*

- |   |   |
|---|---|
| <input type="checkbox"/> Annexation           | <input type="checkbox"/> Special Use                |
| <input type="checkbox"/> Rezoning             | <input checked="" type="checkbox"/> Conditional Use |
| <input type="checkbox"/> Variance             | <input checked="" type="checkbox"/> Master Plan     |
| <input type="checkbox"/> Land Use Application | <input type="checkbox"/> 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



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# 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: NA 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: 

Date: 5/1/24

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# APPLICANT REQUEST AND INTENT

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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.



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# ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

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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: Purusothaman 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.*

See attached list

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

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

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

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

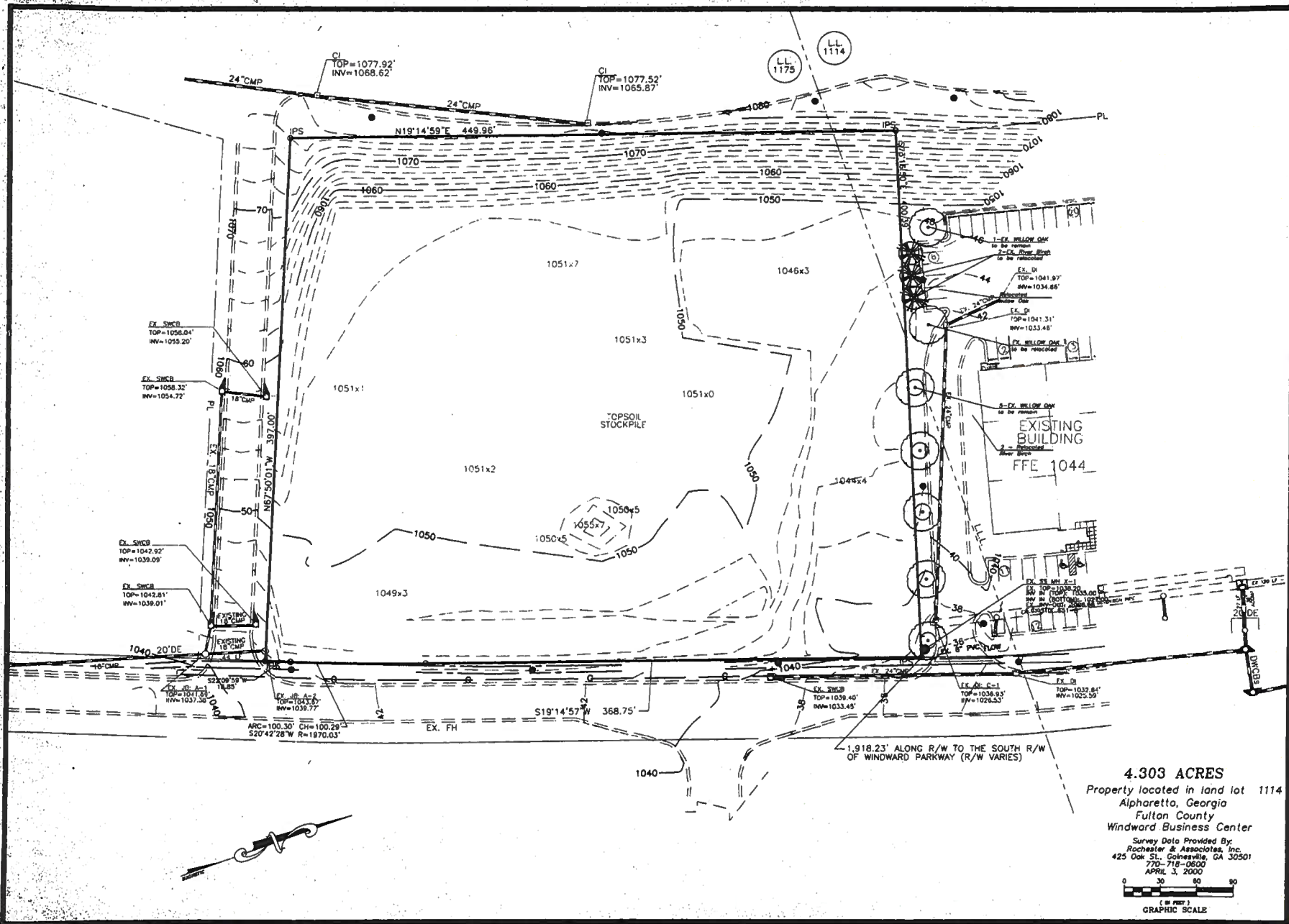
MARCONI DRIVE OFFICES LLC  
2450 ATLANTA HWY STE 1904  
CUMMING GA 30040-1237

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

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

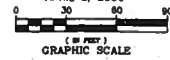
5995 WINDWARD ATLANTA OFFICE LLC  
P.O. BOX 250509  
ATLANTA GA 30305





**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



**AEC**  
 Inc.

ASSOCIATED  
 ENGINEERING  
 CONSULTANTS Inc.  
 50 Warm Springs Circle  
 Roswell, Georgia 30075  
 770 941-1942 • Fax 770 999-8824

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

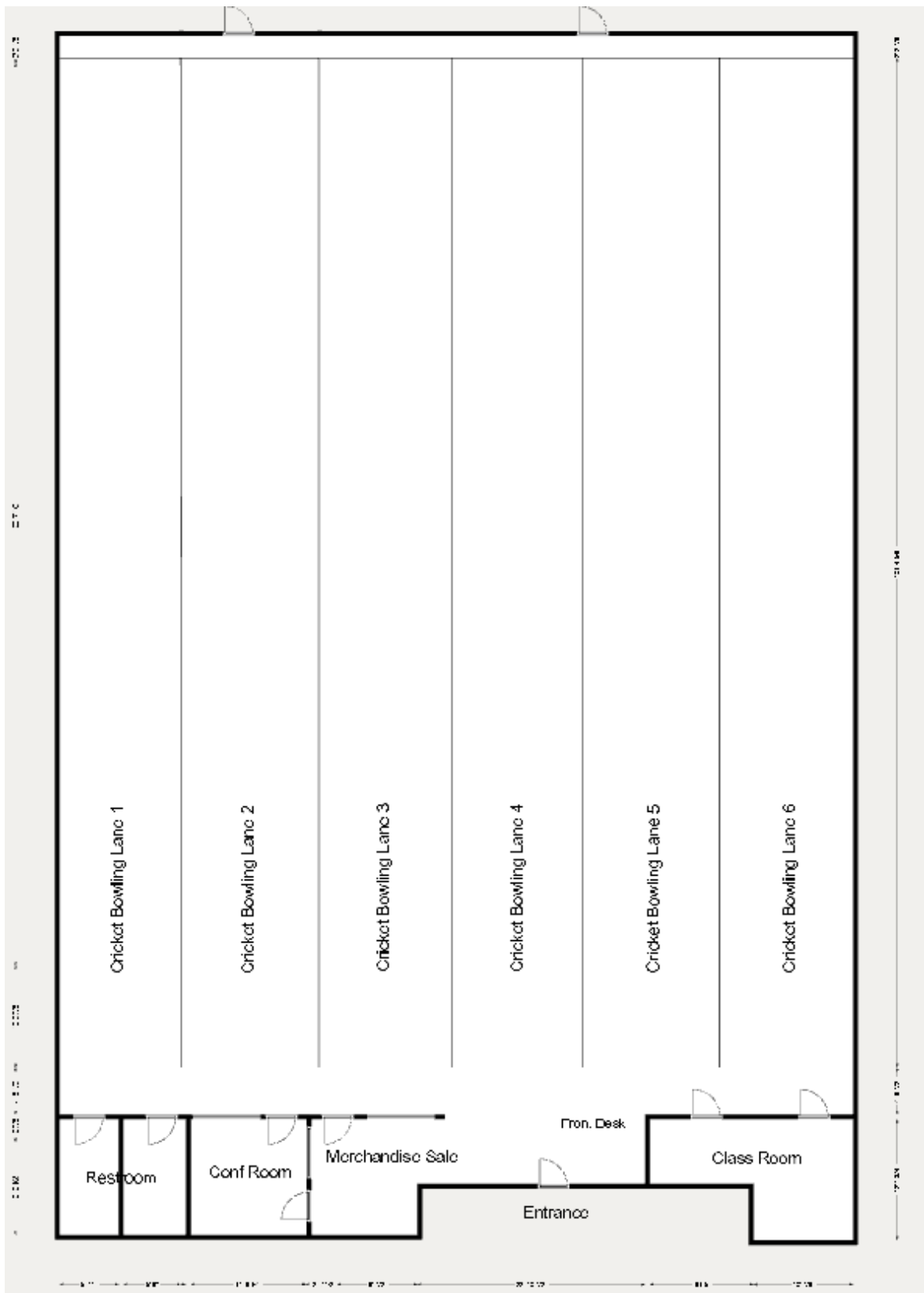
**EXISTING  
 CONDITIONS**

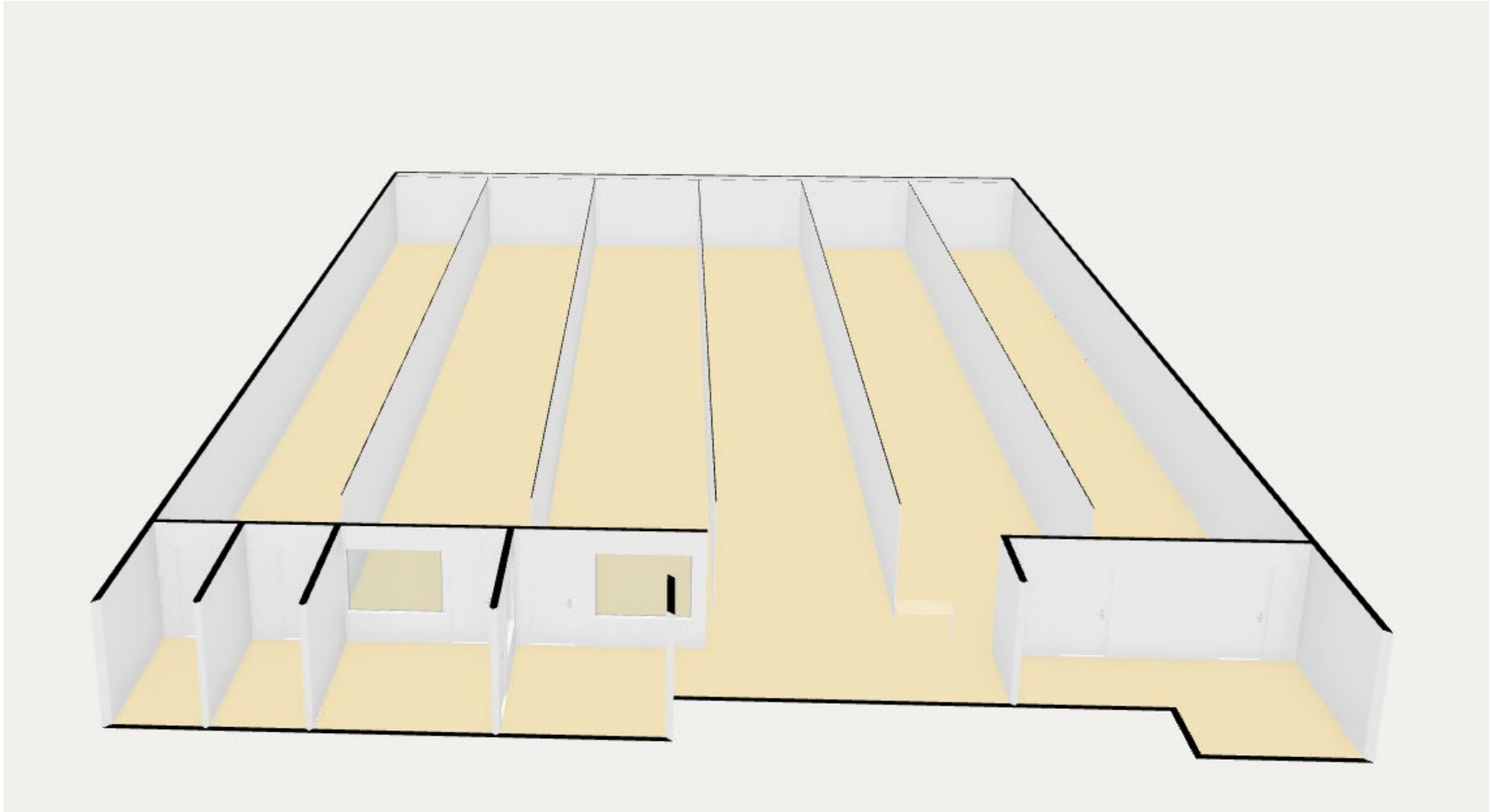
NO.	REVISIONS	DATE	BY	CHKD.

PROJECT NO. - 01.1200.20  
 DRAWN BY - BGR, ADY, TJB  
 DESIGNED -  
 CHECKED - P  
 DATE - 5-9-2000  
 SHEET

Cla







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