



**CITY OF PEACHTREE CORNERS
COMMUNITY DEVELOPMENT**

147 Technology Parkway, Suite 200, Peachtree Corners, GA 30092
Tel: 678.691.1200 | www.peachtreecornersga.gov

PUBLIC HEARING APPLICATION

REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS

A properly completed application and fees are due at the time of submittal. **An incomplete application will not be accepted.** Original signatures are required for the Application.

REQUIRED ITEMS	NUMBER OF COPIES	CHECK
Completed Application Form	• 1 original	<input checked="" type="checkbox"/>
Boundary Survey with Legal Description	• 1 full size copy • 1- 8-1/2" x 11" or 11" x 17" reduction	<input checked="" type="checkbox"/>
Site Plan	• 1 full size Copy • 1- 8-1/2" x 11" or 11" x 17" reduction	<input checked="" type="checkbox"/>
Letter of Intent Describing Reason for Request and Proposed Use of Property	• 1 copy	<input checked="" type="checkbox"/>
Applicant Certification with Notarized Signature	• 1 copy	<input checked="" type="checkbox"/>
Property Owner Certification with Notarized Signature	• 1 copy	<input checked="" type="checkbox"/>
Standards Governing Exercise of the Zoning Power	• 1 copy	<input checked="" type="checkbox"/>
Disclosure Report Form (Conflict of Interest Certification/Campaign Contributions)	• 1 copy	<input checked="" type="checkbox"/>
Verification of Paid Property Taxes (most recent year)	• One (1) Copy (for each tax parcel included)	<input checked="" type="checkbox"/>
Electronic copy of complete package	• One (1) copy	<input checked="" type="checkbox"/>
Application Fee	• Make checks payable to the City of Peachtree Corners	<input checked="" type="checkbox"/>
ADDITIONAL EXHIBITS (IF REQUIRED)		
Additional site plan requirements for R-TH, R-ZT, Modified, CSO, OBP, HRR, R-SR, MUD or MUO rezoning requests	• 1 copy	<input type="checkbox"/>
Traffic Study	• 1 copy	<input type="checkbox"/>
Development of Regional Impact Review Form	• 1 copy	<input type="checkbox"/>
Building Compliance Inspection	• 1 copy	<input type="checkbox"/>

REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS APPLICATION

AN APPLICATION TO AMEND THE OFFICIAL ZONING MAP OF THE CITY OF PEACHTREE CORNERS, GEORGIA

APPLICANT INFORMATION	PROPERTY OWNER INFORMATION
NAME: <u>Roberts Properties Peachtree Retail, LLC</u>	NAME: <u>Roberts Properties Peachtree Retail, LLC</u>
ADDRESS: <u>375 Northridge Rd. Suite 330</u>	ADDRESS: <u>375 Northridge Rd. Suite 330</u>
CITY: <u>Atlanta</u>	CITY: <u>Atlanta</u>
STATE: <u>GA</u> ZIP: <u>30350</u>	STATE: <u>GA</u> ZIP: <u>30350</u>
PHONE: <u>770-394-6000 ext. 209</u>	PHONE: <u>770-394-6000 ext. 209</u>
E-MAIL: <u>dphillips@robertsproperties.com</u>	E-MAIL: <u>dphillips@robertsproperties.com</u>
APPLICANT CONTACT, IF DIFFERENT THAN ABOVE	
CONTACT PERSON: <u>Clay Massey</u> PHONE: <u>404-881-4969</u>	
CONTACT'S E-MAIL: <u>clay.massey@alston.com</u>	

APPLICANT IS THE:

OWNER'S AGENT PROPERTY OWNER CONTRACT PURCHASER

C-2 MUD w/ concurrent

PRESENT ZONING DISTRICTS(S): Conditional REQUESTED ZONING DISTRICT: variances in Attachment A

LAND DISTRICT(S): 6 LAND LOT(S): 301 ACREAGE: 4.4*

ADDRESS OF PROPERTY: 4936 Peachtree Corners Circle; 5246 Peachtree Parkway

PROPOSED DEVELOPMENT: Mixed Use Development

*The Subject Property is 4.4 acres, but a total of 5.3 acres inclusive of adjacent land is designated to meet zoning, code and development requirements per agreement with the City.

Staff Use Only This Section

Case Number: _____ Hearing Date: P/C _____ C/C _____ Received Date: _____

Fees Paid: _____ By: _____

Related Cases & Applicable Conditions:

Description:

*The rezoning is requested for the residential/commercial Mixed Use development described in the accompanying Letter of Intent and Concept Plan.

RESIDENTIAL DEVELOPMENT*

NON-RESIDENTIAL DEVELOPMENT*

No. of Lots/Dwelling Units 2/169
Between approx. 800 SF and
Dwelling Unit Size (Sq. Ft.): 1250 SF each

No. of Buildings/Lots: 2/2
351,105 SF (total for retail,
Total Bldg. Sq. Ft.: residential and hotel)
FAR=1.52 (aggregate total for
Gross Density: retail, residential and hotel)

FEE SCHEDULE

1. Rezoning, Change-in-Conditions and Special Use Permit Fees – Residential Zoning Districts
(note: a Special Use Permit related to a rezoning case shall not incur an additional fee)

A. For the following single-family residential zoning districts: RA-200, R-140, R-LL, R-I00, R-75, RL, MHS.

- 0 - 5 Acres = \$ 500
- > 5 - 10 Acres = \$ 1,000
- > 10 - 20 Acres = \$ 1,500
- > 20 - 100 Acres = \$ 2,000
- > 100 - Acres = \$ 2,500 plus \$40 for each additional acre over 100
- Maximum Fee: \$10,000

B. For the following single and multifamily residential zoning districts: R-TH, RMD, RM-6, RM-8, RM-I0, RM-13, R-SR, MH, R-60, R-ZT, R-75 MODIFIED or CSO, and R-100 MODIFIED or CSO.

- 0 - 5 Acres = \$ 850
- > 5 - 10 Acres = \$1,600
- > 10 - 20 Acres = \$2,100
- > 20 - 100 Acres = \$2,600
- > 100 - Acres = \$3,200 plus \$40 for each additional acre over 100

2. Rezoning, Change-in-Conditions and Special Use Permit Fees - Non-Residential Zoning Districts
(note: a Special Use Permit related to a rezoning case shall not incur an additional fee)

For the following office, commercial and industrial zoning districts: C-I, C-2, C-3, O-I, OBP, M-I, M-2, HS, NS.

- 0 - 5 Acres = \$ 850
- > 5 - 10 Acres = \$1,600
- > 10 - 20 Acres = \$2,100
- > 20 - 100 Acres = \$2,600
- > 100 - Acres = \$3,200 plus \$50 for each additional acre over 100

3. Mixed-Use (MUD and MUO) or High Rise Residential (HRR)

Application Fee – \$1,200 plus \$75 per acre (maximum fee - \$10,000)

- 4. Chattahoochee Corridor Review (involving a public hearing) - \$150.
- 5. Buffer Reduction (Greater than 50%) Application Fee - \$500.
- 6. Zoning Certification Letter - \$100 (per non-contiguous parcel).

ATTACHMENT A

CONCURRENT VARIANCES REQUESTED

1. Allowance of an 1800 SF land disturbance encroachment into the 50-foot undisturbed natural vegetative buffer under Section 18-51(a)(1) at the two locations shown in the Variance Plan.
2. Allowance of a 900 SF land development encroachment into the 75-foot impervious surface setback under Section 18-51(a)(2) at the three locations shown in the Variance Plan.



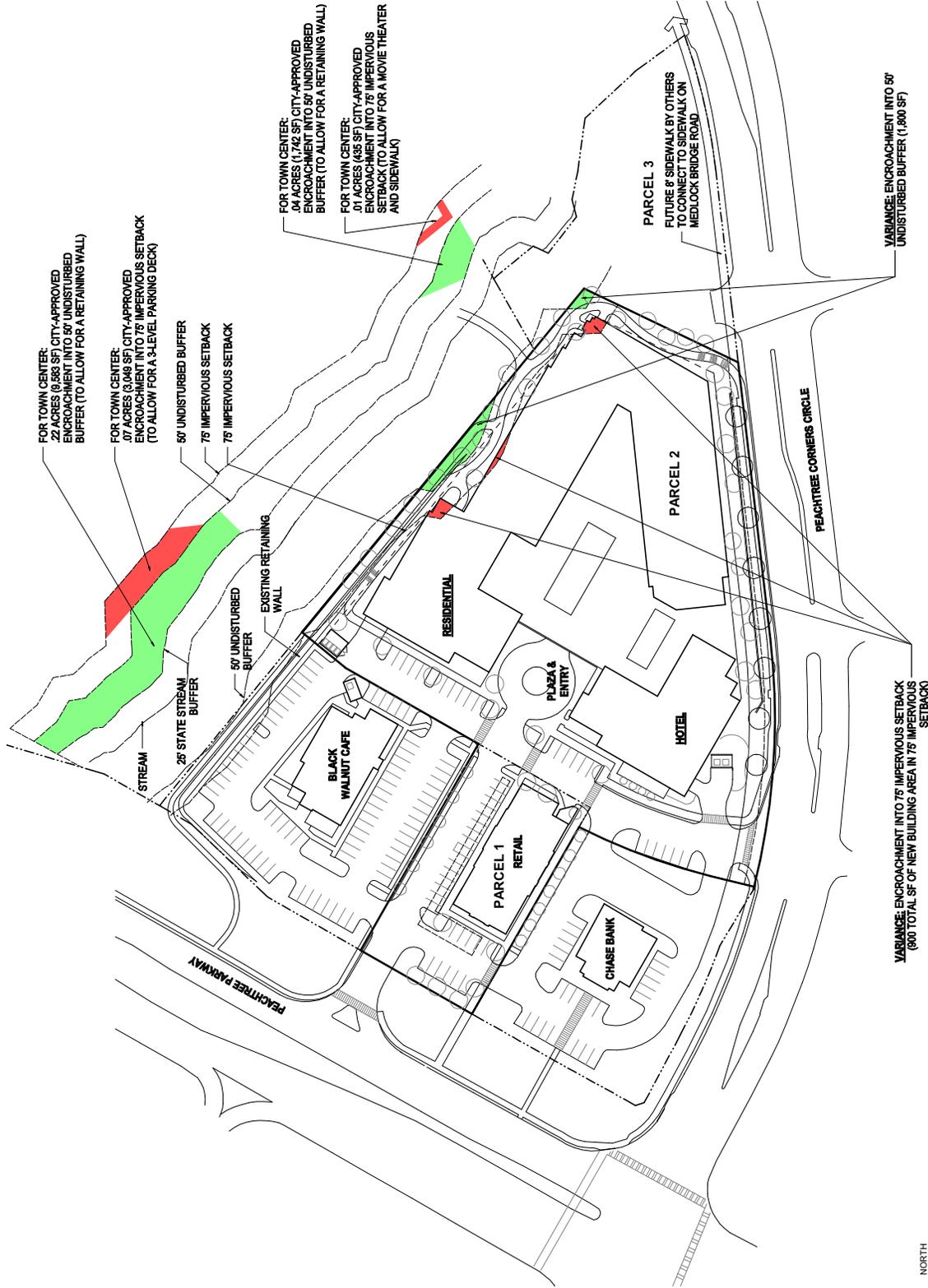
Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
275 Peachtree Corners Lane, Suite 200 Atlanta, Georgia 30090

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

VARIANCE PLAN

A-4



DISCLOSURE REPORT FORM
CONFLICT OF INTEREST CERTIFICATION/CAMPAIGN CONTRIBUTIONS

WITHIN THE (2) YEARS IMMEDIATELY PRECEDING THE FILING OF THIS ZONING PETITION HAVE YOU, AS THE APPLICANT FOR THE REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS PETITION, OR AN ATTORNEY OR AGENT OF THE APPLICANT FOR THE REZONING, SPECIAL USE PERMIT, OR CHANGE IN CONDITIONS PETITION, MADE ANY CAMPAIGN CONTRIBUTIONS AGGREGATING \$250.00 OR MORE OR MADE GIFTS HAVING AN AGGREGATE VALUE OF \$250.00 TO THE MAYOR OR ANY MEMBER OF THE CITY COUNCIL?

Roberts Properties Peachtree Retail, LLC

CHECK ONE: YES NO

(If **yes**, please complete the "Campaign Contributions" section below)

Print Name

1. CAMPAIGN CONTRIBUTIONS

Name of Government Official	Total Dollar Amount	Date of Contribution	Enumeration and Description of Gift Valued at \$250.00 or more

2. THE UNDERSIGNED ACKNOWLEDGES THAT THIS DISCLOSURE IS MADE IN ACCORDANCE WITH THE OFFICIAL CODE OF GEORGIA, SECTION 36-67A-1 ET. SEQ. CONFLICT OF INTEREST IN ZONING ACTIONS, AND THAT THE INFORMATION SET FORTH HEREIN IS TRUE TO THE UNDERSIGNED'S BEST KNOWLEDGE, INFORMATION AND BELIEF.

APPLICANT:

Roberts Properties Peachtree Retail, LLC,
a Georgia limited liability company

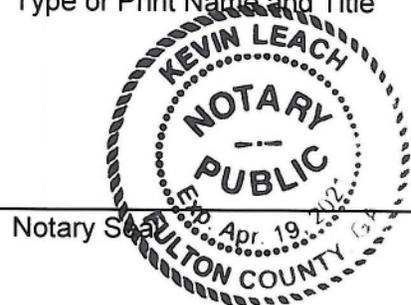
By: Roberts Properties, Inc.,
a Georgia corporation, Manager

By: _____ 9/14/2017
Charles S. Roberts Date
President

Signature of Applicant's Attorney or Representative Date Type or Print Name and Title

Kevin Leach

Signature of Notary Date 9/14/2017



APPLICANT'S RESPONSE
STANDARDS GOVERNING THE EXERCISE OF THE ZONING POWER

Pursuant to section 1702 of the 2012 zoning resolution, the city council finds that the following standards are relevant in balancing the interest in promoting the public health, safety, morality or general welfare against the right to the unrestricted use of property and shall govern the exercise of the zoning power.

PLEASE RESPOND TO THE FOLLOWING STANDARDS IN THE SPACE PROVIDED OR USE AN
ATTACHMENT AS NECESSARY:

- A. Will this proposed rezoning, special use permit, or change in conditions permit a use that is suitable in view of the use and development of adjacent and nearby property?
Yes. See enclosed Letter of Intent.
- B. Will this proposed rezoning, special use permit, or change in conditions will adversely affect the existing use or usability of adjacent or nearby property?
No. See enclosed Letter of Intent.
- C. Does the property to be affected by a proposed rezoning, special use permit, or change in conditions have reasonable economic use as currently zoned?
No. See enclosed Letter of Intent.
- D. Will the proposed rezoning, special use permit, or change in conditions will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools?
No. See enclosed Letter of Intent
- E. Will the proposed rezoning, special use permit, or change in conditions is in conformity with the policy and intent of the land use plan?
Yes. See enclosed Letter of Intent.
- F. Are there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the proposed rezoning, special use permit, or change in conditions?
Yes, for approval. See enclosed Letter of Intent.

ALSTON & BIRD

One Atlantic Center
1201 West Peachtree Street
Atlanta, GA 30309-3424
404-881-7000 | Fax: 404-881-7777

W. Clay Massey

Direct Dial: 404-881-4969

Email: clay.massey@alston.com

October 2, 2017

VIA HAND DELIVERY

Ms. Diana Wheeler
Community Development Director
City of Peachtree Corners
147 Technology Parkway NW,
City Hall, Suite 200
Peachtree Corners, Georgia 30092

Re: Letter of Intent to Rezone the Properties Located at 4936 Peachtree Corners Circle and 5246 Peachtree Parkway in Land Lot 301 of the 6th Land District, City of Peachtree Corners, Gwinnett County, Georgia (collectively, the "Subject Property")

Dear Ms. Wheeler:

My client Roberts Properties Peachtree Retail, LLC ("RPPR") requests the rezoning of the Subject Property¹ from Conditional C-2 (Commercial Business) to MUD (Mixed-Use Development) and the concurrent variances discussed below. I write to provide a description of the proposed use and development of the Subject Property, and to explain the need and justification for the requested rezoning and concurrent variances.

I. The Subject Property

The Subject Property to be rezoned is approximately 4.4 acres of land located at the intersection of Peachtree Parkway and Peachtree Corners Circle, directly across from The Forum and adjacent to the forthcoming Town Center mixed-use development. Together with the adjacent 0.9 acres of undisturbed land RPPR transferred to the Downtown Development Authority of Peachtree Corners ("DDA") in 2016, the Subject Property totals 5.3 contiguous acres for RPPR's mixed-use development in compliance

¹ A survey and legal descriptions of the Subject Properties are attached hereto as **Exhibit A**.

with Section 1318(5) of the Zoning Ordinance for MUD zoning.² Pursuant to Section 1318(5) of the Zoning Ordinance, this acreage allows a total of 169 rental apartment homes on the Subject Property, in addition to the 110-room boutique hotel and retail outparcel discussed below, under MUD zoning.³

The Subject Property was part of approximately 25.802 acres of contiguous land at the intersection of Peachtree Parkway and Peachtree Corners Circle (the “RPPP Property”) formerly owned by RPPR’s predecessor and affiliate, Roberts Properties Peachtree Parkway, L.P. (“RPPP”). As a result of litigation brought by RPPP, Gwinnett County approved RPPP’s request to rezone 18.3 acres of the RPPP Property to RM-13 (multi-family residential), which allowed RPPP to develop 237 apartments⁴ on that acreage of the RPPP Property.⁵ After incorporating in 2012, the City purchased those 18.3 acres of the RPPP Property and rezoned them to MUD.⁶ The City subsequently sold those 18.3 acres to Fuqua Acquisitions II, LLC (“Fuqua”) for what is currently being developed as Town Center. The Subject Property is a portion of the former RPPP Property that is

² RPPR transferred the adjacent 0.9 acres to the City with the express right to utilize the adjacent property “in connection with any and all development, density, and/or construction-related calculations and/or code requirements (including without limitation, open space and tree density requirements, to the extent allowed by law).” [Limited Warranty Deed, **Exhibit B** hereto; *accord* Zoning Ord. § 2015-03-41 (Condition 2.Z), attached hereto as **Exhibit C**.]

³ Section 1318(5) of the Zoning Ordinance allows 32 rental apartments per acre on property zoned MUD. With 5.3 acres, RPPR is therefore authorized to develop a total of 169 rental apartments on the Subject Property under an MUD zoning.

⁴ With additional adjacent parcels previously zoned RM-13 by Gwinnett County, RPPP was ultimately authorized to develop a total of 292 apartment units on contiguous land that included the RPPP Property.

⁵ Gwinnett County rezoned the 18.3 acres to RM-13 as a result of litigation RPPP prosecuted against the County from 1999 to 2001. Gwinnett County had refused to rezone the property in an effort to block apartments on the property, which led to the litigation. The United States District Court found direct evidence that Gwinnett County committed discrimination under the Federal Housing Act by denying RPPP the RM-13 zoning, stating that RPPP had presented “evidence that strongly suggests that the Commission members acted directly in response to the homeowner’s discriminatory desires by voting to deny Plaintiff’s rezoning application.” [Order, **Exhibit D** hereto.] The Court also found evidence that the denial of the RM-13 zoning was an unconstitutional denial of RPPP’s substantive due process rights. [*Id.*] The Consent Order requiring Gwinnett County to provide the rezoning allowing the apartment units is attached as **Exhibit E** hereto.

⁶ The City purchased the 18.3 acres to prevent the development of apartments on the property, in response to “numerous calls of concern from citizens over a proposed apartment development planned for that site.” [Press Release: City of Peachtree Corners Makes Strategic Move Toward Land Acquisition, **Exhibit F** hereto.] The City noted that “every effort has been made to avoid apartment development on this site.” [July 2, 2013 City of Peachtree Corners Council Meeting Minutes, **Exhibit G** hereto.] The City’s effort to prevent apartments on the property was reiterated in Mayor Mason’s recent July 2017 public comments. [From the Mayor’s Desk: Construction on New Town Center, July 2017, attached hereto as **Exhibit H**.]

adjacent to the acreage the City purchased and sold to Fuqua for the Town Center development, as reflected on page 6 of this letter.

The Subject Property is currently zoned Conditional C-2 (General Business), which is not an economically viable zoning of the Subject Property. The zoning allows only certain retail, office and public/semipublic uses, for which there is no economically viable market on the Subject Property. The substantial retail space and uses at the Forum and forthcoming Town Center development saturates the retail market at this location, rendering a full retail development on the Subject Property unviable. Moreover, the millions of dollars in incentives the City provided to Fuqua to construct Town Center (including incentives for a parking deck, rights-of-way, internal roads and other development costs) enable Town Center to be significantly more competitive than RPPR could be on rents and other terms in retail leases on the adjacent Subject Property. That advantage to Town Center draws the rental market to Town Center and away from new retail construction on the Subject Property. Such circumstances further eliminate any economic viability of the Subject Property as a retail development.

Further eliminating any viability of the Subject Property as a retail development are the zoning conditions that govern the Subject Property.⁷ Those conditions substantially restrict any retail uses allowed on the Subject Property. For example, the only restaurants that are permitted on the Subject Property as a matter of right are Chef-driven restaurants, for which there is no market. Indeed, the lack of a sustainable market for such restaurants led the City to allow Fuqua to have chain restaurants⁸ (rather than Chef-driven restaurants) for up to 85% of the restaurants at Town Center, a right the City has not provided RPPR on the Subject Property. The zoning conditions even prohibit a grocery store from being developed on the Subject Property, while allowing a Sprouts grocery store on a neighboring property across from The Forum at 5130 Peachtree Parkway. The zoning conditions also prohibit all of the following other retail uses, among others, which prohibition further eliminates any economic viability of a retail development on the Subject Property:

⁷ Zoning Ord. § 2015-03-41, attached hereto as **Exhibit C**.

⁸ According to Mayor Mason's July 2017 public comments, those chain restaurants will include Marlow's Tavern, Firebirds Wood Fired Grill, Farm Burger, Vintage Pizzeria, Thais Express, Salata Salad Bar, Jim 'N' Nick's Bar-B-Q and Willy's Mexicana Grill, among others. [From the Mayor's Desk: Construction on New Town Center, July 2017, attached hereto as **Exhibit H**.]

- Animal hospitals or veterinary clinics
- Retail banks
- Chain restaurants
- Fast food restaurants
- Automotive parts stores
- Furniture rental establishments
- Convenience food stores
- Laundry or dry cleaning establishments
- Liquor stores that are not specialty wine or beer stores
- Plant nursery sales facilities
- Recreation or fitness facilities over 3500 SF
- Automotive service stations
- Clothing resale stores
- Auto repair shops or tire stores
- Building material sales with outdoor storage
- Pet shops or pet grooming establishments
- Mattress stores
- Nail salons
- Day care facilities
- Driving schools
- Discount stores
- Second run movie theaters
- Phone stores
- Precious metals stores
- Mini warehouse storage facilities
- Extended stay service hotels
- Hotels other than boutique hotels

New office development on the Subject Property also is unviable. Northeast Atlanta and Peachtree Corners, specifically, are two of the weakest office markets in the Atlanta area. Peachtree Corners' direct office vacancy rate of 20.6% is one of the highest in the Atlanta area and is 31% higher than the average direct office vacancy rate among the Atlanta markets.⁹ Peachtree Corners' weak office market is evidenced by the occupancy rates for Class A and Class B office buildings within 3 miles of the Subject Property. Analysis of available data for those properties shows a weighted average occupancy rate of 63%. Notably, the nearby Class A office property located at 3930 E. Jones Bridge Road, at the north end of The Forum, has a 72% occupancy rate. This lack of demand for office space at the location of the Subject Property is further illustrated by Fuqua's request for, and the City's approval of, a 70% reduction in the office space

⁹ See, e.g., Cushman & Wakefield Office Q2 2017 Marketbeat Report attached hereto as **Exhibit I**.

required at the Town Center mixed-use development.¹⁰ There is simply insufficient demand for office space in Peachtree Corners and at the Subject Property's location, specifically, for a new office development on the Subject Property to be economically viable.

RPPR's preference is to develop the Subject Property as 100% high-end apartment homes. However, the City has stated its desire for a boutique hotel to exist on the Subject Property. Such a hotel on the Subject Property is not feasible without the connected apartment development. Particularly without the development incentives the City has provided Fuqua for the Town Center development, the land and construction costs of the hotel and structured parking deck will be substantial. Nightly hotel room rates in the City are too low to support the investment necessary to cover those substantial costs because of the age of the City's hotel stock and low hotel room demand due in part to high office vacancy rates. Developing the hotel, alone, therefore is not economically viable. To be economically viable, the hotel must have the connected apartment development to subsidize its substantial land and construction costs. Without the apartments, the hotel simply cannot be developed.

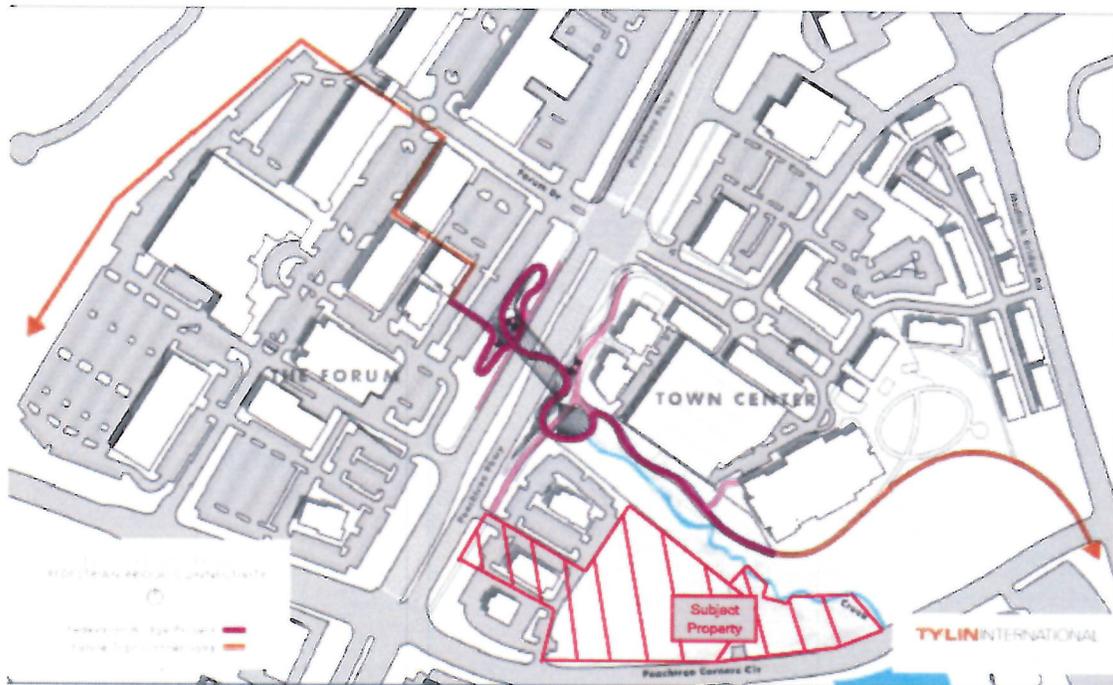
II. The Proposed Rezoning and Mixed Use Development

RPPR seeks MUD zoning for a residential/commercial mixed-use development on the Subject Property in accordance with the concept plan and related materials submitted herewith as **Exhibit K**.¹¹ The development's residential component will consist of 169 highly amenitized one- and two-bedroom apartment homes with granite countertops and stainless steel appliances. The apartment homes will be in an upscale, stylish and sophisticated mid-rise building with structured parking, elevators, conference facilities, a swimming pool and a fitness center. The apartment homes will be part of a shared structure with an upscale and highly amenitized 110-room boutique hotel constituting part of the commercial component of the mixed-use development. The boutique hotel will feature well-appointed rooms, meeting facilities, a fitness center, a swimming pool and a business center. The other commercial component of the development will be a small outparcel retail use as shown in the concept plan.

¹⁰ See Ord. 2015-06-49, Town Center Special Use Permit Analysis, and Letter of Intent for Application for Special Use Permit and Changes to Conditions for Town Center Mixed Use Project, collectively attached hereto as **Exhibit J**.

¹¹ The renderings submitted in addition to the Concept Plan at **Exhibit K** hereto are conceptual in nature and intended to illustrate the general architectural concepts of the development. The features and elements of the renderings are not to scale, and certain colors and architectural features shown in the renderings are subject to change as the complete architectural drawings and building plans are finalized and submitted for permitting in compliance with the approved Concept Plan.

RPPR's proposed mixed-use development will connect the Subject Property's high-end multi-family residences and boutique hotel to the 580,000 SF of retail shops and restaurants at The Forum, and to the Town Center's forthcoming 14 restaurants, 983-seat theater, Town Green, Sprouts grocery store and 15,000 SF of other retail and office uses. RPPR's mixed-use development will have a direct connection to the planned pedestrian bridge across Peachtree Parkway, providing convenient walkable access to The Forum for apartment residents and hotel patrons:¹²



Regular pedestrian traffic and activity by City residents and visitors are pivotal to The Forum's and Town Center's economic success and sustainability, and to their identity as Peachtree Corners' city center through mixed-use planning. As confirmed by research at Georgia Tech's School of City and Regional Planning, a fundamental characteristic of a true mixed-use development is that it has "uninterrupted pedestrian connections" and is "pedestrian-oriented and contains elements of a live-work-play environment."¹³ Indeed, "there is increased economic activity when there are more people in an area to shop," and attracting pedestrians onto city streets helps "revitalize community life."¹⁴ RPPR's mixed-use development will clearly benefit the City in this regard. Active residents living

¹² Peachtree Corners Bridge Presentation, at p. 53, attached as **Exhibit L** hereto.

¹³ Herndon, J. and Drummond, W., *Mixed-Use Development in Theory and Practice: Learning from Atlanta's Mixed Experiences*, Ga. Inst. of Tech. (May 5, 2011) at 12, 13, 14 and 41, available at <https://smartech.gatech.edu/handle/1853/40790>.

¹⁴ *Id.* at 26.

at high-end apartments and City visitors staying at the high-end boutique hotel on the Subject Property will have direct, walkable connectivity to The Forum via the pedestrian bridge and to Town Center via the planned walking trails. These residents and hotel guests will stimulate day and night pedestrian activity along the shops and attractions in this desired city center, thereby promoting commerce and a downtown community development for the City.

It is proven that high-quality rental housing is necessary to support retail and other commercial components of successful mixed-use developments. Local examples of this include the Veranda and Haven apartments at Avalon in Alpharetta, The Collection apartments at the forthcoming City Springs mixed-use development in Sandy Springs, and The Residence at Buckhead Atlanta. In addition to providing direct and constant pedestrian commerce and activities within the mixed-use developments, such rental housing attracts educated and sophisticated residents who are capable and willing to pay higher rents, which provides a financially viable market for retail and restaurant businesses operating in the mixed-use development. The apartments on the Subject Property will reflect the same high-end quality as such mixed-use developments and provide the same economic and community benefits for The Forum, Town Center and the City, generally.

RPPR's mixed-use apartment homes will also surpass the Echo Lakeside apartment development in Technology Park, which the City unanimously approved in 2016. Echo Lakeside, which was marketed as "millennial housing" during the rezoning process, is a garden apartment complex in a suburban, wooded office park setting. Comparatively, RPPR's apartments will be a mid-rise apartment development in a walkable, urban setting. RPPR's apartment development will also have closed air-conditioned corridors and structured parking, compared to Echo Lakeside, which will have open breezeway connections and no structured parking. The characteristics of RPPR's apartments on the Subject Property will be attractive to sophisticated millennial and empty nester residents, and command higher rents. Moreover, Echo Lakeside is over a four-mile roundtrip walk to The Forum and Town Center, which will be a prohibitive or inconducive walking distance for residents of Echo Lakeside. Accordingly, Echo Lakeside is not located where it can furnish the necessary pedestrian patronage that RPPR's apartments on the Subject Property will provide the shops, restaurants and attractions at The Forum and Town Center. Also, RPPR's apartment development will provide sophisticated and walkable housing that is attractive to entrepreneurs engaged in the Prototype Prime technology startup incubator at Technology Park, which will help promote innovation and dynamic business development in the City.

In addition, the upscale boutique hotel on the Subject Property will offer travelers visiting Peachtree Corners distinctive and high-quality accommodations with first-class amenities, including well-appointed rooms, meeting facilities, a fitness center, swimming

pool, and a business center. RPPR's development will connect this high-end hotel directly to The Forum and Town Center via the proposed pedestrian bridge and walking trails, which will enhance and help showcase this area as the City's desired downtown center and central business district. The quality of the boutique hotel and its integration with the adjacent shops, restaurants and attractions will promote tourism in the City and provide City residents superior facilities for conferences, weddings and other events. The hotel will also be attractive to prospective businesses considering Peachtree Corners for their location or expansion, by providing sophisticated and convenient hotel accommodations and conference facilities with high-end amenities for business travelers.

In summary, RPPR's mixed-use development will seamlessly and naturally integrate with and support the City's dynamic commercial, cultural and entrepreneurial centers at The Forum, Town Center and Technology Park; attract sophisticated residents; and enhance a distinctive gateway and downtown center for the City. The development will be a significant benefit to the City.

III. Promotion of the City's Land Use Objectives

RPPR's proposed mixed-use development will clearly promote the objectives of the City's Zoning Ordinance, Comprehensive Plan, and Livable Center Initiative.

The purpose of MUD zoning under the City's Zoning Ordinance is as follows:

to promote the development of properties in a manner that integrates commercial and/or office with residential land uses, promotes pedestrian accessibility among uses, reduces automobile trips, provides a livable environment for project residents, and enhances the value and aesthetics of the surrounding community. MUD's utilize connective streetscapes to promote an environment conducive to human activity through the provision of landscaping, street/shade trees, street furniture and sidewalks to unify and interconnect varying uses.¹⁵

RPPR's mixed-use development will distinctly serve this purpose. The development will integrate high-end apartment homes and an upscale boutique hotel on the Subject Property with commercial uses on adjacent properties and the Subject Property; promote pedestrian accessibility among uses at the Subject Property, The Forum and Town Center; reduce automobile trips by providing apartment homes and hotel accommodations for Peachtree Corners residents and visitors with walkable access to The Forum and Town Center; provide a livable environment for Peachtree Corners residents; and enhance the value and aesthetics of The Forum, Town Center and surrounding community. The Subject Property and mixed-use development also satisfy all of the requirements for MUD

¹⁵ Zoning Ord. § 1318.1

zoning, including being located within a Major Activity Center and adjacent to major thoroughfares where infrastructure is available to support the mix of uses on the Subject Property, pursuant to Zoning Ordinance § 1318.2.

In addition, the City's 2033 Comprehensive Plan calls for MUD zoning and mixed-use development on the Subject Property. Under the Comprehensive Plan, the City seeks to:

- (1) Offer a high quality of life for residents,
- (2) Provide a competitive environment for businesses,
- (3) Create a strong sense of community for all, and
- (4) Accommodate the best opportunities to live, work, learn, play and stay.¹⁶

RPPR's mixed-use development on the Subject Property will further each of these objectives, by, *inter alia*, providing high-end rental apartment homes and upscale boutique hotel facilities that enable and enhance the community's enjoyment of the City's cultural, culinary and shopping attractions; providing upscale boutique hotel accommodations and facilities that promote tourism and business in the area; providing City residents with upscale boutique hotel facilities and amenities for conferences, weddings and other events; providing desirable highly amenitized rental apartment homes for millennials whom businesses seek to employ; providing walkable rental apartment homes and boutique hotel components necessary to promote a vibrant city center community at and around The Forum, Town Center and the pedestrian bridge; and providing a true live, work, learn, play and stay opportunity in the City in conjunction with The Forum and Town Center.

Similarly, the Comprehensive Plan's formal goals for the City are the following:

- (1) Build and strengthen a unified and family-friendly multicultural community.
- (2) Maintain a high-quality natural and cultural environment.
- (3) Integrate transportation and accessibility into development decisions.
- (4) Enable redevelopment and capture high-quality new development.

¹⁶ 2033 Comprehensive Plan, Community Goals, p. 6, attached as **Exhibit M** hereto.

- (5) Emerge as the most desirable and advantageous community in the Atlanta region.¹⁷

These goals, in addition to the policies the City is to follow in achieving them, clearly support approval of RPPR's mixed-use development. Those policies include, *inter alia*, attracting and retaining young families; allowing for a broader range of housing options; supporting the aging and millennial populations; expanding publicly-accessible recreation; creating places for community members to gather and enjoy arts and culture; improving walkability, especially in activity centers; encouraging the development of a Peachtree Corners city center; promoting mixed-use development along key corridors; and promoting denser development in specific areas designated for mixed-use or higher-density multi-family.¹⁸ Indeed, the City's following needs and opportunities underlying the aforementioned policies in the Comprehensive Plan clearly call for RPPR's mixed-use development:

- (1) "There is no mixed-use development in Peachtree Corners with both residential and retail components."
- (2) "Peachtree Corners has few housing options for empty nesters," including, "'live/walk/play' communities."
- (3) "[T]here is a need for higher-end rental apartments that appeal to young professionals and older adults."
- (4) "Allowing for and promoting mixed-use development in key locations can create opportunities for individuals to live, work, play and shop in one place."
- (5) "New development may be designed with access management policies, bicycle and pedestrian facilities, and mixed-uses, which all serve to reduce vehicular travel demand"
- (6) "The property across from The Forum presents prime development opportunities."¹⁹

¹⁷ *Id.* at p. 10.

¹⁸ *Id.* at pp. 13, 15, 17, 20, 23, 24, 29-31, 33. It is unclear how the City's concern that "[a]partment dwellers are perceived as transient and not invested in the community" and the City's preference not to become "a 'melting pot' where all cultures blend" stated in the Comprehensive Plan factor into the City's land use decisions. [*Id.* at pp. 12 and 18.] However, as litigated with Gwinnett County, a zoning authority is not allowed to make zoning decisions on grounds that violate the Federal Housing Act and the Constitution. [See, e.g., Order, **Exhibit D** hereto.]

¹⁹ *Id.* at pp. 13, 15, 24, and 29-31.

RPPR's mixed-use development will fit each of these needs and opportunities. Moreover, the Comprehensive Plan acknowledges that the City has "no 'downtown' or town center that functions as an economic, civic and social destination" and "no civic or public gathering places,"²⁰ while identifying land across the street from The Forum as "ideal for mixed use development . . . and development that helps meet the City's need for a downtown and more public gathering places."²¹ In sum, RPPR's mixed-use development is a perfect fit for the Subject Property under the City's Comprehensive Plan.

The City has acknowledged that workers and empty nesters are moving to locations that are: walkable to retail stores, eating, and shopping; multi-story buildings and dense residential; and convenient for daily activities.²² The City therefore has identified the following priorities for its growth: "Walkable – connect housing to work, shops, restaurants, activities" and "Millennial/empty nester style housing."²³ RPPR's mixed-use development will accomplish these priorities by providing a walkable mixed-use community in which City residents and visitors can live, stay, work and play, with housing that is appealing to millennials and empty nesters, and a boutique hotel that will provide business and leisure travelers the upscale and highly amenitized experience. These features and benefits clearly will enhance and showcase the live, stay, work and play vision the City has for this area.

²⁰ 2033 Comprehensive Plan, Consolidated Needs and Opportunities, pp. 27, 31 attached as **Exhibit N** hereto.

²¹ *Id.* at p. 26.

²² Peachtree Corners Bridge Presentation, p. 4, attached as **Exhibit L** hereto.

²³ *Id.* at p. 5.

Moreover, the Subject Property is in the Central Business District Character Area (“CBD”) of the Comprehensive Plan:²⁴

Figure 3. Key Features of the Central Business District



The Comprehensive Plan’s stated vision is for the CBD to have the following attributes: “Walkable town center”; “Community Gathering Place”; and “Quality mixed use development.”²⁵ In this regard, the Comprehensive Plan instructs that “high quality mid-rise mixed use development with significant residential components,” such as RPPR’s mixed-use development, is desired in the CBD.²⁶

The City’s Livable Center Initiative Study (“LCIS”) also reiterates the need for RPPR’s mixed-use development within the CBD. The LCIS confirms that the lack of high-end rental housing within the City has created “gaps for two important groups in the housing market: young-professionals – e.g., those seeking a more upscale urban flat rental format – and empty nesters or retirees who are looking to downsize from a large-lot single family home to something that requires less maintenance and allows for a more walkable, connected lifestyle.”²⁷ The LCIS reports that businesses are focused on office space that has “easy access to quality rental housing, walkable access to hotels, retail and

²⁴ 2033 Comprehensive Plan, Community Goals, p. 43, attached as **Exhibit M** hereto.

²⁵ *Id.*

²⁶ *Id.* at p. 44.

²⁷ Peachtree Corners Livable Center Initiative Study, p. 16, attached as **Exhibit O** hereto.

entertainment.”²⁸ The LCIS therefore instructs that “the City should make it a major priority to facilitate the development of a wider range of housing types, including senior residences and, most importantly, younger workforce housing.”²⁹ For both millennials and empty-nesters, the LCIS identifies “rental units in mixed-use settings” as appropriate housing options within the CBD, where the Subject Property is located.³⁰ This is clear support for RPPR’s mixed-use development on the Subject Property.

In summary, the City’s Zoning Ordinance, Comprehensive Plan, and land use analyses all call for RPPR’s mixed-use development on the Subject Property. There are simply no grounds to deny the requested MUD zoning for this mixed-use apartment, hotel and retail development.

IV. RPPR’s Response to the Standards Governing the City’s Exercise of Zoning Power

In accordance with the Public Hearing Application for RPPR’s MUD zoning request and Section 1703 of the Zoning Ordinance, RPPR provides the following responses to the Standards Governing the City’s Exercise of Zoning Power, as set forth in Section 1702 of the Zoning Ordinance.

A. Will the proposed rezoning permit a use that is suitable in view of the use and development of adjacent and nearby property?

Yes. Please see Sections I through III above.

B. Will this proposed rezoning adversely affect the existing use or usability of adjacent or nearby property?

No. Rather, the proposed rezoning will provide substantial benefits to the adjacent and nearby properties. Please see Sections I through III above.

C. Does the property to be affected by the proposed rezoning have reasonable economic use as currently zoned?

No. Please see Section I above.

²⁸ *Id.* at p. 17.

²⁹ *Id.* at 32.

³⁰ *Id.* at 33.

D. Will the proposed rezoning result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools?

No. According to a trip generation comparative analysis conducted by A&R Engineering,³¹ rezoning the Subject Property to MUD for RPPR's mixed-use development will result in a 40% decrease in daily traffic compared to the current Conditional C-2 zoning. Also, RPPR has installed handicap ramps, crosswalks, traffic signalization and other improvements to improve pedestrian connectivity at the intersection of Peachtree Parkway and Peachtree Circle, at no cost to the City. In addition, the apartment homes component of the development will include only one- and two-bedroom units, and MUD zoning of the property will not cause excessive or burdensome use of the City's schools. MUD zoning and the development also would not cause any excessive use of the City's utilities.

E. Is the proposed rezoning in conformity with the policy and intent of the land use plan?

Yes. Please see Sections I through III above.

F. Are there other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the proposed rezoning?

Yes, numerous supporting grounds exists for approval of the rezoning. Please see Sections I through III above.

V. Concurrent Variances

RPPR requests the following concurrent variances as part of its request for MUD zoning of the Subject Property:

A. Allowance of an 1800 SF land disturbance encroachment into the 50-foot undisturbed natural vegetative buffer under Section 18-51(a)(1) at the two locations shown in the Variance Plan.

RPPR requests this concurrent variance in order to (a) grade within the 50-foot buffer area for the installation of a landscaped pervious walking trail and (b) provide temporary access for equipment and scaffolding during construction of the mixed-use

³¹ A&R Engineering Inc. Trip Generation Comparison for Peachtree Corners Mixed-Use Development, July 26, 2017, attached as **Exhibit P** hereto.

development, at the locations shown in the Variance Plan attached hereto as **Exhibit Q**. No structures or impervious surfaces are proposed within the limited areas of this encroachment. In addition, the final grade and re-plantings of vegetation will meet the screening requirements contained in Section 50-52(b) of the City's Ordinance.

The pervious walking trail for which the grading is required will provide the necessary pedestrian connectivity between RPPR's mixed-use development and the adjacent Town Center, the pedestrian bridge for access to The Forum, and the City's planned walking trails on adjacent Parcel 3. The existing topography in the areas of requested encroachment prevents the pervious walking trail from being developed in those areas without grading. Also, the location of the above-referenced areas to which the walking trail is to provide pedestrian connectivity do not allow for the walking trail to be placed in another location. In addition, the Subject Property's shape and size require temporary use of the identified limited encroachment areas for equipment and scaffolding access during construction of RPPR's mixed-use development.

Because the limited areas of buffer encroachment lack significant vegetation, and because the walking trails will be unpaved and pervious, the land disturbance activities described herein are authorized without a variance under Sections 18-50(b)(1)(d) and 50-52(e)(3) of the City's Ordinance. RPPR seeks this concurrent variance only as a precaution in order to facilitate RPPR's planned development amicably through the variance approval process, in case the City were to take a position in contradiction to those ordinance provisions and the nature of the described encroachments to require a variance. By requesting this variance, RPPR does not concede that a variance is required and does not waive any rights under the Ordinance or applicable law with respect to the requested rezoning and planned development.

RPPR notes that the City approved areas of encroachment into the 50-foot buffer for the Town Center development that are together approximately six times the size of the small encroachments RPPR requests, as shown in **Exhibits Q, R and S** hereto. The City should not treat RPPR disparately in connection with this concurrent variance request.

B. Allowance of a 900 SF land development encroachment into the 75-foot impervious surface setback under Section 18-51(a)(2) at the three locations shown in the Variance Plan.

This concurrent variance is required for small portions of RPPR's shared vertical hotel/apartment structure and underlying structured parking podium to exist within the 75-foot impervious surface setback. The size and shape of the Subject Property do not allow the parking necessary for the boutique hotel and apartment to be provided in a surface parking lot. The size and shape of the Subject Property therefore require the parking to be provided via a structured parking podium beneath the hotel and apartment

structures.³² However, the size and shape of the Subject Property do not allow the necessary structured parking podium to be constructed without the small encroachments into the impervious surface setback requested herein. Attempts have been made to design and engineer the structure without these small encroachments, but the size and shape of the Subject Property has made avoiding the encroachments unachievable. Thus, to not allow the limited 900 SF of impervious surface setback encroachments requested herein would prevent the planned development and create an extreme hardship for RPPR.

RPPR notes that it is presently allowed 2600 SF of encroachment into the impervious surface setback at the locations shown in **Exhibit T** hereto.³³ RPPR has used only 450 SF of that allowed encroachment for existing development, leaving RPPR 2150 SF of allowed impervious surface encroachment on the Subject Property under its current zoning. Under the requested MUD zoning and this concurrent variance request, RPPR would encroach into the setback by only 900 SF at the locations identified in **Exhibit Q**, rather than use the remaining 2150 SF of encroachment allowed under the Subject Property's current zoning. Thus, the rezoning and this requested concurrent variance will reduce RPPR's encroachment into the 75-foot impervious surface setback by 1250 SF.

RPPR notes that the City approved areas of encroachment into the 75-foot impervious surface setback for the Town Center development that are collectively almost four times the size of the small encroachments RPPR requests, as shown in **Exhibits Q, R** and **S** hereto. The City should not treat RPPR disparately in connection with this concurrent variance request.

For the forgoing reasons, RPPR submits that the Subject Property should be rezoned to MUD and asks that the City approve its enclosed rezoning application and concurrent variance requests.³⁴

Respectfully,

ALSTON & BIRD LLP



W. Clay Massey

³² In addition, among other visual and pedestrian benefits, structured parking is a more efficient use of land and requires less impervious surface area than surface parking to provide the necessary parking capacity.

³³ See **Exhibit H**, Condition 2W; **Exhibit T**.

³⁴ RPPR has attached its Constitutional Objections and Reservations of Rights hereto as **Exhibit U**, which RPPR incorporates by reference herein.

October 2, 2017

Page 17

Attachments

cc: Mayor Mike Mason (via hand delivery w/ attachments)
Councilmember Alex Wright (via hand delivery w/ attachments)
Councilmember Phil Sadd (via hand delivery w/ attachments)
Councilmember Eric Christ (via hand delivery w/ attachments)
Councilmember Jeanne Aulbach (via hand delivery w/ attachments)
Councilmember Lorri Christopher (via hand delivery w/ attachments)
Councilmember Weare Gratwick (via hand delivery w/ attachments)
Mr. Brian Johnson, City Manager (via hand delivery w/ attachments)
Mr. Charlie Roberts (via email w/ attachments)
Mr. David Phillips (via email w/ attachments)

PROJECT INFORMATION

TOTAL GROSS SITE ACREAGE: 5.309 ACRES (231,260 SF)
 TOTAL NET SITE ACREAGE: 5.309 ACRES (231,260 SF)
 PARCEL 1: 0.677 ACRES (29,490 SF)
 PARCEL 2: 3.732 ACRES (162,566 SF)
 PARCEL 3: 0.9 ACRES (39,204 SF)
 TOTAL: 5.309 ACRES (231,260 SF)

ALLOWED RESIDENTIAL DENSITY OF 32 UNITS/ ACRE
 5.309 ACRES x 32 = 169 UNITS ALLOWED
 SITE AREA AVAILABLE (DEDUCTING REQUIRED 20% COMMON AREA): 185,008 SF
 OF AVAILABLE SITE AREA, ALLOWABLE 70% MAXIMUM RESIDENTIAL COVERAGE AREA: 129,505 SF
 RESIDENTIAL BUILDING (APARTMENT) SITE AREA: 50,409 SF (27%)

COMMON AREA (SEE A-5 COMMON AREA AND CONNECTIVITY PLAN)

COMMON AREA REQUIRED: 46,252 SF (20%)
 COMMON AREA PROVIDED: 79,238 SF (34%)

OPEN SPACE

OPEN SPACE PROVIDED: 79,238 SF

BUILDING SQUARE FOOTAGE:

PARCEL 1: 9,000 SF (RETAIL)
 PARCEL 2: 342,105 SF (RESIDENTIAL AND HOTEL)
 PARCEL 3: 0 SF
 TOTAL SQUARE FOOTAGE: 351,105 SF
 PARKING AREAS ARE EXCLUDED

NOTES:

1. DENSITY CALCULATIONS BASED ON ACREAGES PRIOR TO THE DEDICATION OF THE SIDEWALK AREA AT PEACHTREE CORNERS CIRCLE

2. PER AN EXISTING AGREEMENT BETWEEN THE APPLICANT AND THE DOWNTOWN DEVELOPMENT AUTHORITY, THE APPLICANT MAY UTILIZE PARCEL 3 IN CONNECTION WITH ANY AND ALL DEVELOPMENT, DENSITY, AND/OR CONSTRUCTION-RELATED CALCULATIONS AND/OR CODE REQUIREMENTS

3. BUILDING SETBACKS SHOWN TO FACE OF BUILDING ABOVE GRADE - BELOW-GRADE IMPROVEMENTS, SUCH AS FOOTINGS AND RETAINING WALLS, CAN BE LOCATED INSIDE BUILDING SETBACK

BUILDING HEIGHTS AND LEVELS

RETAIL:
 1 LEVEL (MAX HEIGHT 29 FT ABOVE GRADE)

HOTEL:
 7 TOTAL LEVELS (MAX HEIGHT 88 FT ABOVE GRADE)
 5 LEVELS OF UNITS OVER LOBBY/PARKING LEVEL AND BASEMENT PARKING LEVEL
110 UNITS (TOTAL)

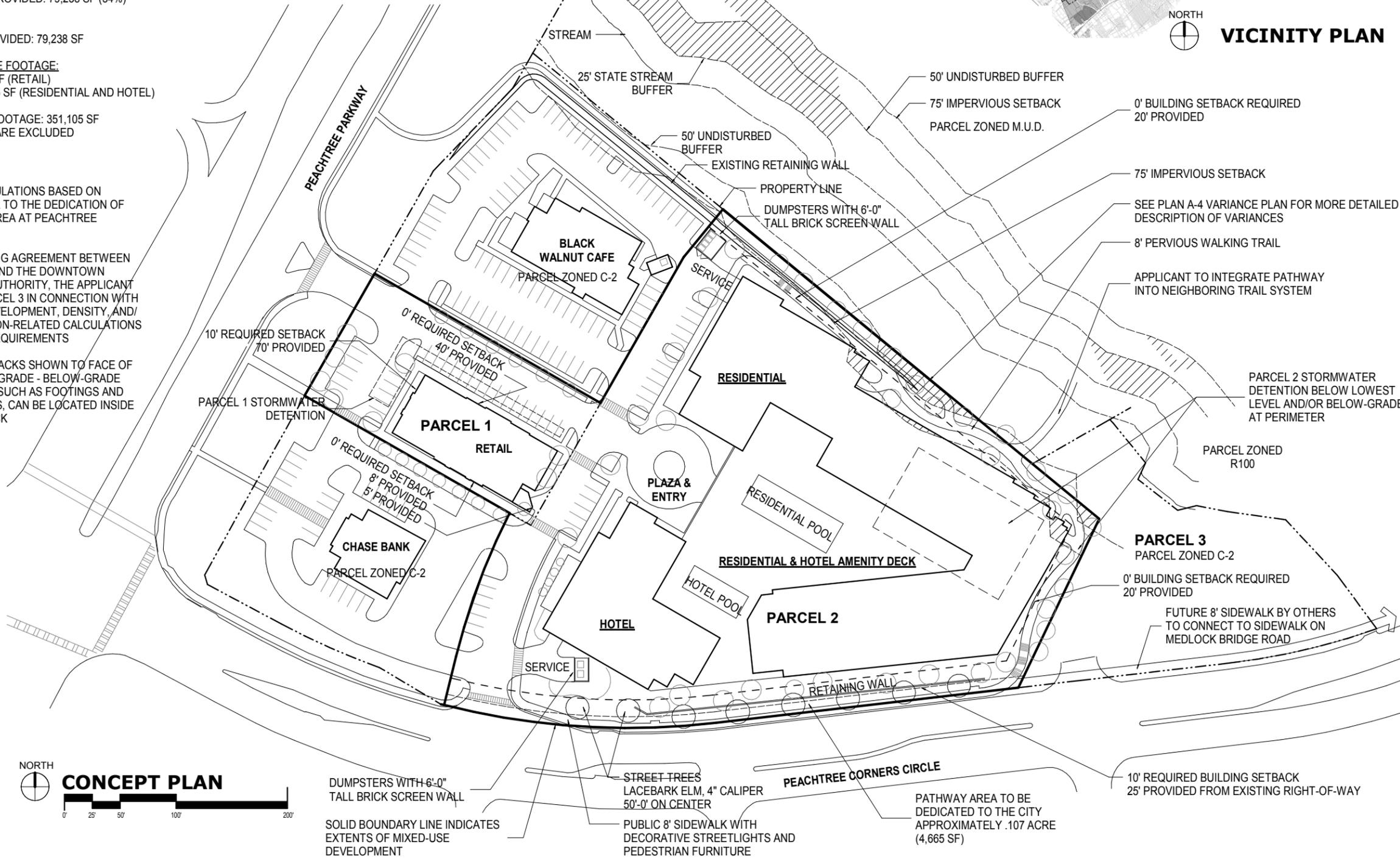
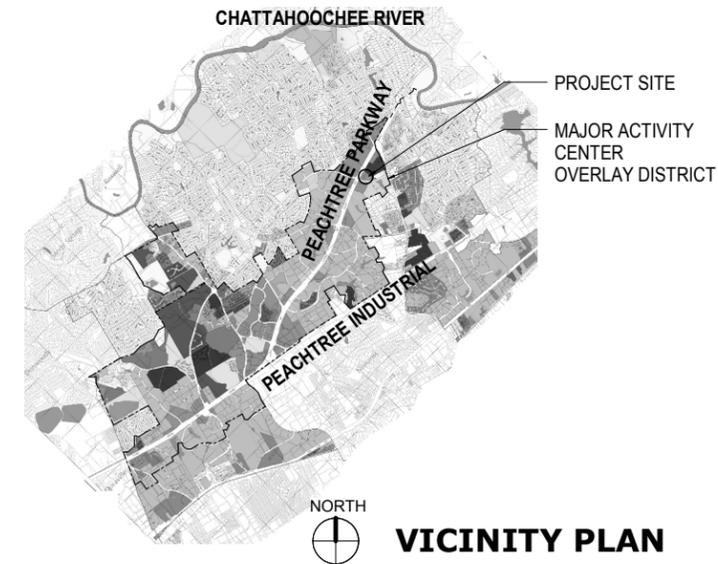
RESIDENTIAL:
 7 TOTAL LEVELS (MAX HEIGHT 88 FT ABOVE GRADE)
 5 LEVELS OF UNITS OVER ENTRY/PARKING LEVEL AND BASEMENT PARKING LEVEL
169 UNITS (TOTAL)
 1 BEDROOM UNITS = 67
 2 BEDROOM UNITS = 102

NOTE: M.U.D. ALLOWS UP TO 25 LEVELS IN HEIGHT

PARKING

	PARKS REQUIRED	SURFACE PARKS PROVIDED	STRUCTURED PARKS PROVIDED	TOTAL PARKS PROVIDED
PARCEL 1: RETAIL	18	29	0	29
PARCEL 2: RESIDENTIAL	254	11	363	374
PARCEL 2: HOTEL	110	6	120	126
TOTAL:	382	46	483	529

OFF STREET PARKING: STRUCTURED PARKING FOR THE HOTEL & RESIDENTIAL BUILDING WILL BE UNDER THE HOTEL, RESIDENTIAL BUILDING, AND AMENITY DECK



DUMPSTERS WITH 6'-0" TALL BRICK SCREEN WALL
 SOLID BOUNDARY LINE INDICATES EXTENTS OF MIXED-USE DEVELOPMENT

STREET TREES LACEBARK ELM, 4" CALIPER 50'-0" ON CENTER

PUBLIC 8' SIDEWALK WITH DECORATIVE STREETLIGHTS AND PEDESTRIAN FURNITURE

PATHWAY AREA TO BE DEDICATED TO THE CITY APPROXIMATELY .107 ACRE (4,665 SF)

10' REQUIRED BUILDING SETBACK 25' PROVIDED FROM EXISTING RIGHT-OF-WAY

tvsvdesign

Innovation Lofts & Boutique Hotel

I hereby submit this concept plan as authorized agent/owner of all property shown thereon, and certify that all contiguous property under my ownership or control is included within the boundaries of this concept plan, as required by the Development Regulations.

Signature of Authorized Agent/Owner
 Charles S. Roberts

September 29, 2017
 Date



Roberts Properties, Inc.
 770-394-6000 www.robertsproperties.com
 375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
 PEACHTREE CORNERS, GEORGIA

CONCEPT PLAN

A-1

Innovation Lofts & Boutique Hotel



WEST ELEVATION



NORTH ELEVATION

- ROOF PARAPET (80')
- L7 - HOTEL & RESIDENTIAL
- L6 - HOTEL & RESIDENTIAL
- L5 - HOTEL & RESIDENTIAL
- L4 - HOTEL & RESIDENTIAL
- L3 - AMENITY DECK, HOTEL & RESIDENTIAL
- L2 - ENTRY PLAZA & PARKING
- L1 - BASEMENT & PARKING

- ROOF PARAPET (80')
- L7 - HOTEL & RESIDENTIAL
- L6 - HOTEL & RESIDENTIAL
- L5 - HOTEL & RESIDENTIAL
- L4 - HOTEL & RESIDENTIAL
- L3 - AMENITY DECK, HOTEL & RESIDENTIAL
- L2 - ENTRY PLAZA & PARKING
- L1 - BASEMENT & PARKING



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

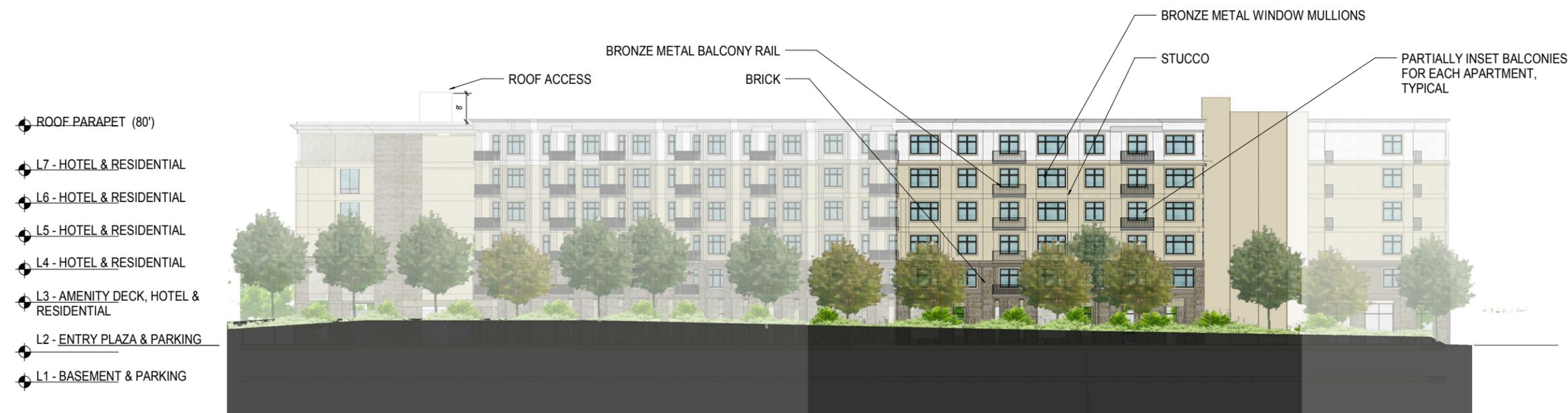
MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

CONCEPT ELEVATIONS & MATERIALS

Innovation Lofts & Boutique Hotel



SOUTH ELEVATION



EAST ELEVATION



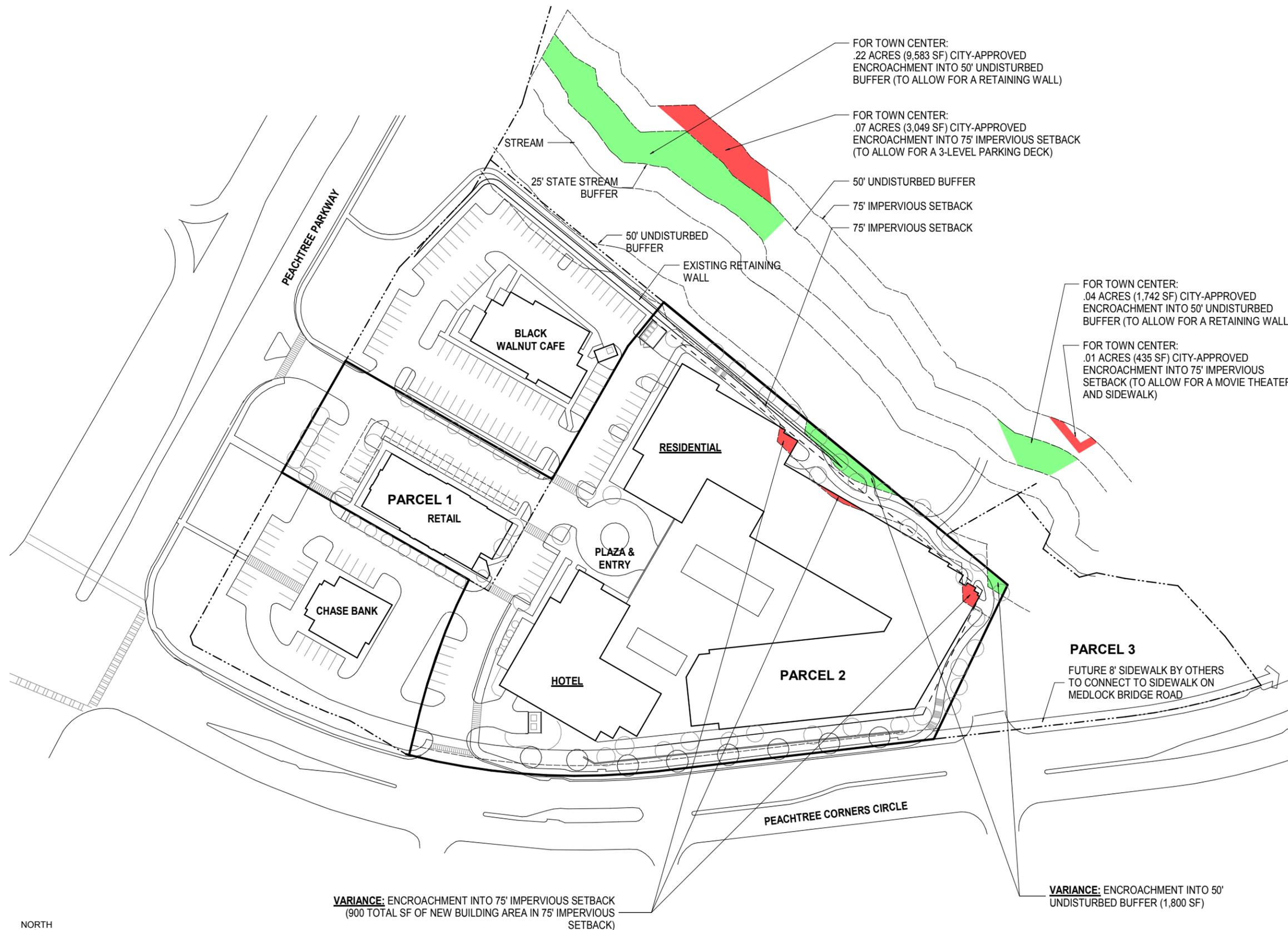
Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

CONCEPT ELEVATIONS & MATERIALS

Innovation Lofts & Boutique Hotel



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

VARIANCE PLAN



ONSITE COMMON AREA
79,238 SF

NOTE: PER AN EXISTING AGREEMENT BETWEEN THE APPLICANT AND THE CITY, THE APPLICANT MAY UTILIZE PARCEL 3 IN CONNECTION WITH ANY AND ALL DEVELOPMENT, DENSITY, AND/OR CONSTRUCTION-RELATED CALCULATIONS AND/OR CODE REQUIREMENTS

8' PERVIOUS WALKING TRAIL

APPLICANT TO INTEGRATE PATHWAY INTO NEIGHBORING TRAIL SYSTEM

PARCEL 3

FUTURE 8' SIDEWALK BY OTHERS TO CONNECT TO SIDEWALK ON MEDLOCK BRIDGE ROAD

RESIDENTIAL

PARCEL 1
RETAIL

CHASE BANK

HOTEL

PARCEL 2

PEACHTREE CORNERS CIRCLE

DASHED LINE INDICATES PATHWAY AREA TO BE DEDICATED TO THE CITY APPROXIMATELY .107 ACRE (4,665 SF)

PUBLIC 8' SIDEWALK WITH DECORATIVE STREETLIGHTS AND PEDESTRIAN FURNITURE

SEE PHOTO AT RIGHT FOR EXAMPLE



COMMON AREA AND PEDESTRIAN CONNECTIVITY PLAN



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT

PEACHTREE CORNERS, GEORGIA

COMMON AREA AND PEDESTRIAN CONNECTIVITY PLAN

Innovation Lofts
&
Boutique Hotel



NORTH
LANDSCAPE CONCEPT PLAN
0 25 50 100 200



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

LANDSCAPE CONCEPT PLAN

Innovation Lofts
&
Boutique Hotel



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

CONCEPT PERSPECTIVE VIEW

Innovation Lofts
&
Boutique Hotel



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

CONCEPT PERSPECTIVE VIEW

Innovation Lofts
&
Boutique Hotel



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

CONCEPT PERSPECTIVE VIEW

Innovation Lofts
&
Boutique Hotel



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

CONCEPT PERSPECTIVE VIEW



SHOPS AT
THE CORNERS



SHOPS AT
THE CORNERS



SHOPS AT
THE
CORNERS







A&R Engineering Inc.

2160 Kingston Court, Suite O
Marietta, GA 30067
Tel: (770) 690-9255 Fax: (770) 690-9210
www.areng.com



Memorandum

To: Roberts Properties, Inc.
From: Abdul K. Amer, PE, PTOE
Date: July 26, 2017
Subject: Trip Generation Comparison for Peachtree Corners Mixed-Use Development

The purpose of this memorandum is to determine the amount of traffic that will be generated from the proposed development relative to the allowed zoning for the site. The site is located in the northeast corner of the intersection of SR 141 (Peachtree Parkway) at Peachtree Corners Circle in Peachtree Corners, Georgia.



Figure 1: Site Location

SITE INFORMATION

The trip generation reference for this site is based on the existing remaining zoning as well as a separate potential development scenario:

- Existing (remaining) zoning: 56,900 square feet retail
10,400 square feet restaurant
- Proposed zoning: 169 apartments
110 hotel rooms
9,000 square feet retail

METHODOLOGY

Trip generation estimates for the project were based on the rates and equations published in the 9th edition of the Institute of Transportation Engineers (ITE) Trip Generation report. This reference contains traffic volume count data collected at similar facilities nationwide. The trip generation was based on the following ITE Land Uses: 220 – Apartment, 310 – Hotel, 820 – Shopping Center and 932 – High-Turnover (Sit-Down) Restaurant.

CALCULATIONS

The trip generation for existing zoning is shown below in Table 1 and the trip generation for the proposed zoning is shown in Table 2.

TABLE 1 – TRIP GENERATION (EXISTING ZONING)								
Land Use	Size	A.M. Peak Hour			P.M Peak Hour			24-Hour 2-way
		Enter	Exit	Total	Enter	Exit	Total	
820 – Shopping Center	56,900 sf	69	42	111	197	214	411	4,707
<i>Pass-by Trips (0%) 34%</i>		0	0	0	-67	-73	-140	-1,400
932 – Restaurant	10,400 sf	62	50	112	61	41	102	1,322
<i>Pass-by Trips (0%) 43%</i>		0	0	0	-26	-18	-44	-440
Total Trips without Reductions		131	92	223	258	255	513	6,029
Total Trips with Reductions		131	92	223	165	164	329	4,189

**pass-by trips (AM) PM; 24 Hour pass-by trips estimated by considering PM pass-by as 10% of daily volume*

TABLE 2 – TRIP GENERATION (PROPOSED ZONING)								
Land Use	Size	A.M. Peak Hour			P.M Peak Hour			24-Hour 2-way
		Enter	Exit	Total	Enter	Exit	Total	
220 – Apartment	169 Units	17	70	87	72	39	111	1,148
<i>Mixed-Use Trips</i>		-1	-1	-2	-5	-3	-8	-93
310 – Hotel	110 rooms	34	24	58	34	32	66	611
<i>Mixed-Use Trips</i>		-1	-1	-2	-2	-2	-4	-49
820 – Shopping Center	9,000 sf	22	14	36	57	62	119	1,420
<i>Mixed-Use Trips</i>		-2	-2	-4	-5	-7	-12	-142
<i>Pass-by Trips (0%) 34%</i>		0	0	0	-18	-19	-37	-370
Total Trips without Reductions		73	108	181	163	133	296	3,179
Total Trips with Reductions		69	104	173	133	102	235	2,525

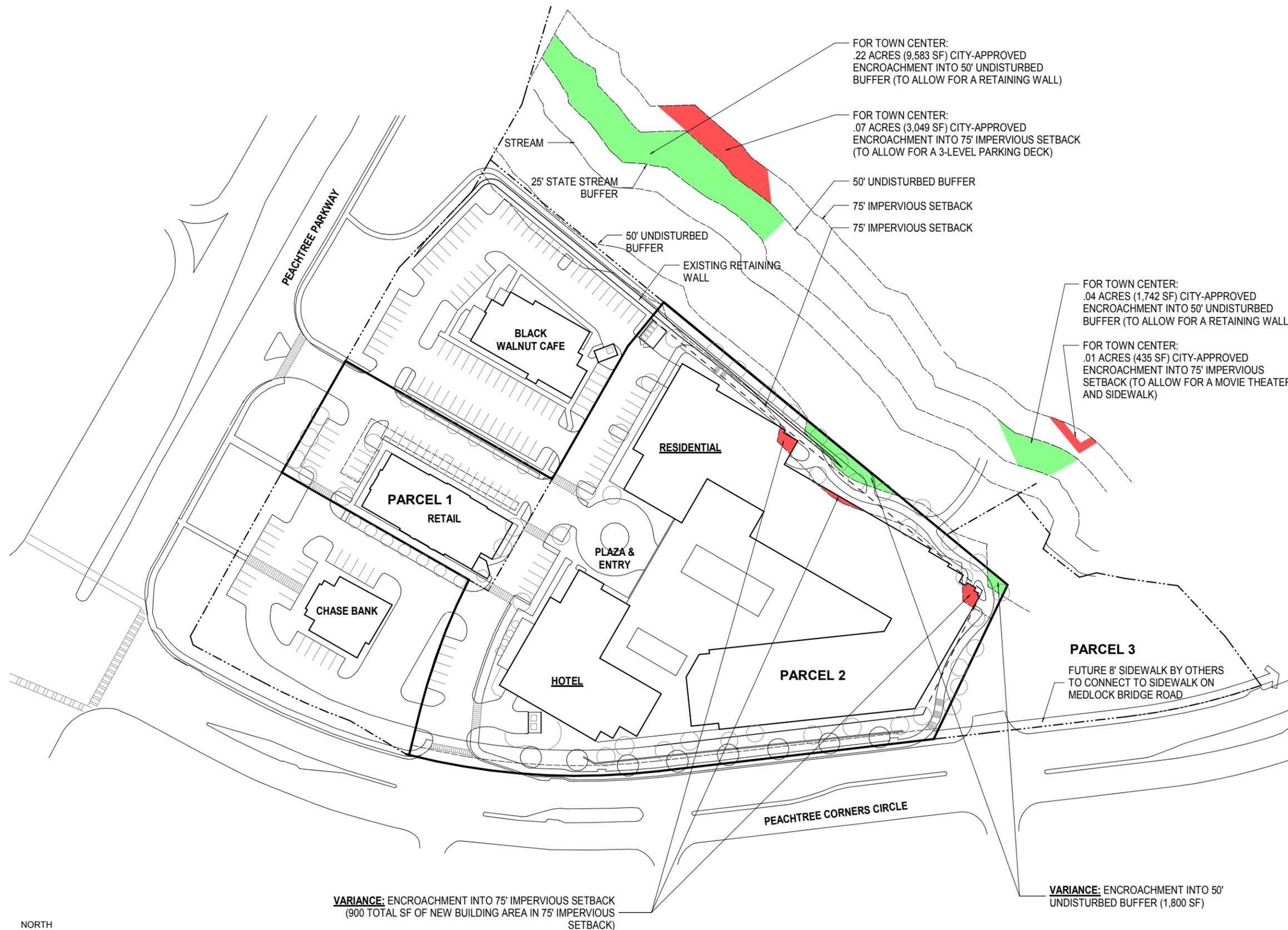
**pass-by trips (AM) PM; 24 Hour pass-by trips estimated by considering PM pass-by as 10% of daily volume*

TRIP GENERATION COMPARISON

The results of the trip generation comparison (shown in Table 3) indicate that the proposed zoning will see a 40% decrease in daily traffic over the existing zoning.

TABLE 3 – TRIP GENERATION COMPARISON							
Trip Generation	A.M. Peak Hour			P.M Peak Hour			24-Hour 2-way
	Enter	Exit	Total	Enter	Exit	Total	
Existing Zoning	131	92	223	165	164	329	4,189
Proposed Zoning	69	104	173	133	102	235	2,525
Change in Trips	-62	12	-50	-32	-62	-94	-1,664
<i>Percentage Change</i>	<i>-47%</i>	<i>+13%</i>	<i>-22%</i>	<i>-19%</i>	<i>-38%</i>	<i>-29%</i>	<i>-40%</i>

Innovation Lofts & Boutique Hotel



Roberts Properties, Inc.
770-394-6000 www.robertsproperties.com
375 Northridge Road Suite 330 Atlanta, Georgia 30350

Issue Date: September 29, 2017

MIXED USE DEVELOPMENT
PEACHTREE CORNERS, GEORGIA

VARIANCE PLAN