



ATLANTA REGIONAL COMMISSION

# REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 229 Peachtree Street NE | Suite 100 | Atlanta, Georgia 30303 • ph: 404.463.3100 fax: 404.463.3205 • atlantaregional.org

**DATE:** February 19, 2025

**TO:** Mayor Jim Gilvin, City of Alpharetta  
**ATTN TO:** Michael Woodman, Planning, Development Services Manager, City of Alpharetta  
**RE:** Development of Regional Impact Review  
**FROM:** Mike Alexander, COO, Atlanta Regional Commission

ARC has completed a preliminary regional review of the following DRI. ARC reviewed the DRI's relationship to regional plans, goals and policies – and impacts it may have on the activities, plans, goals and policies of other local jurisdictions as well as state, federal and other agencies. This preliminary report does not address whether the DRI is or is not in the best interest of the local government.

**Name of Proposal:** Brookside Mixed-Use DRI 4317

**Submitting Local Government:** City of Alpharetta

**Date Opened:** February 19, 2025    **Comments Due:** March 6, 2025

**Description:** A DRI review of a proposal to construct a mixed-use development with 20,000 SF of office space, 350 multifamily residential units, 90 townhomes, and 60,000 SF of retail/commercial space on a 19.7 – acre previously developed site west of Brookside Parkway and south of Old Milton Parkway in the city of Alpharetta in Fulton County.

## **PRELIMINARY COMMENTS:**

### **Key Comments**

*The project is substantially aligned with applicable Established Suburbs growth policy recommendations which emphasize the importance of preserving single-family neighborhoods with appropriate infill development.*

*The project's mix of residential, retail, and office uses is strongly supportive of regional placemaking and multi-modal transportation policies.*

*The project's reuse of a previously developed site with a large amount of underutilized surface parking is highly supportive of regional placemaking and environmental policies.*

*The project is expected to generate approximately 5,598 user trips of which 4,029 are classified as new vehicular trips; a number of roadway improvements to mitigate these trips are proposed.*

*The project's proximity to the adjacent 30-acre City of Alpharetta Brookside Park offers valuable recreational opportunities for residents and visitors. The final design of the project's visual and physical connection to this*

*premiere amenity should serve as a gateway that invites project residents and patrons into the appealing natural area of the site itself and the park beyond.*

### **General Comments**

The Atlanta Region's Plan, developed by ARC in close coordination with partner local governments, is intended to broadly guide regional development in the 11-county metro region to ensure that required infrastructure and resources are in place to support continued economic development and prosperity. The Plan assigns a relevant growth management category designation, or designations, to all areas in the region. This location is designated as Established Suburbs; corresponding growth policy recommendations are detailed at the end of these comments.

The project's mix of residential, retail, and office uses is supportive of regional placemaking and multi-modal transportation policies.

The project's proximity to the adjacent 30-acre City of Alpharetta Brookside Park and trail offers valuable recreational and enjoyment of nature opportunities for residents and visitors. The existing terraced feature extending from the site down to the trail is a appealing urban design feature of the existing development that is visually compromised by the narrow opening in between the two existing office buildings. The demolition of the northern office building offers the opportunity to make this much more of an inviting visual and functional portal to the natural amenity. However, the site plan shows a service driveway to the new multi-family building taking up much of this newly opened up space. The inclusion of a large roundabout typically utilized in higher traffic locations and intersections as a traffic management mechanism also diminishes this key pedestrian connection.

Ideally, the site design could be refined to create a stronger visual and pedestrian connection from the natural area to the retail/food plaza buildings flanking driveway B. Patrons of the restaurant/retail area would be invited by the design to stroll to the amphitheatre area with its views and steps down to the trails.

The overall ambiance of the driveway B pedestrian area would also substantially be improved by shifting the surface parking spaces away from the front of the north building so that it mirrors the configuration of the south side. This would allow for outdoor seating facing a greenspace rather than parked cars.

### **Transportation and Mobility Comments**

Transportation and Mobility comments will be provided in the Final Report.

The project is expected to generate approximately 5,598 user trips of which 4,029 are classified as new vehicular trips; 285 trips are allocated to alternative transportation modes, 920 trips are removed due to the ability to obtain goods or services within the development, and 1,364 vehicular trips are assumed to be existing. A number of roadway improvements to mitigate these trips are proposed.

### **ARC Natural Resources Group Comments**

ARC's Natural Resource comments will be provided in the Final Report.

## **Environmental Comments**

Portions of a FEMA flood zone extend into the site but all development proposed is well outside of the zone.

Incorporation of green stormwater and heat island mitigation designs – such as additional curbless tree islands – where possible would be supportive of regional environmental policies.

The project can support The Atlanta Region's Plan in general by incorporating other aspects of regional policy, including green infrastructure and/or low-impact design, e.g., pervious pavers, rain gardens, vegetated swales, etc., in parking areas and site driveways, and as part of any improvements to site frontages.

## **Atlanta Region's Plan Growth Policy Considerations: Established Suburbs**

According to the Atlanta Region's Plan, Established Suburbs are areas where suburban development has occurred and are characterized by single-family subdivisions, commercial development, and office, industrial and multi-family development. These areas represent the part of the region that has recently reached "build-out." With few remaining large parcels for additional development, these are the areas in which the region may see the least amount of land-use change outside of retail and commercial areas. While there is still room for limited infill development, these areas will begin to focus more on redevelopment over the next 30 years.

Preservation of existing single-family neighborhoods is important, and wholesale change will most likely not occur in the single-family subdivisions that make up a majority of these areas. However, infill and redevelopment will occur in areas of retail/commercial concentrations, especially commercial corridors.

The project is strongly aligned with Established Suburbs recommendations in that it provides a substantial amount of new housing that doesn't negatively impact existing single-family neighborhoods. The project's reuse of an existing site with extensive vacant surface parking and robust mix of housing, office, and retail restaurant uses is highly supportive of regional transportation, placemaking, and environmental policies.

City of Alpharetta leadership and staff, along with the applicant team, should collaborate closely to ensure maximum sensitivity to the needs of nearby local governments, neighborhoods, land uses and natural systems.

### **THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES RECEIVED NOTICE OF THIS REVIEW:**

ATLANTA REGIONAL COMMISSION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
GEORGIA ENVIRONMENTAL FINANCE AUTHORITY  
CITY OF ROSWELL

GEORGIA DEPARTMENT OF NATURAL RESOURCE  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
GEORGIA CONSERVANCY  
FORSYTH COUNTY

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA SOIL AND WATER CONSERVATION COMMISSION  
CITY OF JOHNS CREEK

For questions, please contact Donald Shockey at (470) 378-1531 or [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org). This finding will be published to the ARC review website located at <http://atlantaregional.org/plan-reviews>.



## Developments of Regional Impact

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**DRI #4317**

### DEVELOPMENT OF REGIONAL IMPACT Initial DRI Information

This form is to be completed by the city or county government to provide basic project information that will allow the RDC to determine if the project appears to meet or exceed applicable DRI thresholds. Refer to both the [Rules for the DRI Process](#) and the [DRI Tiers and Thresholds](#) for more information.

#### Local Government Information

Submitting Local Government: Alpharetta  
 Individual completing form: George Doyle  
 Telephone: 678-297-6220  
 E-mail: [gdoyle@alpharetta.ga.us](mailto:gdoyle@alpharetta.ga.us)

\*Note: The local government representative completing this form is responsible for the accuracy of the information contained herein. If a project is to be located in more than one jurisdiction and, in total, the project meets or exceeds a DRI threshold, the local government in which the largest portion of the project is to be located is responsible for initiating the DRI review process.

#### Proposed Project Information

Name of Proposed Project: Brookside Mixed-Use  
 Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 3625 Brookside Pkwy, Alpharetta, GA  
 Brief Description of Project: Proposed redevelopment of an existing surface-parked office complex that currently includes 260,000 SF of office that will be converted into a mixed-use development with residential, office, and retail land uses. Approximately 130,000 SF of existing/occupied office will remain on site with the addition of new retail/commercial spaces, multifamily, and townhome residential units.

**Development Type:**

- |  |   |   |
|--|---|---|
| <input type="radio"/> (not selected)                       | <input type="radio"/> Hotels                                | <input type="radio"/> Wastewater Treatment Facilities |
| <input type="radio"/> Office                               | <input checked="" type="radio"/> Mixed Use                  | <input type="radio"/> Petroleum Storage Facilities    |
| <input type="radio"/> Commercial                           | <input type="radio"/> Airports                              | <input type="radio"/> Water Supply Intakes/Reservoirs |
| <input type="radio"/> Wholesale & Distribution             | <input type="radio"/> Attractions & Recreational Facilities | <input type="radio"/> Intermodal Terminals            |
| <input type="radio"/> Hospitals and Health Care Facilities | <input type="radio"/> Post-Secondary Schools                | <input type="radio"/> Truck Stops                     |
| <input type="radio"/> Housing                              | <input type="radio"/> Waste Handling Facilities             | <input type="radio"/> Any other development types     |
| <input type="radio"/> Industrial                           | <input type="radio"/> Quarries, Asphalt & Cement Plants     |   |

If other development type, describe:

Project Size (# of units, floor area, etc.): Infill development includes 350 multifamily units, 90 townhomes, and 60,000 SF retail/commercial

Developer: Portman Holdings

Mailing Address: 303 Peachtree Center Ave NE Suite #575

Address 2:

City: Atlanta State: GA Zip: 30303

Telephone: 404-614-5252

Email: [mgreene@portmanholdings.com](mailto:mgreene@portmanholdings.com)

Is property owner different from developer/applicant?  (not selected)  Yes  No

If yes, property owner: BOF II GA Brookside, LLC

Is the proposed project entirely located within your  (not selected)  Yes  No

local government's jurisdiction?  
If no, in what additional jurisdictions is the project located?  
Is the current proposal a continuation or expansion of a previous DRI?  (not selected)  Yes  No  
If yes, provide the following information: Project Name: \_\_\_\_\_ Project ID: \_\_\_\_\_  
The initial action being requested of the local government for this project:  Rezoning  Variance  Sewer  Water  Permit  Other  
Is this project a phase or part of a larger overall project?  (not selected)  Yes  No  
If yes, what percent of the overall project does this project/phase represent? \_\_\_\_\_  
Estimated Project Completion Dates: This project/phase: 2029 Overall project: 2029

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### DRI #4317

Per FEMA MAP 13121C0067F, Western Portions of the site lie within the 100 year flood plain of Big Creek. There will be no rise to the flood plain caused by this development.

### DEVELOPMENT OF REGIONAL IMPACT Additional DRI Information

This form is to be completed by the city or county government to provide information needed by the RDC for its review of the proposed DRI. Refer to both the [Rules for the DRI Process](#) and the [DRI Tiers and Thresholds](#) for more information.

#### Local Government Information

Submitting Local Government: Alpharetta  
 Individual completing form: George Doyle  
 Telephone: 678-297-6220  
 Email: gdoyle@alpharetta.ga.us

#### Project Information

Name of Proposed Project: Brookside Mixed-Use  
 DRI ID Number: 4317  
 Developer/Applicant: Portman Holdings  
 Telephone: 404-614-5252  
 Email(s): mgreene@portmanholdings.com

#### Additional Information Requested

Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)  
 (not selected)  Yes  No

If yes, has that additional information been provided to your RDC and, if applicable, GRTA?  
 (not selected)  Yes  No

If no, the official review process can not start until this additional information is provided.

#### Economic Development

Estimated Value at Build-Out: \$310M

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$6M

Is the regional work force sufficient to fill the demand created by the proposed project?  
 (not selected)  Yes  No

Will this development displace any existing uses?  
 (not selected)  Yes  No

If yes, please describe (including number of units, square feet, etc): The existing office complex includes 260,000 SF - approximately 130,000 SF of the existing office is occupied and will remain. The vacant remaining 130,000 SF will be removed and replaced with the infill development proposed.

**Water Supply**

Name of water supply provider for this site: **Fulton County Water Services**

What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)? **0.22 MGD**

Is sufficient water supply capacity available to serve the proposed project?  (not selected)  Yes  No

If no, describe any plans to expand the existing water supply capacity:

Is a water line extension required to serve this project?  (not selected)  Yes  No

If yes, how much additional line (in miles) will be required?

**Wastewater Disposal**

Name of wastewater treatment provider for this site: **Fulton County Water Services**

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)? **0.18 MGD**

Is sufficient wastewater treatment capacity available to serve this proposed project?  (not selected)  Yes  No

If no, describe any plans to expand existing wastewater treatment capacity:

Is a sewer line extension required to serve this project?  (not selected)  Yes  No

If yes, how much additional line (in miles) will be required?

**Land Transportation**

How much traffic volume is expected to be generated by the proposed development, in peak hour vehicle trips per day? (If only an alternative measure of volume is available, please provide.) **Net New Trips: 4,029 Daily | 303 AM | 290 PM (including existing office traffic: 441 AM | 434 PM)**

Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project?  (not selected)  Yes  No

Are transportation improvements needed to serve this project?  (not selected)  Yes  No

If yes, please describe below: **See traffic study performed by Kimley-Horn**

**Solid Waste Disposal**

How much solid waste is the project expected to generate annually (in tons)? **3616 tons**

Is sufficient landfill capacity available to serve this proposed project?  (not selected)  Yes  No

If no, describe any plans to expand existing landfill capacity:

Will any hazardous waste be generated by the development?  (not selected)  Yes  No

If yes, please explain:

**Stormwater Management**

What percentage of the site is projected to be impervious surface once the proposed development has been constructed? ~56%

Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: Due to proximity to the adjoining floodplain and big creek, a timing analysis will be analyzed on the need for onsite detention. During the land disturbance review phase hydraulic studies will be analyzed of the downstream existing underground stormwater pipes to confirm capacity. Runoff reduction/ water quality shall be achieved using onsite green infrastructure such as permeable pavers, bioretention ponds/swales, stormwater planters, underground infiltration, etc.

**Environmental Quality**

Is the development located within, or likely to affect any of the following:

- 1. Water supply watersheds?  (not selected)  Yes  No
- 2. Significant groundwater recharge areas?  (not selected)  Yes  No
- 3. Wetlands?  (not selected)  Yes  No
- 4. Protected mountains?  (not selected)  Yes  No
- 5. Protected river corridors?  (not selected)  Yes  No
- 6. Floodplains?  (not selected)  Yes  No
- 7. Historic resources?  (not selected)  Yes  No
- 8. Other environmentally sensitive resources?  (not selected)  Yes  No

If you answered yes to any question above, describe how the identified resource(s) may be affected:

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