



**Windward
Parkway &
Highway 9**
Strategic Master Plan

Plan Summary

Alpharetta City Council | March 18, 2024



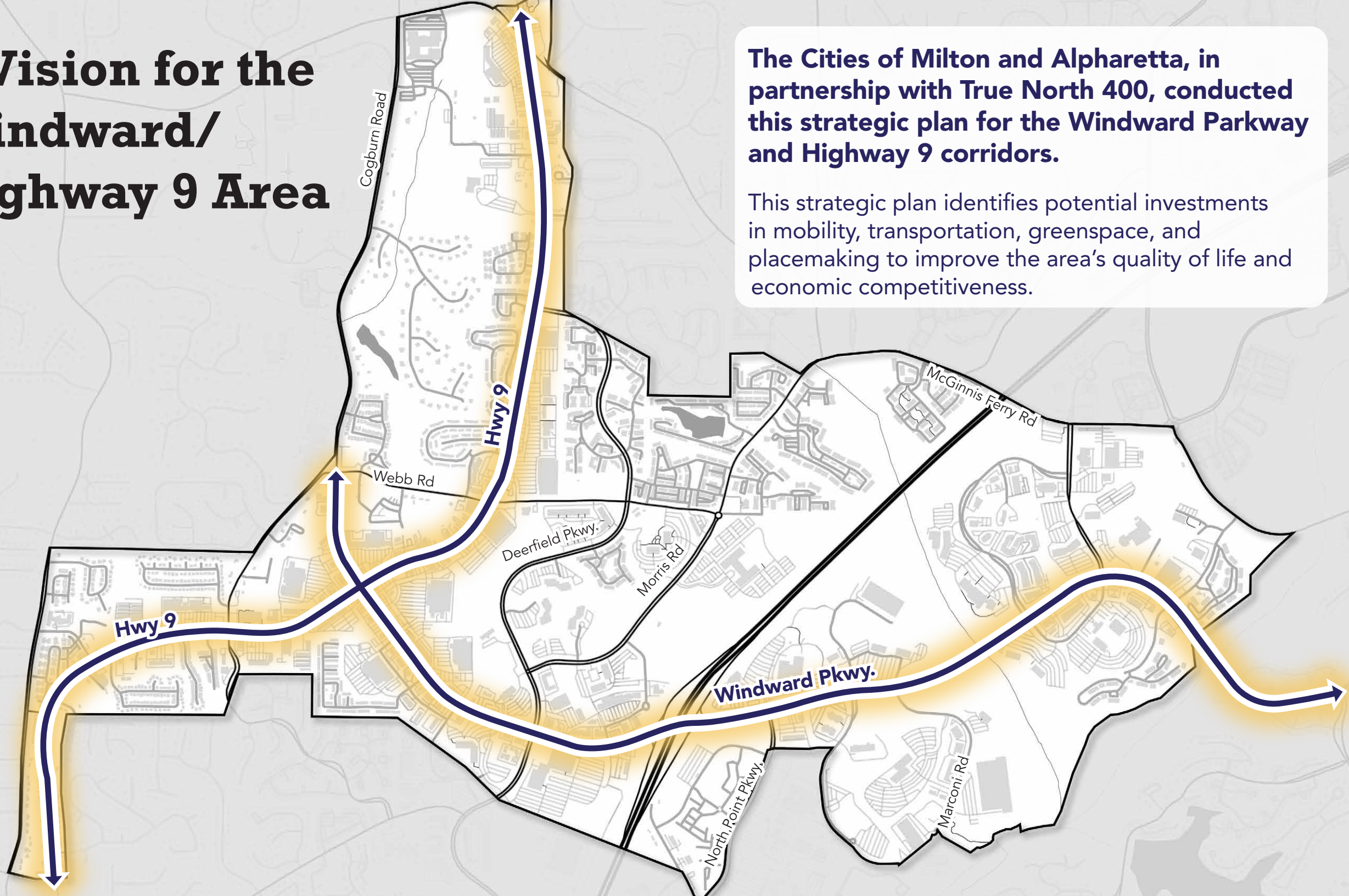
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A Vision for the Windward/ Highway 9 Area

The Cities of Milton and Alpharetta, in partnership with True North 400, conducted this strategic plan for the Windward Parkway and Highway 9 corridors.

This strategic plan identifies potential investments in mobility, transportation, greenspace, and placemaking to improve the area's quality of life and economic competitiveness.



How We Engaged

2 Community Meetings

1 Online Survey

90

Total people in attendance at two community meetings directed to Study Area residents

808

Total Responses to an Online Survey directed at Study Area Employees

4 Meetings with a Core Group of community leaders

The Windward Parkway & Highway 9 Strategic Master Plan was guided by a Core Group of Milton and Alpharetta business owners, residents, and community leaders.

Other Meetings:

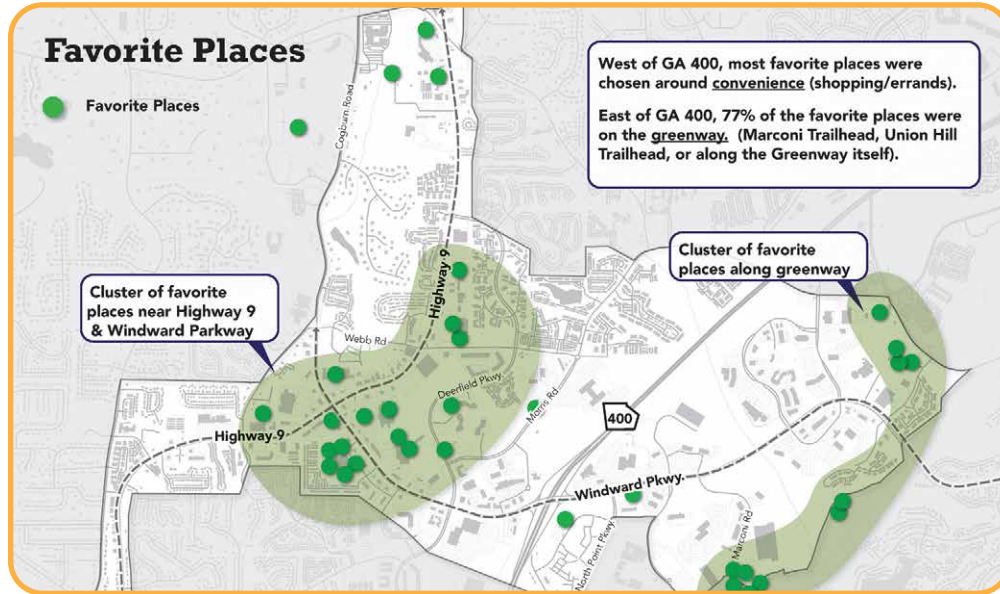
Workshop with Milton City Council

Presentation to Alpharetta Development Authority

Site Visits and City Staff Meetings

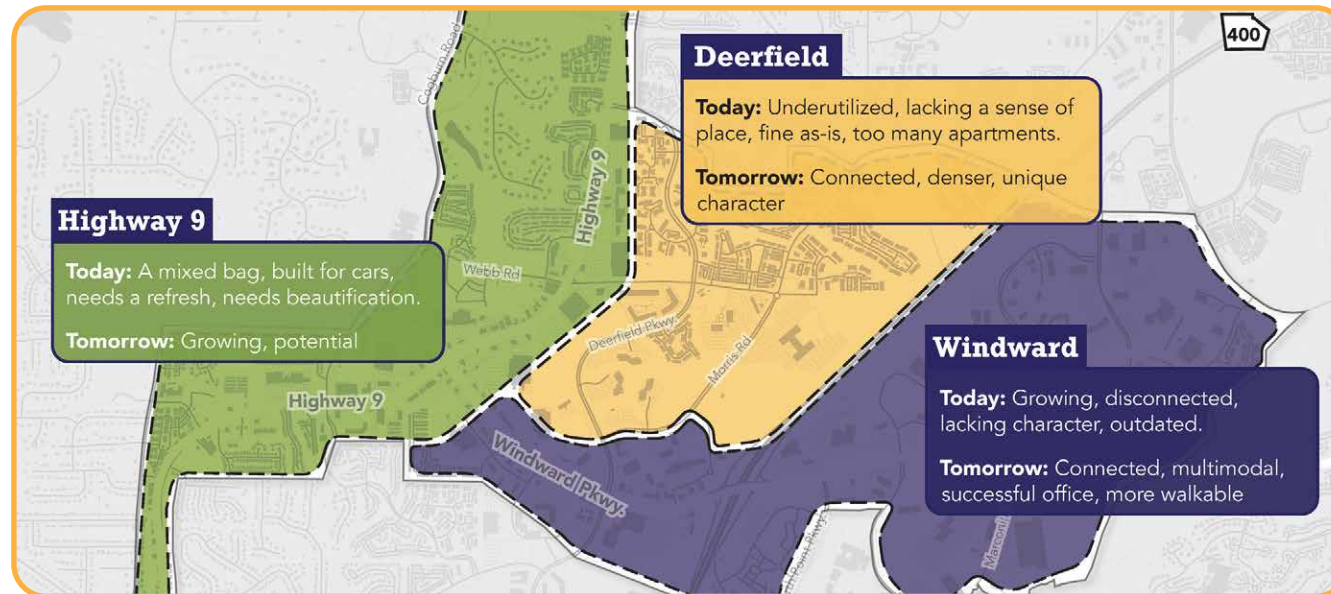


Community Meetings: What We Learned



90+

Total people attended both meetings, on May 24 and November 15 of 2023.



Online Survey: What We Learned

808

Total responses between May 22 and June 16 of 2023, shared to key stakeholders and businesses.

I Would Spend More Time in the Study Area If...

- › My **commute/traffic** wasn't this bad.
- › Had **mobility options** other than driving.
- › It included **more safe spaces** for all ages.
- › **Restaurants** were more varied & accessible.
- › There were more areas like **Avalon/Halcyon**

57%

Are currently in a hybrid working arrangement, with 39% fully on-site, and 4% fully remote.

Half of employees surveyed would be more likely to come into the office if there were improvements to the built environment.

"Better walking connections to recreation areas, dining, and entertainment."

"More gyms, dining options, gas stations, on the business/neighborhood side of Windward Parkway - most shopping and dining is only on the Hyw 9 side."

76%

of employees are willing to walk/bike under 20 minutes for lunch, errands, or drinks.

Five Key Takeaways from Our Engagement

2 Community Meetings

1 Online Survey

4 Meetings with a **Core Group** of community leaders

Improving mobility is key to the success of the area.



The area lacks authentic and local experiences.



The quality of the built environment and amenities will influence working arrangements for large employers.



There is a need for additional parks and open spaces.



Major roadways divide as well as connect the district.



Four Big Ideas

1

Connecting the Dots

Getting to and through the district

"Traffic is the least appealing thing about working in the area...it is already too inconvenient to do any shopping or food pickup on the way home because I know I'm going to have to fight through aggravating traffic.

(Survey Respondent)

2

Serenity & Amenity

Drawn to the office

"I work in a corporate office where individuals walk to their vehicles and drive to local food destinations that are EASILY walking distance from the office the work in."

(Survey Respondent)

3

Ales to Trails

The local live/work/visit experience

"Better walking & running trails that connect to the Greenway. Better non-chain restaurants that create a stronger community. Better sidewalks, crosswalks to make it more friendly to pedestrians."

(Survey Respondent)

4

Real Estate Positioning

A competitive niche for long term success

"The Windward Tech District, developed as the premiere office address of the 1990's remains in very good shape today...with certain key improvements, will be well-positioned to meet the needs of Alpharetta's business and residential markets."

(ULI TAP)

Street and Trail Connections

1

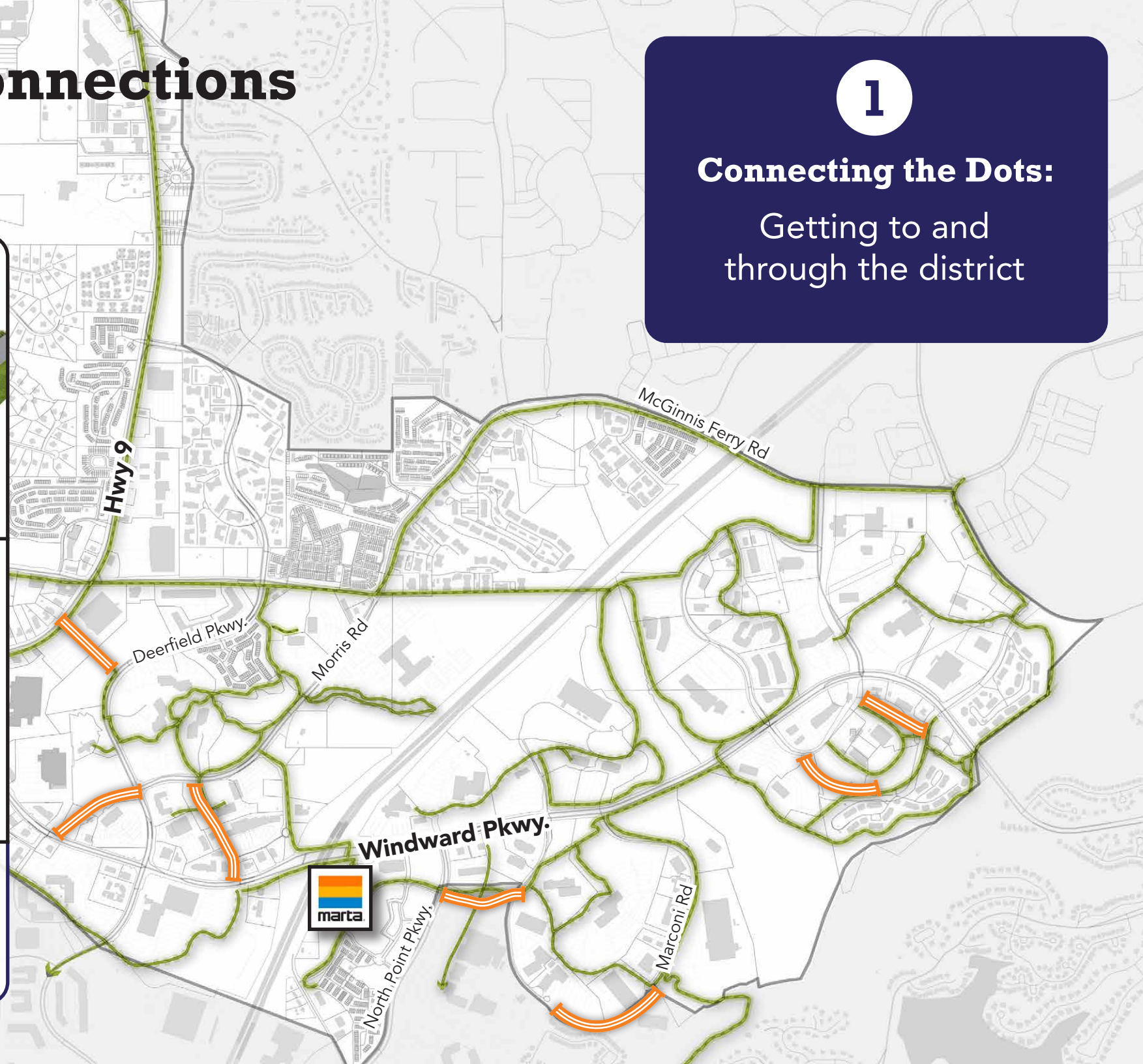
Connecting the Dots:

Getting to and through the district



 Street Connection

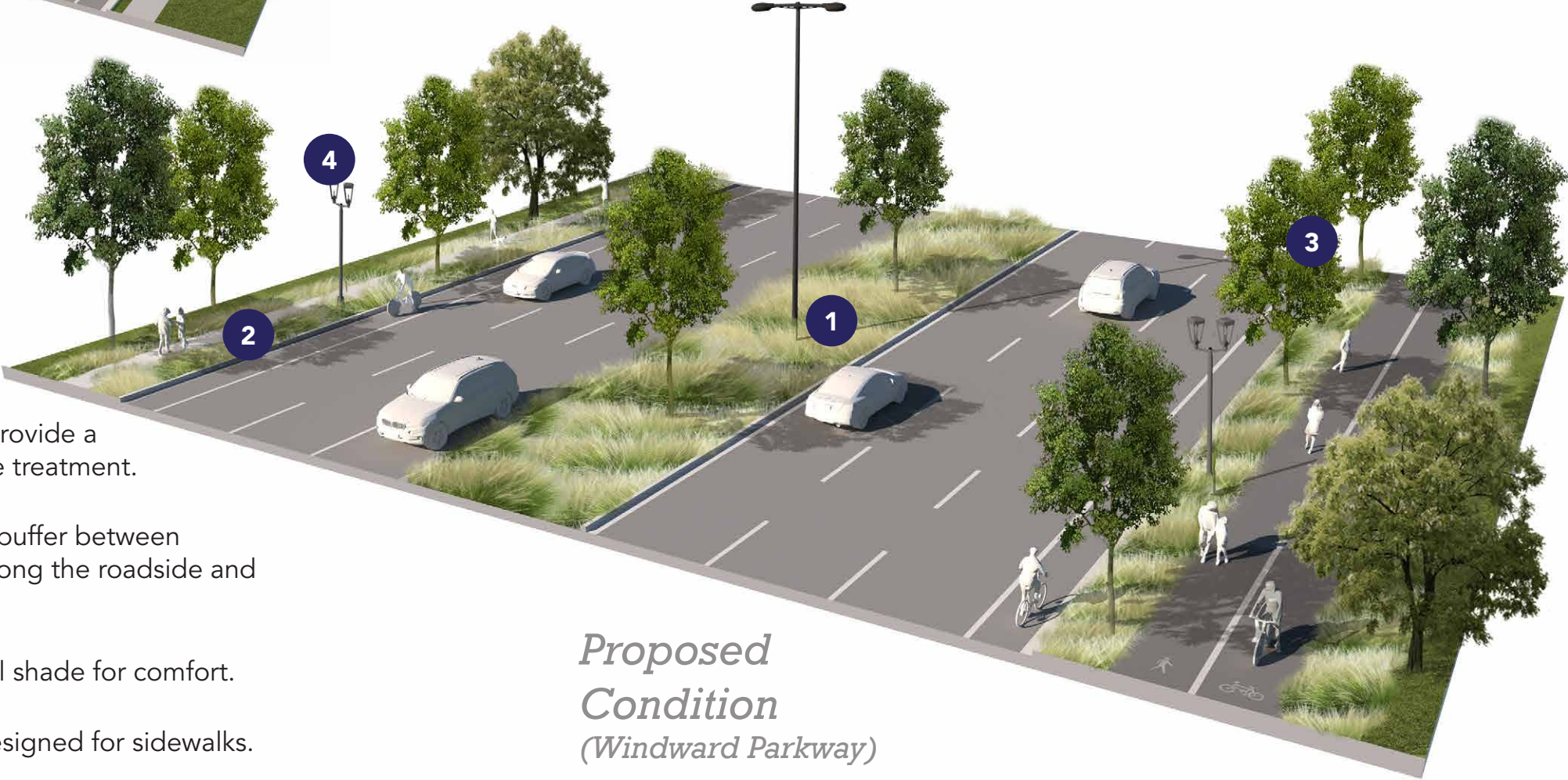
 Trail (Existing & Proposed)



The Future Windward Parkway



1
Connecting the Dots:
Getting to and through the district



- 1** **Native meadow grasses** provide a low-maintenance landscape treatment.
- 2** **A street verge** provides a buffer between people walking or biking along the roadside and vehicular traffic.
- 3** **Shade trees** provide critical shade for comfort.
- 4** **Street lights** at a height designed for sidewalks.

The Camp Creek Trail System



The Future Camp Creek Trail along a Study Area Street



2 Serenity & Amenity: Drawn to the office



How a trailhead could look in an office campus parking lot

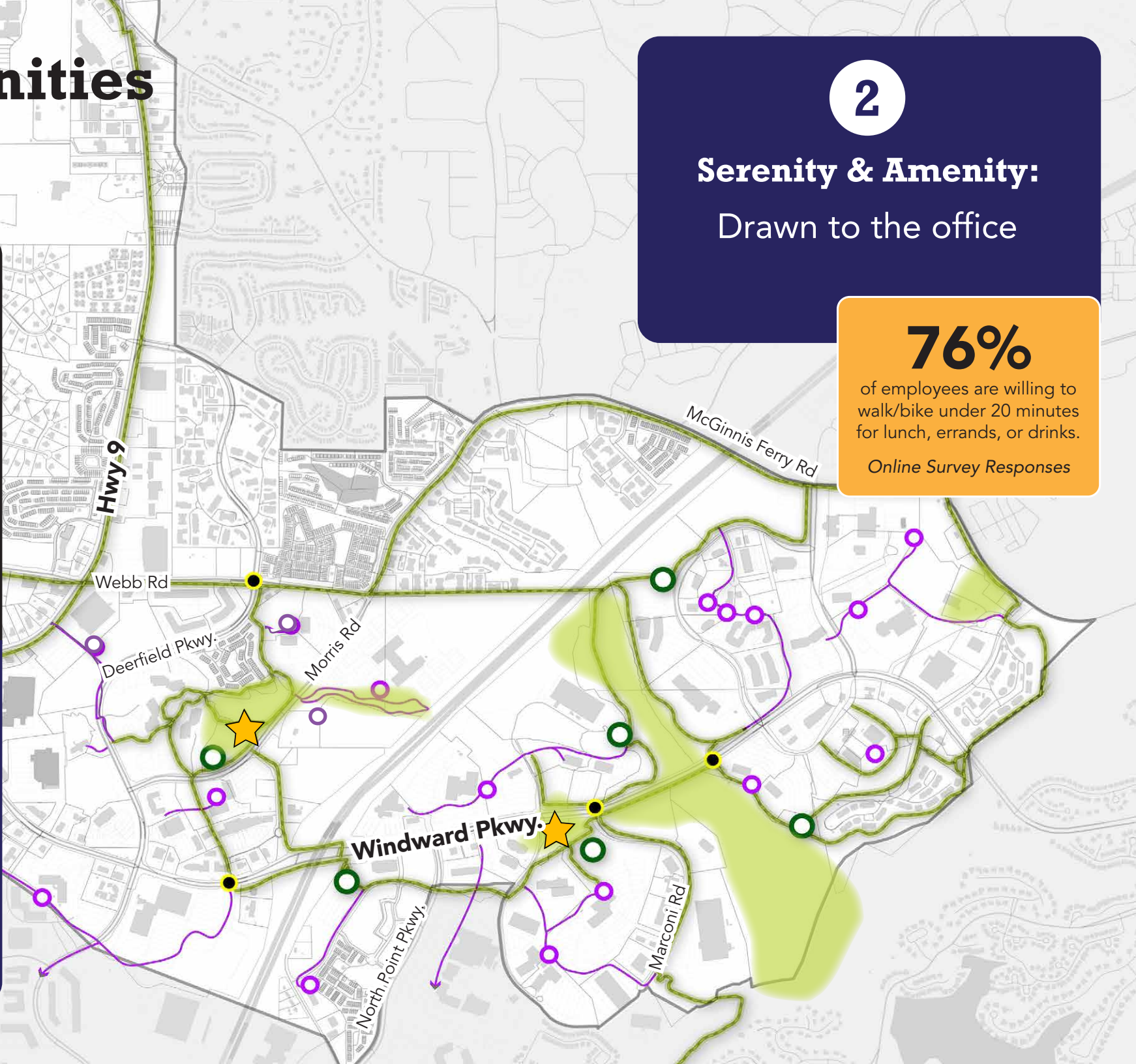


Trail Lighting & Signage

Trailheads & Amenities



-  Mainline Trail
-  Secondary Trail (Privately Funded/with Redevelopment)
-  Major Placemaking Investment
-  Public Trailhead
-  Campus Amenity
-  Signature Road Crossing



2
Serenity & Amenity:
Drawn to the office

76%
of employees are willing to walk/bike under 20 minutes for lunch, errands, or drinks.
Online Survey Responses

Placemaking and Identity Strategy



Build on Enduring Assets

Place Campaign

Small, concentrated **clusters of distinctive character and rich experience** - anchored by existing green assets - that shape the perception of the greater district.



Build around Evolving Assets

Social Campaign

Well-coordinated, **consistent sharing of notices, news, profiles and stories** that support local businesses, daily living and the daily economy of the district.



Build for People

Experiential Campaign

A diverse program of daily/weekly programming - **public events and activities** - appealing to district employees as well as a wide range of local audiences and visitors

3

Ales to Trails:
The local live/work/visit experience

Place Campaign: Two Community Destinations

3
Ales to Trails:
The local live/work/
visit experience

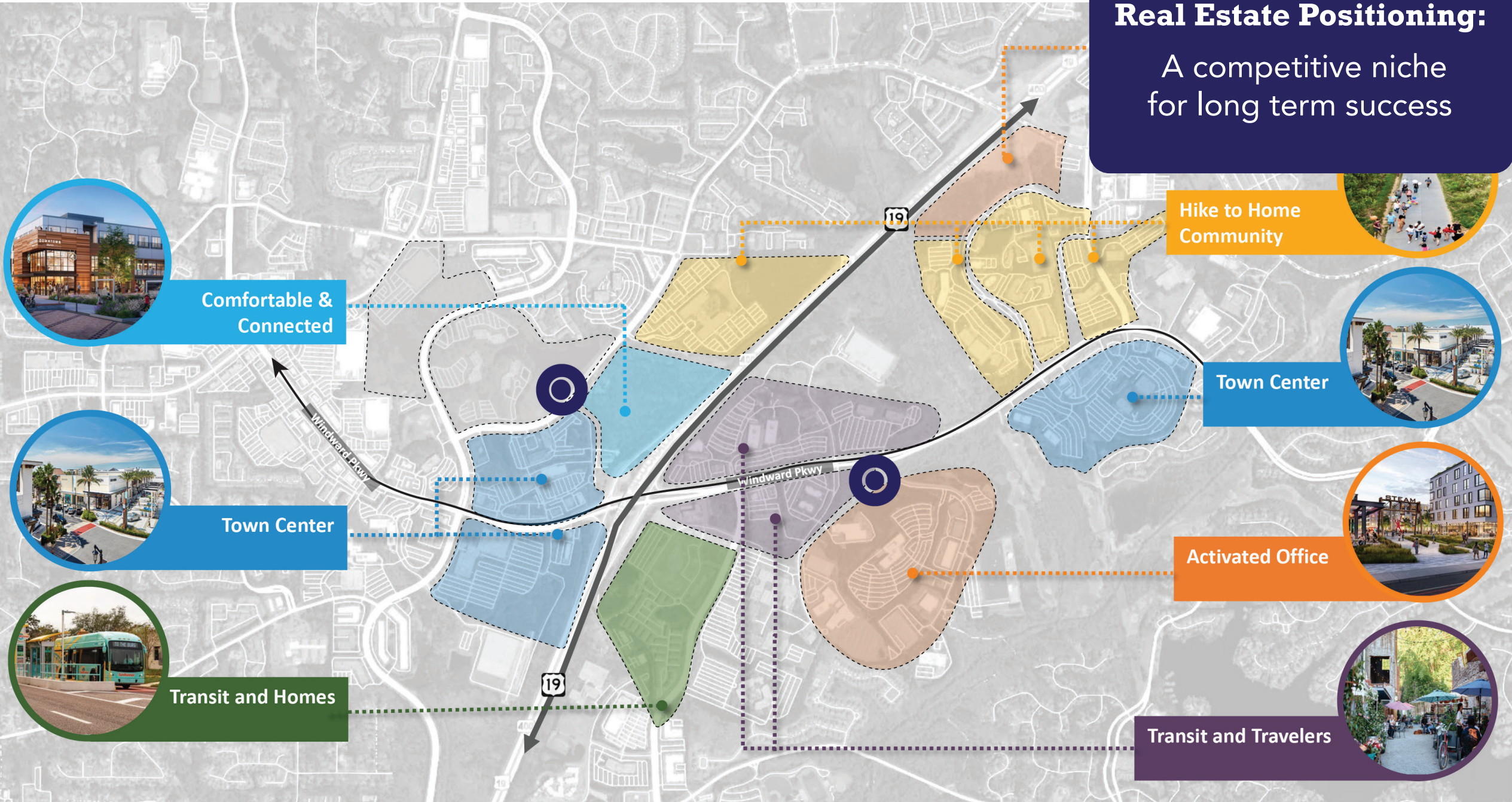


Strategies for Fresh Investment

4

Real Estate Positioning:

A competitive niche for long term success



Comfortable & Connected

Town Center

Transit and Homes

Hike to Home Community

Town Center

Activated Office

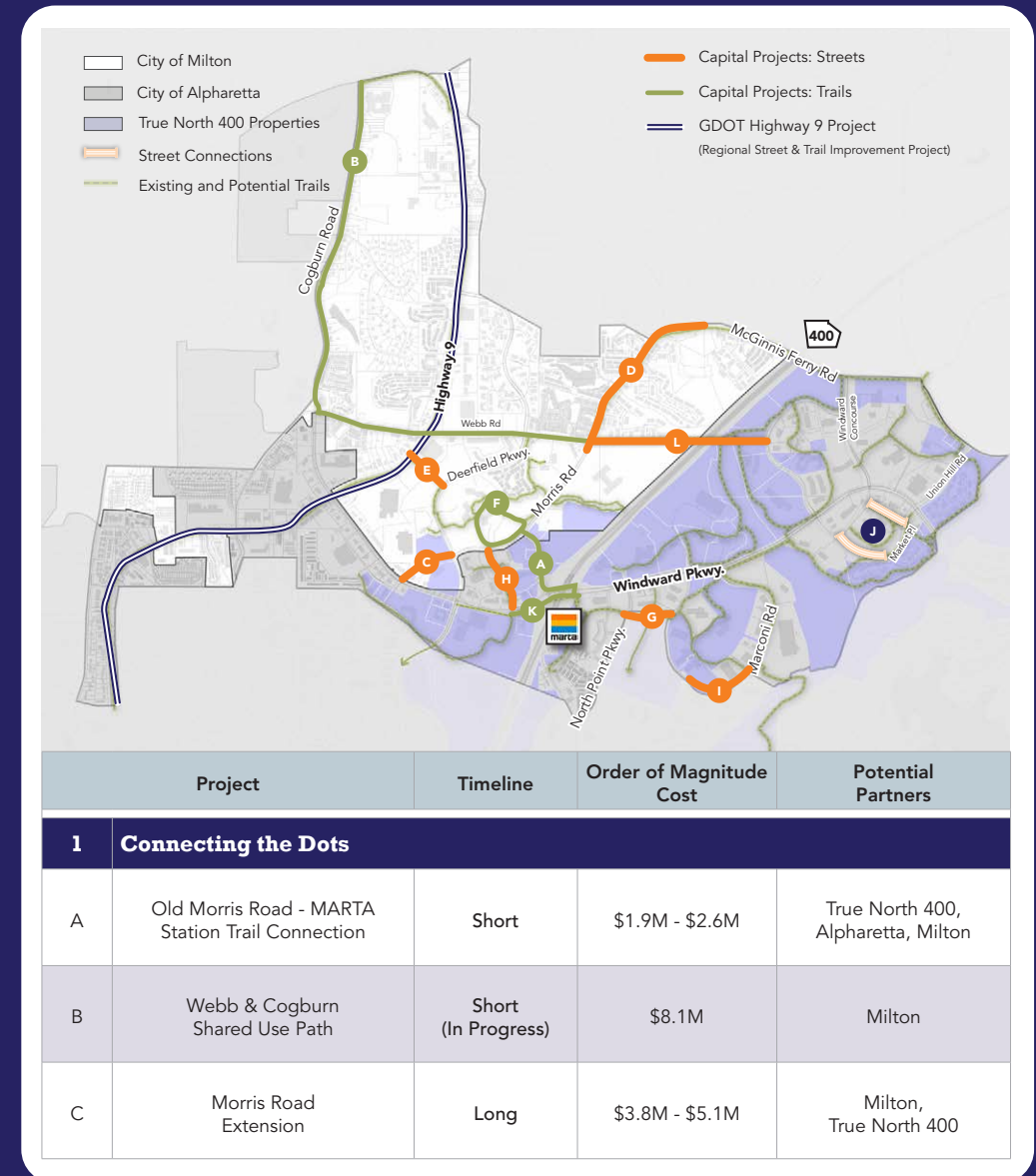
Transit and Travelers

Implementation Framework

The document's last chapter includes a strategy to translate the plan's four ideas into exciting realities, divided into the following project types:

- 1. Capital Projects:** Built improvement of transportation facilities, public spaces, and supporting infrastructure.
- 2. Public-Private Partnership Projects (PPP Projects):** Public facilities constructed through a combination of public and private investment.
- 3. Enabling Studies:** Follow-up design, engineering and/or technical feasibility studies.
- 4. Public Policy:** Policies and programs to be adopted by local, county and/or state government to align market mechanisms with planning and development goals.

The Implementation chapter maps future projects, and provides a matrix that guides on timeline, partners, and cost.



Thank You



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