



HORIZON 2040

COMPREHENSIVE PLAN | CITY OF ALPHARETTA

PLAN ADOPTED 10-25-21

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MAYOR & CITY COUNCIL

JIM GILVIN Mayor
 DONALD MITCHELL Mayor Pro Tem - Post 1
 BEN BURNETT City Council - Post 2
 KAREN RICHARD City Council - Post 3
 JOHN HIPES City Council - Post 4
 JASON BINDER City Council - Post 5
 DAN MERKEL City Council - Post 6



CITY STAFF

BOB REGUS City Administrator
 JAMES DRINKARD Assistant City Administrator
 KATHI COOK Director of Community Development
 MICHAEL WOODMAN Senior Planner
 ERIC GRAVES Senior Transportation Engineer / Planner
 ZACHARY TRUELOVE Stormwater Engineer
 DAVID SHOSTAK City Arborist
 BRIAN BORDEN Zoning Administrator
 BEN KERN GIS Specialist / Special Projects Planner
 LAUREN SHAPIRO Planning + Zoning Coordinator
 ELICIA TAYLOR Planning + Zoning Coordinator
 JAY BURNETT Community Development Intern



PLANNING COMMISSION

FRANCIS KUNG'U Planning Commission Chair
 FERGAL BRADY Planning Commission Vice-Chair
 LARRY ATTIG Planning Commissioner
 DANA DAVIS Planning Commissioner
 WILLIAM PERKINS Planning Commissioner
 CANDY WAYLOCK Planning Commissioner
 MARTINE ZURINSKAS Planning Commissioner
 JAMIE BENDALL Alternate Planning Commissioner
 VALERIE MANLEY Alternate Planning Commissioner



STEERING COMMITTEE

KAREN RICHARD City Council - Post 3
 JASON BINDER City Council - Post 5
 FERGAL BRADY Planning Commission Vice-Chair
 VALERIE MANLEY Alternate Planning Commissioner
 HOLLY PALMER Design Review Board Member
 JILL BAZINET City of Alpharetta Stormwater Engineer
 KATHI COOK City of Alpharetta Director of Economic Development
 MATTHEW THOMAS City of Alpharetta Economic Development Manager
 AKASH BHATT Alpharetta Resident, Youth Representative
 AUGUST CASEY Alpharetta Resident
 BEN EASTERLING Alpharetta Resident, Technology Representative
 NICK GARZIA Alpharetta Resident, Retail Market Representative
 CHAD KOENIG Office Market Representative
 KEVIN LANDRY Architect & Senior Project Manager, Nelson
 JESSICA PLETTE Alpharetta Resident
 MORGAN REYNOLDS Alpharetta Resident, Office Market Representative
 TODD STRATTON Alpharetta Resident
 HERB VELAZQUEZ Alpharetta Resident, Professor, Georgia Tech

ACKNOWLEDGEMENTS



COMMUNITY PARTICIPANTS

City of Alpharetta Stakeholders
 Alpharetta community members who attended public meetings
 Online survey respondents
 Geoff Koski, KB Advisory Group

A special thank you to these individuals for their contributions towards creating the Horizon 2040 Comprehensive Plan.
 This project would not have been possible without your participation.



RESOLUTION NO. 2069

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA FOR THE ADOPTION OF THE HORIZON 2040 COMPREHENSIVE PLAN

WHEREAS, in order to maintain its Qualified Local Government (QLG) status, the City of Alpharetta must periodically update its Comprehensive Plan document; and

WHEREAS, the City of Alpharetta followed the prescribed procedures for public hearing, plan adoption, and other requirements identified in the Rules of the Georgia Department of Community Affairs, Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the City of Alpharetta Comprehensive Plan was found to be in compliance with the requirements and standards of Chapter 110-12-1 by the Atlanta Regional Commission and Georgia Department of Community Affairs;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the Horizon 2040 Comprehensive Plan.

SO RESOLVED this 25th day of October, 2021.

CITY OF ALPHARETTA

By: _____


Jim Gilvin, Mayor

COUNCIL MEMBERS


Mayor Pro Tem Mitchell

ABSENT

Council Member Burnett


Council Member Richard

[SIGNATURES CONTINUED ON FOLLOWING PAGE]

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Council Member Hipes



Council Member Binder



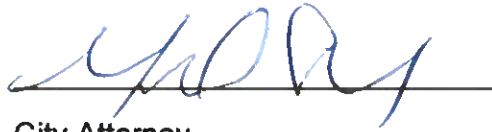
Council Member Merkel





Lauren Shapiro, City Clerk

Approved as to form and legal sufficiency:



City Attorney



RESOLUTION NO. 2048

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA, GEORGIA FOR THE TRANSMITTAL OF THE HORIZON 2040 COMPREHENSIVE PLAN TO THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS AND THE ATLANTA REGIONAL COMMISSION FOR OFFICIAL REVIEW

WHEREAS, the City of Alpharetta has completed an update of its comprehensive plan; and

WHEREAS, in drafting the Horizon 2040 Comprehensive Plan, the City of Alpharetta followed the prescribed procedures for public hearing, plan transmittal, and other requirements identified in the Rules of the Georgia Department of Community Affairs (DCA), Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

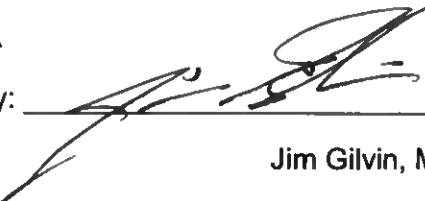
WHEREAS, the required transmittal public hearings were properly advertised and held on September 2, 2021 and September 20, 2021; and

WHEREAS, the Planning Commission, at a public hearing, voted unanimously recommending approval to transmit the Horizon 2040 Comprehensive Plan to the Georgia DCA and Atlanta Regional Commission (ARC); and

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby transmits the Horizon 2040 Comprehensive Plan to the Georgia DCA and the ARC for official review.

SO RESOLVED this 20 day of September, 2021.

CITY OF ALPHARETTA

By: 
Jim Gilvin, Mayor

COUNCIL MEMBERS


Mayor Pro Tem Mitchell



Council Member Burnett

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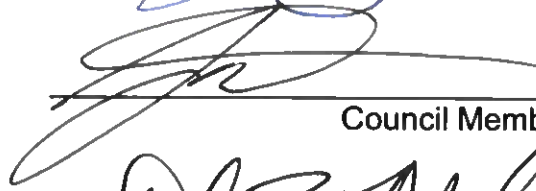
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Council Member Richard



Council Member Hipes



Council Member Binder



Council Member Merkel

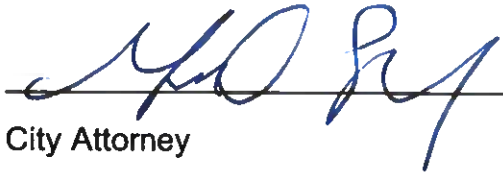


Attest:



Erin Cobb, City Clerk

Approved as to form and legal sufficiency:

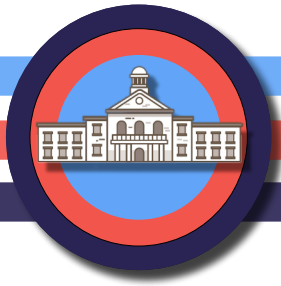


City Attorney

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“By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities.”

Socrates.

Philosopher, teacher & educator

INTRODUCTION

└─ PURPOSE & SCOPE

The Horizon 2040 Comprehensive Plan serves the purpose of meeting the intent of the Georgia Department of Community Affairs' (DCA) "Minimum Standards and Procedures for Local Comprehensive Planning", as established on October 1, 2018. Preparation of the comprehensive plan in accordance with these standards is an essential requirement in maintaining the City's status as a Qualified Local Government (QLG). QLG status allows communities to be eligible for state funding and permitting programs.

The Comprehensive Plan includes a Community Involvement Plan, Existing Conditions Analysis, and the Plan Elements. Plan Elements addressed in the Horizon 2040 Comprehensive Plan are Community Goals, Needs and Opportunities, Economic Development, Housing, Land Use (Future Land Use Map), Transportation, Broadband Services, Intergovernmental Coordination, the annual Community Improvement Element (CIE), and 5-Year Short Term Work Program (STWP). A Report of Accomplishments is provided at the conclusion of the document and describes the status of projects or activities in the previous (2035) Comprehensive Plan.

WHY WE PLAN

A Comprehensive Plan is a long-range growth management tool, typically based on a 20-year horizon. The Plan provides a clear, shared vision and describes the future of the City. This allows for more certainty about where development will occur, what it will be like, when it will happen, and how development costs will be met. The Plan provides a tool for the community to achieve the development pattern it desires, addressing factors such as traditional neighborhoods, infill development, creating a sense of place, providing transportation alternatives, permitting mixed uses, protecting natural resources and encouraging economic growth. The City will continue to use the Plan to promote orderly and rational development so that the City remains physically attractive and economically viable while preserving important natural and historic resources.

COMMUNITY BENEFITS RESULTING FROM THE COMPREHENSIVE PLANNING PROCESS

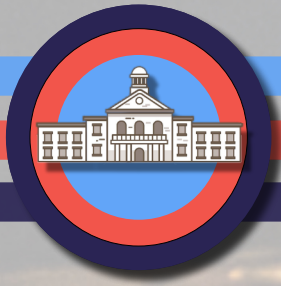
IMPROVE QUALITY OF LIFE

CLEAR, SHARED VISION FOR THE FUTURE

PROTECT PRIVATE PROPERTY RIGHTS

ENCOURAGE & SUPPORT ECONOMIC DEVELOPMENT

PROVIDE MORE CERTAINTY AROUND DEVELOPMENT



EXISTING CONDITIONS



Downtown Alpharetta in the 1960s

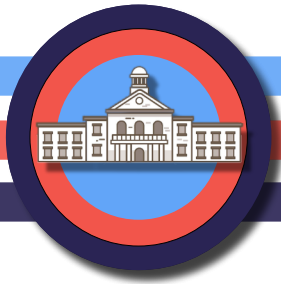


Downtown Alpharetta in 2019

FROM THEN TO NOW

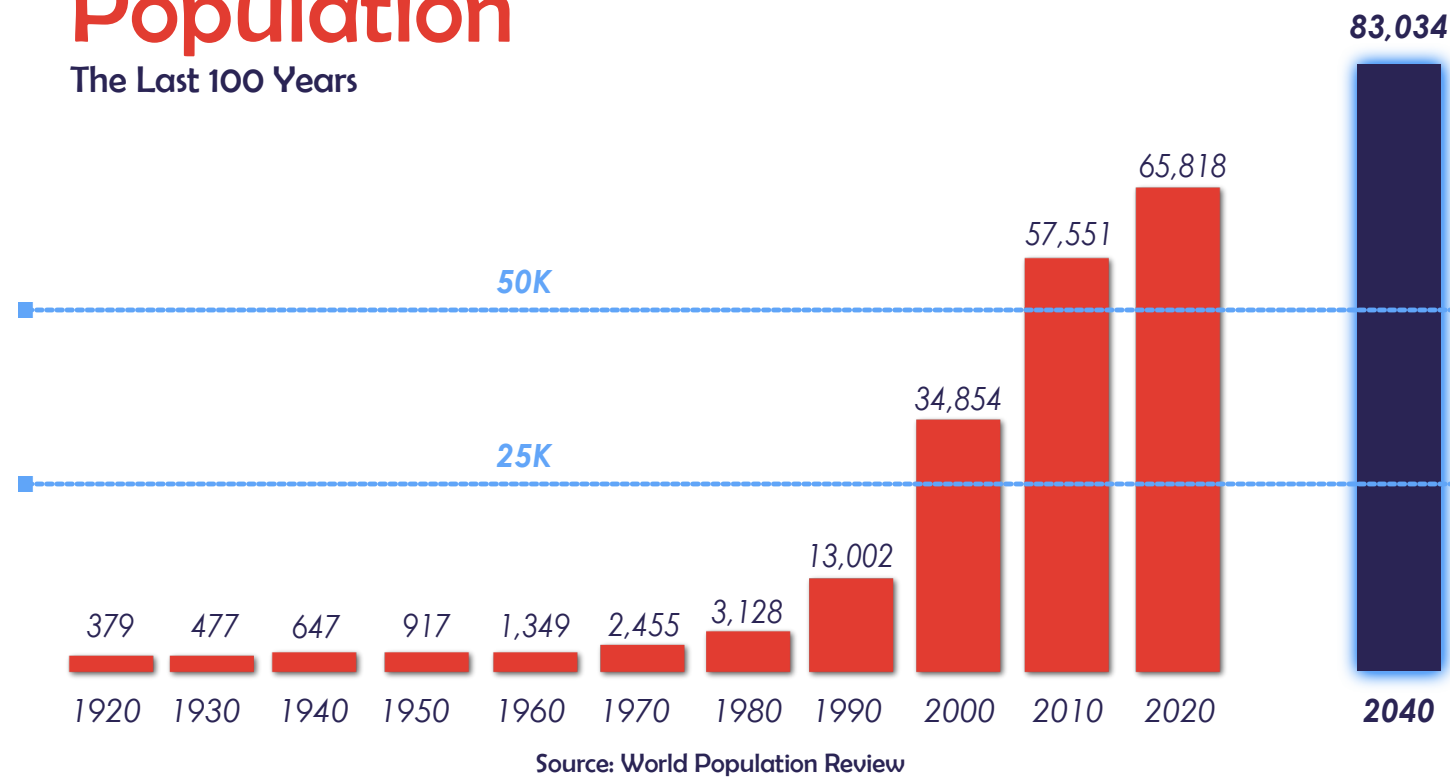
In 1980 Alpharetta was a predominantly agrarian community of just over 3,000 people. **Today's population is 21 times greater than it was in 1980.**

Located approximately 25 miles north of the City of Atlanta, Alpharetta occupies a land area of roughly 27 square miles. Originally chartered in December 1858, the City is now one of 14 incorporated cities/towns within Fulton County and is one of the fastest-growing communities in the South. The City's tremendous population growth in recent years is fueled in part by its strong economic base and through the annexation of surrounding areas. Alpharetta's environment is considered ideal for raising families and living a quality lifestyle free from the challenges found in other similar-sized communities.



Population

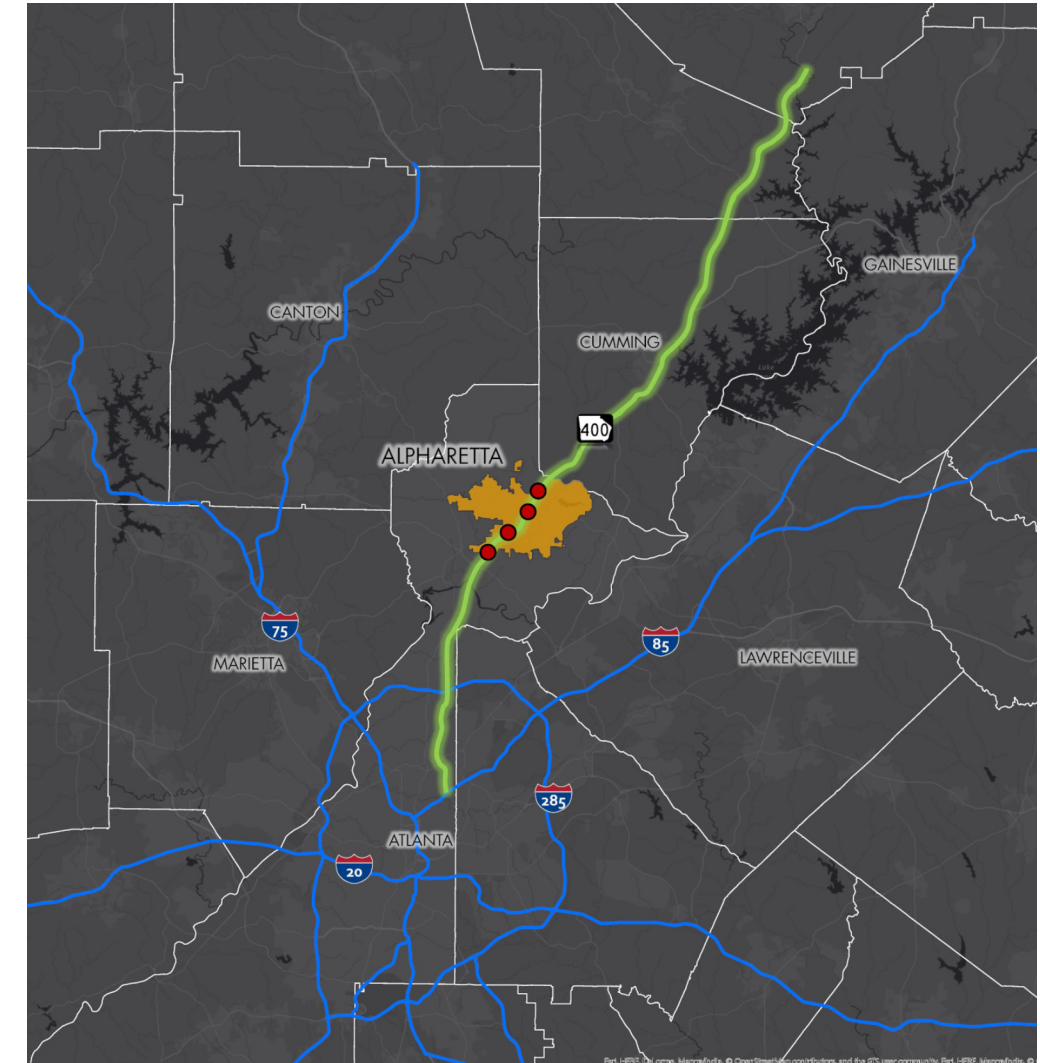
The Last 100 Years



A GROWING CITY

A huge catalyst of change was the **construction of GA 400 through the middle of Alpharetta in the 1970s/1980s**. The city received 4 interchanges and much of the land along the highway corridor was designated for future corporate offices. A robust fiber optic network followed and corporate offices and executive housing began to emerge in the following decades as many of Alpharetta's current subdivisions emerged during the 1990s and early 2000s.

Quality education has also driven much of the City's recent growth as some of the top-performing schools in the nation can be found in the Alpharetta area. Local high schools possess graduation rates of 94.4% percent, average ACT scores of 24.5, with 70% of students enrolled in AP courses. Alpharetta also has a **highly educated adult workforce with 65% possessing at least a bachelor's degree**. This concentration of educated workforce has resulted in a continuous increase in both population, as well as economic opportunities over the past three decades.



GA 400 (in green) came through the middle of Alpharetta in the 1970s/1980s. The City of Alpharetta received 4 interchanges along the new highway.

Alpharetta's **2020** population is **21 times greater** than its population in **1980**

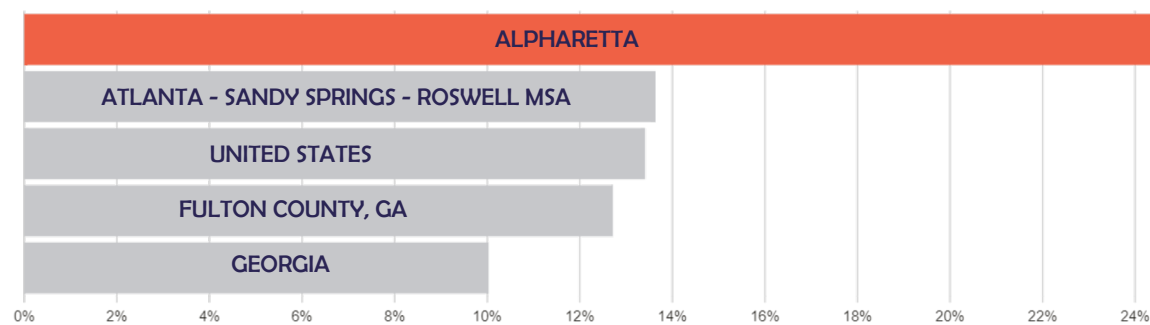
Source: US Census

DEMOGRAPHIC MAKEUP

One quarter of Alpharetta's population consists of foreign-born residents. **Alpharetta has twice as many foreign-born residents as the rest of the metro Atlanta MSA** and 2.5 times as many as the state of Georgia as a whole.

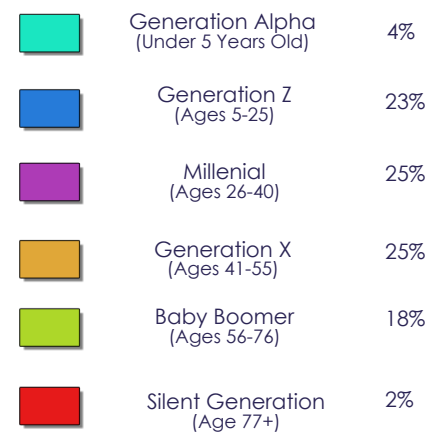
With regard to generational make-up, the periphery of the city contains many of the single-family neighborhoods, where Gen-Xers (ages 41-55) and Baby Boomers (ages 56-76) make up a predominant percentage of the people residing there. The corridor along GA 400 is where the highest percentage of the City's millennials (ages 26-40) reside.

Percentage of Foreign-Born Population



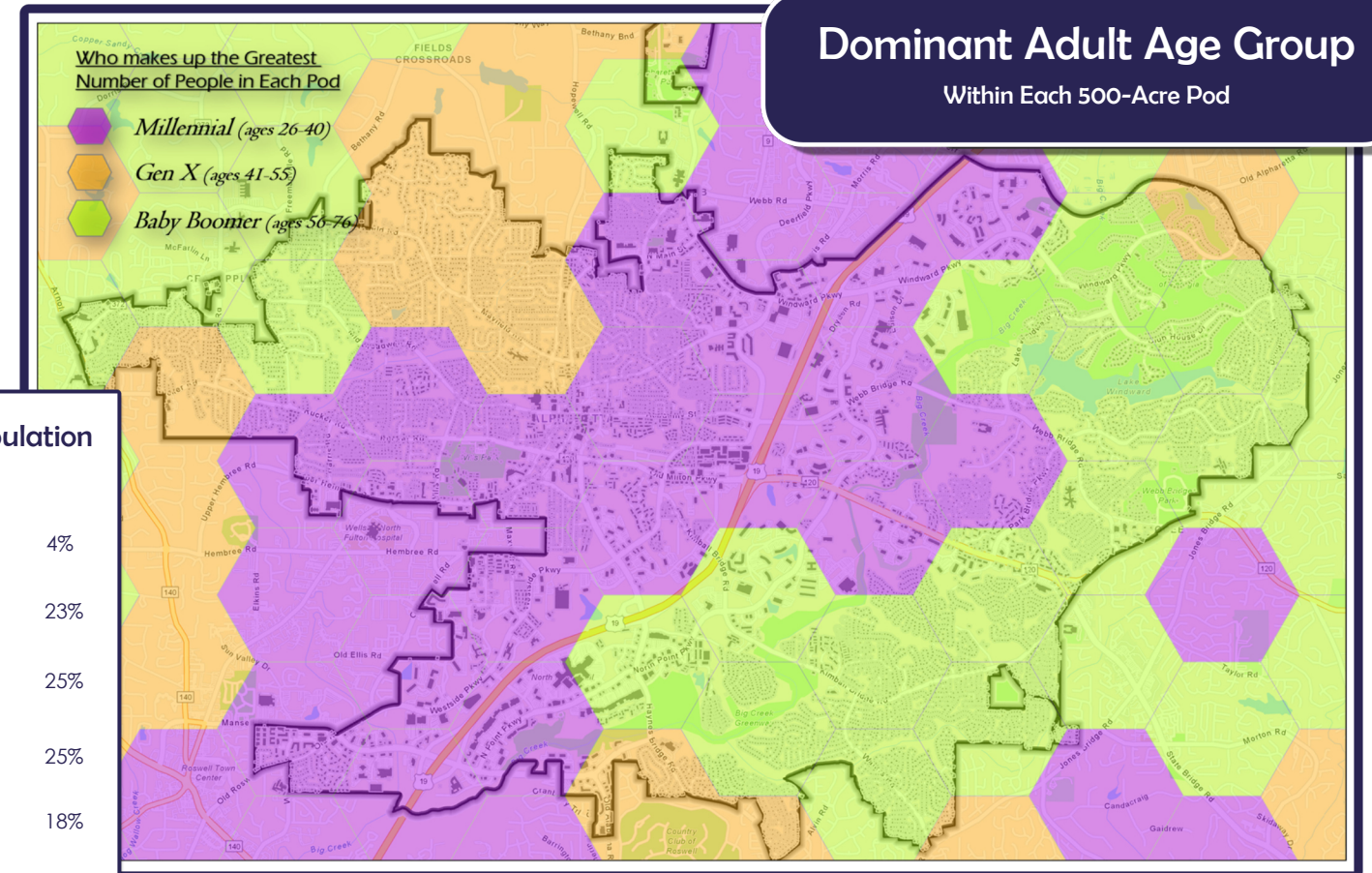
Source: data-usa/Deloitte (2018)

Percentage of Total Population by Generation



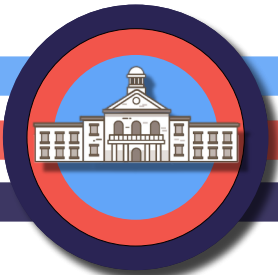
Dominant Adult Age Group

Within Each 500-Acre Pod



Source: Esri, American Community Survey (2020)





REGIONAL EMPLOYMENT HUB

The construction of GA 400 and subsequent development of millions of square feet of corporate office positioned Alpharetta as a major employment hub within the Southeast.

Within the entire greater Atlanta metro area, there are five main concentrations of large office buildings (buildings greater than 150,000 square feet). Downtown/Midtown, Buckhead, Cumberland, the Perimeter, and Alpharetta. **Alpharetta has over 40 of these large office buildings, making up more than 10% of the Metro area's large office inventory, while making up only less than 2% of the total population.**

Top 10 Employers

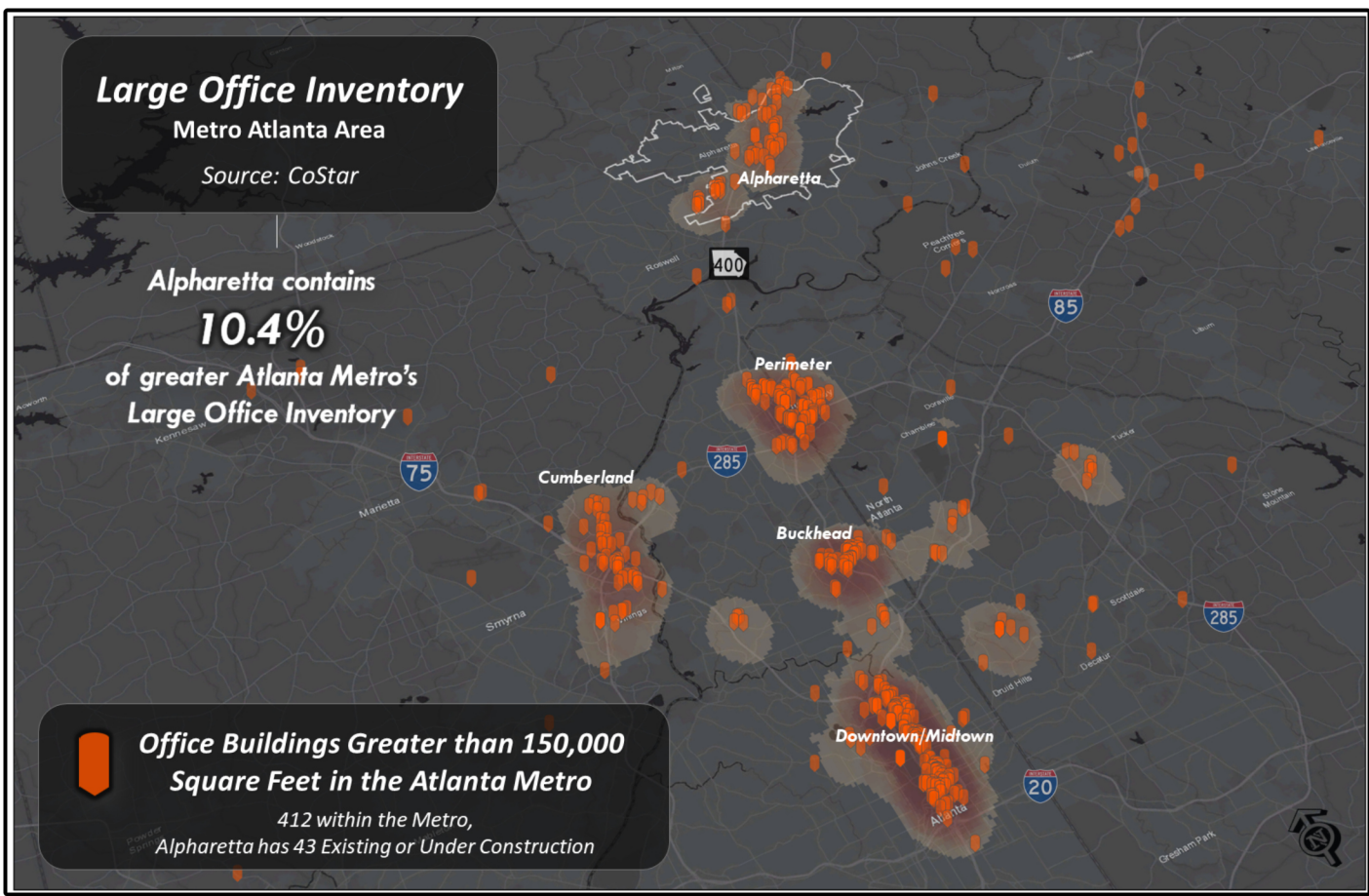
1. ADP
2. Fiserv
3. Lexis Nexis Risk Solutions
4. Verizon Wireless
5. Jackson Healthcare
6. Change Healthcare
7. UPS Supply Chain Solutions
8. E*Trade
9. Equifax
10. Ernst & Young

Source: GrowAlpharetta (2020)



55%
OF ALPHARETTA HOUSEHOLDS MAKE OVER \$100,000 ANNUALLY

Source: American Community Survey (2020)



Source: CoStar (2020)

ECONOMIC DEVELOPMENT

Alpharetta continues to be a leading destination for corporate locations, high-tech services, and retail trade. With nearly 700 technology companies, Alpharetta boasts one of the largest concentrations of high-tech firms in a single community. Like other US cities, Alpharetta experienced higher than normal vacancy rates due to Covid-19, as well as a trend toward new office being located within mixed-use/walkable developments. That, along with more employees working from home, is resulting in the desire for office space that is configured with various amenities, or less office space in general.

In the past couple decades, the City has made its mark on the region and the nation as a preferred place to live, work and prosper. But because of the changes in the market, there is a current need for stronger economic development initiatives geared toward marketing the vast quality of life amenities within Alpharetta.

Pre Covid-19, Alpharetta ranked **3rd in the US** for **daytime percent population increase** for cities with a population of 50,000 or greater (98% Increase)

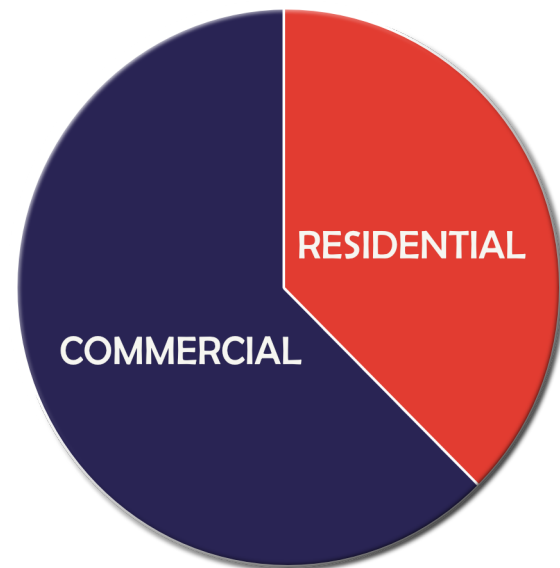
Nighttime Population
67,681



Daytime Population
134,008

Source: City-data (2019)

TAX BASE SEGMENTATION

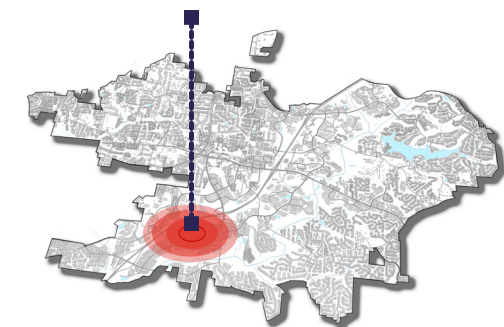


Residential 40%
Commercial 60%

Source: City of Alpharetta 2019 Annual Financial Report



NORTH POINT DISTRICT



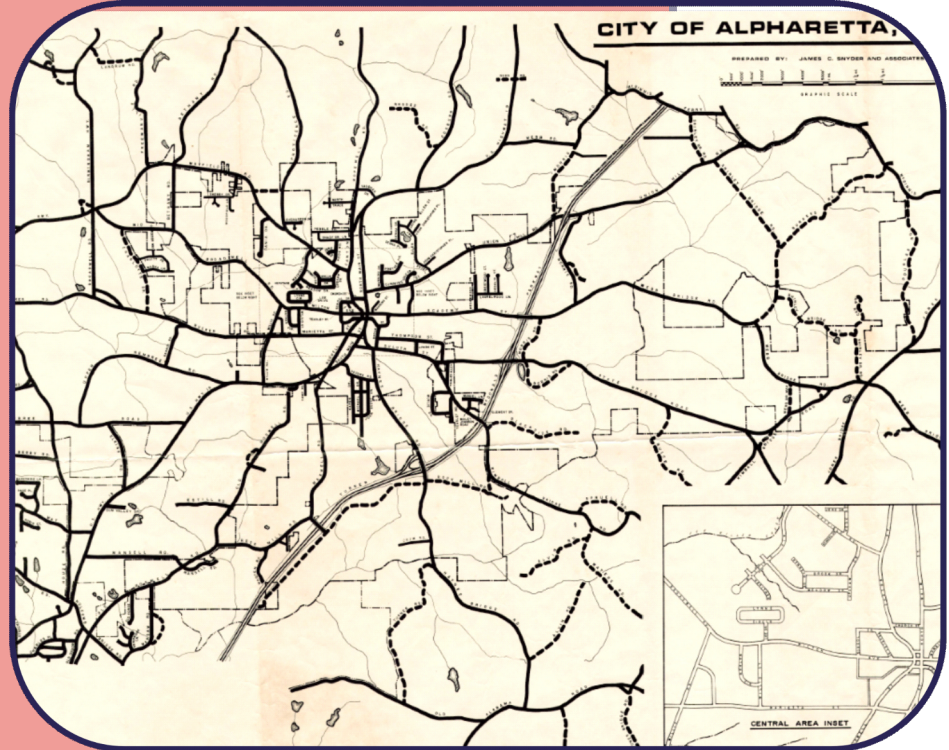
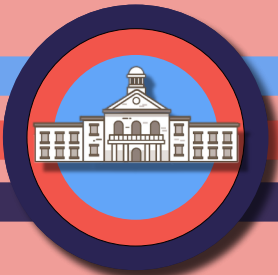
The City should continue efforts for the redevelopment of the North Point District. Built in the mid-1990s, Alpharetta's North Point District has had a huge commercial presence regionally with 3.4 million square of retail. North Point had a 10-year average vacancy rate of 4.9% (2010-2020), but by the end of 2020, the vacancy rate had reached close to 10% (per CoStar). This included over 25 closed businesses along its main commercial corridor of North Point Parkway. The fabric of that corridor reflects an auto-centric retail development pattern that may no longer possess the market appeal that it did earlier in it's life cycle.

ECONOMIC DEVELOPMENT CONTINUED

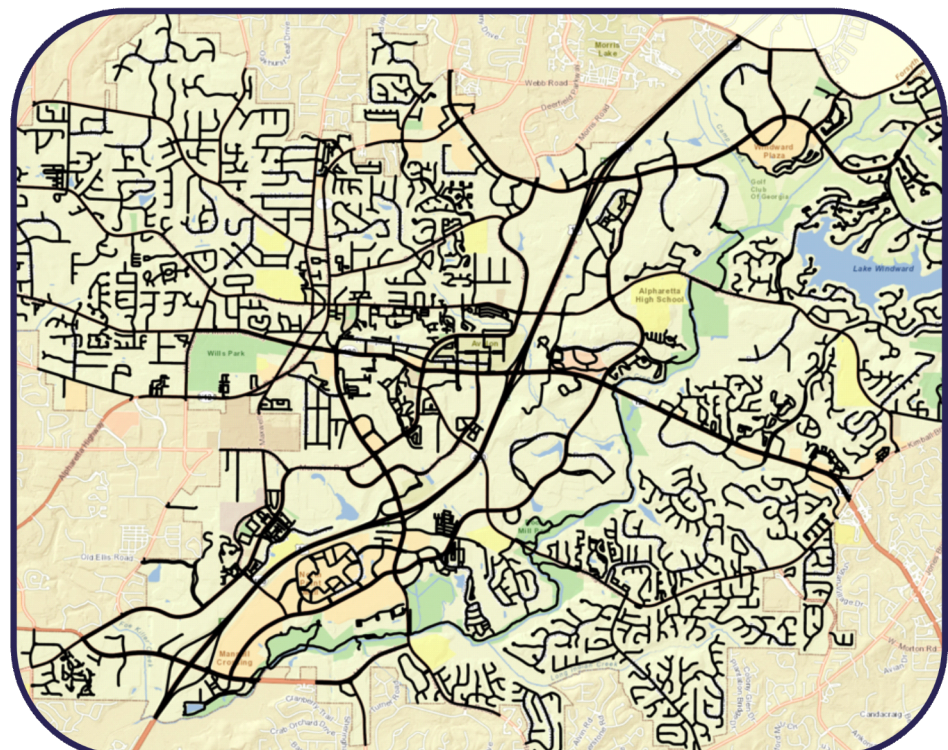
The brand messages of *Technology* and *Innovation* have served Alpharetta well and the city will also continue building on Alpharetta as "Georgia's Connected City", which enhances the already successful "Technology City of the South" branding. Marketing Alpharetta as Georgia's Connected City is a way to showcase our "Tech to Trails" infrastructure, as well as our connections to the community. Promoting key features and popular destinations will attract business to the region by enhancing existing channels such as brand campaigns, website audit, etc., with the goal to reach new audiences.

Efforts are also underway to work with Windward, the City's largest office park, to assist with research needed to brand and market the district in order to attract new investment and strengthen employee recruitment. Regional and national selectors are looking for new, highly desirable locations with compelling stories and easy access to data, available property, and quality of life amenities. Currently there is a big demand for having this kind of branding and marketing information readily available for site selectors to access and aid in company decision-making. The model for Windward, the City's largest office park, can be used for other office parks throughout the City.

The Alpharetta Development Authority actively assists with economic development initiatives. They recently approved a pilot program aimed at organizing the Downtown under the Alpharetta Chamber of Commerce to market and promote the area and attract more people to live, work and visit. Businesses, employees, residents and visitors are attracted to cities that include a vibrant downtown. The purpose of the program is to drive economic development activity through the creation, management, promotion, and execution of events and experiences that attract visitors and residents, while strengthening the retention and recruitment of business in Downtown. The Chamber will assist in creating a thriving downtown by establishing 1) unity in purpose and mission 2) implementation of a competitive marketing strategy and 3) a consistent event and program calendar.

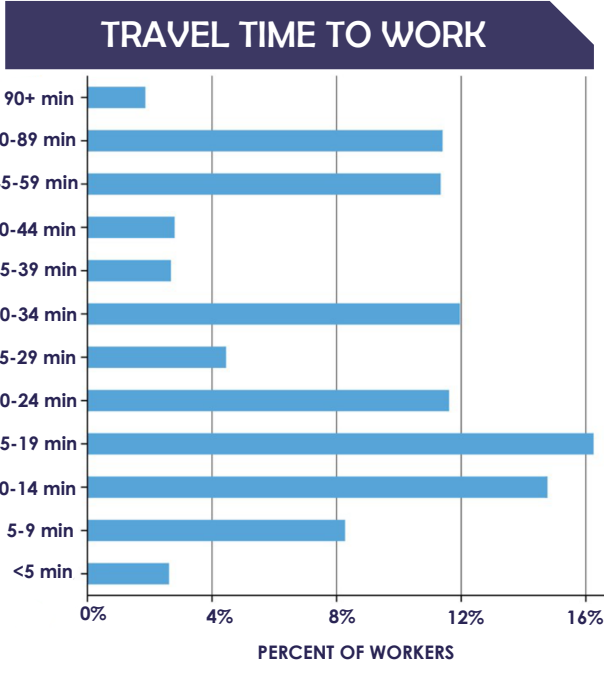
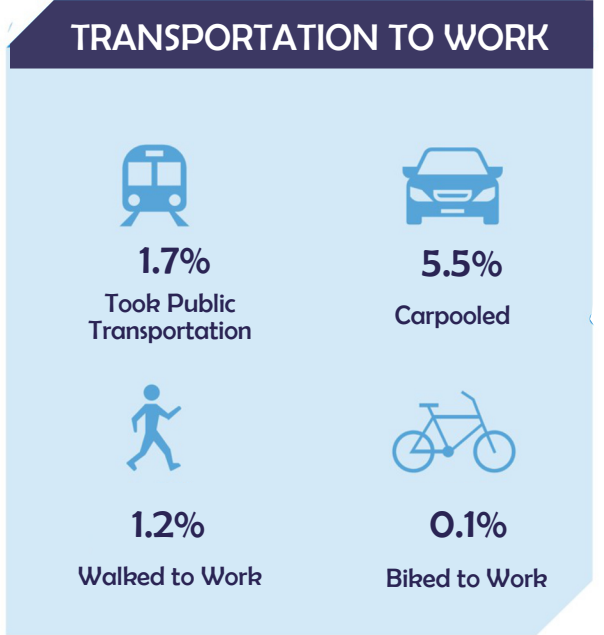


Alpharetta Street Network in 1975



Alpharetta Street Network in 2020

COMMUNTE PROFILE

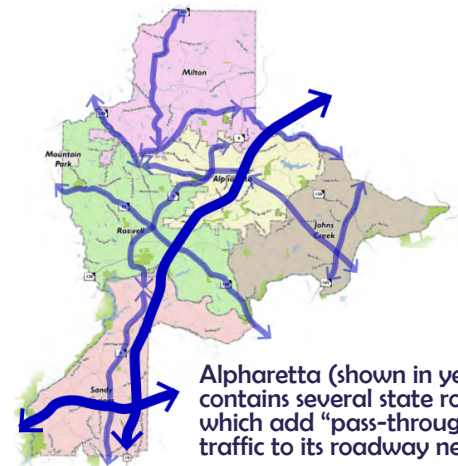


Source: Esri Community Analyst (2020)

TRAFFIC & TRANSIT

Alpharetta is situated in the heart of the north Metro Atlanta area. It's roadway system must work to balance both internal trips, as well as cross-county trips. Within the City limits there are **several transportation routes that provide connectivity to surrounding Gwinnett, DeKalb, Forsyth, Cherokee and Cobb Counties**. In 2019, sections of Old Milton Parkway, Windward Parkway and Mansell Road all saw greater than 40,000 average daily vehicular trips according to the Georgia Department of Transportation. These three roadways each have an interchange on GA 400.

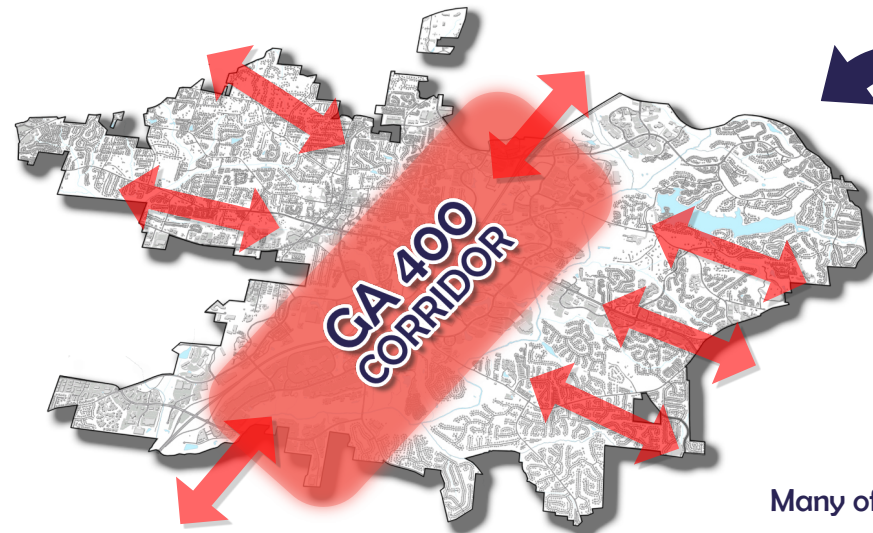
Georgia Department of Transportation is currently adding express lanes to GA 400, which will result in two additional buffer-separated lanes in each direction from North Springs MARTA Station to McGinnis Ferry Road. MARTA also plans to establish a Bus Rapid Transit (BRT) line along GA 400, with stops designated for both Windward and the North Point District. Alpharetta is the northern hub for MARTA's bus network, possessing two park and ride facilities and five different bus routes (85, 140, 141, 143, 185).



Alpharetta (shown in yellow) contains several state routes, which add "pass-through" traffic to its roadway network.

Source: North Fulton Comprehensive Transportation Plan (2018)





Along the GA 400 corridor there are several activity nodes such as Avalon, North Point, and Windward. This corridor is also where offices are located for most of Alpharetta's largest employers. This results in a large amount of vehicular traffic along the City's major East-West arterial roadways.

Many of the vehicular transportation projects the City has done in the last 5 years have focused on alleviating congestion/improving operational efficiency along the major East-West arterial roadways which see the heaviest flows of both commuter and residential traffic.

TRAFFIC & TRANSIT CONTINUED

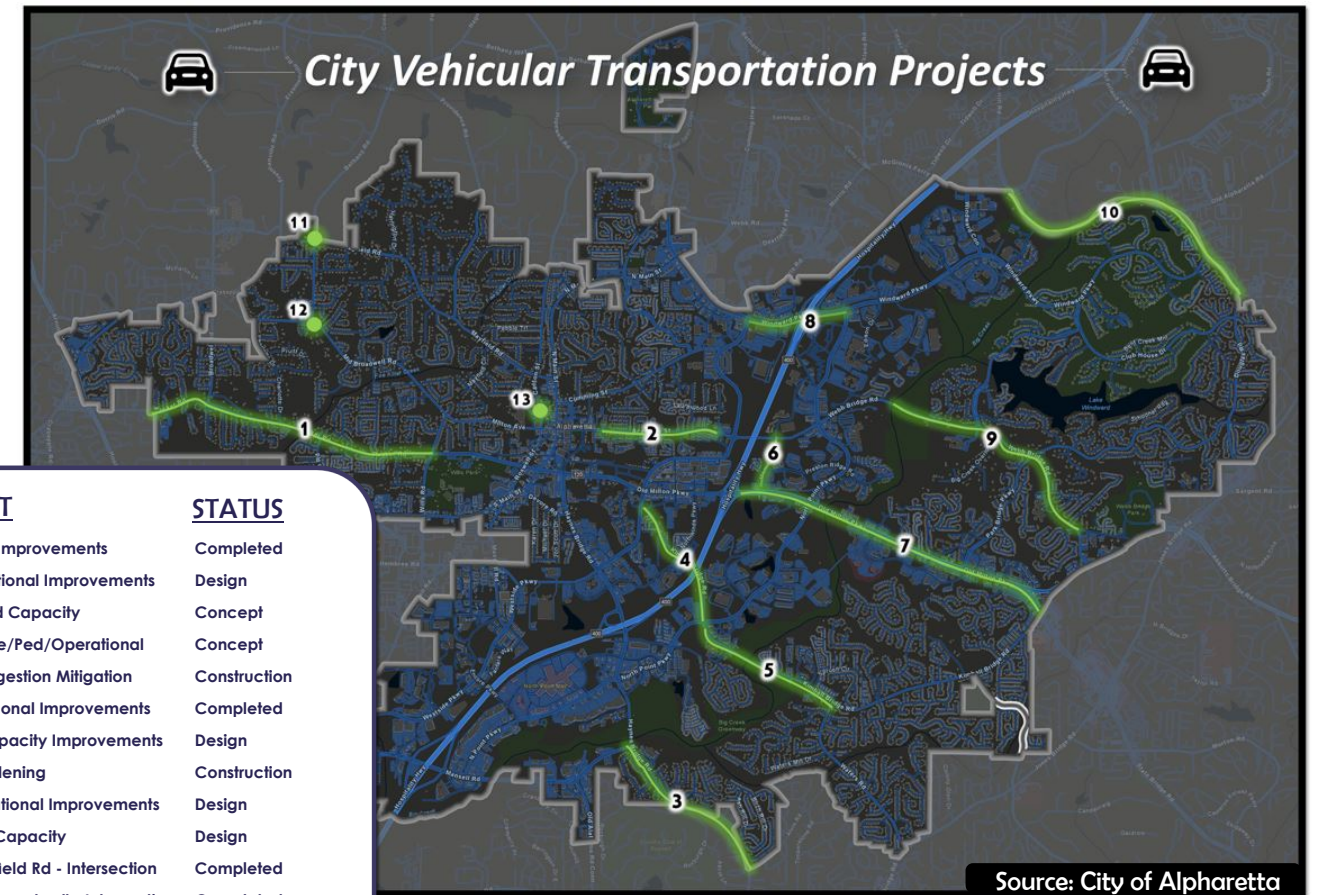
The following list shows the daily vehicular volume for popular roadways according to GDOT Traffic Count Data. A comparison of Average Annual Daily Traffic (AADT) for both 2019 and 2020 helps show roadway use both before and after the onset of Covid-19.

Roadway	Roadway Volume (Daily Avg)	
	(2019)	(2020)
Old Milton Parkway (at Brookside Pkwy)	52,400	41,800
South Main Street (at Devore Rd)	26,300	24,200
Windward Parkway (at Westside Pkwy)	48,300	31,800
Windward Parkway (at Marconi Dr)	33,100	26,300
Westside Parkway (at Encore Dr)	14,000	12,900
Mansell Road (at Davis Drive)	44,600	41,100
Rucker Road (at Harris Rd)	22,400	20,700
Haynes Bridge Road (at North Point)	23,000	21,200

79% of owner households possess 2 or more vehicles

37% of renter households possess 2 or more vehicles

Source: American Community Survey



PROJECT	STATUS
1. Rucker Rd Corridor Improvements	Completed
2. Academy St Operational Improvements	Design
3. Haynes Bridge Road Capacity	Concept
4. Kimball Bridge - Bike/Ped/Operational	Concept
5. Kimball Bridge Congestion Mitigation	Construction
6. Morris Road Operational Improvements	Completed
7. Old Milton Pkwy Capacity Improvements	Design
8. Windward Pkwy Widening	Construction
9. Webb Bridge Operational Improvements	Design
10. McGinnis Ferry Rd Capacity	Design
11. Bethany Rd @ Mayfield Rd - Intersection	Completed
12. Bethany Rd @ Mid Broadwell - Intersection	Completed
13. Canton St Improvements	Completed

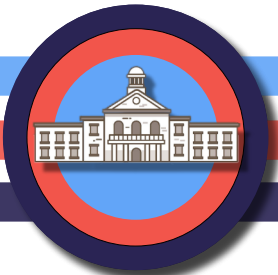
Concept → Design → Construction → Completion

Source: City of Alpharetta

Household Vehicle Availability

Source: American Community Survey

	Owner	Renter	Total
No Vehicles	202	684	886
1 Vehicle	3,024	4,548	7,572
2 Vehicles	8,469	2,676	11,145
3 Vehicles	3,037	352	3,389
4 Vehicles	673	21	694
5 or More Vehicles	104	0	104



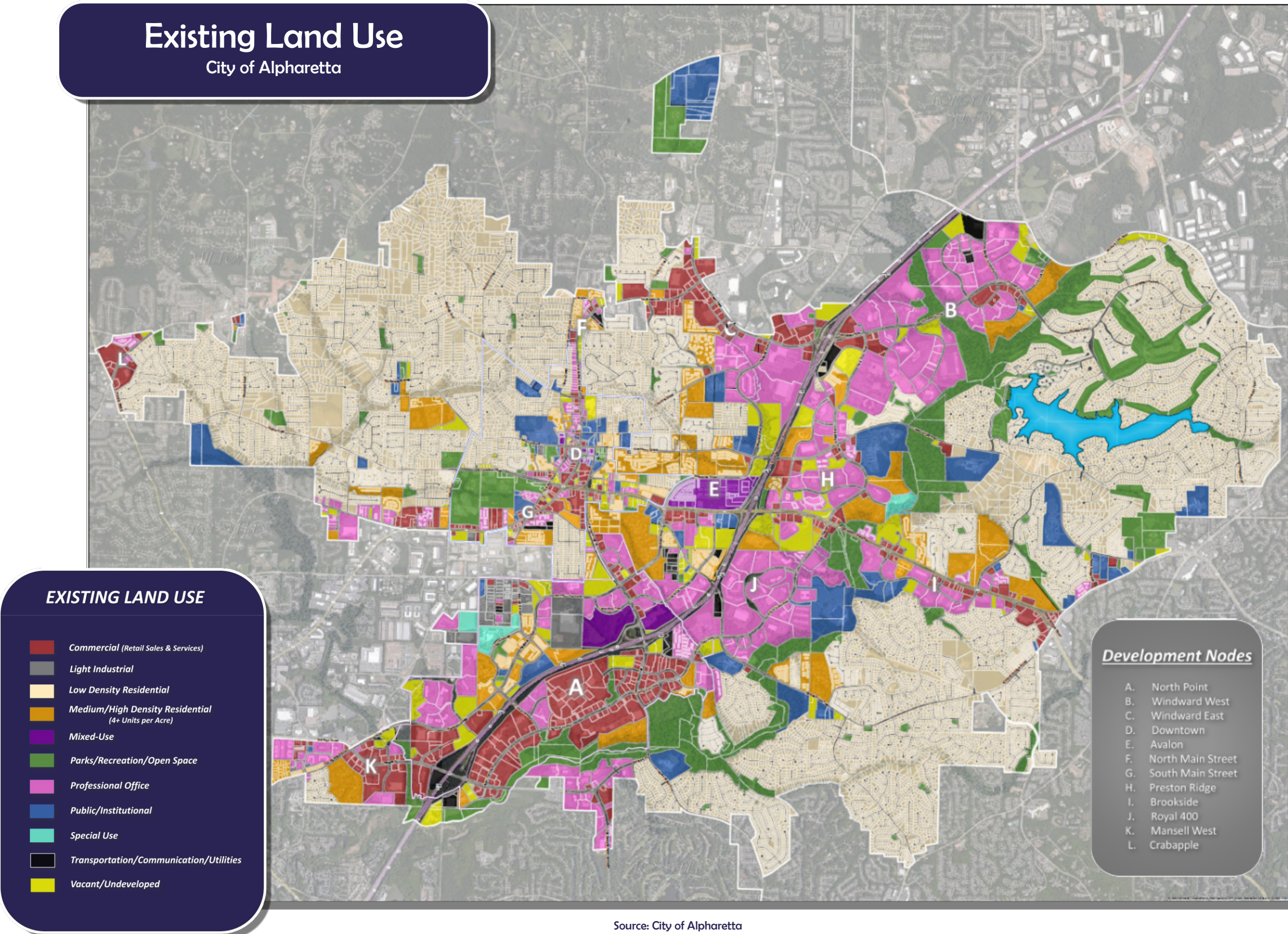
LAND USE

A majority of Alpharetta's commercial land is professional office, with a majority of its residential land consisting of single family detached residential.

One of the most significant changes in the last 10 years has been the emergence of Mixed-Use centers in direct or very close proximity to GA 400. This can be seen in the likes of Avalon, Northwinds Summit and TPA/Lakeview. These three projects make up less than 200 acres total but will contain a concentrated density of both commercial and residential uses.

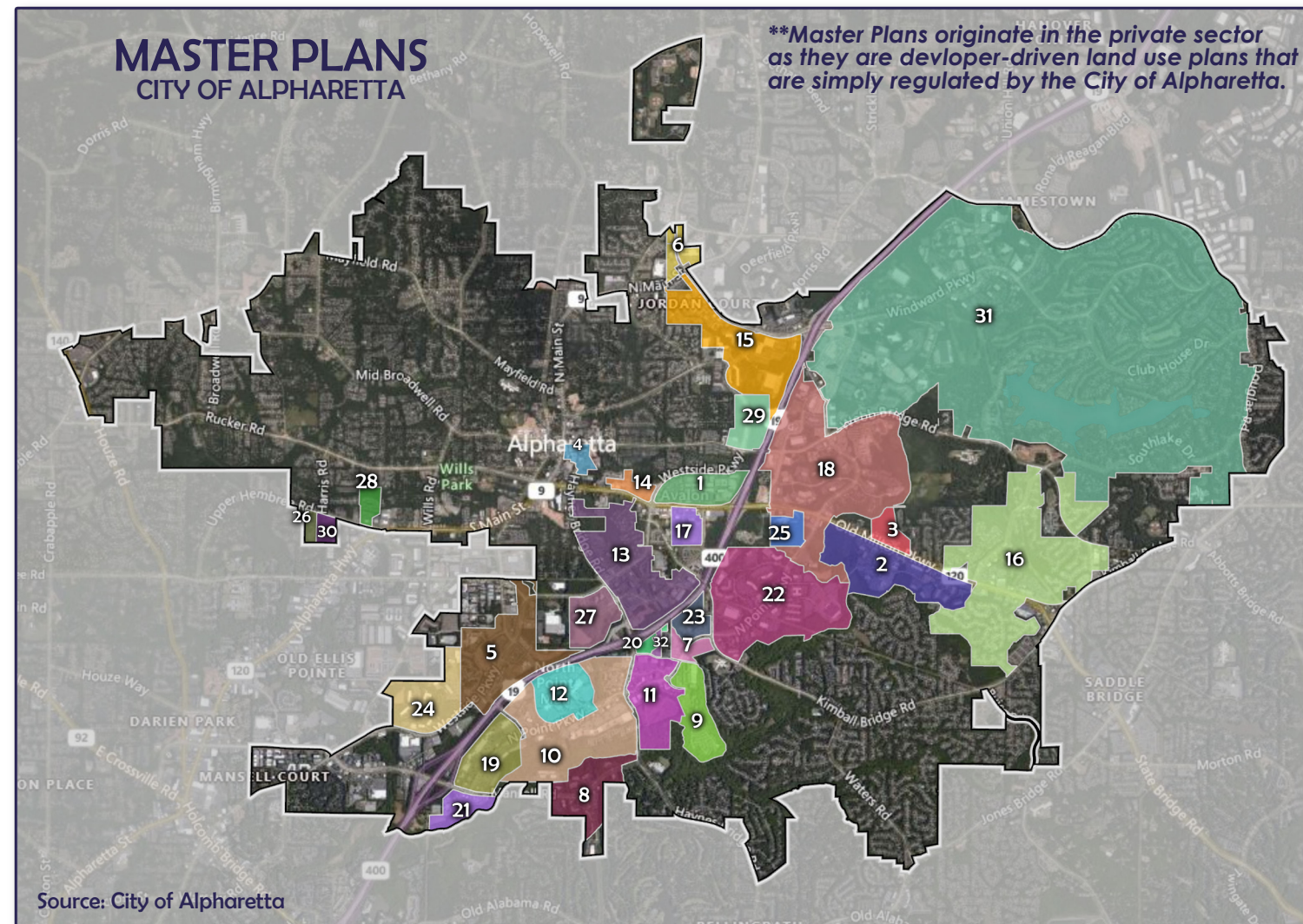
The remaining undeveloped land within the City is scattered along the GA 400 corridor and consists of land that is difficult to build on or contains significant floodplain, or both.

Existing Land Use City of Alpharetta



Source: City of Alpharetta

Master Plans

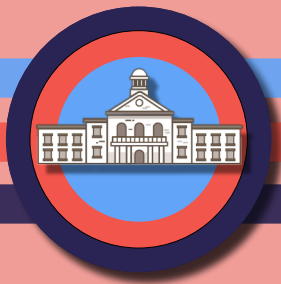


Name	Adoption Year	Total Acreage
1. AVALON	2012	86
2. BROOKSIDE	1997	131
3. CAMDEN POND	1997	63
4. CITY CENTER	2015	26
5. COUSINS WESTSIDE	2003	219
6. FULTON GREENS	1998	21
7. KB400	1999	27
8. MANSELL RIDGE PARK	1991	107
9. MILTON PARK	1999	110
10. NORTH POINT BUSINESS CENTER	1991	320
11. NORTH POINT COMMONS	1998	129
12. NORTH POINT MALL	1989	145
13. NORTHWINDS	1986	257
14. OLD MILTON HOLDINGS	2015	24
15. OXFORD GREEN	1998	256
16. PARK BRIDGE	1990	611
17. PARKWAY 400	1998	41
18. PRESTON RIDGE	1987	505
19. REGENCY PARK	1991	127
20. REGENCY PARTNERS	2011	10
21. RESURGENS PARK	2000	53
22. ROYAL 400	1980	377
23. SAMANTHA & ASSOC.	2000	53
24. SANCTUARY PARK	1995	137
25. SIEMENS	2001	37
26. SOUTHFUND	1995	13
27. TPA/LAKEVIEW	2019	62
28. UPPER HEMBREE PARTNERS	1991	26
29. WEBB BRIDGE RD/GA 400	2002	66
30. HARRY'S MARKET	1987	27
31. WINDWARD (COMMERCIAL)	1980	3,428
32. DELTA CREDIT UNION	2011	6

WHAT IS A MASTER PLAN?

A master plan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. Master planning is about making the connection between buildings, social settings, and their surrounding environments. A master plan includes analysis, recommendations, and proposals for a site's population, economy, housing, transportation, community facilities, and land use. It is based on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions.

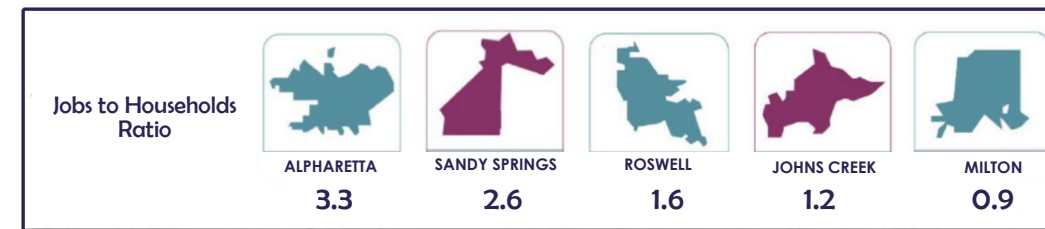
Of the 7 Master Plans greater than 250 acres in size, all but one were adopted in 1991 or before.



GROWING DEMAND AND COST

Per the 2020 City of Alpharetta Housing Analysis, there were a total of 26,710 total housing units within the City. Single-family detached makes up 57%, multi-family makes up 30%, townhomes make up 9% and small multi-family (2-4 units a building) make up the remaining 4%.

The median home value for owner-occupied housing in Alpharetta is \$470,961, which is significantly higher than the median home value for the Atlanta MSA, which is \$249,538. Due to the nature of Alpharetta as an employment hub, **the city experiences a 3.3 jobs to household ratio, which is the highest of any city in the county.** This drives up demand for housing in close proximity to jobs, which in turn drives up the price of available housing within the city of Alpharetta.



Source: North Fulton Comprehensive Transportation Plan (2018)

Between **2014 and 2019** the average cost of a newly constructed home in Alpharetta **increased by \$285,000**

Source: 2020 City of Alpharetta Housing Analysis



DETACHED SINGLE FAMILY HOMES ARE **57%**

of City of Alpharetta's housing stock.

WHILE ONLY **45%**

of City of Alpharetta households have three or more people.

TOWNHOMES ARE **9%**

of City of Alpharetta's housing stock.

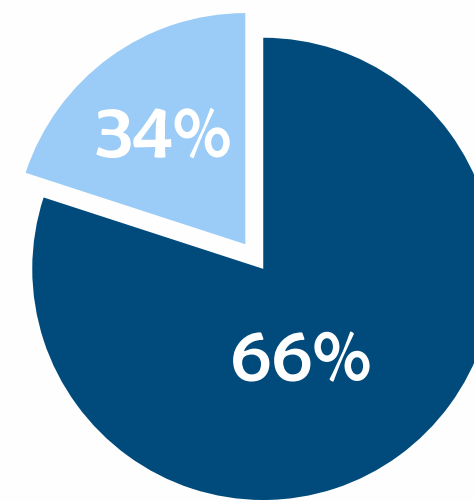
MULTIFAMILY HOMES ARE ALMOST **35%**

of City of Alpharetta's housing stock.



\$471,000
MEDIAN HOME VALUE

Source: 2020 City of Alpharetta Housing Analysis



■ Renter-Occupied Units
■ Owner-Occupied Units

Source: 2020 City of Alpharetta Housing Analysis

HOUSING CONTINUED...

The largest percentage of the City's housing stock was built between 1990-1999. 2018 saw the single largest amount of single-family permits since Alpharetta's previous most active year, which was 1998.

Multi-family housing costs have also seen a significant shift in recent years. Multi-family rental rates in Alpharetta have increased by 39% since 2010. Increasing rents in a suburban multi-family market reflect the strength of the Atlanta MSA economy in the post-Great Recession era.



Between 2014-2019, newly constructed townhome closings outpaces newly constructed detached home closings in the City of Alpharetta.

Source: 2020 City of Alpharetta Housing Analysis

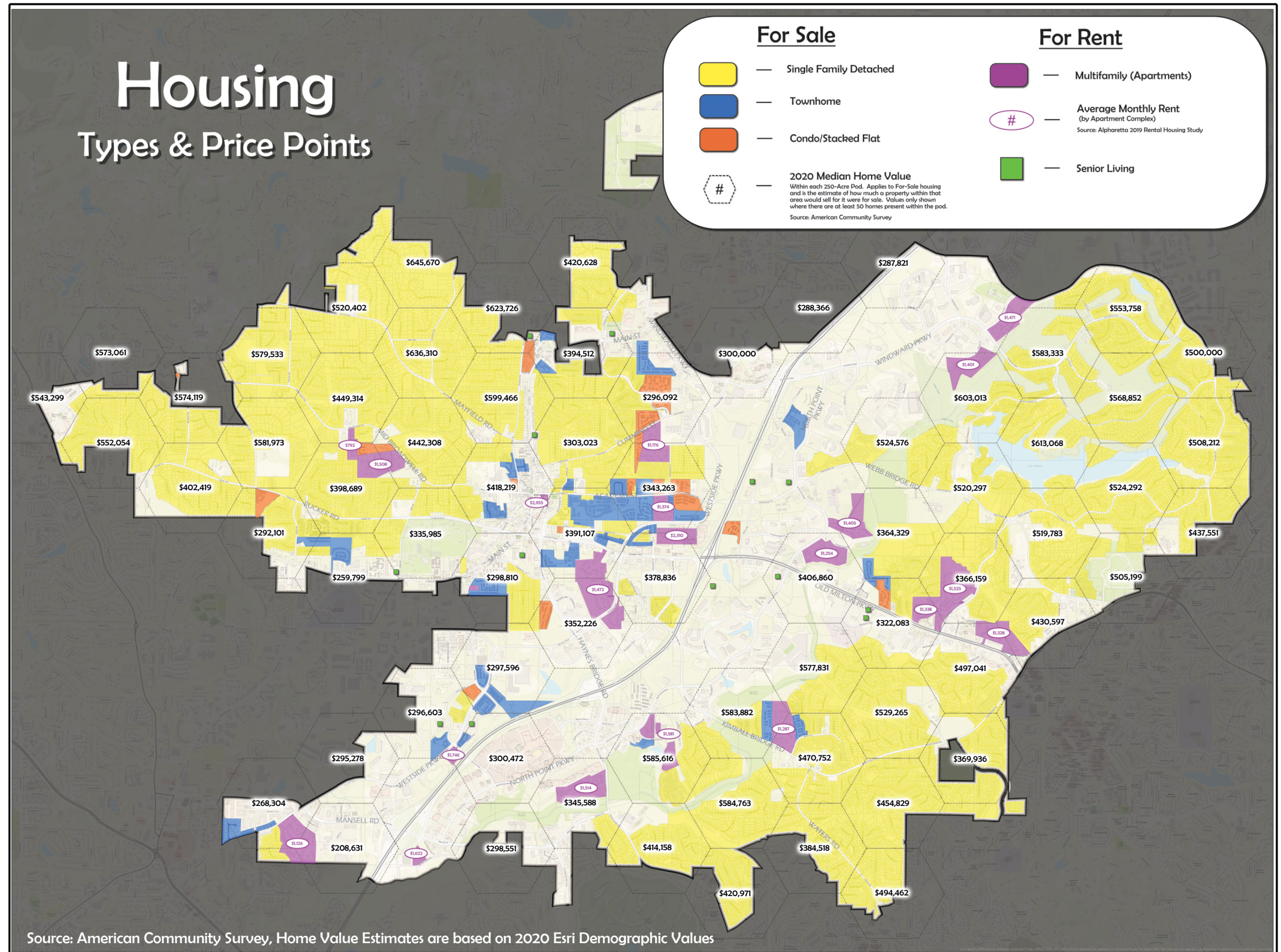
\$11,715

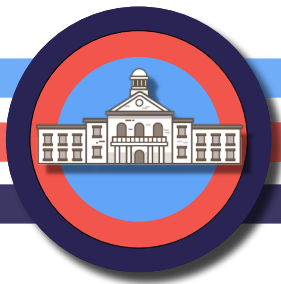
CITY OF ALPHARETTA'S MEDIAN HOUSEHOLD INCOME



Source: American Community Survey (2020)

Housing Types & Price Points





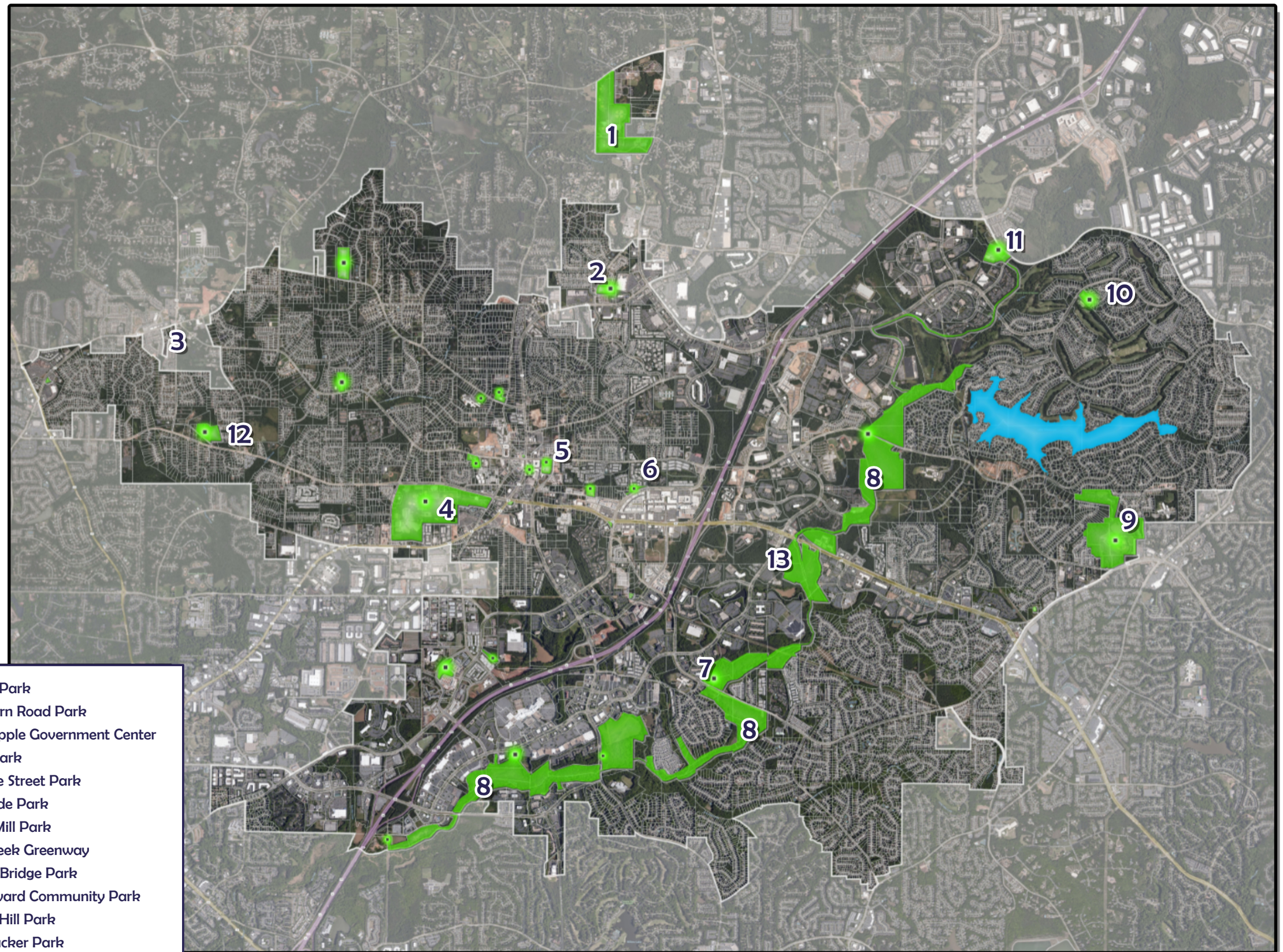
CITY OPEN SPACE

Open space consists of natural areas and preserves, formal parks, trails, neighborhood greens, and recreational facilities. It continues to be an immense driver of quality of life and is highly regarded by the citizens of Alpharetta.

Alpharetta has 339 acres of parkspace citywide, with another 459 acres belonging to the Big Creek Greenway.

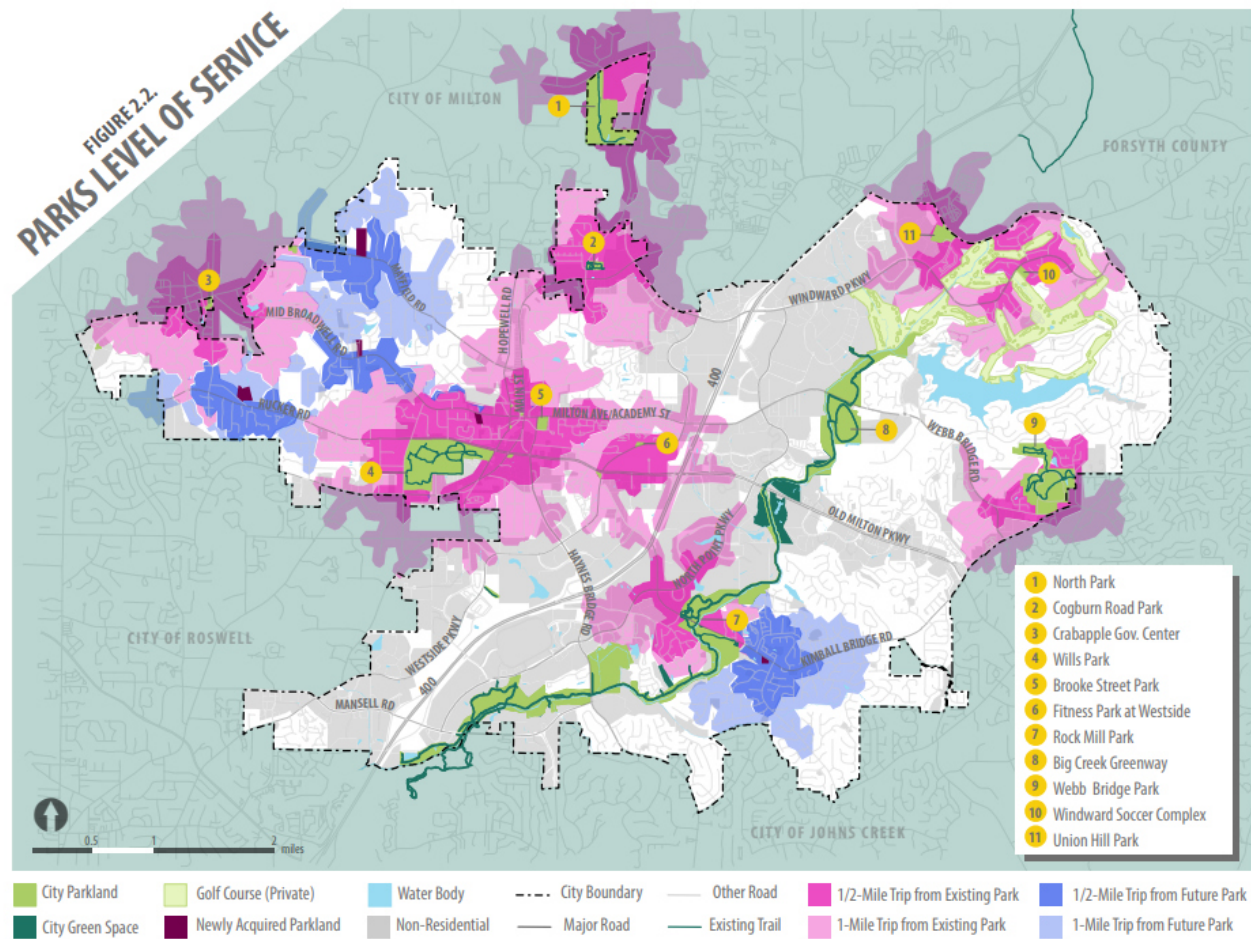
The map to the right shows the locations of major City parkland and facilities. This depicts land the City owns for the sole purpose of use as parks or open space.

In the last 5 years, the City has purchased five additional properties for parkland. With the exception of Old Rucker Park, all of these properties are currently undeveloped with future plans to build them out for use as park space.



1. North Park
2. Cogburn Road Park
3. Crabapple Government Center
4. Wills Park
5. Brooke Street Park
6. Westside Park
7. Rock Mill Park
8. Big Creek Greenway
9. Webb Bridge Park
10. Windward Community Park
11. Union Hill Park
12. Old Rucker Park
13. Brookside Park

Note: Not all city parks are labelled, just major park facilities that are actively programmed. The City owns several park properties that are not yet developed.
Source: City of Alpharetta

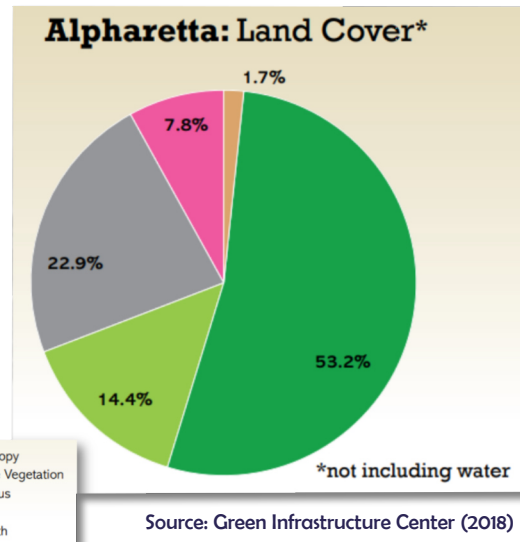
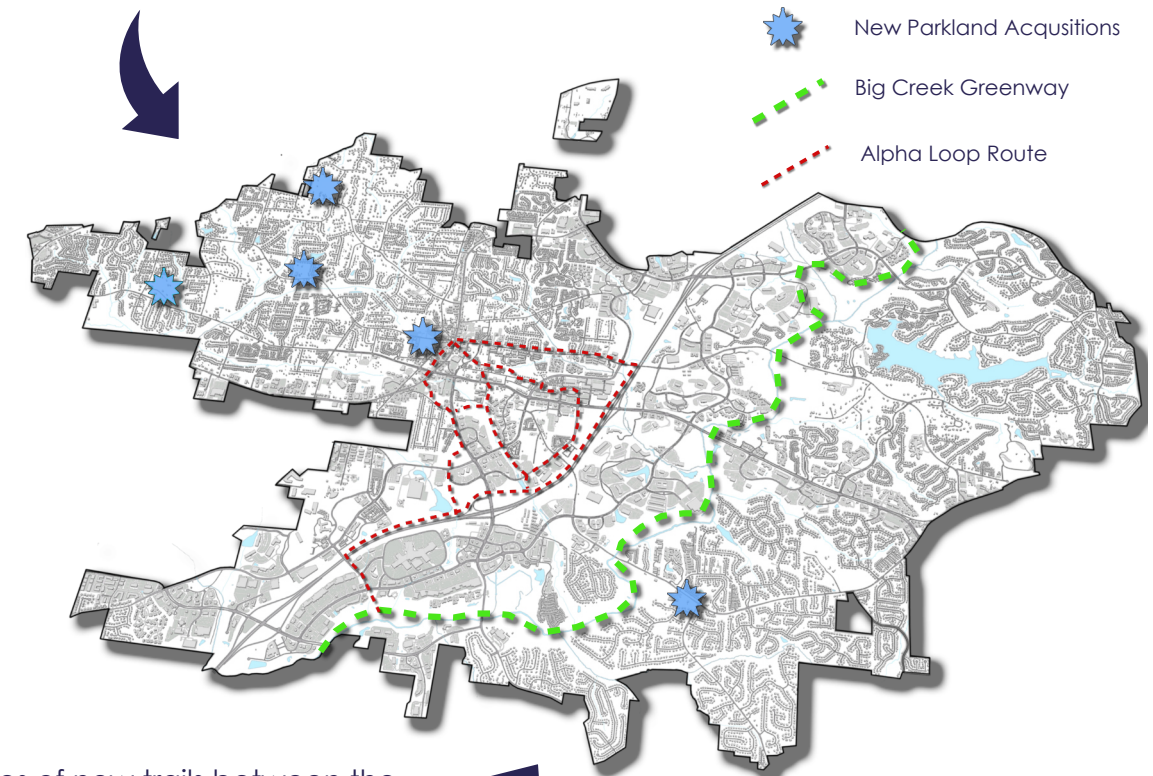


Source: Alharetta Recreation & Parks Master Plan (2018)

A goal for Alharetta is to have a park or other active destination **within a 10-minute walk** (or 1/2 mile) of every resident

Source: Alharetta Recreation & Parks Master Plan (2018)

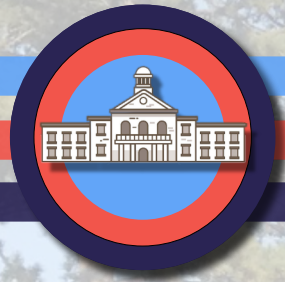
In 2016, five new parkland acquisitions were made, adding an additional 28 acres of parkland to the City.



A CITY OF TRAILS AND TREES

In the last three years, Alharetta has opened over three miles of new trails between the recently completed extension of the Big Creek Greenway and Phase 1 of the Alpha Loop. The Big Creek Greenway is now 8.75 miles long and stretches from the southern city limits at Mansell Road all the way to the northern city limits at Union Hill Park. The entirety of the Big Creek Greenway runs along the east side of GA 400. The Alpha Loop, which is predominantly aligned on the west side of the City, will be approximately 8 total miles once it is completed. The two trail systems will connect in the North Point District.

Even with the high level of development activity over the past few decades, Alharetta still maintains a robust City-wide tree canopy. A 2018 study done by the Green Infrastructure Center found that **over 53% of Alharetta's land area is covered by tree canopy**. Because one mature tree can absorb thousands of gallons of rain water per year, open space and tree canopy are a critical component of the city's Municipal Separate Storm Sewer System (MS4).



COMMUNITY PARTICIPATION



2020

- JULY 17 - AUGUST 10, 2020 - Comprehensive Plan Pre-Survey
- JULY 20, 2020 - Comprehensive Plan Kick-off **Required Public Hearing**
- SEPTEMBER 9, 2020 - Steering Committee Meeting #1
- OCTOBER 7, 2020 - Public Meeting # 1
- OCTOBER 15 - NOVEMBER 5, 2020 - Online Surveys # 1

2021

- MARCH 16, 2021 - Steering Committee Meeting #2
- APRIL 27, 2021 - Public Meeting # 2
- JUNE 1 - JUNE 25, 2021 - Online Surveys # 2
- AUGUST 2, 2021 - City-Wide Housing Analysis presented to City Council
- AUGUST 31, 2021 - Steering Committee Meeting #3
- SEPTEMBER 2, 2021 - Planning Commission Transmittal Hearing
- SEPTEMBER 20, 2021 - City Council Transmittal Hearing **Required Public Hearing**
- OCTOBER 31, 2021 - Plan adoption no later than October 31, 2021

COMMUNITY PARTICIPATION

Gathering public input was an integral part of creating the vision of Horizon 2040. Alpharetta residents, property owners, business owners, city staff, elected and appointed officials, and stakeholders contributed to the production of this comprehensive plan. Public input was collected through both in-person meetings and through online surveys. Online surveys were created and dispersed to the community in order to diminish the effects that COVID-19 may have had on in-person attendance and participation.

STAKEHOLDERS

Before getting started, the Community Development team identified individuals who were necessary to include in the planning process of Horizon 2040, also known as stakeholders. Stakeholders included Alpharetta residents, homeowner's associations, local organizations, local newspapers, colleges and universities, city staff, and elected and appointed officials. A list of stakeholders is included within the Appendix.

STEERING COMMITTEE

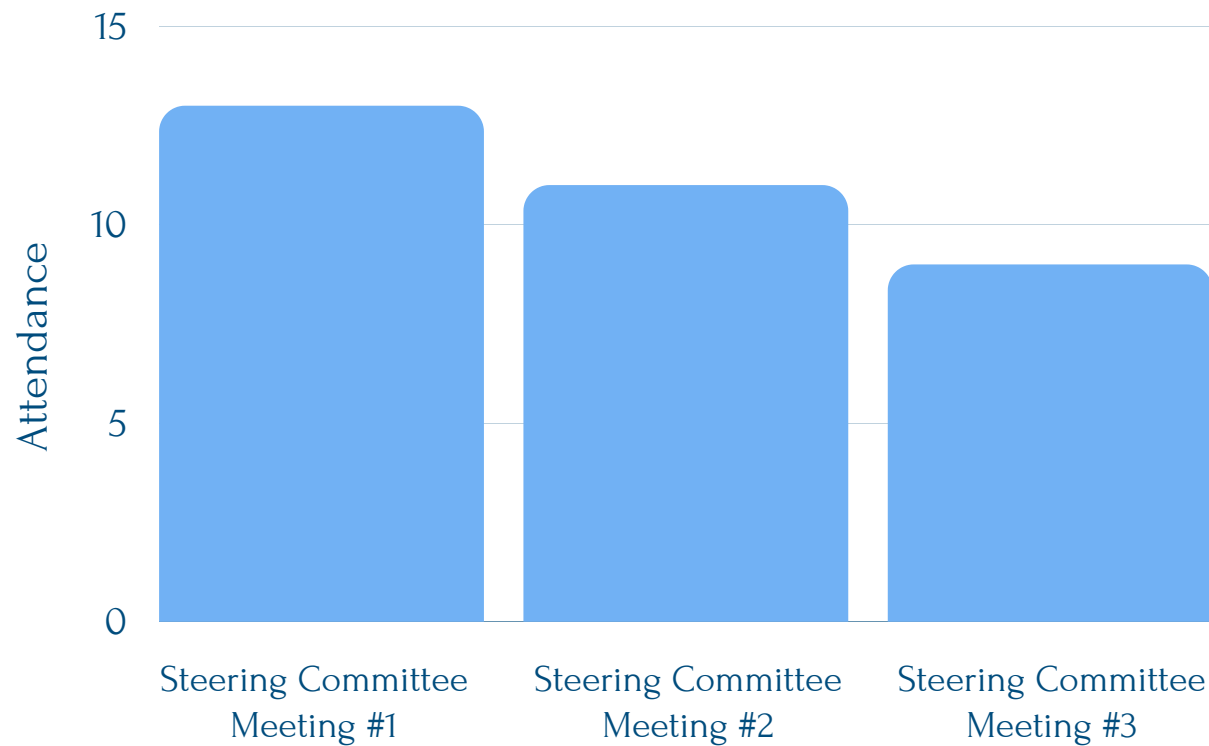
The steering committee was comprised of eighteen (18) individuals, including two (2) City Council Members, one (1) Design Review Board Member, two (2) Planning Commissioners, the City of Alpharetta's Director of Economic Development and the City of Alpharetta's Economic Development Manager, and the City of Alpharetta's Stormwater Engineer. The Mayor and each City Council Member appointed one (1) member to the steering committee. Also, Staff recommended including additional steering committee members in order to represent the younger population of the community. A list of steering committee members and meeting notes are both included within the Appendix.

The steering committee first met on September 9, 2020 to discuss how to best present community goals to the public and provided feedback on Needs and Opportunities.

On April 27, 2021, the steering committee assembled to discuss elements of the mapping exercises and future land use map that were utilized during public meeting #2.

The steering committee held its final meeting on August 31, 2021. At this meeting, the Community Development team presented a summary of the planning process and welcomed feedback on the final draft of the comprehensive plan.

STEERING COMMITTEE ATTENDANCE



COMMUNITY OUTREACH

City Staff shared opportunities for public participation on multiple media platforms in order to get a broad representation of the community involved in creating the vision for the comprehensive plan. Specific examples are included in the Appendix and a list is provided in the adjacent column.

MORE THAN
55



total social media posts, newsletter articles, advertisements, and emails were dispersed throughout the community on multiple media channels

- 1 Email correspondence and invitations to Steering Committee members, Stakeholders, the Mayor and City Council
- 2 Twitter
- 3 Facebook & Facebook Events
- 4 LinkedIn
- 5 Nextdoor
- 6 Grow Alpharetta's Social Media Pages
- 7 City of Alpharetta Website - Horizon 2040 Landing Page
- 8 Council for Quality Growth Newsletter
- 9 Community Impact Newsletter
- 10 My Alpharetta Newsletter
- 11 Alpharetta's COVID-19 Business Resources Newsletter
- 12 Alpharetta-Roswell Herald
- 13 Eventbrite

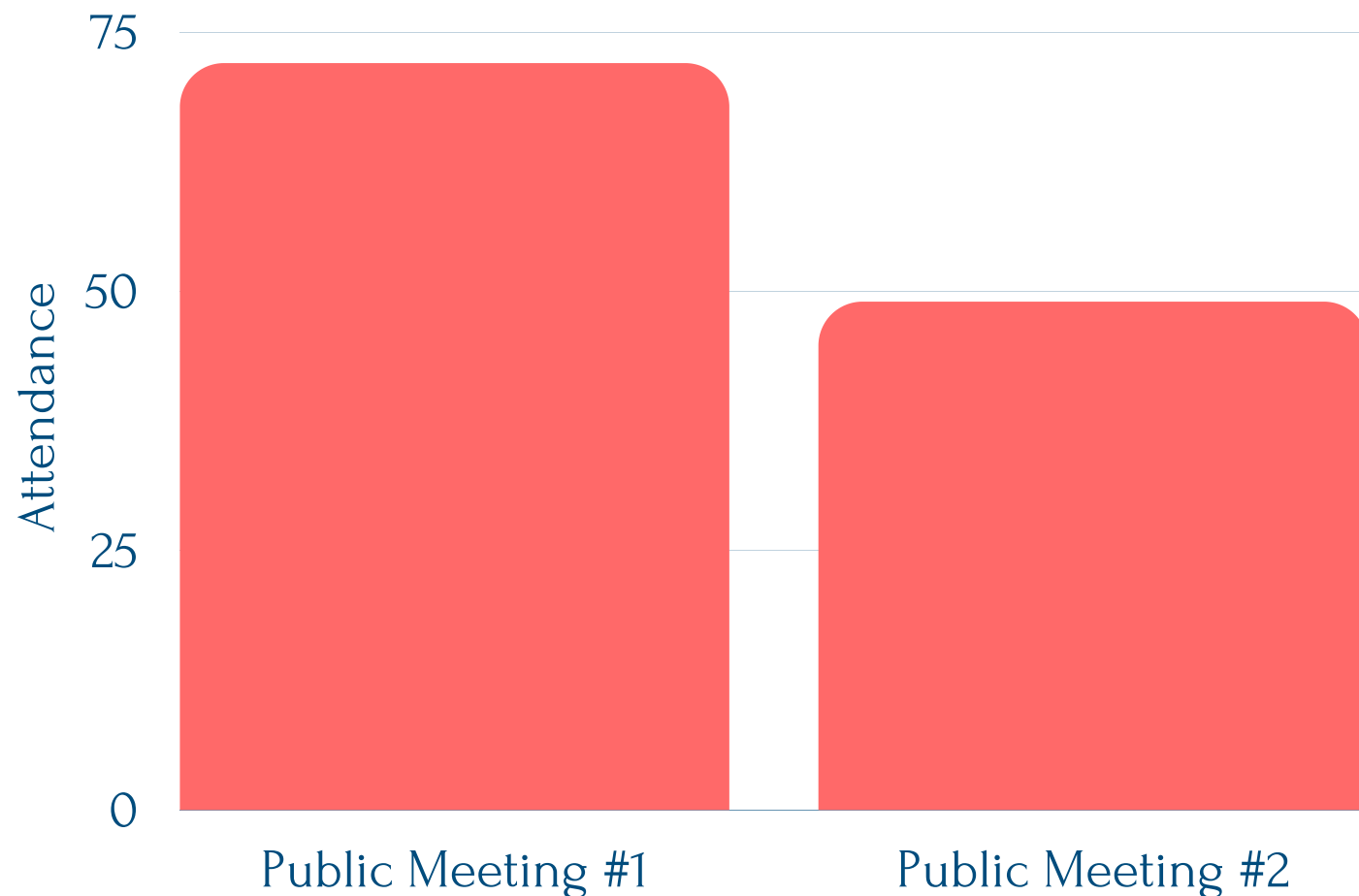
PUBLIC MEETING #1

Public Meeting #1 was held outdoors in Brook Street Park on October 7, 2020. There were approximately seventy-two (72) people in attendance. Public input exercises included a dot exercise which asked residents to identify important community policies and strategies and a mapping exercise to identify areas in need of redevelopment and where future development should be directed. The community policy topics included in the dot exercise were economic development, land use, transportation, housing, natural, historic and cultural resources, community services and facilities, intergovernmental coordination, and broadband services.

PUBLIC MEETING #2

Public Meeting #2 was on April 27, 2021 at an outdoor amenity space owned by an office building on the east side of GA400, located at 3625 Brookside Parkway. There were approximately forty-nine (49) people in attendance. Public input exercises focused on honing in on the six (6) main themes that were identified in the previous public meeting, online surveys, and steering committee meetings. The six (6) main themes are traffic and walkability, housing, placemaking, vacant retail and office, open space, and growth management.

PUBLIC MEETING ATTENDANCE



ONLINE PRESURVEY

Prior to the Horizon 2040 Comprehensive Plan Kick-off, an online survey was created and made available to the community from July 17, 2020 to August 10, 2020. Staff received 718 responses from this set of survey questions, and those responses guided the planning efforts of the steering committee.

ONLINE SURVEY #1

The exercises from Public Meeting #1 were digitized and made available to the public from October 15, 2020 to November 5, 2020. Staff received 105 responses from this set of online survey exercises.

ONLINE SURVEY #2

The exercises from Public Meeting #2 were digitized and made available to the public from June 1, 2021 to June 25, 2021. Staff received 352 responses from this set of online survey exercises.

PUBLIC HEARING

#1

At the July 20, 2020 City Council meeting, Staff presented and announced the kickoff of the Horizon 2040 Alpharetta comprehensive plan. This presentation included an overview of the planning process, public participation plan, and the project schedule.

PUBLIC HEARING

#2

At the September 2, 2021 Planning Commission meeting, Staff presented the "final draft" of the comprehensive plan and allowed residents the opportunity to offer additional input.

CITY COUNCIL WORKSHOP ITEM

#1

At the August 2, 2021 City Council meeting, Geoff Koski with KB Advisory Group presented a City-Wide Housing Analysis during the workshop section of the meeting. The presentation to City Council was presented for informational purposes only.

PUBLIC HEARING

#3

After addressing all public comments, City Staff presented the "final draft" of the comprehensive plan at the September 20, 2021 City Council meeting. After public hearing, the Mayor and City Council adopted a resolution authorizing the transmittal of the plan to the Regional Commission.



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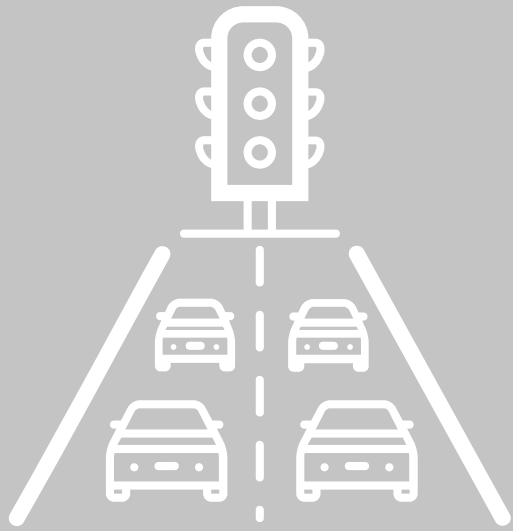


NEEDS & OPPORTUNITIES

The community identified six (6) Themes or Areas of Focus for the Horizon 2040 Comprehensive Plan, which include Traffic Congestion/Walkability, Housing, Office and Retail Vacancies, Growth Management, Sense of Place/Placemaking, and Open Space. In addition, needs and opportunities were identified by the community as it relates the new Broadband Services Element. The Broadband Services coverage map provided by the Georgia Department of Community Affairs (DCA) indicates that the Census Block located west of Encore Parkway and north of Westside Parkway is not served by broadband services. The Census Block in question covers a portion of Sanctuary Park, Somerby at Westside, Overture at Encore and Ameris Bank Amphitheatre. While the City disputes the lack of broadband coverage, needs and opportunities were identified by the community and a Broadband Services Element is included with the Horizon 2040 Comprehensive Plan.

SIX MAIN THEMES/FOCUS AREAS (AND BROADBAND ELEMENT)





TRAFFIC CONGESTION/ WALKABILITY

- Manage congestion due to growth
- Significant infrastructure improvements are needed
- Provide targeted, alternative transportation improvements for seniors and the workforce
- Utilize smart technology to better manage signalized intersections
- Plan for alternative modes of travel
- Increase safety for pedestrians and cyclist
- Explore local shuttle, trolley and/or autonomous vehicle options
- Promote and improve walkability
- Promote and provide a system of trails
- Alpha Loop and Big Creek Greenway as transportation options
- GDOT Georgia 400 managed lanes and MARTA BRT dedicated lanes project
- North Fulton CID and North Point Tax Allocation District to fund capital projects
- Implement North Point Trail Feasibility Plan and Creative Placemaking Plan
- Develop street grid in North Point area



HOUSING

- Address affordability of housing
- Manage scale of homes to lot size
- Manage density
- Concentrate density at North Point
- Create walkable neighborhoods
- Diversify housing opportunities
- Address missing housing types/price points
- Protect existing workforce housing stock
- Redevelop large surface parking lots in North Point area and suburban office areas with residential uses
- Utilize accessory dwelling units (ADUs) to increase housing stock

- Develop a plan to deal with office and retail vacancies
- Develop incentives for the North Point area
- Business recruitment should be expanded beyond a technology focus to include healthcare and renewal energy companies
- Redevelopment plan for North Point Mall
- Vacancies provide an opportunity for re-use or redevelopment
- Opportunity to incorporate sustainable practices with redevelopment
- Regional corporate office leader
- Add amenities, mix of uses, branding, and placemaking at suburban office parks
- Utilize City assets, such as the Big Creek Greenway, Alpha Loop, City Center, Avalon and schools, to help fill or redevelop vacant spaces



OFFICE & RETAIL VACANCIES

- Manage overdevelopment
- Repurpose vacant buildings
- Maintain natural areas
- Limit high density
- Limit expansion of retail uses
- Decline of suburban office provides opportunity to retrofit or redevelop
- Use transportation planning to justify growth
- Improve walkability and encourage a mix of uses to revitalize the North Point area
- Protect established neighborhoods
- Improve walkability and connectivity along the Old Milton Parkway corridor east of Georgia 400
- Create development patterns that promote walkability



GROWTH MANAGEMENT



SENSE OF PLACE / PLACEMAKING

- Build on the arts by expanding public art and cultural arts services
- Maintain small town feel
- Expand special events
- Create a mixed-use environment in the North Point area
- Support a strong school system
- Improve walkability (infrastructure and safety)
- Preserve history in the City
- Preserve tree canopy

**Placemaking is the process of creating Quality Places that people want to live, work, play, and learn in. Placemaking focuses on transforming public spaces to strengthen the connections between people and these places.*



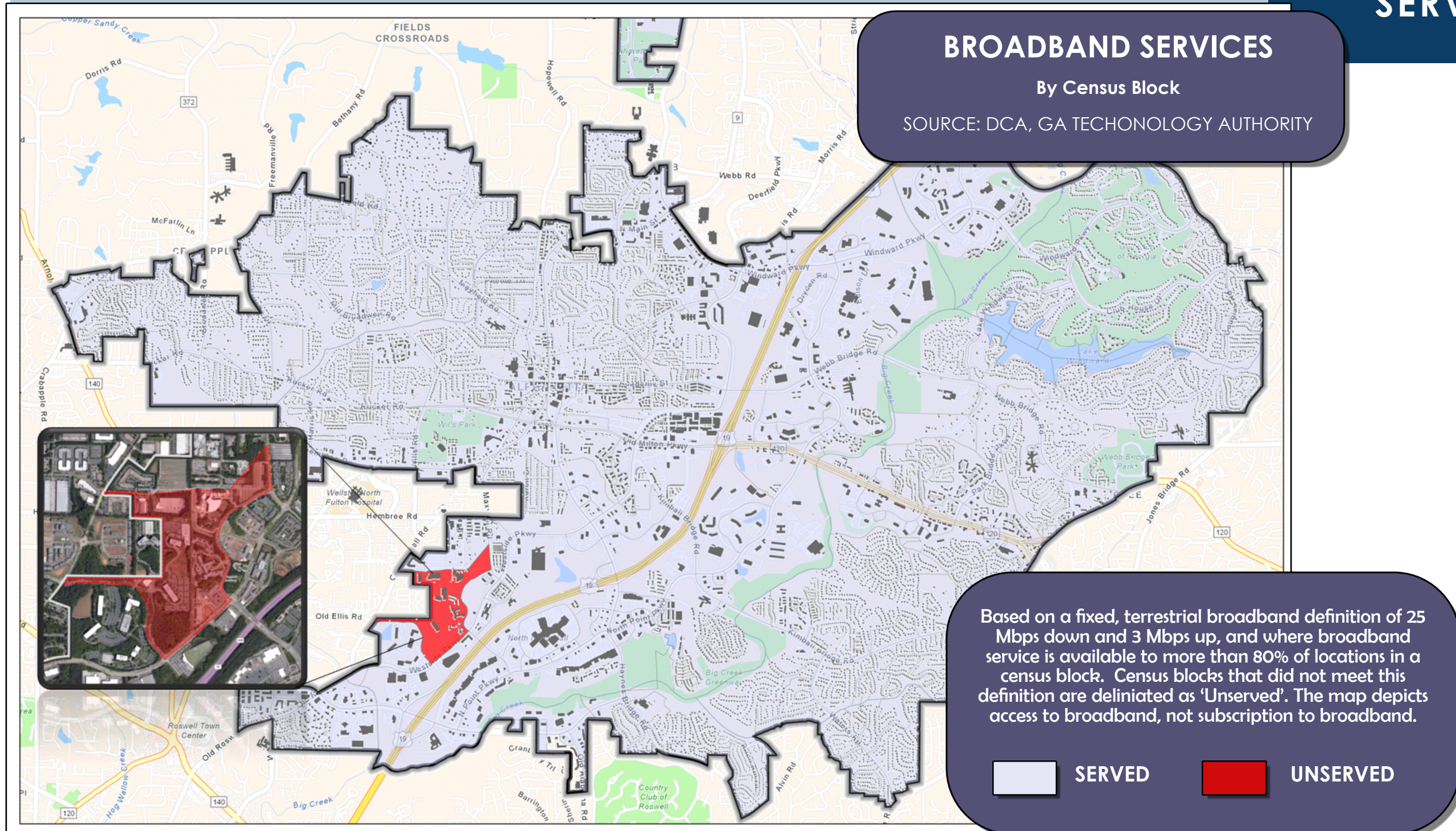
OPEN SPACE

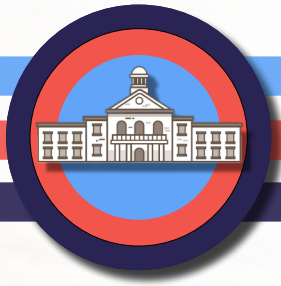
- Provide more open space
- Provide park and recreational opportunities for all age groups
- Need a skate park in the City
- Provide and protect natural areas in parks
- Extend Big Creek Greenway and expand trail systems
- Provide more biking trails
- Improve pedestrian and bicycle connectivity between neighborhoods and open space

- Alpharetta as the Technology City of the South
- City updated Wireless Telecommunications Facilities (WTF) ordinance to comply with FCC order
- City's WTF ordinance addresses small cell technology
- North Point Creative Placemaking Plan recommends co-locating small cell technology in public art installations and district monuments
- No known broadband services coverage gaps in Alpharetta



BROADBAND SERVICES





COMMUNITY VISION



WHAT MAKES UP THE COMMUNITY VISION?

DEVELOPED WITH THE INPUT OF CITIZENS, ELECTED OFFICIALS, & COMMUNITY STAKEHOLDERS, THE VISION DEFINES THE IDEAL IMAGE OF WHAT THE CITY SHOULD BE IN THE FUTURE, TYPICALLY A 20-YEAR HORIZON.

THE COMMUNITY VISION HAS 3 MAIN COMPONENTS:

- GOALS
- POLICIES
- STRATEGIES

GOALS

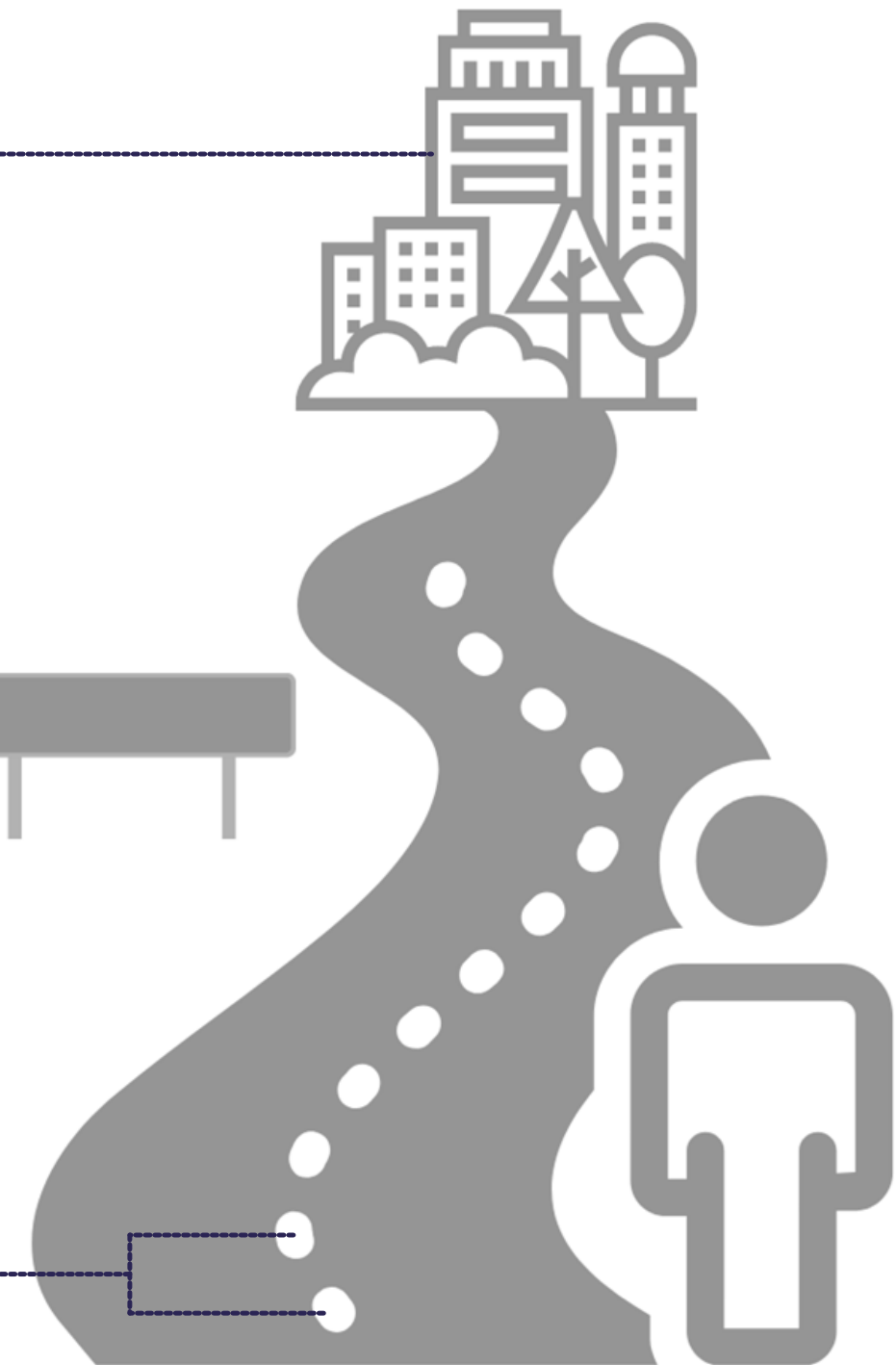
These define the desired future state of the community. They are high-level and provide guidance related to long-term decision making.

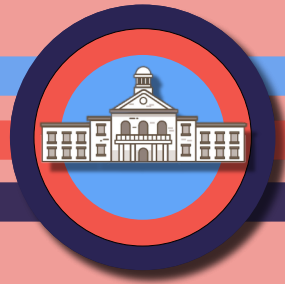
POLICIES

Policies are not as abstract as goals, yet not as concrete as strategies. Like signposts, policies help guide the way to the the future goal by clarifying prioritiees in everyday decision making.

STRATEGIES

Strategies are the most concrete, action steps to help move a community toward the desired policies and goals.





Community Housing Vision

GOAL

Capture the major market share of executive housing while providing opportunities for first-time home buyers and quality rental options.

POLICIES

- Promote and encourage residential densities and designs that ensure varied living areas and housing types.
- Maintain a balance between ‘owner-occupied’ and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.
- Preserve the character of distinct residential areas.
- Design quality and long-term value into residential development to maintain appearance and property values.
- Provide opportunities for people who work in Alpharetta to live in Alpharetta by monitoring the housing-to-jobs balance and promoting a variety of housing options, including housing types, design and price-points.
- Promote opportunities for “aging in place.”


H Policy 1: Promote and encourage residential densities and designs that ensure varied living areas and housing types.

H Strategy 1.1: Encourage appropriate residential densities and mix of uses close to Downtown Alpharetta.

H Strategy 1.2: Review residential plans and master plans (existing and proposed) to determine their response to providing a variety of housing choices as to size and costs.

H Strategy 1.3: Encourage large land holdings to plan for multiple land uses.

H Strategy 1.4: Promote subdivisions that foster a sense of community and promote pedestrian mobility, the natural environment, community recreation and public open space.

 *H Strategy 1.5: Prioritize high density development to locate in the North Point area and limit high density development in other areas of the City. Base high density development approvals on the availability of adequate infrastructure, such as schools, roads, sidewalks, utilities, etc.*

 *H Strategy 1.6: Manage residential densities to be consistent with the character of the area.*

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

POLICY DEVELOPMENT

-HOUSING-

H Policy 2: Maintain a balance between ‘owner-occupied’ and ‘renter-occupied’ in Alpharetta such that at least 68% of the housing stock is ‘owner-occupied’.

H Strategy 2.1: Use Census Data to track the number of ‘owner-occupied’ and ‘renter-occupied’ units located in Alpharetta.

H Strategy 2.2: Maintain the computerized system for land development records, building permits and engineering plans.

 H Strategy 2.3: Continue biannual updates to the City’s Rental Housing Study.

H Policy 3: Preserve the character of distinct residential areas.

H Strategy 3.1: Preserve Canton Street between Church Street and Vaughan Drive as residential and designate it as the ‘Garden District’ of Alpharetta.

H Strategy 3.2: Protect all neighborhood character areas from urban development and incompatible land uses.

 H Strategy 3.3: Explore regulations that limit height, massing and lot coverage in order to protect existing neighborhoods from incompatible infill development.

H Policy 4: Design quality and long-term value into residential development to maintain appearance and property values.

H Strategy 4.1: Ensure that at the very beginning of the design process, consideration is given to the natural environment (i.e. topography, tree preservation, creek flows), and accommodations are made for amenities (i.e. sidewalks, lighting, open spaces), in order to support a high quality residential product.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

H Policy 5: Provide opportunities for people who work in Alpharetta to live in Alpharetta by monitoring the housing-to-jobs balance and promoting a variety of housing options, including housing types, design and price-points.

H Strategy 5.1: Preserve existing neighborhoods as a source of workforce housing.

H Strategy 5.2: Assess the need of providing additional workforce housing.

 H Strategy 5.3: Encourage housing types that address the ‘Missing Middle Housing’, such as cottage court, accessory dwelling units, live-work housing, etc.

 H Strategy 5.4: Research and implement the use of housing affordability tools, such as long-time owner-occupancy program, energy-efficient updates to reduce utility costs, density bonuses, public/private partnerships, tax incentives and accessory dwelling units to address workforce housing needs in the City.

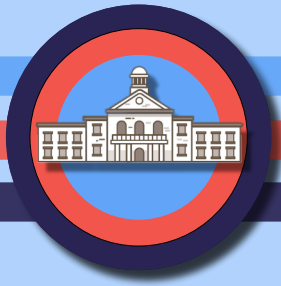
H Policy 6: Promote opportunities for “aging in place”.

H Strategy 6.1: Encourage development of housing opportunities for seniors that accommodates the needs of the aging population.

H Strategy 6.2: Develop regulations that expand the use of accessory dwelling units (ADUs) (i.e. in-law suite, granny flats) in single-family detached residential areas.

H Strategy 6.3: Encourage the location of senior-oriented and age-restricted housing developments near shopping, health-related services, transit, as well as, in centrally-located areas that provide goods and services.

 H Strategy 6.4: Discourage the development of single option senior housing facilities and encourage comprehensive senior housing facilities that include independent, assisted, memory care and a variety of services and amenities within a single development.



Community Transportation Vision

GOAL

Provide a transportation system that continues to keep pace with growth and integrates various modes of travel in order to allow mobility options.

POLICIES

- Increase transportation accessibility and mobility.
- Provide multi-modal transportation options.
- Improve transportation safety and neighborhood livability.
- Improve the environment and air quality.
- Maintain and preserve the existing transportation system.
- Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.
- Maintain active involvement in state and regional transportation planning activities.
- Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.

POLICY DEVELOPMENT

-TRANSPORTATION-

T Policy 1: Increase transportation accessibility and mobility.

T Strategy 1.1: Enhance connectivity to community destinations with a street network that expands route options for people driving, biking, walking and riding public transportation.

T Strategy 1.2: Support transit friendly streets, bicycle routes and walkable communities that provide linkages to activity centers within the city.

T Strategy 1.3: Promote the development of compact mixed-use and transit-oriented development particularly in the GA-400 corridor.

T Policy 2: Provide multi-modal transportation options.

T Strategy 2.1: Develop "Complete Streets" guidelines that encourage a system that accommodates all modes of travel while still providing flexibility to allow designers to tailor the project to unique circumstances.

T Strategy 2.2: Continue to facilitate the City's traffic calming program that involves physical improvements designed to decrease traffic speed and increase the walkability of roadways. Methods to be used can include raised crosswalks, narrower traffic lanes, addition of on-street parking, roundabouts, and landscaped medians.

T Strategy 2.3: Ensure that safe, adequate and well-designed facilities are provided for cyclists, including pavement markings, signage and intersection crossings to make biking a safe and convenient transportation option and recreation activity throughout the city. Require that new developments include dedicated bicycle facilities lanes/route as well as bike- and pedestrian-friendly streetscapes.

T Strategy 2.4: Encourage an interconnected public sidewalk and trail network within new developments and enhance connectivity area wide by linking new sidewalks and trails to existing sidewalks and trails in adjacent neighborhoods. In addition, the system should link residential areas to commercial, schools, employment centers, transit and parks.

POLICY DEVELOPMENT

-TRANSPORTATION-

T Strategy 2.5: Investigate the feasibility of effective transit options to Alpharetta, improve park and ride lots, provide express bus service and expand local bus and shuttle services.

T Strategy 2.6: While examining new development proposals, assess their ability to offer transportation alternatives and reduce the number of vehicular trips.

 T Strategy 2.7: Continue to expand the Citywide trail systems, including the Alpha Loop and Big Creek Greenway.

T Policy 3: Improve transportation safety and neighborhood livability.

T Strategy 3.1: Identify roads that need to be upgraded to City standards.

T Strategy 3.2: Encourage greater levels of school bus ridership.

T Strategy 3.3: Develop an interconnected system of sidewalks that extends Citywide.

T Strategy 3.4: Provide interparcel connectivity within commercial areas.

T Strategy 3.5: Minimize cut-through traffic on local roads, and reduce speed limits, where appropriate.

T Strategy 3.6: Continue development and operation of the City's Traffic Control Center.

 T Strategy 3.7: Continue implementation of prescribed streetscapes in the Downtown and North Point areas.

T Policy 4: Improve the environment and air quality.

T Strategy 4.1: Minimize transportation impacts on social, environmental, and historic resources by reducing total vehicle emissions.

T Strategy 4.2: Encourage development designs to promote pedestrian activity that reduces on-site vehicular dependence.

T Strategy 4.3: Encourage accommodations for alternative fuel vehicles.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

T Strategy 4.4: For City street improvement projects (including new streets, street widenings, complete street design, and other street improvement measures to the extent practicable), develop public-private partnerships for integrating green infrastructure/low impact development to mitigate stormwater runoff impacts and beautify the right-of-way area.

T Policy 5: Maintain and preserve the existing transportation system.

T Strategy 5.1: Maintain the City's transportation plan on a regular annual basis.

T Strategy 5.2: Promote efficient use of the existing system, through improved operational and maintenance strategies, including access management along major corridors.

T Strategy 5.3: Encourage transportation demand management (e.g., vanpools, carpools, telecommuting, etc.) in the private and public sector, and greater development of HOV lanes on major corridors.

T Policy 6: Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.

T Strategy 6.1: Support development of an interconnected public street network within new developments that links new streets and neighborhoods to existing public streets and adjacent subdivisions, allowing for more than one way in and one way out as well as providing for multiple route options within the development.

T Policy 7: Maintain active involvement in state and regional transportation planning activities.

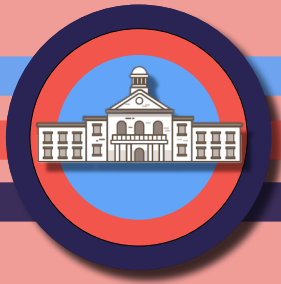
T Strategy 7.1: Coordinate with North Fulton cities, North Fulton CID and ARC to implement the North Fulton Comprehensive Transportation Plan.

T Policy 8: Reduce traffic congestion by planning for alternative transportation options and encouraging the use of innovative traffic management solutions.

 T Strategy 8.1: Explore an integrated transportation system for seniors to increase mobility around North Fulton.

 T Strategy 8.2: Explore the use of shuttles, trolleys and autonomous vehicles in the Downtown and North Point areas, including coordination with The ATL, MARTA, and other transportation and transit agencies.

 T Strategy 8.3: Explore innovative traffic management solutions and promote their use, such as The Connected Vehicle Technology.



Community Economic Development Vision

GOAL

Strengthen and sustain the economic base of Alpharetta.

POLICIES

- **Maintain a highly viable, growing and attractive downtown.**
- **Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.**
- **Continue to attract quality retailers for commercial areas throughout the City.**
- **Maintain a high aesthetic standard and enhance architectural quality.**
- **Participate in regional efforts that support economic development.**
- **Promote branding and placemaking as a means of creating interesting, sustainable developments.**
- **Promote infill of vacant office and retail space with compatible uses and amenities that enhance synergy within the development.**

POLICY DEVELOPMENT

-ECONOMIC DEVELOPMENT-

ED Policy 1: Maintain a highly viable, growing and attractive downtown.

ED Strategy 1.1: Continue to implement the Downtown Master Plan.

ED Strategy 1.2: Complete annual updates to the Downtown Code during regular public meetings to ensure consistency of the plan with community needs and goals.

ED Strategy 1.3: Encourage continued investment in historic downtown through façade grants and other incentives.

ED Strategy 1.4: Create and coordinate with the Alpharetta Business Association *and/or* Alpharetta Chamber on downtown marketing efforts.

ED Strategy 1.5: Explore community-oriented foot patrol policing for Downtown Alpharetta.

ED Strategy 1.6: Continue to pursue designation as Georgia Main Street Community and develop annual work plans to guide downtown development initiatives within the framework of the national Main Street approach to revitalization.

 ED Strategy 1.7: Continue to build on the arts and special event programming in order to draw employers to Alpharetta.

 ED Strategy 1.8: Identify public-private partnerships in order to coordinate marketing, maintenance, safety and event programming efforts in activity centers throughout the City.

 ED Strategy 1.9: Continue Downtown Economic Development Initiative with the Alpharetta Chamber of Commerce in order to unify the downtown businesses.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

POLICY DEVELOPMENT

-ECONOMIC DEVELOPMENT-

ED Policy 2: Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.

ED Strategy 2.1: Expand the technology forum to include the healthcare and renewable energy industries and encourage an environment of innovation, build linkages between companies with a presence in the community, and attract new firms.

ED Strategy 2.2: Continue to maintain the City's economic development action plan to ensure consistency with overall community objectives and needs.

ED Strategy 2.3: *Continue to* implement a business calling and retention program to encourage existing quality businesses to remain and grow in the city.

ED Strategy 2.4: Research the critical employment age group of 20 to 40 years and establish planning and change strategies appropriate to make Alpharetta an attractive place to live.

 ED Strategy 2.5: *Explore and implement economic development incentives to attract new businesses, especially in the North Point area.*

ED Policy 3: Continue to attract quality retailers for commercial areas throughout the city.

ED Strategy 3.1: Encourage a variety of mobility options, such as improved public and private transportation for the retail and service employees who work in commercial centers.

ED Strategy 3.2: Support the development of locally-owned, unique shopping, dining and entertainment opportunities.

ED Strategy 3.3: Maintain a healthy and attractive retail environment that continues to draw expenditures from households outside the City of Alpharetta.

ED Strategy 3.4: Continue to inventory all vacant, underperforming and distressed retail properties in order to inform the creation of targeted development strategies.

ED Policy 4: Maintain a high aesthetic standard and enhance architectural quality.

ED Strategy 4.1: Maintain and enforce high aesthetic standards and appropriate architectural guidelines.

ED Policy 5: Participate in regional efforts that support economic development.

ED Strategy 5.1: Coordinate with regional economic development partners and marketing efforts to the benefit of North Fulton.


ED Strategy 5.2: Support regional efforts to solve environmental and infrastructure problems.

 **ED Policy 6: Promote branding and placemaking as a means of creating interesting, sustainable developments.**

 ED Strategy 6.1: *Implement the North Point Creative Placemaking Plan.*

 ED Strategy 6.2: *Promote marketing and branding in redevelopment areas and employment centers.*

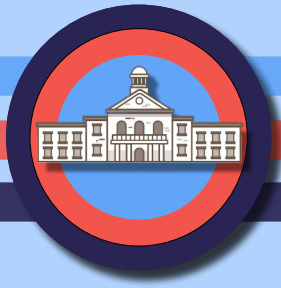
 ED Strategy 6.3: *Provide public investments in the City's redevelopment areas in order to promote private re-investment.*

 **ED Policy 7: Promote infill of vacant office and retail space with compatible uses and amenities that enhance synergy within the development.**

 ED Strategy 7.1: *Maintain a list of vacant office and retail space and promote the vacant spaces to companies looking to move to Alpharetta.*

 ED Strategy 7.2: *Continue quarterly outreach efforts with tenant representatives and leasing agents in order to keep them updated on public and private development.*

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



Community Land Use Vision

GOAL

Develop a land use pattern and structure that fully complements the vision of Alpharetta as a signature community in the region.

POLICIES

- Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.
- Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.
- Guide development to areas where infrastructure is available concurrent with development.
- Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.
- Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.
- Support the success and expansion of employment centers.
- Ensure context-sensitive infill and redevelopment.
- Support appropriately located mixed-use development and employment centers.
- Promote redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed-use environments to create viable, growing and attractive areas.
- Promote the retrofitting of suburban office developments with amenities to increase marketability.

POLICY DEVELOPMENT

-LAND USE-

LU Policy 1: Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.

LU Strategy 1.1: Continue to implement the vision detailed in the Downtown Master Plan.

LU Strategy 1.2: Support improvements to Downtown that will result in a compact arrangement of retail and commercial enterprises with office, financial, entertainment, governmental and certain residential development, all designed and situated to permit internal pedestrian circulation.

LU Strategy 1.3: Encourage residential uses in the Downtown at higher densities and in mixed use buildings in order to support the viability of Downtown.

LU Strategy 1.4: Continue to encourage revitalization of Downtown through major streetscape improvements, landscaping, formal open spaces, and transportation network connectivity.

LU Policy 2: Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.

LU Strategy 2.1: Encourage and promote clean, high tech business activity that strengthens the economic base of the community and minimizes air and water pollution.

LU Strategy 2.2: Promote development that is pedestrian-oriented and minimizes vehicular trips.

LU Strategy 2.3: Encourage creative urban design solutions that improve physical character.

POLICY DEVELOPMENT

-LAND USE-

LU Policy 3: Guide development to areas where infrastructure is available concurrent with development.

LU Strategy 3.1: Use infrastructure as a tool to guide development into locations where the land is most cost effective to service (i.e., accessible to police, fire, sewer and the urban road network).

LU Strategy 3.2: When decisions are made about development densities, give due consideration to investments in infrastructure that have been made by the City.

LU Strategy 3.3: Monitor the impact of new development and projected infrastructure capacities.

LU Policy 4: Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.

LU Strategy 4.1: Preserve large residential estate properties in Northwest Alpharetta and the Big Creek Overlook community by maintaining development densities that are generally at much lower levels than that of the rest of the city.

LU Strategy 4.2: Maintain code enforcement efforts to ensure that all residential, commercial and industrial properties are appropriately maintained in accordance with property maintenance codes.

 LU Strategy 4.3: Investigate short-term rentals and explore whether or not regulations are necessary.

LU Policy 5: Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.

LU Strategy 5.1: Ensure that roads and sidewalks designed for new suburban neighborhood developments connect with adjacent established neighborhoods to provide connectivity to parks, greenspace, community amenities and commercial services.

LU Policy 6: Support the success and expansion of employment centers.

LU Strategy 6.1: Support flexibility in employment centers that allows the potential for a corporate environment to include a mix of office uses and discreet warehouse/distribution facilities (typically accommodated to the rear of the buildings).

LU Strategy 6.2: Designate major entranceways to the city, (the interchanges along GA-400) for office use in order to preserve the corporate business environment (as described in Part 2: Character-Area Focus for individual Character Areas).

LU Strategy 6.3: Limit industrial land uses to light industry only.

LU Strategy 6.4: Maintain code enforcement efforts to ensure that commercial and industrial properties are appropriately maintained in accordance with property maintenance codes.

LU Policy 7: Ensure context-sensitive infill and redevelopment.

LU Strategy 7.1: Compile an inventory of vacant, tax delinquent, or government entity-owned properties that may be appropriate for infill development to enhance existing neighborhoods and encourage development in locations already served with supporting infrastructure.

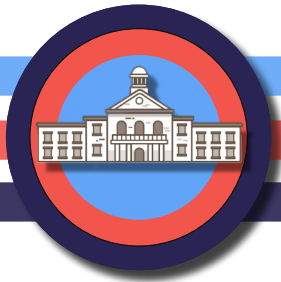
LU Strategy 7.2: Establish an Infill Development Guide and associated regulations to address appropriate site design standards for context sensitive infill development, allowing for accommodation of infill housing with building setbacks and minimum lots sizes that are compatible with surrounding homes.

LU Policy 8: Support appropriately located mixed-use development and employment centers.

LU Strategy 8.1: Allow mixed use patterns that will create activity nodes in appropriate areas, as established by the Future Development Map, that provide jobs and services within walking distance of residences, preserve open spaces, and make public transportation more effective.

LU Strategy 8.2: Focus regional-scaled, suburban, and big box commercial development into development and redevelopment nodes, rather than allowing commercial development along the full length of major corridors. In addition, promote development of smaller-scaled neighborhood centers as well as revitalization and enhancement of existing small-scale commercial centers.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



POLICY DEVELOPMENT

-LAND USE-

LU Strategy 8.3: Encourage property owners and developers with large land holdings to plan for multiple land uses.

LU Strategy 8.4: Establish varying levels of mixed use development densities, through overlay districts or other means, such that the highest densities of office, retail and residential development will be located along the GA-400 corridor.

LU Policy 9: Promote redevelopment of highway corridors, with an emphasis on North Point Parkway, Old Milton Parkway and South Main Street, into pedestrian-friendly, mixed-use environments to create viable, growing and attractive areas.

LU Strategy 9.1: Support a cohesive approach to providing retail sales and service nodes within the city, thereby avoiding strip commercial patterns along arterial routes; these nodes should be developed on a scale that is compatible with residential development and pedestrian access.

LU Strategy 9.2: Define the boundaries of retail areas to avoid “retail creep” beyond designated retail areas.

LU Strategy 9.3: Establish and maintain attractive gateway features at major entranceways into the city, including guidelines for future development.

LU Strategy 9.4: Maintain the visual aesthetics of GA-400 by preserving and enhancing the tree buffer and prohibiting retail at the interchanges.

 LU Strategy 9.5: Create small area plans/overlays for the Old Milton Parkway corridor (east of Georgia 400), South Main Street and Windward Master Plan.

 LU Strategy 9.6: Plan for uses, such as a college/university, entertainment, or similar assembly uses, that will have a regional draw to the North Point area.

 **LU Policy 10: Promote the retrofitting of suburban office developments with amenities to increase marketability.**

 LU Strategy 10.1: Allow mixed use patterns that will create activity nodes in appropriate areas near or within existing suburban office developments.

 LU Strategy 10.2: Establish regulations and incentives that promote retrofitting suburban office with desirable amenities.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



Natural, Historic & Cultural Resources Vision

■----- GOAL -----■
 Protect and nurture natural, cultural and historic resources

POLICIES

- Protect the natural, historic and scenic qualities of the city, including water resources.
- Promote environmental awareness through education.
- Permanently protect existing open space and purchase or protect additional open space to meet a 20% open space objective.
- Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.
- Encourage green building design, technology and sustainable site design.
- Continue to add to the City's open space inventory and provide trail connections between parks and where people live and work.

POLICY DEVELOPMENT

-NATURAL, HISTORIC & CULTURAL RESOURCES-

NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.

NHCR Strategy 1.1: Encourage preservation and enhancement of historic structures and street tree canopies, especially in the downtown area.

NHCR Strategy 1.2: Protect the natural environment and areas that contribute to the unique character of the city by ensuring a balance between the natural and the built environment, continued use of buffers and other techniques.

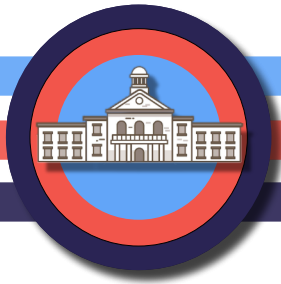
NHCR Strategy 1.3: Explore regional-level partnerships to protect and enhance the natural environment, without being tied to political boundaries.

NHCR Strategy 1.4: Enlist non-profit land trusts to help preserve open space through voluntary land conservation agreements.

NHCR Strategy 1.5: Maintain the scenic tree-lined view along GA-400 through corridor setbacks, clearing and grading setbacks and signage and lighting height limitations.

NHCR Strategy 1.6: Continue to enforce standards and enact ordinances for historic preservation, tree protection, signage, landscaping, streetscape design, sidewalks, bicycle paths, greenways, open space preservation and water quality protection requirements.

NHCR Strategy 1.7: Continue to study, update, and enforce best available data for floodplains and future floodplains.







POLICY DEVELOPMENT

-NATURAL, HISTORIC & CULTURAL RESOURCES-

NHCR Strategy 1.8: Continue to evaluate water quality in City streams. Develop projects and regulations that will improve stream water quality. Continue to regulate new development with required discharge water quality measures. Encourage the use of low impact design and reuse water.

NHCR Strategy 1.9: Continue to evaluate ways to encourage Public Arts Programming and Arts Facilities.

NHCR Strategy 1.10 : Continue to work with the Historic Preservation Commission to preserve historic properties in the City of Alpharetta.

-  NHCR Strategy 1.11: Inventory and map public art throughout the City and develop a walking tour of public art in the Downtown.
-  NHCR Strategy 1.12: Encourage public and private arts and cultural event venues (symphony, museums, music venues, amphitheaters, etc.) in the City.
-  NHCR Strategy 1.13: Identify public-private partnerships and develop and expand Citywide special event programming.
-  NHCR Strategy 1.14: Encourage the use of incentives to preserve historic structures.

NHCR Policy 2: Promote environmental awareness through education.

NHCR Strategy 2.1: Promote environmental awareness among the general public and the development community through educational programs.



NHCR Strategy 2.2: Continue to utilize environmental education programs for both the general public and development community through the City's stormwater group in the Engineering/Public Works Department.

NHCR Strategy 2.3: Continue to emphasize education and current programs to further reduce the solid waste stream.

NHCR Policy 3: Permanently protect existing open space and purchase or protect additional open space to meet a 20% open space objective.

NHCR Strategy 3.1: Develop a pocket park plan and link greenspaces with linear multi-use paths in order to maximize greenspace.

NHCR Strategy 3.2: Actively pursue methods to expand, enhance, and create more multi-use trail activity.

-  NHCR Strategy 3.3: Inventory and map open space and greenspace throughout the City.
-  NHCR Strategy 3.4: Provide a balance of amenity space (privately owned, maintained and used) and civic space (publicly or privately owned and maintained, for public use) throughout the City.

NHCR Policy 4: Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.

NHCR Strategy 4.1: Utilize sustainable green design for new public buildings (and facilities) to create resource-efficient facilities that reduce cost of operation and maintenance, and address issues such as historic preservation, access to public transit and other community infrastructure systems.

NHCR Strategy 4.2: Implement technologies, incentives and code requirements that lessen dependence on fossil fuels and reduce waste by replacing low-mileage vehicles with more fuel-efficient models (e.g. hybrids, electric, natural gas, etc.), use of solar panels, reuse of materials and resources etc.

-  NHCR Strategy 4.3: Maintain the City's certification as a Green Community through the Atlanta Regional Commission.

NHCR Policy 5: Encourage green building design, technology and sustainable site design.

NHCR Strategy 5.1: Promote low-impact development through stormwater management, wastewater management, heat island mitigation and light pollution mitigation requirements.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.

POLICY DEVELOPMENT

-NATURAL, HISTORIC & CULTURAL RESOURCES-

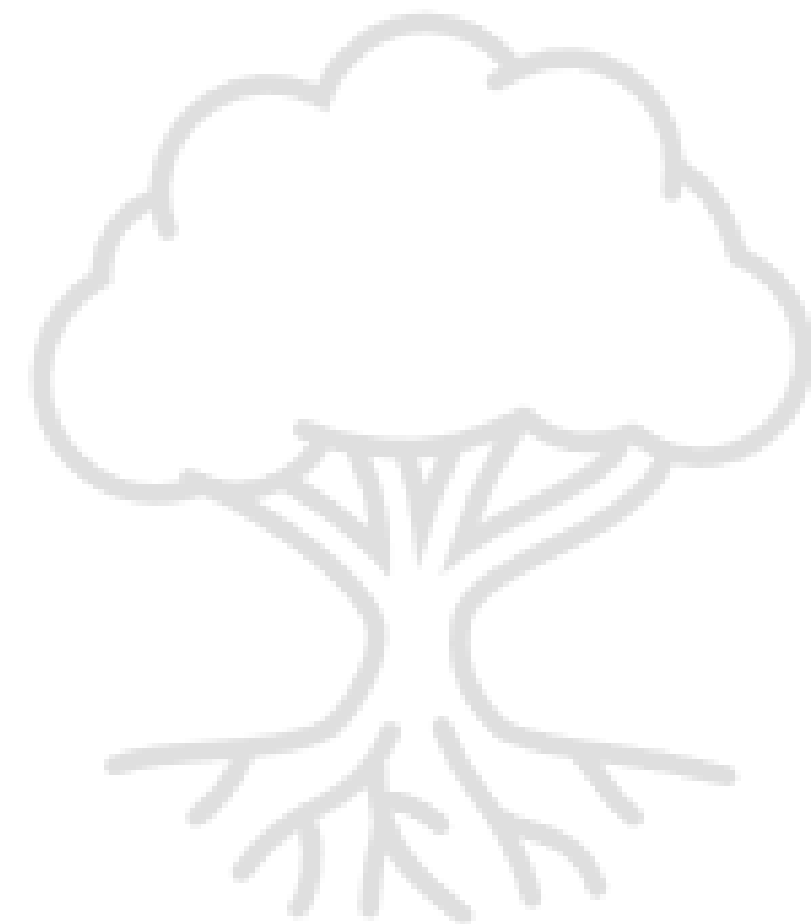
NHCR Strategy 5.2: Continue to offer incentives such as expedited plan review, inspections, etc. as incentives to encourage the use of “green” materials, systems, and practices.

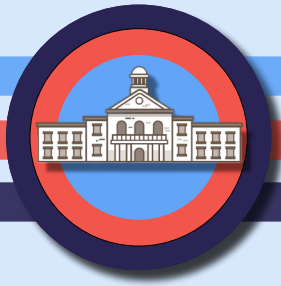
NHCR Strategy 5.3: Develop a Sustainable Site Design Guide describing best practices.

NHCR Strategy 5.4: Continue to enforce water conservation measures in all new development in the City.

- NHCR Strategy 5.5: Continue to update and implement the North Point Overlay EcoDistrict regulations.
- **NHCR Policy 6: Continue to add to the City’s open space inventory and provide trail connections between parks and where people live and work.**
- NHCR Strategy 6.1: Provide a balance of active and passive open space opportunities.
- NHCR Strategy 6.2: Protect natural areas within passive parks.

● Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.





Community Services & Facilities Vision

GOAL

Provide high quality, sustainable public facilities and services for the citizens and businesses within the city

POLICIES

- Encourage infrastructure development that keeps pace with growth and develops concurrently with the city's population, including water and sewer service, public safety, parks and recreation, and general government services.
- Meet the health needs of residents through a combination of private and public sources.
- Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and cultural opportunities that are convenient to all city residents.
- Support an educational system that achieves a higher standard of learning and meets current and future population needs.
- Promote walkable communities and areas throughout the City.
- Promote community safety and security.

POLICY DEVELOPMENT

-COMMUNITY SERVICES & FACILITIES-

CSF Policy 1: Encourage infrastructure development that keeps pace with growth and develops concurrently with the city's population, including water and sewer service, public safety, parks and recreation, and general government services.

CSF Strategy 1.1: Ensure that infrastructure and public services are adequately positioned to provide coverage to areas where higher intensity developments are planned.

CSF Strategy 1.2: Continue application of the Cost of Government Services Land Use Model to forecast fiscal impacts of land use decisions within the city.

CSF Strategy 1.3: Maintain the capital improvements plan and program that is tied to the Comprehensive Plan to ensure that infrastructure keeps pace with new development.

CSF Strategy 1.4: Revise the Capital Improvements Element annually as part of the budget process.

CSF Strategy 1.5: Coordinate development activities with Fulton County to ensure that water and wastewater treatment capacities are sufficient to meet future demand and establish agreements with Fulton County concerning the volume of water the City can acquire and the reserve capacities for sewer effluent.

CSF Policy 2: Meet the health needs of residents through a combination of private and public sources.

CSF Strategy 2.1: Continue to work with the Fulton County Health Department to develop and expand programming to meet the needs of Alpharetta residents.

POLICY DEVELOPMENT

-COMMUNITY SERVICES & FACILITIES-

CSF Policy 3: Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and cultural opportunities that are convenient to all city residents.

CSF Strategy 3.1: Maintain the public art program to promote public art that will foster community pride and improve the visual attractiveness of public spaces.

CSF Strategy 3.2: Continue expansion of the City's Greenway Program, including the northernmost segment extending to the city limits.

CSF Strategy 3.3: Continue to implement the Alpha Loop to enhance pedestrian connectivity between the Big Creek Greenway, Wills Park, Avalon, Northwinds, North Point and the Downtown.

CSF Strategy 3.4: Continue to promote the Center for the Arts.

CSF Strategy 3.5: Expand the Senior Activity Center and explore the need for a satellite facility.

CSF Strategy 3.6: Invest in a regionally recognized equestrian center.

CSF Strategy 3.7: Encourage developers to build recreational opportunities like the Alpha Loop in conjunction with new development, and encourage permanent protection of open space for future generations to enjoy.

 CSF Strategy 3.8: Develop a skate park in the City.

 CSF Strategy 3.9: Continue to support and assist the Alpha Loop Foundation, a private non-profit, to assist their efforts in seeking private funding to construct, maintain and sponsor the Alpha Loop.

CSF Policy 4: Support an educational system that achieves a higher standard of learning and meets current and future population needs.

CSF Strategy 4.1: Communicate with the Fulton County Board of Education concerning future growth areas of the city and the school board's plans for provision of public schools to meet future capacities.

CSF Strategy 4.2: Continue to promote local opportunities for education and related human resource development and employee training.

 CSF Strategy 4.3: Expand partnerships with area schools, such as the Old Rucker Urban Farm partnership with Cambridge High School.


CSF Policy 5: Promote walkable communities and areas throughout the City.

 CSF Strategy 5.1: Identify partnerships to provide centralized parking facilities to promote walking and biking.

 CSF Strategy 5.2: Address pedestrian improvements in areas of the City where pedestrian facilities are missing or disconnected.

 CSF Strategy 5.3: Continue to implement the recommendations from the Alpharetta Walkability and Pedestrian Safety Study.

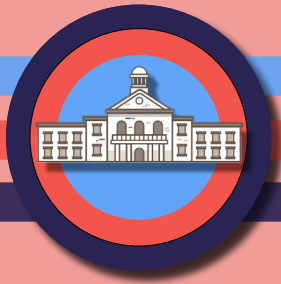
CSF Policy 6: Promote community safety and security.

 CSF Strategy 6.1: Implement the principles of Crime Prevention Through Environmental Design (CPTED) as part of the City's site plan approval process.

 CSF Strategy 6.2: Implement pedestrian safety and walkability policies as part of the City's site plan approval process.

 CSF Strategy 6.3: Complete regular updates to the City's Hazard Mitigation Plan and prioritize projects identified in the Plan.

 Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.



Intergovernmental Coordination Vision

GOAL

Coordination with adjacent local governments as well as regional, state & federal agencies

POLICIES

- Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.
- Promote partnerships between the City and county Board of Education.
- Coordinate efforts with regional, state and federal agencies.

POLICY DEVELOPMENT

-INTERGOVERNMENTAL COORDINATION-

IC Policy 1: Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.

IC Policy 2: Promote partnerships between the City and county Board of Education.

IC Policy 3: Coordinate efforts with regional, state and federal agencies.

IC Strategy 3.1: Continue to be actively involved in ongoing transportation planning activities with Atlanta Regional Commission and the North Fulton CID.

IC Strategy 3.2: Continue to work with the Atlanta Regional Commission to coordinate planning and development efforts in the region.

IC Strategy 3.3: Work with regional, state and federal agencies to identify funding opportunities to address community development and transportation needs.

IC Strategy 3.4: Coordinate and participate with the Metropolitan North Georgia Water Planning District. Establish local goals and implementation programs consistent with the water planning goals and objectives.

IC Strategy 3.5: Continue to coordinate with surrounding municipalities on watershed wide studies, projects, and improvements.

GOAL

Support regulations that promote access to broadband services throughout the City and for all groups regardless of socio-economic factors

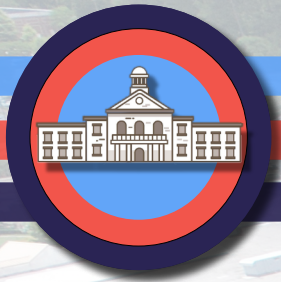
POLICIES

- Promote access to broadband services, especially in areas that lack coverage.

- **BBS Policy 1: Promote access to broadband services, especially in areas that lack coverage.**
- *BBS Strategy 1.1: Continue to update the wireless telecommunications facilities ordinance to promote the availability of broadband services throughout the City.*

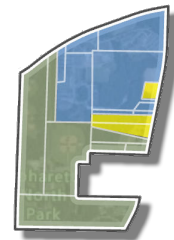
● Denotes a policy/strategy that has been added or altered as a part of the Horizon 2040 process.





FUTURE LAND USE

FUTURE LAND USE MAP



DEVELOPMENT / REDEVELOPMENT PRIORITY AREAS

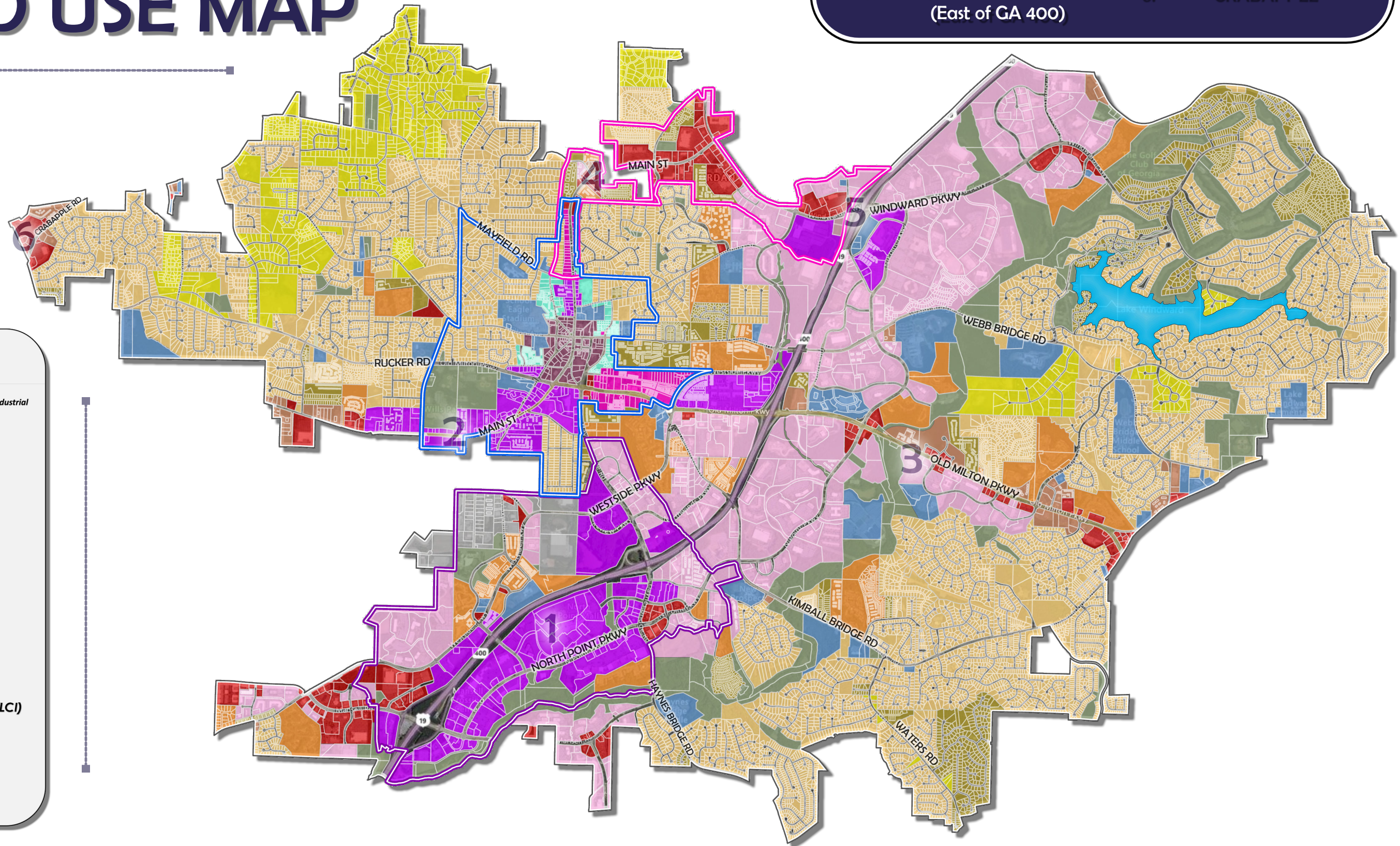
- | | | | |
|----|-------------------------------------|----|---------------|
| 1. | NORTH POINT | 4. | NORTH MAIN ST |
| 2. | SOUTH MAIN ST | 5. | WINDWARD PKWY |
| 3. | OLD MILTON PKWY
(East of GA 400) | 6. | CRABAPPLE |

FUTURE LAND USE DESIGNATION

- Business, Manufacturing, Light Industrial
- Central Business District
- Commercial
- Corporate Office
- Downtown Residential Density
- High Density Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Mixed Use Live Work
- Parks, Recreation, Open Space
- Professional Business Office
- Public, Institutional, Educational
- Very Low Density Residential

LIVABLE CENTER INITIATIVE (LCI) STUDY AREAS

- Downtown LCI
- North Point LCI
- Highway 9 LCI



VERY LOW DENSITY RESIDENTIAL	LOW DENSITY RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL	DOWNTOWN RESIDENTIAL DENSITY	MIXED USE LIVE WORK	MIXED USE
VLDR	LDR	MDR	HDR	DRD	MULW	MU
'For-Sale' detached dwelling on minimum 22,000 square foot lot with a maximum density less than 2 units per acre.	'For-Sale' detached dwelling on minimum 12,000 square foot lot with a maximum density up to 3 units per acre.	'For-Sale' detached dwelling on minimum 10,000 square foot lot as well as 'For-sale' attached dwelling with a maximum density up to 4 units per acre.	'For-Sale' attached / detached dwelling and 'For-Rent' attached/detached dwelling with a maximum density up to 10 units per acre.	'For-Sale' attached/detached dwelling in the Downtown Overlay with densities in compliance with the Downtown Master Plan.	In the Downtown Overlay, office and residential uses mixed vertically within a building and/or horizontally within a development or area.	Office, commercial, and residential uses mixed vertically within a building and/or horizontally within a development. In the Downtown Overlay, office, commercial and residential uses mixed vertically within a building and/or horizontally within a development or area.
FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING
AG R RE R-22	R-15 R-12 CUP	R-10 R-4 A/D CUP	R-8 A/D R-10 M CUP	DT-R	DT-LW	CUP MU DT-MU
CENTRAL BUSINESS DISTRICT	PROFESSIONAL / BUSINESS OFFICE	CORPORATE OFFICE	COMMERCIAL	BUSINESS, MANUFACTURING, WAREHOUSING, LIGHT INDUSTRIAL	PUBLIC, INSTITUTIONAL, EDUCATIONAL	PARKS, RECREATION, OPEN SPACE
CBD	PBO	CO	C	BMWLI	PIE	PROS
In the Downtown Overlay, mixed use development typical of a traditional downtown, including offices, shops, residences, and civic uses.	Office developments with businesses such as professional services, financial institutions, and medical services.	Corporate Office and Business Park development that primarily includes office buildings. Commercial uses are acceptable, but they should be subordinate to office uses and be oriented to serve businesses in the immediate area.	Businesses that provide goods and services such as shopping centers, grocery stores, retail stores, restaurants, entertainment, lodging, and other general services to meet the daily needs of the community.	Businesses with a focus on research and development, low-impact distribution and warehousing, as well as, low impact manufacturing.	Civic uses, such as: schools, places of worship, government buildings, etc.	Public and private active and passive open space, such as floodplains, natural preserves, golf courses, playgrounds, recreation centers, parks, etc.
FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING	FUTURE ZONING
DT-C	CUP O-P	CUP O-I	CUP C-1 C-2 PSC	CUP L-I	OSR SU	CUP OSR SU

DEVELOPMENT / REDEVELOPMENT

PRIORITY AREAS

1. NORTH POINT

Preserve the North Point area as a regional destination for shopping, jobs and entertainment, and enhance the area with improvements, redevelopment and new development that supports a walkable and vibrant mixed-use community destination with places to shop, work, entertain and live. Future development should emphasize connectivity, uses that generate a high level of activity and transit-oriented development that anticipates the extension of MARTA transit service to the area. The area should be supported by a range of housing types and transportation modes. A focus should be placed on expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and multi-use trails and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community. Expand entertainment uses and capitalize on amphitheater location.

ISSUES & OPPORTUNITIES

- Potential for redevelopment of commercial, surface parking lots, or underutilized properties into mixed-use developments
- Extension of MARTA transit (BRT) service to North Point area
- GA-400 offers access from many areas of North Fulton
- Ameris Bank Amphitheatre and North Point Mall are unique, large-scale assets with a regional draw

2. SOUTH MAIN ST

Enhance established commercial along South Main Street/ GA-9 with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers, neighborhoods, and Wills Park. Create opportunities for new mixed-use, commercial, office and medium- and high-density residential development along the corridor. The area is envisioned to evolve as a compact, walkable mixed-use corridor with a mix of office, commercial and residential uses. Future development should emphasize connectivity and redevelopment with higher intensity mixed-use and office/commercial uses fronting South Main Street and backed by less intense residential. Wide sidewalks, a cohesive streetscape, and direct links to Wills Park will improve pedestrian safety while bicycle infrastructure will make biking safe and convenient. This complete transportation system should link adjacent residences and the park to activity along the corridor.

ISSUES & OPPORTUNITIES

- Aging strip commercial, auto-oriented uses and unappealing look/aesthetic quality
- Traffic congestion and limited bike/pedestrian infrastructure and connectivity
- Proximity to the Downtown Core, City Center and Wills Park
- Investments/revitalization needed to improve visual quality and economic competitiveness of corridor
- Connectivity between Wills Park and Downtown
- Opportunities for redevelopment and the chance to promote unique, local businesses

3. OLD MILTON PKWY (East of GA 400)

Enhance existing commercial and office character along the corridor with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. The corridor is envisioned to evolve into a more compact, connected, and walkable development pattern. It is primarily zoned for a mix of commercial, office, and residential. Future development should emphasize connectivity and diversity of land uses, while also expanding the street network and enhancing the pedestrian environment by adding and/or linking sidewalks. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient thoroughway to other destinations in the community.

ISSUES & OPPORTUNITIES

- Primary east-west route, connecting to GA-400, Downtown, Avalon and Johns Creek
- Traffic congestion along parkway
- Need to balance the corridor's role as transportation corridor with continued growth of the corridor as a major destination
- Pedestrian/ bicycle connectivity and open space lacking along the corridor

DEVELOPMENT / REDEVELOPMENT

PRIORITY AREAS

4. NORTH MAIN ST

Enhance established commercial, office and residential along North Main Street/GA-9 with streetscape and property improvements, as well as vehicular, pedestrian and bicycle connectivity to destinations along the corridor, activity centers and neighborhoods. Create opportunities for new, neighborhood-scaled office and residential development along the corridor. The area is envisioned to evolve as a compact, walkable area with a mix of residential-scale office, commercial and residential uses. Future development should emphasize connectivity, neighborhood scale and diversity of land uses. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient thoroughway to other destinations in the community.

ISSUES & OPPORTUNITIES

- Residence transitioning to commercial/office businesses
- Shallow lot depth/lot size limits development options
- Traffic congestion
- GDOT plans for roadway improvements and multi-use sidewalks
- Near Downtown
- Connectivity is limited for people walking and biking

5. WINDWARD PKWY

Enhance existing commercial and office character with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. Create opportunities for mixed-use, commercial, and office developments. The area is envisioned to evolve as a more compact, walkable mixed-use and office/commercial corridor.

ISSUES & OPPORTUNITIES

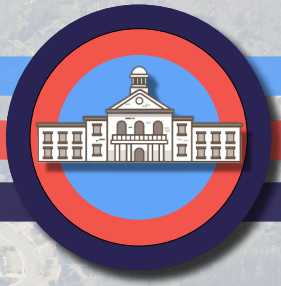
- Convenient proximity and access to GA-400
- Major transportation link between GA-400 and Milton
- Traffic congestion along major roads
- Connectivity is limited for people walking and biking

6. CRABAPPLE

Enhance established shopping and business destinations at a major crossroads intersection, as well as connectivity to neighborhoods, corridors and other communities with vehicular, pedestrian, bicycle and public transportation improvements. Create new shopping and business opportunities that support the surrounding neighborhoods. Future development should emphasize connectivity, neighborhood scale and uses that serve the surrounding neighborhoods. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations within the character area or serve as a safe and convenient thoroughway to other destinations in the community.

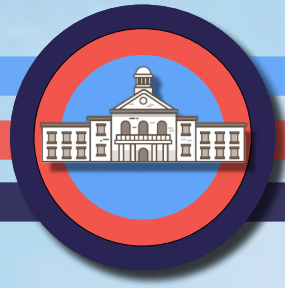
ISSUES & OPPORTUNITIES

- Neighborhood shopping and business cluster at major crossroads intersection that serves many Roswell, Milton and Alpharetta residents
- Traffic congestion along major roads and intersections



BROOKSIDE SMALL AREA PLAN

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FOR BROOKSIDE SMALL AREA PLAN*



SHORT TERM WORK PROGRAM

SHORT TERM WORK PROGRAM

The Five-Year Short-Term Work Program (STWP) identifies specific implementation actions the City (or other entities) intends to take during the first five-year timeframe of the planning period. This includes programs, ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs/initiatives to be put in place to implement the Comprehensive Plan. For each line item, the STWP outlines the following information:

- Brief Description
- Timeframe for undertaking the activity during 2022 - 2026
- Responsible party for implementing the activity
- Cost estimate
- Funding source

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
ECONOMIC DEVELOPMENT				
Economic Development Toolbox Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	2022 - 2026	Economic Development	City	\$360,800
Develop and update Economic Development Strategic Plan	2022 - 2026	Economic Development	City	\$150,000
Tech Alpharetta Support local business incubator	2022 - 2026	Economic Development	City	\$475,000
LAND USE				
North Point Development Framework Plan	2023	Community Development	City & Grants	\$120,000
South Main Street LCI Supplemental Study	2022	Community Development	City & Grants	\$200,000
Planning Updates Updates to the City's master plans, LCI's, and other planning documents	2022 - 2026	Community Development	City & Grants	\$800,000

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
TRANSPORTATION				
Crosswalk Improvements - Milton Avenue Parking Deck across Milton Avenue	2023 - 2024	Public Works	City	\$350,000
Crosswalk Improvements - Kingry & Old Milton Parkway Pavement Markings and Lighting	2023	Public Works	City	\$50,000
Cumming Street (Lily Garden) Extension	2024 - 2026	Public Works	City	\$800,000
McGinnis Ferry Road Capacity Improvements	2022 - 2025	Public Works	TSPLOST, Bond, & City	\$8,900,000
Sidewalk Improvements Providence Road & Waters Road	2023 - 2026	Public Works	Bonds & City	\$1,590,000
North Point Parkway Streetscape Design	2022 - 2026	Community Development & Public Works	City & Grants	\$2,000,000
North Point Parkway Streetscape Improvements Phase 1	2025 - 2026	Public Works	City & Grants	\$6,250,000
Haynes Bridge Road Capacity Improvements	2022 - 2025	Public Works	TSPLOST & City	\$8,264,103
Kimball Bridge Road Improvements	2022 - 2026	Public Works	Bond, TSPLOST, & City	\$15,707,024

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
TRANSPORTATION (CONTINUED)				
Old Milton Parkway Capacity Improvements	2022 - 2023	Public Works	TSPLOST & Grants	\$25,000,000
Webb Bridge Road Improvements	2022 - 2026	Public Works	TSPLOST & City	\$34,568,904
Windward Parkway West Improvements	2022 - 2023	Public Works	TSPLOST	\$996,285
Windward Parkway East Improvements	2022 - 2023	Public Works	TSPLOST	\$1,615,348
Academy Street Improvements	2022 - 2025	Public Works	TSPLOST, City, & Grants	\$3,089,576
GA400 Bridge - Webb Bridge Road	2022 - 2025	Public Works	TSPLOST	\$1,703,000
GA400 Bridge - Kimball Bridge Road	2022 - 2025	Public Works	TSPLOST	\$1,317,000
GA400 Bridge - Tradewinds	2022 - 2025	Public Works	TSPLOST	\$1,866,000
Bus Shelter Construction Program	2022 - 2026	Community Development	City & Grants	\$500,000
Scramble Intersection Milton Avenue and Canton Street	2026	Public Works	City	\$100,000
Raised Intersection Marietta Street and Roswell Street	2023 - 2024	Public Works	City	\$350,000

SHORT TERM WORK PROGRAM

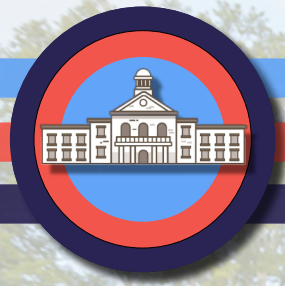
ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
TRANSPORTATION (CONTINUED)				
Various Mid-Block Crossings	2023 - 2024	Public Works	City	\$300,000
Roundabout Improvements Hopewell & Vaughn, Mayfield & Canton, and Mayfield & Providence	2022 - 2026	Public Works	TSPLOST & City	\$5,367,034
NATURAL, HISTORIC AND CULTURAL RESOURCES				
Downtown Sculpture Program	2022 - 2026	Recreation & Parks	City	\$212,500
Alpharetta Arts Center Parking Lot Expansion	2022 - 2024	Recreation & Parks	City	\$950,000
Historic Preservation Initiative	2022 - 2026	Recreation & Parks	City	\$325,000
Cultural Services Plan	2023	Recreation & Parks	City	\$30,000
BROADBAND SERVICES				
UDC updates to promote availability of broadband services	2024	Community Development	City	\$20,000
On-call consultant Wireless telecommunication facilities assistance	2022 - 2026	Community Development	Cost Recovery	\$10,000

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
COMMUNITY SERVICES & FACILITIES				
Gateway Park - North Point Design and build-out	2023 - 2025	Recreation & Parks	City & Grants	\$3,000,000
Alpha Loop Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$7,500,000
Farmhouse Park Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$2,000,000
Milton Avenue Park Build-out	2022 - 2026	Recreation & Parks	City	\$2,000,000
Mid-Broadwell Park Build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$500,000
Old Rucker Park Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$3,000,000
Webb Bridge Park Soccer field turf	2022 - 2026	Recreation & Parks	Bonds & City	\$1,000,000
Brookside Park Build-out	2022 - 2026	Recreation & Parks	City	\$2,000,000
Union Hill Park Trailhead / Redevelopment	2022 - 2026	Recreation & Parks	Bonds & City	\$3,250,000
Waters Road Park Design and build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$1,250,000

SHORT TERM WORK PROGRAM

ACTIVITY	YEAR	RESPONSIBLE PARTY	FUNDING SOURCE	COST ESTIMATE
COMMUNITY SERVICES & FACILITIES (CONTINUED)				
Wills Park Equestrian Center Renovation Build-out	2022 - 2026	Recreation & Parks	Bonds & City	\$5,000,000
Wills Park Master Plan	2022 - 2026	Recreation & Parks	Bonds & City	\$6,000,000
Downtown Stormwater Studies	2022 - 2026	Public Works	City	\$500,000
Downtown Stormwater Enhancements Meadow Brook Hills	2022	Public Works	City	\$250,000
Downtown Stormwater Enhancements Milton Estates (design)	2023	Public Works	City	\$260,000
Milton Avenue Streetscape Improvements	2023 - 2026	Public Works	City & Grants	\$3,950,000
Four (4) Pedestrian Bridges Windward Parkway over Big Creek Greenway; Greenway Access	2023 - 2026	Public Works	City	\$2,500,000
HOUSING				
Biannual updates to the Rental Housing Study	2022, 2024, 2026	Community Development	City	\$120,000
Develop a housing affordability toolbox	2022	Community Development	City	\$80,000



REPORT OF ACCOMPLISHMENTS

REPORT OF ACCOMPLISHMENTS

The Report of Accomplishments, shown in the table below, provides the status of each activity from the 2035 Comprehensive Plan Short Term Work Program, which covered the Years 2017 - 2021. The Report identifies whether each activity was completed, underway, postponed, or dropped. Explanations are provided for postponed or dropped activities.

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	PROJECT NOTES
COMMUNITY FACILITIES					
Parking Garage (west side of Main Street) Planning, construction drawings, and construction	X				
Construct of Surface Parking Lot (west side of Main Street)	X				
Downtown Enhancements	X				
Public Safety Headquarters Expansion	X				
Eastside Community Center / YMCA Partnership	X				Renamed Preston Ridge Community Center, to open June 2020
Synthetic Turf Fields (replacement)	X				Webb Bridge Park soccer field, North Park football field
ECONOMIC DEVELOPMENT					
Economic Development Toolbox Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	X				

REPORT OF ACCOMPLISHMENTS

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	PROJECT NOTES
TRANSPORTATION: INTERSECTION IMPROVEMENTS					
Pedestrian Intersection Improvements Design	X				
Rucker Road Corridor Improvements	X				
Kimball Bridge Road Congestion Migration North Point Parkway to Waters Road	X				
Windward Parkway Corridor Improvements S.R. 9 to Westside Parkway				X	Project budget considerations with City of Milton
Lily Garden Terrace Extension (Trailer Street) Construction			X		On hold due to funding considerations
TRANSPORTATION: SIDEWALKS					
Unallocated Improvements	X				
LAND USE					
Planning Updates Updates to the City's master plans, LCI's, and other planning documents	X				

REPORT OF ACCOMPLISHMENTS

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	PROJECT NOTES
NATURAL, HISTORIC AND CULTURAL RESOURCES					
Alpharetta History Room	X				Alpharetta History Museum
Parkland Acquisition	X				City purchased five (5) properties, including joint purchase with City of Milton
Stormwater Studies	X				
Stormwater Enhancement Projects			X		On hold due to funding considerations
Alpharetta Arts Center Development	X				
Wills Park Pool Renovation	X				
Greenway Extension to Forsyth County	X				
Senior Citizen History Project	X				Stories Project, annual updates, including Farm House Documentary
Downtown Sculpture Program	X				Instruments of Inspirations

REPORT OF ACCOMPLISHMENTS

PROJECT

COMPLETE

UNDERWAY

POSTPONED

DROPPED

PROJECT NOTES

NATURAL, HISTORIC AND CULTURAL RESOURCES (CONTINUED)

Downtown Beautification / Façade Improvement Program



Northwinds Parkway Street Lights

