






# North Point Creative Placemaking Plan

City of Alpharetta, Georgia

City Council - October 07, 2019

# North Point Creative Placemaking Plan

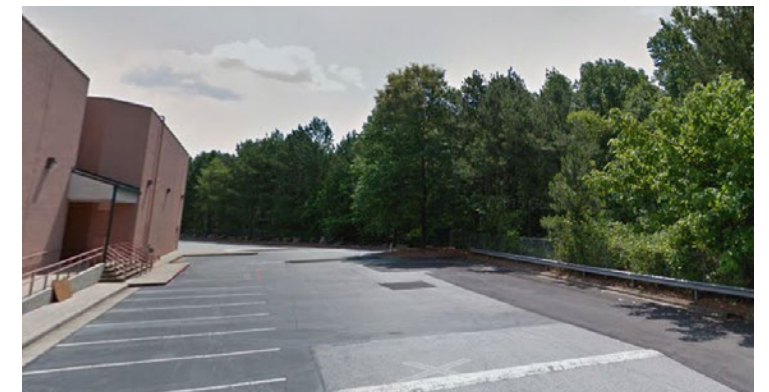
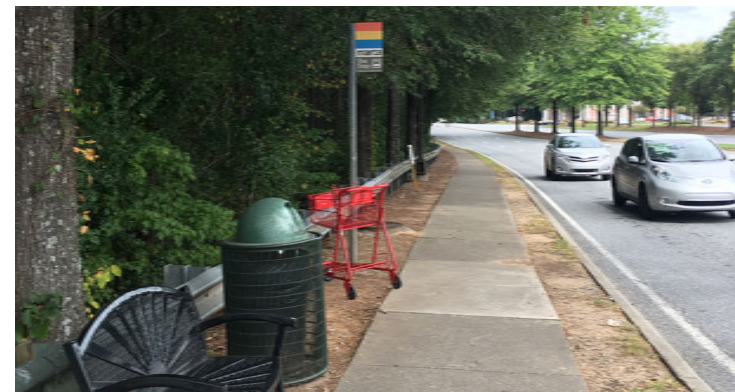
-  **Introduction**
-  **Analysis**
-  **Recommendations**
-  **Implementation**
-  **Placemaking Event**



# INTRODUCTION



Through Creative Placemaking, support the transformation of North Point from an automobile-oriented environment to a vibrant mixed-use district.

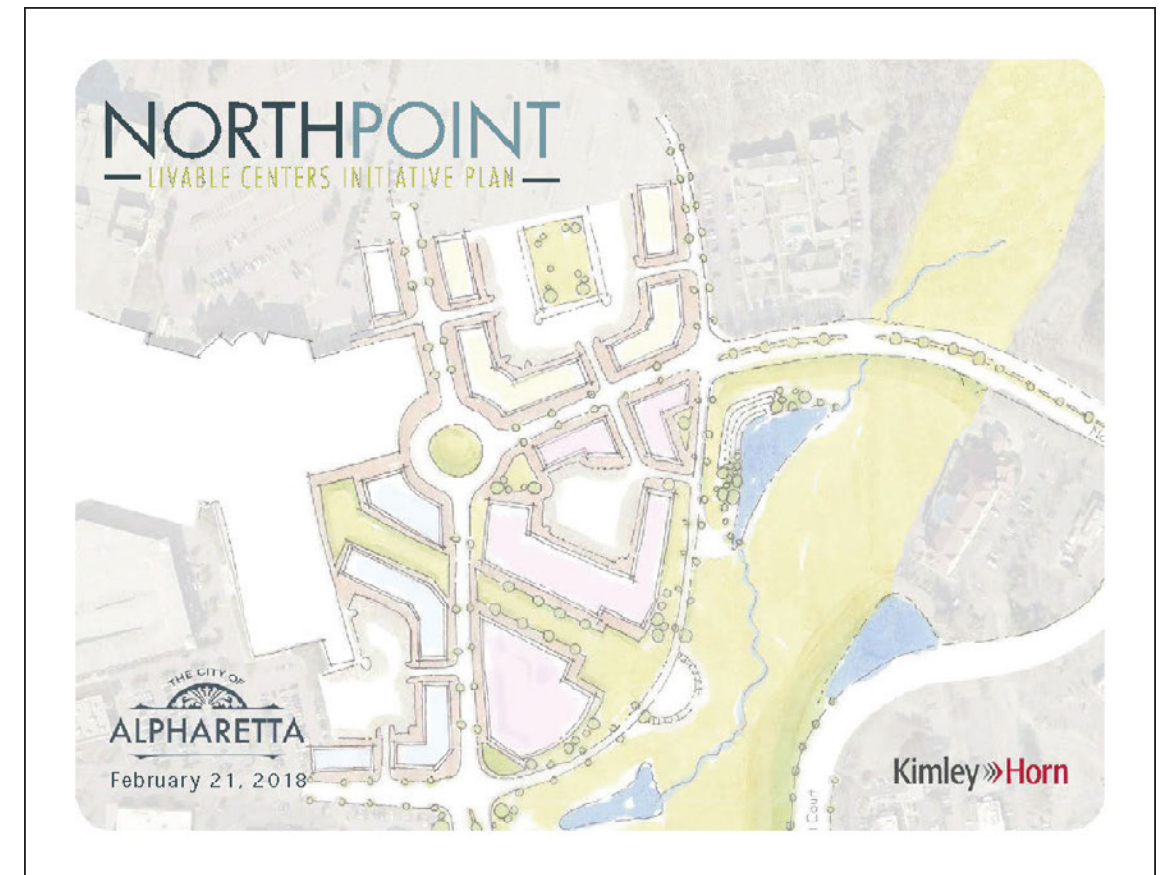




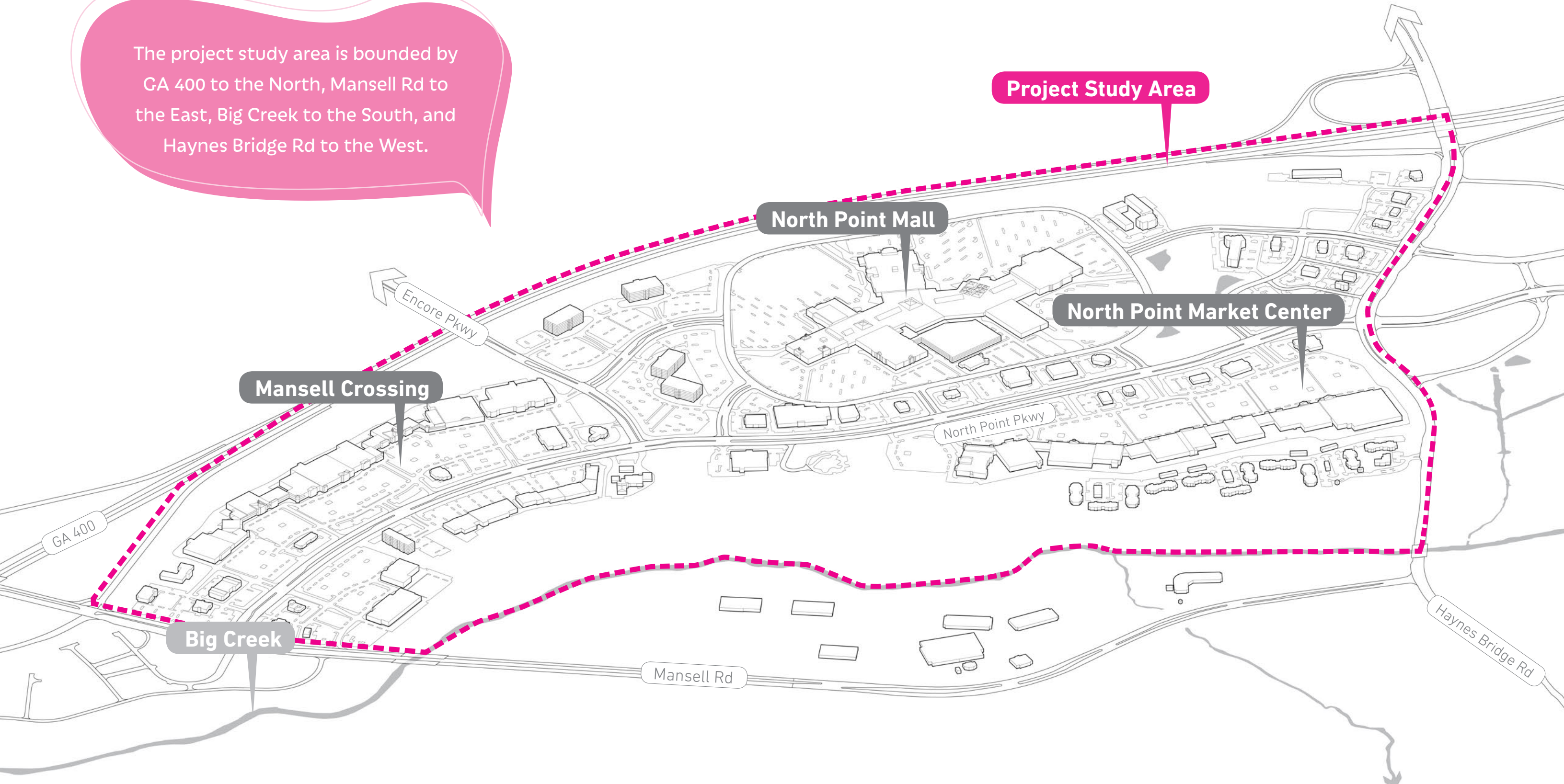
# Background

Building on Prior Community-Based Planning Efforts

- ❖ **North Point Activity Center LCI (2008)**
- ❖ **Rental Housing Study Update (2016)**
- ❖ **2035 Comprehensive Plan (2017)**
- ❖ **North Point LCI Update (2018)**
- ❖ **North Point Overlay District (2018)**



The project study area is bounded by GA 400 to the North, Mansell Rd to the East, Big Creek to the South, and Haynes Bridge Rd to the West.



# Placemaking Approach

A Creative Approach to Community & Economic Development

## Build Value

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How do we create long-term economic competitiveness and high quality of life?

## Build on Assets

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How do we create a place that is uniquely Alpharetta and uniquely North Point?

## Build for People

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How do we create an environment that is safe, accessible, walkable and connected?

# Community Engagement & District Analysis

# Community Engagement

Stakeholder, Elected Official, & Property Owner Interviews; Mobile Interactive Workshops; Public Open Houses

-  09/20/2018 - **North Point Property Owners Kick Off Meeting**
-  11/02/2018 - **Project Kick Off Meeting with Staff**
-  12/18/2018 - **Stakeholder & Elected Official Interviews**  
12/19/2018
-  01/23/2019 - **Public Open House #1**
-  04/19/2019 - **Project Team Meeting**
-  04/30/2019 - **Public Open House #2**
-  05/02/2019 - **Taste of Alpharetta Event**
-  09/16/2019 - **Council Workshop**



# Community Engagement

Stakeholder, Elected Official, & Property Owner Interviews; Mobile Interactive Workshops; Public Open Houses





# Community Engagement

## What We Heard



What positive qualities draw people to the North Point area and encourage them to stay?

- 1. Shopping
- 2. Dining
- 3. Big Creek Greenway

What aspects of the North Point Area need improvement?

- 1. More Walkable/Bikeable/Transit
- 2. More Green Space
- 3. Less Asphalt

What are the strengths and assets around which we can build future placemaking ideas?

- 1. Surface Parking
- 2. Green Space
- 3. Public Art

What features and amenities could best support or encourage North Point as an area for living, working and playing?

- 1. Activated Public & Private Spaces
- 2. Mixed-Use & Housing Development
- 3. Outdoor Recreation Opportunities

# Community Engagement

## What We Heard

“

Let's focus on parks, environment, and entertainment to make a family-friendly destination.”



“

The Big Creek Greenway is key to future development; the most unknown asset the City has.”

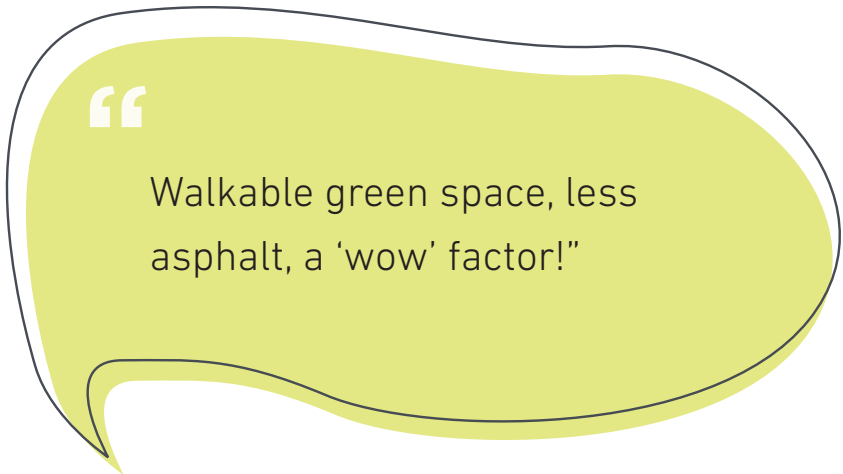
“

Encourage green space and living at North Point.”



“

Walkable green space, less asphalt, a 'wow' factor!”



“

Family-friendly, sense of community, greenway, unique.”



“

Create spaces that encourage walking/cycling/running rather than being in cars.”



# Data-Based Analysis

## Drivers of Value

### **North Point is Thriving!**

Placemaking investments that highlight existing transit services along North Point Parkway, plan creatively for the proposed BRT connection, support universal mobility options (pedestrian-based), and provide a safe and accessible public realm will lay the foundation for economic competitiveness and high quality of life in North Point.

### **North Point is Green!**

A comprehensive and multi-purpose approach to capitalizing on the district's green assets is consistent with previous community-based plan recommendations and Placemaking investments that preserve and enhance these assets will be one of the primary drivers of value for the future of North Point.

### **North Point is Walkable!**

Placemaking investments that build on these trail-based assets and encourage walkability will drive value in the North Point District.

### **North Point is Livable!**

Placemaking strategies that respond to emerging development patterns that are more livable and vibrant will drive value in the next generation of economic and community development in North Point.

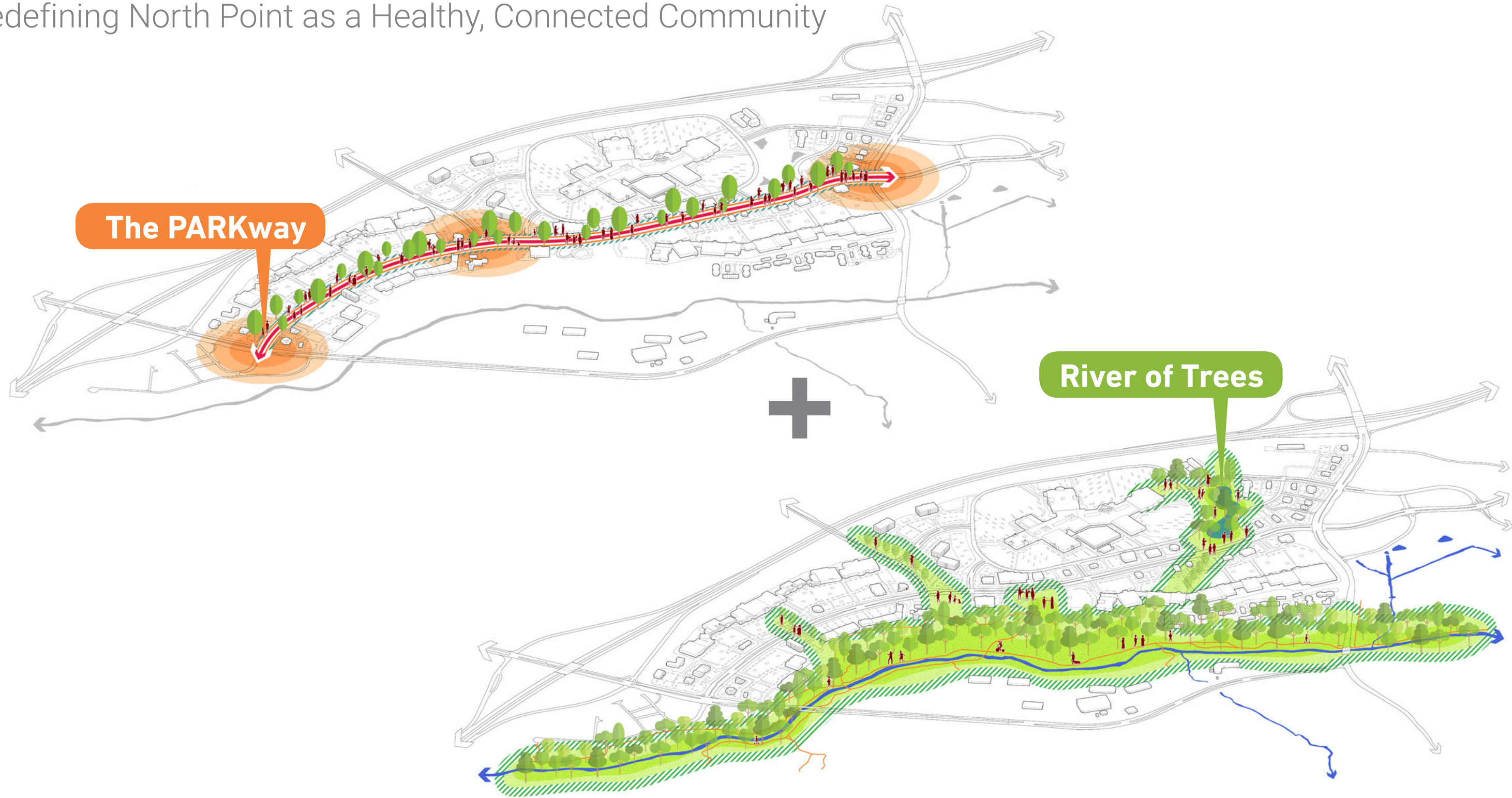




# Recommendations

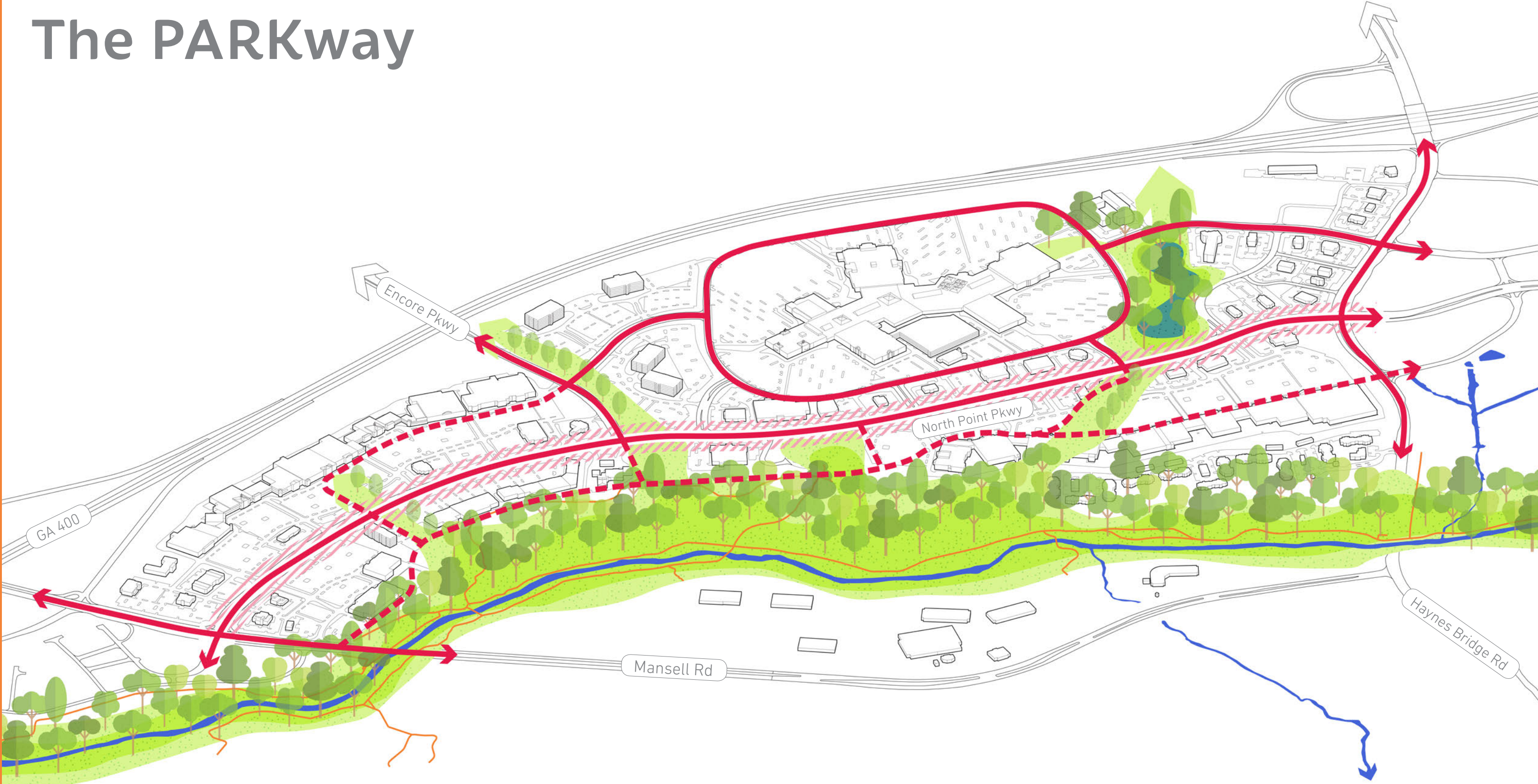
# Two Big Moves

Redefining North Point as a Healthy, Connected Community



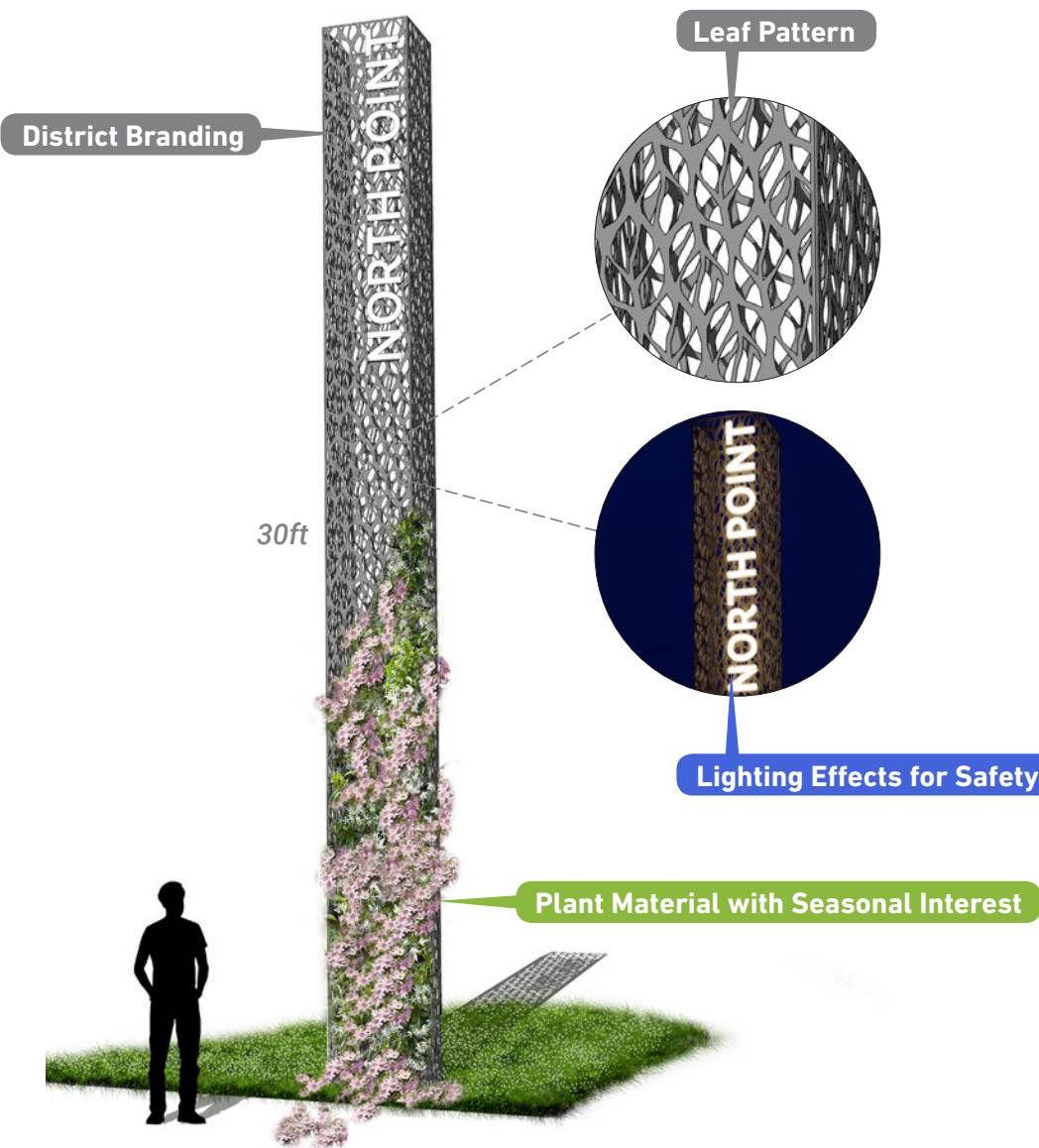


# The PARKway





# District Threshold Concepts



Lighting Effects for Safety & Atmosphere



Leaf Pattern

District Branding

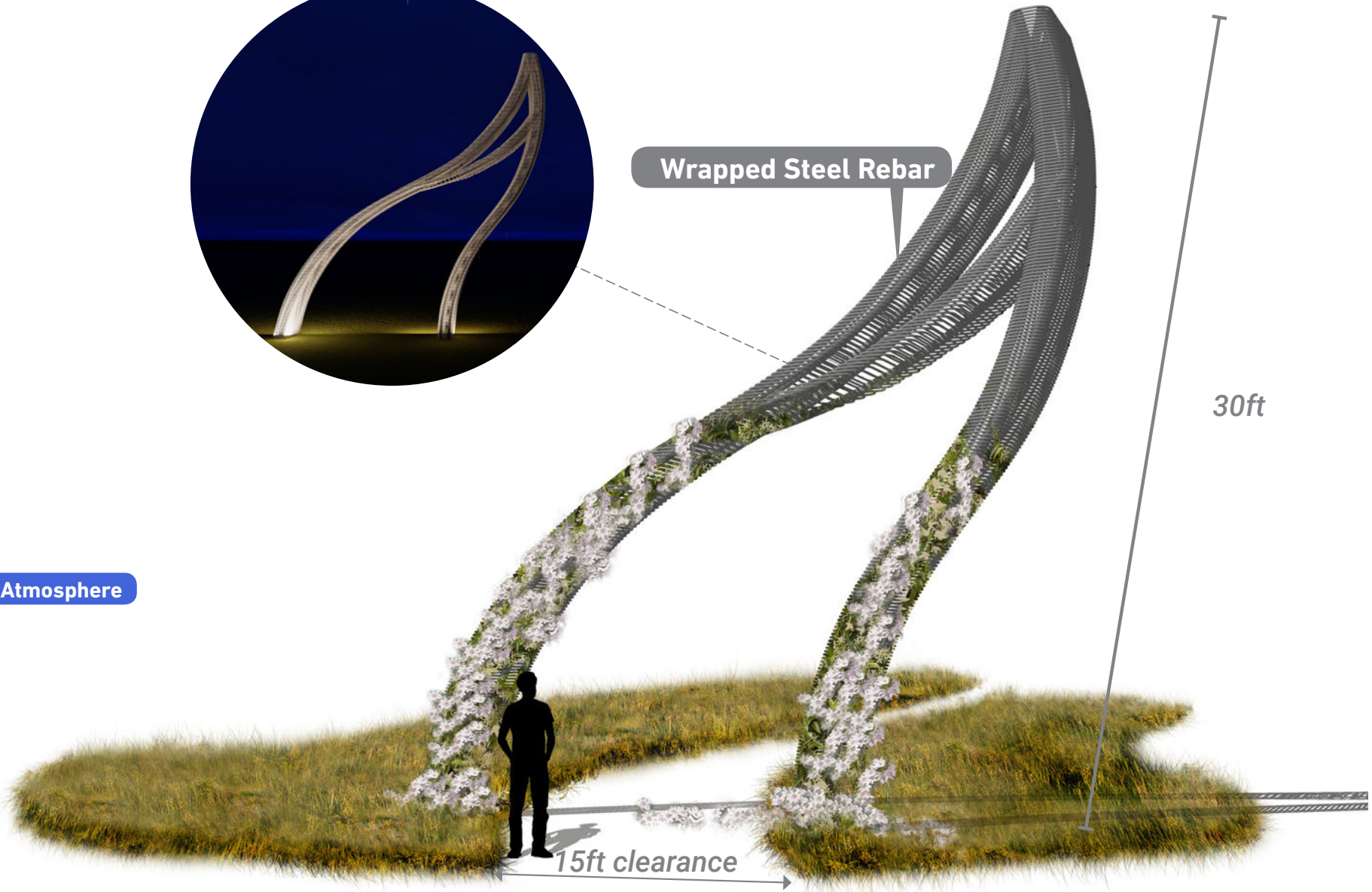
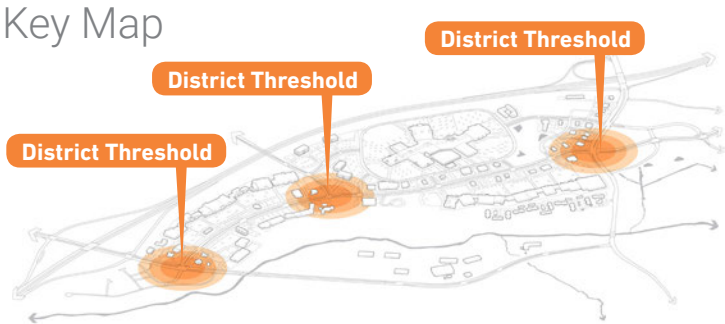
30ft

Lighting Effects for Safety & Atmosphere

Plant Material with Seasonal Interest

## The Lattice

The Lattice features an inlaid leaf pattern, raised lettering and is designed to accommodate plant material



Wrapped Steel Rebar

30ft

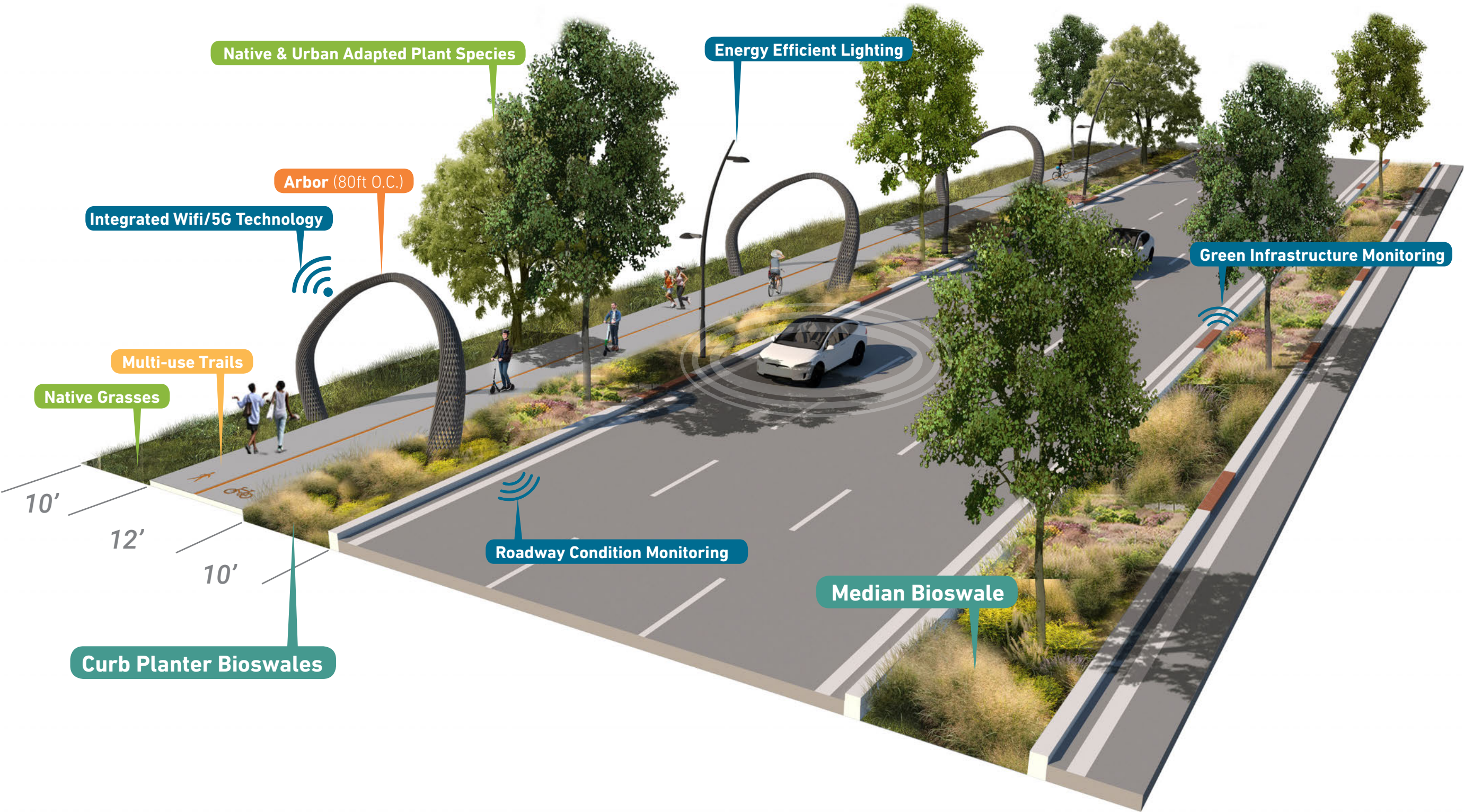
15ft clearance

## The Alpha

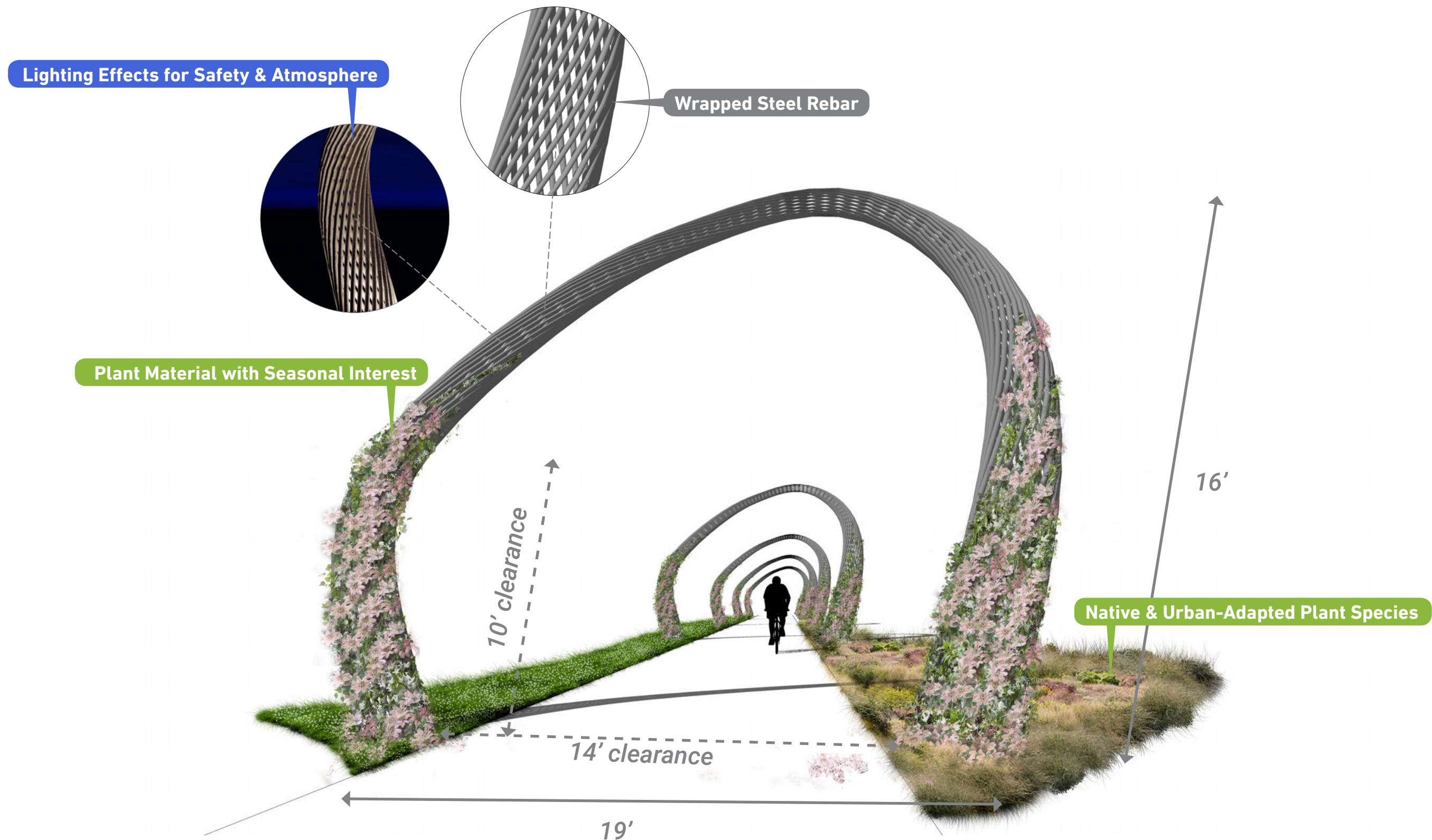
The Alpha features a dynamic shape reminiscent of the letter "A" and is designed to accommodate plant material.



# North Point PARKway







## Arbor Promenade

The Arbor Promenade winds its way down both sides of North Point Parkway, creating a whimsical environment that invites exploration. The structures are a marrying of beauty and function. They are designed to accommodate plant material and provide lighting effects for safety and atmosphere.



District Threshold Inspiration



The District Thresholds are inspired by the natural environment of the Big Creek Greenway and the larger Piedmont ecoregion.



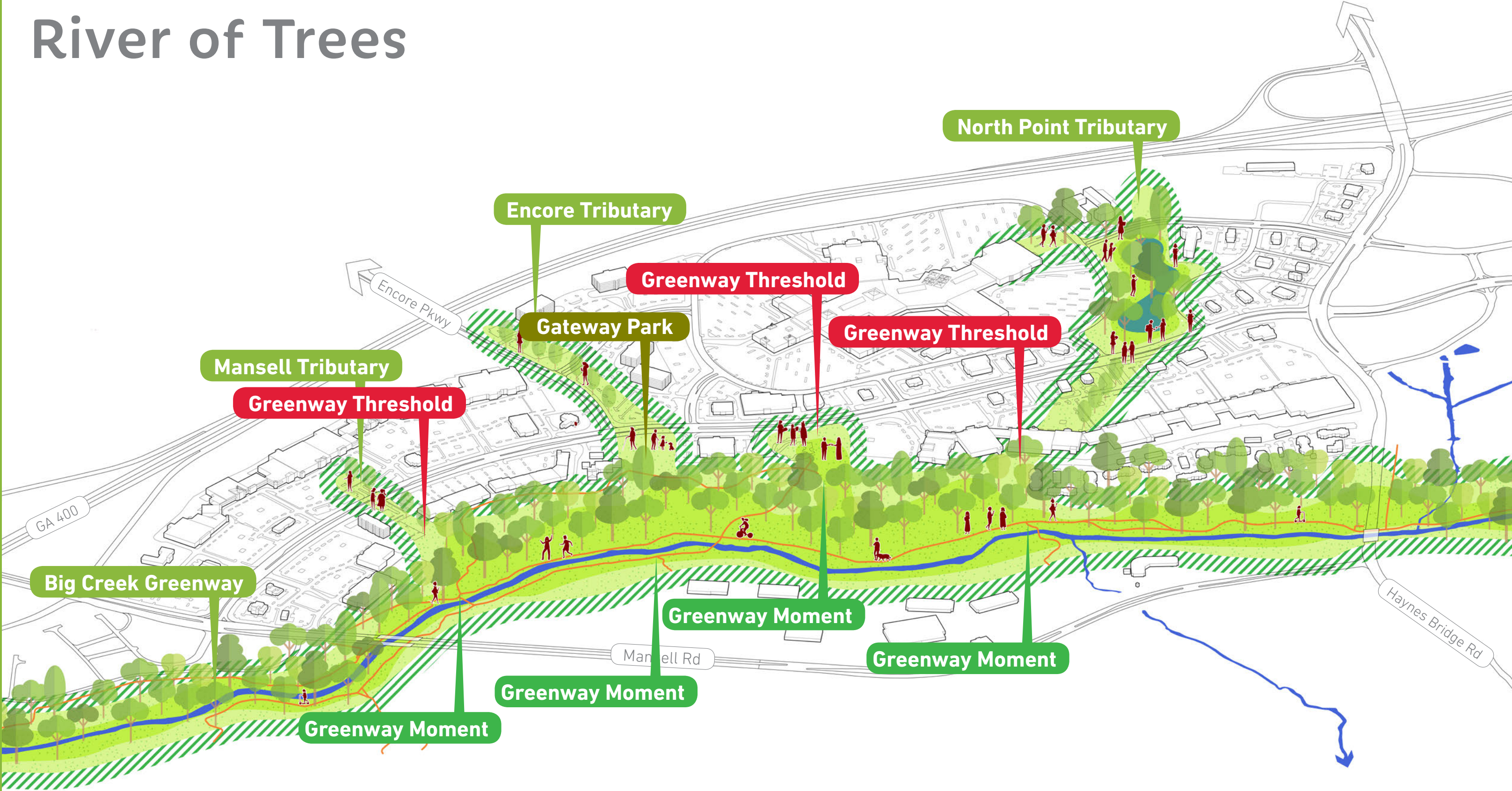
# Arbor Structures



The Arbor Structures are inspired by the natural environment of the Big Creek Greenway and the larger Piedmont ecoregion. These features are a human-scaled interpretation of the larger District Thresholds.

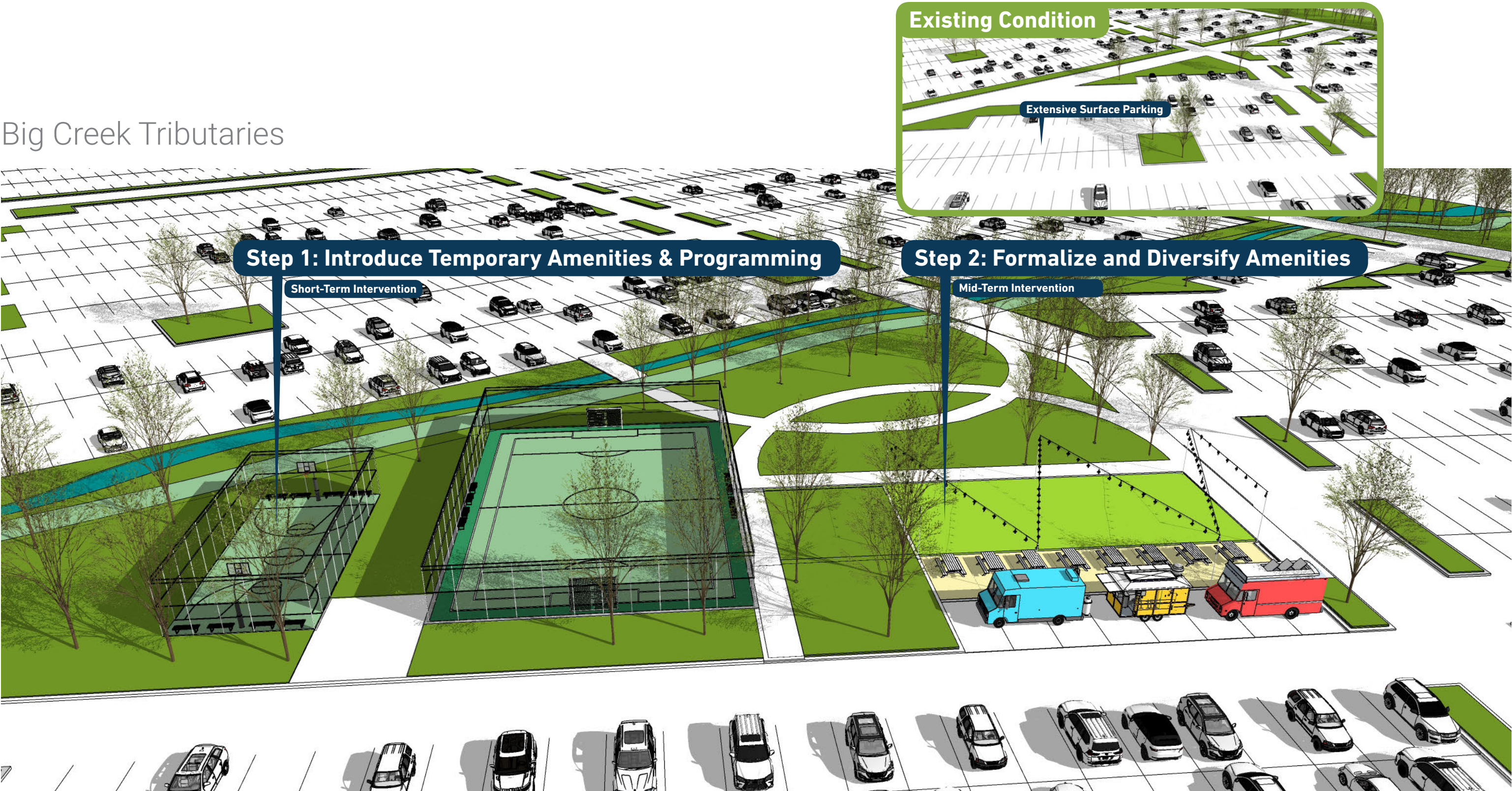


# River of Trees





# Big Creek Tributaries



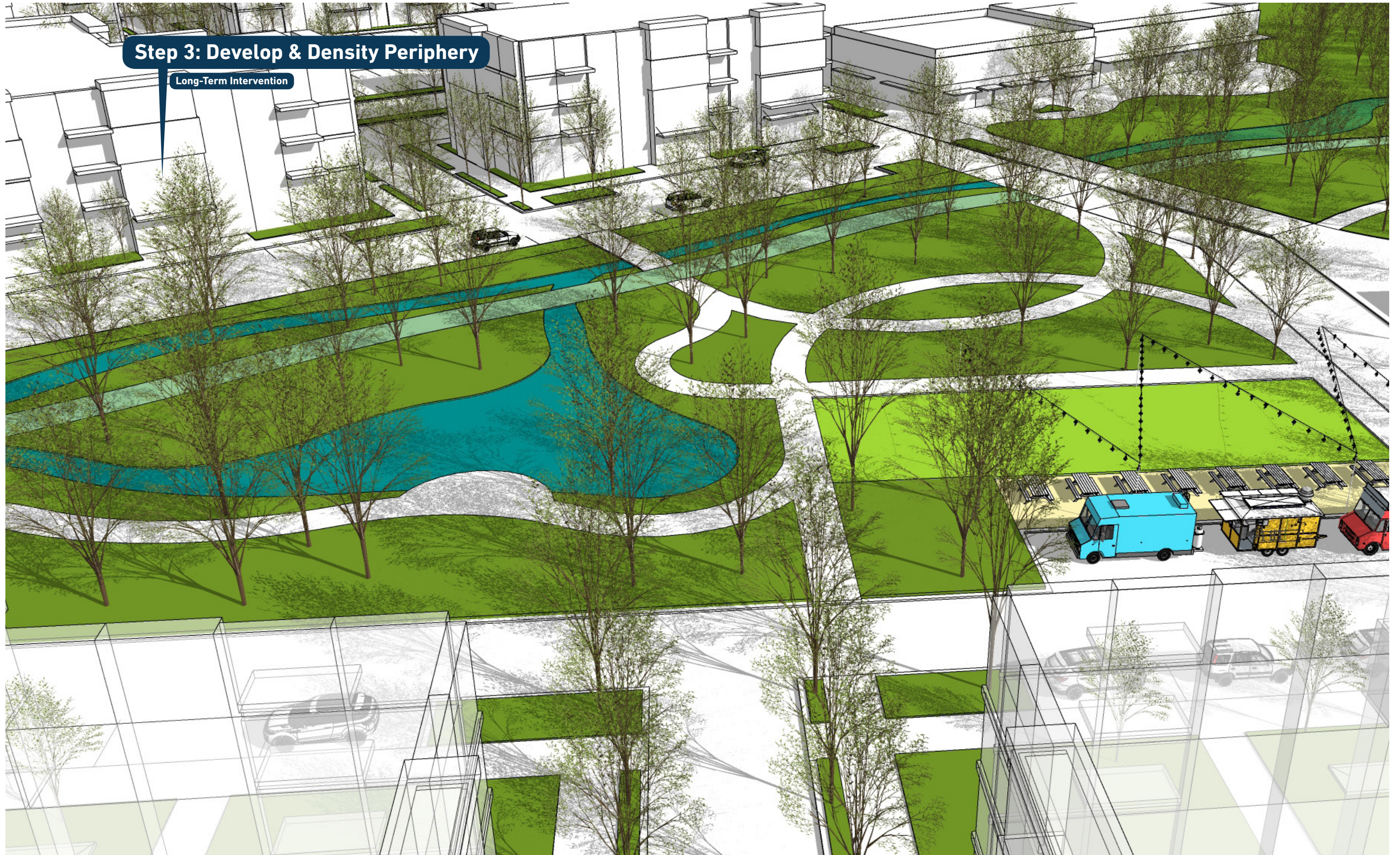
## Incremental Development

Beginning with the careful location of these tributaries in locations that could functionally serve as stormwater features, the greenspace could take shape as a series of interventions that range from temporary public space to permanent green infrastructure and public park that serves surrounding community development.



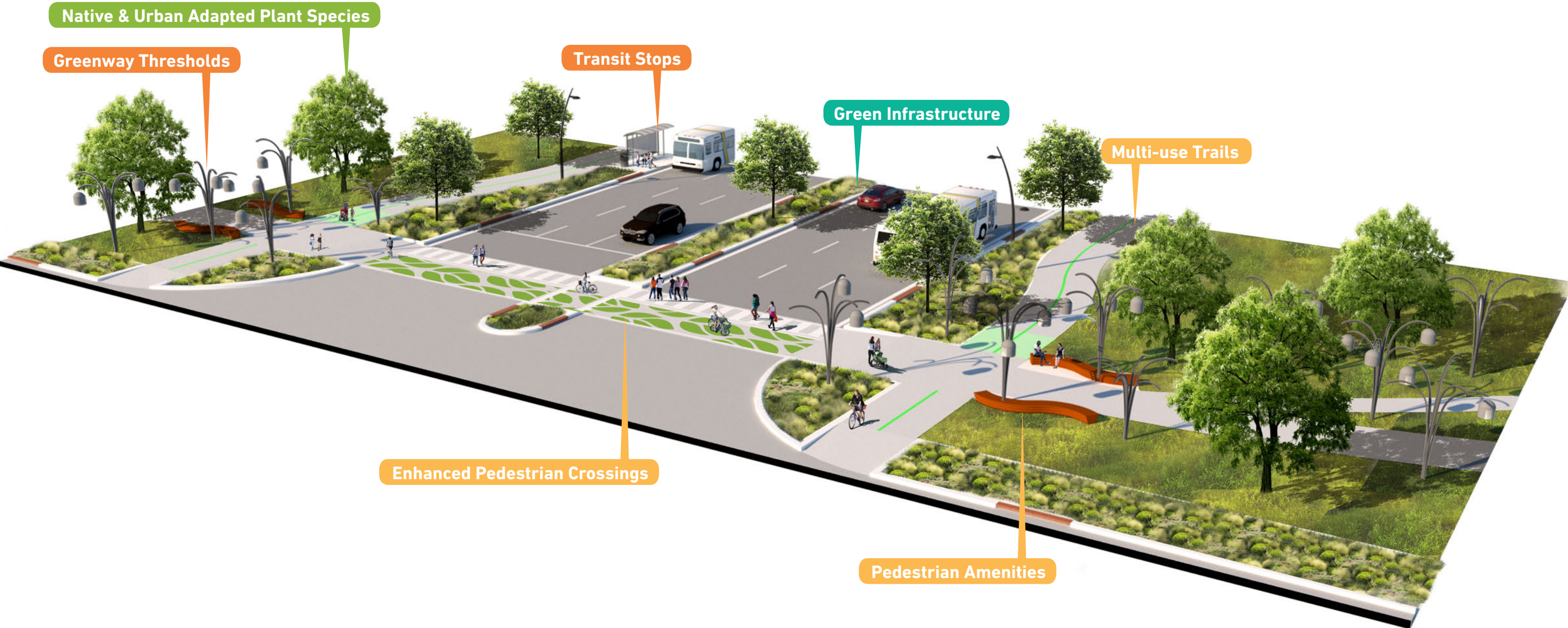
### Step 3: Develop & Density Periphery

Long-Term Intervention



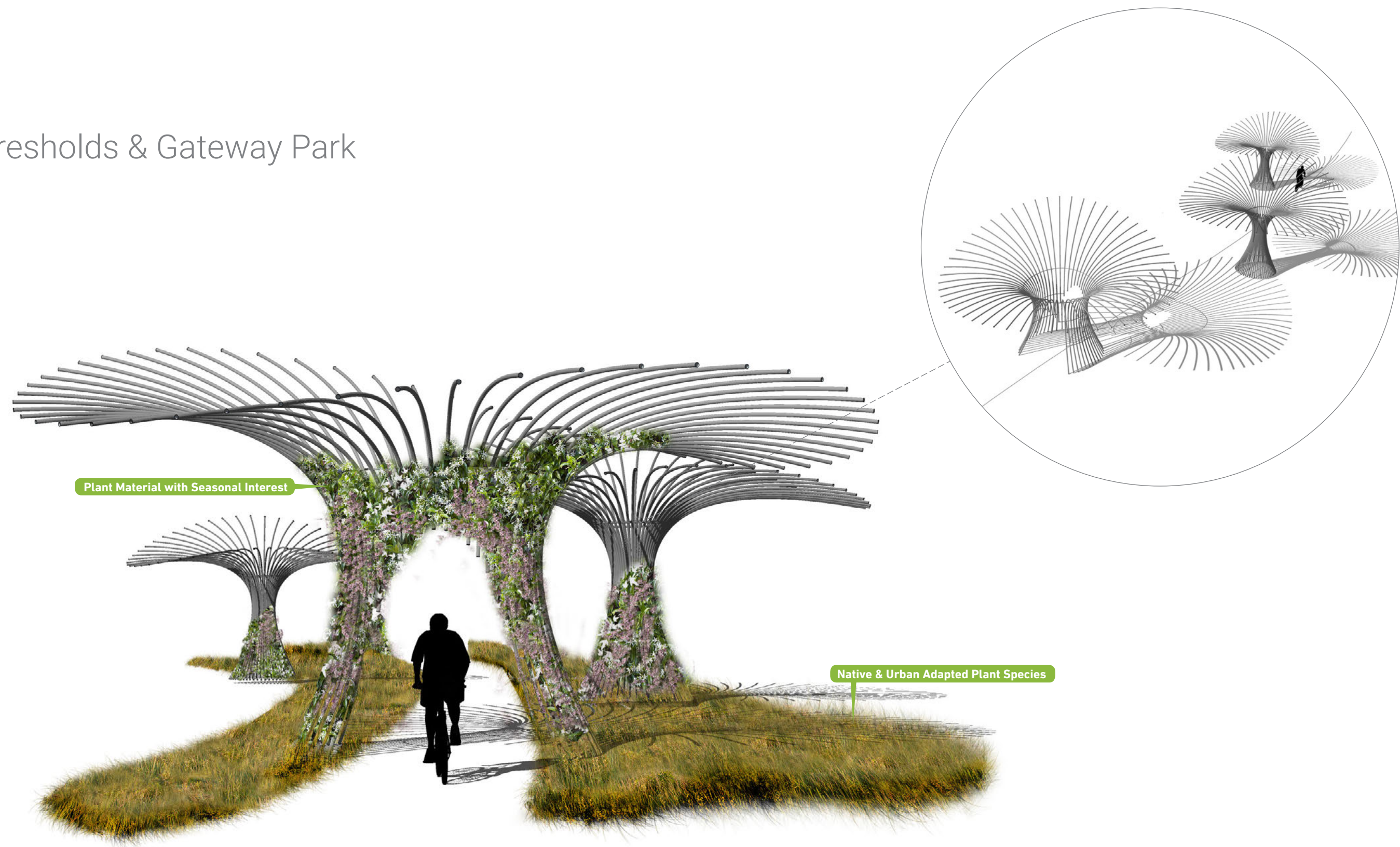


# North Point PARKway Crossing





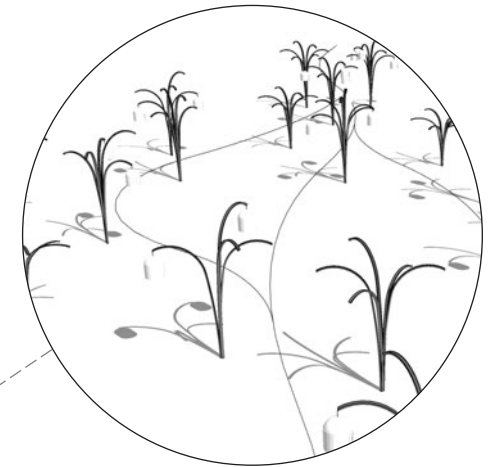
# Greenway Thresholds & Gateway Park



## Threshold Concept - Big Creek Arbors

The Big Creek Arbors are conceived as vertical gardens and serve as a monumental greenway entry experience





## Threshold Concept - Big Creek Strands

The Big Creek Strands are conceived as an abstract field of meadow grasses and provide an immersive greenway entry experience.

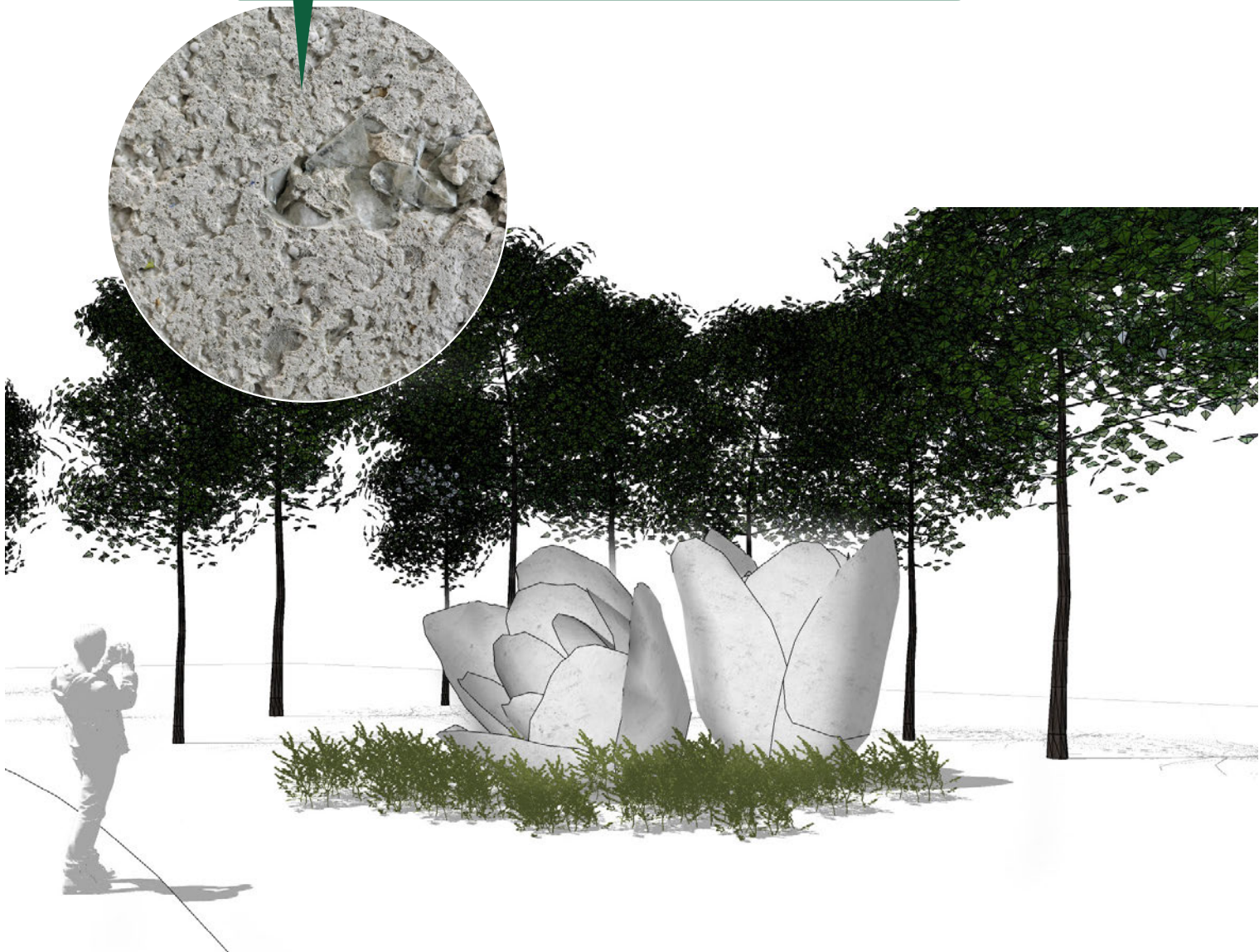


Greenway Moments

Creative Use of Industrial Materials



Creative Reuse of Demo'd Materials



Places to Stop, Rest, Relax, Learn, and Socialize

The Moments would be anchored by creative architectural elements constructed from organic materials (i.e. salvaged logs or boulders) that provide visual interest and interpretive learning opportunities.



## Creative Reuse of Natural Materials





## District Branding and Identity



# NORTH POINT

ALPHARETTA, GA

VIBRANT. GREEN. WALKABLE. LIVABLE.

## Visual Identity

One of the leading themes that emerged during our development of identity for the district was that North Point is green! This is at once a recognition of existing assets, hidden or latent assets, current initiatives, and a vision for the future.

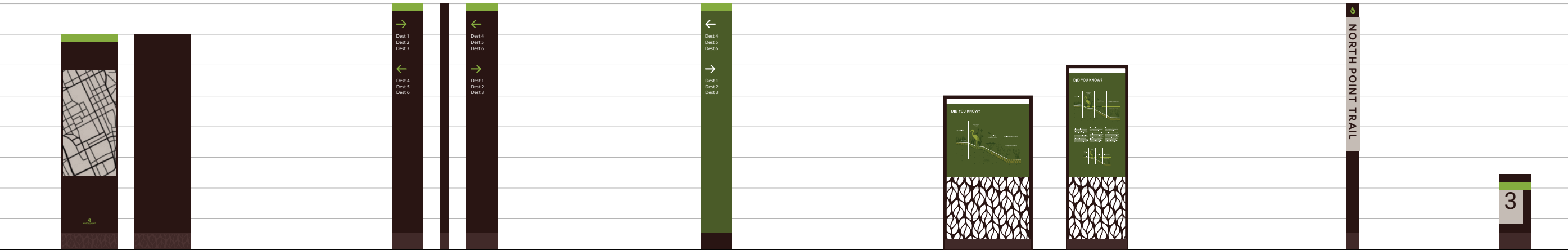
# Environmental Graphics Can Enliven Spaces, Promote Identity, and Curate the Visitor Experience



SCALE: 1/4" = 1'

Gateway A

Banners



Pedestrian Kiosk

Pedestrian Directional A

Pedestrian Directional B

Interpretive Signs

Trailhead Marker

Mile Marker

# IMPLEMENTATION

# 100-Day Action Plan

A Roadmap for Quick Project Implementation



## **Incorporate Placemaking Recommendations into Community-Based Plans & Statutory Requirements**

Incorporate placemaking plan into city's comprehensive plan.

Incorporate placemaking and green space recommendations into North Point overlay district.

Incorporate recommended green space into city's parks and recreation master plan.

Adopt the North Point brand system.



## **Sustain Community Engagement & Activation**

Formalize quarterly North Point property owners meeting.

Work with Bike Alpharetta to develop bike-friendly event in the North Point area.

Utilize brand mark/icon for tactical urbanism projects (crosswalks, pathways, etc.).



## **Scope & Identify Funding for Additional Studies**

Identify vendor and funding sources for gateway signage and monuments.

Seek funding for feasibility study of recommended infrastructure improvements along North Point Parkway.

Draft scope of work and identify funding for area thoroughfare plan.

Draft scope of work and identify funding for area stormwater master plan.



## **Collaborate with Project Partners**

Determine placemaking projects for public/private partnerships and public capital funding.

Identify key parcels for city acquisition.

Work with MARTA, North Fulton CID, and private property owners to obtain and install new transit infrastructure.


# 5-Year Plan Implementation Matrix

ACTION	PRIMARY PARTNERS	TIMEFRAME	0-1	2-3	3-5
<b>STRATEGY 1: ACTIVATE THE DISTRICT (VIBRANCY)</b>					
Host small-scale events (ex. food truck rodeo).	City, Property Owners	Immediate			
Launch tactical urbanism design and public art efforts.	City	Immediate			
Host large-scale events (annual festival, etc.).	City, Property Owners	Short			
Host bike-friendly event in district.	City, Bike Alpharetta	Short			
<b>STRATEGY 2: ARTICULATE THE VISION (MARKETING)</b>					
Adopt North Point brand system.	City, Property Owners	Immediate			
Utilize brand mark/icon for tactical urbanism projects (crosswalks, pathways, etc.).	City, Property Owners	Immediate			
Market the plan to stakeholders and investors.	City, Property Owners	Immediate			
Create a branded North Point investment guide.	City, Property Owners	Short			
<b>STRATEGY 3: SET THE STAGE (PHYSICAL IMPROVEMENTS)</b>					
Install street banners.	City	Immediate			
Preliminary design for Alpha Loop connection.	City	Immediate			
Preliminary design for PARKway streetscape.	City	Immediate			
Construct Alpha Loop connection.	City	Long			
Install new transit infrastructure.	City, MARTA	Short			
Develop and install signage and sculpture package.	City	Short			
Develop North Point area thoroughfare plan.	City	Short			
Develop North Point area stormwater master plan.	City	Short			
Construct PARKway streetscape.	City	Medium			
Construct Gateway Park.	City	Medium			
<b>STRATEGY 4: ORGANIZE FOR SUCCESS (PARTNERSHIPS)</b>					
Adopt Creative Placemaking Plan into City Comprehensive Plan.	City	Immediate			
Incorporate recommended green space into city's parks and recreation master plan.	City	Immediate			
Incorporate placemaking and green space recommendations in North Point overlay district.	City	Immediate			
Identify vendor and funding sources for gateway signage and monuments.	City	Immediate			
Identify key parcels for city acquisition.	City	Immediate			



# Placemaking Event

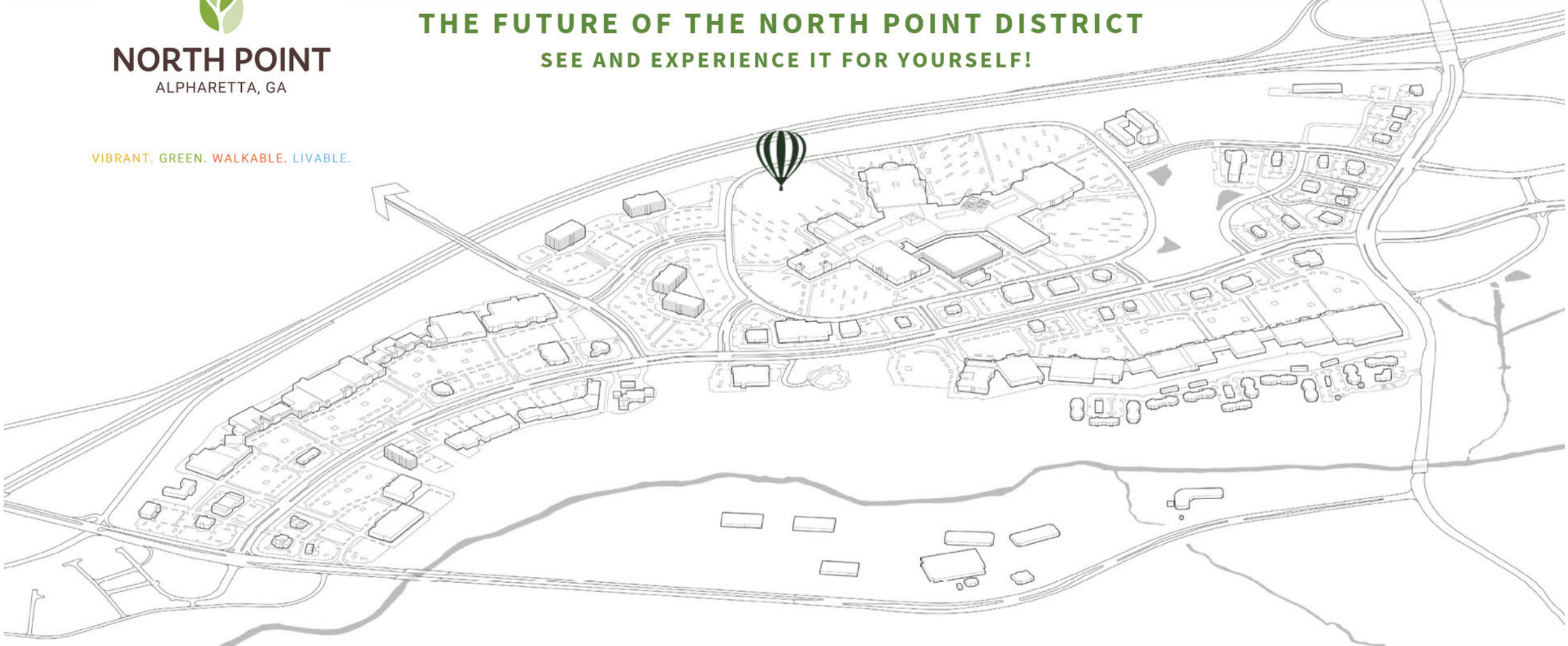
# Placemaking Event



**NORTH POINT**  
ALPHARETTA, GA

VIBRANT. GREEN. WALKABLE. LIVABLE.

**THE FUTURE OF THE NORTH POINT DISTRICT**  
SEE AND EXPERIENCE IT FOR YOURSELF!



Music  
Bike Track  
Face Painting  
Hot Air Balloon Rides

**North Point Eco-District Concepts on Display**  
Thursday, October 17 - 5-8 p.m.  
North Point Mall - AMC Theater Parking Lot

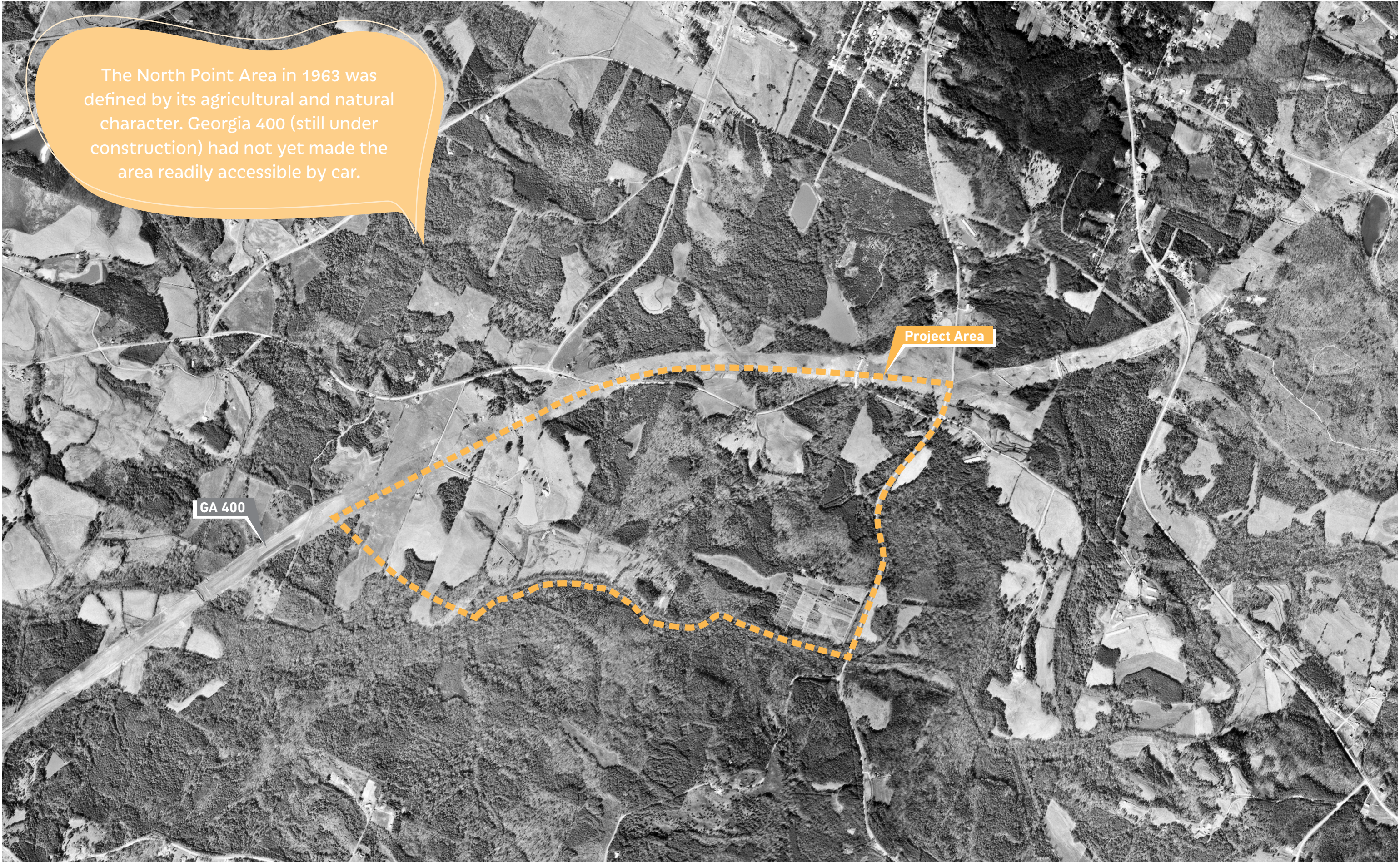
Games  
Food Trucks  
Rock Climbing Wall











The North Point Area in 1963 was defined by its agricultural and natural character. Georgia 400 (still under construction) had not yet made the area readily accessible by car.

Project Area

GA 400



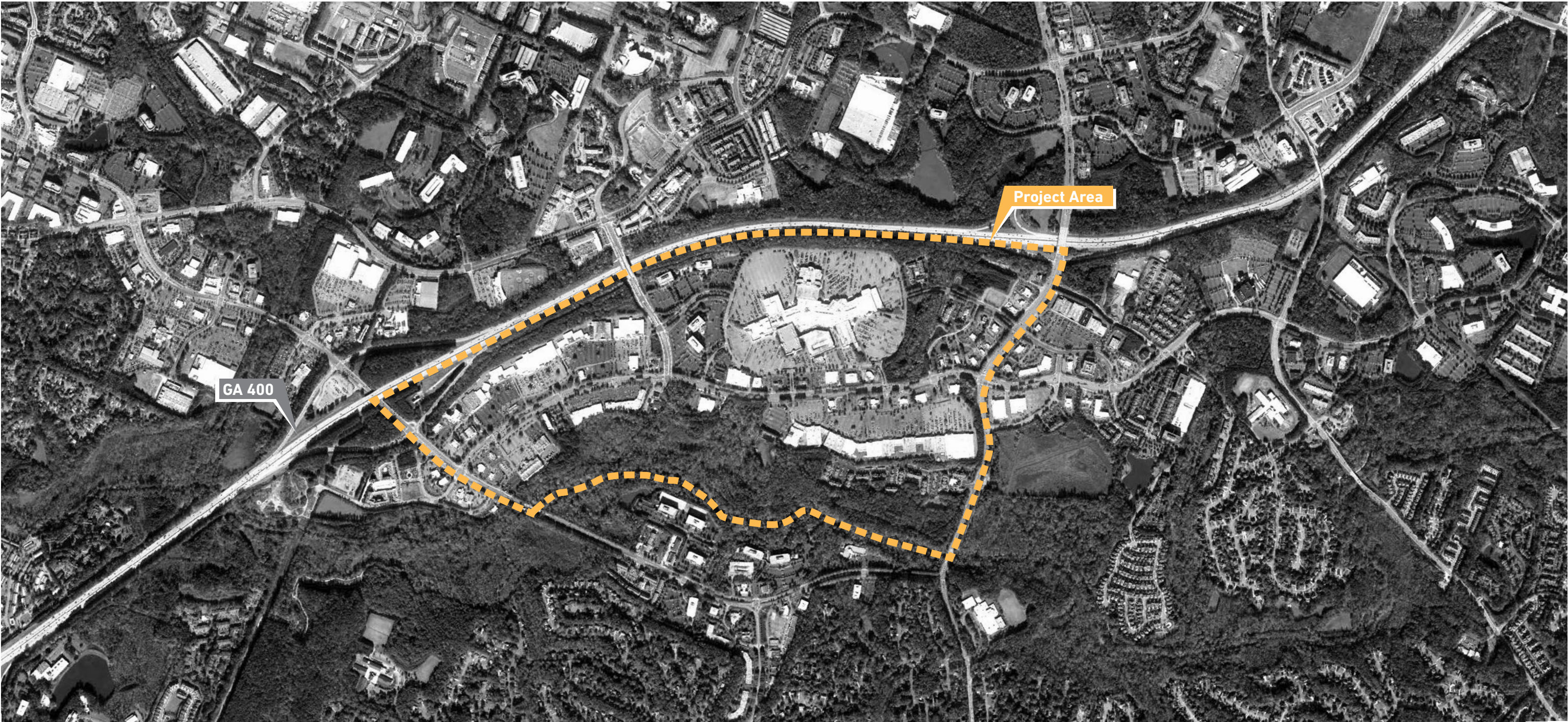
North Point Through Time - 1993



The transformation of the district was underway with the development of the North Point Mall.



North Point Through Time - 2018

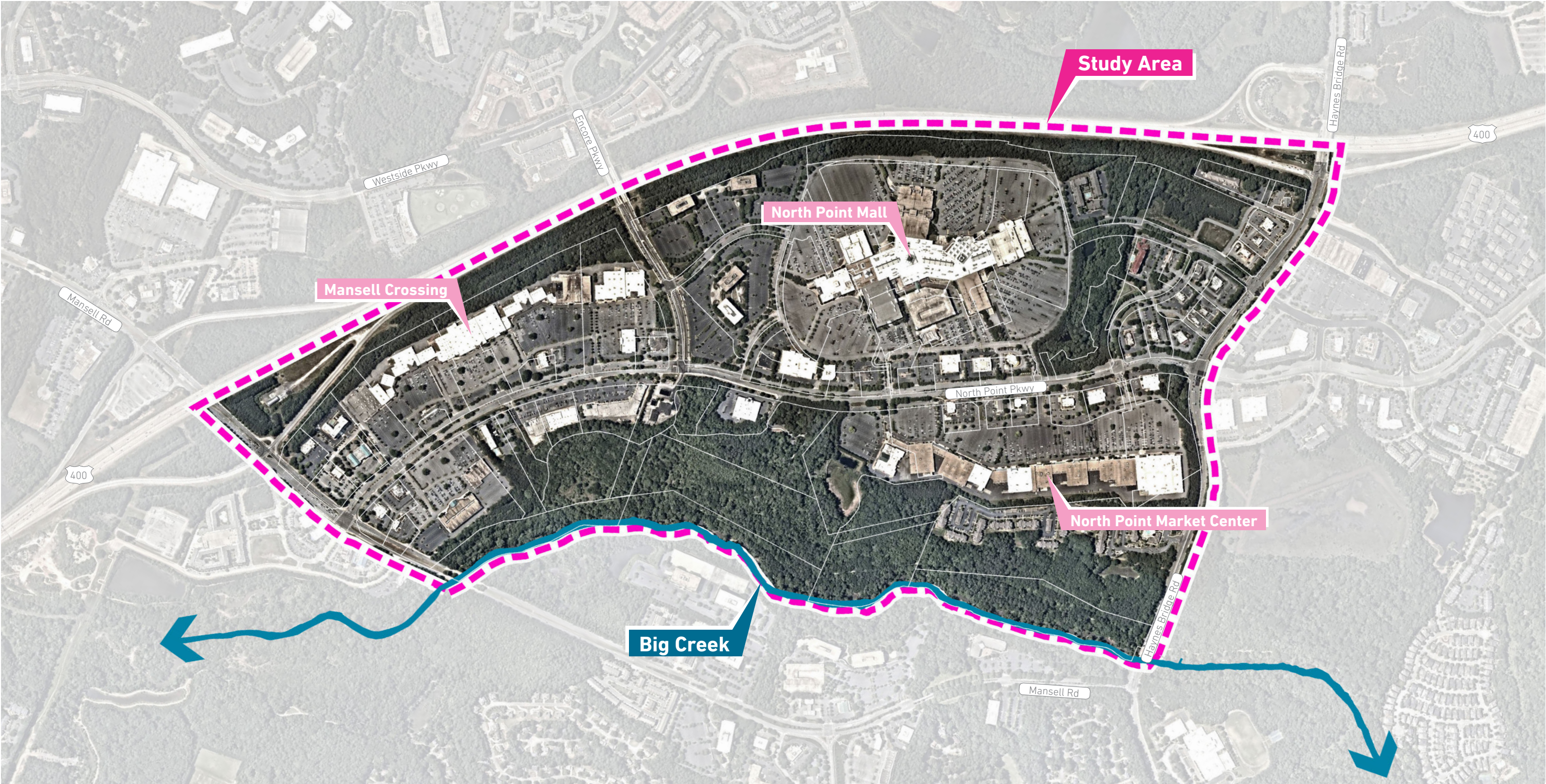


The fabric of the North Point Area today reflects an auto-centric retail development pattern.



# Aerial Image

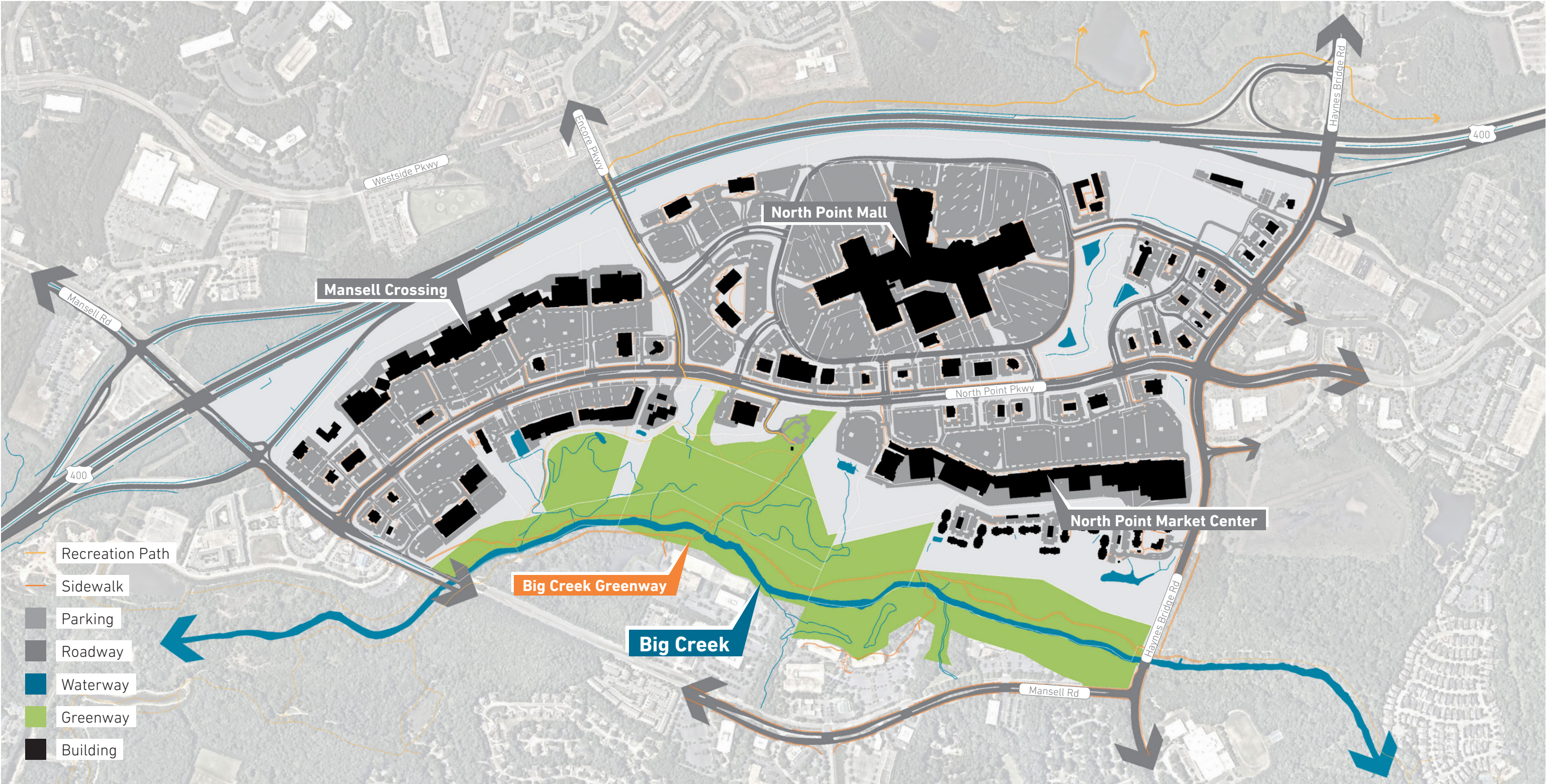
Existing Conditions





# Base Map

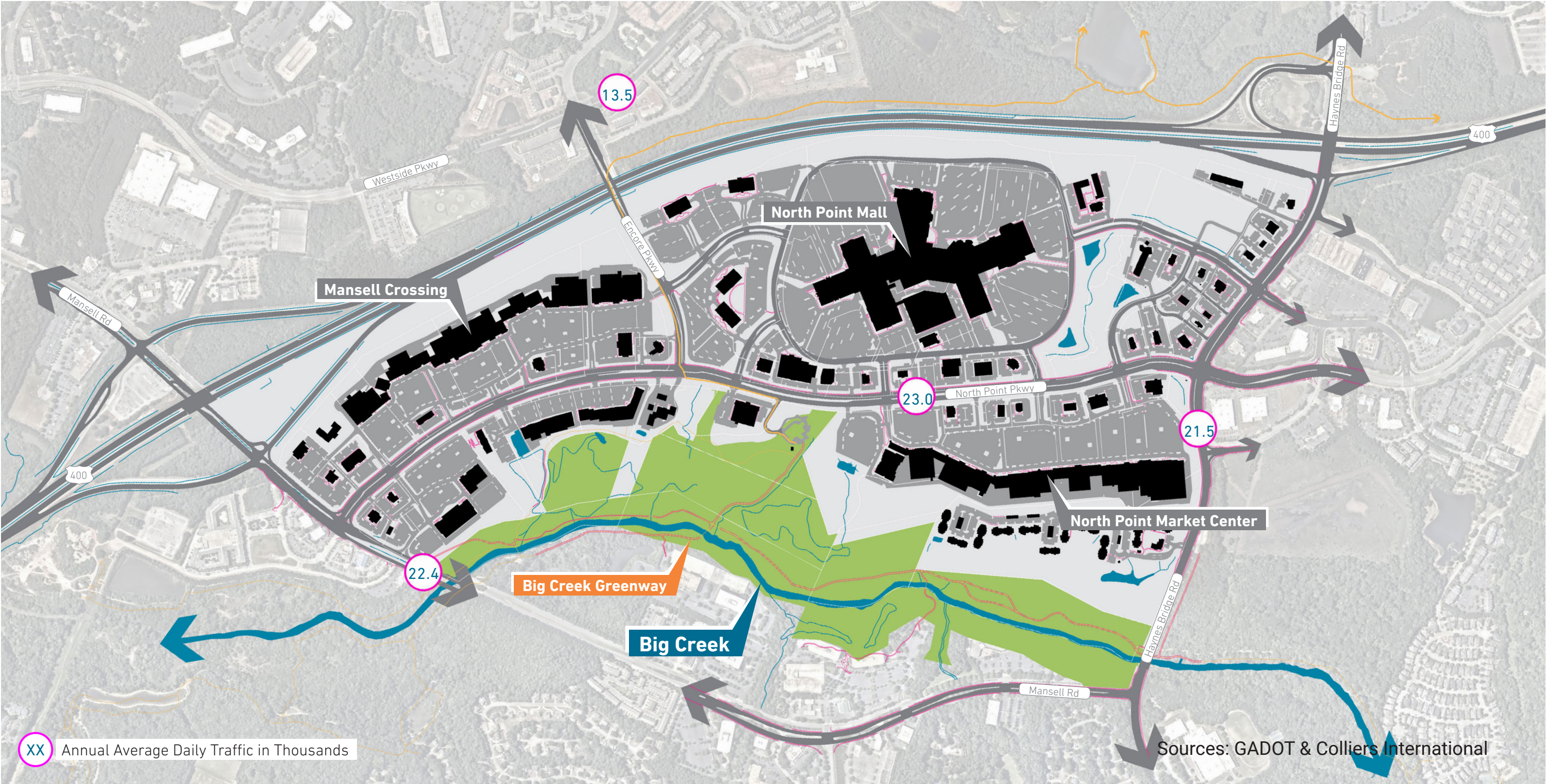
Existing Conditions





# Traffic Count

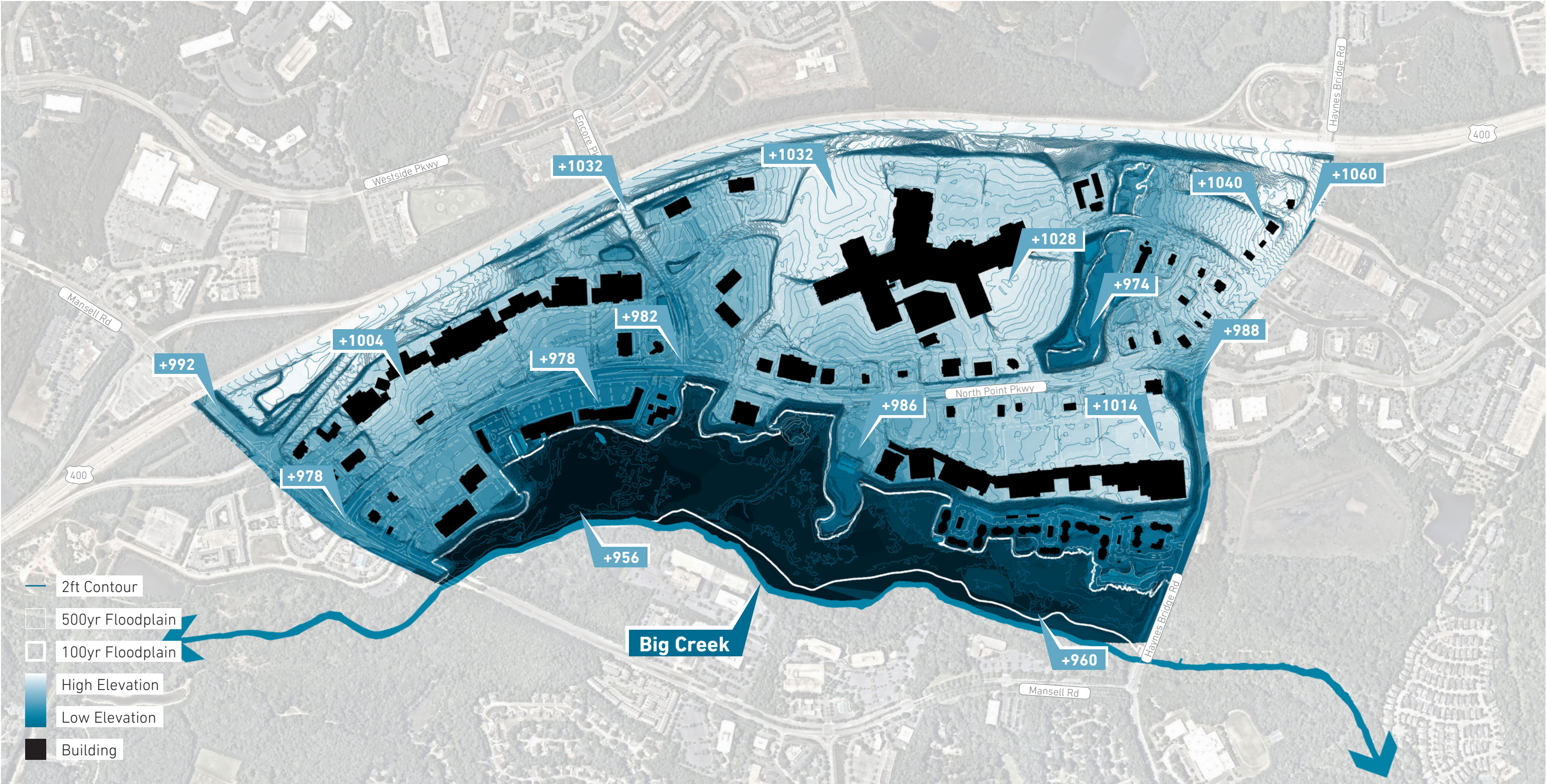
Existing Conditions





# Topography

Existing Conditions





# Ownership

## Existing Conditions

1. CAPTEC NET LEASE REALTY INC

2. MANSELL NORTH POINT LLC

3. GREATER ATLANTA HOTEL LLC

4. SHOPS AT MANSELL LLC

5. TRU TWO THOUSAND FIVE RE I LLC

6. FAMILY INVESTMENT GROUP LLC

7. DB TRIPLE DIPPER RESTAURANT LLC

8. ARC CAFEUSA001 LLC
9. AHP H6 ALPHARETTA LLC

10. WIGGINS W B JR

11. CORO NORTH POINT LLC

12. BLUE VENTURES LLC

13. THOMAS L M JR

14. SMGA LLC

15. CWOP TWO MANSELL VERIZON LLC

16. MANSELL CROSSING RETAIL LP
17. WACHOVIA BANK OF GEORGIA

18. VILLAGE CREATIVE LABS PARTNERS L P

19. ALPHA Z-BOY PARTNERS LLC

20. HOLLYWOOD CAMARILLO PARTNERS LP

21. HUBERT PROP LLLP

22. RIPON MAIN ASSOCIATES L P

23. SUN TRUST BANK ATL

24. PALM J LLC
25. SWANN INVESTMENTS L P

26. COLE CP ALPHARETTA GA LLC

27. VON MAUR INC

28. GGP NORTH POINT LAND LLC

29. DILLARD DEPARTMENT STORES INC

30. SEARS

31. HPTMI II PROPERTIES TRUST

32. COUSINS WESTSIDE LLC
33. BRE/ESA P PORTFOLIO LLC

34. HAYNES ROCK LLC

35. GREENE HOGG NP II LLC

36. BFC PROPERTIES INC ET AL

37. GREENE HOGG NP I LLC

38. BRE LQ PROPERTIES LLC

39. D & D INVESTMENT ASSOCIATES LLLP

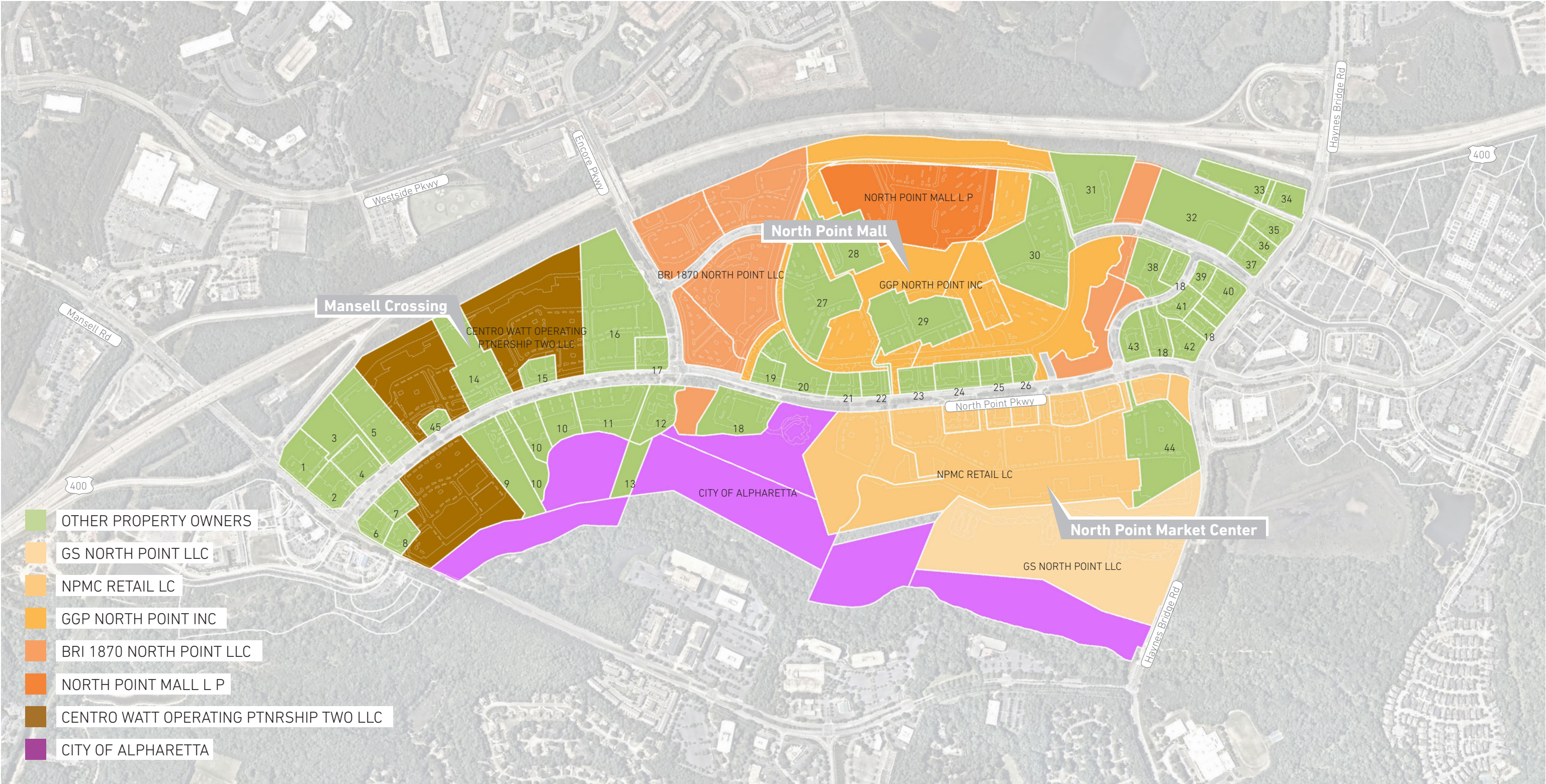
40. KOLODKIN ALAN B & ELAINE S
41. ANSLEY INVESTMENT PARTNERS L P

42. ORLANDO BK ONE ASSOCIATES LP

43. BP NORTHPOINT LLC

44. DAYTON HUDSON CORP

45. THE ORIGINAL HONEY BAKED HAM CO OF GA INC





# Zoning

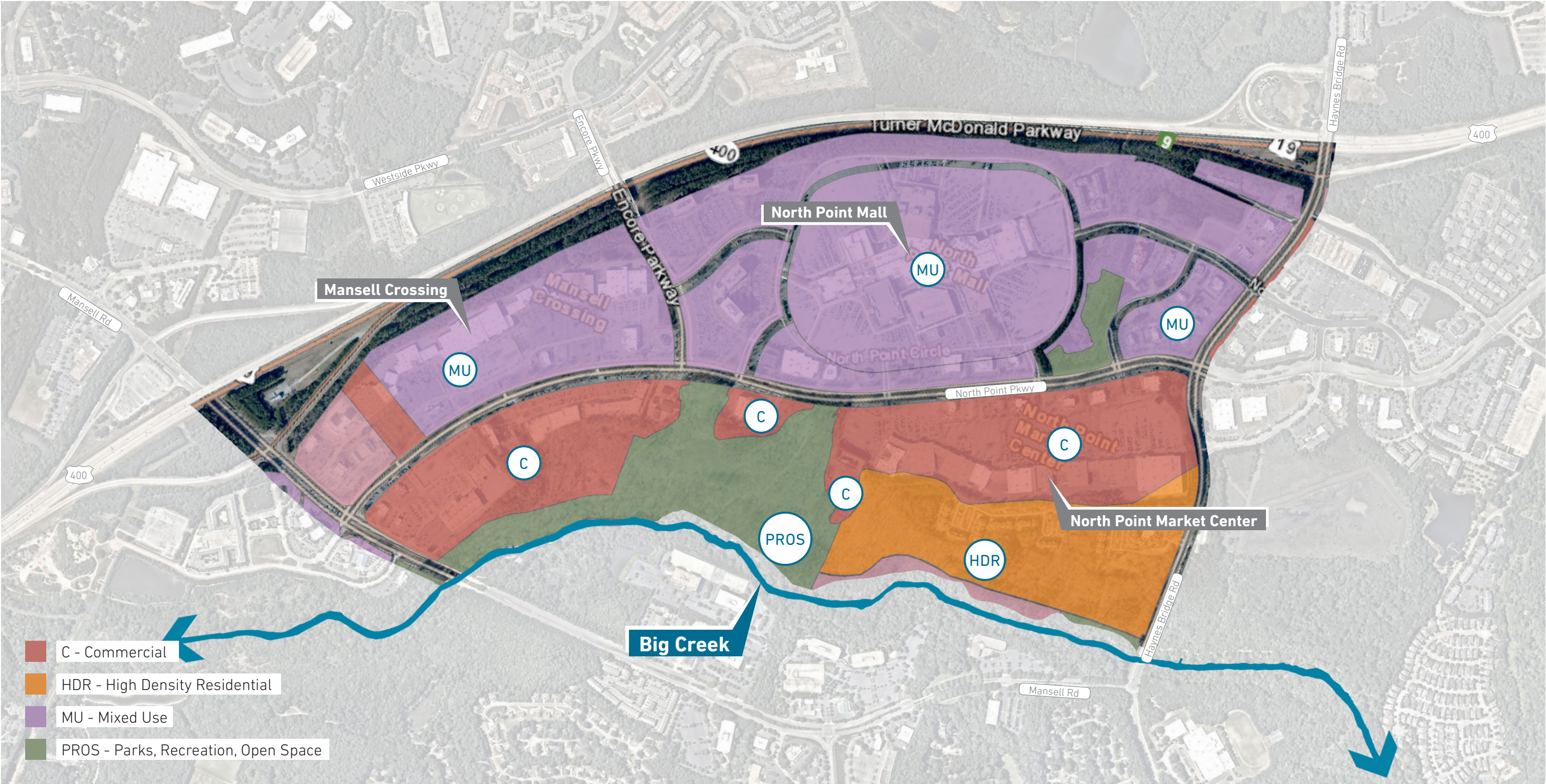
Existing Conditions





# Future Land Use

Existing Conditions





# North Point LCI Density Priority Map

Existing Conditions

