

CITY OF ALPHARETTA

DOWNTOWN MASTER PLAN



Kimley-Horn and Associates

TSW

Bleakly Advisory Group

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City of Alpharetta

Downtown Master Plan

HISTORY

Modern day Alpharetta traces its roots to a tiny village named New Prospect Campground, settled along a Cherokee Indian trail from the North Georgia Mountains to the Chattahoochee River. Located next to a natural spring, New Prospect Campground became a trading post where settlers exchanged goods. They also held “camp meetings,” the social and cultural highlight of the year for the local farmers.

Today, downtown areas still play an important role in establishing and reinforcing a community's sense of place and identity. The Downtown Master Plan was developed to generate solutions to address Alpharetta's contemporary social, cultural, economic, and livability needs.

Over the last two and a half decades, the City of Alpharetta has experienced tremendous growth, fueled by an expanding network of arterial roadways and a high quality of life. Alpharetta has grown from just over 13,000 residents in 1990 to more than 60,000 residents today, with an additional 80,000 to 100,000 commuters who travel into the City for employment each day. The City is widely known as a destination for families, executives, and technology companies.

Given its impressive growth, the community has long outgrown its downtown area, originally established in the late 19th century. During the City's period of rapid growth, new commercial and business development prospered along Highway 9 and Georgia 400 and the importance of Downtown Alpharetta as a central business district waned. The City recognizes the importance of Downtown as the social, cultural, economic, and emotional “heart of the city”. They have undertaken this effort to focus on fostering activity and vitality in the downtown area and making Alpharetta a memorable hometown for all its residents.

Alpharetta's commitment to revitalizing Downtown is highlighted by the City Center project, which has infused \$45 million in investment to redevelop 25 acres in the heart of the downtown area. In addition to a new City Hall, the City Center includes a new Fulton County library, 5-acre public park,

town square, and 450-space parking garage, opened in late 2014/ early 2015. The plan also includes four private development parcels. The City Center project will result in a 2-4 story pedestrian oriented development that will activate the east side of Main Street and serve as a catalyst for revitalization of the entire historic downtown area. Avalon, a \$600-million mixed-used development, located one-half mile east of Downtown, brings national retail and restaurant names to Alpharetta. While Avalon fills a higher end retail and residential need, the downtown area has an opportunity to add unique mom and pop shops and restaurants as an alternative destination for locals and visitors.

The Master Plan seeks to leverage the City Center development and promote greater connectivity between major activity centers (City Center, Avalon, and Wills Park) while fostering greater economic sustainability.

This report is divided into four sections: Inventory and Assessment, Community Involvement, Master Plan, and Implementation. The Inventory and Assessment section focuses on existing land use and transportation conditions and challenges as well as a market study of the downtown area. The Community Involvement section summarizes results from several public meetings, online surveys and conversations with Alpharetta's residents, leaders and stakeholders. The Master Plan section illustrates the community's plan, for the future, including strategies to address land use and development; downtown focal points; urban design, landscape architecture and environmental features; connectivity, traffic, parking, bicycle /pedestrian facilities; and stormwater, as well as future land use and zoning. The Implementation section outlines priority projects and strategies to guide the community through successful implementation of the plan's key projects and elements.

The Downtown Master Plan was developed to:

1. Inventory and assess existing conditions, ordinances, and plans for the downtown area
2. Facilitate a community-based vision
3. Develop a Master Plan through a dynamic hands-on approach involving community leaders, property owners, business owners and residents
4. Craft regulating plans and code revisions, Comprehensive Plan amendments, and design and development guidelines to begin implementation of the community vision



Part 1: Inventory and Assessment



PART 1: INVENTORY AND ASSESSMENT

An inventory and assessment of existing conditions was the first step in developing the Downtown Master Plan. The inventory and assessment included stakeholder meetings, a review of previous plans and initiatives, an assessment of current City of Alpharetta development ordinances, a physical existing conditions analysis, and a review of demographics and real estate fundamentals. Geographic information systems (GIS) data used in the existing conditions assessment was collected from the City of Alpharetta.

Site Boundary/ Study Area

The study area includes Alpharetta's historic downtown area and a collection of surrounding destinations, landmarks, and areas of potential change. The study area stretches from Wills Park on the west to Westside Parkway on the east and from the Alpha Park neighborhood on the south to North Main Street at Canton Street.

The western portion of the study area includes the old Milton High School site, Wills Park, and several downtown residential areas where greater connectivity to Downtown's goods and services should be promoted. The eastern end of the study area includes the Old Milton Parkway corridor and Thompson Street corridor between City Center /Haynes Bridge Road and Westside Parkway. Based on significant investments in Downtown and the Avalon mixed-use project east of Westside Parkway, the community desires a stronger pedestrian /bicycle and automobile connection between Downtown and Avalon.

The northern boundary extends along North Main Street from Canton Street to Winthroe Commons. The northern section includes a thin line of properties along North Main Street that exhibit redevelopment potential between Mayfield Road and Canton Street. The southern portion of the study area includes South Main Street at Wills Road and the Alpha Park neighborhood. This area contains a variety of highway commercial properties along South Main Street and a series of residential and vacant parcels south of Downtown where recent market activity suggests the potential for redevelopment.

The main focus of this master plan is fostering greater connectivity between Downtown, area attractions, and surrounding neighborhoods. The plan also seeks to determine and clarify the area's desired future character to guide City staff and elected officials on planning, zoning, and redevelopment issues.

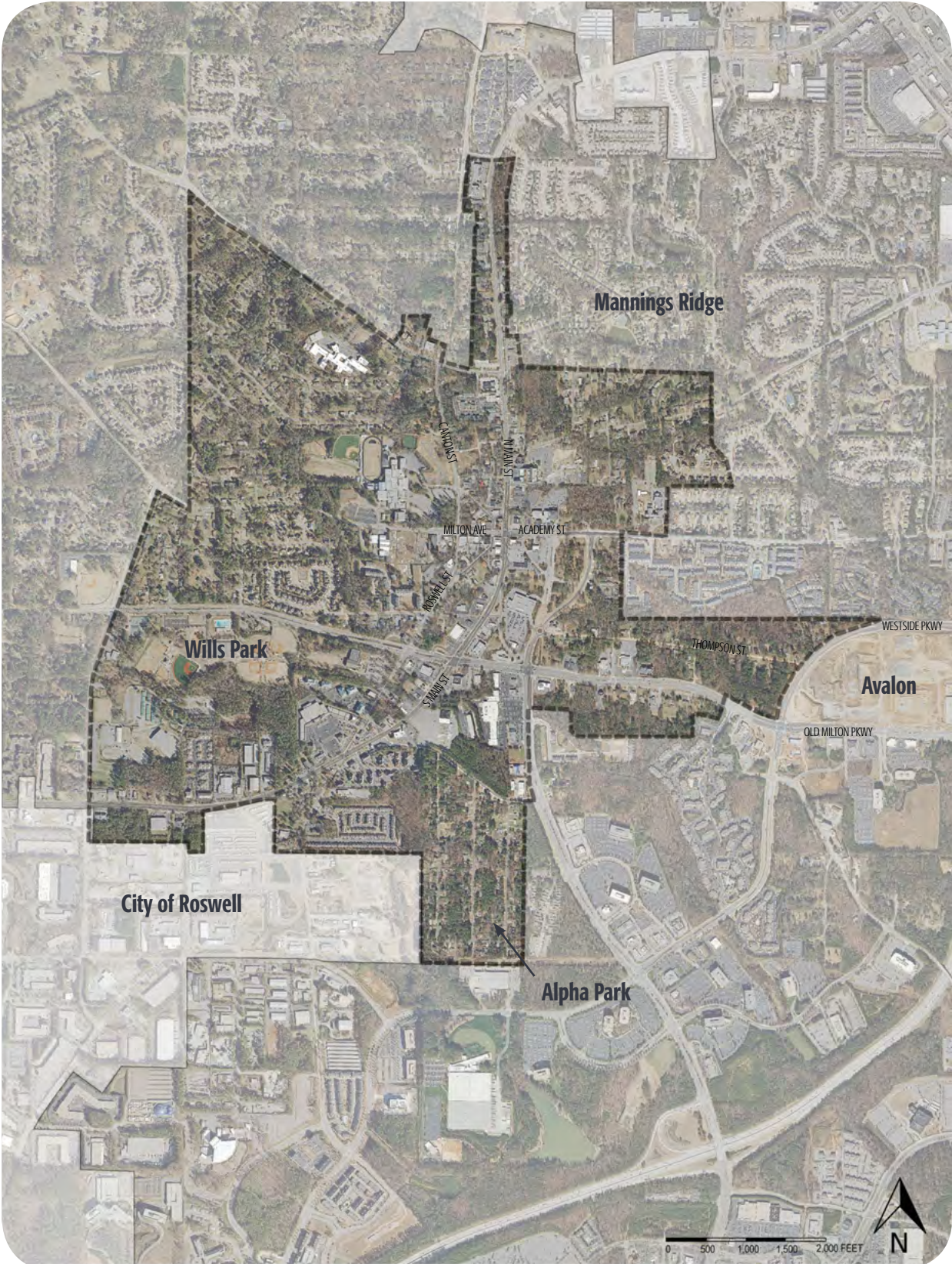


Figure 1.1

Downtown Issues and Challenges

One of the first steps in the master plan process was facilitating a series of Downtown stakeholder interviews. Interviews included the Mayor and City Council members, downtown business owners, downtown property owners, and area residents. From those conversations, a number of priority Downtown issues and challenges were identified and discussed.

The following pages include a series of analysis that informed the planning process and provided a firm foundation for information sharing and decision-making.

Issues and Challenges

Housing in the
downtown area

Topography and
stormwater

Historic structures and sites

Streams and stream buffers

- Urban Design Issues
- Transportation Issues
- Stormwater Issues

Downtown focal points,
destinations, and gateways

Parking

Landscape, tree cover,
and green space

Urban design features
and characteristics

Downtown events and
event areas

Pedestrian and
bicycle facilities



UB4Me Retail Shop

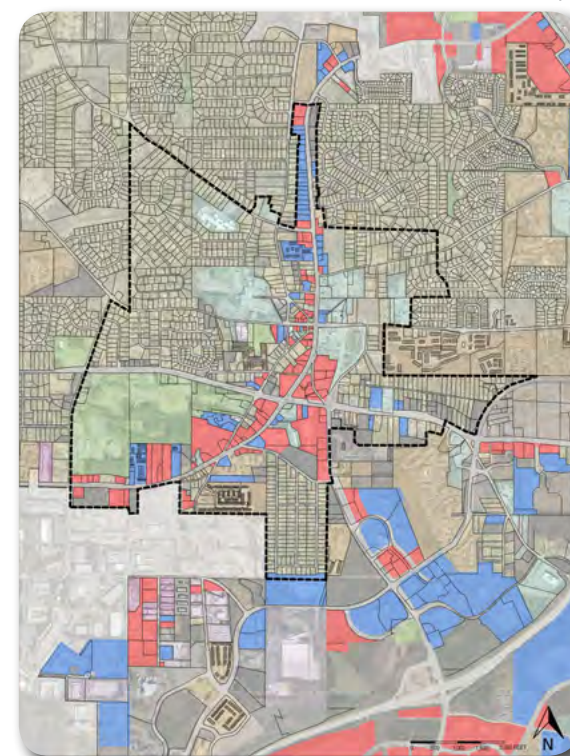


Figure 1.2

Existing Land Use

Existing land use data was collected from the City of Alpharetta in the summer of 2014 and confirmed through a windshield survey of the area. Currently, Downtown Alpharetta consists of a variety of small retail /professional office parcels, single-family residential, and public/institutional uses. The area also includes multiple scattered parcels that are vacant and/or undeveloped and several green spaces (Wills Park, Resthaven Cemetery, and smaller neighborhood green spaces).

The existing land use pattern is largely indicative of an area that grew during the automobile age as most commercial properties throughout the study area line Main Street. Figure 1.2 illustrates the nearly continuous pattern of commercial (red) and office uses (blue) along Highway 9 /Main St. from Wills Road to Canton Road, further highlighting this pattern.

A similar pattern can be observed along Haynes Bridge Road between Old Milton Parkway and Georgia 400. This pattern reinforces one of the areas transportation and connectivity challenges that a small number of major roadways carry a large amount of the area's vehicular traffic. Major roadways are also designed in a way that fosters vehicular capacity while offering limited pedestrian options, bicycle facilities, and connectivity.

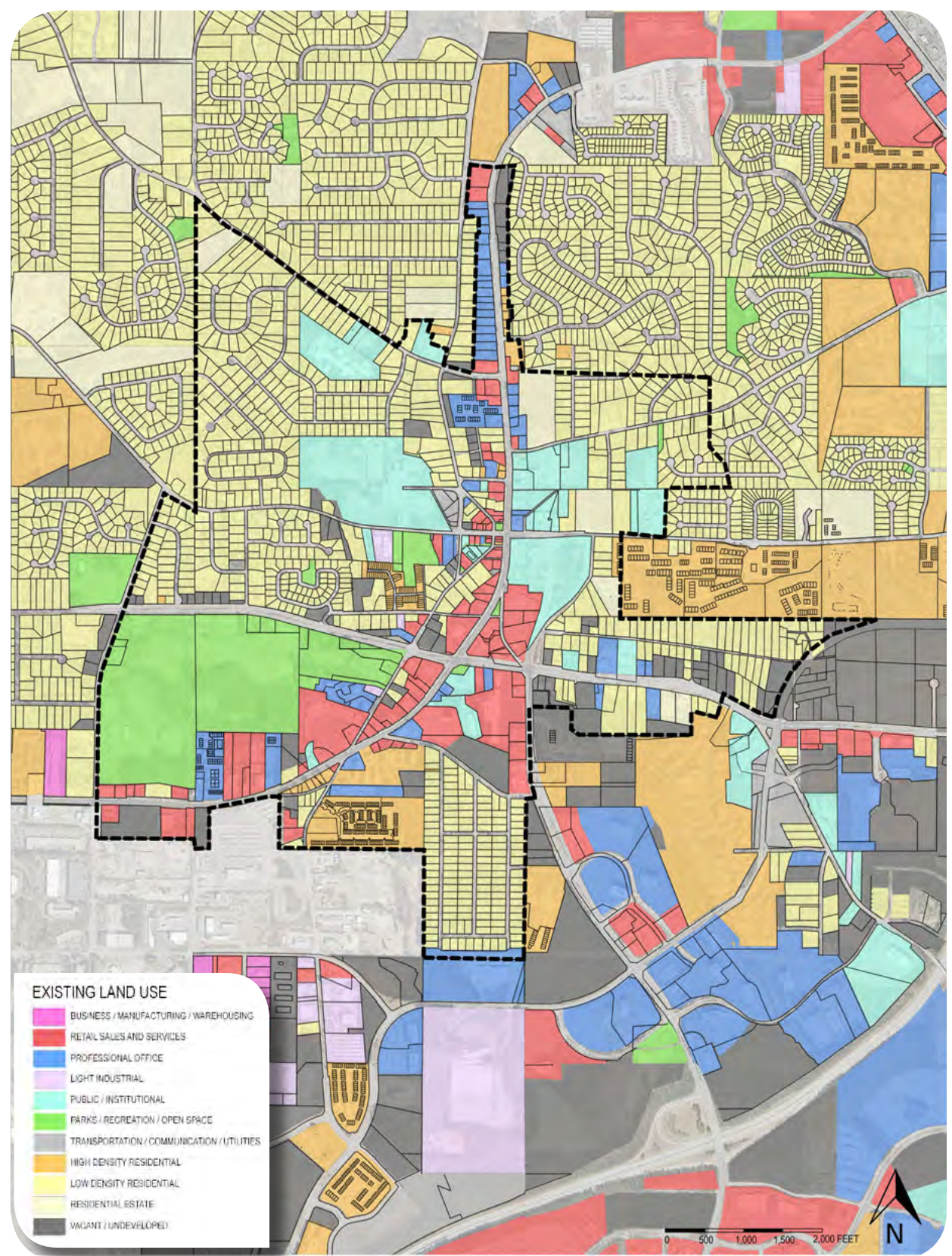


Figure 1.3

The City's current future land use plan is based on the City's 2030 Comprehensive Plan. Figure 1.4 illustrates nine future land use categories within the study area, which encompass a wide range and mix of potential uses.

Downtown's Future Land Use categories include:

1. Central Business District
2. Commercial
3. Professional Business Office
4. Mixed-Use
5. Public/Institution/Education
6. Parks/Recreation/Open Space
7. High Density Residential
8. Medium Density Residential
9. Low Density Residential

Future Land Use

The City's 2030 Comprehensive Plan encourages a walkable, mixed-use core with a traditional Main Street surrounded by stable neighborhoods to the northwest and northeast. This core is identified in Figure 1.4 as the Central Business District. The City's current future land use plan also envisions mixed-use redevelopment along the South Main corridor, professional office along the North Main corridor, and professional office along the Old Milton Parkway and Thompson Street corridors between Haynes Bridge Road and Westside Parkway. The City's Comprehensive Plan and Future Land Use Plan envision higher densities in the Central Business District and South Main corridor with one to five story buildings and moderate to high pedestrian connectivity with sidewalks, bikeways, and greenways.

One of the goals of this Master Plan is to review, challenge, and revise the City's future land use plan for Downtown. Section 3 outlines recommendations.

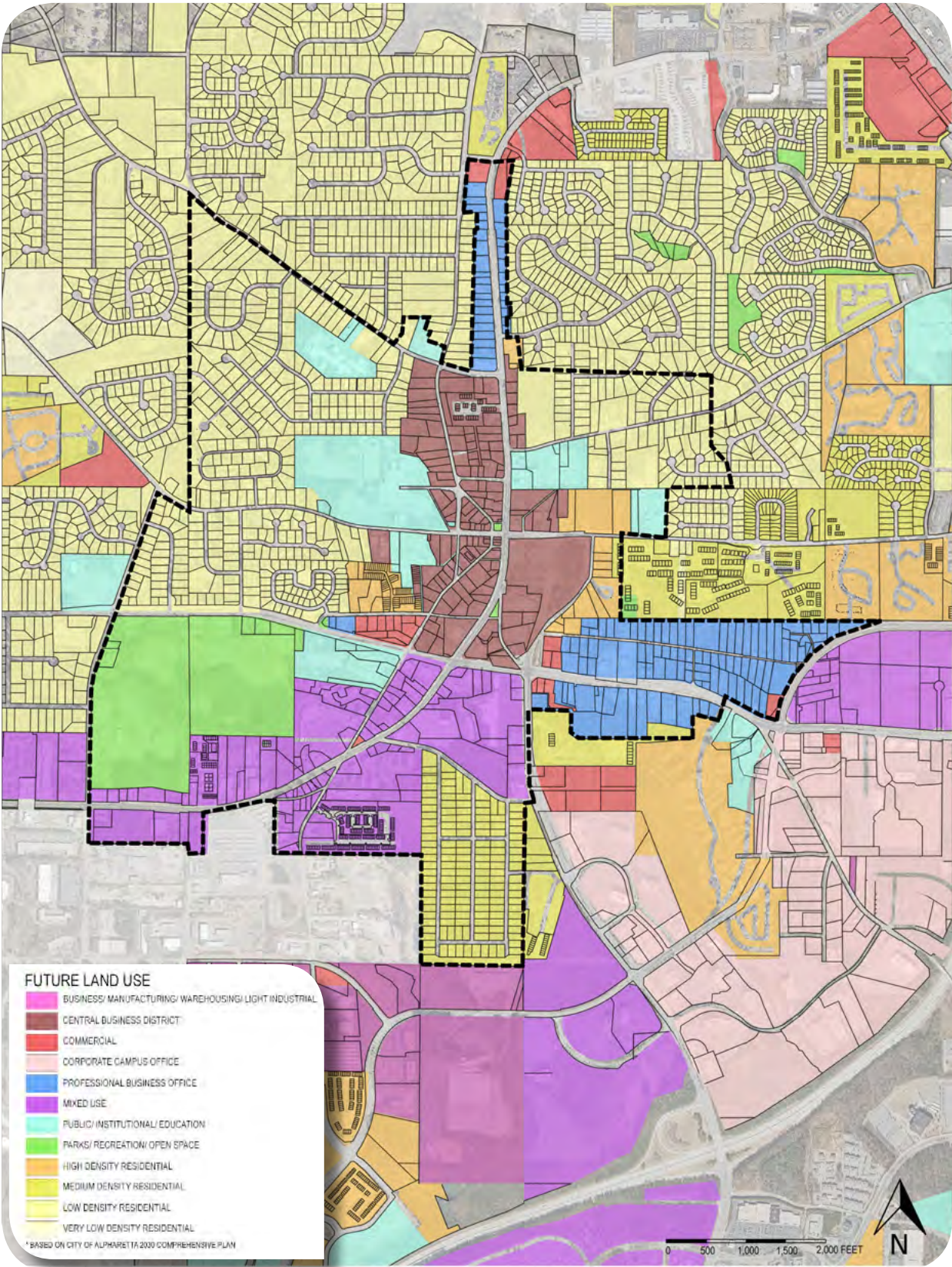


Figure 1.4



PURE Taqueria



Victoria Square Townhomes



Office Complex

Current Zoning

While the City's Future Land Use Plan outlines local land use and development policy, the City's zoning ordinance regulates the design and use of parcels within the City. Figure 1.5 illustrates the downtown area's current zoning as of the fall of 2014.

The Comprehensive Plan encourages a mix of uses in the downtown area and along the South Main corridor. While an incentive zoning package overlays the downtown area, the base regulations allow largely commercial (C-2) zoning within the Central Business District and along South Main Street. North Main Street is zoned C-1 (Commercial Business), O-1 (Office Institutional), and O-P (Office Professional). The only property near the downtown area that is zoned for mixed-use development is the new Avalon development. The remainder of the study area is generally zoned for low intensity, single-family detached residential with some office institutional and office professional properties along Old Milton Parkway. Publicly owned parcels, including parks and schools, are generally zoned SU (Special Use).

Based on the City's vision, a new code may be considered to allow walkable mixed-used development, which would include housing in the downtown area. New downtown regulations should also address design considerations to ensure the area's character and aesthetics are maintained and enhanced.

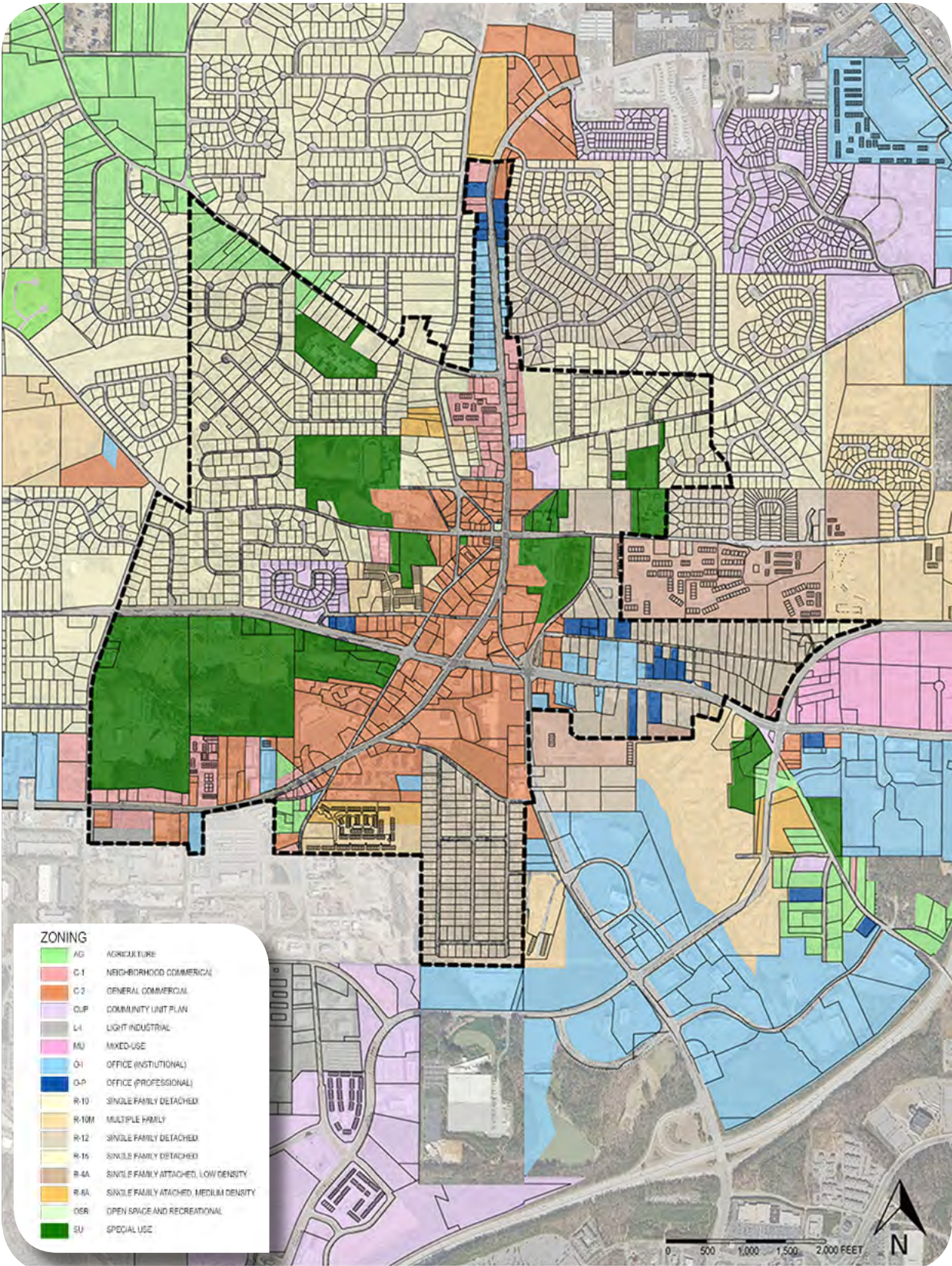


Figure 1.5

Zoning and Land Use



Figure 1.6

The 2030 Comprehensive Plan includes seven character areas that comprise portions of the Alpharetta Downtown Master Plan.

The area also encompasses eight different zoning districts: C-1, C-2, MU, O-I, O-P, SU, R-4A, and R-12. Pages 19 and 20 include a detailed summary of each zoning classification present in and around the downtown area today. Most of these existing districts are conventional zoning districts in that they regulate primarily through use, setbacks, and building height with little or no attention to the character or form of development. This varies from more contemporary form-based zoning districts, which places a greater emphasis on the physical character of new development. Both types are appropriate tools for regulating development in different settings.

The following is a summary of character areas in Downtown Alpharetta and how they support the vision for the area established in the 2003 Downtown Master Plan LCI study and the 2030 Comprehensive Plan, both of which call for creating a vibrant, mixed-use, and walkable core for Alpharetta that respects and preserves the area's history while also allowing appropriate economic redevelopment. In certain instances, conformance with Downtown master planning best practices also is noted.

Character Areas

There are seven character areas in the study, as defined in the 2030 Comprehensive Plan and shown in Figure 1.6. The majority of the study area is covered by the Downtown Activity Center, but there are also segments from another activity center, two neighborhoods, and three corridors.

Downtown Activity Center

1

This activity center is meant to preserve and enhance historic buildings and the small town character of the downtown area. In addition, this district aims to create a central core of the City as well as a community destination for shopping, business, and civic events. This character area seeks to foster walkable, vibrant mixed-use development.

Kimball Bridge Activity Center

2

This activity center aims to protect corporate campuses, businesses, parks, and shopping areas as well as to enhance connectivity to neighborhoods and other communities through vehicular, pedestrian, bicycle, and transit improvements. In addition, it strives to encourage development and redevelopment that incorporates a variety of businesses and services, as well as some residential options.

Central Neighborhoods

3

The Central Neighborhoods are meant to protect established neighborhoods while enhancing connectivity to the surrounding activity centers and corridors through pedestrian, bike, transit, and vehicular enhancements. In addition, this activity center aims to create new, more intense residential development at the edge of the character area that transitions from single family neighborhoods to the mix of uses in activity centers and corridors.

Northwest Neighborhoods

The Northwest Neighborhoods are meant to preserve existing neighborhoods in their estate character while enhancing connectivity through bike, pedestrian, and vehicular routes.

4

North Main Corridor

The North Main Corridor aims to support established office and residential properties along Main Street with both streetscape and property improvements. It also aims to enhance pedestrian, bike, and vehicular connectivity along the corridor as well as to the surrounding activity centers and neighborhoods. It further seeks to create neighborhood-scaled office and residential development along the corridor.

5

South Main Corridor

This character area aims to support established commercial uses along Main Street with both streetscape and property improvements. It also aims to enhance pedestrian, bicycle, transit, and vehicular connectivity to surrounding activity centers, corridor, neighborhoods, and Wills Park. In addition, the area seeks to create new mixed-use, commercial, office, and medium- and high-density residential development along the corridor.

6

Old Milton Corridor

This character area is meant to protect the existing commercial and office character along the corridor with both streetscape and property improvements. It also aims to enhance connectivity through pedestrian, bicycle, transit, and vehicular routes to nearby destinations, including corridors, activity centers, and neighborhoods. Furthermore, the area should encourage mixed-use, commercial, office, and medium- and high-density residential developments.

7

Zoning Districts

The following pages summarize the current City of Alpharetta zoning districts that regulate development in the downtown area. This section also highlights some of the relative strengths and weaknesses of the current zoning classifications, incentive overlay regulations, and other City-wide development regulations that impact Downtown Alpharetta.

Office-Institutional (O-I)

"A district for planned office developments. Commercial activities related to the overall development are also permitted in combination with the office development, but only as accessory uses in accordance with a specific master plan, such as a coffee shop within an office building."

DISTRICT TYPE: Single-Use Major Office

RESIDENTIAL DENSITY: N/A

FRONT YARD SETBACK: Conditional

STRENGTHS

- Allows some group housing as a conditional use
- 10% of O-I areas are dedicated to open space
- Minimum lot width allows for more infill flexibility

WEAKNESSES

- Building coverage of 40% is low for a downtown condition
- 50 foot setbacks are not appropriate for a walkable development
- Minimum lot size of 25 acres discourages small scale infill development

Office-Professional (O-P)

"A district primarily intended to provide for business and professional offices, hospitals, medical and dental clinics, and limited commercial activity."

DISTRICT TYPE: Single-Use Office

RESIDENTIAL DENSITY: N/A

FRONT YARD SETBACK: 50 feet on local streets; 65 feet on others

STRENGTHS

- Minimum lot width allows for more infill flexibility

WEAKNESSES

- Building coverage of 40% is low for a downtown condition
- 50 foot setbacks are not appropriate for a walkable development
- Minimum lot size of 30,000 SF discourages small scale infill development

Special Use (SU)

"A district set aside to include elementary, middle, and high schools; colleges and universities; facilities for social and fraternal organizations; and governmental institutions and facilities."

STRENGTHS

- Allows public parks and playgrounds by right
- Allows public uses that serve a public good such as libraries, schools, and hospitals

WEAKNESSES

- Putting very distinct uses, such as hospitals and parks, in the same category diminishes incentives to put a park, which has a much lower return on investment
- Utility substations may not be appropriate for the downtown area, but are permitted in the SU by right

Single Family (R-4A, R-8A, R-10, R-12, R-15)

The single family districts in the study area are appropriate for a smaller town, providing an alternative for residents who are interested in houses on a larger lot.

Neighborhood Commercial (C-1)

"A district for shopping centers and retail establishments with a market orientation serving the surrounding neighborhood and community by providing convenience goods, limited retail sales, and personal services."

DISTRICT TYPE: Single-Use Commercial

RESIDENTIAL DENSITY: 3.63 DUA

FRONT YARD SETBACK: 50 feet on local streets; 65 feet on others

STRENGTHS

- Permits a range of necessary neighborhood commercial uses
- Allows residential uses, including group homes
- Prohibits gas stations, which can be detrimental to a downtown setting if not designed properly
- No minimum lot width, which is compatible with traditional development patterns and allows market flexibility

WEAKNESSES

- Front setbacks are very deep, which discourages walking
- Residential is only allowed in existing buildings, not new ones
- 30,000 SF lot minimum is large for infill development
- 45% lot coverage is very low for downtown areas
- 50 foot maximum building height is low to encourage walkability in a downtown area

General Commercial (C-2)

"A mixed-use district that allows general office, commercial, and service uses designed to provide convenience goods, shopper goods, and highway commercial sales and services."

DISTRICT TYPE: Single-Use Commercial

RESIDENTIAL DENSITY: 3.63 DUA

FRONT YARD SETBACK: 50 feet on local streets; 65 feet on others

STRENGTHS

- Allows residential uses
- No minimum lot width or lot area
- Allows up to 90% building coverage in Historic District
- Front and side yard setbacks based on prevailing conditions

WEAKNESSES

- Residential is only allowed in existing buildings, not new ones
- Allows gas stations, drive-thrus, service stations, and other automobile-oriented businesses
- 40 foot maximum building height is low to encourage walkability in a downtown area

Mixed Use (MU)

"A district intended to allow for the development of a mix of uses within the framework of a master plan."

DISTRICT TYPE: Mixed-Use (limited)

RESIDENTIAL DENSITY: Per other districts

FRONT YARD SETBACK: Conditional

STRENGTHS

- Allows mix of commercial and residential uses
- Allows for a mix of residential units, including rental and ownership
- Requires 10% open space for a MU development
- Provides some public space

WEAKNESSES

- 25 acre minimum makes it harder to build smaller mixed use development harder to build
- Density is determined by the other existing zoning districts, which hampers higher density development that may be desired in the downtown area

Zoning Districts

Historic District Incentive Zoning

Portions of Downtown Alpharetta area also subject to a Historic District Incentive Zoning overlay. The ordinance was adopted in 2003 to encourage higher quality, infill development Downtown.

STRENGTHS

- Provides design guidelines to encourage appropriate detailing and aesthetics for the downtown area
- Parking regulations are significantly reduced and spaces not provided can be applied to the downtown parking fund
- Buffers are reduced relative to other zoning districts
- Provides for a height of up to 60 feet or four stories within the downtown area, which allows for more compact development
- Allows for a mix of uses in certain areas
- Reduces setbacks to a level appropriate for a more pedestrian-friendly environment
- Acceleration and deceleration lanes are not permitted to encourage more walkable development
- Building coverage is allowed at up to 90%, which allows for more usable space Downtown

WEAKNESSES

- As a voluntary overlay, property owners do not have to follow the guidelines, which can sabotage efforts made by other owners
- No provision for cottage-style housing options, which can increase density and promote single family houses at the same time
- Minimum sizes of 1,200 SF for condos may be excessive for some residents
- Does not appear to allow apartment or rental properties

"The intent is to make Historic Downtown Alpharetta attractive for shopping, living, working, recreation, and entertainment by developing a mix of uses in a pedestrian-friendly environment."

Other Regulations

In addition to the individual zoning districts, there are a few City-wide regulations in place that may affect walkable downtown development.

STRENGTHS

- Extensive (10 feet) landscape strips between the building and sidewalk are required throughout the City, including large trees 25 feet on center, providing a good standard for tree-lined streets
- Shrubs must be provided between parking lots and the sidewalk
- Relief from the parking ratio is possible in the Historic Business District and in the Historic District Incentive Zoning area
- Shared parking may be used to reduce parking spaces by up to 25%
- Off-site parking may be provided up to 500 feet from the principal uses, which is very beneficial for historic properties
- Parking spaces are a reasonable 9'x19' and up to 20% of the spaces may be compact spaces (8'x16')

WEAKNESSES

- Pitched roofs are required for all detached single family houses, which may limit diversity of housing design, especially more downtown-style townhouse
- Detached single family houses must also be no smaller than 20-feet-wide, which limits the smaller cottage style homes that are utilized throughout the Metro area
- A 50-foot-buffer is required between single-family homes and multi-family and nonresidential uses, which is very large for any downtown area
- The parking ratio and off-street loading requirements are high for a downtown environment
- Existing stream buffer requirements may limit the development potential of smaller downtown properties. The city may want to consider alternate conservation strategies for the downtown area.
- The installation of streets say that new streets should minimize the use of local streets for through-traffic, which diminishes the potential for creating a redundant and robust street grid
- Street standards only require a two foot landscaping strip between the curb and the sidewalk, which is not very appropriate in a downtown environment

Street Network

Figure 1.7 illustrates Downtown Alpharetta's existing primary and secondary roadway network. South and east of Old Milton Parkway, the area is served by a network of multi-lane, arterial streets. North of Old Milton Parkway, particularly within the downtown area, the existing street network offers a limited number of east-west connections, and only one major north-south roadway (Main Street). The graphic highlights why North Main Street and the intersection of Main Street, Milton Avenue, and Academy Street is regularly congested during peak periods due to the limited number of transportation options and alternatives to and through the downtown area.



Main Street Looking Northbound



South Main Street Retail Development



Main Street/Old Milton Parkway Intersection

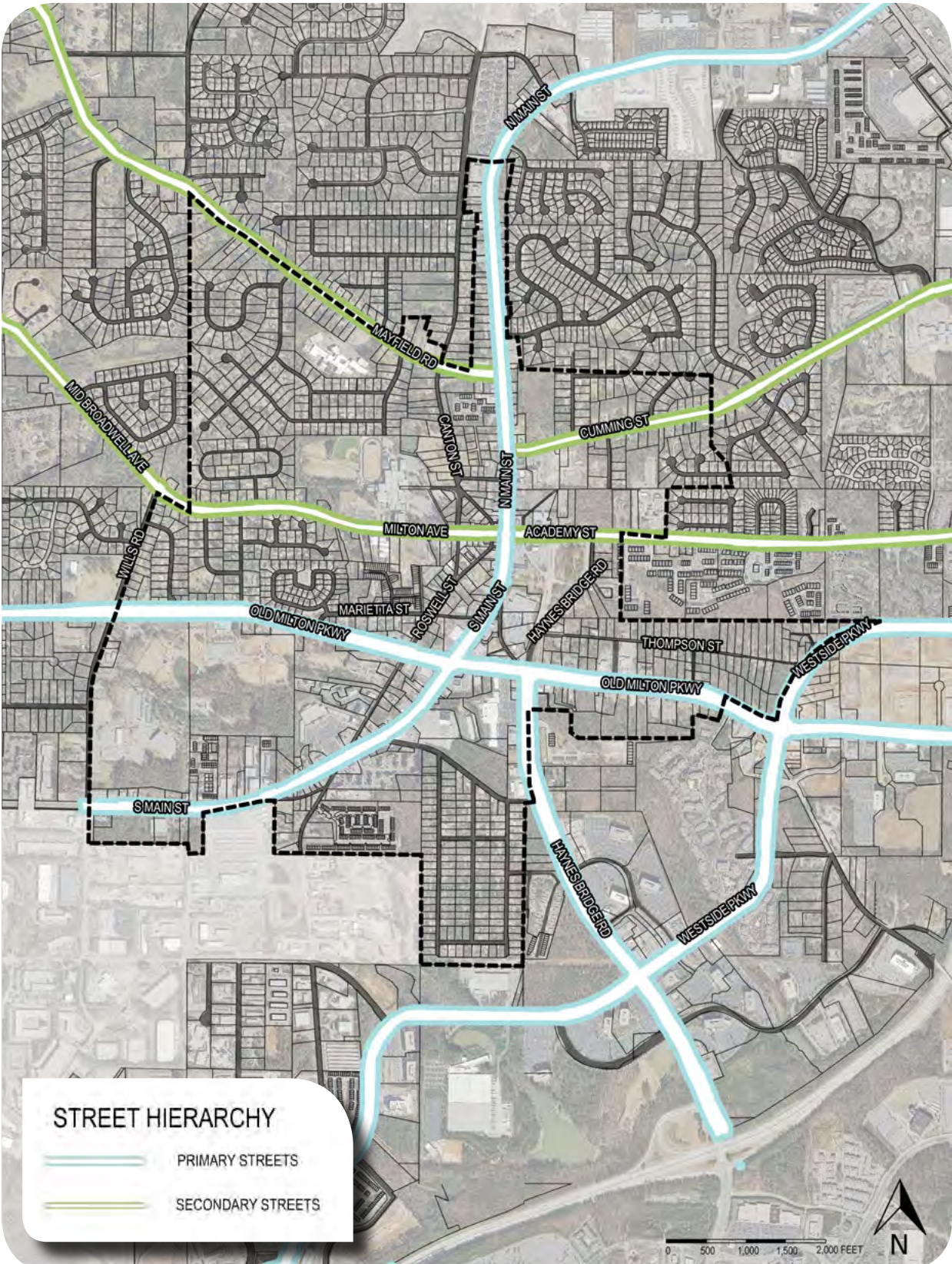


Figure 1.7

Parking

Surface parking lots are common in and around Downtown Alpharetta. However, one of the challenges for downtown office, retailers, and restaurants is a perceived lack of available, convenient parking.

Figure 1.8, illustrates surface parking lots (in black) that are present in the downtown area today. While there is an abundance of parking around the downtown area, the lack of centrally located parking near retailers and the fragmented pedestrian environment create a locational and qualitative parking problem that must be addressed to foster a more viable, sustainable Downtown.



Figure 1.8

Environmental Features

One of the major challenges to infill development downtown is managing stormwater. Figure 1.9 illustrates topography in and around the downtown area. The dark blue shading represents the highest points of land while the light blue represents lower elevations.

Not only is Downtown Alpharetta located at a high point, it drains in multiple directions into a variety of streams and waterways. The black dashed lines represent the six drainage basins in and around the downtown area. Stormwater management strategies must be incorporated into the Downtown Master Plan to mitigate the potential for flooding in adjacent areas and to foster stormwater retention and detention strategies necessary to construct a more clustered, connected, and walkable Downtown.

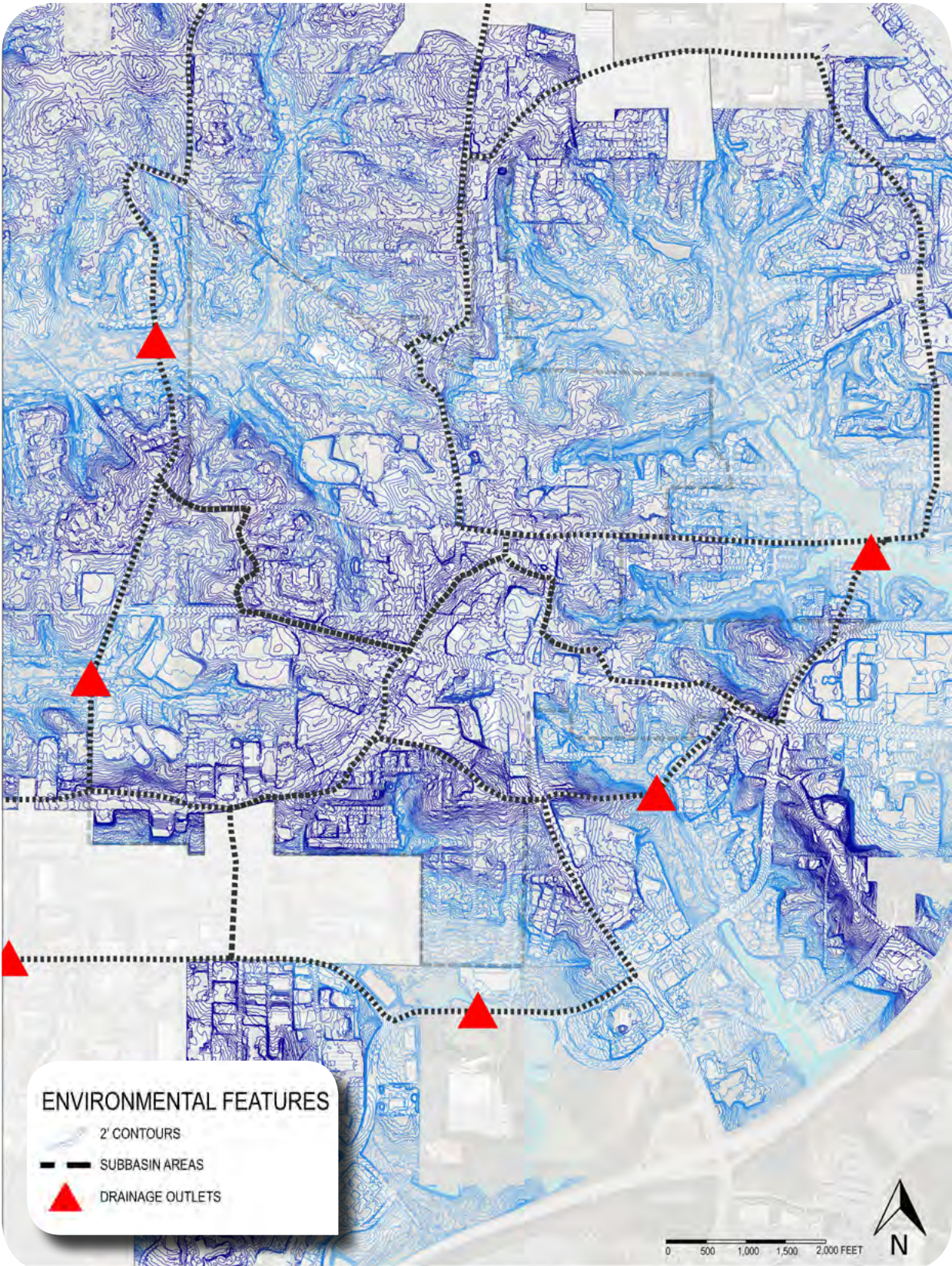


Figure 1.9

Tree Cover

Figure 1.10 provides an illustration of Downtown Alpharetta’s current tree cover. While the north Georgia region is known for its tree cover, higher intensity, developed areas show a comparative lack of tree cover. This is the case for Alpharetta’s core downtown area, as well as many of the large office developments with surface parking lots that border Downtown.

The City’s downtown incentive zoning package identifies the preservation of specimen trees in and around the downtown area as a priority. While the preservation of specimen trees is a laudable goal, other strategies may need to be considered to maintain and enhance the overall level of tree cover provided in and around the downtown area in addition to preserving individual landmark trees.

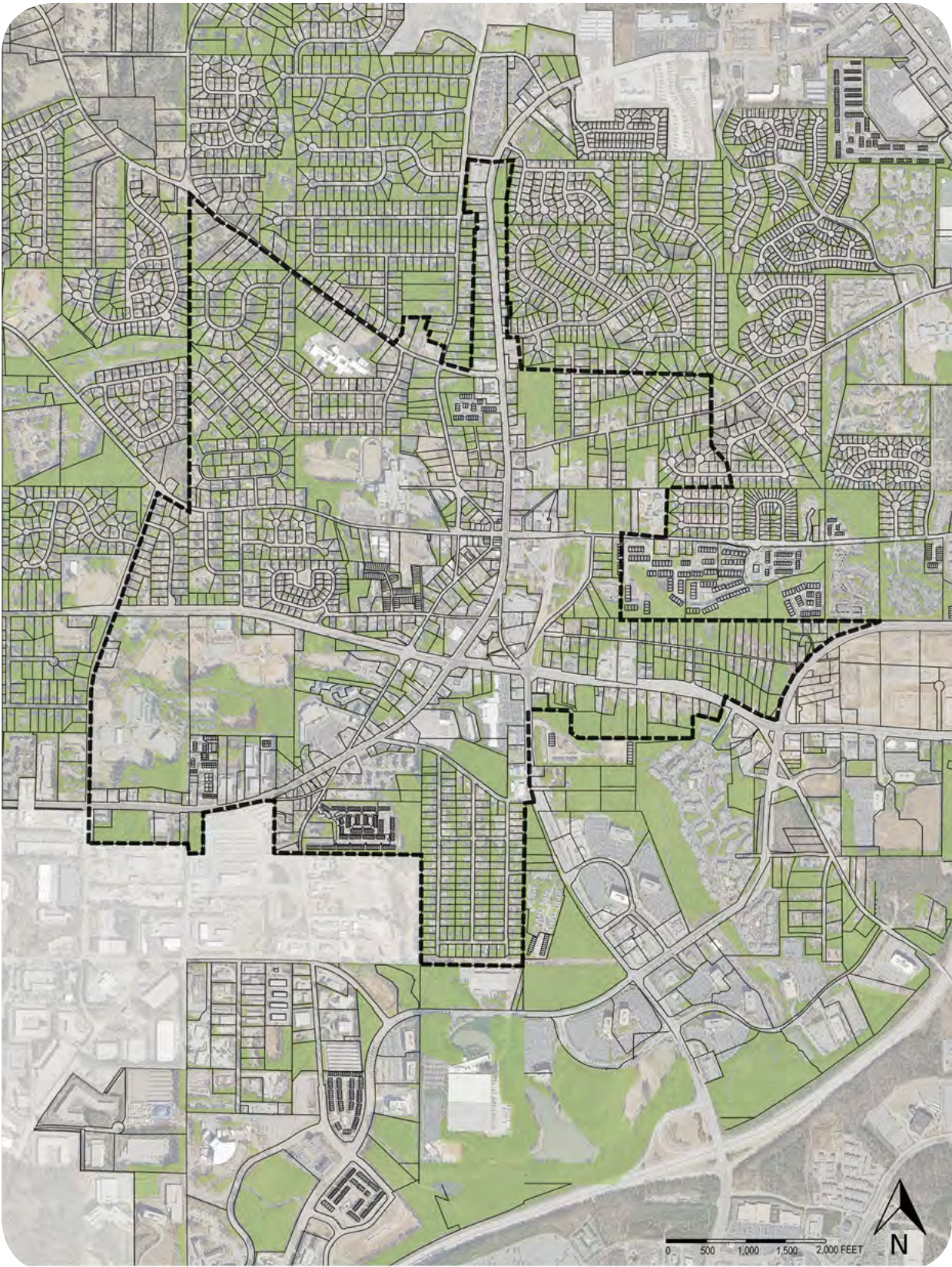


Figure 1.10



FFA Log Cabin



B.F Shirley Home



Manning House

Historic Properties

Figure 1.11 identifies a collection of historic and potentially historic sites/buildings (shown in purple) in and around Downtown Alpharetta. This list of sites and buildings was provided by the City of Alpharetta. Most properties identified also were included in a 2013 consolidated list of historic homes provided by the Alpharetta Historical Society.

While Downtown Alpharetta has a healthy collection of historical and historically eligible properties, a more concerted effort may be necessary to determine which buildings and sites contribute to the City's character and history. Preserving and enhancing historic sites and structures are key aspects of the concept plans contained in Section 3.

94 Academy Street	30 Milton Avenue	48 Old Roswell Street
375 Brady Place	35 Milton Avenue	37 Roswell Street
133 Canton Street	90 Milton Avenue	54 Roswell Street
193 Canton Street	242 Milton Avenue	61 Roswell Street
212 Canton Street	333 Milton Avenue	88 Roswell Street
36 Church Street	20 North Main Street	103 Roswell Street
37 Church Street	31 North Main Street	119 Roswell Street
10 Cumming Street	38 North Main Street	164 Roswell Street
18 Cumming Street	69 North Main Street	3 South Main Street
40 Cumming Street	101 North Main Street	9 South Main Street
112 Cumming Street	116 North Main Street	21 South Main Street
130 Cumming Street	126 North Main Street	23 South Main Street
122 Marietta Street	134 North Main Street	50 South Main Street
171 Marietta Street	1720 Old Milton Pkwy	531 South Main Street
24 Milton Avenue	1815 Old Milton Pkwy	86 School Drive
25 Milton Avenue	1835 Old Milton Pkwy	

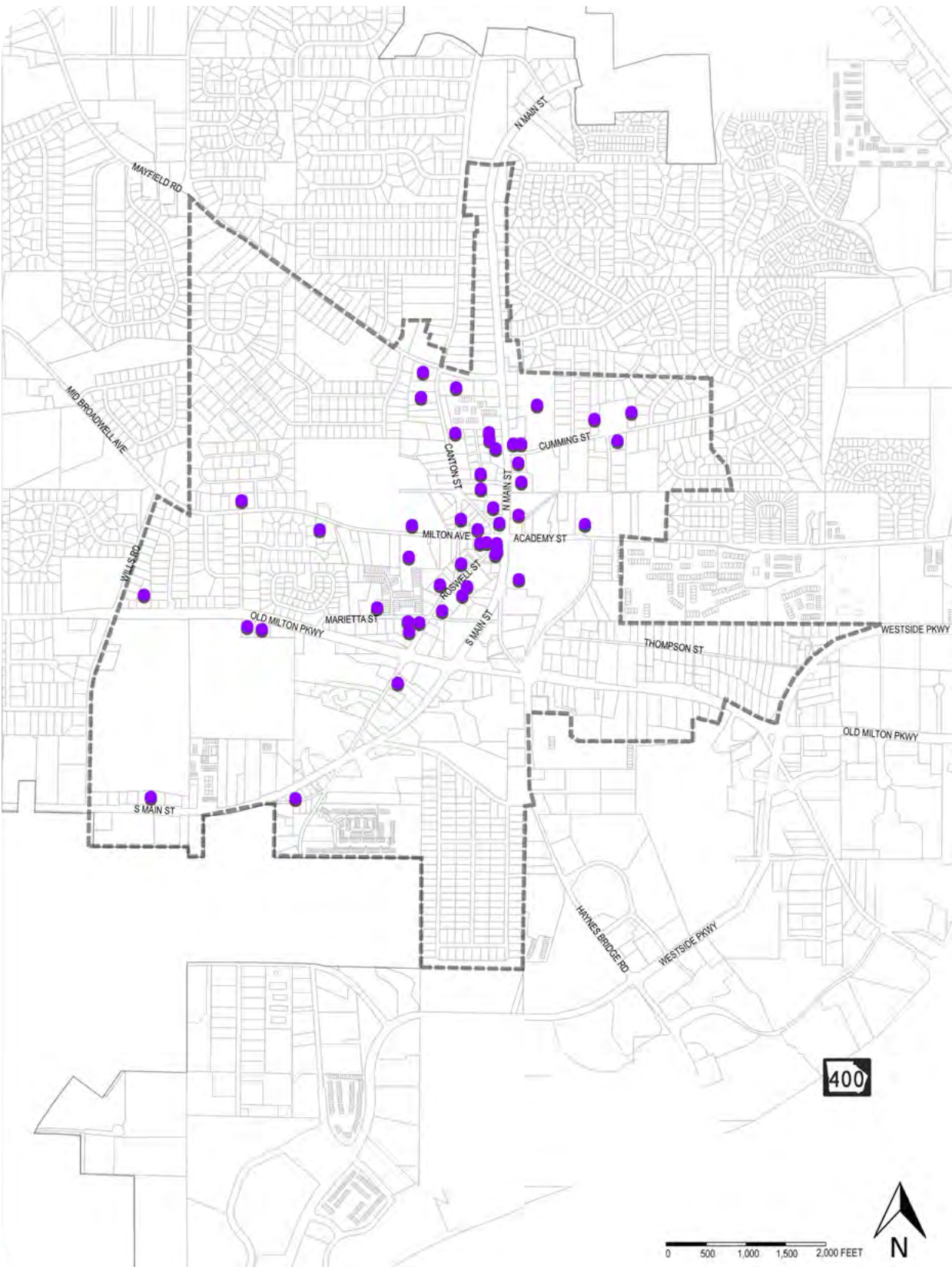


Figure 1.11



■ Study Area ■ Alpharetta

Figure 1.12

Alpharetta Population:
62,987

Study Area Population:
2,323

Market Overview

Downtown Alpharetta is a fairly compact area and represents only a small part of the larger Alpharetta market area. The Downtown comprises less than 4% of the City's population and 6% of the City's workforce. Thus, the future development of Downtown Alpharetta will be driven by demographic and economic forces coming from broader city trends rather than the dynamics of the downtown market itself. Downtown Alpharetta has the potential to grow and expand as a unique submarket with its own character and feel, tying back to its historic roots as the town center of this rapidly growing suburb in North Fulton County.

If Downtown Alpharetta is to regain its position as a central business and cultural district, and capitalize on recent public and private sector investments, then future market potential must be captured in the downtown area. The following tables and graphs illustrate several important market trends, including demographics, commuting patterns, housing trends and opportunities, and office and retail market data.

This information, as well as the full market analysis contained within the Appendix, and public input detailed in Section 2, create a firm economic basis for the Downtown Master Plan and its recommendations.



Downtown Alpharetta comprises less than 4% of the City's population

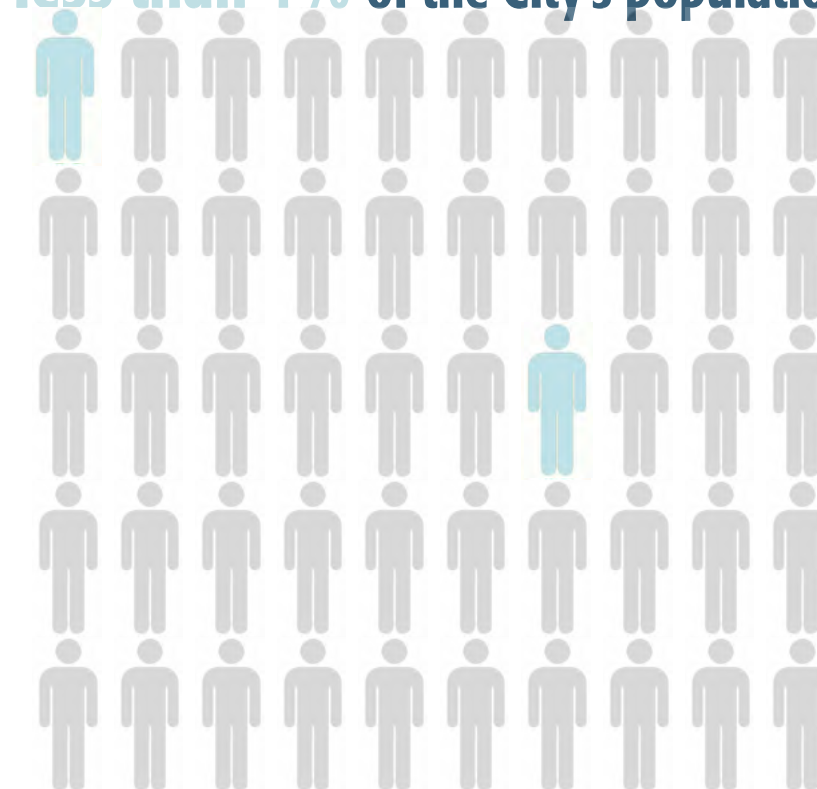


Figure 1.13

Housing Demand

Millennials and Gen X

Alpharetta’s household age characteristics are similar to the overall region, weighted slightly to a higher Generation X (age 30-49) representation.

Downtown and Alpharetta generally are dominated by Generation X households, accounting for 32-33% of the population in both areas, shown in Table 1.14. While the Boomers remain an important part of the economy, Millennials and Gen X-ers will be driving the economy of Downtown for the coming decade and their desires for more walkable, mixed-use living is a key market trend for the future of downtown Alpharetta—driving the need to accommodate this large and growing market. Ideally, a goal could be to see the percentage of Millennials and Gen X-ers in Downtown reversed so Millennials become roughly one third of Downtown residents.

Regionally and locally, housing demand is once again exceeding housing supply. As the Great Recession continues to wane, the housing market has slowly recovered. Analysis of the housing demand in the greater Atlanta region shows that

since 2011 demand has grown to a level where it exceeds the growth in housing supply. As financing for for-sale housing becomes more readily available, we anticipate the balance between supply and demand will equalize, but for the next several years the housing market should be strong as it catches up to demand. The nature of that demand is changing with sites offering more amenities being in the greatest demand while the “drive until you qualify” sites in the outer ring of counties in the Metro Atlanta area struggle. The sought-after amenities are often retail and restaurant offerings provided by historical downtowns.

The demand is high for lifestyle and convenience housing that provides a desirable mix of attributes in addition to the square footage of the home. Additionally, nearby quality schools, shopping, restaurants, and other services that create a true community feel are increasingly appealing to empty nester Baby Boomers, Millennials, and young professionals who are coming to Alpharetta for high tech job opportunities. These trends bode well for Downtown Alpharetta serving as a housing location over the next several years.

Generation	Downtown	Alpharetta	North Fulton	Atlanta MSA
Digitals (0-9)	14%	14%	14%	14%
Millennials (10-29)	24%	26%	26%	27%
Gen X (30-49)	33%	32%	30%	30%
Boomers (50-68)	21%	22%	24%	21%
Silent (69-84)	7%	5%	6%	7%
Greatest (85+)	1%	1%	1%	1%

Figure 1.14

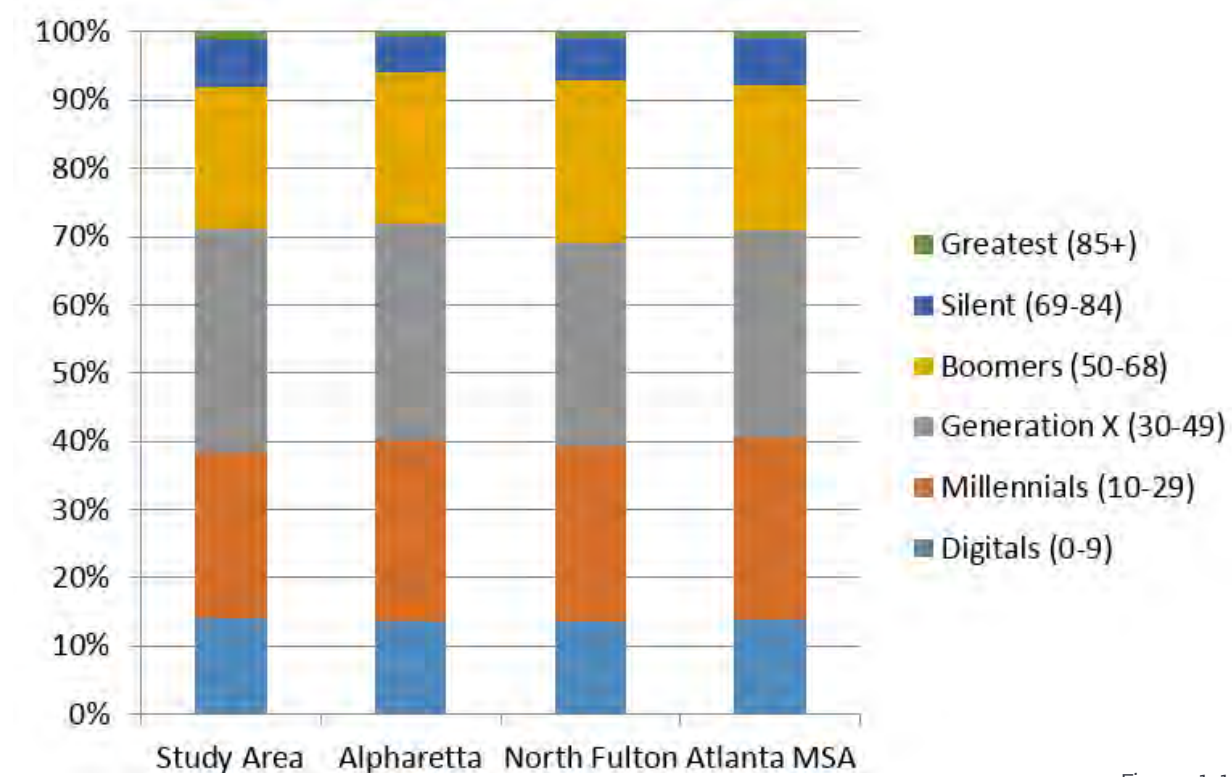


Figure 1.15

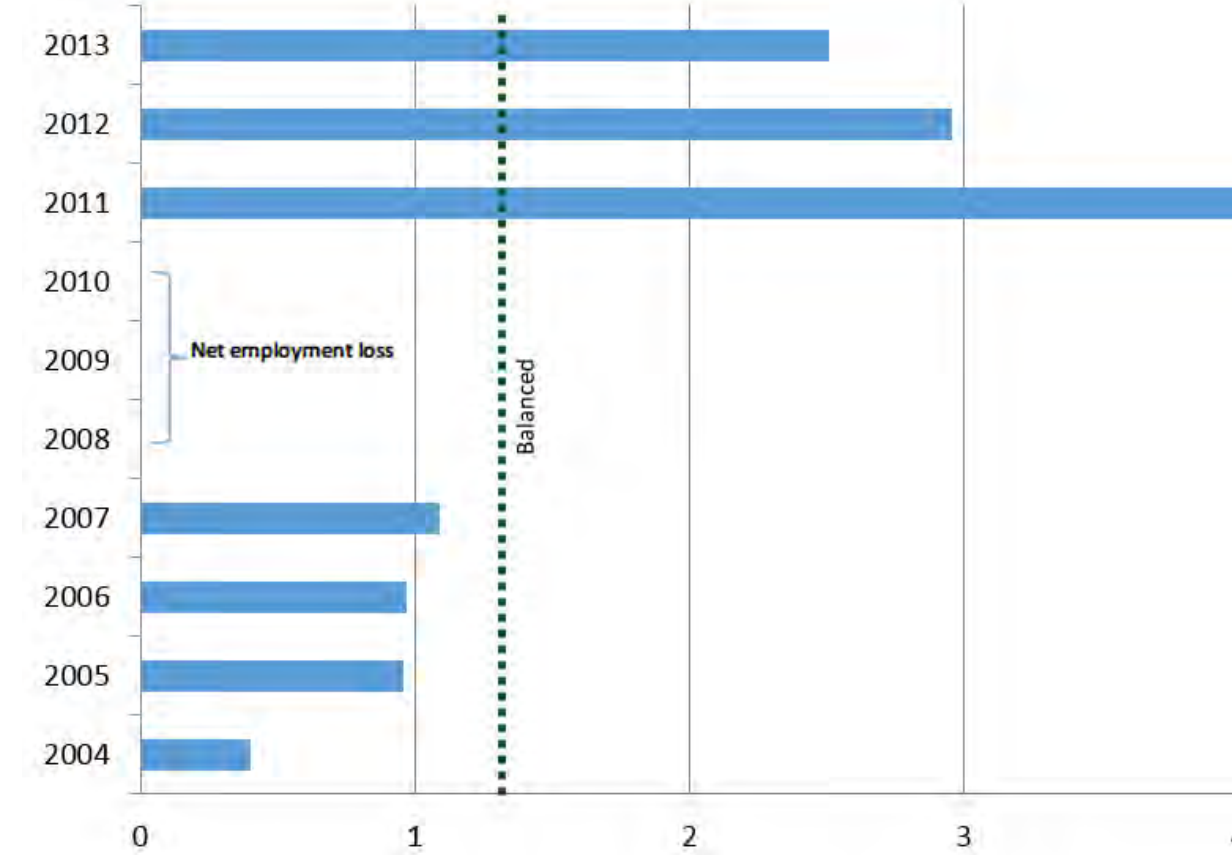


Figure 1.16

Housing Opportunity

New townhome sales in the area bottomed out in 2012 but have risen slightly since. After a period of very little activity following the Great Recession, the level of sales for new housing has increased in the downtown area. The number of new townhome sales, which is largely burning off the inventory created during the Recession, has accelerated and average prices are in the \$300,000 to \$350,000 range. Given the recent permitting activity and new proposed projects, the level of for-sale development in and around Downtown will accelerate further in 2015 and 2016, though not likely at the levels achieved during the boom of 2007 to 2008 because of tighter mortgage lending requirements.

The rental apartment market near Alpharetta and the downtown area is strong, but the area’s existing rental residential stock was aging prior to Avalon’s opening.

The average asking rent for existing apartments is \$1,242 a month or \$1.18 per square foot. The average year built of the nearby units is 1996. This does not include the full impact of the new inventory at Avalon, which is achieving significantly higher rents per square foot. This reflects the regional trend where rental apartments in walkable urban locations like Avalon are commanding rents 15% to 40% higher than conventional rental apartments in the same market.

Given the growing market of renters by choice and the number of tech workers in the area who have no rental options, we believe the rental market demand will be strong for several more years as the supply addressing this affluent market will remain constrained. This is an excellent opportunity to build a diversity of product within Downtown while maintaining a high quality environment.

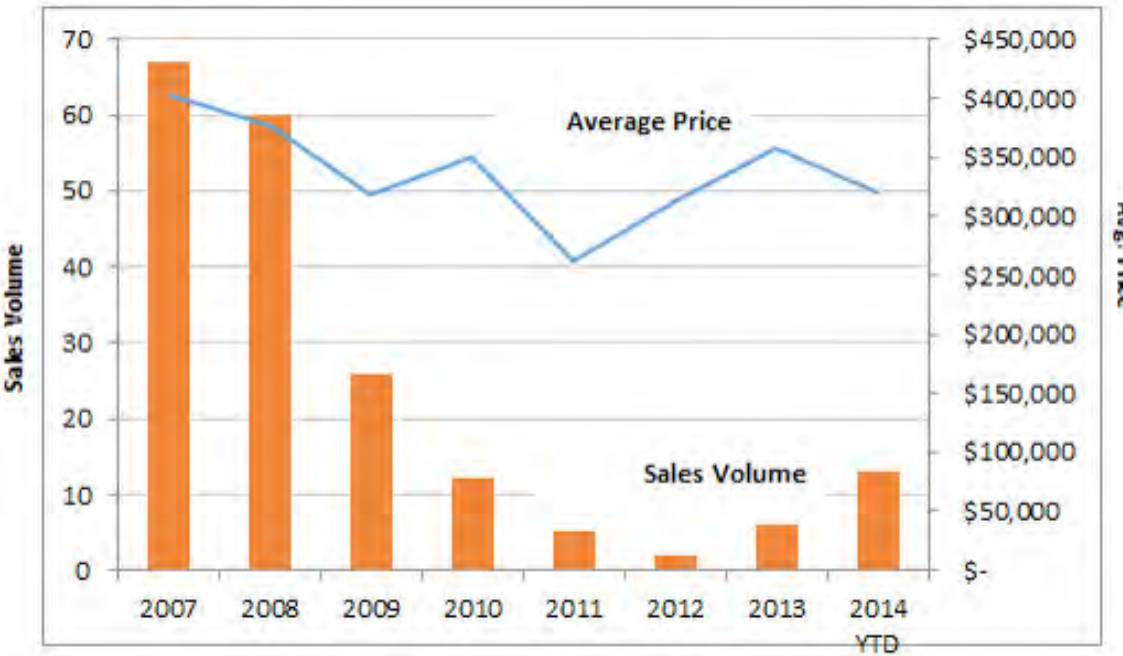


Figure 1.17

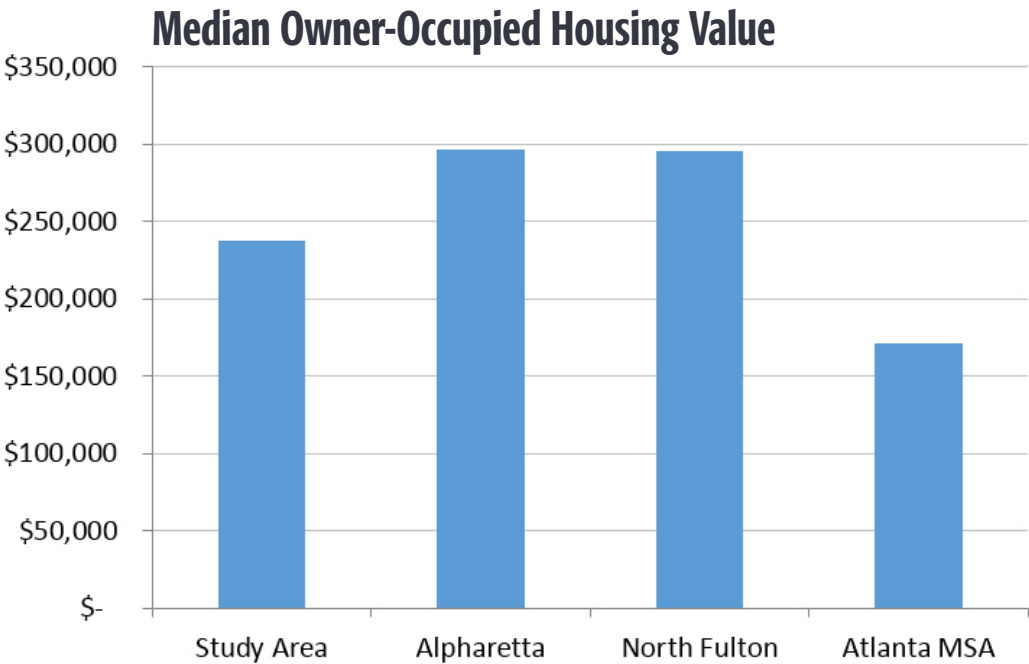


Figure 1.18

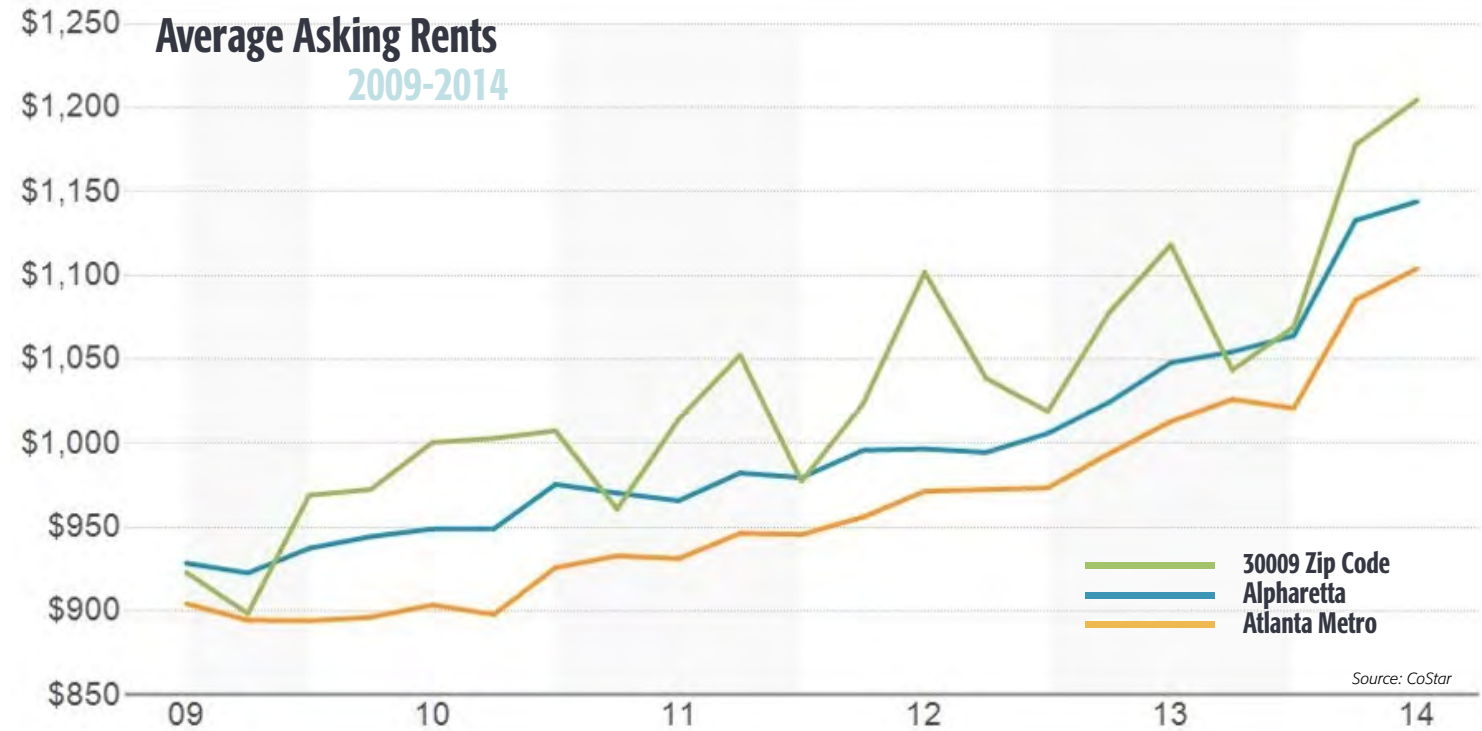


Figure 1.19

Downtown Alpharetta is more affordable and more easily accommodates smaller households.

The challenge in developing Downtown will be to provide a mix of housing options that cover a broad spectrum of product types and prices so those who work in retail and other service businesses have a choice to live in the downtown area. These will likely be rental housing options, less expensive townhomes, and the existing single family inventory in the area; the challenge will be available housing options for those who work. Additionally, due to their time in the household lifecycle, many households who want to live in Downtown are smaller—they could be singles or young couples without children, single parents with a child, or empty nesters. Thus, smaller units are often most appealing to these households as the appeal of the downtown area increases.

Office Opportunities

Commuting patterns point to an opportunity to increase residential options in the study area to turn area employees into residents.

The fact that only 6% of the City's current workforce lives in the Alpharetta is an important demand factor and creates a potential market for future residential growth—many of those commuting households would choose to live in or near Downtown if there were more housing options available. The creation of a broader pallet of housing options—stacked rental units, condominium units, small lot single family/townhouses—will increase the ability to capture a higher percentage of the workforce (15% to 20% would be a reasonable goal). The strategy not only enhances the potential for residents to live and work in the downtown area, but also serves to reduce some of the area's traffic and transportation demand, one of the key drawbacks of the Alpharetta and North Fulton market. Additionally, many of these workers earn substantial incomes, which would provide the retail spending that can help sustain the vibrancy of the downtown area.

The success of Downtown will depend on its ability to create demand from three sources: residents of greater Alpharetta who want to come and shop, eat, and be entertained in Downtown; residents of Downtown who will provide a vital base of support to Downtown businesses and merchants; and employees who work in Downtown and also shop and consume there.

Downtown who will provide a vital base of support to Downtown businesses and merchants; and employees who work in Downtown and also shop and consume there. Restaurants, for example, look for demand from all three segments to succeed—it is area residents and employees who typically provide the demand during weekday nights and lunchtime that can sustain operations between weekend visitors.

The success of Downtown will depend on its ability to create demand from three sources: residents of greater Alpharetta who want to come and shop, eat, and be entertained in Downtown; residents of Downtown who will provide a vital base of support to Downtown businesses and merchants; and employees who work in Downtown and also shop and consume there.

Office Vacancy by Year

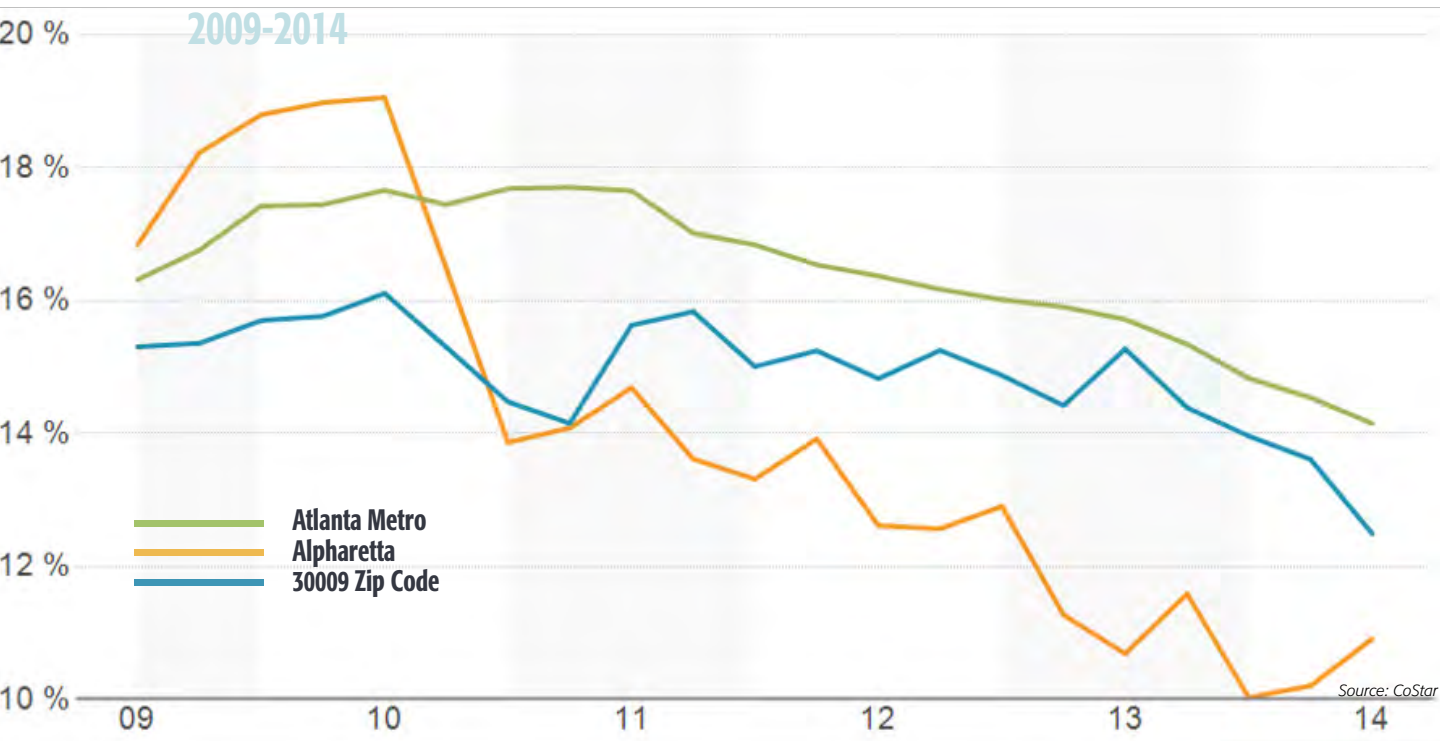


Figure 1.20

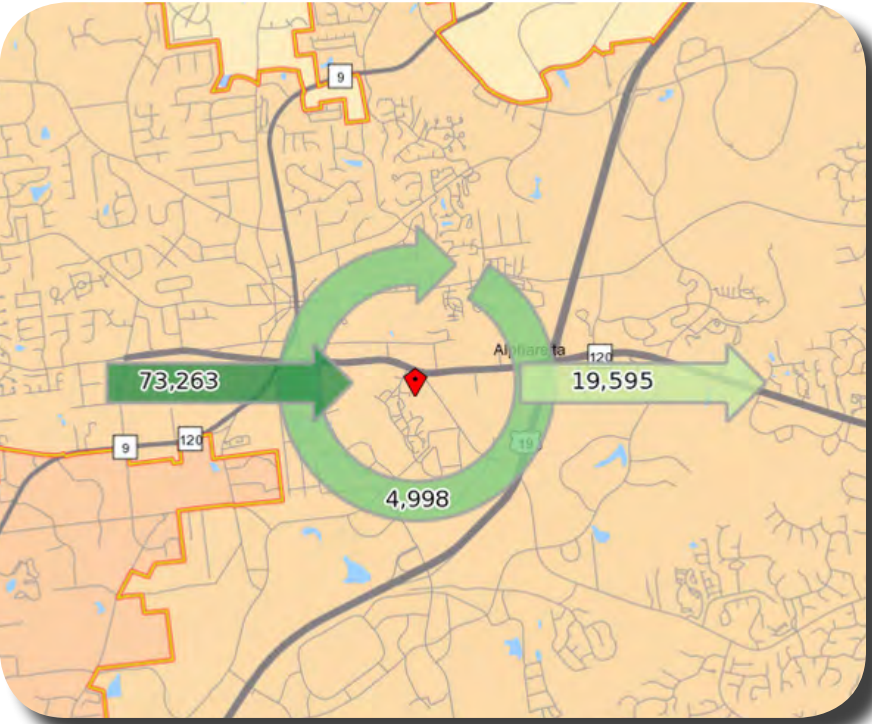


Figure 1.21

Local office properties in zip code 30009 are performing well with vacancies trending down and asking rents trending up. Only a small supply of Alpharetta's office space (28%) is located within the immediate downtown market—most of it serving professional offices and local businesses. The major employers in Alpharetta are located closer to GA 400 in the key office and business parks. The downtown area can be a viable office location for both professional service firms, and local services (such as real estate brokers, banks, attorneys), but can also appeal to high tech start-ups and smaller entrepreneurial firms looking to access the amenities of Downtown. The challenge will be providing new space for these firms given the area's relative high land costs. They can also be a great complimentary use for second and third floor space in a mixed-use setting.

Market Character

Downtown Alpharetta’s challenge is defining a unique role and character for the area in a highly competitive and appealing market. Alpharetta’s demographics appeal to the upper tier of retailers and developers. The creation of Avalon within a mile of Downtown brings a level of competition unseen since the North Point Mall Retail District was established. Downtown’s success will depend on defining its own niche in the broader market, much like Canton Street in Roswell and Downtown Woodstock have done in their markets. It can be the place where locally owned businesses and unique housing options can flourish, but high land costs will limit the range of potential development

in the area. The City providing key amenities such as structured parking, public gathering spaces, and high quality infrastructure helps make smaller projects more viable in Downtown. It will likely take Avalon several years to settle into its final mix of uses and retailers, which will provide Downtown the opportunity to be the alternative to Avalon for businesses looking for a different, and likely less costly, place to establish themselves. Downtown housing should also have a unique appeal across a broader range of housing prices.

Study area retail properties have historically been lower price alternatives to other Alpharetta properties. Downtown’s retail inventory is relatively small within approximately 13 million square feet of total retail inventory in Alpharetta—roughly 5% as illustrated in Figure 1.22. Retail rents in the area are typically about 20% lower than the rest of the City, reflect the current mix of long established local tenants. As tenant turnover occurs, it is likely rents will increase significantly to reflect the greater interest/demand in Downtown. In particular, restaurants typically pay among the highest rents per square foot in retail, so increasing the mix of restaurants in the downtown area should increase average rents significantly. The recent arrival of Salt, PURE Tacqueria, and other newer restaurants are evidence of this trend. More modest average rents, if they can be sustained, are good because they will appeal to more local merchants and unique shops trying to establish themselves in the downtown market.

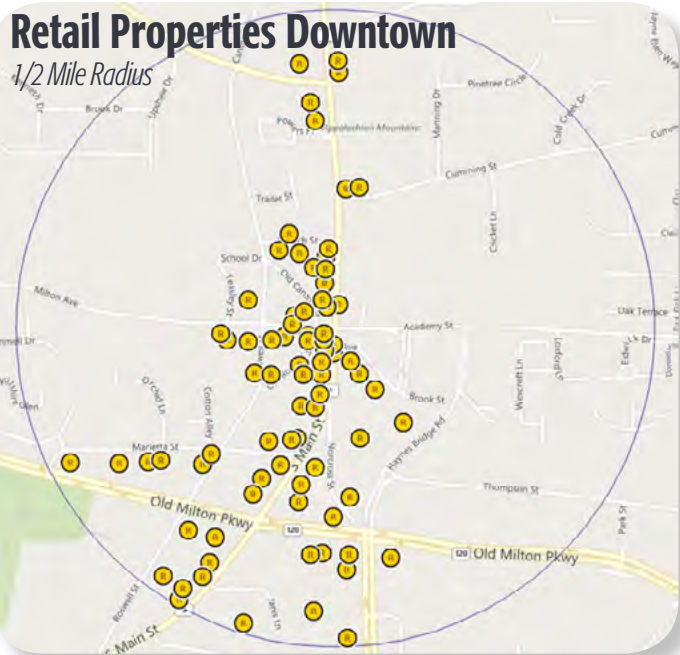


Figure 1.22

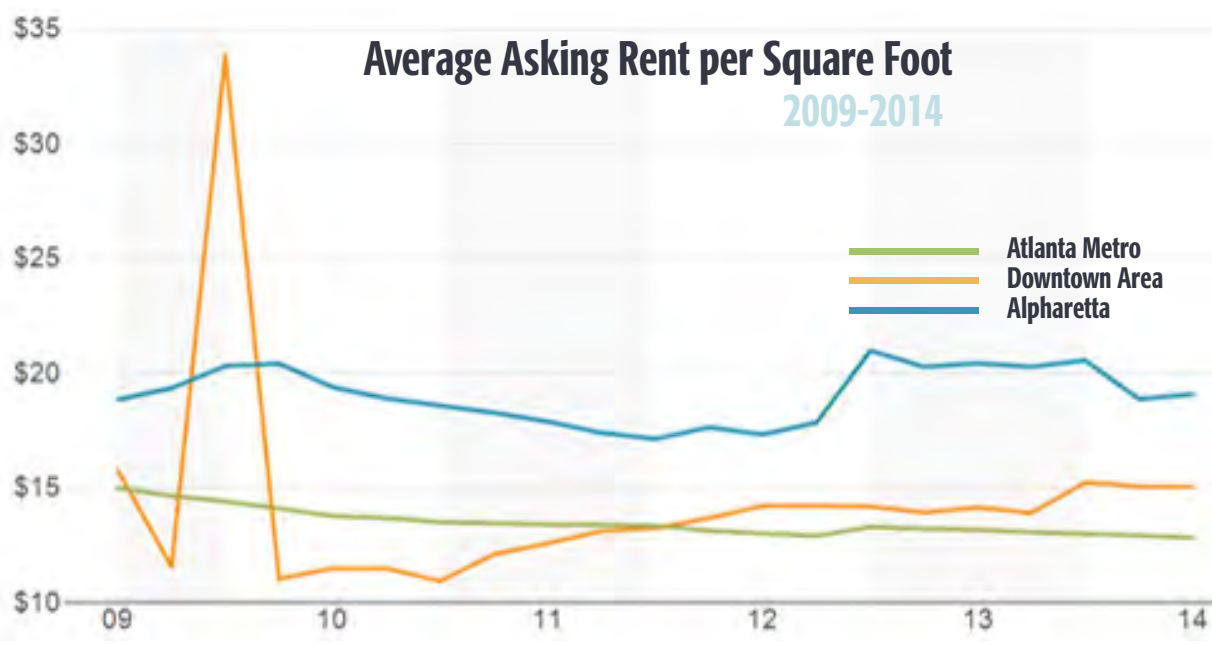


Figure 1.23

Downtown Alpharetta’s Keys to Success

Find ways to maintain and offer a unique product

One that can tap into the very strong demographic base of Alpharetta and its large number of commuting employees looking for options closer to where they work

Create a place for Millennials

Downtown is the logical place in Alpharetta where Millennials would want to live, work, and play- they should be the key target market for this area

Complement, not compete with, Avalon

The arrival of Avalon brings a new mixed-use district within a mile of Downtown. Given its tremendous local and regional appeal it is likely to be highly successful. Downtown needs to define its own “X-factor” that will differentiate it from Avalon. The Alpharetta market is so strong and large that there is plenty of demand to support both Avalon and a vibrant Downtown. Think of Woodstock, Roswell, and Decatur as good examples of cities with vibrant walkable areas and additional major retail areas in other areas of the City.

Build on Main Street’s authenticity

Downtown contains what was once the heart of old Alpharetta- continue to build on and celebrate this heritage. As the governmental center of the City, Downtown is emerging as the public gathering place with the new park and Civic complex, which are unique attributes to celebrate and build on.



High Susceptibility to Change

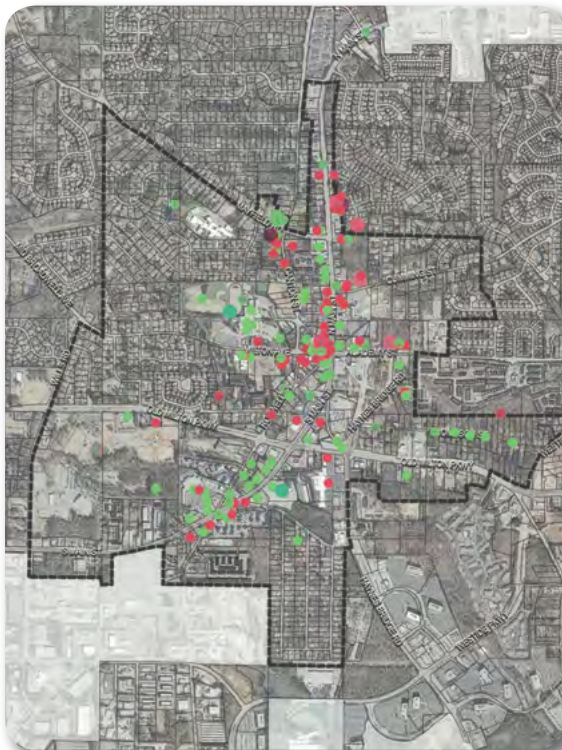


Figure 1.24

Susceptibility to Change

As part of the assessment of existing conditions, the planning team developed a susceptibility to change analysis. This process attempts to identify significant areas or collections of parcels that have a higher likelihood of change over the next 5 to 10 years. Parcels were color-coded on the map to the right based on their susceptibility to change. Parcels that are for sale or where there are known development or redevelopment proposals are shown in red. Vacant parcels are shown in orange. Parcels and structures that are determined or prioritized by members of the community as priority redevelopment sites are indicated in yellow and publicly owned parcels are highlighted in blue.

Figure 1.24 illustrates the results of a dot exercise performed at a public meeting in September 2014. Red dots represent parcels the public did not want the City to change; green dots represent places that need change. Through the dot exercise, the prioritization exercise, and research and analysis of vacant parcels, the susceptibility to change map was reviewed, validated, and modified to reflect local priorities.

This analysis does not suggest that all of these parcels will or must change. Rather, it indicates areas where forethought and planning are necessary to prepare for potential redevelopment and/or reinvestment over the short- and mid-term.

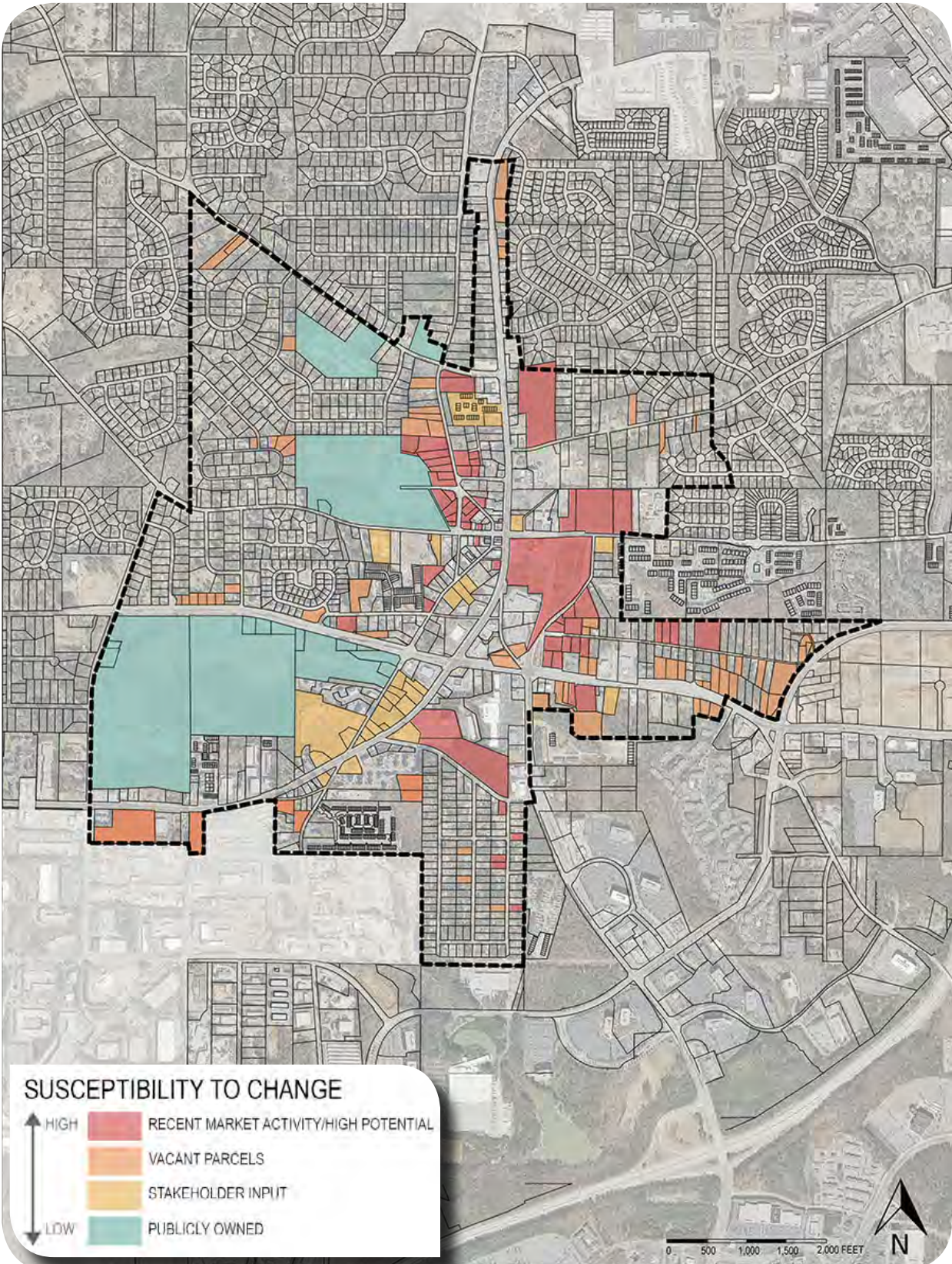
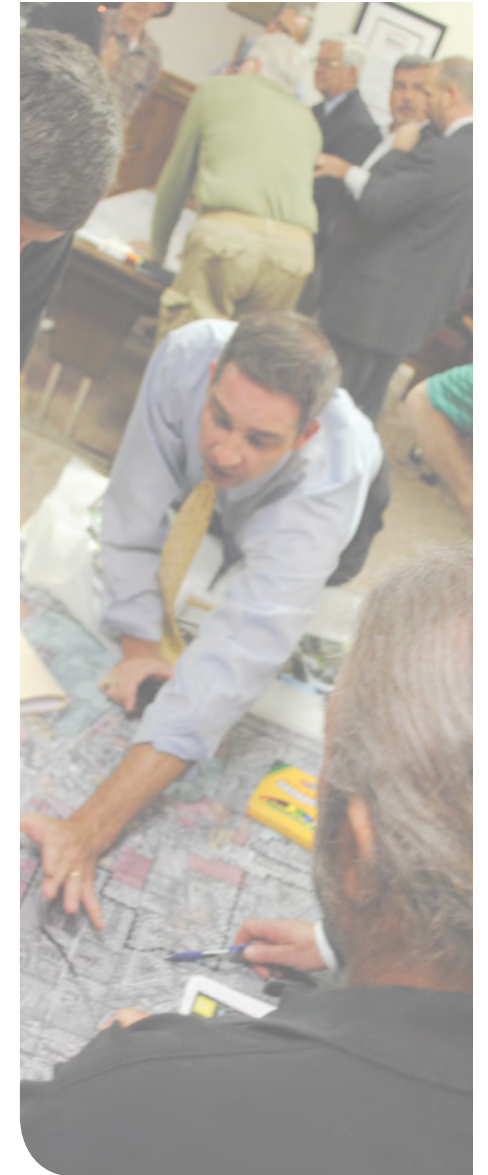


Figure 1.25



Part 2: Community Involvement



PART 2: COMMUNITY INVOLVEMENT

From August-October 2014, a variety of tools and inputs were used to facilitate a collective community vision for Downtown Alpharetta's future. This series of tools and methods included stakeholder and business owner interviews, public meetings, property/business owner meetings, and an online survey.

These tools that make up the community vision were not necessarily intended to be scientific measures, but were crafted to gain a general understanding of the community's goals and preferences for future land use, development and implementation strategies.

The community's involvement and input was critical to crafting and refining the vision for Downtown Alpharetta as well as concepts for Downtown improvements and enhancements.

Community Vision

As part of a community visioning session, held on September 9th at Alpharetta City Hall, attendees were asked to provide one word that represents their view of Downtown Alpharetta today. Attendees also were asked for one word that captures their vision of the future Downtown. The planning team used the community comments to form a visual word cloud (courtesy of Wordle.net) to illustrate the community's view and vision. Larger and bolder words in each cloud were those used more frequently by community members.



Figure 2.1



Community Priorities

Community members were asked to identify priority issues in the downtown area that are most important to address in the Downtown Master Plan. The community was given numerous opportunities to provide their input through the public meeting, business owner’s meeting, and an online survey. Participants were asked to rate each downtown theme in terms of importance on a scale from 1 (not important) to 5 (most important), then prioritize the list of themes and issues from 1 (highest priority) to 12 (lowest priority).

Input results were categorized by stakeholders who attended a business owners meeting, those who attended the public meeting, and those who participated online.

Workshops and online participants were asked to rank the importance of each Downtown planning theme on a scale from 1 (not important) to 5 (most important)

Downtown Elements by Importance		Public Mtg	Businesses	Online
1	Cohesive retail and restaurant destination	4.7	4.3	4.5
2	Improve downtown streetscapes/landscaping	4.3	4.2	4.1
3	Enhance pedestrian connectivity/walkability	4.6	3.9	4.4
4	Enhance tree cover	4.1	3.8	4.2
5	Address downtown parking	3.4	4.0	4.0
6	Improve roadway connectivity	3.9	3.9	3.6
7	Promote community events and entertainment	4.0	3.7	3.9
8	Preserve older, historic structures and sites	3.6	3.5	4.0
9	Expand visual and cultural arts	3.8	3.3	3.8
10	Encourage more, compact residential uses	3.5	3.5	2.9
11	Foster creative office spaces	3.1	3.1	3.0
12	Improve and expand public transit	3.0	2.5	2.8

Figure 2.2



While most planning themes were identified as “important”, participants’ priorities, when ranked in direct relation to each other, varied based on proximity to Downtown

Downtown Priorities

DOWNTOWN'S RESIDENTS AND PROPERTY OWNERS

1. Cohesive retail /restaurant district
2. Enhance pedestrian connectivity
3. Improve streetscapes /landscaping
4. Improve roadway connectivity
5. **Encourage compact residential**
6. Address parking

Community Priorities

CITY OF ALPHARETTA ONLINE SURVEY

1. Cohesive retail/ restaurant district
2. Enhance pedestrian connectivity
3. Improve streetscapes /landscaping
4. Address parking
5. Improve roadway connectivity
6. **Promote community events and entertainment**

Community Concept Plans

At an October 2014 public input meeting, Downtown stakeholders participated in a series of hands-on activities to develop improvement concepts and strategies for the area. Concepts included: maintaining a small town feel through building character and height, enhancing walkability, adding pedestrian /bicycle connections, particularly between Downtown and Avalon, addressing Downtown parking and traffic congestion, providing housing in and around Downtown, developing Thompson Street, improving the character of South Main Street, encouraging a greater mix of uses in and around Downtown.



Image Preferences

Community members also participated in a visual image survey at public workshops and online. Images were ranked in groupings based on their appropriateness for the future of Alpharetta's Downtown core, open spaces, transitional areas (between the core and the downtown residential areas), downtown neighborhoods, and special uses or districts.

Image rankings generally support a small town feel with human-scaled buildings. The community favored buildings that were four or less stories in height and were compatible with the existing historic character. Images favored a pedestrian-oriented design. The images reinforced a strong community desire for open spaces throughout Downtown and the surrounding areas as well as incorporating landscaping.

High Ranking Images



Downtown Core

Low Ranking Images



**Images courtesy of TSW*

High Ranking Images



**Downtown
Neighborhood**

Low Ranking Images



**Images courtesy of Place Makers*



**Images courtesy of TSW*

High Ranking Images



**Transitional
Areas**

Low Ranking Images



**Images courtesy of TSW*

High Ranking Images



Open Spaces

Low Ranking Images



**Image courtesy of Dan Burden*



**Images courtesy of TSW*

High Ranking Images

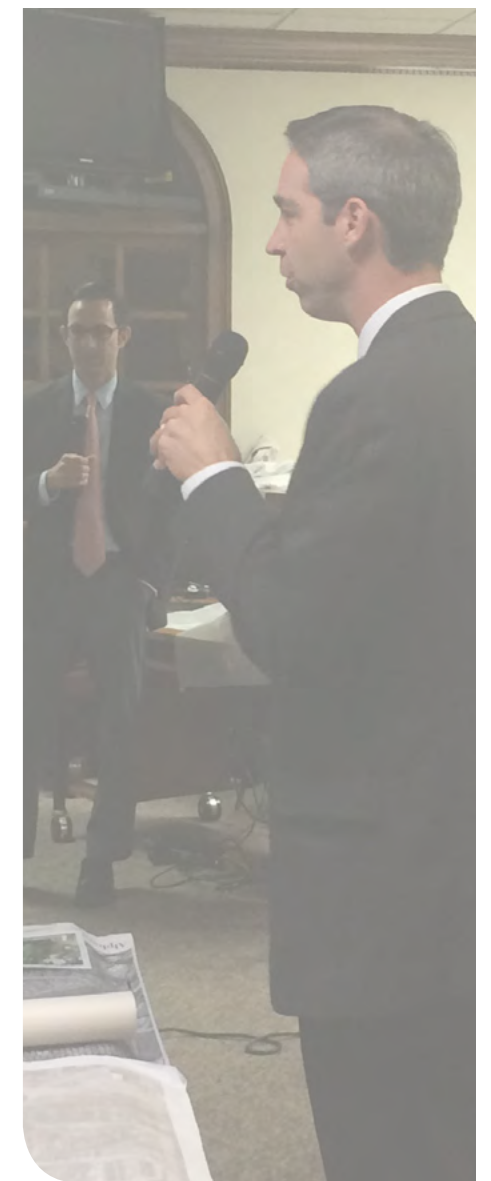


Special Districts
or Uses

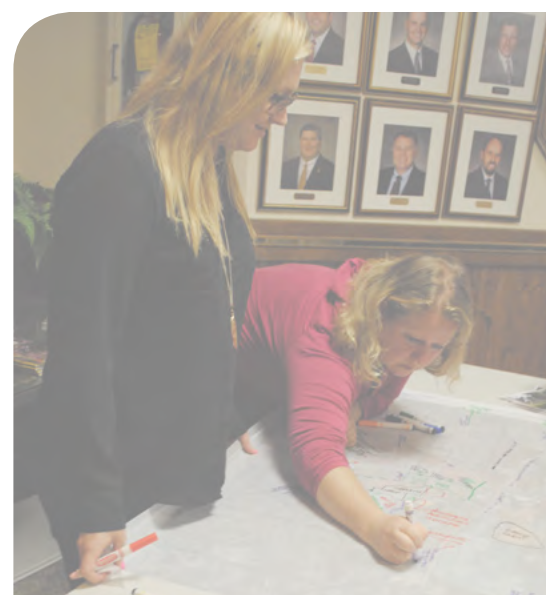
Low Ranking Images



**Images courtesy of TSW*



Part 3: Master Plan



PART 3: MASTER PLAN

The following master plan section outlines a series of downtown issues and challenges, both from a qualitative and quantitative standpoint, which informed the master plan in addition to the assessment of existing conditions and public involvement events. The master plan includes strategies to implement the community's vision for a more vibrant, walkable downtown by addressing future land uses, urban design, roadway connectivity, pedestrian/bicycle facilities, parking, open and green space, and stormwater.

The master plan section also outlines visions and strategies for key redevelopment areas including the Downtown Core, Old Milton and Thompson Street corridor, South Main Street, and North Main Street. The land use, transportation, and open space diagrams will form the basis of zoning and public improvement recommendations, while the illustrative plans for each redevelopment area provide a vision for what the future of Downtown Alpharetta can become by following the plan's recommended strategies.

Priority Issues and Challenges

The series of public engagement opportunities and tools described in Section 2 combined to create a series of key objectives for Downtown Alpharetta

Make Downtown a retail and restaurant destination

**Preserve the small-town-feel
Building height and size**

Retain compatibility with the historic character

Enhance landscaping and design

Enhance walkability

Provide a network of small open spaces

Improve pedestrian and bicycle connections

Create more housing in and around Downtown

Address parking and traffic congestion

Integrate a greater mix of uses

Downtown Market Opportunities and Challenges

Based on a professional market assessment and discussion with Downtown stakeholders market opportunities and challenges were identified. The 5-year demand table highlights the market potential in the downtown area. “Demand potential” is a measure of market viability and not a recommendation for Downtown development. The Master Plan provides and utilizes the market information to constrain the plan in a way that discourages overbuilding or over saturating the market. While the community does not necessarily have to provide for the full 5-year demand, it must have a proactive plan for dealing with these market expectations and understand the interrelationship of the retail, office, and residential markets.

Downtown Alpharetta has the potential to attract additional real estate development across various land uses over the next five years. The location of where this demand is allocated within the study area will be a function of available development sites, land costs, and zoning /entitlements. In general, higher intensity development, including stacked residential units and mixed-use buildings will best serve the market close to Downtown where a more robust pedestrian environment is fostered. Office uses could likely be complementary in a mixed-use development than stand-alone projects. Townhome projects often allow for reasonable transition areas between higher and lower intensity areas. Restaurants should serve as key anchors to mixed-use locations as they can attract consumers to other nearby commercial offerings.

Entry condos and mixed-use rental flats are key in creating an environment attractive to Millennials

Single-family is likely small-lot/ cottage court product in Downtown Alpharetta

5-Year Study Area Demand Potential	
Retail	71,000-81,000 SF
Number of restaurants	6-8
Local-serving office	14,000-17,500 SF
Regional-serving office	131,250-209,250 SF
Single-family residential	40-45 Unit
Townhomes	185-210 Units
High-end condos	45-50 Units
Entry-to-mid priced condos	220-250 Units
Mixed-use rental flats	315-340 Units

Figure 3.1

Strengths and Opportunities

- Opportunity to provide a more authentic walkable environment
- Demand for walkable environments in suburban town centers is firmly established and growing
- Strong employment presence provides critical daytime market segment
- Downtown residents provide critical nighttime market segment
- Provide locally-owned shops, restaurants, services, and offices as well as unique housing types

Challenges and Threats

- Lack of incentive to change due to returning strong local commercial real estate market
- Opening of Avalon will change the dynamics of the local real estate market
- Downtown Alpharetta must differentiate itself from the other nearby submarkets

District Map

Based on the susceptibility to change and public input, a series of districts were devised to help guide the planning process. Each of these four districts- the Downtown Core, Old Milton / Thompson, Wills Park /South Main Street Corridor, and North Main- are intended to have a distinct, but complementary development, character, and strategy. The area surrounding the four districts is single-family residential neighborhoods where limited change is anticipated.

While the district map was used to guide community input, the plans on the following pages are more detailed and specialized in their recommendations. The Downtown Core and Wills Park/Highway 9/Alpha Park districts are restrained to focus on areas most likely to change and concentrate on the short-term (5 to 7 years) priorities.

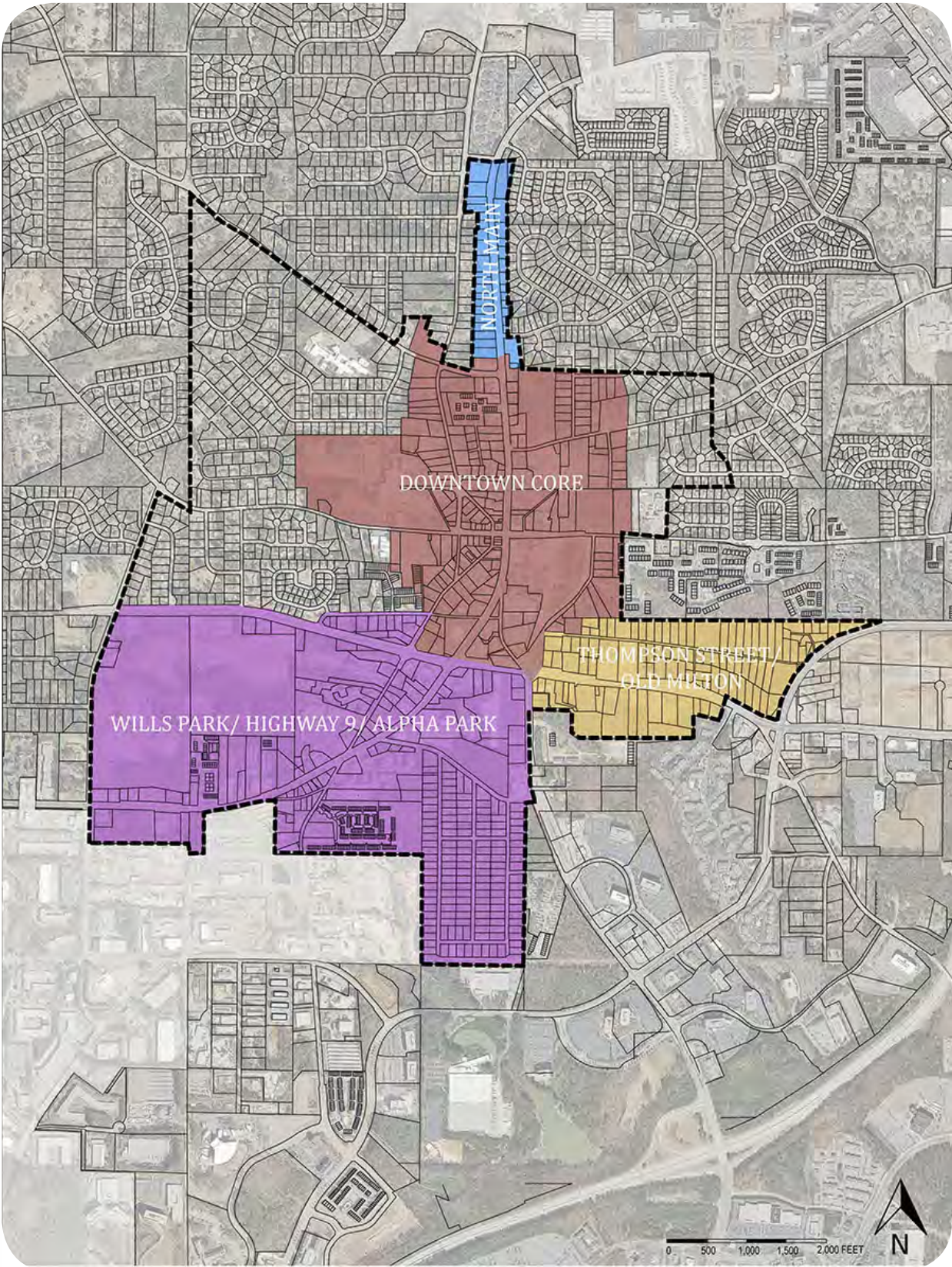


Figure 3.2

Proposed Future Land Use Plan

The potential future development map is similar to the 2030 Comprehensive Plan map, but modifies city policy in a few key areas. The North Main Corridor and Old Milton/Thompson Street Corridors are designated as office professional land use in the 2030 Comprehensive Plan. The Downtown Master Plan recommends the creation of a new Mixed-Use Live/Work land use category for these areas. This new classification is intended to primarily be a small lot, single-family and townhouse district, but it also provides for office uses that are compatible with the residential character as well as true live/work units. Several residential areas have been changed to higher density residential classifications.

The proposed future land use map also refines the downtown core district to encourage the clustering of walkable retail and restaurant activity between Old Milton Parkway on the south and Church Street to the north. Adjacent areas should focus on residential infill that builds the critical mass of residents within walking distance of the downtown district and retail/ restaurant district.

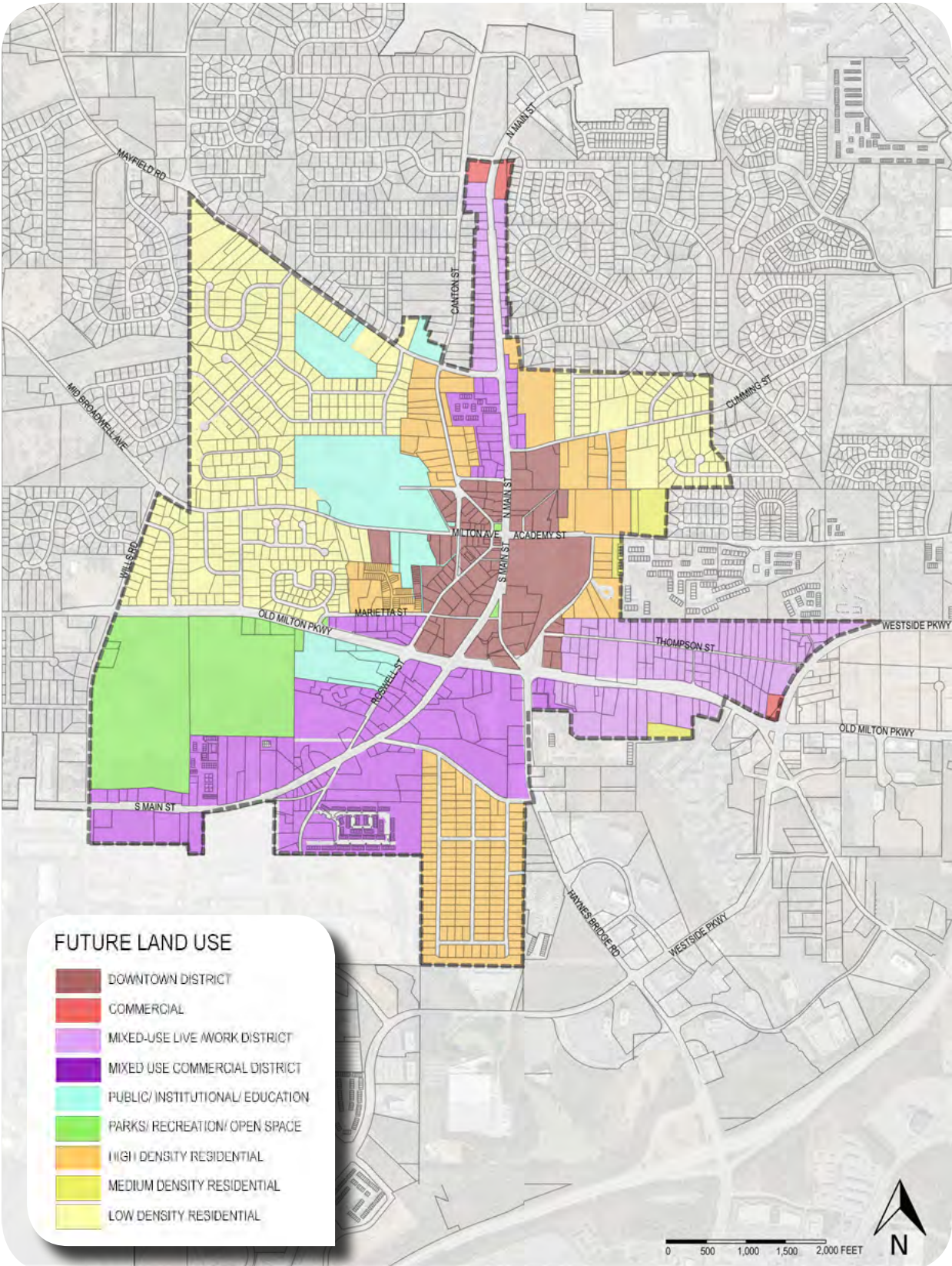


Figure 3.3

Roadway Plan

Today, Main Street in Downtown Alpharetta is congested with cars and is fragmented for pedestrian and bicyclists. To create a more walkable downtown, greater connectivity and a strategic multimodal roadway network is needed. Figure 3.4 illustrates the proposed roadway plan. This network would provide alternate routes and transportation options to give residents and visitors more options to get south and north as well as east and west. The proposed roadway network identifies existing and proposed streets as one of four types: arterial, collector, green, and local. Each proposed street correlates with the street sections on the following pages. The diagram also identifies potential connections that should be integrated into future redevelopment projects.

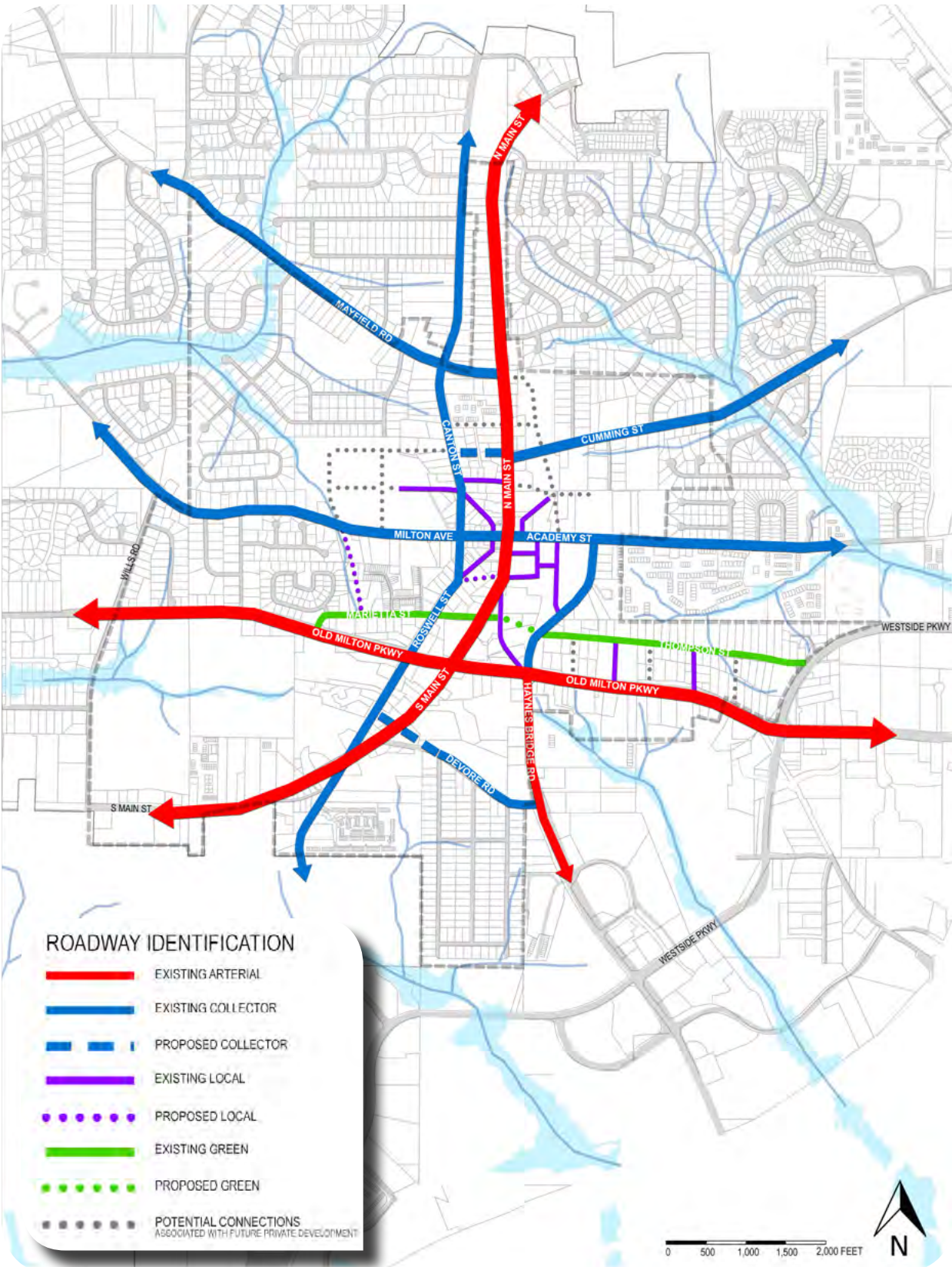


Figure 3.4

Bicycle/ Pedestrian Paths

Figure 3.5 illustrates the recommended primary bicycle and pedestrian network. Minor pedestrian and bicycle networks are considered in the concept design plans and amended zoning regulations for the downtown area. The primary bicycle/pedestrian network integrates the street types outlined in Figure 3.4 (the roadway identification map), with other factors including pedestrian safety and desired connections within the community. One major recommended connection is between Avalon and the New City Center development /the downtown core area. The plan also envisions pedestrian and bicycle connections to Wills Park, the Verizon Wireless Amphitheater, the Big Creek Greenway, and Webb Bridge to link these community destinations. Major bicycle / pedestrian routes are designated for Roswell / Canton Street, Marietta Street, Thompson Street, Milton Avenue, and Academy Street. Additionally, pedestrian sidewalks are required along South and North Main Street and Old Milton Parkway, as well as bicycle routes along Devore Road and Haynes Bridge Road. Recommended trail and lane widths are outlined in the sections on the following pages.

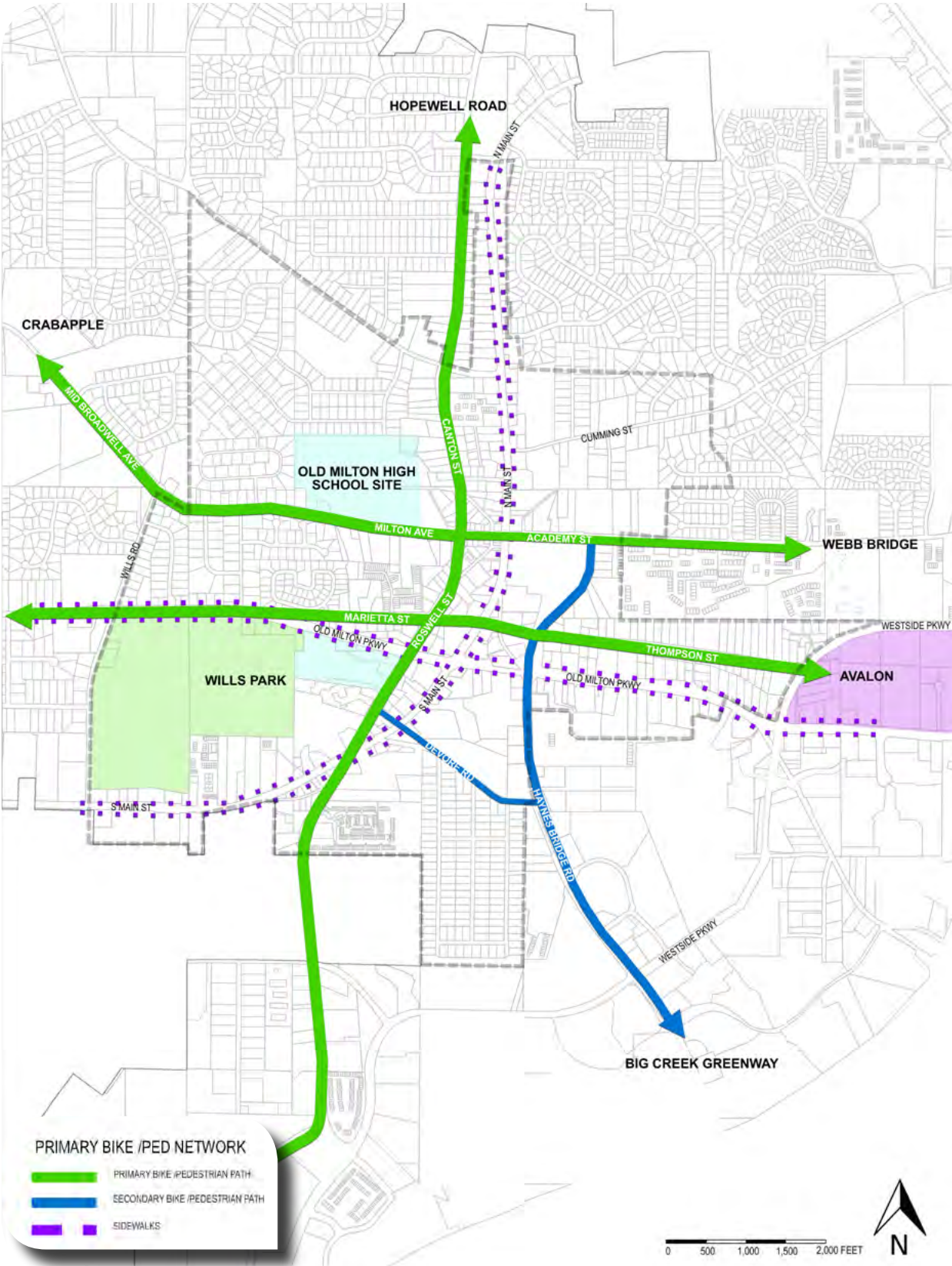
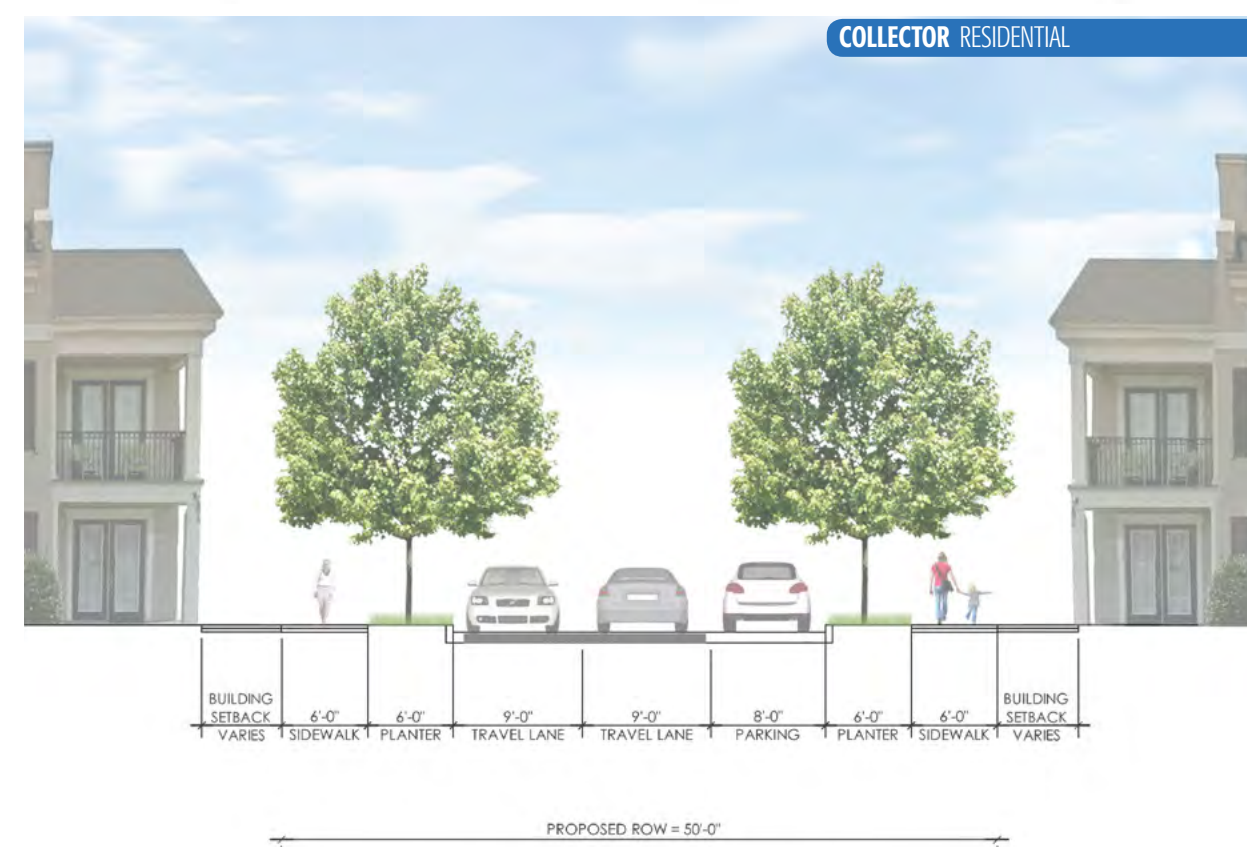
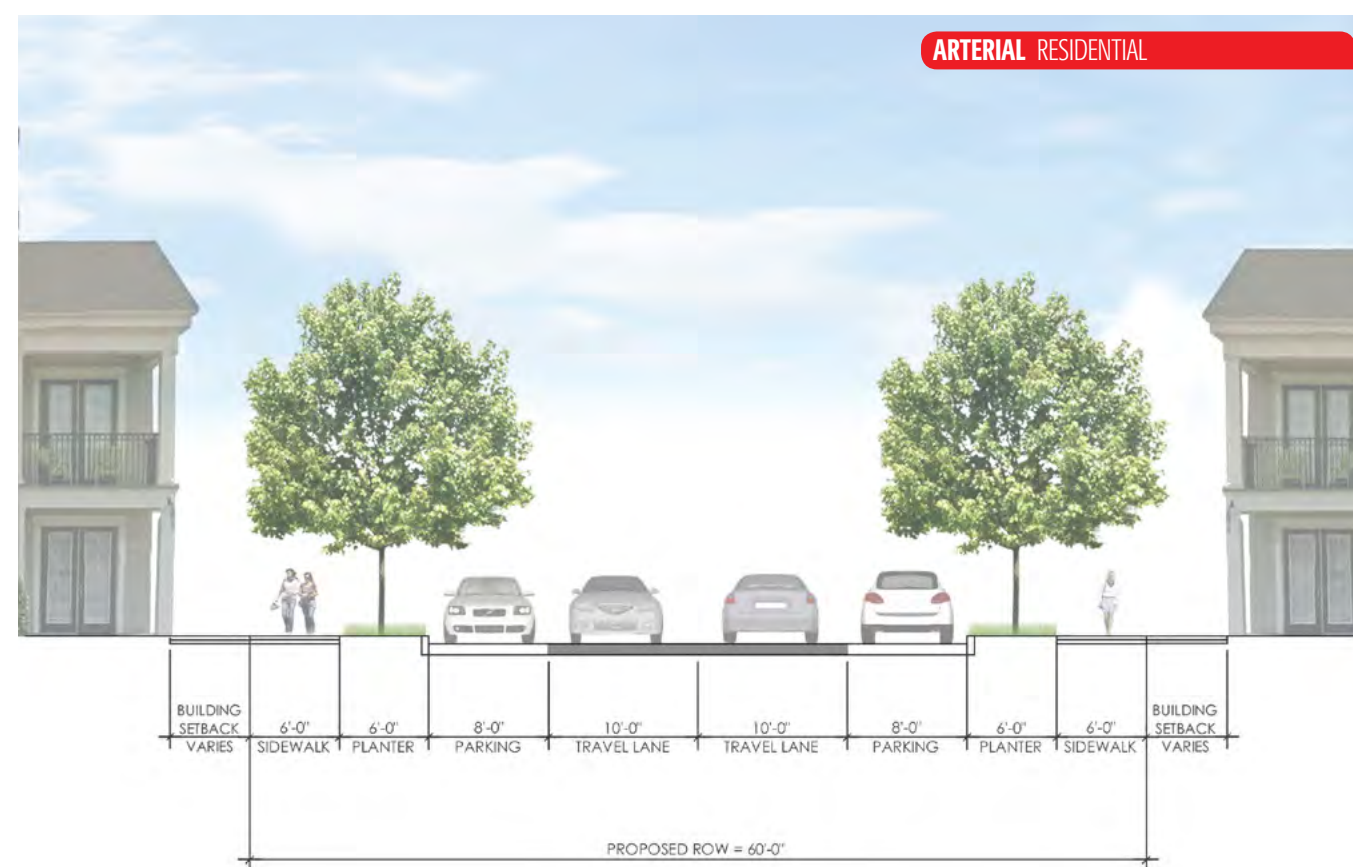
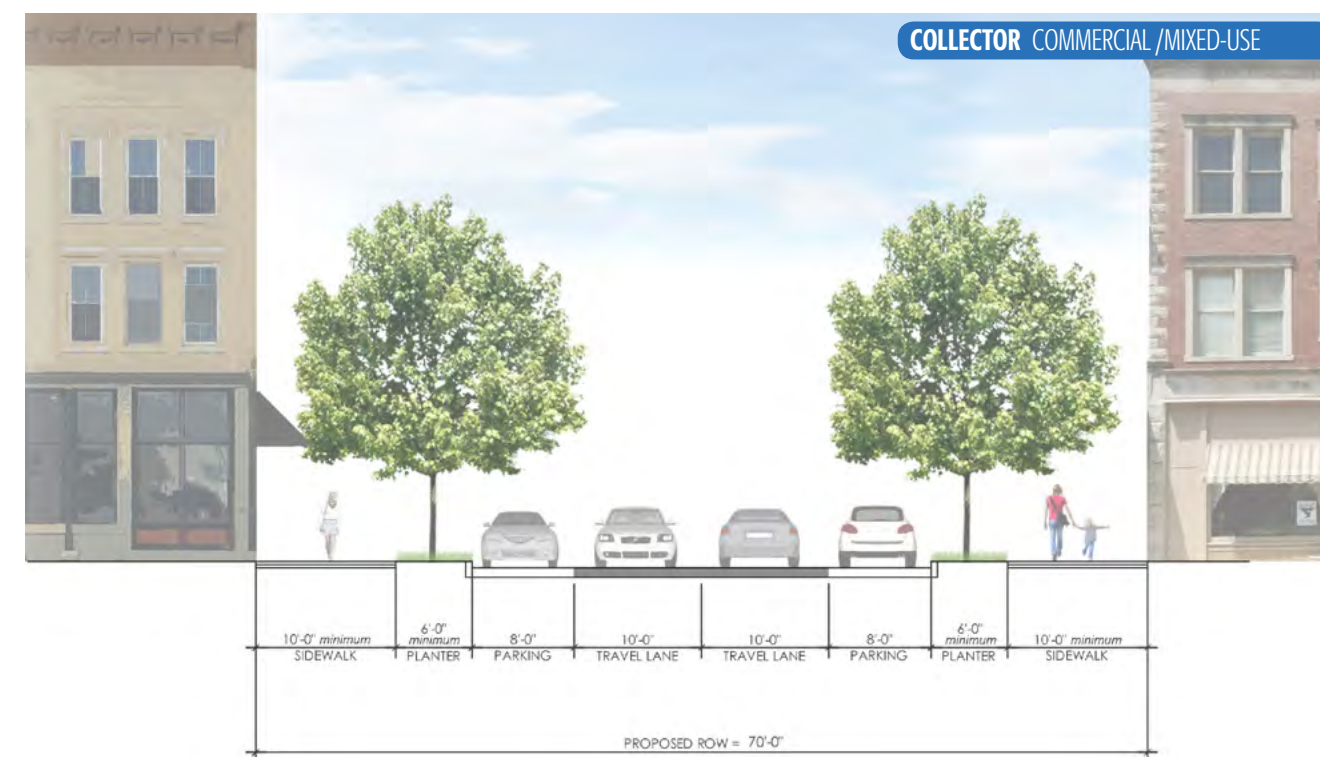
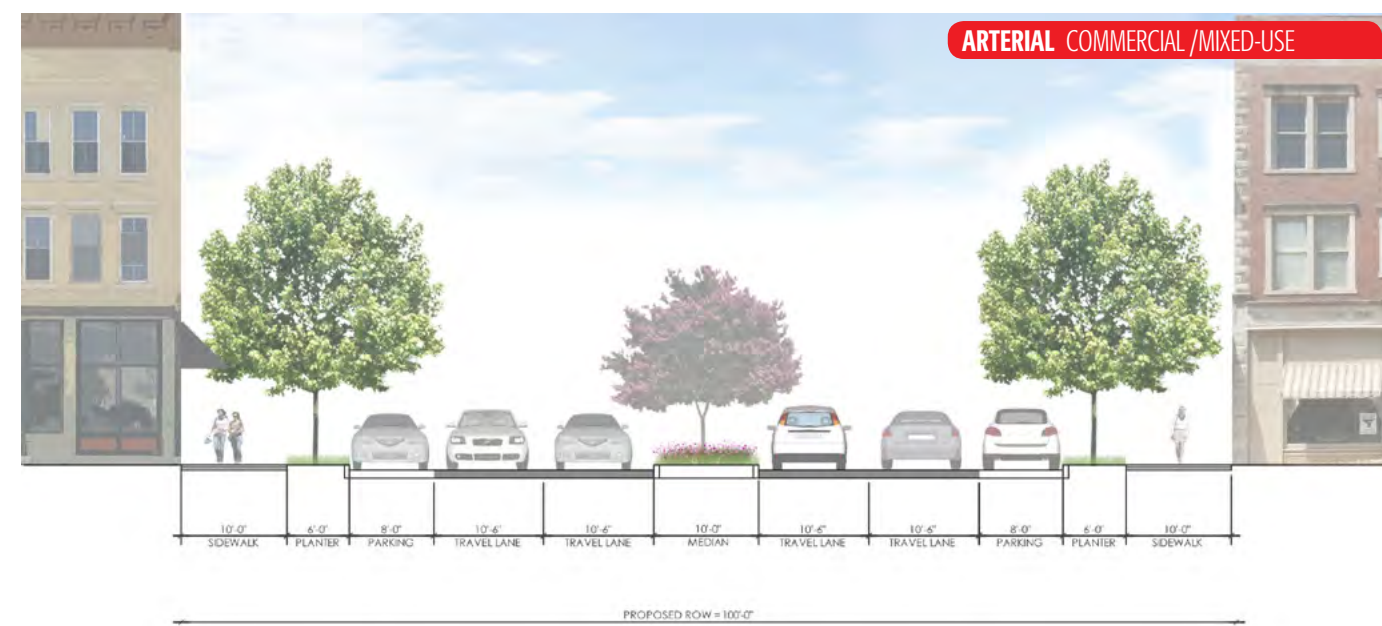
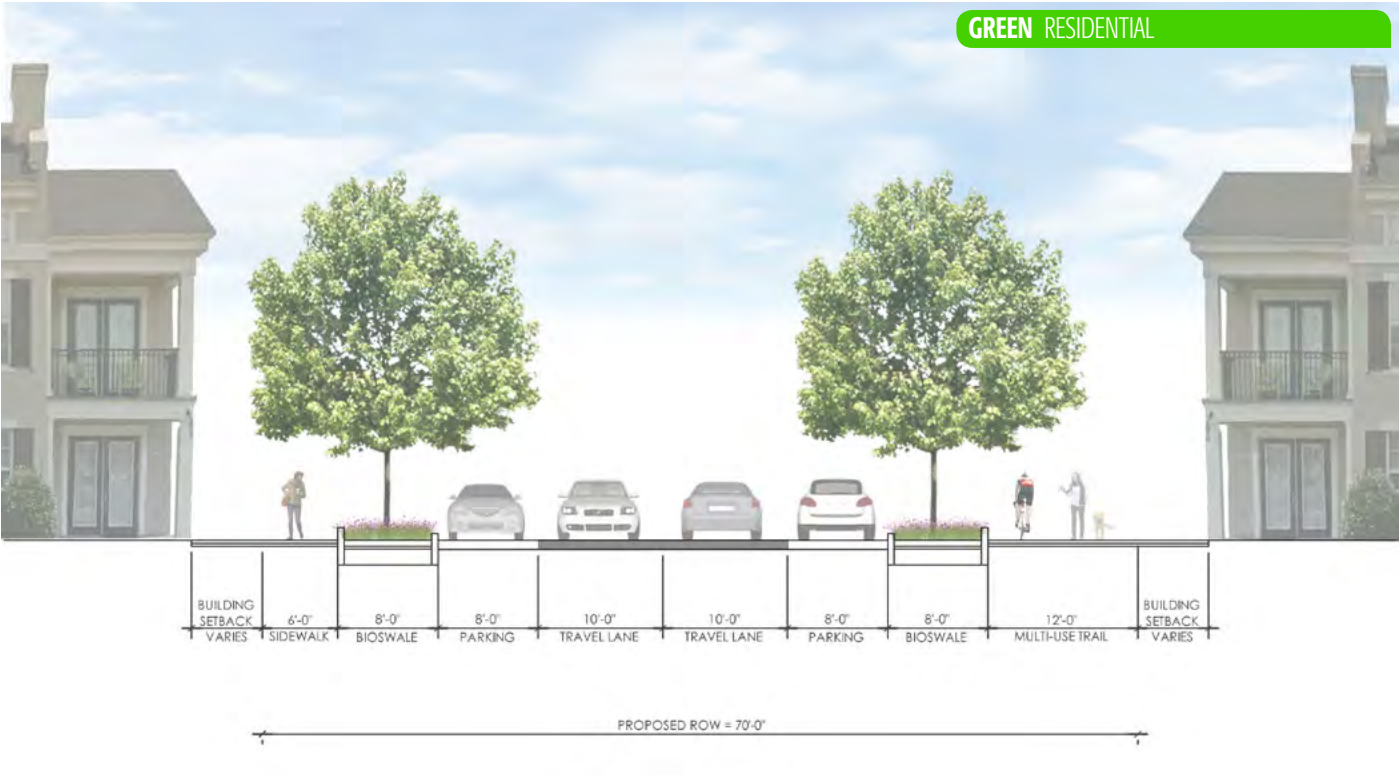
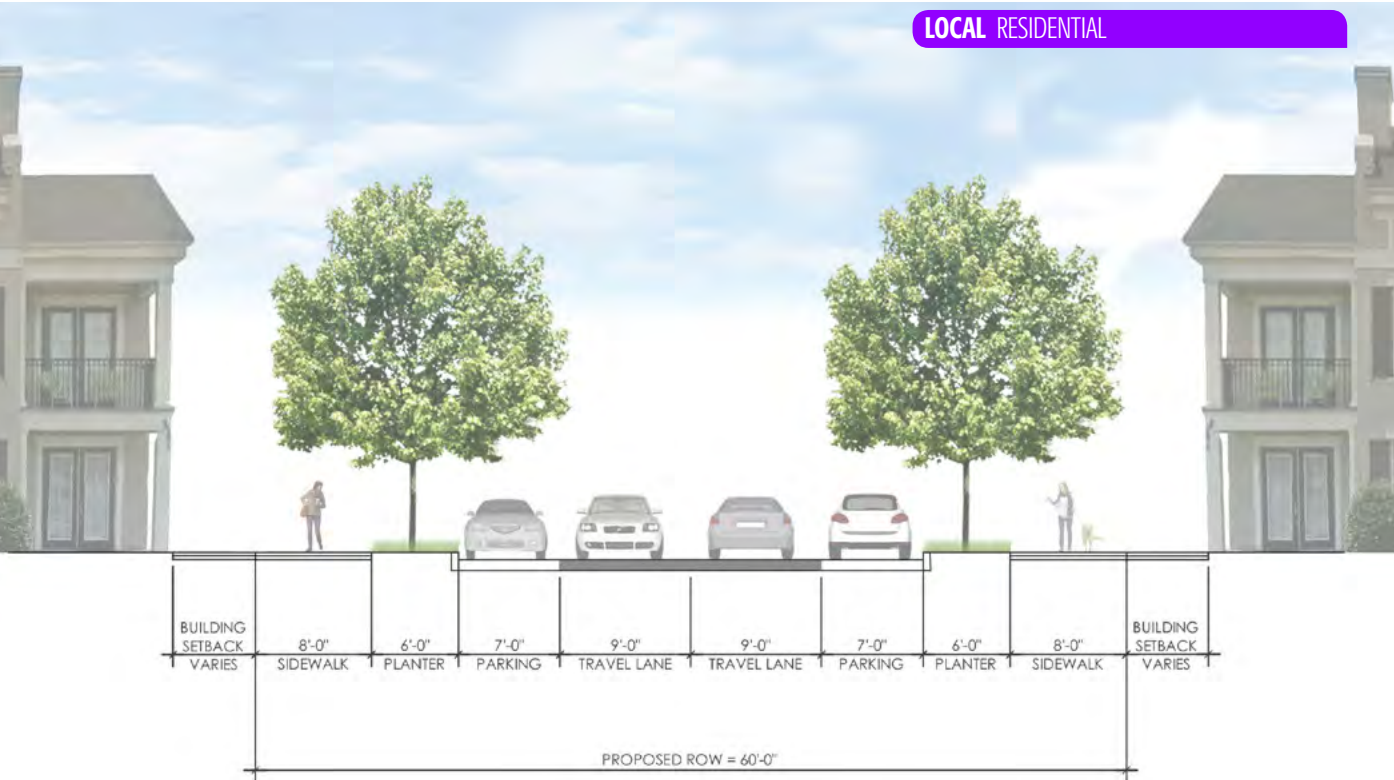
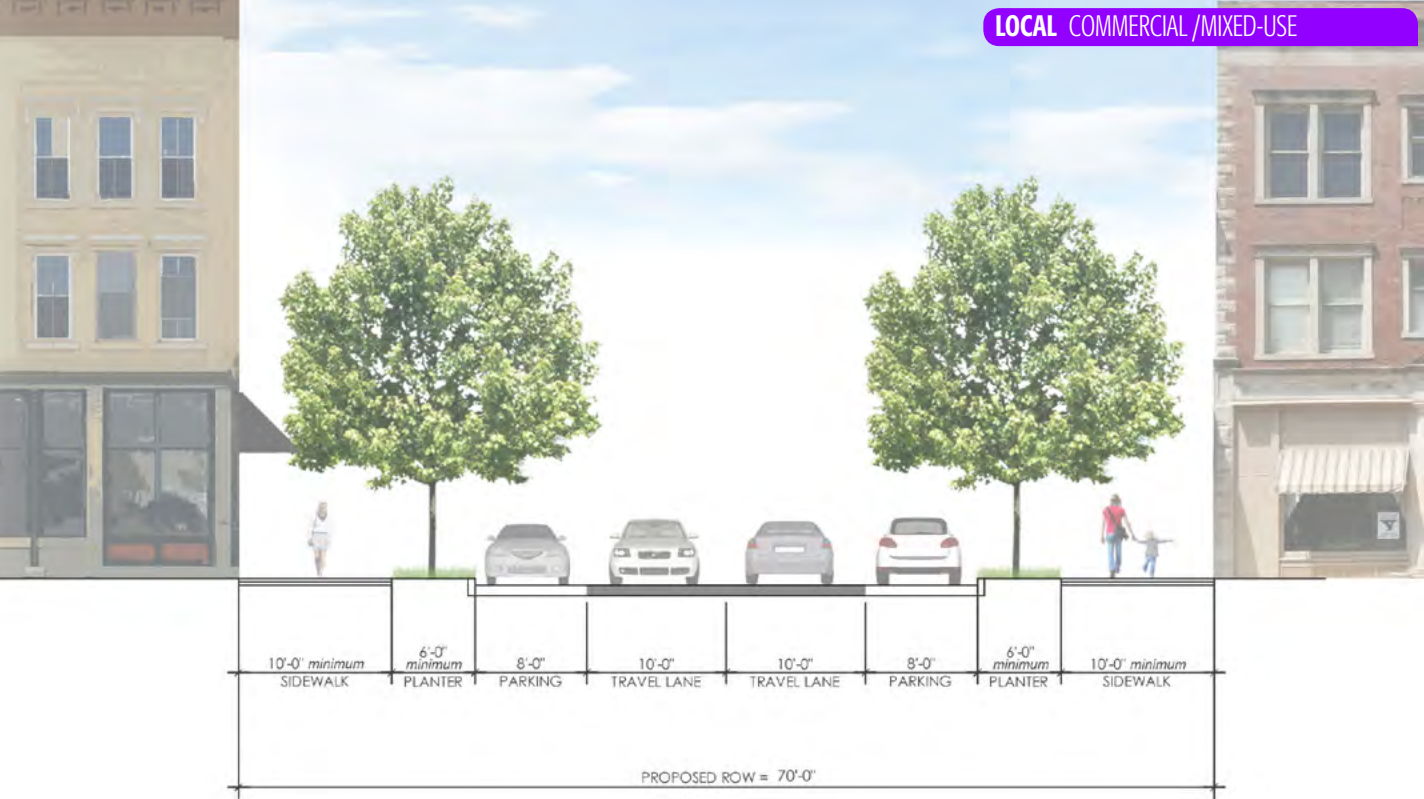


Figure 3.5

MASTER PLAN



MASTER PLAN



Parking Meter Plan

In addition to addressing traffic congestion in the downtown area, downtown merchants and patrons view parking as one of the major obstacles to Downtown’s retail and restaurant success. On the east side of Main Street, a new 450-space parking deck opened in late 2014 as part of the City Center development. While the new parking structure will impact Downtown’s parking situation, additional steps will likely be needed to address parking west of Main Street.

The current parking challenge in Downtown Alpharetta is one of both sufficient quantity and location. The block bounded by Main Street, Milton Avenue, Roswell Street, and Marietta Street currently possesses 2 to 2.5 parking spaces for every 1,000 square feet of building area. Typical parking ratios for retail and office environments are 4 to 5 parking spaces per 1,000 square feet.

The Master Plan recommends a two-tier strategy to address downtown parking concerns. In the long-term, additional parking will be needed west of Main Street; we would recommend that the City monitor the effect of the new City Center parking deck before considering the level of funding necessary to construct a second downtown parking deck.

In the short-term, the City should consider a proactive management strategy to encourage turnover of on-street parking spaces within the

downtown core. Figure 3.6 illustrates recommended priority and secondary parking meter locations. Parking meters are not intended as a money-making strategy but rather as a means to manage Downtown’s on-street parking supply in front of retail shops and restaurants as a component of an active downtown retail environment. Parking space turnover is essential to successful retail/restaurants, and retail expert Robert Gibbs has conducted analyses that show that each metered on-street parking space equates to four unmonitored parking spots and more than \$100,000 in annual sales to adjacent businesses.

The Master Plan team recommends single-space or dual-space meters instead of meter banks which accommodate a larger number of spaces but can add to user frustration. Most new parking meters are wireless and battery or solar operated, requiring little additional infrastructure.

Priority parking meter locations include on-street spaces on Main Street between Marietta Street and Milton Avenue; on Milton Avenue between Main Street and Roswell Street; and on Roswell Street near Milton Avenue. The team also recommends adding parking meters to on-street spaces within City Center adjacent to any storefront retail and/or restaurants. If the initial phase of parking meters is met with success, the City might consider extending the meters to Old Roswell Street, Old Canton Street, and the front (northern) row of spaces in the City’s Old Roswell Street parking lot.

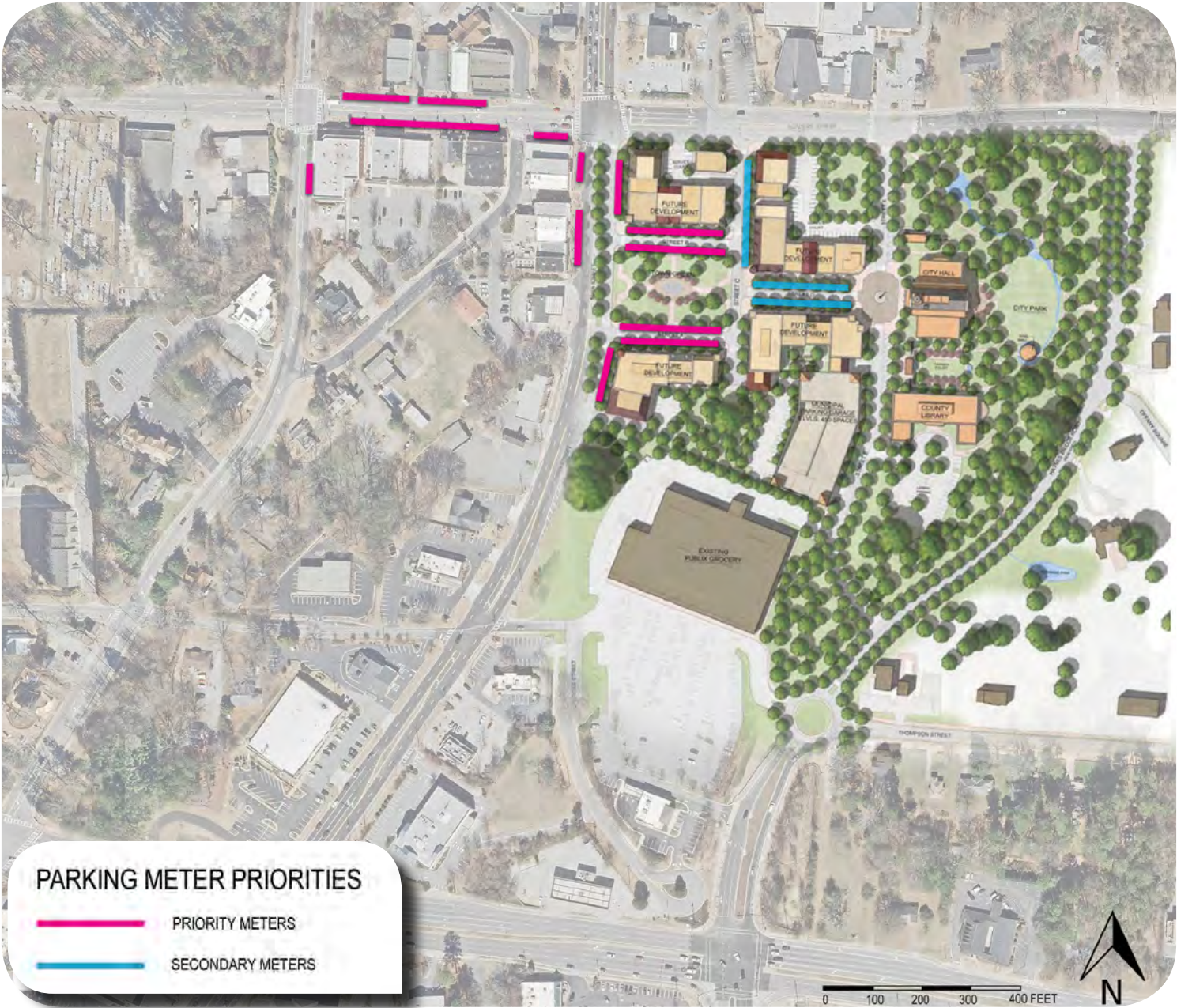


Figure 3.6

Parking Deck Plan

Figure 3.7 outlines four potential, future parking structure locations west of Main Street. Options A-C each have the potential to accommodate a two-level parking structure (a one-level parking tray). Each two-level deck would support 130-150 parking spaces with no internal ramps. The cost of Options A and B are slightly higher on a cost-per-space basis because of the earthwork and walls necessitated by these locations.

Option D provides enough room for a three-level parking structure with 180 to 200 parking spaces. While this site would need to be acquired, it provides parking in an excellent location along Milton Avenue, on the western edge of the central business district and away from existing residential uses. Each of the four parking options would require an estimated budget of \$3 to \$3.5 million in construction funding.

Beyond these four locations south of Milton Avenue, a parking structure on the Old Milton High School site should be considered. A location along Milton Avenue not far from the intersection of Milton Avenue and Canton Street would be preferred, as the site would allow for a larger deck within easy walking distance of Milton Avenue and Main Street. Due to economies of scale and sufficient space for construction, this location would likely be the least expensive on a cost-per-space basis.

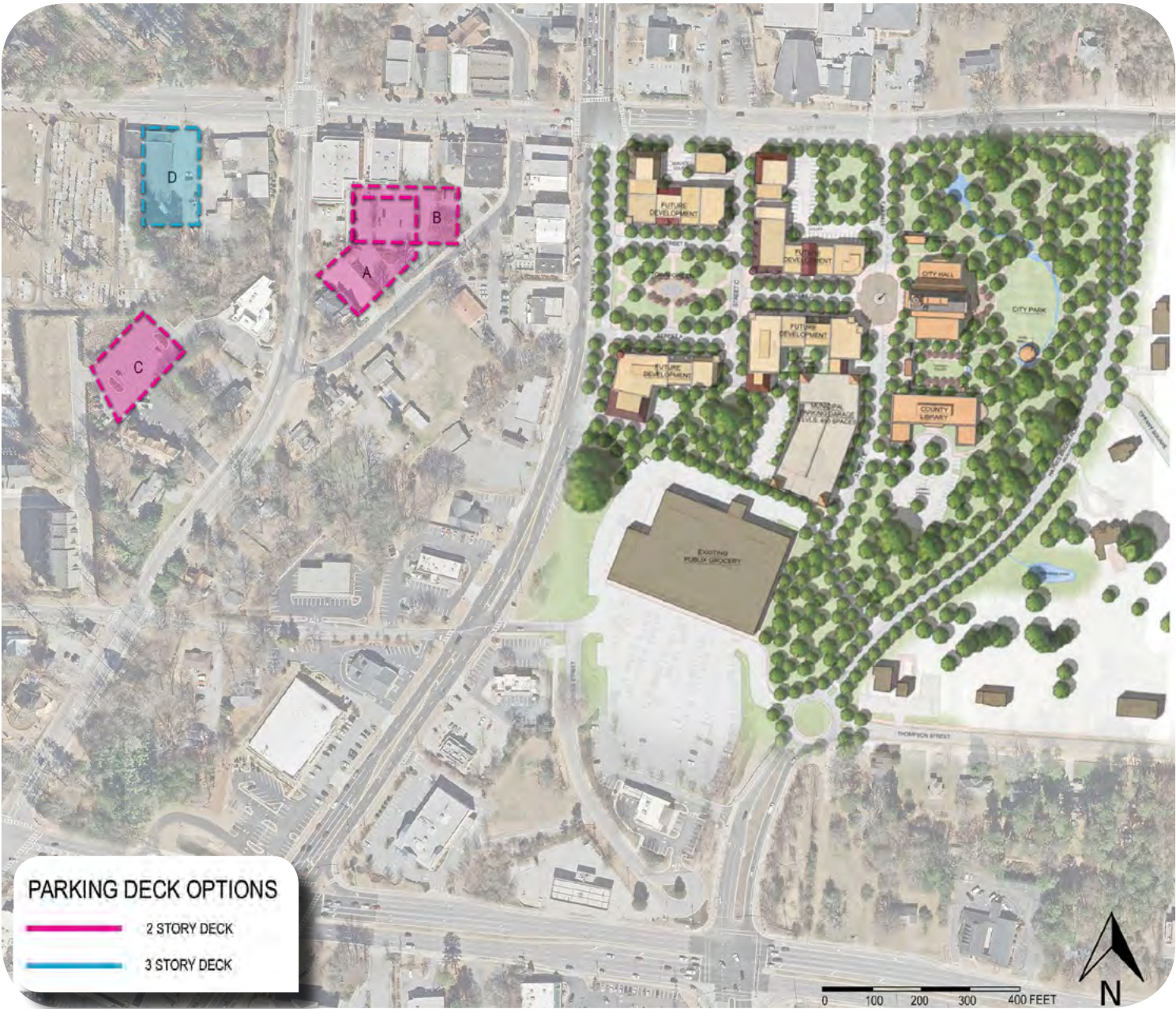


Figure 3.7

Open/ Green Space

Because Wills Park is the largest park in Alpharetta and the new City Center development will bring additional green spaces to the downtown core, the Master Plan does not contemplate the creation of any new large park spaces. Instead, the plan provides direction, consistent with the community vision, to create an interconnected system of smaller green spaces and plazas linked by the recommended downtown pedestrian / bicycle network. Figure 3.8 illustrates the potential green space network. This strategy seeks to connect City-owned plazas and green spaces between Wills Park and City Hall. Additionally, this strategy requires any new development of significant size (greater than five acres) to provide a publicly accessible green space linked to the pedestrian /bicycle networks.

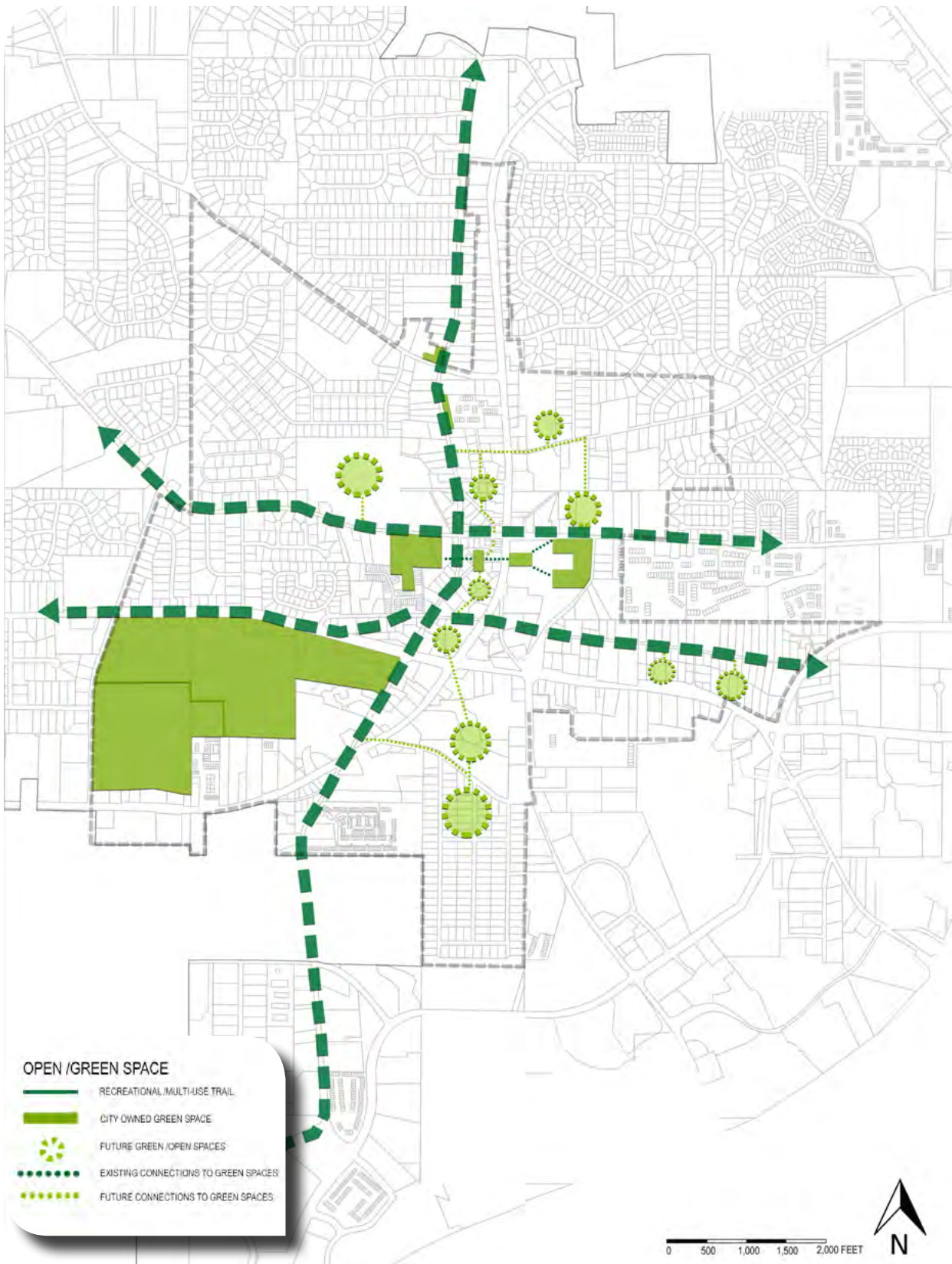


Figure 3.8



Regional Detention Center Under Soccer Field



Cistern /Rain Harvesting Facility



Bioswale

Stormwater Plan

One major impediment to realizing the community vision for a more urban, walkable environment is a need to manage stormwater runoff in a more regional, district-wide fashion. Figure 3.9 illustrates six subbasins where water drains, the outfall locations where the major drains are located for each subbasin, and the four existing detention ponds located within one of the six subbasins. The Downtown stormwater strategy incorporates a variety of tools involving: increasing the capacity of existing detention ponds where possible; adding new, regional stormwater facilities in problem and redevelopment areas; incorporating new standards and strategies to allow and promote the use of cisterns, bioswales, and permeable paving in the downtown area.

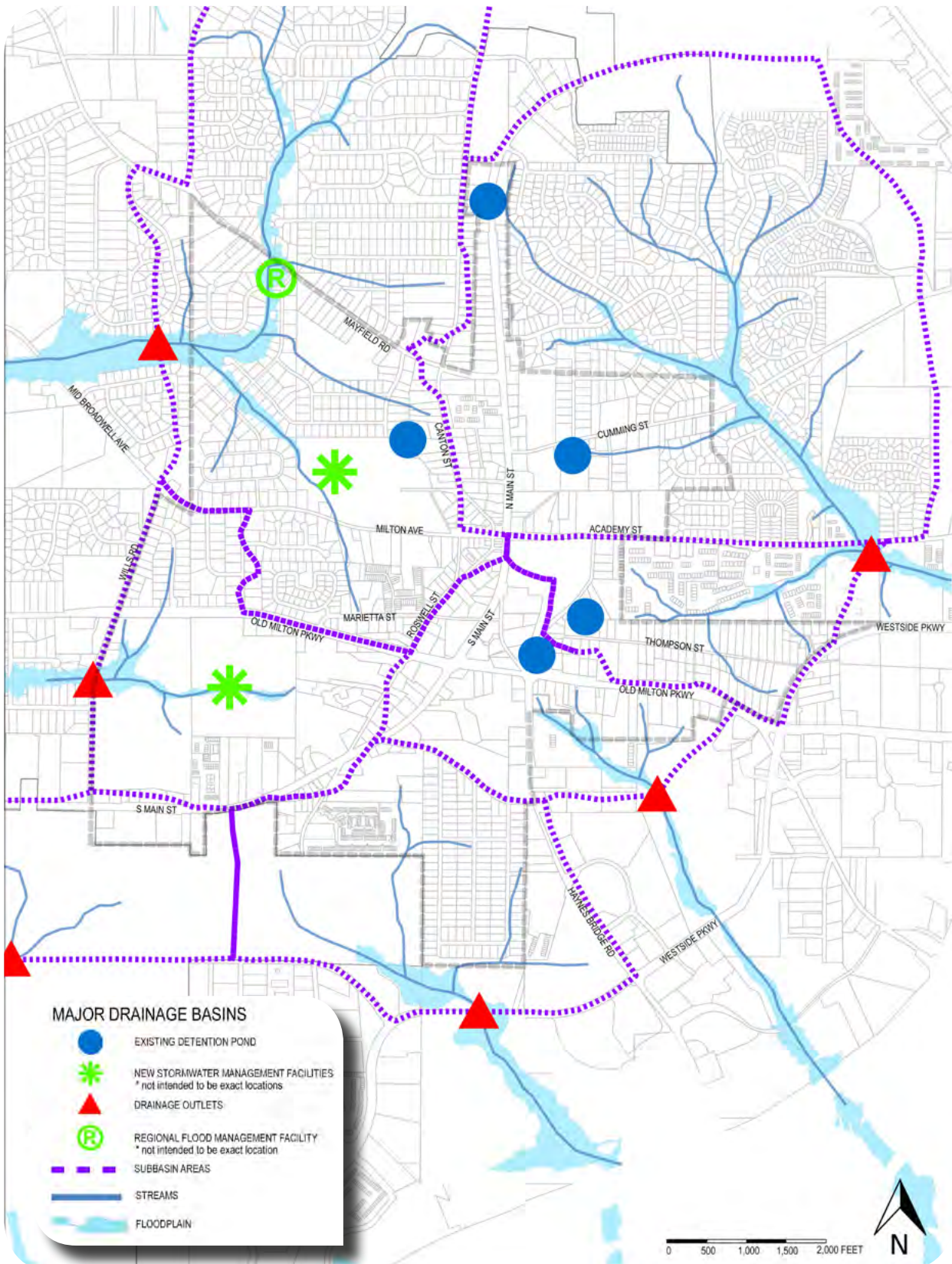
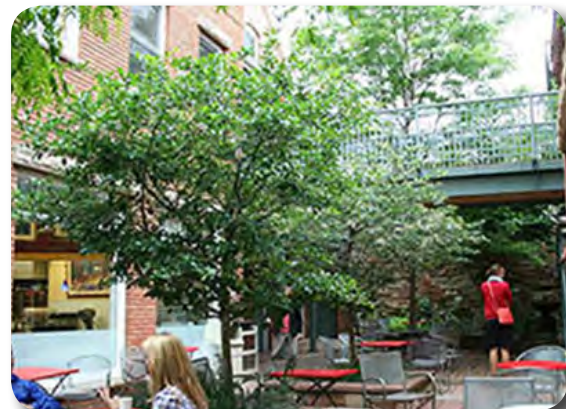


Figure 3.9

Downtown District



**Images courtesy of TSW*

The following sections move from area wide strategies and recommended initiatives to illustrative visions for specific downtown districts. These sections depict the desired character of the future of Downtown Alpharetta as well as potential site design and architectural standards.

The vision for the downtown district is to preserve and strengthen the historic heart of Alpharetta through the strategic protection of its historic resources and integration of sensitive new development. Central to this strategy is expanding the mix of retail, restaurant, and professional uses in downtown while providing new housing opportunities that are distinct from other parts of the City. These new residents, in turn, will increase the area's vibrancy and support local businesses.

The downtown district is intended to be the most walkable area within Alpharetta and the plan's land use and transportation recommendations support this vision. Transportation projects seek to create a safe and pleasant walking environment that makes the area a destination for dining, unique shopping, and events. Projects include the potential addition of special pavers along Old Roswell and Old Canton Streets, new on-street parking, widened sidewalks, and improved crosswalks.

The design of new buildings in Downtown should also support walking and the area's unique, village-scaled character. Along key shopping streets, like much of Main Street, Milton Avenue and Academy Street, buildings should front the sidewalk with continuous storefronts. In other areas, porches and stoops are also appropriate for residential use. Materials should be brick, stone, clapboard (or cementitious clapboard), or true three-coat stucco. Buildings should be limited to four stories.

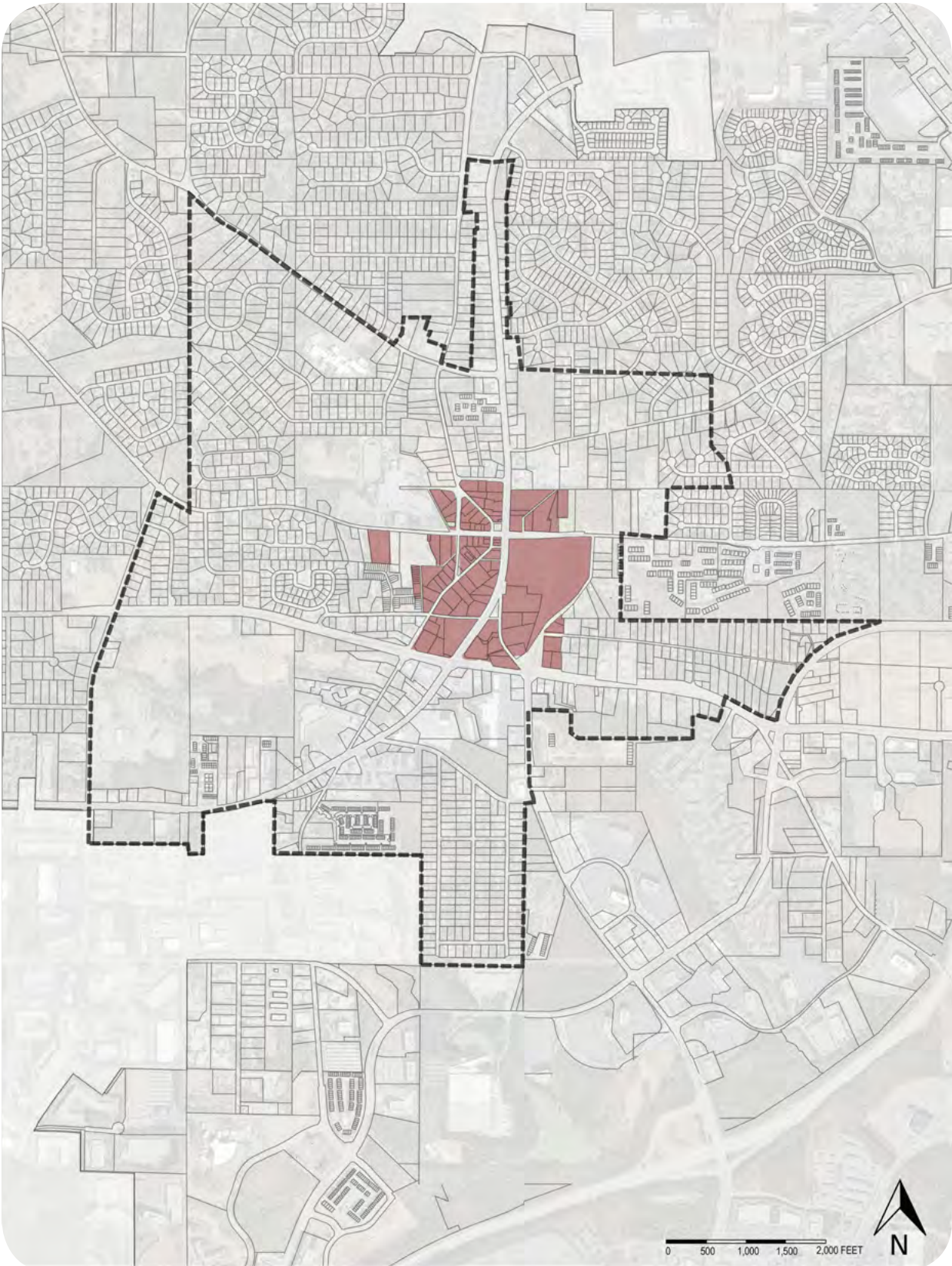


Figure 3.10



Downtown Concept Sketches



Three-Story Historic Character Architecture



Figure 3.11



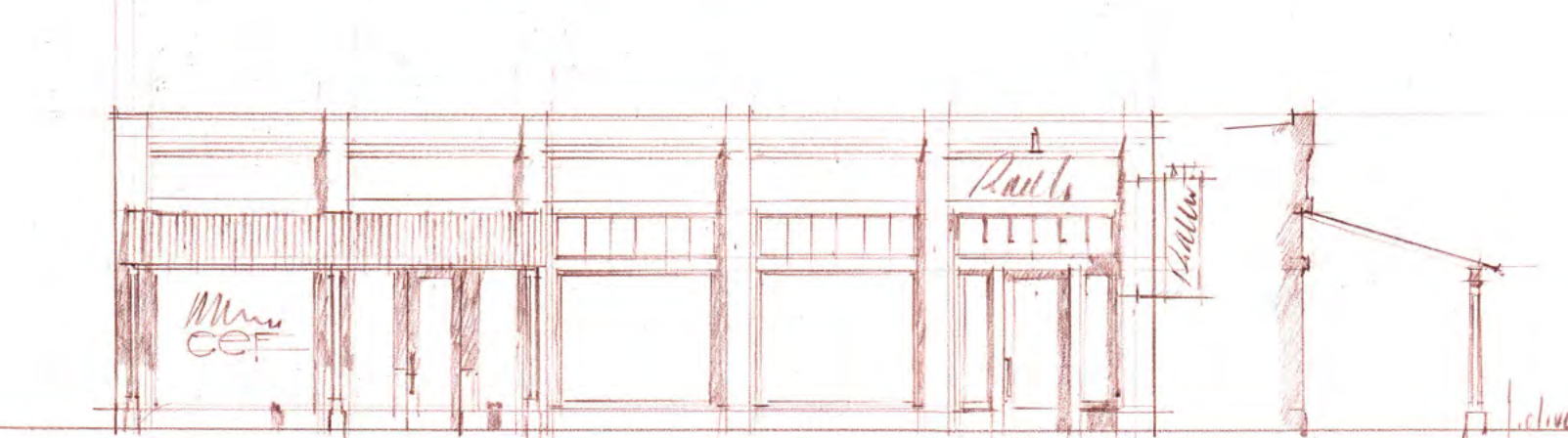
Two-Story Historic Character Architecture



Single Story Historic Character Architecture



Single Story Historic Character Architecture



Single Story Historic Character Architecture



Two-Story Historic Character Architecture

Recommendations

Historic downtown cores, in big and small cities alike, have retained their desirability and viability largely because of their mixed-use nature. As opposed to the development pattern instituted throughout the suburban landscape in post-WWII America that segregated land uses, historic downtowns encourage a mix of uses and users, often on the same block, sometimes in the same building. Downtown Alpharetta is a prime example of the historical land use pattern, which has returned to favor in the 21st century.

Because the downtown core of Alpharetta has these “good bones” that are able to attract a broad array of users in the current marketplace, and because there are relatively few similar cities with this type of asset in the Atlanta region, the downtown core should focus on, and accentuate, mixed use over stand-alone land uses on blocks and in buildings. To the greatest extent possible, downtown’s walkable retail and restaurants should concentrate in the core while bolstering the market with additional office and higher intensity residential types. Individual

buildings should focus on continuing the critical mix and mass of development and maintaining downtown’s unique design character.

Emphasizing higher intensity mixed uses in the downtown core will help attract the largest and most desirable market segments: younger Millennials and Baby Boomers. These market segments typically desire smaller housing products than Generation X households, who are often in their child-rearing years. Further, these two segments are apt to spend disposable income at retail stores and restaurants within walking distance of their homes if appropriate pedestrian infrastructure is in place. Thus, a desirable environment for these segments will include housing in the form of both condominiums and rental flats within easy walking distance to shops, restaurants and social gathering spots such as parks and greenspaces. To a large degree, the success of a desirable, pedestrian-friendly, human-scaled, mixed use environment in the downtown core will help draw demand to the other subareas.

Key Downtown District Recommendations:

- ❑ Facilitate a mix of local, unique retailers and restaurants in the Downtown Core
- ❑ Surround the downtown retail/restaurant area with office and residential uses
- ❑ Encourage multi-story buildings. Focus on building form, height and character over use and density as evaluation criteria for new development
- ❑ Require new buildings to front public streets. Limit building facades to traditional and historically compatible products (red and brown brick, wood, metal, etc.)
- ❑ Incorporate small scale outdoor spaces and green spaces and connect open spaces as a system of outdoor and public art attractions
- ❑ Enhance east-west pedestrian connectivity across Main Street with high visibility crossings
- ❑ Redesign parking and exterior areas between South Main Street and Roswell Street into a more dynamic outdoor space. Accommodate parking and access from Main Street, but provide greater green space and tree coverage and allow the space to be closed to foster downtown events
- ❑ Consider repaving Old Roswell and Old Canton Streets with bricks or pavers to create more pedestrian-oriented spaces
- ❑ Maintain and enhance Milton Avenue and Academy Street as primary walking/biking streets
- ❑ Improve Roswell Street and Canton Street as primary walking/biking streets. Consider a roundabout at Roswell and Old Roswell
- ❑ Manage prime downtown parking spaces in front of retail and restaurants proactively
- ❑ In time, provide additional public parking west of Main Street.



**Images courtesy of TSW*

Old Milton / Thompson Street

Lying between Avalon and the downtown district, Thompson Street is envisioned as a primarily residential and residential-compatible, professional office district capitalizing on the short walk or bike ride to these other areas. To take advantage of the area's topography, water features, and tree cover, buildings in the Thompson Street area should be relatively small and compatible with the character of single family houses and townhouses. Smaller buildings will minimize the need for mass grading, allow for more preservation of mature trees, and office, residential, and live /work uses to coexist.

The concept plan on the following page shows key elements of the Old Milton/Thompson Street vision. These include the preservation of existing protected wetland streams to the north, which have the added benefit of buffering Academy Park from development. The plan includes a multi-use trail and linear park along Thompson Street and new north-south streets, which can be implemented incrementally as redevelopment occurs.

Along Old Milton Parkway higher intensity residential and professional office is appropriate, new buildings should face Old Milton with limited setbacks. The City seeks to limit auto-oriented retail to maintain the pedestrian environment and a transition between the Downtown and Avalon development nodes.

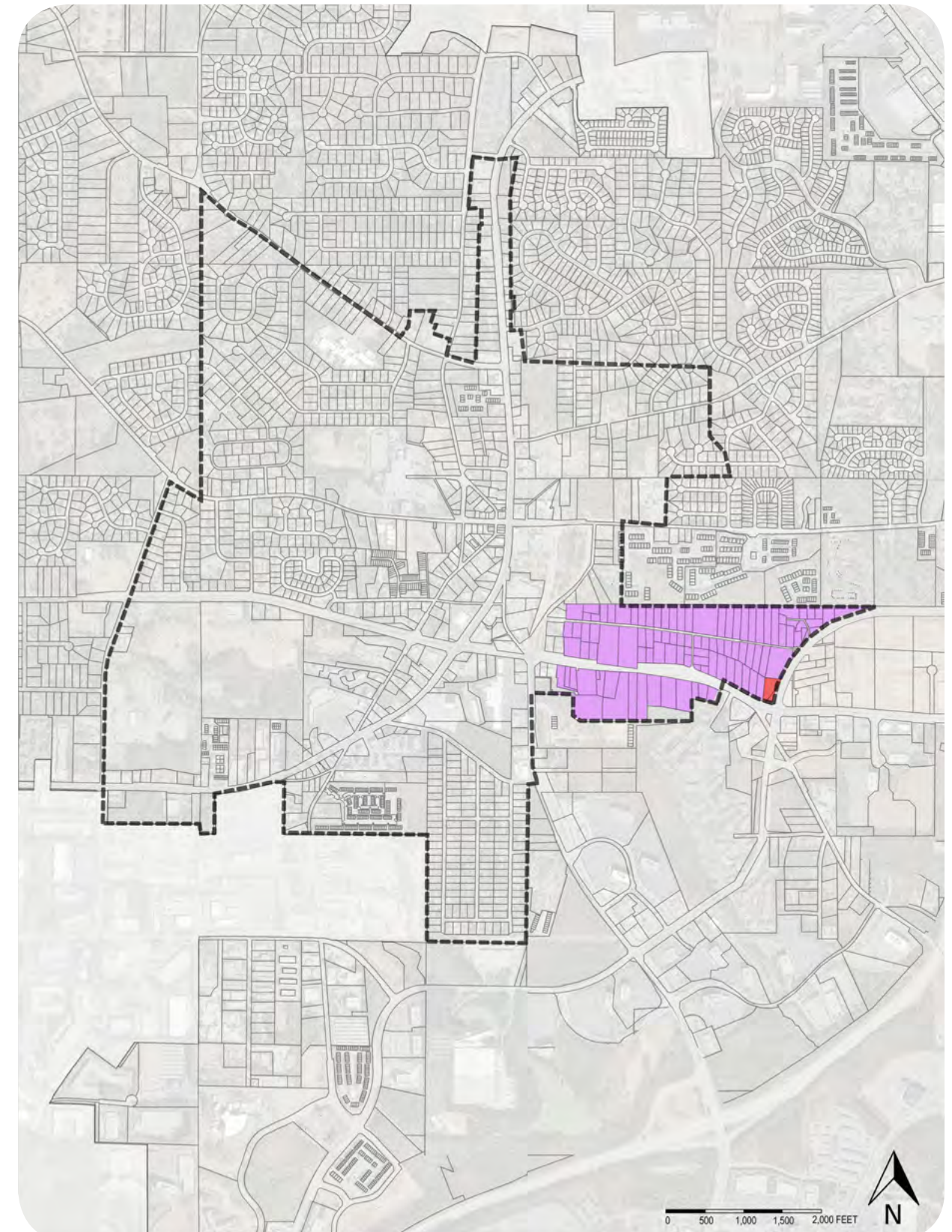


Figure 3.12



Three Story Live /Work Unit



Two Story Live /Work Unit

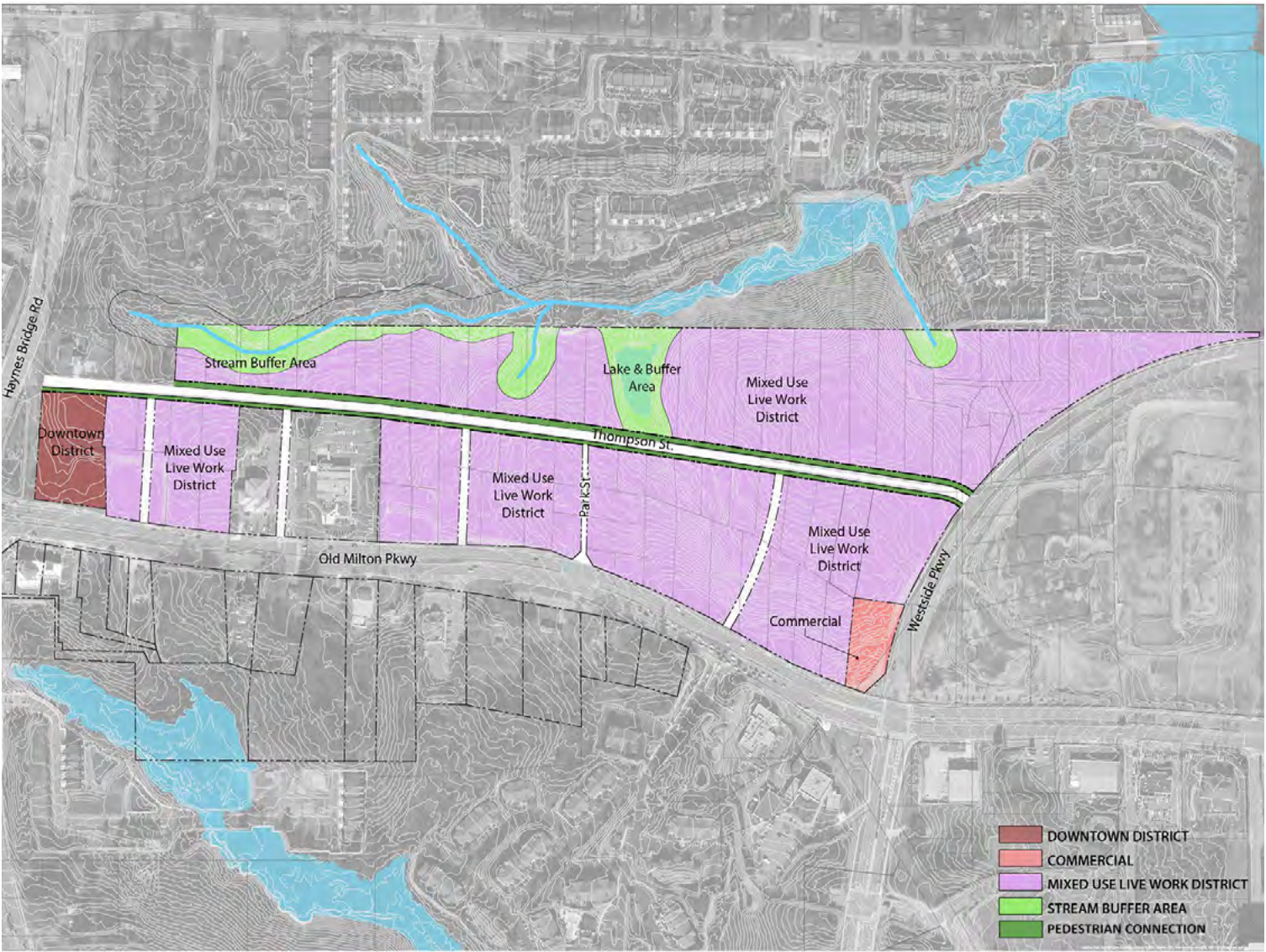


Figure 3.13

Recommendations

The goal for this area is to foster redevelopment that helps promote a walkable pedestrian orientation by addressing the street with minimal setbacks. This area can be a direct pedestrian and bike, as well as auto, linkage between the downtown core and Avalon, but care should be taken to avoid and/or correct the auto-oriented pattern that characterize the current pattern on Old Milton. Land use demand in this area should be allocated toward professional office and/or mid-density residential, including townhomes and for-sale flats.

Demand from various land use types will be drawn to the properties closest to Avalon because of the traffic and visibility afforded at

those locations. Properties fronting and closest to Westside Parkway and Haynes Bridge Road will necessitate somewhat higher intensity than properties in the middle of the block. Thus, as the area transitions into the middle of the block and along Thompson Street development intensity should decrease some with professional office, townhomes, single-lot single-family residential and live/work units fronting the street.

The Old Milton corridor should be treated as a transition to Alpharetta's urban core. New development should be encouraged to establish a more pedestrian character. Development should be focused toward high-quality human-scaled mixed-use as opposed to auto-oriented structures with an abundance of surface parking lots.

Key Old Milton/Thompson St. Recommendations:

- ❑ Encourage a mix of residential and office/professional uses along Old Milton and Thompson Street between Haynes Bridge Road and Westside Parkway
- ❑ Focus on architectural design and character to create a unique district identity
- ❑ Require new development to front public streets and keep parking to the rear or side of new development
- ❑ Provide new roadway connections between Old Milton and Thompson Street
- ❑ Foster stronger east-west connectivity, particularly for pedestrians and bicycles
- ❑ Incorporate wide pedestrian pathways as part of future redevelopment
- ❑ Preserve and integrate green space and mature trees as part of future redevelopment opportunities, particularly on redevelopment sites greater than 5 acres



**Images courtesy of TSW*

South Main

The southern gateway to Alpharetta and its downtown is the South Main district, an area currently home to strip commercial development. Over time, this area is envisioned to become more walkable and mixed-use than it is today, but of a different character than the downtown district to the north. This difference is largely due to the lack of historic buildings and the highway-oriented character of South Main.

Future development in South Main could include single-use commercial, commercial with above-shop offices or dwelling units, live /work units, townhouses, or small lot single-family uses. Regardless of use, buildings should incorporate side or rear parking in order to allow them to front widened sidewalks. More landscaping should also be incorporated to differentiate the character of South Main from other districts.

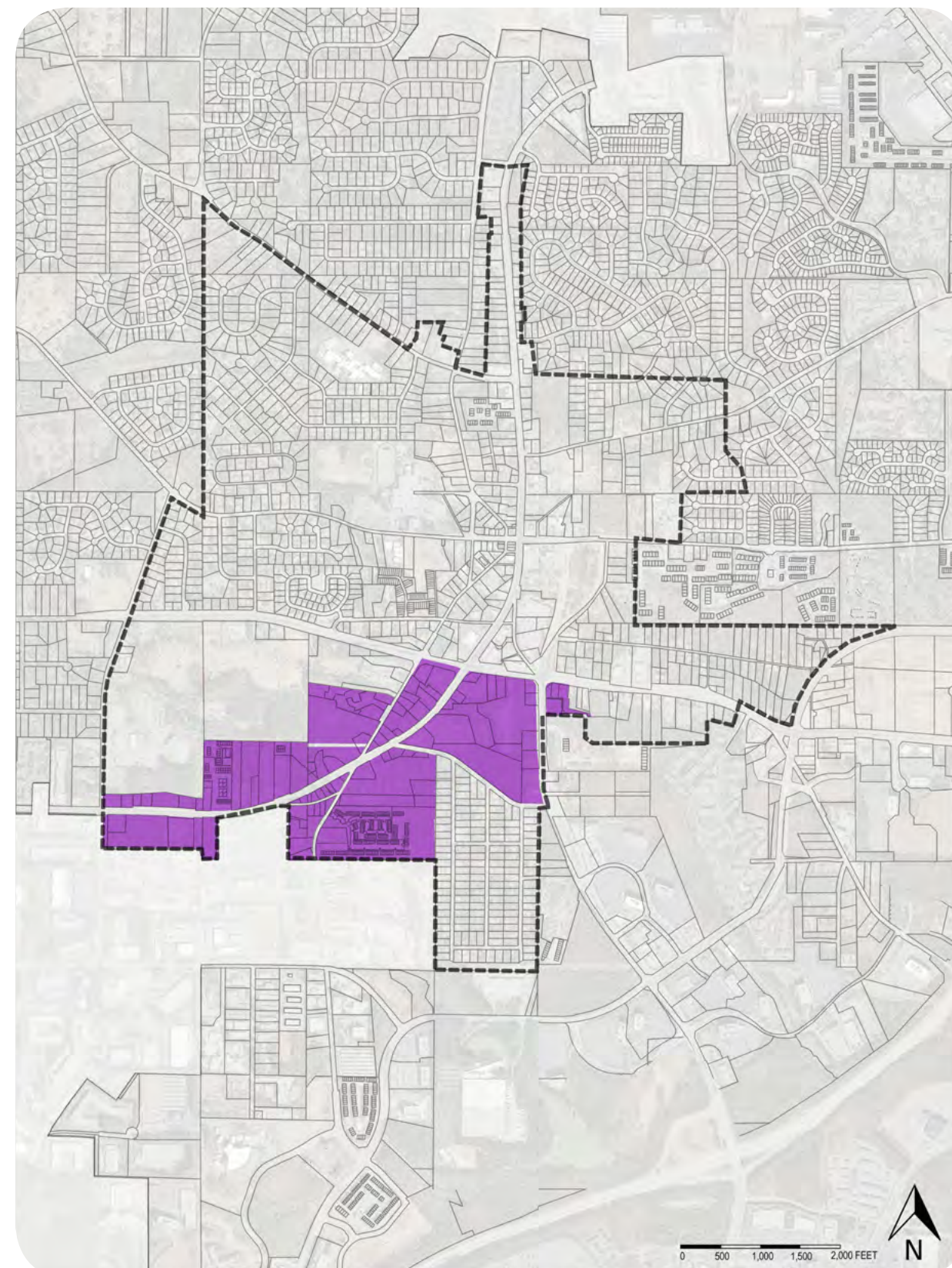


Figure 3.14

MASTER PLAN

This concept plan shows how the intersection of South Main Street and a realigned and extended Devore Road could redevelop in a manner consistent with this Master Plan. It depicts new streetscapes and street upgrades, street-oriented buildings, and public spaces created from leftover right-of-way. It is also of note that the commercial buildings shown could accommodate the types of convenience-oriented commercial uses currently in the area, albeit in a more pedestrian-friendly format.



Figure 3.15

Recommendations

The South Main area has the potential to accommodate a mixed use node at the intersection of Main Street with Devore Road and Roswell Street. A large commercial use, such as a neighborhood grocer or regional-serving office development, could help anchor a mixed use development that also included townhomes and flats. A commercial anchor at this location can serve residents of southern Alpharetta and other areas in North Fulton to the south, as well as those living in the study area. Establishing a node at this location will allow areas adjacent to this node to redevelop as higher density residential, particularly small-lot single-family townhomes, and residential flats. It will be important to establish a mobility hierarchy that preserves auto-access for the users of the large anchor, but also encourages pedestrian and bike access in order to maximize demand potential.



Key South Main Recommendations:

- ❑ Encourage a higher intensity mix of uses along South Main Street
- ❑ Enhance walkability by incorporating streetscape improvements and orienting new development toward the street
- ❑ Allow medium to higher density residential within close proximity of the Main Street corridor
- ❑ A greater variety of building materials may be appropriate for the South Main corridor, but future development should maintain some consistency of design with Downtown
- ❑ Provide additional green space as part of future redevelopment opportunities, particularly on redevelopment sites greater than 5 acres
- ❑ Enhance Roswell Street and Devore Road with pedestrian/bicycle facilities

North Main

North Main is currently one of the last residential areas along a major thoroughfare in Alpharetta. Over time, the vision for this area is to redevelop into slightly higher density uses in accordance with the future land use plan. This includes mixed-use commercial at the southern end, mixed-use live /work (similar to Thompson Street) at the center, and commercial at the north.

One of the unique design features of North Main today is the large number of formerly-residential lots. Notwithstanding a major land assembly, these small lots mean that redevelopment in this area is likely to occur in a smaller, lot-by-lot increment.

The North Main concept plan shows how this incremental redevelopment could shape the future design of the area. On lots that are residential today, it shows townhouses or live/work uses that can occupy just one or two existing lots. Larger lots could also accommodate office uses, but these should have a residential character to make them compatible with nearby homes. Buildings should also be setback off of the sidewalk, behind a small landscaped yard to further define the unique character of this area. Residential uses should incorporate mews, pocket parks, or courtyards to create a desirable residential setting. Suitable buffers should be maintained or constructed between new development and existing single-family subdivisions as required by local codes.

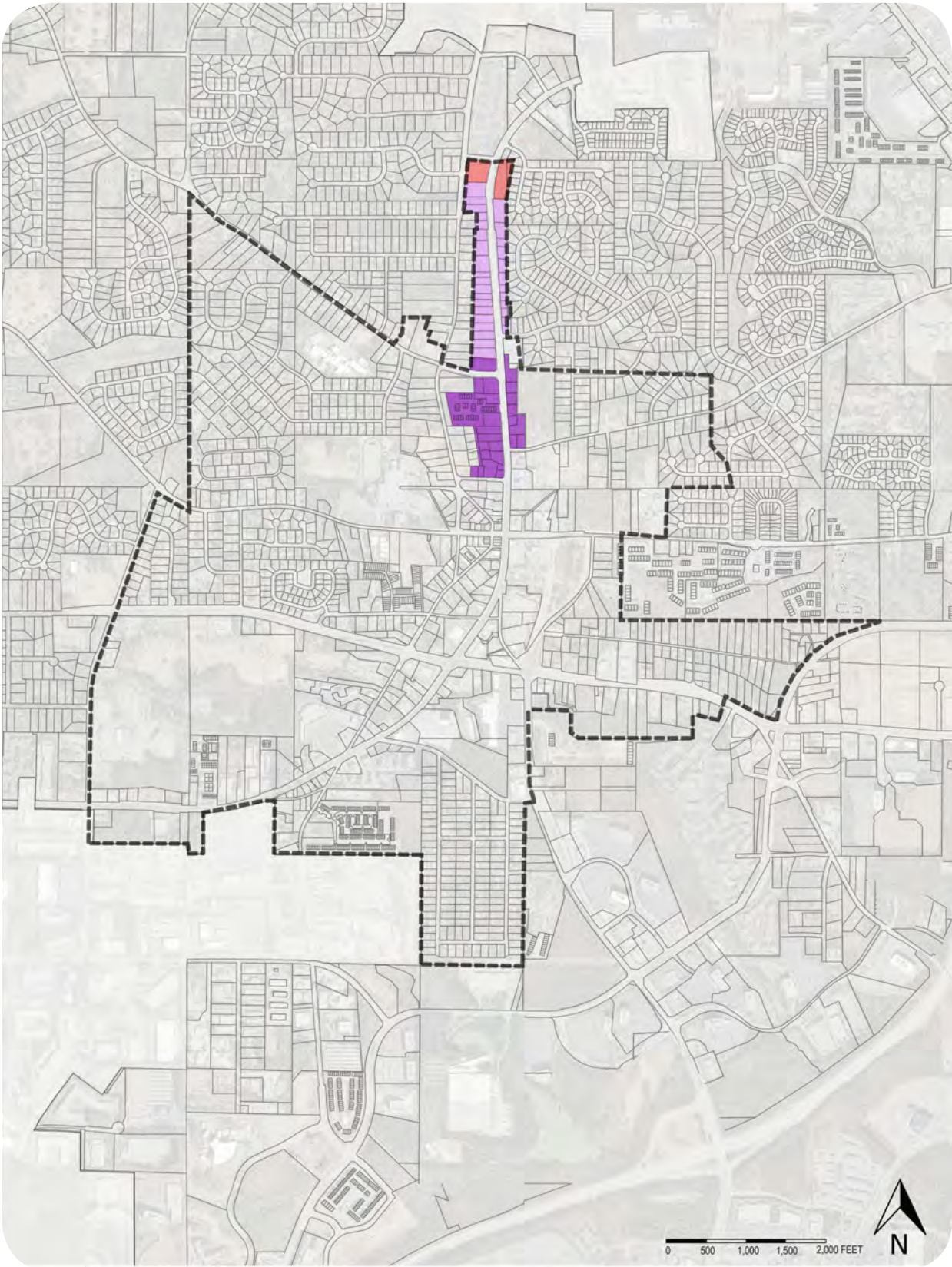


Figure 3.16



This graphic is for illustrative purposes only. It is intended to show one possible option for long-term redevelopment. It assumes that any redevelopment will only occur when willing landowners sell sites to willing buyers. Furthermore, all building locations and footprints are the artist's interpretations.

Figure 3.17

Recommendations

Similar to the Old Milton/Thompson corridor, this area should serve as a gateway to the walkable downtown core for northern Alpharetta residents. Unlike the Old Milton/Thompson and South Main subareas, the commercial uses will attract a more local, rather than regional audience and, thus, the auto-mobility infrastructure can be developed at a somewhat smaller scale, while emphasizing the pedestrian and bike infrastructure. The market could demand higher intensity uses in this location, but given the land use pattern, with historical lower-density single-family residential lots and homes often being used by commercial users, the City should encourage lower-scale professional office and residential (townhomes and single-family) within this corridor. In retaining the current scale and character of this area, the City will help to reinforce the critical mass within the downtown core by driving the largest portion of demand to the south.

Key North Main Recommendations:

- ❑ Encourage a mix of uses, including small scale office/professional and residential uses north of Mayfield Road
- ❑ Redevelopment should maintain and enhance the small building footprint, residential character of the North Main corridor
- ❑ New buildings should be oriented toward Main Street and maintain appropriate buffers to adjacent single-family neighborhoods
- ❑ Maintain landscaped yards between Main Street sidewalks and building frontages and incorporate small scale outdoor spaces
- ❑ Architecture should be consistent with Downtown and utilize historically compatible materials and color palettes
- ❑ Encourage greater connectivity between North Main Street and Canton Street where reasonable



Part 4: Implementation



PART 4: IMPLEMENTATION



he Implementation section will be completed as part of the next phase of the Master Plan. The section will include:

1. Capital project list for Downtown Alpharetta resulting from the Master Plan
2. Comprehensive Plan update
3. Modification of downtown zoning regulations
4. Stormwater Toolkit

Capital Projects List

The following pages outline the Capital Projects List resulting from the Downtown Master Plan. Each project summary includes a project identification number, page references within the Master Plan, and a high-level cost estimate. Cost figures are rounded budget estimates based on information available in Spring 2015. They are order of magnitude cost estimates for construction and do not include full design and engineering, right of way acquisition or escalation costs.

Project identification numbers align to the project types and priority signified by their alphanumeric code.

I= Intersection Improvements

P = Parking Improvements

PB = Pedestrian/Bicycle Enhancements

R = Roadway Improvements

S = Stormwater Enhancements

UD = Urban Design Improvements

Intersection Improvements Roswell at Old Roswell Intersection

Project ID: I-1

Type of Improvement: Intersection

Master Plan Page Reference: 89-96

Cost Estimate: \$1 Million

Consider intersection improvements at Roswell Street and Old Roswell Street to calm traffic and provide a gateway feature into the Downtown Core.



Parking Improvements Downtown Parking Meters

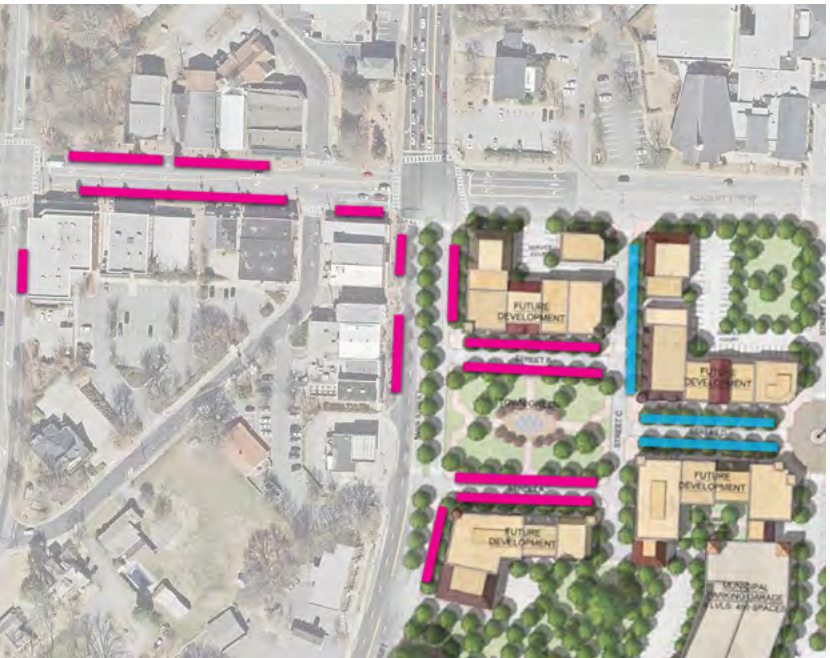
Project ID: P-1

Type of Improvement: Parking

Master Plan Page Reference: 81-82, 89-96

Cost Estimate: TBD

Install parking meters to manage priority parking spaces on Main Street, Milton Avenue, Roswell Street and other City Center streets adjacent to storefront retail and restaurants.



Downtown Parking Deck

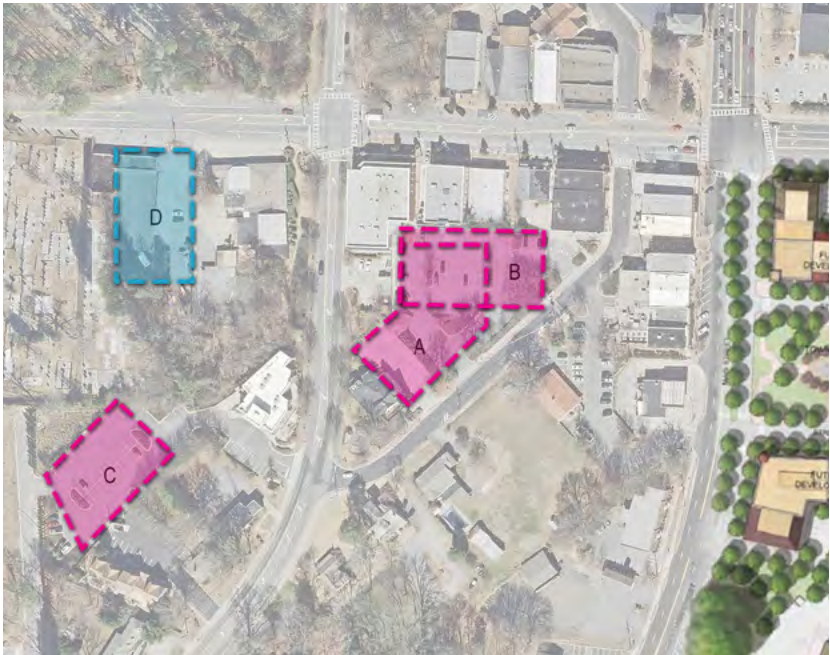
Project ID: P-2

Type of Improvement: Parking

Master Plan Page Reference: 83-84, 89-96

Cost Estimate: \$3- 3.5 Million

Develop a parking structure west of Main Street in Downtown Alpharetta.



Pedestrian/ Bicycle Improvements

Main Street Pedestrian Improvements

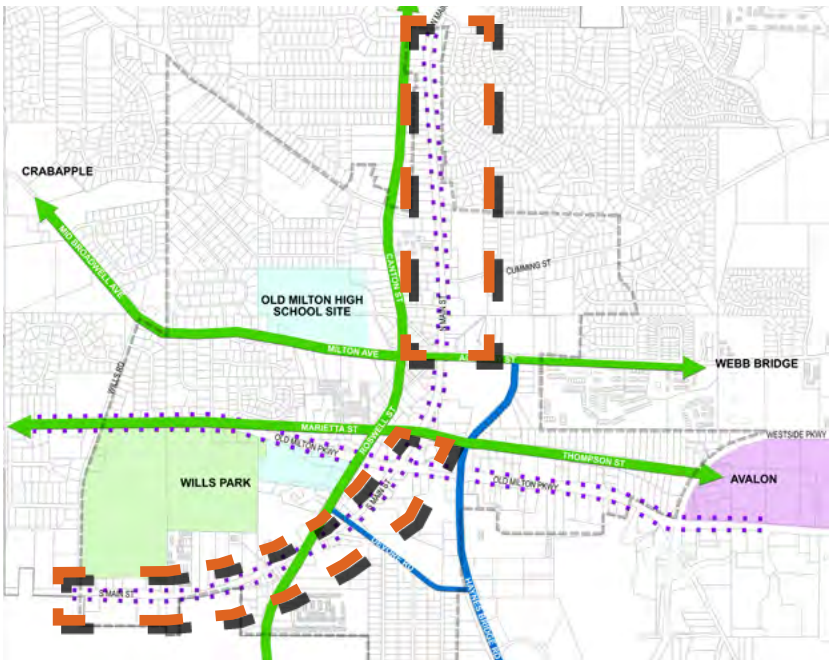
Project ID: PB-1

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-76, 103-114

Cost Estimate: \$9 Million

Implement planned streetscape, crosswalk, and access management improvements along Main Street from Wills Road to Marietta Street and from Academy Street to Vaughan Drive. Marietta Street to Academy Street is currently under construction as of Spring 2015.



Thompson Street Pedestrian/ Bicycle Enhancements

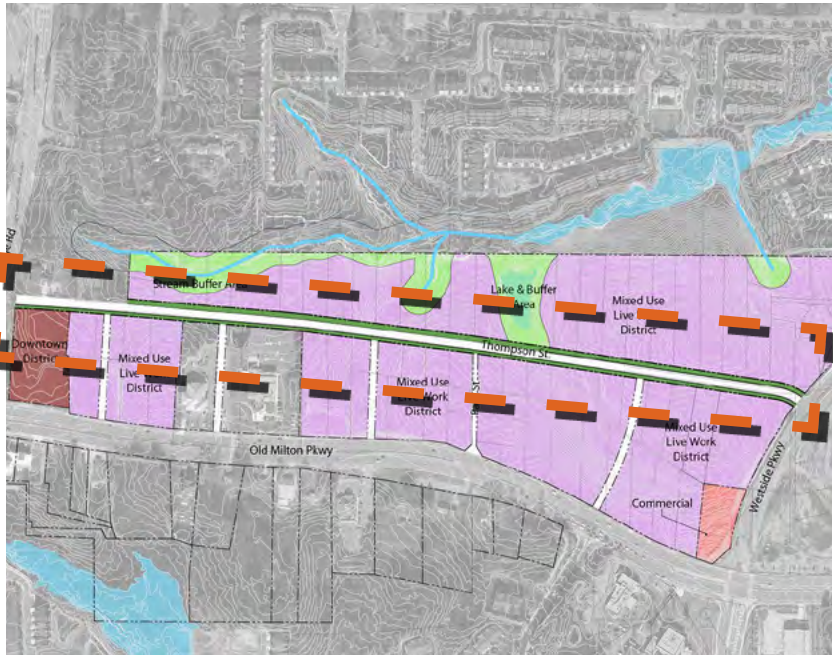
Project ID: PB-2

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-76, 80, 97-102

Cost Estimate: \$2 Million

Add multiuse trail, sidewalk, lighting, and landscape improvements from Haynes Bridge Road to Westside Parkway.



Marietta Street Pedestrian/ Bicycle Enhancements

Project ID: PB-3

Type of Improvement: Pedestrian/Bicycle

Master Plan Page Reference: 73-76, 80

Cost Estimate: \$1.5 Million

Add multiuse trail, sidewalk, lighting, and landscape improvements from North Main Street to Old Milton Parkway.



Milton Avenue Pedestrian/ Bicycle Enhancements

Project ID: PB-4

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-76,78, 89-96

Cost Estimate: \$4.5 Million

Add appropriate sidewalk and bicycle facilities from Roswell/ Canton Street intersection to the west of Wills Road.



Church Street Pedestrian/ Bicycle Enhancements

Project ID: PB-6

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-74, 79

Cost Estimate: \$500,000

Add appropriate sidewalks to Church Street from North Main Street to Canton Street.



Academy Street Pedestrian/ Bicycle Enhancements

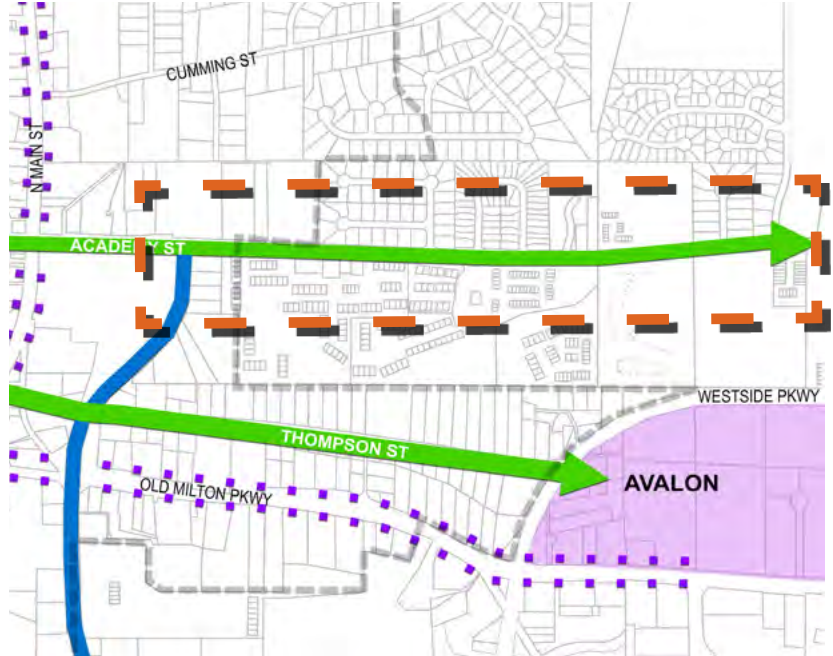
Project ID: PB-5

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-76, 78, 89-96

Cost Estimate: \$5 Million

Add appropriate sidewalk and bicycle facilities from Haynes Bridge Road to Westside Parkway.



Devore Road Pedestrian/ Bicycle Facilities

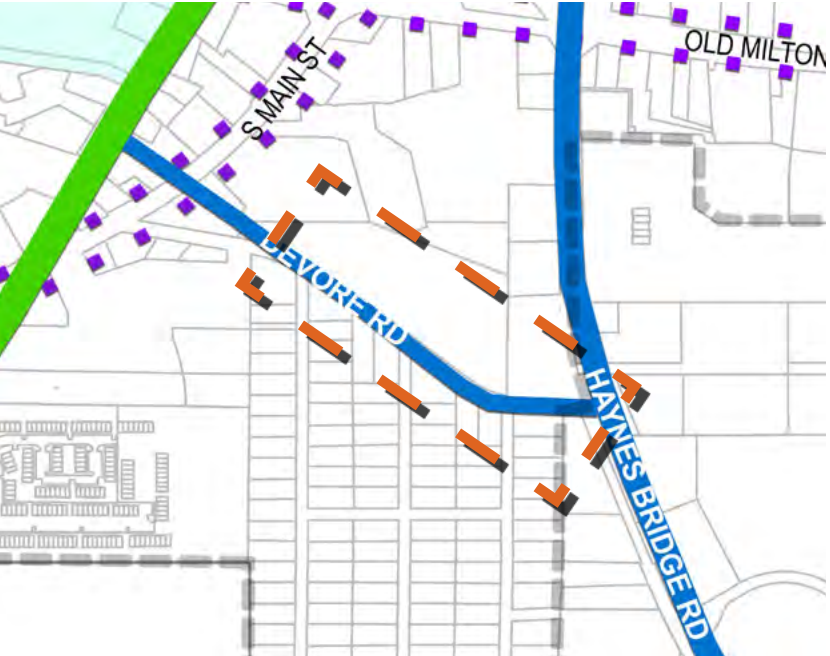
Project ID: PB-7

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-76,78, 103-108

Cost Estimate: \$2 Million

Add appropriate pedestrian and bicycle facilities on Devore Road from Roswell Street to Haynes Bridge Road. Cost does not include DeVore Road realignment and extension (see project R-11 on page 131).



Old Milton Parkway Pedestrian Improvements

Project ID: PB-8

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-77, 97-102

Cost Estimate: \$7 Million

Add enhanced sidewalks, pavers, lighting, and landscaping to Old Milton Parkway from Wills Park to Westside Parkway and GA 400.



Roadway Improvements
Old Milton Parkway to Thompson Street Connections

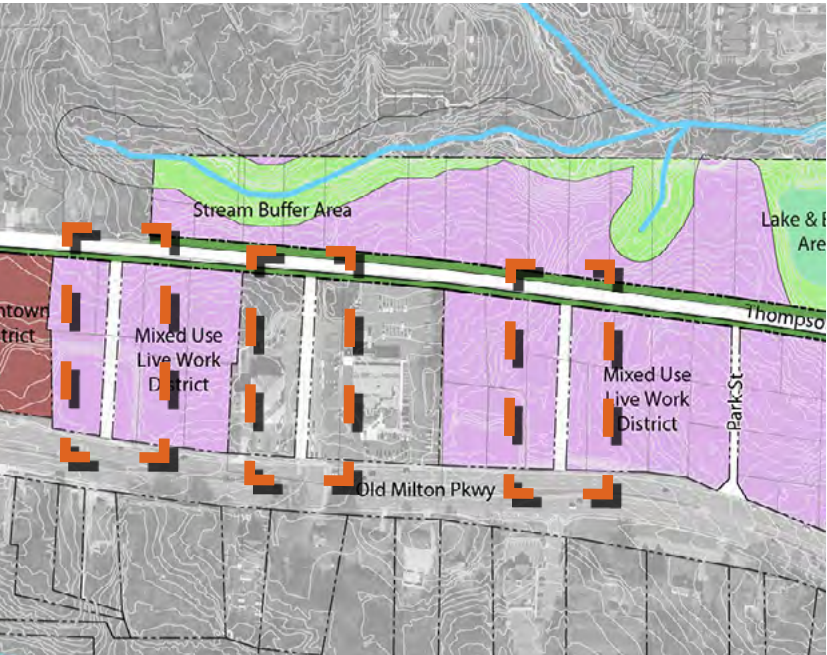
Project ID: R-1

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-74,79, 97-102

Cost Estimate: \$2.5 Million

New local roadway and sidewalk connections in three locations (approximately every 500 feet) as shown on the roadway plan and Old Milton/Thompson Street subarea.



Haynes Bridge Road Pedestrian/ Bicycle Facilities

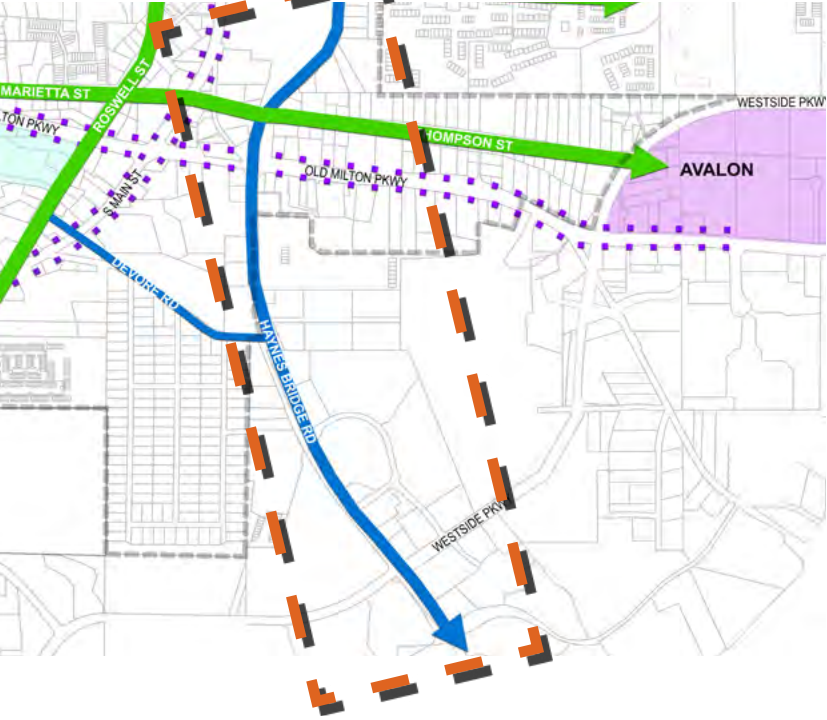
Project ID: PB-9

Type of Improvement: Pedestrian/ Bicycle

Master Plan Page Reference: 73-76

Cost Estimate: \$5 Million

Add appropriate pedestrian and bicycle facilities to Haynes Bridge Road from Academy Street to Westside Parkway and GA 400.



Marietta Street to Milton Avenue Connections

Project ID: R-2

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-74, 79

Cost Estimate: \$1.5 Million

New local roadway and sidewalk connections from Milton Avenue to Marietta Street along the east side of existing stream and west of Victoria Square.



IMPLEMENTATION

Extend Haynes Bridge to Cumming Street

Project ID: R-3

Type of Improvement: Roadway

Master Plan Page Reference: 78

Cost Estimate: \$1.5 Million

As part of future redevelopment, extend Haynes Bridge Road from Academy Street to Cumming Street. Maintain potential for future connection to North Main Street near Mayfield Road.



Roswell Street Improvements

Project ID: R-4

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-76, 78, 89-96, 103-108

Cost Estimate: \$2.5 Million

Implement recommended cross section for Roswell Street including appropriate pedestrian and bicycle features from Milton Avenue to Devore Road. Consider future connection to Encore Parkway and/or Encore Amphitheater.



Canton Street Improvements

Project ID: R-5

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-76, 78, 89-96

Cost Estimate: \$2.5 Million

Implement recommended cross section for Canton Street including appropriate pedestrian and bicycle features from Milton Avenue to Vaughn/Hopewell Road.



Thompson Street to Marietta Street Connection

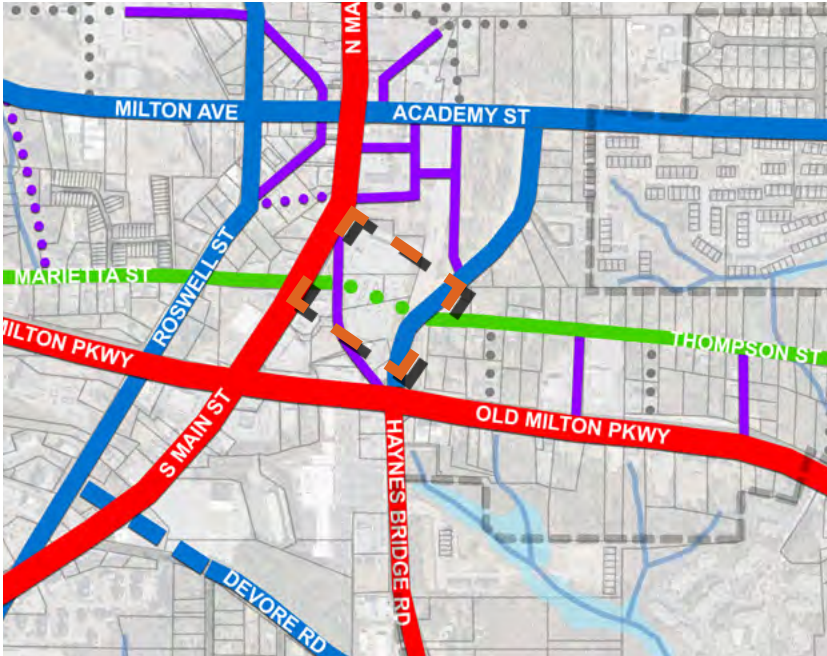
Project ID: R-6

Type of Improvement: Roadway and Pedestrian/Bicycle

Master Plan Page Reference: 73-76, 80

Cost Estimate: \$1 Million

Future green street connection from Marietta Street to Thompson Street. In interim the City should work with the Publix Shopping Center to create a formal pedestrian/ bicycle connection from North Main Street to Haynes Bridge Road.



Extend “City Center” Street to Old Roswell Street

Project ID: R-7

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-74, 85-86, 89-96

Cost Estimate: \$750,000

Extend southern entry road to City Center from North Main Street to Old Roswell Street or Roswell Street, providing a direct connection between City Center and the Old Roswell Public Space. Cost estimate does not include the surrounding development or park space (see project UD-1 on page 133).



Extend Cumming Street to Canton Street

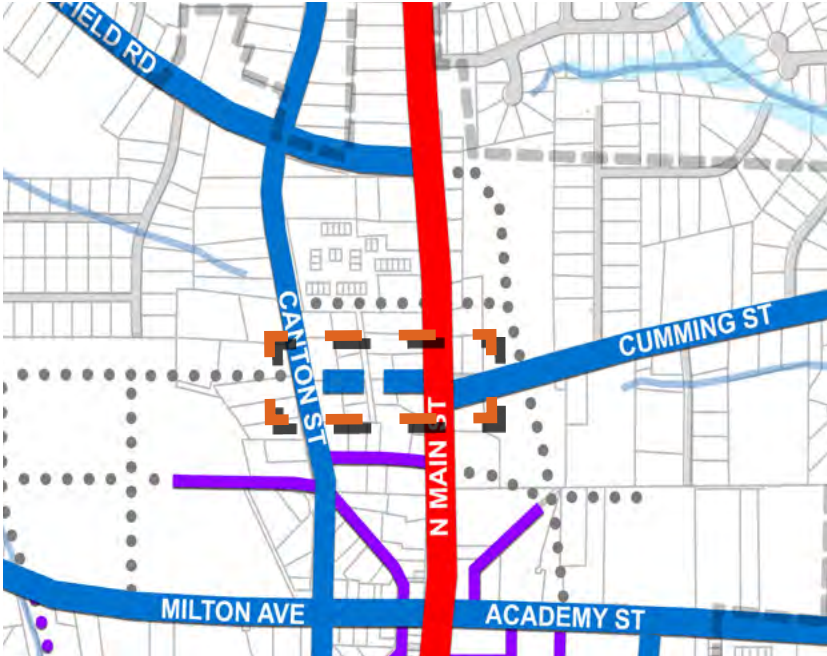
Project ID: R-8

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-74, 78, 109-114

Cost Estimate: \$1 Million

Extend Cumming Street and appropriate collector street sidewalks from North Main Street to Canton Street.



Old Milton High School Site Connectivity

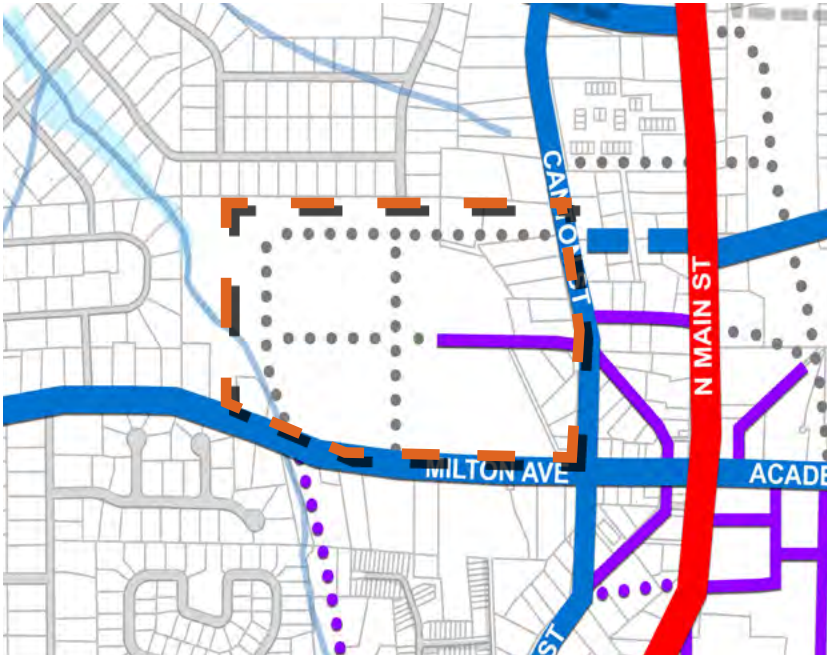
Project ID: R-9

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-74

Cost Estimate: \$5 Million

As part of future redevelopment of the Old Milton High School site, add local roadway and sidewalk connections to Milton Avenue and Canton Street. Additional or future connections may be advisable to adjacent areas experiencing redevelopment.



Academy/ Cumming/ North Main Connectivity

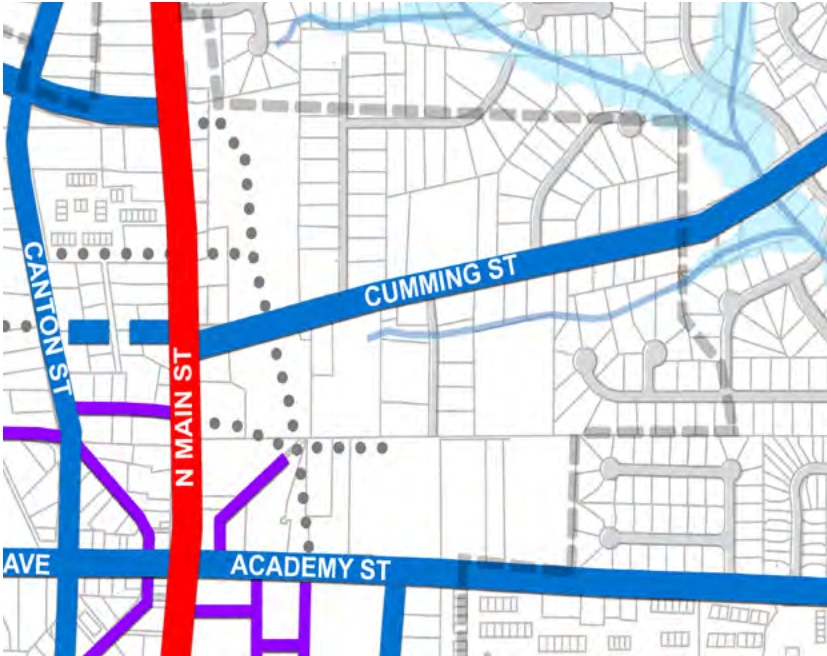
Project ID: R-10

Type of Improvement: Roadway and Pedestrian/ Bicycle

Master Plan Page Reference: 73-74, 109-114

Cost Estimate: \$4 Million

As part of future redevelopment, encourage additional through, local roadway and sidewalk connections between Academy Street, Cumming Street, North Main Street, Mayfield Road, and Canton Street.



Devore Road Realignment

Project ID: R-11

Type of Improvement: Roadway, Intersection, and Pedestrian/ Bicycle

Master Plan Page Reference: 73-76, 78, 103-108

Cost Estimate: \$1.5 Million

Realign Devore Road to create a full, 4-way intersection with South Main Street and extend Devore to Roswell Street to provide additional connectivity. Include appropriate pedestrian/bicycle facilities and modify existing intersections of South Main Street at Devore Road and Roswell Street to right-in, right-out. Cost estimate does not include pedestrian/ bicycle facilities on existing DeVore Road (see project PB-7 on page 124).



Stormwater Enhancements

Mayfield Subbasin Stormwater Study and Facility

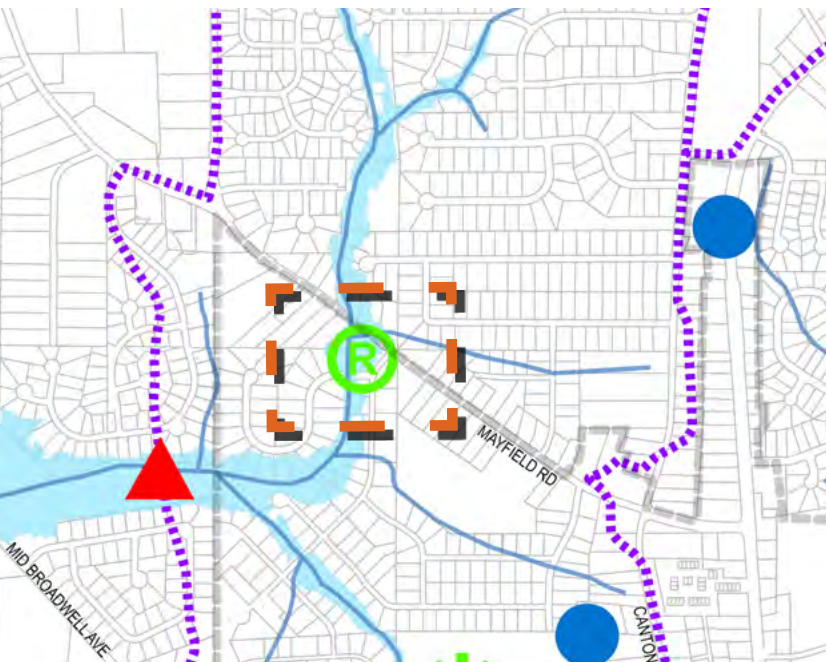
Project ID: S-1

Type of Improvement: Stormwater

Master Plan Page Reference: 87-88

Cost Estimate: \$3 Million

Complete stormwater study of Mayfield Area/Killer Creek subbasin and provide new stormwater facility in the Mayfield Subbasin to address flooding issues.



Old Milton High School Subbasin Stormwater Facility

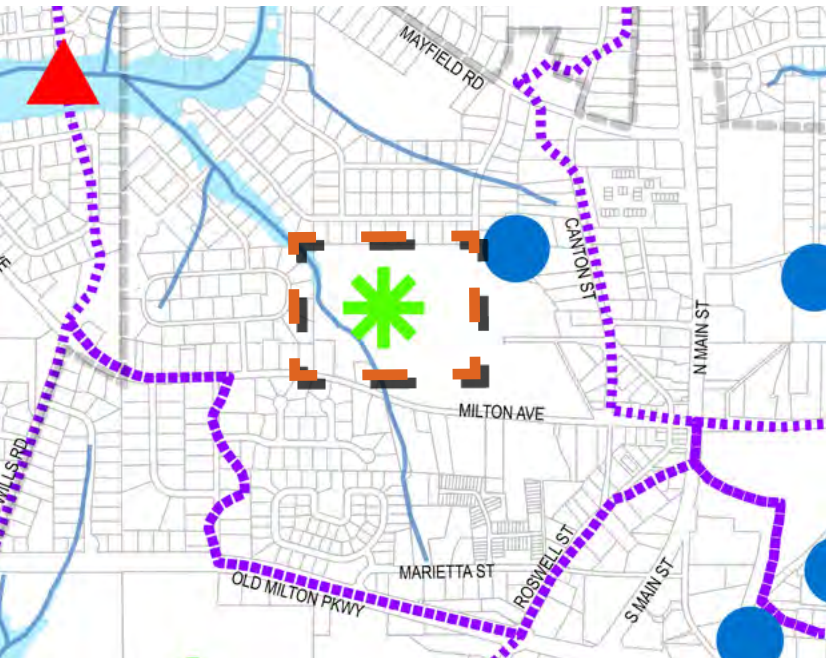
Project ID: S-2

Type of Improvement: Stormwater

Master Plan Page Reference: 87-88

Cost Estimate: \$2.5 Million

Provide a new stormwater facility as part of future redevelopment and/or improvements to the Old Milton High School site.



Wills Park Stormwater Subbasin Stormwater Facility

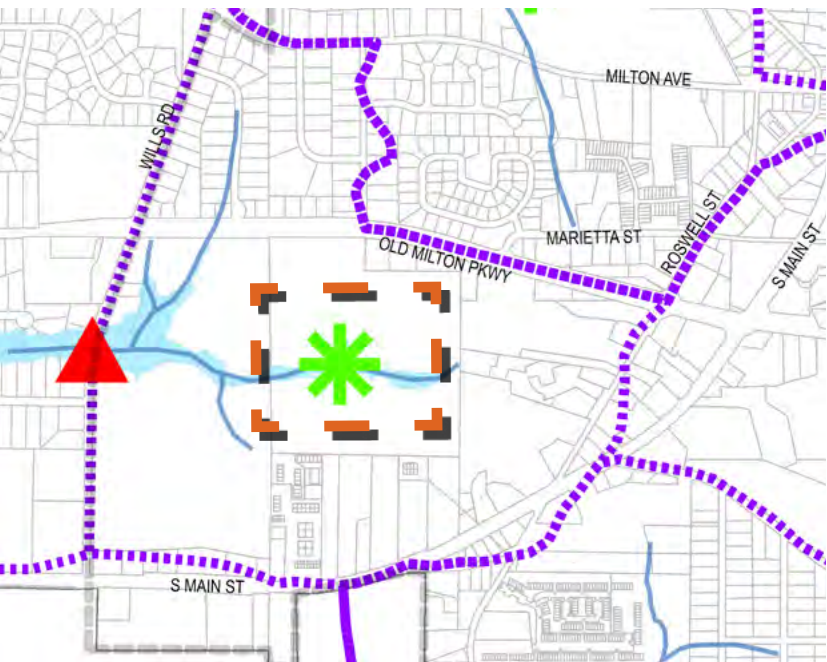
Project ID: S-3

Type of Improvement: Stormwater

Master Plan Page Reference: 87-88

Cost Estimate: \$2.5 Million

Provide a new stormwater facility in the Wills Park area to mitigate stormwater and downtown flooding issues.



Urban Design Improvements

Old Roswell Public Space Enhancements

Project ID: UD-1

Type of Improvement: Parks and Circulation

Master Plan Page Reference: 85-86, 89-96

Cost Estimate: \$1 Million

Redesign the public space and parking lot on Old Roswell Road as a public space with surface parking. This space would be linked to Main Street and City Center through a street extension (see project R-7 on page 129).



Green Space Connection between Downtown and Avalon

Project ID: UD-2

Type of Improvement: Pedestrian/ Bicycle and Open Space

Master Plan Page Reference: 85-86, 97-102

Cost Estimate: TBD

As part of future redevelopment, consider opportunities for additional public greenspace and greenway connections between Downtown and nearby commercial and residential areas.



Old Roswell Street Enhancements

Project ID: UD-3

Type of Improvement: Urban Design and Pedestrian

Master Plan Page Reference: 89-96

Cost Estimate: \$750,000

Repave Old Roswell Street from Roswell Street to Milton Avenue with pavers or another suitable highly tactile paving material to create a more pedestrian-oriented space, capable of being closed and utilized as a pedestrian plaza during community festivals and events. Consider modifications to make Old Roswell Road one-way north bound, particularly at Milton Avenue.



Old Canton Street Enhancements

Project ID: UD-4

Type of Improvement: Urban Design and Pedestrian

Master Plan Page Reference: 89-96

Cost Estimate: \$750,000

Repave Old Canton Street from Milton Avenue to Canton Street with pavers or another suitable highly tactile paving material to create a more pedestrian-oriented space, capable of being closed for special events. Consider modifications to make Old Canton one-way, particularly at Milton Avenue.



Capital Projects Tiered List

Projects were broken into three tiers based on type of improvement, priority and time.

Tier 1 initiatives include projects that are high, short-term priorities and/or improvements that are being implemented as part of approved projects or developments.

Tier 2 initiatives are longer term, likely public funded improvement projects.

Tier 3 includes initiatives that are longer term projects that will likely be implemented through public/private partnerships or as part of future private development efforts.

Tier 1

Project ID	Project Name	Description	Type of Improvement	Master Plan Page Reference	Estimated Construction Budget
P-2	Downtown Parking Deck	Develop a parking structure west of Main Street in Downtown Alpharetta.	Parking	83-84, 89-96	\$3.5 Million
I-1	Roswell at Old Roswell Roundabout	Consider intersection improvements at Roswell Street and Old Roswell Street to calm traffic and provide a gateway feature into the Downtown Core.	Intersection	89-96	\$1 Million
UD-2	Green Space Connections between Downtown and Avalon	As part of future redevelopment, consider opportunities for additional public greenspace and greenway connections between Downtown and nearby commercial and residential areas.	Urban Design and Pedestrian	85-86, 97-102	TBD
UD-1	Old Roswell Public Space Enhancement	Redesign the public space and parking lot on Old Roswell Road as a public space with surface parking. This space would be linked to Main Street and City Center through a street extension (see project R-7 on page 129).	Urban Design and Pedestrian	85-86, 89-96	\$1 Million
PB-5	Academy Street Pedestrian/Bicycle Enhancements	Add appropriate sidewalk and bicycle facilities from Haynes Bridge Road to Westside Parkway.	Pedestrian/Bicycle	73-76, 78, 89-96	\$5 Million
R-3	Extend Haynes Bridge to Cumming Street	As part of future redevelopment, extend Haynes Bridge Road from Academy Street to Cumming Street. Maintain potential for future connection to North Main Street near Mayfield Road.	Roadway	78	\$1.5 Million
R-5	Canton Street Improvements	Implement recommended cross section for Canton Street including appropriate pedestrian and bicycle features from Milton Avenue to Vaughn/Hopewell Road.	Roadway and Pedestrian/Bicycle	73-76, 78, 89-96	\$2.5 Million
R-8	Extend Cumming Street to Canton Street	Extend Cumming Street and appropriate collector street sidewalks from North Main Street to Canton Street.	Roadway and Pedestrian/Bicycle	73-74, 78, 109-114	\$1 Million
PB-9	Haynes Bridge Road Pedestrian/Bicycle Facilities	Add appropriate pedestrian and bicycle facilities to Haynes Bridge Road from Academy Street to Westside Parkway and GA 400.	Pedestrian/Bicycle	73-76	\$5 Million
PB-1	Main Street Pedestrian Improvements	Implement planned streetscape, crosswalk, and access management improvements along Main Street from Willis Road to Marietta Street and From Academy Street to Vaughan Drive. Marietta Street to Academy Street currently under construction as of Spring 2015.	Pedestrian/Bicycle	73-76, 103-114	\$9 Million
PB-7	Devore Road Pedestrian/Bicycle Facilities	Add appropriate pedestrian and bicycle facilities on Devore Road from Roswell Street to Haynes Bridge Road. Cost does not include DeVore Road realignment and extension (see project R-11 on page 131).	Pedestrian/Bicycle	73-76, 78, 103-108	\$2 Million
R-11	DeVore Road Realignment	Realign Devore Road to create a full 4-way intersection with South Main Street and extend Devore to Roswell Street to provide additional connectivity. Include appropriate pedestrian/bicycle facilities and modify existing intersections of South Main Street at Devore Road and Roswell Street to right-in, right-out. Cost estimate does not include pedestrian/bicycle facilities on existing DeVore Road (see project PB-7 on page 124).	Roadway, Intersection, and Pedestrian/Bicycle	73-76, 78, 103-108	\$1.5 Million
Tier 1 Total					\$33 Million

Tier 2

Project ID	Project Name	Description	Type of Improvement	Master Plan Page Reference	Estimated Construction Budget
S-1	Mayfield Subbasin Stormwater Study and Facility	Complete stormwater study of Mayfield Area/Killer Creek subbasin and provide new stormwater facility in the Mayfield Subbasin to address flooding issues.	Stormwater	87-88	\$3 Million
S-2	Old Milton High School Subbasin Stormwater Facility	Provide a new stormwater facility as part of future redevelopment and/or improvements to the Old Milton High School site.	Stormwater	87-88	\$2.5 Million
S-3	Wills Park Subbasin Stormwater Facility	Provide a new stormwater facility in the Wills Park area to mitigate stormwater and downtown flooding issues.	Stormwater	87-88	\$2.5 Million
UD-3	Old Roswell Street Enhancements	Repave Old Roswell Street from Roswell Street to Milton Avenue with pavers or another suitable highly tactile paving material to create a more pedetrian-oriented space, capable of being closed and utilized as a pedestrian plaza during community festivals and events. Consider modifications to make Old Roswell Road one-way north bound , particularly at Milton Avenue.	Urban Design and Pedestrian	89-96	\$750,000
UD-4	Old Canton Street Enhancements	Repave Old Canton Street from Milton Avenue to Canton Street with pavers or another suitable highly tactile paving material to create a more pedestrian-oriented space, capable of being closed for special events. Consider modifications to make Old Canton one-way, particularly at Milton Avenue.	Urban Design and Pedestrian	89-96	\$750,000
P-1	Downtown Parking Meters	Install parking meters to manage priority parking spaces on Main Street, Milton Avenue, Roswell Street and other City Center streets adjacent to storefront retail and restaurants.	Parking	81-82, 89-96	TBD
R-4	Roswell Street Improvements	Implement recommended cross section for Roswell Street including appropriate pedestrian and bicycle features from Milton Avenue to Hembree Road. Consider future connection to Encore Parkway and/or Encore Amphitheater.	Roadway and Pedestrian/Bicycle	73-76, 78, 89-96, 103-108	\$2.5 Million
PB-6	Church Street Enhancements	Add appropriate sidewalks to Church Street from North Main Street to Canton Street.	Pedestrian/Bicycle	73-74, 79	\$500,000
PB-8	Old Milton Parkway Pedestrian Improvements	Add enhanced sidewalks, pavers, lighting, and landscaping to Old Milton Parkway from Wills Park to Westside Parkway and GA 400.	Pedestrian/Bicycle	73-77, 97-102	\$7 Million

Tier 2 Total \$20 Million

Tier 3

Project ID	Project Name	Description	Type of Improvement	Master Plan Page Reference	Estimated Construction Budget
R-7	Extend "City Center" Street to Old Roswell Street	Extend southern entry road to City Center from North Main Street to Old Roswell Street or Roswell Street, providing a direct connection between City Center and the Old Roswell Public Space. Cost estimate does not include the surrounding development or park space (see project UD-1 on page 133).	Roadway and Pedestrian/Bicycle	73-74, 85-86, 89-96	\$750,000
PB-2	Thompson Street Pedestrian/Bicycle Enhancements	Add multiuse trail, sidewalk, lighting, and landscape improvements from Haynes Bridge Road to Westside Parkway.	Pedestrian/Bicycle	73-76, 80, 97-102	\$2 Million
R-1	Old Milton to Thompson Street Connections	New local roadway and sidewalk connections in three locations (approximately every 500 feet) as shown on the roadway plan and Old Milton/Thompson Street subarea.	Roadway	73-74, 79, 97-102	\$2.5 Million
R-6	Thompson Street to Marietta Street Connection	Future green street connection from Marietta Street to Thompson Street. In interim the City should work with the Publix Shopping Center to create a formal pedestrian/bicycle connection from North Main Street to Haynes Bridge Road.	Roadway and Pedestrian/Bicycle	73-76, 80	\$1 Million
PB-3	Marietta Street Pedestrian/Bicycle Enhancements	Add multiuse trail, sidewalk, lighting, and landscape improvements from North Main Street to Old Milton Parkway.	Pedestrian/Bicycle	73-76, 80	\$1.5 Million
PB-4	Milton Avenue Pedestrian/Bicycle Enhancements	Add appropriate sidewalk and bicycle facilities from Roswell/ Canton Street intersection to the west of Wills Road.	Pedestrian/Bicycle	73-76, 78, 89-96	\$4.5 Million
R-2	Marietta Street to Milton Avenue Connection	New local roadway and sidewalk connections from Milton Avenue to Marietta Street along the east side of existing stream and west of Victoria Square.	Roadway	73-74, 79	\$1.5 Million
R-10	Academy/Cumming/North Main Street Connectivity	As part of future redevelopment, encourage additional through local roadway and sidewalk connections between Academy Street, Cumming Street, North Main Street, Mayfield Road, and Canton Street.	Roadway and Pedestrian/Bicycle	73-74, 109-114	\$4 Million
R-9	Old Milton High School Site Connectivity	As part of future redevelopment of the Old Milton High School site, add local roadway and sidewalk connections to Milton Avenue and Canton Street. Additional or future connections may be advisable to adjacent areas experiencing redevelopment.	Roadway and Pedestrian/Bicycle	73-74	\$5 Million

Comprehensive Plan Update

INSERT 2015 ADOPTION RESOLUTION HERE

2015 AMENDMENTS

The 2015 Downtown Master Plan is incorporated by reference and should be consulted for additional details and information related to the character areas identified below.

PART 2: CHARACTER AREA FOCUS

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Old Milton Corridor 44

North Main Corridor..... 50
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Kimball Bridge Activity Center 62
Future Development Matrices..... 71-74, 76

Zoning Regulations

In order to achieve the vision of the Downtown Alpharetta Master Plan, it is necessary to create customized, user-friendly zoning regulations that reflect the unique needs of the downtown area. The City's current districts and regulations, despite being effective in other parts of Alpharetta, generally lack the specific use, density, and design tools that are essential in allowing downtown to achieve its full potential.

After a careful review of existing regulations, the Master Plan vision, and zoning best practices, the consultant team recommends the following preliminary approach to new zoning regulations for the downtown area. The final approach will only be determined after further discussion with elected officials, City staff, and other stakeholders.

New Districts

To reflect the Master Plan's vision of areas with different use and density requirements, four new downtown zoning districts are proposed:

- **Downtown Core** (DT-C) for areas classified "Downtown District" on the future land use plan.
- **Downtown Mixed-Use** (DT-MU) for areas classified "Mixed-Use Commercial District" on the future land use plan.
- **Downtown Live-Work** (DT-LW) for areas classified "Mixed-Use Live-Work District" on the future land use plan.
- **Downtown Residential** (DT-R) for areas classified "High Density Residential" on the future land use plan.

These new districts will also contain customzied standards to ensure new open spaces with larger redevelopents.

All other areas should retain their existing zoning.

Common Requirements

The Master Plan incorporates several "regulatory elements" that should be applied equally (or with slight modifications) across all of the Downtown Master Plan study area. These include:

- **Maximum Block Sizes**, which establish maximum sizes and connectivity requirements.
- **New Streets, which define new multi-modal "complete streets" that will be built with redevelopment.**
- **Multi-Use Trails**, which include requirements to set aside space for new multi-use trails in the general locations shown on the Regulating Plan.
- **Streetscapes**, which include requirements for sidewalks, street trees, and similar elements with redevelopment.
- **Architectural Design and Building Types**, which includes modest requirements for materials and facade design, but is style neutral (except in historic districts, where existing regulations would apply).
- **Parking and Loading**, which includes customized standards for vehicular parking, truck loading, and bicycle facilities.
- **Neighborhood Compatibility**, which will provide buffers and height transitions adjacent to existing single-family residential districts.
- Tree protection, which will include customized for more intensely developed sites.

District Regulations

Regulations in individual district will focus primarily on the use of property and its density or intensity. The following pages contain potential metrics within each district and are for discussion purposes only.

Downtown Core (DT-C)

Purpose

The purpose of this district is to provide for compact development in Alpharetta’s core that is compatible with the area’s historic character and includes a variety of commercial uses serving the entire city, civic uses, and residential uses.

Uses

- Similar to C-2, but may prohibit certain permitted principal uses or conditional uses, including: automobile service station, automotive parts, automotive services, adult entertainment establishments, automobile sales and leasing, car washes, and drive-throughs.
- For-sale detached dwelling (i.e. single-family) and for-sale attached (townhouse only), all with min. unit size of 1,200 sf, allowed by-right.
- For-sale attached dwelling (condominium only), for-rent dwellings, and group allowed by conditional uses. Proposed use standards would apply.

Density

- Non-residential: No limit except as required by Lot Metrics.
- Residential: No limit except as required by Lot Metrics or further restricted during conditional use review.

Open Space

- Green space is required for all sites over 5 acres. It must equal or exceed 5% of the gross site area, be at-grade, and be publicly accessible.

Lot Metrics	
Lot Size	
Min. Lot Area:	Detached House: 2,500 sf Townhouse: 900 sf All other: None
Min. Lot Width:	Detached House: 25 ft Townhouse: 20 ft Cottage Courts: 150 ft (entire court, not each lot) All other: None
Setbacks	
Front	Typically 0 ft, except as otherwise required by streetscape standards, may vary by street
Side	No minimum
Rear	3 ft min./6 ft min. (with alley/without alley)
Lot Coverage	
Max. Lot Coverage:	90%
Building Height	
Max. Building Height:	4 floors or 60 feet, whichever is less (measured above-grade)

Downtown Mixed-Use (DT-MU)

Purpose

The purpose of this district is to provide for a variety of residential housing, commercial, and civic options along major corridors leading to the Downtown Core.

Uses

- Similar to C-2, but allow for vertical mixed-use buildings
- For-sale detached dwelling (i.e. single-family) and for-sale attached (townhouse only), all with min. unit size of 1,200 sf, allowed by-right.
- For-sale attached dwelling (condominium only), for-rent dwellings, and group allowed by conditional uses. Proposed use standards would apply.

Density

- Non-residential: No limit except as required by Lot Metrics.
- Residential: Max. 10 units per gross site acre by-right higher densities by conditional use permit (or as further restricted during conditional use review)

Open Space

- Outdoor amenity space is required for all sites. It must equal or exceed 10% of gross lot area. Such space may be at or above grade.
- Green space is required for all sites over 5 acres. It must equal or exceed 10% of the gross site area, be at-grade, and be publicly accessible.

Lot Metrics	
Lot Size	
Min. Lot Area:	Detached House: 2,500 sf Townhouse: 900 sf All other: None
Min. Lot Width:	Detached House: 25 ft Townhouse: 20 ft Cottage Courts: 150 ft (entire court, not each lot) All other: None
Setbacks	
Front	5 ft min., 10 ft max.
Side	No minimum
Rear	3 ft min./6 ft min. (with alley/without alley)
Lot Coverage	
Max. Lot Coverage:	80%
Building Height	
Max. Building Height:	4 floors or 60 feet, whichever is less (measured above-grade)

Downtown Live-Work (DT-LW)

Purpose

The purpose of this district is to provide for a variety of residential housing options, civic uses, and limited commercial uses and developments that are compatible with residential surroundings.

Uses

- For-sale detached dwelling (i.e. single-family) and for-sale attached (townhouse only), all with min. unit size of 1,200 sf, allowed by-right.
- Live-work unit allowed by-right. A live-work unit is a dwelling with a commercial component, as defined by the International Building Code.
- Uses allowed in O-P

Density

- Non-residential: No limit except as required by Lot Metrics.
- Residential: Max. 8 units per gross site acre.

Open Space

- Outdoor amenity space is required for all sites. It must equal or exceed 10% of gross lot area. Such space may be at or above grade.
- Green space is required for all sites over 5 acres. It must equal or exceed 10% of the gross site area, be at-grade, and be publicly accessible.

Lot Metrics

Lot Size	
Min. Lot Area:	Detached House: 2,500 sf Townhouse: 900 sf
Min. Lot Width:	Detached House: 25 ft Townhouse: 20 ft Cottage Courts: 150 ft (entire court, not each lot) All other: 25 ft
Setbacks	
Front	10 ft min.
Side	0 ft min./3 ft min. (townhouses/all other)
Rear	3 ft min./10 ft min. (with alley/without alley)
Lot Coverage	
Max. Lot Coverage:	70%, max. building footprint 10,000 sf (approximate size of Post Office on Old Milton)
Building Height	
Max. Building Height:	3 floors or 35 feet, whichever is less (measured above-grade)

Downtown Residential (DT-R)

Purpose

The purpose of this district is to provide for a variety of residential housing options.

Uses

- Single-family detached, townhouses, cottage courts (with min. unit size 1,200 sf)

Density

- Non-residential: Not permitted
- Residential: Max. 8 units per gross site acre.

Open Space

- Outdoor amenity space is required for all sites. It must equal or exceed 10% of gross lot area. Such space may be at or above grade.
- Green space is required for all sites over 5 acres. It must equal or exceed 10% of the gross site area, be at-grade, and be publicly accessible.

Lot Metrics

Lot Size	
Min. Lot Area:	Detached House: 2,500 sf Townhouse: 900 sf
Min. Lot Width:	Detached House: 25 ft Townhouse: 20 ft Cottage Courts: 150 ft (entire court, not each lot)
Setbacks	
Front	10 ft min.
Side	0 ft min./3 ft min. (townhouses/all other)
Rear	3 ft min./10 ft min. (with alley/without alley)
Lot Coverage	
Max. Lot Coverage:	70%
Building Height	
Max. Building Height:	3 floors or 35 feet, whichever is less (measured above-grade)

Stormwater Toolkit

In order to implement the master plan and promote development that lends itself to the overall community vision, new and re-development should be forward-thinking from a stormwater perspective. Better Site Design Practices should be used as a holistic approach to address stormwater quantity and quality as part of the overall site plan during the beginning stages of design. Development should implement 'Better' Best Management Practices (BMPs) that are not only effective, but that also add amenities to the downtown area. Coupling Better Site Design and 'Better' BMPs will lead to stormwater management that adds to the desired walkable and welcoming character of the city.

In addition to future planning, areas with existing drainage problems should be identified and mitigated through engineering analysis and plan implementation. Some of these problem areas may be mitigated by regional management facilities while others may be smaller scale 'Better' BMP solutions.

Lastly, regional solutions for stormwater quantity control should be analyzed by the city to determine the feasibility from both hydrologic and economic perspectives. Regional stormwater facilities would allow developers within the headwaters to pay a fee in lieu of providing onsite detention thereby increasing an individual property's development potential and overall aesthetic. These regional facilities can also function as open/green space and the Master Plan identifies several potential locations as both future open/green space and stormwater management facilities.



Better Site Design & Better BMPs

Better site design:

- ☐ Conserves natural features and resources
- ☐ Uses low impact site design techniques
- ☐ Reduces impervious cover
- ☐ Utilizes natural features for stormwater management

Better BMPs:

- ☐ Effectively treat stormwater runoff
- ☐ Meet the requirements of the Georgia Stormwater Management Manual
- ☐ Are incorporated into the site's overall hardscape and landscape design
- ☐ Add to development's aesthetics
- ☐ Add community amenities

Better Site Design and Better BMPs

Alpharetta’s new Construction Water Conservation Permit Requirements already encourage development that is water conscience through water use and runoff reduction. Better Site Design Practices outlined in the GSWMM should be consulted and implemented during early project planning. A City policy that a “Stormwater Concept Plan” be submitted and approved prior to a development permit would allow planners and city engineers to start thinking holistically about the site (and determine eligibility to participate in a fee in lieu program) earlier in plan development. Providing effective stormwater management through BMPs will lead to a higher quality, more walkable and connected city.

Some of the most applicable ‘Better’ BMPs are highlighted here while the City’s Stormwater Management Design Manual coupled with the Georgia Stormwater Management Manual (GSWMM) provide in-depth reference for design standards.

Unified Stormwater Sizing Criteria

Code	Criteria	Definition
WQv	Water Quality	Treats runoff volume from first 1.2” of rainfall
CpV	Stream Channel Protection	Extended detention of the 1-year storm event
Qp25	Overbank Flood Protection	Detains 2-year through 25-year peak flows to existing conditions
Qf	Extreme Flood Protection	Safe conveyance of runoff from the 100-year event

Large-Scale BMPs: suitable for large sites and regional solutions

Wet Stormwater Pond

Treats water quantity and quality while adding a water feature amenity. Existing detention facilities can often be effectively retrofitted to add capacity and increase aesthetics to become a ‘better’ BMP.

- Addresses all of the unified stormwater sizing criteria
- Suitable for drainage areas of 10-25 acres
- Low capital and maintenance cost
- Uses an area about 3% of the site’s contributing drainage area



Stormwater Wetland

Treats water quantity and quality while adding a natural amenity.

- Addresses all of the unified stormwater sizing criteria
- Requires a larger contributing drainage basin of 25 acres
- Moderate capital and maintenance cost
- Uses an area about 3% of the site’s contributing drainage area



Underground Detention

A reduced footprint BMP that can be designed to treat both runoff quantity and quality.

- Detains stormwater peak flows (Cpv, Qp25, and Qf)
- Must be used in conjunction with limited application devices to treat WQv
- Can be used as a cistern to reuse a portion of the WQv
- For use in space-limited areas



Site Specific BMPs: suitable for small sites and water quality

Bioretention Areas

Effectively removes pollutants from runoff and serves as lush landscaped area with plants that can withstand short periods of flooding as well as dry periods.

- Treats WQv
- For small contributing areas (<5 acres)
- Suitable for residential and urban areas
- Moderate capital and maintenance costs
- Uses an area about 5% of the site's contributing drainage area
- May require underdrain



Dry Enhanced Swales

Treats runoff quality through a normally dry landscape feature.

- Treats WQv and some Cpv
- For small contributing areas (<5 acres)
- Suitable for flat slopes
- Moderate capital cost with low maintenance costs
- Requires an area 10-20% of the site's contributing drainage area
- Conveys stormwater possibly in lieu of curb and gutter
- May require underdrain



Wet Enhanced Swales

Treats runoff quality through a water feature amenity.

- Treats WQv and some Cpv
- For small contributing areas (<5 acres)
- Suitable for flat slopes
- High capital cost with low maintenance costs
- Requires an area 10-20% of the site's contributing drainage area



Pocket Wetland

Treats runoff quality and some quantity through a water feature amenity.

- Treats WQv and some Cpv
- Requires a minimum contributing drainage basin of 5 acres with intermittent/ permanent water source
- Moderate capital cost with high maintenance costs
- Uses an area 3-5% of the site's contributing drainage area



Filter Strips

Treats water quantity and quality while adding a natural amenity.

- Treats WQv as part of a treatment train
- For small contributing areas (<2 acres)
- Suitable for flat slopes
- Low capital cost with moderate maintenance costs
- Requires an area 20-25% of the site's contributing drainage area



Grass Channel

Treats runoff quality and some quantity through a natural amenity.

- Treats a portion of WQv as part of a treatment train
- For small contributing areas (<5 acres)
- Suitable for flat slopes
- Low capital cost with moderate maintenance costs
- Requires an area 10-20% of the site's contributing drainage area



Site Specific BMPs

Pervious or Permeable Pavers

Adds character and allows for infiltration, lowering overall runoff volume.

- Reduces runoff
- Does not treat WQv from adjacent impervious areas
- Requires periodic maintenance



Pervious Concrete

Used for parking areas, lowers the overall runoff volume.

- Reduces runoff by reducing impervious area
- Does not treat WQv from adjacent impervious areas
- Requires periodic maintenance



Rain Barrels

Collects roof runoff for reuse and lowers stormwater volume.

- Reduces runoff by storing runoff and infiltrating over pervious areas during dry periods
- Allows for water reuse for irrigation
- Does not treat WQv



Above Ground Cistern

Water reuse system to reduce runoff volume that adds an aesthetic variation.

- Reduces runoff by storing runoff and infiltrating over pervious areas during dry periods
- Allows for water reuse for irrigation
- Does not treat WQv
- Requires a water budget analysis



Stormwater Policy Enhancements to Consider

The City of Alpharetta Downtown Master Plan (pages 87-88) outlines a series of recommendations to address stormwater challenges in the downtown area, both existing challenges and those that might prevent future development that is otherwise consistent with the community vision and master plan. To address stormwater needs in the downtown area, regional or district-wide solutions may be needed including improvements to current and future stormwater ponds and alternative stormwater management practices as described in the previous pages.

To fully implement these and other stormwater management solutions, the City of Alpharetta should consider additional steps including ordinance revisions/ enhancements and/or additional funding mechanisms for drainage improvements.

Ordinance Revisions and Enhancements

The City's current stormwater management ordinance should be reviewed, revised, and amended to allow and encourage joint or collective stormwater management. Currently the City operates under a Municipal Separate Storm Sewer System (MS4) permit which is issued by the Georgia EPD. Additionally, the city's drainage ordinance is equal to or more stringent than the model ordinance from the North Georgia Water Planning District. Alpharetta's permit is subject to annual EPD review to ensure compliance. The steps to amend and revise the city's current ordinance include:

- Define a special infrastructure district within the downtown area. This "Special Downtown Stormwater District" may be defined as portions of a drainage basin, with physical street boundaries, or combined and consistent with areas defined by the Downtown Master Plan.
- Amend the stormwater ordinance to allow joint or district-wide stormwater management facilities and systems.
- Organize and coordinate with the Georgia EPD to ensure compliance with the City of Alpharetta NPDES MS4 permit, the State stormwater manual, and the Georgia Water Quality Act.

Revision of the city's stormwater ordinance is intended to establish a Special Downtown Stormwater District and allow greater flexibility to manage stormwater while still meeting regional and state standards.

Economic Feasibility Analysis

An economic analysis should be conducted to consider the feasibility of a "stormwater fee in lieu of" program. This approach would establish a Special Downtown Stormwater District and allow new development projects to pay fees into a city-managed drainage enterprise fund. The funds would then be utilized to reimburse the city for or to fund specific, defined downtown drainage improvements within and resulting from the special infrastructure district.

The analysis would review the feasibility of a special infrastructure district as a funding mechanism for district-wide improvements and would be similar to other recently established programs like Decatur, GA where developers contribute to the cost of a regional detention vault system near their historic downtown.

The recommended ordinance enhancements and economic analysis provide a path to district-wide stormwater solutions that could enhance the potential for and quality of downtown development.