

Chapter 3: City Profile

3 Chapter Overview

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3.1 Federal Requirements

This chapter of the Plan addresses the advisory on page 27 of the FEMA Local Multi-Hazard Mitigation Planning Guidance, July 1, 2008 which suggests community profile information be included to provide context for understanding the plan:

“The planning team should consider including a current description of the jurisdiction in this section or in the introduction of the plan. The general description can include a socio-economic, historic, and geographic profile to provide a context for understanding the mitigation actions that will be implemented to reduce the jurisdiction’s vulnerability.”

3.2 Summary of Plan Updates

Table 3-1 summarizes changes made to the 2004 plan as a result of the 2010 plan update, as follows:

Table 3-1: Updates to the Community Profile Section of the Plan

Summary of Plan Updates for Planning Process		
Section		Change
3.3	Geographic History and Setting	Updated data
3.4	Climate	Addition of section
3.5	Government and Demographics	Addition of Section
3.6	Transportation	Addition of Section

3.3 Geographic History and Setting

The City of Alpharetta is located in the northern half of Georgia approximately 30 miles north of downtown Atlanta. It is one of the northern suburbs set completely inside Fulton County and has been an incorporated city since the 1980's. To the southwest is the City of Roswell, to the south is the City of Sandy Springs and the City of Norcross, to the east is the City of Johns Creek, and to the north is the City of Milton.

It should be noted that the area in question, situated inside Fulton County, is made up of entirely incorporated municipalities.

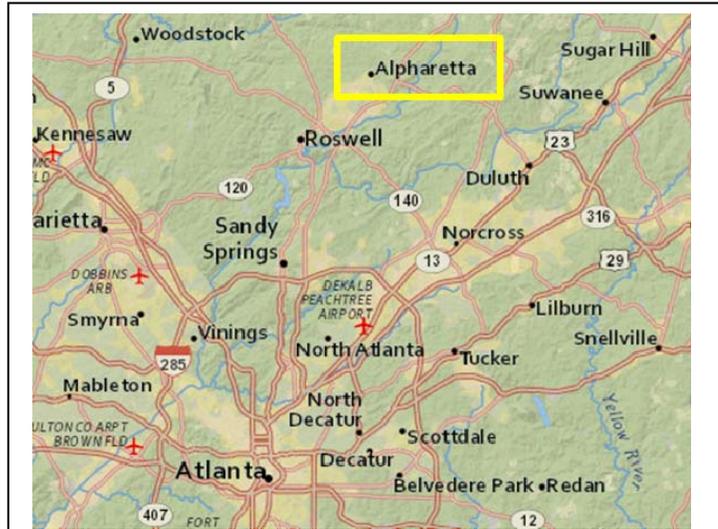


Figure 3-1: Location Map for the City of Alpharetta, GA

Credits: National Geographic, Esri, DeLorme, NAVTEQ, UNEP-WCMC, USGS, NASA, ESA, METI, NRCAN, GEBCO, NOAA, IPC

3.4 Climate

The climate is considered to be a humid, subtropical climate. The average minimum and maximum temperatures are 52° and 72°, respectively. The average annual rainfall amount is approximately 50 inches which is distributed relatively evenly throughout the year. The average amount of snowfall is around 2.4 inches. Blizzards are rare, but possible. Frequent ice storms can typically cause more problems than snow.

3.5 Government and Demographics

3.5.1 City of Alpharetta's Organization and Key Departments

Alpharetta's form of local home rule government begins with the constituency whom elect officials, such as council members, who in turn appoint officials, such as a City Administrator.

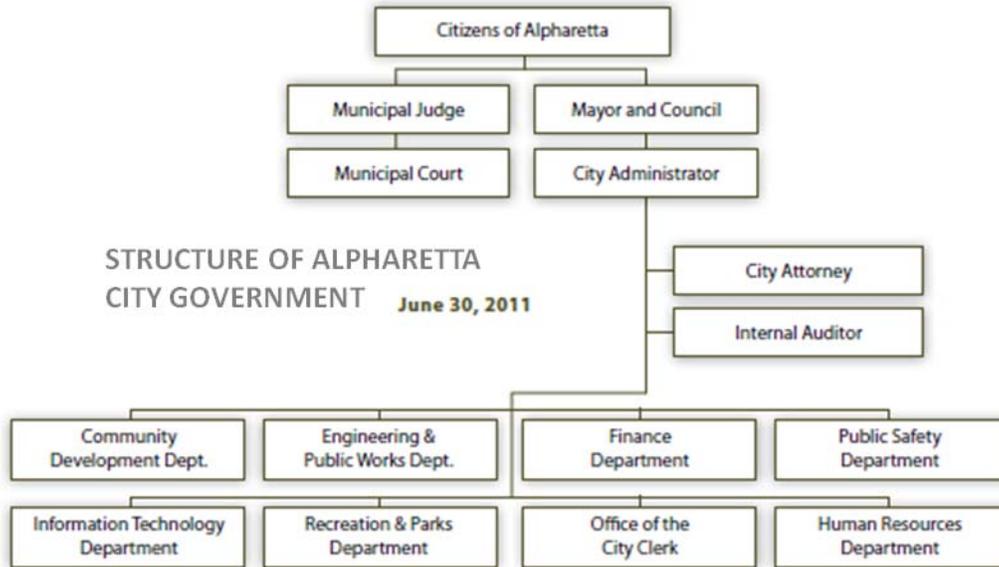


Figure 2: Local Government Structure

There are six (6) council members and one mayor all of whom are elected by non-partisan, city-wide voting methods and serve according to term policies. The City Administrator is selected by the Mayor and City Council to carry out daily operations. The City’s organizational structure is portrayed in the following chart which comes from the City’s most recent Comprehensive Financial Report, prepared by the Director of Finance:

3.5.2 Comprehensive Plan 2030 – Including Land Use

3.5.2.1 Status of Plan

In 2011, the City of Alpharetta updated its Comprehensive Plan. In accordance with the Department of Community Affairs’ *Standards and Procedures for Local Comprehensive Planning* (chapter 110-12-1) the City Council updated and officially adopted the *City of Alpharetta Comprehensive Plan 2030 – Community Agenda*. As part of its maintenance, the Implementation section includes tools such as the five-year Short Term Work Program (STWP). The STWP acts as a schedule of actions that support the City’s long-term goals and objectives. NOTE: the STWP and the Capital Improvement Program are tied to this plan and are updated on a five-year basis;

Figure 3-3: City of Alpharetta Government Structure

therefore, these would be good conduits for future mitigation actions.

3.5.2.2 Population Growth

The City of Alpharetta is located in the Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area (MSA) and is one of the fastest-growing cities in the State of Georgia. Based on the City’s *Comprehensive Plan 2030 – Community Agenda*, the total population for the City of Alpharetta has been estimated to grow to a total of 69,395 by 2030. From 2000 to 2009, the City of Alpharetta’s population growth rate was 72% from 30,511 in 2000 to 52,415 in 2009. The average annual growth rate for the City is 6.2% while the county’s is 2.7%.

3.5.2.3 Land Use

Residential land uses make up the majority of the standard land use classes in the city at 46.2%, according to the Comprehensive Plan 2030. Of the residential uses, there are three subclasses. The subclass known as low density residential land use subclass makes up about 35.6% for the entire land use inventory.

Table 3-2: Existing Land Use

Classification	Percent of Total
Residential	46.2%
Residential Estate	5.0%
Low Density Residential	35.6%
High Density Residential	5.6%
Commercial	17.1%
Professional/Office	10.0%
Retail Sales/Services	7.1%
Industrial	1.5%
Business, Manufacturing, Warehousing	0.7%
Light Industrial	0.8%
Other	35.1%
Public/Institutional	4.9%
Parks/Recreation/Open Space	11.6%
Transportation/Communication/Utilities	7.4%
Vacant/Undeveloped	11.2%

3.5.2.4 Future Growth Areas

According to the City of Alpharetta 2030 Comprehensive Plan, future opportunities involve breaking up the low density residential land uses with the addition of mixed use along transportation corridors and in activity centers - while protecting open space and greenspace. Corridors appear as the areas where growth is planned and therefore are likely to experience future development as the City plans to connect Activity Centers. For example, in the Kimball Bridge Neighborhood, future development will include connecting pedestrian-friendly environments like the Big Creek Greenway to corridors like Old Milton Parkway and GA-400 and activity centers like Kimball Bridge Activity Center. The following map shows the primary Character Areas in the City of Alpharetta which will likely experience future development per the Comprehensive Plan. It should be noted that all areas except the designated Open Space areas are prepared for growth.

Table 3-3: Existing Land Use Map

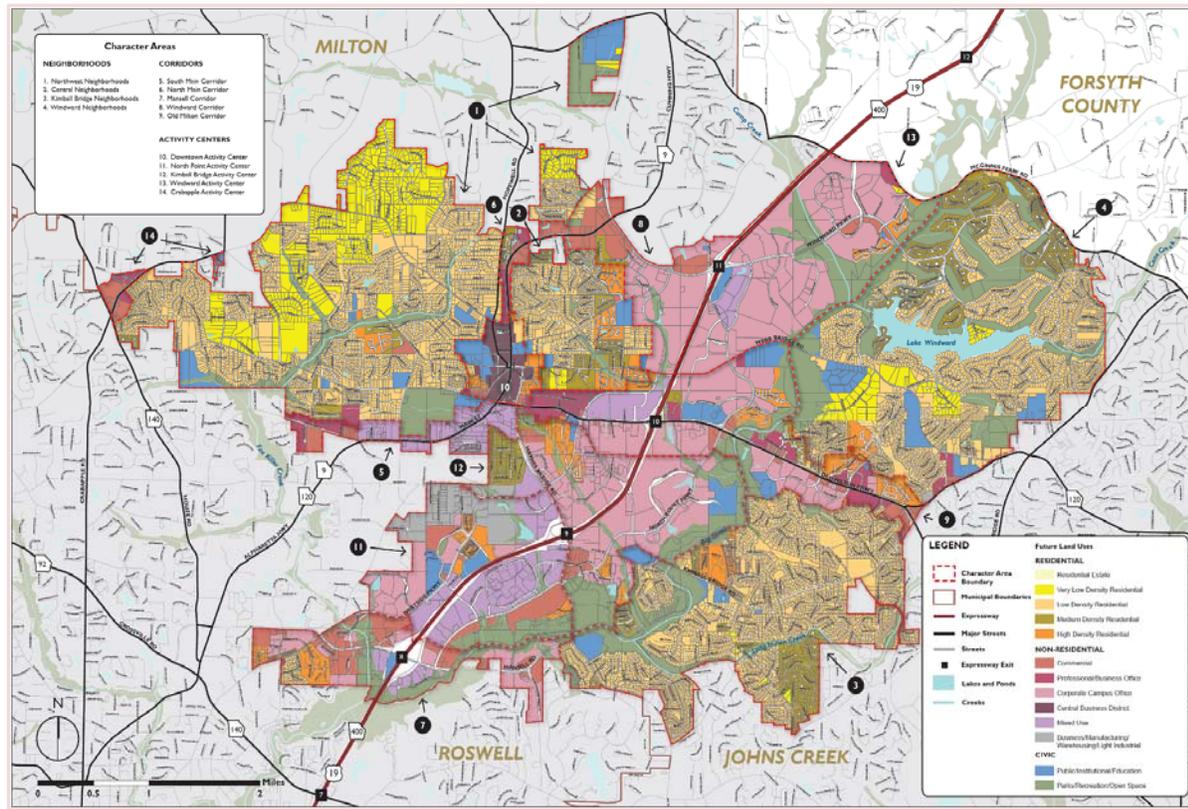


Table 3-4: Future Land Use Acreage

Future Land Use Classification	Acreage	Percent of Total
Residential	7,386.6	42.3%
Residential Estate	0.9	0.0%
Very Low Density Residential	1,083.1	6.2%
Low Density Residential	4,891.2	28.0%
Medium Density Residential	803.9	4.6%
High Density Residential	607.5	3.5%
Non-Residential	4,481.8	25.8%
Commercial	662.2	3.8%
Professional Business Office	308.2	1.8%
Corporate Campus Office	2,459.3	14.1%
Central Business District	106.0	0.6%
Mixed Use	726.8	4.2%
Business, Manufacturing, Warehousing, Light Industrial	219.3	1.3%
Civic	5,616.4	32.1%
Public, Institutional, Education	692.6	4.0%
Parks, Recreation, Open Space*	2,682.2	15.3%
Transportation, Communication, Utilities**	2,241.6	12.8%

* - Includes floodplains and lakes

** - Includes road rights-of-way

3.6 Transportation

Highways

One major state freeway runs through Alpharetta. Georgia 400 is a toll way south of the area in question, but through the City and northward, it remains toll free with regulated traffic control in the form of exits and ramps. Other state highways exist and they are shown in maps and consist of paved and accessible road networks throughout the city.

Public Transportation

The Metropolitan Atlanta Rapid Transit Authority or MARTA does have a rail station in the area but not inside the city limits. The North Springs MARTA Station in Sandy Springs is the closest to Alpharetta. The most accessed station type is for buses however, and they can be found throughout the city. Extending the MARTA rail line northward is expected to ameliorate the type of congestion that the metropolitan area experiences.

Heavy Rail Systems

There are no major rail systems present inside the city limits.

Bicycle and Pedestrian Systems

Alpharetta has one of the most well maintained bicycle path networks in north metropolitan area, and its continued use and growth is anticipated. In the City's 2030 Comprehensive Plan, this type of transportation is singled out as a benefit and important factor for connecting certain land use types (parks and greenway corridors).