

An aerial photograph of the North Point Activity Center area, showing a mix of residential, commercial, and green spaces. The map is overlaid with a light green semi-transparent layer. A dotted line runs horizontally across the top of the page, just below the header.

## 4.0 Appendix

### 4.1 LCI GOALS

The following section outlines the 10 study components required by the Atlanta Regional Commission (ARC) as part of the Livable Centers Initiative and how the North Point Activity Center LCI addresses each.

#### ***1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.***

The North Point LCI recommends a shift in land use policy from the underlying zoning to three mixed-use character areas. The recommended character areas seek to maximize the use of a local crossing of Georgia 400 and to enhance the efficiency of land uses taking their cue from a series of development agreements between the City of Alpharetta and various development partners over the last decade. The mixed-use character areas foster development types and patterns that will accommodate significantly more growth in the future than existing and traditional suburban development and will do so in a manner that is more walkable and more sustainable. The plan outlines the need for and guiding principles for an alternative or incentive zoning classification for the North Point Activity Center.

#### ***2. Transportation demand reduction measures.***

The focus on mixed-use character areas, extension of pedestrian and greenway facilities, and identification of property for a future transit facility all serve to provide alternative modes of transportation in a mixed-use environment. The plan also recommends enhanced interconnectivity within and between developments to reduce transportation demand on major arterial streets. The inclusion of housing in future development/ redevelopment in the North Point area should also reduce transportation demand.

#### ***3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.***

The North Point LCI includes strategies to enhance the pedestrian environment, extend bicycle facilities, extend the Big Creek Greenway, and foster potential for future transit. Internal street networks are also encourage to enhance connectivity and reduce demand on the area's major arterial streets.



#### ***4. Mixed-income housing, job/housing match and social issues.***

Very little housing and few housing options are provided within the North Point Activity Center today. The North Point LCI Plan seeks to integrate housing and various housing options into future development of a mixed-use Village Center and two mixed-use Commercial Centers. Provisions for new housing types in the North Point should attract current residents looking a change in lifestyle as well as young professionals and area employees of various ages. The LCI's housing strategy should greatly enhance housing options and provide an option for many more employees to live closer to work.

#### ***5. Continuity of local streets in the study area and development of a network of minor roads.***

The Plan recognizes the primary role that Georgia 400, Mansell Road, North Point Parkway, Haynes Bridge Road, and Westside Parkway play in moving traffic in and through the North Point area., The LCI Plan seeks to maintain the capacity of those roadways while focusing appropriate regional development along major throughfares. The plan also encourages the development of minor roadway networks within the Activity Center to reduce demand on these major streets and enhance connectivity.

#### ***6. Need/identification of future transit circulation systems.***

The North Point LCI considers potential for a future circulator system and MARTA extension, whlie seeking to enhance ridership and efficiency for existing bus routes. The plan includes recommendations to focus development around a potential transit facility, to acquire property rights to maintain potential for future transit facilities, and to enhance walkability to access future transit. Short-term improvements are recommended to enhance access to and information regarding existing transit options.

#### ***7. Connectivity of transportation system to other centers.***

Connectivity to other regional centers is currently provided via Georgia 400 and the Mansell Road park-n-ride. The Plan seeks to preserve opportunities and generate development capable of supporting future transit to better connect North Point to Perimeter, Buckhead, Midtown/Donwtown, and Hartsfield Jackson International Airport. Additional discussions have considered requirements for and a location for a helipad to provide direct service from the airport to the North Point Area.



### ***8. Center development organization and management, promotion, and economic restructuring.***

The City of Alpharetta is extremely well organized and equipped to manage future development and enhancement of the North Point Activity Center. The City and its economic development staff have forged partnerships with the North Point Community Improvement District and local development entities to provide and maintain a high quality of development in the City. The North Point LCI Plan is expected to help provide direction and a general framework for continue enhancement of the North Point area over the next 20 years under the leadership of the City.

### ***9. Stakeholder participation and support.***

The Core Team of City of Alpharetta, local business leaders, and interested parties was particularly strong and provided significant direction for the Plan. Additionally, the plan featured an online survey which garnered almost 400 complete responses concerning the community's vision for the future. The third public presentation/workshop also generated a significant audience, many of whom are residents in and just outside the North Point Area. Citizen feedback at that public meeting in particular was extremely positive.

### ***10. Public and private investment policy.***

Private development interest in the North Point Area, the City of Alpharetta, and the Georgia 400 corridor is extremely high. The North Point LCI Plan process has fostered significant conversation between the City and the development community and has resulted in recommendations that have been informed by and appear to be acceptable to city and business leaders. Future development of the North Point area will take time. However, we anticipate that the LCI Plan has resulted in great progress toward a consensus vision for the Activity Center.





## 4.2 PUBLIC PARTICIPATION SUMMARY

Throughout the North Point LCI process a series of public participation methods were utilized, providing an opportunity for community leaders and stakeholders to impart meaningful input into the plan's development. Public participation and input opportunities included:

- One-on-one stakeholder meetings,
- Project Management Team meetings,
- Core Team meetings, and
- Public Workshops/Presentations.

In the early stages of the planning process, the stakeholder interviews and meetings with the Project Management Team (City and ARC representatives) assisted the Planning Team in assembling an accurate picture of existing conditions and issues affecting the Activity Center and the surrounding area. As the plan's guiding vision and components were developed, Core Team meetings and Public Presentations provided an ongoing mechanism for input and consensus building among North Point stakeholders.

The LCI planning process included a series of five (5) Core Team Meetings. The Core Team meetings actively shaped the plan's vision, strategic direction, and recommendations and were attended by City Council members and staff, North Fulton CID Board members and staff, and other interested stakeholders. Three public presentations were conducted to provide an opportunity for additional community input during the process. The third public meeting, held on February 5, 2008, included significant participation from North Point Area residents who expressed excitement and support for the plan's development and transportation concepts.

### Meeting Schedule:

07/30/07	Project Management Team Meeting
08/22/07	Project Management Team Meeting
09/17-28/07	Stakeholder Interviews
10/17/07	Core Team #1 and Project Management Team Meetings
11/13/07	Public Workshop #1
11/15/07	Core Team #2 and Project Management Team Meetings
11/29/07	Public Workshop #2
12/13/07	Core Team #3 and Project Management Team Meetings
1/17/08	Core Team #4 and Project Management Team Meetings
2/05/08	Public Workshop #3
2/21/08	Core Team #5
3/10/08	City Council Work Session

**City of Alpharetta**  
**North Point LCI**  
**Project Management Team Meeting**

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July 30, 2007, 10:00 AM

**AGENDA**

**1. Activities to Date**

- a. Project Team attended City Council Work Session on June 9
- b. Project Team confirmed by City Council on June 16
- c. Contract Executed
- d. GIS information requested
- e. Base mapping underway

**2. Discussion Items**

- a. Identify Core Team Members
- b. Confirm Role and Responsibility of Core Team
- c. Discuss and Schedule Public Participation Meetings
  - i. Stakeholder Interviews
  - ii. Core Team Meetings
  - iii. Public Workshops
- d. Begin Existing Conditions Assessment
- e. Information Request Form

**3. Upcoming Schedule and Milestones**

- a. Project Management Team (standard date each month?)
- b. Completion of Inventory and Assessment Phase targeted for \_\_\_\_\_

**City of Alpharetta  
North Point LCI  
Project Management Team Meeting**

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August 22, 2007, 10:00 AM

**AGENDA**

**1. Activities to Date**

- a. GIS information received
- b. Field survey completed
- c. Base mapping complete

**2. Discussion Items**

- a. Existing Conditions Maps
- b. Discuss Recent Development/Improvement Projects
- c. Transportation Information
- d. Confirm Core Team Members and Core Team Meeting Date

**3. Upcoming Schedule and Milestones**

- a. Stakeholder Interviews
  - b. Core Team Meeting
  - c. Public Workshop
  - d. Next Project Management Team- September 26, 2007
  - e. Completion of Inventory and Assessment Phase targeted for mid-September
-

**City of Alpharetta  
North Point Activity Center LCI  
Core Team Meeting**

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Wednesday, October 17, 2007- 11:00 AM

**AGENDA**

1. Welcome and Introductions
2. North Point LCI Core Team Role and Responsibilities
3. Project Schedule and Process
4. Existing Conditions Analysis
5. Question & Answer
6. Next Steps
  - a. Public Workshop-
  - b. Next Core Team Meeting-

# North Point Activity Center Livable Centers Initiative Study

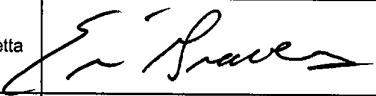
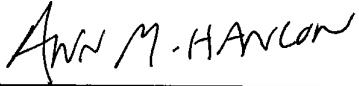

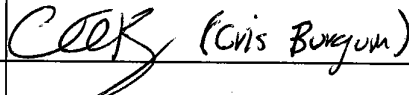
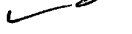
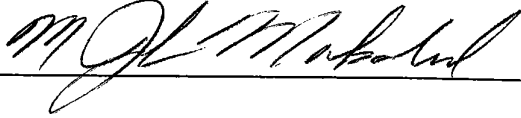
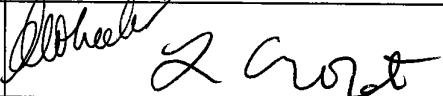
October 17, 2007  
Core Team Meeting

Last Name	First Name	Representing	Company	Signature
Aiken	D.C.	Alpharetta City Council	City of Alpharetta	
Armstrong	Kerry	North Fulton CID	Duke Realty	
Baer	David	North Fulton CID	UPS Supply Chain Logistics	
Beach	Brandon	Greater North Fulton Chamber of Commerce	Greater North Fulton Chamber of Commerce	✓
Belle Isle	David	Alpharetta City Council	City of Alpharetta	
Cheatham	Tedra	Greater North Fulton Chamber of Commerce	Greater North Fulton Chamber of Commerce	
Day	Amanda	Project Management Team	City of Alpharetta	<i>Amanda Day</i>
DeRito	Doug	Alpharetta City Council	City of Alpharetta	
Drinkard	James	Project Management Team	City of Alpharetta	<i>J. P. Drinkard</i>
<i>Duffie Duffy</i>	Barbara	North Fulton Community Charities	North Fulton Community Charities	<i>Barbara Duffy</i>
<i>Williams Dunning</i>	<i>Don Johnny</i>	MARTA	MARTA	<i>Don Williams</i>
Fahmy	Imann	Clean Air Campaign	Clean Air Campaign	<i>Imann Fahmy</i>
Folger	Paul	North Fulton CID	MetLife	✓
Gibson	Debbie	Alpharetta City Council	City of Alpharetta	



# North Point Activity Center Livable Centers Initiative Study

October 17, 2007  
Core Team Meeting

Last Name	First Name	Representing	Company	Signature
Graves	Eric	Project Management Team	City of Alpharetta	
Hanlon	Ann	Project Management Team	North Fulton CID	
Hennessey	Mark	North Fulton CID	Hennessey Cadillac	
Howard	Don	North Fulton CID	Bank of North Georgia	
Knowlton	Ridr	North Fulton CID	Jones Lang LaSalle	
LaDow	Tom	North Fulton CID	Colonial Properties	
Leithead	Tad	North Fulton CID	Cousins Properties	
Letchas	Arthur	Alpharetta City Council	City of Alpharetta	
Lombard	Jared	Project Management Team	Atlanta Regional Commission	
Mireles	Mario	North Fulton CID	General Growth Properties	
Monson	John	Alpharetta City Council	City of Alpharetta	
Moskaluk	John	Alpharetta Engineering / Public Works	City of Alpharetta	
Paine	Jim	Alpharetta City Council	City of Alpharetta	
Wheeler	Diana	Alpharetta Community Development	City of Alpharetta	

Craft Sadler The Clean Air Campaign

**City of Alpharetta  
North Point LCI  
Project Management Team Meeting**

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October 17, 2007, 2:00 PM

**AGENDA**

**1. Activities to Date**

- a. Stakeholder Interviews complete (with exception of Councilman DeRito)
- b. Preliminary Inventory and Assessment Completed
- c. First Core Team Meeting Completed

**2. Discussion Items**

- a. Public Workshop #1
- b. Inventory and Assessment Report Completion
- c. Public Workshop #2 Date
- d. Citizen's Survey
- e. Westside Parkway Completion Details
- f. SCATS Details

**3. Upcoming Schedule and Milestones**

- a. Next Project Management Team- September 26, 2007
  - b. Next Core Team Meeting
-

**City of Alpharetta  
North Point Activity Center LCI  
Public Meeting**

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November 13, 2007

**AGENDA**

1. Welcome and Introductions
2. Project Schedule and Process
3. Existing Conditions Analysis
4. Planning Stations
5. North Point Compass
6. Next Steps
  - a. Next Public Meeting- Thursday, November 29, 2007- 5:00 PM
  - b. Tell your colleagues to take a brief version of the North Point Compass Survey at:

<http://urbancollage.questionform.com/public/North-Point-LCI>

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**City of Alpharetta  
North Point Activity Center LCI  
Core Team Meeting #2**

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Wednesday, November 15, 2007- 11:00 AM

**AGENDA**

1. Welcome
2. Project Schedule and Process
3. North Point Compass Survey
4. Development Opportunities
5. Transportation Priorities
6. Next Steps
  - a. Public Workshop- Thursday, November 29<sup>th</sup>- 5 PM
  - b. Next Core Team Meeting- Thursday, December 13<sup>th</sup>- 11 AM

15  
November 13, 2007

# SIGN-IN SHEET

Name	Company/Affiliation	Email
ERIC ROSMAN	URBAN COURAGE, INC.	
CHUCK SHALLAT	Here for Paul Folger MET LIFE	CPC
Diana Wheeler	City of Alpharetta	
JOHN MONSON	CITY OF ALPHARETTA	
Sadler Croft	The Clean Air Campaign	
Jared Lombard	ARC	
Dave Pierce	RCLCO	
TIM PAINE	CITY OF ALPHARETTA	
Cris Bergum	North Point Mall	
Clint Howell	Jones Lang Caselle / Sanctuary Park	



**City of Alpharetta  
North Point LCI  
Project Management Team Meeting**

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November 15, 2007, 1:00 PM

**AGENDA**

**1. Activities to Date**

- a. Inventory and Assessment Completed (Document forthcoming)
- b. First Public Workshop Completed (limited attendance)
- c. Second Core Team Meeting Completed

**2. Discussion Items**

- a. Inventory and Assessment Report Delivery
- b. Public Workshop #2- November 29, 2007

**3. Upcoming Schedule and Milestones**

- a. Next Project Management Team- December 13, 2007
  - b. Next Core Team Meeting- December 13, 2007
-

**City of Alpharetta  
North Point Activity Center LCI  
Public Meeting**

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November 29, 2008

**AGENDA**

1. Welcome & Introduction
2. Project Schedule and Process
3. North Point Compass Summary Results
4. Priority Development and Transportation Opportunities
5. Question & Answer
6. Next Steps

**City of Alpharetta  
North Point Activity Center LCI  
Core Team Meeting #3**

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Thursday, December 13, 2007- 11:00 AM

**AGENDA**

1. Welcome
  2. Project Schedule and Process
  3. North Point Compass Survey Results
  4. Redevelopment Case Studies and Market Summary
  5. Development and Transportation Framework
  6. Redevelopment Potential Exercise
  7. Next Core Team Meeting- Thursday, January 17, 2008 @ 11 AM
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**City of Alpharetta  
North Point LCI  
Project Management Team Meeting**

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December 13, 2007, 1:00 PM

**AGENDA**

**1. Activities to Date**

- a. Inventory and Assessment Completed (Document still forthcoming)
- b. Second Public Workshop Completed- focus on survey results
- c. Third Core Team Meeting Completed- focus on strategic direction

**2. Discussion Items**

- a. Strategic Direction
- b. Next Core Team Meeting- January 17, 2008
- c. Public Workshop #3- January 2008- after Jan. 17 Core Team Mtg.

**3. Upcoming Schedule and Milestones**

- a. Next Project Management Team- January 17, 2008
  - b. Next Core Team Meeting- January 17, 2008
  - c. Public Workshop #3- January 2008- TBD
-

**City of Alpharetta  
North Point Activity Center LCI  
Core Team Meeting #4**

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Thursday, January 17, 2008- 11:00 AM

**AGENDA**

1. Welcome
2. Project Schedule and Process
3. Development Framework Plan
4. Priority Development Concepts
5. Transportation Concepts/Projects
6. Next Steps
  - a. Next Public Presentation- February 2008
  - b. Transportation Coordination Meeting- February 20, 2008
  - c. Next Core Team Meeting- Thursday, February 21, 2008 @ 11AM?
  - d. Final Public Presentation-
  - e. Project Completion- March 2008



City of Alpharetta  
North Point Activity Center LCI  
Core Team Meeting #4

January 17, 2008

SIGN-IN SHEET

Name	Company/Affiliation	Email
CLINT HOWELL	JONES LANG LASALLE/SANCTUARY PART	clint.howell@am.jll.com
AMANDA DAY	CITY OF ALPHARETTA	aday@alpharetta.ga.us
JIM PAINE	CITY OF ALPHARETTA	jpaine@alpharetta.ga.us
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Paul Poler	NFCID	Poler@MetLife.com
ANN HANLON	NFCIO	anhylon@gntcc.com
Imann Fahmy	The Clean Air Campaign	Ifahmy@cleanaircampaign.com
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Brandon Beach	GNFCE	bbeach@gntcc.com
Don Williams	MARTA	dewilliams@itsmarta.com
Sadler Croft	The Clean Air Campaign	scroft@cleanaircampaign.com
James Drinkard	City of Alpharetta	jdrinkard@alpharetta.ga.us
Diana Wheeler	City of Alpharetta	dwheeler@alpharetta.ga.us
JOHN MONSON	City of Alpharetta	ACCMONSON@GMAIL.COM
Johnny Dunning Jr	MARTA	jdunning@itsmarta.com
JASON WARD	MARTA	JTWARD@ITSMARTA.COM

**City of Alpharetta  
North Point LCI  
Project Management Team**

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January 17, 2007, 1:00 PM

**AGENDA**

**1. Activities to Date**

- a. Inventory and Assessment Document Distributed for Review
- b. Concept Development 90% Complete
- c. Fourth Core Team Meeting Completed- focus on strategic direction

**2. Discussion Items**

- a. Next Core Team Meeting- February 21, 2008?
- b. Public Workshop #3- Date and Time?

**3. Upcoming Schedule and Milestones**

- a. Next Project Management Team- February 21, 2008?
  - b. Next Core Team Meeting- February 21, 2008?
  - c. Public Workshop #3-
  - d. Transportation Coordination Meeting- February 20, 2008 @ ARC
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**City of Alpharetta  
North Point Activity Center LCI  
Public Meeting**

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February 5, 2008

**AGENDA**

1. Welcome and Introductions
  2. Project Schedule and Process
  3. Planning Framework
  4. Priority Development Concepts
  5. Transportation Concepts/Projects
  6. Next Steps
-

**City of Alpharetta  
North Point Activity Center LCI  
Public Meeting #3**

Alpharetta City Hall

February 05, 2008. 7.00 PM to 9.00 PM

**SIGN-IN SHEET**

Name	Company/Affiliation	Email
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Melissa Block	HOA Westside Villas	mudablock@progn.com
Bob Pepala	Appen New York	bus@northtuffn.com
VICTOR HAWA	Lincoln Bridge Coalition	VHAWA@Rockefeller.net
ANN HANLON	NORTH Fulton Cio	ahlan@jntcc.com
Alvin Johnson	- - -	ajncpraises@hotmail.com
MANIYA BARRERO	METROPOLITAN BAIET.ORG	
Julie Miller		julie.miller16@gmail.com
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Albert H. Miller	-	AMiller342@aol.com
David Cox	-	
Rochelle Cox	-	rcox@omnivue.net
Tom Eiswerth		teisw@bellsouth.net
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WILY GONZALEZ	METROPOLITAN BAIET & THEATRE	15020 15020-th 15020@normal.co
Maria T. Gonzalez	" "	Mtjanera@usa.net
Collette Jones	AMLI Residential	cjones@amli.com
Kyle Trupp	Waste Pro	ktrupp@wasteprousa.com
David Reiner	Mimms Enterprises	dreiner@mimmsenterprises.com

**City of Alpharetta  
North Point Activity Center LCI  
Core Team Meeting #5**

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Thursday, February 21, 2008- 11:00 AM

**AGENDA**

1. Welcome
  2. Project Schedule and Process
  3. Priority Development Concepts
  4. Development Framework Plan Recommendations
  5. Prioritize Transportation Concepts
  6. Next Steps- City Hall Presentation- March 10, 2008
-



Thursday, February 21, 2008- 11:00 AM

Name	Company/Affiliation	Email
DIANA WHEELER	CITY OF ALPHARETTA	dwheel@alpharetta.ga.us
JIM PAINE	CITY OF ALPHARETTA	jpaine@alpharetta.ga.us
Iman Fahmy	The Clean Air Campaign	Ifahmy@cleanaircampaign.com
James Drinkard	City of Alpharetta	jdrinkard@alpharetta.ga.us
ANN HANCON	NFCIO	ahanlon@nfcio.com
Tedra Chutkan	GNFCC	tchutkan@gnfcc.com
Mark Harrington	Jones Lang Lasalle	mark.harrington@am.jll.com
TOM LADOW	NFCTO	tladow@yahoo.com

# NORTH POINT LCI

## City Council Worksession



City of Alpharetta

Urban Collage, Inc. in association with URS Corporation and RCLCO



March 10, 2008

## Agenda

1. Project Schedule and Process
2. Development Framework Plan
3. Priority Development Concepts
4. Transportation Concepts/Projects
5. Next Steps

NORTH POINT LCI

## Project Schedule

### phase ONE Inventory and Assessment

TASKS:  
Establish Project Management Team and Core Team

Conduct Stakeholder Interviews

Compile Inventory and Assessment:

- Land Use Analysis
- Market Assessment
- Transportation Systems Analysis

Develop "North Point Compass" Survey

Conduct Public Kick-Off Meeting

Complete Inventory and Assessment

### phase TWO Conceptual Master Plan

TASKS:  
Conduct Second Public Workshop

Prepare Framework Plan:

- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circ.

Review Framework Plan with Project Management Team and Core Team

Conduct Third Public Workshop

Prepare Concepts & Alternatives:

- Development Concepts
- Transportation Concepts

Review Concept Plan with Project Management Team, Core Team, and Public

### phase THREE Action Plan

TASKS:  
Prepare Draft Plan:

- Implementation Strategy
- 5-Year Action Plan
- Market/Fiscal Feasibility
- Population/Employment Projections
- Process & Methodology
- Public Participation Process
- LCI Study Goals

Present Draft Action Plan

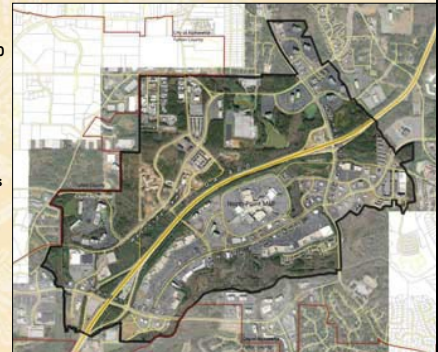
Revise Plan

Approve and Adopt North Point Activity Center LCI Plan

NORTH POINT LCI

## Study Area

- Activity Center surrounding GA 400 and North Point Mall
- GA 400 corridor from Mansell Road to Haynes Bridge Road
- Approx. 1800 acres in total land area
- Significant office, retail and industrial development
- Encore Park development



NORTH POINT LCI

## North Point Activity Center Planning Framework

NORTH POINT LCI



SURVEY RANK: 4.31

NORTH POINT LCI





**SURVEY RANK: 3.64**

**NORTH POINT LCI**



**SURVEY RANK: 3.56**

**NORTH POINT LCI**



**SURVEY RANK: 3.05**

**NORTH POINT LCI**



**SURVEY RANK: 1.99**

**NORTH POINT LCI**



**SURVEY RANK: 1.97**

**NORTH POINT LCI**



**SURVEY RANK: 4.10**

**NORTH POINT LCI**



**SURVEY RANK: 3.81**



**SURVEY RANK: 3.75**

**NORTH POINT LCI**



**SURVEY RANK: 3.43**

**NORTH POINT LCI**

**What should be the highest priority in terms of improving quality of life in the North Point area?**

Transportation Improvements	4.14
Create Open Spaces/Parks	4.05
Make the Area More Walkable	3.93
Enhance the Area's Identity	3.45
Extend the MARTA Train Line	3.45

**NORTH POINT LCI**

**What transportation issues are most pressing in the North Point Activity Center?**

Traffic Congestion	4.58
Uninviting Pedestrian Environment	4.10
Lack of Pedestrian Sidewalks/Safety	3.89
Lack of Bicycle Paths/Safety	3.75
Lack of Public Transit Accessibility	3.49
Traffic Safety	3.10
Excessive Traffic Speeds	2.89
Street Maintenance	2.78
Parking Availability/Accessibility	2.49

**NORTH POINT LCI**

**What types of new development are needed within the North Point Activity Center?**

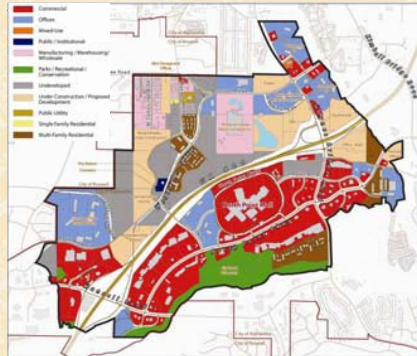
Mixed-Use Development (retail/office/housing)	3.23
No More Development	3.08
Mixed-Use Development (retail and office)	2.67
Additional Residential Development	2.59
Additional Retail Stores/Shops	2.41
Parking Structures	2.37
Additional Office Development	1.97

**NORTH POINT LCI**



## Existing Land Use

- Primary uses
  - Commercial uses east of GA 400
  - Office and industrial uses west of GA 400
- Undeveloped land (and development land) west of GA 400
- Big Creek Greenway
- Limited residential development within study area



NORTH POINT LCI

## Existing Land Use

Rank	Existing Land Use	Area (Acre)	Area (%)
1	Commercial	456.03	25.39%
2	Transportation	328.14	18.27%
3	Offices	260.05	14.48%
4	Undeveloped	234.14	13.03%
5	Under Construction / Proposed Development	206.98	11.52%
6	Manufacturing / Warehousing / Wholesale	117.58	6.55%
7	Multi-Family / Apartments	102.14	5.69%
8	Parks / Recreation / Conservation	80.89	4.50%
9	Public / Institution	7.34	0.41%
10	Mixed Use	2.06	0.11%
11	Single Family	1.01	0.06%
<b>Total Area</b>		<b>1796.36</b>	<b>100.00%</b>

Area calculation based on GIS data from City of Alpharetta

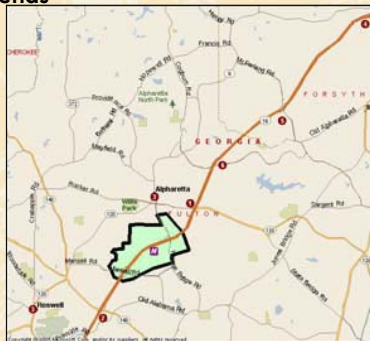
NORTH POINT LCI

## Georgia 400 Corridor beginning to Witness a Change due to Emerging Trends

### Planned and Proposed Retail/Mixed-use Centers

- Prospect Park
- Roswell East
- Downtown Alpharetta and Roswell
- Avenue Forsyth
- South Forsyth Mall
- Windward Mill

How will North Point respond?



NORTH POINT LCI

## Improved Housing Options could alter the Current Traffic Situation

Current employees must drive from disparate locations

Employees in 2.5-mile Radius from North Point Mall:

Total: 48,167

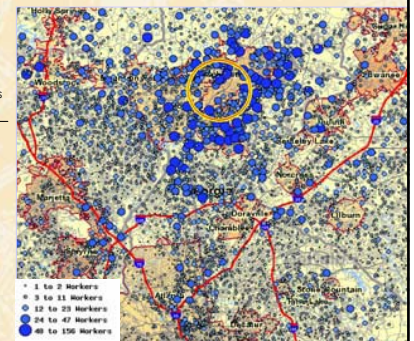
Live in Fulton County: 29.5%

Live in Roswell: 6.8%

Live in Alpharetta: 5.2%

Live in City of Atlanta: 4.7%

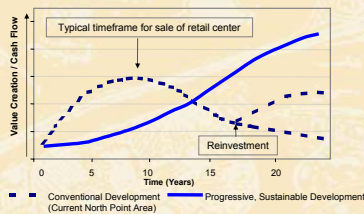
By comparison: 13.2% of Roswell workers live in Roswell



NORTH POINT LCI

## Reconfiguration And Addition Of More Residential Products Can Help Study Area To Survive Long-term

### Hypothetical Financial Characteristics of Conventional vs. Sustainable Development



- In contrast to conventional development, sustainable development's values increase rather than decrease over time.
- Sustainable development includes a wide variety of land uses in a walkable urbane environment.
- 2006 RCLCO research showed that walkable urban places, generally under 300 acres in size, had a 41% rental premium per square foot basis for office rents and a 43% premium on a sales price per square foot basis.

SOURCE: RCLCO and Christopher B. Leinberger

NORTH POINT LCI

## Study Area appears to be at a Tipping-point

- Significant trend towards more traditional town center living making conventional mall-style retail less desirable and less viable.
- North Fulton developers already catching on; major mixed-use centers in the works and on the boards
- North Fulton home to affluent, aging population – prime market for mixed-use town centers – and has ability to attract affluent singles and couples who desire low-maintenance lifestyles
- North Point Mall area must be proactive to stay viable; potential exists to lose its audience to new market entrants.
  - Currently lacks sense of place
  - Auto-dependent
  - Does not relate to greenway / open space
  - Lacks integration of retail and residential

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## Development Opportunities

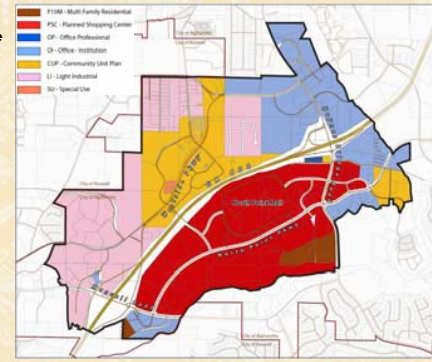
- Undeveloped properties west of GA 400
- Underdeveloped properties east of GA 400
- End of life cycle (2<sup>nd</sup> generation) opportunities
- Big Creek Greenway – possibility of connecting future residential and commercial development through network of trails



NORTH POINT LCI

## Zoning

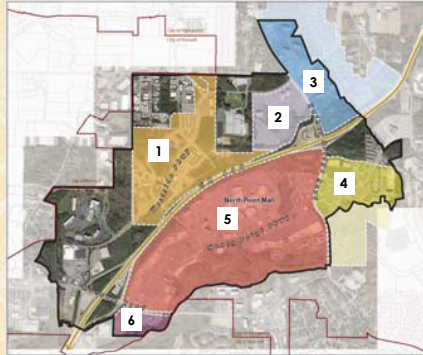
- Traditional land use zoning which isolates individual uses
- Lack of vertical mixed use zoning
- Primarily zoned for shopping centers, office, and light industrial
- Low percentage of residential zoned land



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## Zoning – Development Agreements

1. Cousins Westside
2. Metropolitan Life
3. Northwinds
4. North Point Commons
5. Cousins Properties Incorporated and Spring/Haynes Associates
6. Resurgens Park



NORTH POINT LCI

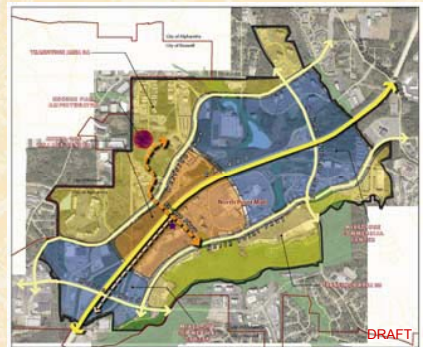
## Planning Meetings

1. Stakeholder Interviews
2. 6 Project Management Team Meetings- City Staff & ARC
3. 5 Core Team Meetings- Council representatives, City Staff, CID Board members, CID Staff, and other stakeholders
4. 3 Public Presentations- Neighborhood representatives, North Point area residents, interested developers

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## Development Framework

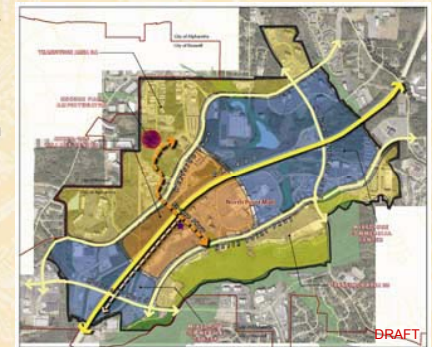
- Mixed-use Village Center
  - Mix of ground floor retail, residential, and office uses
  - Within 1/2 mile of potential MARTA Station
  - Core walking and residential district surrounding Encore Parkway
  - Generally mid-rise development (4-6 stories) organized around public open space(s)
  - Potential for higher intensity development closer to GA 400
  - Connected to Greenway



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## Development Framework

- Mixed-use commercial centers
  - High intensity uses with access from major roadways
  - Good pedestrian connectivity to Village Center inside of super-grid
  - Generally mid to high intensity development (6-12 stories)
  - Highest intensity development off Mansell and Haynes Bridge Rd. near GA 400

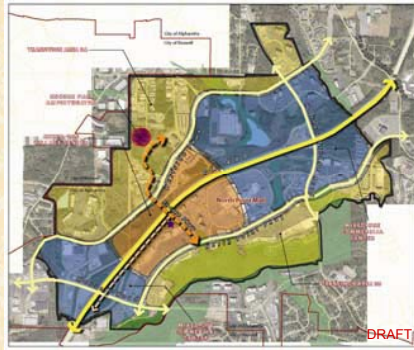


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## Development Framework

### Transitional Areas

- Lower intensity uses providing a transition to surrounding areas
- Pedestrian connectivity across roadways at appropriate intersections
- Generally low to mid-rise development (3-6 stories)
- Higher intensity near Westside Parkway and North Point Parkway and lower intensity on the edge of the Activity Center



NORTH POINT LCI

## Development Framework Recommendations

1. Develop Overlay/Incentive Zoning District to encourage vertical mixed-use development/redevelopment appropriate to each character area
  - Encourage vertical mixed use with ground floor retail/professional office in all character areas
  - Reinforce appropriate building heights in each character area
  - Establish typical block sizes and limit curb cuts
  - Mandate consistent frontage/activity along pedestrian streets
  - Establish design guidelines for pedestrian/bicycle zones and amenities (lighting, benches, bollards, etc.)
  - Establish parking guidelines
  - Establish minimum open space and landscape guidelines
  - Incent redevelopment of aging retail-only properties over reinvestment

NORTH POINT LCI

## Development Framework Recommendations

### 2. Clarify multi-family housing policies for the North Point Activity Center

- Encourage multi-family housing as part of integrated mixed-use developments
- Allow higher density housing in appropriate character areas
- Mandate appropriate pedestrian and bicycle connectivity in higher intensity housing areas
- Mandate appropriate public open spaces in higher intensity housing areas

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## Development Framework Recommendations

### 3. Other Development Provisions

- Identify and acquire/hold land for future North Point Transit Facility
- Update future land use plan
- Update comprehensive plan where appropriate
- Identify other large-scale strategic opportunities in partnership with Blueprint North Fulton

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## Priority Development Concepts

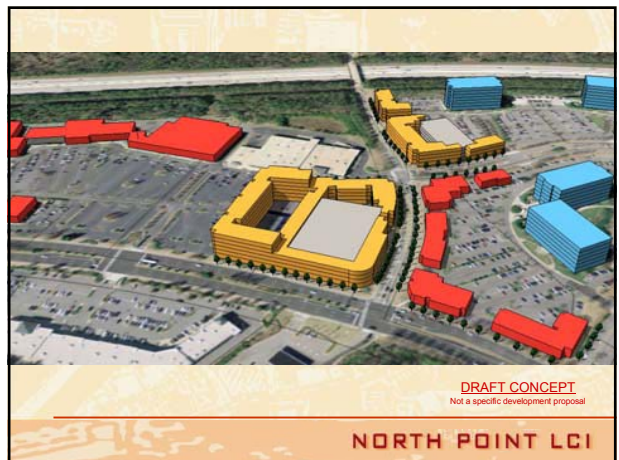
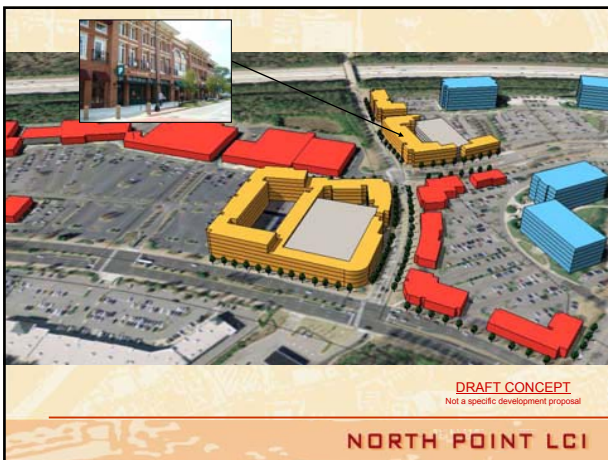
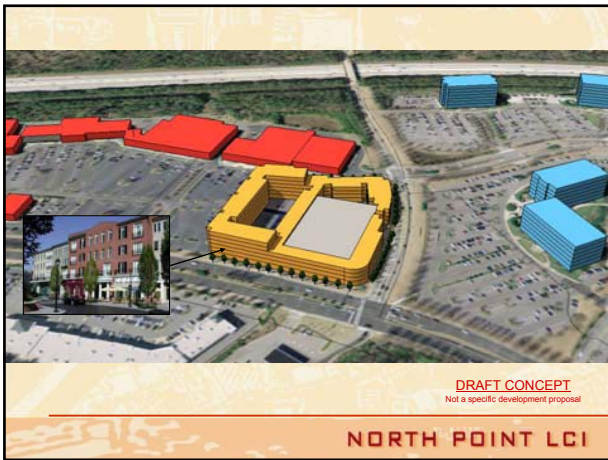
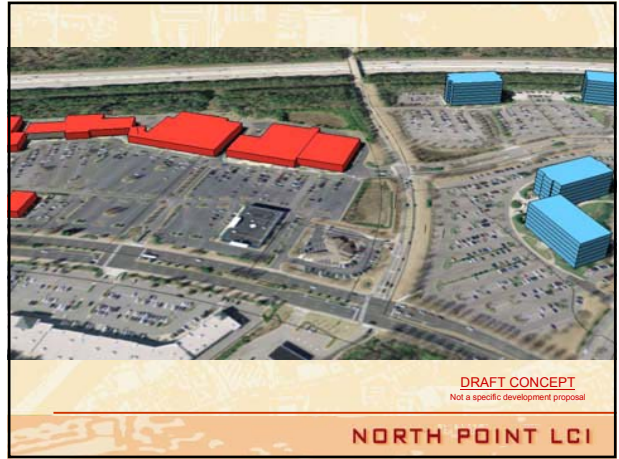
NORTH POINT LCI

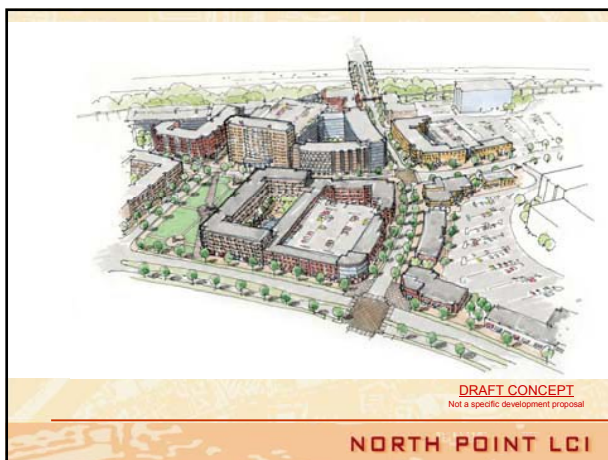
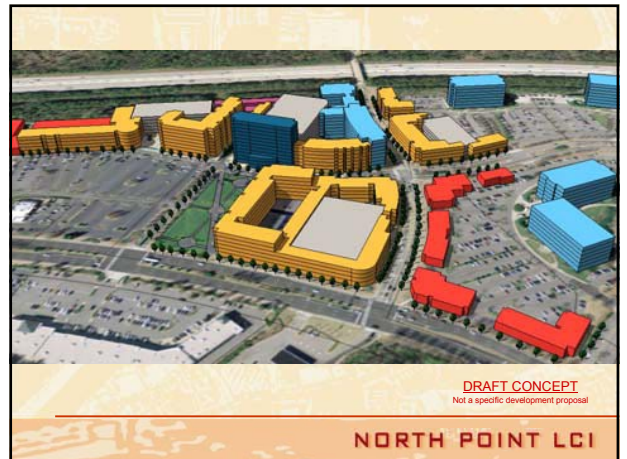
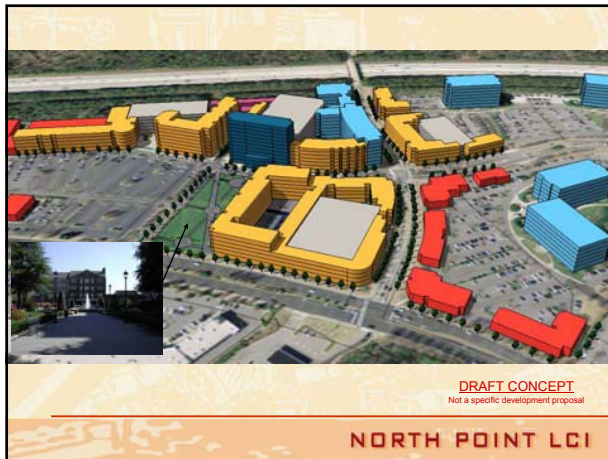


DRAFT CONCEPT  
Not a specific development proposal

NORTH POINT LCI







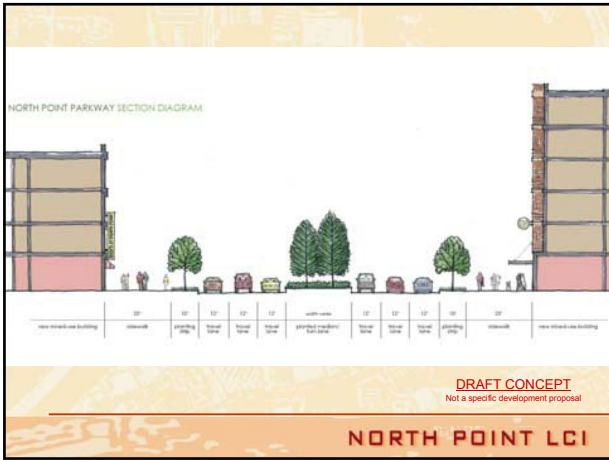
### Encore Parkway Village- Development Example

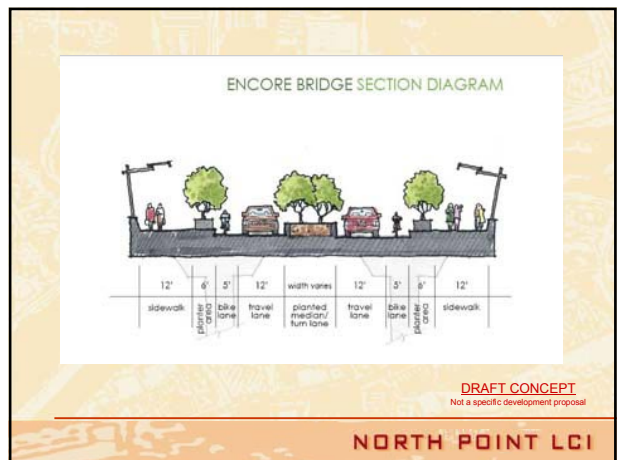
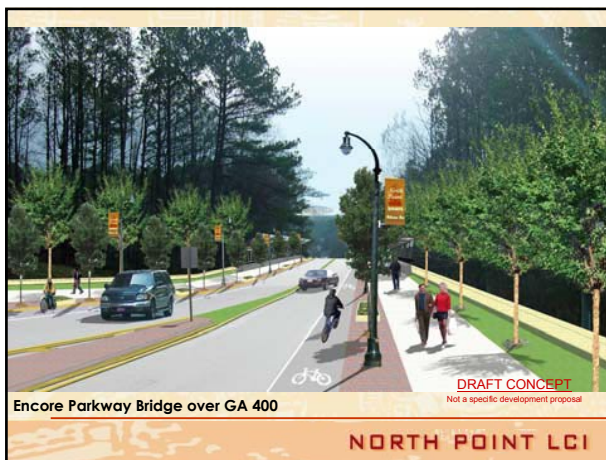
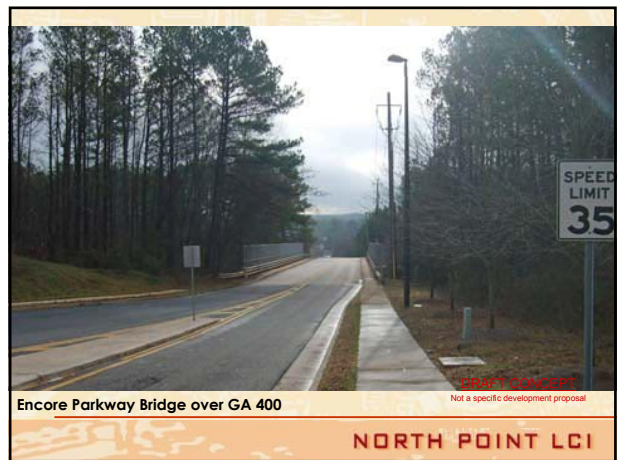
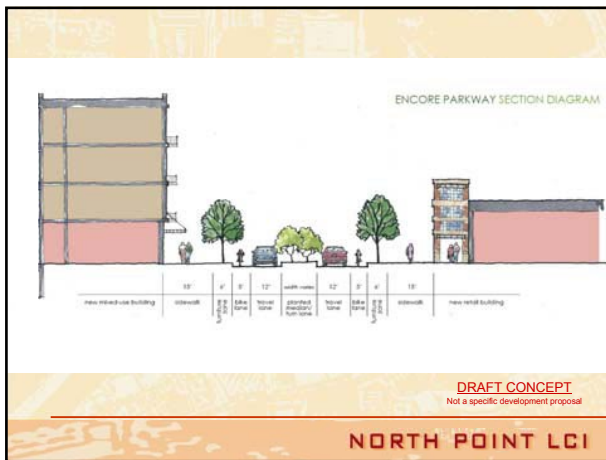
- +/- 40 Acres of Property
- 280,000 SF of existing retail replaced
- Concept Development quantities:
  - 400,000 SF of Retail
  - 350,000 SF of Office
  - 950 Residential Units
  - 220-250 Hotel Rooms

**DRAFT CONCEPT**  
Not a specific development proposal

**NORTH POINT LCI**



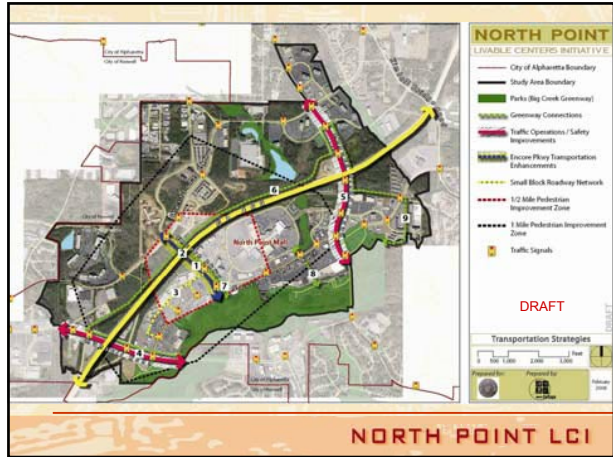






## Transportation Concepts/Projects

NORTH POINT LCI



NORTH POINT LCI

Alpharetta North Point LCI – 5-Year Implementation Plan 5-Year Action Plan- Transportation Projects									
Description	Type of Improvement	Engineering Costs	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source
Add sidewalks, bicycle lanes and streetcapping to Encore Parkway	Multi-use Shared Facility	\$145,956	\$300,000	2011	\$1,589,795	\$2,035,751	City of Alpharetta	LCI	City of Alpharetta, North Fulton CID
Add sidewalks and bicycle lanes to Encore Parkway bridge over SR 400	Bridge Upgrade	\$229,106		2011	\$2,344,923	\$2,574,029	City of Alpharetta	Federal State (GDOT) & LCI	City of Alpharetta, North Fulton CID
Create new roadway to provide a main street for development activities extending from Encore Parkway to Mansell Road and from SR 400 to North Point Parkway	General Purpose Roadway Capacity	\$209,842		TBD - commensurate with development	\$2,185,555	\$2,395,397	City of Alpharetta	Local	City of Alpharetta
Advanced traffic management system for North Point Activity Center	Roadway Operations	\$182,000		2010	\$910,000	\$1,092,000	City of Alpharetta	Federal State (GDOT) & LCI	City of Alpharetta
Extension of Big Creek Greenway from Mansell Road to Haynes Bridge Road	Multi-use Shared Facility	\$215,505		2013	\$1,436,700	\$1,652,205	City of Alpharetta	LCI	City of Alpharetta
Extension of Big Creek Greenway from North Point Parkway to Greenway	Multi-use Shared Facility	\$12,341	\$255,000	2015	\$61,704	\$329,045	City of Alpharetta	TE	City of Alpharetta
Extension of Big Creek Greenway from North Point Circle/Mail to Greenway	Multi-use Shared Facility	\$42,220	\$1,365,000	2015	\$211,100	\$1,618,320	City of Alpharetta	TE	City of Alpharetta
Extension of Big Creek Greenway from Haynes Bridge Road to North Point Parkway	Multi-use Shared Facility	\$41,095	\$1,320,000	2017	\$205,475	\$1,566,570	City of Alpharetta	TE	City of Alpharetta
Property acquisition for future North Point MARTA Rail Station	Transit Capital		\$4,000,000			\$4,000,000	MARTA	Federal Local	MARTA
Construct bicycle and pedestrian facilities on Mansell Road from Big Creek to MARTA Park and Ride Lot	Transportation Enhancement						TBD	City of Alpharetta GDOT	City of Alpharetta
Upgrade Heriberto Road and Maxwell Road Intersection	Roadway Operations						TBD	City of Alpharetta City of Roswell	Local
<b>Total</b>		<b>\$1,269,064</b>	<b>\$7,240,000</b>		<b>\$5,945,155</b>	<b>\$17,254,319</b>			
Notes: Examine potential for right-of-way donation from redevelopment. Estimated land value is \$5,130,000. Examine potential for easement to eliminate right-of-way cost. Estimated land value is \$5,300,000.									DRAFT

NORTH POINT LCI

## Next Steps

- Adopt/accept the LCI Plan
- Submit approved plan to the Atlanta Regional Commission (ARC) by April 10, 2008
- Approve two projects for prequalification by ARC – Encore Parkway Improvements and Greenway extension along the west side of Georgia 400 nominated for consideration
- Update the City's Future Land Use Plan and Comprehensive Plan as applicable
- Begin consideration of alternative/incentive zoning category for North Point Activity Center
- Identify/acquire property on Encore Parkway near GA 400 for future transit facility

NORTH POINT LCI

### **4.3 COMPLETE COMPASS SURVEY RESULTS**

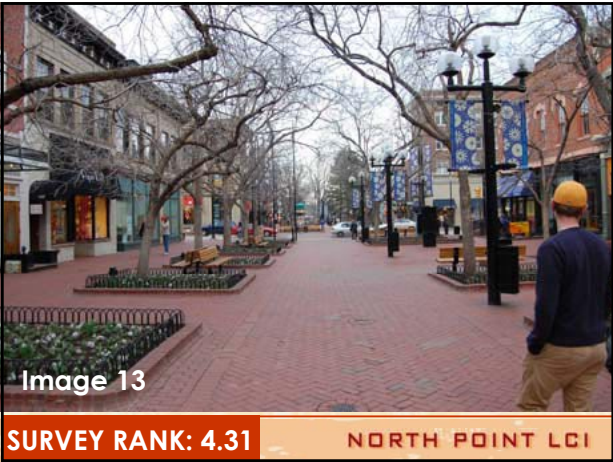
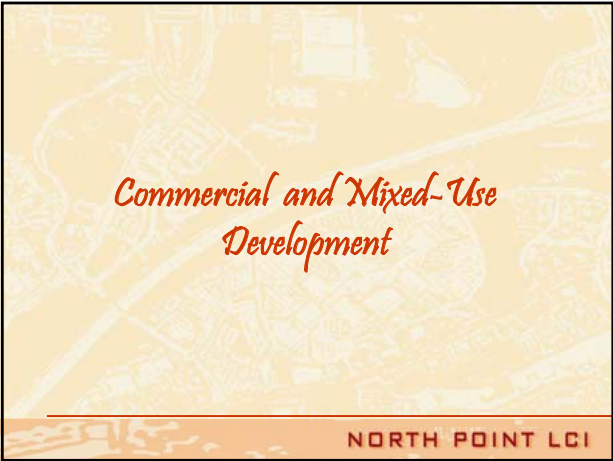
A web-based survey was conducted from November 12, 2007 to November 28, 2007 to gather community input regarding future development and transportation choices in the North Point Activity Center. The first part of visual survey included 44 images of selected development types, transportation environments, public spaces, street types and signage found in other locations. These images were "rated" based on their appropriateness for the future of the North Point Activity Center on a scale of one star (less appropriate) to five stars (more appropriate). Fifteen short questions followed to gauge the community's opinion regarding potential future development and transportation initiatives.

The survey was advertised through the City of Alpharetta and various neighborhood contacts. The online survey received 337 complete responses, which were evenly split by gender (male / female). Approximately 47% of respondents were between the ages of 36 and 50. About 41% of respondents have either lived or worked in the North Point Area longer than 10 years.

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NORTH POINT COMPASS SURVEY RESULTS







SURVEY RANK: 1.97

NORTH POINT LCI



SURVEY RANK: 3.49



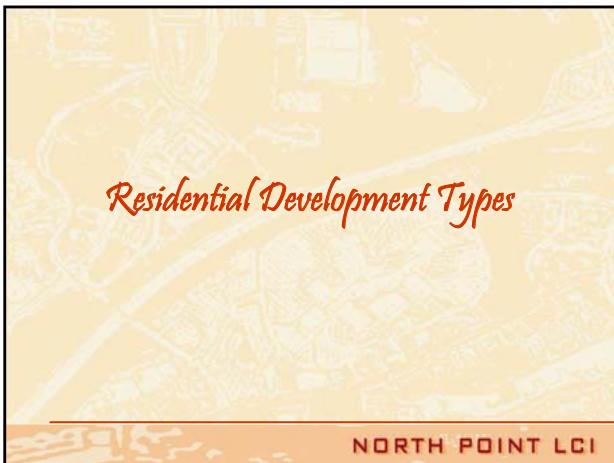
SURVEY RANK: 1.94

NORTH POINT LCI



SURVEY RANK: 2.98

NORTH POINT LCI



NORTH POINT LCI



SURVEY RANK: 2.65

NORTH POINT LCI



**SURVEY RANK: 2.35**

**NORTH POINT LCI**

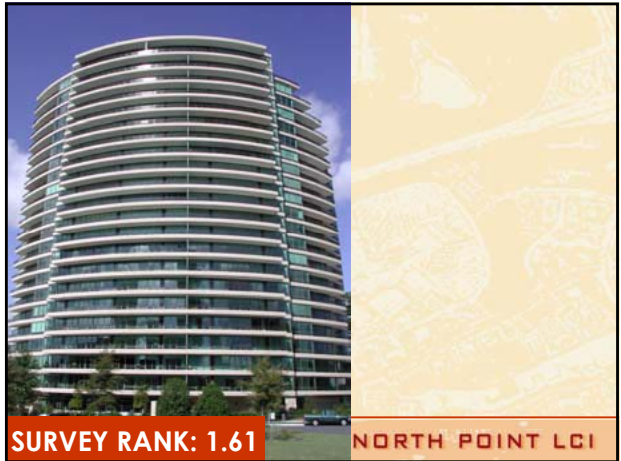


**SURVEY RANK: 1.70**

**NORTH POINT LCI**



**SURVEY RANK: 2.32**



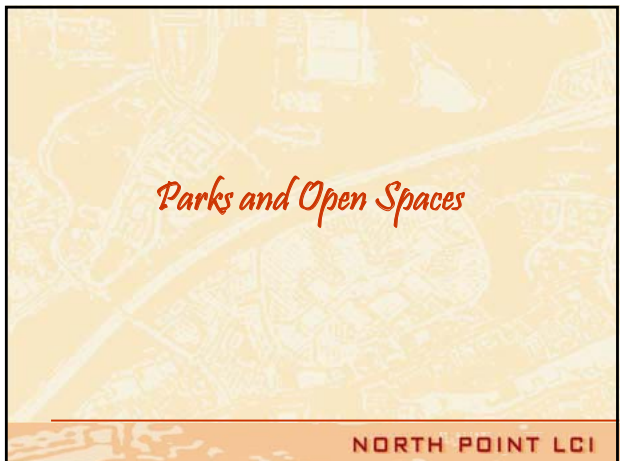
**SURVEY RANK: 1.61**

**NORTH POINT LCI**



**SURVEY RANK: 1.71**

**NORTH POINT LCI**



**NORTH POINT LCI**





**SURVEY RANK: 4.10** **NORTH POINT LCI**



**SURVEY RANK: 3.67**



**SURVEY RANK: 3.81**



**SURVEY RANK: 3.51** **NORTH POINT LCI**



**SURVEY RANK: 3.75** **NORTH POINT LCI**



**SURVEY RANK: 2.98** **NORTH POINT LCI**





**SURVEY RANK: 2.94**

**NORTH POINT LCI**



**SURVEY RANK: 3.56**

**NORTH POINT LCI**

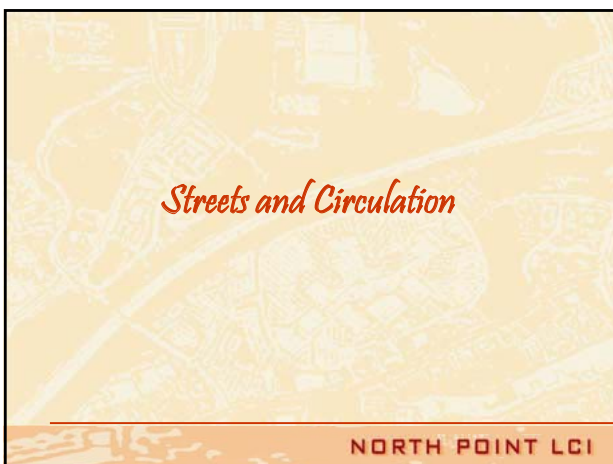


**SURVEY RANK: 2.61**



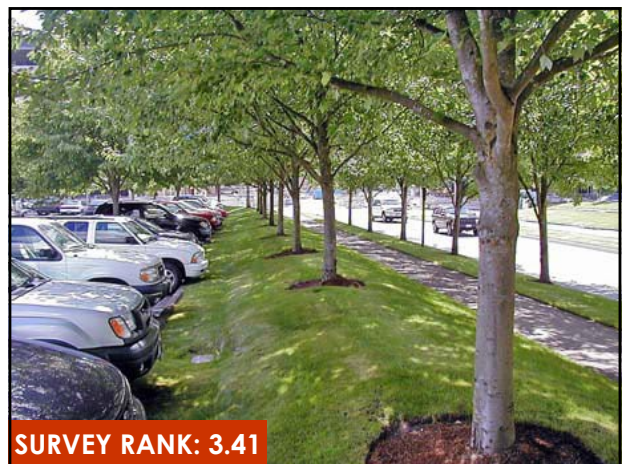
**SURVEY RANK: 3.43**

**NORTH POINT LCI**

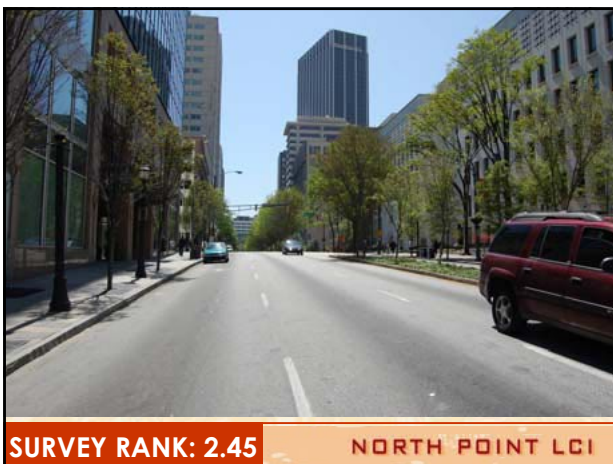
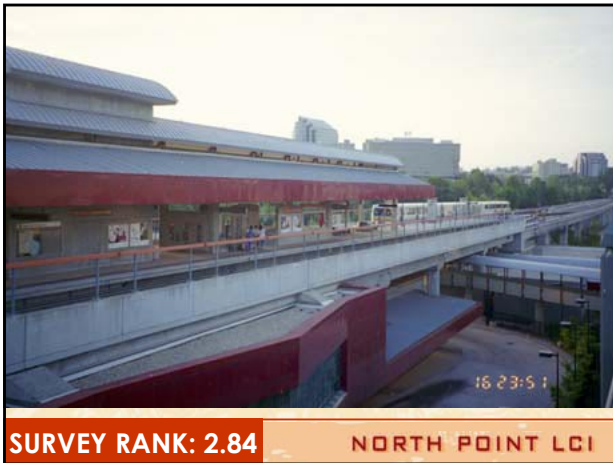


*Streets and Circulation*

**NORTH POINT LCI**



**SURVEY RANK: 3.41**



## North Point Compass Results - Short Answer Questions

### 1. What types of new development are needed within the North Point Activity Center?

Mixed-Use Development (retail/office/housing)	3.23
No More Development	3.08
Mixed-Use Development (retail and office)	2.67
Additional Residential Development	2.59
Additional Retail Stores/Shops	2.41
Parking Structures	2.37
Additional Office Development	1.97

### 2. What building heights would be most appropriate for future development on the East and West of Georgia 400 (Westside Parkway, along Mansell Road and North Point Parkway)?

2-3 Floors	3.60
4-7 Floors	3.36
1 Floor Only	2.44
8-12 Floors	2.38
12-18 Floors	1.80
18+ Floors	1.63

### 3. What building heights would be most appropriate for the future (re)development East of Georgia 400 (along Mansell Road and North Point Parkway)?

2-3 Floors	3.44
4-7 Floors	3.30
1 Floor Only	2.48
8-12 Floors	2.39
12-18 Floors	1.81
18+ Floors	1.59

### 4. In your opinion, what styles of new commercial buildings would be most appropriate in the North Point Activity Center?

Mixed-Use Developments (retail & housing)	3.48
Urban Infill (build in parking areas near roads)	2.65
Office	2.20
Drive-Up Commercial (banks, fast food)	1.66
Highway Commercial/Retail Strip Centers	1.62
Big Box Retail	1.61

### 5. What types of new housing would be appropriate in the study area?

Lofts	3.25
Townhomes	3.06
Single Family Homes	2.96
Cluster Homes	2.88
Condominiums	2.83
Apartments	1.68

### 7. What types of open spaces are needed or need to be more accessible within the area?

Walking/Biking Trails	4.20
Passive Green Space	3.85
Large Central Park/Plaza	3.76
Small Pocket Park/Plaza	3.58
Recreation Areas- Playgrounds	3.33
Recreation Areas- Ballfields and Courts	2.56

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**8. What transportation issues are most pressing in the North Point Area?**

Traffic Congestion	4.58
Uninviting Pedestrian Environment	4.10
Lack of Pedestrian Sidewalks/Safety	3.89
Lack of Bicycle Paths/Safety	3.75
Lack of Public Transit Accessibility	3.49
Traffic Safety	3.10
Excessive Traffic Speeds	2.89
Street Maintenance	2.78
Parking Availability/Accessibility	2.49
Other	

**9. What measures are needed to improve traffic within the study area?**

Coordinated Signal Timing	4.36
Longer/More Turn Lanes	3.80
Public Transit	3.45
Additional Travel Lanes	3.03
Fewer Curb Cuts/Controlled Access	3.02
Commuter Assistance Programs/Incentives	2.96
More/New Roads	2.75
Other	

**11. What measures are needed to improve the bicycling environment within the study area?**

Separate/Off-Road Bicycle Paths	4.31
Bicycle Connections to Big Creek Greenway	4.20
Bicycle Parking Areas/Facilities	3.63
Marked On-street Bicycle Lanes	3.54
Wider Street Shoulders for Bicycles	3.52
Wider Sidewalks	3.38
Slower Vehicular Traffic	2.53
Other	

**12. What measures are needed to improve the pedestrian environment within the study area?**

More Complete Sidewalk Network	4.39
Direct Access to and between Developments	4.18
Pedestrian Amenities (benches, trees, etc.)	4.04
Marked and Visible Crosswalks	3.87
Pedestrian Signals	3.83
Improved Lighting	3.77
Wider Sidewalks	3.76
Wider Buffer between Sidewalks and Road	3.72
Handicap Accessibility	3.08
Slower Vehicular Traffic	2.97
Other	

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Handicap Accessibility	3.08
Slower Vehicular Traffic	2.97
Other	

**13. What measures are needed to improve the transit environment within the study area?**

Better Pedestrian Connections/Network	4.03
Patron Amenities (Shelters, Benches, etc.)	3.59
Posted Schedule Information	3.57
Bike/Ped Connections to Mansell Park n Ride	3.47
Heavy or Light Rail	3.45
Lunchtime Bus Shuttle in North Point Area	3.33
Direct Express Bus Service	3.23
Expanded Hours of Service	3.06
Greater Frequency on Existing Routes	3.03
Other	

**14. How do you normally get to work or school?**

Alone in Car	70.03%	236
Carpool	2.97%	10
Walk	0.30%	1
Bicycle	3.26%	11
Bus/MARTA	3.56%	12
Work at Home	14.54%	49
Don't Work	5.64%	19
NA	2.67%	9

**15. What should be the highest priority in terms of improving the quality of life in the North Point Activity Center?**

Transportation Improvements	4.14
Create Open Spaces/Parks	4.05
Make the Area More Walkable	3.93
Enhance the Area's Identity	3.45
Extend the MARTA Train Line	3.45
Encourage Mixed-Use Development	3.42

**Number of years you have lived or worked in the North Point Area**

0-2 Years	13%	44
3-5 Years	14%	47
5-10 Years	24%	82
10-20 Years	30%	101
Over 20 Years	11%	36
NA	8%	27

**Your Age**

Under 21	0%	0
21-35	19%	63
36-50	47%	159
51-65	21%	72
Over 65	5%	16
NA	8%	27

**Your Gender**

Male	47%	158
Female	45%	152
NA	8%	27

**Total Number of Responses****337**

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