North Point Creative Placemaking Plan

- Introduction
- Analysis
- Recommendations
- Implementation
- Placemaking Event
INTRODUCTION
Through Creative Placemaking, support the transformation of North Point from an automobile-oriented environment to a vibrant mixed-use district.
Background
Building on Prior Community-Based Planning Efforts

- North Point Activity Center LCI (2008)
- Rental Housing Study Update (2016)
- 2035 Comprehensive Plan (2017)
- North Point LCI Update (2018)
- North Point Overlay District (2018)
The project study area is bounded by GA 400 to the North, Mansell Rd to the East, Big Creek to the South, and Haynes Bridge Rd to the West.
Placemaking Approach
A Creative Approach to Community & Economic Development

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

**Build on Assets**
How do we create a place that is uniquely Alpharetta and uniquely North Point?

**Build for People**
How do we create an environment that is safe, accessible, walkable and connected?
Community Engagement & District Analysis
Community Engagement
Stakeholder, Elected Official, & Property Owner Interviews; Mobile Interactive Workshops; Public Open Houses

09/20/2018 - North Point Property Owners Kick Off Meeting
11/02/2018 - Project Kick Off Meeting with Staff
12/18/2018 - Stakeholder & Elected Official Interviews
  12/19/2018
01/23/2019 - Public Open House #1
04/19/2019 - Project Team Meeting
04/30/2019 - Public Open House #2
05/02/2019 - Taste of Alpharetta Event
09/16/2019 - Council Workshop
Community Engagement
Stakeholder, Elected Official, & Property Owner Interviews; Mobile Interactive Workshops; Public Open Houses
What positive qualities draw people to the North Point area and encourage them to stay?
1. Shopping
2. Dining
3. Big Creek Greenway

What aspects of the North Point Area need improvement?
1. More Walkable/Bikeable/Transit
2. More Green Space
3. Less Asphalt

What features and amenities could best support or encourage North Point as an area for living, working and playing?
1. Activated Public & Private Spaces
2. Mixed-Use & Housing Development
3. Outdoor Recreation Opportunities

What are the strengths and assets around which we can build future placemaking ideas?
1. Surface Parking
2. Green Space
3. Public Art
Community Engagement

What We Heard

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

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

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

“Encourage green space and living at North Point.”

“Walkable green space, less asphalt, a ‘wow’ factor!”

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

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

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

North Point is Livable!
Placemaking strategies that respond to emerging development patterns that are more livable and vibrant will drive value in the next generation of economic and community development in North Point.
Recommendations
Two Big Moves
Redefining North Point as a Healthy, Connected Community
The PARKway
District Threshold Concepts

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

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

Lighting Effects for Safety & Atmosphere

Wrapped Steel Rebar

Plant Material with Seasonal Interest

Leaf Pattern

30ft

15ft clearance
North Point PARKway

- Native & Urban Adapted Plant Species
- Energy Efficient Lighting
- Green Infrastructure Monitoring
- Roadway Condition Monitoring
- Native Grasses
- Arbor (80ft O.C.)
- Multi-use Trails
- Curb Planter Bioswales
- Median Bioswale

Integrated Wifi/5G Technology

Key Map

North Point PARKway
Arbor Promenade

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

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

The Arbor Structures are inspired by the natural environment of the Big Creek Greenway and the larger Piedmont ecoregion. These features are a human-scaled interpretation of the larger District Thresholds.
River of Trees
Beginning with the careful location of these tributaries in locations that could functionally serve as stormwater features, the greenspace could take shape as a series of interventions that range from temporary public space to permanent green infrastructure and public park that serves surrounding community development.
Step 3: Develop & Density Periphery

Long-Term Intervention
North Point PARKway Crossing

- Native & Urban Adapted Plant Species
- Greenway Thresholds
- Transit Stops
- Green Infrastructure
- Multi-use Trails
- Enhanced Pedestrian Crossings
- Pedestrian Amenities
Threshold Concept - Big Creek Arbors

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

Plant Material with Seasonal Interest

Native & Urban Adapted Plant Species
The Big Creek Strands are conceived as an abstract field of meadow grasses and provide an immersive greenway entry experience.
Greenway Moments

Creative Use of Industrial Materials

Creative Reuse of Demo’d Materials

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

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

One of the leading themes that emerged during our development of identity for the district was that North Point is green! This is at once a recognition of existing assets, hidden or latent assets, current initiatives, and a vision for the future.
Environmental Graphics Can Enliven Spaces, Promote Identity, and Curate the Visitor Experience
IMPLEMENTATION
100-Day Action Plan
A Roadmap for Quick Project Implementation

Incorporate Placemaking Recommendations into Community-Based Plans & Statutory Requirements
- Incorporate placemaking plan into city's comprehensive plan.
- Incorporate placemaking and green space recommendations into North Point overlay district.
- Incorporate recommended green space into city's parks and recreation master plan.
- Adopt the North Point brand system.

Sustain Community Engagement & Activation
- Formalize quarterly North Point property owners meeting.
- Work with Bike Alpharetta to develop bike-friendly event in the North Point area.
- Utilize brand mark/icon for tactical urbanism projects (crosswalks, pathways, etc.).

Scope & Identify Funding for Additional Studies
- Identify vendor and funding sources for gateway signage and monuments.
- Seek funding for feasibility study of recommended infrastructure improvements along North Point Parkway.
- Draft scope of work and identify funding for area thoroughfare plan.
- Draft scope of work and identify funding for area stormwater master plan.

Collaborate with Project Partners
- Determine placemaking projects for public/private partnerships and public capital funding.
- Identify key parcels for city acquisition.
- Work with MARTA, North Fulton CID, and private property owners to obtain and install new transit infrastructure.
<table>
<thead>
<tr>
<th>ACTION</th>
<th>PRIMARY PARTNERS</th>
<th>TIMEFRAME</th>
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<tbody>
<tr>
<td><strong>STRATEGY 1: ACTIVATE THE DISTRICT (VIBRANCY)</strong></td>
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<tr>
<td>Host small-scale events (ex. food truck rodeo).</td>
<td>City, Property Owners</td>
<td>Immediate</td>
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<tr>
<td>Launch tactical urbanism design and public art efforts.</td>
<td>City</td>
<td>Immediate</td>
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<tr>
<td>Host large-scale events (annual festival, etc.).</td>
<td>City, Property Owners</td>
<td>Short</td>
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<tr>
<td>Host bike-friendly event in district.</td>
<td>City, Bike Alpharetta</td>
<td>Short</td>
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<td><strong>STRATEGY 2: ARTICULATE THE VISION (MARKETING)</strong></td>
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<tr>
<td>Adopt North Point brand system.</td>
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<td>Utilize brand mark/icon for tactical urbanism projects (crosswalks, pathways, etc.).</td>
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<td>Market the plan to stakeholders and investors.</td>
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<td>Immediate</td>
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<td>Create a branded North Point investment guide.</td>
<td>City, Property Owners</td>
<td>Short</td>
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<td><strong>STRATEGY 3: SET THE STAGE (PHYSICAL IMPROVEMENTS)</strong></td>
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<td>Install street banners.</td>
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<td>Immediate</td>
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<td>Preliminary design for Alpha Loop connection.</td>
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<td>Immediate</td>
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<td>Preliminary design for PARKway streetscape.</td>
<td>City</td>
<td>Immediate</td>
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<tr>
<td>Construct Alpha Loop connection.</td>
<td>City</td>
<td>Long</td>
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<tr>
<td>Install new transit infrastructure.</td>
<td>City, MARTA</td>
<td>Short</td>
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<tr>
<td>Develop and install signage and sculpture package.</td>
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<tr>
<td>Develop North Point area thoroughfare plan.</td>
<td>City</td>
<td>Short</td>
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<tr>
<td>Develop North Point area stormwater master plan.</td>
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<td>Short</td>
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<tr>
<td>Construct PARKway streetscape.</td>
<td>City</td>
<td>Medium</td>
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<td>Construct Gateway Park.</td>
<td>City</td>
<td>Medium</td>
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<td><strong>STRATEGY 4: ORGANIZE FOR SUCCESS (PARTNERSHIPS)</strong></td>
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<td>Adopt Creative Placemaking Plan into City Comprehensive Plan.</td>
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Placemaking Event
Placemaking Event

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

NORTH POINT
ALPHARETTA, GA

VIBRANT. GREEN. WALKABLE. LIVABLE.

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

Music
Bike Track
Face Painting
Hot Air Balloon Rides

Games
Food Trucks
Rock Climbing Wall

NORTH POINT CREATIVE PLACEMAKING PLAN
The North Point Area in 1963 was defined by its agricultural and natural character. Georgia 400 (still under construction) had not yet made the area readily accessible by car.
The transformation of the district was underway with the development of the North Point Mall.
The fabric of the North Point Area today reflects an auto-centric retail development pattern.
Aerial Image
Existing Conditions
Base Map
Existing Conditions
Traffic Count

Existing Conditions

Sources: GADOT & Colliers International
Topography

Existing Conditions
Ownership

Existing Conditions

1. CAPTEC NET LEASE REALTY INC
2. MANSELL NORTH POINT LLC
3. GREATER ATLANTA HOTEL LLC
4. SHOPS AT MANSSELL LLC
5. TRU TWO THOUSAND FIVE BE LLC
6. FAMILY INVESTMENT GROUP LLC
7. DB TRIPLE DIAPER RESTAURANT LLC
8. ARC CAFEUSA001 LLC
9. AHP H6 ALPHARETTA LLC
10. WIGGINS W B JR
11. CORDO NORTH POINT LLC
12. BLUE VENTURES LLC
13. THOMAS L M JR
14. SMDA LLC
15. CHOP TWO MANSSELL VERIZON LLC
16. MANSSELL CROSSING RETAIL LP
17. WACHOVIA BANK OF GEORGIA
18. VILLAGE CREATIVE LABS PARTNERS L P
19. ALPHA Z BOY PARTNERS LLC
20. HOLLYWOOD CAMARILLO PARTNERS LP
21. HUBBETT PROP LLC
22. RIFON MAIN ASSOCIATES L P
23. SUN TRUST BANK ATL
24. PALM J LLC
25. SWANN INVESTMENTS L P
26. COLE C P ALPHARETTA GA LLC
27. VON MAUR INC
28. GGP NORTH POINT LAND LLC
29. DILLARD DEPARTMENT STORES INC
30. SEARS
31. HPTNI # PROPERTIES TRUST
32. COUSINS WESTSIDE LLC
33. BRE/ESA P PORTFOLIO LLC
34. HAYNES ROCK LLC
35. GREENE HOGG NP II LLC
36. BFC PROPERTIES INC ET AL
37. BRE LQ PROPERTIES LLC
38. D & D INVESTMENT ASSOCIATES LLLP
39. GOLDKIN ALAN B & ELAINE S
40. OTHER PROPERTY OWNERS
41. ANSLEY INVESTMENT PARTNERS L P
42. ORLANDO BK ONE ASSOCIATES LP
43. BP NORTHPOINT LLC
44. DAYTON HUDSON CORP
45. THE ORIGINAL HONEY BAKED HAM CO OF GA INC

NORTH POINT CREATIVE PLACEMAKING PLAN
Zoning

Existing Conditions

- Mansell Rd
- Encore Pkwy
- North Point Pkwy
- Haynes Bridge Rd
- Westside Pkwy
- North Point Mall
- Mansell Crossing
- Big Creek

**Zoning**

- **R-10M** - Multiple Family Residential
- **MU** - Mixed Use
- **PSC** - Planned Shopping Center

North Point Market Center
North Point LCI Density Priority Map

Existing Conditions

- Mansell Crossing
- North Point Mall
- North Point Market Center
- Big Creek
- Priority Area 1
- Priority Area 2
- Parcels