

NORTHPOINT

— LIVABLE CENTERS INITIATIVE PLAN —

2017 UPDATE

CORE TEAM MEETING | AUGUST 28, 2017

AGENDA

WELCOME AND INTRODUCTIONS

PROCESS OVERVIEW

PREVIOUS PLAN SUMMARY AND
EXISTING CONDITIONS

STUDY FOCUS POINTS:

- WALKABILITY
- RETAIL VITALITY

DISCUSSION

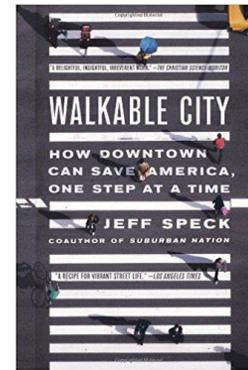
PLANNING TEAM

Kimley»»Horn

Locally-based planners & designers
with history of community planning success



Bleakly Advisory Group, Atlanta-based real estate market analysts



Jeff Speck, planner and national walkability expert

Revel

Revel, creative real estate services group focused on retail environments and strategies

PROJECT OUTCOMES/GOALS

ASSESS PREVIOUS PLAN SUCCESSES AND OBSTACLES

UPDATE AND CLARIFY THE COMMUNITY'S VISION FOR THE DISTRICT

IDENTIFY AND PRIORITIZE PUBLIC INVESTMENTS—PARTICULARLY RELATED TO WALKABILITY, PLACEMAKING, AND GREENSPACE

DEVELOP STRATEGY AND POLICY ENHANCEMENTS TO REALIZE THE COMMUNITY'S VISION

ASSIST PROPERTY OWNERS IN UNDERSTANDING THE SCALE, DESIGN, AND LOCATION OF DESIRED FUTURE DEVELOPMENT

PROJECT SCHEDULE



NORTH POINT ACTIVITY CENTER LCI 2008

IDENTIFIES CHARACTER AREAS:

Mixed-Use Village Center, Mixed-Use Commercial Centers, and Transitional Areas

RECOMMENDATIONS IN TWO AREAS:

Transportation, access + connectivity | High-quality development + sense of place

RECOMMENDED CITY ACTIONS INCLUDE:

- Update to Land Use Plan
- Alternative zoning/incentives for vertical mixed-use + desired character
- Clarification of multi-family housing policy

NORTH POINT ACTIVITY CENTER LCI 2008

ASSETS

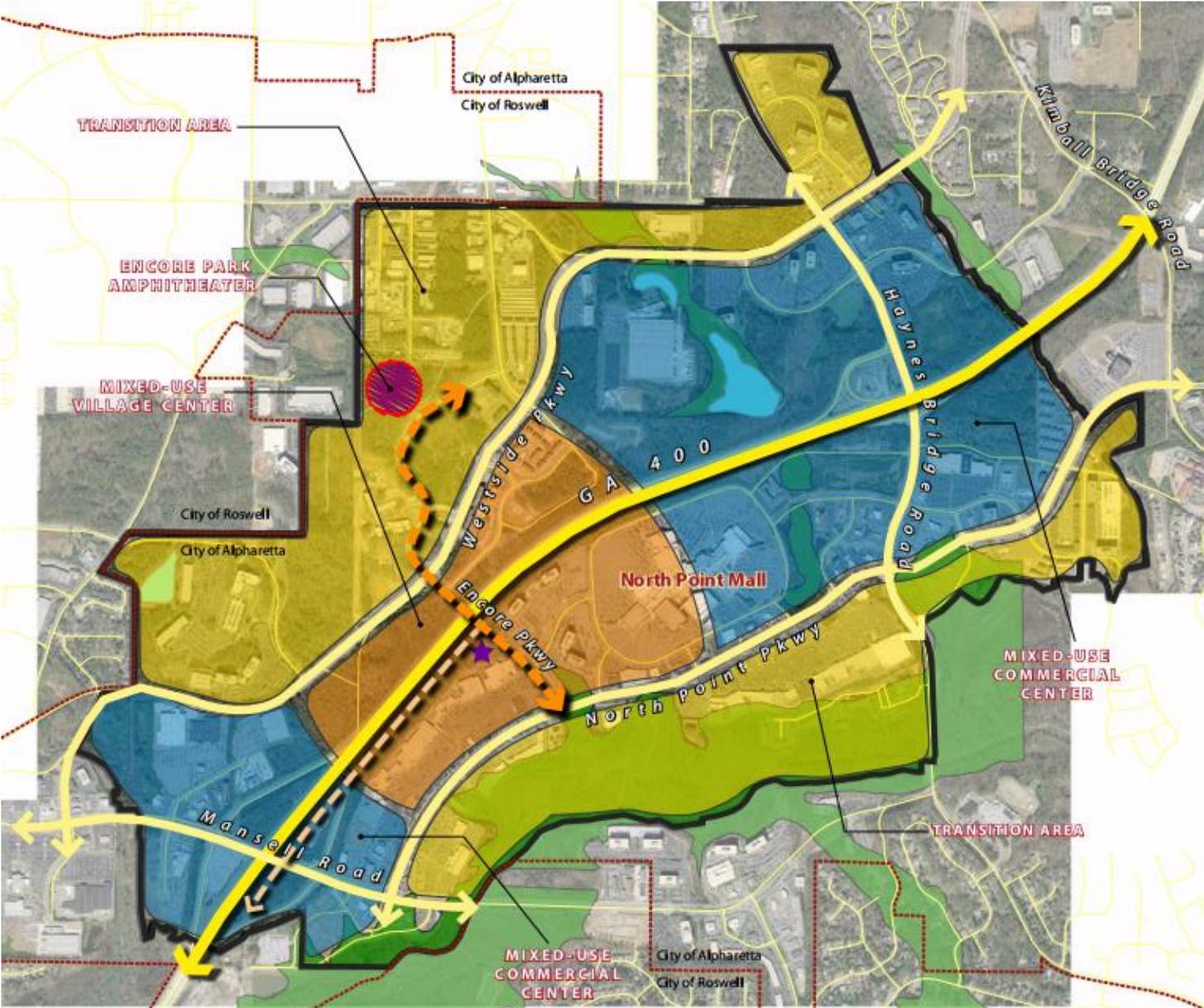
Proximity of GA-400
Efficient Road Network
Encore Parkway/Bridge
Big Creek Greenway
Streetscape/Landscaping
New Development Opportunities
Redevelopment Opportunities
Nearby Executive Housing
Area Recognition / Reputation

ISSUES

Lacks Sense of Place
Lacks Retail/Residential Mix
Lacks Parks/Open Space
Doesn't Relate to Greenway
Auto-dependent
Poor Walkability
Changing Consumer Preferences

NORTH POINT ACTIVITY CENTER LCI 2008

CONCEPTUAL LAND USE FRAMEWORK PLAN



STUDY AREA ACTIVITY – PAST DECADE

GENERALLY, NORTH OF GA 400 EXPERIENCED THE MOST SIGNIFICANT DEVELOPMENT, WHILE NORTH POINT PARKWAY REMAINED LARGELY THE SAME.

OTHER STUDY AREA CHANGES, INCLUDE:

- New Encore Parkway Bridge and corridor enhancements
- Enhanced traffic operations along Mansell and Haynes Bridge Roads
- Adopted North Point Design Guidelines

2008

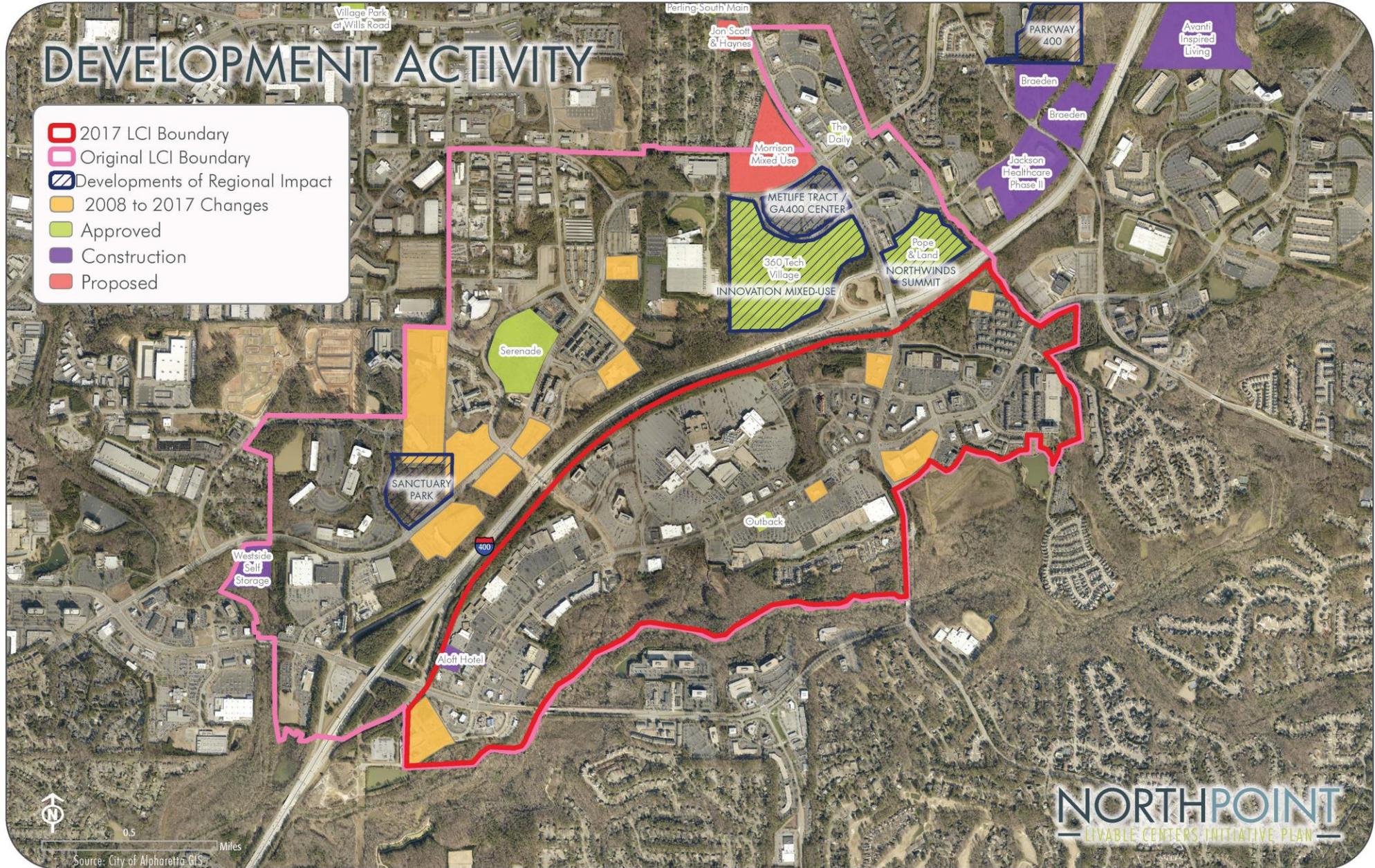


2017



DEVELOPMENT ACTIVITY

-  2017 LCI Boundary
-  Original LCI Boundary
-  Developments of Regional Impact
-  2008 to 2017 Changes
-  Approved
-  Construction
-  Proposed



Source: City of Alpharetta GIS

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— LIVABLE CENTERS INITIATIVE PLAN —

EXISTING CONDITIONS ASSESSMENT

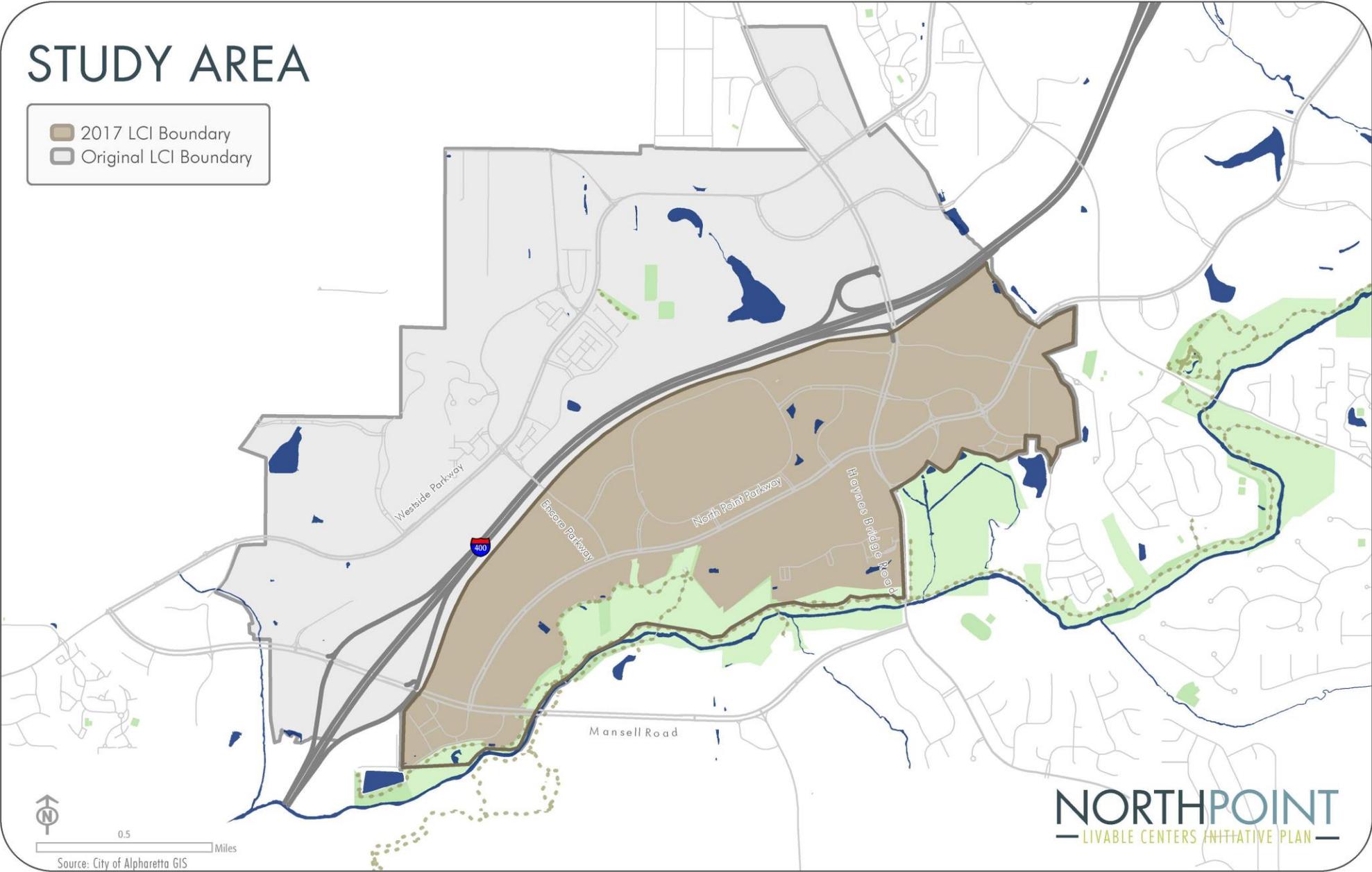


Source: City of Alpharetta GIS

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STUDY AREA

- 2017 LCI Boundary
- Original LCI Boundary

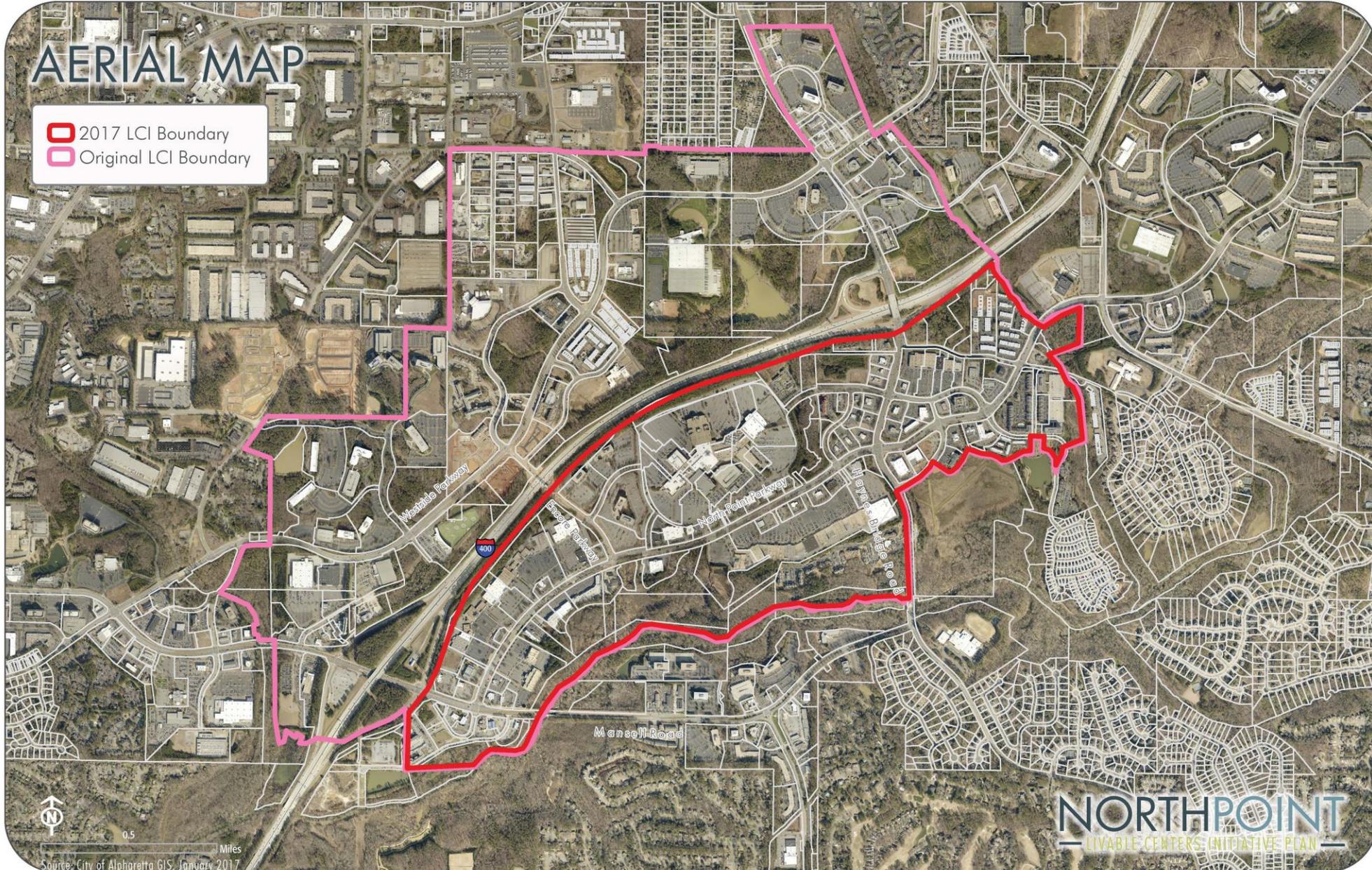


Source: City of Alpharetta GIS

NORTHPOINT
— LIVABLE CENTERS INITIATIVE PLAN —

AERIAL MAP

-  2017 LCI Boundary
-  Original LCI Boundary

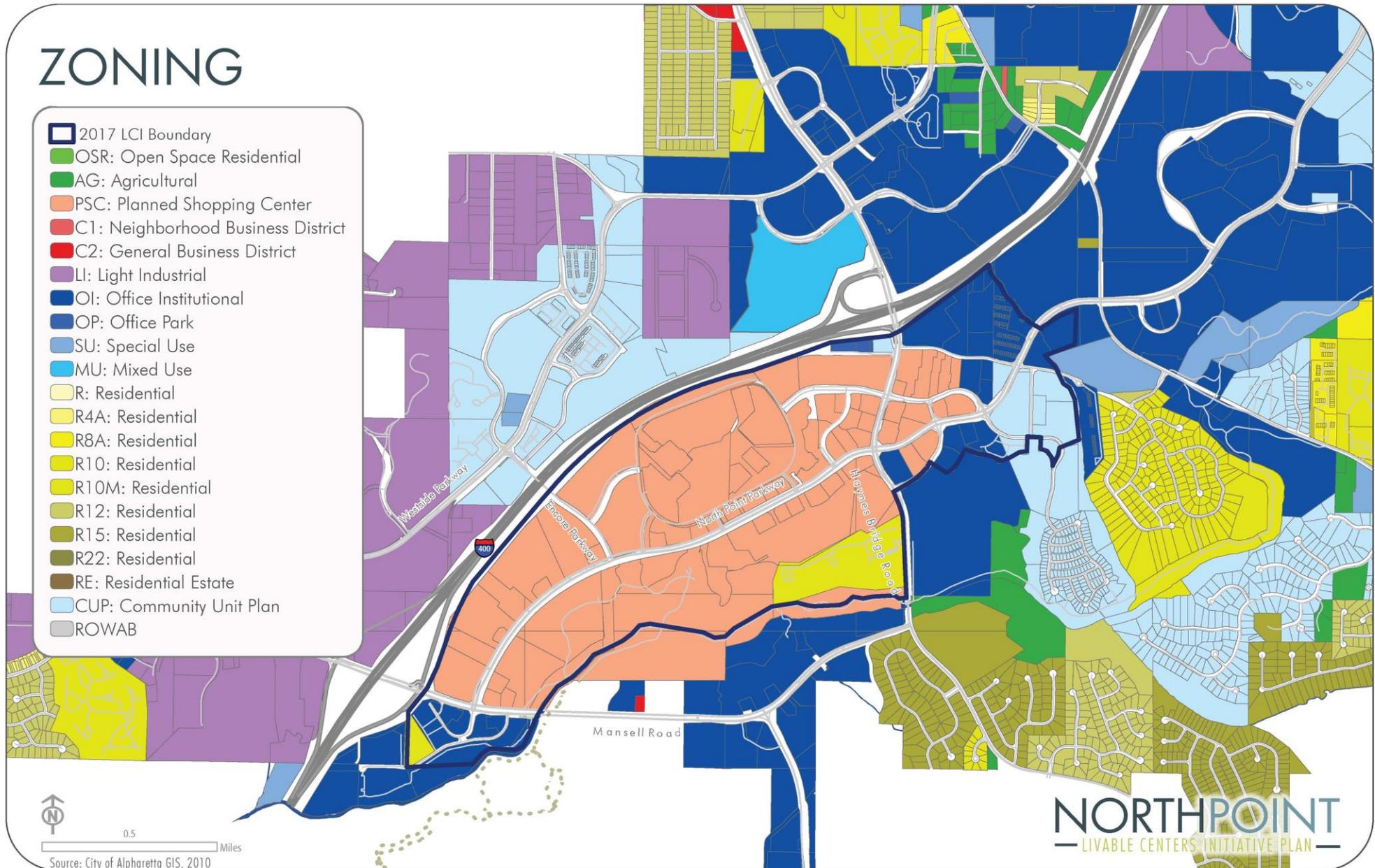


Source: City of Alpharetta GIS, January 2017

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ZONING

-  2017 LCI Boundary
-  OSR: Open Space Residential
-  AG: Agricultural
-  PSC: Planned Shopping Center
-  C1: Neighborhood Business District
-  C2: General Business District
-  LI: Light Industrial
-  OI: Office Institutional
-  OP: Office Park
-  SU: Special Use
-  MU: Mixed Use
-  R: Residential
-  R4A: Residential
-  R8A: Residential
-  R10: Residential
-  R10M: Residential
-  R12: Residential
-  R15: Residential
-  R22: Residential
-  RE: Residential Estate
-  CUP: Community Unit Plan
-  ROWAB

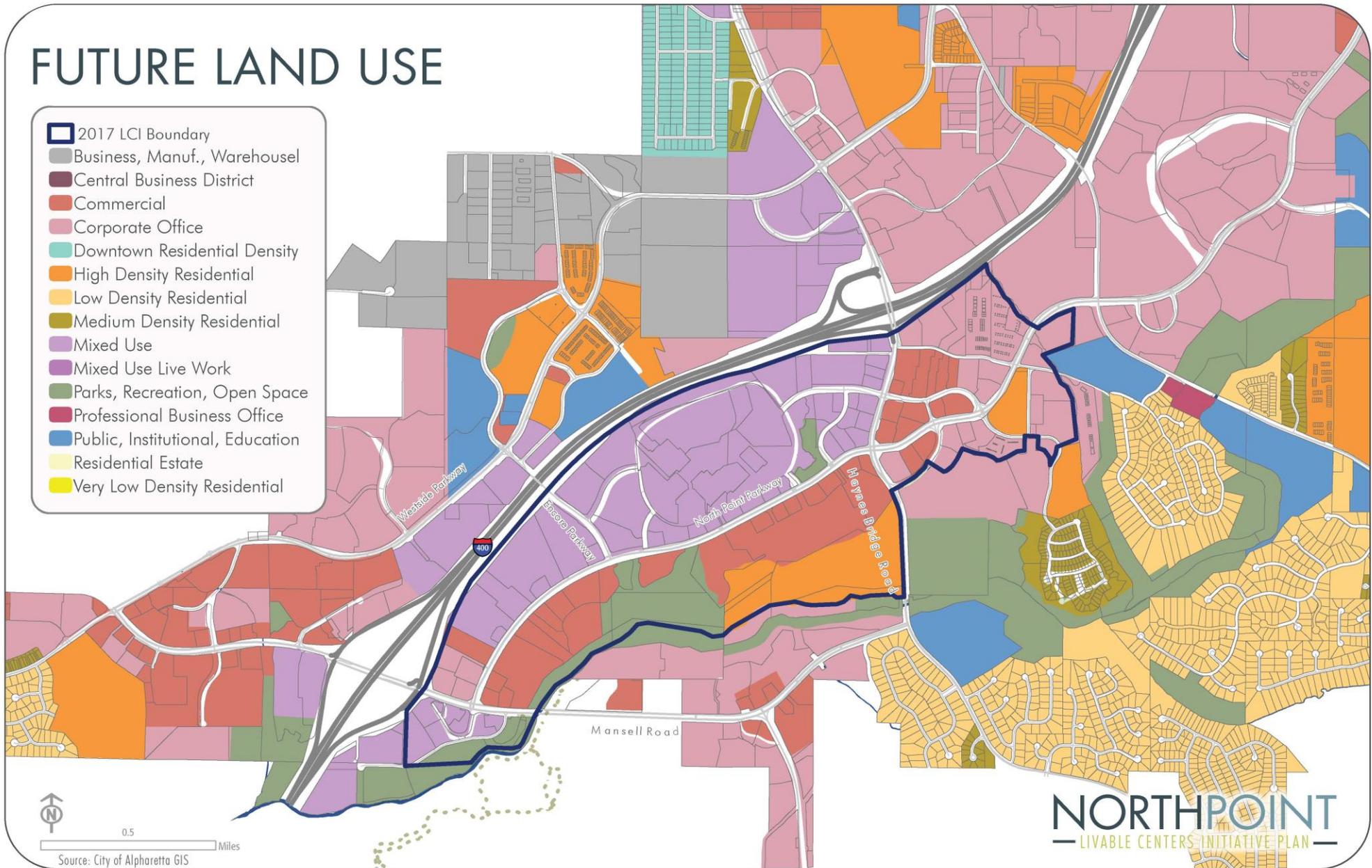


Source: City of Alpharetta GIS, 2010

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— LIVABLE CENTERS INITIATIVE PLAN —

FUTURE LAND USE

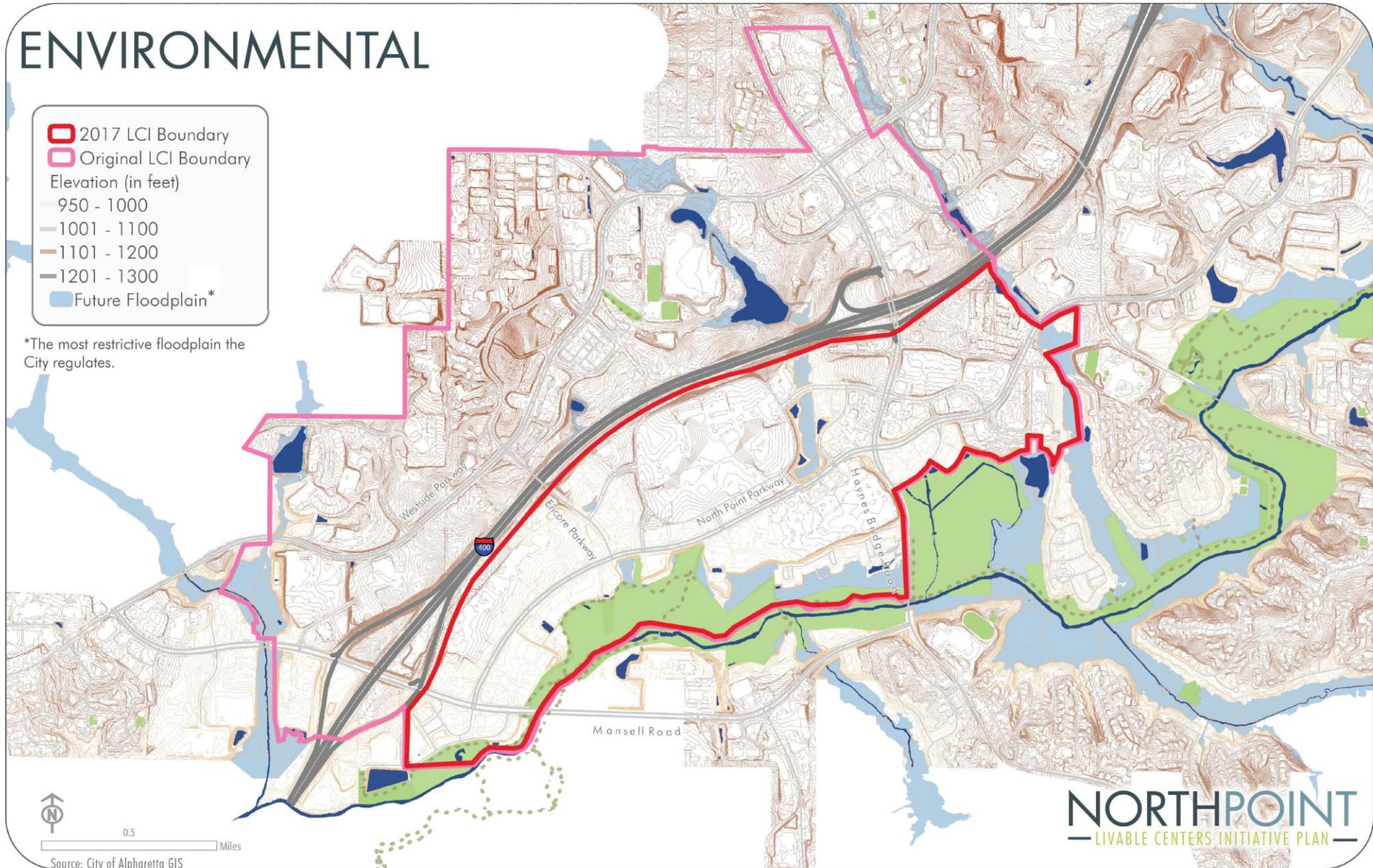
- 2017 LCI Boundary
- Business, Manuf., Warehouse
- Central Business District
- Commercial
- Corporate Office
- Downtown Residential Density
- High Density Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Mixed Use Live Work
- Parks, Recreation, Open Space
- Professional Business Office
- Public, Institutional, Education
- Residential Estate
- Very Low Density Residential



ENVIRONMENTAL

-  2017 LCI Boundary
-  Original LCI Boundary
- Elevation (in feet)
-  950 - 1000
-  1001 - 1100
-  1101 - 1200
-  1201 - 1300
-  Future Floodplain*

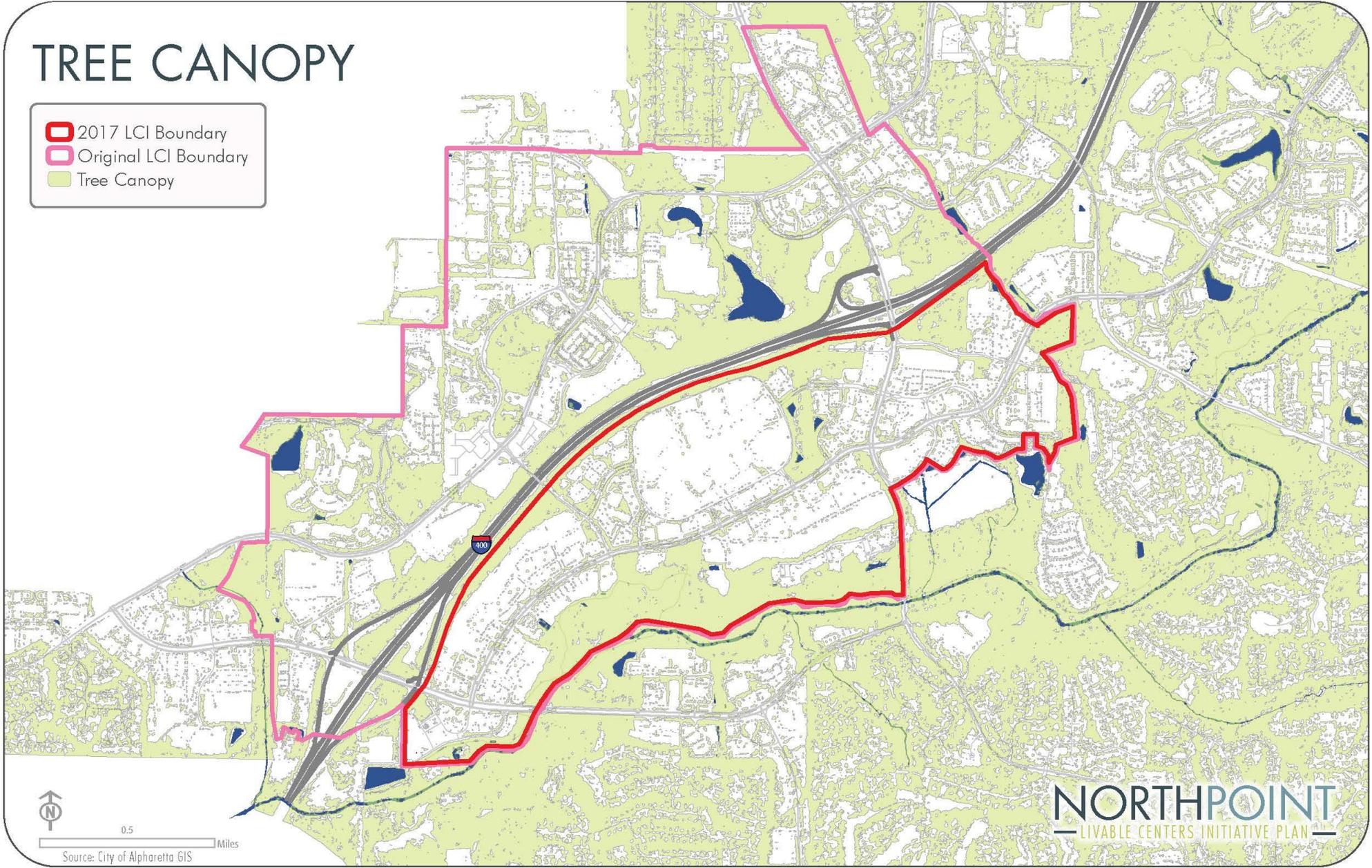
*The most restrictive floodplain the City regulates.



Source: City of Alpharetta GIS

TREE CANOPY

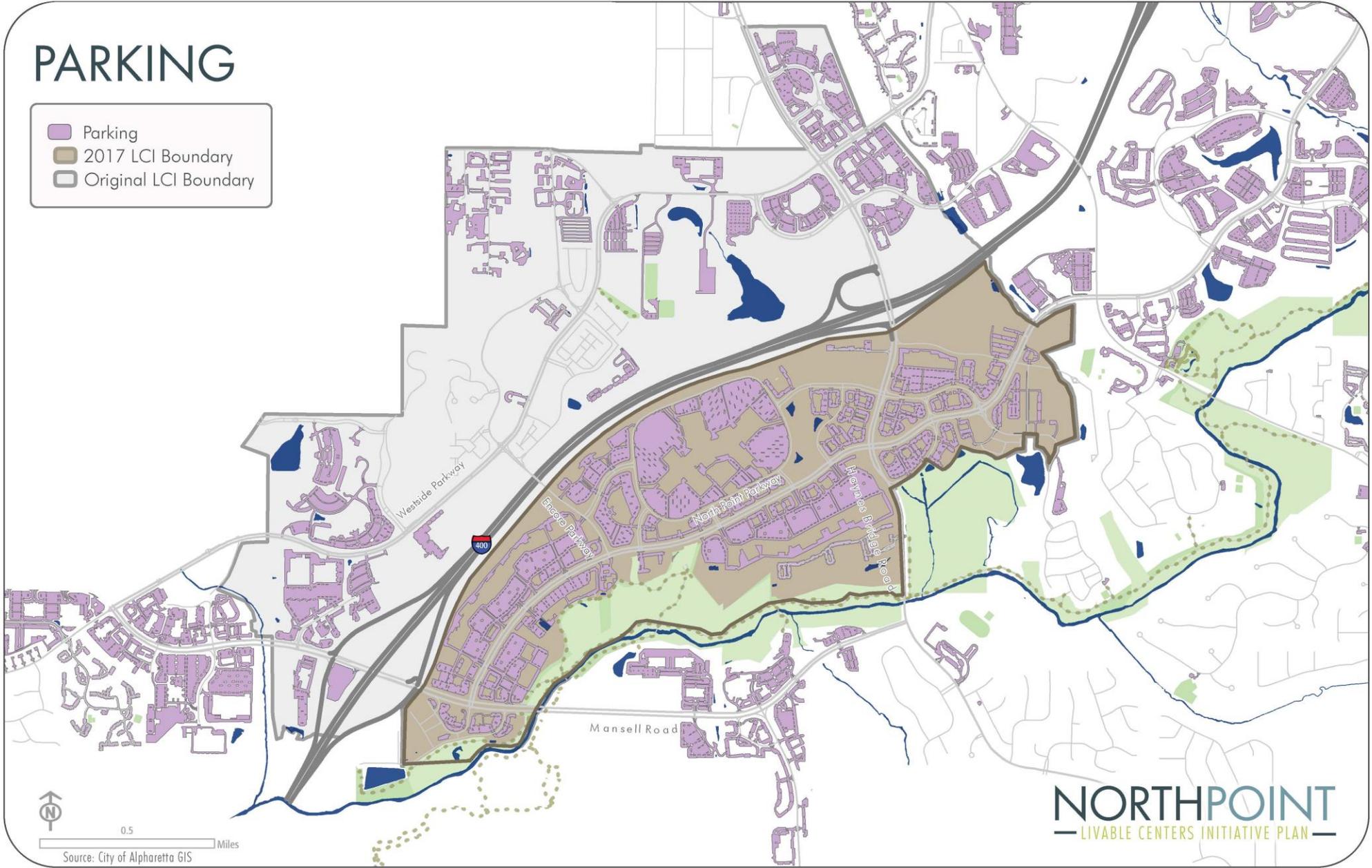
- 2017 LCI Boundary
- Original LCI Boundary
- Tree Canopy



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PARKING

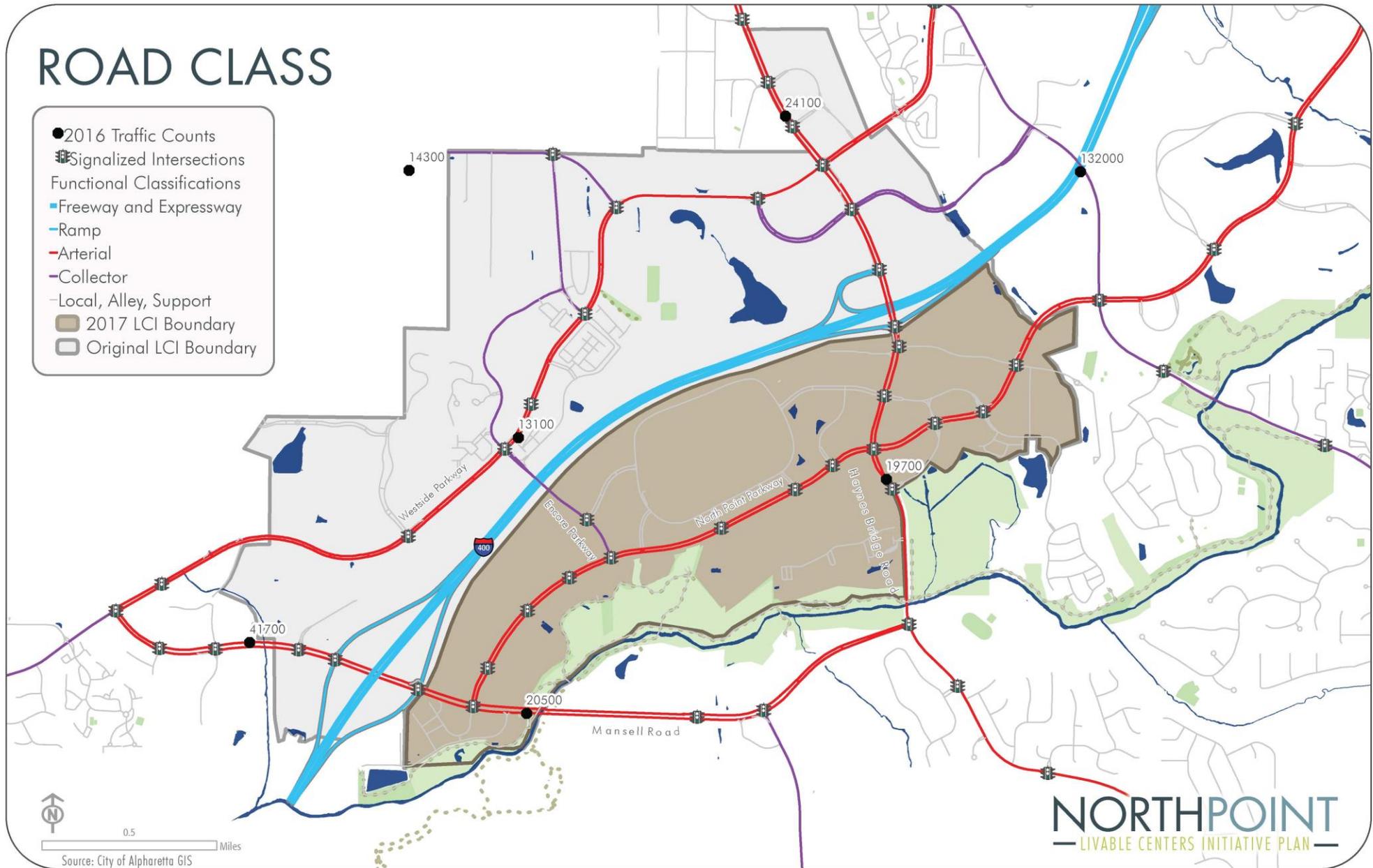
-  Parking
-  2017 LCI Boundary
-  Original LCI Boundary



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ROAD CLASS

- 2016 Traffic Counts
- ⊠ Signalized Intersections
- Functional Classifications
 - Freeway and Expressway
 - Ramp
 - Arterial
 - Collector
 - Local, Alley, Support
- 2017 LCI Boundary
- Original LCI Boundary



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TRANSIT

✱ Park and Rides

● Sanctuary Park Shuttle Stops

● MARTA Stops

— Sanctuary Park Shuttle Routes

MARTA Routes

— 31

— 87

— 118

— 164

— 199

— 200

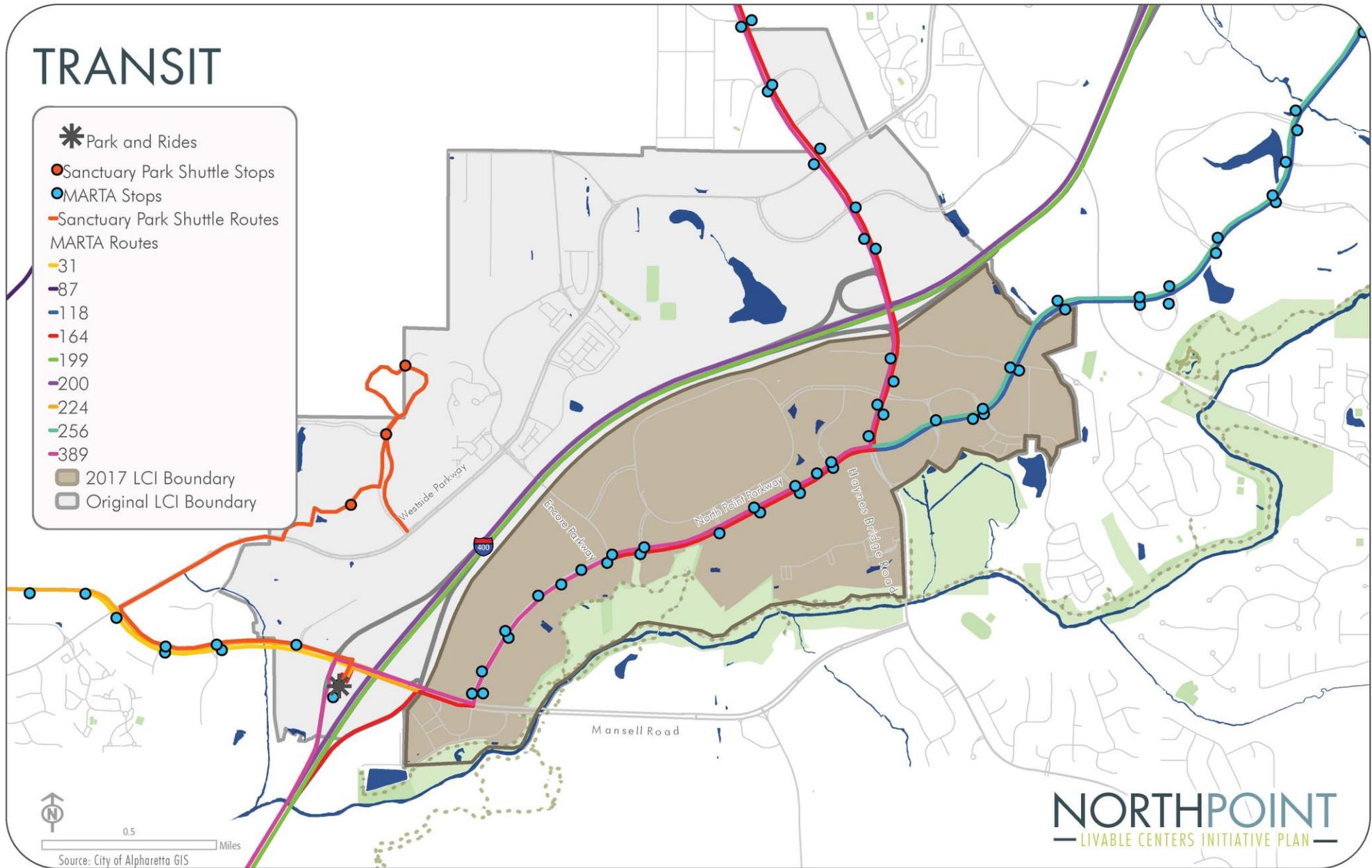
— 224

— 256

— 389

■ 2017 LCI Boundary

□ Original LCI Boundary

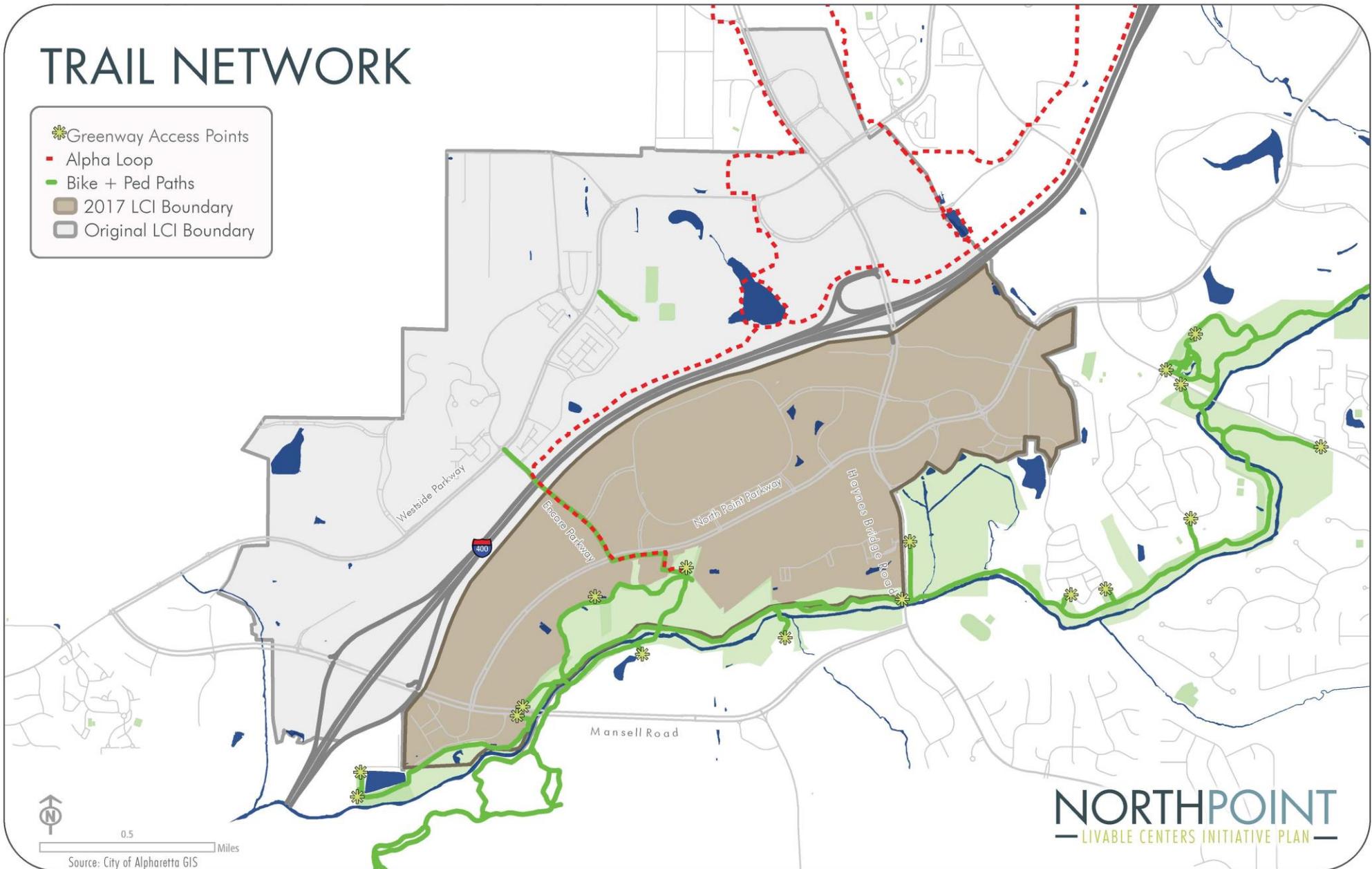


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TRAIL NETWORK

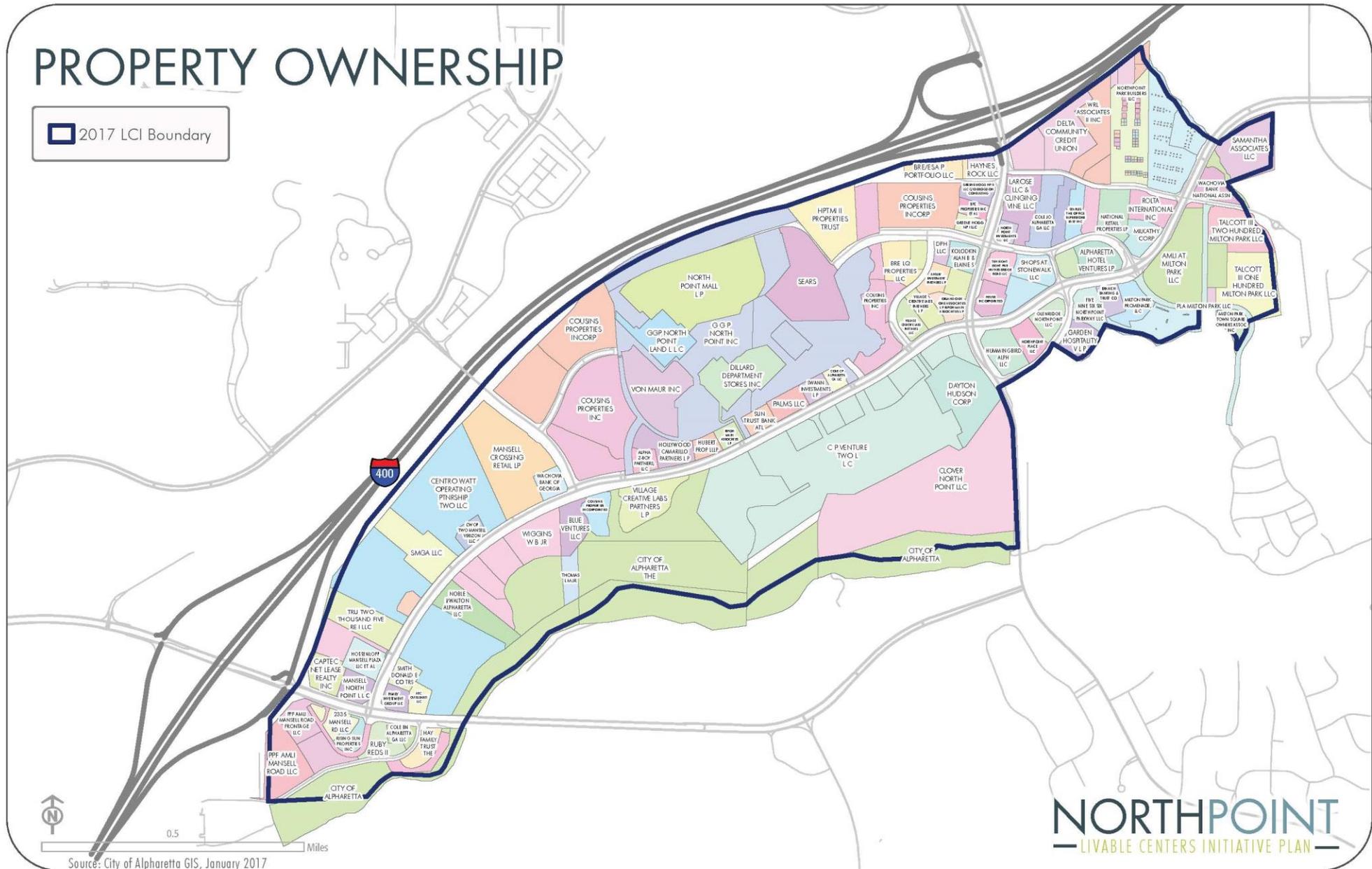
-  Greenway Access Points
-  Alpha Loop
-  Bike + Ped Paths
-  2017 LCI Boundary
-  Original LCI Boundary



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PROPERTY OWNERSHIP

 2017 LCI Boundary



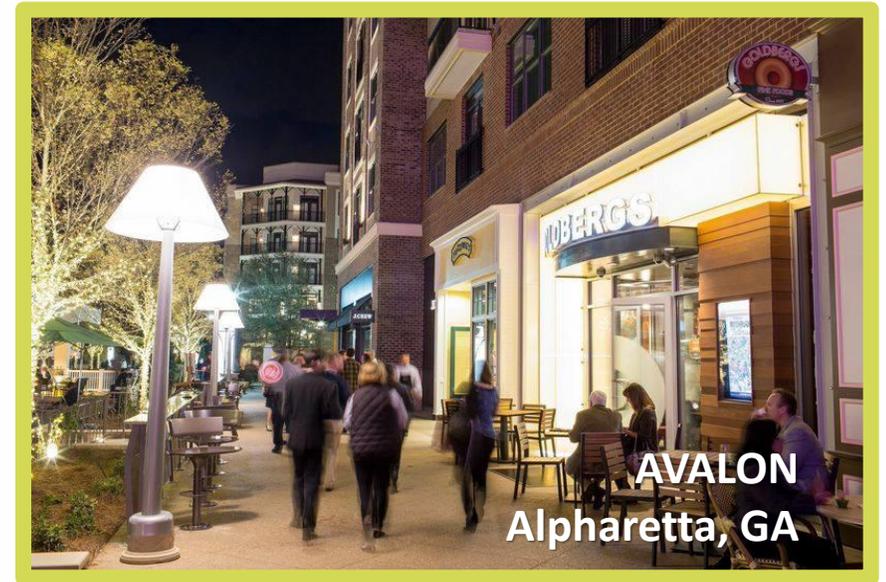
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STUDY FOCUS: WALKABILITY

TRENDS SHOW A GROWING PREFERENCE FOR WALKABLE PLACES. FOSTERING WALKABILITY REQUIRES A WIDE-RANGE OF INTERVENTIONS:

- Complete streets that balance vehicular lanes and sidewalk widths
- Pathways that connect key destinations
- Shade and pedestrian amenities
- Use mix and visually interesting buildings
- Mobility options/circulators that extend the walk (park once & walk everywhere)



AVALON
Alpharetta, GA



SANTANA ROW
Santa Clara, CA

STUDY FOCUS: QUALITY RETAIL

IN RESPONSE TO SHIFTING CONSUMER PREFERENCES THE MOST SUCCESSFUL RETAIL MARKETS ARE REMAINING COMPETITIVE BY:

- Responding to the growing demand for memorable and authentic places
- Fostering a true sense of design and a sense of place
- Attracting a balanced mix of national brands and local boutiques



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Q and A | DISCUSSION