

CITY COUNCIL WORKSHOP | SEPTEMBER 14, 2017



AGENDA

WELCOME & INTRODUCTIONS

PROCESS OVERVIEW & GOALS

PRELIMINARY MARKET FINDINGS

THEORY OF WALKABILITY

DISCUSSION



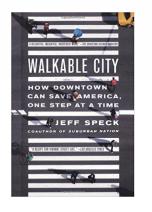
PLANNING TEAM



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



Bleakly Advisory Group, Atlantabased real estate market analysts



Jeff Speck, planner and national walkability expert



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



PROJECT 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

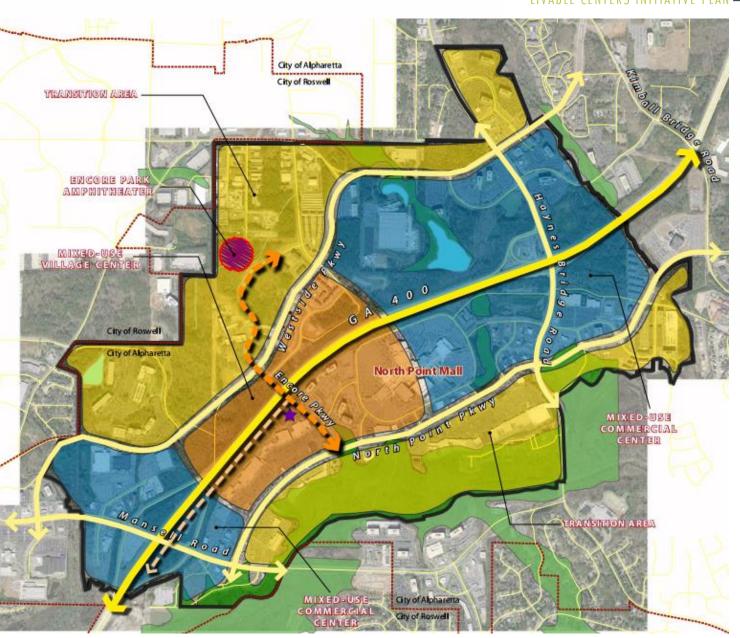
RECOMMENDED CITY ACTIONS INCLUDE:

- 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

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:

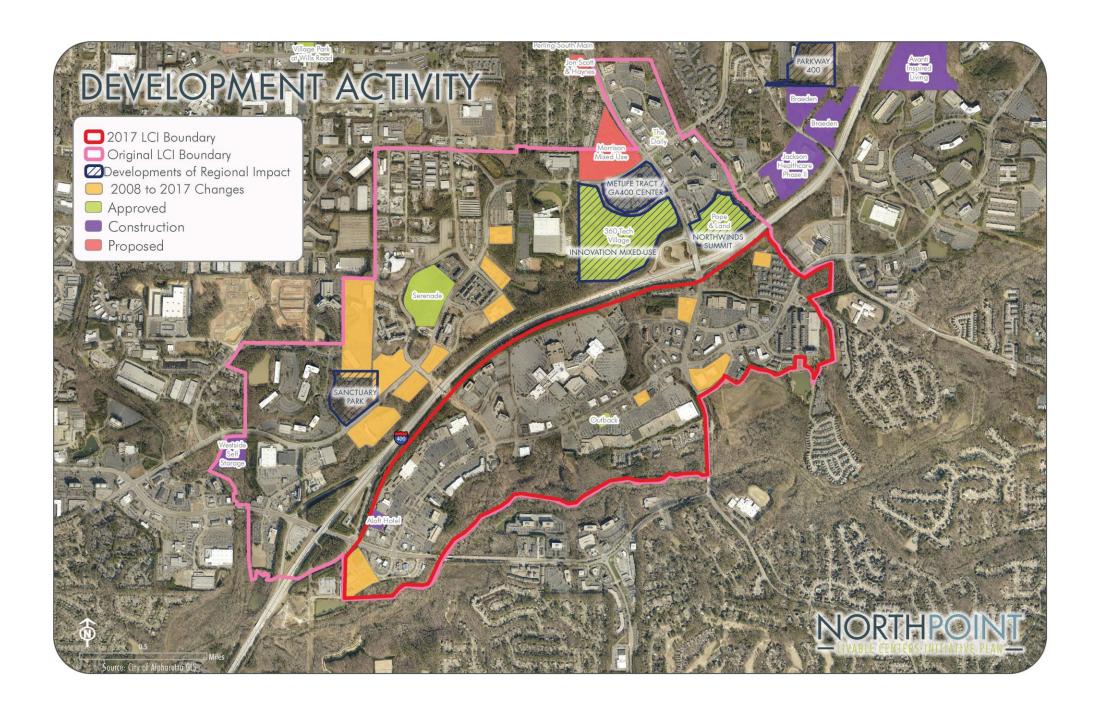
- New Encore Parkway Bridge and corridor enhancements
- Enhanced traffic operations along Mansell and Haynes Bridge Roads
- Adopted North Point Design Guidelines

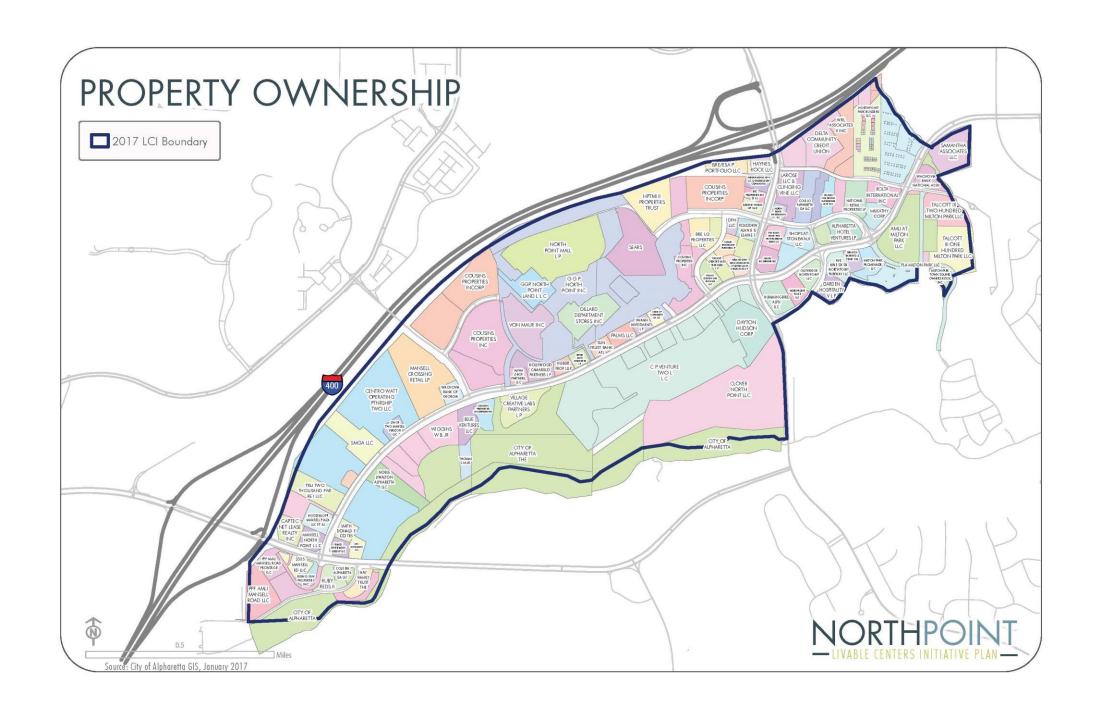
2008



2017









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)







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



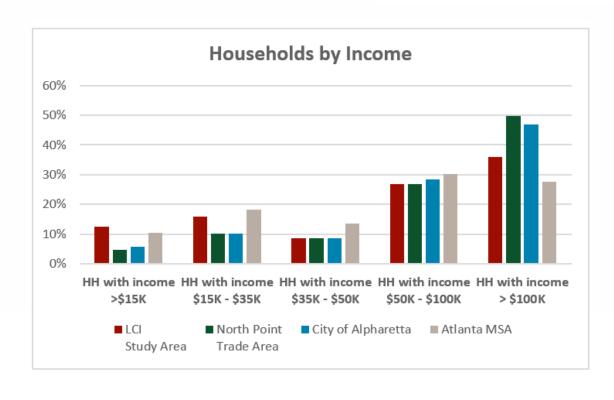




Preliminary Market Findings

DEMOGRAPHIC ASSESSMENT

- 2017 Median Household Income
- LCI Study Area: \$103,510
- North Point Trade Area: \$137,833
- City of Alpharetta: \$129,796
- Metro Atlanta: \$65,630



Population	LCI Study Area	North Point Trade Area	City of Alpharetta	Atlanta MSA
2000 Census	794	234,406	47,245	4,263,447
2010 Census	988	302,540	57,551	5,286,728
2017 Estimate	1,172	345,698	63,484	5,843,277



Preliminary Market Findings

RETAIL MARKET

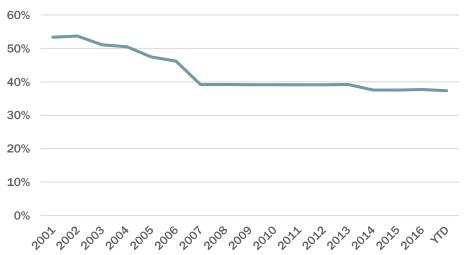
There is over 3.5 million square feet of retail space in the study area, making up 37% of all City of Alpharetta retail space.

	North Point Study Area	City of Alpharetta	Metro Atlanta
Existing SF	3,518,604	9,417,791	350,390,126
Occupancy	97.4%	96.3%	94.1%
Avg. \$/SF	\$24.67	\$18.44	\$13.05

Total Retail Space



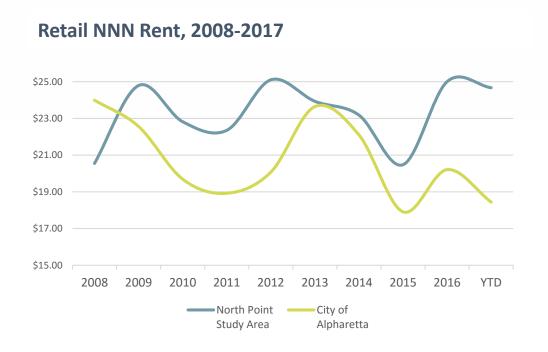
Study Area Share of Alpharetta Retail Space



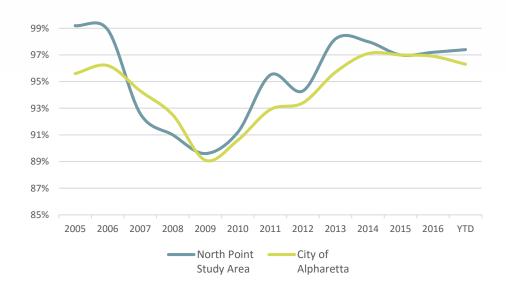


Preliminary Market Findings

RETAIL MARKET



Retail Occupancy Rate, 2008-2017





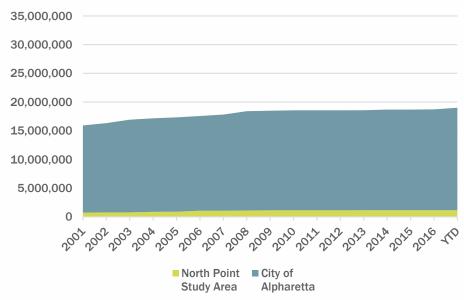
Preliminary Market Findings

OFFICE MARKET

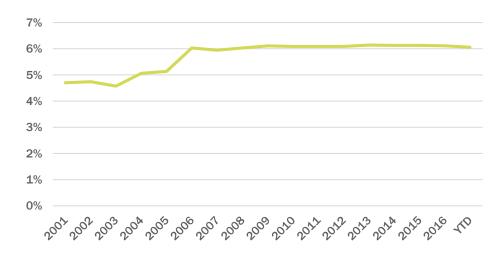
There is over 1.1 million square feet of office space in the study area, making up 6% of all City of Alpharetta office space.

	North Point Study Area	City of Alpharetta	Metro Atlanta
Existing SF	1,151,022	19,001,153	02,688,350
Occupancy	87.1%	88.7%	87.9%
Avg. \$/SF	\$25.48	\$22.84	\$20.91

Total Office Space



Study Area Share of Alpharetta Office Space



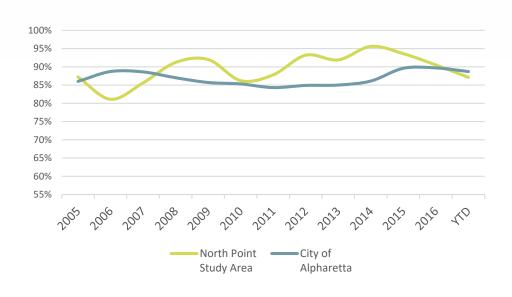


Preliminary Market Findings

OFFICE MARKET



Office Occupancy Rate, 2008-2017





Theory of Walkability

TOWARDS AMORE WALKABLE ALPHARETTA **SEPTEMBER 14, 2017** JEFF SPECK AICP CNU-A LEED-ND Hon. ASLA

Why we need it.

Why we need it.

MALKABLE

How to do it.

Why we need it.

ABOUT



Share this idea















1,003,838 Total views

How do we solve the problem of the suburbs? Urbanist Jeff Speck shows how we can free ourselves from dependence on the car which he calls "a gas-belching, time-wasting, life-threatening prosthetic device" — by making our cities more walkable and more TED Talks are free thanks to our partners & advertisers







20%

How much does your commute cost (or save) society?

Every time you travel you put money into the system, but you also cost the system. Your contribution to and burden on the system differs depending on how you travel.

For example, when you ride the bus you pay a fare - money into the system. Your burden on the system includes the cost of operating the bus, and also less obvious impacts like emissions and noise pollution.

By looking at the ratio of what we put in versus what we cost the system, we see that different ways of travelling are more subsidized than others.

The practice of taking these less tangible costs and benefits into consideration and assigning them a dollar value is known as "full-cost accounting." While there are many ways of doing this, this infographic shows one example of how those costs and charges can be calculated.















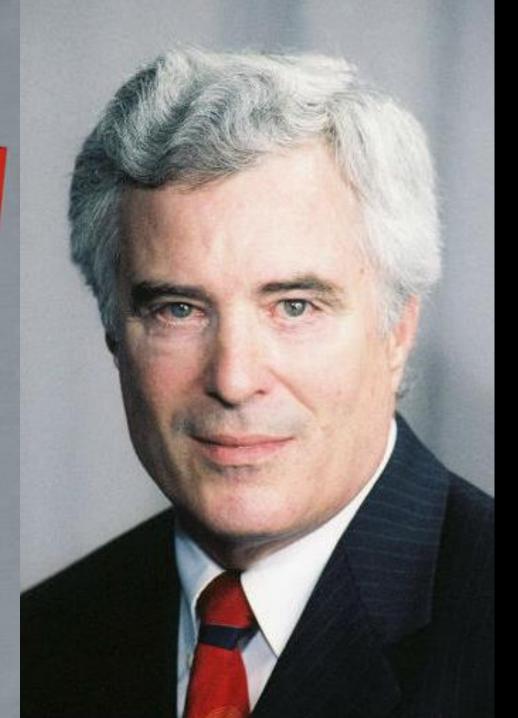








OF CHILLIAN INVESTING IN A NEW AMERICAN DREAM CHRISTOPHE CERTIFICATION



WALKABLE URBAN VS.

WALKABLE URBAN VS. DRIVABLE SUBURBAN

DENVER

DENVER

NYC

NYC

MALKSCORE

POINT

News Release



PUBLIC AFFAIRS

For further information contact: Michelle Wardlaw, 202-383-1042 mwardlaw@realtors.org

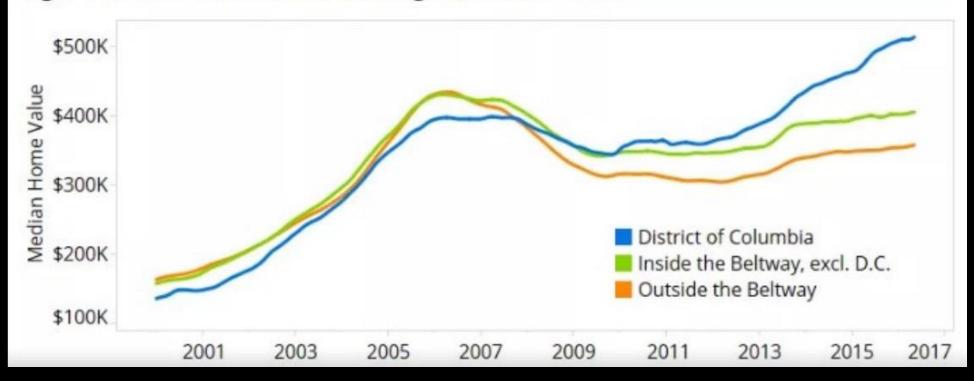
Realtors® Report Americans Prefer to Live in Mixed-Use, Walkable Communities

WASHINGTON (October 31, 2013) – Choosing a community is one of the most important factors for consumers as they consider buying home, and research by the National Association of Realtors® has consistently revealed that Americans prefer walkable, mixed-use neighborhoods and shorter commutes. According to NAR's 2013 Community Preference Survey, 60 percent of respondents favor a neighborhood with a mix of houses and stores and other businesses that are easy to walk to, rather than neighborhoods that require more driving between home, work and recreation.

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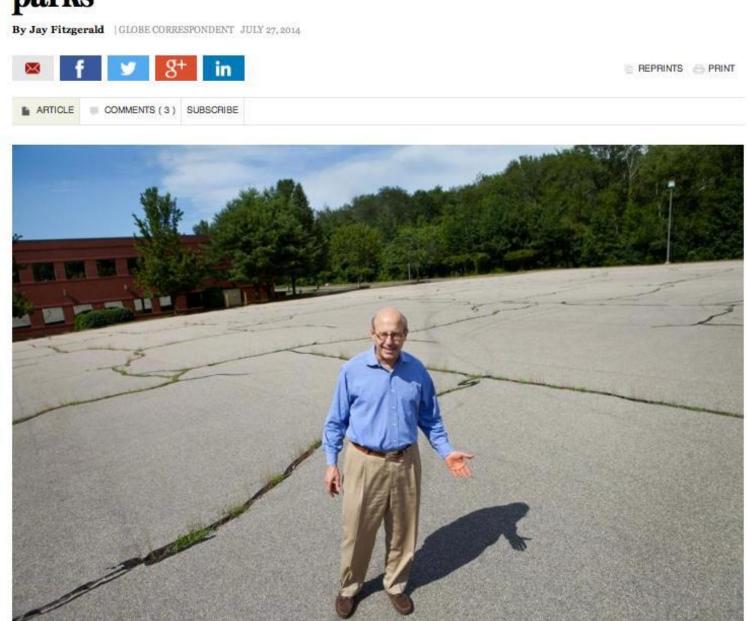
Figure 1: Home Values in the Washington, DC Metro Area



OFFICE

OFFICE

Developers take steps to reinvent suburban office parks



MALLS

MALLS AT RISK

America's Shopping Malls Are Dying A Slow, Ugly Death



f FACEBOOK

n LINKEDIN

TWITTER

g+ GOOGLE+

PRINT

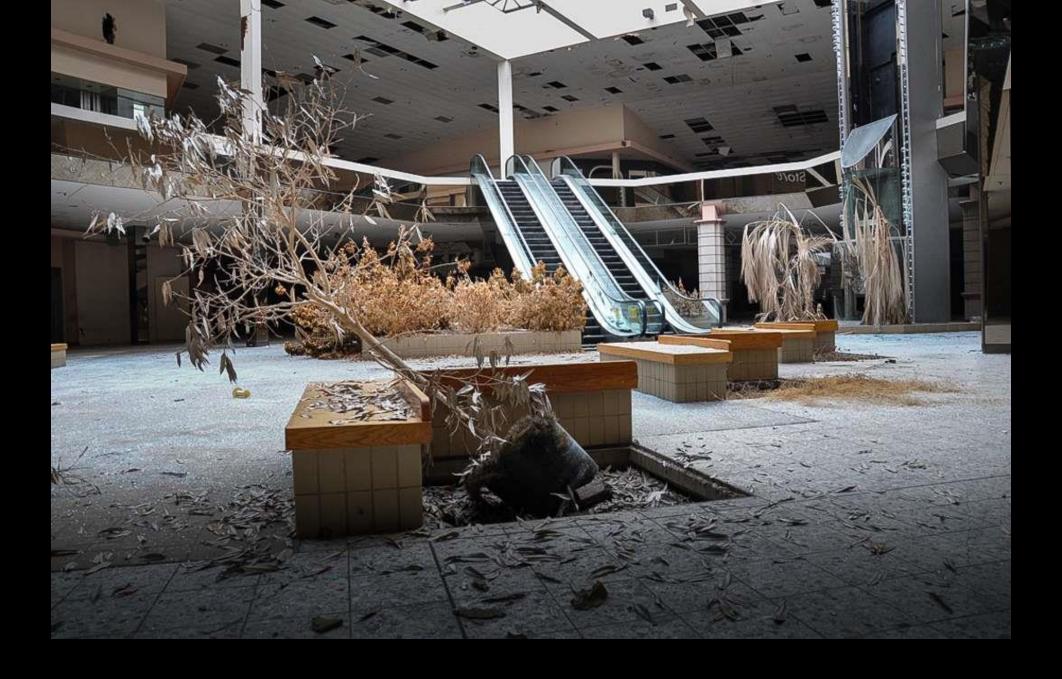
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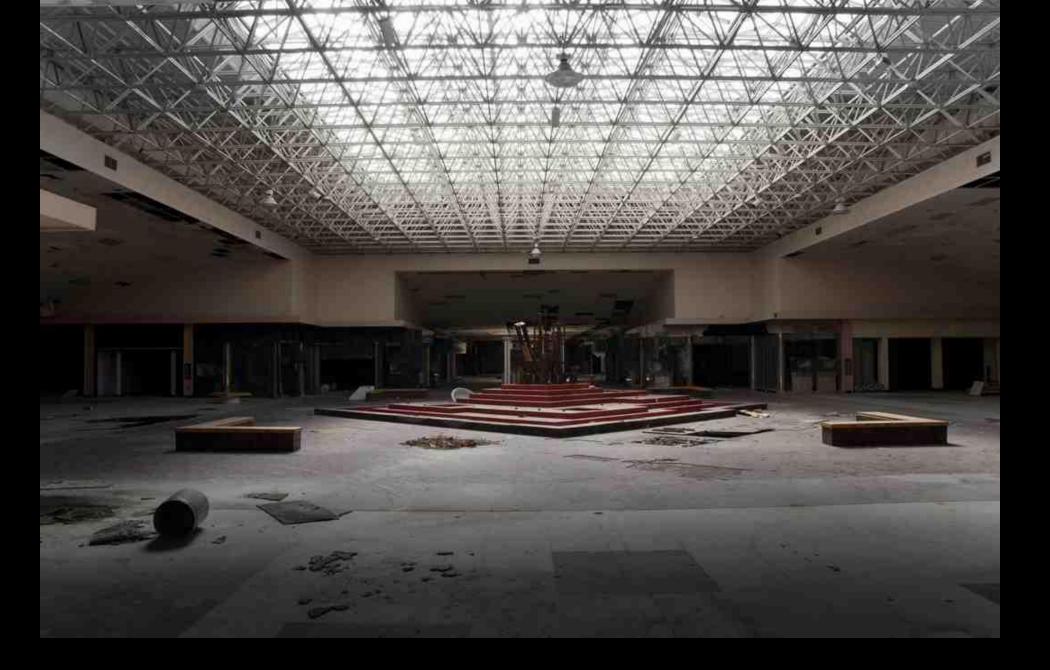
EMAIL

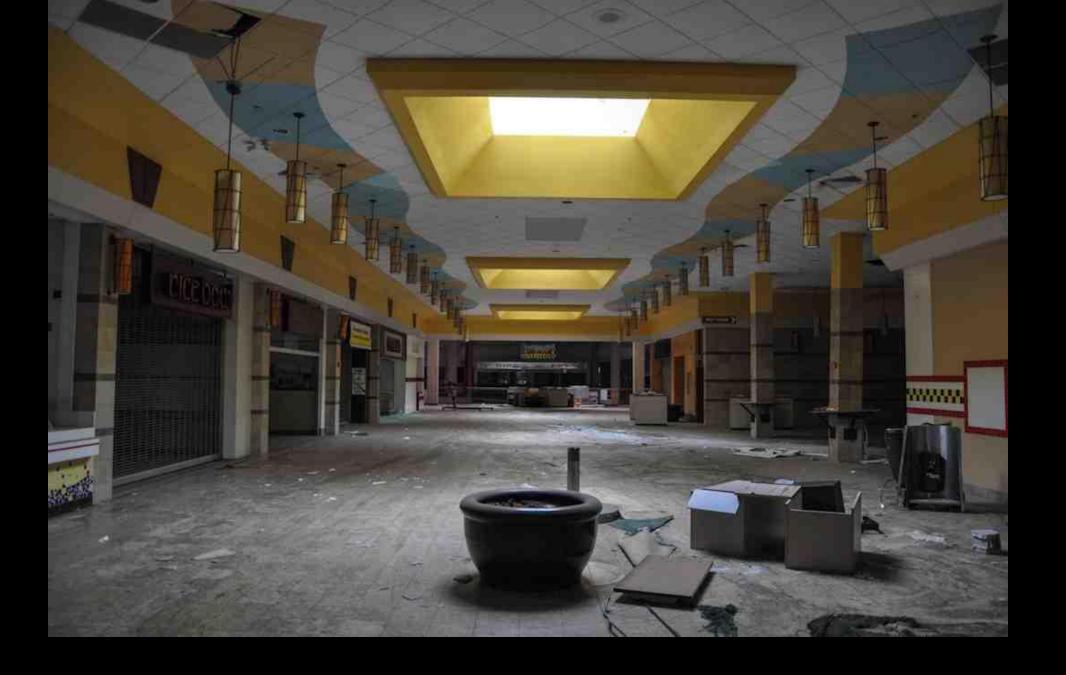
All across America, once-vibrant shopping malls are boarded up and decaying.

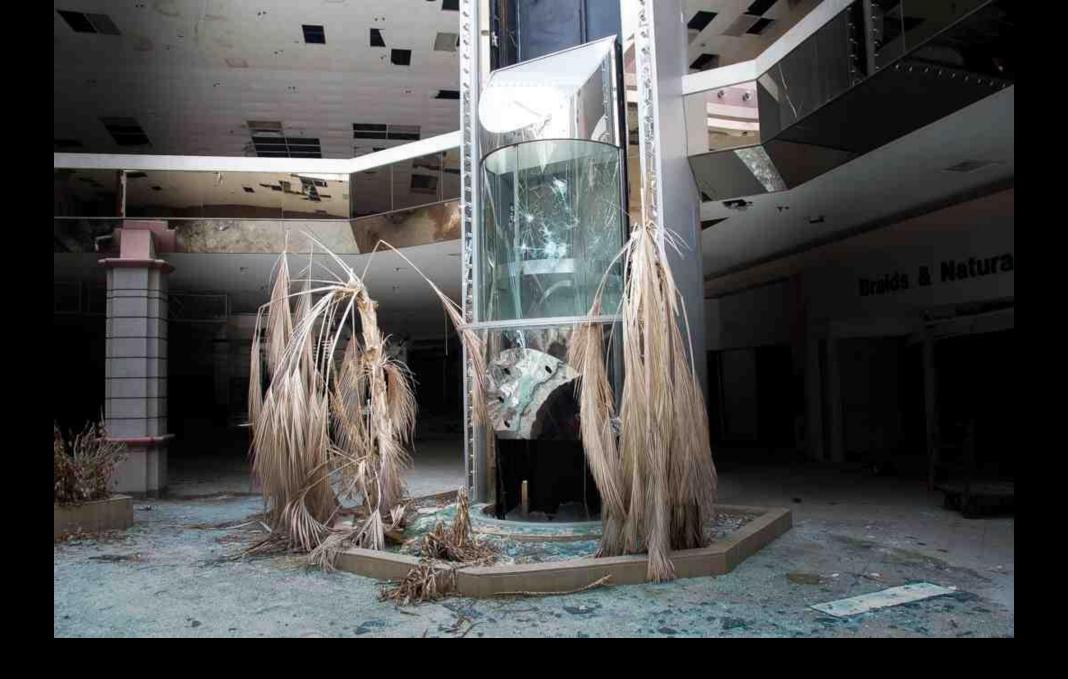
Traffic-driving anchors like Sears and JCPenney are shutting down stores, and mall owners are having a hard time finding retailers large enough to replace them. With a fresh wave of closures on the horizon, the problem is set to accelerate,

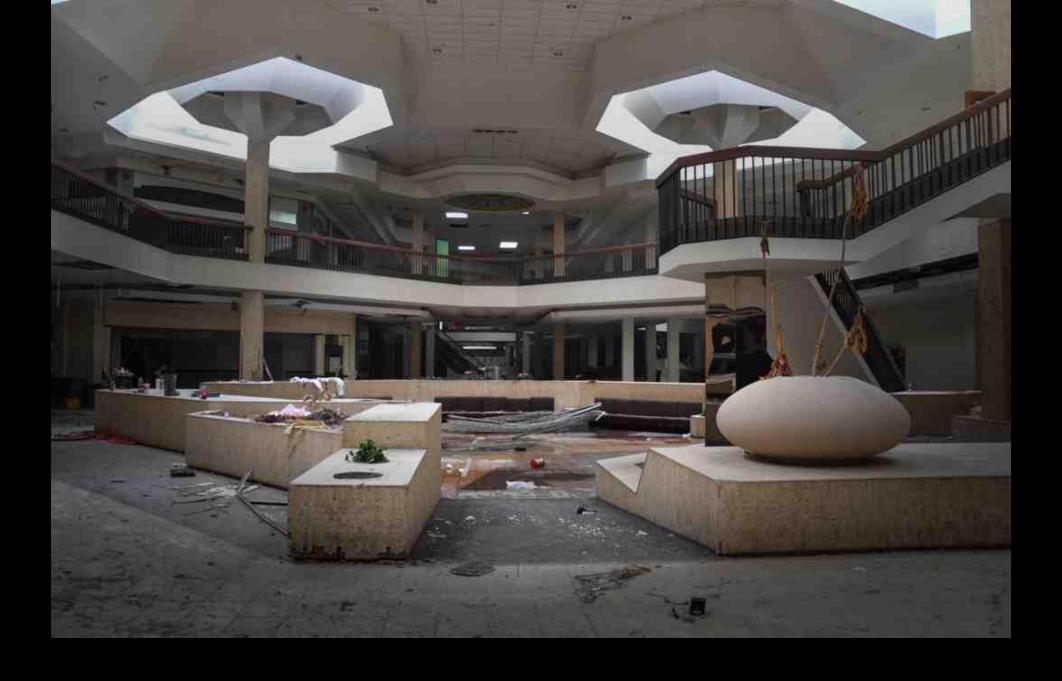


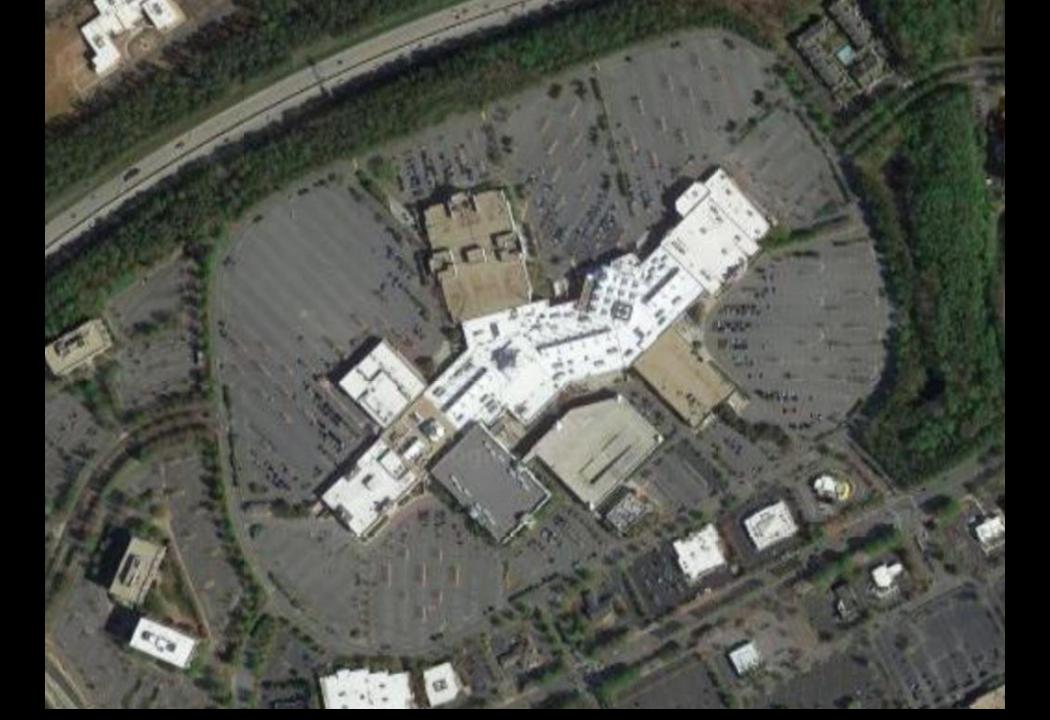














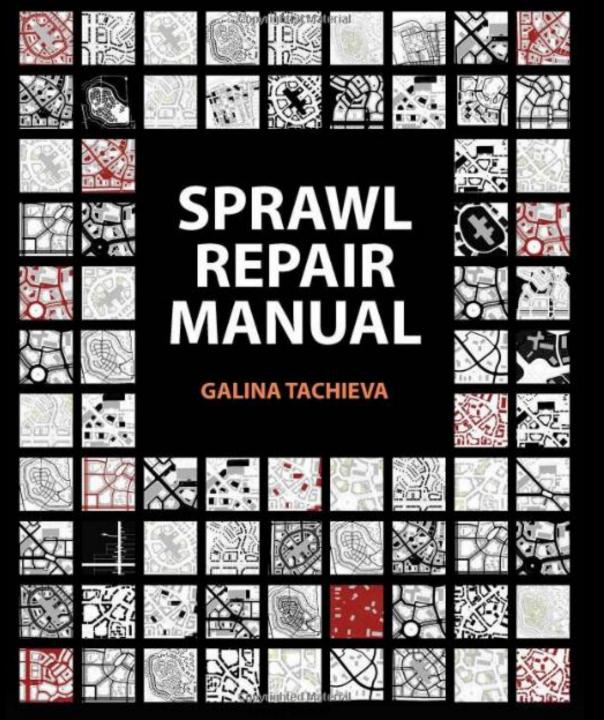
ELLEN DUNHAM-JONES AND JUNE WILLIAMSON



URBAN DESIGN SOLUTIONS for REDESIGNING SUBURBS

SUBURBIA













Belmar, Lakewood,CO From dead mall to downtown
Continuum Partners, Elkus Manfredi, Van Meter Williams Pollack





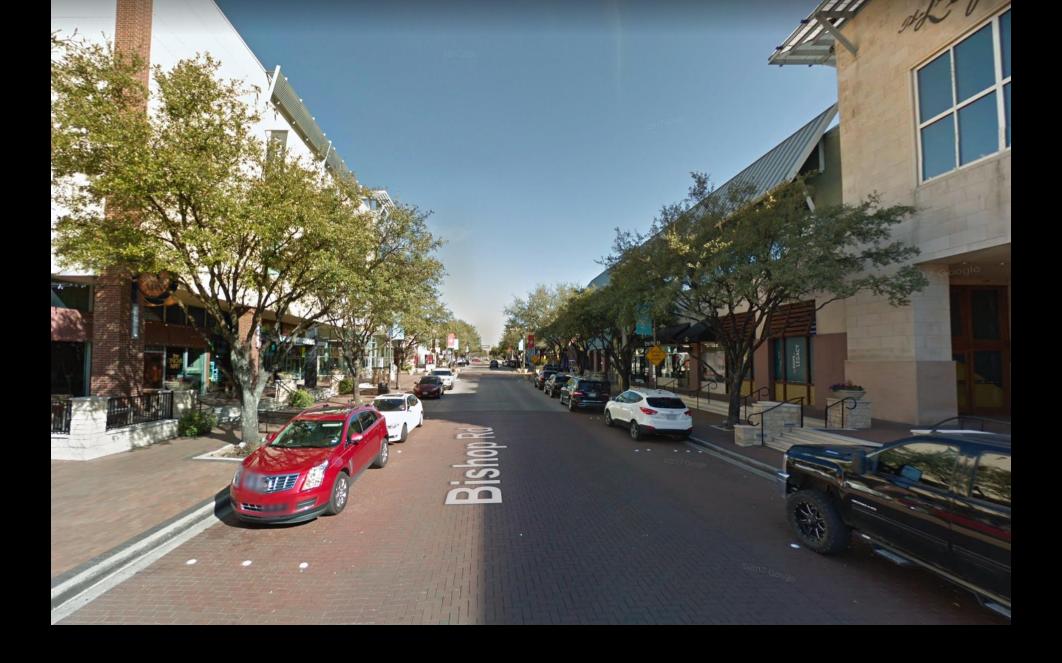








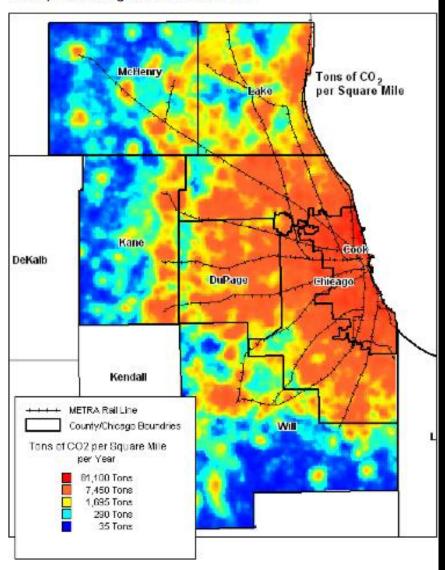






Traditional View:

Cities produce large amounts of GHGs.



Emerging View: City dwellers produce relatively low amounts of GHGs. **Traditional View:** Cities produce large amounts of GHGs. MeHenry Tons of CO₂ per Square Mile McHenry Tons of CO₂ per **Hous**ehold Kane Kane DeKalb DeKalb DuPage DuPage Chicago Chicago Kendall Kendall +++++ METRA Rail Line +---- METRA Roi Line County/Chicago Boundries County/Chicago Boundries Tons of CO2 per Square Mile Tons of CO2 per Household per Year per Year 81,100 Tons 11.5 Tone 7,450 Tons 10.5 Tons 1,695 Tons 10 Tons

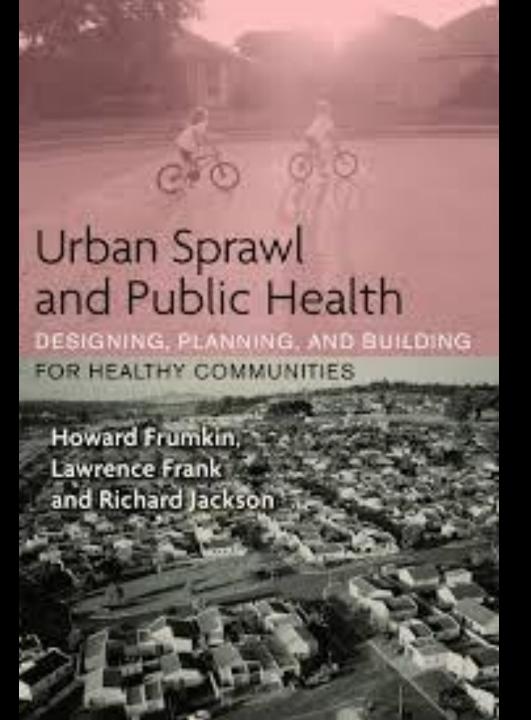
9 Tons

2.5 Tons

290 Tons

35 Tons















For every additional 5 minutes Atlantaarea residents drive each day, they are 3% more likely to be obese.



Car Deaths per year per 100,000:

Car Deaths per year per 100,000: New York: 3.1

Car Deaths per year per 100,000:

New York:

San Francisco 2.5

Car Deaths per year per 100,000: New York: 3.1 San Francisco 2.5 Portland

Car Deaths per year per 100,000: New York: 3.1 San Francisco 2.5 Portland **12.7** Atlanta





Share this idea













1,003,838 Total views

How do we solve the problem of the suburbs? Urbanist Jeff Speck shows how we can free ourselves from dependence on the car —

which he calls "a gas-belching, time-wasting, life-threatening prosthetic device" — by making our cities more walkable and more

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THE

How to do it.

WALKABLE PLACES ARE THRIVING PLACES



WALKABLE PLACES ARE THRIVING PLACES



WALKABLE PLACES ARE THRIVING PLACES. . .

HOW DO YOU GET PEOPLE TO WALK?

THE GENERAL THEORY OF MALKABILITY

WALKABLE CITY

HOW DOWNTOWN
CAN SAVE AMERICA,
ONE STEP AT A TIME

JEFF SPECK

COAUTHOR OF SUBURBAN NATION

A REASON TO WALK

A REASON TO WALK

A SAFE WALK

· A REASON TO WALK

A SAFE WALK

A COMFORTABLE WALK

A REASON TO WALK

A SAFE WALK

A COMFORTABLE WALK

AN INTERESTING WALK

WHAT DO I MEAN BY WALKABILITY?

A REASON TO WALK

A SAFE WALK

A COMFORTABLE WALK

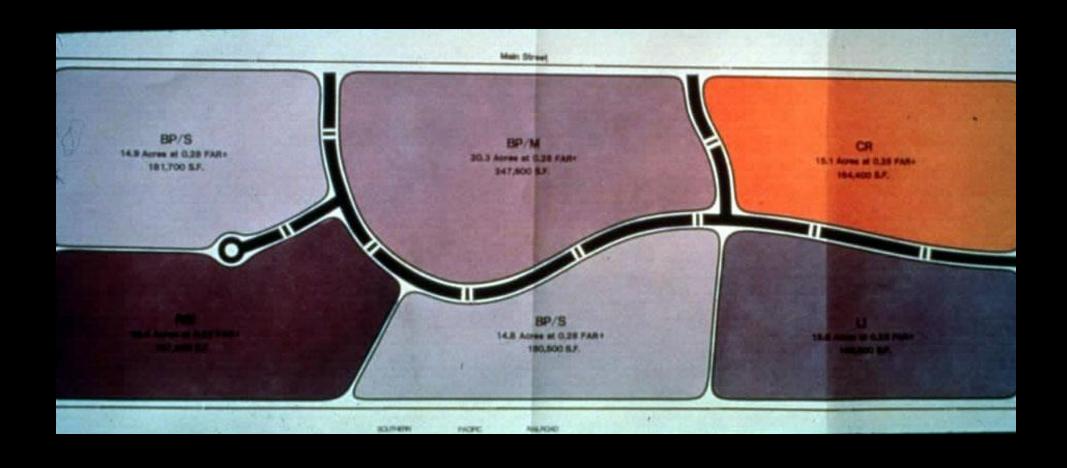
AN INTERESTING WALK

A REASON TO WALK



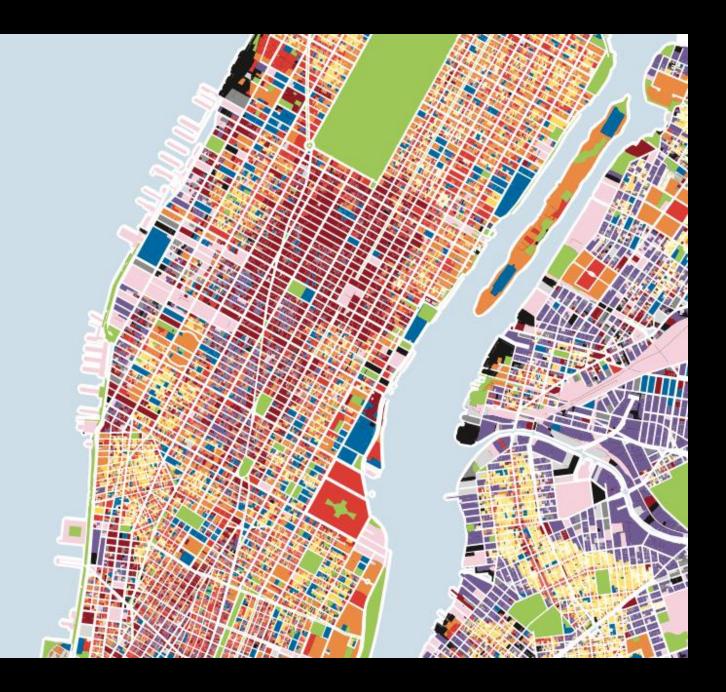






LEGEND One &

- One & Two Family Buildings
- MultiFamily Walkup Buildings
- MultiFamily Elevator Buildings
- Mixed Commercial/Residential Buildings
- Commercial/Office Buildings
- Industrial/Manufacturing
 - Transportation/Utility
- Public Facilities & Institutions
- Open Space
- Parking Facilities
- Vacant Land
 - All Others or No Data





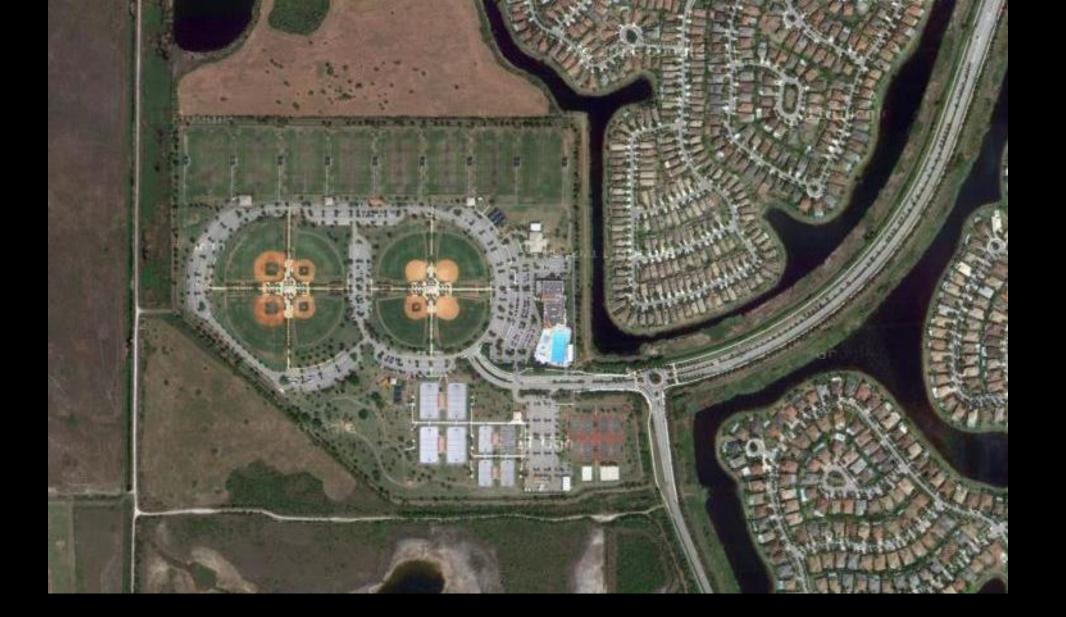


















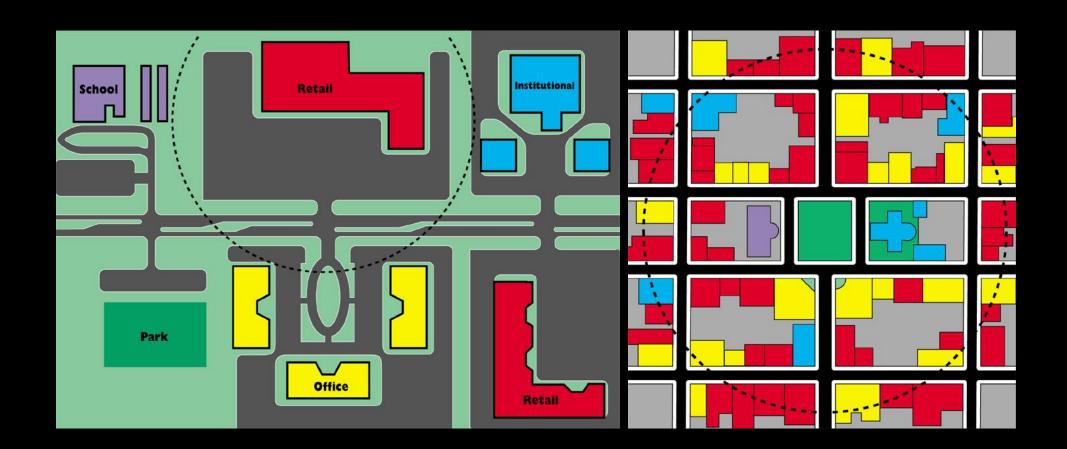


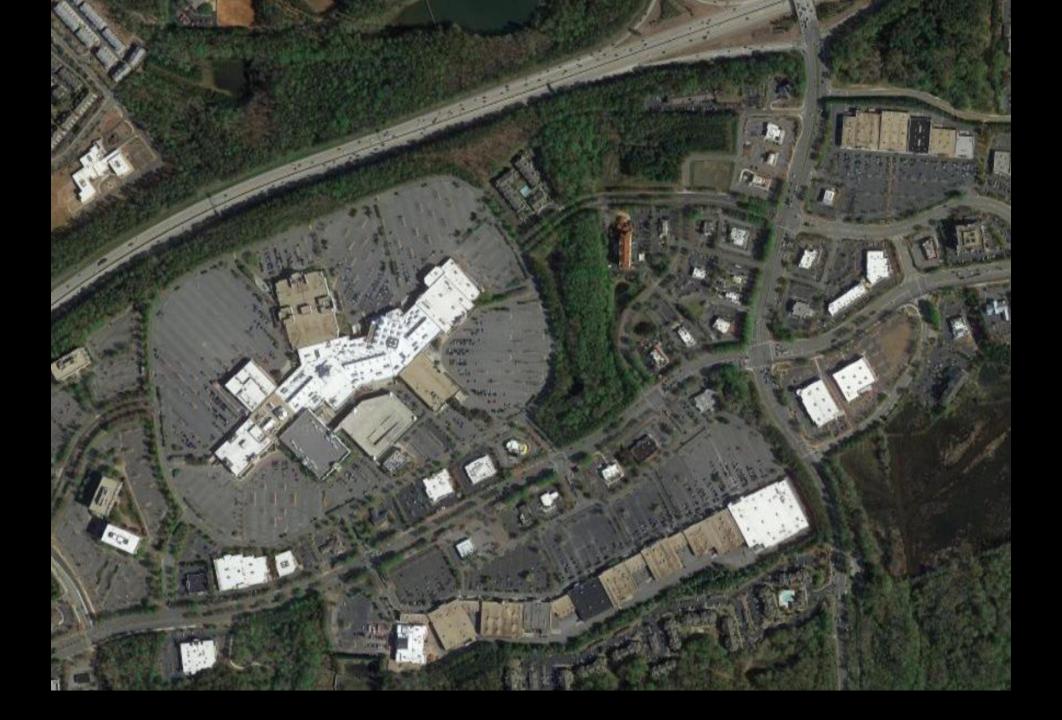








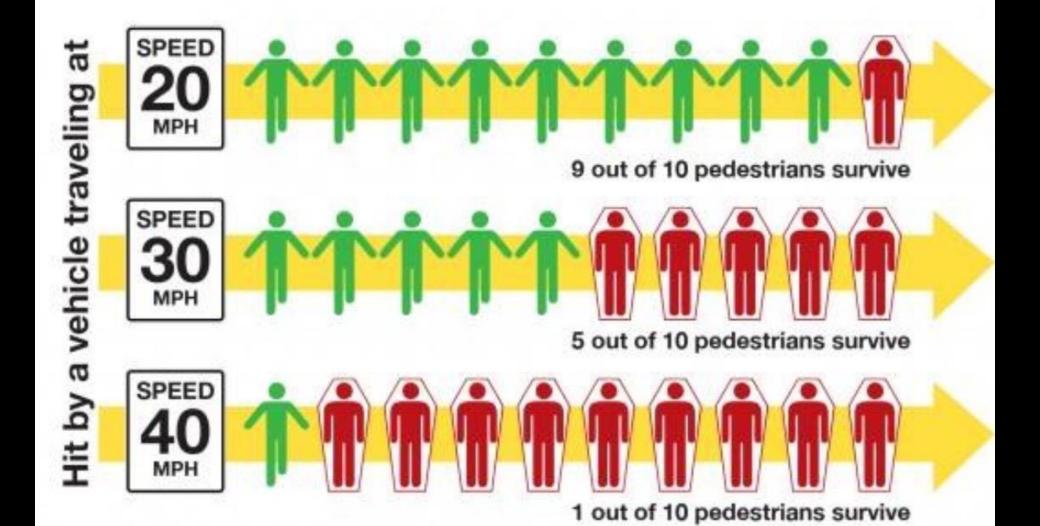




HOW DO YOU GET PEOPLE TO WALK?

A REASON TO WALK

A SAFE WALK









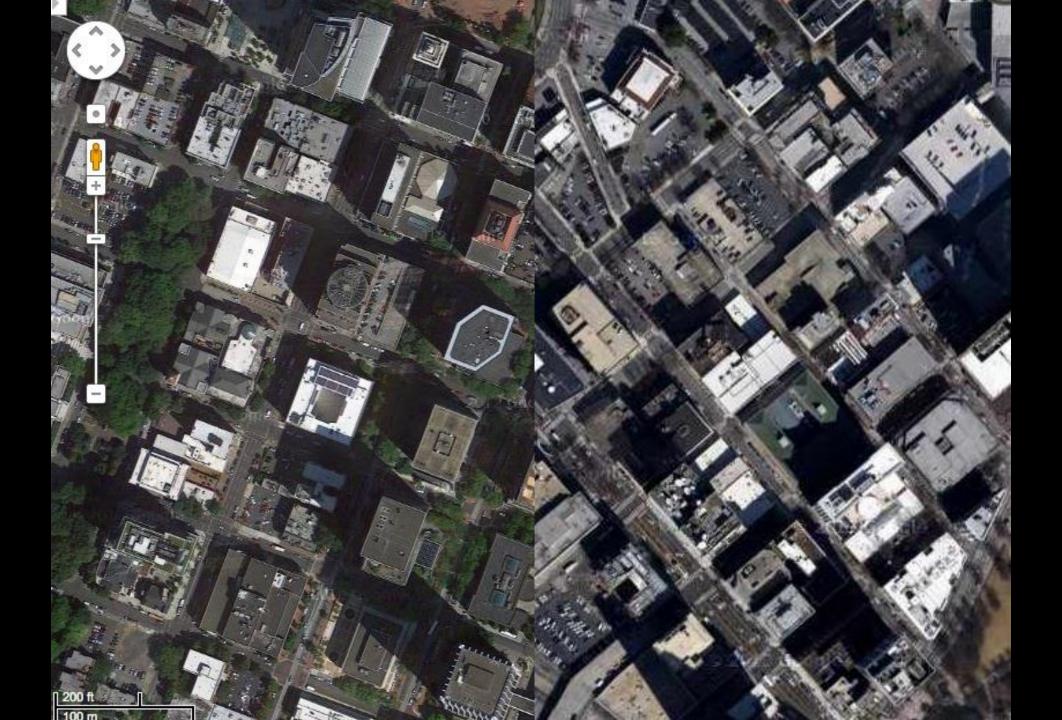


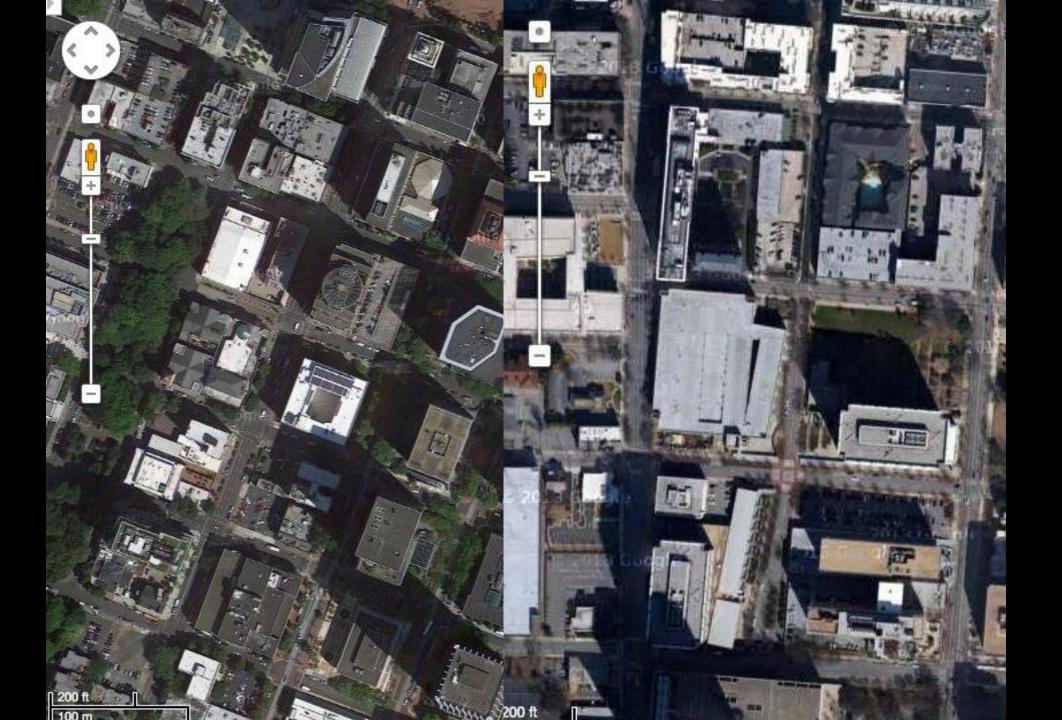
California city network and crash data

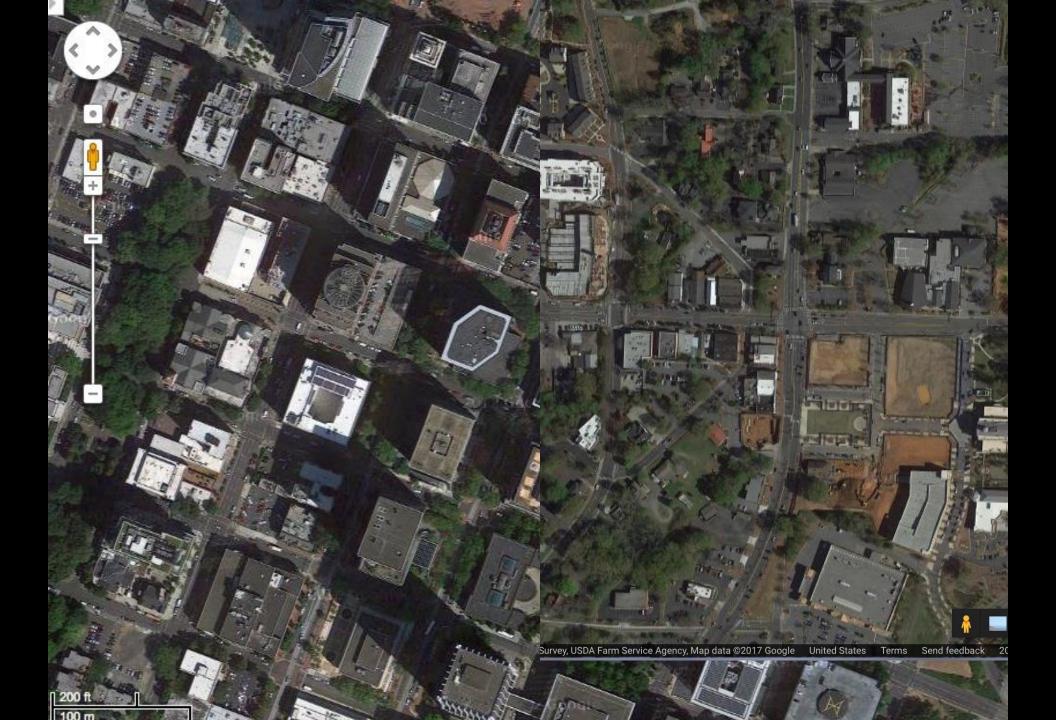
Characteristic	Safer cities	Less safe cities	Percent difference
Average year of incorporation	1895	1932	
Average year of block development	1957	1972	
Population ¹	65,719	59,845	-8.9
Real intersection density ²	106.2	62.7	-41.0
Average block size ³	18.2	34.5	89.6
Link to node ratio	1.34	1.29	-3.7
Fatal crashes ⁴	3.1	10.1	225.8
Fatal crashes not on limited access highways ⁴	2.3	8.6	273.9

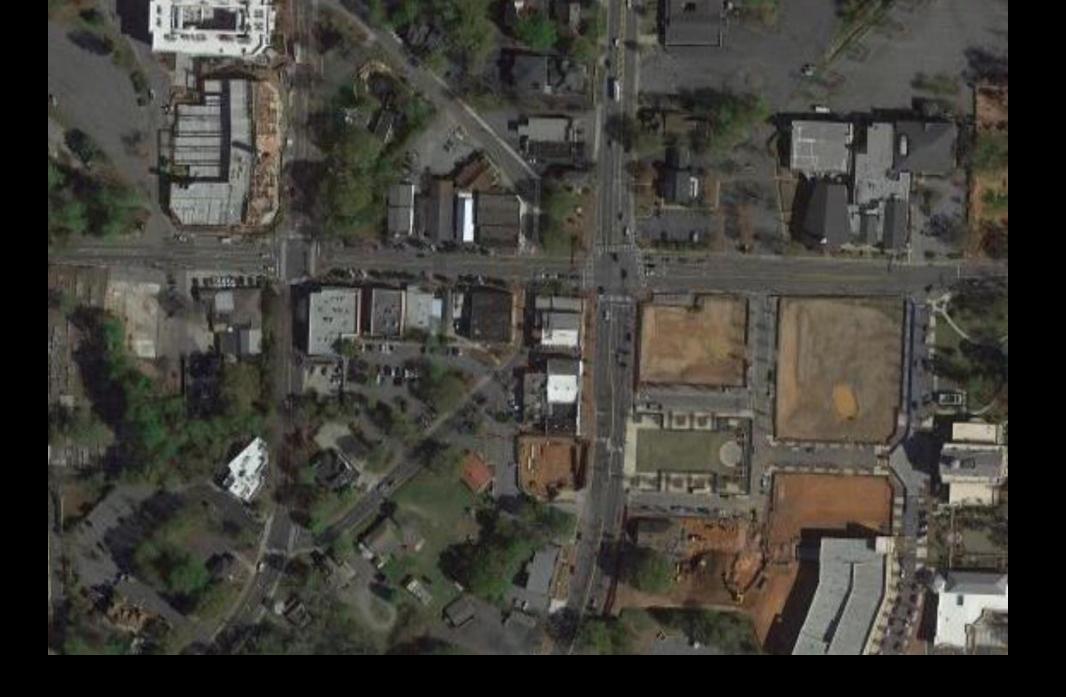
¹2000 census ²Per square mile ³Acres ⁴Per 100,000 people per year

New Urban News, source: Wesley E. Marshall and Norman Garrick, Street Network Types and Road Safety: A Study of 24 California Cities

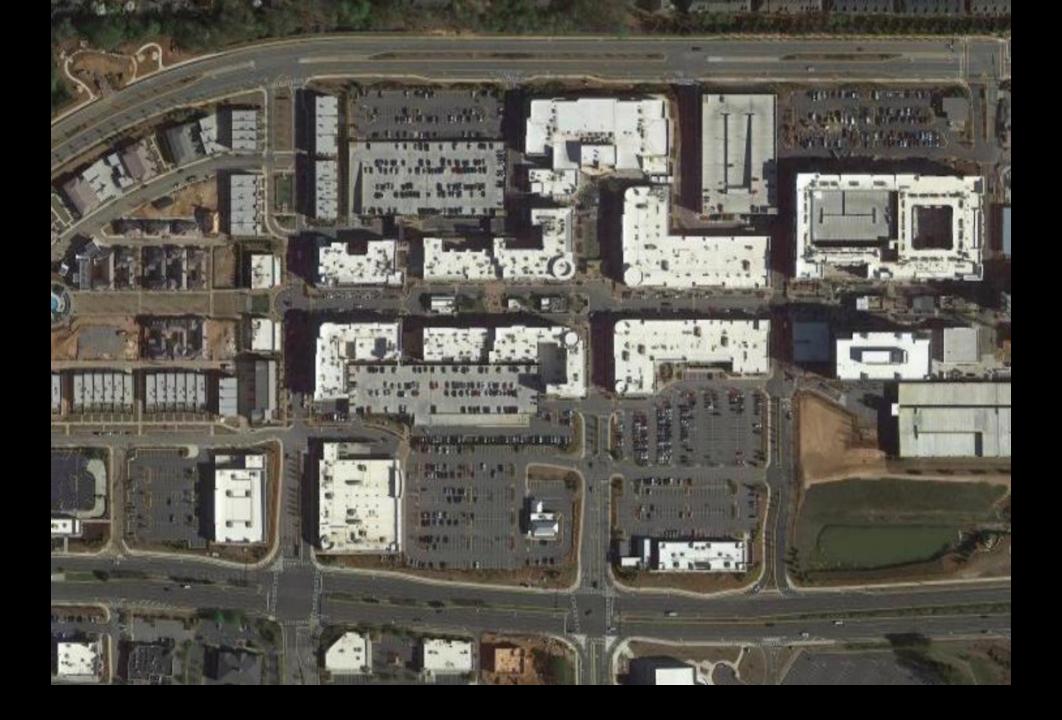




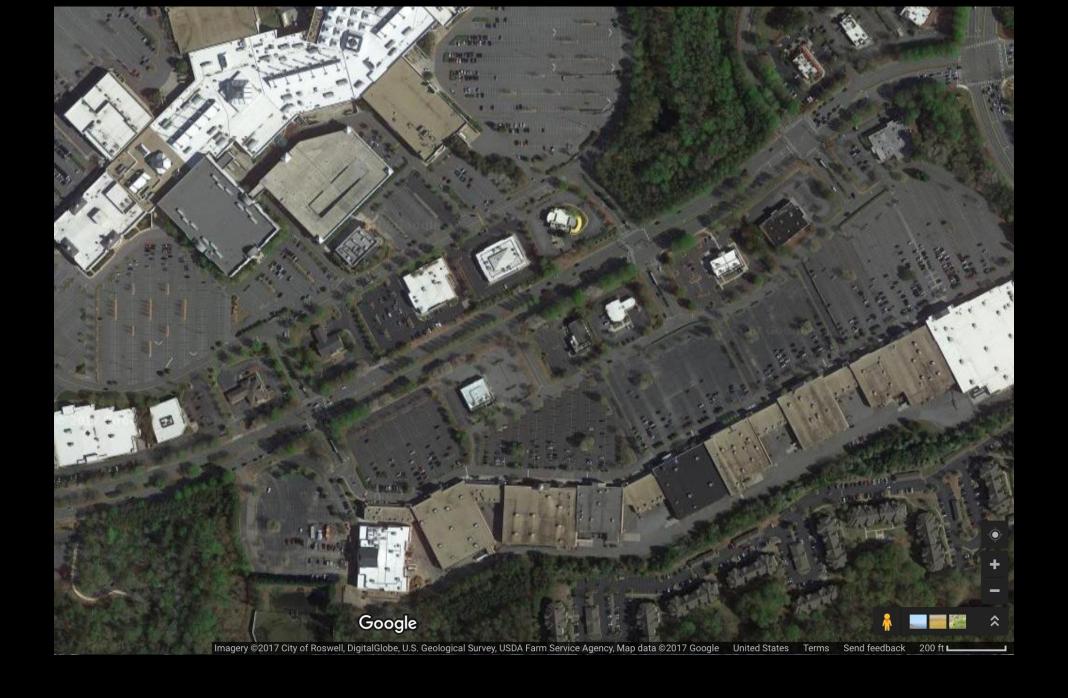


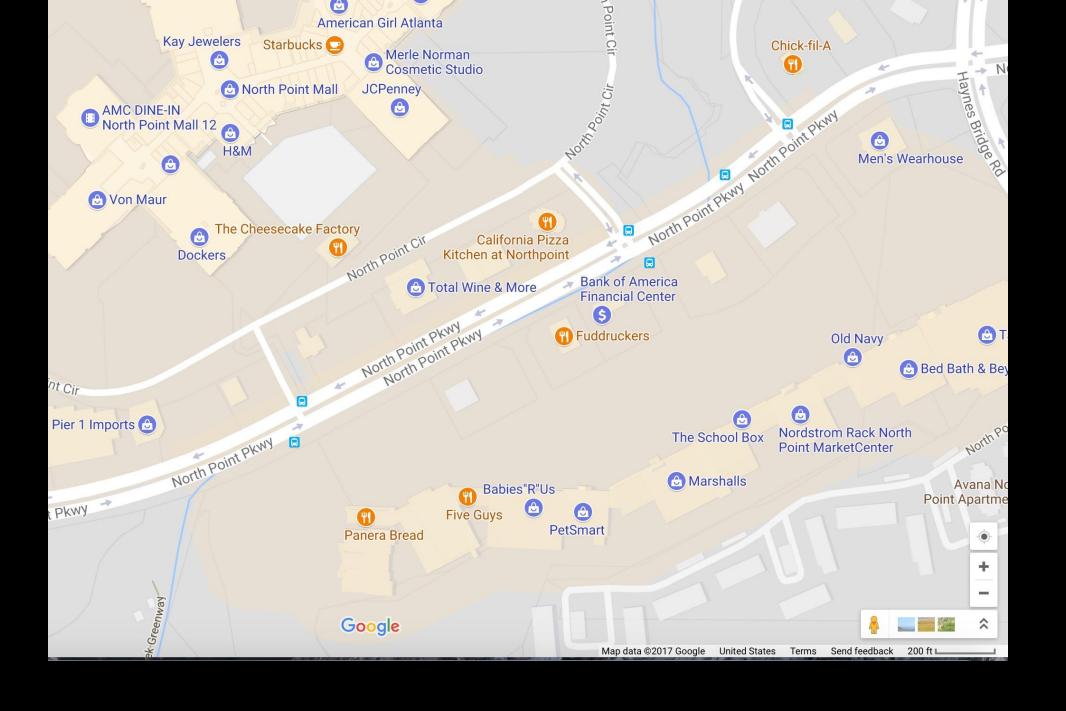










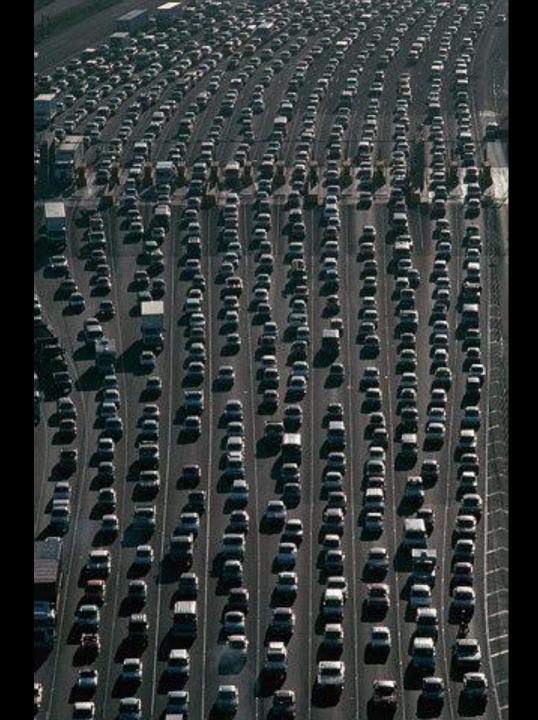


California city network and crash data

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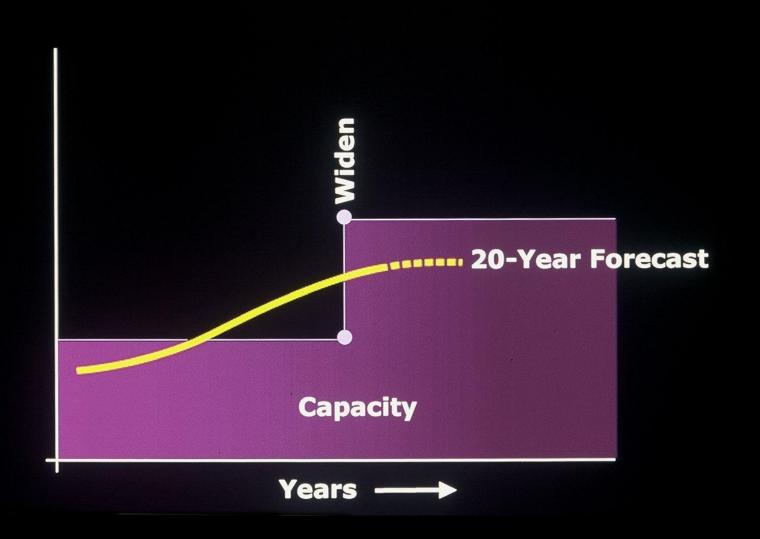
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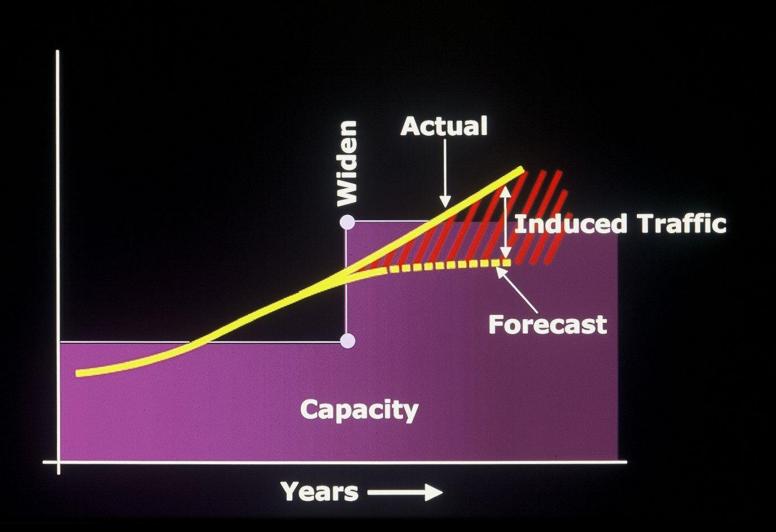




Ideal Traffic Planning



Traffic Planning: The Reality



in general coms, truthe ic aused by too much demand (from vehicles) meeting too little supply (roads). One solution is to increase supply by building more roads. But that's expensive, and demand from drivers tends to quickly overwhelm the new supply; today engineers acknowledge that building new roads usually makes traffic worse. Instead, economists have suggested reducing demand by raising the costs of driving in congested areas. The best-known example is the "congestion pripler

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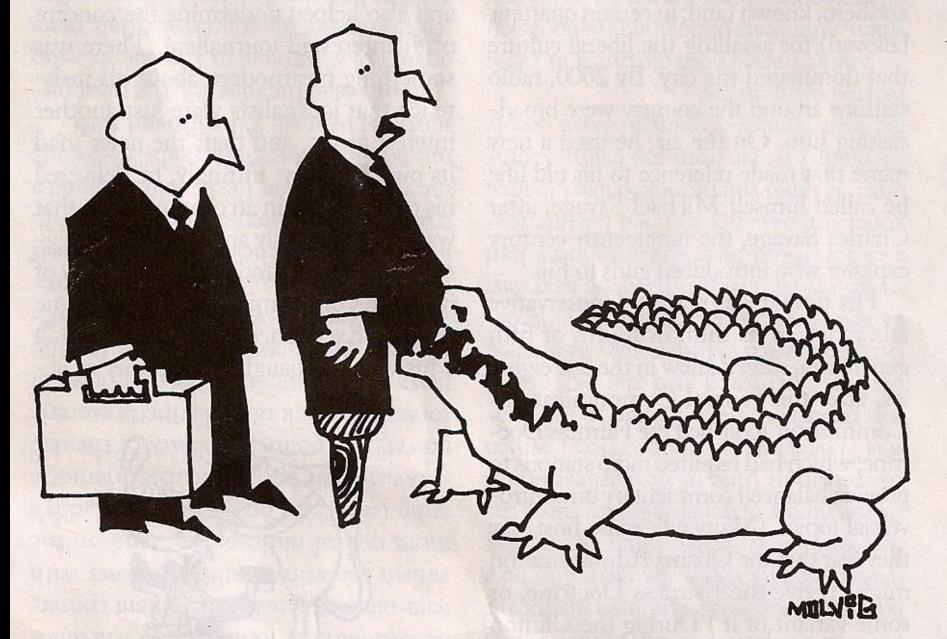
traffic,

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lk."



"Whoa. Déjà vu."

The Fundamental Law of Highway Congestion: Evidence from the US

Gilles Duranton

and

Matthew A. Turner



Using: $\rho_K^{P(I)} = \rho_I^{P(I)} \times \rho_K^I$

Marginal highway welfare gain associated with an additional lane kilometer of highway:

$$\Delta w_I \approx -\rho_I^{P(I)} \rho_K^I P(I) \left(1 + \frac{\rho_K^I}{200}\right) \frac{I}{K}.$$

Conclusions

• Fundamental law of traffic congestion: $ho_K^I pprox 1$











Tiny Celebs

Ads by Adblade

LOCAL

Commute Times Increase One Minute After Freeway Widening Project

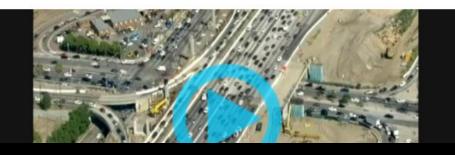
By Ted Chen and Katherine Hafner







5 Comments



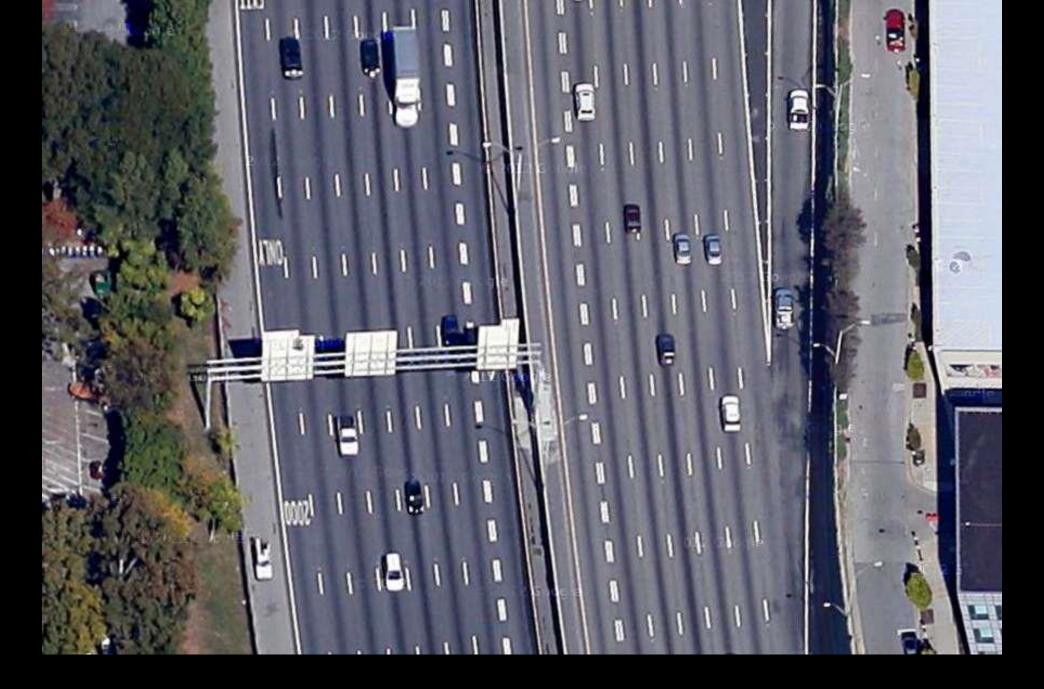


Commute times on the 405 Freeway may have increased despite a \$1 billion project and four in a half years of construction along the Sepulveda Pass area, according to one study. Ted Chen reports for NBC4 News at 6 p.m. from west Los Angeles Wednesday, Oct. 8, 2014.

Wednesday, Oct 8, 2014 • Updated at 9:36 PM PDT

After more than four years of construction, \$1 billion, two "Carmageddons" and a Jamzilla, a notoriously traffic-choked stretch of the San Diego (405) Freeway has a new carpool lane but not a whole lot of relief to show for it. "Metro areas that invested heavily in road capacity expansion fared no better in easing congestion than metro areas that did not. Trends in congestion show that areas that exhibited greater growth in lane capacity spent roughly \$22 billion more on road construction than those that didn't, yet ended up with slightly higher congestion costs per person, wasted fuel, and travel delay."

-- Surface Transportation Policy Project, Washington, DC





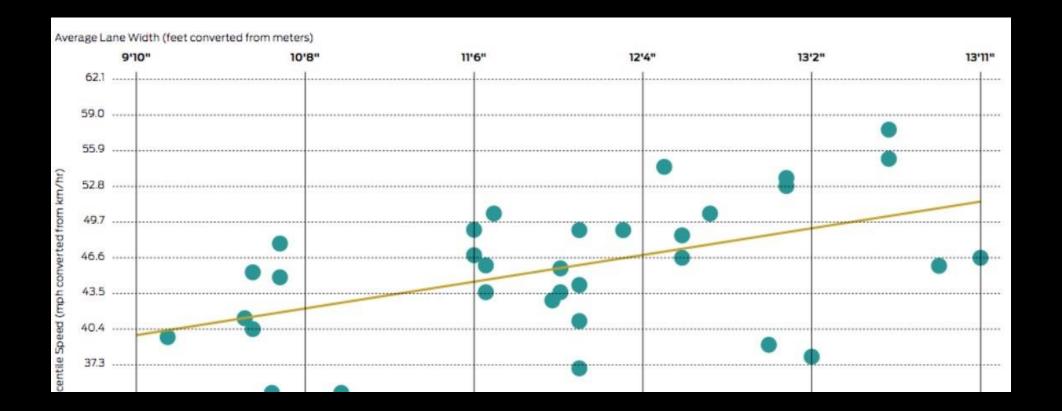


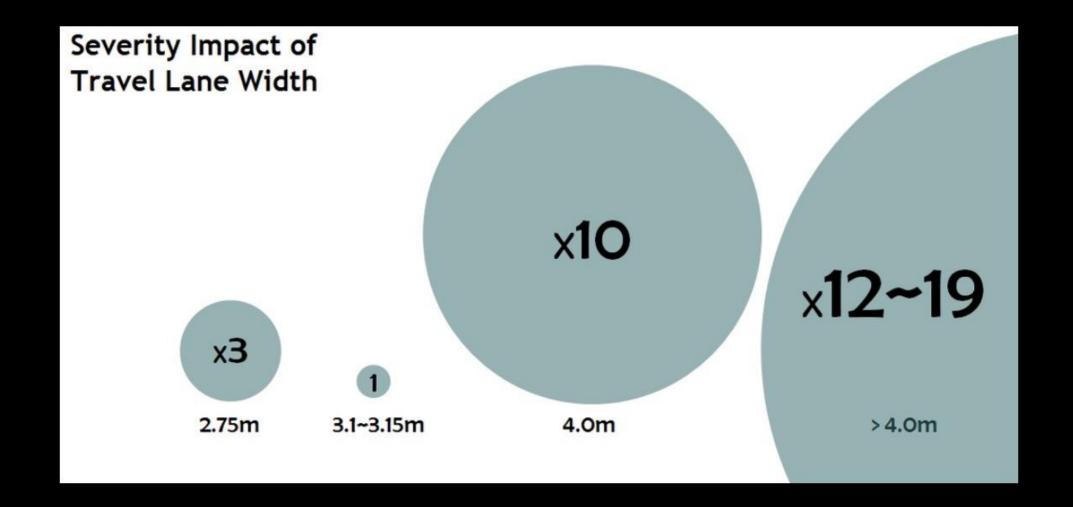












"Increased lane widths are responsible for approximately 900 additional traffic fatalities per year."

-- Robert Noland, "Traffic Fatalities and Injuries: The Effect of Changing Infrastructure and Other trends," *Center for Transport Studies*, 2002.



Width of streets

(B)A3_

is narrowed by popular demand

BY HELEN NIEMIEC STAFF WRITER

Complaints from residents about mandated street widths has resulted in an emerging street-width policy for improved roads in Birmingham.

The City Commission has narrowed the standard width for in bon-fire route streets and is expected to set a width for fire routes within a month.

"We need information and then we need to officially designate fire routes," said city commissioner Archie Damman III.

The city's engineering and public services department will present a report on street widths concerning fire routes at today's city commission meeting.

route streets can be 20-feet wide with parking on one side of the street or 26-feet wide with parking on both sides of the street.

Nine residents attended the Jan. 18 long-range planning session where the street width poliey changed. Susan Gienapp, who has endorsed narrower streets, had given the commission a report from Portland, Oregon that showed how it had narrowed streets.

The idea of "traffic calming" and residential streets that had more of a small town flavor came up a number of times during the Downtown Master Plan study.

The policy affects the approximately half of Birmingham's roadways that still don't have curbs, gutters and storm sewers and currently are classified as unimproved roads. The city has 45 miles of improved streets; 25 miles of unimproved streets without curbs or gutters; and 20 miles of unimproved streets with

The petition of three streets in

BIRMINGHAM

the neighborhood immediately south of the downtown prompted the commission to rethink itspolicy which was reaffirmed last year as 29-feet wide. On citizen petitions to pave and improve the streets, the city engineering department had specified that improved streets would be done at 29-foot widths.

"I support this concept," said city commissioner Eleanor Siewe ert of the new widths. "We could handle something with options. I was very influenced by reading the Portland report. After the master plan, I've become more The new policy is that non-fire aware of what our streets look

City Manager Thomas Markus still has reservations about mirrower streets. Portland, benoted, has a public transit avatem where Birmingham rest, dents are reliant upon their cars and need more parking space.

Additionally, Markus expects that the narrower streets will become less used for cut-through

"When we downsize one neighborhood street, that will force traffic on the wider streets." Markus said.

Birmingham went with a 29foot street width to allow safety vehicles, such as fire trucks and ambulances, to pass if cars are parked on both sides of a street. The large fire trucks are 9-feet, 10-inches wide. The street width policy last year was reaffirmed by a 4-3 city commission vote. though the topic of street width surfaced at every commission meeting where road improvements were discussed.

WHAT ARE SKINNY STREETS?

The City of Fortland requires most newly constructed residential streets to be 20 or 26 feet wide, depending on neighborhood on-street parking needs. In the past, residential streets were required to be as wide as 32 feet. To achieve the benefits described below, the City reduced residential street widths.

Why create skinny streets in neighborhoods?

Allowing newly paved residential streets to be narrower provides many benefits to area residents. Skinny streets help preserve neighborhood livability, whale improving access to bones. Some benefits are:

Maintain neighborhood character.

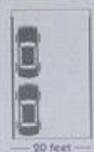
Construction of a wale paved street to replace a narrow uninsproved road can change a neighborhood's atmosphere. Skinny streets reduce the impact on slopes and contours, on yards and on neighborhood self-image.

Lower construction costs.

Construction of narrower streets costs less. This means that residents who want to improve existing streets are able to do so for less money and developers can create new neighborhood streets less expensively.

Save regetation & trees.

In existing neighborhoods, narrower paving widths induce the need to cut tures and shrubs along the street.





26 feet -

Reduce stomwater runoff.

Paved streets are a major source of stormwater runoff. Pollutants from autis, as well as tertilizer, pesticides and other contaminants, are collected in stormwater, which flows into storm sewers. Eventually, this dirty water peaches area streams and sivers. Reducing povement todacins stormwater runoff and allows more water to soak directly into the ground.

Encourage traffic safety.

Narrower streets discourages conneighborhood traffic and force drivers to slow down.

Encourage better land-use.

As signards of our natural resources, we know that streets aren't the best use of existing underectoped land. With skirner streets, in new developments we have more room to bouse our growing, population while reducing the amount of land reserved for traffic use.

Who decides on a street's width?

If you live on an unimproved street, you may be occasidering forming a Local improvement District ILDs to complete your street. With an LID, you and the other property owners on your street would pay for improvements, and the City would be responsible for future maintenance.

In that case, you and other participating property owners can help design what your street will look like. Collectively, you can decide if you want parking on one or both sides of the street. This will determine how wide the street will be:

In new neighborhoods, developers will select the street width they believe to be most appropriate within the city guidelines

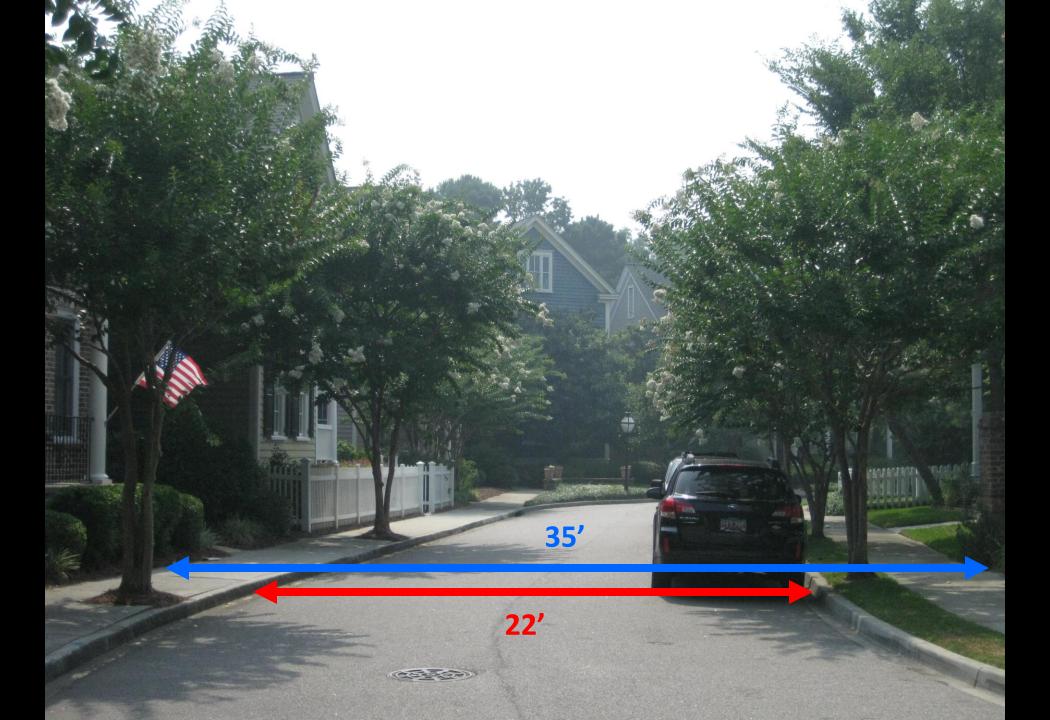
Can emergency vehicles reach my home?

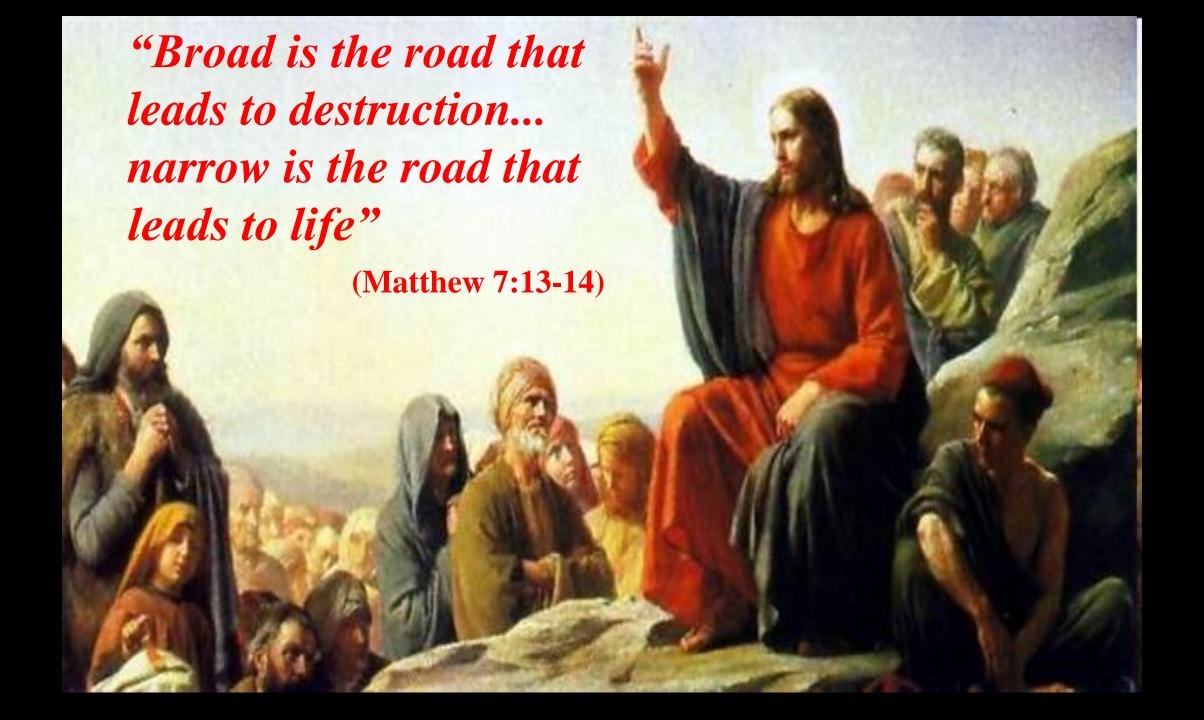
The Fire Bureau participated in exercises an older neighborhoods with narrow streets. The Bureau found that street widths based on skinny street guidelines will provide adoptate access for emergency vehicles.

How Can I Learn More About SKINNY STREETS?

The City of Fortland's Office of fransportation has set up the Local Streets Outreach Program. If you would like more information, or if you're interested in a presentation about shinny streets, please contact

(503) 823-7046







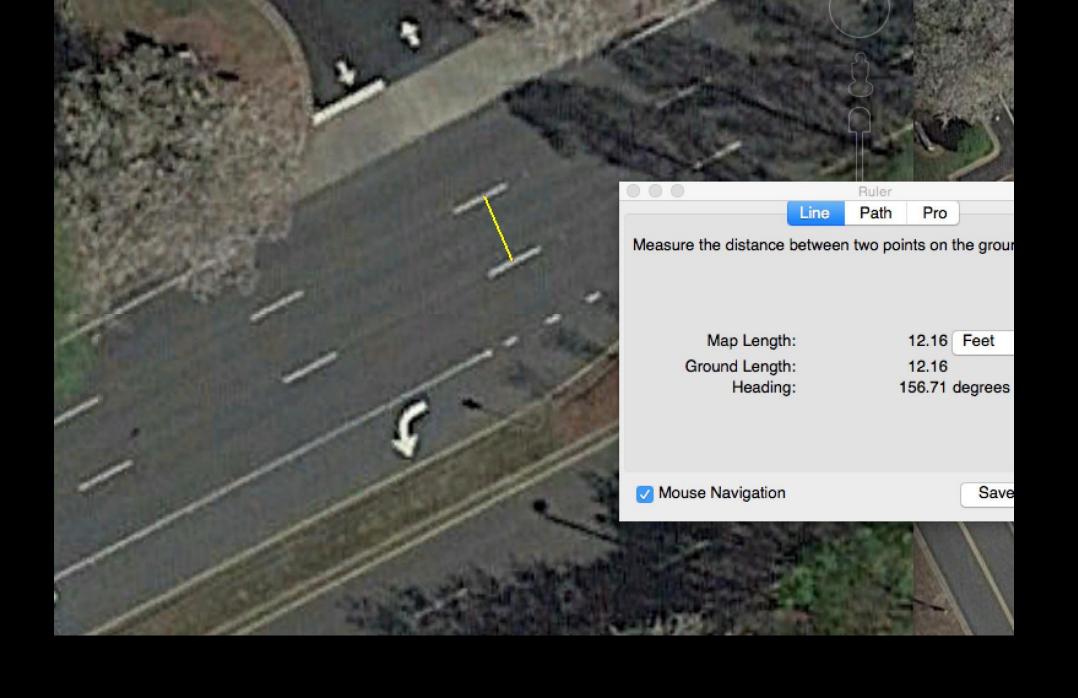
NACTO @NACTO · 3d

Lane widths of 10 feet are appropriate in urban areas and have a positive impact on a street's safety.

nacto.org/publication/ur...









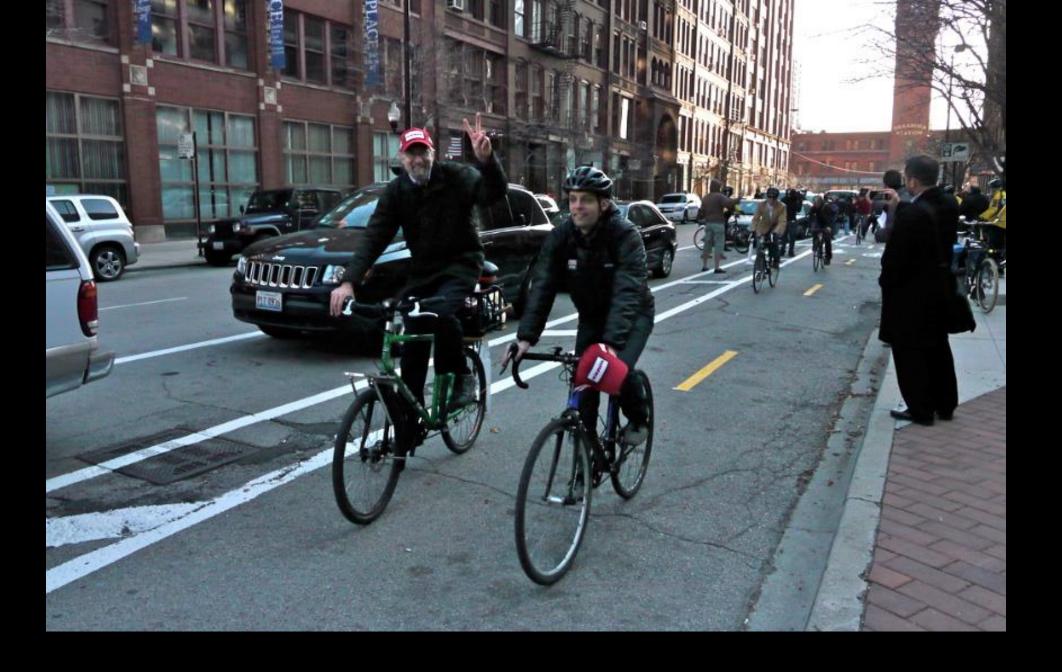






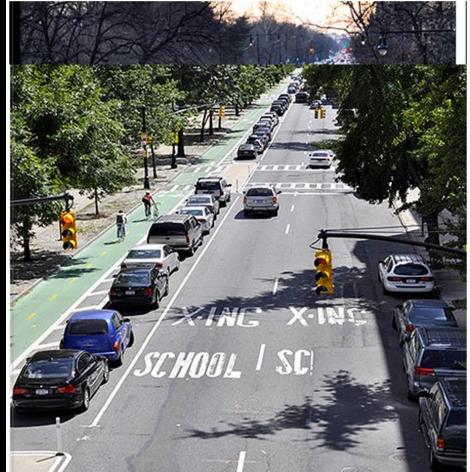








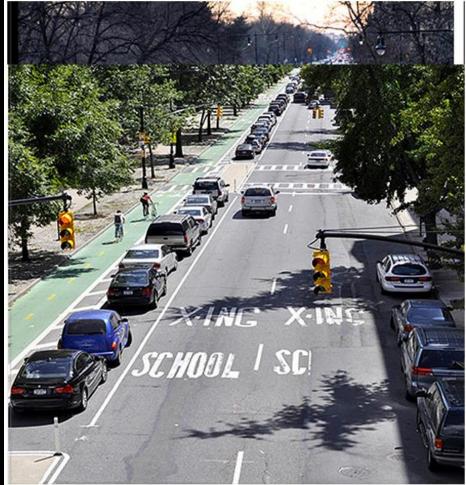






OF CYCLISTS: TRIPLED

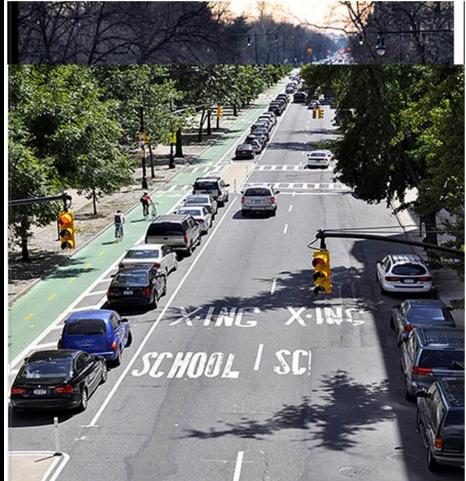




OR CYCLISTS: TRIPLED

SPEEDING: 75% → 17%



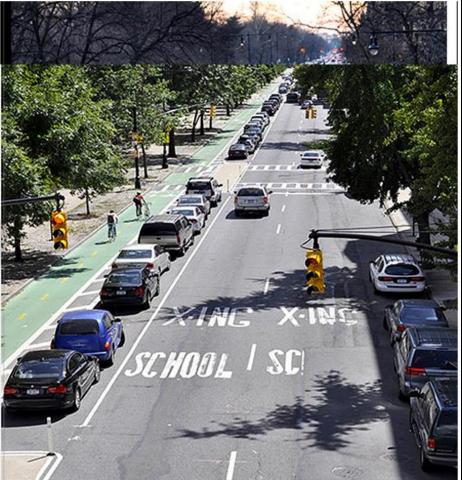


OR CYCLISTS: TRIPLED

SPEEDING: 75% → 17%

INJURY CRASHES DOWN 63%





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SPEEDING: 75% → 17%

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CAR VOLUME, TRIP TIMES: UNCHANGED







Bike-Hating NIMBY Trolls Grudgingly Surrender to Reality

WEDNESDAY, SEPTEMBER 21, 2016 AT 5:49 P.M.

BY MAX RIVLIN-NADLER



A young cyclist revels in the PPW bike lane.

Transportation Alternatives



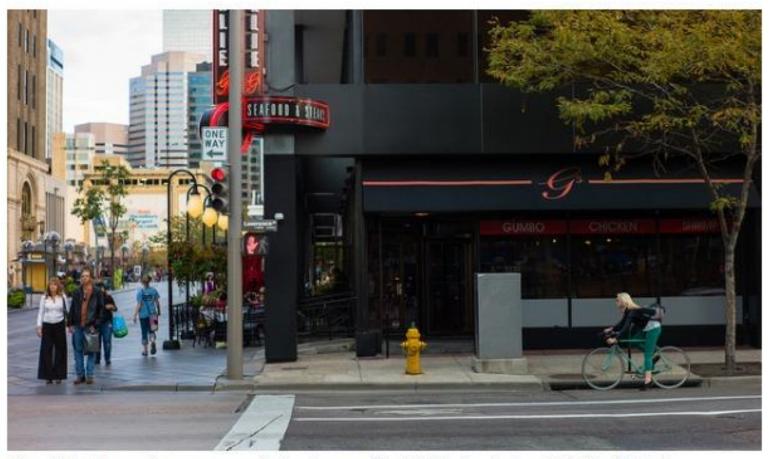




DENVER TECH COMPANIES: 'THE NO. 1 THING THEY WANT IS BIKE LANES'

October 31, 2013

Michael Andersen, Green Lane Project staff writer



Bikeability: Denver's new economic development tool. Photo by Andrew Catellier (Flickr).





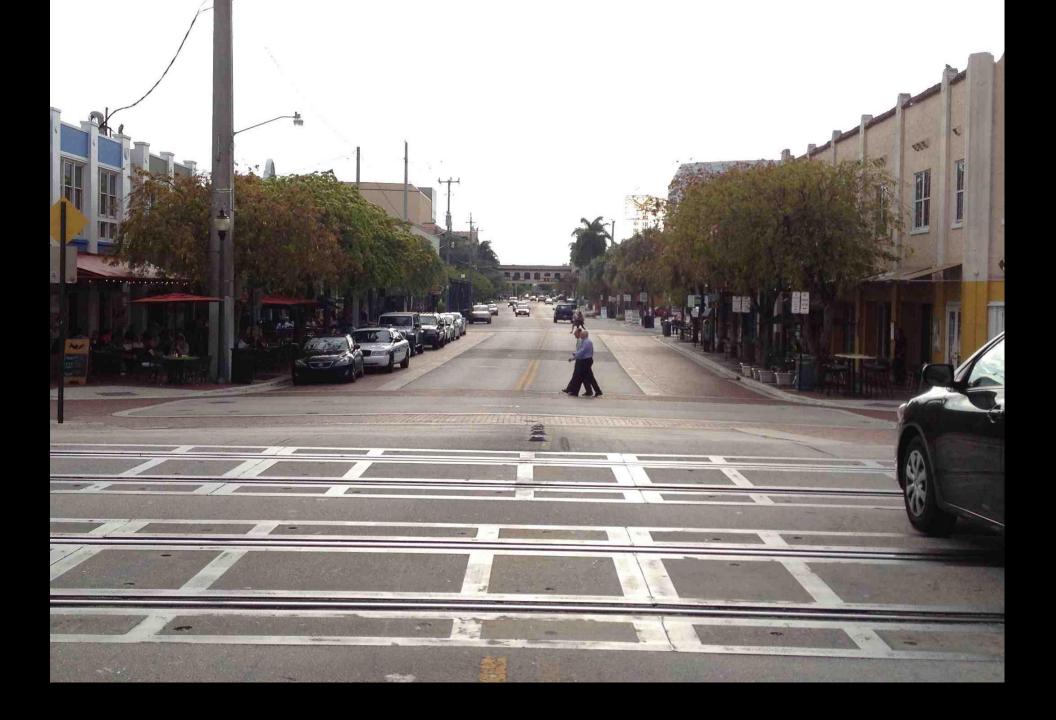










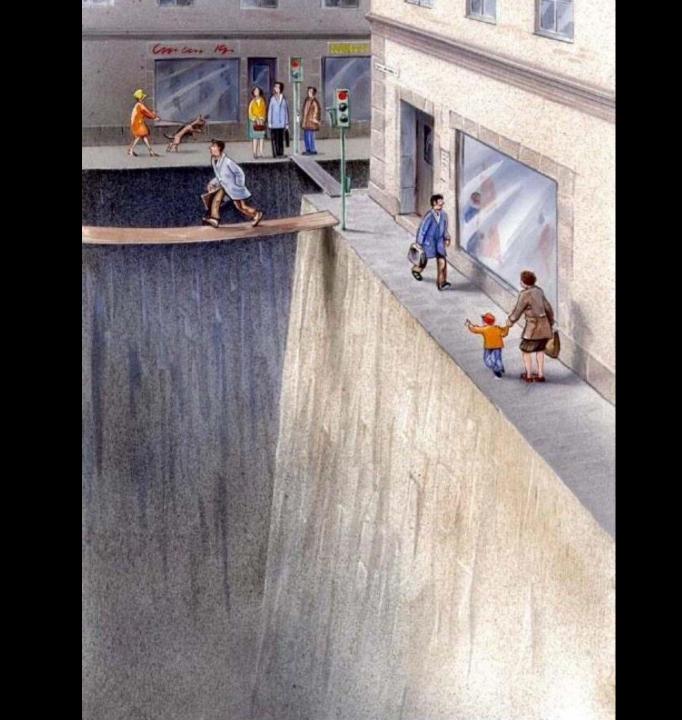














HOW DO YOU GET PEOPLE TO WALK?

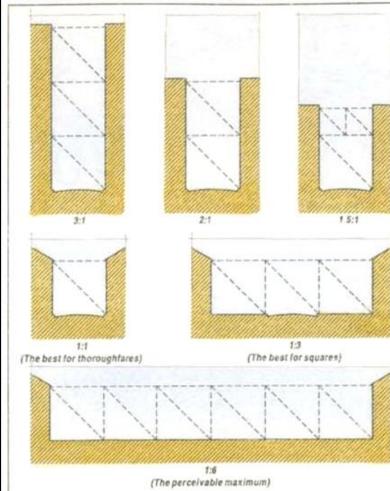
· A REASON TO WALK

A SAFE WALK

A COMFORTABLE WALK

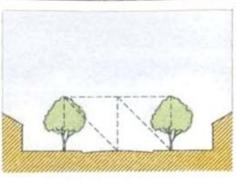


SPATIAL DEFINITION BY HEIGHT-TO-WIDTH RATIO

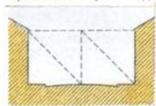


- Spatial Definition: the fabric achieved when enfronting facades are aligned in a coherent manner, and the defined space does not exceed a certain height-to-width ratio.
- Height-to-Width Ratio: the proportion of spatial enclosure related to the physiology of the human eye. If the width of space is such that the cone of vision encompasses less street wall than open sky, the degree of spatial enclosure is slight. As a general rule, the tighter the ratio, the stronger the sense of place and, often, the higher the real estate value. See: Sense of Place

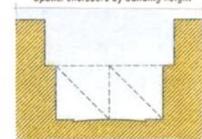
SPATIAL DEFINITION IN SECTION



Spatial enclosure by tree canopy



Spatial enclosure by building height

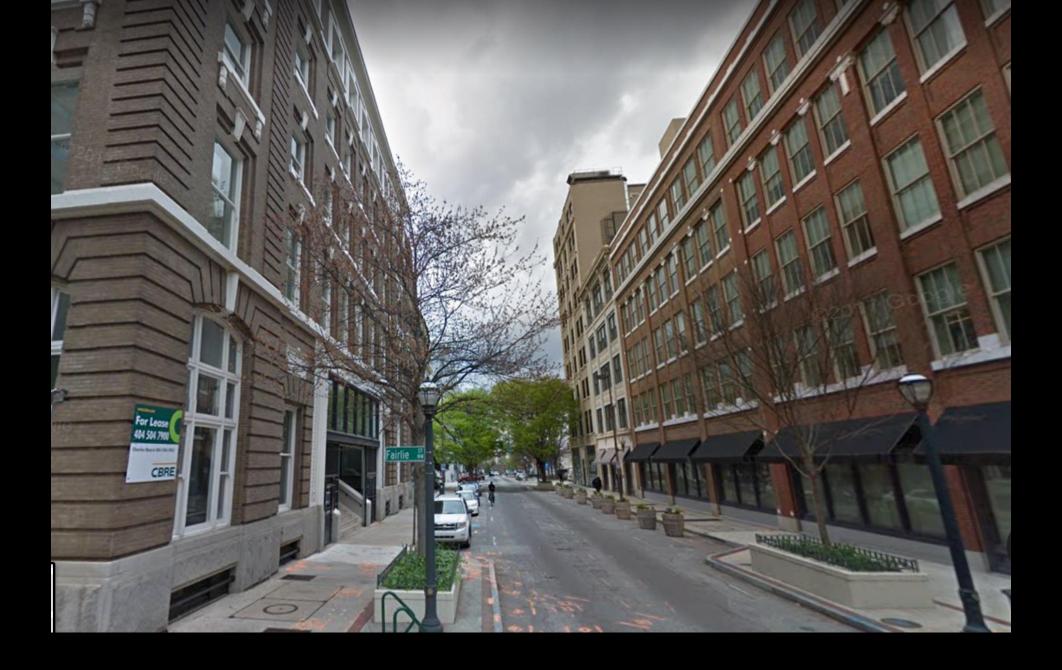


Spatial enclosure by recess line

- Spatial Enclosure: the defining elements of a public space provided by lacades with disciplined tree planting as an alternative. Trees aligned for spatial enclosure are necessary on thoroughlares that exceed the maximum height-to-width ratios.
- Enclosure: a physical attribute of thoroughfares and open spaces, contributing to a sense of place. Enclosure of the public realm involves the definition of the public space by frontages as a room is defined by its walls. Controlling the degree of enclosure is one of the principal variables in the creation of an urban-to-rural transect. Enclosure is adjusted through the selection of frontage types or by a build-to line specifying the minimum building frontage and the minimum building height.

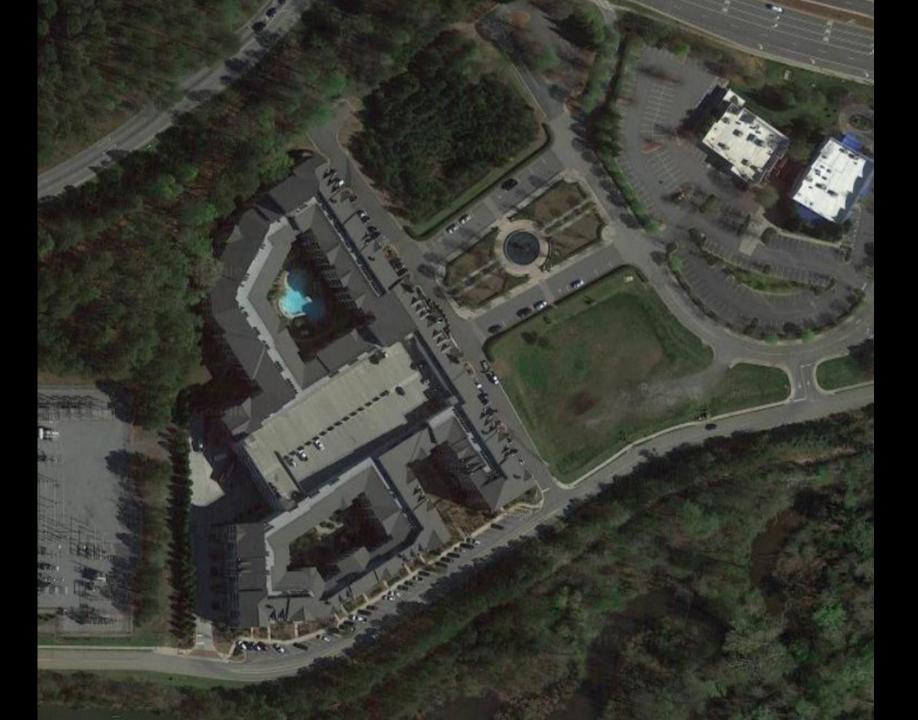












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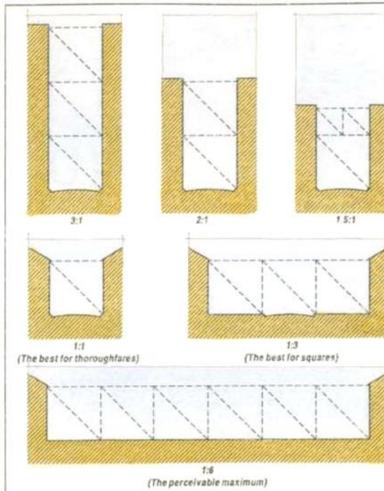
A REASON TO WALK

A SAFE WALK

A COMFORTABLE WALK

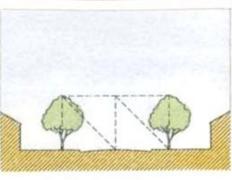
AN INTERESTING WALK

SPATIAL DEFINITION BY HEIGHT-TO-WIDTH RATIO

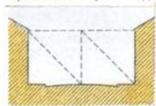


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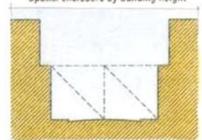
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Q&A | DISCUSSION