

# NORTHPOINT

— LIVABLE CENTERS INITIATIVE PLAN —



February 21, 2018

Kimley»Horn

# ACKNOWLEDGMENTS

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\*Term ended January 2018

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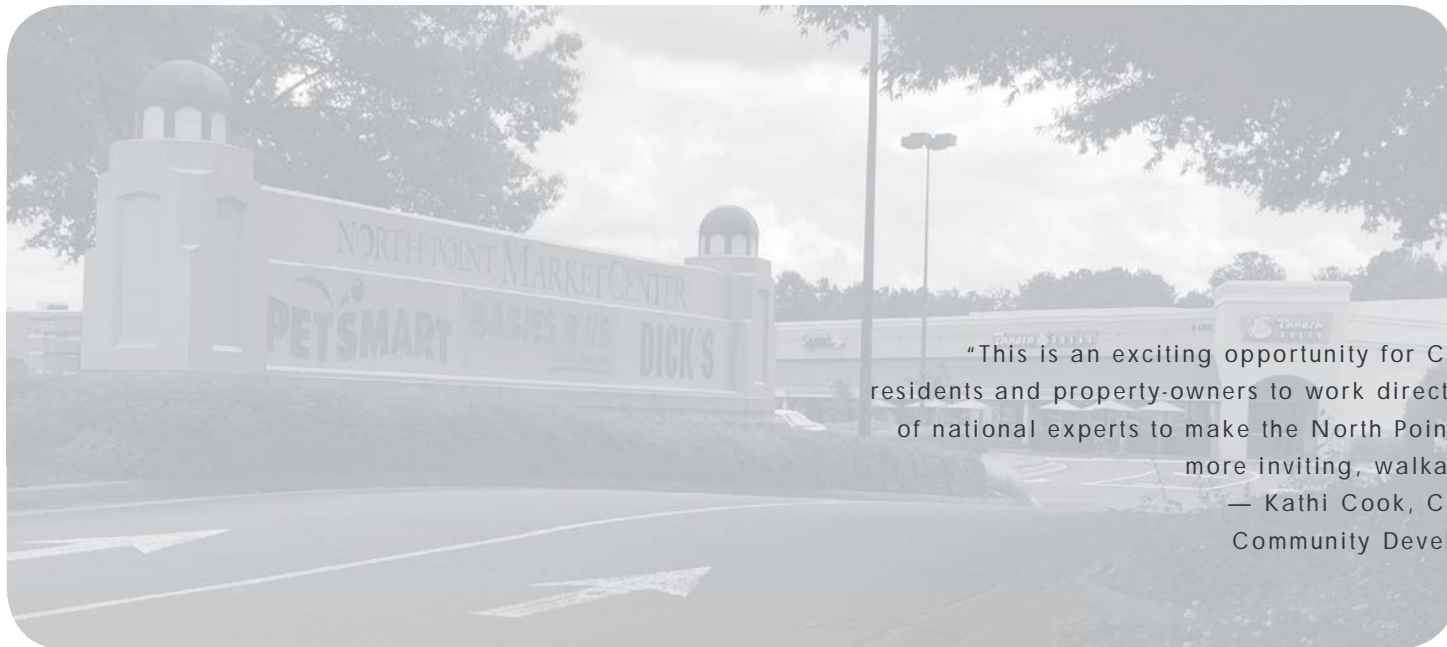
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# INTRODUCTION

With the opening of the North Point Mall in 1993, the surrounding area, also known as North Point, became a regional destination. Over the last decade, North Point has served as the center for retail and dining in North Fulton County, attracting thousands of visitors every week. Recently, new competitors have emerged and begun to capture the attention of consumers by creating a shopping experience less characterized by the automobile and sprawling parking and more by experience, walkability, compactness, and pedestrian-friendliness.

Through an 8-month planning process, this Livable Centers Initiative (LCI) Plan serves as a 10-Year update to the original 2008 LCI study and seeks to take an evaluative look at some of the challenges facing the North Point area. This report documents the community's exploration of the North Point area to chart its future through a participative planning process focused on walkability and quality development.



"This is an exciting opportunity for City of Alpharetta residents and property-owners to work directly with our team of national experts to make the North Point Activity Center more inviting, walkable, and lively."  
— Kathi Cook, City of Alpharetta Community Development Director

North Point Market Retail Center Development

## HOW TO USE THIS DOCUMENT

This report is organized to respond to the project goals and outcomes that were identified at the study's onset. Chapter 1 details the assessment and status of previous planning efforts. Chapter 2 analyzes existing conditions within the study area. Chapter 3 describes the public engagement and planning process. Chapter 4 explores relevant case studies that formulated the strategy for the future of the North Point Activity Center and includes several design concepts for the North Point area. Finally, Chapter 5 outlines the implementation and action plan to realize the community's vision for the future.

### CHAPTER OBJECTIVES

- |   |  |
|---|--|
| <p><b>1</b> ASSESS PREVIOUS PLAN SUCCESSES AND OBSTACLES.</p>   | <p><b>4</b> ASSIST PROPERTY OWNERS IN UNDERSTANDING THE SCALE, DESIGN, AND LOCATION OF DESIRED FUTURE DEVELOPMENT.</p> |
| <p><b>2</b> UPDATE AND CLARIFY THE COMMUNITY'S VISION FOR THE DISTRICT.</p>   | <p><b>5</b> DEVELOP STRATEGY AND POLICY ENHANCEMENTS TO REALIZE THE COMMUNITY'S VISION.</p>                            |
| <p><b>3</b> IDENTIFY AND CLARIFY PUBLIC INVESTMENTS —PARTICULARLY RELATED TO WALKABILITY, PLACEMAKING, AND GREEN SPACE.</p> |  |

### PROJECT SCHEDULE

The North Point LCI planning process included four phases of analysis and collaboration over an 8-month period. The first two phases included a review and assessment of the impact of previous planning efforts and an analysis of existing market conditions. This work was followed by a collaborative process that included four meetings with a Core Team of area leaders, landowners, residents, and business owners and three public meetings/workshops.





# PREVIOUS PLANNING EFFORTS

NORTH POINT AREA PLANS  
SUMMARY OF ACCOMPLISHMENTS



# PREVIOUS PLANNING EFFORTS



ASSESS PREVIOUS PLAN SUCCESSES  
AND OBSTACLES.

## NORTH POINT AREA PLANS

A thorough review of previously published planning efforts for the study area led to an understanding of area trends and refinement of project outcomes and goals to be achieved through this Livable Centers Initiative update.

- North Point Activity Center LCI (2008)
- Alpharetta 2030 Comprehensive Plan (2011)
- City of Alpharetta Rental Housing Study (2015; update in 2016)
- Alpharetta Comprehensive Land Use Plan Update (2016)

### 2008 LCI STUDY

The original North Point Livable Centers Initiative Master Plan, adopted by the City of Alpharetta in 2008, provided a framework for the district's future and resulted in [numerous district-wide improvements](#), including landscaping along GA 400 interchanges; corridor and intersection improvements along Mansell and Haynes Bridge Roads; North Point area design guidelines that improved the character and quality of new development; and the Encore Parkway Corridor project, which was completed in 2017 in partnership with the Atlanta Regional Commission (ARC), Georgia Department of Transportation (GDOT), the State Road and Tollway Authority (SRTA), and the North Fulton Community Improvement District (CID).



## 2008 LCI STUDY

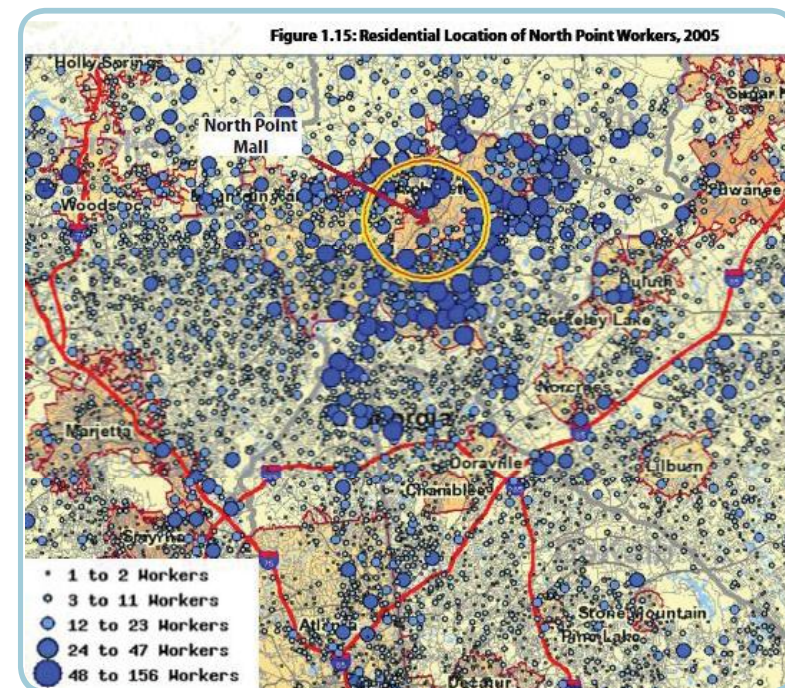
The 2008 LCI Plan also identified particular **assets** and **issues** within the North Point Activity Center to highlight areas to capitalize on existing strengths as well as potential opportunities for improvement.

### ASSETS

- Proximity of GA 400
- Existing efficient road network
- Big Creek Greenway
- Quality infrastructure
- Potential of development for vacant properties (13 percent of study area)
- Quality executive housing nearby
- Good reputation
- Strip commercial outparcel redevelopment potential

### ISSUES

- Lacks sense of place
- Lacks integration of retail and residential uses (poor walkability)
- At risk for future decline of retail properties
- Auto-dependent
- Does not relate well to greenway or open spaces



The lack of integration of retail and office uses with residential uses is evident in this map from 2005, showing the disparity between where North Point workers live and where they work within the North Point area.

# PREVIOUS PLANNING EFFORTS

## 2008 LCI STUDY (CONTINUED)

### CHARACTER AREAS

The Conceptual Land Use Framework Plan on the facing page was developed as a part of the 2008 LCI Study to function as a general policy guide concerning different types of desired development and character in the North Point Activity Center. Instead of relying on conventional zoning and separate uses for different areas, this plan recommended three mixed use character areas. By incorporating a character area approach rather than zoning to shape the North Point area's future land use patterns, the 2008 LCI Study aimed to encourage more walkable, integrated, high-quality development with a unique sense of place. Recommended character areas included:

- **Mixed Use Village Center:** a mid-rise, walkable, mixed use district along Encore Parkway from North Point Parkway to Westside Parkway
- **Mixed Use Commercial Centers:** two higher access, mixed use commercial centers at the interchanges of GA 400 at Mansell Road and Haynes Bridge Road
- **Transitional Areas:** two transitional areas between the core of the Activity Center and surrounding areas

### CITY ACTIONS

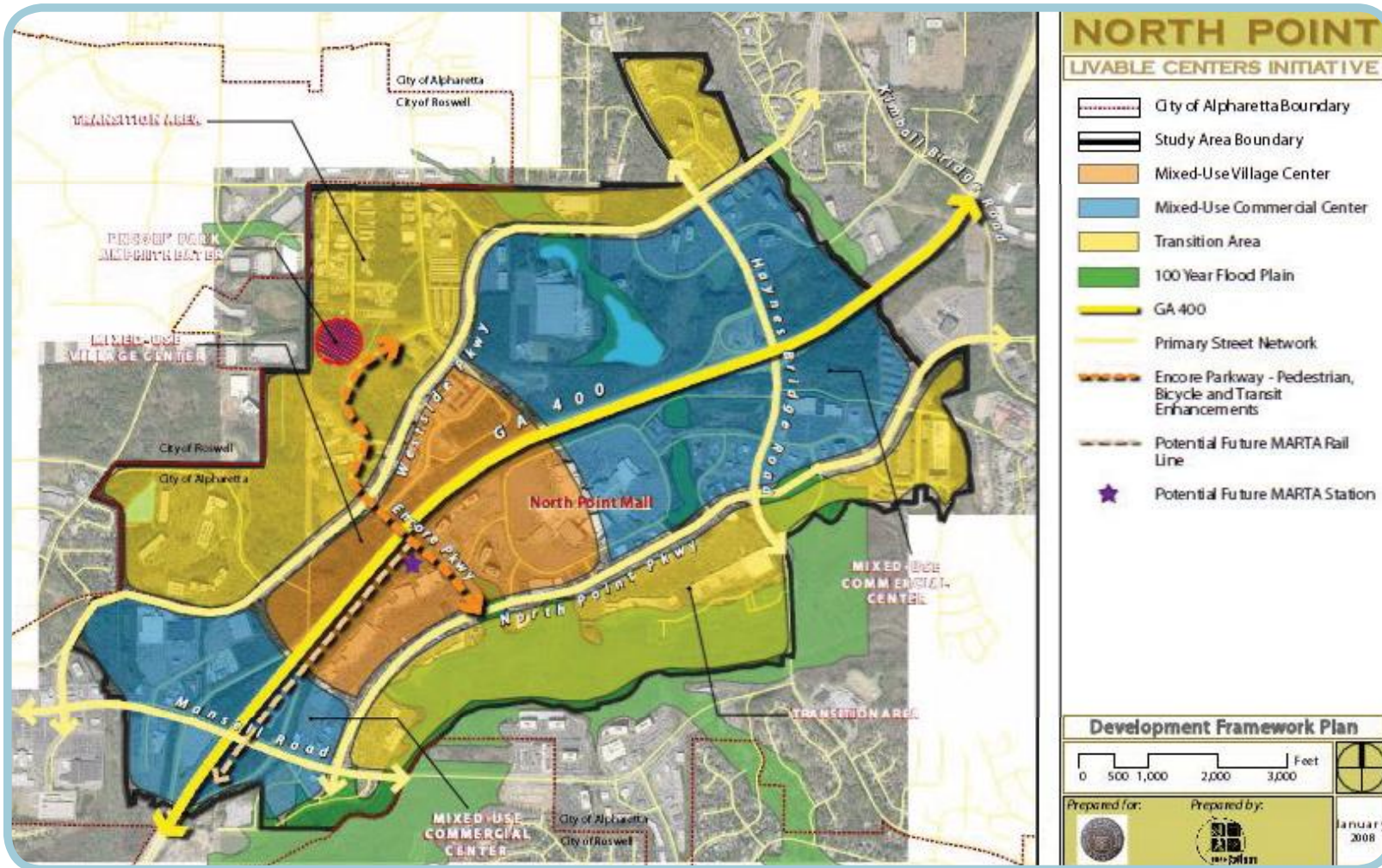
To realize the plan's aspirations, three actions to be taken by the City of Alpharetta were recommended. These act as implementation tools to foster the three character areas outlined above.

- **Update the City's Land Use Plan:** Incorporating the LCI plan and its land use and transportation concepts into the City's future land use plan and comprehensive plan
- **Alternative zoning/Incentive Zoning Classification:** Incentives for vertical mixed use and for development/redevelopment that is consistent with the desired character of each of the three character areas
- **Clarification of the multi-family housing policy:** The availability of housing in the district being a key component of achieving a mixed use environment

### DEVELOPMENT RECOMMENDATIONS

The study's development recommendations were grouped into the two following categories:

- **Transportation, access, and connectivity:** Prioritize the necessary intensity of development to reduce congestion on existing roadways and reduce vehicular trips through an emphasis on walkability
- **High-quality development and creating a sense of place:** Integrated mixed use centers that afford consumers a diverse, low-maintenance lifestyle that is consistent with the plan's market research findings



Conceptual Land Use Framework Plan showing the recommended three mixed use character areas

# PREVIOUS PLANNING EFFORTS

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## 2015 CITY OF ALPHARETTA RENTAL HOUSING STUDY

### PURPOSE

Conducted by Bleakly Advisory Group in 2015 (with an update in 2016), this study examined historical and projected trends in the demand for and supply of rental housing in the City of Alpharetta. From 2000 to 2013, the City's population grew from 34,854 to 59,533 residents, a 71 percent increase. With Alpharetta's population evolving and housing demand changing, the purpose of this study was to determine the appropriate mix of renter- and owner-occupied housing in the City.

### EXISTING RENTAL HOUSING STOCK

Alpharetta's rental housing stock according to the 2015 study consisted of:

- Single-family detached (17 percent)
- Townhouses (7 percent)
- Smaller multifamily apartments of 2 to 9 units (19 percent)
- Apartment complexes of 10 or more units (56 percent)

Much of this housing stock was constructed from 1980 to 1999. For an apartment, this is late in its life cycle if upgrades have not been implemented to maintain its condition. The tables on the facing page go into greater detail on characteristics of Alpharetta's housing stock as of 2013.

### RENTAL HOUSING POLICY

The study recommended updating the way in which the City of Alpharetta classifies rental versus owner housing, consistent with census-driven figures. This change was adopted as part of the City's 2016 Comprehensive Land Use Plan update. Since 2012, several new rental developments incorporated into mixed use developments have been approved within the City. These new developments are consistent with current housing policy, which requires new rental housing to be a part of mixed use developments.



RENTER HOUSEHOLD CHARACTERISTICS IN ALPHARETTA, 2013		
	All HHs	Rental HHs
Number of Households	21,775	7,873
Household Size		
1-person	24.7%	38.4%
2-person	27.7%	23.0%
3-person +	47.6%	38.6%
Household Type		
Family Households	71.9%	56.7%
Married Couples	60.1%	40.1%
Single Parent-Female	8.9%	13.4%
Single Parent-Male	2.9%	3.1%
Non-Family Households	28.1%	43.3%
Singles	24.7%	38.4%
2 or more Persons	3.4%	4.9%
Children Present		
With Children	45.0%	38.8%
Without Children	55.0%	61.2%
Age of Householder		
Householder 15-34	17.2%	35.2%
Householder 35-64	69.7%	53.1%
Householder 65+	13.1%	11.7%

Source: U.S. Census, 2009-2013 Community Survey

Table #1: Renter household characteristics in Alpharetta, 2013

CHARACTERISTICS OF ALPHARETTA'S HOUSING STOCK 2013		
	Owner	Renter
Occupied Units	13,902	7,873
Units in Structure	100.0%	100.0%
1 detached	88.5%	17.2%
1 attached	9.7%	7.1%
2-4 units	0.4%	4.0%
5-9 units	0.3%	15.2%
10 or more units	1.1%	56.2%
mobile	0.0%	0.3%
Age of Structure	100.0%	100.0%
2010+	0.3%	0.1%
2000-2009	18.8%	22.8%
1980-1999	73.6%	64.1%
1960-1979	6.4%	10.8%
Pre 1960	0.9%	2.2%

Source: U.S. Census, American Community Survey

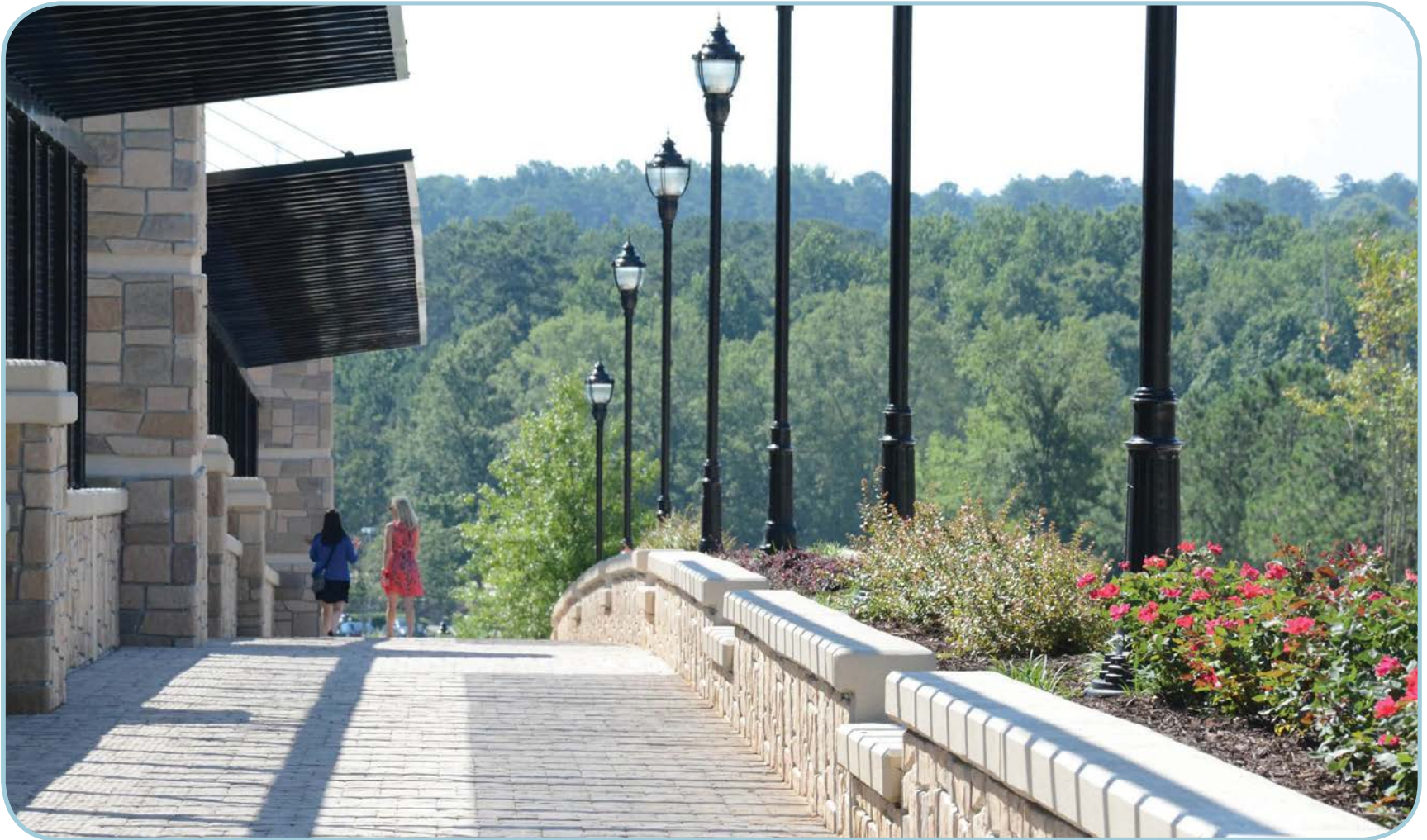
Table #2: Characteristics of Alpharetta's housing stock, 2013

OWNER AND RENTER HOUSEHOLDS IN ALPHARETTA 2000-2013					
	2000		2013		Growth 2000-2013
	N	%	N	%	N    %
Population	34,854		59,553		24,699    71%
Households	13,911	100%	21,775	100%	7,864    57%
Owner Households	8,387	60%	13,902	64%	5,515    66%
Renter Households	5,524	40%	7,873	36%	2,349    43%

Source: U.S. Census, Decennial and American Community Survey

Table #3: Growth of owner and renter households from 2000-2013

## PREVIOUS PLANNING EFFORTS



Encore Parkway Bridge, completed 2017

# SUMMARY OF ACCOMPLISHMENTS

Considering the assets and issues in the North Point Activity Center that were recognized in the 2008 LCI Plan, the [action and implementation plan](#) delineated specific interventions and improvements for the study area. The list below outlines the status of each active project and offers an overview of initiatives from previous efforts.

## 2017 STATUS OF PROJECTS IDENTIFIED BY PREVIOUS PLANS

### COMPLETED

- Encore Parkway Bridge
- Add sidewalks, bicycle lanes, and streetscaping to Encore Parkway to Big Creek Greenway
- Mansell and Haynes Bridge Corridor enhancements
- Interchange landscaping
- Investigate co-op shuttle between North Point, Windward, Historic Downtown, and MARTA park-and-ride lots
- Conduct consumer research study regarding potential residential development in North Point Activity Center
- Develop alternative/incentive zoning for North Point Activity Center that accommodates redevelopment and encourages connectivity, open space, and structured parking
- Update the Comprehensive Land Use Plan to reflect rental housing study policies

### NOT YET STARTED

- Create new roadway to provide a main street for development activities extending from Encore Parkway to Mansell Road and from GA 400 to North Point Parkway
- Upgrade bus stops along bus routes
- Construct bicycle and pedestrian facilities on Mansell Road from Big Creek to MARTA Park-and-Ride Lot
- Add bicycle racks at strategic locations





# EXISTING CONDITIONS

COMMUNITY VISION

NORTH POINT TODAY

EXISTING CONDITIONS ANALYSIS

MARKET POTENTIAL

# EXISTING CONDITIONS




## UPDATE AND CLARIFY THE COMMUNITY'S VISION FOR THE DISTRICT.

### COMMUNITY VISION

In 2011 the City of Alpharetta updated its [Comprehensive Land Use Plan \(CLUP\)](#), which fulfilled one of the actionable items the City was advised to pursue in the original LCI. The 2016 CLUP prescribed a planning approach based on character areas, with the Mansell Corridor and Old Milton Corridor designated for the highest density and building intensity. These areas also provide the greatest opportunities to maximize pedestrian and bicycle connectivity and public transportation access. Decisions on where to concentrate new development led to the emergence of Avalon and the increased activity in Alpharetta's downtown—both of which offer a quality retail experience in a walkable, pedestrian-friendly environment.

The plan also communicated Alpharetta's desire to become a "[signature city](#)." This vision was articulated as a balance between having a unique sense of place characterized by established single-family neighborhoods and promoting the City's position as the "Technology City of the South." As a part of this study, it will be crucial for the North Point area to form its own identity tailor-fit to its unique opportunities and challenges.



Appealing to all ages, developing key nodes, protecting the character of single-family neighborhoods, emphasizing art and culture, attracting top echelon companies, and fostering a strong sense of community with green space, multimodal connections, and safety.

2016 CLUP Community Vision

## NORTH POINT TODAY

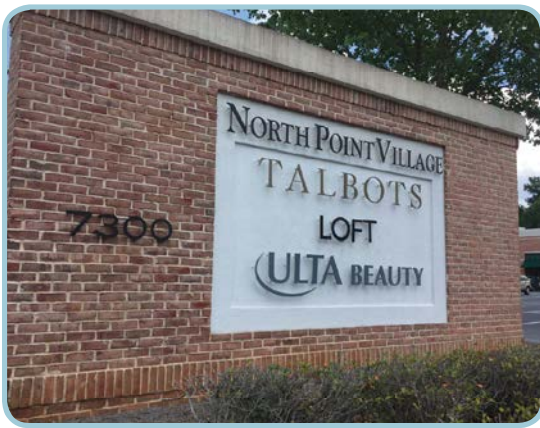
The photographs below were taken in Fall 2017 at beginning of the LCI study as a way to catalog existing conditions within the North Point area and document current land use patterns, infrastructure, community amenities, market conditions, architectural styles, and building typologies.



Big Creek Greenway access signage



Entrance to Mansell Crossing strip center



North Point Village retailers



Shaded area with fixed furniture within existing strip-style retail center



North Point monumental sign

# EXISTING CONDITIONS

## NORTH POINT TODAY (CONTINUED)



North Point Market Center retail development



Zagster Bike Share Station along Big Creek Greenway



North Point Mall wayfinding signage

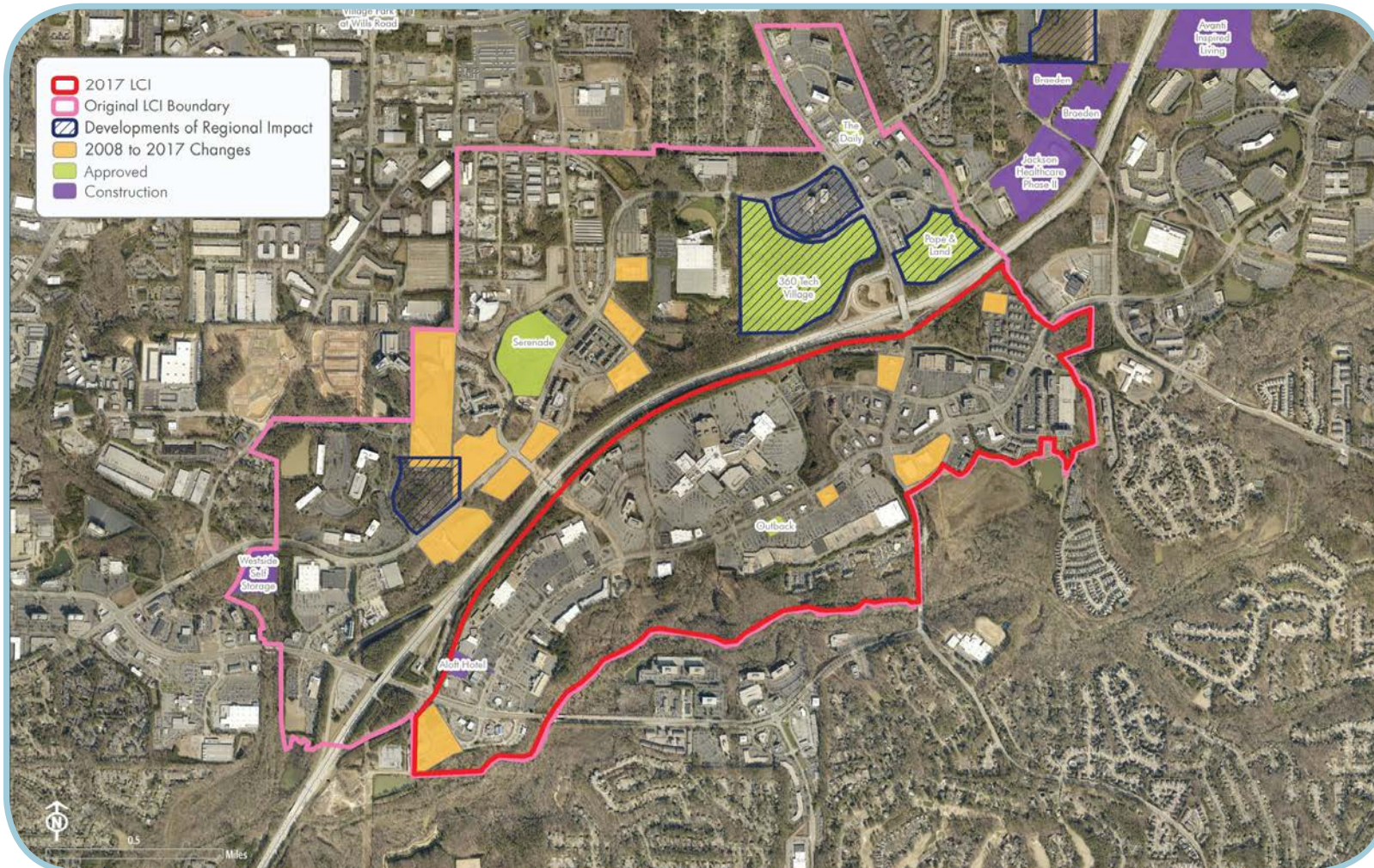
## EXISTING CONDITIONS ANALYSIS

To better understand the existing characteristics of the North Point area, it is useful to review information spatially in the format of a series of maps. The following graphics are included in this section:

- Recent Development Activity
- Study Area
- Recent Property Ownership
- Existing Zoning
- Existing Land Use
- Future Land Use
- Environmental Features
- Surface Parking
- Tree Canopy
- Road Classification
- Transit Routes
- Trails Network



The **Development Activity** map below includes the Atlanta Regional Commission's Developments of Regional Impact (DRI) as well as projects proposed, approved, or under construction within the district since 2008. Since the last LCI Update, a vast majority of redevelopment/development has occurred northwest of GA 400. This imbalance in investment has created a renewed focus on walkability and quality retail southeast of GA 400 as a part of this LCI plan update.



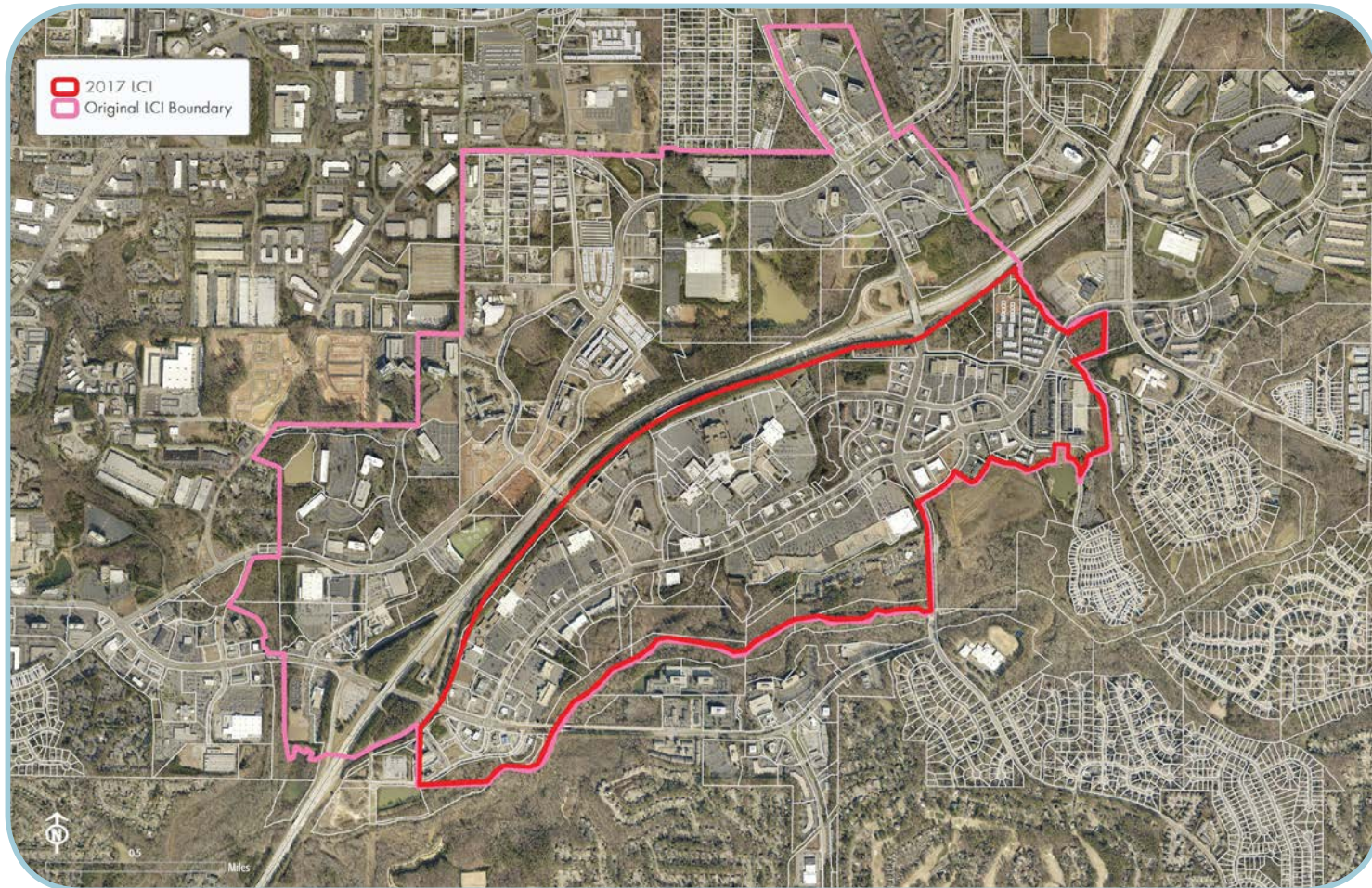
DEVELOPMENT ACTIVITY



# EXISTING CONDITIONS

## LCI FOCUS AREA

The original 2008 Activity Center LCI, outlined in pink in the map below, included both the area north and west of GA 400, as well as south and east of GA 400. The vast majority of development and redevelopment north and west of GA 400 has been either residential or entertainment, while development south and east of GA 400 has been characterized by retail, mall, restaurant, and hotel development. This imbalance, combined with a focus on **walkability** and **quality retail**, has generated a renewed focus for the 2017 LCI Update to the area outlined in red in the picture below.





## PROPERTY OWNERSHIP

2017 LCI

North Point Mall

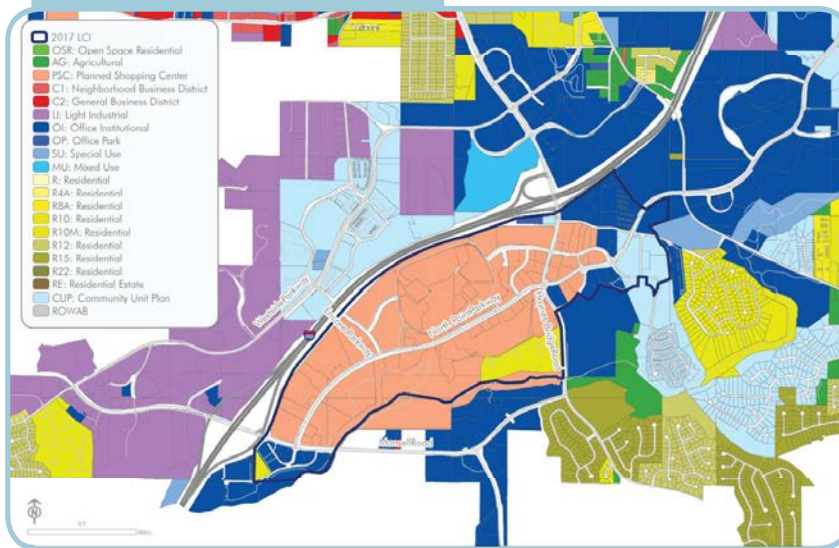
Mansell Crossing

North Point Market Center

0.5 Miles

# EXISTING CONDITIONS

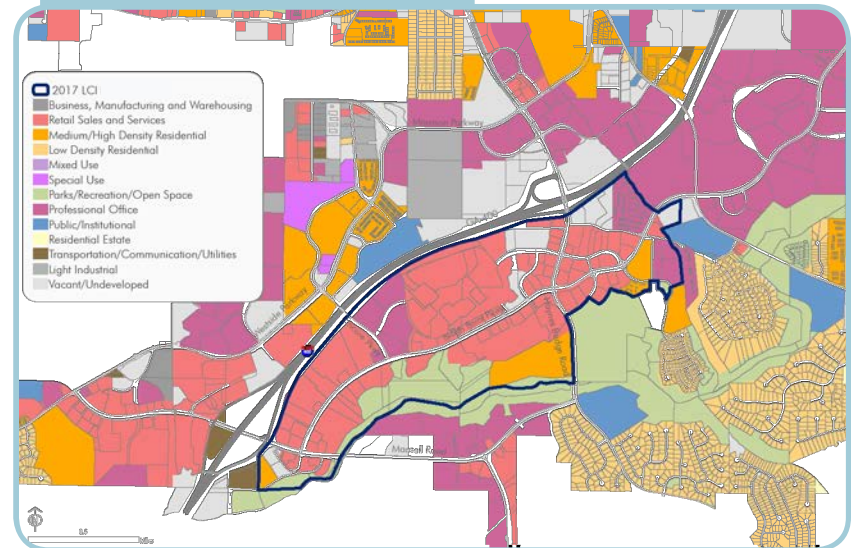
## EXISTING ZONING



Existing Zoning in the North Point area is largely comprised of Planned Shopping Center (PSC), Office Institutional (OI), and Light Industrial (LI). This zoning framework somewhat underlines the lack of housing and walkability in the area, as well as the focus on the automobile for transportation. Graphically speaking, these zoning categories are concentrated in the following regions:

- **Central:** Planned Shopping Center (PSC)
- **Northeast and South:** Office Institutional (OI)
- **Northwest:** Light Industrial (LI)
- **Peripheral:** Office Park (OP), Community Unit Plan (CUP), Varying densities of limited residential

## EXISTING LAND USE



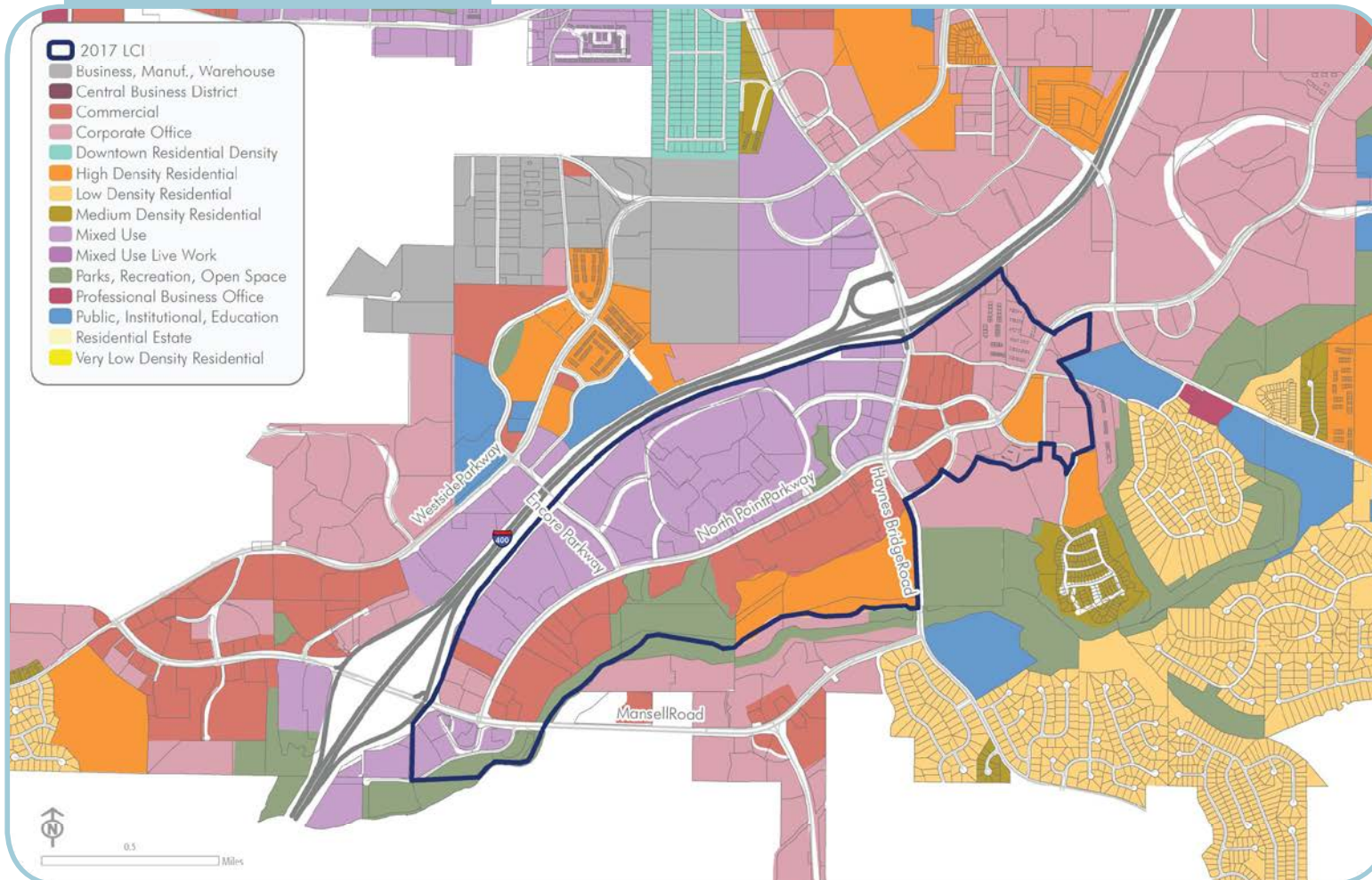
The Existing Land Use map reinforces the area's identity as a shopping destination and is dominated by the following categories:

- Retail sales and services (within the study boundary)
- Parks/Recreation/Open Space concentrated in the southern portion of the study area most of which is constituted by the Big Creek Greenway, which makes up 9 percent of the total study area

Other land uses include:

- Medium/high density residential scattered throughout
- Professional office (widespread northwest of the study boundary)
- Special use, which includes the Verizon Wireless Amphitheater, a fire station, and a cemetery

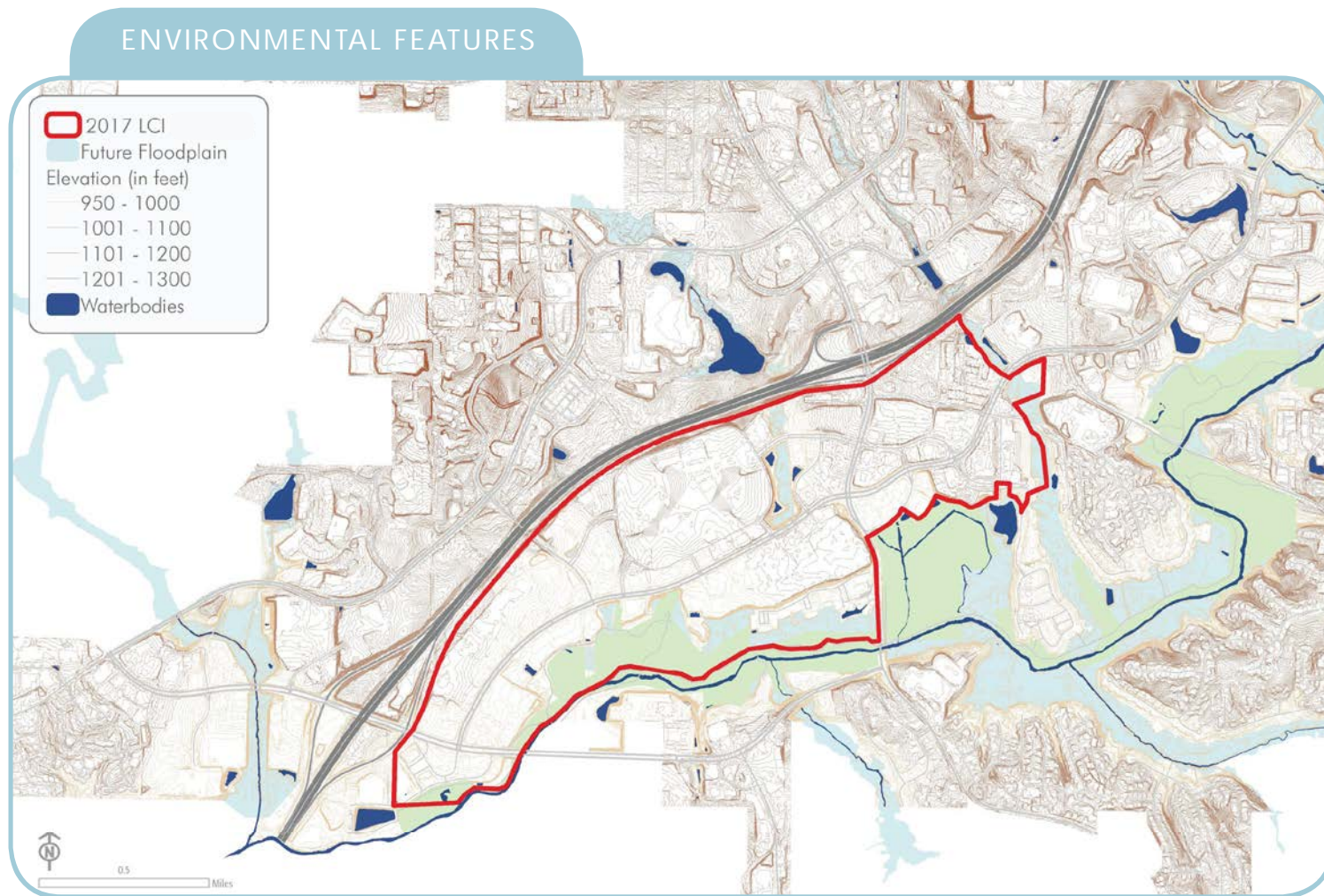
## FUTURE LAND USE



Future Land Use gives priority to mixed use development on the north side of North Point Parkway while focusing commercial development on the south side. The CLUP (last updated in 2016) also identifies existing high-density residential development between commercial uses and the Big Creek Greenway to the south.



# EXISTING CONDITIONS



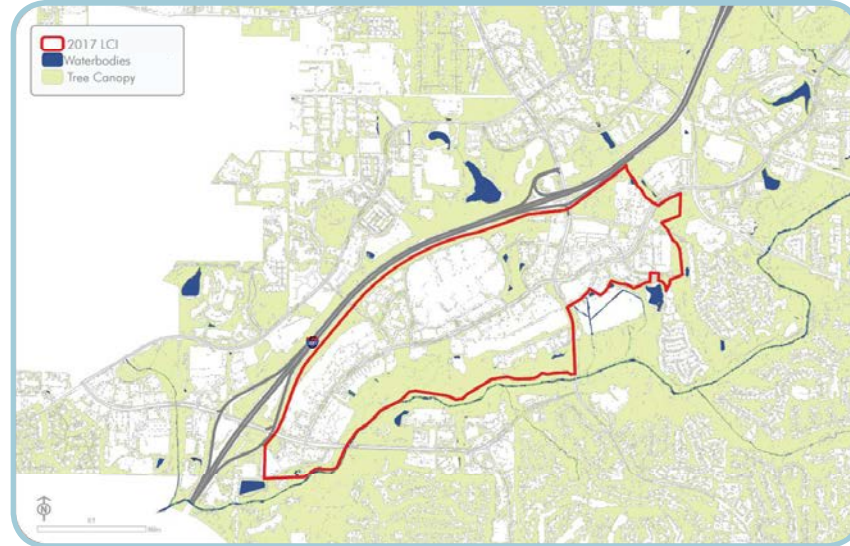
Environmental Features in the North Point area consist of one primary water body, Big Creek, floodplain areas, and varied topography. Big Creek creates an east-west spine running along and through the Big Creek Greenway area. Floodplain areas are located along Big Creek, also concentrated in the south. A majority of the study area features flat topography, particularly along North Point Parkway and in the mall area, while more intense slopes form the stormwater retention space east of the mall and residential areas south of Mansell.

## SURFACE PARKING



Between **Surface Parking** lots and land dedicated to roadways, the North Point area has a large percentage of impervious paved surfaces. Surface parking alone accounts for more than **30 percent** of the total land within the study area, not including roadways or building structures.

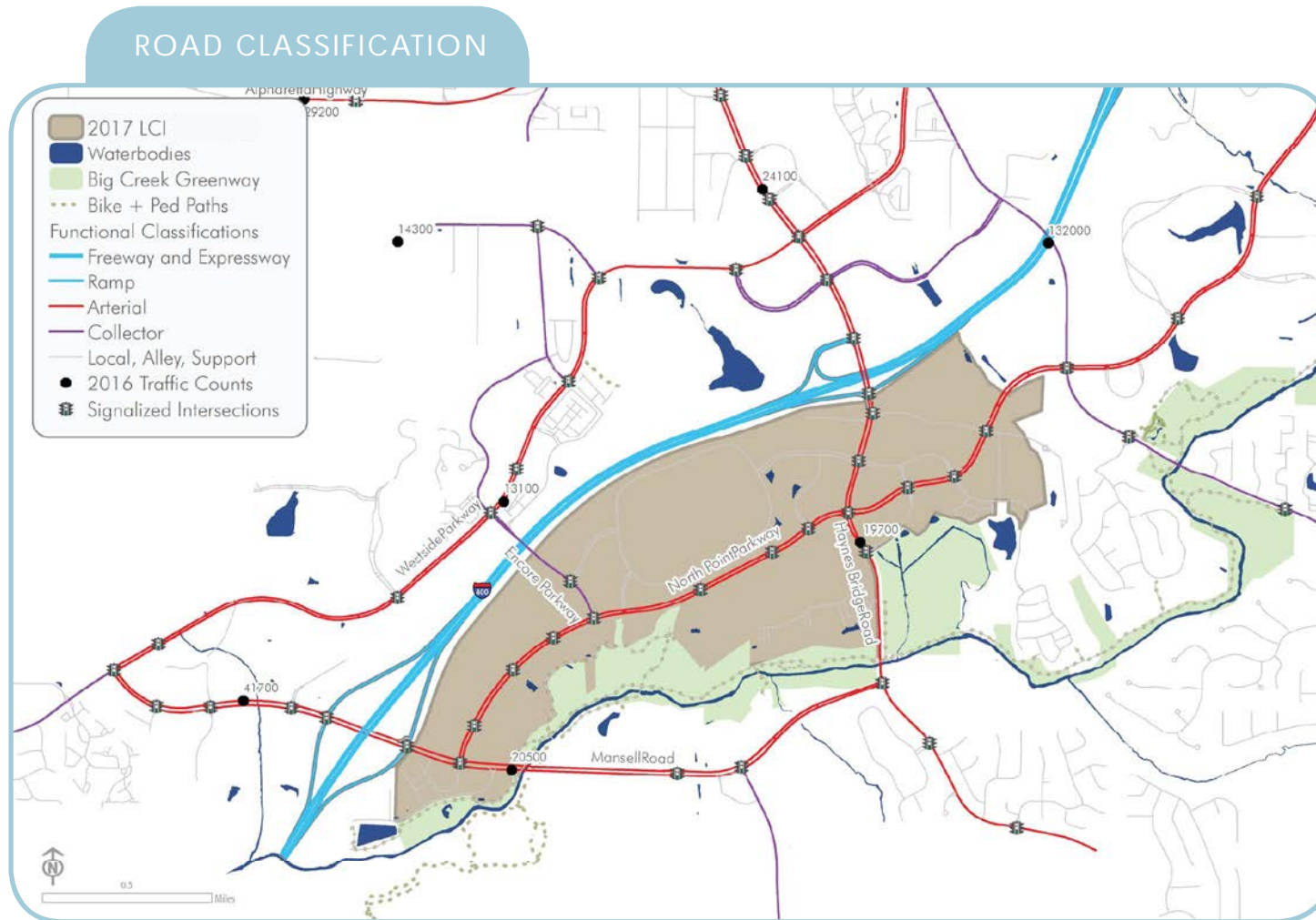
## TREE CANOPY



The North Point area's **Tree Canopy** covers **37 percent** of the land area within the study area. The Big Creek Greenway is an ecological asset with an abundance of trees, a stark contrast to the lack of vegetation and green infrastructure incorporated into neighboring strip retail center development and the North Point Mall site.

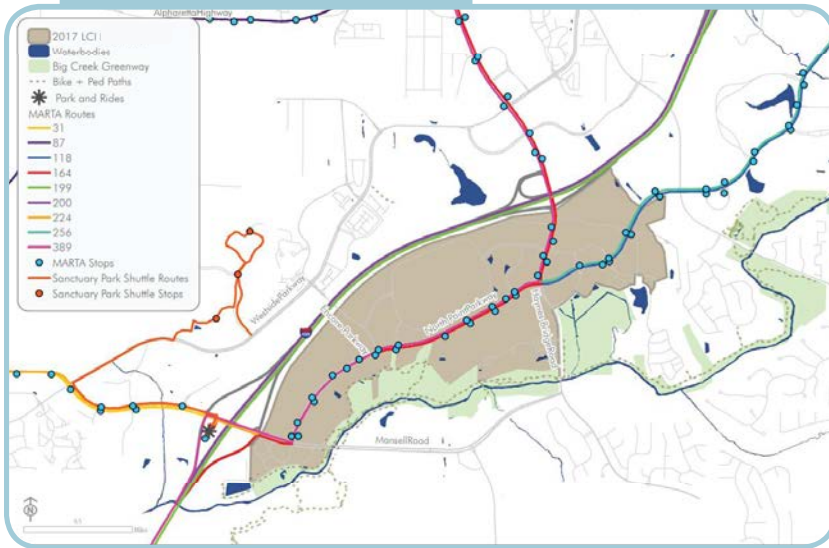


# EXISTING CONDITIONS



The North Point area features a sufficient number of large arterial roads to effectively move traffic, supplemented by a series of limited interior streets and private drives. Within the study area, there are several Road Classifications: one major freeway (GA 400) and four arterial roads (North Point Parkway, Mansell Road, and Haynes Bridge Road), which are supported by multiple collectors and local streets. North Point Parkway serves as a primary north-south spine for the study area while Mansell, Encore, and Haynes Bridge provide critical east-west connectivity.

## TRANSIT ROUTES

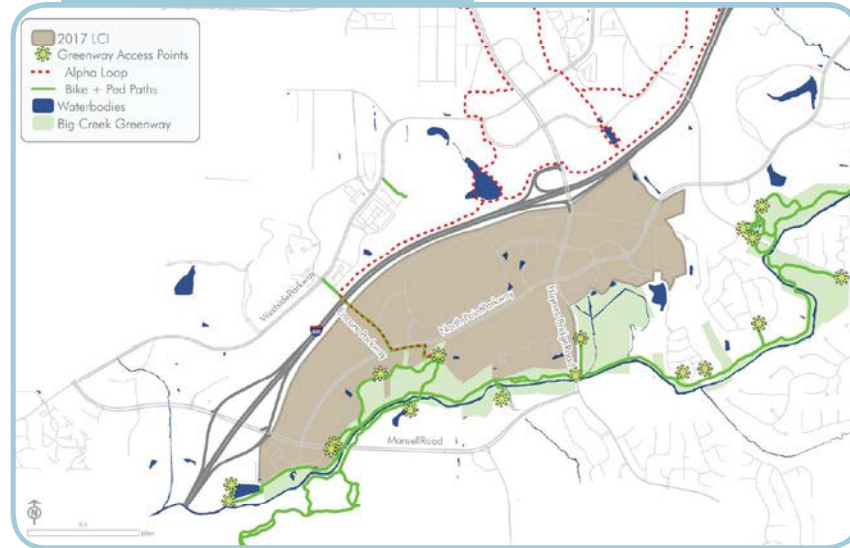


Transit in the North Point area includes MARTA local bus routes and the Sanctuary Park Shuttle.

MARTA offers nine different bus routes in the study area, with routes #164 and #389 located along North Point Parkway. Most transit stops consist solely of signage and lack benches or bus shelters.

The **Sanctuary Park Shuttle** is a complimentary service that connects several office buildings off of Westside Parkway in Sanctuary Park to the Kiss & Ride at the North Springs MARTA Station. It operates during typical weekday peak commute times.

## TRAILS NETWORK



The North Point area's existing **Trails Network** is heavily concentrated on the south side of the study area along Big Creek Greenway.

Recently built trails, including the **Encore Bridge connection** and future trail connections, such as the proposed **Alpha Loop trail** shown in dashed red lines. Current **greenway access points** are symbolized with green asterisks. Although there are multiple access points within the study area, the Big Creek Greenway is fairly hidden from North Point Parkway and retail developments, diminishing visible accessibility and general accessibility to this amenity.



# EXISTING CONDITIONS

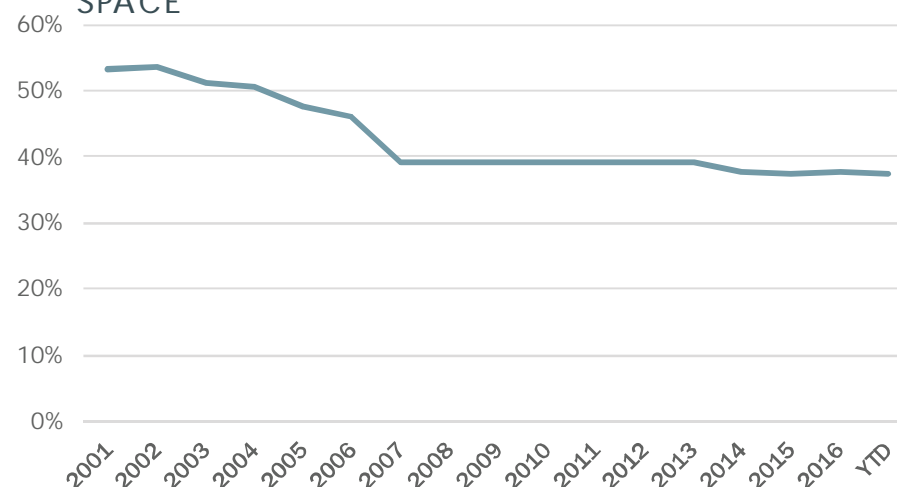
## MARKET POTENTIAL

### EXISTING MARKET CONDITIONS

Today there is approximately 3.5 million square feet of retail space within the North Point study area, making up 37 percent of the City of Alpharetta's total retail space. This retail space within the study area is 97.4 percent occupied, while the total retail space in the City of Alpharetta is 96.3 percent occupied.

Since 2001, the study area's share of retail space as a part of the whole city has been decreasing—a trend that is expected to continue with new store openings at Avalon, Downtown Alpharetta, and other new developments offering a unique shopping experience. This decline is significant as it will potentially impact the occupancy rate for the North Point area due to increased nearby competition.

STUDY AREA SHARE OF ALPHARETTA RETAIL SPACE



The office market in the North Point area only makes up 6 percent of the City of Alpharetta's total office space at 1.1 million square feet. This proportion increased from just under 5 percent in 2007, and has been stable since.

Multifamily residential units represent a small segment of the study area's market, but have grown since 2000 with the total number of units growing to 1,091 units. Currently, 99.9 percent of North Point's 7,000 workers live outside of the study area and commute into the area during the week. Therefore, there is demand for housing options within the study area that will enable workers to live closer to their jobs as well as attract new residents and employees to Alpharetta.

## CATALYTIC ASSETS

The North Point area is well-positioned with a renewed focus on walkability and quality retail to evolve beyond the context of what has traditionally been a automobile-oriented corridor. Largely dominated by one-story retail centers and anchored by **North Point Mall**—which features more than 1.3 million square feet of retail space—the area also has several community amenities that provide a strong starting point for enhancements. The **Big Creek Greenway** on the south side of the study area should be explored to promote walkability, placemaking, and green space. Similarly, the overabundance of surface parking located within the study area creates a unique opportunity for new development, offering numerous prime **redevelopment sites** that are already cleared and relatively flat if property assembly and demolition risks are minimized.

## DEVELOPMENT TYPES

The supply of walkable places that mix housing, shopping, and office space within a compact community are increasingly desirable places to live and work. In areas outside of the Atlanta core, the market has not been able to keep pace with the growing demand for these communities. As the North Point area evaluates ways it could evolve in the future, transforming its automobile-centric land use pattern into a more **walkable framework** will be necessary to compete with nearby places. As a part of this study effort, Bleakly Advisory Group completed a Market Analysis of the North Point area, and developed the following “**likely**” and “**aggressive**” scenarios of future demand potential over the next five years. These estimations, are not development projections or recommendations, but rather potential short-term demand under current and similar market conditions that were utilized as a foundation for envisioning the area’s future and developing concepts based upon a market-appropriate mix of uses. Future development may deviate from these estimations depending on future market conditions, the City’s intentions for development, and a variety of other factors.

Development Type	Likely Scenario		Aggressive Scenario		Notes
	Square Feet	# of Units*	Square Feet	# of Units*	
Residential - For Rent	357,000	357	454,000	454	Vertically integrated, mixed use, structured parking
Residential - For Sale	274,000	183	295,000	197	Condos or townhomes
Retail	53,600	n/a	68,775	n/a	Grocery, pharmacy, local hardware
Office	297,180	n/a	363,182	n/a	Unique building type, mixed use, technology focused
Hotel	72,000	240 (Rooms)	120,000	400 (Rooms)	Potential for boutique or full-service

\*These unit counts only include estimations for residential properties with market-driven pricing

# EXISTING CONDITIONS

## DEVELOPMENT POTENTIAL BY LAND USE

The projected demand quantities mentioned in the “likely” and “aggressive” scenarios provide a quantitative basis for an appropriate mix of new development that could occur in the North Point area over the next five years. Because these quantities correspond to particular types of new retail, office, and residential development, it is crucial to distinguish and define these markets. The following three sections provide qualitative descriptions and explore this aspect in greater detail.

## RETAIL DEVELOPMENT POTENTIAL

Demand Potential: 50,000—70,000 square feet

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

Specific retail opportunities recommended for the North Point area include:

- Local grocery stores or markets
- Pharmacies (not free-standing, but included on the ground floor of a mixed use building)
- Local hardware stores/niche store with neighborhood goods



Local grocery on the ground floor of a mixed use building at Emory Point in Atlanta, GA



Target and Anthropologie stores across from each other demonstrate a balance of retail offerings at the Mosaic District development in Fairfax, VA



The unique atmosphere at Krog Street Market successfully combines boutique shops and local restaurants in Atlanta, GA



## OFFICE DEVELOPMENT POTENTIAL

Demand Potential: 300,000—375,000 square feet

While the existing office uses in the North Point area are characterized by stand-alone office buildings, current consumer preferences indicate a desire for office spaces that are more a part of mixed use developments.

“Developers are transforming the commercial office building model as they refocus on their tenants’ need to recruit a younger, more creative and collaborative workforce. Its preference for buildings that map to its values puts a premium on sustainability, wellness, loft-like spaces, and locations that are active, transit-friendly, and walkable.”  
— Gensler’s The Future of the Workplace



Office within a mixed use development at Santana Row in San Jose, CA



Formerly Town & County Mall, CityCentre features office within mixed use in Houston, TX

Of the potential office demand in the study area, approximately two-thirds will likely come from technology companies seeking to locate in the City—Alpharetta is well-established as a much sought-after destination for technology companies. According to City statistics, more than 640 tech companies currently occupy office space within the city limits and more than one-fourth of metro Atlanta’s top tech employees call Alpharetta home. A redeveloped North Point area, with a focus on walkability and green space, will offer an environment that 21<sup>st</sup> Century tech companies are increasingly seeking. Companies in the Information sector, as well as the Professional, Scientific, and Technical Services sector will drive office demand to the study area. These two sectors alone are expected to account for more than 5,000 new employees in Alpharetta over the next five years. Assuming the study area can capture 15 percent of the office space demanded for these new tech employees, the North Point area could attract more than 200,000 SF of new tech-oriented office in the near-term.

# EXISTING CONDITIONS

## RESIDENTIAL DEVELOPMENT POTENTIAL

Consistent with the City of Alpharetta's development policy, residential multifamily development should only occur as a part of a mixed use development. This new residential should emphasize walkability by being developed concurrently with green space, multimodal pathway connections, and other pedestrian amenities, such as shade, furniture, and lighting.

Demand Potential:

- For Rent Residential: 350 to 450 new quality rental units over the next five years
- For Sale Residential: 175 to 200 new condos and/or townhomes over the next five years



The Landmark Mall Redevelopment transforms a former mall property into residential within mixed use development in Alexandria, VA

## PRICING BY RESIDENTIAL TYPE

For rent residential development in the form of one-and two-bedroom units would be well-suited for the area.

- New one-bedroom units would average approximately \$1,750 per month, or \$2.40 per square foot
- New two-bedroom units would average approximately \$2,500 per month, or \$2.25 per square foot

Townhomes are an extremely viable form of for sale residential appropriate to the North Point area in the near-term. There is also a demand for condos.

- Condo pricing would likely start around \$250,000/unit and range up to more than \$500,000 (this could fluctuate based on size, orientation, views, and finish level—with the potential to climb even higher)
- Townhome pricing would likely start at \$400,000 and range to exceed \$750,000 for premium units (for example, units located alongside a trail)

## DEVELOPMENT POTENTIAL FOR OTHER MARKETS

Beyond the development potential that has been discussed for retail, office, and residential in the North Point area, there also is an opportunity for including entertainment uses in the overall study area. The projections mentioned below are market estimates that assume entertainment will be incorporated into mixed use developments and are relative to the other uses that will be planned for those developments.

### ENTERTAINMENT DEVELOPMENT POTENTIAL

If integrated into a well-executed mixed use district, entertainment uses in various forms have the potential to be successful destinations and attractions in the North Point area. These options can help to add vibrancy and drive retail demand. Alpharetta has proven to successfully support entertainment facilities of varying scales, particularly northeast of the freeway. The study area provides a logical location for additional entertainment venues in the City. Leveraging entertainment to achieve an interesting and unique mix of uses will certainly attract attention to the area, but only coupled with targeted changes that increase walkability and enhance the pedestrian experience overall.

“Entertainment districts are being planned or are popping up all over the country. While they vary in size, building type, and tenant mix, the collective intent of developers and municipalities is clear: to rejuvenate exhausted or neglected real estate, to generate much-needed tax revenues, and to bolster their cities’ live-work-play image as they compete fiercely with other metros for businesses and residents.”

— Building Design and Construction Network





# CONCEPT STRATEGY

PUBLIC ENGAGEMENT  
CONCEPTUAL FRAMEWORK

# CONCEPT STRATEGY

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## IDENTIFY AND CLARIFY PUBLIC INVESTMENTS — PARTICULARLY RELATED TO WALKABILITY, PLACEMAKING, AND GREEN SPACE.

Consistent contact with a key group of stakeholders and targeted efforts to involve North Point community members helped the planning team develop a [strategic plan](#) for the study area. Over the course of the planning process, three public workshops were held. The first two public workshops provided the community the opportunity to provide input on the challenges facing the area as well as to express their goals and vision for future development enhancements. Through these conversations, several recurring themes and priorities emerged, including [walkability](#), [placemaking](#), and [green space](#). These themes, in conjunction with other plan analysis, helped shape a cohesive strategy and framework for the future of the North Point area. The third public workshop enabled the public to review the finalized plan concepts and to provide input on their priorities for the plan's implementation projects. The third public workshop's input is included in Chapter 5, Implementation, through prioritized projects.





## PUBLIC ENGAGEMENT

### PUBLIC WORKSHOP #1

At a September 2017 public meeting, community members were provided an overview of the existing conditions and previous plan summaries and actions in Chapters 1 and 2 and invited to participate in several activities designed to encourage input and spur discussion about walkability, quality retail development, and green space.

### NORTH POINT ATTRACTIONS

The public was asked to identify their top three reasons for typically coming to the North Point area to help the planning team understand how people use the area and what purpose it serves within the community. This input was used during concept development to ensure that the area would continue to be a regionally important and successful activity center.



Responses to "What are your top three reasons for coming to the North Point area?" at the September 14, 2017 public workshop

# CONCEPT STRATEGY

## PUBLIC WORKSHOP #1 (CONTINUED)

### STUDY FOCUS: QUALITY RETAIL

A key focus of this LCI plan update is promoting quality retail in the North Point area. Shifting consumer preferences have created a need to adjust the way retail development is approached. The most successful retail markets have remained 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

#### Retail Preferences

Community members were asked to prioritize features of different types of retail developments and indicate their preferences. The top images included examples from Hillsboro Center in Nashville, TN (#1); The Gulch in Nashville, TN (#2); and Santana Row in San Jose, CA (#3). All of these developments continue to incorporate the pedestrian components touched on in the walkability examples below.



Hillsboro Center



The Gulch



Santana Row

### STUDY FOCUS: WALKABILITY

Walkability is another key focus of this study. Current trends indicate a growing preference for walkable places. Fostering walkability requires a wide range of interventions:

- Complete streets that balance vehicular lane 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 and walk everywhere)

### Walkability Visual Preferences

Utilizing a variety of images that depict varying characteristics of pedestrian infrastructure, community members were asked to select images that best captured the aspects of walkability they would like to see incorporated in the North Point area. The highest-rated images are included below: Storrs Center in Mansfield, CT; Mariahilfer Strasse shopping boulevard in Vienna, Austria; and Technology Square in Atlanta, GA.



Storrs Center



Mariahilfer Strasse



Technology Square

### General Theory of Walkability

Nationally recognized walkability expert and author Jeff Speck participated in the September Core Team meeting and public workshop to discuss the walkability potential of the North Point area. His “General Theory of Walkability” identifies four conditions needed for a successful walking environment:

1

#### USEFUL

Most aspects of daily life are located close at hand and organized in a way that walking serves them well.

2

#### SAFE

The street has been designed to give pedestrians a fighting chance against being hit by automobiles; they must not only be safe but feel safe.

3

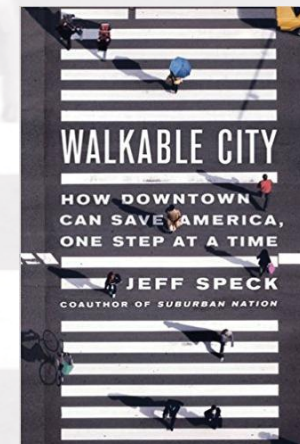
#### COMFORTABLE

Buildings and landscape shape urban streets into “outdoor living rooms,” in contrast to wide-open spaces.

4

#### INTERESTING

Sidewalks are lined with unique buildings with friendly faces and signs of humanity abound.





# CONCEPT STRATEGY

## PUBLIC WORKSHOP #1 (CONTINUED)



Images from the September 14, 2017 public workshop



## OPPORTUNITIES EXERCISE

The Opportunities Activity at the September public workshop helped community members identify aspects of the North Point area they would like to keep and aspects they wanted to fix. Redevelopment priorities were concentrated around **North Point Mall, North Point Market Center**, and other similar **retail centers**. The **Big Creek Greenway** also was identified as an incredible natural and recreational resource, but lacking in accessibility and visibility.

## PLAN VISION

Taking into account feedback from the workshop and Core Team meeting, the project team summarized this information into a Plan Vision, which is outlined below. These four ideas serve as guiding principles for the plan and served as a launch-point for future public discussions.



## Opportunities Map Board

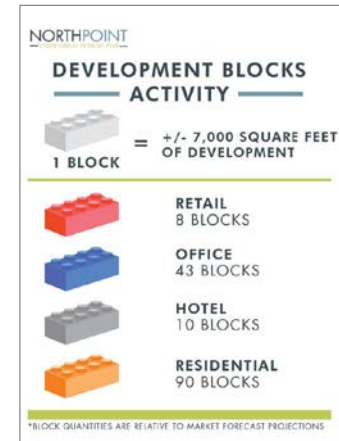
- **CREATE A “PARK ONCE WALK EVERYWHERE” WALKABLE ENVIRONMENT** for people to enjoy a network of green spaces programmed with events and public art.
- **CREATE MULTIMODAL CONNECTIONS PARALLEL TO NORTH POINT PARKWAY** closer to existing retail centers, traversing existing surface parking areas where possible, while maintaining North Point Parkway as the area’s major vehicular artery.
- **INDUCE REDEVELOPMENT OF LARGE AREAS OF SURFACE PARKING** to support a grid of new streets and pathways lined by street-fronting buildings and active ground level uses.
- **IMPROVE THE AREA’S RETAIL BALANCE** to offer a mix of destinations and quality retailers (at a variety of price points) to create a reason to visit both day and night.

# CONCEPT STRATEGY

## PUBLIC WORKSHOP #2

### FUTURE DEVELOPMENT EXERCISE

Based on the market analysis (pages 30-36), potential future demand over the next five years was translated into a visualization exercise facilitated by the planning team. Participants used colored blocks corresponding to retail, residential, office, and hotel uses. Through this exercise, community members were able to communicate desired locations, type, and intensity of future development as well as potential green spaces and green connections.



These photos summarize feedback from the community members who participated in the Future Development exercise. Overall, the community expressed a need to focus on converting excess surface parking into moderately dense nodes of residential and office development.



Community members participating in the Future Development exercise at the October 29, 2017 public workshop





To understand the public vision for North Point Parkway, the most prominent roadway in the study area, participants were provided an opportunity to design their ideal cross section for the corridor. Although there were different interpretations of what the corridor could look like, overall participants expressed a desire for a wider variety of transportation options and multimodal access to destinations along the corridor, including protected bicycle and pedestrian pathways.



# CONCEPT STRATEGY

## CONCEPTUAL FRAMEWORK

Drawing on information from the Core Team and public workshops and utilizing North Point area's existing market potential and projected demand as a basis, conceptual frameworks were created to help organize public priorities. One framework, the **Green Space Network**, was created to identify opportunities regarding the lack of accessibility to green space coupled with a desire to transform the area into a more walkable place. Two more framework diagrams delineate **Opportunity Areas**, that identify 1<sup>st</sup> Tier priority and 2<sup>nd</sup> Tier priority sites for reinvestment and redevelopment.

## EXPANDING GREEN SPACE

Building from the Big Creek Greenway, there is a significant opportunity to develop a green space network that can distinguish and enhance the district. This includes potential ecological features along the North Point corridor, pocket parks, and pathway connections that can provide much needed connectivity and bicycle/pedestrian accessibility. This green space network can provide both passive spaces and innovative active uses, including art, sculpture, and play elements.

Specifically, green space projects envisioned include:

- Creating **pocket parks** in parking lots of businesses susceptible to change or redeveloping in the near or mid-term future to re-green the area
- Transforming the existing stormwater detention facility directly northeast of North Point Mall into an expansive **park with dedicated event space** and an approachable **stormwater pond**
- Locating **green pathway connections** to strategically break-up retail strips and provide greater connectivity and access to the Big Creek Greenway
- Continuing to add green connections where appropriate to develop an **ecological fabric that complements North Point's retail focus**



GREEN SPACE NETWORK



EXISTING AND POTENTIAL GREEN SPACES



EXISTING GREENWAY TRAILS



PROPOSED PATHWAY CONNECTIONS



PLANNED ALPHA LOOP TRAIL

# CONCEPT STRATEGY

## DEFINING OPPORTUNITY AREAS

### 1<sup>ST</sup> TIER PRIORITIES

The North Point study area, stretching between Mansell Road and Haynes Bridge Road, is a relatively large land area compared to the potential market demand. With both the expanse of the study area and the current health of existing retail in mind, transformation of the study area into **walkable areas of high quality retail** will need to occur in concentrated nodes over time. Three primary areas were identified through the planning process: **Lower Mansell**, **Encore Parkway corridor**, and **North Point Mall area**.



#### LOWER MANSELL

- Southern gateway to the district at Mansell and North Point Parkway
- Underutilized area and most susceptible to change in the near term
- Logically ties into the Big Creek Greenway



#### ENCORE PARKWAY CORRIDOR

- Strategically leverages recent investments, specifically the new bridge connection across GA 400
- Strengthens the connection across the Alpha Loop and Big Creek Greenway
- Opportunity to develop a double-loaded corridor lined with active ground floor buildings



#### NORTH POINT MALL AREA/PARK

- Develop a focal green space for the study area
- Amenitize and transform underutilized mall parking areas and stormwater detention facilities
- Create a multiuse gathering and event space with ties to proposed pathway connections

1<sup>ST</sup> TIER OPPORTUNITY AREAS



 PRIORITY AREAS, 1<sup>ST</sup> TIER

 EXISTING AND POTENTIAL GREEN SPACES

 PROPOSED PATHWAY CONNECTIONS

# CONCEPT STRATEGY

## DEFINING OPPORTUNITY AREAS (CONTINUED)

### 2<sup>ND</sup> TIER PRIORITIES

Due to the need to focus short-term investment in clusters that change the character of the area, 2<sup>nd</sup> Tier Redevelopment areas are secondary opportunities due to [property ownership limitations](#) or potential [regional projects](#) that could impact the area, including potential [future transit extensions along GA 400](#). These have the capacity to further catalyze North Point's transformation in the mid- to long-term.

# 4

#### NORTHWEST MALL AREA

- Underutilized surface parking bordered to the north by GA 400 and informal green pathway connections
- Proximity to Encore Bridge area
- Potential regional transportation connection
- Preferred location for future transit station, if transit is extended along GA 400

# 5

#### OFF-ROAD PEDESTRIAN PATH/RETAIL CENTER INFILL

- Opportunity to infill without requiring traditional retrofitting of existing building clusters or outparcel development
- Preserves North Point Parkway as a primary vehicular corridor while creating an opportunity for pedestrian circulation safely buffered from the street
- Proximity to the Big Creek Greenway to strengthen the area's green space network and resources



2<sup>ND</sup> TIER OPPORTUNITY AREAS



 PRIORITY AREAS, 1<sup>ST</sup> TIER

 PRIORITY AREAS, 2<sup>ND</sup> TIER

 EXISTING AND POTENTIAL GREEN SPACES

 PROPOSED PATHWAY CONNECTIONS



# CONCEPT DEVELOPMENT

DESIGN GUIDELINES

1<sup>ST</sup> TIER SCHEMATIC CONCEPTS

CASE STUDIES

OTHER INITIATIVES

THE NORTH POINT ECODISTRICT

# CONCEPT DEVELOPMENT



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

Based on the green space network and priority opportunities areas identified by the community, a series of detailed explorations were conducted and concepts developed to help guide future public and private investments in the North Point area. The following pages include the following concept components:

- **Schematic concepts** for the three 1<sup>st</sup> Tier priority investment areas: Lower Mansell, Encore Parkway, and North Point Park
- **Case studies** of successful development examples for North Point's potential
- Examples of **other district-wide initiatives** with the potential to meet the community's aspiration for a more lively, connected activity center.

Throughout this chapter and the next, projects and initiatives are numbered with a letter-number identifier. The letter denotes the type or category of improvement and corresponds to the list below, while the numbers are sequential and not necessarily in order of importance or priority.

Project Letter	Category of Improvement
I	Infrastructure
G	Green Space Strategy
W	Walkability
D	Development
O	Other Initiatives



## SCHEMATIC CONCEPTS

The following pages contain schematic concepts for the three 1<sup>st</sup> Tier priority investment areas.

### 1 LOWER MANSELL



### 2 ENCORE PARKWAY



### 3 NORTH POINT PARK



# CONCEPT DEVELOPMENT

## SCHEMATIC CONCEPTS

### CONCEPT 1: LOWER MANSELL

#### LOCATION AND ADVANTAGES

The Lower Mansell concept area is situated just north of Mansell Road and east of North Point Parkway, highlighted in red in the diagram to the right. Currently anchored by an AMC Theater and Barnes & Noble Booksellers, this area is characterized by buildings set back from North Point Parkway's street edge and an abundant supply of surface parking located in front of the buildings. The area is currently zoned planned Shopping Center (PSC).

One of the most significant limitations to redevelopment and reinvestment in the North Point activity center, and other similar commercial areas, is the limited number of large parcels owned by single property owners. When retail properties are held by multiple owners and complicated with a variety of lease terms, properties must be assembled, risk increases, and reinvestment is less likely. The advantage of the Lower Mansell area is that the theater/bookstore site is approximate 14 acres in size, held by a single property owner.

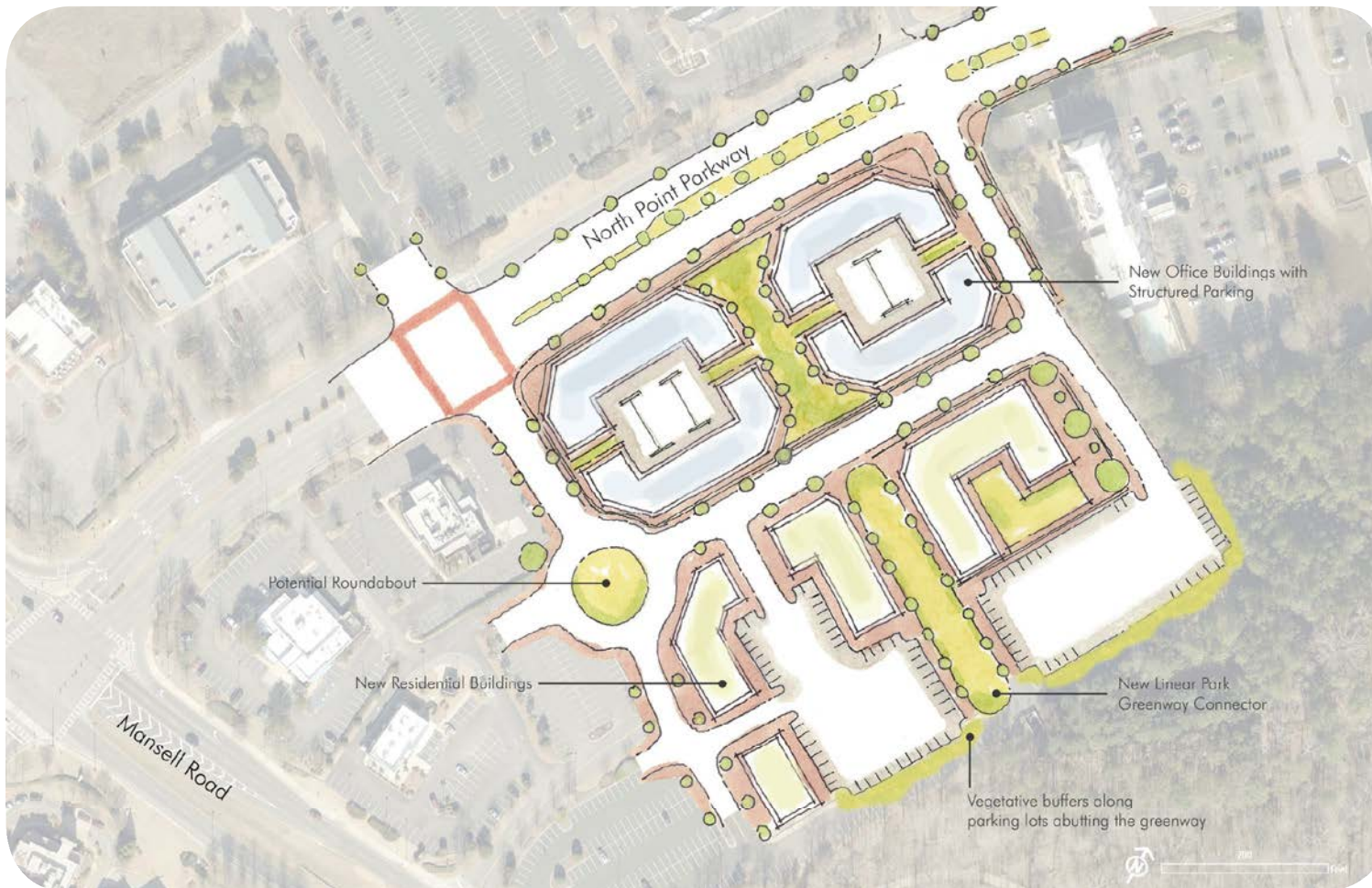
Additionally, the site's proximity to the Big Creek Greenway provides an opportunity to build upon and tie into the area's greenway and green space network. By incorporating new greenway access points into the concept, the community vision of enhancing walkability and providing a network of green spaces can be furthered as a part of the redevelopment process.



Concept Location

#### LOWER MANSELL CONCEPT RENDERING

The concept drawing on the facing page illustrates the redevelopment potential of the Lower Mansell area and other larger retail blocks or parcels within the district over time. Redevelopment of and reinvestment in these parcels provides an opportunity to eliminate underutilized or obsolete big box stores and expansive surface parking lots and incorporate a greater variety of uses, including office space, which is desired within areas with nearby amenities, and potential residential uses. In addition to incorporating a mix of uses that meet market demands in more economically sustainable building patterns, the concept enhances walkability and connectivity to the Big Creek Greenway by locating new buildings along street edges, placing parking behind building frontages, and incorporating green spaces and direct connectivity to the greenway.



Lower Mansell Concept Rendering\*

*\*Concept sketches are for illustrative purposes only and are not development proposals. They are intended to show one potential option for future development and are indicative of the types and character of investments that are consistent with plan goals, objectives, and strategies.*



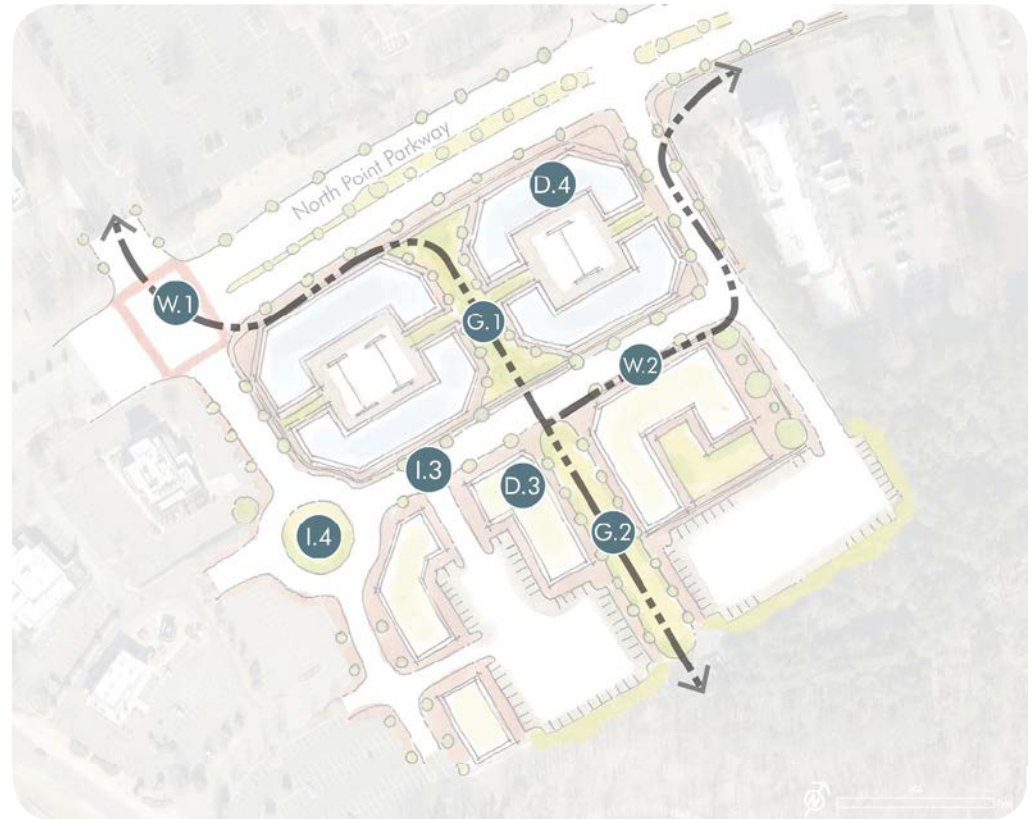
# CONCEPT DEVELOPMENT

## CONCEPT 1: LOWER MANSELL (CONTINUED)

### PROJECTS AND GREEN CONNECTIONS

While the concept is an example and not necessarily how the site will evolve over time it does lead to an identification of potential improvements and action items. The diagram to the right shows the schematic concept with specific project opportunities labeled in blue and recommended green connections shown with dashed lines. A key component of the Lower Mansell concept is the introduction of multimodal connections that enhance pedestrian connectivity within the area and to destinations beyond (W.1 and W.2). These paths, coupled with several intervening street connections, break the site into blocks that are more human-scaled and compact. Furthermore, the block structure distributes traffic and provides the community with safe alternatives to traverse the area, reinforcing the plan vision of creating a “park-once” environment.

These path connections follow the intervening tree-lined streets and capitalize on new green spaces, particularly the active pocket park (G.1) and linear park/greenway connection (G.2). These spaces together create a green promenade through the concept area and daylight the greenway by providing access from North Point Parkway.



Lower Mansell projects and green connections



## LOWER MANSELL PROJECT LIST

#	Name	Description	Improvement
I.3	Parallel Road Connection	Construct a parallel road to North Point Parkway between developments	Infrastructure
I.4	New Roundabout	Add a roundabout at the existing Unnamed Road traversing the site north-south	Infrastructure
G.1	Active Pocket Park	Create a residential pocket park with outdoor exercise equipment and other active park details	Green Space Strategy
G.2	Linear Park/Greenway Connector	Implement a landscaped linear park between properties and tying into the Greenway on the south side of the site	Green Space Strategy
W.1	Trail Across North Point Parkway	Connect the Lower Mansell area with properties to the north by constructing a multiuse trail connection across North Point Parkway	Walkability
W.2	East Trail Connection	Construct a multiuse trail extending east to connect to existing hotel property and beyond	Walkability
D.3	New Residential	Infill existing parking lot with residential development. As illustrated, the concept accommodates 230,000 to 345,000 square feet of potential residential development (assuming 4 to 6 stories, consistent with a village-style development, general public input, and case studies).	Development
D.4	New Office	Redevelop existing properties with new office buildings. As illustrated, the concept accommodates 280,000 to 420,000 square feet of potential office development (assuming 4 to 6 stories, consistent with a village-style development, general public input, and case studies).	Development

## EXAMPLE DEVELOPMENTS



Storrs Center in Mansfield, CT



East Nashville, Nashville, TN

# CONCEPT DEVELOPMENT

## CONCEPT 2: ENCORE PARKWAY

### LOCATION AND ADVANTAGES

The Encore Parkway concept area, highlighted in red in the diagram to the right, includes land on both the east and west sides of Encore Parkway between North Point Parkway and GA 400.

The area consists of 29 acres of land area on five different parcels, all of which are presently zoned PSC. Three of these parcels share the same owner east of Encore Parkway. This land is almost entirely occupied by parking lots fronting the street. West of Encore Parkway, the parcels include Wells Fargo Bank and Mansell Crossing, which is a retail center with large parking lots along North Point Parkway. Finally, one of the three parcels owned by the same entity is situated directly south of Encore Parkway, and is currently undeveloped and is situated adjacent to the Big Creek Greenway.

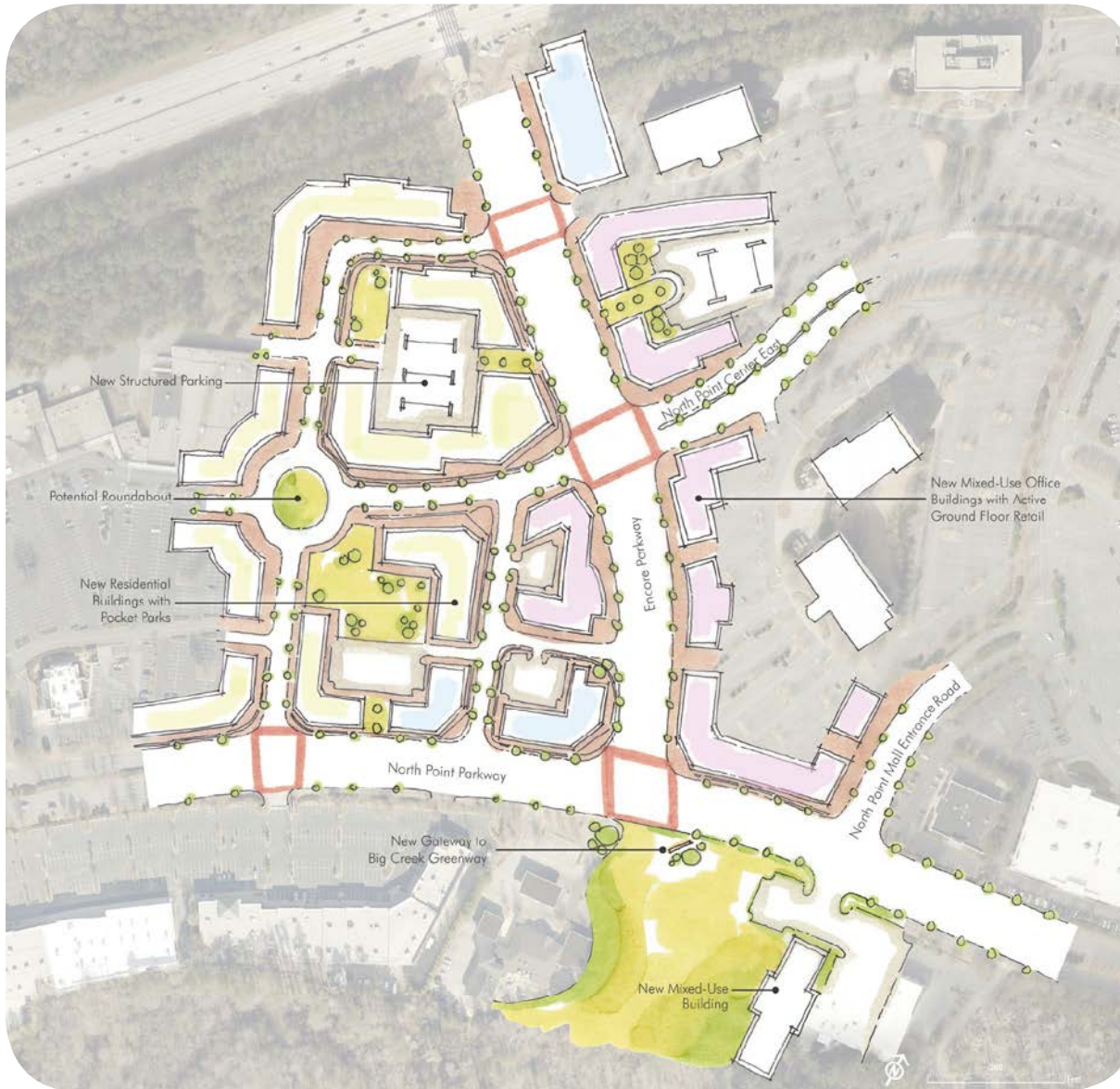
As previously mentioned, one of the major accomplishments of the original 2008 LCI Plan was the completion of the Encore Parkway Bridge as a key pedestrian and bicycle connector across GA 400 and the addition of sidewalks, bicycle lanes, and streetscaping along Encore Parkway. To further leverage these enhancements to benefit the community, promoting future development that prioritizes the community's vision of walkability in the Encore Parkway corridor will be essential.



Concept Location

### ENCORE PARKWAY CONCEPT RENDERING

The concept drawing for Encore Parkway on the facing page illustrates the development potential along the enhanced corridor. To further enhance Encore Parkway, improve the area's walkability, and foster quality retail, new buildings should line Encore Parkway, the existing sidewalk should be widened, and parking should be placed behind primary structures. Future development and investment should also seek to create smaller blocks and pocket parks within the area. Ground floor uses along Encore Parkway should include retail and other active uses, as required in the North Point Design Guidelines. Upper floors should be utilized for office and residential uses.



- Residential
- Office
- Mixed Use

*\*Concept sketches are for illustrative purposes only and are not development proposals. They are intended to show one potential option for future development and are indicative of the types and character of investments that are consistent with plan goals, objectives, and strategies.*

Encore Parkway Concept Rendering\*



# CONCEPT DEVELOPMENT

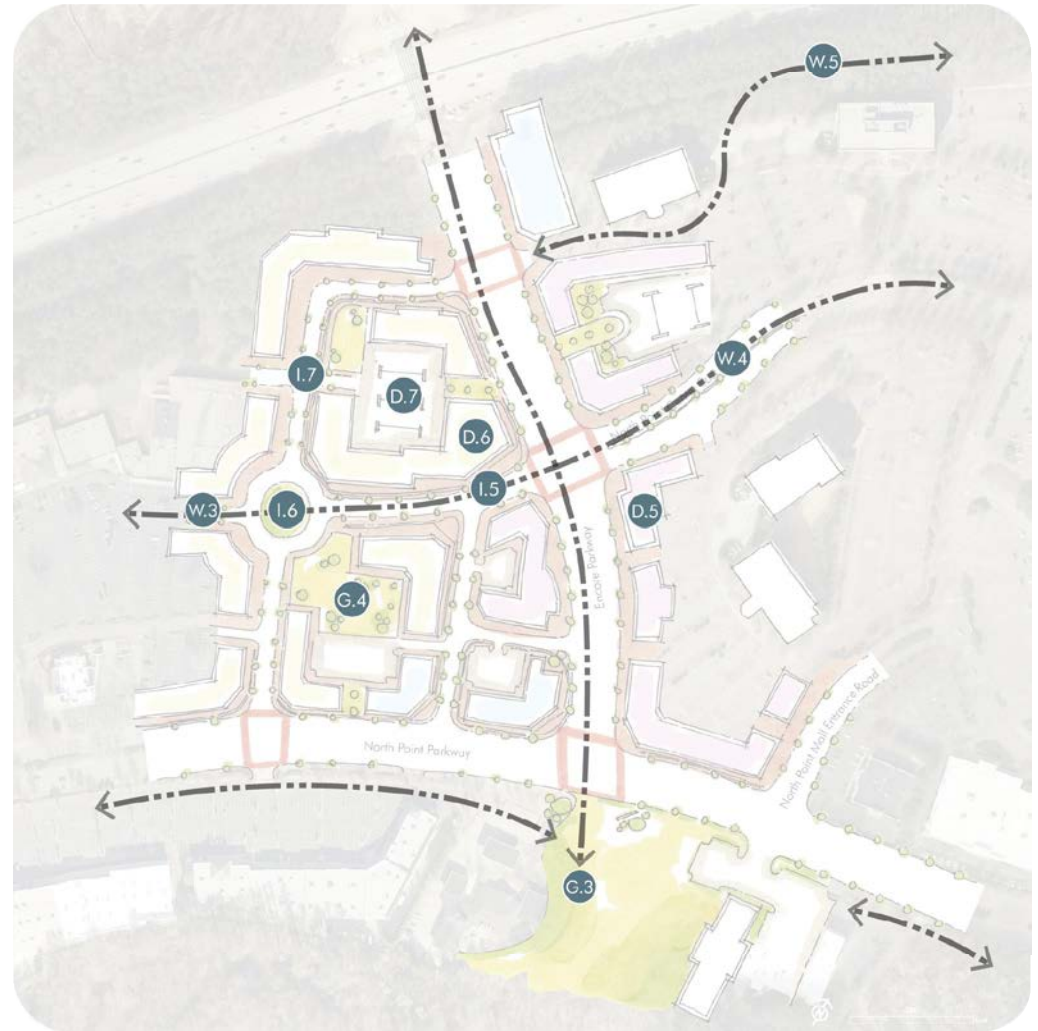
## CONCEPT 2: ENCORE PARKWAY (CONTINUED)

### PROJECTS AND GREEN CONNECTIONS

Several east-west multimodal path connections are illustrated in the diagram on the right, anchored by Encore Parkway, which acts as a spine running north-south. These connections act to effectively position Encore Parkway as a node of development that can exist within the context of the study area as opposed to as a stand-alone endeavor.

This concept maximizes the undeveloped parcel south of Encore Parkway by imagining an open green space that functions as a gateway to the Big Creek Greenway (G.3). This focus on green space, along with multiple other pocket parks throughout (G.4), complement the proposed new buildings by balancing recreation with higher intensities of land use. Potential new buildings include residential, office, and mixed use development with retail.

All streets and pathways should take care to mitigate curb cuts, service areas, and building penetrations to promote a walkable environment. Alleys and rear lanes should be considered to support building operations, service, and freight.



Encore Parkway projects and green connections



## ENCORE PARKWAY PROJECT LIST

#	Name	Description	Improvement
I.5	Road Extension	Extend North Point Center East roadway between new developments	Infrastructure
I.6	New Roundabout	Add a roundabout west of Encore Parkway to connect new intervening streets	Infrastructure
I.7	Secondary Streets	Introduce new secondary streets to develop a more connective network between the east and west sides of Encore Parkway	Infrastructure
G.3	Greenway Gateway	Leverage the property at the south-end of Encore Parkway as an opportunity to provide public open space and enhance access to the Big Creek Greenway	Green Space Strategy
G.4	Active Pocket Parks	Incorporate pocket parks to reinvestment efforts on the west side of Encore Parkway, including temporary and permanent activities, equipment, and programming to give each park a unique identity and purpose	Green Space Strategy
W.3	West Trail Connection	Connect the new pocket park to the west with a multiuse trail through existing surface parking	Walkability
W.4	East Trail Connection	Construct a multiuse trail extending east to connect along North Point Center East roadway	Walkability
W.5	Parallel Trail Pathway	Construct a multiuse path situated parallel to GA 400	Walkability
D.5	New Mixed Use	Infill existing parking lot with office and mixed use developments on the east side of Encore Parkway. As illustrated, the concept accommodates 750,000 to 1.1 million square feet of mixed use space, assumed to be 25 percent retail and 75 percent office or residential development (assuming 4 to 6 stories, consistent with a village-style development, general public input, and case studies).	Development
D.6	New Residential and Office	Infill existing parking lot with residential and office buildings on the west side of Encore Parkway. As illustrated, the concept accommodates 300,000 to 450,000 square feet of office and 265,000 to 400,000 square feet of residential development (assuming 4 to 6 stories, consistent with a village-style development, general public input, and case studies) beyond what is included in item D.5.	Development
D.7	New Structured Parking	Construct adequate structured parking to accommodate new infill development	Development

## EXAMPLE DEVELOPMENTS



The Gulch in Nashville, TN



Hill Center in Nashville, TN

# CONCEPT DEVELOPMENT

## CONCEPT 3: NORTH POINT PARK

### LOCATION AND ADVANTAGES

North Point Park is highlighted in red in the diagram to the right. Larger in area than the previous two concepts, North Point Park is comprised of nine parcels totaling approximately 48 acres. These parcels are held by five different entities, with two of the entities owning three parcels each—making their support for the concept plan critical.

Similar to the Lower Mansell and Encore Parkway sites, all of the land within the North Point Park concept is presently zoned PSC. With the exception of the Big Creek Greenway, this concept area has the most varied topography in the North Point study area. This is due in part to several detention ponds that sit on land located on the east side, surrounded by vegetation and undeveloped land. This property represents a prime opportunity for the North Point area to regain green space and incorporate a usable amenity that is more accessible and attractive for community members.

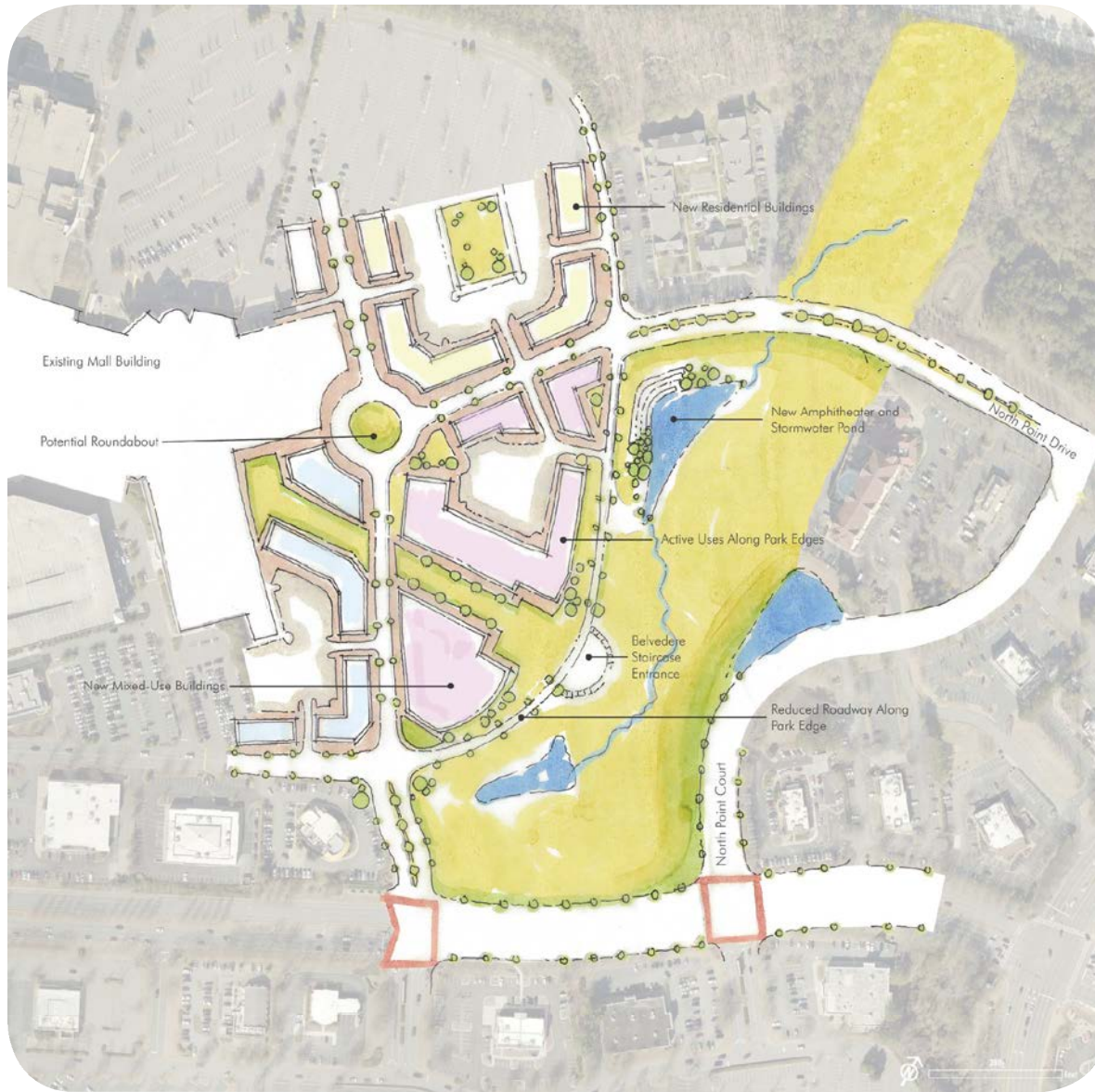
Another advantage of this concept area is revitalizing a vast amount of surface parking that currently surrounds the North Point Mall. This land is already cleared and graded, and can significantly decrease construction costs for new development as opposed to development sites where heavy demolition is required. Furthermore, locating future development in these parking lots has the residual effect of right-sizing parking for the concept area by removing excess spaces that are rarely utilized and instead dedicating that land to a higher and better use.



Concept Location

### NORTH POINT PARK CONCEPT RENDERING

The schematic concept displaying the potential future scheme of the North Point Park area is illustrated on the next page. As its name suggests, the North Point Park concept features an expansive green space as its focal point, concentrating development in the underutilized surface parking lots between the detention area and the mall. Secondary streets are introduced to subdivide the mall parking lot into walkable blocks. Mixed use buildings, continuing the theme of incorporating an active ground floor to foster pedestrian activity, line the park edge and include both residential and office upper floors. Buildings dedicated solely to office are shown at the south end of the concept with easy access to North Point Parkway, while residential buildings are concentrated to the north. These clusters of buildings hide several smaller parking lots that are masked from view, recasting the area's focus from an auto-centric retail hub to a destination offering a mix of retailers, office spaces, and housing options.



- Residential
- Office
- Mixed Use

*\*Concept sketches are for illustrative purposes only and are not development proposals. They are intended to show one potential option for future development and are indicative of the types and character of investments that are consistent with plan goals, objectives, and strategies.*

North Point Park Concept Rendering\*



# CONCEPT DEVELOPMENT

## CONCEPT 3: NORTH POINT PARK (CONTINUED)

### PROJECTS AND GREEN CONNECTIONS

The North Point Park concept area is composed of several projects that continue to build upon the themes of walkability, green space, and quality retail. North Point Park is envisioned to be an active stormwater facility that reshapes the existing stormwater detention area into a space suitable for large-scale community events and gatherings (G.5). A new amphitheater or event space (O.6) is recommended to be constructed into an existing slope located at the northeast edge of the park, taking advantage of the site's topography.

Circulation can be improved by extending the North Point Mall Entrance Road (I.10) and North Point Drive Road (I.11). Introducing a roundabout (I.9) at the intersection of these streets will further the goal of walkability by slowing automobile traffic to safer speeds. Beyond the multimodal path connections pictured in the diagram to the right, North Point Circle, the mall's perimeter street, will place a higher priority on functioning as a multimodal roadway by being scaled down from four lanes to two lanes.



North Point Park projects and green connections



## NORTH POINT PARK PROJECT LIST

#	Name	Description	Improvement
I.8	North Point Mall Entrance Road Extension	Extend North Point Mall Entrance Road north to increase connectivity throughout mall development	Infrastructure
I.9	North Point Drive Road Extension	Extend North Point Drive to new roundabout connection	Infrastructure
I.10	North Point Circle Road Diet	Convert North Point Circle Road along the park's edge to prioritize bicycle and pedestrian circulation in addition to vehicular by reducing the roadway from four to two lanes. This new allocation of roadway can serve as a model for the remainder of North Point Circle Road.	Infrastructure
I.11	New Roundabout	Introduce new secondary streets to develop a more connective network throughout the site	Infrastructure
I.12	Secondary Streets	Add a roundabout to connect new intervening streets on existing mall surface parking	Infrastructure
G.5	Stormwater Park	Leverage existing stormwater detention area for new large-scale community park/open space	Green Space Strategy
G.6	Green Corridor Connection to the Mall	Introduce green corridor between buildings connecting new stormwater park with existing mall	Green Space Strategy
G.7	Pocket Park	Include new pocket park adjacent to existing mall connecting the to new green corridor	Green Space Strategy
W.6	East Trail Connection	New multiuse trail connection extending east along North Point Drive towards Haynes Bridge Road and beyond	Walkability
W.7	West Trail Connection	New multiuse trail connection extending west along the north-end of the mall and parallel to GA 400	Walkability
W.8	South Trail Connection	New multiuse trail connection extending south across North Point Parkway to connect between developments and Big Creek Greenway	Walkability
D.8	Infill Development on the Mall Property	There are a variety of development opportunities around the mall, and the exact mix of uses will need to be determined by the mall and the City of Alpharetta.	Development
D.9	Develop Park Edges with Active Uses	Prioritize outdoor dining and shopping fronting the park space and new intervening street network	Development

(Continued on next page)

# CONCEPT DEVELOPMENT

## CONCEPT 3: NORTH POINT PARK (CONTINUED)

### NORTH POINT PARK PROJECT LIST (CONTINUED)

#	Name	Description	Improvement
O.6	New Amphitheater	Construct a new amphitheater for gathering/flexible event space within the new stormwater park	Other Initiative
O.7	Space Activation Strategy	Evaluate potential strategies to activate the new park space daily with a variety of initiatives and events	Other Initiative

### EXAMPLE DEVELOPMENTS



Old Fourth Ward Park in Atlanta, GA



Former parking lot at Northgate Mall in Antioch, TN

## CASE STUDIES

To better understand possible outcomes for Lower Mansell, Encore Parkway, and North Point Park, it can be instructive to review case studies of other redevelopment sites that share similar characteristics and challenges. The following pages contain a collection of examples of developments that have experienced success by leveraging similar strategies proposed for priority North Point concept areas. Most case studies are successful examples of transforming outdated auto-centric retail areas into new walkable environments that support quality retail and dining destinations. Reviewing and learning from these examples can help guide the North Point area's future growth and help shape a unique identity for the district.

### BELMAR LAKEWOOD, CO



An example of placemaking when applied to a dying mall, Belmar Town Center emerged in 2002 as a hybrid shopping/dining/living experience, despite the environmental challenges and complicated ownership that had to be overcome as a part of the redevelopment process.

### SHOPS AT STONEFIELD CHARLOTTESVILLE, VA

Offering a mix of retail, restaurant, entertainment, and residential options, the Shops at Stonefield attract more than 500,000 visitors annually, redefining the shopping experience with elegant facades and outdoor dining.





# CONCEPT DEVELOPMENT

## CASE STUDIES (CONTINUED)

### ASSEMBLY ROW SOMERVILLE, MA



A short distance from downtown Boston, Assembly Row combines residential, entertainment, shopping, dining, and fitness with prominent walkways for a pedestrian-focused experience.



### CROCKER PARK WESTLAKE, OH



Crocker Park's iconic boulevard invites pedestrians to shop local brands and specialty shops outdoors from the safety of a wide, protected median planted with beautiful street trees.







**BETHESDA ROW**  
BETHESDA, MD



Bethesda Row features Class-A office space just a short walk away from the Bethesda Metro Station as well as neighborhood dining, shopping, and living options. The site is situated close to two interstates and connects to the Capitol Crescent multiuse trail.

**29<sup>TH</sup> STREET**  
BOULDER, CO



Designed as an open-air shopping center, 29<sup>th</sup> Street differentiates itself with the following amenities:

- EV Charging Stations
- Bicycle Rentals
- Free Wi-Fi
- Pet-friendliness
- Children's play areas
- Outdoor family games (life-size checkers, giant Jenga, and bean bags)



# CONCEPT DEVELOPMENT

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## AREA-WIDE INITIATIVES

As a component of the this LCI Update, a series of green space, activation, local transit, and stormwater initiatives are also recommended to enhance the area as a more vibrant, walkable destination.

These initiatives include:

1. CONSTRUCTING STORMWATER PARK GATHERING AND EVENT SPACE
2. PLACEMAKING WITH SPACE ACTIVATION STRATEGIES AND INTERACTIVE ART
3. MAXIMIZING THE GREENWAY AS A DISTRICT AMENITY
4. INCORPORATING GREEN PATHWAYS AND PARALLEL MULTIMODAL ROADS
5. INTEGRATING ON-DEMAND TRANSIT OPTIONS

Each initiative features instances where it has been successfully applied. In the associated images, it is important to note that these are only examples and do not serve as recommendations to be duplicated in the North Point area without tailoring them to be contextually effective. Furthermore, these images do not recommend any specific future tenant mix for future development in the North Point area.

## 1 CONSTRUCTING STORMWATER PARK GATHERING AND EVENT SPACE

This initiative is mentioned previously as part of the North Point Park priority concept area. The concept suggests converting the existing stormwater detention area east of the mall into an active stormwater facility that would serve as a signature city park to anchor the district. The stormwater park is envisioned to incorporate a new amphitheater or event space that can host large-scale community gatherings while still allowing the facility to function as an important stormwater resource. The park will be lined by intimate multiuse lanes supporting those walking and biking. The park will be lined with active uses, particularly dining terraces overlooking the park. A belvedere stair will provide a focal entry from the mall to the park.



North Point Park priority concept area with Stormwater Park



### OLD FOURTH WARD PARK ATLANTA, GA

Offering 17 acres of green space within the City of Atlanta, Old Fourth Ward Park addresses flooding and drainage issues that formerly plagued the area with a picturesque 2-acre lake. Designed to flood, concrete walkways traverse the lake and lead to a large amphitheater that functions as an outdoor community gathering space. Other amenities include passive lawns, playground areas, a splash-pad as well as the park's proximity to Ponce City Market, a former Sears Warehouse building that has become a regional retail destination.



### SWAMP RABBIT TRAIL GREENVILLE, SC

The Swamp Rabbit Trail is a 19.5-mile greenway system linking several parks, restaurants, schools, and local businesses to downtown Greenville. Notably, this trail features:

- Non-motorized transportation and recreation opportunities
- Several trailheads, including one located at Falls Park—a city landmark featuring natural waterfalls and enhanced with unique architecture and public art throughout



# CONCEPT DEVELOPMENT

## AREA-WIDE INITIATIVES (CONTINUED)

### 2 PLACEMAKING WITH SPACE ACTIVATION STRATEGIES AND INTERACTIVE ART

Placemaking is a useful strategy for enhancing new developments and reinvestment areas and create the memorable experience consumers demand today. Interactive art, fitness playgrounds, and permanent and temporary installations that support recreation, social interaction, and relaxation are recommended to activate key spaces in the North Point area. The graphic below identifies suggested possible locations to incorporate these strategies, assuming the development framework discussed in Chapters 3 and 4.



Placemaking framework plan with potential locations indicated by blue stars



#### THE PORCH PHILADELPHIA, PA

The Porch 2.0 is an update to its predecessor, which was effectively a dead public plaza. After its original transformation from a surface parking lot into a space dedicated to serving the public, The Porch has assumed the role of an iterative experiment, allowing planners to learn which types of activities worked well in the location and which were not as successful. Today, 33 percent more visitors frequent The Porch due to permanent bench swings, modular furniture, fresh landscaping, and a variety of pop-up events.





## MOMENTUM PLAYGROUND AT MARYMOOR PARK REDMOND, WA

Initiated by a local fitness group focused on developing healthy and eco-friendly opportunities for everyday exercise, the Momentum Park Playground at Marymoor Park features fitness machines that are:

- 100 percent powered by the user, making equipment electricity-free
- Permanently installed fixtures
- Free to use
- Adjacent to the children's play area
- Funded by a local non-profit

## THE LAWN ON D BOSTON, MA

First opening in 2014, The Lawn on D is a 2.7-acre space that has become a destination with activities for all ages. Supported in-part by Boston's Citizens Bank, the park is a public-private venture that also garners funding from offering concessions and functioning as a popular event venue. Several of the elements that make this place so vibrant and active are:

- Colorful public seating and lounge chairs
- Paved walkways and landscaping
- Glowing circular swings functioning as seating and art
- Lawn games, including bocce ball and ping pong
- Free Wi-Fi
- Seasonal live music
- Two pavilions functioning as flexible event space
- Utility infrastructure and staging capabilities



# CONCEPT DEVELOPMENT

## AREA-WIDE INITIATIVES (CONTINUED)

### 2 PLACEMAKING WITH SPACE ACTIVATION STRATEGIES AND INTERACTIVE ART (CONTINUED)

Public art is a popular strategy for transforming parks, plazas, and the spaces between buildings. These creative installations punctuate the public realm by adding extra interest to walking and biking routes and refocusing the human experience on elements that make being in these spaces more enjoyable. Furthermore, public art can serve the purpose of a barrier, mitigating against factors that detract from the human experience such as arterial roads and building service entrances. Incorporating public art elevates the pedestrian experience beyond creating multimodal pathway connections and a green space network alone, and is an important placemaking strategy to include to create a truly walkable and animated district.

A unified architectural style can also reinforce an area's sense of place. This placemaking strategy can be expressed in many different forms, including building materials, relationship to the street, and spaces designed to authentically reflect an area's history. The North Point area should consider developing a style that both references its past as a retail-focused corridor while also incorporating elements that exemplify the modern, mercantile style of retail today. Stanley Marketplace in Aurora, CO, is an example of a development that has successfully done this. Prior to becoming a mixed use warehouse, the building served a different purpose as part of the original Denver airport. Today, the marketplace is a popular hangout featuring a food hall, boutique retailers, business offices, and several green spaces for gathering and promoting human interaction.



Abernathy Greenway Park sculptural swing set

Source: City of Sandy Springs, GA



A corner bar counter eatery in the Stanley Marketplace food hall uses creative signage to recognize its former use as an airport



Other components to consider as North Point aims to create a more animated public realm include:

- Decreasing building height and massing approaching the greenway, with more substantial buildings closer to the freeway
- Space for outdoor dining and café patio seating, especially along new interior streets and park edges
- Encouraging articulated storefronts with awnings and windows
- Attractive wayfinding and signage representing a cohesive brand for the area
- Strategically hidden parking structures with active façades or located within blocks
- Avoiding blank walls by encouraging landscape art installations



Public art and industrial signage at Stanley Marketplace



Outdoor dining with colorful shades at Campus 805, a former school in Huntsville, AL



Buildings activate a proposed public plaza and green space by fronting the space's edges at Halcyon in Forsyth County, GA



Industrial elements are incorporated into the proposed architectural style at Halcyon in Forsyth County, GA

# CONCEPT DEVELOPMENT

## AREA-WIDE INITIATIVES (CONTINUED)

### 3 MAXIMIZING THE GREENWAY AS A DISTRICT AMENITY

As mentioned in Chapter 2, Big Creek Greenway area is located south of North Point Parkway and includes the area's primary water body, Big Creek. Big Creek forms an east-west spine through the greenway and is surrounded by floodplain area. Presently, Big Creek Greenway exists in the district as an incredible natural and recreational resource. However, general public sentiment is that the greenway is not currently being used to its full potential due to its lack of accessibility and visibility.

Maximizing the greenway as a district amenity is crucial to the success of the district as it moves forward from being primarily an auto-centric retail corridor to becoming a walkable, sustainable place. There are several shifts that the City, private developers, business leaders, and the public can make in how they treat the greenway, which have the potential to drive change in a positive direction to achieve this initiative.

#### GUIDING PRINCIPLES

- Orient buildings toward the greenway by locating active uses, functioning entrances and windows, patios with outdoor seating, bicycle parking, and business signage not only facing North Point Parkway but also Big Creek Greenway.
- Take special care when evaluating any new development that is planned along the greenway, specifically the greenway connector in the Lower Mansell concept, the new greenway gateway in the Encore Parkway concept, and the property across North Point Parkway from the existing mall area (this is currently designated as a 2<sup>nd</sup> Tier opportunity area). Elements to consider include architectural style, building use, and the developer's willingness to prioritize and protect the greenway.
- In the case where either structured decks or surface parking lots abut the greenway, exercise sensitivity by providing vegetative buffers to preserve its natural features and wildlife.
- Reinforce the importance of green spaces by requiring green spaces to be included in residential development.



Cleveland Park in Greenville, SC. Source: City of Greenville.



## EXAMPLES OF GUIDING PRINCIPLES



Greenway gateway signage for the Abernathy Greenway in Sandy Springs, GA. Source: Modera Sandy Springs



The Passarelle Bistro at is a café located within Falls Park and along the Swamp Rabbit Trail in Greenville, SC, featuring park-side dining on outdoor terraces immediately adjacent to the park's edge



An active building entrance with vibrant signage, outdoor seating, and bicycle parking at Stanley Marketplace in Aurora, CO



Falls Creek Park in Greenville, SC, makes the Reedy River approachable through bridges and interior pathways. There are also several restaurants, cafés, and office buildings located around the park's perimeter. Source: Falls Park website

# CONCEPT DEVELOPMENT

## AREA-WIDE INITIATIVES (CONTINUED)

### 4 INCORPORATING GREEN PATHWAYS AND PARALLEL MULTIMODAL ROADS

The graphic below illustrates potential green spaces within the priority concept areas and the existing Big Creek Greenway to the south. To connect these park amenities and create a cohesive network, green pathways and multimodal roads are recommended. These multimodal roads are intended to be parallel to North Point Parkway to provide safe, green, multimodal linkages between various developments while North Point Parkway continues to serve as a main arterial street to facilitate automobile traffic to and through the district. Bringing elements of or connections to the Big Creek Greenway northward into existing retail areas will counterbalance the overabundance of surface parking as well as reposition the area as a more connected, healthy, and sustainable place to live, work, and play. Suggested pathway connections are shown with green lines and arrows and either run parallel to an existing roadway or are incorporated into existing surface parking lots. Expansion of the existing bike share program with locations in and around new development areas will further leverage these pathways; additional bike share stations are depicted with pink stars.



Green space and green pathway network conceptual framework with potential new bike share locations

### PATH PARKWAY ATLANTA, GA

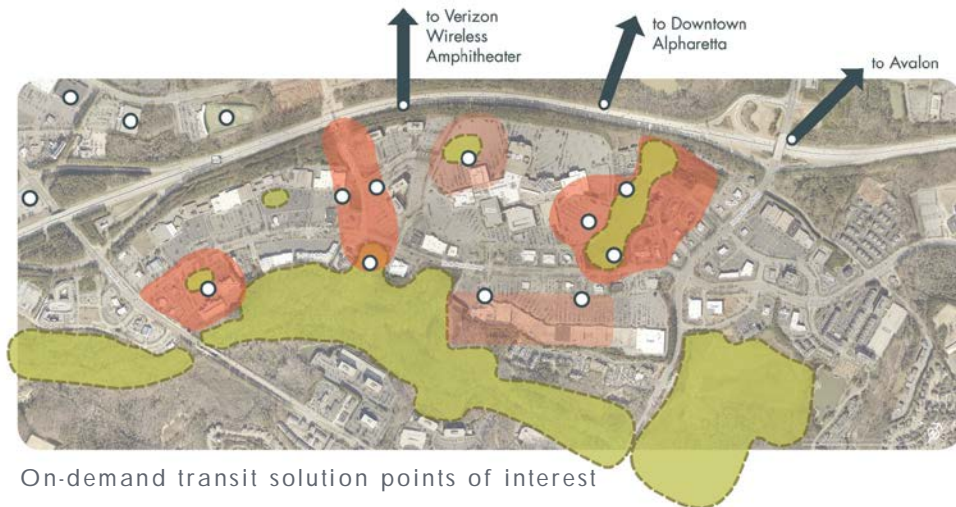
A local example of a multimodal road is the Path Parkway in Atlanta, GA. This new 1.5 mile stretch of cycletrack and dedicated pedestrian corridor was formerly the two southbound lanes of Tech Parkway, which borders the western edge of the Georgia Institute of Technology. Prior to conversion, Tech Parkway was an underutilized four-lane thoroughfare separated by a large landscaped median. To continue to accommodate two-way traffic, the two northbound lanes were re-striped to allow one lane for circulation in either direction. This project sets an important precedent for the possibility of implementing a road diet on an existing roadway and promoting a more walkable and bikable environment by rededicating existing resources. Path Parkway was funded through a joint partnership between Georgia Tech and the Path Foundation.





## 5 INTEGRATING ON-DEMAND TRANSIT OPTIONS

With the advancement of new driverless vehicle technologies in recent years, it is important to explore the impacts and potential benefits these vehicles could have in the North Point area. One recommendation of this plan is for an on-demand, self-driving bus or shuttle service to be evaluated and implemented as an alternative to vehicular travel. The graphic below illustrates the points of interest this type of transit solution would frequently serve, assuming the development framework discussed in Chapters 3 and 4 and taking into account existing points of interest in and around the North Point area.



Local Motors, an American vehicle manufacturing company headquartered in Phoenix, AZ, has created a new on-demand self-driving bus, Olli. Olli buses are digitally manufactured with 3D printing technology, and incorporate the following features:

- Can seat up to 8 passengers
- Typically operates at a speed of 35 mph
- LIDAR capability allows for 360 visibility
- IBM Watson IoT responsive technology enables Olli to recommend nearby attractions
- Customizable for use in a campus environment or in urban contexts
- Sustainable design is environmentally conscious and requires no fossil fuels





# CONCEPT DEVELOPMENT

## THE NORTH POINT ECODISTRICT

### A SHOWCASE OF ENVIRONMENTAL STEWARDSHIP AND SUSTAINABILITY

Establishing measures and standards that would transform North Point into a livable and highly sustainable mixed-use EcoDistrict might prove effective in helping achieve the placemaking, branding, and asset repositioning goals outlined in this report. A future EcoDistrict study should look at strategies and goals to best manage the area's existing assets and natural resources while establishing targets for improving the area's economic vitality and environmental health. Towns and cities nationwide are driving economic development and achieving their placemaking goals through detailed EcoDistrict planning and practices that integrate land use, transportation, and environmental planning with high performance infrastructure, buildings, landscapes and urban design. In other words, an EcoDistrict approach seeks to foster harmony and interaction between people and nature.

### ECODISTRICT STANDARDS

What defines an EcoDistrict? According to the Portland Sustainability Institute,

"An EcoDistrict is a neighborhood or district with a broad commitment to accelerate neighborhood-scale sustainability."

This new concept is intended to spur greater resource efficiency in cities so they can become more sustainable in the future. The Portland Sustainability Institute has developed several performance factors to better define the goals and objectives of EcoDistricts. Examples of these standards include:

- Jobs, housing, goods, and services are sustainably accessed through multimodal transportation options and urban form
- Energy needs met while providing positive environmental benefit
- Water uses create a sustainable water balance between users, infrastructure, and nature
- Urban ecosystems optimize ecosystem services across built and natural environments
- Materials are used and reused for their highest and best purpose
- Active and diverse participation in creating and enjoying the benefits of the programs and places that make a healthy, vital community
- Least impactful across local, regional, and global airsheds
- These characteristics are satisfied at a district-level scale

## FAR-REACHING BENEFITS

Beyond shaping North Point as a more livable and sustainable place, the EcoDistrict could drive economic development in the area by providing incentives to employers involved in environmental sciences, research, and/or lighting manufacturing. New buildings and public spaces may be designed to permit ease of change so that new products and technologies may continuously be demonstrated. The district might host a partnership with Georgia Tech and the University of Georgia to test emerging innovations and provide opportunities for public demonstrations.

By introducing the EcoDistrict concept as a way to approach the projects and initiatives recommended in Chapter 5, North Point could become a new highly sustainable, walkable neighborhood and workplace that connects people to the natural world, reduces costs, reduces environmental footprints, and drives development. As a result, North Point could be reborn as a showcase of sustainability distinct within metro Atlanta.



Landsburgh Park, in Washington, DC



Low-impact development in Washington, DC

## A LAYER OF “ECO” THINKING

Within North Point specifically, the EcoDistrict concept might be realized by applying a layer of “eco” thinking to every investment going forward. For example, the City might consider the following paradigm shifts:

- Incentivizing future energy, stormwater, and transportation infrastructure that meets high-performance metrics and goals
- Encouraging non-motorized mobility by connecting activity nodes, parks, and green spaces with new places to walk and bike
- Promoting more efficient use of buildings by establishing minimum building standards such as LEED, Earth Craft, or similar programs
- Incorporating solar panels and/or use of recycled building materials and geothermal energy
- Constructing urban design guidelines to shape the design of new parks, plazas, and public spaces
- Re-imagining streets with low-impact design principles, including bioswales, stormwater collection, native vegetation, trailing plants, and grasses to provide habitat and nature in concert with vibrant places for people

# CONCEPT DEVELOPMENT

## DESIGN GUIDELINES

### NORTH POINT ACTIVITY CENTER DESIGN GUIDELINES

The North Point Activity Center Design Guidelines, adopted in 2015, serve the purpose of defining and encouraging design principles intended to improve the area's public realm and sense of place. The guidelines recommend new development and redevelopment within commercial areas that foster greater pedestrian connectivity. They also recommend buildings and landscaping that contribute to the physical definition of thoroughfares and public gathering spaces.

With the majority of the North Point Activity Center currently zoned either Planned Shopping Center (PSC), Office-Institutional (O-I), or Community Unit Plan (CUP), these guidelines aim to enhance the design character of these properties without changing their underlying zoning or land use. These elements include placing a limit on the amount of parking and drive aisles between the roadway and building, requiring maximum setbacks instead of minimum setbacks, and requiring streetscape construction.

As the North Point area continues to evolve and plan for the future, it would be beneficial for the City of Alpharetta and key stakeholders to engage in a collaborative effort to add greater detail to the existing design guidelines. The City should build upon aspects that have already generated positive results and incorporate details that have not yet been outlined. For example, including guidelines focused on promoting sustainability such as specifying the use of native species in landscape design or requiring exterior lighting to be compliant with Dark-Sky standards.

### STREET TYPOLOGIES

The North Point Activity Center Design Guidelines also include a typology framework for classifying streets within the area. Corridors are categorized as Type A, B, or C, with corresponding requirements for each. These include setbacks, surface parking requirements, furniture zones buffers, minimum sidewalk widths, and tree and lighting requirements.

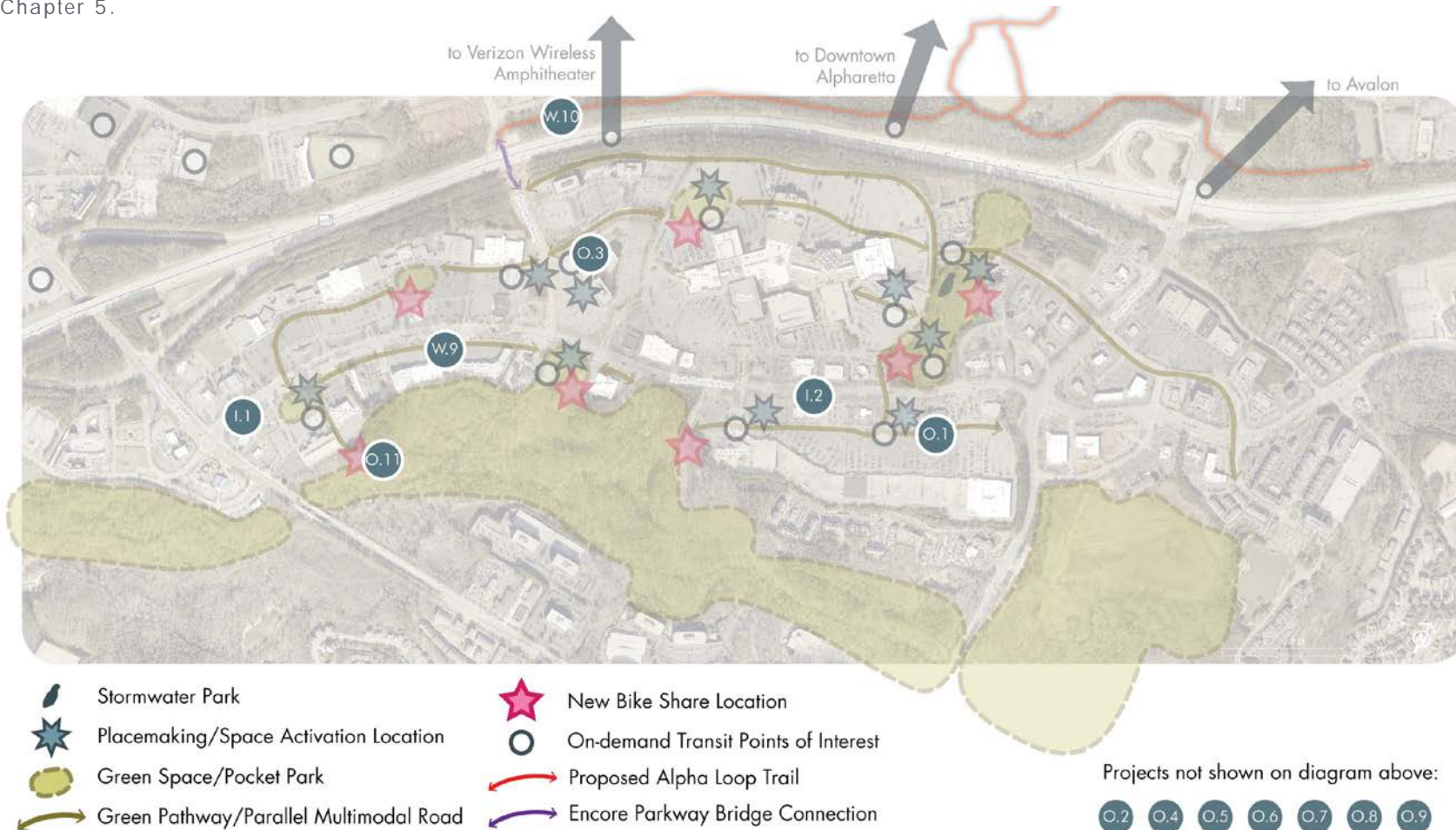
These typology definitions should be applied to the infrastructure improvements recommended in this LCI Update, with additional types added to accommodate new proposed improvements, such as roundabouts, secondary streets interior to new developments, and road diets. A type should also be considered to specifically address multimodal pathway connections. By delineating the proper conditions for each type of street, the North Point area can continue to clarify which streets are intended to accommodate and prioritize pedestrian activity, while preserving arterial roads for vehicular circulation.



# AREA-WIDE PROJECTS AND INITIATIVES

## COMPREHENSIVE DIAGRAM

The diagram below compiles the area-wide initiatives mentioned previously into a single graphic. Additional features are also included such as the Proposed Alpha Loop Trail on the north-side of GA 400, which will connect to the Encore Parkway Bridge Connection. This connection will provide a link across the freeway to this Plan's proposed green pathways and multimodal roads, ultimately reaching as far south as the Big Creek Greenway. Labels with project identification codes are shown and correspond to the Implementation Plan in Chapter 5.





# IMPLEMENTATION PLAN

100-DAY ACTION PLAN  
5-YEAR ACTION PLAN



# IMPLEMENTATION



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

This chapter consists of an implementation and action plan outlining priority projects and initiatives for the North Point study area. Priority projects to be addressed by city staff and local partners at the beginning of the implementation process are identified in the 100-Day Action Plan on the facing page, while the 5-Year Action Plan consists of short-term projects and initiatives on subsequent pages.

Recommendations are organized into sections based on the concept area they pertain to, while comprehensive items are ideas that apply to multiple concept areas or the entire North Point study area.

As in Chapter 4, projects and initiatives are identified with a letter-number identifier. The letter denotes the type or category of improvement and corresponds to the list below, while the numbers are sequential. Within each improvement category (Infrastructure, Green Space, etc.), the projects are ordered by priority based on public and Core Team input.

Project Letter	Category of Improvement
I	Infrastructure
G	Green Space Strategy
W	Walkability
O	Other Initiatives

## 100-DAY ACTION PLAN

The 100-Day Action Plan includes tasks that should be pursued in the first 100 days after this plan is adopted. As a part of the 100-Day Action Plan, the City of Alpharetta should work together with local partners and organizations to identify opportunities for collaboration and define the projects and initiatives for which they would like to take a leading or major partnership role.

Tasks	
1	As a part of plan adoption, incorporate the LCI Update into the City of Alpharetta's Comprehensive Plan.
2	Review and revise the City of Alpharetta's Unified Development Code to allow residential uses within properties zoned Planned Shopping Center (PSC) and other appropriate regulatory changes consistent with the updated LCI Update.
3	Meet with local partners and organizations to determine potential opportunities for their collaboration and involvement in the green space and public art projects and initiatives included in the project lists.
4	Continue to gather information from area property owners and market available properties in key locations.
5	Continue to educate area businesses, property owners, residents, and developers on the plan's recommendation for a shift from an auto-centric, retail corridor to an area that promotes sustainability specifically through an increased focus on walkability and quality retail.
6	Incorporate green space projects and initiatives into the City of Alpharetta's Parks and Recreation Plan.
7	Identify potential grant funding for the active stormwater park.
8	Develop the scope for a study focused on creating a branding plan for the North Point area.
9	Monitor the Fulton County Transit Master Plan and state legislation, which may impact transit services in the North Point area.
10	For road diet projects, consider short-term re-striping or other tactical interventions as demonstration projects or a first phase of implementation.

# IMPLEMENTATION

## 5-YEAR ACTION PLAN

### CONCEPT-SPECIFIC PROJECTS AND INITIATIVES

#	Applicable Area	Name	Description
INFRASTRUCTURE			
I.10	North Point Park	North Point Circle Road Diet	Convert North Point Circle Road along the park's edge to prioritize bicycle and pedestrian circulation in addition to vehicular by reducing the roadway from four to two lanes. This new allocation of roadway can serve as a model for the remainder of North Point Circle Road. (1,500 linear feet)
I.3	Lower Mansell	Parallel Road Connection	Construct a parallel road to North Point Parkway between developments (10,600 linear feet)
I.5	Encore Parkway	Road Extension	Extend North Point Center East roadway between new developments (1,200 linear feet)
I.8	North Point Park	North Point Mall Entrance Road Extension	Extend North Point Mall Entrance Road north to increase connectivity throughout mall development (1,350 linear feet)
I.9	North Point Park	North Point Drive Road Extension	Extend North Point Drive to new roundabout connection
I.7	Encore Parkway	Secondary Streets	Introduce new secondary streets to develop a more connective network between the east and west sides of Encore Parkway (700 linear feet)
I.6	Encore Parkway	New Roundabout	Add a roundabout west of Encore Parkway to connect new intervening streets
I.12	North Point Park	Secondary Streets	Introduce new secondary streets to develop a more connective network throughout the site (2,025 linear feet)
I.11	North Point Park	New Roundabout	Add a roundabout to connect new intervening streets on existing mall surface parking
I.4	Lower Mansell	New Roundabout	Add a roundabout at the existing Unnamed Road traversing the site north-south



Type of Improvement	Engineering/ Design		Construction		Total Project Cost	Funding			
	Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
INFRASTRUCTURE									
Infrastructure	2019	\$100,000-\$150,000	2011-2022	\$500,000-\$1,000,000	\$600,000-\$1,150,000	Developer, City	Private	City of Alpharetta	TBD
Infrastructure	2020	\$50,000-\$100,000	2022	\$500,000	\$550,000-\$600,000	Developer/City	Private	City of Alpharetta	TBD
Infrastructure	2020	\$200,000-\$400,000	2022	\$2,000,000-\$3,000,000	\$2,200,000-\$3,400,000	Developer, City	Private	City of Alpharetta	TBD
Infrastructure	2022	\$100,000-\$200,000	2024	\$1,000,000-\$1,500,000	\$1,100,000-\$1,700,000	Developer, City	Private	City of Alpharetta	TBD
Infrastructure	2022	\$50,000-\$100,000	2024	\$500,000	\$550,000-\$600,000	Developer, City	Private	City of Alpharetta	TBD
Infrastructure	*	\$50,000-\$100,000	*	\$700,000	\$750,000-\$800,000	Developer	Private	N/A	N/A
Infrastructure	*	\$100,000-\$300,000	*	\$1,000,000-\$2,000,000	\$1,100,000-\$2,300,000	Developer	Private	N/A	N/A
Infrastructure	*	\$100,000-\$250,000	*	\$1,000,000-\$1,500,000	\$1,100,000-\$1,750,000	Developer	Private	N/A	N/A
Infrastructure	*	\$100,000-\$300,000	*	\$1,000,000-\$2,000,000	\$1,100,000-\$2,300,000	Developer	Private	N/A	N/A
Infrastructure	*	\$100,000-\$300,000	*	\$1,000,000-\$2,000,000	\$1,100,000-\$2,300,000	Developer	Private	N/A	N/A

\*Timeline depends on private development

# IMPLEMENTATION

## 5-YEAR ACTION PLAN (CONTINUED)

### CONCEPT-SPECIFIC PROJECTS AND INITIATIVES

#	Applicable Area	Name	Description
GREEN SPACE STRATEGY			
G.3	Encore Parkway	Greenway Gateway	Leverage the property at the south-end of Encore Parkway as an opportunity to provide public open space and enhance access to the Big Creek Greenway
G.5	North Point Park	Stormwater Park	Leverage existing stormwater detention area for new large-scale community park/open space
G.6	North Point Park	Green Corridor Connection to the Mall	Introduce green corridor between buildings connecting new stormwater park with existing mall
G.7	North Point Park	Pocket Park	Include new pocket park adjacent to existing mall connecting the to new green corridor
G.1	Lower Mansell	Active Pocket Park	Create a residential pocket park with outdoor exercise equipment and other active park details
G.2	Lower Mansell	Linear Park/Greenway Connector	Implement a landscaped linear park between properties and tying into the Greenway on the south side of the site
G.4	Encore Parkway	Active Pocket Parks	Incorporate pocket parks to reinvestment efforts on the west side of Encore Parkway, including temporary and permanent activities, equipment, and programming to give each park a unique identity and purpose

Type of Improvement	Engineering/ Design		Construction		Total Project Cost	Funding			
	Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
GREEN SPACE STRATEGY									
Green Space Strategy	2019	\$700,000-\$800,000	2022	\$8,000,000-\$10,000,000	\$8,700,000-\$10,800,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$1,740,000-\$2,160,000
Green Space Strategy	2019	\$1,500,000-\$2,000,000	2022	\$20,000,000-\$25,000,000	\$21,500,000-\$27,000,000	Developer, City	Private	City of Alpharetta	TBD
Green Space Strategy	*	\$100,000-\$150,000	*	\$1,500,000	\$1,600,000-\$1,650,000	Developer	Private	N/A	N/A
Green Space Strategy	*	\$150,000-\$250,000	*	\$3,000,000	\$3,150,000-\$3,250,000	Developer	Private	N/A	N/A
Green Space Strategy	*	\$150,000-\$200,000	*	\$2,000,000	\$2,150,000-\$2,200,000	Developer	Private	N/A	N/A
Green Space Strategy	*	\$100,000-\$150,000	*	\$1,500,000	\$1,600,000-\$1,650,000	Developer	Private	N/A	N/A
Green Space Strategy	*	\$200,000-\$300,000	*	\$3,500,000	\$3,700,000-\$3,800,000	Developer	Private	N/A	N/A

\*Timeline depends on private development

# IMPLEMENTATION

## 5-YEAR ACTION PLAN (CONTINUED)

### CONCEPT-SPECIFIC PROJECTS AND INITIATIVES

#	Applicable Area	Name	Description
WALKABILITY			
W.8	North Point Park	South Trail Connection	New multiuse trail connection extending south across North Point Parkway to connect between developments and Big Creek Greenway (2,200 linear feet)
W.5	Encore Parkway	Parallel Trail Pathway	Construct a multiuse path situated parallel to GA 400 (1,700 linear feet)
W.7	North Point Park	West Trail Connection	New multiuse trail connection extending west along the north-end of the mall and parallel to GA 400 (3,600 linear feet)
W.3	Encore Parkway	West Trail Connection	Connect the new pocket park to the west with a multiuse trail through existing surface parking (700 linear feet)
W.1	Lower Mansell	Trail Across North Point Parkway	Connect the Lower Mansell area with properties to the north by constructing a multiuse trail connection across North Point Parkway (1,300 linear feet)
W.6	North Point Park	East Trail Connection	New multiuse trail connection extending east along North Point Drive towards Haynes Bridge Road and beyond (2,000 linear feet)
W.2	Lower Mansell	East Trail Connection	Construct a multiuse trail extending east to connect to existing hotel property and beyond (900 linear feet)
W.4	Encore Parkway	East Trail Connection	Construct a multiuse trail extending east to connect along North Point Center East roadway (1,200 linear feet)
OTHER INITIATIVES			
O.6	North Point Park	New Amphitheater	Construct a new amphitheater for gathering/flexible event space within the new stormwater park
O.7	North Point Park	Space Activation Strategy	Evaluate potential strategies to activate the new park space daily with a variety of initiatives and events



Type of Improvement	Engineering/ Design		Construction		Total Project Cost	Funding			
	Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
WALKABILITY									
Walkability	2019	\$50,000-\$100,000	2022	\$500,000-\$700,000	\$550,000-\$800,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$110,000-\$160,000
Walkability	2019	\$75,000	2021-2022	\$500,000	\$575,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$115,000
Walkability	2019	\$100,000-\$150,000	2021-2022	\$500,000-\$1,000,000	\$600,000-\$1,150,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$120,000-\$230,000
Walkability	2021	\$50,000	2024	\$150,000-\$250,000	\$200,000-\$300,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$40,000-\$60,000
Walkability	*	\$50,000	*	\$500,000	\$550,000	Developer	Private	N/A	N/A
Walkability	*	\$75,000	*	\$500,000	\$575,000	Developer	Private	N/A	N/A
Walkability	*	\$50,000	*	\$200,000-\$300,000	\$250,000-\$350,000	Developer	Private	N/A	N/A
Walkability	*	\$50,000	*	\$150,000-\$250,000	\$200,000-\$300,000	Developer	Private	N/A	N/A
OTHER INITIATIVES									
Other Initiative	2019	\$100,000-\$200,000	2022	\$500,000-\$1,000,000	\$600,000-\$1,200,000	City	City of Alpharetta	City of Alpharetta	\$600,000-\$1,200,000
Other Initiative	2020	\$150,000-\$200,000	2022	N/A	\$150,000-\$200,000	City	City of Alpharetta	City of Alpharetta	\$150,000-\$200,000

\*Timeline depends on private development

# IMPLEMENTATION

## 5-YEAR ACTION PLAN

### AREA-WIDE PROJECTS AND INITIATIVES

#	Applicable Area	Name	Description
INFRASTRUCTURE			
I.1	Area-wide	Streetscape Upgrades: North Point Parkway	Corridor enhancements along North Point Parkway, including pedestrian sidewalk widening, installation of pedestrian lighting, and street trees to form a cohesive streetscape
I.2	Area-wide	Streetscape Upgrades: Existing Roadways	Corridor enhancements along all secondary existing roadways within the North Point Study Area, including pedestrian sidewalk widening, installation of pedestrian lighting, and street trees to form a cohesive streetscape.
WALKABILITY			
W.9	Area-wide	Green pathways and multimodal streets	Incorporate green pathways and multimodal parallel streets where possible to connect popular destinations
W.10	Area-wide	Alpha Loop/Encore Parkway Bridge Connection	Incorporate multi-use trail connection between the Alpha Loop and the Big Creek Greenway, connecting through the Georgia 400 buffer between the 360 Tech Village development and Encore Parkway (4,000 linear feet)
OTHER INITIATIVES			
O.1	Area-wide	Public Art Program	Consider opportunities for interactive public art installations that effectively activate public spaces
O.2	Area-wide	Development of New Architectural Standards	Develop unifying architectural and design standards to re-brand the area and reinforce its identity
O.3	Area-wide	Implement Olli/Autonomous Bus Service	Evaluate and implement an on-demand, self-driving bus or shuttle service as an alternative to vehicular travel throughout the study area

\*In the table above, “—” appears in situations where further information is needed to determine costing.

Type of Improvement	Engineering/Design		Construction		Total Project Cost	Funding			
	Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
INFRASTRUCTURE									
Infrastructure	2022	\$1,000,000-\$3,000,000	2024	\$15,000,000-\$20,000,000	\$16,000,000-\$23,000,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$3,200,000-\$4,600,000
Infrastructure	2023	\$500,000-\$1,500,000 (per mile)	2025	\$5,000,000-\$10,000,000 (per mile)	\$5,500,000-\$11,500,000 (per mile)	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$1,100,000-\$2,300,000 (per mile)
WALKABILITY									
Walkability	2022	Varies	2024	Varies	Varies	City	City of Alpharetta, ARC/Federal	City of Alpharetta	Varies
Walkability	2020	\$150,000-\$200,000	2022-2023	\$2,025,000-\$2,700,000	\$2,175,000-\$2,900,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$435,000-\$580,000
OTHER INITIATIVES									
Other Initiative	2020	\$100,000	—	—	\$100,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$50,000
Other Initiative	2019	\$50,000	—	—	\$50,000	City	City of Alpharetta	City of Alpharetta	\$50,000
Other Initiative	2022	\$1,000,000	—	—	\$1,000,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$1,000,000

# IMPLEMENTATION

## 5-YEAR ACTION PLAN (CONTINUED)

### AREA-WIDE PROJECTS AND INITIATIVES

#	Applicable Area	Name	Description
O.4	Area-wide	Development of New Sustainable Design Alternatives	Promote the use of eco-friendly alternatives and sustainable design elements/interventions as redevelopment occurs
O.5	Area-wide	Reevaluate Parking Requirements	Study existing parking and right-size parking for the district
O.6	Area-wide	Update Planned Shopping Center (PSC) Zoning	Update the City of Alpharetta's Unified Development Code to allow residential uses within properties zoned PSC
O.7	Area-wide	Development of Placemaking Best Practices	Pursue a study focused on the development of critical items to support placemaking, public space, and new design guidelines
O.8	Area-wide	District-wide Rebranding Effort	Pursue a study focused on rebranding the district by developing place-based strategies including unified wayfinding and signage standards
O.9	Area-wide	Support Transit Investments	Continue to prioritize increased connectivity in the district by supporting new transit investments, specifically bus shelters at existing bus stops
O.11	Area-wide	Expansion of Bike Share Program	Expand existing bike share program by adding locations consistent with new development in the district for maximum coverage of the area

\*In the table above, "—" appears in situations where further information is needed to determine costing.



Type of Improvement	Engineering/Design		Construction		Total Project Cost	Funding			
	Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
Other Initiative	2020	\$50,000	—	—	\$50,000	City	City of Alpharetta, ARC/Federal	City of Alpharetta	\$25,000
Other Initiative	2019	\$80,000	—	—	\$80,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$80,000
Other Initiative	2018	\$40,000	—	—	\$40,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$40,000
Other Initiative	2019	\$50,000	—	—	\$50,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$50,000
Other Initiative	2019	\$150,000	—	—	\$150,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$150,000
Other Initiative	2020	\$50,000	—	—	\$50,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$25,000
Other Initiative	2022	\$100,000	—	—	\$100,000	City of Alpharetta	City of Alpharetta, ARC/Federal	City of Alpharetta	\$50,000