

# NORTHPOINT

— LIVABLE CENTERS INITIATIVE PLAN —  
2017 UPDATE

CITY COUNCIL MEETING | FEBRUARY 21, 2018

## PROJECT SCHEDULE



# PREVIOUS PLANNING EFFORTS

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NORTH POINT ACTIVITY CENTER LCI (2008)

ALPHARETTA 2030 COMPREHENSIVE PLAN

CITY OF ALPHARETTA RENTAL HOUSING STUDY (2015; update in 2016)

ALPHARETTA COMPREHENSIVE LAND USE PLAN UPDATE (2016)

# DEVELOPMENT ACTIVITY

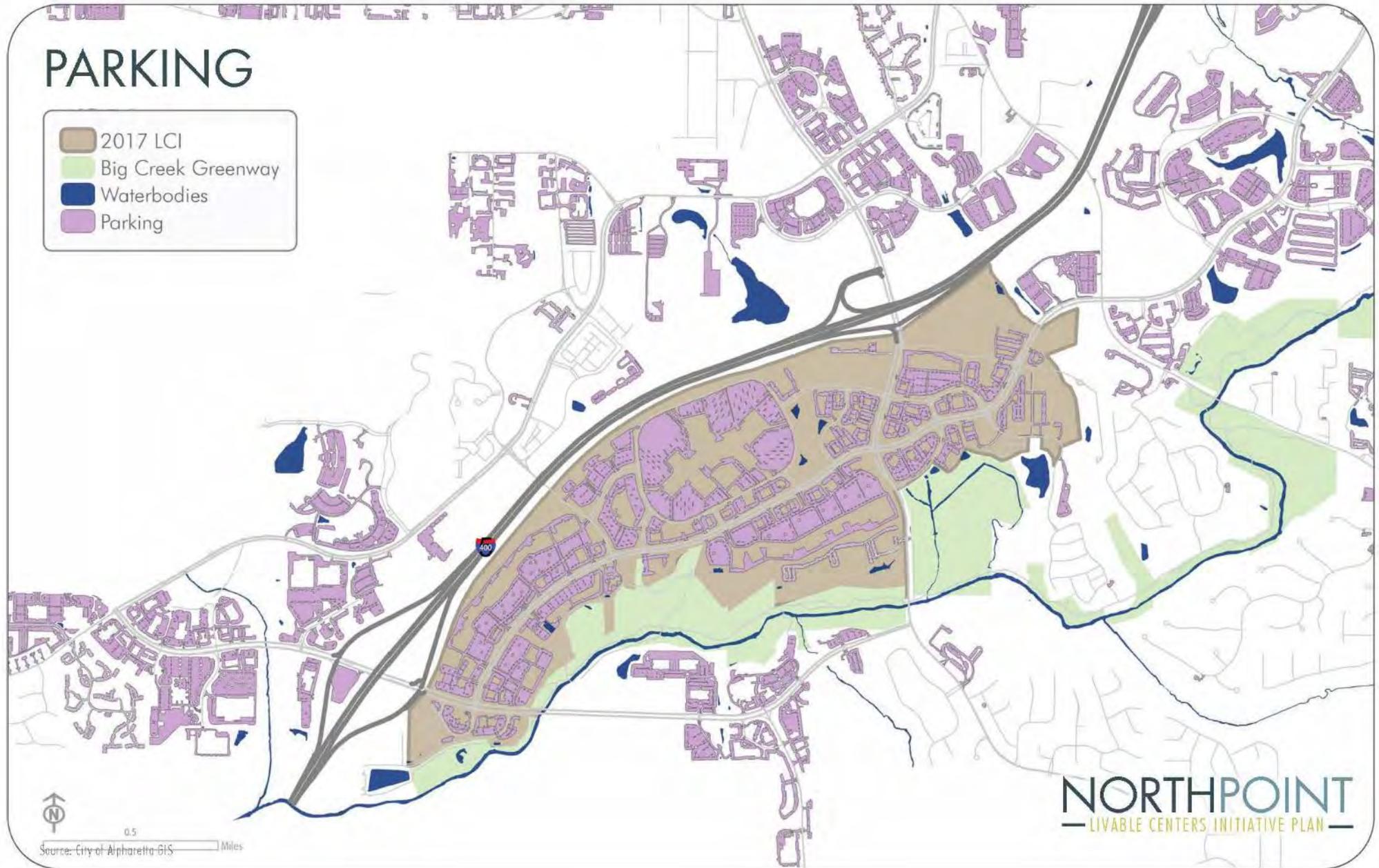
- 2017 LCI
- Original LCI Boundary
- Developments of Regional Impact
- 2008 to 2017 Changes
- Approved
- Construction



**NORTHPOINT**  
LIVABLE CENTERS INITIATIVE PLAN

Source: City of Alpharetta GIS

# PARKING



**NORTHPOINT**  
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# PUBLIC WORKSHOP #1



**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 lined by street fronting buildings.

**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.

## ESTIMATED SHORT-TERM DEVELOPMENT MIX

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

Source: Bleakly Advisory Group Market Analysis

# PUBLIC WORKSHOP #2

## FUTURE DEVELOPMENT ACTIVITY



## GREEN SPACES AND CONNECTIONS



- Incorporates additional green space into the district
- Ties new green spaces to Big Creek Greenway
- Focuses on two primary opportunities:
  - Greenway Gateway at terminus of Encore Parkway
  - Large green space adjacent to the mall

## 1<sup>ST</sup> TIER PROJECT FOCUS AREAS



- 1<sup>st</sup> Tier Project Focus Areas:
  - 1: Lower Mansell
  - 2: Encore Parkway Corridor
  - 3: North Point Mall Area/Park

## 2<sup>ND</sup> TIER PROJECT FOCUS AREAS



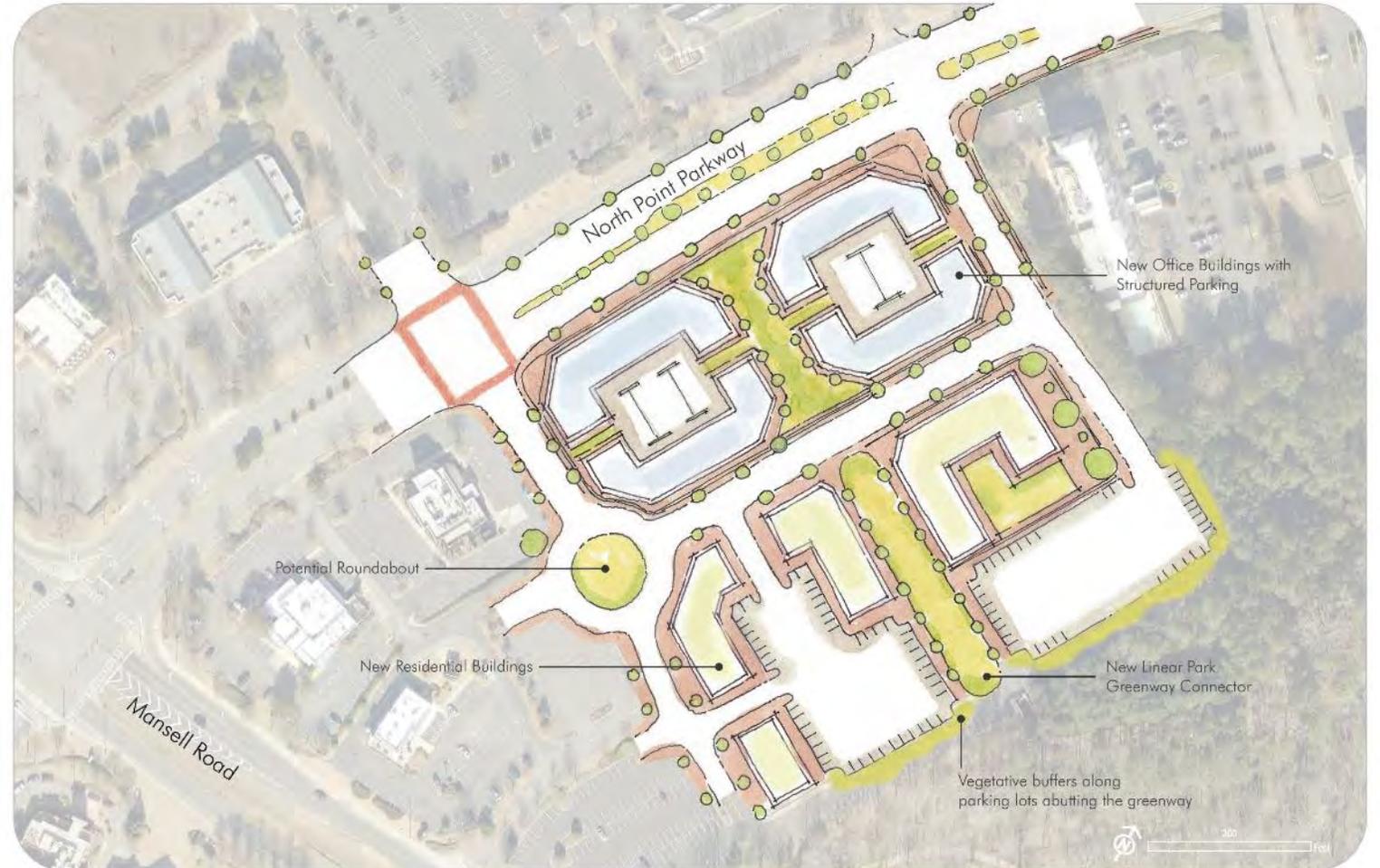
- 2<sup>nd</sup> Tier Project Focus Areas:
  - 1: Northwest Mall Area
  - 2: Off-Road Pedestrian Path/Retail Center Infill

1. CONCEPT RENDERINGS (Future Private Investment)
2. CONCEPT-SPECIFIC PROJECTS AND INITIATIVES  
(Potential Public and/or Partnership Investments)
3. AREA-WIDE PROJECTS AND INITIATIVES
4. NORTH POINT ECODISTRICT BRAND

## LOWER MANSELL



- 14 acre site
- 1 property owner
- Currently zoned Planned Shopping Center (PSC)
- AMC Theater, Barnes & Noble, surface parking lot
- Proximity to Big Creek Greenway
- Incorporates green pathways, pocket parks, new residential and office
- New secondary streets and roundabout





# CONCEPT DEVELOPMENT

## ENCORE PARKWAY



- 29 acre site
- Currently zoned Planned Shopping Center (PSC)
- Presently surface parking lots and Wells Fargo Bank
- Leverages Encore Parkway Bridge investment
- Incorporates green pathways, pocket parks, new mixed use, office, and residential with active ground floor uses
- New gateway to Big Creek Greenway



# CONCEPT DEVELOPMENT

## ENCORE PARKWAY



Hillsboro Center, Nashville, TN



The Gulch, Nashville, TN



- Road Extensions
- New Roundabout
- Secondary Streets
- Greenway Gateway
- Active Pocket Parks
- West Trail Connection
- East Trail Connection
- Parallel Trail Pathway
- Likely mix of office, residential, and retail development
- New Structured Parking

# CONCEPT DEVELOPMENT

## NORTH POINT PARK



- 48 acre site
- Currently zoned Planned Shopping Center (PSC)
- Presently surface parking surrounding the mall and detention pond area
- North Point Park is envisioned to be a large-scale green focal point with active stormwater pond event space
- Incorporates green pathways, pocket parks, new mixed use, office, and residential with active ground floor uses
- Secondary streets create walkable blocks



# CONCEPT DEVELOPMENT

## NORTH POINT PARK



Old Fourth Ward Park, Atlanta, GA



Northgate Mall, Antioch, TN



- North Point Mall Entrance Road Extension
- North Point Drive Road Extension
- North Point Circle Road Diet
- New Roundabout
- Secondary Streets
- Stormwater Park
- Green Corridor Connection to the Mall
- Pocket Parks
- East Trail Connection
- West Trail Connection
- South Trail Connection
- Infill Development on the Mall Property
- Develop Park Edges with Active Uses
- Space Activation Strategy

## 1. CONSTRUCTING STORMWATER PARK GATHERING AND EVENT SPACE



- Concept suggests converting existing stormwater detention area east of the mall
- New active stormwater facility to serve as a focal green space for the district
- New amphitheater or other event space for large-scale community gatherings



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



- Consumers are demanding new spaces that create memorable experiences
- Strategies include: interactive public art, outdoor dining, fitness playgrounds, and permanent and temporary installations that support recreation, social interaction, and relaxation
- Potential spaces for activation (blue stars)



## 3. MAXIMIZING THE GREENWAY AS A DISTRICT AMENITY

- 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 to add visibility and access to and from the greenway
- Where necessary, provide vegetative buffers to preserve natural features and wildlife
- Require green spaces to be included in residential developments



## 4. INCORPORATING GREEN PATHWAYS AND PARALLEL MULTIMODAL ROADS



- Allow bicycle and pedestrian traffic to move safely about the area, limiting potential conflicts with cars
- Suggested pathway connections shown with green lines above
- Potential new bike share locations (pink stars)
- Can run parallel to existing roadways or be incorporated into existing surface parking lots



## 5. INTEGRATING ON-DEMAND TRANSIT SOLUTIONS



- Evaluate an on-demand self-driving bus or shuttle service as an alternative to vehicular travel
- Olli as an option to study
- Frequent points of interest in the district are mapped above



# THE NORTH POINT ECODISTRICT

“AN ECODISTRICT IS A NEIGHBORHOOD OR DISTRICT WITH A BROAD COMMITMENT TO ACCELERATE NEIGHBORHOOD-SCALE SUSTAINABILITY.”

- Incentivizing high-performance energy, stormwater, and transportation infrastructure
- Encouraging non-motorized mobility
- Connecting activity nodes, parks, and green spaces
- Establishing minimum building standards (LEED, Earth Craft)
- Incorporating solar panels or recycled materials
- Creating urban design guidelines
- Re-imagining streets with low-impact design principles (bioswales, stormwater collection, native vegetation, etc.)

EcoDistrict planning is helping towns and cities nationwide drive their economic development and achieve their placemaking goals.



## PRIORITY PROJECTS

### INFRASTRUCTURE

- North Point Circle Road Diet (I.10)
- Lower Mansell Parallel Road Connection (I.3)
- Encore/North Point Center Road Extension (I.5)

### GREEN SPACE STRATEGY

- North Point Park Stormwater Park (G.5)
- Encore Parkway Greenway Gateway (G.3)

### WALKABILITY

- North Point Park West Trail Connection (W.7)
- North Point Park South Trail Connection (W.8)
- Encore Parkway Parallel Trail Pathway (W.5)
- Alpha Loop/Encore Parkway Bridge Connection (W.10)

### OTHER INITIATIVES

- Update PSC Zoning (O.6)
- Reevaluate Parking Requirements (O.5)
- District-wide Rebranding Effort (O.8)
- Development of Placemaking Best Practices (O.7)
- Development of New Architectural Standards (O.2)
- North Point Park Community Gathering Space (O.6)

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

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