# Creative Placemaking Plan for North Point Area

**Public Meeting #2** 

Alpharetta, GA

April 30, 2019



#### **SCHEDULE & STATUS UPDATE**

PROJECT SCHEDULE

 NOV
 DEC
 JAN
 FEB
 MAR
 APR
 MAY
 JUN
 JUL
 AUG

**WE ARE HERE** 

#### 1. COORDINATE, ANALYZE, ENGAGE

- Design Work Plan & Detailed Schedule
- Develop Community Engagement Process
- Existing Plan & Data Review
- Discover the North Point Area
- Conduct Existing Conditions Analysis
- Identify Opportunities & Challenges
- Establish Benchmarking & Best Practices
- Conduct Public Meeting #1

#### Task 1 Meetings

- Initial Client Meeting
- Project Management Team Meeting #1 & #2
- Stakeholder Group Meetings
- Public Meeting #1

#### Task 1 Deliverables

- Work Plan, Project Schedule, Public Engagement Plan
- Project Management Team Presentations
- Stakeholder Inventory & Initial Assessment
- Benchmarking & Best Practices Summary Report
- Public Meeting Deliverables & Input Summary Memo

## 2. PLAN DEVELOPMENT

- Develop Draft Recommendations
- Review & Present Draft Placemaking Plan Concepts
- Conduct Public Meeting #2

#### Task 2 Meetings

- Project Management Team Meeting #3
- Public Meeting #1

#### Task 2 Deliverables

- Draft Placemaking Plan
- Presentation Materials

## 3. FINALIZE PLAN

- Develop Draft Plan
- Host Public Meeting #3
- Prepare Final Plan
- Deliver Final Plan

#### Task 3 Meetings

- Project Management Team Meeting #4
- Public Meeting #3

#### Task 3 Deliverables

- Draft Plan Document (in PDF form)
- Public Meeting #3 Materials
- Final Plan Document with Supporting Appendices, Concept Plans, & Typical Sections (in PDF form)
- Supporting Graphics & Data in Original Formats



#### **PLACEMAKING**

**KEY ISSUES** 

#### **BUILD VALUE**

HOW DO WE CREATE
LONG-TERM ECONOMIC
COMPETITIVENESS AND HIGH
QUALITY OF LIFE?

#### **BUILD ON ASSETS**

HOW DO WE CREATE A
PLACE THAT IS UNIQUELY
ALPHARETTA AND UNIQUELY
NORTH POINT?

#### **BUILD FOR PEOPLE**

HOW DO WE CREATE AN ENVIRONMENT THAT IS SAFE, ACCESSIBLE, WALKABLE, AND CONNECTED?



STAKEHOLDER INPUT

**When:** December 17-19, 2018

What: Twelve Interviews

Who: City Staff, Advocacy Groups, &

**Elected Officials** 

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

Right now, North Point isn't viewed as a premier location or opportunity."

66

Let's focus on parks, environment, and entertainment to make a family-friendly destination."

Over the next few decades, we will - by necessity - become our own urban center."

PUBLIC MEETING #1

**When:** January 23, 2019

What: Open House Meeting

Who: 40+ Attendees











PUBLIC MEETING #1

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

56

A lot of new people that drive should not have a license – they don't know how."

56

Encourage green space and living at North Point."

66

Family-friendly, sense of community, greenway, unique."

66

[I want] a reason to not go to Avalon or Downtown."

"

Walkable green space, less asphalt, a 'wow' factor!"

PUBLIC MEETING #1

What positive qualities draw people to the North Point area and encourage them to stay?

- 1. Shopping
- 2. Dining
- 3. Big Creek Greenway

What are the strengths and assets around which we can build future placemaking ideas?

- 1. Surface Parking
- 2. Green Space
- 3. Public Art

What aspects of the North Point Area need improvement?

- 1. More Walkable/Bikeable/Transit
- 2. More Green Space
- 3. Less Asphalt

What features and amenities could best support or encourage North Point as an area for living, working and playing?

- 1. Activated Public & Private Spaces
- 2. Mixed-Use & Housing Development
- 3. Outdoor Recreation Opportunities

#### North Point is Vibrant!

Link to Regional and Multimodal Transportation

#### North Point is Walkable!

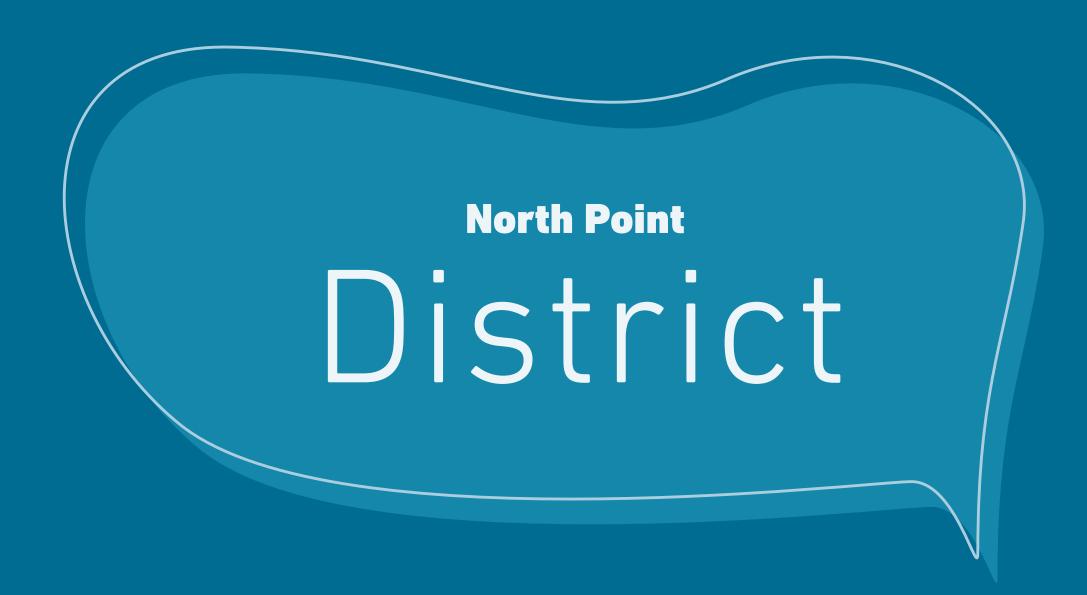
**Enhance the Trails and Greenways Network** 

#### North Point is Green!

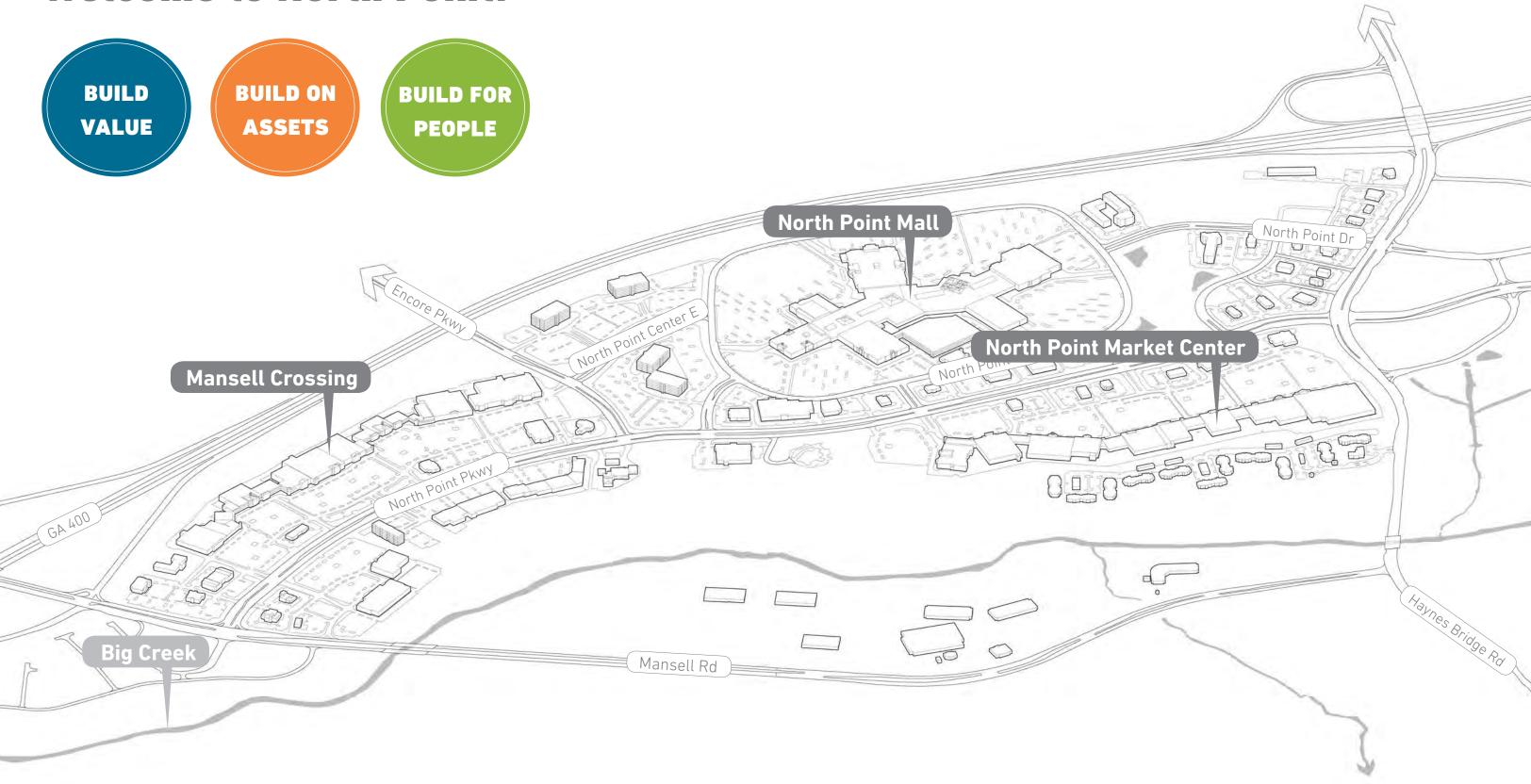
**Embrace Your Green Assets** 

#### North Point is Livable!

Create the Infrastructure for Long-Term Value



#### **Welcome to North Point!**

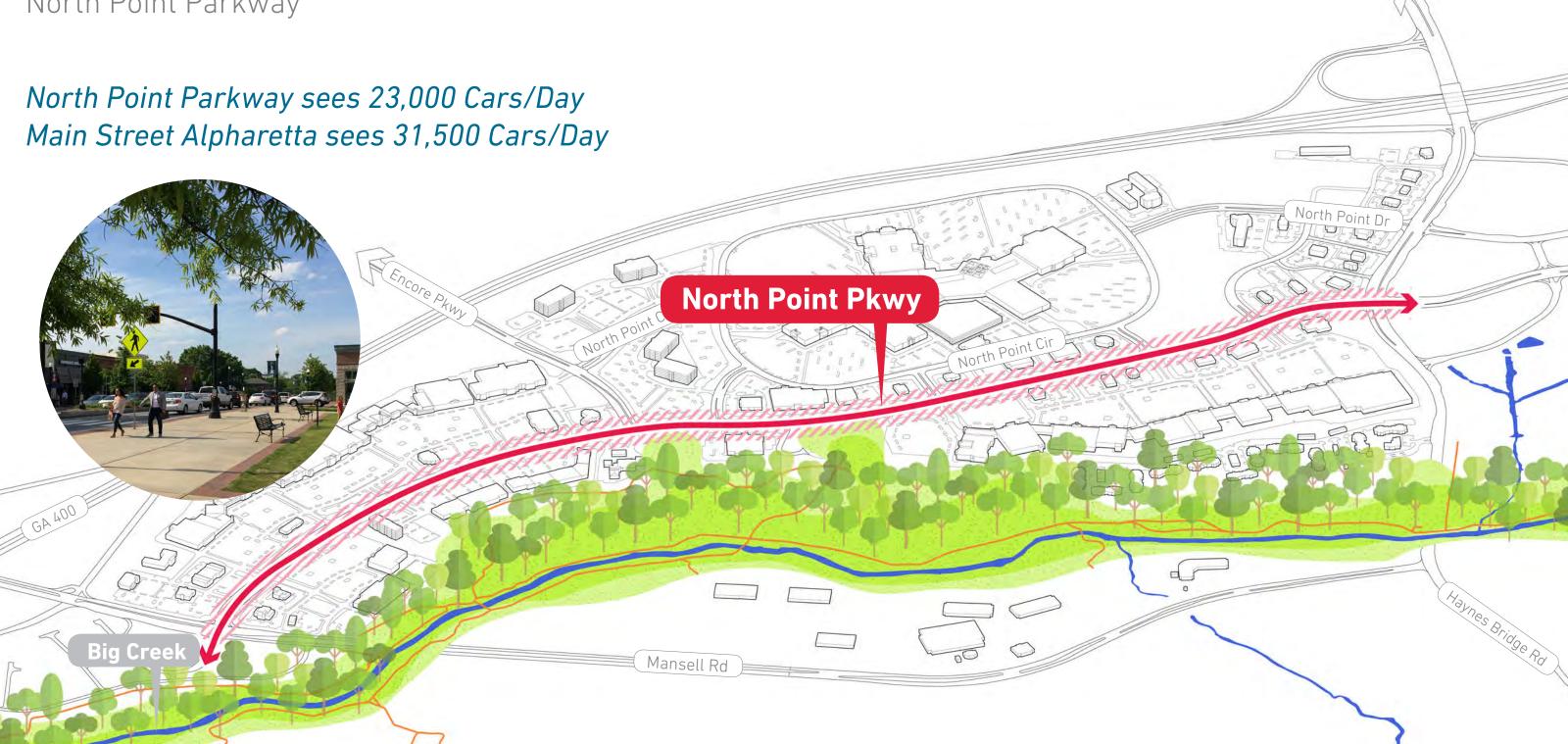


Trails and Greenways

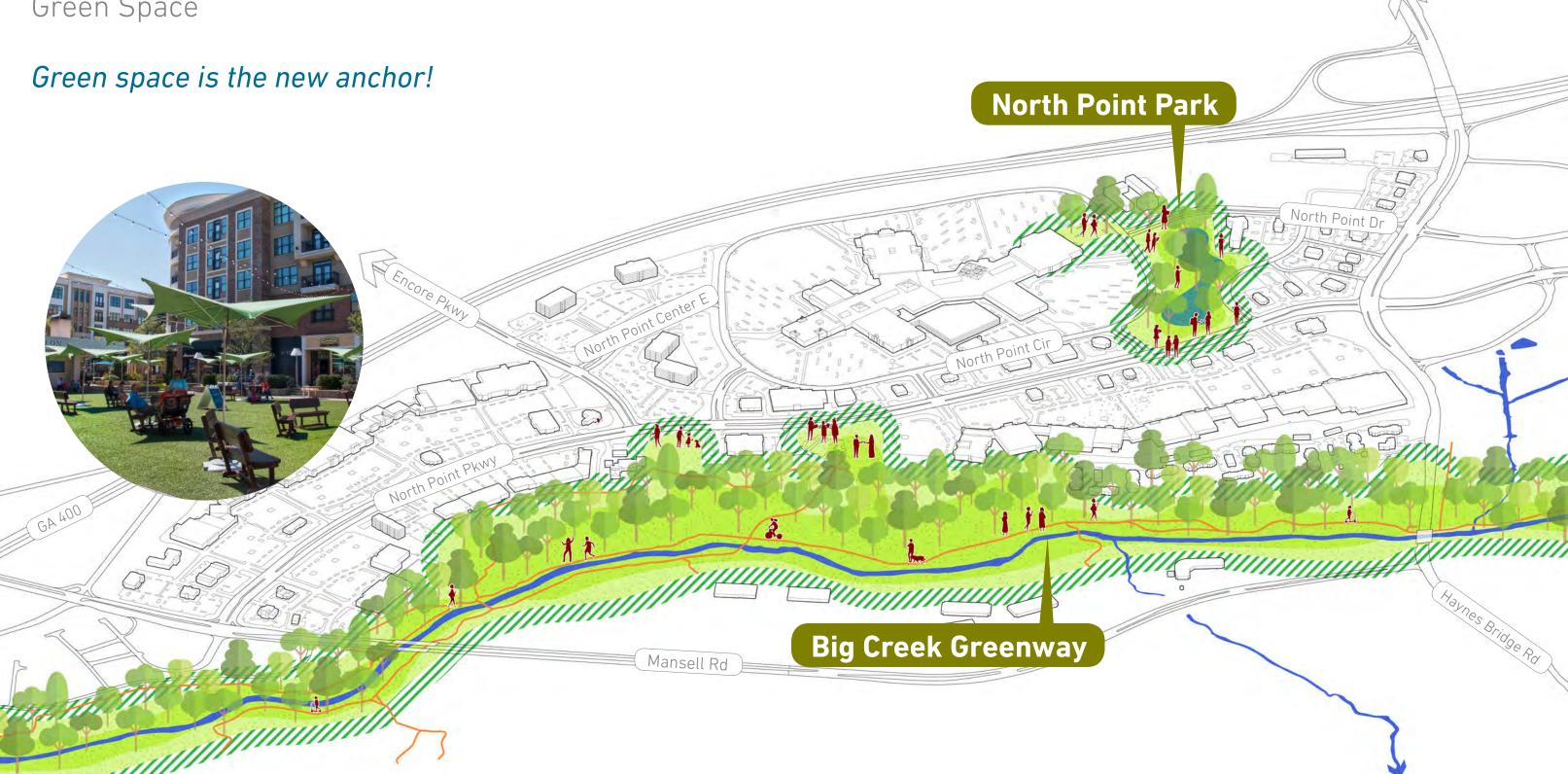
"Nearly half of all car trips are less than 3 miles and more than a quarter are one mile or less" Alpha Loop **Big Creek Greenway** 



North Point Parkway



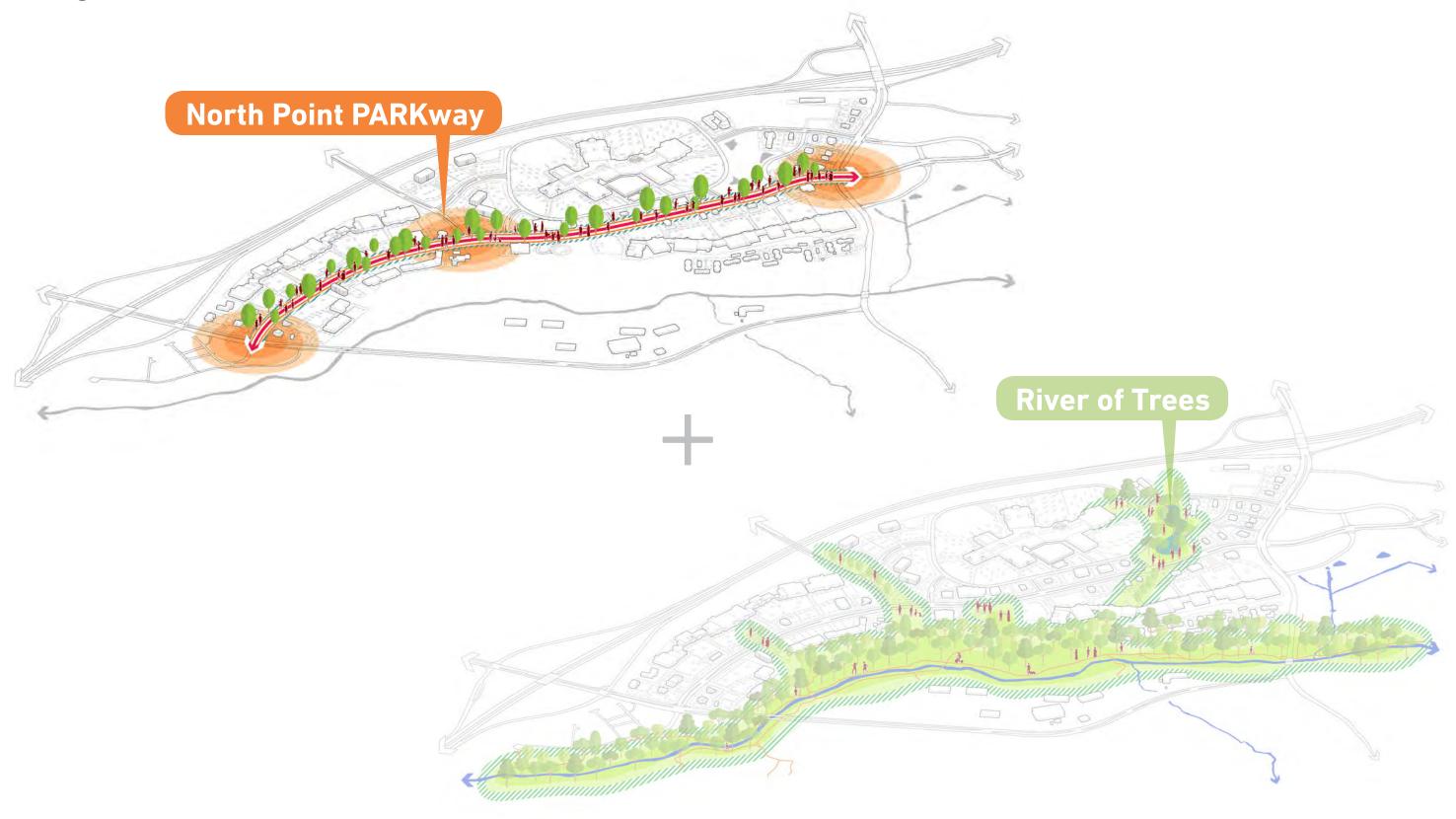
Green Space



Two Big Moves

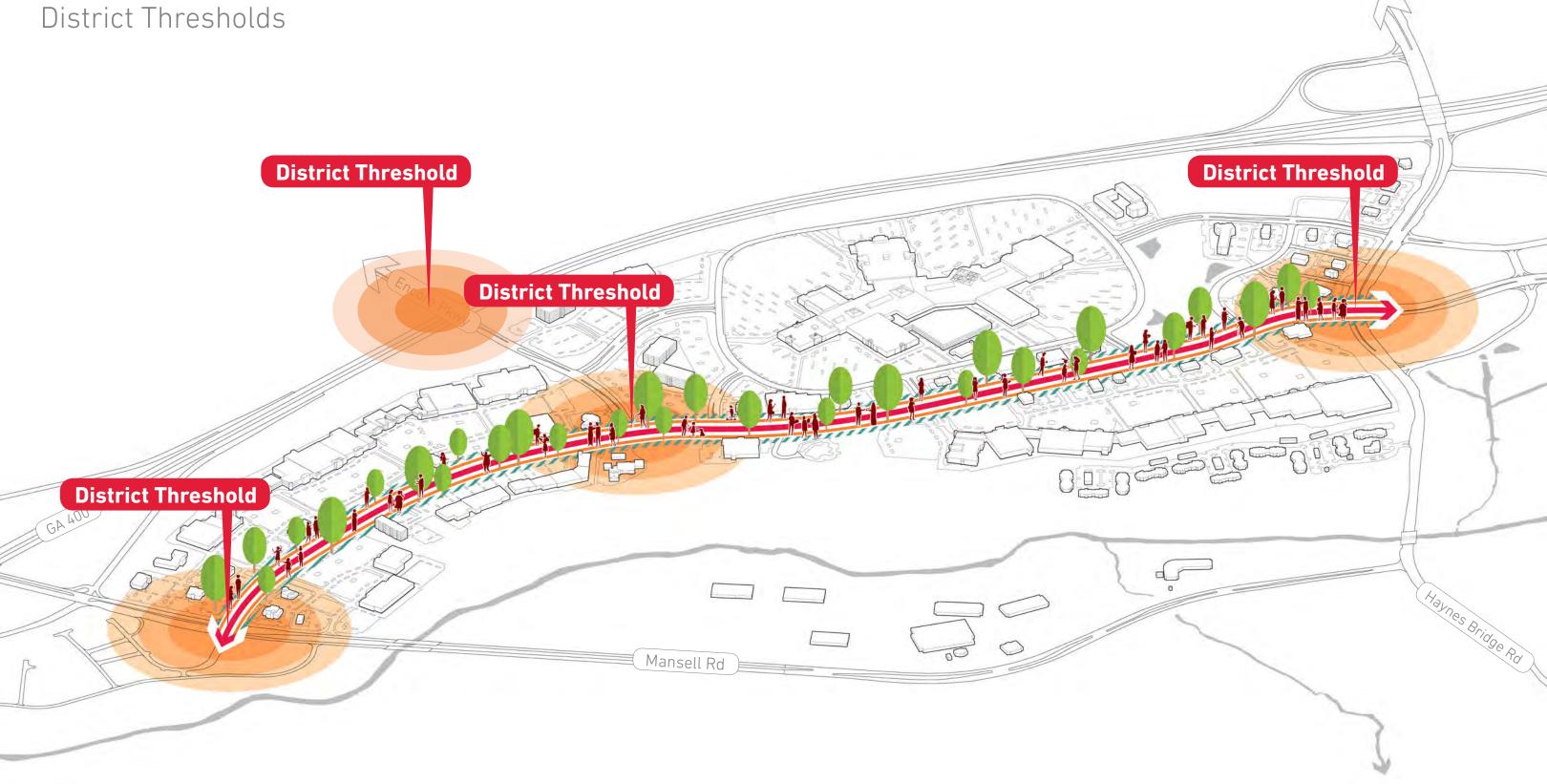


Two Big Moves

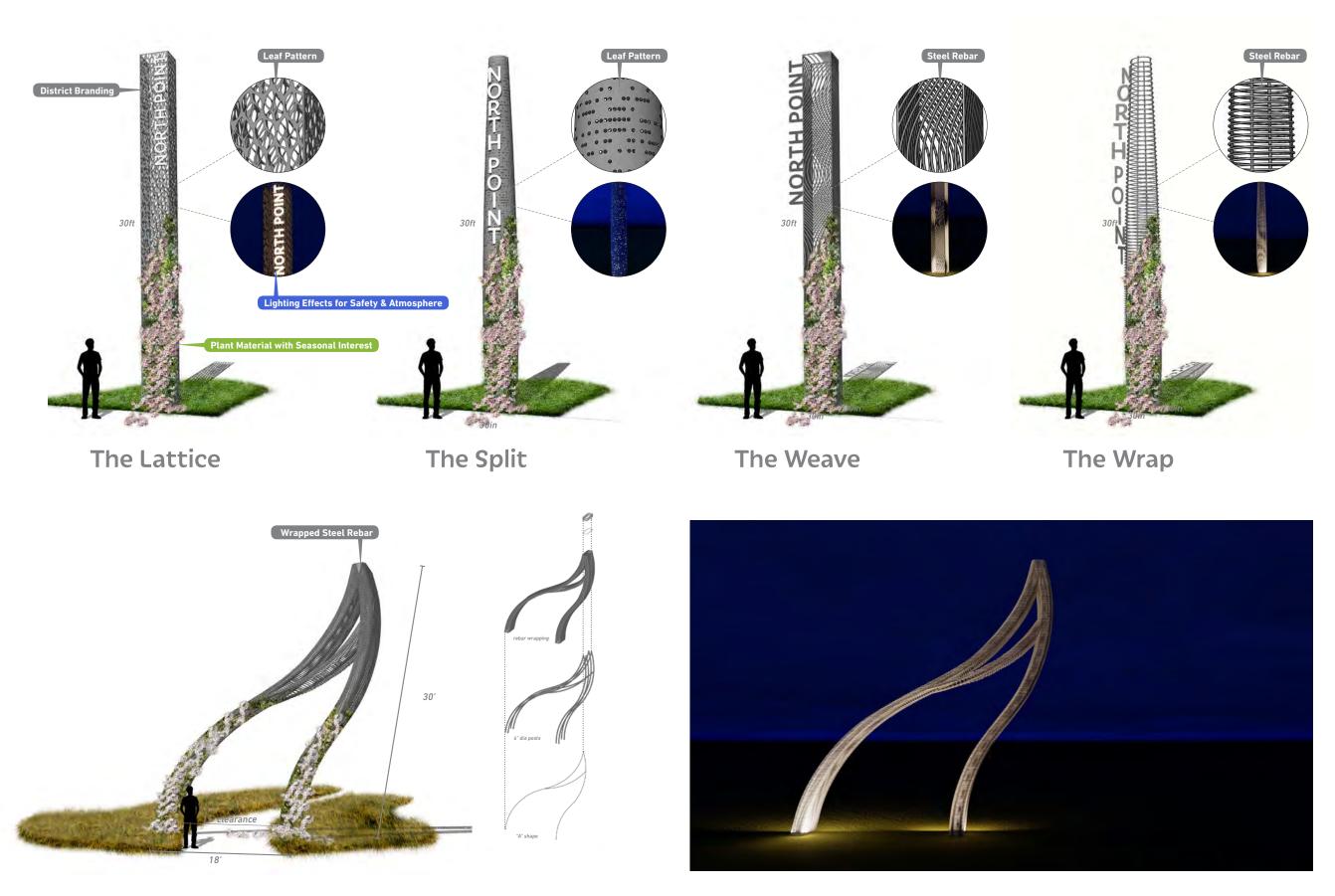


# **North Point PARKway** Leveraging The Corridor **North Point PARKway**

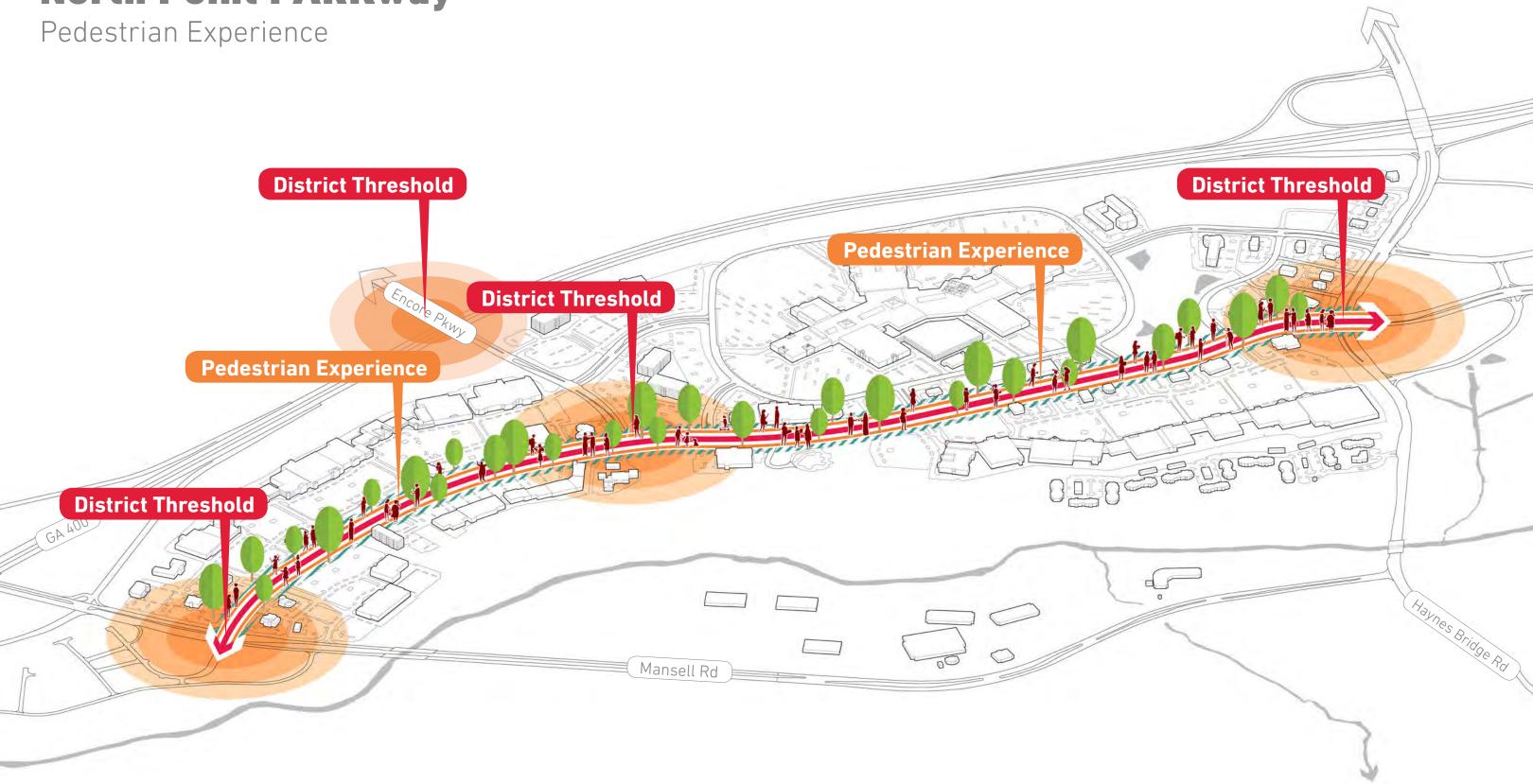
## North Point PARKway District Thresholds



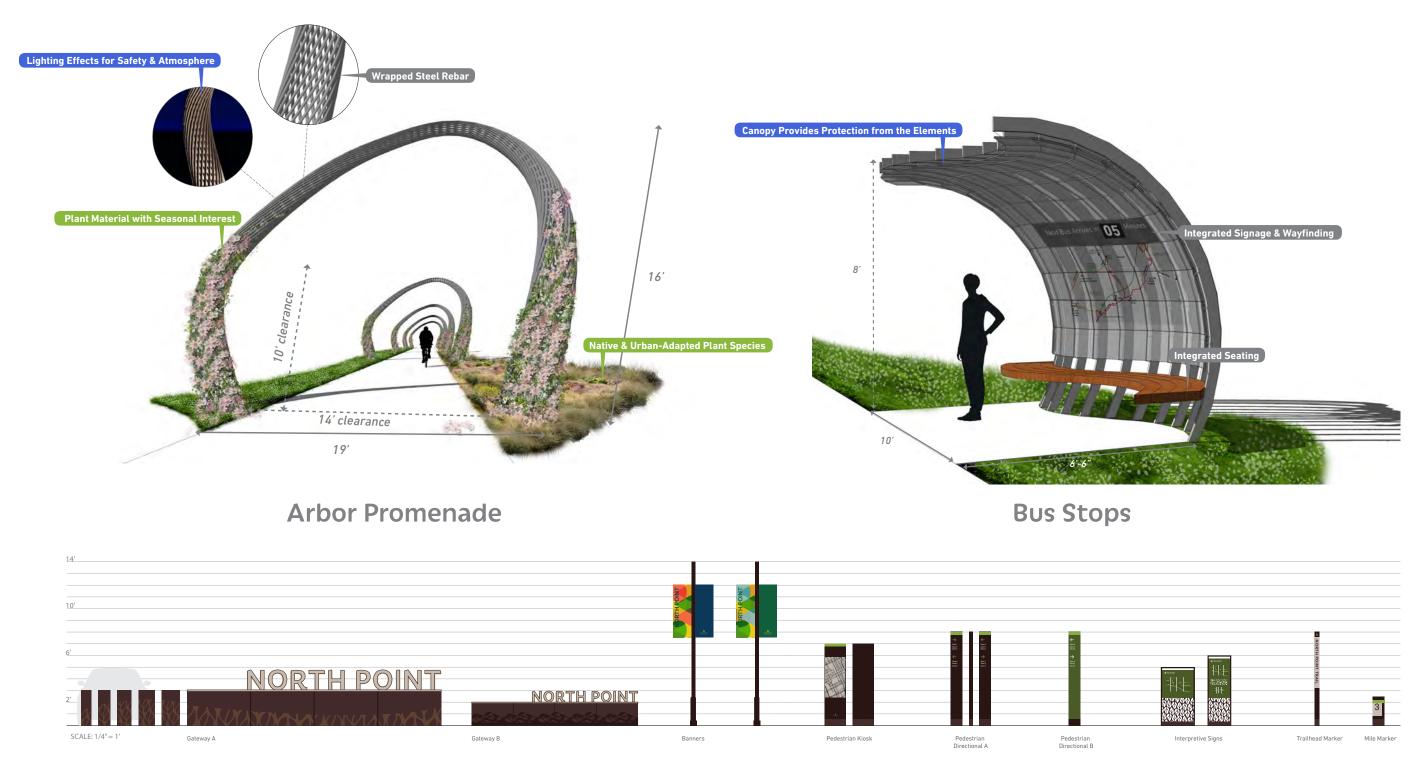
#### **District Thresholds**



#### North Point PARKway

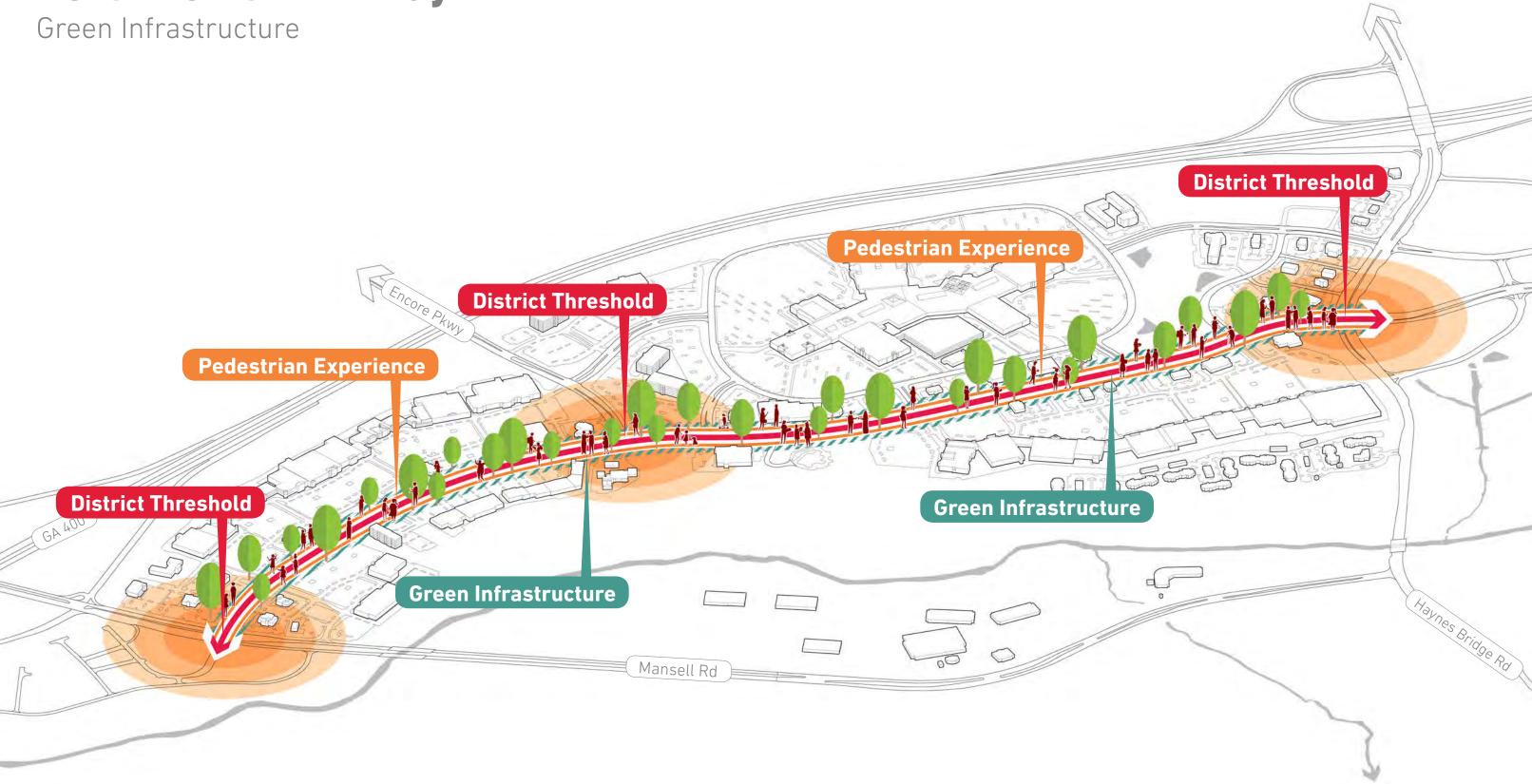


#### **Pedestrian Experience**



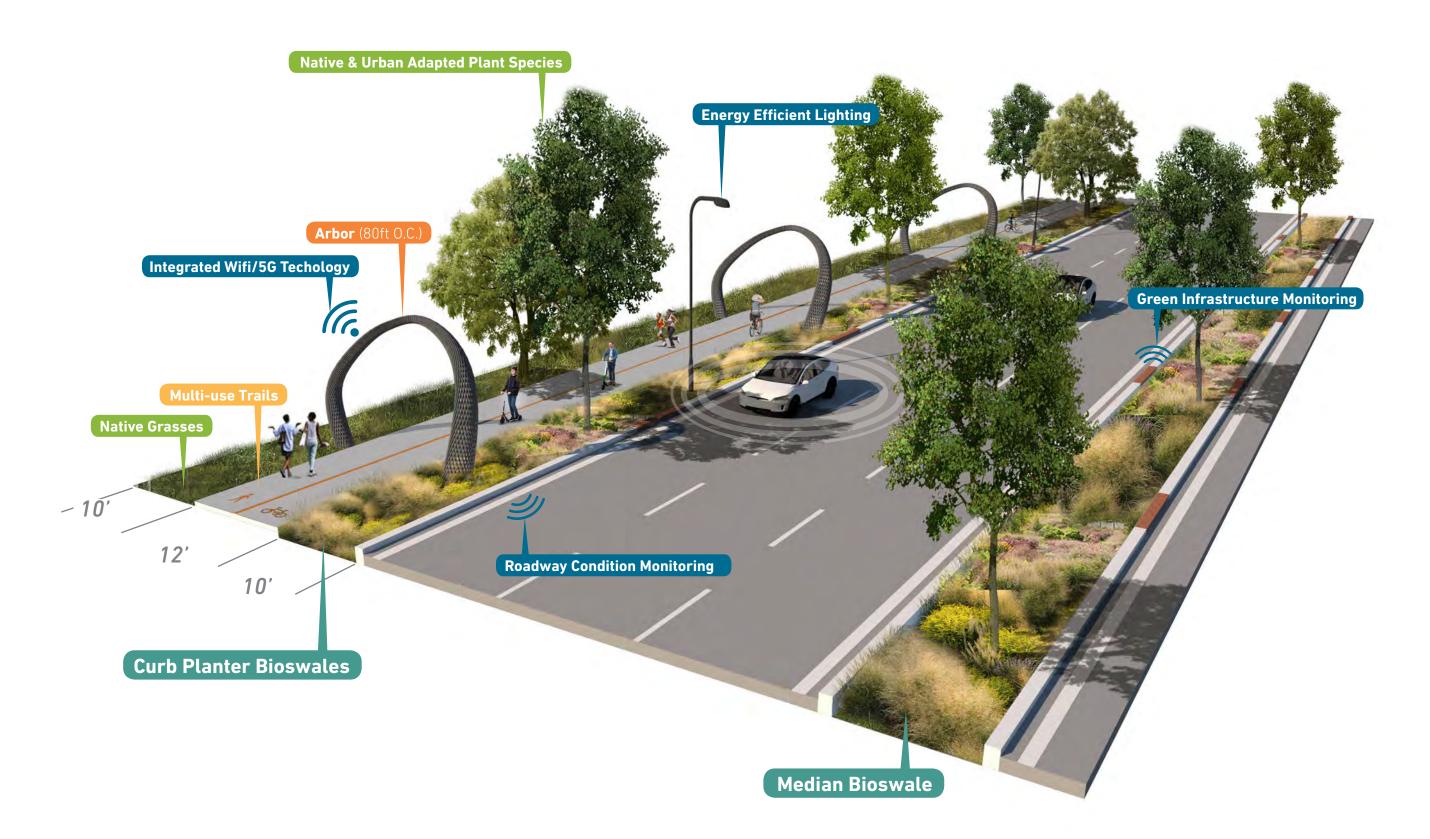
Signage & Wayfinding

#### **North Point PARKway**

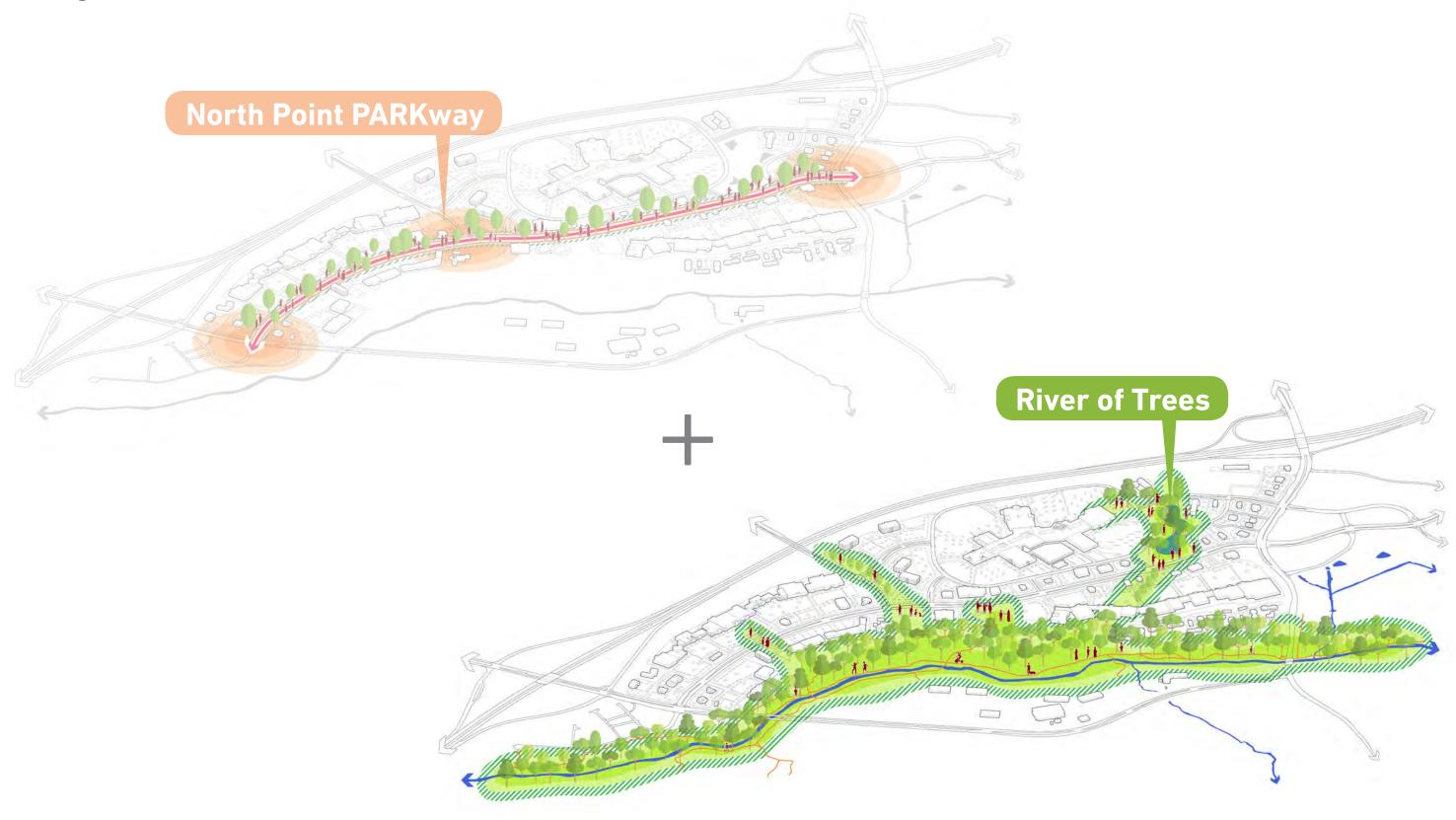




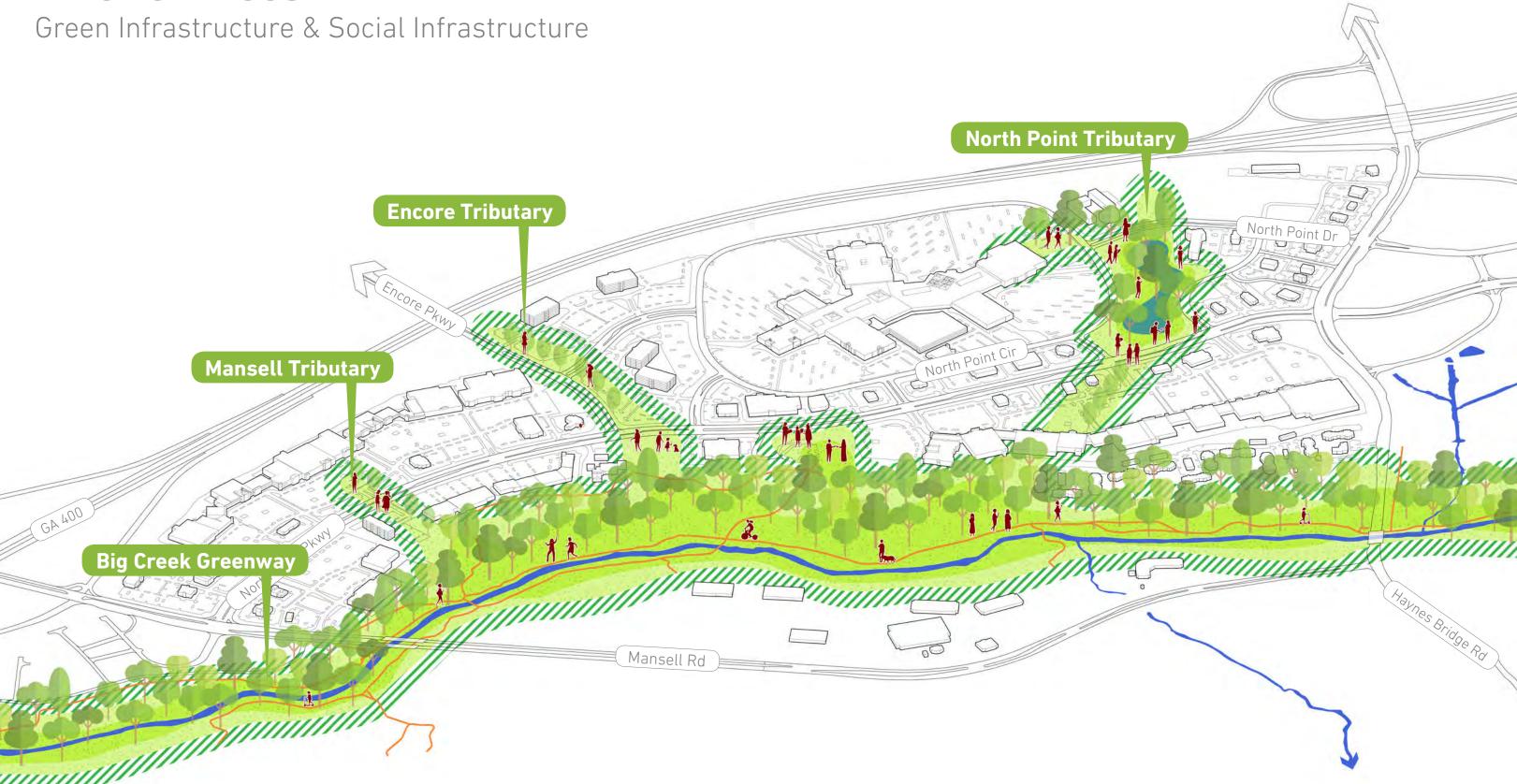
#### **PARKway Typical Section**



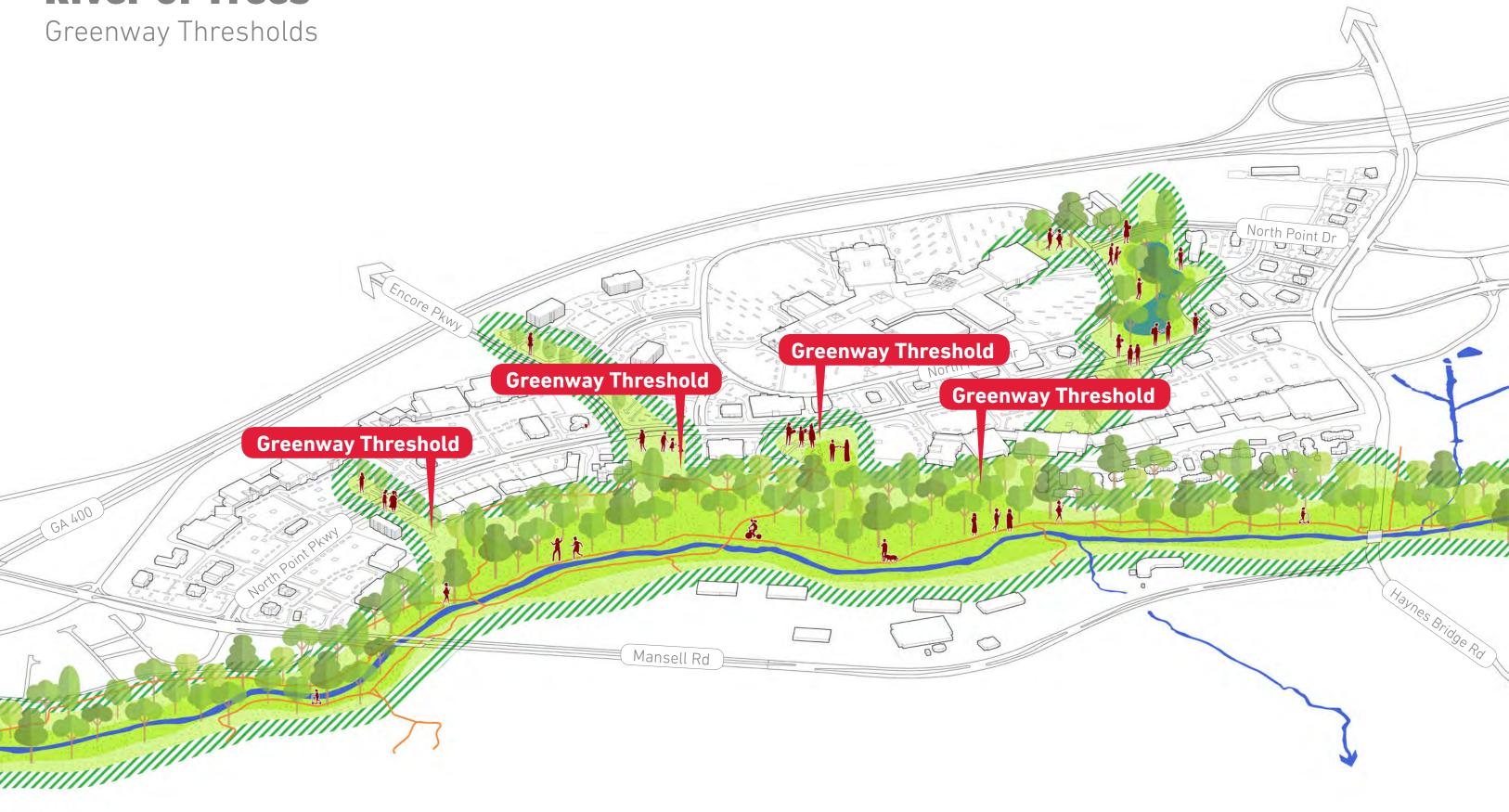
Two Big Moves



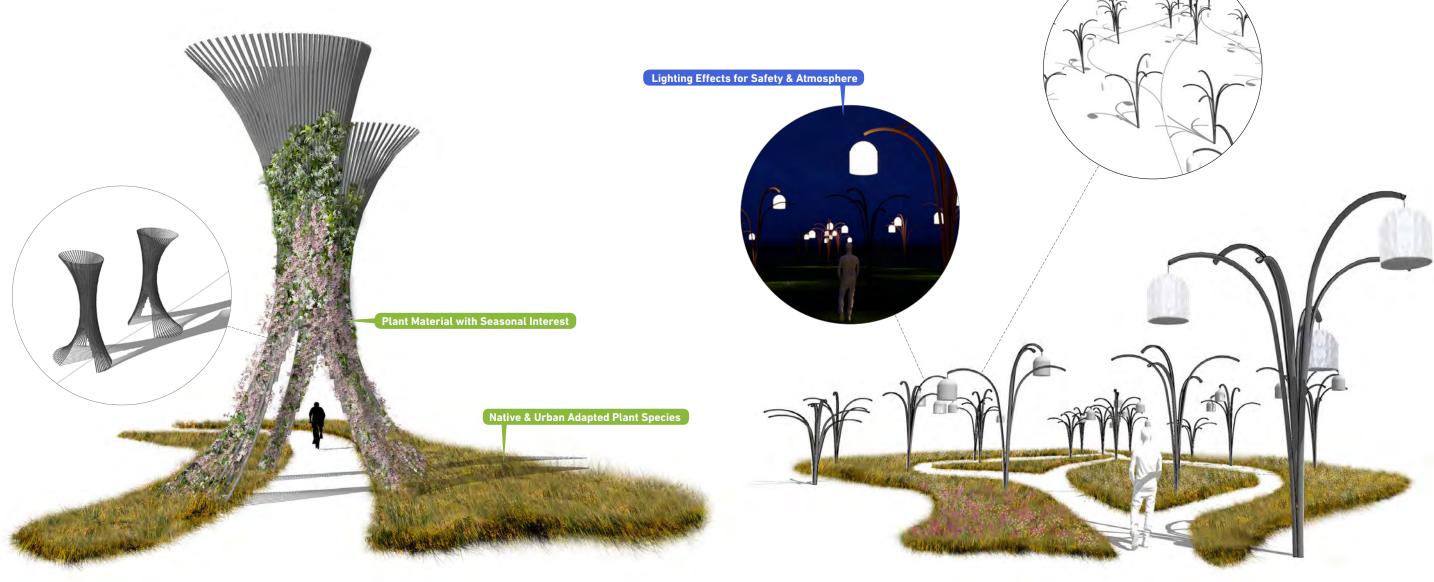
#### **River of Trees**



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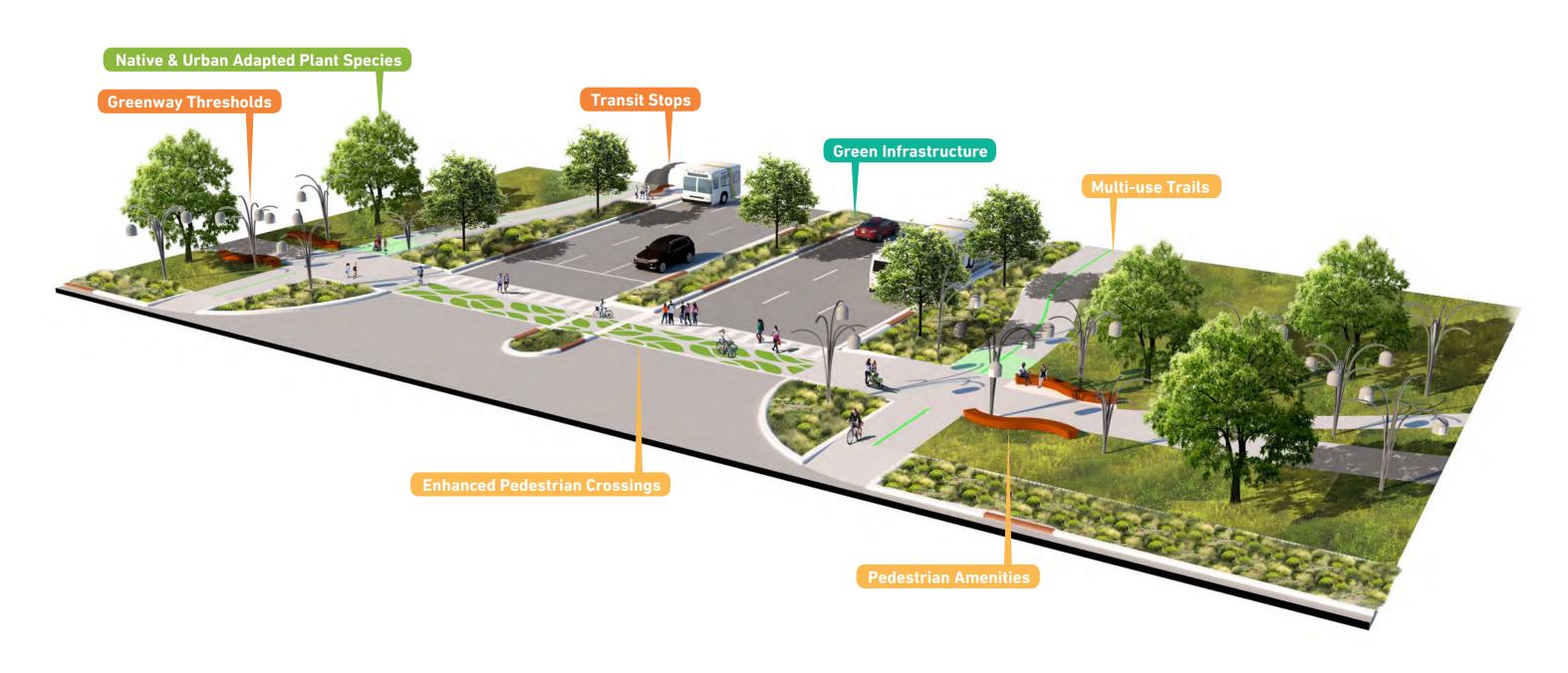
#### **Greenway Thresholds**



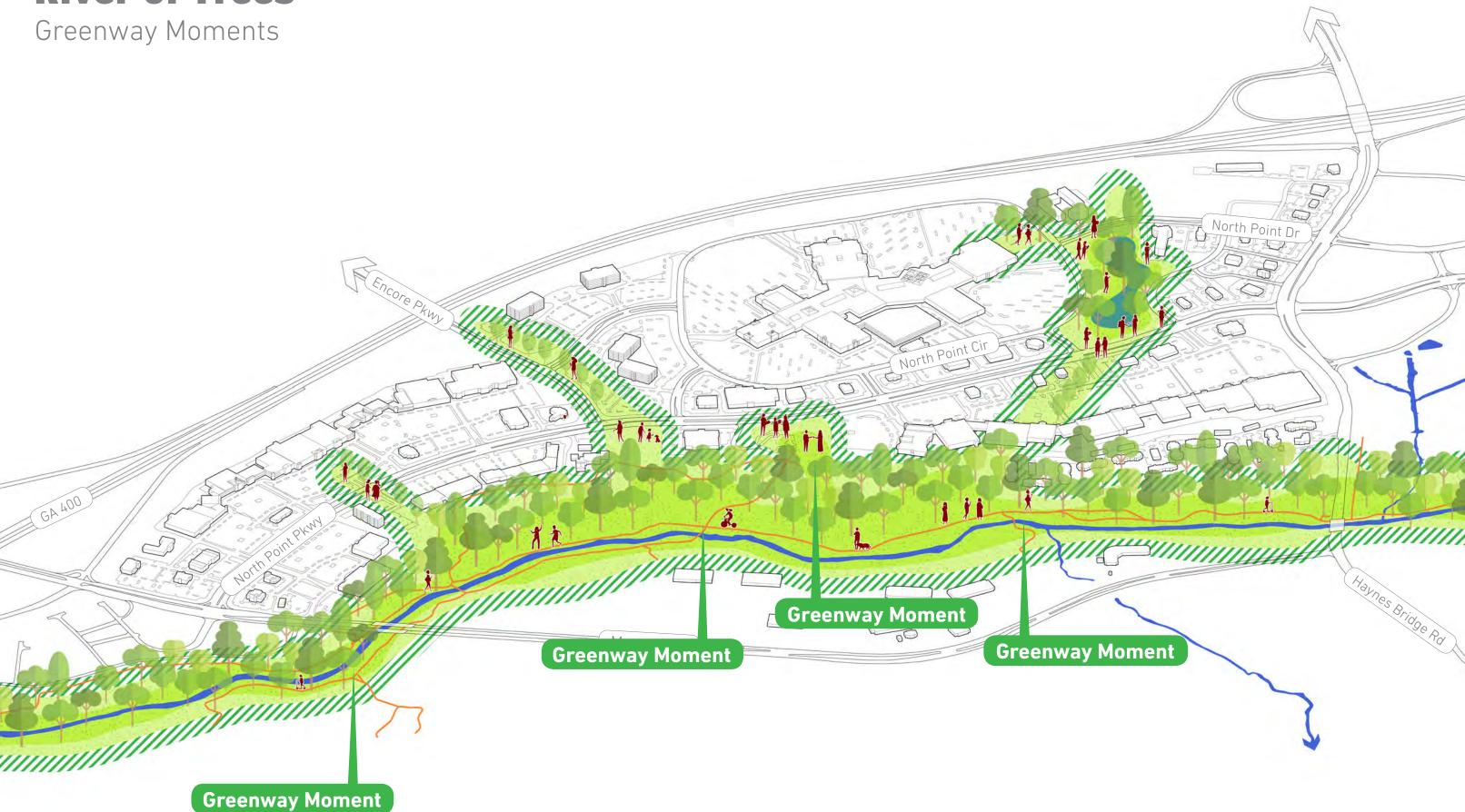
**Big Creek Arbors** 

**Big Creek Strands** 

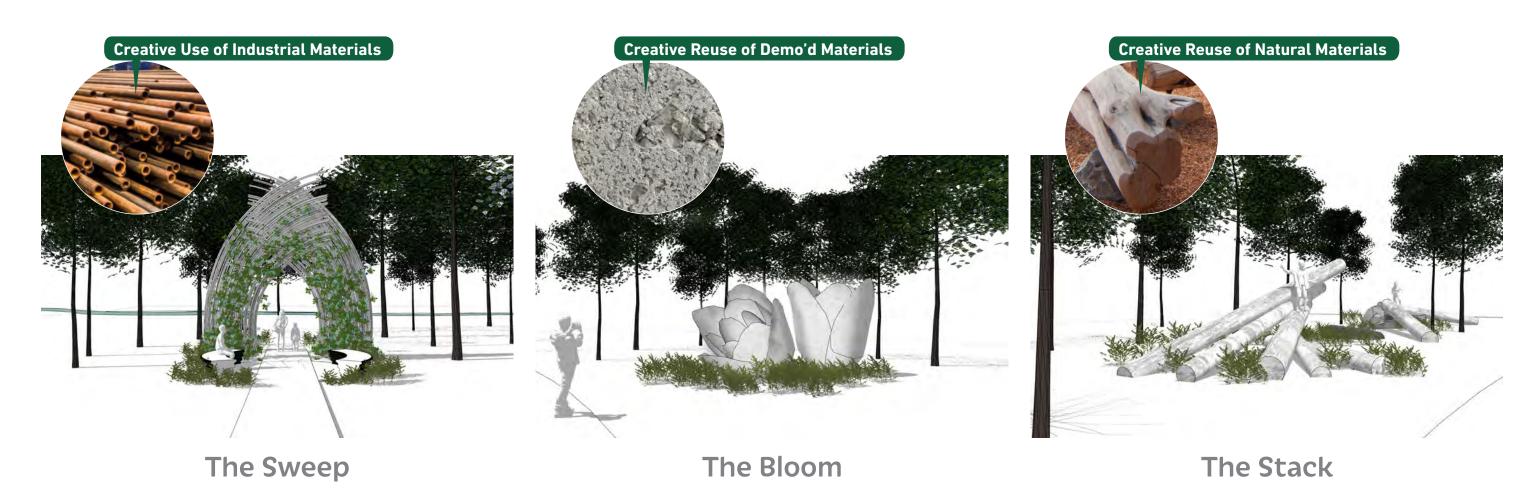
#### **Greenway Crossings**

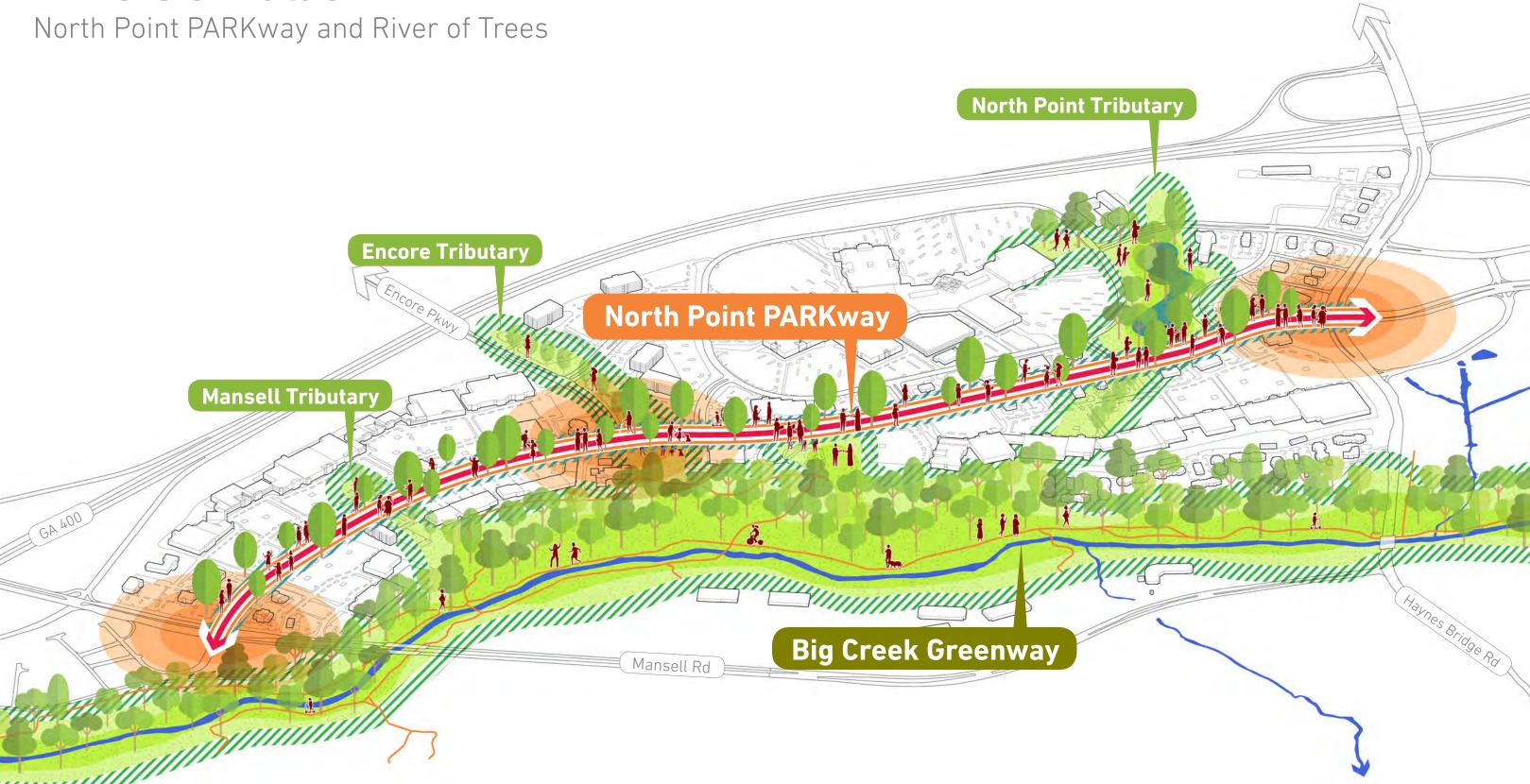


#### **River of Trees**



#### **Greenway Moments**





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