

NORTHPOINT

— LIVABLE CENTERS INITIATIVE PLAN —

2017 UPDATE

PUBLIC WORKSHOP | JANUARY 31, 2018

AGENDA

WELCOME & INTRODUCTIONS

PUBLIC WORKSHOP #2 RECAP

PRELIMINARY FRAMEWORK

PLANNING ACTIVITIES

1. CONCEPT RENDERINGS
2. AREA-WIDE PROJECTS AND INITIATIVES
3. THE NORTH POINT ECODISTRICT
4. CONCEPT-SPECIFIC PROJECTS AND INITIATIVES

100-DAY ACTION PLAN

PROJECT SCHEDULE



KEY IDEAS:

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.

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DEVELOPMENT BLOCKS ACTIVITY

1 BLOCK = +/- 7,000 SQUARE FEET OF DEVELOPMENT

	RETAIL 8 BLOCKS
	OFFICE 43 BLOCKS
	HOTEL 10 BLOCKS
	RESIDENTIAL 90 BLOCKS

*BLOCK QUANTITIES ARE RELATIVE TO MARKET FORECAST PROJECTIONS



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FUTURE DEVELOPMENT ACTIVITY



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GROUP 1: FUTURE DEVELOPMENT ACTIVITY

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GROUP 2: FUTURE DEVELOPMENT ACTIVITY

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COMBINED LEGO ACTIVITY GROUPS

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STREET BUILDER ACTIVITY- NORTH POINT PARKWAY



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 south of Encore Parkway
 - Large green space east of the mall

CONCEPTUAL FRAMEWORK

1ST TIER PROJECT FOCUS AREAS



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

CONCEPTUAL FRAMEWORK

2ND TIER PROJECT FOCUS AREAS



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

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

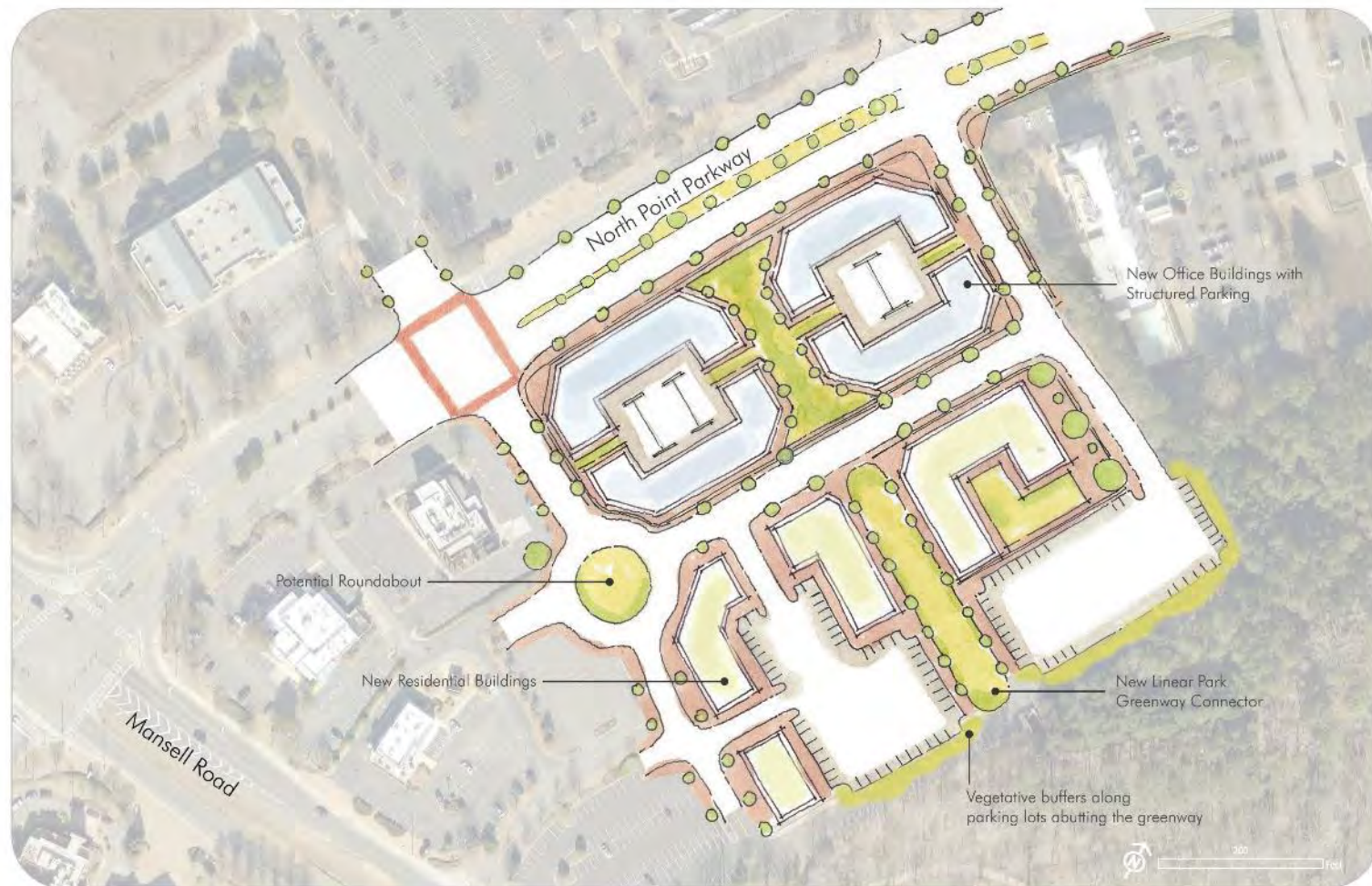
1. CONCEPT RENDERING INPUT
2. AREA-WIDE PROJECTS AND INITIATIVES PRIORITIZATION
3. NORTH POINT ECODISTRICT INPUT
4. CONCEPT-SPECIFIC PROJECTS AND INITIATIVES PRIORITIZATION

CONCEPT RENDERING INPUT

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 RENDERING INPUT

LOWER MANSELL



East Nashville, Nashville, TN



Storrs Center, Mansfield, CT



- Parallel Road Connection
- New Roundabout
- Active Pocket Park
- Linear Park/Greenway Connector
- Trail Across North Point Parkway
- East Trail Connection
- Likely office and residential development mix

CONCEPT RENDERING INPUT

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 RENDERING INPUT

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 RENDERING INPUT

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 RENDERING INPUT

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

AREA-WIDE PROJECTS AND INITIATIVES

1. 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



2. 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



3. 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



4. 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



5. 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)



THE NORTH POINT ECODISTRICT

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“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.



CONCEPT-SPECIFIC PROJECTS AND INITIATIVES

LOWER MANSELL



ENCORE PARKWAY



NORTH POINT PARK



CONCEPT-SPECIFIC PROJECTS AND INITIATIVES

Priority	#	Applicable Area	Name	Description	Total Project Cost
	G.1	Lower Mansell	Active Park		
	G.2	Lower Mansell	Linear Park		
	G.3	Encore Parkway	Greenway		
	G.4	Encore Parkway	Active Park		
	G.5	North Point Park	Stormwater		
	G.6	North Point Park	Green Mall		
	G.7	North Point Park	Pocket Park		
	W.1	Lower Mansell	Trail		
	W.2	Lower Mansell	Event Space		
	W.3	Encore Parkway	Yard		
	W.4	Encore Parkway			
	W.5	Encore Parkway			
	W.6	North Point Park			
	W.7	North Point Park	West Trail		
	W.8	North Point Park	South Trail Connection		
	I.3	Lower Mansell	Parallel Road Connection	Construct a parallel road to North Point Parkway between developments (10,600 linear feet)	\$550,000-\$600,000
	I.4	Lower Mansell	New Roundabout	Add a roundabout at the existing Unnamed Road traversing the site north-south	\$1,100,000-\$2,300,000
	I.5	Encore Parkway	Road Extension	Extend North Point Center East roadway between new developments (1,200 linear feet)	\$2,200,000-\$3,400,000
	I.6	Encore Parkway	New Roundabout	Add a roundabout west of Encore Parkway to connect new intervening streets	\$1,100,000-\$2,300,000
	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)	\$750,000-\$800,000
	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)	\$1,100,000-\$1,700,000
	I.9	North Point Park	North Point Drive Road Extension	Extend North Point Drive to new roundabout connection	\$550,000-\$600,000
	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)	\$600,000-\$1,150,000
	I.11	North Point Park	New Roundabout	Add a roundabout to connect new intervening streets on existing mall surface parking	\$1,100,000-\$2,300,000
	I.12	North Point Park	Secondary Streets	Introduce new secondary streets to develop a more connective network throughout the site (2,025 linear feet)	\$1,100,000-\$1,750,000
	O.6	North Point Park	New Amphitheater	Construct within	
	O.7	North Point Park	Space Activation Strategy	Evaluate with a	
			West Trail	New North Point Parkway to connect between (2,200 linear feet)	

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 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.

UPCOMING MEETINGS

- 1. Planning Commission Meeting – February 1, 2018**
- 2. City Council Meeting – tentatively February 19 or 26, 2018**

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