



SOUTH MAIN

LCI Study

Steering Committee Meeting #1
May 11, 2022

AGENDA

- ▶▶ Welcome and Introductions
- ▶▶ Presentation
- ▶▶ Planning Activities

STUDY OVERVIEW

Prime consultant leading study

Kimley»»Horn

Sub-consultant leading urban design components and supporting public engagement

TSW

Sub-consultant leading market analysis

KB | ADVISORY GROUP

GOALS

- ▶▶ The City and Atlanta Regional Commission (ARC) anticipate the following outcomes:
 - ▶▶ Develop a **vision for the area** to encourage reinvestment within South Main Street.
 - ▶▶ Develop **transportation investments that provide for safe movement of pedestrians, bicycles, and transit in, through, and around South Main Street.**
 - ▶▶ Develop **opportunities for creative placemaking** along South Main Street.
 - ▶▶ Develop a **framework of policies and programs** to help accomplish the vision.
 - ▶▶ Develop **guidance for development type, scale, and character** in the study area.
 - ▶▶ Identify **key redevelopment sites and strategies** to activate.

STUDY AREA BOUNDARIES



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SCHEDULE



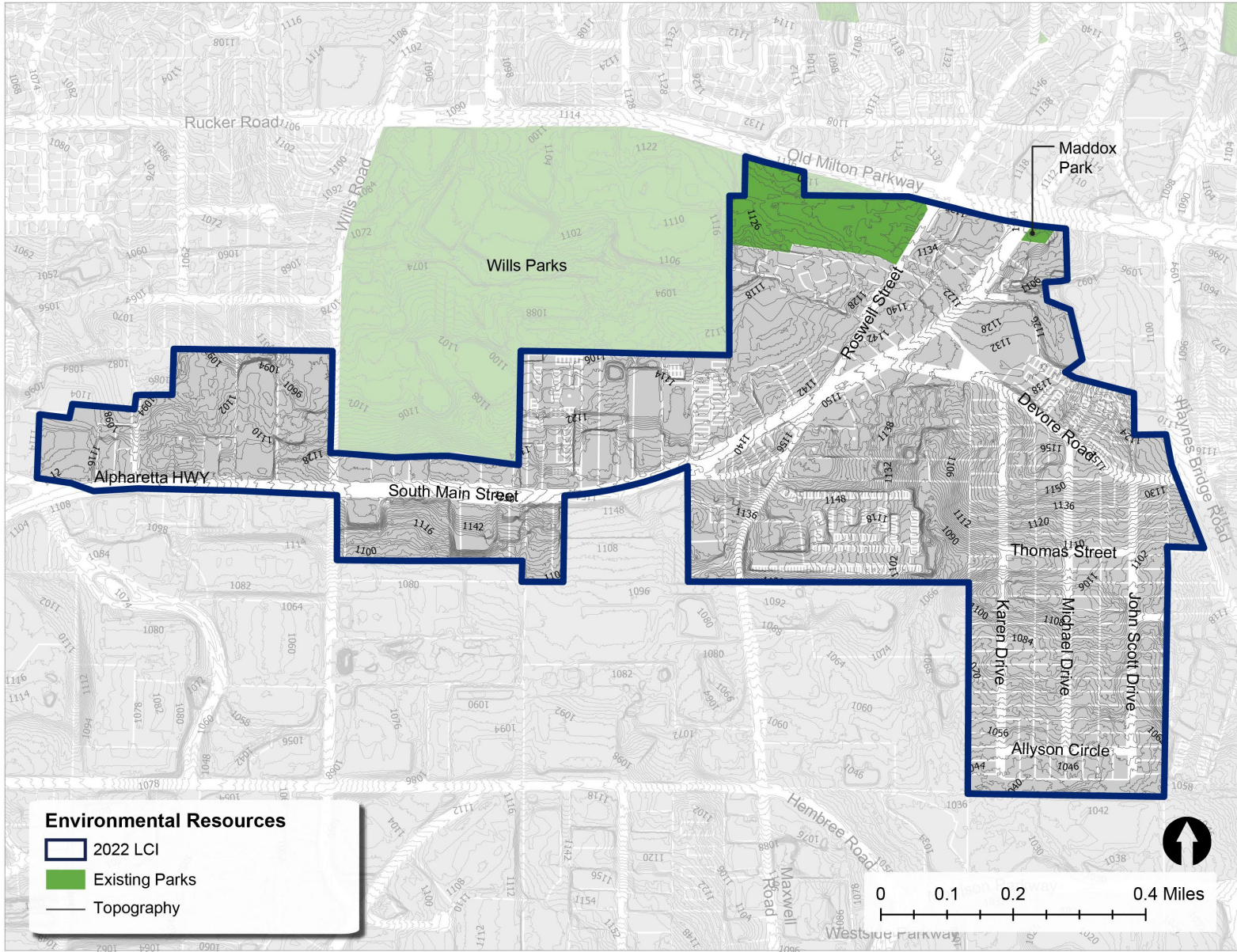
ROLE OF STEERING COMMITTEE

- ▶▶ Sounding board for the Study
- ▶▶ Champions in the community for public outreach
- ▶▶ Stewards for the Study once complete

**3 Anticipated
Meetings:
May
August
October**

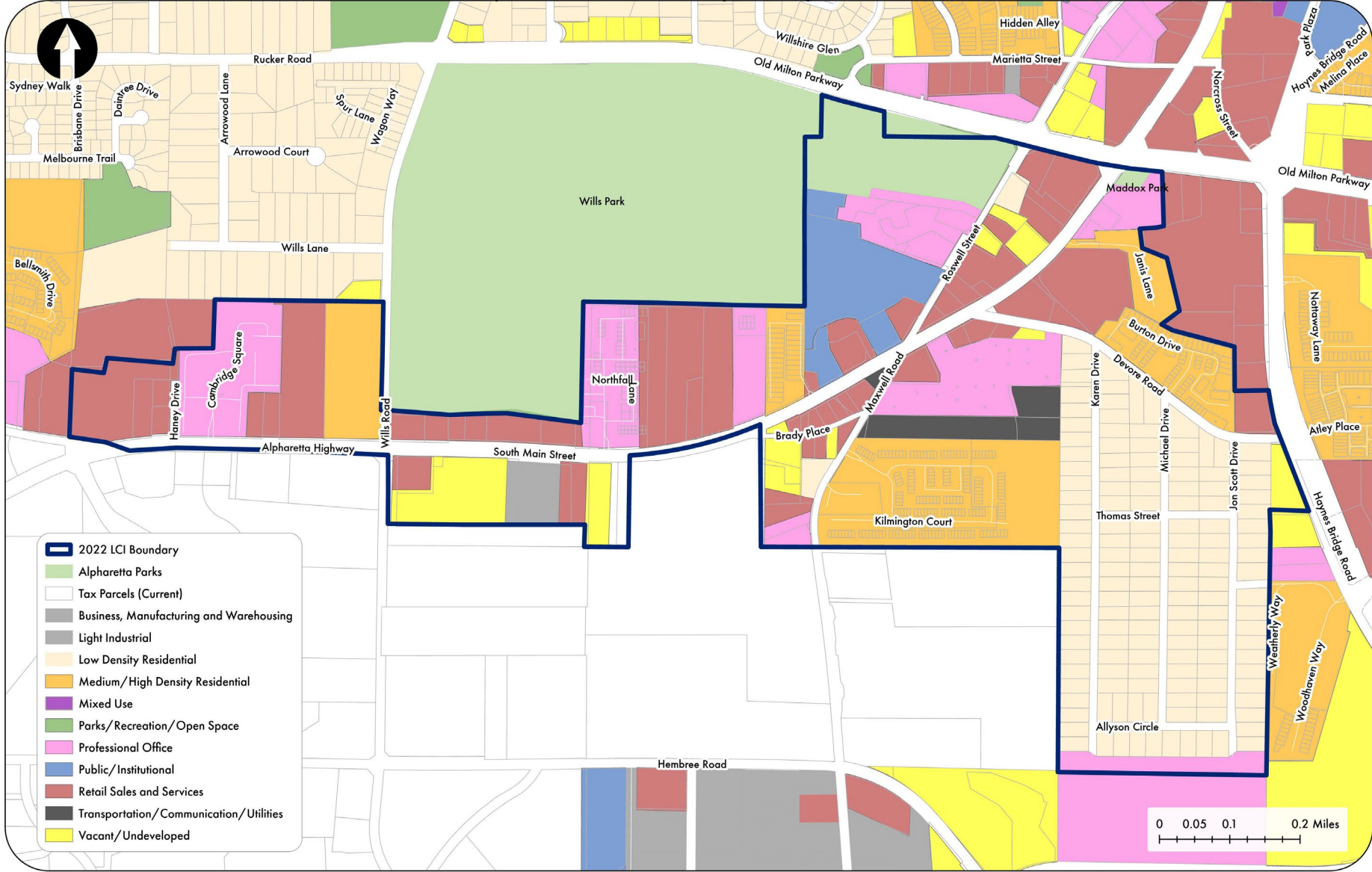
ENVIRONMENTAL

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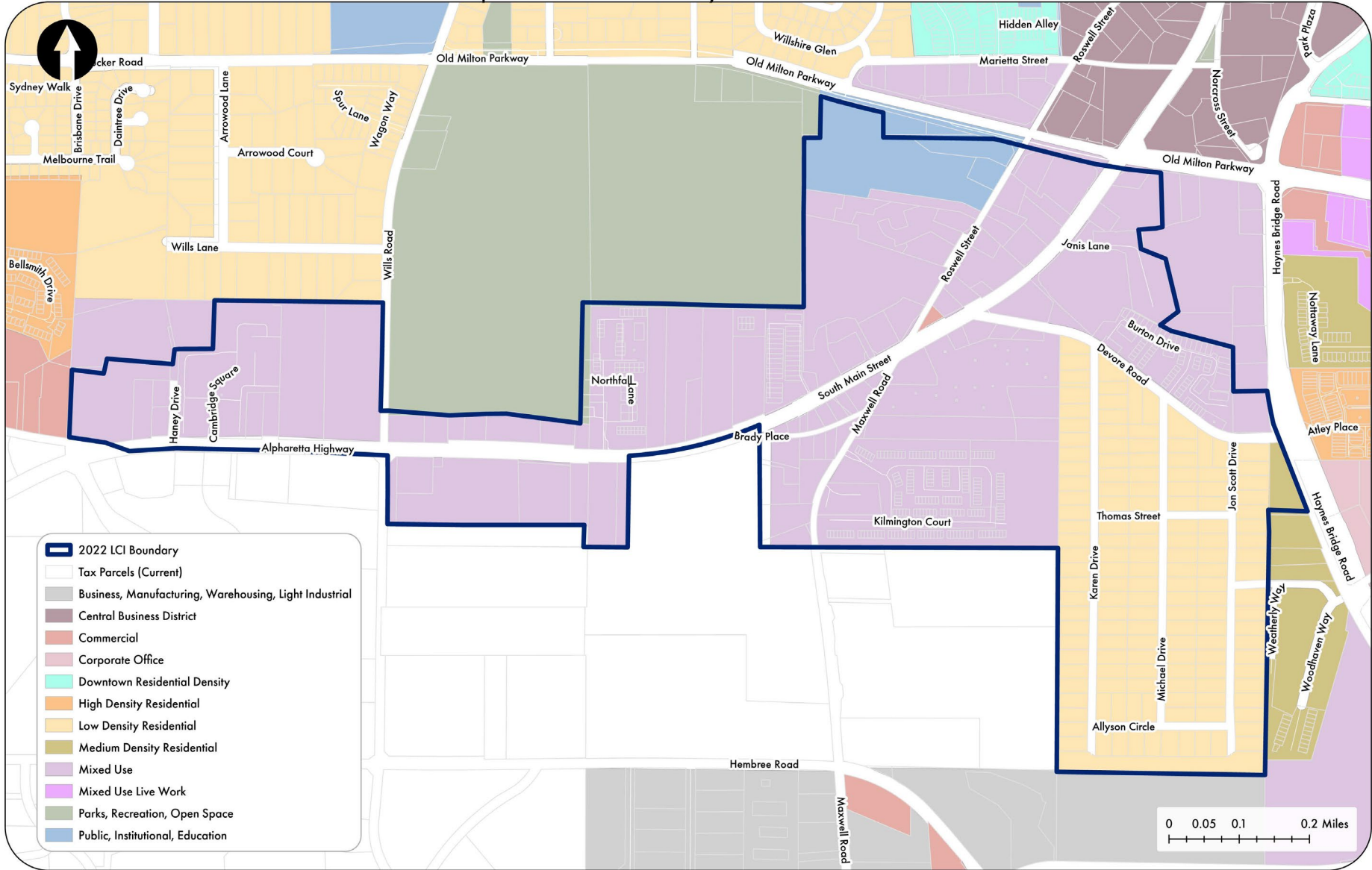
EXISTING LAND USE

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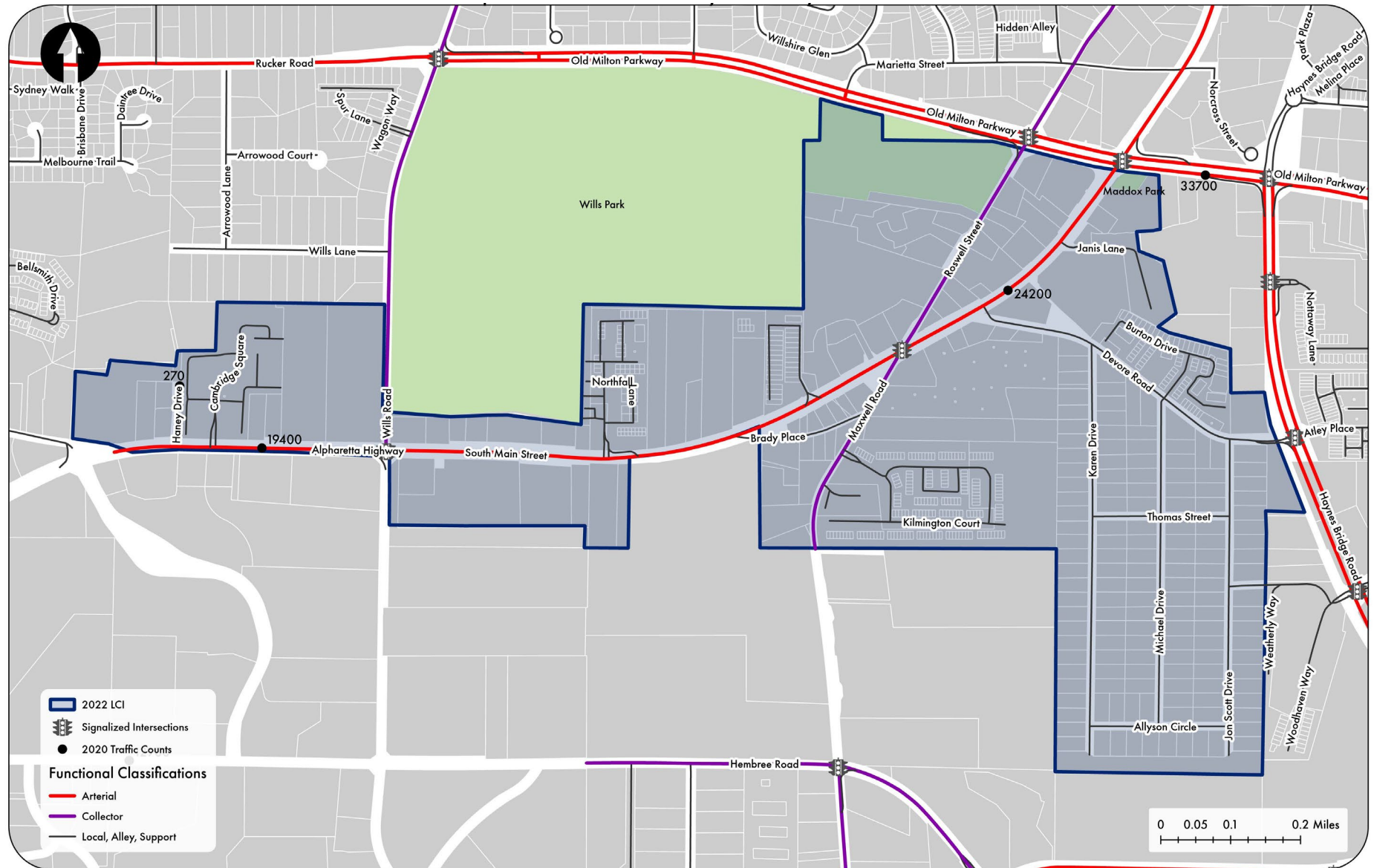
FUTURE LAND USE

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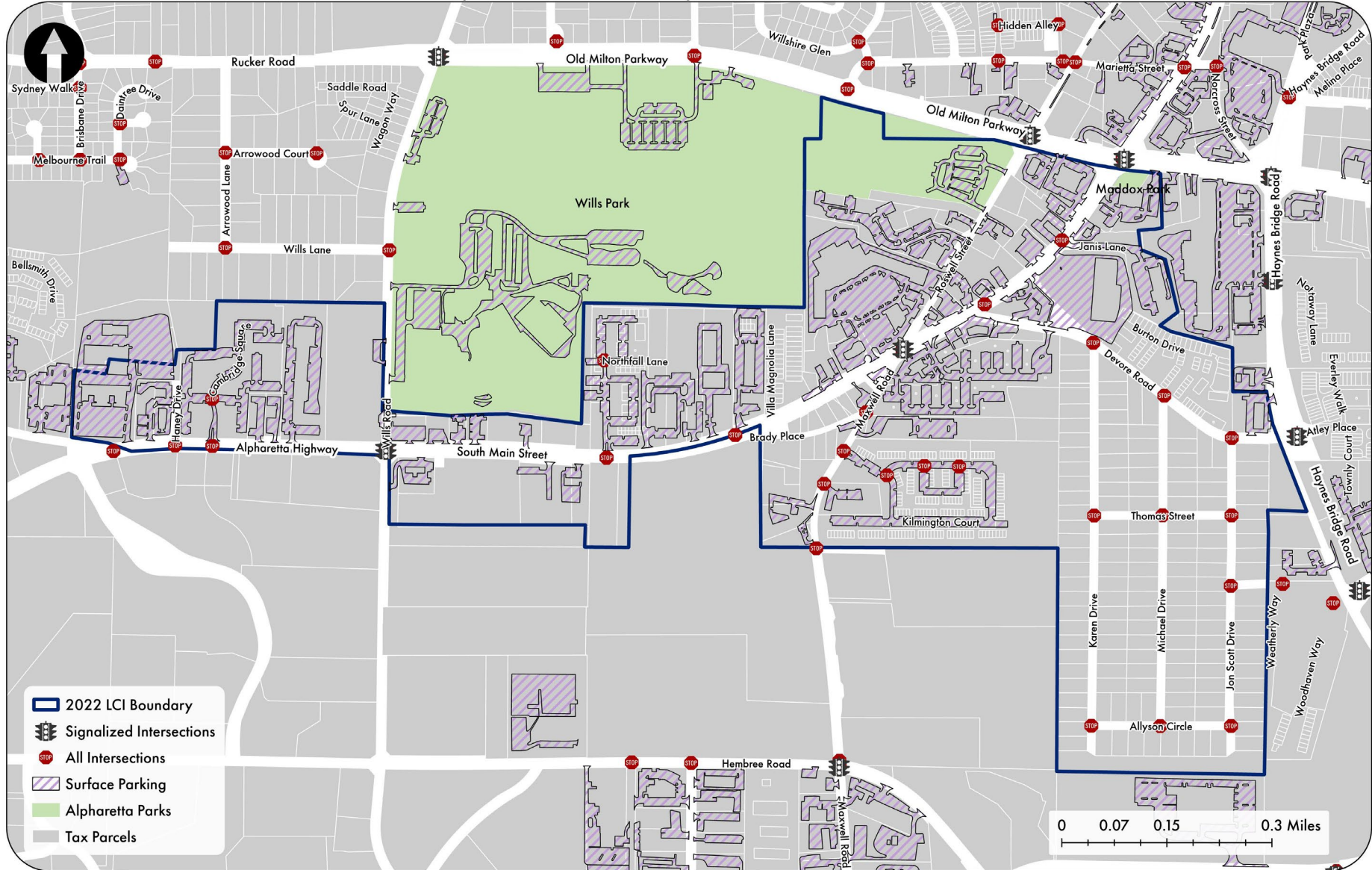
TRANSPORTATION (ROADWAYS)

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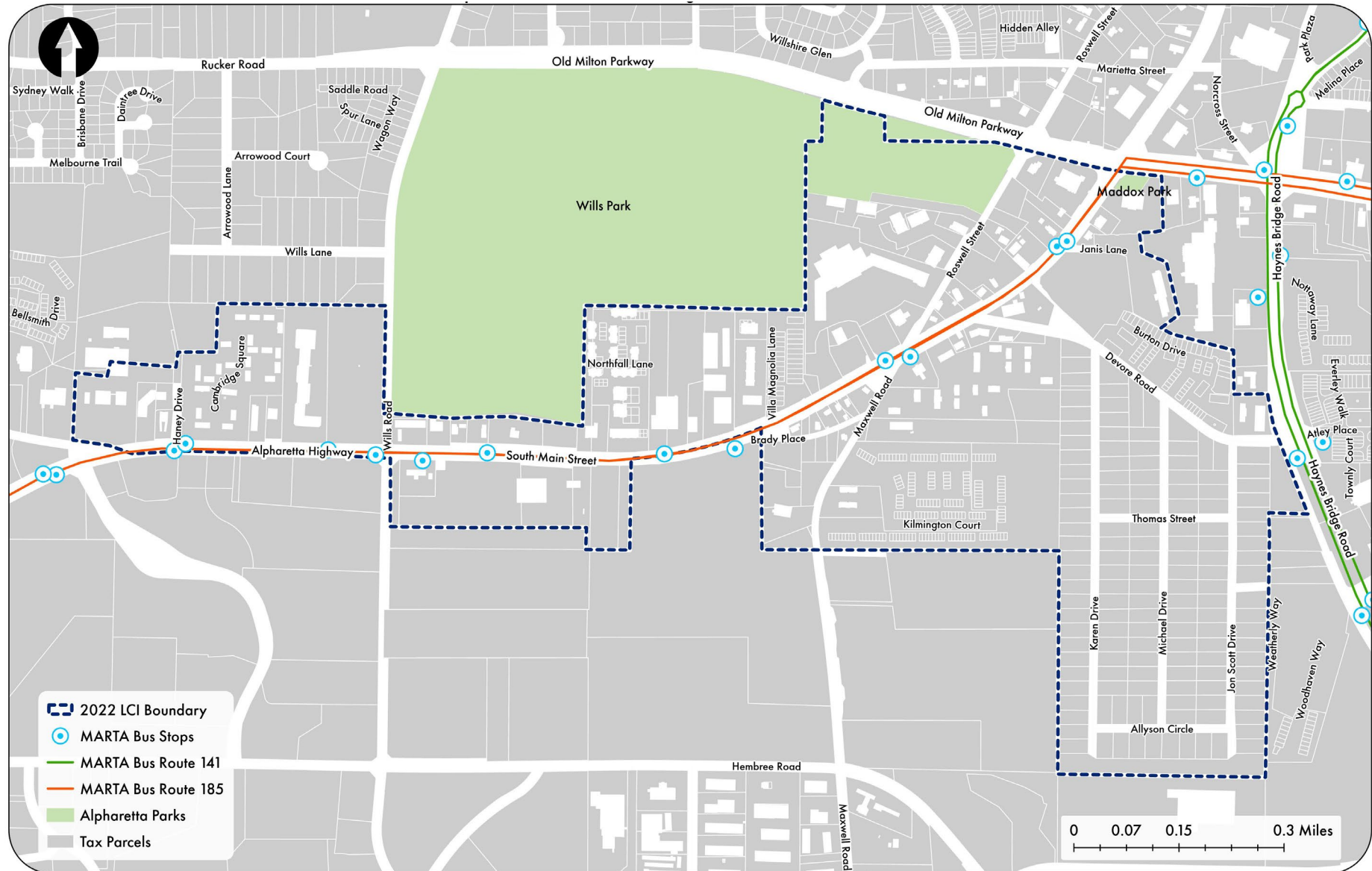
TRANSPORTATION (VEHICULAR)

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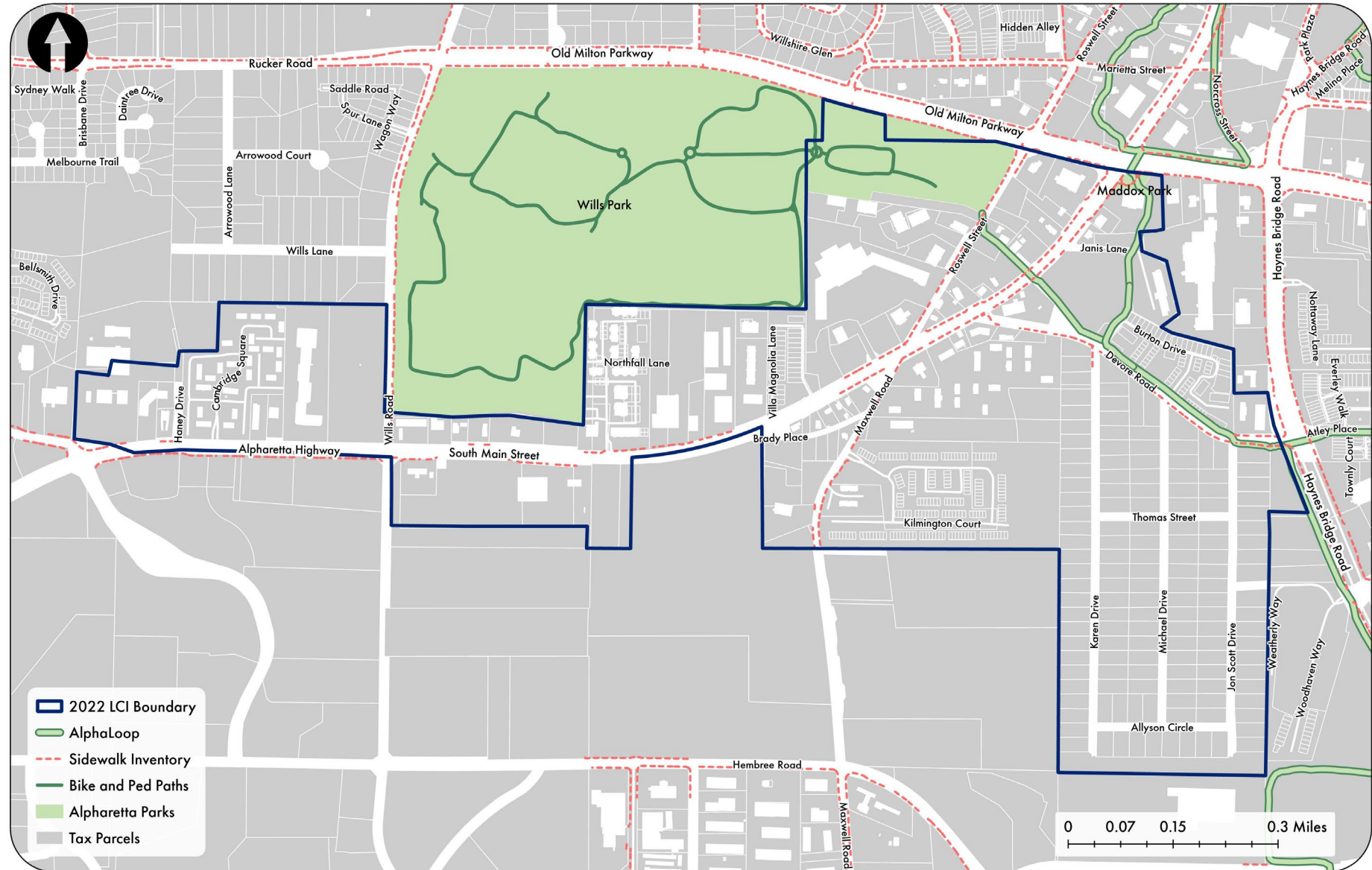


TRANSPORTATION (TRANSIT)

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TRANSPORTATION (BIKE + PED)



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LAND USE DISTRIBUTION (PRELIMINARY)

- ▶▶ According to Fulton County Tax Records:
 - ▶▶ The study area contains about 241 acres in 805 tax parcels.
 - ▶▶ Roughly 54 acres (22.5% of the total) are undeveloped.

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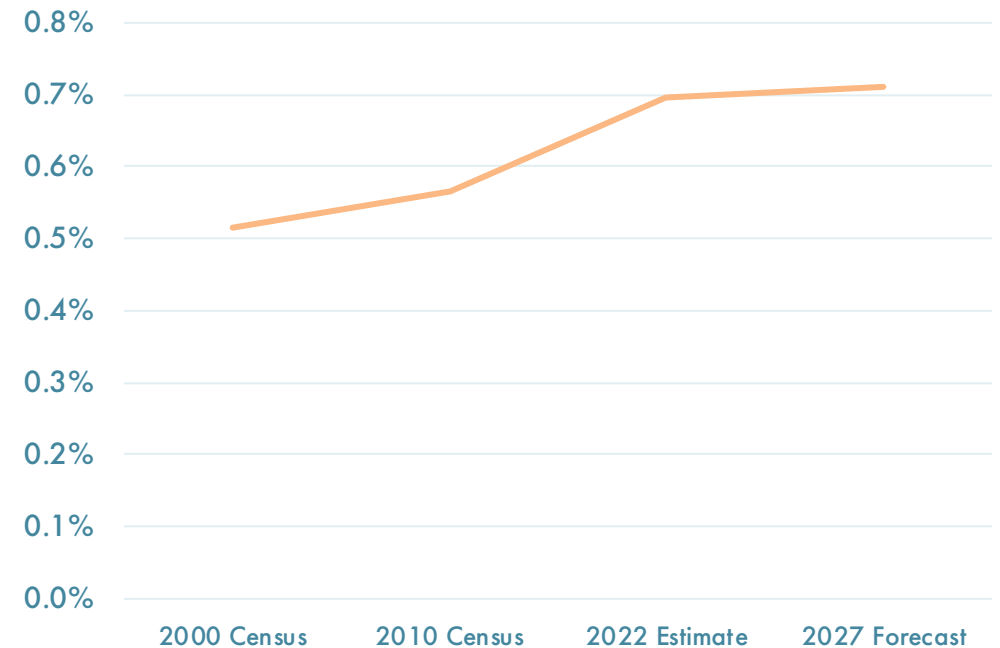
Land Use Snapshot	
Number of Tax Parcels	805
Total Acreage	241
Total Assessed Value	\$111,417,120
Undeveloped/Vacant Areas (Parcels w/o improvements)	54
Percent Undeveloped/Vacant Areas	22.5%

TOTAL POPULATION

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	STUDY AREA	ALPHARETTA
POPULATION		
2000 Census	243	47,245
2010 Census	326	57,551
2022 Estimate	474	68,002
2027 Forecast	514	72,292
POPULATION GROWTH		
New Population (2000-2022)	231	20,757
Avg. Annual Growth (2000-2022)	3.1%	1.7%
Avg. Annual Growth (2010-2022)	3.2%	1.4%
Avg. Annual Growth (2022-2027)	1.6%	1.2%

Study Area Population Share of Alpharetta (%)

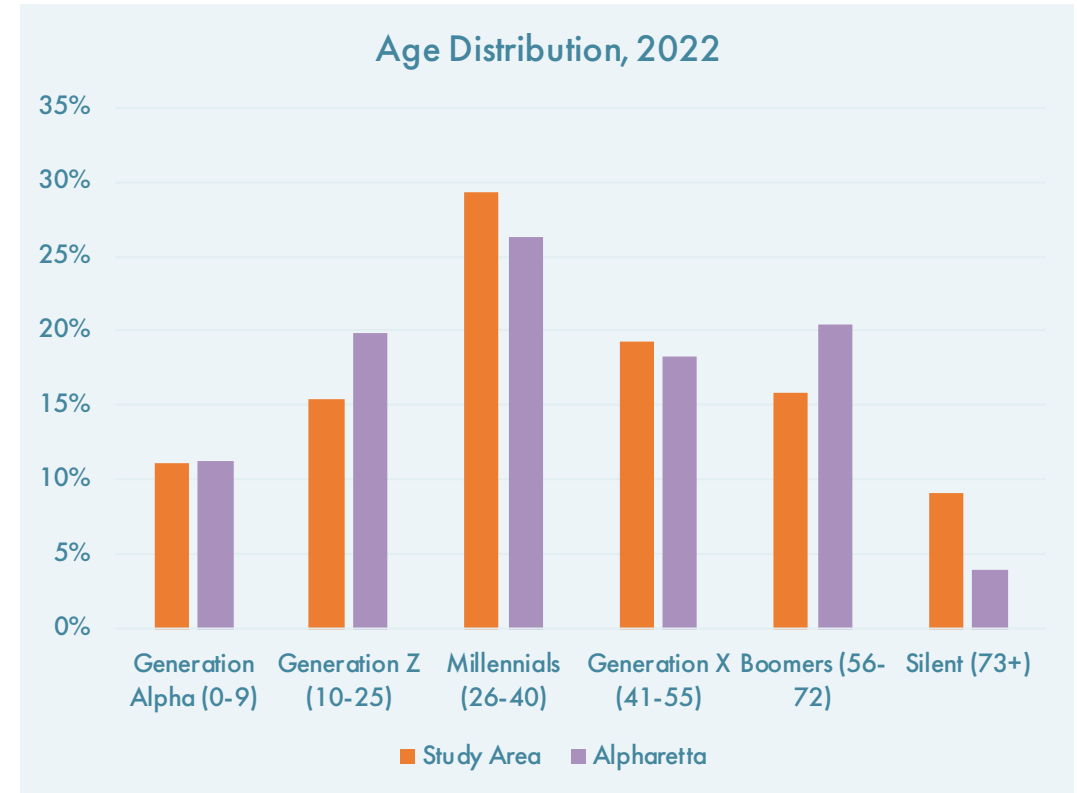


- ▶▶ The estimated current study area population is just under 500 people.
 - ▶▶ Total population has increased by 95% since 2000
- ▶▶ The study area is forecast to continue to grow faster than the whole City through 2027.

AGE DISTRIBUTION

▶▶ The study area has a slightly older population age distribution than the City of Alpharetta as a whole.

	STUDY AREA	ALPHARETTA
2022 EST. POPULATION BY AGE & GENERATIONAL COHORT		
Generation Alpha (0-9)	11%	11%
Generation Z (10-25)	15%	20%
Millennials (26-40)	29.3%	26.3%
Generation X (41-55)	19.3%	18.3%
Boomers (56-72)	15.9%	20.4%
Silent (73+)	9.2%	3.9%
CHILDREN & SENIORS		
Children (0-17)	21.1%	22.1%
Seniors (65+)	16.2%	11.6%
Median Age	40.8	37.9



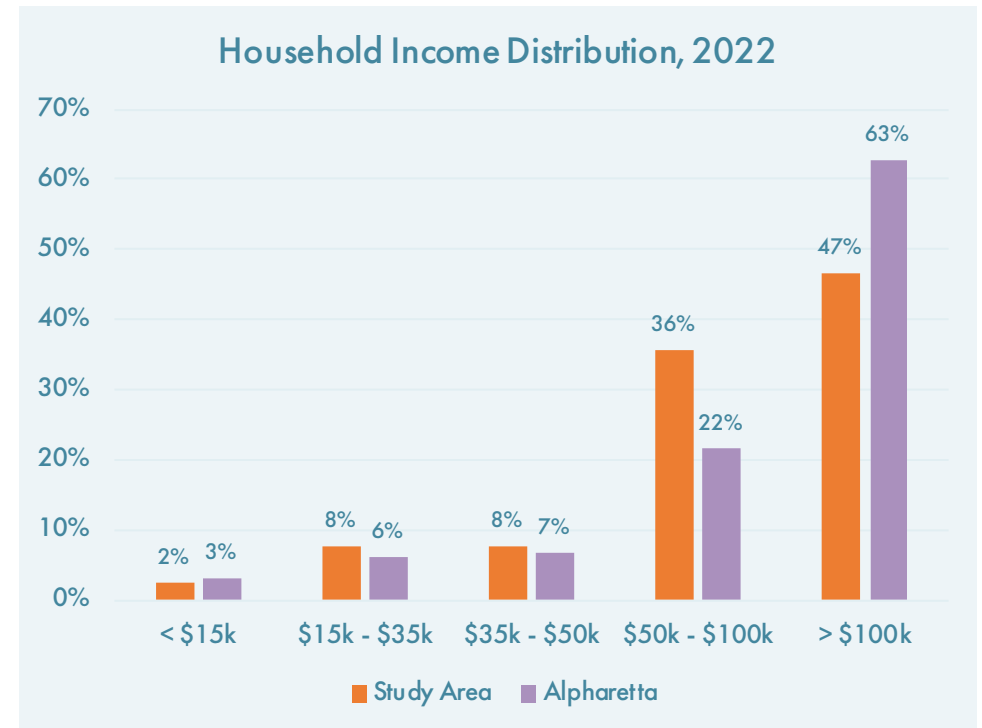
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INCOME DISTRIBUTION

- ▶▶ The income distribution in the study area indicates nearly half of households (47%) earn above \$100,000 annually.
 - ▶▶ In the City of Alpharetta, 63% of households earn more than \$100,000 annually.
 - ▶▶ Median household income is more than \$20,000 higher in the study area, compared to the entire City of Alpharetta.
 - ▶▶ This income distribution is highly attractive to retail development.

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	STUDY AREA	ALPHARETTA
2022 EST. HOUSEHOLD INCOME		
Median Income	\$94,457	\$71,628
< \$15k	2%	3%
\$15k - \$35k	8%	6%
\$35k - \$50k	8%	7%
\$50k - \$100k	36%	22%
> \$100k	47%	63%

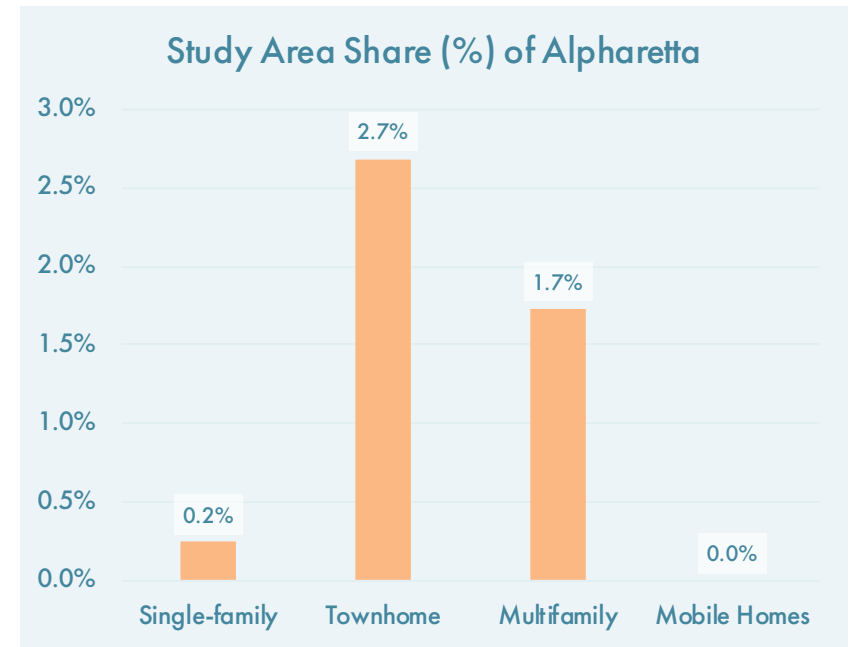


HOUSING CHARACTERISTICS

- ▶▶ The study area has a higher concentration of multifamily units, a lower median home value, and a higher percentage of renter-occupied housing units than the City of Alpharetta as a whole.
 - ▶▶ The study area's median home value is about 30% lower than the City-wide median.

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	STUDY AREA	ALPHARETTA
2022 EST. HOUSING TENURE, VALUE, AND AGE		
Owner-occupied	92	16,289
Renter-occupied	156	9,957
Percent Owner-occupied	37.1%	62.1%
Median Home Value	\$381,300	\$550,500
Median Age of Housing (Year Built)	8.9	20.1
2022 EST. HOUSING TYPE		
Single-family Homes	38	15,491
Townhomes	66	2,392
Multifamily	169	9,607
Mobile Homes/Other	0	66

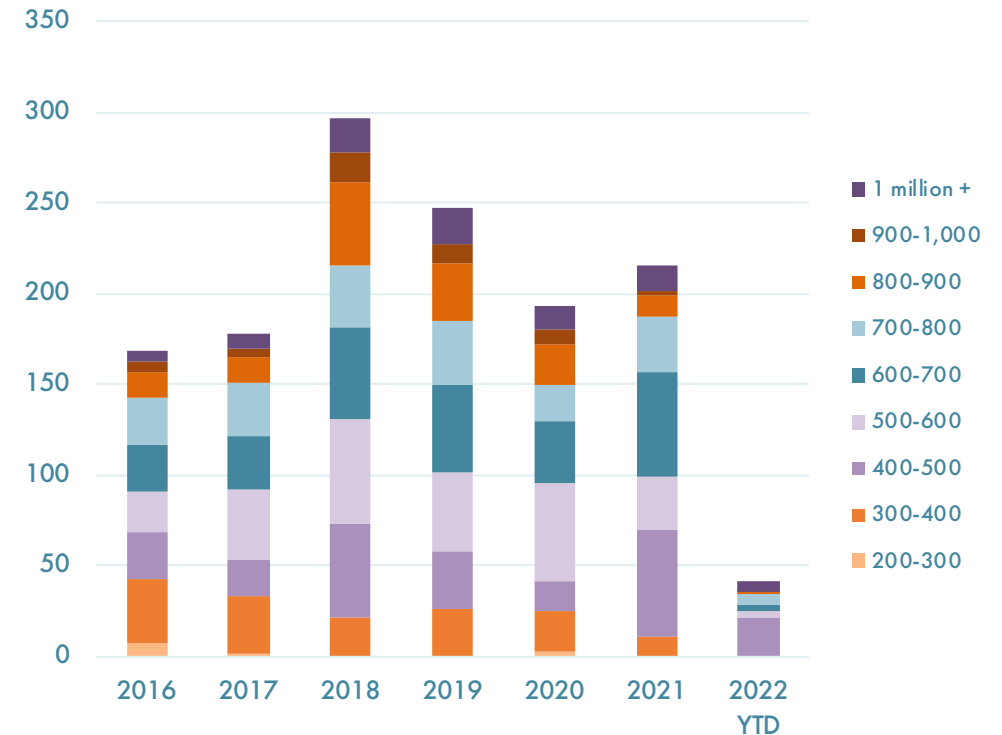


HOUSING CHARACTERISTICS

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- ▶▶ The volume of new home sales in the study area's zip code (30009) trended upward from 2016 to 2022.
- ▶▶ More than 1,300 new homes were built/sold since January of 2016.
- ▶▶ The number of new homes priced/sold below \$300,000 has nearly disappeared since 2016, while the number of home sales priced above \$500,000 has dramatically increased over the past 3 years

New Home Sales by Price (Zip Code 30009)



AVERAGE VALUE

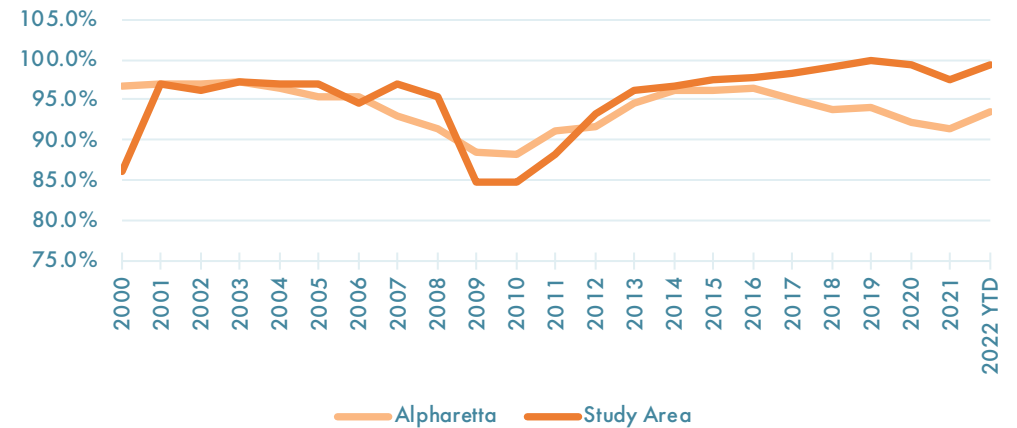
- New SF Homes \$839,444
- New Townhomes \$627,491

RETAIL REAL ESTATE ASSESSMENT

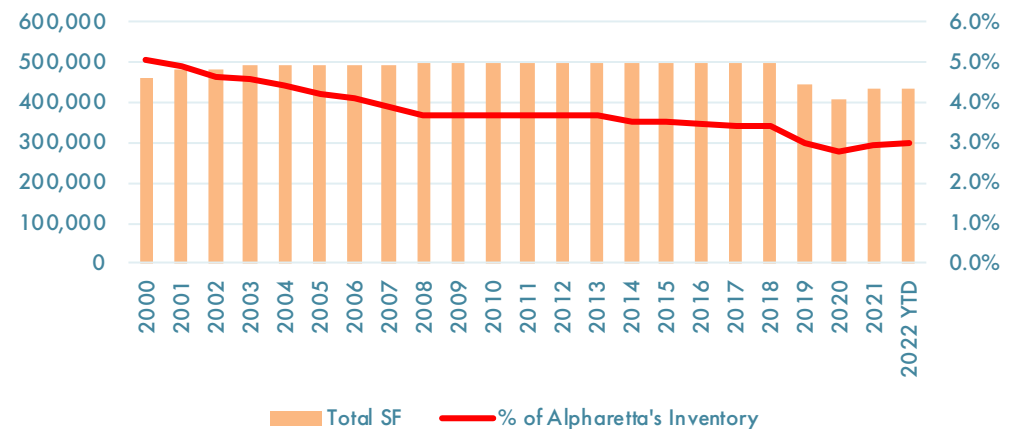
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- ▶ The study area contains more than 430,000 SF of retail space, roughly 3% of Alpharetta's total retail inventory.
- ▶ Study area and City-wide retail occupancy rates increased steadily since 2009-2010.
- ▶ Retail vacancy in the study area is currently estimated at only 0.7%, lower than Alpharetta (6.4%) and less than half retail vacancy rate of Metro Atlanta (>6%).
- ▶ Average retail asking rent in the study area declined between 2008 and 2012. Average retail rent grew by 223% between 2017 and 2022; currently \$34.93 per SF.
- ▶ The combination of rising rents and very low vacancy suggest the potential of unmet demand for additional retail development.

Occupancy Rates Comparison



Study Area - Inventory (Sq. ft.)

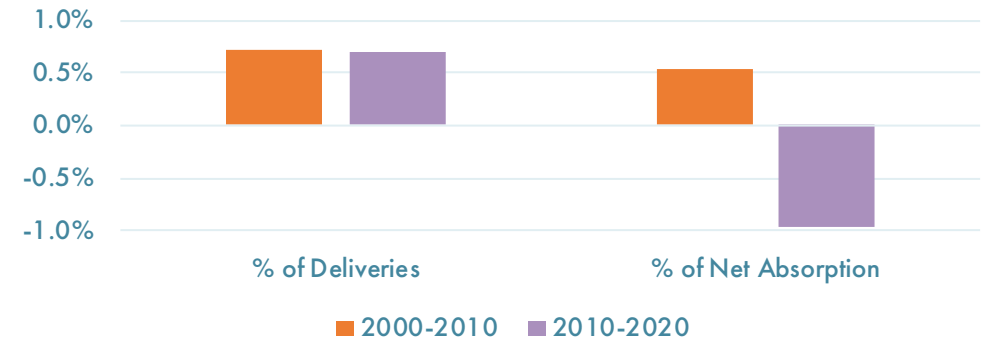


RETAIL REAL ESTATE ASSESSMENT

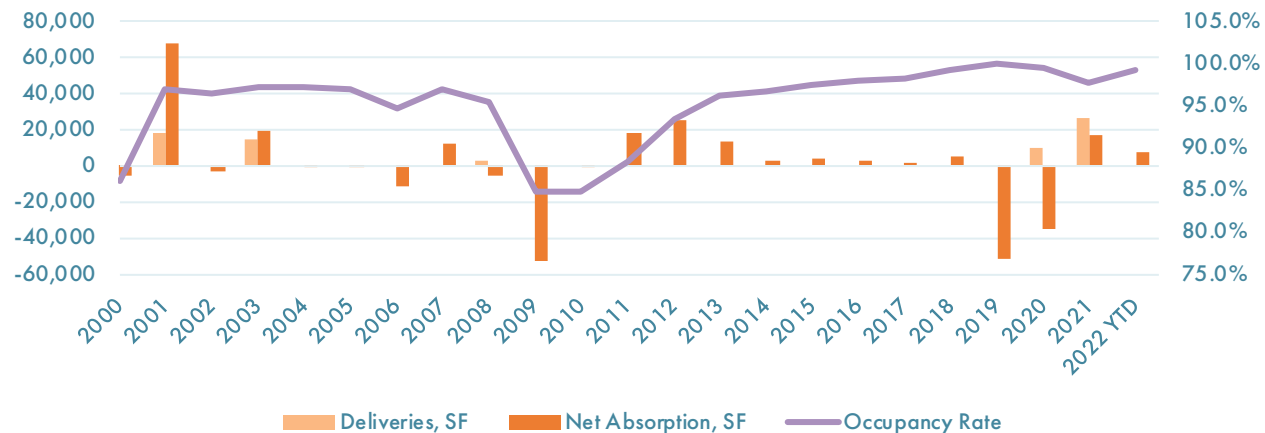
- ▶▶ The study area accounts for 0.7% of all new retail development within Alpharetta over the past two decades.
- ▶▶ Roughly 30,000 sq. ft. of new retail space was delivered in the study area in 2020—the largest total square footage since 2000.

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Study Area's Share of Alpharetta Deliveries & Absorption

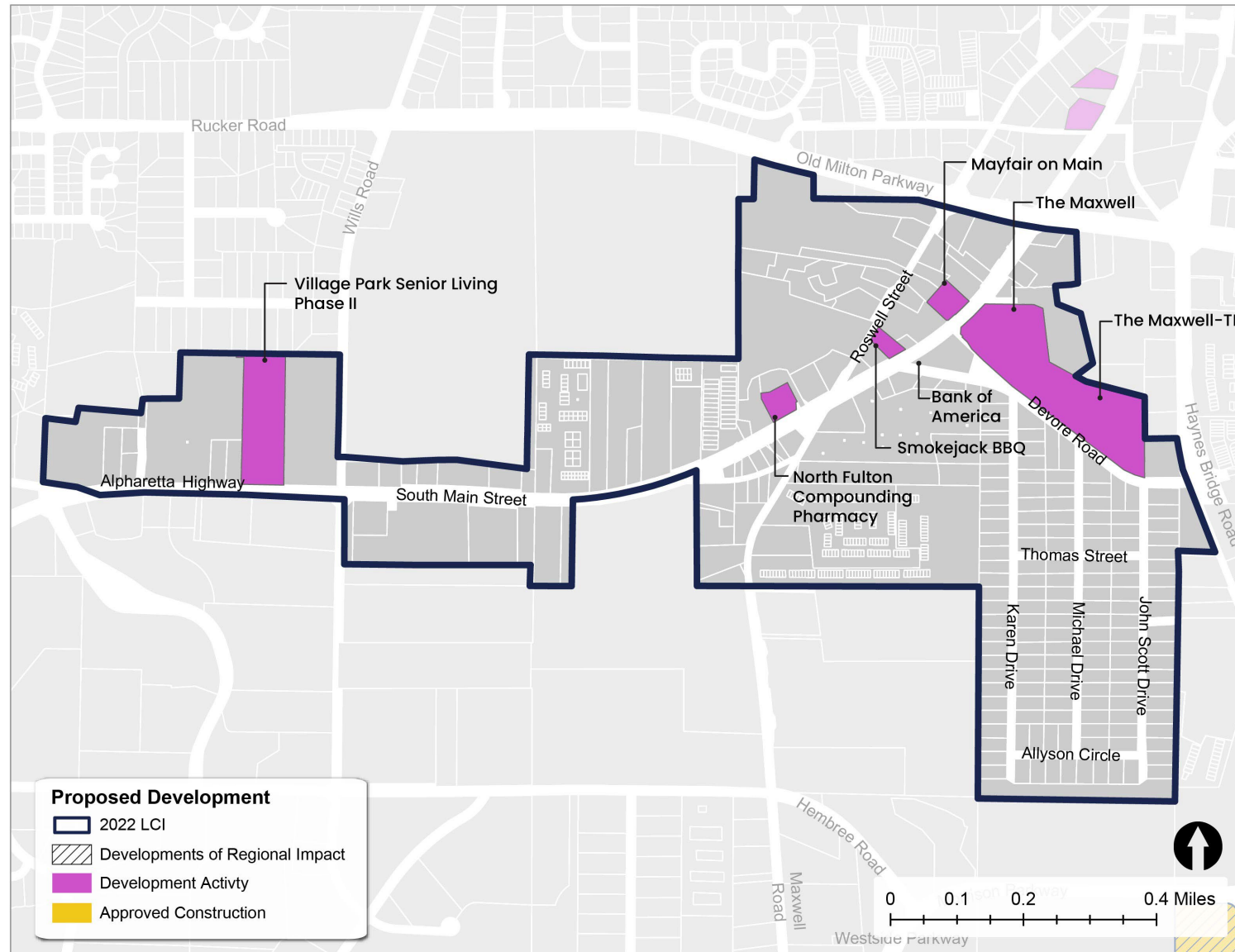


Study Area - Deliveries & Absorption (Sq. ft.)



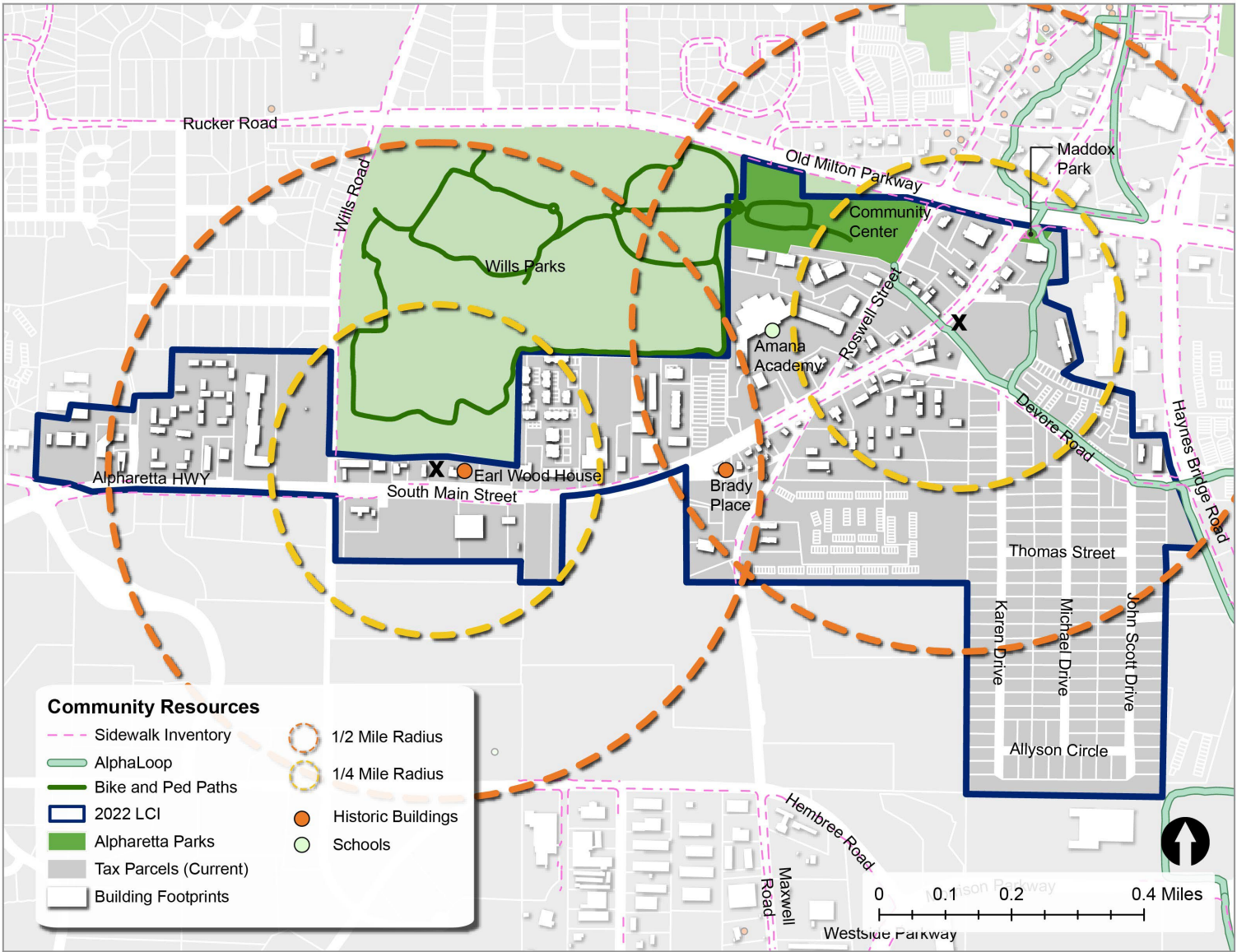
URBAN DESIGN: PROPOSED DEVELOPMENT

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URBAN DESIGN: COMMUNITY RESOURCES

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PLANNING ACTIVITIES

- ▶▶ One Word
- ▶▶ Gotta have, Nice to Have, Never Gonna Have
- ▶▶ Major Challenges → Goals

ONE WORD

- ▶▶ Scan the QR code at the right
- ▶▶ OR, visit PollEv.com/w192mobility572
- ▶▶ OR, text [W192MOBILITY572](tel:22333) to 22333

- ▶▶ Enter a single word
 - ▶▶ Or, if you want to enter a phrase, separate words using “_” (underscore) instead of a space



ONE WORD

▶▶ Visit PollEv.com/w192mobility572

▶▶ Text W192MOBILITY572 to 22333

▶▶ WHAT ONE WORD BEST
DESCRIBES THE STUDY AREA
TODAY?



ONE WORD

▶▶ Visit [PollEv.com/w192mobility572](https://www.poll-ev.com/w192mobility572)

▶▶ Text W192MOBILITY572 to 22333

▶▶ WHAT ONE WORD BEST
DESCRIBES
YOUR VISION
FOR THE STUDY AREA?



GOTTA HAVE/NICE TO HAVE/ NEVER GONNA HAPPEN

▶▶ Gotta Have: Things that absolutely must be implemented on one of the sites, and the City should make every effort to encourage its implementation.

▶▶ Nice to Have: Things that would be great to have, but could easily be removed or changed in favor of higher priority items.

▶▶ Never Gonna to Happen: Things the community would not support and are considered to be “non-starters”; or things that seem “impossible.”

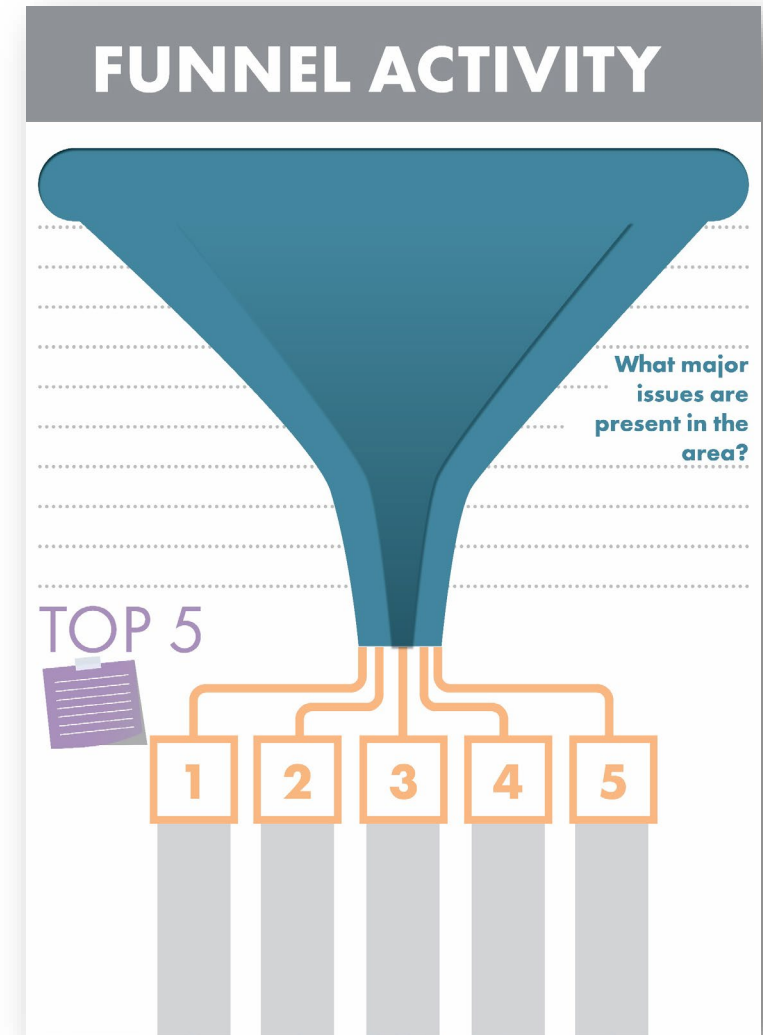
GOTTA HAVE!
[Things that must absolutely must be part of the design]

NICE TO HAVE!
[Things that would be great to have but could easily be dropped in favor of higher priority items]

NEVER GONNA HAPPEN!
[Things that would not be supported by the community and are considered to be “non-starters”, or, things that seem “impossible”]

MAJOR CHALLENGES → GOALS

- ▶ Write down your ideas on the sticky notes
 - ▶ 1 idea per sticky note
- ▶ As a group, categorize them into 5 major themes. (Ex: Sustainability, Economic Development, Walkability, etc.)
- ▶ Move the groups of sticky notes to the bottom row, and write-out a goal that pertains to each theme.



NEXT STEPS

- ▶▶ Public Engagement Event/ Meeting
- ▶▶ Draft Community Vision and Goals
- ▶▶ Draft Existing Conditions Report
- ▶▶ Steering Committee Meeting #2 in August

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THANK YOU!

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