DESIGN REVIEW BOARD
MARCH 21, 2025

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
9:00 AM

1. MEETING ANNOUNCEMENTS

Today's Design Review Board meeting will commence at 8:30 a.m. and a break is scheduled at 12:00 p.m. The meeting will resume at 12:30 p.m.

2. WORK SESSION ITEMS

3. CALL TO ORDER

4. ROLL CALL

5. PLEDGE TO THE FLAG

6. ITEMS FROM STAFF

1. **Public Hearing Procedure**

7. ITEMS FROM BOARD MEMBERS

1. **DRB Meeting Minutes of February 21, 2025**

8. PUBLIC HEARING

1. **DRB240048 296 & 304 Thompson St - Kingsley**
   Consideration of new residential construction
2. **DRB240045 244 North Main St**
   Consideration of new residential construction
3. **DRB250001 Hudson Park 193 Canton St**
   Consideration of exterior elevations and materials
4. **DRB250011 Providence Partners Group 204 Marietta St**
   Review new construction of office building
5. **DRB250008 Stonewood Village 670 North Main St**
   review new exterior changes
6. **DRB250009 Stonewood Village (outparcel)** 670 North Main St
   review new construction
7. **DRB250010 Maple Street Biscuit 50 Canton St**
   review signage
8. **DRB250012 True Education 363 South Main St**
   review signage

9. ADJOURNMENT

DESIGN REVIEW BOARD
UNOFFICIAL MINUTES
FEBRUARY 21, 2025

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
9:00 AM

1. MEETING ANNOUNCEMENTS

Today's Design Review Board meeting will commence at 8:30 a.m. and a break is scheduled at 12:00
p.m. The meeting will resume at 12:30 p.m.

2. WORK SESSION ITEMS

3. CALL TO ORDER

Chair Kramer called the meeting to order at 9:00 a.m.

4. ROLL CALL

- Design Review Board Members present:
  - Richard Kramer (Chairman)
  - Frank Schwing (Vice Chairman)
  - Pat Corkill
  - Holly Palmer
  - Richard Owens
  - Erik Rowen
  - Jennifer Sprayberry

- Staff Present:
  - Bret Schroeder, Code Enforcement Manager
  - Elle Taylor, Planning + Zoning Coordinator
  - Joel Carnow, GIS Specialist/Special Projects Planner

5. PLEDGE TO THE FLAG

6. ITEMS FROM STAFF

7. ITEMS FROM BOARD MEMBERS

1. DRB Meeting Minutes of January 17, 2025

   ❖ Board Member Rowen offered a motion to approve.

   - Vice-Chair Corkill seconded the motion.
   - Motion carried (7-0).

8. PUBLIC HEARING

1. DRB250006 Egg Harbor 5966 North Point Pkwy

   Applicant presented consideration of exterior

   elevations and materials (awning).

   - Presented Material Samples for Awning.
   - Metal Canopy has been there since 2021.
   - Metal Frame with fabric color.

   There was discussion on storage debris behind the building.

   There was no public comment.

   ❖ Vice-Chair Schwing offered a motion to approve the patio cover as presented with the condition that the Landlord clean up the stored debris behind the building.

   - Board Member Corkill seconded the motion.
   - Motion carried (7-0).

2. DRB250004 401 Professional Bldg 401 South Main St

   Applicant presented consideration of new signage.

   Brick matches current buildings.
   Significant change to Landscape Plan.
   Beige Background.

   There was discussion of Utility Pole.

There was no public comment.

❖ Vice-Chair Schwing offered a motion to approve the sign as submitted with the condition that the Applicant submit a color sample of the background color on the sign to Staff for final approval.

- Board Member Palmer seconded the motion.
- Motion carried (7-0).

❖ Board Member Owens offered a motion to approve the Black and White drawing of the proposed planting that is dated August 12, 2024.

- Board Member Sprayberry seconded the motion.
- Motion carried (7-0).

3. DRB25007 HC Commons LLC 735 North Main St

   Applicant presented consideration of new signage.

- Existing Monument Sign location.
- Difficult to see from the road.
- Proposed Location & Design.
- Adding plantings at the bottom of sign.

There was discussion from the Board:

- Lighting.
- Sign will be above the railing.

There was no public comment.

- ❖ Vice-Chair Schwing offered a motion to approve sign as presented with the following conditions: applicant will enlarge the base with a stone cap, final dimensions to be approved by Staff, instead of the gooseneck lighting, applicant will install up and down LED strip lighting and low evergreen landscaping will be installed at the base with final approval by Staff.
  - Board Member Corkill seconded the motion.
  - Motion carried (7-0).

Chair Kramer called a recess at 9:42 a.m.

Chair Kramer reconvened the meeting at 9:47 a.m.

4. **DRB240048 296 & 304 Thompson St - Kingsley**
   Applicant presented consideration of residential construction.

   There was no public comment.

   After discussion of:

   - Site Plan.
   - Lot 1 four sides brick and stone on bottom.
   - Material Samples.
   - DRB would like paint on building to be more off white.
   - DRB would like Chimney to have stone all the way up.
   - DRB did not like third story parapet, looks applied, fake.
   - Raise parapet higher, remove second parapet feature.

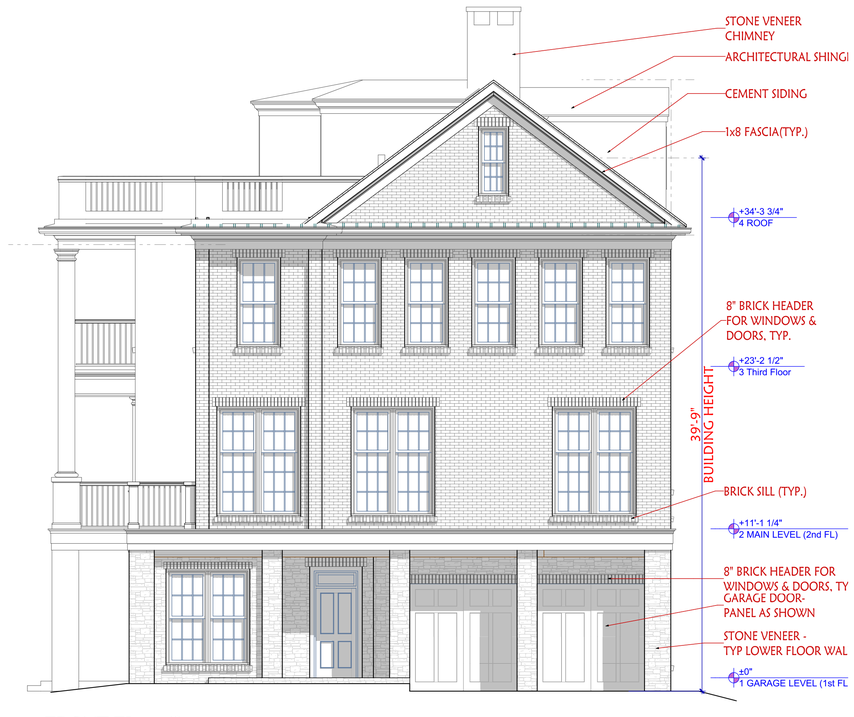
- Townhomes 2 end units brick.
- Balconies are habitable.
- DRB needs specifics on materials being used, location on the buildings and material and color samples.

❖ Board Member Rowen offered a motion to defer exterior elevations of Lot 1, Lot 7 and six townhomes.

- Vice-Chair Schwing seconded the motion.
- Motion carried (7-0).

9. ADJOURNMENT

Chair Kramer adjourned the meeting at 10:56 a.m.



1 **FRONT Elevation**
SCALE: 3/16" = 1'-0"

2 **THOMPSON ST Elevation**
SCALE: 3/16" = 1'-0"

3 **REAR Elevation**
SCALE: 3/16" = 1'-0"

4 **RIGHT SIDE Elevation**
SCALE: 3/16" = 1'-0"

Elevations
DRB

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759.
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly

LOT 1

296 THOMPSON ST,
ALPHARETTA, GA 30005

OWNER:

PSV LLC

DEVELOPER:

ALPHADEV LLC

P.O.Box 986,
Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR-1

SHEET 7 OF 50

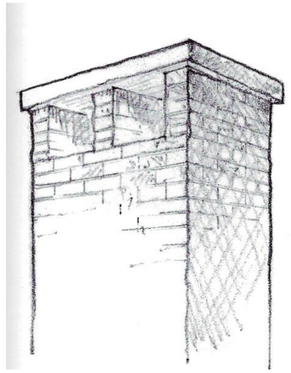
Paint

COBBLESTONE(TAN)

BLACK

Window	Frame- Black	#SW7069 (Iron Ore)
Trim	COBBLESTONE-	#JH40-10 (Cobble Stone)
Columns	COBBLESTONE	

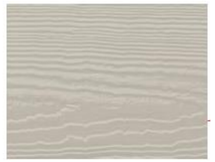
CHIMNEY CAPS



Roof Shingles-

Weathered wood

SIDING COLOR- COBBLESTONE



BRICK VENEER-

GENERAL SHALE- SANDY CREEK

STONE VENEER-

HORIZON STONE- HANDCRAFTED MOSSY CREEK

FRONT(KINGSLY DR)

THOMPSON ST VIEW

Elevations

DRB

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PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR-2

SHEET 8 OF 50

GARAGE DOORS

The Genuine. The Original.

OVERHEAD DOOR®

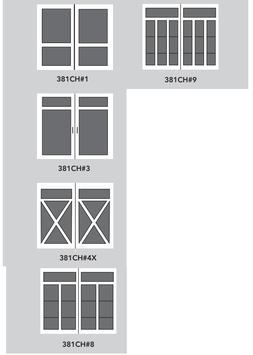
Overhead Door Company of Atlanta™
A CHI PACE Company

Plantation Collection Carriage Doors

Panel Designs

- Model 381CH is available in 8', 9', 10', 15',16', 18' widths and 7' and 8' heights
- All panel designs are available in white only. Doors may be custom-painted using any quality exterior latex paint.

Many standard styles to choose from
Custom styles are available



Windows

Many decorative window inserts are available to enhance the look of your garage door, which in turn enhances the look of your home. Here are just a few examples. See brochure or website for all options.

WINDOWS

Explore A-Series windows and doors

EXTERIOR/PORCH/SITE LIGHING

FRENCH QUARTER GAS STYLE ELECTRIC OUTDOOR POST MOUNT LIGHT

FRENCH QUARTER GAS STYLE ELECTRIC OUTDOOR WALL MOUNT LIGHT

PILASTERS

Square PERMACast® Plus Columns

SQUARE PERMACAST®PLUS INSIDE DIMENSIONS

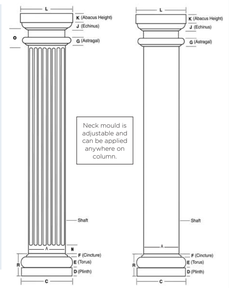
Inside dimensions may vary up to 1/4". Splitting a column will decrease inside dimension 1/8".

Column Size	Inside
6"	5⅛"
8"	6⅞"
10"	9"
12"	11"
14"	13"
16"	15"

Inside Dimension

*Inside is Round

PANEL MOULDING FOR SQUARE PERMACAST®PLUS



PermaCast®Plus Square Column shown fluted with Poly Tuscan Cap and Base.

PermaCast®Plus Square Column shown plain with Poly Tuscan Cap and Base.

Plumb-Fit®

To make installation even easier our 6"-12" round and square poly Tuscan Cap and Base Sets with flashing cap come with the patented (Patent 9689674) Plumb-Fit® installation system included.

SQUARE PERMACAST®PLUS COLUMN DIMENSIONS (IN INCHES)*

Column Size	A	C	D	E	F	G	J	K	L	N	O	R	Lengths Available (ft.)
6"	6"	9⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1⅛"	9⅛"	N/A	N/A	3⅛"	6,8,9,10
8"	8"	11⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1½"	10 ⅝"	5"	3⅛"	4¼"	6,8,9,10,12
10"	10"	13⅛"	2⅛"	2⅛"	¾"	1"	1½"	1¾"	12⅛"	3¼"	4⅛"	5⅛"	5(1' 6",8,9,10,12 6,8,9,10,12
12"	12"	16⅛"	2⅝"	2⅝"	⅞"	1"	1⅞"	2⅛"	16⅛"	N/A	N/A	6⅛"	8,9,10,12,14,16,18
14"	14"	19⅛"	3⅛"	2⅞"	1⅛"	1⅛"	2⅛"	2½"	19⅛"	N/A	N/A	7⅝"	8,10,12,14
16"	16"	22⅛"	3⅛"	3⅛"	1⅛"	1⅛"	2⅛"	2¾"	21½"	N/A	N/A	8⅛"	8,10,12,14 16,18,20

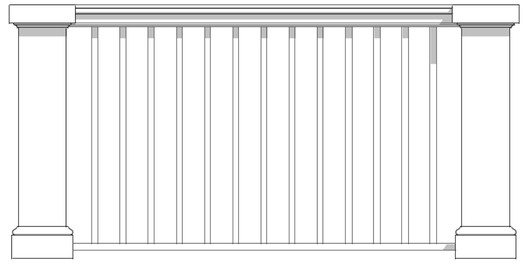
Fluted Square

*There may be a variance of up to 1/4" in all dimensions.
• Split columns are not load bearing. • See page 16 for Decorative Capital dimensions.

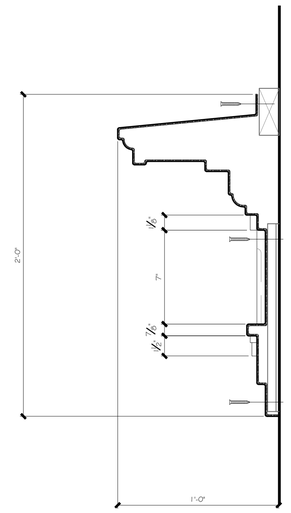
Versatility of Square Columns

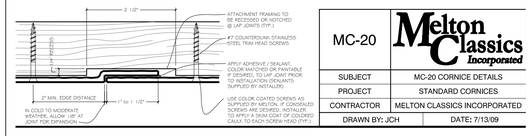
The design and versatility of an HB&G square column has enhanced its popularity with today's architects. The HB&G Square PermaCast®Plus column lineup includes plain, recessed panel, fluted, and Craftsman styles. An unlimited combination of styles can be achieved by various uses of the panel moulding, neck moulding, and caps and bases. Additionally, the plain square column is not tapered and can be cut to any height without affecting the fit of the caps and bases.

PREFABRICATED RAILING



PREFABRICATED TRIM/CORNICE





MC-20	Melton Classics Incorporated
SUBJECT	MC-20 CORNICE DETAILS
PROJECT	STANDARD CORNICES
CONTRACTOR	MELTON CLASSICS INCORPORATED
DRAWN BY: JCH	DATE: 7/13/09

The final Cornice & trim profiles to be selected from the manufacturer's standard profile that closely matches the profiles shown on building elevations.

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
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LOT 1

296 THOMPSON ST,
ALPHARETTA, GA 30005

OWNER:

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DEVELOPER:

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P.O.Box 986,
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CONTACT PERSON:

Brian Bodechon

404-867-1799

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR-MT

SHEET 9 OF 50

EXT FIXTURES
DRB

1 FRONT Elevation

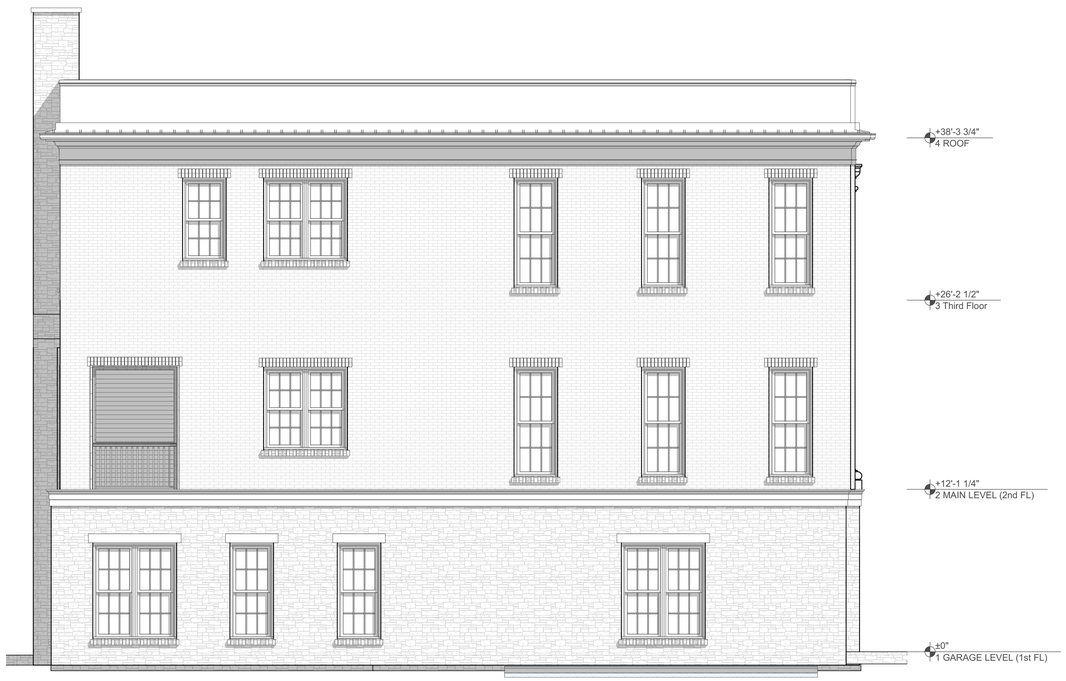
SCALE: 3/16" = 1'-0"

2 THOMPSON ST Elevation

SCALE: 3/16" = 1'-0"

3 REAR Elevation

SCALE: 3/16" = 1'-0"



4 RIGHT SIDE Elevation

SCALE: 3/16" = 1'-0"

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PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 7.pln

DRAWN BY:

KS

SHEET #:

DR-1

SHEET 7 OF 50

Elevations
DRB

Paint

WHITE

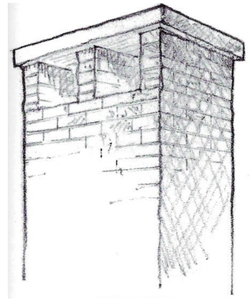
Color SW7666
(Fleur-de-Sel)

BLACK

Color SW7069
(Iron Ore)

Window	Frame- Black	#SW7069 (Iron Ore)
Trim	White	#SW7666 (Fleur-de-Sel)
Columns	White	#SW7666 (Fleur-de-Sel)

CHIMNEY CAP



BRICK VENEER-

GENERAL SHALE- WINTERHAVEN

STONE VENEER-

HORIZON STONE- HANDCRAFTED MOSSY CREEK

THOMPSON ST

REAR

FRONT(KINGSLY DR)

THOMPSON ST

Elevations

DRB

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SHEET 8 OF 50

GARAGE DOORS

The Genuine. The Original.

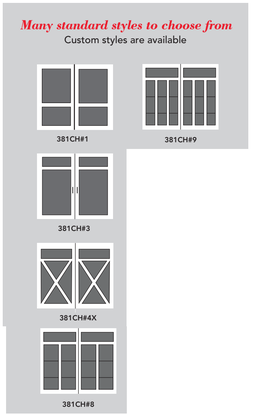
OVERHEAD DOOR®

Overhead Door Company of Atlanta™
A CHI PACE Company

Plantation Collection Carriage Doors

Panel Designs

- Model 381CH is available in 8', 9', 10', 15',16', 18' widths and 7' and 8' heights
- All panel designs are available in white only. Doors may be custom-painted using any quality exterior latex paint.

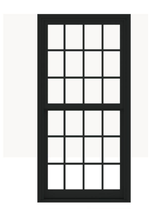


Windows

Many decorative window inserts are available to enhance the look of your garage door, which in turn enhances the look of your home. Here are just a few examples. See brochure or website for all options.

WINDOWS

Explore A-Series windows and doors



EXTERIOR/PORCH/SITE LIGHING

FRENCH QUARTER GAS STYLE ELECTRIC OUTDOOR POST MOUNT LIGHT

FRENCH QUARTER GAS STYLE ELECTRIC OUTDOOR WALL MOUNT LIGHT

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Square PERMACast® Plus Columns

SQUARE PERMACAST®PLUS INSIDE DIMENSIONS

Inside dimensions may vary up to 1/4". Splitting a column will decrease inside dimension 1/8".

Column Size	Inside
6"	5⅛"
8"	6⅛"
10"	9"
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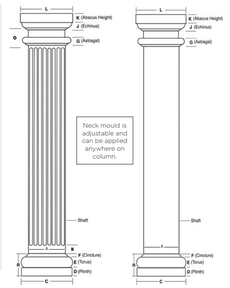
16"	15"

Inside Dimension

*Inside is Round

PANEL MOULDING FOR SQUARE PERMACAST®PLUS



PermaCast®Plus Square Column shown fluted with Poly Tuscan Cap and Base.

PermaCast®Plus Square Column shown plain with Poly Tuscan Cap and Base.

Plumb-Fit®

To make installation even easier our 6"-12" round and square poly Tuscan Cap and Base Sets with flashing cap come with the patented (Patent 9689674) Plumb-Fit® installation system included.

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8"	8"	11⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1½"	10 ⅝"	5"	3⅛"	4¼"	6,8,9,10,12
10"	10"	13⅛"	2⅛"	2⅛"	¾"	1"	1½"	1¾"	12⅛"	3¼"	4⅛"	5⅛"	5[1] 6,8,9,10,12 6,8,10,12
12"	12"	16⅛"	2⅝"	2⅝"	⅞"	1"	1⅞"	2⅛"	16⅛"	N/A	N/A	6⅛"	8,9,10,12,14,16,18
14"	14"	19⅛"	3⅛"	2⅞"	1⅛"	1⅛"	2⅛"	2½"	19⅛"	N/A	N/A	7⅛"	8,10,12,14
16"	16"	22⅛"	3⅛"	3⅛"	1⅛"	1⅛"	2⅛"	2¾"	21½"	N/A	N/A	8⅛"	8,10,12,14 16,18,20

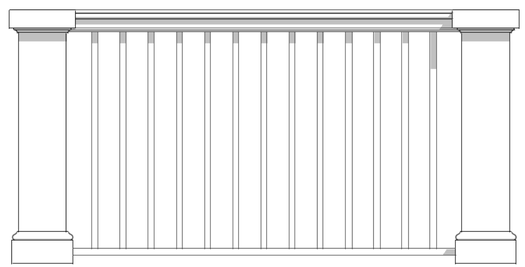
Fluted Square

*There may be a variance of up to 1/4" in all dimensions.
• Split columns are not load bearing. • See page 16 for Decorative Capital dimensions.

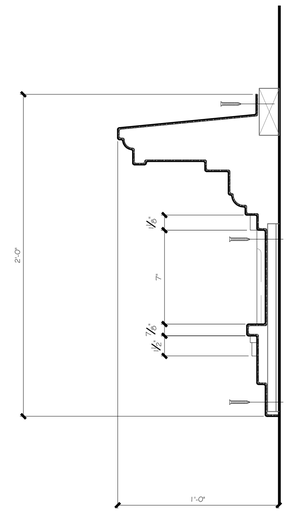
Versatility of Square Columns

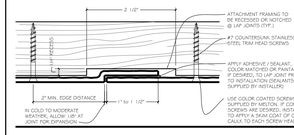
The design and versatility of an HB&G square column has enhanced its popularity with today's architects. The HB&G Square PermaCast®Plus column lineup includes plain, recessed panel, fluted, and Craftsman styles. An unlimited combination of styles can be achieved by various uses of the panel moulding, neck moulding, and caps and bases. Additionally, the plain square column is not tapered and can be cut to any height without affecting the fit of the caps and bases.

PREFABRICATED RAILING



PREFABRICATED TRIM/CORNICE





MC-20	Melton Classics Incorporated
SUBJECT	MC-20 CORNICE DETAILS
PROJECT	STANDARD CORNICES
CONTRACTOR	MELTON CLASSICS INCORPORATED
DRAWN BY: JCH	DATE: 7/13/09

The final Cornice & trim profiles to be selected from the manufacturer's standard profile that closely matches the profiles shown on building elevations.

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759.
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly

LOT 7

296 THOMPSON ST,
ALPHARETTA, GA 30005

OWNER:

PSV LLC

DEVELOPER:

ALPHADEV LLC

P.O.Box 986,
Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 7.pln

DRAWN BY:

KS

SHEET #:

DR-MT

SHEET 9 OF 50

EXT FIXTURES
DRB

2 **FRONT Elevation**
SCALE: 3/16" = 1'-0"

4 **RIGHT SIDE Elevation**
SCALE: 3/16" = 1'-0"

1 **REAR Elevation (ALPHA LOOP)**
SCALE: 3/16" = 1'-0"

6 **LEFT SIDE Elevation**
SCALE: 3/16" = 1'-0"

ELEVATIONS
DRB

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design group, llc
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TOWNHOMES

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

PSV LLC

DEVELOPER:

ALPHADEV LLC

P.O.Box 986,
Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799

PROJECT NO: **2024-24**

MODEL FILE:
Thompson TH1-TH3.pln

DRAWN BY:
KS

SHEET #:

A4-6.4

SHEET 5 OF 12

FRONT

REAR (ALPHA LOOP)

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MODEL FILE:

Thompson TH1-TH3.pln

DRAWN BY:

KS

SHEET #:

A4-6.5

SHEET 6 OF 12

ELEVATIONS

DRB

BRICK/SIDING VENEER-

LOT #
TH1
TH2
TH3
TH4
TH5
TH6

GENERAL SHALE- SANDY CREEK

SIDING COLOR- ARCTIC WHITE

GENERAL SHALE- CORTEZ

GENERAL SHALE- CORTEZ

SIDING COLOR- ARCTIC WHITE

GENERAL SHALE- SANDY CREEK

STONE VENEER- BASE/GARAGE LEVEL

HORIZON STONE- HANDCRAFTED MOSSY CREEK

12 REAR ELEV- ROOFED REAR DECK OPTION
SCALE: 1/4" = 1'-0"

CEMENT SIDING-

SIDING COLORS
Arctic White

SHUTTERS

PARAPET VENTS

Paint

WHITE

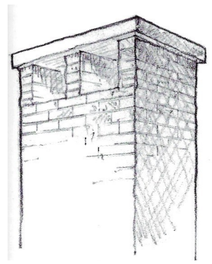
Color SW7666
(Fleur-de-Sel)

BLACK

Color SW7069
(Iron Ore)

Window	Frame- Black
Trim	White
Columns	White

CHIMNEY CAPS



METAL ROOFS

STANDING SEAM

EXT FINISHES

DRB

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PROJECT NO: 2024-24

MODEL FILE: Thompson TH1-TH3.pln

DRAWN BY: KS

SHEET #: DR-MT

SHEET 8 OF 12

GARAGE DOORS

The Genuine. The Original.

OVERHEAD DOOR®

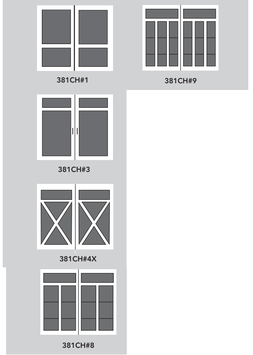
Overhead Door Company of Atlanta™
A CHI PACE Company

Plantation Collection Carriage Doors

Panel Designs

- Model 381CH is available in 8', 9', 10', 15',16', 18' widths and 7' and 8' heights
- All panel designs are available in white only. Doors may be custom-painted using any quality exterior latex paint.

Many standard styles to choose from
Custom styles are available

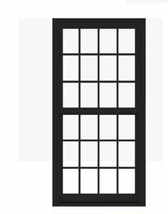


Windows

Many decorative window inserts are available to enhance the look of your garage door, which in turn enhances the look of your home. Here are just a few examples. See brochure or website for all options.

WINDOWS

Explore A-Series windows and doors



EXTERIOR/PORCH/SITE LIGHING

FRENCH QUARTER GAS STYLE ELECTRIC OUTDOOR POST MOUNT LIGHT

FRENCH QUARTER GAS STYLE ELECTRIC OUTDOOR WALL MOUNT LIGHT

PILASTERS

Square PERMACast® Plus Columns

SQUARE PERMACAST®PLUS INSIDE DIMENSIONS

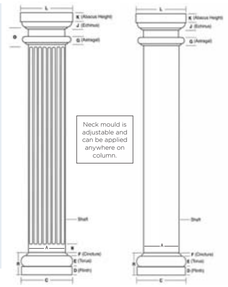
Inside dimensions may vary up to 1/4". Splitting a column will decrease inside dimension 1/8".

Column Size	Inside
6"	5⅛"
8"	6⅛"
10"	9"
12"	11"
14"	13"
16"	15"

Inside Dimension

*Inside is Round

PANEL MOULDING FOR SQUARE PERMACAST®PLUS



PermaCast®Plus Square Column shown fluted with Poly Tuscan Cap and Base.

PermaCast®Plus Square Column shown plain with Poly Tuscan Cap and Base.

Plumb-Fit®

To make installation even easier our 6"-12" round and square poly Tuscan Cap and Base Sets with flashing cap come with the patented (Patent 9689674) Plumb-Fit® installation system included.

SQUARE PERMACAST®PLUS COLUMN DIMENSIONS (IN INCHES)*

Column Size	A	C	D	E	F	G	J	K	L	N	O	R	Lengths Available (ft.)
6"	6"	9⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1⅛"	9⅛"	N/A	N/A	3⅛"	6,8,9,10
8"	8"	11⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1½"	10 ⅝"	5"	3⅛"	4¼"	6,8,9,10,12
10"	10"	13⅛"	2⅛"	2⅛"	¾"	1"	1¼"	1¼"	12⅛"	3¼"	4⅛"	5⅛"	6,8,9,10,12
12"	12"	16⅛"	2⅛"	2⅛"	⅞"	1"	1⅛"	2⅛"	16⅛"	N/A	N/A	6⅛"	8,9,10,12,14,16,18
14"	14"	19⅛"	3⅛"	2⅛"	1⅛"	1⅛"	2⅛"	2½"	19⅛"	N/A	N/A	7⅛"	8,10,12,14
16"	16"	22⅛"	3⅛"	3⅛"	1⅛"	1⅛"	2⅛"	2¾"	21½"	N/A	N/A	8⅛"	8,10,12,14,16,18,20

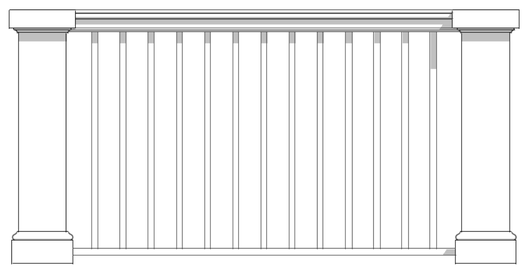
Fluted Square

*There may be a variance of up to 1/4" in all dimensions.
• Split columns are not load bearing. • See page 16 for Decorative Capital dimensions.

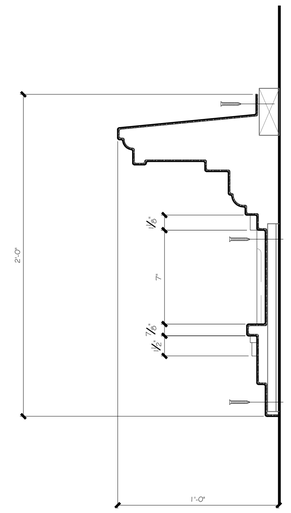
Versatility of Square Columns

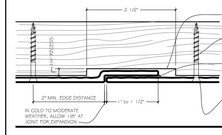
The design and versatility of an HB&G square column has enhanced its popularity with today's architects. The HB&G Square PermaCast®Plus column lineup includes plain, recessed panel, fluted, and Craftsman styles. An unlimited combination of styles can be achieved by various uses of the panel moulding, neck moulding, and caps and bases. Additionally, the plain square column is not tapered and can be cut to any height without affecting the fit of the caps and bases.

PREFABRICATED RAILING



PREFABRICATED TRIM/CORNICE





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SUBJECT	MC-20 CORNICE DETAILS
PROJECT	STANDARD CORNICES
CONTRACTOR	MELTON CLASSICS INCORPORATED
DRAWN BY: JCH	DATE: 7/13/09

The final Cornice & trim profiles to be selected from the manufacturer's standard profile that closely matches the profiles shown on building elevations.

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly

TOWNHOMES

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

PSV LLC

DEVELOPER:

ALPHADEV LLC

P.O.Box 986,
Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799

PROJECT NO: **2024-24**

MODEL FILE:

Thompson TH1-TH3.pln

DRAWN BY:

KS

SHEET #:

DR-MT2

SHEET 9 OF 12

EXT FIXTURES
DRB

1 **FRONT Elevation**
SCALE: 3/16" = 1'-0"

2 **THOMPSON ST Elevation**
SCALE: 3/16" = 1'-0"

3 **REAR Elevation**
SCALE: 3/16" = 1'-0"

4 **RIGHT SIDE Elevation**
SCALE: 3/16" = 1'-0"

Elevations
DRB

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||ARCHITECTURE||
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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly

LOT 1

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

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DEVELOPER:

ALPHADEV LLC

P.O.Box 986, Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799 ,

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR1-1

SHEET 7 OF 50

Paint

COBBLESTONE(TAN)

BLACK

CHIMNEY SHROUD

Roof Shingles-

Weathered wood

BRICK VENEER-

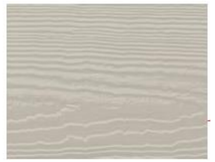
GENERAL SHALE- SPANISH MOSS BLEND

STONE VENEER-

HORIZON STONE- HANDCRAFTED HERMITAGE

Window	Frame- Black	#SW7069 (Iron Ore)
Trim	COBBLESTONE-	#JH40-10 (Cobble Stone)
Columns	COBBLESTONE	

SIDING COLOR- COBBLESTONE



FRONT(KINGSLY DR)

THOMPSON ST VIEW

KSi design group, llc

||ARCHITECTURE||
SPACE PLANNING

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404-867-1799 ,

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR-2

SHEET 8 OF 50

Elevations

DRB

2 **FRONT Elevation**
SCALE: 3/16" = 1'-0"

LOT TH1
LOT TH4

LOT TH2
LOT TH5

LOT TH3
LOT TH6

LOT TH3
LOT TH6

4 **RIGHT SIDE Elevation**
SCALE: 3/16" = 1'-0"

1 **REAR Elevation (ALPHA LOOP)**
SCALE: 3/16" = 1'-0"

LOT TH3
LOT TH6

LOT TH2
LOT TH5

LOT TH1
LOT TH4

LOT TH1
LOT TH4

6 **LEFT SIDE Elevation**
SCALE: 3/16" = 1'-0"

ELEVATIONS
DRB

KSi
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||ARCHITECTURE||
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404-867-1799 ,

PROJECT NO: 2024-24

MODEL FILE:
Thompson TH1-TH3.pln

DRAWN BY:
KS

SHEET #:

A4-6.4

REAR (ALPHA LOOP)

FRONT

ELEVATIONS

DRB

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||ARCHITECTURE||
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SHEET #:

A4-6.5

BRICK/SIDING VENEER-

LOT

GENERAL SHALE- CARDOBA

TH1

SIDING COLOR- ARCTIC WHITE

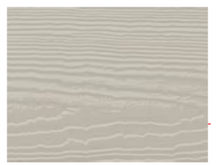
TH2

GENERAL SHALE- SPANISH MOSS BLEND

TH3

GENERAL SHALE- WINTERHAVEN

TH4



SIDING COLOR- COBBLESTONE

TH5

GENERAL SHALE- CORTEZ

TH6

STONE VENEER- BASE/GARAGE LEVEL

HORIZON STONE- 19TH CENTURY CANYON RIDGE

CEMENT SIDING-

HARDIE® PLANK LAP SIDING

SELECT CEDARMILL®

Our natural cedar look has a soft texture that mimics wood.

THE STATEMENT COLLECTION™

Classic shades—engineered with long-lasting ColorPlus® Technology—will make a statement that resonates for generations. The tried and true colors of James Hardie's Statement Collection™ products were designed for every home. They're our most popular hues. And they are readily available in your region.

SIDING COLORS

Arctic White

SHUTTERS

PARAPET VENTS

Paint

WHITE

Color SW7666
(Fleur-de-Sel)

BLACK

Color SW7069
(Iron Ore)

Window	Frame- Black
Trim	White
Columns	White

CHIMNEY SHROUD

BLACK

METAL ROOFS

STANDING SEAM

KSi design group, llc

||ARCHITECTURE||
SPACE PLANNING

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EXT FINISHES

DRB

GARAGE DOORS

The Genuine. The Original.

OVERHEAD DOOR®

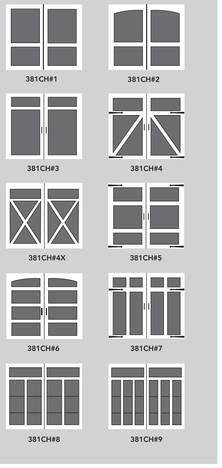
Overhead Door Company of Atlanta™
A CHI PACE Company

Plantation Collection Carriage Doors

Panel Designs

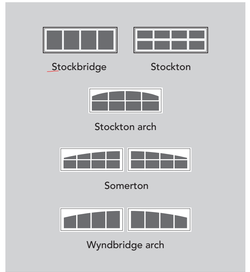
- Model 381CH is available in 8', 9', 10', 15',16', 18' widths and 7' and 8' heights
- All panel designs are available in white only. Doors may be custom-painted using any quality exterior latex paint.

Many standard styles to choose from
Custom styles are available



Windows

Many decorative window inserts are available to enhance the look of your garage door, which in turn enhances the look of your home. Here are just a few examples. See brochure or website for all options.



Decorative Hardware Options

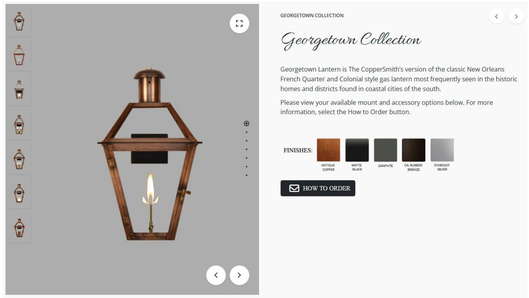
Further individualize your garage door with our distinctive decorative exterior hanldes and hinges.

Set includes four straps and two pull handles.

WINDOWS

Explore A-Series windows and doors

EXTERIOR/PORCH/SITE LIGHING



GEORGETOWN COLLECTION

Georgetown Collection

Georgetown Lantern is The CopperSmith's version of the classic New Orleans French Quarter and Colonial style gas lantern most frequently seen in the historic homes and districts found in coastal cities of the south.

Please view your available mount and accessory options below. For more information, select the How to Order button.

FINISHES: ANTIQUE COPPER · MATTE BLACK · GRAPHITE · OIL RUBBED BRONZE · STAINLESS WATER

HOW TO ORDER

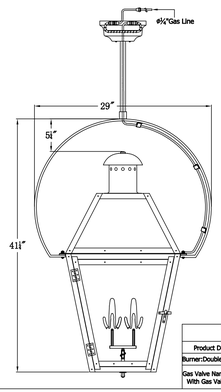
Accessories Features Sizes & Specs Installation Instructions

Gooseneck, Fluted Top, Matte Black Finish
GT (GN+FT+SP+Matte Black)

Grand Post Fitter, Graphite Finish
GT (GPF + Graphite)

Lamp Post
GT (PF_Lamp Post)

GEORGETOWN 36 Gas With Classic Yoke
(GT-36G CY-GT36)



The CopperSmith		
Product Description	Drawing Description	9152 Hard Drive
Burner:Double	REV:A/0	Foley Alabama 36536
Gas Valve Name:VNG(P)DB With Gas Valve Coupling	Date:02/17/2022	SKU Number:GT-36G
	Drawing by:Jason Huang	Product Name:Georgetown 36 Gas

PILASTERS & BALUSTRADES

Square PERMACast® Plus Columns

SQUARE PERMACAST®PLUS INSIDE DIMENSIONS

Inside dimensions may vary up to 1/4". Splitting a column will decrease inside dimension 1/8".

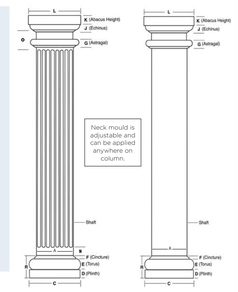
Column Size	Inside
6"	5⅛"
8"	6⅞"
10"	9"
12"	11"
14"	13"
16"	15"

Inside Dimension

*Inside is Round

PANEL MOULDING FOR SQUARE PERMACAST®PLUS

#54505
Length: 8'
No.54502
1/2" x 1"



PermaCast®Plus Square Column shown fluted with Poly Tuscan Cap and Base.

PermaCast®Plus Square Column shown plain with Poly Tuscan Cap and Base.

Plumb-Fit®

To make installation even easier our 6"-12" round and square poly Tuscan Cap and Base Sets with flashing cap come with the patented (Patent 9689674) Plumb-Fit® installation system included.

SQUARE PERMACAST®PLUS COLUMN DIMENSIONS (IN INCHES)*

Column Size	A	C	D	E	F	G	J	K	L	N	O	R	Lengths Available (ft.)
6"	6"	9⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1⅛"	9⅛"	N/A	N/A	3⅝"	6,8,9,10
8"	8"	11⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1½"	10 ⅝"	5"	3⅛"	4¼"	6,8,9,10,12
10"	10"	13⅛"	2⅛"	2⅛"	¾"	1"	1¼"	1¼"	12⅛"	3¼"	4⅛"	5⅛"	ST: 6,8,9,10,12 FL&S: 8,10,12
12"	12"	16⅛"	2⅝"	2⅝"	⅞"	1"	1¼"	2⅛"	16⅛"	N/A	N/A	6⅛"	8,9,10,12,14,16,18
14"	14"	19⅛"	3⅛"	2⅞"	1⅛"	1⅛"	2⅛"	2½"	19⅛"	N/A	N/A	7⅝"	8,10,12,14
16"	16"	22⅛"	3⅛"	3⅛"	1⅛"	1⅛"	2⅛"	2¾"	21½"	N/A	N/A	8⅛"	8,10,12,14 16,18,20

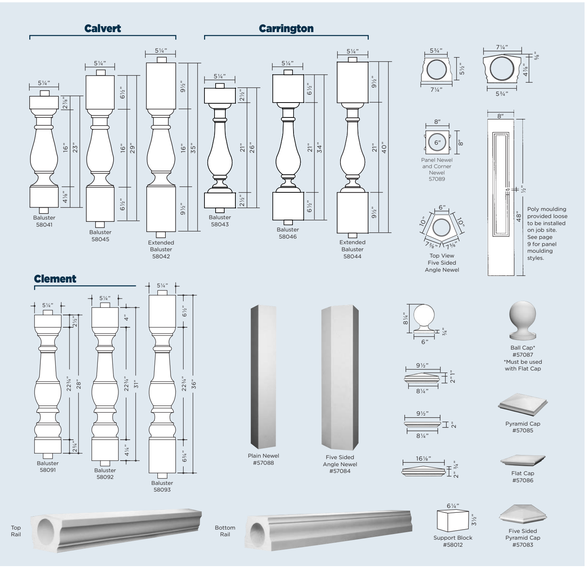
Fluted Square

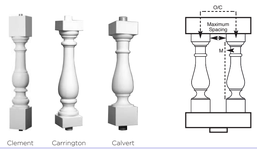
*There may be a variance of up to 1/4" in all dimensions.
• Split columns are not load bearing. • See page 16 for Decorative Capital dimensions.

Versatility of Square Columns

The design and versatility of an HB&G Square PermaCast®Plus column lineup includes plain, recessed panel, fluted, and Craftsman styles. An unlimited combination of styles can be achieved by various uses of the panel moulding, neck moulding, and caps and bases. Additionally, the plain square column is not tapered and can be cut to any height without affecting the fit of the caps and bases.

7" Balustrade System





7"			
SKU	M	Maximum Spacing	O/C
58041	1⅛"	1⅛"	6½"
58042	1⅛"	1⅛"	6½"
58045	1⅛"	1⅛"	6½"
58043	1½"	¾"	6"
58044	1½"	¾"	6"
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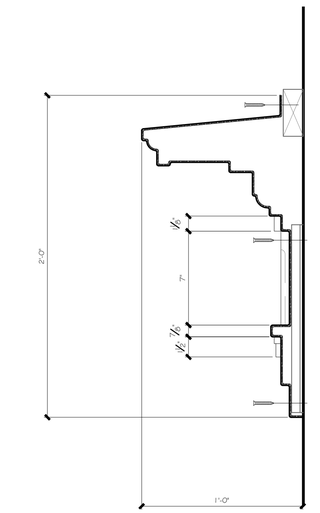
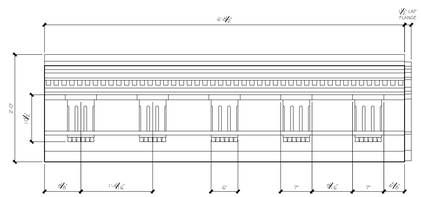
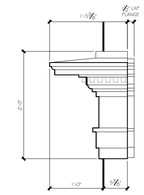
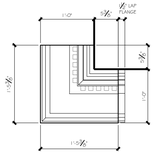
58091	1⅝"	1⅝"	6⅛"
58092	1⅝"	1⅝"	6⅛"
58093	1⅝"	1⅝"	6⅛"

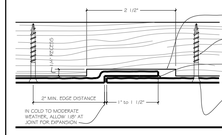
PREFABRICATE TRIM/CORNICE











MC-20	Melton Classics Incorporated
SUBJECT	MC-20 CORNICE DETAILS
PROJECT	STANDARD CORNICES
CONTRACTOR	MELTON CLASSICS INCORPORATED
DRAWN BY: JCH	DATE: 7/13/09

DRIVEWAY PAVERS

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759,
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

PSV LLC

DEVELOPER:

ALPHADEV LLC

P.O.Box 986, Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799 ,

PROJECT NO: 2024-24

MODEL FILE:
Thompson TH1-TH3.pln

DRAWN BY:

KS

SHEET #:

DR-MT2

EXT FIXTURES
DRB

1 FRONT Elevation
SCALE: 3/16" = 1'-0"

2 THOMPSON ST Elevation
SCALE: 3/16" = 1'-0"

3 REAR Elevation
SCALE: 3/16" = 1'-0"

4 RIGHT SIDE Elevation
SCALE: 3/16" = 1'-0"

KSi design group, llc
||ARCHITECTURE||
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CONSULTANTS

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LOT 7

296 THOMPSON ST,
ALPHARETTA GA 30005

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ALPHADEV LLC

P.O.Box 986, Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799 ,

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 7.pln

DRAWN BY:

KS

SHEET #:

DR7-1

SHEET 7 OF 50

Elevations
DRB

THOMPSON ST

REAR

FRONT(KINGSLY DR)

THOMPSON ST

KSi
design group, llc

||ARCHITECTURE||
SPACE PLANNING

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CONTACT PERSON:

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404-867-1799 ,

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 7.pln

DRAWN BY:

KS

SHEET #:

DR7-2

SHEET 8 OF 50

Elevations

DRB

BRICK VENEER-

GENERAL SHALE- WINTERHAVEN

STONE VENEER- BASE/GARAGE LEVEL

HORIZON STONE- 19TH CENTURY CANYON RIDGE

HORIZON STONE- HANDCRAFTED HERMITAGE

PARAPET VENTS

Paint

WHITE

Color SW7666
(Fleur-de-Sel)

BLACK

Color SW7069
(Iron Ore)

Window	Frame- Black
Trim	White
Columns	White

CHIMNEY SHROUD

BLACK

METAL ROOFS

STANDING SEAM

EXT FINISHES

DRB

KSi design group, llc

||ARCHITECTURE||
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Brian Bodechon

404-867-1799 ,

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 7.pln

DRAWN BY:

KS

SHEET #:

DR-MT

SHEET 9 OF 50

GARAGE DOORS

The Genuine. The Original.

OVERHEAD DOOR®

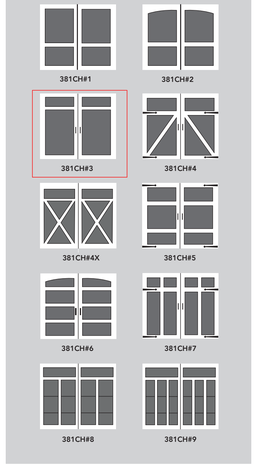
Overhead Door Company of Atlanta™
A CHPACE Company

Plantation Collection Carriage Doors

Panel Designs

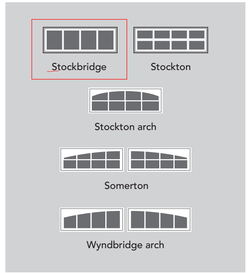
- Model 381CH is available in 8', 9', 10', 15',16', 18' widths and 7' and 8' heights
- All panel designs are available in white only. Doors may be custom-painted using any quality exterior latex paint.

Many standard styles to choose from
Custom styles are available



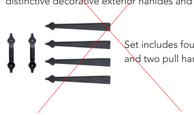
Windows

Many decorative window inserts are available to enhance the look of your garage door, which in turn enhances the look of your home. Here are just a few examples. See brochure or website for all options.



Decorative Hardware Options

Further individualize your garage door with our distinctive decorative exterior hanldes and hinges.



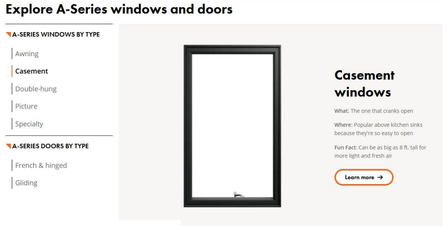
Set includes four straps and two pull handles.

EXTERIOR DOORS

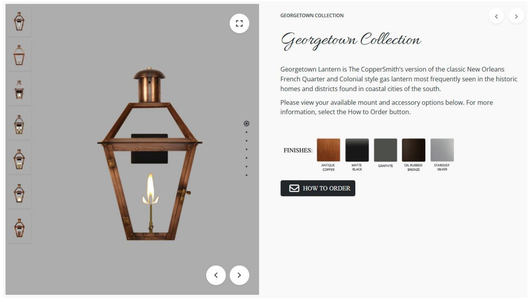
EXTERIOR DOORS TO BE ALUM CLAD- COLOR BLACK

WINDOWS

Explore A-Series windows and doors



EXTERIOR/PORCH/SITE LIGHING



GEORGETOWN COLLECTION

Georgetown Collection

Georgetown Lantern is The CopperSmith's version of the classic New Orleans French Quarter and Colonial style gas lantern most frequently seen in the historic homes and districts found in coastal cities of the south.

Please view your available mount and accessory options below. For more information, select the How to Order button.

FINISHES: ANTIQUE COPPER · WHITE/BLACK · GRAPHITE · OIL RUBBED BRONZE · STAINLESS WATER

HOW TO ORDER

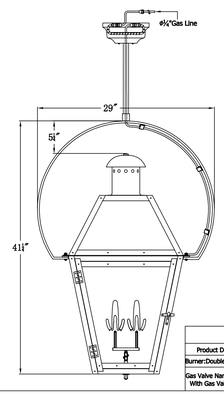
Accessories Features Sizes & Specs Installation Instructions

Gooseneck, Fluted Top, Matte Black Finish
GT (GN+FT+SP+Matte Black)

Grand Post Fitter, Graphite Finish
GT (GPF + Graphite)

Lamp Post
GT (PF_Lamp Post)

GEORGETOWN 36 Gas With Classic Yoke
(GT-36G CY-GT36)



The CopperSmith		
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Gas Valve Name:VNG(P)DB With Gas Valve Coupling	Date:02/17/2022	SKU Number:GT-36G
	Drawing by:Jason Huang	Product Name:Georgetown 36 Gas

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Square PERMACast®Plus Columns

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Inside dimensions may vary up to 1/4". Splitting a column will decrease inside dimension 1/8".

Column Size	Inside
6"	5⅛"
8"	6⅞"
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16"	15"

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PANEL MOULDING FOR SQUARE PERMACAST®PLUS

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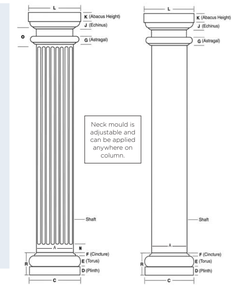
No.54502
1/2" x 1"



PermaCast®Plus Square Column shown fluted with Poly Tuscan Cap and Base.

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12"	12"	16⅛"	2⅝"	2⅝"	⅞"	1"	1⅞"	2⅛"	16⅛"	N/A	N/A	6⅛"	8,9,10,12,14,16,18
14"	14"	19⅛"	3⅛"	2⅞"	1⅛"	1⅛"	2⅛"	2½"	19⅛"	N/A	N/A	7⅝"	8,10,12,14
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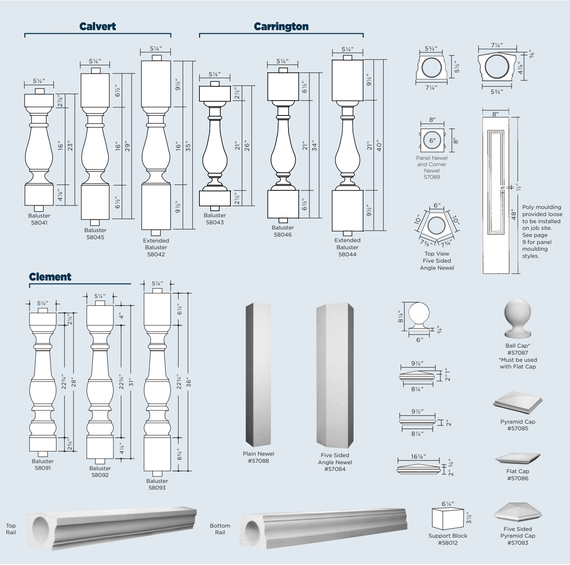
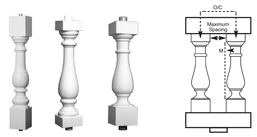
7" Balustrade System





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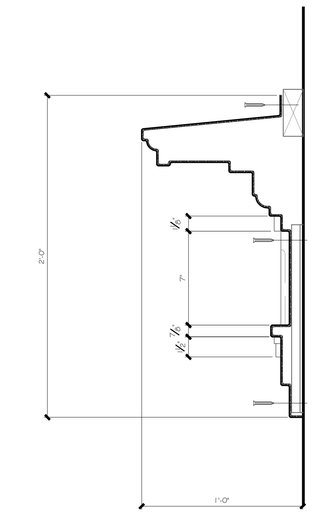

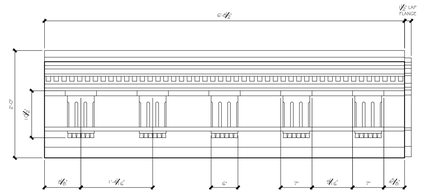

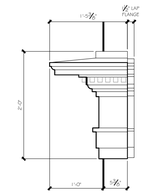

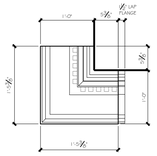

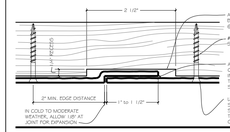

MC-20	Melton Classics Incorporated
SUBJECT	MC-20 CORNICE DETAILS
PROJECT	STANDARD CORNICES
CONTRACTOR	MELTON CLASSICS INCORPORATED
DRAWN BY: JCH	DATE: 7/13/09

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759.
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

PSV LLC

DEVELOPER:

ALPHADEV LLC

P.O.Box 986, Alpharetta, GA 30009

CONTACT PERSON:

Brian Bodechon

404-867-1799 ,

PROJECT NO: **2024-24**

MODEL FILE:

2024-14 SFD- LOT 7.pln

DRAWN BY:

KS

SHEET #:

DR-MT2

SHEET 10 OF 50

EXT FIXTURES
DRB

1 **FRONT Elevation**
SCALE: 3/16" = 1'-0"

2 **THOMPSON ST Elevation**
SCALE: 3/16" = 1'-0"

3 **REAR Elevation**
SCALE: 3/16" = 1'-0"

4 **RIGHT SIDE Elevation**
SCALE: 3/16" = 1'-0"

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759.
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

Kingsly
@ THOMPSON ST

LOT 6

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

AlphaDEV LLC

OWNER'S ADDRESS:

Alpharetta, GA 30022
vjrhome@gmail.com
251-214-3693

CONTACT PERSON:

Brian Bodechon

CSB Contracting, LLC

Sugar Hill, Georgia
brian@csbcontracting.com
404-867-1799 ,
www.csbcontractingllc.com

PROJECT NO: **2024-24**

MODEL FILE:
2024-14 SFD- LOT 1.pln

DRAWN BY:
KS

SHEET #:

DR-1

SHEET 7 OF 48

Elevations
DRB

FRONT(KINGSLY DR)

THOMPSON ST VIEW

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design group, llc

||ARCHITECTURE||
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2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR-2

SHEET 8 OF 48

Elevations
DRB

BRICK VENEER-

GENERAL SHALE- SPANISH MOSS BLEND

GENERAL SHALE- CORTEZ

GENERAL SHALE- CARDOBA

GENERAL SHALE- WINTERHAVEN

STONE VENEER- BASE/GARAGE LEVEL

HORIZON STONE- 19TH CENTURY CANYON RIDGE

HORIZON STONE- HANDCRAFTED HERMITAGE

Roof Shingles-

Weathered wood

CEMENT SIDING-

HARDIE® PLANK LAP SIDING

SELECT CEDARMILL®

Our natural cedar look has a soft texture that mimics wood.

THE STATEMENT COLLECTION™

Classic shades—engineered with long-lasting ColorPlus® Technology—will make a statement that resonates for generations. The tried and true colors of James Hardie's Statement Collection™ products were designed for every home. They're our most popular hues. And they are readily available in your region.

SIDING COLORS

Arctic White

SHUTTERS

PARAPET VENTS

Paint

WHITE

Color SW7666
(Fleur-de-Sel)

BLACK

Color SW7069
(Iron Ore)

Window	Frame- Black
Trim	White
Columns	White

CHIMNEY SHROUD

BLACK

METAL ROOFS

STANDING SEAM

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2024-14 SFD- LOT 1.pln

DRAWN BY:

KS

SHEET #:

DR-MT

SHEET 9 OF 48

EXT FINISHES

DRB

GARAGE DOORS

The Genuine. The Original.

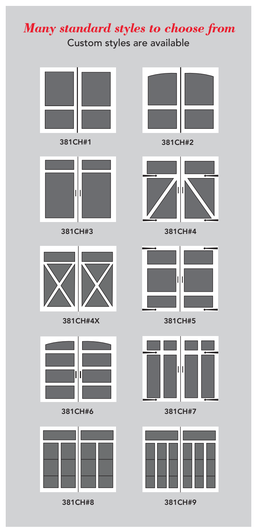
OVERHEAD DOOR®

Overhead Door Company of Atlanta™
A GHPACE Company

Plantation Collection Carriage Doors

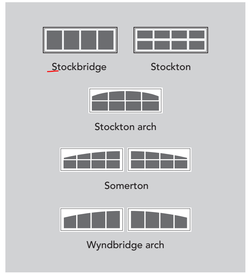
Panel Designs

- Model 381CH is available in 8', 9', 10', 15',16', 18' widths and 7' and 8' heights
- All panel designs are available in white only. Doors may be custom-painted using any quality exterior latex paint.



Windows

Many decorative window inserts are available to enhance the look of your garage door, which in turn enhances the look of your home. Here are just a few examples. See brochure or website for all options.



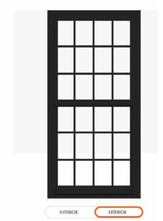
Decorative Hardware Options

Further individualize your garage door with our distinctive decorative exterior hanldes and hinges.

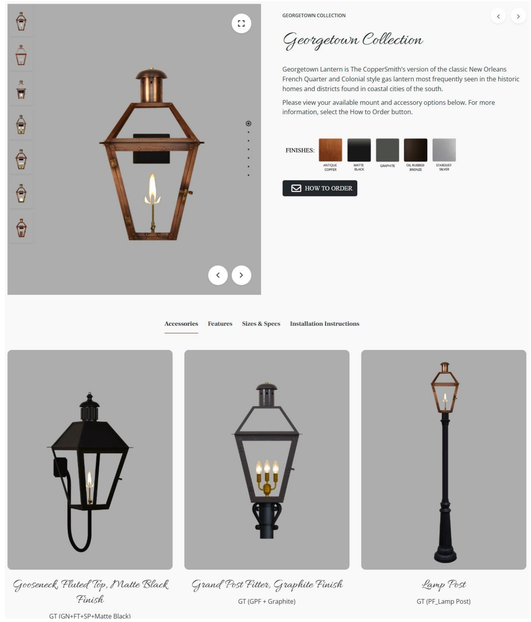
Set includes four straps and two pull handles.

WINDOWS

Explore A-Series windows and doors



EXTERIOR/PORCH/SITE LIGHING

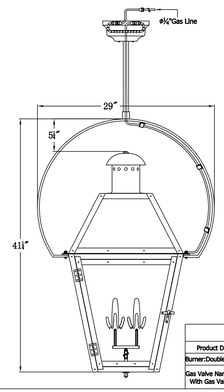


Gooseneck, Fluted Top, Matte Black Finish
GT (GN+FT+SP+Matte Black)

Grand Post Fitter, Graphite Finish
GT (GPF + Graphite)

Lamp Post
GT (PF_Lamp Post)

GEORGETOWN 36 Gas With Classic Yoke
(GT-36G CY-GT36)



The CopperSmith		
Product Description	Drawing Description	9152 Hard Drive
Burner:Double	REV:A/0	Foley Alabama 36536
Gas Valve Name:VNG(P)DB With Gas Valve Coupling	Date:02/17/2022	SKU Number:GT-36G
	Drawing by:Jason Huang	Product Name:Georgetown 36 Gas

PILASTERS & BALUSTRADES

Square PERMACast® Plus Columns

SQUARE PERMACAST® PLUS INSIDE DIMENSIONS

Inside dimensions may vary up to 1/4". Splitting a column will decrease inside dimension 1/8".

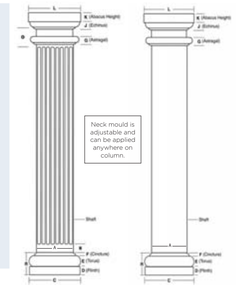
Column Size	Inside
6"	5⅛"
8"	6⅞"
10"	9"
12"	11"
14"	13"
16"	15"

Inside Dimension

*Inside is Round

PANEL MOULDING FOR SQUARE PERMACAST® PLUS

#54505
Length: 8'
No.54502
1/2" x 1"



Plumb-Fit®

To make installation even easier our 6"-12" round and square poly Tuscan Cap and Base Sets with flashing cap come with the patented (Patent 9689674) Plumb-Fit® installation system included.

SQUARE PERMACAST® PLUS COLUMN DIMENSIONS (IN INCHES)*

Column Size	A	C	D	E	F	G	J	K	L	N	O	R	Lengths Available (ft.)
6"	6"	9⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1⅛"	9⅛"	N/A	N/A	3⅝"	6,8,9,10
8"	8"	11⅛"	1⅞"	1⅝"	⅝"	1"	1¼"	1½"	10 ⅝"	5"	3⅛"	4¼"	6,8,9,10,12
10"	10"	13⅛"	2⅛"	2⅛"	¾"	1"	1¼"	1¼"	12⅛"	3¼"	4⅛"	5⅛"	6,8,9,10,12,14,16,18
12"	12"	16⅛"	2⅝"	2⅝"	⅞"	1"	1¼"	2⅛"	16⅛"	N/A	N/A	6⅛"	8,9,10,12,14,16,18
14"	14"	19⅛"	3⅛"	2⅞"	1⅛"	1⅛"	2⅛"	2½"	19⅛"	N/A	N/A	7⅝"	8,10,12,14
16"	16"	22⅛"	3⅛"	3⅛"	1⅛"	1⅛"	2⅝"	2¾"	21½"	N/A	N/A	8⅛"	8,10,12,14 16,18,20

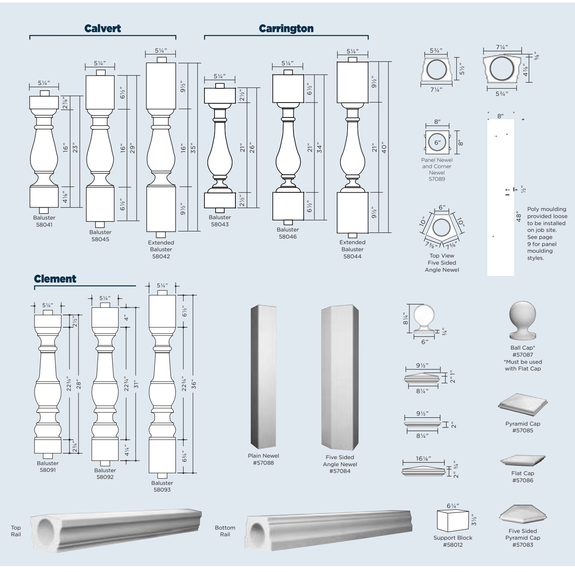
Fluted Square

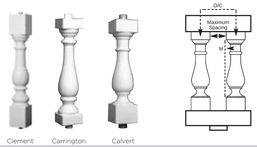
*There may be a variance of up to 1/4" in all dimensions.
• Split columns are not load bearing. • See page 16 for Decorative Capital dimensions.

Versatility of Square Columns

The design and versatility of an HB&G Square PermaCast®Plus column lineup includes plain, recessed panel, fluted, and Craftsman styles. An unlimited combination of styles can be achieved by various uses of the panel moulding, neck moulding, and caps and bases. Additionally, the plain square column is not tapered and can be cut to any height without affecting the fit of the caps and bases.

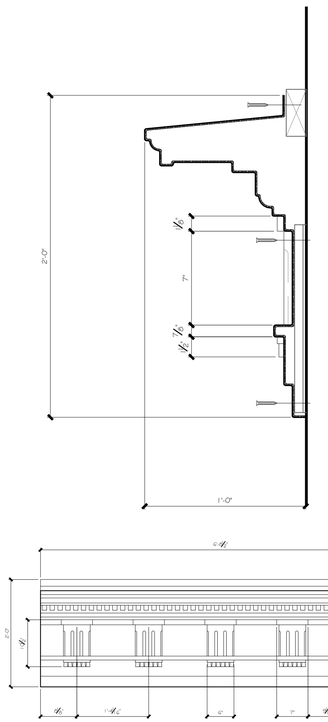
7" Balustrade System

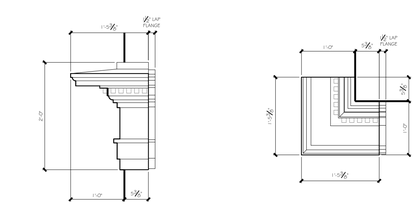


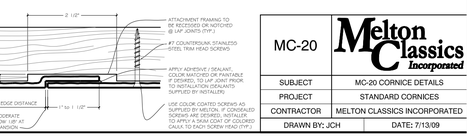


7"			
SKU	M	Maximum Spacing	O/C
58041	1⅛"	1⅛"	6½"
58042	1¼"	1¼"	6½"
58045	1¼"	1¼"	6½"
58043	1½"	¾"	6"
58044	1½"	¾"	6"
58046	1½"	¾"	6"
58091	1⅝"	1⅝"	6⅛"
58092	1⅝"	1⅝"	6⅛"
58093	1⅝"	1⅝"	6⅛"

PREFABRICATE TRIM/CORNICE







MC-20	Melton Classics Incorporated
SUBJECT	MC-20 CORNICE DETAILS
PROJECT	STANDARD CORNICES
CONTRACTOR	MELTON CLASSICS INCORPORATED
DRAWN BY: JCH	DATE: 7/13/09

DRIVEWAY PAVERS

KSi design group, llc
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PROJECT NO: **2024-24**

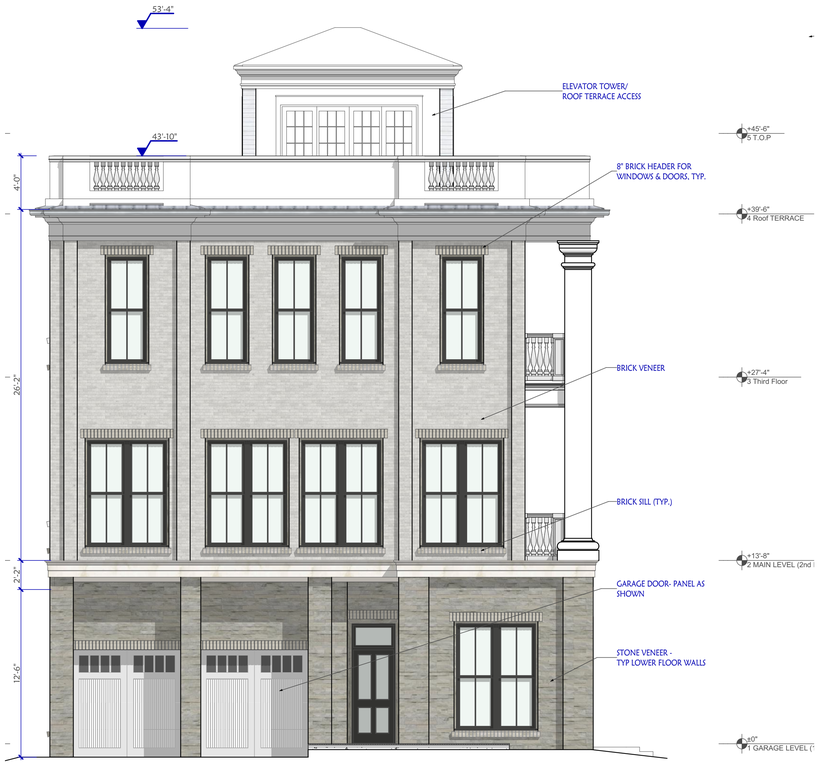
MODEL FILE:
2024-14 SFD- LOT 1.pln

DRAWN BY:
KS

SHEET #:
DR-MT2

SHEET 10 OF 48

EXT FIXTURES
DRB



1 FRONT Elevation

SCALE: 3/16" = 1'-0"

2 THOMPSON ST Elevation

SCALE: 3/16" = 1'-0"

3 REAR Elevation

SCALE: 3/16" = 1'-0"

4 RIGHT SIDE Elevation

SCALE: 3/16" = 1'-0"

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DRAWN BY:

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SHEET #:

DR-1

SHEET 7 OF 48

Elevations
Preliminary

THOMPSON ST

REAR

FRONT(KINGSLY DR)

THOMPSON ST

KSi
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KS

SHEET #:

DR-2

SHEET 8 OF 48

Official City Council Meeting Minutes

May 26, 2020

Office of the City Clerk

CITY HALL 2 PARK PLAZA | 6:30 PM

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta's Clerk's office during normal business hours

I. CALL TO ORDER

- *Mayor Gilvin called the meeting to order at 6:30 p.m.*

II. ROLL CALL

- **Council Members**
  - Mayor Jim Gilvin
  - Mayor Pro Tem Donald F. Mitchell
  - Jason Binder
  - Ben Burnett
  - John Hipes
  - Dan Merkel
  - Karen Richard
- **Staff**
  - Bob Regus, City Administrator
  - Sam Thomas, City Attorney
  - James Drinkard, Asst. City Administrator
  - Erin Cobb, City Clerk
  - Peter Sewczwicz, Director of Public Works
  - Morgan Rodgers, Director of Recreation, Parks & Cultural Services
  - Tom Harris, Director of Finance
  - Kathi Cook, Director of Community Development
  - Michael Woodman, Senior Planner

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 5/18/2020)

- ❖ Council Member Merkel offered a motion to approve the consent agenda
  - The motion received a second from Council Member Burnett
  - The motion was approved unanimously (7-0)

V. PUBLIC HEARING

A. Z-20-01/V-20-02 AlphaDev/296 & 304 Thompson Street

- Senior Planner, Michael Woodman, came forward to present this item.
- Staff is recommending Mayor and Council approve Z-20-01/V-20-02 ALPHADEV/296 & 304 THOMPSON STREET, subject to the following conditions:

1. The site, consisting of approximately 2.21 acres, shall be zoned DT-LW and developed substantially similar to site plan submitted by Engineering 303, revised 1/7/2020, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
2. Architecture and materials shall be developed substantially similar to the submitted renderings, except for modifications required to comply with these conditions and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Detached homes shall include a mix of flat and gable roofs. Townhomes shall have flat roofs, be oriented to the Alpha Loop and include 4-sided architecture and materials, as approved by DRB.
3. Detached lots shall generally utilize existing grades and include decorative walls (brick and/or stone), as depicted on the submitted renderings, with final approval by DRB.
4. Thompson Street streetscape shall generally be improved as follows: 30' half width right-of-way to incorporate 8' sidewalk (concrete with brick paver banding), 6' planter, 8' on-street parking, 10' travel lane and street trees, with final approval by Staff.
5. New shared private roadway shall be a paver system with a 40' right-of-way, as depicted on the plan prepared by Engineering 303, revised 1/7/2020. Roadway shall include 1' concrete bands, 5' paver sidewalks and 12' paver travel lane, with final design approved by Staff. Street shall be marked with "No Parking". Maintenance of paver system shall be addressed in HOA covenants.
6. Final streetscapes shall include decorative pedestrian lights.
7. Shade trees shall be required in the planter along Thompson Street and behind the sidewalk in the 10' landscape strip as a continuation of what has been planted or designed in the Downtown and outside of utility easements, as approved by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
8. Roadways with on-street parking shall incorporate curb extensions at intersections.
9. Garages may face new street, per the plan prepared by Engineering 303, revised 1/7/2020.
10. Development shall not be gated.

11. Project entrance shall include decorative landscaping and wall (depicted on submitted renderings), as approved by Staff.
12. Amenity space shall be developed with decorative landscaping, hardscape, firepit, fountain, walls, and seating. The landscape shall include plant selections promoting the historic Downtown.
13. Trees shall be saved as depicted on the tree save plan prepared by Engineering 303, dated 2/26/2020. The northern 30' of the property shall be a tree save area with limited tree removal as approved by Staff and related to the construction of the Alpha Loop.
14. Developer shall plant minimum 6" caliper canopy trees on either side of project entrance and on either side of the new street at intersection with alley, as approved by Staff.
15. Developer shall plant 5' landscape strips along the East and West property lines with a single row of Evergreen trees, spaced appropriately, along with the required shade trees.
16. As depicted on the submitted site plan, developer shall construct the Alpha Loop (12' concrete, accessible multi-use trail) within the northern 30' of the property, with final alignment, design and materials approved by Staff and construction completed prior to the first CO. Alpha Loop shall be placed within public right-of way or a permanent easement and shall include seating/gathering areas, lighting (pedestrian and bollards), landscape and hardscape. Wayfinding signage shall be placed at key location(s) along the trail. Alpha Loop improvements shall be eligible for impact fee credits, as approved by Staff. Alpha Loop shall maintain a minimum 10' setback from residential buildings, as approved by Staff.
17. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
18. Developer shall provide inter parcel access to allow for a future connection to the properties to the East and West, as depicted on the plan prepared by Engineering 303, revised 1/7/2020.
19. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.

- Developer agreements with surrounding neighborhoods:

20. New utilities shall be placed underground.
21. Stormwater management facility shall be underground.
22. Stormwater runoff infiltration/detention system shall be designed and installed so that the Post-Development Discharge from the subject property shall not exceed the Pre-Development Discharge for the 1 year through 100-year storm events.
23. Prior to a land disturbance permit on property, developer shall hire and pay for a licensed registered professional engineer(s) to conduct a photo journal of downstream water bodies located within 500' of the property to determine baseline conditions. Developer shall fund a post-development photo journal by the same engineer(s), to be conducted within 90 days following the recordation of the final plat for the last phase of the development. Developer shall remediate any siltation found by the photo journal over and above the predevelopment baseline that is caused by the development of the property and that is not the result of siltation that would have otherwise occurred absent the development of the property. No such study or remediation will be required if any owner of any such respective body of water refuses the developer access to conduct either the photo journal or the remediation.
24. If allowed by the Academy Park HOA to be installed upon its property, the Developer shall install an 8' tall decorative fence with maintenance access gate along the common boundary of the subject property and Academy Park.

25. Developer shall install evergreen landscape material along Alpha Loop, if no impacts to existing trees, with final approval by Staff.
26. Developer shall install additional landscape material on the south side of Thompson Street across from new street, as approved by Staff.
27. Developer shall provide at least 2 additional on-street parking spaces within the development.

- The applicant, AlphaDev, LLC, is requesting to rezone 2.21 acres from R-12 (Dwelling, 'For-Sale', Residential) to DT-LW (Downtown Live-Work) in order to construct a 17-lot single-family subdivision, including eleven (11) detached homes and six (6) townhome units. A variance is requested to reduce the minimum 20' recess requirement applicable to street-facing garages associated with a detached home in the Downtown. The subject 3 property is located at 296 and 304 Thompson Street on the North side of Thompson Street and West of Westside Parkway.

- City Staff has reviewed the applicant's zoning proposal and finds that it can generally support the request for rezoning and variance. The zoning proposal is consistent with the vision of the Downtown Master Plan and the City's Comprehensive Plan. The zoning proposal would be suitable as it relates to the use and development of adjacent or nearby properties, which are primarily developed with residential uses. Approval of the variance should not cause substantial detriment to the public good. The subject property is long and narrow, which constrains the site layout. In addition, the applicant proposes zero-lot line, courtyard homes, which further restricts a side-loaded product.

- CZIM was held on January 8, 2020. There were several comments in support of the applicant's proposal.

- Attorney, Joshua Scoggins, came forward to speak on behalf of the applicant.

Public Comment:

- No Public Comment

❖ Council Member Richard offered a motion approve Z-20-01/V-20-02 ALPHADEV/296 & 304 THOMPSON STREET, subject to the following conditions:

1. The site, consisting of approximately 2.21 acres, shall be zoned DT-LW and developed substantially similar to site plan submitted by Engineering 303, revised 1/7/2020, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
2. Architecture and materials shall be developed substantially similar to the submitted renderings, except for modifications required to comply with these conditions and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Detached homes shall include a mix of flat and gable roofs. Townhomes shall have flat roofs, be oriented to the Alpha Loop, and include 4-sided architecture and materials, as approved by DRB.
3. Detached lots shall generally utilize existing grades and include decorative walls (brick and/or stone), as depicted on the submitted renderings, with final approval by DRB.
4. Thompson Street streetscape shall generally be improved as follows: 30'

half width right-of-way to incorporate 8' sidewalk (concrete with brick paver banding), 6' planter, 8' on-street parking, 10' travel lane and street trees, with final approval by Staff.

5. New shared private roadway shall be a paver system with a 40' right-of-way, as depicted on the plan prepared by Engineering 303, revised 1/7/2020. Roadway shall include 1' concrete bands, 5' paver sidewalks and 12' paver travel lane, with final design approved by Staff. Street shall be marked with "No Parking". Maintenance of paver system shall be addressed in HOA covenants.
6. Final streetscapes shall include decorative pedestrian lights.
7. Shade trees shall be required in the planter along Thompson Street and behind the sidewalk in the 10' landscape strip as a continuation of what has been planted or designed in the Downtown and outside of utility easements, as approved by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
8. Roadways with on-street parking shall incorporate curb extensions at intersections.
9. Garages may face new street, per the plan prepared by Engineering 303, revised 1/7/2020.
10. Development shall not be gated.
11. Project entrance shall include decorative landscaping and wall (depicted on submitted renderings), as approved by Staff.
12. Amenity space shall be developed with decorative landscaping, hardscape, firepit, fountain, walls, and seating. The landscape shall include plant selections promoting the historic Downtown.
13. Trees shall be saved as depicted on the tree save plan prepared by Engineering 303, dated 2/26/2020. The northern 30' of the property shall be a tree save area with limited tree removal as approved by Staff and related to the construction of the Alpha Loop.
14. Developer shall plant minimum 6" caliper canopy trees on either side of project entrance and on either side of the new street at intersection with alley, as approved by Staff.
15. Developer shall plant 5' landscape strips along the East and West property lines with a single row of Evergreen trees, spaced appropriately, along with the required shade trees.
16. As depicted on the submitted site plan, developer shall construct the Alpha Loop (12' concrete, accessible multi-use trail) within the northern 30' of the property, with final alignment, design and materials approved by Staff and construction completed prior to the first CO. Alpha Loop shall be placed within public right-of way or a permanent easement and shall include seating/gathering areas, lighting (pedestrian and bollards), landscape and hardscape. Wayfinding signage shall be placed at key location(s) along the trail. Alpha Loop improvements shall be eligible for impact fee credits, as approved by Staff. Alpha Loop shall maintain a minimum 10' setback from residential buildings, as approved by Staff.
17. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.
18. Developer shall provide inter parcel access to allow for a future connection to the properties to the East and West, as depicted on the plan prepared by Engineering 303, revised 1/7/2020.

19. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
20. New utilities shall be placed underground.
21. Stormwater management facility shall be underground.
22. Stormwater runoff infiltration/detention system shall be designed and installed so that the Post-Development Discharge from the subject property shall not exceed the Pre-Development Discharge for the 1 year through 100-year storm events.
23. Prior to a land disturbance permit on property, developer shall hire and pay for a licensed registered professional engineer(s) to conduct a photo journal of downstream water bodies located within 500' of the property to determine baseline conditions. Developer shall fund a post-development photo journal by the same engineer(s), to be conducted within 90 days following the recordation of the final plat for the last phase of the development. Developer shall remediate any siltation found by the photo journal over and above the predevelopment baseline that is caused by the development of the property and that is not the result of siltation that would have otherwise occurred absent the development of the property. No such study or remediation will be required if any owner of any such respective body of water refuses the developer access to conduct either the photo journal or the remediation.
24. If allowed by the Academy Park HOA to be installed upon its property, the Developer shall install an 8' tall decorative fence with maintenance access gate along the common boundary of the subject property and Academy Park.
25. Developer shall install evergreen landscape material along Alpha Loop, if no impacts to existing trees, with final approval by Staff.
26. Developer shall install additional landscape material on the south side of Thompson Street across from new street, as approved by Staff.
27. Developer shall provide at least 3 additional on-street parking spaces within the development as shown on the tree save plan 2/26/2020.
28. At least 50% of the homes (which would be 9 homes) will be 50% of either unpainted brick or stone on all four sides as approved by DRB.

- The motion received a second from Council Member Burnett
- Council Member Binder offered a substitute motion to approve without condition number 28
- The motion received a second from Council Member Merkel
- The motion was approved (4-3); Council Member Burnett, Mayor Pro Tem Mitchell and Council Member Richard voting in opposition

B. Z-20-02/V-20-06 Sedgwick Residence/Devore Road

- Senior Planner, Michael Woodman, came forward to present this item.
- Staff is recommending that Mayor and Council approve Z-20-02/V-20-06 SEDGWICK RESIDENCE/DEVORE ROAD, subject to the following conditions:

1. The site, consisting of approximately 0.29 acres, shall be zoned DT-MU and developed substantially similar to site plan prepared by Lew Oliver Inc., except for modifications required to comply with the conditions below. Permitted uses above the detached garage shall be limited to the following:
    a. Dwelling
    b. Professional Office
    c. Shop or Studio, Craftsman/Artist
2. Minimum 18' long driveway shall be required.
3. Street-facing garage shall be recessed a minimum 5' behind the front façade of the home.
4. Architecture and materials shall be substantially similar to the submitted renderings, except for modifications required to comply with the Downtown Consultant's markups related to the home and in compliance with the Alpharetta Downtown Code, with final approval by DRB.
5. A mix of shrubs, vines and grasses shall be planted along the proposed wall, as approved by DRB.

- The applicant, Michele Sedgwick, is requesting a rezoning of 0.29 acres from C-2 (General Commercial) to DTMU (Downtown Mixed-Use) to allow for the construction of a 'For-Sale' single family detached home. Variances are requested to reduce the minimum driveway length and garage recess requirements. The subject property is located at 0 Devore Road on the South side of Devore Road between Alpharetta Highway and Karen Drive.

- Staff has reviewed the applicant's proposal and finds that it can generally support the request for rezoning and variance to reduce the garage recess requirement. The proposal is consistent with the vision of the Downtown. The property could be developed under the existing C-2 zoning with a variety of auto-oriented uses, which is inconsistent with a walkable Downtown.

- The property has an unusual, shallow shape, which limits site layout, including recessing the garage 20' behind the front façade of the home. The applicant could accommodate the minimum 18' long driveway if the detached garage were pushed back from Devore Road. The DT-MU district only requires a six-foot (6') rear setback, whereas the applicant's site plan depicts a ten-foot (10') rear setback. If approved, it is recommended that the 18' driveway be provided.

- The CZIM was held on February 12, 2020. There were no public comments.

- The applicant, Michele Sedgewick, 2451 Commerce Street, Alpharetta, GA, came forward to speak on behalf of the item.

Public Comment:

- No Public Comment

- ❖ Council Member Richard offered a motion to approve Z-20-02/V-20-06 SEDGWICK RESIDENCE/DEVORE ROAD, subject to the following conditions:

  1. The site, consisting of approximately 0.29 acres, shall be zoned DT-MU and developed substantially similar to site plan prepared by Lew Oliver Inc., except for modifications required to comply with the conditions below. Permitted uses above the detached garage shall be limited to the following:
     a. Dwelling
     b. Professional Office
     c. Shop or Studio, Craftsman/Artist
  2. Minimum 18' long driveway shall be required.
  3. Street-facing garage shall be recessed a minimum 5' behind the front façade of the home.
  4. Architecture and materials shall be substantially similar to the submitted renderings, or shall comply with the architectural style in the Downtown Code with final approval by DRB.
  5. A mix of shrubs, vines and grasses shall be planted along the proposed wall, as approved by DRB.

  - The motion received a second from Council Member Binder
  - The motion was approved unanimously (7-0)

C. V-20-01 / E-20-02: Midgard Self Storage Parking Variance & Height Exception
This item has been deferred by the Applicant until Monday, July 27, 2020. It will neither be heard nor considered at this time.

D. E-20-04 Burlington Sign Exception
This item has been deferred by the Applicant until Monday, June 1, 2020. It will neither be heard nor considered at this time.

VI. OLD BUSINESS

A. Amendment to Alcohol Ordinance to Allow On-Premise Sales and Consumption in Privately-Owned Dog Parks (2nd Reading)

- City Clerk, Erin Cobb, came forward to present this item.
- Staff is recommending that Mayor and Council approve the second reading of the amendment to the City of Alpharetta's alcohol ordinance to allow on-premise sales and consumption in privately-owned dog parks.
- This ordinance amendment will allow for alcohol to be sold and consumed in privately owned dog parks that meet the following criteria: the park is located on a minimum 2-acre lot within the LI Zoning District; the park has a minimum of 25 due-paying members; the park derives a minimum of 40% of its total annual gross food and beverage sales from the sale of prepared food; the park has a full-service kitchen or regularly utilizes one or more food trucks to provide prepared foods to meet its food sales requirements; and the park has food trucks or other sources of prepared foods available for sale during all hours of operation.

- The following change has been made to the ordinance amendment since the first reading:
- The ordinance amendment read on May 18th stated that the hours of operation were limited to 10:00 a.m. and 8:00 p.m.
- The revised ordinance amendment is stating that a private dog park shall be subject to the same requirements as on-premises eating establishments, including hours of permitted alcohol sales.
- City attorney, Sam Thomas, read the ordinance aloud.

Public Comment:

- No Public Comment

❖ Council Member Richard offered a motion to approve the second reading of the amendment to the City of Alpharetta's alcohol ordinance to allow on-premise sales and consumption in privately-owned dog parks

- The motion received a second from Council Member Binder
- The motion was approved unanimously (7-0)

VII. WORKSHOP

A. Presentation and Discussion: Recommended Fiscal Year 2021 Budget

- Director of Finance, Tom Harris, came forward to present this item.
- The purpose of this presentation is to provide an overview of the Recommended Annual Operating and Capital Budget (the "FY 2021 Budget") and allow for a question and answer dialogue.
- The Fiscal Year 2021 Budget was distributed electronically to the City Council on April 30, 2020 and is available on the City's website as a downloadable pdf and available for filtering/analysis through the City's financial transparency site powered by OpenGov.
- The Finance Department presented an overview of the FY 2021 Budget at the May 4th and 18th City Council meetings.
- This meeting will focus on the operating and capital initiatives included within the FY 2021 Budget. Department Directors will be present to discuss their initiatives and answer questions.
- Public Hearings and City Council action on the FY 2021 Budget and Millage Levy are scheduled for June 1st, 15th, and 22nd.
- Changes to Budget Document since last Workshop: Reallocated $3 million from recurring capital to an operational reserve within the General Fund to further insulate operations from COVID-19 economic impacts such as a continued erosion of revenues. After these adjustments, the General Fund operational reserve totals $4.1 million (increase from $1.1 million) and the recurring capital contribution totals $189,000 (decrease from $3.2 million). With these changes, total capital funding from the General Fund for 2021 totals $4.5 million ($4.3 million from available fund balance and $189,000 in recurring capital funding). Unallocated Capital within the

capital project fund/stormwater fund decreased by $3 million, to a balance $1,073,000.

VIII. PUBLIC COMMENT

- No Public Comment

IX. REPORTS

- Council Member Binder thanked Public Works for the progress on Rucker Road. Additionally, he commented on how well Fulton County has been running the early voting precincts.
- Council Member Burnett congratulated Kathleen Craig on her retirement from the Fulton County School System.
- Council Member Merkel commented on Wills Park Pool opening date of June 15th. Additionally, Senior Planner, Michael Woodman, had his 6-year anniversary with the City of Alpharetta,
- Mayor Pro Tem Mitchell recognized this year's successful virtual Memorial Day celebration, as well as the North Farm Day celebration.
- City Administrator, Bob Regus, came forward and presented Mayor and Council with a brief update on City operations. Additionally, Mr. Regus, recognized the City's Public Works crews.
- Mayor Gilvin announced that our Recreation, Parks and Cultural Services Department assisted Alpharetta High School with having their graduation ceremony in cars in the parking lot at North Point Mall.

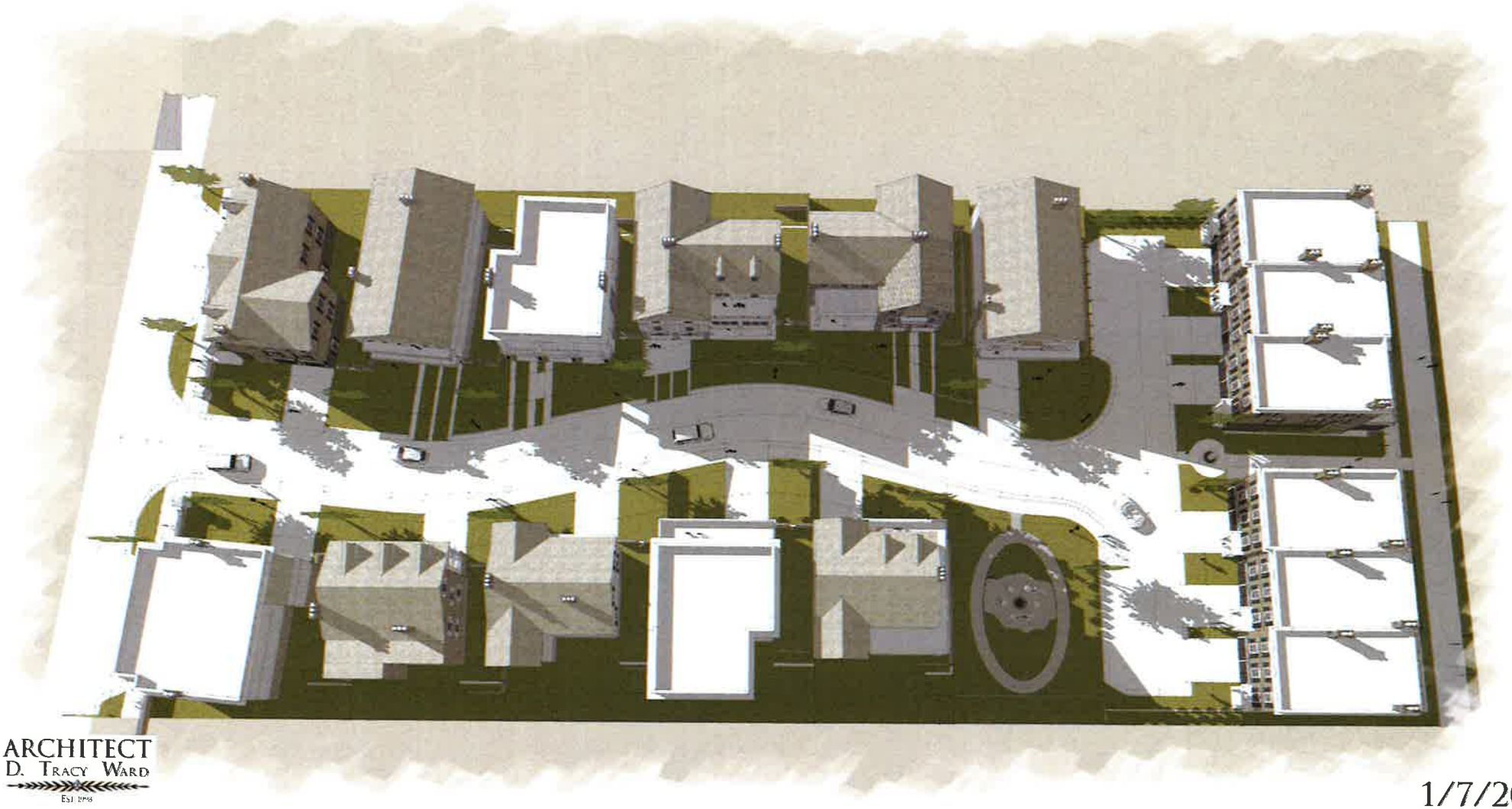
X. ADJOURNMENT

- With no further business to discuss or items to be heard, Mayor Gilvin adjourned the meeting at 8:41 P.M.

Respectfully submitted,

Erin Cobb

Erin Cobb, City Clerk



ARCHITECT
D. TRACY WARD
EST 1998

1/7/20

ARCHITECT
D. TRACY WARD
EST 1991

1/7/20

ARCHITECT
D. Tracy Ward
Est 1998
1/7/20

ARCHITECT
D. Tracy Ward
Est 1983
1/7/20

ARCHITECT
D. Tracy Ward
1/7/20

ARCHITECT
D. TRACY WARD
Est 1998
1/7/20

ARCHITECT
D. TRACY WARD
1/7/20

ARCHITECT
D. TRACY WARD
1/7/20

ARCHITECT
D. TRACY WARD
EST 1915
1/7/20

ARCHITECT
D. Tracy Ward
Est 1998
1/7/20

1/8/20

Z-20-01/V-20-02

296 & 304 Thompson St

ARCHITECT
D. TRACY WARD

1/7/20

PROJECT NO: 2024-24	CONTACT PERSON:	OWNER:	NAME OF PROJECT	SEAL	KSi design group, llc
MODEL FILE: 2024-14 KINGSLY Model.pln	Brian Bodechon	AlphaDEV LLC	Kingsly @ THOMPSON ST		||ARCHITECTURE|| SPACE PLANNING
DRAWN BY: KS	#Contact E-mail	OWNER'S ADDRESS:	296 THOMPSON ST, ALPHARETTA GA 30005		228 GLENWOOD DR, CANTON, GA. 30115
SHEET #:	#Contact Phone Number	Alpharetta, GA 30022			Phone: (678) 438-4759, KSidesign@outlook.com

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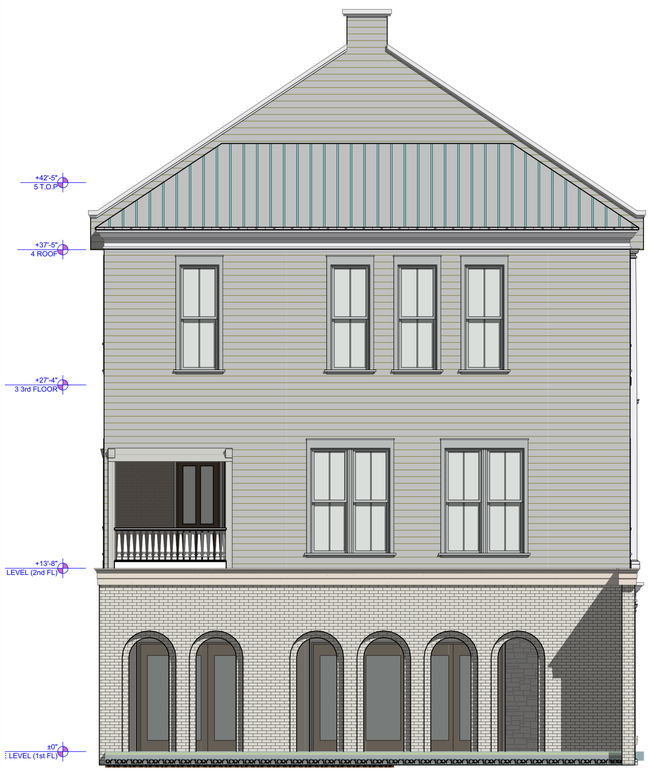

1 **REAR Elevation (ALPHA LOOP)**
SCALE: 3/16" = 1'-0"

2 **RIGHT(STREET) SIDE Elevation**
SCALE: 3/16" = 1'-0"

3 **FRONT Elevation (MAIN STREET)**
SCALE: 3/16" = 1'-0"

REAR

FRONT

4 **LEFT SIDE Elevation**
SCALE: 3/16" = 1'-0"

ELEVATIONS
DRB REVIEW

KSi
design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759.
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

KINGSLY @ THOMPSON
LOT 1
SINGLE FAMILY

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

V.J. Reddy
AlphaDEV LLC

OWNER'S ADDRESS:

Alpharetta, GA 30022
vjrhome@gmail.com
251-214-3693

CONTACT PERSON:

Brian Bodechon

CSB Contracting, LLC

Sugar Hill, Georgia
brian@csbcontracting.com
404-867-1799 ,
www.csbcontractingllc.com

PROJECT NO: 2024-24
MODEL FILE:
2024-14 SFD- LOT 1.pln
DRAWN BY:
KS

SHEET #:

A4-1.4

2 **FRONT Elevation (MAIN STREET)**
SCALE: 3/16" = 1'-0"

4 **RIGHT(STREET) SIDE Elevation**
SCALE: 3/16" = 1'-0"

FRONT

REAR

1 **REAR Elevation (ALPHA LOOP)**
SCALE: 3/16" = 1'-0"

ELEVATIONS
Preliminary

KSi
design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
CANTON, GA. 30115
Phone: (678) 438-4759,
KSidesign@outlook.com

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CONSULTANTS

SEAL

NAME OF PROJECT

KINGSLY @ THOMPSON
LOT 7
SINGLE FAMILY

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

V.J. Reddy
AlphaDEV LLC

OWNER'S ADDRESS:

Alpharetta, GA 30022
vjrhome@gmail.com
251-214-3693

CONTACT PERSON:

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CSB Contracting, LLC

Sugar Hill, Georgia
brian@csbcontracting.com
404-867-1799 ,
www.csbcontractingllc.com

PROJECT NO: 2024-24
MODEL FILE:
2024-14 SFD- LOT 7.pln
DRAWN BY:
KS

SHEET #:

A4-6.4

2 **FRONT Elevation (MAIN STREET)**
SCALE: 3/16" = 1'-0"

4 **RIGHT SIDE Elevation**
SCALE: 3/16" = 1'-0"

1 **REAR Elevation (ALPHA LOOP)**
SCALE: 3/16" = 1'-0"

6 **LEFT SIDE Elevation**
SCALE: 3/16" = 1'-0"

LOT TH6

ELEVATIONS

Preliminary

KSi design group, llc
||ARCHITECTURE||
SPACE PLANNING
228 GLENWOOD DR.
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CONSULTANTS

SEAL

NAME OF PROJECT

THOMPSON ST
SUBDIVISION
BUILDING 200
A TOWNHOME

296 THOMPSON ST,
ALPHARETTA GA 30005

OWNER:

V.J. Reddy
AlphaDEV LLC

OWNER'S ADDRESS:

Alpharetta, GA 30022
vjrhome@gmail.com
251-214-3693

CONTACT PERSON:

Brian Bodechon

CSB Contracting, LLC

Sugar Hill, Georgia
brian@csbcontracting.com
404-867-1799 ,
www.csbcontractingllc.com

PROJECT NO: 2024-24

MODEL FILE:
Thompson TH1-TH3.pln

DRAWN BY:
KS

SHEET #:
A4-6.4

FRONT

REAR (ALPHA LOOP)

LOT TH6

ELEVATIONS

Preliminary

KSi design group, llc

||ARCHITECTURE||
SPACE PLANNING

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CANTON, GA. 30115
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PROJECT NO: 2024-24

MODEL FILE:
Thompson TH1-TH3.pln

DRAWN BY:
KS

SHEET #:

A4-6.5

CEMENT SIDING

BRICK

B1

GENERAL SHALE- BRADFORD HALL TUDOR

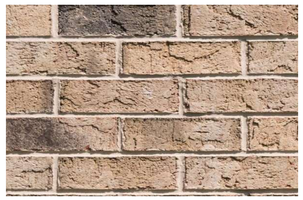
GENERAL SHALE- CORTEZ

GENERAL SHALE- WINTERHAVEN

GENERAL SHALE- CARDOBA

B2

TRIANGLE BRICK- LINVILLE



TRIANGLE BRICK- SOUTHAMPTON

GENERAL SHALE- LOGAN CANYON

GENERAL SHALE- SPANISH MOSS BLEND

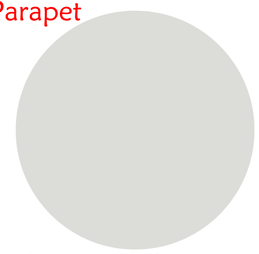
SIDING COLORS

CS1

CS2

Paint

Parapet



Color SW7666
(Fleur-de-Sel)

Window Frame- Black
Trim White
ColumnsWhite

STONE VENEER- BASE/GARAGE LEVEL

HORIZON STONE- HANDCRAFTED HERMITAGE

Shingles- Existing House

Weathered wood

KSi design group, llc

||ARCHITECTURE||
SPACE PLANNING

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CANTON, GA. 30115
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CONSULTANTS

SEAL

NAME OF PROJECT

KINGSLY @ THOMPSON ST

BUILDING 200

A TOWNHOME

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CSB Contracting, LLC

Sugar Hill, Georgia
brian@csbcontracting.com
404-867-1799 ,
www.csbcontractingllc.com

PROJECT NO: 2024-24

MODEL FILE:
Thompson TH- End Unit.pln

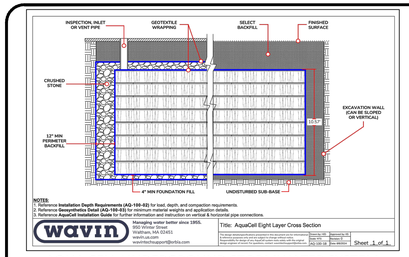
DRAWN BY:
KS

SHEET #:

LOT TH6

EXTERIOR VENEER

Preliminary



AQUA CELL UNDERGROUND STORMWATER SYSTEM

SRG STORMWATER MANAGEMENT SOLUTIONS

CONCRETE SIDEWALK W/ BRICK EDGING

Sidewalk Detail Downtown Alpharetta

GA POWER - ACORN LIGHTS

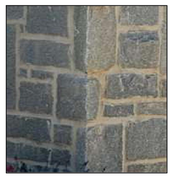
Downtown Alpharetta

ACORN LIGHTS AND COLUMN

Downtown Alpharetta

MONUMENT SIGN BRICK VENEER

Cherokee Brick-Old Savannah



RETAINING WALL AND COLUMN STONE VENEER

Natural Quarry Stone Grey Granite

ENGINEERED WOOD FIBER MULCH

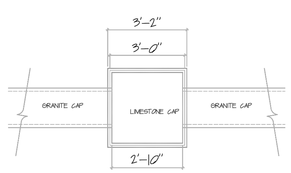
Mulch Paths, By HOA

ALUMINUM FENCE, FLAT TOP

5' and 3' Heights

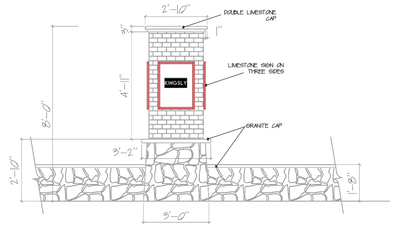
NATURAL LIMESTONE CAP

Natural Limestone



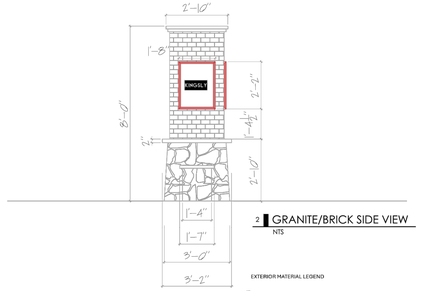
1 MONUMENT SIGN / PLAN VIEW

NTS



3 GRANITE/BRICK SIGN FRONT VIEW

NTS



2 GRANITE/BRICK SIDE VIEW

NTS

EXTERIOR MATERIAL LEGEND

Brick BR-1 Brick Veneer Cherokee Brick – Old Savannah Mortar Color Cemex Ivory 1111	
STONE VENEER: ST-1 Stone Veneer Natural Quarry Stone – Gray Granite Motor Color – Cemex Ivory 1111	
SIGN PLATE Natural Limestone	
FONT ON SIGN	Deco-Banner JNL (Same font as Alpharetta Sign)

C5B Contracting, LLC
1233 Bilbo Pkwy, Suget Hill, GA
470-422-2555

KINGSLY
SUBDIVISION COLUMNS, SIGNS, GATES

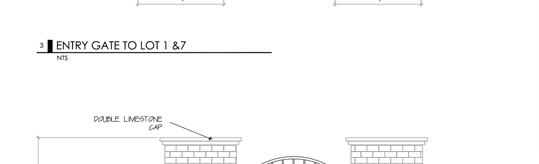
SITE ID #
1024

NORTH

DATE: 10-23-2024
DESIGNER: JMC
REV #:

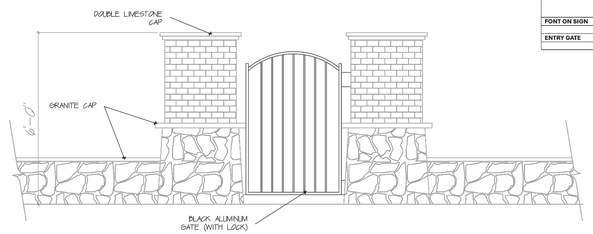
SUBDIVISION ENTRY COLUMNS
SHEET TITLE

SD1
SHEET #



3 ENTRY GATE TO LOT 1 &7

NTS



2 ENTRY GATE ELEVATION

NTS

EXTERIOR MATERIAL LEGEND

Brick BR-1 Brick Veneer Cherokee Brick – Old Savannah Mortar Color Cemex Ivory 1111	
STONE VENEER: ST-1 Stone Veneer Natural Quarry Stone – Gray Granite Motor Color – Cemex Ivory 1111	
SIGN PLATE Natural Limestone	
FONT ON SIGN	Deco-Banner JNL (Same font as Alpharetta Sign)
ENTRY GATE	Black Aluminum with Arch

C5B Contracting, LLC
1233 Bilbo Pkwy, Suget Hill, GA
470-422-2555

KINGSLY
SUBDIVISION COLUMNS, SIGNS, GATES

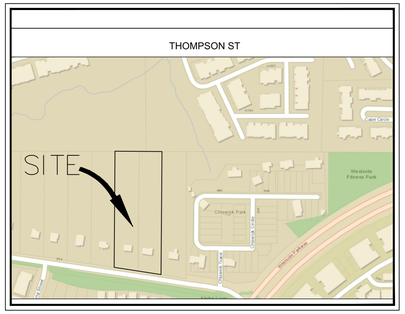
SITE ID #
1024

NORTH

DATE: 10-23-2024
DESIGNER: JMC
REV #:

GATE ENTRY LOT 1&7
SHEET TITLE

SD2
SHEET #



OWNER
(PER FULTON COUNTY)
PSV LLC
P.O. BOX 986
ALPHARETTA, GA 30009

SITE ADDRESS
296 & 304 THOMPSON ST
ALPHARETTA, GA 30009

DEVELOPER/24-HOUR CONTACT
ALPHADEV LLC.
BRIAN BODECHON
404-867-1799

DESCRIPTION OF PROPOSED LAND
SINGLE FAMILY & TOWNHOUSE DEVELOPMENT

ADDITIONAL PARCEL INFORMATION
PARCEL ID:
12 284108020038 (296 THOMPSON)- 1.0445 AC
12 284108020046 (304 THOMPSON)- 1.0732 AC
2.1177 ACRES
ZONING:R-12

PART V NOTE:
THE SUBJECT SITE DOES NOT LIE WITHIN THE PROTECTED GROUNDWATER RECHARGE AREA. THE SUBJECT SITE DOES LIE WITHIN THE HAZARD MATERIAL HANDLING AREA.

GENERAL NOTES:
1. CONTOUR INTERVAL SHOWN HEREON IS (2) TWO FOOT.
2. TOPOGRAPHICAL INFORMATION OBTAINED BY McCLURE SURVEYING, INC. DATED: 03-24-24

DESCRIPTION OF EXISTING LAND USE
THE SUBJECT SITE IS CURRENTLY UNDEVELOPED. THE VEGETATION CONSIST OF GRASS AND TREES.

REFERENCE:
BOUNDARY AND TOPOGRAPHICAL INFORMATION BASED ON SURVEY FOR PREPARED BY McCLURE SURVEYING, LLC. DATED 03-24-24

FLOOD NOTE:
THE SUBJECT PROPERTY DOES NOT LIE WITHIN A DESIGNATED FLOOD HAZARD AREA PER FULTON COUNTY F.I.R.M. PANEL NO. 13121C0058F, DATED 09/18/2013.

NOTE:
STORMWATER MANAGEMENT FOR SITE WILL BE PROVIDED BY FACILITIES LOCATED UNDERGROUND .

LOT COVERAGE

TOWN HOMES & SINGLE FAMILY HOMES = 35,056.60 S.F.
DRIVEWAYS, SIDEWALKS, & PATIOS = 7,862.50 S.F.
ROADWAYS = 13,092.80 S.F.
RETAINING WALLS = 506.8 S.F.

TOTAL COVERED AREA = 56,518.7 S.F.

TOTAL SITE AREA = 92,247.012 S.F.

LOT COVERAGE = 56,518.7/92,247.012 = **61.26%**

SCALE: 1" = 30'

30 0 30 60 90 FEET

B.C. ENGINEERING, INC.
116 NORTH MAIN ST.
CUMMING, GA 30040
PHONE: (770) 205-6181
FAX: (770) 205-6162
EMAIL: office@bcengineering-ga.com

DRB MATERIAL LIST
KINGSLY
296 & 304 THOMPSON ST
LAND LOT 749 & 802
1ST DISTRICT, 2ND SECTION
FULTON COUNTY, GEORGIA

GEORGIA REGISTERED NO. 22093 PROFESSIONAL ENGINEER BRIAN W. COLE
11/1/24

DRAWN BY:	LB	REVISION	DATE	DESCRIPTION
CHECKED BY:	BC	-	-	- -
DATE:	11/01/2024			
SCALE:	AS NOTED			
LAND LOTS:	645			
DISTRICT:	1ST			
SECTION:	2ND			

SHEET NO. 2 OF 2

JOB NO. 2022-186

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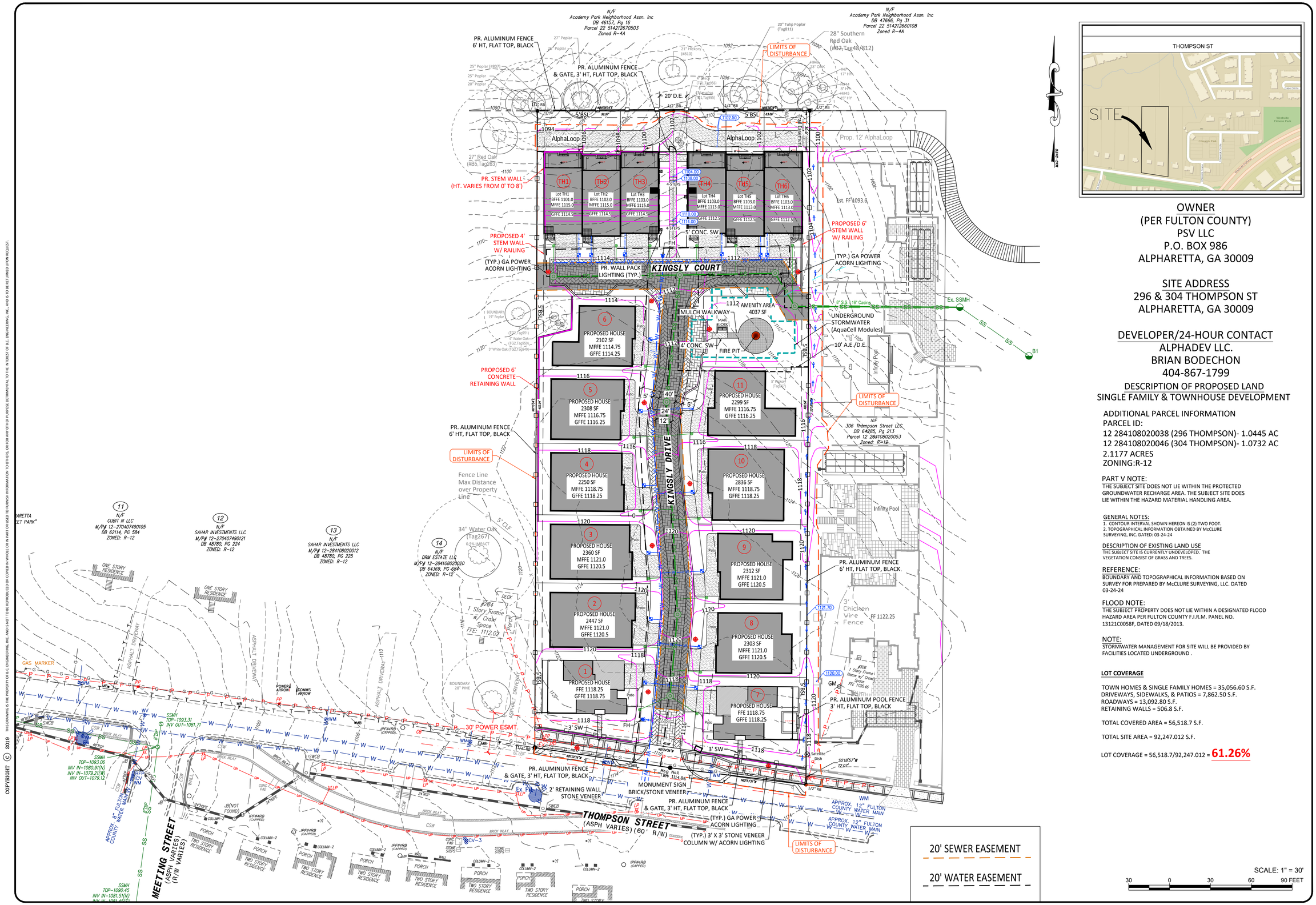

OWNER
(PER FULTON COUNTY)
PSV LLC
P.O. BOX 986
ALPHARETTA, GA 30009

SITE ADDRESS
296 & 304 THOMPSON ST
ALPHARETTA, GA 30009

DEVELOPER/24-HOUR CONTACT
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404-867-1799

DESCRIPTION OF PROPOSED LAND
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ADDITIONAL PARCEL INFORMATION
PARCEL ID:
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PART V NOTE:
THE SUBJECT SITE DOES NOT LIE WITHIN THE PROTECTED GROUNDWATER RECHARGE AREA. THE SUBJECT SITE DOES LIE WITHIN THE HAZARD MATERIAL HANDLING AREA.

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LOT COVERAGE = 56,518.7/92,247.012 = **61.26%**

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CUMMING, GA 30040
PHONE: (770) 205-6181
FAX: (770) 205-6162
EMAIL: office@bcengineering-ga.com

DRB SITE LAYOUT
KINGSLY
296 & 304 THOMPSON ST
LAND LOT 749 & 802
1ST DISTRICT, 2ND SECTION
FULTON COUNTY, GEORGIA

REGISTERED NO. 22093 PROFESSIONAL ENGINEER
Brian W. Cole
11/1/24

	LB	REVISION	–	DESCRIPTION	–
DRAWN BY:					
CHECKED BY:	BC	–	–	–	–
DATE:	11/01/2024				
SCALE:	AS NOTED				
LAND LOTS:	645				
DISTRICT:	1ST				
SECTION:	2ND				

SHEET NO. 1 OF 2

JOB NO. 2022-186

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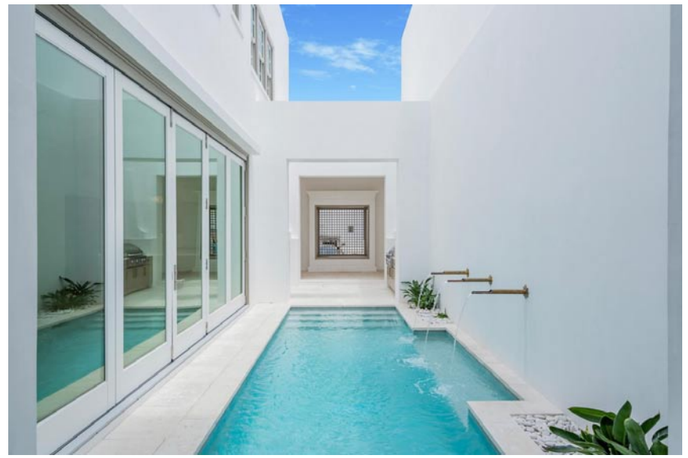
INSPIRATION IMAGES

Main Street Fronting courtyard home:

For inspiration we looked at a high quality townhome development in Florida. We like the interaction between indoor and outdoor spaces.

Both the rooftop patio and courtyard pool area are invisioned to compliment and expand our interior spaces.

Clean lines, tall windows and minimal ornament for a pleasing aesthetic which will compliment the Alpharetta downtown area.



Alpha at Main

Alpharetta, GEORGIA

archetype design

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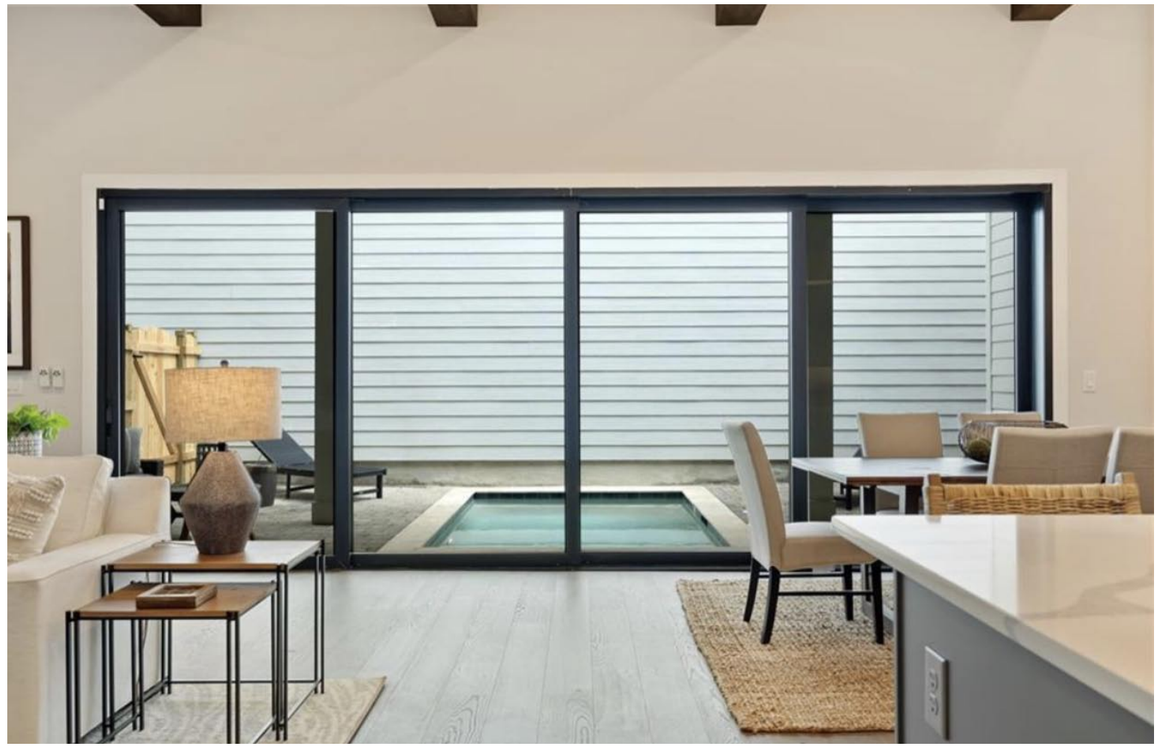
ARCHITECT CONTACT INFORMATION: BROOKS HALL, MEMBER 404.579.1392 brooks.hall@archetypedesignllc.com

INSPIRATION IMAGES



ALLEY FACING COURTYARD HOME:

THIS IS A TWO STORY COURTYARD HOME WHICH COMPLIMENTS THE LOOK OF THE MAIN STREET FACING UNITS AND FEATURES SPACIOUS INDOOR/ OUTDOOR LIVING OFF THE COMMON SPACE.

CLEAN LINES, TALL WINDOWS AND MINIMAL ORNAMENT FOR A PLEASING AESTHETIC WHICH WILL COMPLIMENT THE ALPHARETTA DOWNTOWN AREA.

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ARCHITECT CONTACT INFORMATION: BROOKS HALL, MEMBER 404.579.1392 brooks.hall@archetypedesignllc.com

·BRICK · SIDING · STUCCO · STONE
·ARCHITECTURAL SHINGLES W/ METAL ROOF ACCENTS
·PAINTED METAL RAILINGS, GUTTERS & DOWNSPOUTS
ARCHITECTURAL SHINGLES
PAINTED METAL RAILINGS
METAL ROOF ACCENT
ROOF DECK OPTIONAL PERGOLA/ EXTENDED ROOF
JULIET BALCONY
BRICK, STUCCO OR SIDING
PAINTED METAL DOWNSPOUTS
PORTICO (DESIGN VARIES)
PAINTED TRIM
FRONT COURTYARD (TYP)
MAIN STREET FRONTAGE
· GREEK REVIVAL ·

Main Street Courtyard Villas Design Description **08/23/2021**

This Applicant proposes the combination of two existing O-I zoned properties which are located at 236 & 244 N. Main Street in Downtown Alpharetta, Georgia into a single residential development- proposed to be rezoned DT-LW (Downtown Live-Work).

The applicant proposes Five (5) Villas which front North Main Street and Six (6) additional Villas which front an interior alley within the development for a total of Eleven (11) units or 6.8 units/ acre (8 units/ acre allowable).

The Main Street facing homes are envisioned to embrace the walkable nature of the community by fronting the new 14' active sidewalk with front porticos and courtyard areas. The Applicant intends to create a hospitable atmosphere at the sidewalk level for entertaining and direct interaction between the new residents and the pedestrian connections outside their front doors. To achieve this emphasis on pedestrian activity the Applicant proposes to reduce the number of curb cuts from two to one and will provide vehicular access to all eleven villas via a rear alley. From the rear alley cars will access garages via driveways and pedestrians will walk through an exterior wooden gate into private, open to the sky courtyards, to enter each home.

Main Street Facing façade theme is to be Greek Revival and will share material and detailing elements with the Alley facing units. Below is a description of the Style and Materials the Applicant is proposing:

Architectural Style: Greek Revival

- Symmetrical front façade elements with offset doors.
- Front Entry porches
- Cornices supported with trim
- Gabled roof

Materials: Varies

- Brick (painted & unpainted)
- Painted Plank siding
- Stone
- Painted Panel siding with battens
- Painted Board and Batten Siding
- Painted Trim
- Painted Metal Railings
- Roof: Architectural Shingles with Metal roof accents
- Metal Gutters and downspouts

③ SIGHTVIEW 2

④ PERSPECTIVE FROM EAST

⑤ VIEW FROM SOUTH EAST

① UNITS 1,2,3

② UNITS 1,2,3 LOOKING SOUTH

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

Consultant
Address
Address
Phone
Fax
e-mail

Consultant
Address
Address
Phone
Fax
e-mail

Consultant
Address
Address
Phone
Fax
e-mail

Consultant
Address
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Phone
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e-mail

Consultant
Address
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Phone
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e-mail

RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

PERSPECTIVES

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

A-2.1

Scale

10/9/2025 3:13:23 PM

PERGOLA
CEDAR WOOD
COLOR: NATURAL

RAILINGS WROUGHT IRON

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

BRICK
MANUFACTURER: -
COLUMBUSBRICK
STYLE: -OLD BAILEY
COLOR: -QUEEN

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
COLOR: OPTION 1- WOOD DOOR STAINED TO MATCH PERGOLA
OPTION 2 - FIBREGLASS PAINT TO MATCH HARDIBOARD

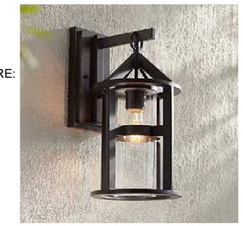
30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS

ROWLOCK ACCENTS TYP.

PAINTED BREVITY BROWN
COLOR:
SHERVIN WILLIAMS SW6068

LIGHT FIXTURE:



GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

STANDING
SEAM ROOF

PRIVACY WALL
BRICK TO
MATCH HOUSE

① WEST ELEVATION UNIT 1
3/16" = 1'-0"

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

Consultant
Address
Address
Phone
Fax
e-mail

Consultant
Address
Address
Phone
Fax
e-mail

Consultant
Address
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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

ELEVATIONS & MATERIALS

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

UNIT 1

Scale	As indicated

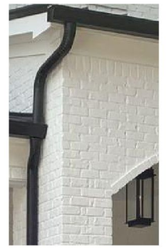
9/3/2025 3:13:25 PM

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

BRICK
MANUFACTURER: -
COLUMBUSBRICK
STYLE: -OLD BAILEY
COLOR: -QUEEN

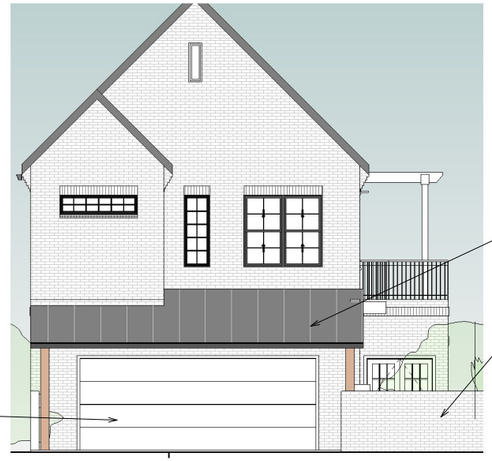


TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS

ROWLOCK ACCENTS TYP.

PAINTED BREVITY BROWN
COLOR:
SHERVIN WILLIAMS SW6068

LIGHT FIXTURE:

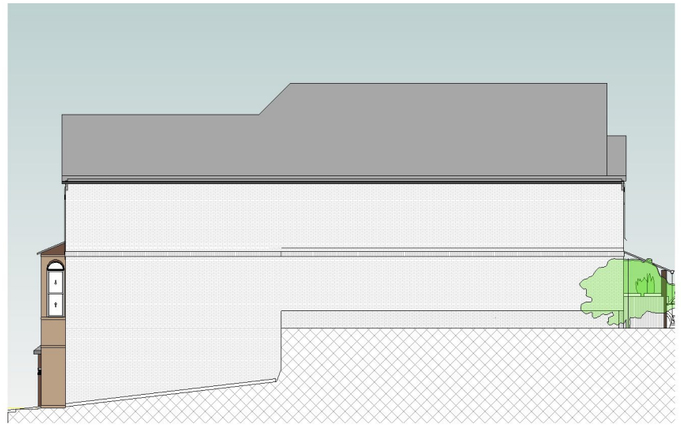


STANDING
SEAM ROOF

PRIVACY WALL
BRICK TO
MATCH HOUSE

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

① WEST ELEVATION Copy 3 Copy 1 Copy 1
3/16" = 1'-0"



② NORTH ELEVATION (RIGHT)
1" = 10'-0"

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

Consultant
Address
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Phone
Fax
e-mail

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

ELEVATIONS AND DETAILS

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

UNIT 2

Scale	As indicated

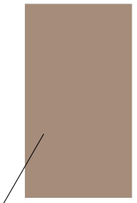
3/3/2025 3:13:28 PM

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

PAINTED LATTE
COLOR:
SHERVIN WILLIAMS SW6108



GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

① WEST ELEVATION UNIT 4
3/16" = 1'-0"

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
COLOR: OPTION 1- WOOD DOOR STAINED TO MATCH PERGOLA
OPTION 2 - FIBREGLASS PAINT TO MATCH HARDIBOARD

TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS

ROWLOCK ACCENTS TYP.

BRICK
MANUFACTURER: -PINE HALL
BRICK
STYLE: -STONINGTON II
COLOR: -QUEEN

STONE
TEXAS LIMESTONE

LIGHT FIXTURE:

STANDING
SEAM ROOF

PRIVACY WALL
BRICK TO
MATCH HOUSE

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

Consultant
Address
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Phone
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Fax
e-mail

RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

ELEVATIONS & MATERIALS

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

UNIT 4

Scale	As indicated

3/2025 3:13:31 PM

PERGOLA
CEDAR WOOD
COLOR: NATURAL

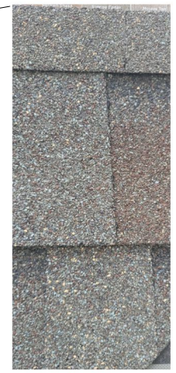
RAILINGS WROUGHT IRON

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

BRICK
MANUFACTURER: -
COLUMBUSBRICK
STYLE: -OLD BAILEY
COLOR: -QUEEN

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD



TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: RON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS

ROWLOCK ACCENTS TYP.

LIGHT FIXTURE:

PAINTED BREVITY BROWN
COLOR:
SHERVIN WILLIAMS SW6068

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
COLOR: OPTION 1- WOOD DOOR STAINED TO MATCH PERGOLA
OPTION 2 - FIBREGLASS PAINT TO MATCH HARDIBOARD

STANDING
SEAM ROOF

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

PRIVACY WALL
BRICK TO
MATCH HOUSE

1 WEST ELEVATION Copy 3
3/16" = 1'-0"

WHOLE VILLAGE DESIGN

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Sandy Springs,
GA 30328

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cmhellmann@gmail.com

Consultant
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Consultant
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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

ELEVATIONS & MATERIALS

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

UNIT 5

Scale	As indicated

10/3/2025 3:13:34 PM

PERGOLA
CEDAR WOOD
COLOR: NATURAL

BRICK
MANUFACTURER: -
STYLE: -
COLOR: -

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

TEXAS LIMESTONE

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

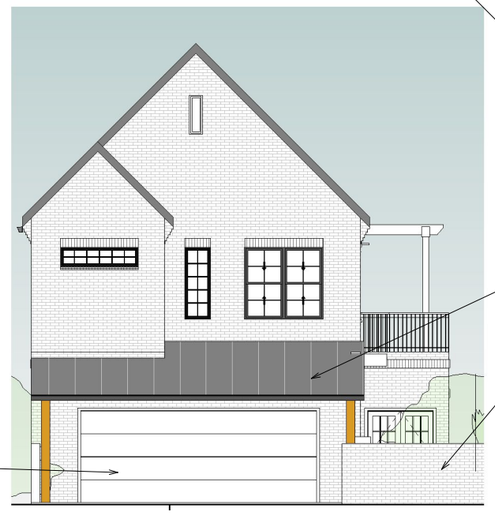
TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS

ROWLOCK ACCENTS TYP.

PAINTED HARDIBOARD
COLOR:
SHERVIN WILLIAMS SW6165

LIGHT FIXTURE:

1 EAST (STREET) ELEVATION
1/4" = 1'-0"



STANDING
SEAM ROOF

PRIVACY WALL
BRICK TO
MATCH HOUSE

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

1 WEST ELEVATION
3/16" = 1'-0"

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

ELEVATIONS & MATERIALS

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

UNIT 3

Scale	As indicated

3/3/2025 3:13:36 PM

UNIT 6 UNIT 7 UNIT 8 UNIT 9 UNIT 10 UNIT 11

1 EAST ELEVATION SHOWING ALL UNITS
1/8" = 1'-0"

3 STREET VIEW LOOKING NORTH

2 STREET VIEW LOOKING SOUTH

WHOLE VILLAGE DESIGN

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C.M. Hellmann 678 642 6306

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

ELEVATION OF ALL UNITS

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

A-2.1

Scale 1/8" = 1'-0"

3/3/2025 3:09:33 PM

now unit 6

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

BRICK
MANUFACTURER:
COLUMBUS BRICK
STYLE & COLOR: OLD BAILY

PERGOLA

30 YEAR ARCHITECTURAL SHINGLES;
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE

PAINTED HARDIBOARD
COLOR:
SHERVIN WILLIAMS SW6165
CHOCOLATE POWDER

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

LIGHT FIXTURE:

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
1) WOOD DOOR STAINED TO MATCH PERGOLA
OR
2) - FIBERGLASS PAINT TO MATCH HARDIBOARD

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

UNIT 7

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

7

Scale 1/4" = 1'-0"

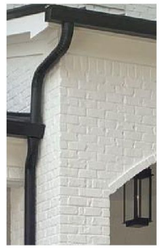
3/3/2025 3:09:35 PM

STYLE: TUDOR ECLECTIC

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

PERGOLA & COLUMNS
CEDAR WOOD
COLOR: NATURAL

TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS



WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

PAINTED HARDIBOARD
COLOR:
SHERVIN WILLIAMS SW9082
CHOCOLATE POWDER

BRICK
MANUFACTURER:
COLUMBUS BRICK
STYLE & COLOR: OLD BAILY

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

LIGHT FIXTURE:

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
COLOR: OPTION 1- WOOD DOOR STAINED TO MATCH PERGOLA
OPTION 2 - FIBREGLASS PAINT TO MATCH HARDIBOARD

WHOLE VILLAGE DESIGN

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Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

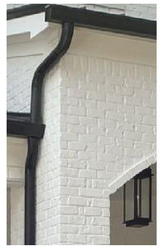
UNIT 8

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

8

Scale 1/4" = 1'-0"

3/3/2025 3:09:36 PM



TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

BRACKETS
STAINED
CYPRESS WOOD
COLOR: NATURAL

PAINTED HARDIBOARD
COLOR:
SHERVIN WILLIAMS SW6165

BRICK
MANUFACTURER: -
STYLE: -
COLOR: -

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
COLOR: OPTION 1- WOOD DOOR STAINED TO MATCH PERGOLA
OPTION 2 - FIBREGLASS PAINT TO MATCH HARDIBOARD

LIGHT FIXTURE:

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

UNIT 9

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

9

Scale 1/4" = 1'-0"

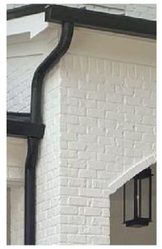
4/3/2025 3:06:38 PM

STYLE: TUDOR ECLECTIC

30 YEAR ARCHITECTURAL SHINGLES:
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

PERGOLA & COLUMNS
CEDAR WOOD
COLOR: NATURAL

TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE
GUTTER HIDDEN BEHING
CORBELLED BRICK
ALL GUTTERS LOCATED ON
SIDE ELEVATIONS



WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

PAINTED HARDIBOARD
COLOR:
SHERVIN WILLIAMS SW9082
CHOCOLATE POWDER

BRICK
MANUFACTURER:
COLUMBUS BRICK
STYLE & COLOR: OLD BAILY

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

LIGHT FIXTURE:

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
COLOR: OPTION 1- WOOD DOOR STAINED TO MATCH PERGOLA
OPTION 2 - FIBREGLASS PAINT TO MATCH HARDIBOARD

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

UNIT 10

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

10

Scale 1/4" = 1'-0"

3/3/2025 3:09:38 PM

now unit 6

WINDOWS
DOUBLE HUNG
WITH 6 OVER 6
MUNTINS

MANUFACTURER: PELLA
COLOR: IRON ORE

BRICK
MANUFACTURER:
COLUMBUS BRICK
STYLE & COLOR: OLD BAILY

PERGOLA

30 YEAR ARCHITECTURAL SHINGLES;
CERTAINTEED LANDMARK SERIES
COLOR: WEATHERED WOOD

TYPICAL GUTTER AND DOWNSPOUTS
CONVENTIAL GUTTER: HALF ROUND
ROUND DOWNSPOUTS
COLOR: IRON ORE

PAINTED HARDIBOARD
COLOR:
SHERVIN WILLIAMS SW6165
CHOCOLATE POWDER

GARAGE DOOR
CLOPAY
CANYON RIDGE SERIES
COLOR TO MATCH
HARDIBOARD COLOR

LIGHT FIXTURE:

FRONT DOOR: 3' WIDE, HALF GLASS
STYLE: HALF GLASS
1) WOOD DOOR STAINED TO MATCH PERGOLA
OR
2) - FIBERGLASS PAINT TO MATCH HARDIBOARD

WHOLE VILLAGE DESIGN

6565 Cherry Tree Lane
Sandy Springs,
GA 30328

C.M. Hellmann 678 642 6306

cmhellmann@gmail.com

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RELEASED FOR CONSTRUCTION

No.	Description	Date

DESIGN REVIEW

KINGDOM AT MAIN

UNIT 11

Project number	Project Number
Date	Issue Date
Drawn by	Author
Checked by	Checker

11

Scale 1/4" = 1'-0"

3/3/2025 3:09:41 PM

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

Design Review Board Hearing Application And Filing Procedures

UPDATED: October 16, 2024

Department Of Community Development

2 Park Plaza
Alpharetta, GA 30009
www.alpharetta.ga.us

Tel: 678.297.6088
Fax: 678.297.6071

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

INSTRUCTIONS AND REQUIRED MATERIALS

The City of Alpharetta Design Review Board Hearing Application has been designed to allow you the ease of completing the form electronically and printing the completed form for submittal. Please note, however, that the form cannot be saved so as to include the information that you input.

Required Materials:

In order to allow the Design Review Board to adequately and effectively understand and consider the nature of your request it is required that certain materials be included with your submittal. These required items are described below along with the type(s) of review for which they would be needed. Submittals not including the appropriate materials, as indicated below, will not be accepted for review.

Site Plan Review

- ☐ Legal description of the property
- ☐ Site plan(s) showing locations of all site features, including but not limited to
  - Buildings
  - Roads
  - Parking Areas
  - Specimen trees
  - Detention / retention areas
  - Dumpster / refuse locations (screening and materials)
  - HVAC / electrical equipment locations
- ☐ Site lighting with photometric drawings and compatibility to neighboring buildings and property
- ☐ Retaining wall(s) location and materials

Landscape Review

- ☐ Landscape drawing(s) prepared by landscape architect showing locations of all landscape features, including but not limited to
  - Size and type of all plant material; including ground covers
  - Seasonal beds

Signage Review

- ☐ Overall site plan drawing indicating locations of ground signs and required setbacks
- ☐ Exterior elevations indicating locations of all wall signs
- ☐ Individual color drawings of each sign indicated
  - Dimensions
  - Materials
  - Lighting
  - Construction
  - Colors

Exterior Elevation Review

- ☐ Colored exterior elevations with materials notes of all facades of the building(s)
- ☐ All exterior material and color samples (Shall be brought to the scheduled meeting)
- ☐ Provide site line study from the public right of way showing locations of roof-top equipment
  - Vents
  - Satellite dishes
  - Exhaust pipes
  - Antennas
- ☐ Locations of building lighting
- ☐ Perspective drawings and renderings

Submittal Procedure:

One (1) original plus one (1) copy of a completed Hearing application and supporting documents are to be filed by the deadline dates reflected on the following page. Completed applications received after the deadline dates shall be placed on the next available agenda. All renderings attached to the application must be in color.

An electronic file in Adobe format, containing the entire application; including all documents, plans, and drawings; must be included with the application. Each component of your submittal must be saved as a separate file document (for example, all of your individual documents relating to the Exterior Elevation Review (site plan, site line study, and lighting and material cut sheet) should all be saved into one PDF document.

Any oversized materials may be attached to the original application. All collated sets shall be submitted on paper no greater than 11 inches by 17 inches in size and folded to 8.5 inches x 11 inches. Two (2) sets of all landscape plans shall be submitted full-size.

Drawings submitted must be accurate and labeled.

Technical drawings (i.e., signs, elevations, site plans) must be drawn to scale).

Photos shall be mounted on 8.5 inch by 11-inch paper and labeled.
Presentation materials (including actual materials, sample boards, or mounted drawings) should not be submitted, but brought by the Applicant to the scheduled Design Review Board meeting.

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

Filing Deadlines And Meeting Schedule

Completed applications are accepted only on, or prior to, the dates indicated as filing deadlines and only between the hours of 8:30 a.m. and 3:30 p.m. Applications will not be accepted on any other dates or times. Incomplete applications will not be accepted. All fees must be paid at the time of application.

The Design Review Board convenes at 8:30 a.m. on the meeting dates indicated, and a break will start at 12:00 p.m. and will last until 12:30 p.m. All meetings are held in Council Chambers at Alpharetta City Hall, which is located at 2 Park Plaza.

Filing Deadlines	Meeting Schedule
January 02, 2024	February 16, 2024
February 01,2024	March 15, 2024
March 01, 2024	April 19, 2024
April 01, 2024	May 17, 2024
May 01, 2024	June 21, 2024
June 03, 2024	July 19, 2024
July 01, 2024	August 16, 2024
August 01, 2024	September 20, 2024
September 03, 2024	October 18, 2024
October 02, 2024	November 15, 2024
November 01, 2024	December 13, 2024
December 02, 2024	January 17, 2025

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

FOR OFFICE USE ONLY

Case DRB: _____

☐ Fee Paid Initial: _____

For your convenience, this form may be completed electronically and printed upon completion. If you choose to handwrite your responses, please print in a clear, easily legible fashion.

Please complete this form and the submittal package in its entirety. *See Page 2 "Instructions and Required Materials" for details.* Lastly, verify that all information is true and accurate.

Your completed submittal package should be delivered to:

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009

NOTE: All applicable fees must be included with the application. Please note that a 3% convenience fee will be added to all credit card transactions. Applications will be accepted only on the dates reflected on the page of this form titled "Filing Deadlines and Meeting Schedule" and only between the hours of 8:30 AM and 3:30 PM.

If you have questions regarding this application or the design review process, please contact Bret Schroeder by calling 678-297-6088.

Business Name: Canton Mayfield LLC

Location Address: 193 Canton Street

Mailing Address: 3620 Piedmont Rd NE

City: Atlanta State: GA Zip Code: 30305 -

Contact for All Notifications: Chris Davis

Contact Telephone: 404 - 597 - 9478 Mobile Telephone: 404 - 597 - 9478

Fax: - - Email: cdavis@kdbdevelopment.com

Contact's Relation to Business: Managing Partner

This Application For (Check all that apply):

- ☐ Addition
- ☐ Modification to Exterior
- ☐ Auxiliary Structure
- ☑ New Construction
- ☑ Color Selection
- ☐ Signage
- ☑ Material Selection

This page will be the first page of your completed submittal packet.

Application Fees:

Any sign or remodel review within the Downtown Overlay	$	175.00
All other reviews	$	300.00
Legal Advertising Requirement	$	175.00
Total Due		

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

Property Owner Information:

Property Owner Name: Canton Mayfield LLC

Physical Address: 193 Canton Street

Mailing Address: 3620 Piedmont Rd

City: Atlanta State: GA Zip Code: 30305 -

Owner Telephone: 404 - 597 - 9478 Contact Fax: - -

Property Owner Authorization *(Must be completed if the applicant is not the legal owner of the subject property)*:

I, the undersigned, do hereby swear and attest, under penalty of law for false swearing, that I am the legal owner, as shown in the records of Fulton County, Georgia, of the property described herein and that I authorize the person identified herein as "Applicant" to act on my behalf in pursuit of this request.

Owner Name (Printed): Chris Davis, Managing Partner of Canton Mayfield Devel Date: 11/26/2024

Owner Signature: Signed by: B06DED627B2B4F6...

Property Information:

Address (If Assigned) : 193 Canton Street, 0 Canton Street, 0 Mayfield Rd

Tax ID or Map Reference Number: 22 482212520161, 22 481411970862, 22 482212521037

Land Lot(s): District: 10 Section:

Existing Zoning of Property: DTR Existing Uses of Property: Residential

This form is to be executed under oath. I, the person identified herein as "Applicant," do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Design Review Board Application is true and correct and contains no misleading information. I also understand that Design Review Board review and/or approval does not include review or approval for code compliance and that City of Alpharetta site and building plan review staff should be contacted with respect to code compliance issues and permitting procedures.

Applicant Signature: Signed by: B06DED627B2B4F6... Date: 11/26/2024 | 23:16 EST

Print Form

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

DESIGN REVIEW BOARD REVIEW CRITERIA

How will this proposal be visually compatible with the character of the surrounding areas?

It will be consistant with downtown zoning regulations and guidances

In your submittal package, have you included a site line study from the public right of way, which shows the location of rooftop structures? If not, please explain below.

☐ Yes

■ No

Not required, per staff

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the North Point Overlay.

Explain how your application meets the site design and streetscape standards required for the North Point Overlay. *Site Design and Streetscape standards for the North Point Overlay can be found at this link:* Unified Development Code §2.10.3(B).

Explain how your application meets the fenestration, pedestrian access, building materials, building facade, and building massing standards required for the North Point Overlay.

Building design standards for the North Point Overlay can be found at this link: Unified Development Code §2.10.8.

Describe the type of Civic Spaces and/or Amenity Spaces that your application includes.

Open Space requirements for the North Point Overlay can be found at this link: Unified Development Code §2.10.10.

Please list and describe the Eco District measures that your application includes.

Eco District Measures for the North Point Overlay can be found at this link: Unified Development Code §2.10.11.

Docusign Envelope ID: 70850743-3A87-4123-B04C-3A09F6BFFAD8

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the Downtown Overlay.

Which of the following architectural design styles does your application include?

- ☐ Georgian
- ☐ Federal / Adam
- ☐ Greek Revival
- ☒ Neoclassical
- ☐ Stick
- ☐ Queen Anne
- ☐ Shingle
- ☐ Folk Victorian
- ☐ Romanesque
- ☐ Italianate
- ☐ Tudor Eclectic
- ☐ Beaux Arts
- ☐ French Colonial
- ☒ French Eclectic
- ☒ French New Traditional

Please review the Downtown Overlay Architectural Style Requirements at this link: Unified Development Code § 2.8.7(D)-(R)

Describe how your application meets one (or more) of the above architectural design styles.

The classical and Neo-Classical tenents of a tri-level composition are used and gives a consistency of theme while allowing each home to be unique. While these homes run the gamut of both European and American derived architecture, the scale and proportions will be "cross-checked" with the adjacent houses. Landscape elements will be an important part of knitting the homes into a cohesive community.

Please review the Alpharetta Downtown Design Guidelines at this link: Alpharetta Downtown Design Guidelines

List how your application aligns with or compliments the Alpharetta Downtown Design Guidelines.

The architectural styles of the homes planned for this community all have the Design Guidelines firmly in place. Engaging front entryways, upgraded materials such as brick, stone and higher level siding products provide a sense of place. Window detailing and attention to proportion further enhance the appearance of each house.

2 Park Plaza
Alpharetta, GA 30009
Phone: 678.297.6000
www.alpharetta.ga.us

CITY COUNCIL
ACTION SUMMARY

City Council Date: 5/24/2021
Planning Commission Date: 5/6/2021
Public Hearing Item: CLUP-21-03/Z-21-04/V-21-09 Hudson Park

Consideration of a comprehensive land use plan amendment, rezoning and variance to allow a 17-lot single-family detached subdivision on 2.411 acres in the Downtown. A rezoning is requested from R-10MHD (Dwelling, 'For-Rent' of 'For-Sale', Residential - Historic District) to DT-R (Downtown Residential) for approximately 2.3 acres and from R-10MHD to DT-LW (Downtown Live-Work) for approximately 0.15 acres. A comprehensive land use plan amendment is requested for approximately 0.15 acres from Downtown Residential Density to Mixed Use Live-Work. A variance is requested to allow a private alley to count toward the minimum lot size. The property was previously approved for 20 townhomes and single-family homes. The property is located at 0 and 193 Canton Street and is legally described as being located in Land Lots 1197 & 1252, 2nd District, 2nd Section, Fulton County, Georgia.

Motion: Richard
Second: Binder
Approve: 7-0

- Council Member Richard offered a motion to approve CLUP-21-03/Z-21-04/V-21-09 HUDSON PARK, subject to the following conditions:
  1. Approximately 0.14 acres including the historic Weatherford House shall be zoned DT-LW and the remaining site, consisting of approximately 2.3 acres, shall be zoned DT-R and developed substantially similar to site plan prepared by Plum Creek Consulting, revised 4/26/2021, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
  2. The comprehensive land use designation of the 0.14-acre property with the historic Weatherford House shall be 'Mixed Use Live-Work'.
  3. Single-family lots may include the alley in order to comply with the minimum lot size. Lots shall not be permitted variances to the maximum lot coverage requirement.
  4. The historic Weatherford House shall be used for an office or residence. A garage or driveway shall be provided accommodating at least 2 side-by-side parking spaces.
  5. The historic Weatherford House shall be saved on the property, restored, and designated under the City's Historic Preservation Incentive Ordinance. Restoration shall be completed by the 8th Certificate of Occupancy, subject to a Certificate of Appropriateness from the Historic Preservation Commission.
  6. Architecture and materials shall be developed substantially similar to the submitted renderings, except for modifications required to comply with Staff comments and in compliance with the

Alpharetta Downtown Code, subject to final approval by DRB. All homes shall have 4-sided architecture, materials, and details with a unique front elevation. All homes shall have a chimney. A minimum of 5 homes on Canton Street or Mayfield Road shall be substantially brick or stone.

7. Building heights along Canton Street and Mayfield Road shall be limited to no more than 2 stories over basement and 35'.
8. Lots shall have a front yard defined by a decorative low wall (brick or stone), hedge with columns (brick or stone) or decorative fence, as approved by DRB. Hardscape in front yards shall be limited to decorative brick or pervious pavers and/or steppingstones and shall not be placed within the required landscape strip, except to connect to the sidewalk along the street.
9. Canton Street streetscape shall be improved as follows: minimum 6' planter planted with street trees, 8' brick sidewalk, and decorative pedestrian lights, with final approval by Staff. Brick sidewalk shall follow the future right-of-way to accommodate the roundabout and shall connect to the sidewalk on Mayfield Road. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
10. Mayfield Road streetscape shall be improved as follows: minimum 6' planter planted with street trees, 8' concrete sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
11. On-street parallel parking and brick sidewalk on the City's property to the south shall be constructed as depicted on the submitted site plan, with final approval by Staff.
12. Landscape strips along Canton Street and Mayfield Road shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements, as approved by DRB.
13. Project entrance at Canton St shall include a decorative paver apron, landscaping, and low wall.
14. In lieu of placing public art on the property, the applicant shall transfer to the City at no cost the 3,325 SF area labeled 'Roundabout R/W' on the submitted site plan. Applicant will pay a sum of $12,500 to the City toward the cost of future public art as part of the future roundabout project.
15. Amenity areas shall be developed with a park-like setting with decorative landscape, hardscape, low walls, and seating. Amenity walking trails shall include a gravel or slate chip path, seating areas and landscaping. Landscape shall include plant selections promoting the historic Downtown.
16. Developer shall construct a pedestrian bridge across the stream connecting the east and west sides of the development.
17. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
18. Tree #748 (41" Yellow Poplar) within the stream buffer shall be saved. Encroachment into the critical root zone shall be limited to no more than 20%which shall include a tree care plan as approved by the City's Arborist. Tree recompense shall be paid to the tree fund. A climbing risk assessment with a resistograph or similar testing to determine the health and structural integrity of the tree and main scaffold limbs shall be conducted to determine if tree #734 (38" Water Oak) should be saved, as approved by Staff. Developer shall make reasonable efforts to save additional trees of quality and/or tree groupings.
19. Access from the private drive along east property line (behind CVS) shall require an access agreement from the property owner.
20. Developer shall plant 10' landscape strip along the private driveway behind CVS and the 5' landscape strip along the south property line to landscape buffer standards, as approved by DRB.
21. Fences and walls visible from the public right-of-way shall be decorative, as approved by DRB. Unfinished wood fences and decks shall not be visible from the street.
22. Fire access shall meet IFC 2018 Appendix D and Fire Hydrants.

23. Developer shall remove exotic and invasive species in the stream buffers and revegetate the area, as approved by Staff.
24. Storm water management facilities may be placed underground within the proposed private ally, with final approval by Staff. Easements shall be indicated on the recorded plat, clearly describing the underground facilities, their function, purpose, ownership, and granting access for inspection, maintenance and repair rights to the HOA and the City of Alpharetta. These easements and maintenance responsibilities shall also be included in the recorded covenants with all costs to be borne by the HOA and Homeowners of Hudson Park.
25. Garbage pickup shall be from the alley.
26. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

- The motion received a second from Council Member Binder.
- The motion was approved unanimously (7-0).

Final Conditions:

1. Approximately 0.14 acres including the historic Weatherford House shall be zoned DT-LW and the remaining site, consisting of approximately 2.3 acres, shall be zoned DT-R and developed substantially similar to site plan prepared by Plum Creek Consulting, revised 4/26/2021, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
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7. Building heights along Canton Street and Mayfield Road shall be limited to no more than 2 stories over basement and 35'.
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22. Fire access shall meet IFC 2018 Appendix D and Fire Hydrants.
23. Developer shall remove exotic and invasive species in the stream buffers and revegetate the area, as approved by Staff.
24. Storm water management facilities may be placed underground within the proposed private ally, with final approval by Staff. Easements shall be indicated on the recorded plat, clearly describing the underground facilities, their function, purpose, ownership, and granting access for inspection, maintenance and repair rights to the HOA and the City of Alpharetta. These easements and maintenance responsibilities shall also be included in the recorded covenants with all costs to be borne by the HOA and Homeowners of Hudson Park.

25. Garbage pickup shall be from the alley.
26. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

MAYFIELD CANTON CORNERS

LOOK BOOK

November 25, 2024

LOT 2 LOT 1 LOT 9 LOT 10

STREETSCAPE

ARCHED AWNING & LANTERN
AT THE FRONT DOOR

SIDING AND STONE

NATURAL STONE

LAP SIDING

DAVINCI SLATE
ROOFING

DAVINCI SHAKE
ROOFING

WINDOWS WITH
SHUTTERS

SQUARE COLUMNS, CEDAR SHINGLES & FRONT PORCH

LAP SIDING

DAVINCI SLATE ROOFING

CEDAR SHINGLES

DAVINCI SHAKE ROOFING

LAP SIDING

STONE CHIMNEY

LAMP FEATURE AT THE FRONT DOOR

PAINTED BRICKS

BRICK DETAILING

NOVELTY SIDING

NATURAL STONE

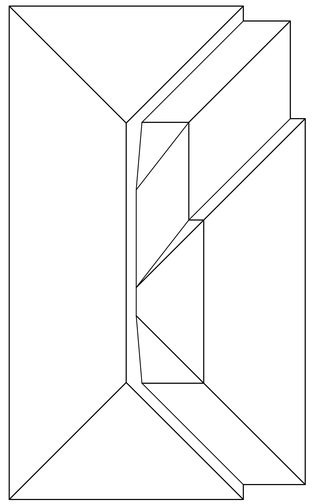
PAINTED BRICKS

LAMP FEATURE AT THE FRONT DOOR

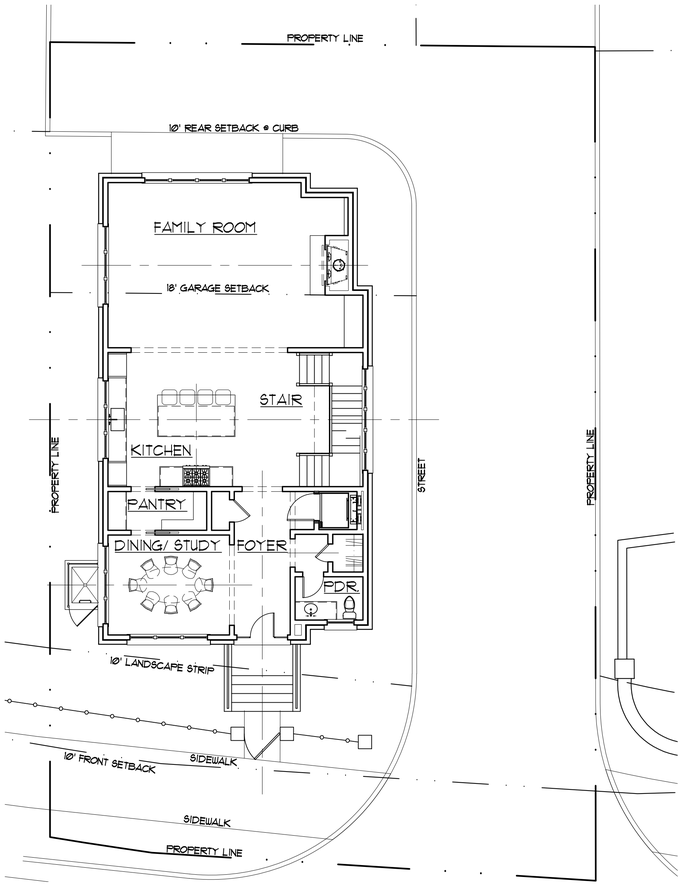
DAVINCI SLATE

DAVINCI SHAKE ROOFING

WINDOWS WITH SHUTTERS

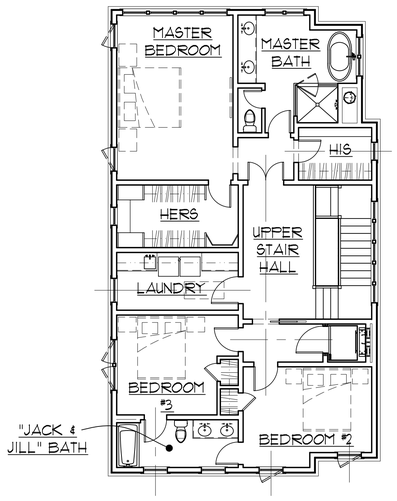


5 A-1Ø — ROOF PLAN
LOT 1 — 1/8" = 1'-Ø"

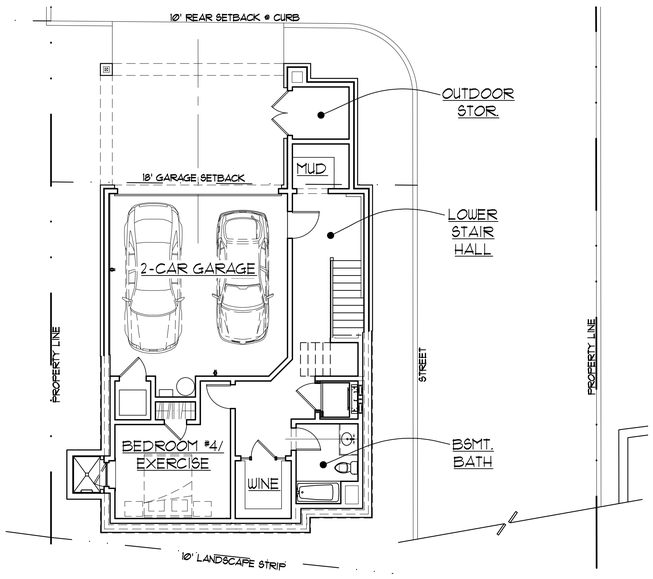


3 A-1Ø — FIRST FLOOR PLAN
LOT 1 — 1/8" = 1'-Ø"

1 A-1Ø — FRONT ELEVATION
LOT 1 — 1/8" = 1'-Ø"



4 A-1Ø — SECOND FLOOR PLAN
LOT 1 — 1/8" = 1'-Ø"



2 A-1Ø — BASEMENT FLOOR PLAN
LOT 1 — 1/8" = 1'-Ø"

LOT COVERAGE CALCULATION:

HOUSE:	1,569 SQFT.
FRONT ENTRY:	64 SQFT.
WINDOW WELL:	21 SQFT.
DRIVEWAY:	87 SQFT.
SIDEWALKS:	301 SQFT.
FENCE PIERS:	7 SQFT.
ROADS/ CURBS:	2,415 SQFT.
TOTAL:	4,464 SQFT.
LOT AREA:	5,571 SQ. FT.
MAXIMUM ALLOWABLE LOT COVERAGE (70%):	3,903 SQFT.

4,464 SQFT. > 3,903 SQFT.
80% LOT COVERAGE - VARIANCE REQUIRED

HEATED SPACE:

BASEMENT FLR. HEATED SPACE:	584 SQFT.
FIRST FLR. HEATED SPACE:	1,455 SQFT.
SECOND FLR. HEATED SPACE:	1,344 SQFT.
TOTAL HEATED SPACE:	3,383 SQFT.

UNHEATED SPACE:

GARAGE SPACE:	413 SQFT.
BASEMENT MECHANICAL SPACE:	29 SQFT.
ELEVATOR CAVITY:	47 SQFT.
OUTDOOR STORAGE:	69 SQFT.
AREA OF ATTIC W/ 7'-Ø" HEADROOM OR HIGHER X 50%:	Ø SQFT.
TOTAL UNHEATED SPACE:	558 SQFT.

DRB PRESENTATION, NOT FOR CONSTR.

REVISIONS	BY

MAYFIELD CANTON CORNERS

LOT 1 - 193 CANTON STREET, ALPHARETTA, GA 30009

MAYFIELD CANTON CORNERS - LOT 1

LMA
LINDA MACARTHUR ARCHITECT
404.233.4771
110 EAST ANDREWS DRIVE NW
SUITE 7, ATLANTA, GA 30305

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SCALE OF THE DRAWING:
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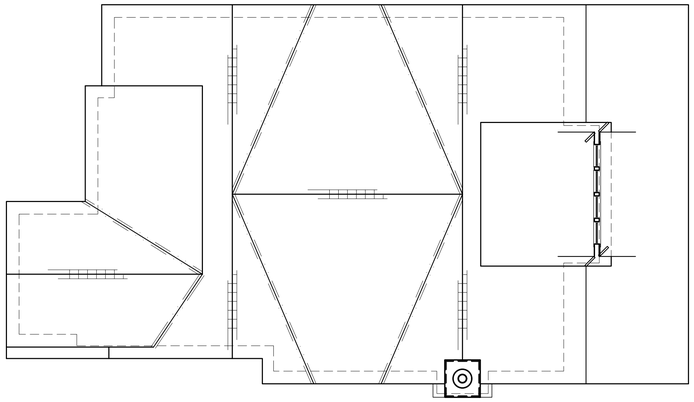
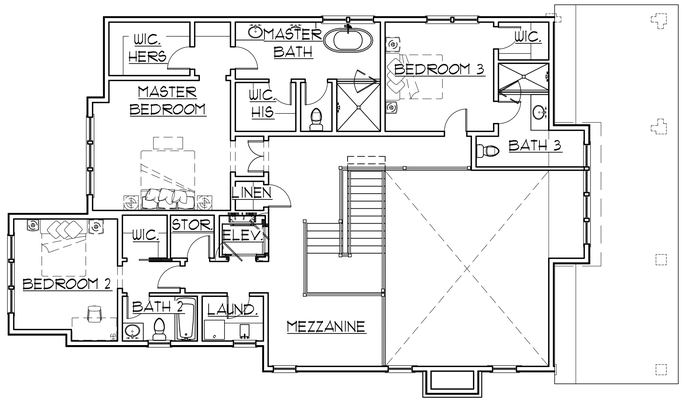
Date: 11/25/2024
Scale: AS NOTED
Drawn: JM
Job: LOT 1
Sheet: A-1.Ø
Of Sheets

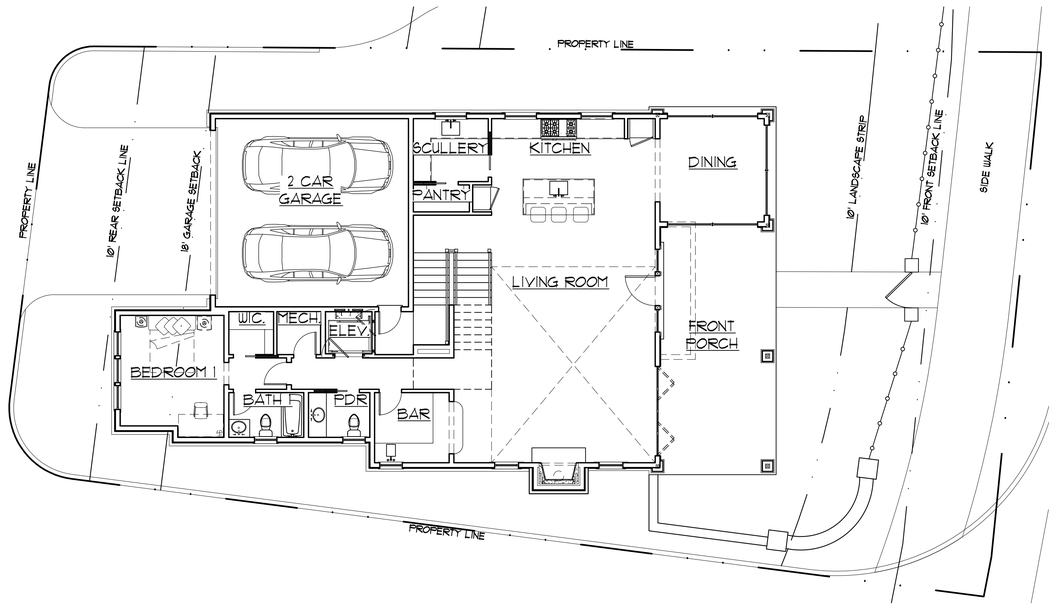


4 A-1.0 — ROOF PLAN
LOT 9 (HISTORICAL) — 1/8" = 1'-0"



3 A-1.0 — SECOND FLOOR PLAN
LOT 9 (HISTORICAL) — 1/8" = 1'-0"

1 A-1.0 — FRONT ELEVATION
LOT 9 (HISTORICAL) — 1/8" = 1'-0"



2 A-1.0 — FIRST FLOOR PLAN
LOT 9 (HISTORICAL) — 1/8" = 1'-0"

LOT COVERAGE CALCULATION:

HOUSE:	2636.37 SQFT.
DRIVEWAY:	375.78 SQFT.
SIDEWALKS:	460.66 SQFT.
FENCE PIERS:	114.02 SQFT.
ROADS/ CURBS:	135.44 SQFT.
FRONT ENTRY PATH:	73.03 SQFT.
TOTAL:	3855.30 SQFT.
LOT AREA:	6000 SQFT.
MAXIMUM ALLOWABLE LOT COVERAGE (70%):	4200 SQ. FT.

4200 SQFT. > 3855.30 SQFT.
64.25% LOT COVERAGE

HEATED SPACE:

BASEMENT FLR. HEATED SPACE:	0.00 SQFT.
FIRST FLR. HEATED SPACE:	1766.72 SQFT.
SECOND FLR HEATED SPACE:	1699.57 SQFT.
TOTAL HEATED SPACE:	3466.29 SQFT.

UNHEATED SPACE:

GARAGE SPACE:	477.53 SQFT.
FRONT PORCH:	361.64 SQFT.
AREA OF ATTIC W/ 7'-0" HEADROOM OR HIGHER X 50%:	0.00 SQFT.
TOTAL UNHEATED SPACE:	1316.17 SQFT.

DRB PRESENTATION, NOT FOR CONSTRUCTION

REVISIONS	BY

MAYFIELD CANTON CORNERS - LOT 9

MAYFIELD CANTON CORNERS

LOT 9 - 193 CANTON STREET, ALPHARETTA, GA 30009

LMA
LINDA MACARTHUR ARCHITECT
404.233.4771
110 EAST ANDREWS DRIVE NW
SUITE 7, ATLANTA, GA 30305

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SCALE OF THE DRAWING:
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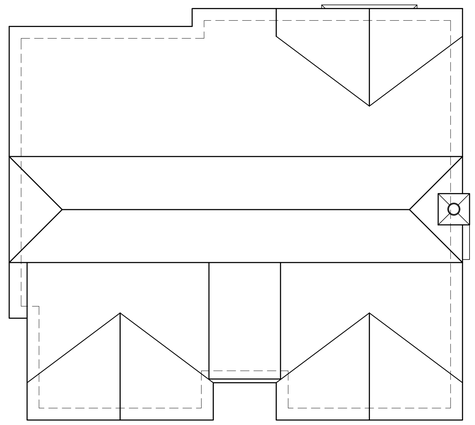
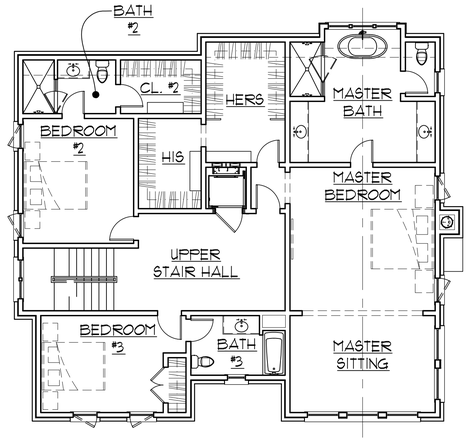
Date:	11/25/2024
Scale:	AS NOTED
Drawn:	SP
Job:	LOT 9 (HISTORICAL)
Sheet:	A-1.0
Of	Sheets

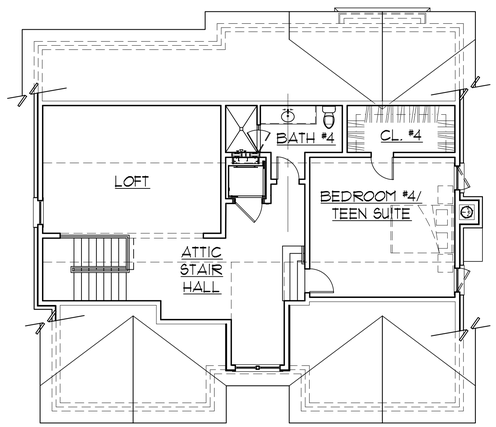


5 A-1.0 — ROOF PLAN
LOT 10 — 1/8" = 1'-0"

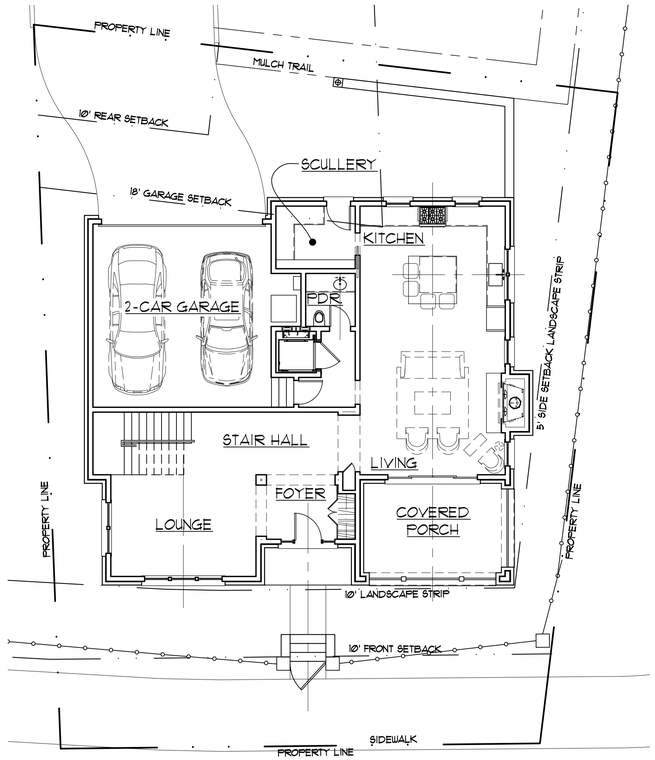


3 A-1.0 — SECOND FLOOR PLAN
LOT 10 — 1/8" = 1'-0"

1 A-1.0 — FRONT ELEVATION
LOT 10 — 1/8" = 1'-0"



4 A-1.0 — ATTIC FLOOR PLAN
LOT 10 — 1/8" = 1'-0"



2 A-1.0 — FIRST FLOOR PLAN
LOT 10 — 1/8" = 1'-0"

LOT COVERAGE CALCULATION:

HOUSE:	2,032 SQFT.
DRIVEWAY:	385 SQFT.
RETAINING WALLS:	35 SQFT.
SIDEWALK/ SITE STEPS:	42 SQFT.
FENCE PIERS:	7 SQFT.
ROAD/ CURB:	409 SQFT.
TOTAL:	2,910 SQFT.
LOT AREA:	4,579 SQ. FT.
MAXIMUM ALLOWABLE LOT COVERAGE (70%): 2,910 SQFT. < 3,205 SQFT.	3,205 SQFT.

HEATED SPACE:

FIRST FLR. HEATED SPACE:	1,211 SQFT.
SECOND FLR. HEATED SPACE:	1,805 SQFT.
ATTIC FLR. HEATED SPACE:	1038 SQFT.
TOTAL HEATED SPACE:	4,054 SQFT.

UNHEATED SPACE:

GARAGE & MECHANICAL SPACE:	464 SQFT.
ELEVATOR CAVITY:	22 SQFT.
TOTAL UNHEATED SPACE:	286 SQFT.

DRB PRESENTATION, NOT FOR CONSTR.

REVISIONS	BY

MAYFIELD CANTON CORNERS

LOT 10 - 193 CANTON STREET, ALPHARETTA, GA 30009

MAYFIELD CANTON CORNERS - LOT 10

LMA
LINDA MACARTHUR ARCHITECT
404.233.4770
110 EAST ANDREWS DRIVE NW
SUITE 7, ATLANTA, GA 30305

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SCALE OF THE DRAWING:
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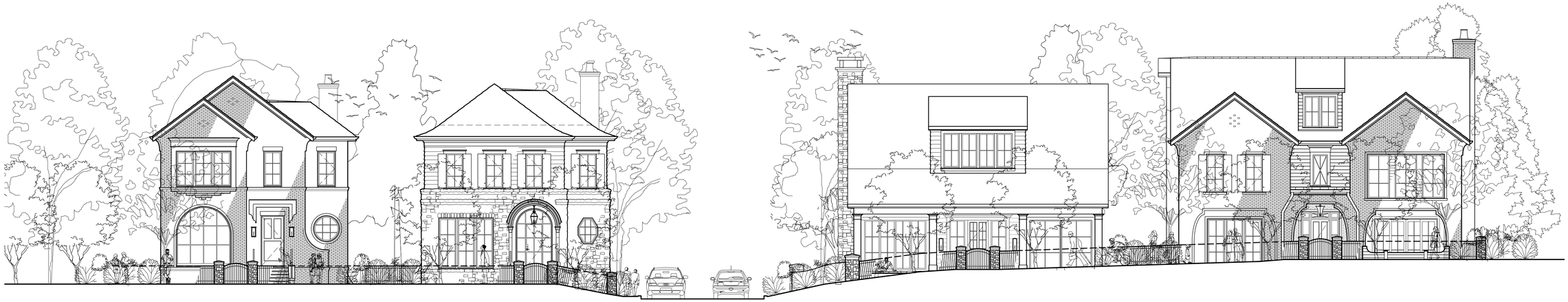
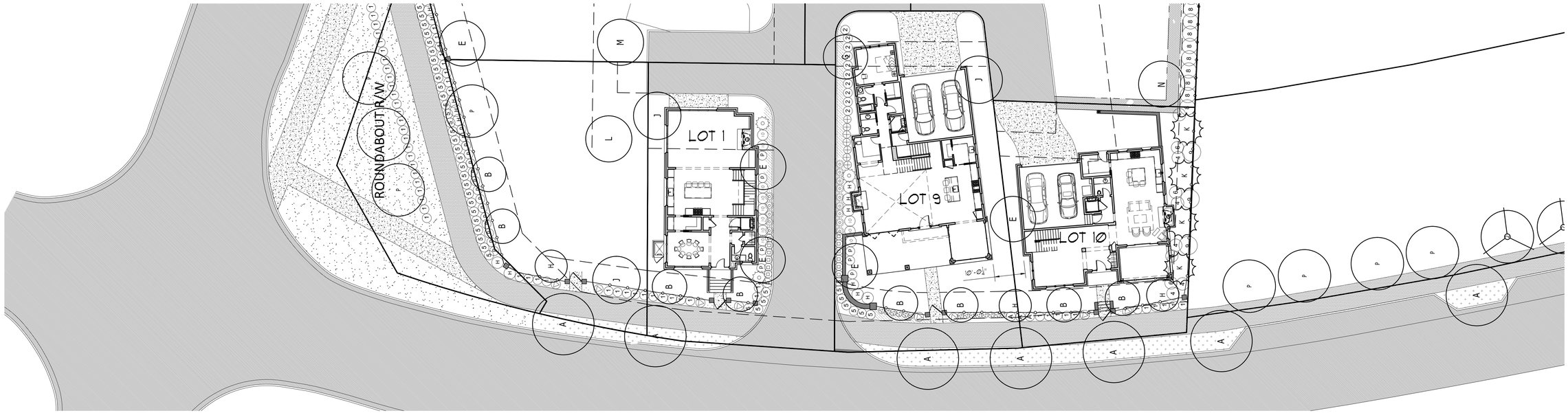
Date: 11/25/2024
Scale: AS NOTED
Drawn: JM
Job: LOT 10
Sheet: A-1.0
Of Sheets



LOT 2 LOT 1 LOT 9 (HISTORICAL) LOT 10

2 A-10 CANTON STREET ELEVATION
MAYFIELD CANTON CORNERS 1/8"=1'-0"



1 A-10 CANTON STREET SITE PLAN
MAYFIELD CANTON CORNERS 1/16"=1'-0"

DRB PRESENTATION, NOT FOR CONSTR.

REVISIONS	BY

MAYFIELD CANTON CORNERS SITE

MAYFIELD CANTON CORNERS

CANTON STREET, ALPHARETTA, GA 30009

LMA
LINDA MACARTHUR ARCHITECT
404.233.4771
110 EAST ANDREWS DRIVE NW
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Scale: AS NOTED
Drawn: JM, SP
Job: PROJECT
Sheet: A-1.0
Of Sheets

all dark painted elements (windows/doors/shutters/rails) to match SW "Iron Ore"

all light painted surfaces (cornice/columns/trim/shiplap) to match SW "Heron Plume"

Glen-Gery brick -
"antique red" w/ sand color mortar
https://www.glengery.com/brick-catalog/antique-red

sloped roofing - Timberline HDZ Charcoal Laminated Architectural Roof Shingles

204

02/03/2025

BENCHMARK DESIGN, PC
D. TRACY WARD ARCHITECT
EST. 1993

204 MARIETTA ST. COLOR STUDY
North & West facades

all dark painted elements (windows/doors/shutters/rails) to match SW "Iron Ore"

all light painted surfaces (cornice/columns/trim/shiplap) to match SW "Heron Plume"

Glen-Gery brick -
"antique red" w/ sand color mortar
https://www.glengery.com/brick-catalog/antique-red

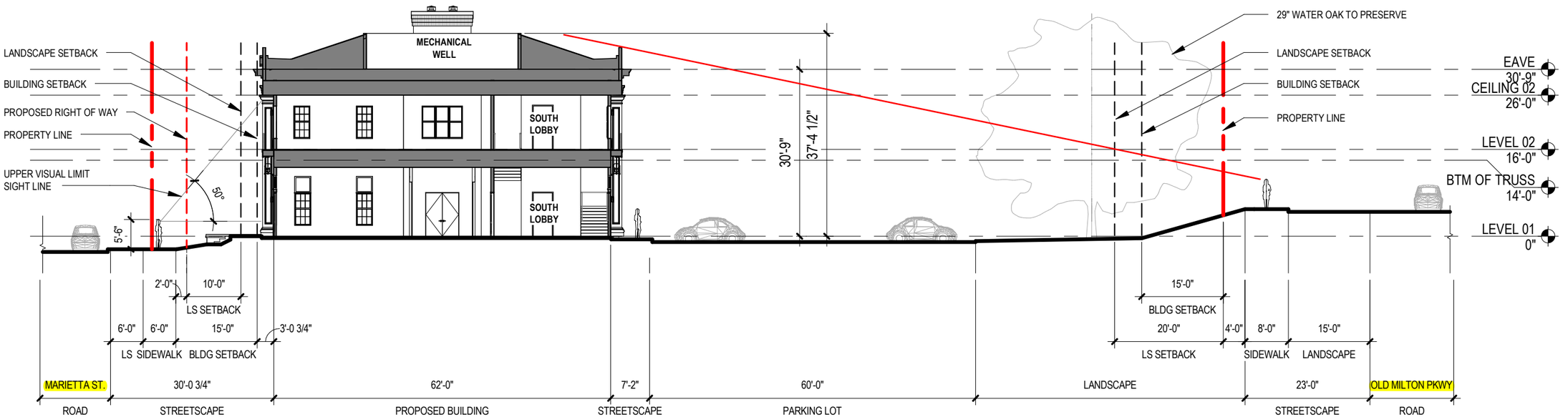
sloped roofing -
Timberline HDZ
Charcoal Laminated
Architectural Roof
Shingles

204

204 MARIETTA ST. COLOR STUDY
South & East facades

02/03/2025

BENCHMARK DESIGN, PC
D. Tracy Ward Architect
Est. 1993



1 SITE LINE SECTION

SCALE: 1" = 20'-0"

ARCHITECT
D. TRACY WARD
EST. 1993

PROJECT

204 MARIETTA STREET

ALPHARETTA, GA

FOR

PROVIDENCE PARTNERS, LLC

204 Marietta Street, Suite 200
Alpharetta, GA 30004

DATE 02/03/2025

JOB NUMBER 23021

SHEET TITLE SITE LINE SECTION

SHEET NUMBER **EX.01**

COMMENTS

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TRACY WARD

Autodesk Docs://2427612 204 Marietta/2427612_204 Marietta St_R22.rvt
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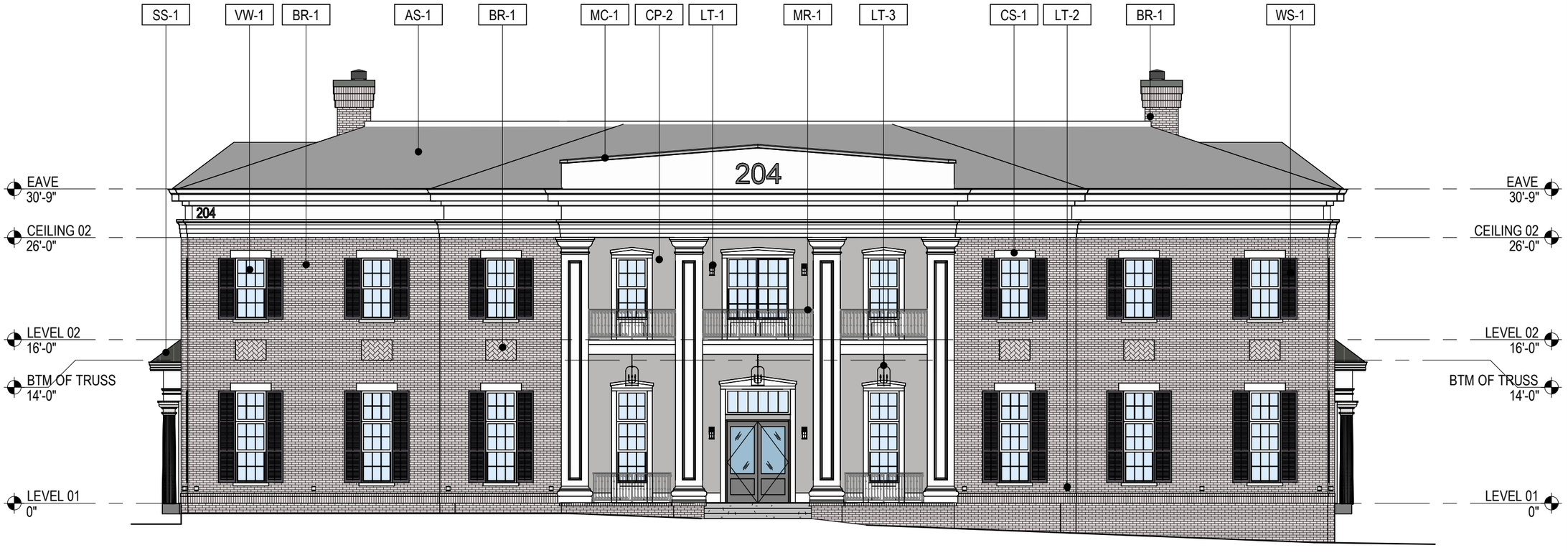
EXTERIOR FINISHES

TAG	DESCRIPTION	MANUFACTURER	COLOR/FINISH
BR-1	BRICK VENEER	TBD	RED
CS-1	CAST STONE HEADER AND SILL	TBD	WHITE
MR-1	ARCHITECTURAL METAL RAILING	TBD	BLACK
SS-1	STANDING SEAM METAL ROOFING	TBD	DARK GRAY
AS-1	ASPHALT SHINGLE ROOFING	TBD	DARK GRAY
CP-1	CEMENTITIOUS PANEL	TBD	WHITE
CP-2	CEMENTITIOUS FLUSHED SHIPLAP	TBD	WHITE

EXTERIOR FINISHES

TAG	DESCRIPTION	MANUFACTURER	COLOR/FINISH
MC-1	METAL COPING	TBD	MATCH ADJACENT MATERIAL
TR-1	CEMENTITIOUS TRIM	TBD	WHITE
VW-1	VINYL WINDOW	TBD	TBD
WS-1	WINDOW SHUTTER	TBD	DARK GRAY
LT-1	EXTERIOR LIGHT FIXTURE - WALL LIGHT	TBD	TBD
LT-2	EXTERIOR LIGHT FIXTURE - UPLIGHT	TBD	TBD
LT-3	EXTERIOR LIGHT FIXTURE - HANGING	TBD	TBD



1 NORTH ELEVATION

SCALE: 3/32" = 1'-0"

ARCHITECT
D. TRACY WARD
EST. 1993

PROJECT

204 MARIETTA STREET

ALPHARETTA, GA

FOR

PROVIDENCE PARTNERS, LLC

204 Marietta Street, Suite 200
Alpharetta, GA 30004

DATE 02/03/2025

JOB NUMBER 23021

SHEET TITLE EXTERIOR ELEVATION

SHEET NUMBER **EX.02**

COMMENTS

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EXTERIOR FINISHES

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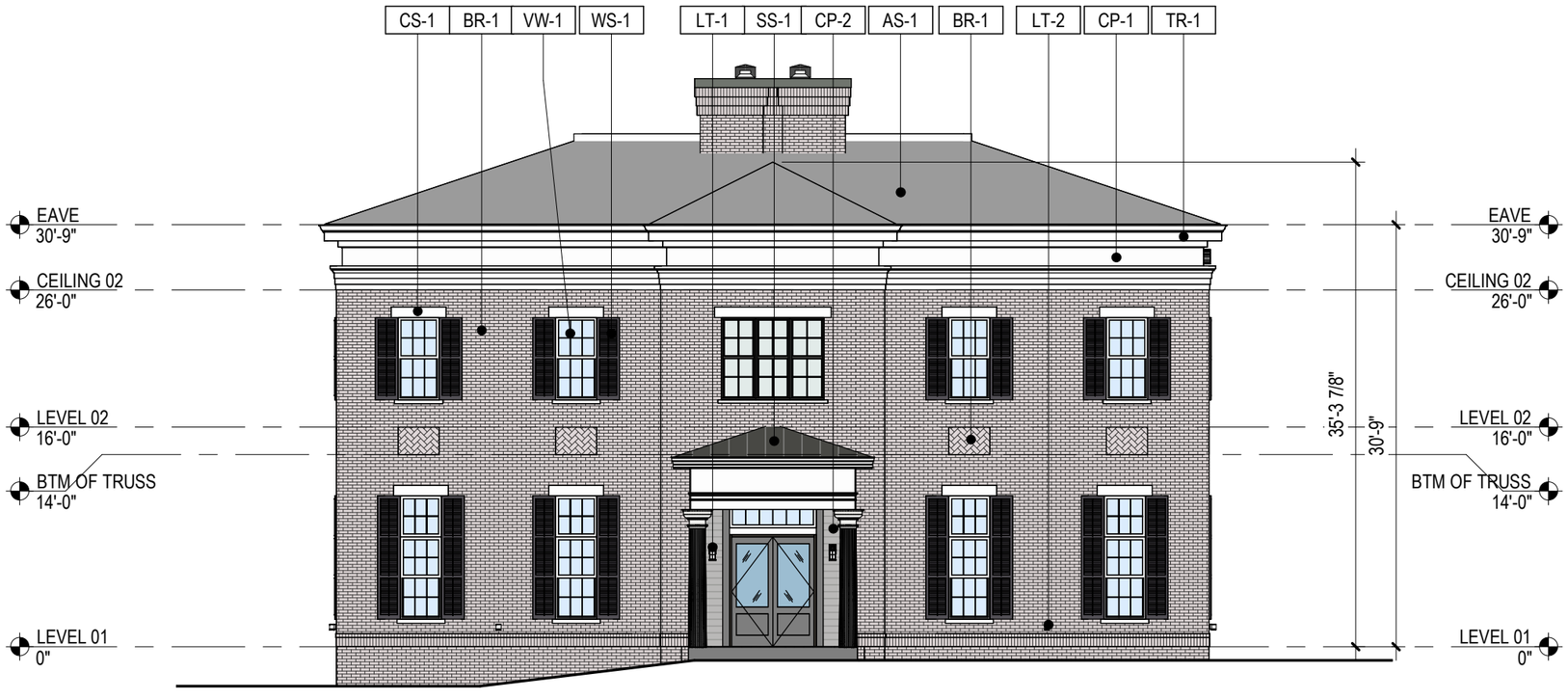
CS-1	CAST STONE HEADER AND SILL	TBD	WHITE
MR-1	ARCHITECTURAL METAL RAILING	TBD	BLACK
SS-1	STANDING SEAM METAL ROOFING	TBD	DARK GRAY
AS-1	ASPHALT SHINGLE ROOFING	TBD	DARK GRAY
CP-1	CEMENTITIOUS PANEL	TBD	WHITE
CP-2	CEMENTITIOUS FLUSHED SHIPLAP	TBD	WHITE

EXTERIOR FINISHES

TAG	DESCRIPTION	MANUFACTURER	COLOR/FINISH
MC-1	METAL COPING	TBD	MATCH ADJACENT MATERIAL
TR-1	CEMENTITIOUS TRIM	TBD	WHITE
VW-1	VINYL WINDOW	TBD	TBD
WS-1	WINDOW SHUTTER	TBD	DARK GRAY
LT-1	EXTERIOR LIGHT FIXTURE - WALL LIGHT	TBD	TBD
LT-2	EXTERIOR LIGHT FIXTURE - UPLIGHT	TBD	TBD
LT-3	EXTERIOR LIGHT FIXTURE - HANGING	TBD	TBD



1 EAST ELEVATION

SCALE: 3/32" = 1'-0"

ARCHITECT
D. TRACY WARD
EST. 1993

PROJECT

204 MARIETTA STREET

ALPHARETTA, GA

FOR

PROVIDENCE PARTNERS, LLC

204 Marietta Street, Suite 200
Alpharetta, GA 30004

DATE 02/03/2025

JOB NUMBER 23021

SHEET TITLE EXTERIOR ELEVATION

SHEET NUMBER **EX.03**

COMMENTS

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EXTERIOR FINISHES

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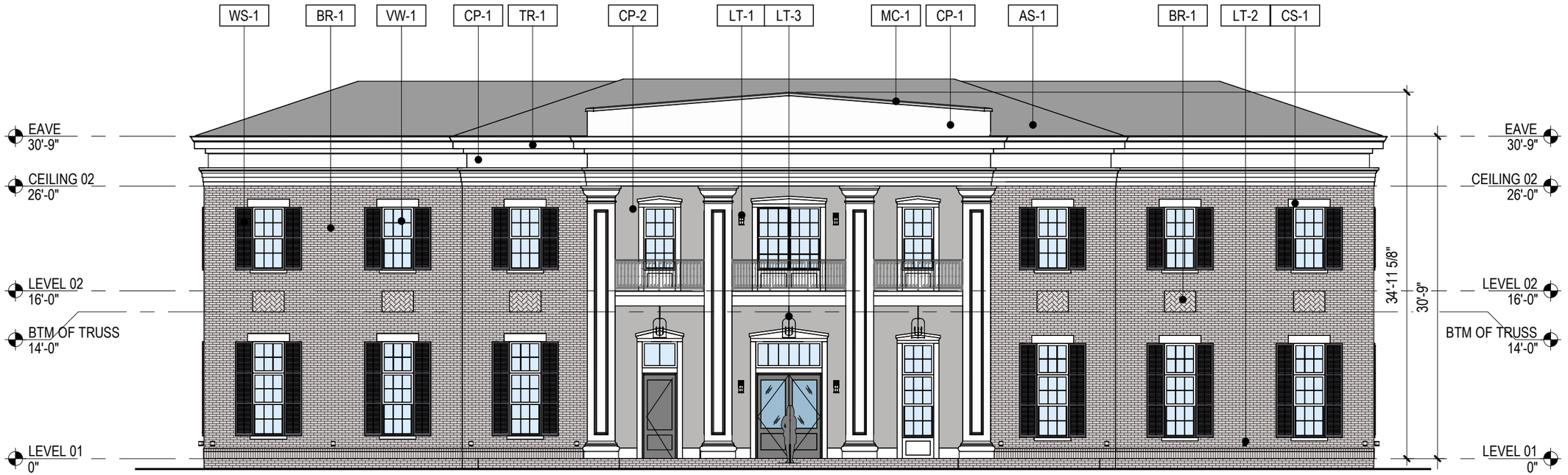
CS-1	CAST STONE HEADER AND SILL	TBD	WHITE
MR-1	ARCHITECTURAL METAL RAILING	TBD	BLACK
SS-1	STANDING SEAM METAL ROOFING	TBD	DARK GRAY
AS-1	ASPHALT SHINGLE ROOFING	TBD	DARK GRAY
CP-1	CEMENTITIOUS PANEL	TBD	WHITE
CP-2	CEMENTITIOUS FLUSHED SHIPLAP	TBD	WHITE

EXTERIOR FINISHES

TAG	DESCRIPTION	MANUFACTURER	COLOR/FINISH
MC-1	METAL COPING	TBD	MATCH ADJACENT MATERIAL
TR-1	CEMENTITIOUS TRIM	TBD	WHITE
VW-1	VINYL WINDOW	TBD	TBD
WS-1	WINDOW SHUTTER	TBD	DARK GRAY
LT-1	EXTERIOR LIGHT FIXTURE - WALL LIGHT	TBD	TBD
LT-2	EXTERIOR LIGHT FIXTURE - UPLIGHT	TBD	TBD
LT-3	EXTERIOR LIGHT FIXTURE - HANGING	TBD	TBD



1 SOUTH ELEVATION

SCALE: 3/32" = 1'-0"

ARCHITECT
D. TRACY WARD
EST. 1993

PROJECT

204 MARIETTA STREET

ALPHARETTA, GA

FOR

PROVIDENCE PARTNERS, LLC

204 Marietta Street, Suite 200
Alpharetta, GA 30004

DATE 02/03/2025

JOB NUMBER 23021

SHEET TITLE EXTERIOR ELEVATION

SHEET NUMBER **EX.04**

COMMENTS

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1/30/2025 5:41:42 PM

EXTERIOR FINISHES

TAG	DESCRIPTION	MANUFACTURER	COLOR/FINISH
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CS-1	CAST STONE HEADER AND SILL	TBD	WHITE
MR-1	ARCHITECTURAL METAL RAILING	TBD	BLACK
SS-1	STANDING SEAM METAL ROOFING	TBD	DARK GRAY
AS-1	ASPHALT SHINGLE ROOFING	TBD	DARK GRAY
CP-1	CEMENTITIOUS PANEL	TBD	WHITE
CP-2	CEMENTITIOUS FLUSHED SHIPLAP	TBD	WHITE

EXTERIOR FINISHES

TAG	DESCRIPTION	MANUFACTURER	COLOR/FINISH
MC-1	METAL COPING	TBD	MATCH ADJACENT MATERIAL
TR-1	CEMENTITIOUS TRIM	TBD	WHITE
VW-1	VINYL WINDOW	TBD	TBD
WS-1	WINDOW SHUTTER	TBD	DARK GRAY
LT-1	EXTERIOR LIGHT FIXTURE - WALL LIGHT	TBD	TBD
LT-2	EXTERIOR LIGHT FIXTURE - UPLIGHT	TBD	TBD
LT-3	EXTERIOR LIGHT FIXTURE - HANGING	TBD	TBD

1 WEST ELEVATION

SCALE: 3/32" = 1'-0"

ARCHITECT
D. TRACY WARD
EST. 1993

PROJECT

204 MARIETTA STREET

ALPHARETTA, GA

FOR

PROVIDENCE PARTNERS, LLC

204 Marietta Street, Suite 200
Alpharetta, GA 30004

DATE 02/03/2025

JOB NUMBER 23021

SHEET TITLE EXTERIOR ELEVATION

SHEET NUMBER **EX.05**

COMMENTS

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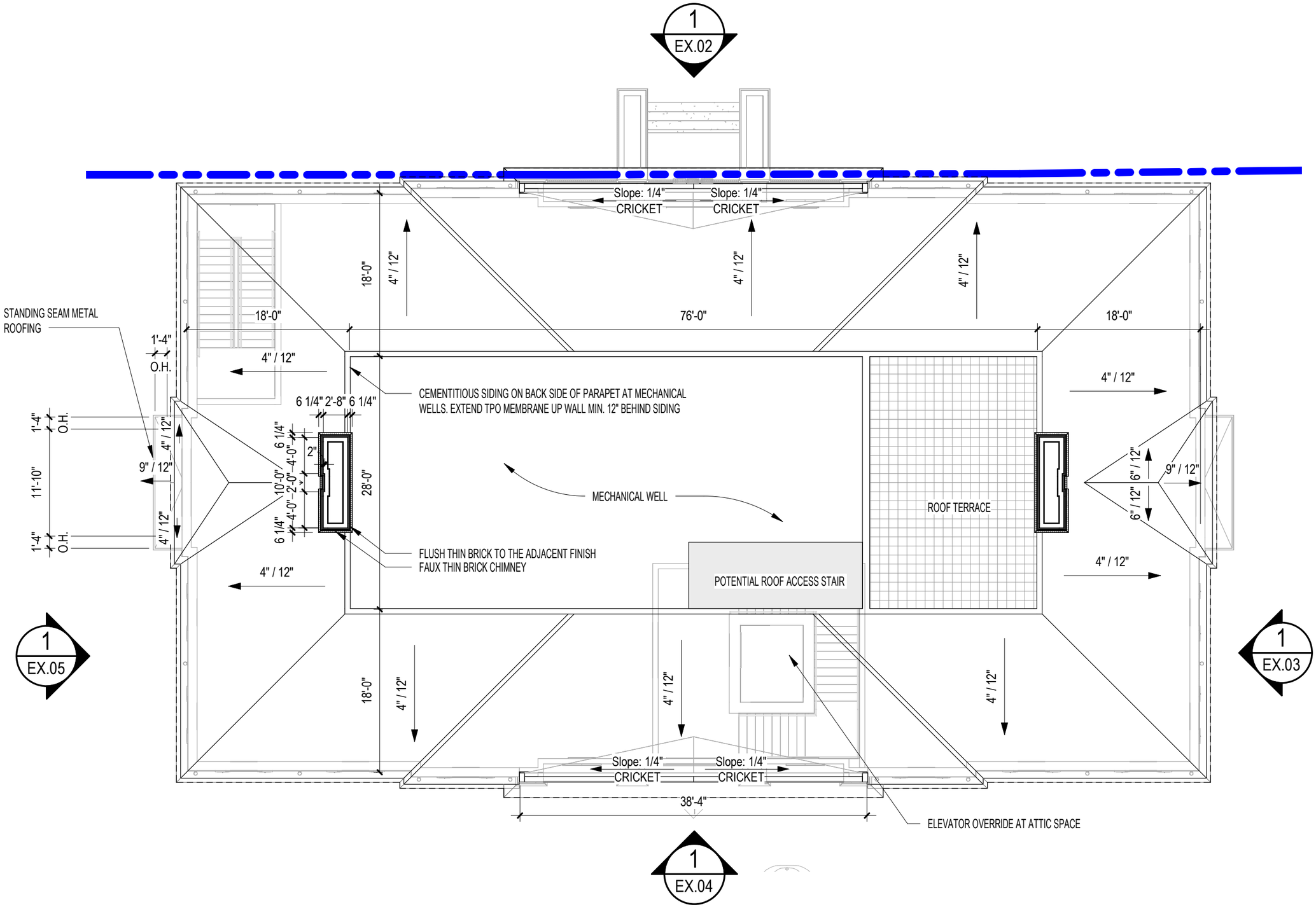

1 ROOF PLAN

SCALE: 3/32" = 1'-0"

ARCHITECT
D. TRACY WARD
EST. 1993

PROJECT

204 MARIETTA STREET

ALPHARETTA, GA

FOR

PROVIDENCE PARTNERS, LLC

204 Marietta Street, Suite 200
Alpharetta, GA 30004

DATE 02/03/2025

JOB NUMBER 23021

SHEET TITLE ROOF PLAN

SHEET NUMBER **EX.06**

COMMENTS

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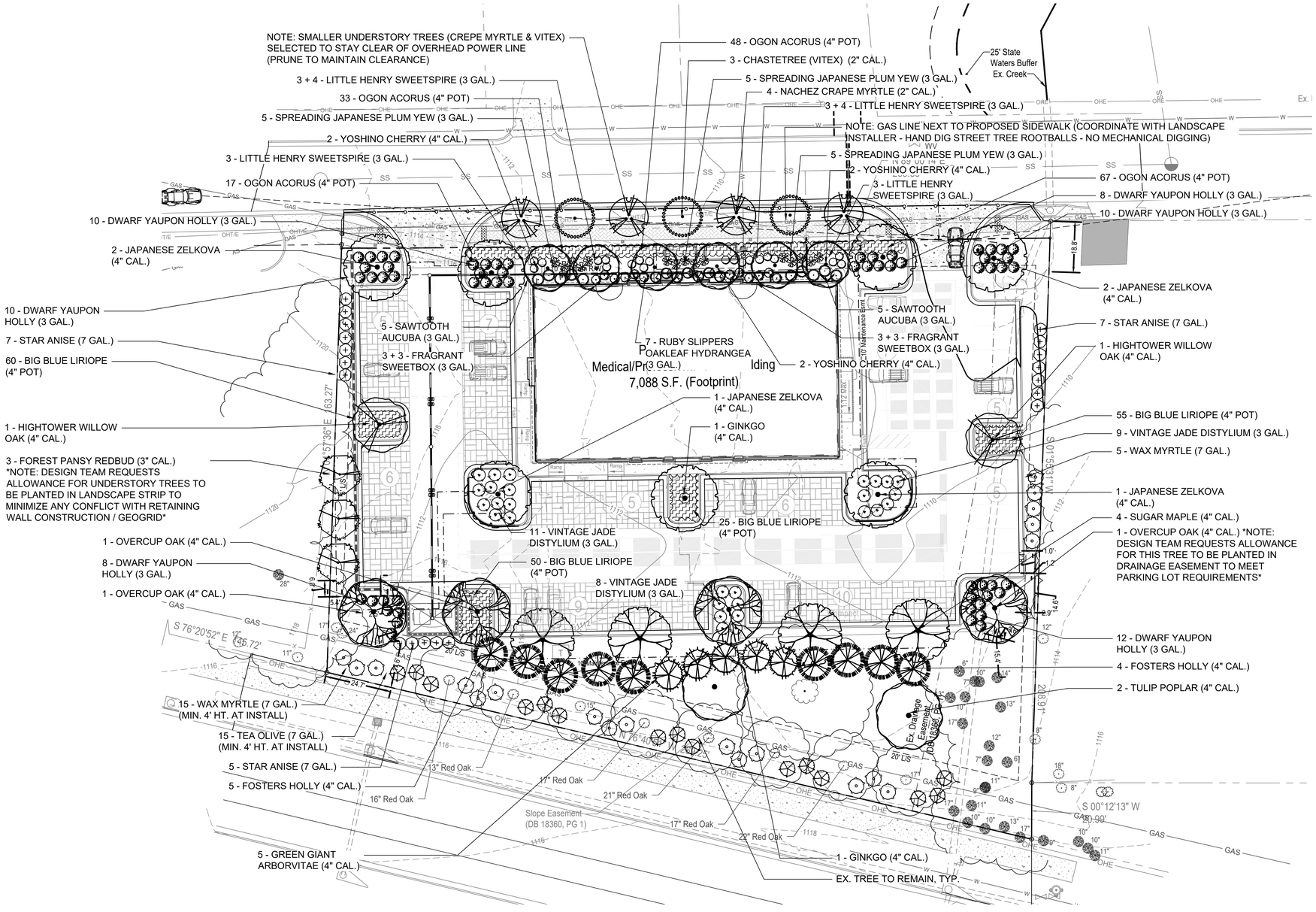

PROPOSED LANDSCAPE PLAN

SCALE: 1" = 20'

PLANT SCHEDULE

QTY	BOTANICAL NAME	COMMON NAME	SIZE	HEIGHT
CANOPY TREES				
3	*Acer saccharum*	Sugar Maple	4" Cal.	18'-20'
2	*Ginkgo biloba*	Ginkgo	4" Cal.	18-20'
2	*Liriodendron tulipifera*	Tulip Poplar	4" Cal.	18'-20'
3	*Quercus lyrata*	Overcup Oak	4" Cal.	18'-20'
2	*Quercus phellos 'QPSTA'*	Hightower Willow Oak	4" Cal.	18'-20'
6	*Zelkova serrata*	Japanese Zelkova	4" Cal.	18'-20'
ORNAMENTAL / UNDERSTORY TREES				
3	*Cercis canadensis 'Forest Pansy'*	Forest Pansy Redbud	2" Cal.	10-12'
6	*Lagerstroemia x 'Natchez'*	Natchez Crape Myrtle	2" Cal.	10-12'
4	*Prunus x yedoensis*	Yoshino Cherry	4" Cal.	12'-14'
3	*Vitex agnus-castus*	Chastetree	2" Cal.	10-12'
EVERGREEN TREES				
10	*Ilex x atenuata 'Fosteri'*	Fosters Holly	4" Cal.	10'-12'
5	*Thuja 'Green Giant'*	Green Giant Arborvitae	4" Cal.	12-14'
SHRUBS & GROUNDCOVER				
165	*Acorus gramineus 'Ogon'*	Ogon Acorus	4" Pot	
10	*Aucuba japonica 'Serratifolia'*	Sawtooth Aucuba	3 Gal.	
15	*Cephalotaxus harringtonia 'Prostrata'*	Spreading Japanese Plum Yew	3 Gal.	
28	*Distylium x 'Vintage Jade'*	Tvintage Jade Distylium	3 Gal.	
7	*Hydrangea quercifolia 'Ruby Slippers'*	Ruby Slippers Oakleaf Hydrangea	3 Gal.	
58	*Ilex vomitoria 'Nana'*	Dwarf Yaupon Holly	3 Gal.	
19	*Illicium parviflorum*	Star Anise	7 Gal.	
20	*Itea virginica 'Little Henry'*	Little Henry Sweetspire	3 Gal.	
270	*Liropie muscari 'Big Blue'*	Big Blue Liriope	4" Pot	
15	*Osmanthus fragrans*	Tea Olive	10 gal.	4'
20	*Myrica cerfiera*	Wax Myrtle	10 Gal.	4'
12	*Sarcococca ruscifolia*	Fragrant Sweetbox	3 Gal.	

0 10' 20' 40' 60'

SCALE: 1" = 20'

DESIGNED BY: Hogan LANDSCAPE ARCHITECTURE

SEAL:

DRAWING TITLE: LANDSCAPE PLAN

CLIENT: M STREET MEDICAL PROFESSIONAL
PROVIDENCE PARTNERS GROUP, LLC
204 MARIETTA STREET, ALPHARETTA, GA 30009

REVISIONS:
- - -
- - -
- - -

NORTH

SCALE: 1" = 20'

DATE: 01.29.25

SHEET: L-101

This drawing is the property of Engineering303, L.L.C. and is not to be reproduced or copied in whole or in part or used for furnishing information to others, or for any other purpose detrimental to the interest of Engineering303, L.L.C. and is to be returned upon request.

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General Notes

- All construction staking this site shall be performed under the direct supervision of a Georgia Registered Land Surveyor.
- General contractor shall verify and coordinate all utility service line and/or meter locations with architectural drawings and specifications prior to installation of same.
- Prior to the start of any construction activity this site, the contractor shall be responsible for establishing and maintaining accurate field locations of all utilities within the work area this site through a qualified utilities location contractor. The existence of utilities shown hereon per field surface inspection only. Any and all utility relocation and reconstruction resulting from the proposed construction shall be the responsibility of the contractor whether shown or not shown hereon.
- Soil Compaction Note: All areas to receive structural fill to be cleared, stripped and free from topsoil, roots, stumps and all other deleterious material. Structural fill to be clean from organic and all other deleterious material. Fill to be placed in maximum 8" lifts and compacted to at least 96% of the standard proctor maximum density and to within ±3% of the optimum moisture content. All fill soils to be placed under the observation of the project soils engineer or his representative.
- Contractor shall verify all conditions and dimensions before beginning construction. Any discrepancies shall be reported to the project engineer for justification and or correction before proceeding with the work. Contractor to assume responsibility for discrepancies which are not reported. All dimensions should be calculated or read.
- It is understood by the Engineer that the Contractor shall have sufficient expertise to construct this project based on what has become an acceptable level of detail for construction drawings. Prior to entering into a contract with the owner, the contractor shall be obligated to notify the Engineer of any items in the plans or specifications that may not contain enough detail to complete the project. By entering into a binding contract with the owner to construct this project, the Contractor indicates that these plans contain an acceptable level of detail.
- All Materials and Construction shall comply with the local City or County standards and specifications.

Waste Generation Calculation

A. Office, No Food Service, 1 lb/100 SF
14,176 SF / 100 = 142 lbs per day
B. Assume one trash pickup day:
142 lbs per day x 7 days = 994 lbs per weekly trash pickup
25% Recyclables: 250 lbs
C. 150 lbs / CY and 1 CY = 205 gallons
744/150: 5.0 CY for office trash
250/150: 1.7 CY for recyclables
D. Containers:
(1) 6 CY Dumpster for trash
(1) 2 CY Dumpster for recyclables

City of Alpharetta Sidewalk Note

Sidewalk cross-slope should not exceed 2%, including driveway crossing.

Dumpster Enclosure Note

The dumpster enclosure shall be of masonry material matching the building with an opaque, metal gate.

Retaining Wall Note

If retaining wall is proposed over 4 feet in revealed height, structural design plans signed, dated and sealed by a Georgia PE is required. A separate building permit will be required.

City of Alpharetta Fire Marshal Notes

1. During construction and for Permanent Access, roadways constructed of an all-weather surface capable of supporting 75,000 pounds gross weight shall be provided per International Fire Code, Chapter 5, Section 503.2.3, 2012 Edition.
2. Fire Hydrants and Water Mains are to be installed, flushed and under pressure before any combustible construction is started.

Site Area

Original: 1.14 Ac (49,593 SF)
ROW Dedication: 0.05 Ac (2,153 SF)
Remaining Area: 1.09 Ac (47,440 SF)

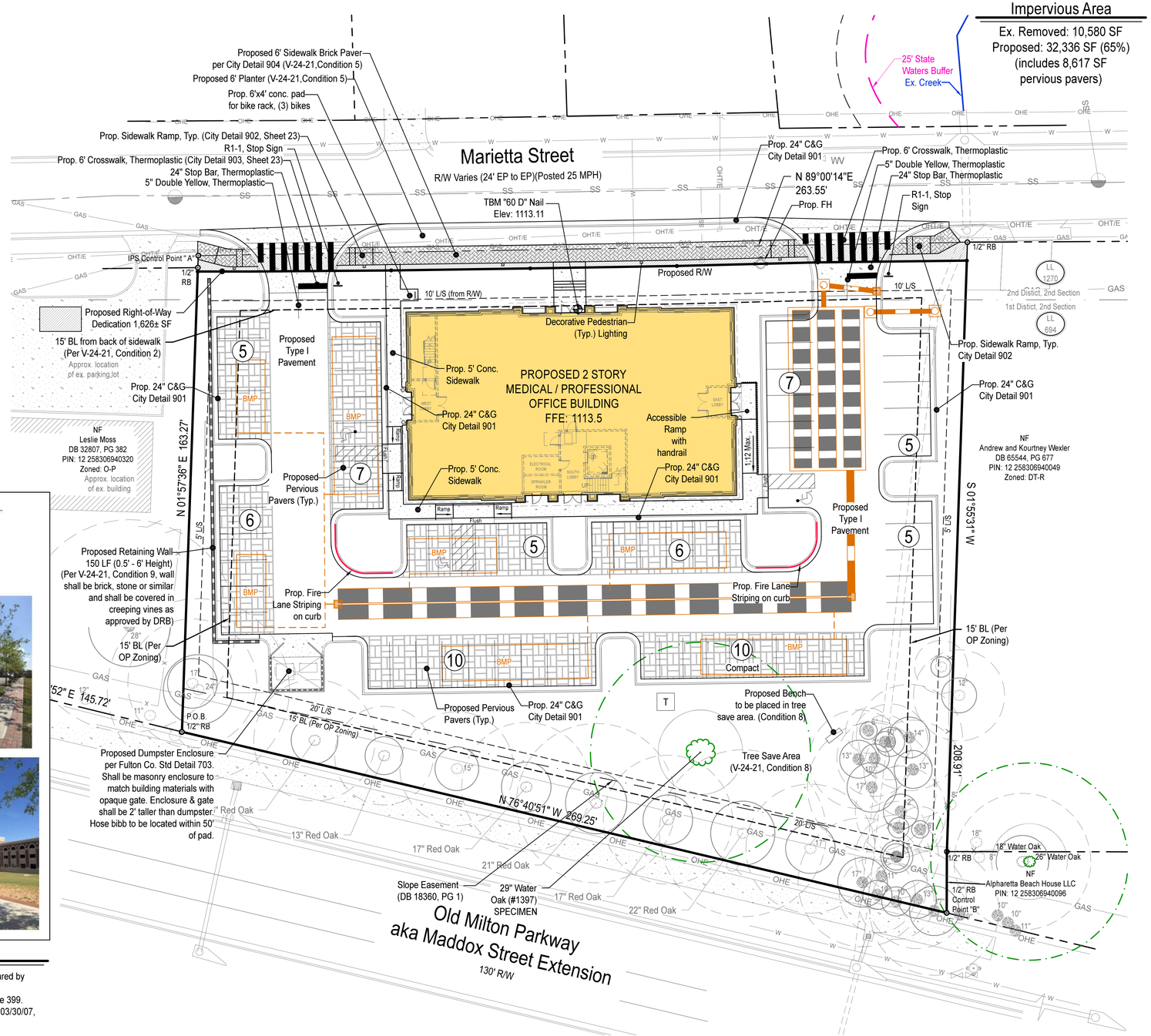
Disturbed Area

Onsite: 0.81 Ac (35,067 SF)
Offsite: 0.17 Ac (7,535 SF)
Total: 0.98 Ac (42,823 SF)

Impervious Area

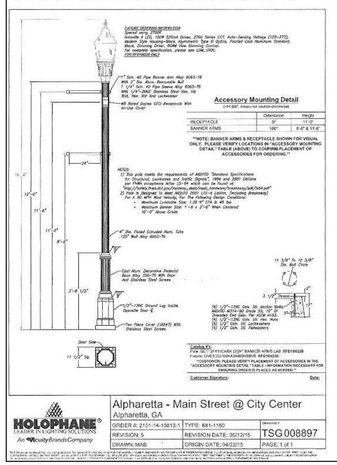
Ex. Removed: 10,580 SF
Proposed: 32,336 SF (65%)
(includes 8,617 SF pervious pavers)

Grid (GA West)



PEDESTRIAN LIGHTING

Holophane
Southeast Sales Support Team
Alpharetta, GA 30009
1-855-8989-8038
Pole: GC112F411CABK - black (2) 24" Banner Arms Lab RFD186228 - black
Fixture: GVD1002700KASMB3NSBVE RFD186230 - black
LIGHT POLES TO BE PLACED 1 PER 80 LF OF STREETSCAPE. ADDITIONALLY, AT MULITI-USE TRAIL ENTRANCES AND ACTIVE ZONES.



Alpharetta - Main Street @ City Center
Alpharetta, GA
ORDER #: 2101-14-10813-1 | TYPE: 681-1150 | REVISION:
REVISION 5 | REVISION DATE: 05/12/15 | TSG 008897
DRAWN: MAB | ORIGIN DATE: 04/22/13 | PAGE: 1 of 1

References

1. Boundary, Topographic & Tree Survey prepared for Gibraltor Real Estate Service prepared by Engineering 303, dated 07/03/24.
2. Trustee's Deed to Providence Partners Group, LLC recorded in Deed Book 29774, Page 399.
3. Boundary, Topographic, and Tree Survey for Gibraltar Real Estate Services, Inc. dated 03/30/07, prepared by McGaughey Land Surveying, Inc.

Site Information

Address: 204 Marietta Street
Parcel ID: 12 258306940031

Site Area: 1.14 Acres (49.593 SF)
Proposed R/W Dedication:
0.04 Acres (1,626 SF)
Remaining Site Area: 1.10 Acres (47,967 SF)

Zoning: O-P
Overlay District: Downtown
Future Land Use: Mixed-Use
Heritage Design Area

Proposed Use: Medical/Professional Offices
Building Setbacks:
Per Downtown Overlay
Front: 15' (Per V-24-21)
Side: 15' (Per OP Zoning)
Rear: 15' (Per OP Zoning)

Max Bldg Coverage (Heritage Design Area): 70%
Proposed Bldg Coverage: 14%

Density: 1 Building

Max Bldg Height (Heritage Design Area): 46'
Proposed Bldg Height: TBD, Not to exceed 46'

Max. Impervious Area (O-P): 70%
Proposed Impervious Area: 57%

Landscape Strips:
10' adjacent to Marietta St
20' adjacent to Old Milton Parkway
5' Exterior Property Lines

Required Parking per Overlay:
3 spaces per 1000 GSF
14,176 GSF: 43 spaces
120% allowed paved: 51

Regular (9'x18'): 52 spaces
Compact (8'x16'): 10 spaces
ADA Accessible: 3 spaces
(Drive aisle width: 24')
Total Provided: 65 spaces
Included in total:
Pervious Paver Parking: 57 spaces

0' 20' 40' 60'
Scale: 1"= 20' (22"x34") 1"= 40' (11"x17")

Engineer
Engineering303, LLC
108 Allen Street
Cumming, Ga. 30040
Contact: Brian King
Phone: 770-442-0500
brian@engineering303.com

Owner
Providence Partners Group LLC
204 Marietta St
Alpharetta, Ga 30004

24 Hr Contact
Phil Christian
678-234-9926
pchristian@gibraltarinc.net

Engineering 303

Site Plan for:
204 Marietta Street - M Street Medical Professional
Providence Partners Group, LLC
City of Alpharetta
Fulton County, Ga
1st District, 2nd Section/2nd District, 2nd Section
Land Lots 1270 & 694

Civil Engineering, Land Surveying, Stream and Wetland Restoration
108 Allen Street Cumming, Georgia 30040
Phone: 770-442-0500 www.engineering303.com

Drawn: RM
Date: 11/26/24
Project #: 23-5072
Sheet Title
Site
Sheet #
5.1

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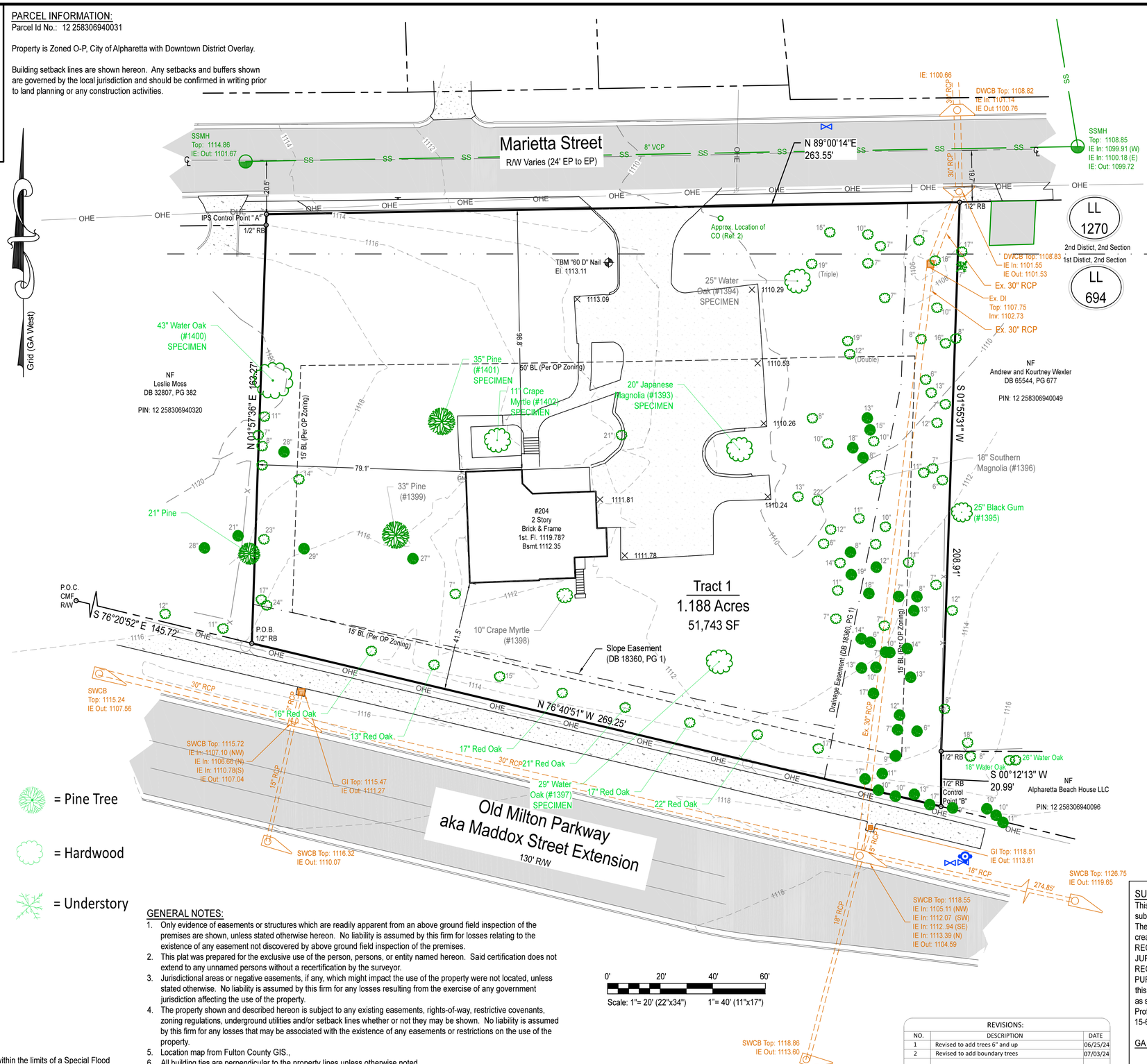
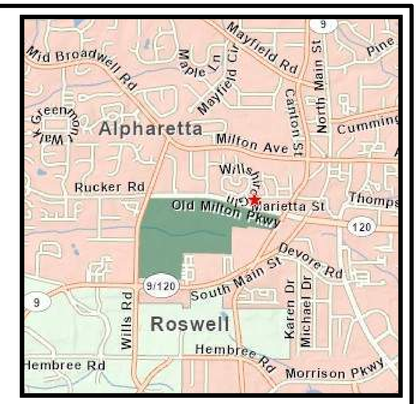
Reserved for Clerk of Superior Court

PARCEL INFORMATION:
Parcel Id No.: 12 258306940031

Property is Zoned O-P, City of Alpharetta with Downtown District Overlay.

Building setback lines are shown hereon. Any setbacks and buffers shown are governed by the local jurisdiction and should be confirmed in writing prior to land planning or any construction activities.





LOCATION MAP
NOT TO SCALE

LL 1270
2nd Distict, 2nd Section
1st Distict, 2nd Section

LL 694

ABBREVIATION LEGEND:

AE	= access easement
CB	= catch basin
CL	= centerline
CMF	= concrete monument found
CMP	= corrugated metal pipe
CO	= clean out
CT	= crimp top pipe
CP	= communication pedestal
DE	= drainage easement
DI	= drop inlet
DIP	= ductile iron pipe
DWCB	= dbl. wing catch basin
FH	= fire hydrant
GI	= grate inlet
GW	= guy wire
HW	= head wall
IPS	= iron pin set
INV	= invert
L.L.L.	= land lot line
LP	= light pole
MH	= manhole (sanitary sewer)
OCS	= outlet control structure
OT	= open top pipe
PI	= pedestal inlet
PL	= property line
POL	= point on line
PP	= power pole
RB	= reinforcing bar
RCP	= reinforced concrete pipe
R/W	= right-of-way
SSE	= sanitary sewer easement
SWCB	= single wing catch basin
TSP	= traffic signal pole
TSB	= traffic signal box
TP	= telephone pole
TSP	= traffic signal pole
WM	= water meter
WV	= water valve
YI	= yard inlet

SYMBOL LEGEND:

double wing catch basin
fire hydrant
guy wire
light pole
power pole
sanitary sewer manhole
clean out
transformer
water meter
single wing catch basin
grate inlet
junction box
head wall
stop sign
buffer
bldg setback
fence
overhead electric
underground electric
water line
sanitary line
gas line
computed point

= Pine Tree
= Hardwood
= Understory

RTK GPS BOUNDARY & TOPOGRAPHIC SURVEY NOTES:
1. Vertical Datum: NAVD 88 (2012 B)
2. Type of Survey: RTK (Real Time Kinematic)
3. Average Positional Accuracy Per Point: 0.04'
4. Horizontal Datum: NAD83 (2011)
5. Fixed Control Used: SmartNet network.
6. Geoid: Elipsoid: GRS1980
7. Combined Grid Factor: 0.99987442090 w/ a Bearing of S 48° 42' 31" E, a distance of 341.27' from Control Point "A" to Control Point"B".
8. Contours displayed at a 2-foot interval.
9. Vertical accuracy complies with 180-7-.04 (3) - measurements vertical.
10. Date of Fieldwork: 8/08/23.

REFERENCES:
1. Trustee's Deed to Providence Partners Group, LLC recorded in Deed Book 29774, Page 399.
2. Boundary, Topographic, and Tree Survey for Gibraltar Real Estate Services, inc. dated 03/30/07, prepared by McGaughey Land Surveying, Inc.

ENVIRONMENTAL NOTES:
1. No attempt was made by this firm to determine the presence of specimen trees.
2. Trees indicated on this map are specimen trees or boundary trees per the Arborist Report dated july 26, 2023, prepared by Outdoor Spaces..
3. Tree size indicated is DBH (diameter breast height) in inches.
4. Certification applies to the location of trees, but does not extend to the identification of species.

SURVEY NOTES:
1. Certain interior improvements may not be shown hereon, i.e. fence lines, guy wires, etc.
2. Matters of record not shown hereon are excepted.
3. Bearing basis derived from 2 control points set with Carlson BRx7 GPS System and SmartNet network. All other work performed with methods described below.
4. Measurements shown are US Survey Feet (ground).
5. Field angles and linear distances measured using a Trimble S5 Robotic Total Station.
6. Property corners marked IPS (Iron Pin Set) are 1/2" x 18" rebar with blue plastic cap (E303 LSF #1121) unless otherwise indicated. Unless indicated as set, monumentation shown was found.
7. No evidence of human burials or cemeteries was observed on site during the course of the fieldwork.
8. This plat has been calculated for closure and is found to be accurate within one foot in 130,372 feet.

GENERAL NOTES:
1. Only evidence of easements or structures which are readily apparent from an above ground field inspection of the premises are shown, unless stated otherwise hereon. No liability is assumed by this firm for losses relating to the existence of any easement not discovered by above ground field inspection of the premises.
2. This plat was prepared for the exclusive use of the person, persons, or entity named hereon. Said certification does not extend to any unnamed persons without a recertification by the surveyor.
3. Jurisdictional areas or negative easements, if any, which might impact the use of the property were not located, unless stated otherwise. No liability is assumed by this firm for any losses resulting from the exercise of any government jurisdiction affecting the use of the property.
4. The property shown and described hereon is subject to any existing easements, rights-of-way, restrictive covenants, zoning regulations, underground utilities and/or setback lines whether or not they may be shown. No liability is assumed by this firm for any losses that may be associated with the existence of any easements or restrictions on the use of the property.
5. Location map from Fulton County GIS.,
6. All building ties are perpendicular to the property lines unless otherwise noted.
7. Only Surface Observable Utilities were located. Prior to any digging or construction, contact Georgia One Call (811) for utilities marking.

FLOOD HAZARD NOTE:
No portion of this property is contained within the limits of a Special Flood Hazard Zone as defined by the Federal Emergency Management Agency Flood Insurance Rate Map No. 13121C0058F of Fulton County, GA. (Community Panel No. 1300840058F), most recently revised 9/18/13.

0' 20' 40' 60'
Scale: 1"= 20' (22"x34") 1"= 40' (11"x17")

REVISIONS:		
NO.	DESCRIPTION	DATE
1	Revised to add trees 6" and up	06/25/24
2	Revised to add boundary trees	07/03/24

SURVEYOR CERTIFICATION:
This plat is a retracement of an existing parcel or parcels of land and does not subdivide or create a new parcel or make any changes to any real property boundaries. The recording information of the documents, maps, plats, or other instruments which created the parcel or parcels are stated hereon.
RECORDATION OF THIS PLAT DOES NOT IMPLY APPROVAL of ANY LOCAL JURISDICTION, AVAILABILITY OF PERMITS, COMPLIANCE WITH LOCAL REGULATIONS OR REQUIREMENTS, OR SUITABILITY FOR ANY USE OR PURPOSE OF THE LAND. Furthermore, the undersigned land surveyor certifies that this plat complies with the minimum technical standards for property surveys in Georgia as set forth in the rules and regulations of the Georgia Board of Registration for Professional Engineers and Land Surveyors and as set forth in O.C.G.A. Section 15-6-67.

GA CERT OF AUTH. LSF 1121

GEORGIA REGISTERED LAND SURVEYOR NO. 3494 07/03/24 KEVIN F. TIBBETTS

Engineering E303

Boundary, Topographic, & Tree Survey of:
204 Marietta Street
Gibraltar Real Estate Services
City of Alpharetta 1st District, 2nd Section and 2nd District, 2nd Section Fulton County, Georgia
Land Lot 1270 & 694

GA Cert. of Auth. LSF 1121

Civil Engineering, Land Surveying, Stream and Wetland Restoration
108 Allen Street Cumming, Georgia 30040
Phone: 770-442-0500 www.engineering303.com

Drawn: KFT
Date: 8/14/23
Sheet 1 of 1
Project Number 23-5072

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

FOR OFFICE USE ONLY

Case DRB: _____

☐ Fee Paid Initial: _____

For your convenience, this form may be completed electronically and printed upon completion. If you choose to handwrite your responses, please print in a clear, easily legible fashion.

Please complete this form and the submittal package in its entirety. *See Page 2 "Instructions and Required Materials" for details.* Lastly, verify that all information is true and accurate.

Your completed submittal package should be delivered to:

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009

NOTE: All applicable fees must be included with the application. Please note that a 3% convenience fee will be added to all credit card transactions. Applications will be accepted only on the dates reflected on the page of this form titled "Filing Deadlines and Meeting Schedule" and only between the hours of 8:30 AM and 3:30 PM.

If you have questions regarding this application or the design review process, please contact Bret Schroeder by calling 678-297-6088.

Business Name: Provicence Partners Group, LLC

Location Address: 204 Marietta Street, Alpharetta Georgia, 30009

Mailing Address: 204 Marietta Street

City: Alpharetta State: GA Zip Code: 30009 -

Contact for All Notifications: Tracy Ward

Contact Telephone: 470 - 481 - 6446 Mobile Telephone: 404 - 405 - 8662

Fax: - - Email: tracy@dtracywardarchitect.com

Contact's Relation to Business: Architect of Record

This Application For (Check all that apply):

- ☐ Addition
- ☐ Auxiliary Structure
- ☐ Color Selection
- ☐ Material Selection
- ☐ Modification to Exterior
- ☑ New Construction
- ☐ Signage

This page will be the first page of your completed submittal packet.

Application Fees:

Reveiws $350.00

Signs Review Only $175.00

Legal Advertising Requirement $175.00

Reapplication Fee $100.00

Readvertising Fee $175.00 _____

Total Due

FILING DEADLINES AND MEETING SCHEDULE

Completed applications are accepted only on, or prior to, the dates indicated as filing deadlines and only between the hours of 8:30 a.m. and 3:30 p.m. Applications will not be accepted on any other dates or times. Incomplete applications will not be accepted. All fees must be paid at the time of application.

The Design Review Board convenes at 8:30 a.m. on the meeting dates indicated, and a break will start at 12:00 p.m. and will last until 12:30 p.m. All meetings are held in Council Chambers at Alpharetta City Hall, which is located at 2 Park Plaza.

Filing Deadlines	Meeting Schedule
January 02, 2025	February 21, 2025
February 03, 2025	March 21, 2025
March 03, 2025	April 25, 2025*
April 01, 2025	May 16, 2025
May 01, 2025	June 20, 2025
June 02, 2025	July 18, 2025
July 01, 2025	August 15, 2025
August 01, 2025	September 19, 2025
September 02, 2025	October 17, 2025
October 01, 2025	November 21, 2025
November 03, 2025	December 19, 2025
December 02, 2025	January 16, 2026

INSTRUCTIONS AND REQUIRED MATERIALS

The City of Alpharetta Design Review Board Hearing Application has been designed to allow you the ease of completing the form electronically and printing the completed form for submittal. Please note, however, that the form cannot be saved so as to include the information that you input.

Required Materials:

In order to allow the Design Review Board to adequately and effectively understand and consider the nature of your request it is required that certain materials be included with your submittal. These required items are described below along with the type(s) of review for which they would be needed. Submittals not including the appropriate materials, as indicated below, will not be accepted for review.

Site Plan Review

- [x] Legal description of the property
- [x] Site plan(s) showing locations of all site features, including but not limited to
  - Buildings
  - Roads
  - Parking Areas
  - Specimen trees
  - Detention / retention areas
  - Dumpster / refuse locations (screening and materials)
  - HVAC / electrical equipment locations
- [x] Site lighting with photometric drawings and compatibility to neighboring buildings and property
- [x] Retaining wall(s) location and materials

Landscape Review

- [x] Landscape drawing(s) prepared by landscape architect showing locations of all landscape features, including but not limited to
  - Size and type of all plant material; including ground covers
  - Seasonal beds

Signage Review

Defer

- [ ] Overall site plan drawing indicating locations of ground signs and required setbacks
- [ ] Exterior elevations indicating locations of all wall signs
- [ ] Individual color drawings of each sign indicated
  - Dimensions
  - Materials
  - Lighting
  - Construction
  - Colors

Exterior Elevation Review

- [x] Colored exterior elevations with materials notes of all facades of the building(s)
- [x] All exterior material and color samples (Shall be brought to the scheduled meeting)
- [x] Provide site line study from the public right of way showing locations of roof-top equipment
  - Vents
  - Satellite dishes
  - Exhaust pipes
  - Antennas
- [x] Locations of building lighting
- [x] Perspective drawings and renderings

Submittal Procedure:

One (1) original plus one (1) copy of a completed Hearing application and supporting documents are to be filed by the deadline dates reflected on the following page. Completed applications received after the deadline dates shall be placed on the next available agenda. All renderings attached to the application must be in color.

An electronic file in Adobe format, containing the entire application; including all documents, plans, and drawings; must be included with the application. Each component of your submittal must be saved as a separate file document (for example, all of your individual documents relating to the Exterior Elevation Review (site plan, site line study, and lighting and material cut sheet) should all be saved into one PDF document.

Any oversized materials may be attached to the original application. All collated sets shall be submitted on paper no greater than 11 inches by 17 inches in size and folded to 8.5 inches x 11 inches. Two (2) sets of all landscape plans shall be submitted full-size.

Drawings submitted must be accurate and labeled.

Technical drawings (i.e., signs, elevations, site plans) must be drawn to scale).

Photos shall be mounted on 8.5 inch by 11-inch paper and labeled.
Presentation materials (including actual materials, sample boards, or mounted drawings) should not be submitted, but brought by the Applicant to the scheduled Design Review Board meeting.

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

Property Owner Information:

Property Owner Name: Providence Partenrs Group, LLC

Physical Address: 204 Marietta Street,

Mailing Address: 204 Marietta Street,

City: Alpharetta State: GA Zip Code: 30009 -

Owner Telephone: 678 - 234 - 9926 Contact Fax: - - -

Property Owner Authorization *(Must be completed if the applicant is not the legal owner of the subject property)*:

I, the undersigned, do hereby swear and attest, under penalty of law for false swearing, that I am the legal owner, as shown in the records of Fulton County, Georgia, of the property described herein and that I authorize the person identified herein as "Applicant" to act on my behalf in pursuit of this request.

Owner Name (Printed): Phil Christian Date: 12/17/2024

Owner Signature:

Property Information:

Address (If Assigned) : 204 Marietta Street, Alpahretta

Tax ID or Map Reference Number: 12 258306940031

Land Lot(s): 1270&694 District: 1st Section: 2nd

Existing Zoning of Property: OP Existing Uses of Property: Office

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This form is to be executed under oath. I, the person identified herein as "Applicant," do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Design Review Board Application is true and correct and contains no misleading information. I also understand that Design Review Board review and/or approval does not include review or approval for code compliance and that City of Alpharetta site and building plan review staff should be contacted with respect to code compliance issues and permitting procedures.

Applicant Signature: Date: 12/17/2024

Print Form

DESIGN REVIEW BOARD REVIEW CRITERIA

How will this proposal be visually compatible with the character of the surrounding areas?

see attached narrative

In your submittal package, have you included a site line study from the public right of way, which shows the location of rooftop structures? If not, please explain below.

☒ Yes

☐ No

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the Downtown Overlay.

Which of the following architectural design styles does your application include?

- ☐ Georgian
- ☐ Federal / Adam
- ☒ Greek Revival
- ☒ Neoclassical
- ☐ Stick
- ☐ Queen Anne
- ☐ Shingle
- ☐ Folk Victorian
- ☐ Romanesque
- ☐ Italianate
- ☐ Tudor Eclectic
- ☐ Beaux Arts
- ☐ French Colonial
- ☐ French Eclectic
- ☐ French New Traditional

blend of both

Please review the Downtown Overlay Architectural Style Requirements at this link: Unified Development Code § 2.8.7(D)-(R)

Describe how your application meets one (or more) of the above architectural design styles.

see attached narrative

Please review the Alpharetta Downtown Design Guidelines at this link: Alpharetta Downtown Design Guidelines

List how your application aligns with or compliments the Alpharetta Downtown Design Guidelines.

see attached narrative

204 Marietta Street, Alpharetta GA
DRB design narrative

As Marietta Street continues to evolve from its small-scale agricultural and domestic historic roots, the proposed project at 204 aims to seamlessly integrate qualities and characteristics of both residential and commercial. To that ultimate end, we've utilized a blend of the pre-approved academic styles – Greek Revival and Neoclassical. Classicism when done properly is a timeless design elegance that has served Southern buildings for over 200 years, including residential houses, court houses, school houses . . . as well as recent buildings "housing" office/business uses such as this one.

Our proposal embodies a well-proportioned balance of monumentality and classical grace without being overwhelming. The grand 2-sory elevation facing Marietta Street harmonizes with the large residential context (under construction) next door and (recent) across the street. The rear elevation, equally refined with its repeated grand portico composition, addresses the active vehicular thoroughfare - Old Milton Parkway. This orientation suits the dynamic commercial business environment while maintaining aesthetic appeal—avoiding the notion of an "unattractive backside."

All mechanical equipment is concealed within a recessed well in the roof, preserving the architectural integrity of the design. The overall site is enhanced with thoughtful landscaping, historically inspired signage (tbd pending final tenant mix) and low-level night lighting schemes. We believe this proposal will be a jewel box in the neighborhood – contextually suitable, compatible scale and proper in every way for this transitional edge location of downtown.

D. Tracy Ward, Architect
Benchmark Design, PC
February 3, 2025

SITE PLAN
SCALE: 1"=100'

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

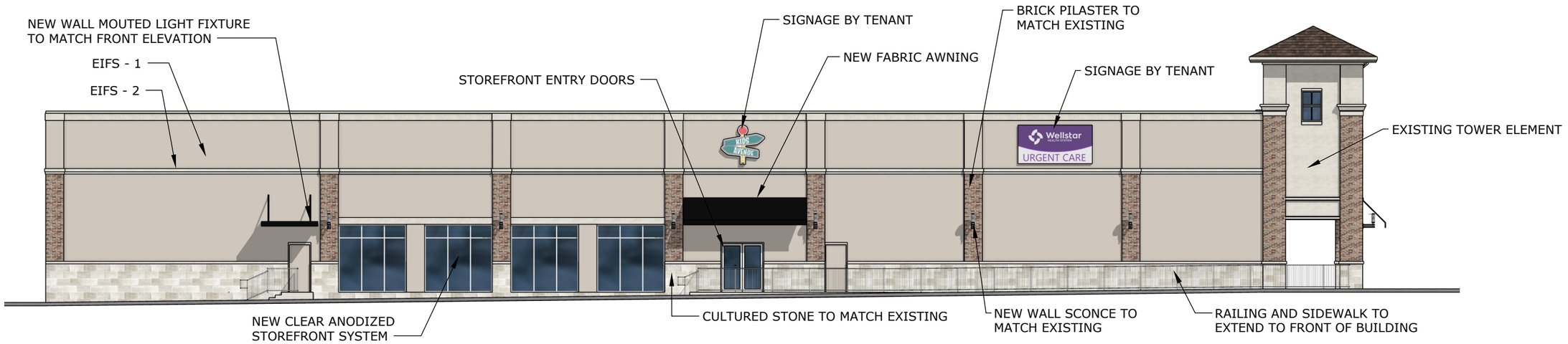
EXISTING SITE PLAN
07 MARCH 2025

POLW ARCHITECTS

WEST CORNER

WEST SIDE WALL

EAST CORNER



PROPOSED ELEVATION

SCALE: 1/16" = 1'-0"

RENDERING (LOOKING EAST)

RENDERING (LOOKING NORTHEAST)

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

RENDERING - PROPOSED
07 MARCH 2025

POHLW ARCHITECTS

RENDERING (LOOKING SOUTHEAST)

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

RENDERING - PROPOSED
07 MARCH 2025

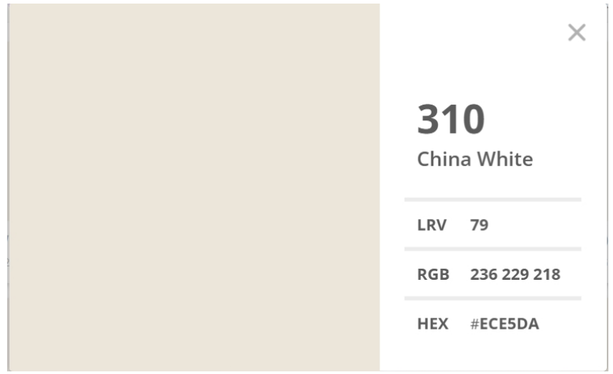
POHLW ARCHITECTS

STONE - 1 - CORONADO
FRENCH LIMESTONE - FRENCH WHITE

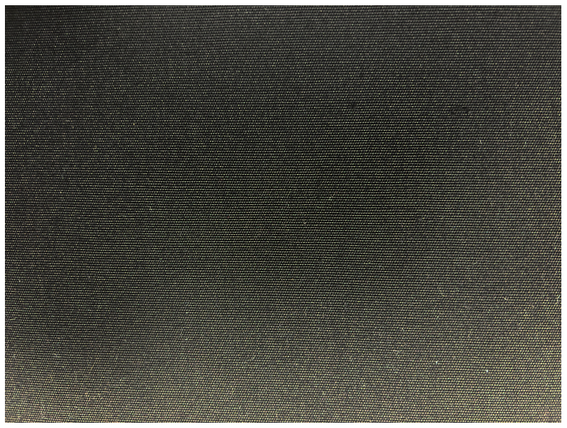
BRICK-1 LANCASTER BLEND - BELDEN BRICK

GROUT COLOR - LITE BUFF - ARGOS

EIFS - 1 - DRYVIT

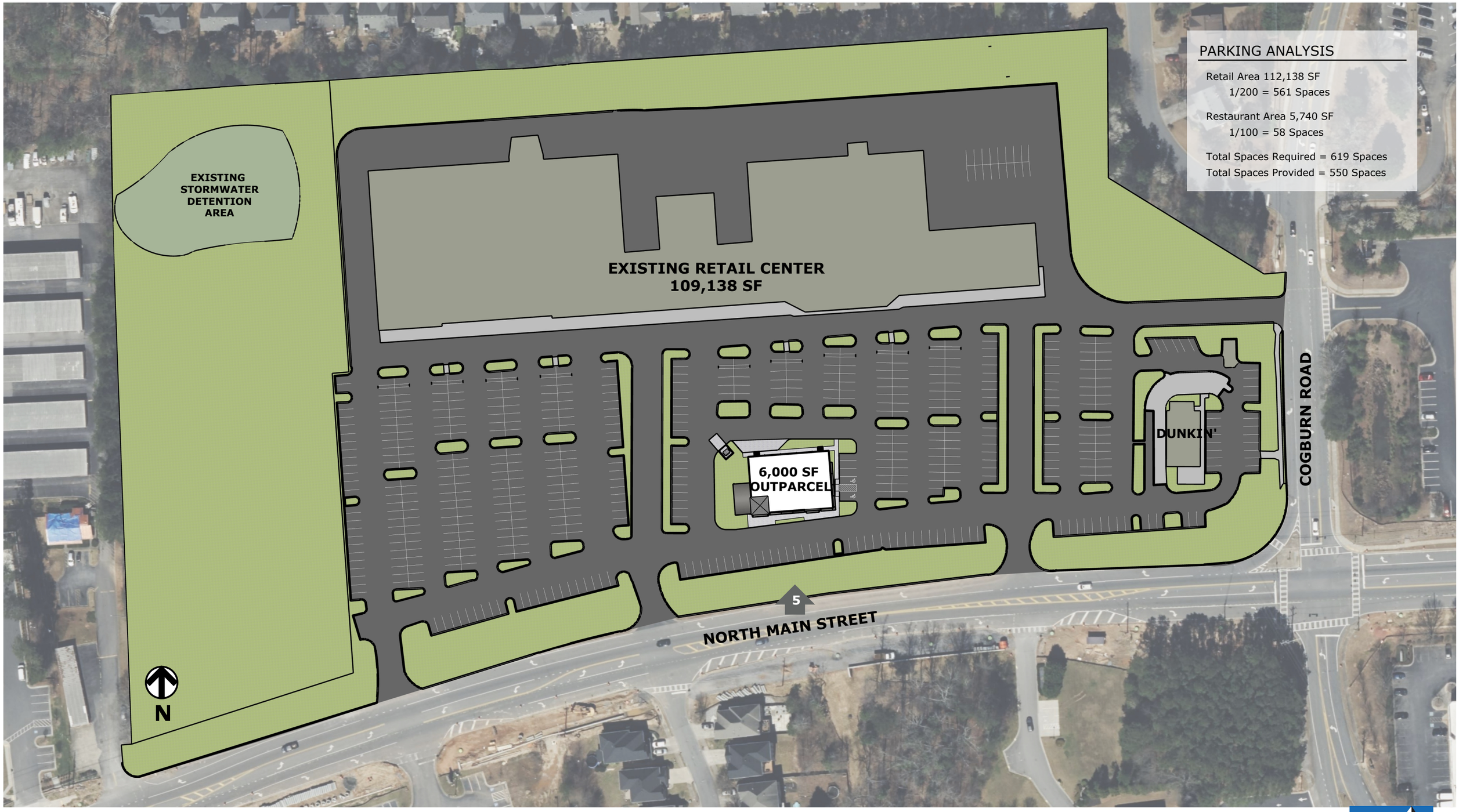


EIFS - 2 - DRYVIT



AWNING - BLACK - SUNBRELLA

STOREFRONT - CLEAR ANODIZED



SITE PLAN

SCALE: 1"=100'

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

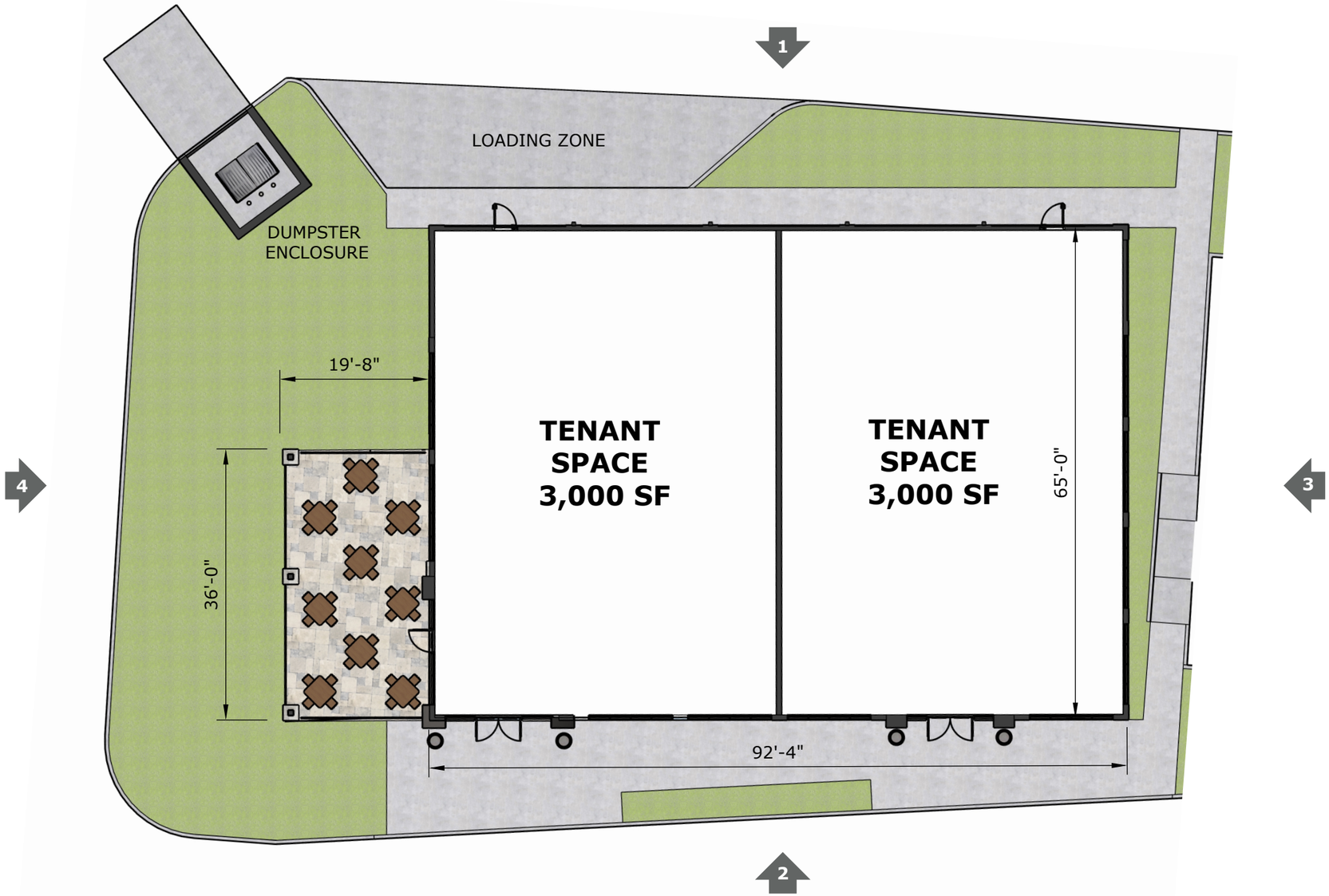
OUTPARCEL

EXISTING SITE PLAN

31 JANUARY 2025

POLK W ARCHITECTS

EXISTING SHOPPING CENTER FACADE



FLOOR PLAN - 6,000 SF OUTPARCEL

Scale : 1/16"=1'-0"

1 - NORTH ELEVATION

SCALE: 3/32" = 1'-0"

2 - SOUTH ELEVATION

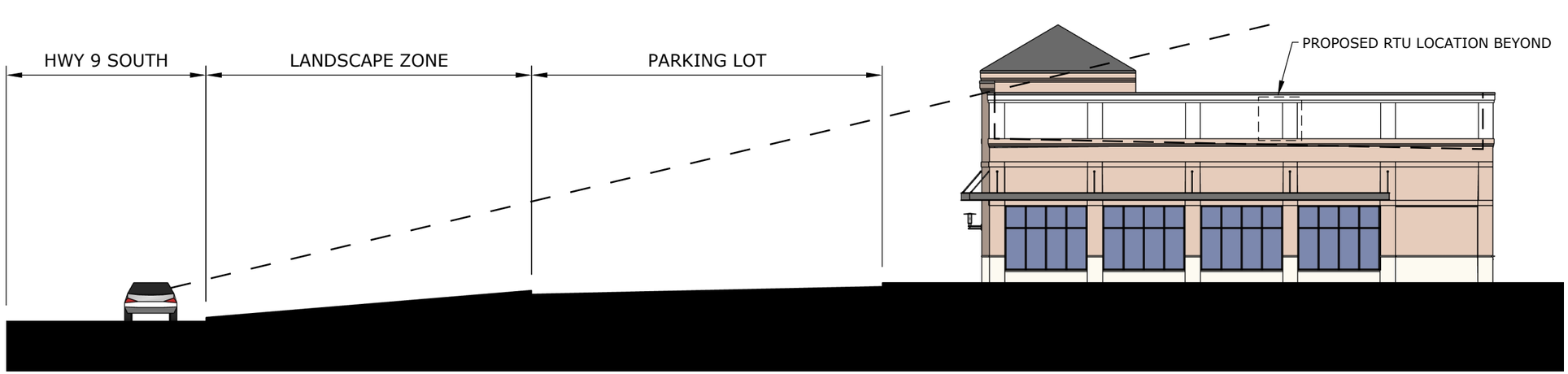
SCALE: 3/32" = 1'-0"

3 - EAST ELEVATION

SCALE: 3/32" = 1'-0"

4 - WEST ELEVATION

SCALE: 3/32" = 1'-0"



5 -SITE LINE FROM PUBLIC R/W

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

OUTPARCEL

SITE LINE STUDY
31 JANUARY 2025

POHLW ARCHITECTS

RENDERING (FROM NORTH MAIN ST)

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

OUTPARCEL

RENDERING
31 JANUARY 2025

POHLW ARCHITECTS

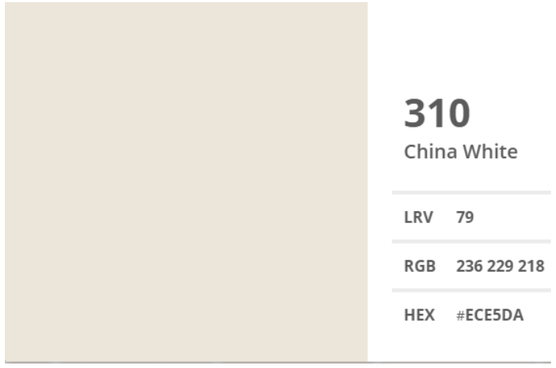
STONE BASE - CORONADO
FRENCH LIMESTONE - FRENCH WHITE

BRICK-1 GREYSTONE

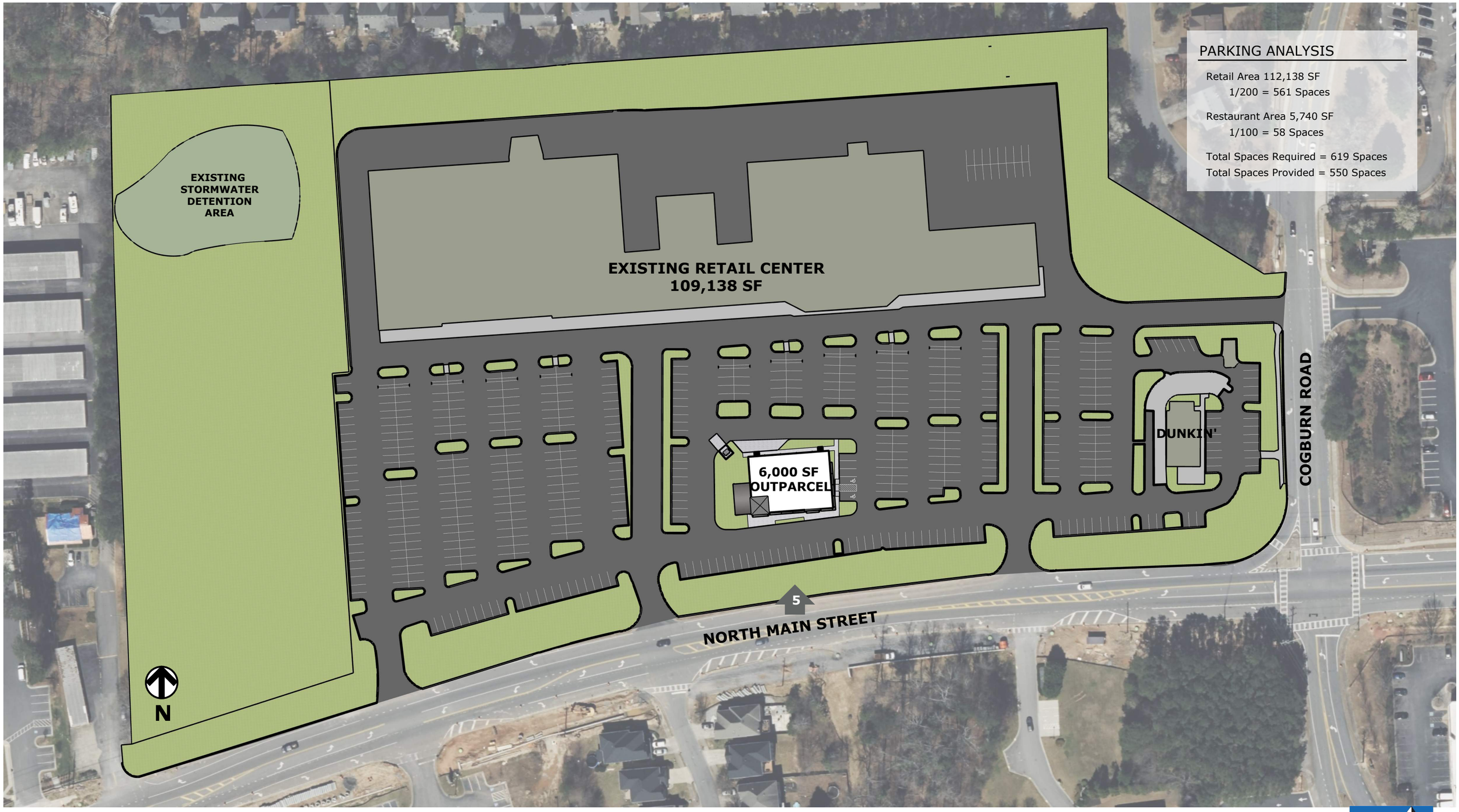
BRICK-2 AUTUMN SMOKE

ASPHALT SHINGLE - GAF PEWTER GRAY

PAINT - IRON ORE - SW7069



EIFS - DRYVIT



SITE PLAN

SCALE: 1"=100'

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

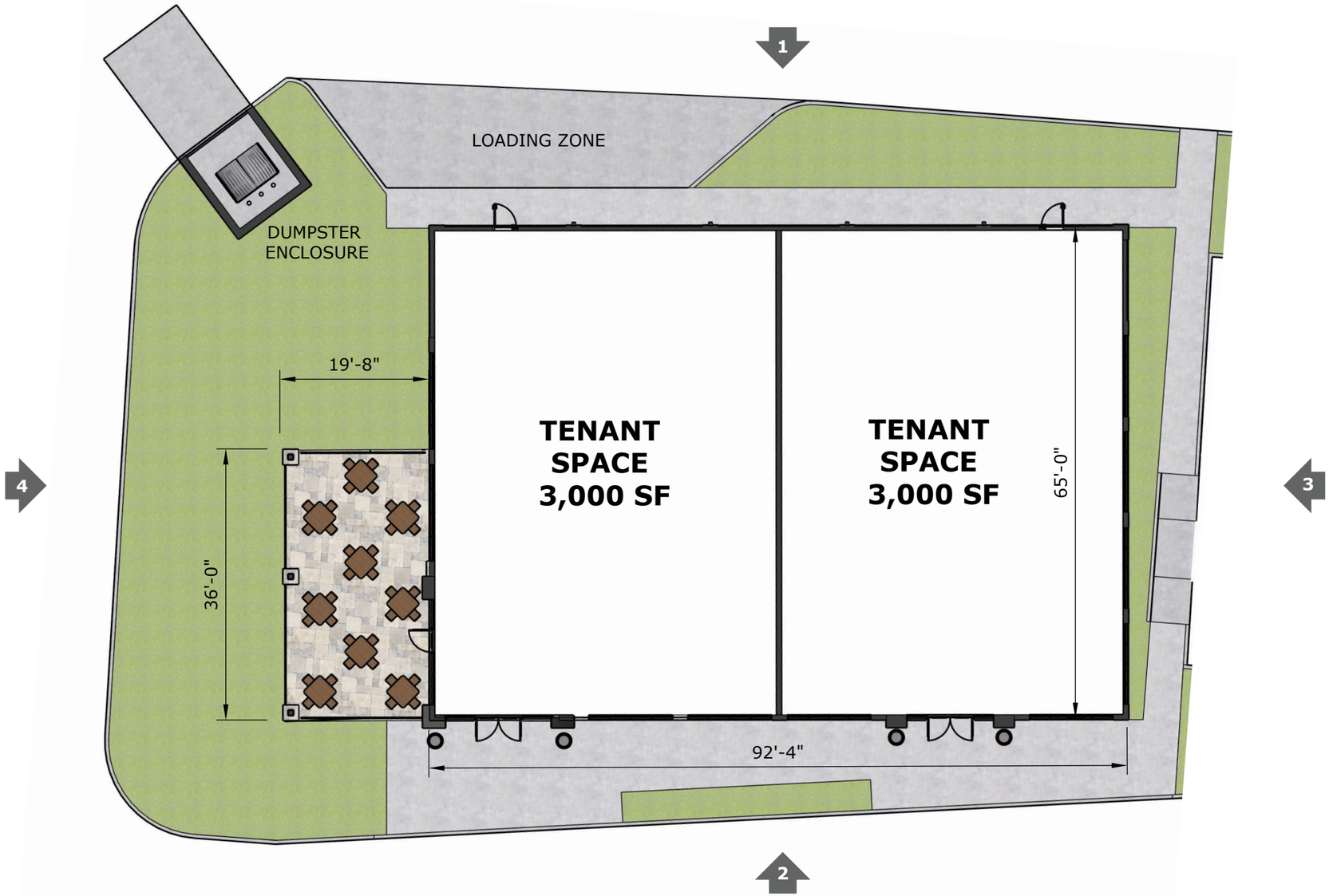
OUTPARCEL

EXISTING SITE PLAN

31 JANUARY 2025

POLLW ARCHITECTS

EXISTING SHOPPING CENTER FACADE



FLOOR PLAN - 6,000 SF OUTPARCEL

Scale : 1/16"=1'-0"

1 - NORTH ELEVATION

SCALE: 3/32" = 1'-0"

2 - SOUTH ELEVATION

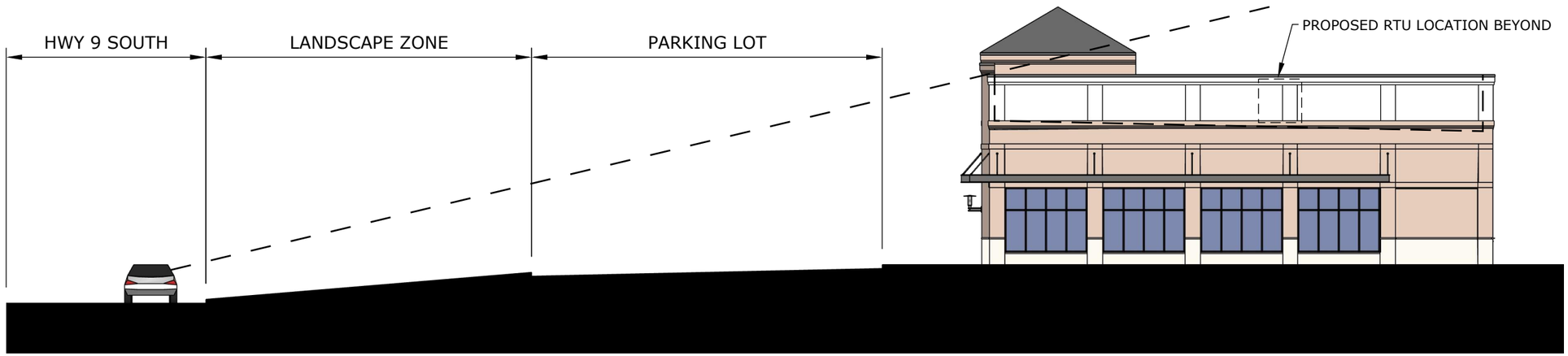
SCALE: 3/32" = 1'-0"

3 - EAST ELEVATION

SCALE: 3/32" = 1'-0"

4 - WEST ELEVATION

SCALE: 3/32" = 1'-0"



5 -SITE LINE FROM PUBLIC R/W

RENDERING (FROM NORTH MAIN ST)

ORKIN & ASSOCIATES INVESTMENTS

STONEWOOD VILLAGE

OUTPARCEL

RENDERING
31 JANUARY 2025

POLW ARCHITECTS

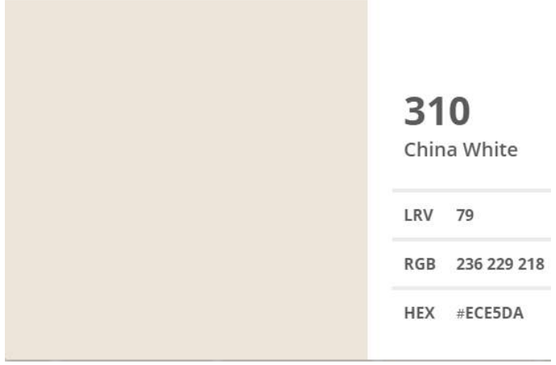
STONE BASE - CORONADO
FRENCH LIMESTONE - FRENCH WHITE

BRICK-1 GREYSTONE

BRICK-2 AUTUMN SMOKE

ASPHALT SHINGLE - GAF PEWTER GRAY

PAINT - IRON ORE - SW7069



EIFS - DRYVIT

AEC

CIVIL ENGINEERING ▫ PLANNING ▫ LANDSCAPE ARCHITECTURE
50 Warm Springs Circle
Roswell ▫ Georgia ▫ 30075
(770) 641-1942 ▫ www.aecatl.com

NORTH

40 0 40 80

Scale 1" = 40'

PRELIMINARY OVERALL SITE PLAN

STONEWOOD VILLAGE

CITY OF ALPHARETTA, FULTON COUNTY GEORGIA

PROJECT INFORMATION
PROJECT NO.: 25-5175
DATE: 02-27-25
SCALE: 1" = 40'
FILE NAME: STONEWOOD P01.dwg
DESIGN/DRAWN: sch/sch

M:\2025 JOBS\25-5175 Okin Stonewood Village\PLANNING\STONEWOOD P01.dwg, 2/27/2025 1:22:11 PM, sch, ARCH full bleed D (24.00 x 36.00 Inches), 1:1

AEC

CIVIL ENGINEERING ▫ PLANNING ▫ LANDSCAPE ARCHITECTURE
50 Warm Springs Circle
Roswell ▫ Georgia ▫ 30075
(770) 641-1942 ▫ www.aecatl.com

NORTH

40 0 40 80

Scale 1" = 40'

PRELIMINARY OVERALL SITE PLAN

STONEWOOD VILLAGE

CITY OF ALPHARETTA, FULTON COUNTY GEORGIA

PROJECT INFORMATION
PROJECT NO.: 25-5175
DATE: 02-27-25
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FILE NAME: STONEWOOD P01.dwg
DESIGN/DRAWN: sch/sch

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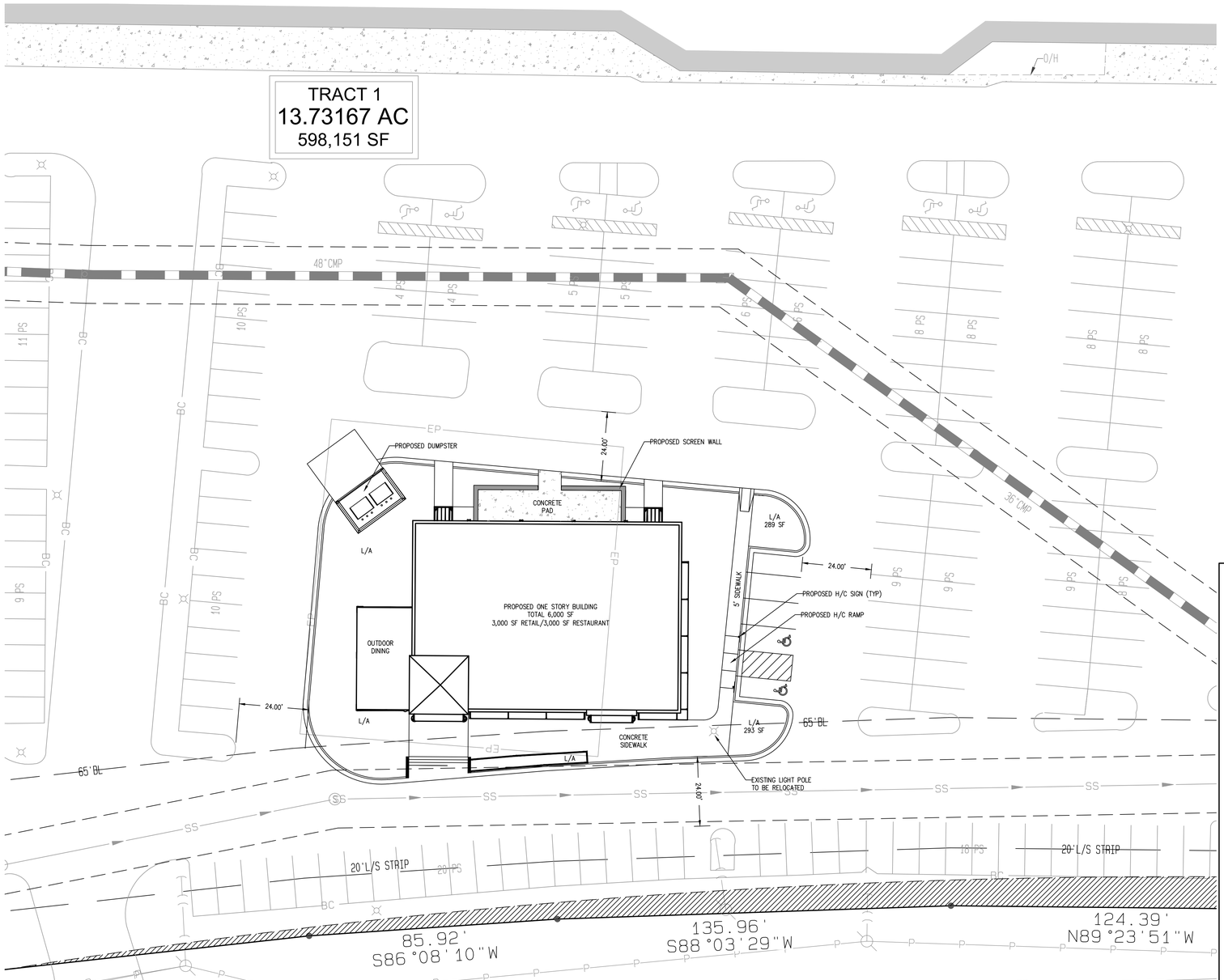


SITE DATA:

OWNER: WB HOLDINGS STONEWOOD LLC
ADDRESS: STONEWOOD VILLAGE
670 NORTH MAIN STREET
ALPHARETTA, GA

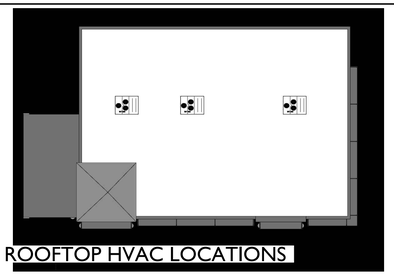
LL 1100,1123 2nd DIST, 2nd SECTION
CITY OF ALPHARETTA, FULTON COUNTY
PIN: 22 496011104498

ZONING: C-1
PROPOSED BUILDING / USE:
ONE STORY
6,000 SF
RETAIL AND RESTAURANT

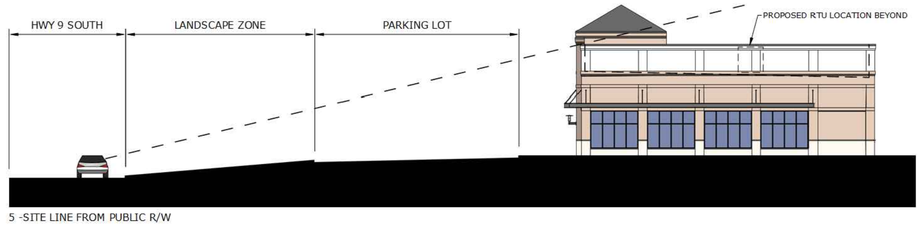
PARKING REQUIREMENTS:
RESTAURANT: 1:100 SF = 30 REQUIRED, 30 PROVIDED
RETAIL: 1:200 SF = 15 REQUIRED, 15 PROVIDED
45 TOTAL SPACES = 2 H/C REQUIRED, 2 PROVIDED

NOTES:

1. STORM WATER DETENTION WILL BE HANDLED IN THE EXISTING STORMWATER MANAGEMENT POND.



ROOFTOP HVAC LOCATIONS



5 -SITE LINE FROM PUBLIC R/W

AEC
CIVIL ENGINEERING ▫ PLANNING ▫ LANDSCAPE ARCHITECTURE
50 Warm Springs Circle
Roswell ▫ Georgia ▫ 30075
(770) 641-1942 ▫ www.aecatl.com

NORTH
20 0 20 40
Scale 1" = 20'

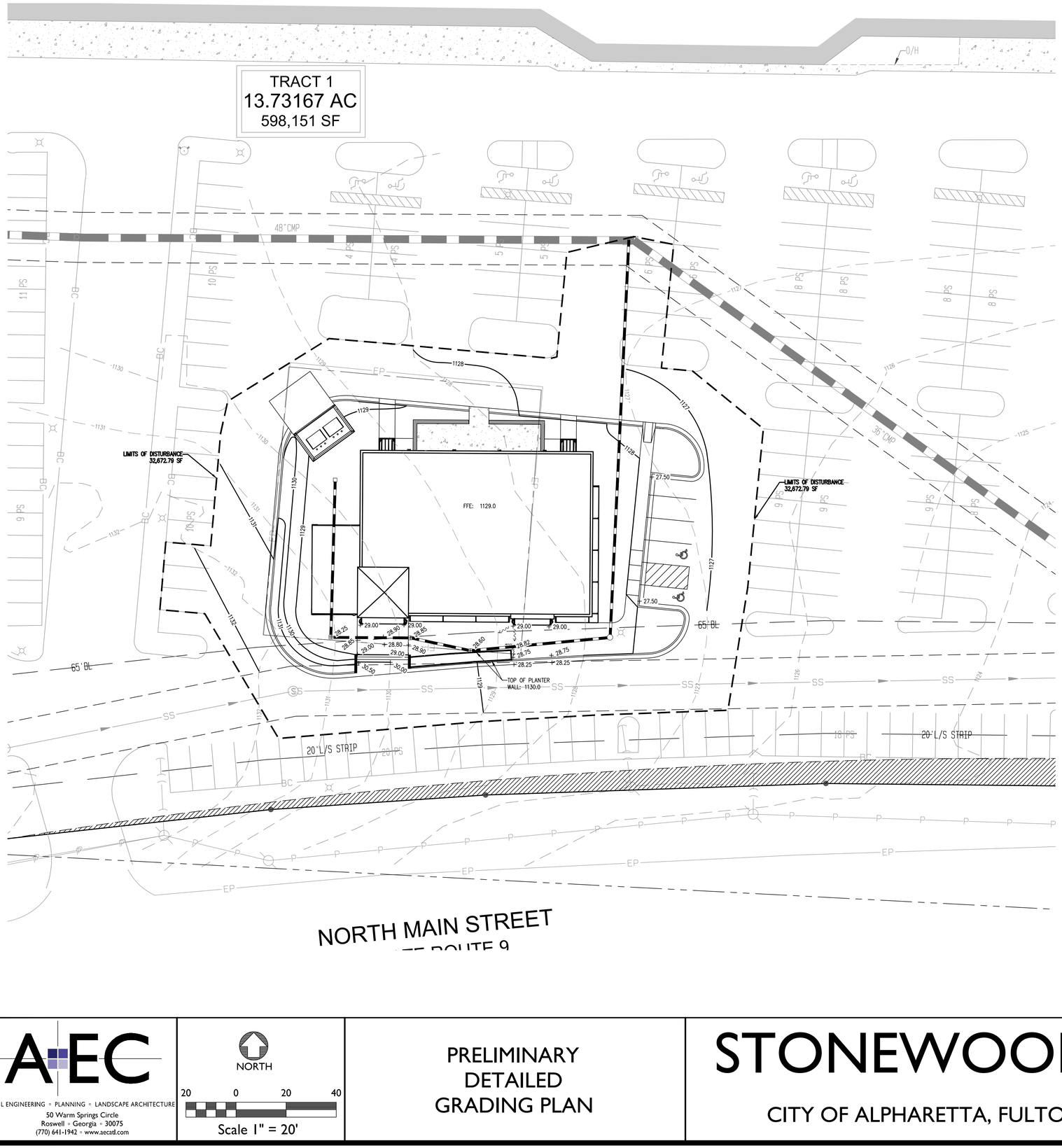
PRELIMINARY
DETAILED SITE PLAN

STONEWOOD VILLAGE

CITY OF ALPHARETTA, FULTON COUNTY GEORGIA

PROJECT INFORMATION
PROJECT NO.: 25-5175
DATE: 02-27-25
SCALE: 1" = 20'
FILE NAME: STONEWOOD P01.dwg
DESIGN/DRAWN: sch/sch

M:\2025 JOBS\25-5175 Orkin Stonewood Village\PLANNING\STONEWOOD P01.dwg, 2/27/2025 1:24:29 PM, sch, ARCH full bleed D (24.00 x 36.00 Inches), 1:1



SITE DATA:

OWNER: WB HOLDINGS STONEWOOD LLC
ADDRESS: STONEWOOD VILLAGE
670 NORTH MAIN STREET
ALPHARETTA, GA

LL 1100,1123 2nd DIST, 2nd SECTION
CITY OF ALPHARETTA, FULTON COUNTY
PIN: 22 496011104498

ZONING: C-1
PROPOSED BUILDING / USE:
ONE STORY
6,000 SF
RETAIL AND RESTAURANT

PARKING REQUIREMENTS:
RESTAURANT: 1:100 SF = 30 REQUIRED, 30 PROVIDED
RETAIL: 1:200 SF = 15 REQUIRED, 15 PROVIDED
45 TOTAL SPACES = 2 H/C REQUIRED, 2 PROVIDED

NOTES:

1. STORM WATER DETENTION WILL BE HANDLED IN THE EXISTING STORMWATER MANAGEMENT POND.

DRAINAGE INLET IN PAVED AREAS

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50 Warm Springs Circle
Roswell ▫ Georgia ▫ 30075
(770) 641-1942 ▫ www.aecatl.com

NORTH
20 0 20 40
Scale 1" = 20'

PRELIMINARY
DETAILED
GRADING PLAN

STONEWOOD VILLAGE

CITY OF ALPHARETTA, FULTON COUNTY GEORGIA

PROJECT INFORMATION
PROJECT NO.: 25-5175
DATE: 02-27-25
SCALE: 1" = 20'
FILE NAME: STONEWOOD P01.dwg
DESIGN/DRAWN: sch/sch

M:\2025 JOBS\25-5175 Orkin Stonewood Village\PLANNING\STONEWOOD P01.dwg, 2/27/2025 1:29:14 PM, sch, ARCH full bleed D (24.00 x 36.00 Inches), 1:1

TREE PROTECTION & REPLACEMENT KEY

NON-SPECIMEN TREE REMOVED

A — A — TREE PROTECTION FENCE (TYPE C)

BLOCK BUILDING
109138 SF

BLOCK BUILDING
109138 SF

RAMP

DOCK

TRACT 1
13.73167 AC
598,151 SF

PROJECT AREA (.75 DISTURBED ACRES)

EXISTING HOLLY SHRUBS (TO REMAIN)

NON-SPECIMEN MAPLE

EXISTING HOLLY SHRUBS (TO REMAIN)

EXISTING LOROPETALUM SHRUBS (TO REMAIN)

EXISTING HOLLY SHRUBS (TO BE REMOVED)

NON-SPECIMEN OAK

NON-SPECIMEN OAK

NON-SPECIMEN MAPLE

EXISTING HOLLY SHRUBS (TO REMAIN)

EXISTING GRASS LAWN

NON-SPECIMEN MAPLE

EXISTING LOROPETALUM SHRUBS (TO REMAIN)

NON-SPECIMEN MAPLE TREES TO BE REMOVED

EXISTING HOLLY SHRUBS (TO BE REMOVED)

NON-SPECIMEN OAK

EXISTING HOLLY & LOROPETALUM SHRUBS (TO REMAIN)

NON-SPECIMEN MAPLE

EXISTING LOROPETALUM SHRUBS (TO REMAIN)

NON-SPECIMEN OAK

SLOPE & UTILITY EASEMENT

SLOPE & UTILITY EASEMENT

1 STORY BRICK BUILDING 2719 SF

MONUMENT

COGBURN ROAD
PUBLIC 45' R/W

NORTH MAIN STREET
STATE ROUTE 9
PUBLIC 110 R/W

NORTH

40 0 40 80

Scale 1" = 40'

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EXISTING CONDITIONS

STONEWOOD VILLAGE

NORTH MAIN STREET,
ALPHARETTA, GEORGIA 30004

NO.	REVISIONS	DATE

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PROJECT NO.: 23-5175
CIVIL DRAWN BY: SLR
CIVIL DESIGNED BY: SLR
LANDSCAPE DRAWN BY: NGH
LANDSCAPE DESIGNED BY: NGH / JPS
CHECKED BY:
DATE - 02/28/2025

SHEET

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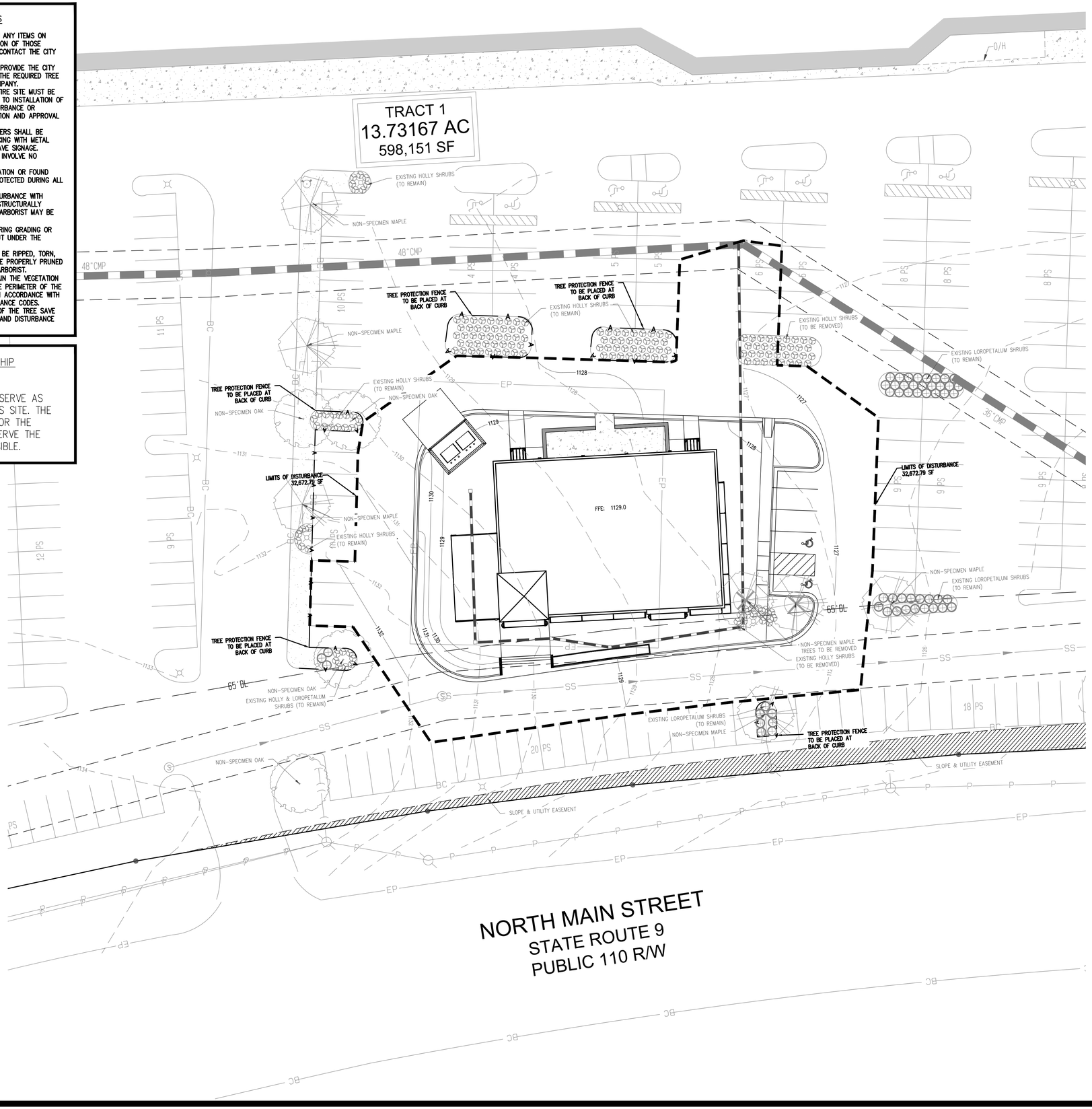
CITY OF ALPHARETTA TREE SAVE NOTES

1. IF THERE ARE ANY INCONSISTENCIES BETWEEN ANY ITEMS ON THESE PLANS THE MORE STRICT INTERPRETATION OF THOSE REQUIREMENTS SHALL BE FOLLOWED. PLEASE CONTACT THE CITY ARBORIST FOR ANY INTERPRETATION.
2. PRIOR TO THE TREE SAVE FENCE INSPECTION PROVIDE THE CITY ARBORIST WITH PROOF OF PRE-PAYMENT OF THE REQUIRED TREE CARE PLAN TO A REPUTABLE TREE CARE COMPANY.
3. TREE SAVE FENCE AND SIGNAGE FOR THE ENTIRE SITE MUST BE INSTALLED, INSPECTED, AND APPROVED PRIOR TO INSTALLATION OF EROSION CONTROL MEASURES. NO LAND DISTURBANCE OR DEMOLITION IS ALLOWED BEFORE THIS INSPECTION AND APPROVAL HAS OCCURRED.
4. THE CRZ OF SPECIMEN TREES PLUS ALL BUFFERS SHALL BE PROTECTED WITH WIRE-BACK TREE SAVE FENCING WITH METAL SUPPORT POSTS OR CHAIN LINK AND TREE SAVE SIGNAGE.
5. INSTALLATION OF THE TREE SAVE FENCE WILL INVOLVE NO TRENCHING.
6. ALL EXISTING TREES IDENTIFIED FOR PRESERVATION OR FOUND WITHIN TREE SAVE AREAS MUST BE FULLY PROTECTED DURING ALL PHASES OF THIS PROJECT.
7. ADDITIONAL TREES ALONG THE LIMITS OF DISTURBANCE WITH ENCROACHMENT INTO THE SRP AND DEEMED STRUCTURALLY UNSAFE BY THE CITY ARBORIST OR PROJECT ARBORIST MAY BE REQUIRED TO BE REMOVED PRIOR TO CO.
8. ALL ROOTS ENCOUNTERED 3" OR GREATER DURING GRADING OR EXCAVATING OPERATIONS SHALL BE CLEAN CUT UNDER THE DIRECTION OF AN ISA CERTIFIED ARBORIST.
9. ANY LIMBS OVERHANGING THE LOD THAT MAY BE RIPPED, TORN, OR DAMAGED DURING CONSTRUCTION SHALL BE PROPERLY PRUNED UNDER THE DIRECTION OF AN ISA CERTIFIED ARBORIST.
10. IT IS THE OWNER'S RESPONSIBILITY TO MAINTAIN THE VEGETATION AND REMOVE TRASH AND DEBRIS AROUND THE PERIMETER OF THE PROJECT, EVEN IF WITHIN THE PUBLIC ROW, IN ACCORDANCE WITH THE CITY OF ALPHARETTA PROPERTY MAINTENANCE CODES.
11. ALL APPROVED REVISIONS TO THE LOCATION OF THE TREE SAVE FENCE NEED TO BE COORDINATED WITH THE LAND DISTURBANCE INSPECTOR PRIOR TO RELOCATION.

CITY OF ALPHARETTA TREE HARDSHIP JUSTIFICATION STATEMENT

EVERY EFFORT WAS MADE TO PRESERVE AS MANY TREES AS POSSIBLE ON THIS SITE. THE GRADING THAT WAS NECESSARY FOR THE BUILDING WAS MINIMIZED TO PRESERVE THE MAXIMUM NUMBER OF TREES POSSIBLE.



TREE PROTECTION & REPLACEMENT KEY

NON-SPECIMEN TREE REMOVED

A — A — TREE PROTECTION FENCE (TYPE C)

Tree Density Calculations	
Total Distrubed Acreage (ac)	0.75
Utility & Maintenance Easements (ac)	0.0
Site Acreage Considered for Density (ac)	0.75
(Total Acreage - Utility Easement Acreage)	
Density Inches Requirement (Inches/acre)	130
Total Site Density Factor (SDF) (Inches)	97.5"
(Density Acreage X Density Unit Requirement)	
Total Existing Density Factor (EDF) (Inches)	0.0"
(No existing trees to remain within project limits)	
Total Replacement Density Factor (RDF) (Inches)	**97.5"**
(SDF - EDF)	
Replacement Density Inches Provided (Inches)	**98.0"**
Density Requirement Met	

TREE REMOVAL NOTE:

TWO (2) NON-SPECIMEN SIZED MAPLE TREES TO BE REMOVED WITHIN PARKING ISLAND WITHIN THE PROJECT LIMITS OF DISTURBANCE.

NORTH

40 0 40 80

Scale 1" = 40'

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OVERALL TREE PROTECTION PLAN

STONEWOOD VILLAGE

NORTH MAIN STREET,
ALPHARETTA, GEORGIA 30004

NO.	REVISIONS	DATE

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PROJECT NO.: 25-5175
CIVIL DRAWN BY: SLR
CIVIL DESIGNED BY: SLR
LANDSCAPE DRAWN BY: NGH
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DATE - 02/28/2025

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Density Replacement Trees

Density Replacement Qnty	Botanical Name	Common Name	Min. Size	Unit Value	Total Density Inches (97.5 Required)	% Of Total*	Overstory**	Native to GA Piedmont***
4	Ulmus americana 'Princeton'	Princeton American Elm	4" Cal.	4.0	16.0"	14.8%	14.8%	14.8%
6	Thuja occidentalis 'Smaragd'	Emerald Green Arborvitae	11'-12' HT.	3.0	18.0"	22.2%		
4	Ilex x 'Nellie R. Stevens'	Nellie R. Stevens Holly (Full to Ground)	11'-12' HT.	3.0	12.0"	14.8%		
2	Nyssa sylvatica	Black Gum	4" Cal.	4.0	8.0"	7.4%	7.4%	7.4%
3	Quercus nuttallii	Nuttall Oak	5" Cal.	5.0	15.0"	11.1%	11.1%	11.1%
5	Liquidambar styraciflua 'Slender Silhouette'	Slender Silhouette Sweetgum	4" Cal.	4.0	20.0"	18.5%	18.5%	18.5%
3	Cercis x 'Merlot'	Merlot Redbud	3" Cal.	3.0	9.0"	11.1%		11.1%
27		**Total Tree Inches Replaced**			**98.0"**	**100.0%**	**51.9%**	**63.0%**

*NO MORE THAN 25% OF ALL TREES PLANTED ARE OF ANY ONE GENUS

**NO LESS THAN 40% OF ALL TREES PLANTED ARE OVERSTORY TREES

***NO LESS THAN 50% OF ALL TREES PLANTED ARE NATIVE/ADAPTED TO GA PIEDMONT

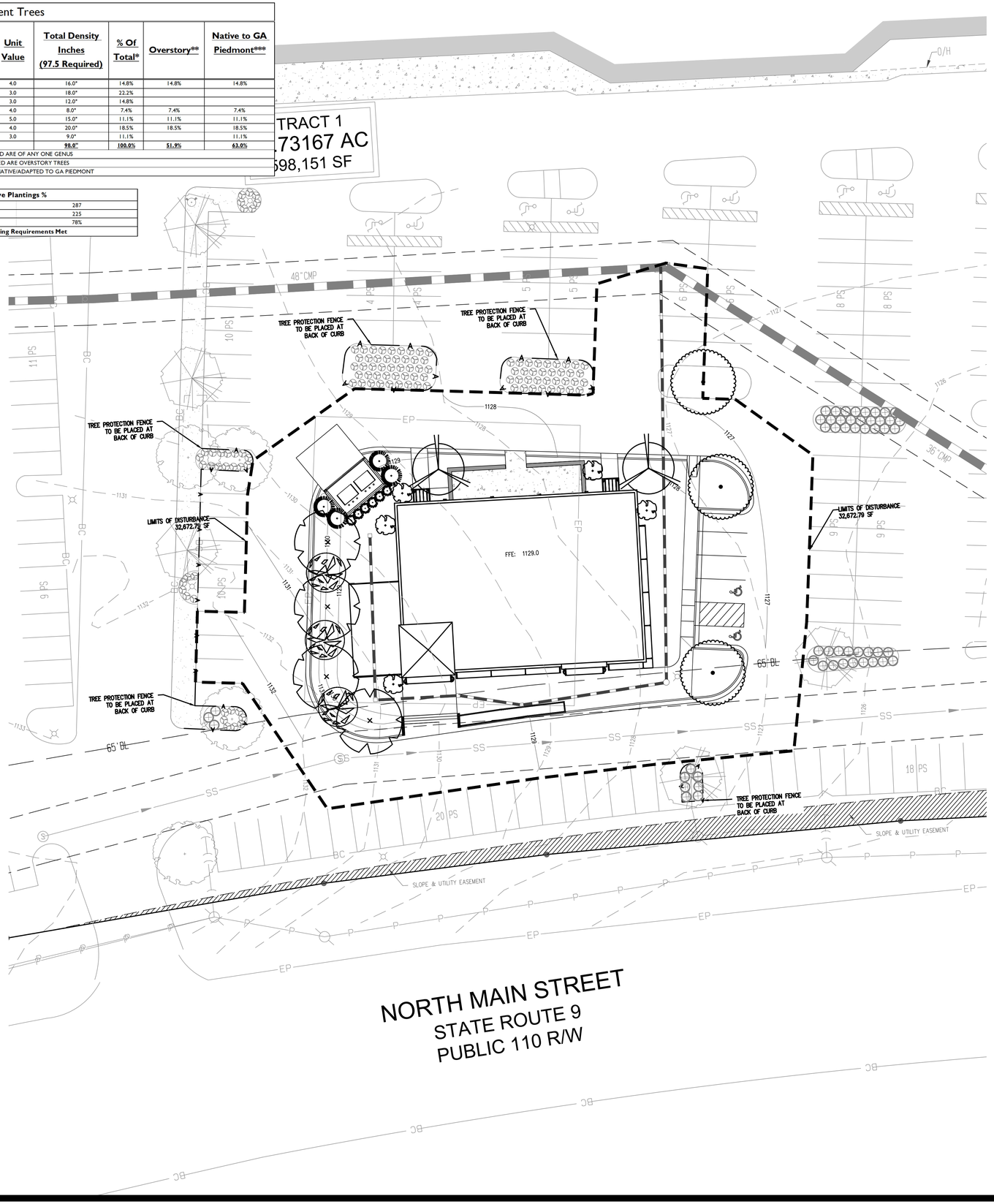
Tree Density Calculations	
Total Distrubed Acreage (sc)	0.75
Utility & Maintenance Easements (sc)	0.0
Site Acreage Considered for Density (sc) *(Total Acreage - Utility Easement Acreage)*	0.75
Density Inches Requirement (Inches/acre)	130
Total Site Density Factor (SDF) (Inches) *(Density Acreage X Density Unit Requirement)*	97.5"
Total Existing Density Factor (EDF) (Inches) *(No existing trees to remain within project limits)*	0.0"
Total Replacement Density Factor (RDF) (Inches) *(SDF - EDF)*	**97.5"**
Replacement Density Inches Provided (Inches)	**98.0"**
Density Requirement Met	

Native Plantings %	
Total Trees/Shrubs/Grasses Proposed	287
Total Native Trees/Shrubs/Grasses Proposed	225
Total Percent Native Plantings	78%
Native Planting Requirements Met	

Alpharetta Additional Screening Requirements	
Requirements:	
Plantings to be min. 80% Evergreen	
At time of installation:	
Shrubs to be min. of 4' tall	
Evergreen trees to be 6' tall	
Deciduous tree to be 2" cal.	
Total Screening Plantings: 10	
Evergreen:10 Trees & Shrubs (100%)	
Deciduous: 0 Trees & Shrubs (0%)	
Screening Requirement Met	

TREE SYMBOL KEY

- PRINCETON ELM
- NUTTALL OAK
- GREEN GABLE BLACK GUM
- MERLOT REDBUD
- NELLIE R. STEVENS HOLLY
- SLENDER SILHOUETTE SWEETGUM
- EMERALD ARBORVITAE



CITY OF ALPHARETTA DAM NOTE

NO TREES SHALL BE PLANTED ON ANY AREA OF AN EARTHEN DAM OR EMBANKMENT.

CITY OF ALPHARETTA UTILITY LANDSCAPE NOTE

ALL TREES MUST BE PLANTED OUTSIDE OF ANY UTILITY EASEMENTS, UNLESS APPROVED BY CITY ARBORIST OR UTILITY PROVIDER.

CITY OF ALPHARETTA LANDSCAPE NOTES

1. THE CITY ARBORIST MUST INSPECT THE SITE BEFORE INSTALLATION OF EROSION CONTROL MEASURES. LAND DISTURBANCE WITHOUT A SITE INSPECTION AND APPROVAL BY THE CITY ARBORIST WILL RESULT IN A "STOP-WORK ORDER" AND FINES.
2. IF TREE SURVEY INACCURACIES ARE FOUND ON-SITE, A STOP WORK ORDER WILL BE ISSUED UNTIL REVISED PLANS ARE APPROVED AND PROCESSED BASED ON ACCURATE INFORMATION.
3. THE CITY ARBORIST MUST INSPECT AND APPROVE THE SITE BEFORE THE ISSUANCE OF A CERTIFICATE OF OCCUPANCY.
4. TREES AGREED UPON TO BE SAVED ARE THE RESPONSIBILITY OF THE OWNER.
5. A 4"LAYER OF MULCH WILL BE REQUIRED FOR THE CRZ OF SPECIMEN TREES. MULCH MUST BE APPLIED PRIOR TO START OF CONSTRUCTION. MULCH SHALL NOT BE PLACED DIRECTLY AGAINST TREE TRUNKS.
6. A MINIMUM 2"LAYER OF MULCH WILL BE REQUIRED FOR ALL EXISTING, NON SPECIMEN, LANDSCAPE TREES, INCLUDING STREET TREES AND PARKING LOT TREES. MULCH MUST BE APPLIED PRIOR TO START OF CONSTRUCTION. MULCH SHALL NOT BE PLACED DIRECTLY AGAINST TREE TRUNKS.
7. ALL MULCH MUST BE ORGANIC MULCH CONSISTING OF WOOD CHIPS, SHREDDED BARK, PINE NEEDLES, OR SIMILAR. SYNTHETIC MULCH IS NOT APPROVED FOR USE BY THE CITY ARBORIST.
8. ALL NEWLY PLANTED TREES SHALL HAVE VISIBLE ROOT FLARES AT FINISHED GRADE. NO CIRCLING ROOTS SHALL BE ALLOWED ON PLANTED TREES. THE UPPER TWO RINGS OF THE WIRE BASKET, ALL BURLAP, AND STRAPPING MUST BE CUT AND REMOVED PRIOR TO BACKFILL.
9. PLANT SIZES (CALIPER AND HEIGHT) MUST MATCH THE SIZES SHOWN ON THE PLANS. PLANTS THAT DO NOT MEET THESE MINIMUMS WILL NOT BE ACCEPTED. E.G. 3 INCH CALIPER TREES MUST BE 3 INCHES OR LARGER. PLANT HEIGHT MEASUREMENT IS TAKEN AT THE TOP OF THE MAIN BODY OF THE PLANT AND NOT AT THE TIP OF THE TOPMOST GROWTH.
10. ALL NEWLY PLANTED TREES SHALL BE EQUIVALENT IN QUALITY TO A FLORIDA #1 GRADE OR BETTER. ALL TREES OF LESSER QUALITY SHALL BE REJECTED BY THE CITY ARBORIST.
11. WATERING BAGS OR A DRIP IRRIGATION SYSTEM MUST BE PROVIDED FOR ALL TREES PRIOR TO ISSUANCE OF THE CERTIFICATE OF OCCUPANCY.
12. WHEN WATERING BAGS ARE USED MANUFACTURERS RECOMMENDATIONS MUST BE FOLLOWED FOR PROPER SIZING AND WATERING SCHEDULES. BAGS WILL BE FILLED WEEKLY BY OWNER AND DURING DROUGHTS FOR A MINIMUM OF 18 MONTHS AFTER INSTALLATION.
13. NO TRENCHING ALLOWED IN TREE SAVE AREAS- INCLUDING IRRIGATION.
14. TREE PIT DRAINAGE TESTING IS REQUIRED WHEN TREES ARE PLANTED IN PARKING LOT ISLANDS, SIDEWALK TREE PITS, ROADWAY MEDIANS, OR SIMILAR LOCATIONS. PLEASE REFER TO CITY DETAILS REGARDING PLANTING PIT OR LANDSCAPE ISLAND CONSTRUCTION. FILL EACH PIT WITH WATER. IF PERCOLATION IS LESS THAN 100% WITHIN A PERIOD OF 12 HOURS, USE AN AUGER TO DRILL A 10"INCH HOLE TO A DEPTH OF FOUR FEET BELOW THE BOTTOM OF THE PIT. FILL AUGER HOLE WITH DRAINAGE GRAVEL AND COVER WITH A SOIL SEPARATOR. RETEST PIT. IF DRAINAGE IS STILL UNSATISFACTORY, CITY ARBORIST AND/OR PROJECT ARBORIST MUST BE NOTIFIED IN WRITING OF THE LOCATIONS WITH UNSATISFACTORY DRAINAGE SO THAT A SOLUTION CAN BE ARRIVED AT BEFORE PLANTING. ALL TESTING RESULTS MUST BE PROVIDED TO THE CITY ARBORIST.
15. ALL BUFFERS SHALL BE REPLANTED WHERE SPARSE OR AS DIRECTED BY THE CITY OF ALPHARETTA IN ORDER TO CREATE A YEAR ROUND OPAQUE SCREEN WITHIN 2 YEARS OF CONSTRUCTION. THIS MAY BE IN ADDITION TO WHAT IS SHOWN ON THE APPROVED LANDSCAPE PLAN.
16. ALL TREE ANCHORING DEVICES SHALL BE REMOVED FROM TREE AFTER ONE COMPLETE GROWING SEASON OR ONE YEAR AFTER PLANTING, WHICHEVER IS GREATER.
17. PROPERTY OWNER SHALL BE RESPONSIBLE FOR THE CARE AND MAINTENANCE OF THE TREES AND LANDSCAPING THAT FRONT THEIR PROPERTY WITHIN THE ROW.
18. ALL LANDSCAPE CONTRACTORS ARE REQUIRED TO ATTEND THE CITY OF ALPHARETTA PRE-CONSTRUCTION CLASS PRIOR TO STARTING WORK ON ANY PROJECT. PLEASE CONTACT (678)297-6200 FOR INFORMATION AND TO RESERVE A SPOT.

NORTH

40 0 40 80

Scale 1" = 40'

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OVERALL TREE REPLACEMENT PLAN

STONEWOOD VILLAGE

NORTH MAIN STREET,
ALPHARETTA, GEORGIA 30004

DATE

REVISIONS

NO.

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PROJECT NO: 25-5175
CIVIL DRAWN BY: SLR
CIVIL DESIGNED BY: SLR
LANDSCAPE DRAWN BY: NGH
LANDSCAPE DESIGNED BY: NGH / JPS
CHECKED BY:
DATE - 02/28/2025

SHEET

L3.0

Ornamental Plant List

Qnty	Botanical Name	Common Name	Min. Size	Spacing	Specifications	% Native
		Shrubs				
6	Camellia japonica 'April Dawn'	April Dawn Japanese Camellia	7 Gal.	As Shown	Free of Pests and Disease	2%
13	Loropetlum chinense 'Kurobijin'	Cerise Charm Fringe Flower	3 Gal.	As Shown	Free of Pests and Disease	
5	Hydrangea quercifolia	Oakleaf Hydrangea	3 Gal.	As Shown	Free of Pests and Disease	2%
12	Abelia x grandiflora	Glossy Abelia	3 Gal.	As Shown	Free of Pests and Disease	
19	Distylium 'Vintage Jade'	Vintage Jade Distylium	3 Gal.	As Shown	Free of Pests and Disease	
6	Hydrangea macrophylla 'Endless Summer'	Endless Summer Hydrangea	3 Gal.	As Shown	Free of Pests and Disease	2%
29	Ilex glabra 'Shamrock'	Shamrock Inkberry	7 Gal.	As Shown	Free of Pests and Disease	11%
16	Rosa x 'Radtko'	Double Knock Out Rose	3 Gal.	As Shown	Free of Pests and Disease	6%
14	Gardenia jasminoides 'Radicans'	Dwarf Gardenia	1 Gal.	As Shown	Free of Pests and Disease	5%
57	Ilex vomitoria 'Stoke's Dwarf'	Stoke's Dwarf Yaupon Holly	1 Gal.	As Shown	Free of Pests and Disease	22%
177	**Total Shrubs**					
		Grasses				
3	Miscanthus sinensis 'Gracillimus'	Maiden Grass	3 Gal.	As Shown	Free of Pests and Disease	1%
41	Muhlenbergia capillaris	Pink Muhly Grass	1 Gal.	As Shown	Free of Pests and Disease	16%
31	Calamagrostis x acutiflora 'Karl Foerster'	Foerster's Feather Reed Grass	1 Gal.	As Shown	Free of Pests and Disease	12%
8	Ficus pumila	Creeping Fig	1 Gal.	As Shown	Free of Pests and Disease	
83	**Total Grasses**					
		Perennial/Groundcover				
88	Liriope muscari 'Big Blue'	Big Blue Liriope	4" Pot	18" OC x 18" Stag. Rows	Free of Pests and Disease	
19	Echinacea purpurea 'Magnus'	Magnus Purple Coneflower	1 Gal.	24" OC x 24" Stag. Rows	Free of Pests and Disease	
19	Rudbeckia fulgida 'Goldsturm'	Black-eyed Susan	1 Gal.	24" OC x 24" Stag. Rows	Free of Pests and Disease	
129	Hemerocallis x 'Stella de Oro'	Stella De Oro Dwarf Daylily	1 Gal.	18" OC x 18" Stag. Rows	Free of Pests and Disease	
27	Gaura lindheimeri	Whirling Butterflies Gaura	1 Gal.	24" OC x 24" Stag. Rows	Free of Pests and Disease	
20	Rosa x 'Meizorland'	White Drift Rose	1 Gal.	24" OC x 24" Stag. Rows	Free of Pests and Disease	
	Tifway 419 Bermuda sod	Tifway 419 Bermuda sod			Free of Pests and Disease	
	Mulch - Dark Brown Hardwood	Mulch - Dark Brown Hardwood			Free of Pests and Disease	
	*CONTRACTOR TO FIELD VERIFY MULCH QUANTITIES BASED ON DISTURBED LIMITS					
					Total % Native Ornamental	**80%**

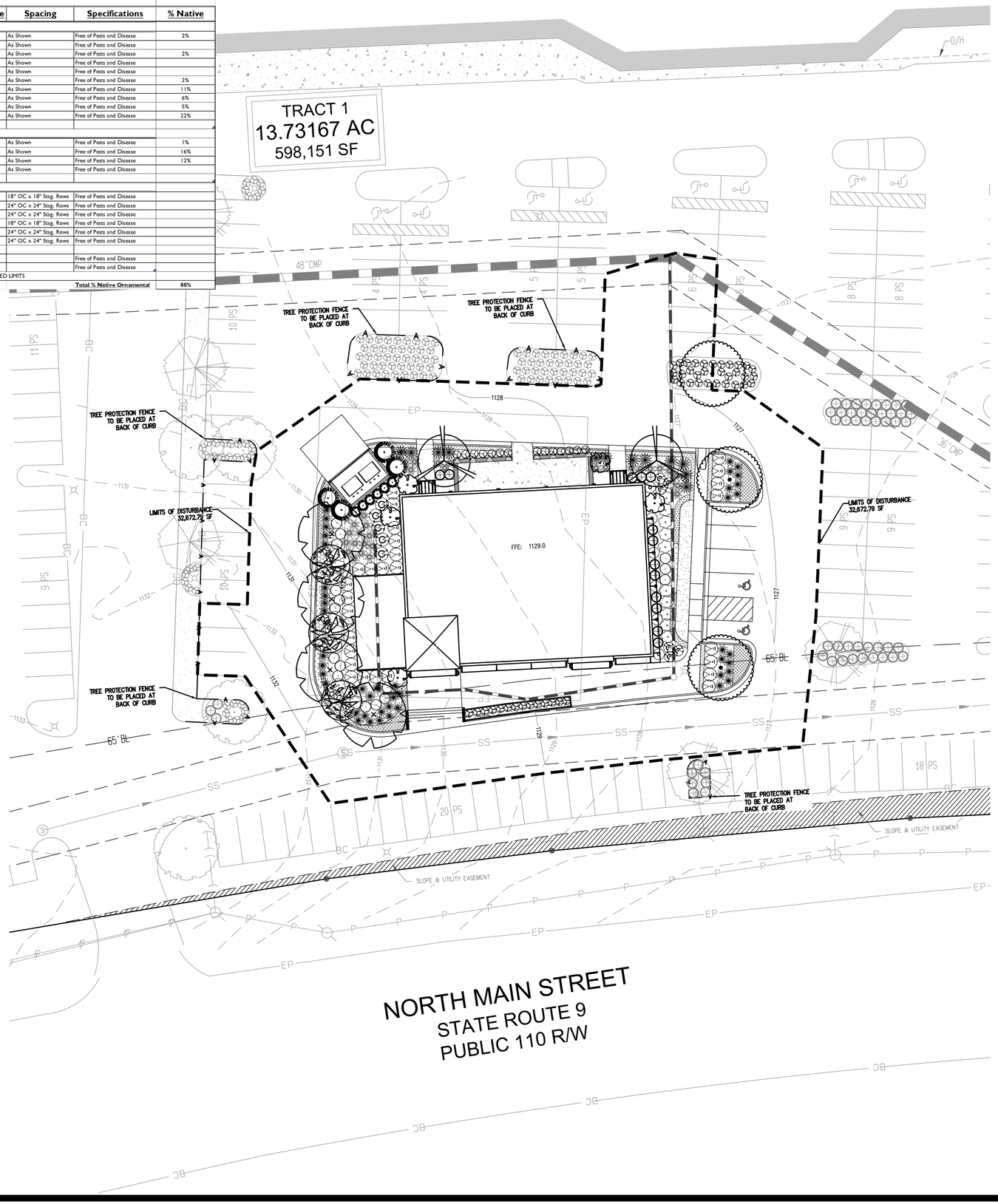
Native Plantings %	
Total Trees/Shrubs/Grasses Proposed	287
Total Native Trees/Shrubs/Grasses Proposed	225
Total Percent Native Plantings	78%
Native Planting Requirements Met	

TREE SYMBOL KEY

- PRINCETON ELM
- NUTTALL OAK
- GREEN GABLE BLACK GUM
- MERLOT REDBUD
- NELLIE R. STEVENS HOLLY
- SLENDER SILHOUETTE SWEETGUM
- EMERALD ARBORVITAE

ORNAMENTAL SHRUBS & GROUNDCOVER KEY

- APRIL DAWN CAMELLIA
- CERISE CHARM FRINGE FLOWER
- OAKLEAF HYDRANGEA
- GLOSSY ABELIA
- VINTAGE JADE DISTYLIUM
- ENDLESS SUMMER GARDEN HYDRANGEA
- SHAMROCK INKBERRY
- DOUBLE KNOCK OUT ROSE
- DWARF GARDENIA
- STOKE'S DWF YAUPON
- MAIDEN GRASS
- PINK MUHLY GRASS
- FOERSTER'S REED GRASS
- CREEPING FIG
- BIG BLUE LIRIOPE
- PURPLE CONEFLOWER/ BLACK EYED SUSAN MIX
- STELLA D'ORO DAYLILY
- WHITE WHIRLING BUTTERFLIES GAURA
- WHITE DRIFT ROSE



CITY OF ALPHARETTA UTILITY LANDSCAPE NOTE

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CITY OF ALPHARETTA LANDSCAPE NOTES

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6. A MINIMUM 2"LAYER OF MULCH WILL BE REQUIRED FOR ALL EXISTING, NON SPECIMEN, LANDSCAPE TREES, INCLUDING STREET TREES AND PARKING LOT TREES. MULCH MUST BE APPLIED PRIOR TO START OF CONSTRUCTION. MULCH SHALL NOT BE PLACED DIRECTLY AGAINST TREE TRUNKS.
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8. ALL NEWLY PLANTED TREES SHALL HAVE VISIBLE ROOT FLARES AT FINISHED GRADE. NO CIRCLING ROOTS SHALL BE ALLOWED ON PLANTED TREES. THE UPPER TWO RINGS OF THE WIRE BASKET, ALL BURLAP, AND STRAPPING MUST BE CUT AND REMOVED PRIOR TO BACKFILL.
9. PLANT SIZES (CALIPER AND HEIGHT) MUST MATCH THE SIZES SHOWN ON THE PLANS. PLANTS THAT DO NOT MEET THESE MINIMUMS WILL NOT BE ACCEPTED. E.G. 3 INCH CALIPER TREES MUST BE 3 INCHES OR LARGER. PLANT HEIGHT MEASUREMENT IS TAKEN AT THE TOP OF THE MAIN BODY OF THE PLANT AND NOT AT THE TIP OF THE TOPMOST GROWTH.
10. ALL NEWLY PLANTED TREES SHALL BE EQUIVALENT IN QUALITY TO A FLORIDA #1 GRADE OR BETTER. ALL TREES OF LESSER QUALITY SHALL BE REJECTED BY THE CITY ARBORIST.
11. WATERING BAGS OR A DRIP IRRIGATION SYSTEM MUST BE PROVIDED FOR ALL TREES PRIOR TO ISSUANCE OF THE CERTIFICATE OF OCCUPANCY.
12. WHEN WATERING BAGS ARE USED MANUFACTURERS RECOMMENDATIONS MUST BE FOLLOWED FOR PROPER SIZING AND WATERING SCHEDULES. BAGS WILL BE FILLED WEEKLY BY OWNER AND DURING DROUGHTS FOR A MINIMUM OF 18 MONTHS AFTER INSTALLATION.
13. NO TRENCHING ALLOWED IN TREE SAVE AREAS- INCLUDING IRRIGATION.
14. TREE PIT DRAINAGE TESTING IS REQUIRED WHEN TREES ARE PLANTED IN PARKING LOT ISLANDS, SIDEWALK TREE PITS, ROADWAY MEDIANS, OR SIMILAR LOCATIONS. PLEASE REFER TO CITY DETAILS REGARDING PLANTING PIT OR LANDSCAPE ISLAND CONSTRUCTION. FILL EACH PIT WITH WATER. IF PERCOLATION IS LESS THAN 100% WITHIN A PERIOD OF 12 HOURS, USE AN AUGER TO DRILL A 10"INCH HOLE TO A DEPTH OF FOUR FEET BELOW THE BOTTOM OF THE PIT. FILL AUGER HOLE WITH DRAINAGE GRAVEL AND COVER WITH A SOIL SEPARATOR. RETEST PIT. IF DRAINAGE IS STILL UNSATISFACTORY, CITY ARBORIST AND/OR PROJECT ARBORIST MUST BE NOTIFIED IN WRITING OF THE LOCATIONS WITH UNSATISFACTORY DRAINAGE SO THAT A SOLUTION CAN BE ARRIVED AT BEFORE PLANTING. ALL TESTING RESULTS MUST BE PROVIDED TO THE CITY ARBORIST.
15. ALL BUFFERS SHALL BE REPLANTED WHERE SPARSE OR AS DIRECTED BY THE CITY OF ALPHARETTA IN ORDER TO CREATE A YEAR ROUND OPAQUE SCREEN WITHIN 2 YEARS OF CONSTRUCTION. THIS MAY BE IN ADDITION TO WHAT IS SHOWN ON THE APPROVED LANDSCAPE PLAN.
16. ALL TREE ANCHORING DEVICES SHALL BE REMOVED FROM TREE AFTER ONE COMPLETE GROWING SEASON OR ONE YEAR AFTER PLANTING, WHICHEVER IS GREATER.
17. PROPERTY OWNER SHALL BE RESPONSIBLE FOR THE CARE AND MAINTENANCE OF THE TREES AND LANDSCAPING THAT FRONT THEIR PROPERTY WITHIN THE ROW.
18. ALL LANDSCAPE CONTRACTORS ARE REQUIRED TO ATTEND THE CITY OF ALPHARETTA PRE-CONSTRUCTION CLASS PRIOR TO STARTING WORK ON ANY PROJECT. PLEASE CONTACT (678)297-6200 FOR INFORMATION AND TO RESERVE A SPOT.

NORTH

40 0 40 80

Scale 1" = 40'

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OVERALL LANDSCAPE PLAN

STONEWOOD VILLAGE

NORTH MAIN STREET,
ALPHARETTA, GEORGIA 30004

NO.	REVISIONS	DATE

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PROJECT NO: 25-5175
CIVIL DRAWN BY: SLR
CIVIL DESIGNED BY: SLR
LANDSCAPE DRAWN BY: NGH
LANDSCAPE DESIGNED BY: NGH / JPS
CHECKED BY:
DATE - 02/28/2025

SHEET
L4.0

CITY OF ALPHARETTA LANDSCAPE NOTES

1. THE CITY ARBORIST MUST INSPECT THE SITE BEFORE INSTALLATION OF EROSION CONTROL MEASURES. LAND DISTURBANCE WITHOUT A SITE INSPECTION AND APPROVAL BY THE CITY ARBORIST WILL RESULT IN A "STOP–WORK ORDER" AND FINES.
2. IF TREE SURVEY INACCURACIES ARE FOUND ON–SITE, A STOP WORK ORDER WILL BE ISSUED UNTIL REVISED PLANS ARE APPROVED AND PROCESSED BASED ON ACCURATE INFORMATION.
3. THE CITY ARBORIST MUST INSPECT AND APPROVE THE SITE BEFORE THE ISSUANCE OF A CERTIFICATE OF OCCUPANCY.
4. TREES AGREED UPON TO BE SAVED ARE THE RESPONSIBILITY OF THE OWNER.
5. A 4"LAYER OF MULCH WILL BE REQUIRED FOR THE CRZ OF SPECIMEN TREES. MULCH MUST BE APPLIED PRIOR TO START OF CONSTRUCTION. MULCH SHALL NOT BE PLACED DIRECTLY AGAINST TREE TRUNKS.
6. A MINIMUM 2"LAYER OF MULCH WILL BE REQUIRED FOR ALL EXISTING, NON SPECIMEN, LANDSCAPE TREES, INCLUDING STREET TREES AND PARKING LOT TREES. MULCH MUST BE APPLIED PRIOR TO START OF CONSTRUCTION. MULCH SHALL NOT BE PLACED DIRECTLY AGAINST TREE TRUNKS.
7. ALL MULCH MUST BE ORGANIC MULCH CONSISTING OF WOOD CHIPS, SHREDDED BARK, PINE NEEDLES, OR SIMILAR. SYNTHETIC MULCH IS NOT APPROVED FOR USE BY THE CITY ARBORIST.
8. ALL NEWLY PLANTED TREES SHALL HAVE VISIBLE ROOT FLARES AT FINISHED GRADE. NO CIRCLING ROOTS SHALL BE ALLOWED ON PLANTED TREES. THE UPPER TWO RINGS OF THE WIRE BASKET, ALL BURLAP, AND STRAPPING MUST BE CUT AND REMOVED PRIOR TO BACKFILL.
9. PLANT SIZES (CALIPER AND HEIGHT) MUST MATCH THE SIZES SHOWN ON THE PLANS. PLANTS THAT DO NOT MEET THESE MINIMUMS WILL NOT BE ACCEPTED. E.G. 3 INCH CALIPER TREES MUST BE 3 INCHES OR LARGER. PLANT HEIGHT MEASUREMENT IS TAKEN AT THE TOP OF THE MAIN BODY OF THE PLANT AND NOT AT THE TIP OF THE TOPMOST GROWTH.
10. ALL NEWLY PLANTED TREES SHALL BE EQUIVALENT IN QUALITY TO A FLORIDA #1 GRADE OR BETTER. ALL TREES OF LESSER QUALITY SHALL BE REJECTED BY THE CITY ARBORIST.
11. WATERING BAGS OR A DRIP IRRIGATION SYSTEM MUST BE PROVIDED FOR ALL TREES PRIOR TO ISSUANCE OF THE CERTIFICATE OF OCCUPANCY.
12. WHEN WATERING BAGS ARE USED MANUFACTURERS RECOMMENDATIONS MUST BE FOLLOWED FOR PROPER SIZING AND WATERING SCHEDULES. BAGS WILL BE FILLED WEEKLY BY OWNER AND DURING DROUGHTS FOR A MINIMUM OF 18 MONTHS AFTER INSTALLATION.
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14. TREE PIT DRAINAGE TESTING IS REQUIRED WHEN TREES ARE PLANTED IN PARKING LOT ISLANDS, SIDEWALK TREE PITS, ROADWAY MEDIANS, OR SIMILAR LOCATIONS. PLEASE REFER TO CITY DETAILS REGARDING PLANTING PIT OR LANDSCAPE ISLAND CONSTRUCTION. FILL EACH PIT WITH WATER. IF PERCOLATION IS LESS THAN 100% WITHIN A PERIOD OF 12 HOURS, USE AN AUGER TO DRILL A 10"INCH HOLE TO A DEPTH OF FOUR FEET BELOW THE BOTTOM OF THE PIT. FILL AUGER HOLE WITH DRAINAGE GRAVEL AND COVER WITH A SOIL SEPARATOR. RETEST PIT. IF DRAINAGE IS STILL UNSATISFACTORY, CITY ARBORIST AND/OR PROJECT ARBORIST MUST BE NOTIFIED IN WRITING OF THE LOCATIONS WITH UNSATISFACTORY DRAINAGE SO THAT A SOLUTION CAN BE ARRIVED AT BEFORE PLANTING. ALL TESTING RESULTS MUST BE PROVIDED TO THE CITY ARBORIST.
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16. ALL TREE ANCHORING DEVICES SHALL BE REMOVED FROM TREE AFTER ONE COMPLETE GROWING SEASON OR ONE YEAR AFTER PLANTING, WHICHEVER IS GREATER.
17. PROPERTY OWNER SHALL BE RESPONSIBLE FOR THE CARE AND MAINTENANCE OF THE TREES AND LANDSCAPING THAT FRONT THEIR PROPERTY WITHIN THE ROW.
18. ALL LANDSCAPE CONTRACTORS ARE REQUIRED TO ATTEND THE CITY OF ALPHARETTA PRE–CONSTRUCTION CLASS PRIOR TO STARTING WORK ON ANY PROJECT. PLEASE CONTACT (678)297–6200 FOR INFORMATION AND TO RESERVE A SPOT.

IRRIGATION NOTES

1. IRRIGATION IS TO BE DONE BY THE LANDSCAPE CONTRACTOR AS A DESIGN BUILD SCOPE USING THE FOLLOWING PARAMETERS.
2. TURF, SHRUB AND SEASONAL COLOR ARE TO BE ON SEPARATE ZONES.
3. ALL ZONES MUST HAVE COMPLETE COVERAGE WITH 100% OVERLAP OF HEAD SPRAY.
4. ALL SLEEVING WILL BE THE RESPONSIBILITY OF THE LANDSCAPE CONTRACTOR AND MUST BE COORDINATED WITH THE GENERAL CONTRACTOR.
5. THE IRRIGATION CLOCK IS TO BE MOUNTED INSIDE THE BUILDING AS DIRECTED BY THE OWNER.
6. THE IRRIGATION SYSTEM WILL BE CONNECTED TO THE IRRIGATION METER LOCATED NEAR THE WATER VAULT. (SEE UTILITY PLAN FOR SPECIFIC LOCATION)
7. AN ACCURATE AS–BUILT MYLAR DRAWING SHALL BE PROVIDED TO THE OWNER FOR THEIR RECORDS AS WELL AS ALL MANUFACTURERS OWNERS MANUALS FOR THE INSTALLED COMPONENTS.
8. ALL IRRIGATION IS TO BE RAINBIRD OR EQUIVALENT. ANY ALTERNATE MANUFACTURERS MUST BE APPROVED IN WRITING BY THE LANDSCAPE ARCHITECT.
9. IRRIGATION SYSTEM SHALL BE EQUIPPED WITH A RAIN SENSOR FOR AUTOMATIC SHUT OFF. LOCATION SHALL BE APPROVED BY LANDSCAPE ARCHITECT

CITY OF ALPHARETTA TREE SAVE NOTES

1. **IF THERE ARE ANY INCONSISTENCIES BETWEEN ANY ITEMS ON THESE PLANS THE MORE STRICT INTERPRETATION OF THOSE REQUIREMENTS SHALL BE FOLLOWED. PLEASE CONTACT THE CITY ARBORIST FOR ANY INTERPRETATION.**
2. **PRIOR TO THE TREE SAVE FENCE INSPECTION PROVIDE THE CITY ARBORIST WITH PROOF OF PRE–PAYMENT OF THE REQUIRED TREE CARE PLAN TO A REPUTABLE TREE CARE COMPANY.**
3. **TREE SAVE FENCE AND SIGNAGE FOR THE ENTIRE SITE MUST BE INSTALLED, INSPECTED, AND APPROVED PRIOR TO INSTALLATION OF EROSION CONTROL MEASURES. NO LAND DISTURBANCE OR DEMOLITION IS ALLOWED BEFORE THIS INSPECTION AND APPROVAL HAS OCCURRED.**
4. **THE CRZ OF SPECIMEN TREES PLUS ALL BUFFERS SHALL BE PROTECTED WITH WIRE–BACK TREE SAVE FENCING WITH METAL SUPPORT POSTS OR CHAIN LINK AND TREE SAVE SIGNAGE.**
5. **INSTALLATION OF THE TREE SAVE FENCE WILL INVOLVE NO TRENCHING.**
6. **ALL EXISTING TREES IDENTIFIED FOR PRESERVATION OR FOUND WITHIN TREE SAVE AREAS MUST BE FULLY PROTECTED DURING ALL PHASES OF THIS PROJECT.**
7. **ADDITIONAL TREES ALONG THE LIMITS OF DISTURBANCE WITH ENCROACHMENT INTO THE SRP AND DEEMED STRUCTURALLY UNSAFE BY THE CITY ARBORIST OR PROJECT ARBORIST MAY BE REQUIRED TO BE REMOVED PRIOR TO CO.**
8. **ALL ROOTS ENCOUNTERED 2" OR GREATER DURING GRADING OR EXCAVATING OPERATIONS SHALL BE CLEAN CUT UNDER THE DIRECTION OF AN ISA CERTIFIED ARBORIST.**
9. **ANY LIMBS OVERHANGING THE LOD THAT MAY BE RIPPED, TORN, OR DAMAGED DURING CONSTRUCTION SHALL BE PROPERLY PRUNED UNDER THE DIRECTION OF AN ISA CERTIFIED ARBORIST.**
10. **IT IS THE OWNER'S RESPONSIBILITY TO MAINTAIN THE VEGETATION AND REMOVE TRASH AND DEBRIS AROUND THE PERIMETER OF THE PROJECT, EVEN IF WITHIN THE PUBLIC ROW, IN ACCORDANCE WITH THE CITY OF ALPHARETTA PROPERTY MAINTENANCE CODES.**
11. **ALL APPROVED REVISIONS TO THE LOCATION OF THE TREE SAVE FENCE NEED TO BE COORDINATED WITH THE LAND DISTURBANCE INSPECTOR PRIOR TO RELOCATION.**

CITY OF ALPHARETTA UTILITY LANDSCAPE NOTE

ALL TREES MUST BE PLANTED OUTSIDE OF ANY UTILITY EASEMENTS, UNLESS APPROVED BY CITY ARBORIST OR UTILITY PROVIDER.

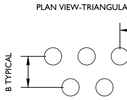
CITY OF ALPHARETTA DAM NOTE

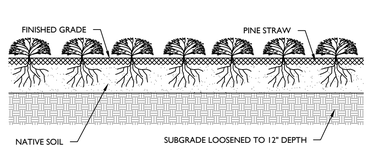
NO TREES SHALL BE PLANTED ON ANY AREA OF AN EARTHEN DAM OR EMBANKMENT.

MULCHING NOTE

ALL LANDSCAPE BEDS TO BE MULCHED WITH PINESTRAW (4" MINIMUM).

PLAN VIEW-TRIANGULAR SPACING



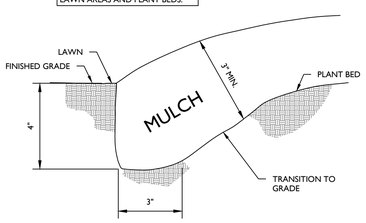


PLANT SPACING TABLE					
TRIANGULAR SPACING			RECTILINEAR SPACING		
A	B	NO. /SF	A	B	NO. /SF
6" OC	5.2"	4.61	4" OC	3.46"	9.0
8" OC	6.93"	2.60	6" OC	5.20"	4.0
10" OC	8.66"	1.66	8" OC	6.93"	2.25
12" OC	10.4"	1.15	9" OC	7.79"	1.78
15" OC	1.08'	0.74	10" OC	8.66"	1.44
18" OC	1.59'	0.51	12" OC	10.4"	1.0
2' OC	1.73'	0.29	15" OC	1.08'	0.64
2.5' OC	2.16'	0.19	16" OC	1.15'	0.56
3' OC	2.60'	0.13	18" OC	1.30'	0.45

GROUND COVER DETAIL

NOT TO SCALE

NOTE: TRENCH EDGER TO BE USED TO FORM A SEPERATION BETWEEN LAWN AREAS AND PLANT BEDS.

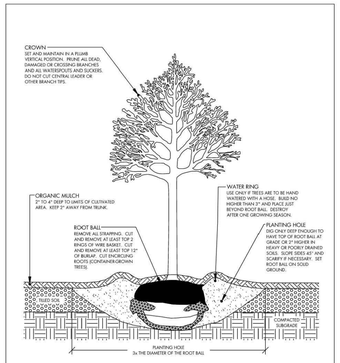


TRENCH EDGER DETAIL

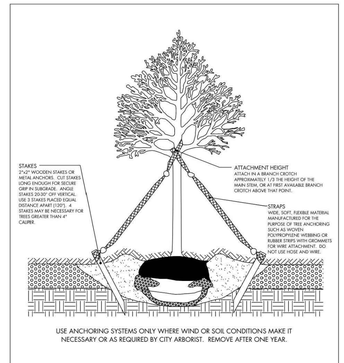
NOT TO SCALE

TYPICAL ISLAND BED SECTION

NOT TO SCALE

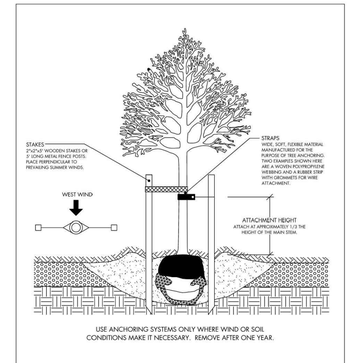


CITY OF ALPHARETTA GEORGIA	TREE PLANTING (TYPICAL SECTION)
BY REVISION DATE	08/01/2015
	STD. L-1



USE ANCHORING SYSTEMS ONLY WHERE WIND OR SOIL CONDITIONS MAKE IT NECESSARY OR AS REQUIRED BY CITY ARBORIST. REMOVE AFTER ONE YEAR.

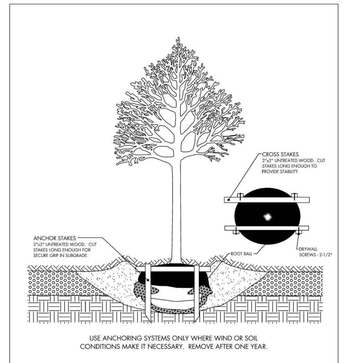
CITY OF ALPHARETTA GEORGIA	TREE ANCHORING - TYPE A (FOR TREES LARGER THAN 2 INCHES CALIPER)
BY REVISION DATE	08/01/2015
	STD. L-2



USE ANCHORING SYSTEMS ONLY WHERE WIND OR SOIL CONDITIONS MAKE IT NECESSARY. REMOVE AFTER ONE YEAR.

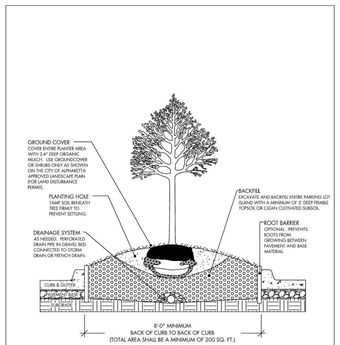
NOTE: THIS DETAIL MAY BE UTILIZED FOR TREES GREATER THAN 2 INCHES CALIPER WHICH ARE TO BE PLANTED IN BEAUTY STRIPS, SIDEWALK CUTOUTS, PLANTING PITS, AND SIMILAR LOCATIONS WHERE THERE IS NO ROOM FOR STRAPPING AS PER STD. L-2.

CITY OF ALPHARETTA GEORGIA	TREE ANCHORING - TYPE B (FOR TREES UP TO 2 INCHES CALIPER OR FOR TREES IN BEAUTY STRIPS, SIDEWALK CUTOUTS, PLANTING PITS, ETC.)
BY REVISION DATE	08/01/2015
	STD. L-3

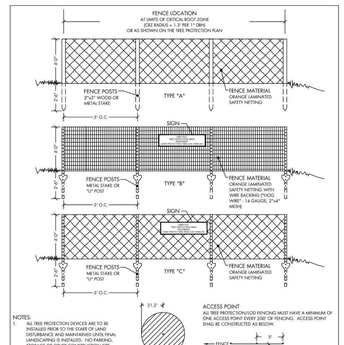


USE ANCHORING SYSTEMS ONLY WHERE WIND OR SOIL CONDITIONS MAKE IT NECESSARY. REMOVE AFTER ONE YEAR.

CITY OF ALPHARETTA GEORGIA	TREE ANCHORING - TYPE C (FOR CONTAINER GROWN TREES OR B&B TREES UP TO 2 INCHES CALIPER)
BY REVISION DATE	08/01/2015
	STD. L-4



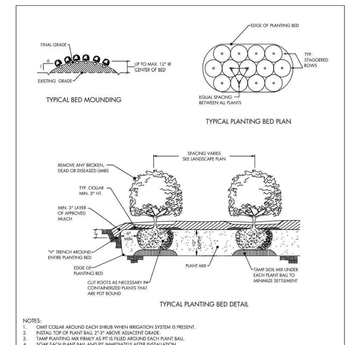
CITY OF ALPHARETTA GEORGIA	TREE PLANTING IN PARKING LOTS (TYPICAL SECTION)
BY REVISION DATE	08/01/2015
	STD. L-5



NOTES:
1. ALL TREE PROTECTION DEVICES ARE TO BE INSTALLED PRIOR TO THE START OF LAND DISTURBING ACTIVITIES, INCLUDING ANY SITE CLEARING, GRADING AND BACKFILL IMMEDIATELY FOLLOWING INSTALLATION. NO PARKING, STORAGE OR OTHER CONSTRUCTION SITE ACTIVITIES ARE TO OCCUR WITHIN THE TREE PROTECTION AREA.
2. APPLY 4" DEEP WOOD CHIP MULCH OVER ANY UNPROTECTED ROOT ZONE.
3. MAKE CLEAN CUTS ON ROOTS EXPOSED BY GRADING AND BACKFILL IMMEDIATELY. INSTALLATION SHALL INVOLVE NO TRENCHING.
4. SIGNS TO BE POSTED ON TREE PROTECTION FENCING. SIGNS TO BE A MINIMUM OF 80" x 11". SIGNS TO READ:

KEEP OUT
TREE PROTECTION AREA
PROHIBIDO
ZONA PROTECTORA PARA LOS ARBOLES

CITY OF ALPHARETTA GEORGIA	TREE PROTECTION / L.O.D. FENCING
BY REVISION DATE	08/01/2015
	STD. L-6



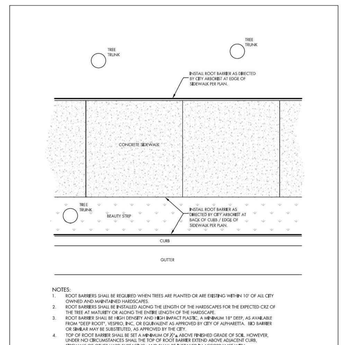
TYPICAL BED MOUNDING

TYPICAL PLANTING BED PLAN

TYPICAL PLANTING BED DETAIL

NOTES:
1. CHIEF COLLAR AROUND EACH SHRUB WHEN IRRIGATION SYSTEM IS PRESENT.
2. INSTALL TOP OF PLANT BALL 2"-3" ABOVE ADJACENT GRADE.
3. TAMP PLANTING MIX FIRMLY AS PIT IS FILLED AROUND EACH PLANT BALL.
4. SOAK EACH PLANT BALL AND PIT IMMEDIATELY AFTER INSTALLATION.

CITY OF ALPHARETTA GEORGIA	SHRUB PLANTING BED
BY REVISION DATE	08/01/2015
	STD. L-7



NOTES:
1. ROOT BARRIERS SHALL BE REQUIRED WHEN TREES ARE PLANTED OR ARE EXISTING WITHIN 10' OF ALL CITY OWNED AND MAINTAINED HARDSCAPES.
2. ROOT BARRIERS SHALL BE INSTALLED ALONG THE LENGTH OF THE HARDSCAPES FOR THE EXPECTED CRZ OF THE TREE AT MATURITY OR ALONG THE ENTIRE LENGTH OF THE HARDSCAPE.
3. ROOT BARRIER SHALL BE HIGH DENSITY AND HIGH IMPACT PLASTIC, A MINIMUM 18" DEEP, AS AVAILABLE FROM "DEEP ROOT", VERTRO, INC., OR EQUIVALENT AS APPROVED BY CITY OF ALPHARETTA. SEE BARRIER OR BARLAR MAY BE SUBSTITUTED, AS APPROVED BY THE CITY.
4. ROOT BARRIER SHALL BE INSTALLED AT THE PROPER FINISHED GRADE OF SOIL. HOWEVER, UNDER NO CIRCUMSTANCES SHALL THE TOP OF ROOT BARRIER EXTEND ABOVE ADJACENT CURB, SIDEWALK OR OTHER HARD SURFACING, AND SHALL BE INSTALLED IN ACCORDANCE WITH MANUFACTURER'S INSTRUCTIONS. FOLLOW PROPER MANUFACTURER'S INSTRUCTIONS.

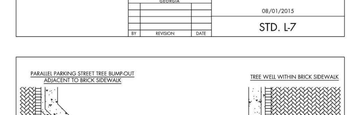
CITY OF ALPHARETTA GEORGIA	ROOT BARRIER DETAIL (FOR PUBLIC SIDEWALKS OR CURBING)
BY REVISION DATE	08/01/2015
	STD. L-8

NOTES:
1. WHERE ANY EXCEPTIONS RESULT IN A FENCE BEING CLOSER THAN TEN FEET (10'-0") TO A TREE TRUNK; PROTECT THE TRUNK WITH STRAPPED-ON PLANKING TO A HEIGHT OF EIGHT FEET (8'-0"), OR TO THE LIMITS OF LOWER BRANCHING, IN ADDITION TO THE REQUIRED ORANGE LAMINATE FENCING.
2. ANY ROOTS EXPOSED BY CONSTRUCTION ACTIVITY SHALL BE PRUNED FLUSH WITH THE SOIL. BACKFILL ROOT AREAS WITH GOOD QUALITY TOP SOIL AS SOON AS POSSIBLE. IF EXPOSED ROOT AREAS ARE NOT BACKFILLED WITHIN TWO (2) DAYS, COVER THEM WITH ORGANIC MATERIAL IN A MANNER WHICH REDUCES SOIL TEMPERATURE, AND MINIMIZES WATER LOSS DUE TO EVAPORATION.
3. PRIOR TO EXCAVATION OR GRADE CUTTING WITHIN TREE CRZ, MAKE A CLEAN CUT BETWEEN THE DISTURBED AND UNDISTURBED ROOT ZONES WITH A PRUNING SAW, DITCH WITCH OR SIMILAR EQUIPMENT, TO MINIMIZE DAMAGE TO REMAINING ROOTS.
4. TREES MOST HEAVILY IMPACTED BY CONSTRUCTION ACTIVITIES SHALL BE WATERED DEEPLY ONCE A WEEK DURING PERIODS OF HOT, DRY WEATHER.
5. SAND BAGS OR HAY BALES SHALL BE PLACED ON THE ROOT FLARES AND ANY EXPOSED STRUCTURAL ROOTS.
6. ALL EXPOSED, RIPPED, AND TORN ROOTS GREATER THAN ONE-HAT INCH (1.0") SHALL BE CLEAN CUT.
7. NO LANDSCAPE TOPSOIL DRESSING GREATER THE FOUR INCHES (4") SHALL BE PERMITTED WITHIN THE CRZ OF A TREE. NO SOIL IS PERMITTED ON THE ROOT FLARE OF ANY TREE.
8. PRUNING TO PROVIDE CLEARANCE FOR STRUCTURES, VEHICULAR TRAFFIC AND EQUIPMENT SHALL TAKE PLACE BEFORE CONSTRUCTION BEGINS.

CITY OF ALPHARETTA GEORGIA	TREE PROTECTION - WOOD SLATS
BY REVISION DATE	08/01/2015
	STD. L-9

NOTES:
1. INSTALLATION OF "CU STRUCTURAL SOIL" (OR APPROVED EQUAL) AND BRICK PAVING MUST BE UNDERTAKEN BY AN EXPERIENCED CONTRACTOR. THE CONTRACTOR MUST HAVE EXPERIENCE WORKING WITH THE SPECIFIED MATERIALS AND BE ABLE TO SHOW PROOF OF THIS EXPERIENCE. SAMPLES OF ALL MATERIALS MUST BE SUBMITTED AND BE APPROVED BY THE CITY. THIS WORK WILL BE SUPERVISED BY THE CITY OF ALPHARETTA.
2. IN AREAS NOT ADJACENT TO A TREE PLANTING AREA, THE "CU STRUCTURAL SOIL" (OR APPROVED EQUAL) EXTENDS TO THE BACK OF CURB.
3. LOCATE ALL UTILITIES PRIOR TO DIGGING TREE PITS. DO NOT SPRAY PAINT NEW PAVERS AND CONCRETE INDICATED TO REMAIN. IF AT ALL POSSIBLE WHEN LOCATING UTILITIES, NOTIFY ENGINEER OF ANY CONFLICTS WITH UTILITY LINES.
4. REFERENCE CITY OF ALPHARETTA LANDSCAPE DETAILS L1, L2, L3, L4 AND L8 FOR ADDITIONAL INFORMATION ON TREE PLANTING, ANCHORING AND ROOT BARRIER.

CITY OF ALPHARETTA GEORGIA	TREE WELL IN BRICK SIDEWALK (SECTION)
BY REVISION DATE	02/19/2016
GS ADDED ROTUNA HEADER CURB 06/07/2024	STD. L-10

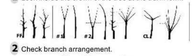


CITY OF ALPHARETTA GEORGIA	TREE WELL IN OR ADJACENT TO BRICK SIDEWALK (PLAN)
BY REVISION DATE	06/07/2024
	STD. L-11

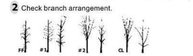
Tree Grading Cue Card

provided by Roots Plus Growers℠

1 Look inside the crown of the tree at the trunk flare.



2 Check branch arrangement.



3 Choose appropriate tree matrix type.

Type 1- spreading and rounded shapes,
ex. live oak, dogwood, black olive, gumbo limbo
Type 2- pyramidal shapes,
ex. river birch, bald cypress, cedar; pine
Type 3- columnar / upright shapes,
ex. East Palatka' holly, schefflera, Italian cypress
Type 4- vase shapes,
ex. crape-myrtle, buttonwood, ligustrum, redbud
Type 5- oval shapes,
ex. red maple, podocarpus, tabebuia, dahoon holly

Refer to the matrix tables in the Grades and Standards when necessary to determine proper root ball size, container size, crown spread, and height.

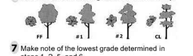
4 Measure the caliper of the trunk.

Trunk caliper is measured 6 inches from the ground on trees up to and including 4 inches in caliper, and 12 inches above the ground for larger trees. Diameter at 4½ feet (DBH) is not considered an appropriate measurement for nursery trees.

5 Grade the tree based on crown spread.

If the crown spread does not look proportional to the tree, use the matrix table you selected above along with the trunk caliper measurement to determine the crown spread for the tree. For this step select a grade based on crown spread only.

6 Grade the tree according to structural uniformity.



7 Make note of the lowest grade determined in steps 1, 2, 5, and 6.

8 Reduce grade determined in step 7 by one grade if any **one** of the following is true.

✓Tree with a trunk caliper >1" needs a stake to hold it upright.
✓The root ball or container is undersized *(consult tree matrix)*
✓B&B root ball is not properly pinned, tied or wired.
✓Tree is excessively root-bound.
✓Evidence of large roots growing out of container *(1/5 trunk diam)*
✓Crown is thin and sparsely foliated *(above for harvesting/time of year)*
✓More than 5% of branches have tip dieback.

9 Reduce grade determined in step 8 by one grade if **two** of the following are true.

*If only one is true, do not reduce the grade. However, if takes only **one** true statement to reduce a Florida Fancy to a Florida #1. If more than two of the following are true reduce the grade by two.*

✓Tree height is not in proper proportion *(consult tree matrix)*
✓Flush cuts were made when pruning branches from the trunk.
✓Branch stubs are left beyond the branch collar.
✓Open trunk wounds or other bark injury is evident.
✓Graft unions are not complete.
✓More than the lower 40% of the trunk is free of branches.
✓More than 5% of canopy is chlorotic/dyed & diseases damaged.
✓Most leaves are smaller than normal.
✓Multiple stems originate from the trunk and major branch.
✓Trunks and/or major branches are touching.

10 Tree is a cull if it has a root greater than 1/10th the diameter of the trunk circling around more than 1/3rd of the trunk in the top half of the root ball.

Important Grading Notes

GP Remember that grading a tree should be a quick process. Once you are familiar with the process it should only take a few seconds to grade a single tree.

GP When grading small maturing trees such as crape-myrtle, caltley guava, wax privet, yaupon holly, lignum-vitae, wax myrtle or other small-maturing trees skip steps 1, 2, and 4.

GP Trunks do not have to be straight to be a Florida Fancy or Florida #1. See drawings for Florida Fancy and Florida #1 in step one.

GP A trunk dogleg is defined as a significant 's'-shaped deformation in the trunk. This is illustrated in the figure to the right. *The angle 'A' can be no more than 30°. The distance 'B' can be no more than the trunk diameter.*

This tree grading cue card was provided to you courtesy of the Roots Plus Field Growers Association of Florida

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LANDSCAPE DETAILS

STONEWOOD
VILLAGE
NORTH MAIN STREET,
ALPHARETTA, GEORGIA 30004

NO.	REVISIONS	DATE

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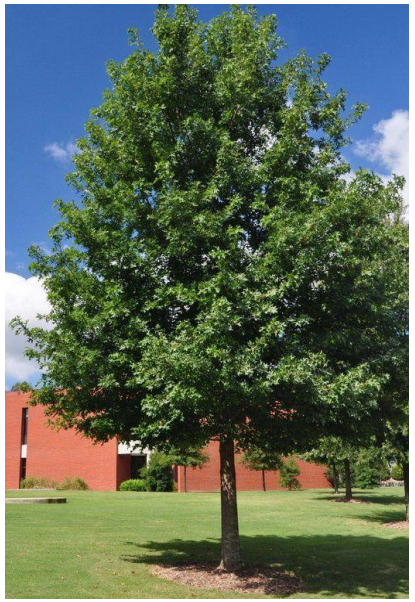
Princeton Elm



Nuttall Oak

Black Gum

Slender Silhouette Sweetgum

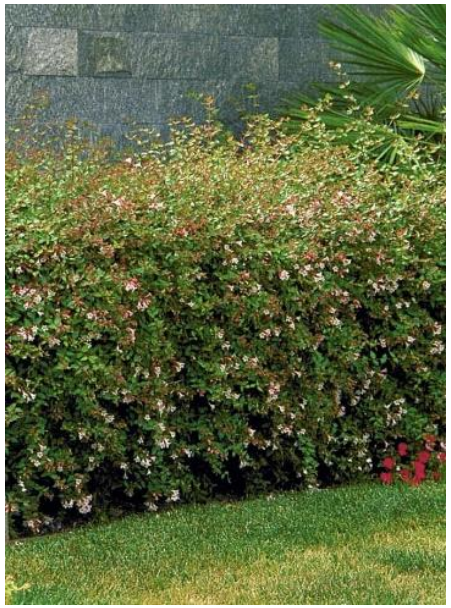
Stonewood Village Plant Palette – Trees

Nellie R. Stevens Holly

Emerald Arborvitae

Merlot Redbud

April Dawn Camellia



Glossy Abelia

Cerise Charm Fringe Flower

Oakleaf Hydrangea

Stonewood Village Plant Palette – Shrubs & Grasses

Vintage Jade Distylium

Dwarf Gardenia

Stoke's Dwf Yaupon Holly

Shamrock Inkberry

Endless Summer Hydrangea

Double Knockout Rose

Creeping Fig

Stonewood Village Plant Palette – Shrubs & Grasses

Foerster's Reed Grass

Pink Muhly Grass

Maiden Grass

Magnus Purple Coneflower

Black-Eyed Susan

White Drift Rose

Stonewood Village Plant Palette Imagery - Groundcover

Big Blue Liriope

Stella De Oro Daylily

White Whirling Butterflies

February 23, 2024

Windward Parkway & Highway 9

Strategic Master Plan

02.23.24 DRAFT

TRUENORTH400

THE CITY OF ALPHARETTA

MILTON EST 2006

The Cities of Milton and Alpharetta, in partnership with True North 400, conducted this strategic plan for the Windward Parkway and Highway 9 corridors. We thank the hundreds of residents, employees, and community leaders that participated in this process.

Project Leadership

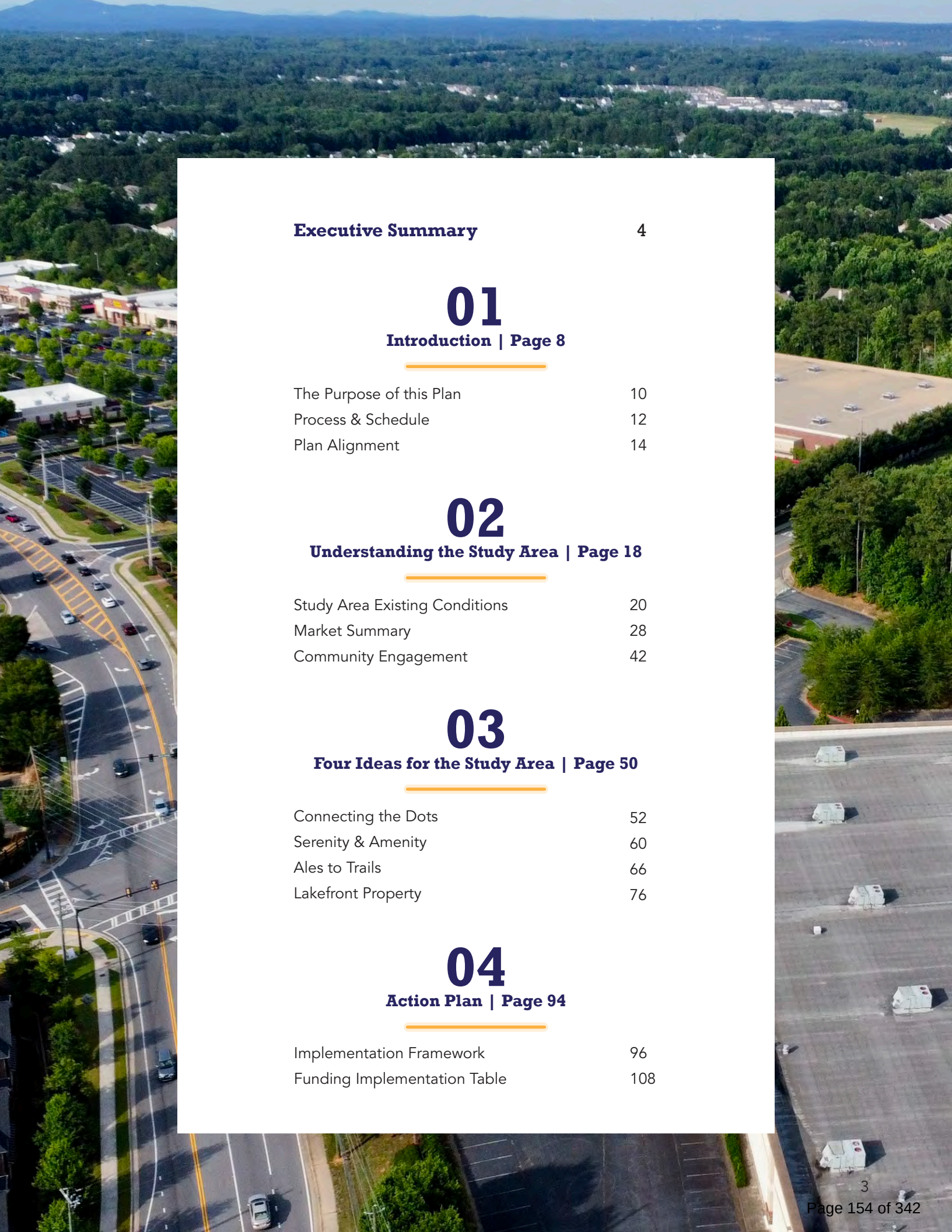
City of Milton
Anita Jupin, Economic Engagement Manager
Robert Dell-Ross, Engineering Project Manager
Emily Schnarre, Planner II
Shubhangi Jangam, Principal Planner
Robert Buscemi, Community Development Director
Sara Leaders, Public Works Director

City of Alpharetta
Kathi Cook, Community Development Director
Lance Morsell, Economic Development Manager
Michael Woodman, Planning & Dev. Services Manager
Nikisha Mistry, GIS Specialist/Special Projects Planner
Charlotte Christian, Economic Development Coordinator

True North 400
Brandon Beach, Executive Director
Kristin Rome Winzeler, Deputy Executive Director
Alex Battle, Program Coordinator

Project Management (Kimley-Horn)
Eric S. Bosman
Allison W. Galloway

MKSK DEVELOPMENTSTRATEGIES®



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Executive Summary

This plan identifies investments in mobility, transportation, green space, and placemaking to improve quality of life and economic competitiveness.

The Windward Parkway and Highway 9 Study Area is a 4.6 square mile area (2,944 acres) that includes portions of both the City of Alpharetta and the City of Milton. It is also within the service area of the True North 400, formerly known as the North Fulton Community Improvement District. This geographic area is a regional employment center that represents a significant portion of the commercial tax base for both cities and has contained a majority of each municipality's top employers over the last couple decades. Through the years, millions of square feet of service retail have been added, in addition to over 12,000 residences, making it a blend of homes, jobs, shopping, dining, and recreation.

With much of the Study Area developing during the 1990s and early 2000s, the area's form and function highly favors the automobile and the separation of different land uses. This has diminished some of this area's competitive advantage in recent years and resulted in extremely busy traffic for the district's workers and residents. As office vacancies within the Study area have risen in recent years, supporting retailers have also struggled, with the Covid-19 pandemic compounding and accelerating these impacts.

To best position this important area for future success, this 10-month planning process engaged hundreds of local voices. These included nearby residents, Study Area employees, key stakeholders within the district, and city staff and elected leadership. Through this engagement, five key takeaways emerged. These takeaways, representing hundreds of comments and ideas, oriented around improving mobility, increasing local authenticity, adding new parks and open spaces, considering the impact of major roadways, and improving the quality of the built environment and amenity offerings of large employers. **These five key takeaways became the foundation for four ideas for how the Study Area can take steps toward a well-positioned and vibrant future.**

How We Engaged

2 Community Meetings

1 Online Survey

90

Total people in attendance at two community meetings directed to Study Area residents

808

Total Responses to an Online Survey directed at Study Area Employees

4 Meetings with a Core Group of community leaders

Five Key Takeaways from our Engagement

Improving mobility is key to the success of the area.

The area lacks authentic and local experiences.

There is a need for additional parks and open spaces.

Major roadways divide as well as connect the district.

The quality of the built environment and amenities will influence working arrangements for large employers.

1 Connecting the Dots

Getting to and through the district

2 Serenity & Amenity

Drawn to the office

Connecting the Dots provides recommendations to transform the Study Area into a more walkable and bikeable area where users have an alternative to automobile travel. This idea does so through the following key projects:

- **Improving pedestrian connectivity** between the planned mixed-use Continuum development to the future MARTA BRT station.
- **Proposed roadway connections** as complete streets to alleviate the road system's reliance on major arterial roads.
- **Development of a robust multi-modal trail network** that allows for non-vehicular mobility throughout the district.
- **Creating new roadway and trail connections** between the future MARTA BRT station (and current park and ride station) and its surroundings, both through an extension of Dryden Road and through a multiuse path across GA 400 and along Old Morris Road.

Serenity and Amenity recognizes that attracting employees back into the offices is crucial to the Study Area's future. As a major employment hub for both cities, the Study Area had about half the daily workforce in 2022 that it did in 2019. This idea encourages public realm enhancements that encourage a return to office, including:

- **Adding recreational loop trails** along distinctive natural features in the Study Area.
- **Enhancing trail connectivity** by building pedestrian connections between business campuses and an expanded public trail network.
- **Creating trailhead parks** at business campuses with outdoor amenities and comforts.
- **Protecting natural resources and open space** for public use and recreation along Camp Creek and its tributaries.
- **Developing signature branding elements**, design guidelines, programming opportunities and messaging for a newly-minted Camp Creek Trail.
- **Create unique design features for Windward Parkway** from Highway 9 to Union Hill Road.

Ales to Trails is about creating distinctive places for people to come together. For the Windward/Highway 9 area, this concept of placemaking goes beyond banners and logos, and instead focuses on strategies to shape the perception of the Study Area, such as:

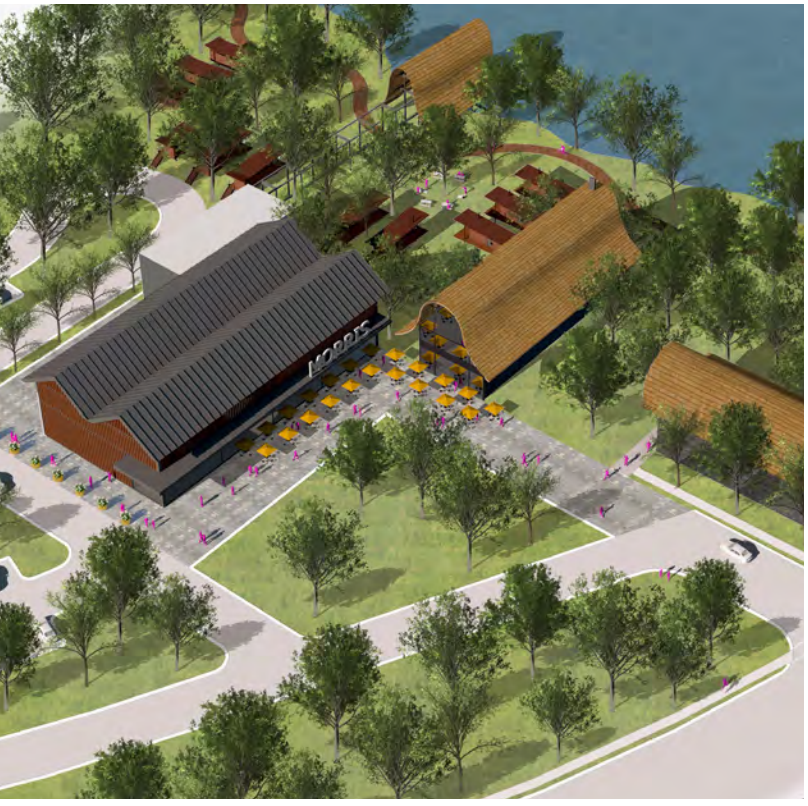
- A Social Campaign with strategies to share news, events, and economic development opportunities. This campaign would utilize a fresh social media presence to **reinforce the identity and brand of the Study Area** building visibility, recognition, and civic pride.
- An Experiential Campaign proposing **high quality programming and events** to bring Study Area residents, employees, and visitors together.
- A Place Campaign that reimagines two sites within the Study Area, each with beautiful nature, to create **distinctly authentic and local experiences** that add character and value to the areas around them. Both sites present unique venues that are not currently found in either city and have ease of access from nearby major employers and future redevelopment sites.

Lakefront Property builds off the notion of creating long term economic success for the Study Area through positioning its land use strategy to capture high-value future investments. This includes:

- **Strategies for re-imagining suburban office space** and developing an approach to how future growth can be accommodated.
- **An economic strategy** that matches the growth trajectories and visions of Alpharetta and Milton. This strategy starts by understanding market realities and creates a blueprint that property owners, business owners, and local government partners can use in future decision-making.

3 Ales to Trails

The local live/work/visit experience



4 Lakefront Property

A competitive niche for success

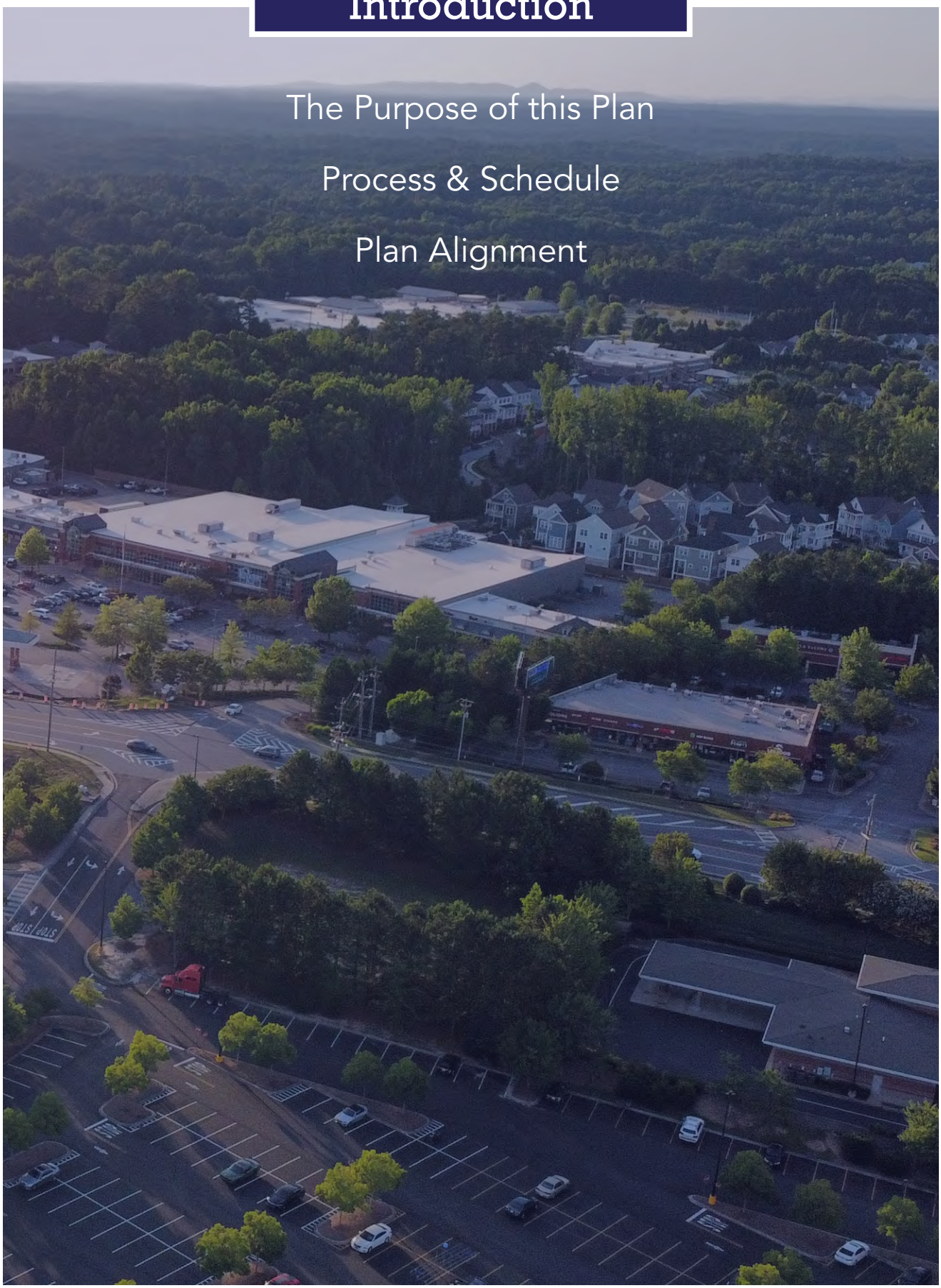
1

Introduction

The Purpose of this Plan

Process & Schedule

Plan Alignment



The Purpose of this Plan

Nationally recognized as vibrant economic centers with a high quality of life, the cities of Alpharetta and Milton are dynamic, destination-rich environments.

The Windward area sprung forth in the 1980's when Mobil Land Development began realizing a 3,400 acre planned development which included millions of square feet of office, clusters of retail and thousands of new housing units. Windward Parkway, on both sides of GA 400, benefited from the employment and housing boom that began in the late 1980's and early 1990's with many corporate headquarters opening along the corridor, taking advantage of the burgeoning fiber optic network and ample nearby housing. This led to significant amounts of supporting retail and restaurant offerings positioning themselves within the bustling employment center, one that contains a majority of both Alpharetta and Milton's largest employers.

Because most of the district's growth occurred before or immediately after 2000, much of the built environment in this district is at least 25 years old. Its form and function is highly auto-oriented, with standalone buildings separated by large surface parking lots, and with most of the movement within the area happening in cars along busy arterial roads. As new walkable centers and destinations emerge in the Metro Atlanta area, and the region invests in high frequency transit, suburban corridors like Windward Parkway and Highway 9 face growing pressure to respond to consumer demand and reinvent themselves into more walkable and connected districts. This is further emphasized by commercial vacancy rates within the district now reaching all-time highs, impacting the office market and by extension, the supporting retailers as well. These trends were evident even before 2020 but have been amplified by Covid-19 and its influence on working arrangements and appetites around corporate real estate.

From a residential perspective, much growth has occurred in the last three decades. A high-quality of life and proximity to jobs has led to over 12,000

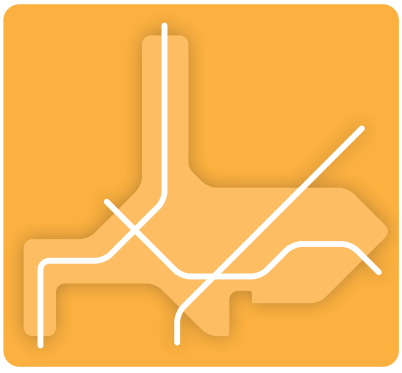
An updated approach to land use and transportation integration that re-imagines the area as a walkable, multimodal transit-supportive place.

Strategies for integrating the planned high-capacity transit station and providing first/last mile connectivity.

An updated market study to assist developers in gaining an understanding of the type, scale, design and location of desired development.

A branding strategy for the area that re-creates it as a destination and improves sense of place.

Strategies for economic development to support growth of the area and attract a talented and diverse workforce.



residents calling this planning area home. Proximity to daily conveniences and amenities within the North Metro area continues to reinforce this area as an attractive living option.

The Windward Parkway/Highway 9 Area Strategic Master Plan is an update to the 2012 Highway 9/ GA 400 Area Master Plan adopted by the cities of Alpharetta and Milton and is intended to serve as a 10-year plan update in accordance with the Atlanta Regional Commission's Livable Centers Initiative.

This plan seeks to balance the needs and desires of both residents and employees, while also accentuating its pivotal role in the economies of both Alpharetta and Milton. It also provides a blueprint for integrating transportation improvements, pedestrian mobility, linking key destinations, and thoughtfully positioning expected and potential growth.

Because the planning area stretches across two separate jurisdictions and essentially knits together their peripheries, there is great opportunity for collaboration and cohesiveness of vision for a space that has meant so much to the growth and attractiveness of the North Atlanta metro. Conversely, because the planning area covers two distinct municipalities, the plan's branding strategy allows each city to pursue unique, individualized branding within the larger context of a cohesive public realm. This can celebrate the distinctness of both communities, leveraging the strengths of each jurisdiction to improve an overall sense of place.

With fresh vision and strategic action provided by this master plan, the Windward Parkway/Highway 9 area will hopefully be equipped to build upon its solid foundation, moving into its next generation of regional influence and local prestige.

Process & Schedule

The 10-month planning process was divided into four tasks, and included two community meetings, an online survey, and a Core Group of community leaders.

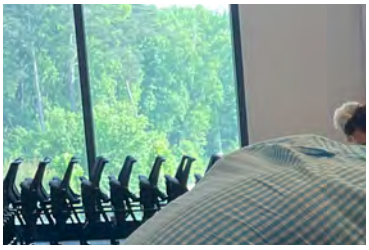
Led by True North 400, in partnership with the Cities of Alpharetta and Milton, this strategic plan was launched in March of 2023 and completed in early 2024. The planning team included the planning and design firm of MKSK in the lead consultant role, with Development Strategies leading the market analysis and strategy components of the plan.

Key representatives from both cities and True North 400 met biweekly with the consultant team as a Project Management Team (PMT). This group established a Core Group of community leaders, business representatives, and key landowners to steer the project's progress. This group met with the planning team on four occasions at key project milestones, providing feedback on recommendations and establishing the project's direction.

The first task of the process included kickoff meetings with the PMT and the Core Group, as well as an existing conditions analysis looking at the Study Area's infrastructure. This task also launched the plan's community engagement efforts, which included two community meetings directed at residents, and an online survey targeting the thousands of employees working in the Study Area.

The second task focused on a market analysis and strategy for the Study Area, establishing a baseline of existing economic conditions. The plan's main deliverables were developed in the third task of work, which included connectivity strategies, transportation recommendations, placemaking recommendations, and land use policies for growth. These components are summarized in four ideas for the Study Area later in this document.

The fourth and final task of work shared these four ideas with the community at a second meeting, and established an implementation strategy. The task completed with the documentation of this summary report, and its appendix materials.



Task 1
Existing Plan Assessment

- Project Kickoff
- Plan Alignment and Development Context
- Existing Conditions Analysis
- **Core Group Meeting 1**
- **Community Kickoff Meeting**

March - May

Task 2
Market Analysis

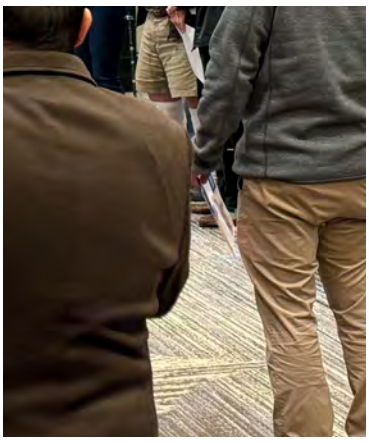
- Market Analysis
- Real Estate Analysis
- Economic Development Strategy
- True North 400 Board Review

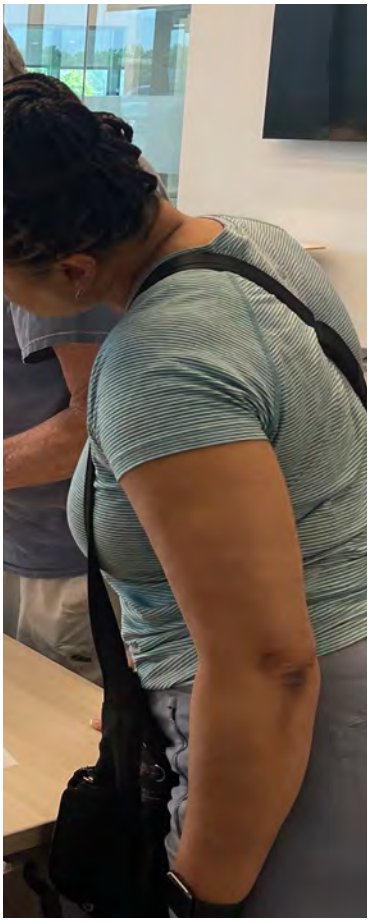
April - June

Task 3
Plan Development

- Opportunities Assessment
- **Core Group Meeting 2**
- Connectivity, Walkability and Mobility Improvements
- Placemaking and Branding Strategy
- Land Use Strategy and Redevelopment Sites
- **Core Group Meeting 3**

June - October





Task 4
Action Plan/ Implementation

- Implementation Action Plan
- **Community Meeting 2**
- **Core Group Meeting 4**
- True North 400 and City Work Sessions
- Report Documentation
- Final Plan Review
- Plan Review and Adoption

October - January

Plan Alignment

The Plan Alignment highlights previous plans, with attention given to those influencing the Study Area through policies, recommendations and strategic actions.

The Cities of Alpharetta and Milton, as well as True North 400, have a rich and lengthy history of community planning. Especially significant is the amount of recent planning work that has been undertaken in these respective communities and the jurisdictions that they serve. In total, a dozen plans were reviewed, which included eight plans that have been adopted since the start of 2020.

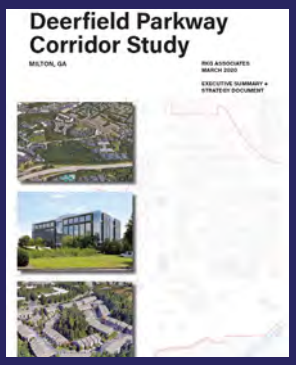
A foundational recommendation from prior planning efforts is the need for increased connectivity within the district. New street connections directly benefit vehicular travel by reducing dependence and congestion on the major arterial roadways in the district. Connectivity can also be increased through new additional trails and landscapes that allow for more seamless pedestrian connections to destinations such as workplaces, retail areas and MARTA. These principles are stated as priorities in the City of Alpharetta's 2040 Comprehensive Plan, the City of Milton's Strategic Plan (2021-2025) and Blueprint North Fulton III, completed by True North 400 (formerly known as NFCID) in 2021.

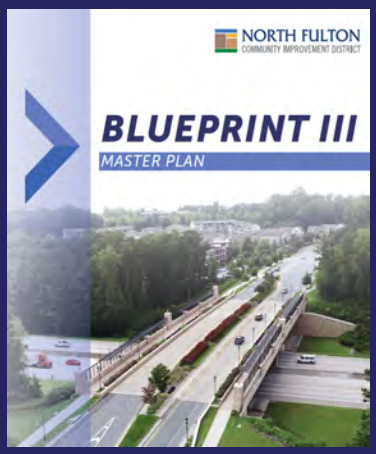
"Increased connectivity benefits all modes of travel by reducing congestion and providing route alternatives"

Hwy 9/Ga 400 Master Plan (2012)

"Superblocks and cul-de -sacs create congestion on adjacent corridors, and result in a scale that is less comfortable for pedestrians. Whenever possible, connect streets through developments"

Hwy 9/Ga 400 Master Plan (2012)



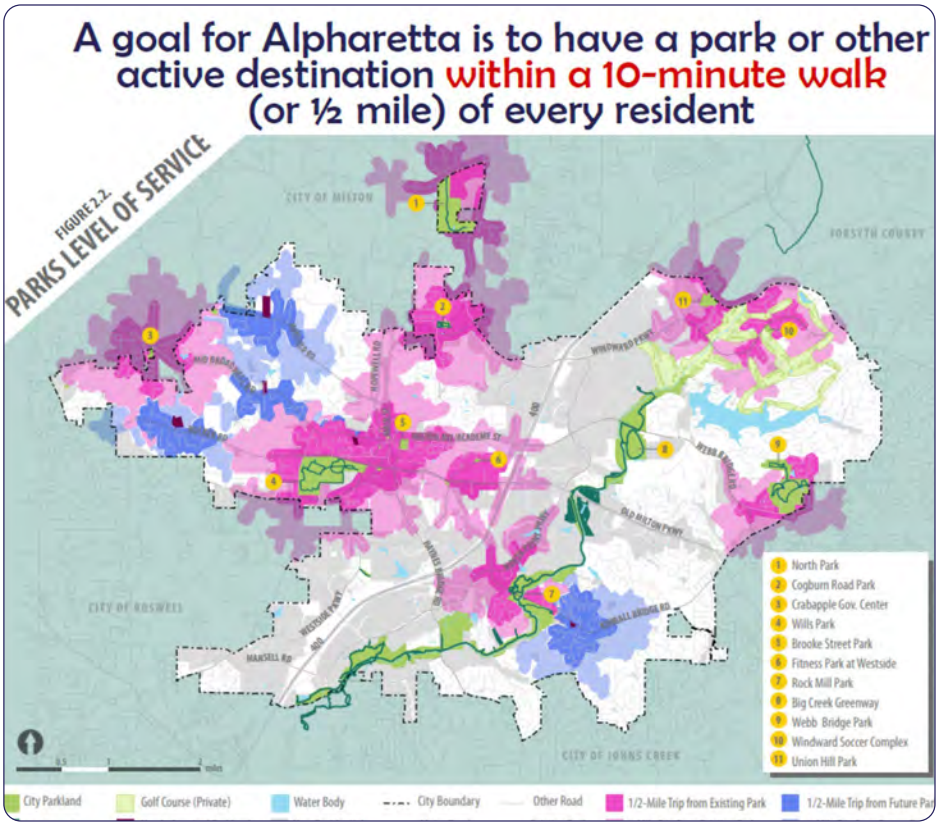


Plans Reviewed by Planning Team

- Milton 2040 Comprehensive Plan (2021)
- Alpharetta 2040 Comprehensive Plan (2021)
- Blueprint III Master Plan - NFCID (2021)
- Highway 9/GA 400 Master Plan LCI (2012)
- Deerfield Parkway Corridor Study (2020)
- Milton Community Trail Prioritization Plan (2020)
- South Main LCI Study (2023)
- Highway 9 Vision Plan (2014)
- Milton Comprehensive Transportation Plan (2016)
- Milton Strategic Plan (2021)
- Recreation and Parks Master Plan (both Cities)
- Continuum [Development Plan] (2022)

"By 2025, Increase the number of families connected to businesses, and activity nodes via a continuous network of trails"

Milton Strategic Plan (2021-2025)



"Continue to add to the City's open space inventory and provide trail connections between parks and where people live and work"

Alpharetta 2040 Comprehensive Plan

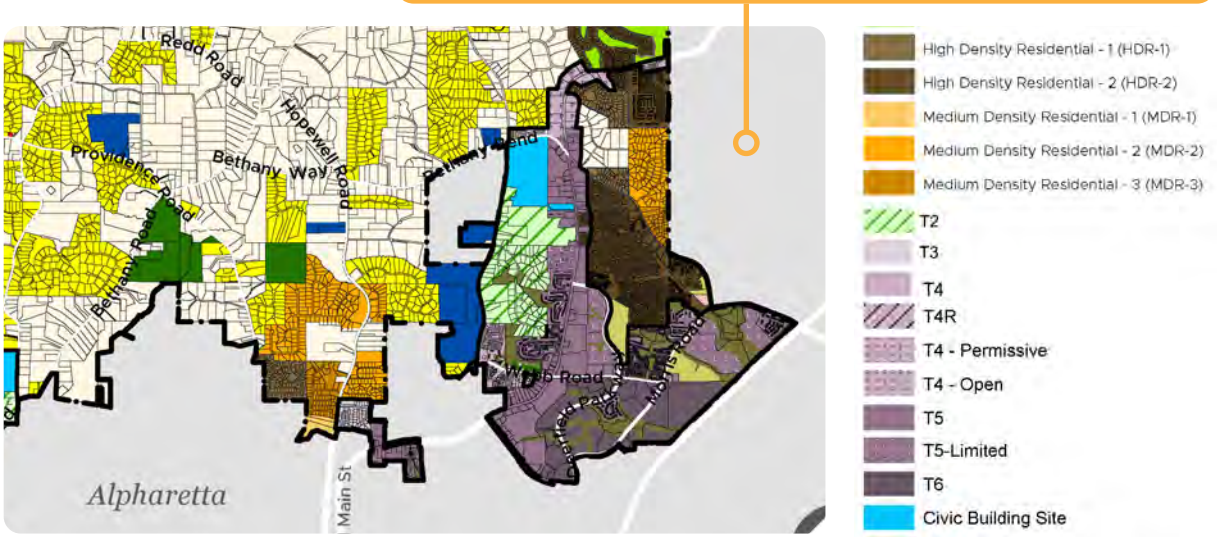
One way the cities of Alpharetta and Milton offer a high quality of life to their residents is through the provision of and access to parks and open space. Milton's Comprehensive Parks and Recreation Master Plan notes that additional Parks and Open Space is needed by 2030, with the biggest need being for neighborhood parks (between 5-15 acres). It also recommends a level of service of 12.5 acres of park/open space for each 1,000 residents, with attention given to acquisition and provision of new park/open space facilities in underserved areas of the City. (Milton's portion of the Study Area contains 10,667 people and 1.2 acres of public park space - or 0.1 acres per 1,000 people). The City of Alpharetta has a stated goal (Parks and Recreation Master Plan) of having a park within a 10-minute walk of every resident. Blueprint III Master Plan recommends the incorporation of green spaces/green amenities through greyfield redevelopment/parking lot infill.

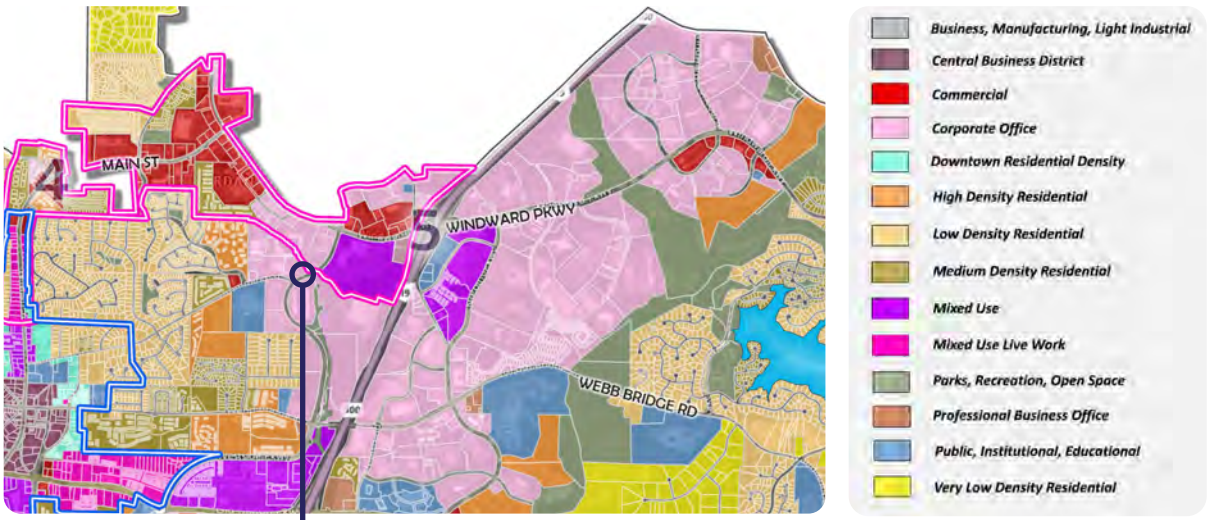
The importance of an expanded trail network has garnered a lot of attention in recent planning efforts. Blueprint Master Plan III highlights how they can play a valuable role in last mile connectivity for commuters. The City of Alpharetta's comprehensive plan recommends the promotion of a system of trails and targeted efforts to provide safe and convenient alternative (non-vehicular) transportation improvements. The City of Milton's 2025 Strategic Plan identifies the need to increase the number of families who can connect to businesses and activity nodes via a continuous network of trails. Milton's Comprehensive Plan also mentions new trails can help preserve the rural feel of Milton, while also connecting to larger regional multi-modal networks. It's worth noting that trails hold a unique role in positively influencing the other key themes from the Plan Alignment. Trails offer increased connectivity, they add value to nearby properties and they often connect to larger community greenspaces.

Another major takeaway from the Plan Alignment is a recognition of the inherent land use value within the Study Area, particularly with respect to how it's positioned in the future. Alpharetta's 2040 Comprehensive Plan notes the most intense development in the City happens along the GA 400 spine, with that trend expected to continue. Properties along the GA 400 corridor contain the greatest potential in the City for major change. The City of Milton's 2040 Comprehensive Plan highlights the Deerfield District (which is within the Study Area) as one of the city's three main cores. The Deerfield Parkway Corridor Study (2020) notes that this district represents the largest collection of properties upon which commercial development is allowed, and a clear vision for the area can be instrumental in engaging owners with key properties within the district.

"Enhance the commercial tax base with businesses that fit into a cohesive, community driven vision"

Milton Strategic Plan (2021-2025)





"The area is envisioned to evolve as a more compact, walkable mixed-use and office/commercial corridor."

Alpharetta 2040 Comprehensive Plan

2

Understanding the Study Area

Study Area Existing Conditions

Market Summary

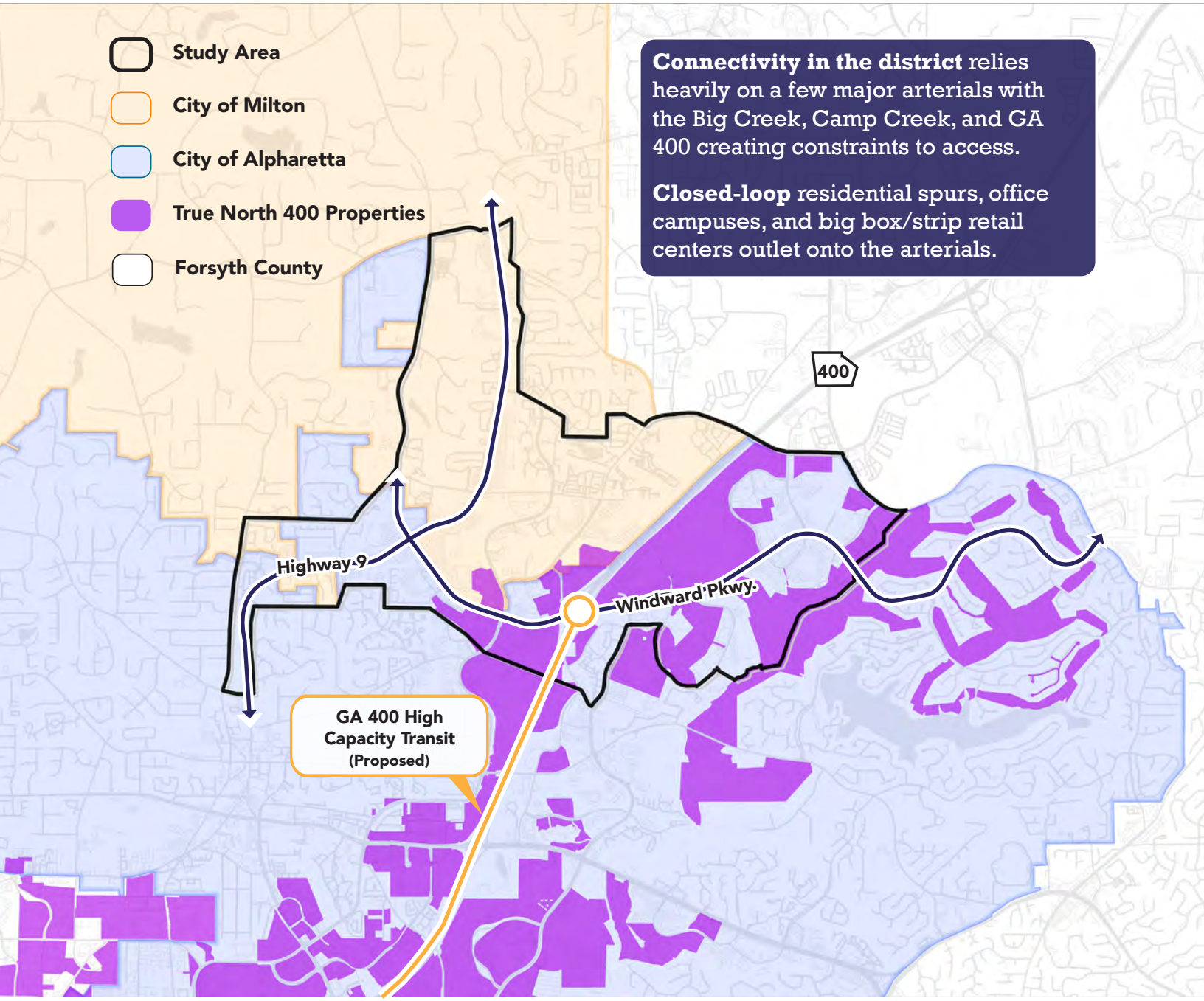
Community Engagement

Study Area Existing Conditions

The Windward Parkway and Highway 9 Study Area is a major regional residential and employment hub. This section highlights its key existing conditions.

The Windward and Highway 9 Study Area is 2,944 acres or 4.6 square miles, which is approximately the same size as the City of Decatur, Georgia. The district is bounded to the east by Big Creek, to the north by McGinnis Ferry Road (Forsyth County) and Bethany Bend Road, to the west by Cogburn and Hopewell Roads, with the southern extent being just south of Highway 9 and Windward Parkway. Key north-south thoroughfares are GA 400 and Highway 9, with Windward Parkway acting as the principle east-west connection through the district. Together Windward Parkway and Highway 9 combine to make up over 6.5 miles of corridor through the Study Area, with most smaller roads connecting into these two main corridors. Webb Road, Morris Road, Deerfield Parkway, Windward Concourse and Union Hill Road are collector streets that support navigation through the Study Area.

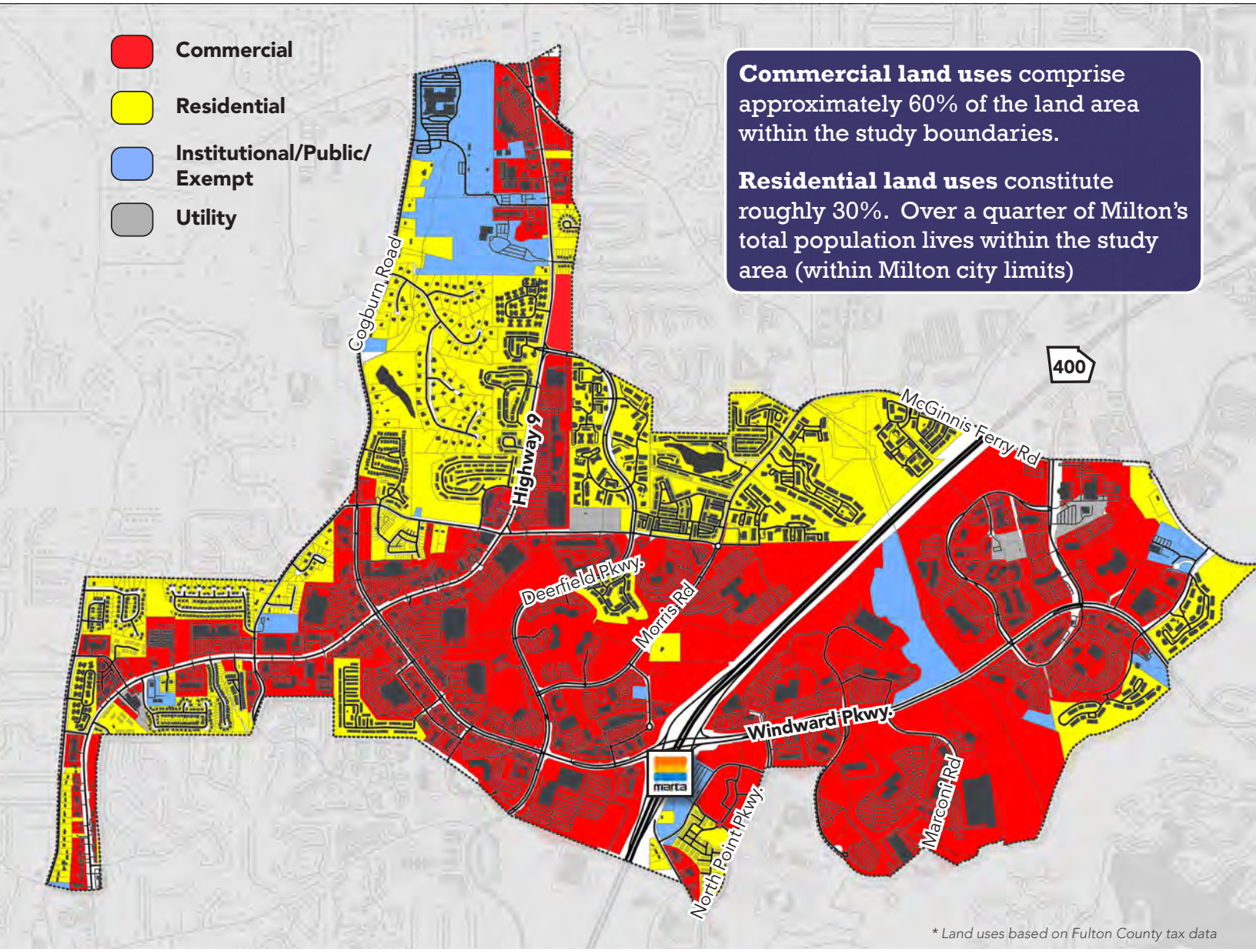
North Park is adjacent to but just outside the Study Area to the Northwest. Cogburn Park, Union Hill Park and Freedom Park are public park spaces within the Study Area. About 2.5 miles of the Big Creek Greenway exists within the Study Area, with trailheads at Marconi Drive and Union Hill Park. Camp Creek and its associated floodplain is a major hydrological feature, flowing from northwest to southeast through the district, with several smaller tributaries feeding into it. Camp Creek connects with Big Creek about a half mile south of Windward Parkway at Windward Plaza.



City of Milton

City of Alpharetta

True North 400 Properties



Commercial land use comprises approximately 60% of the land area within the study area. East of GA 400 this is primarily large corporate office campuses. West of GA 400 it is a mixture of office stock, big-box retail and service retail. The northern end of the study area is primarily institutional with the presence of Cambridge High School and Stonecreek Church. There is only about 12 acres of designated public park space within the entirety of the Study Area (Not including the 2.5 miles of Big Creek Greenway,) representing less than 1% of the total area of the district.

Though occupying less than 5.7% of the City of Milton's total land area, the study area is home to a third of the City's 14,941 housing units.

City of Milton
Excluding their portion of LCI Study Area

37
Square Miles

9,884
Housing Units

30,629
Population (2022)

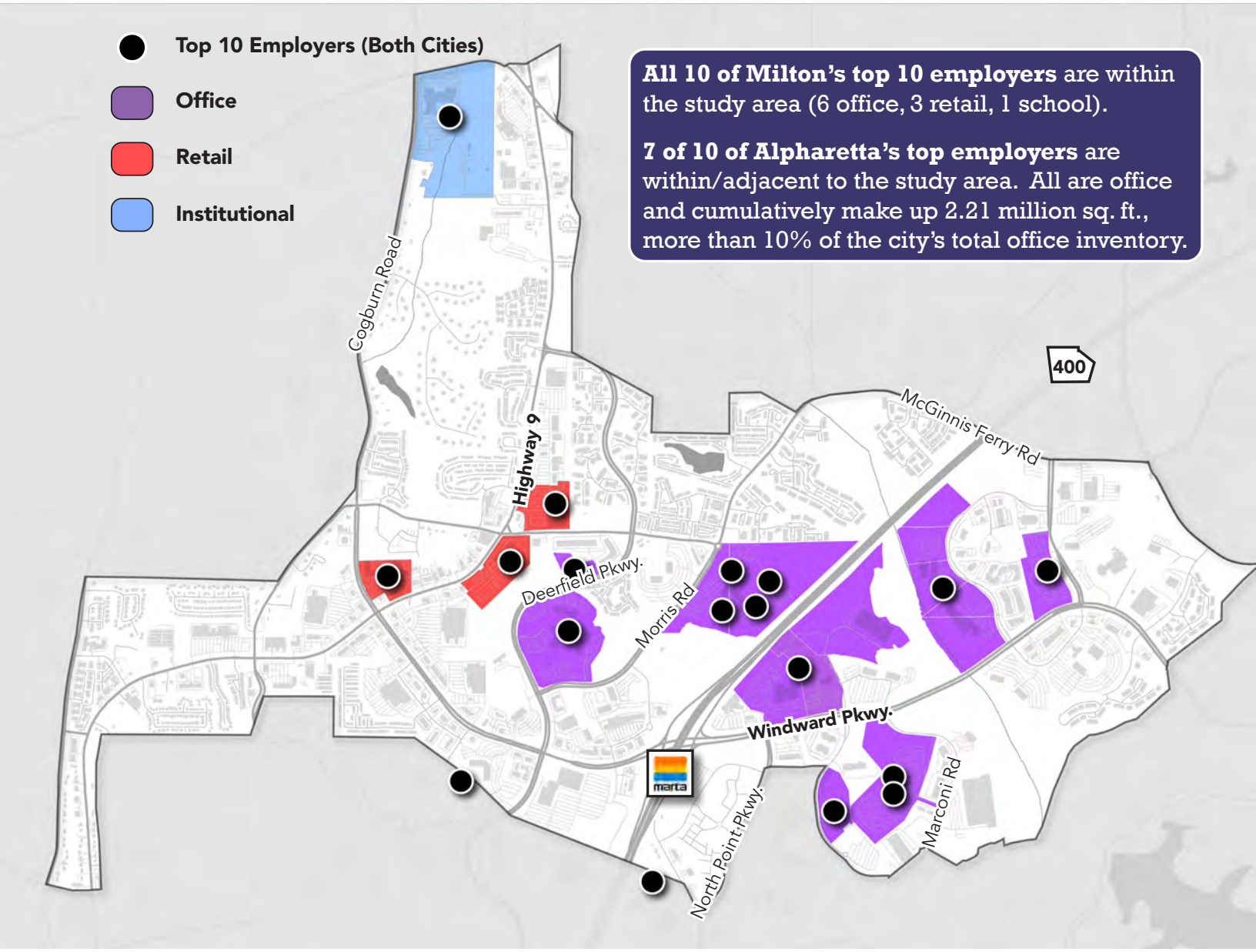
City of Milton
Including only their portion of LCI Study Area

2.1 (5.7%)
Square Miles

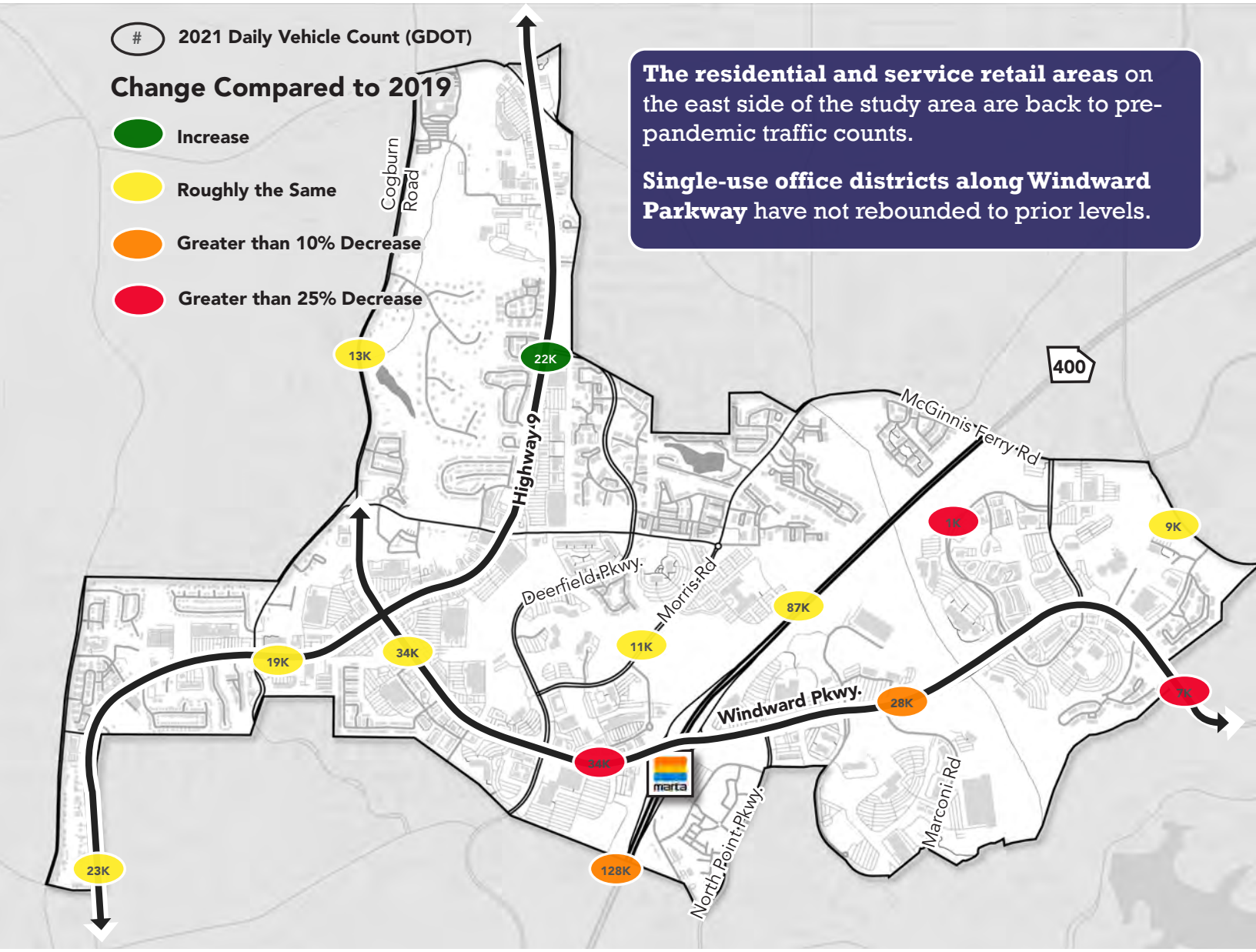
5,057 (34%)
Housing Units

10,667 (26%)
Population (2022)

About 30% of the Study Area is dedicated to residential land use, totaling just under 6,000 housing units and a population of 12,657 residents. Most of this housing is concentrated just north of Webb Road, with single family detached accounting for 13%, townhomes accounting for 28%, and multifamily making up the remaining 59%. Over 5,000 of the housing units in the Study Area are within the City of Milton, representing approximately 1/3 of the City's entire housing stock (by unit) and 26% of its total population (per 2020 Census).



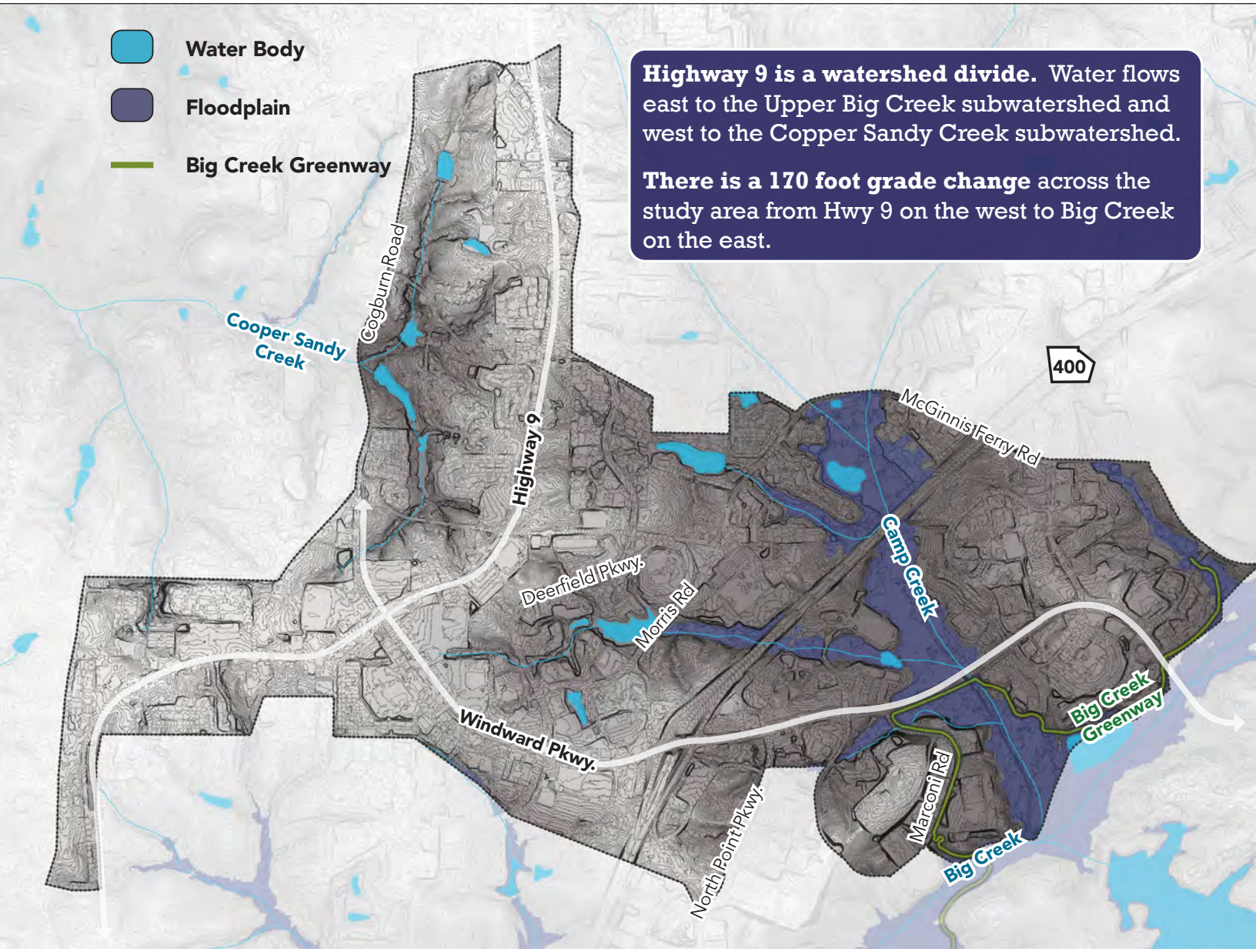
There are over 1,000 businesses within the Study Area according to employment data from ESRI Business Analyst. Top Employer data from the Cities of Alpharetta and Milton for 2021 found that all 10 of Milton's top 10 employers are within the Study Area. Seven of 10 of Alpharetta's top employers are within or immediately adjacent to the Study Area. All seven of these are large office tenants whose leases cumulatively make up 2.2 million square feet. ESRI's Business Analyst reports a pre-covid daytime population estimate for the district was 35,000 people, with more than 20,000 of those being workers who commute in. Recent numbers indicate that there are closer to 10,000 people coming to work within the district daily (Placer AI). Even with the drop in employee population within the district, the Study Area still represents one of the larger employment centers within the greater Metro Area.



Traffic Counts within the Study Area unsurprisingly find their greatest concentration along Windward Parkway around the GA 400 corridor, particularly between GA 400 and Highway 9. That section of roadway is home to regional offices and hundreds of retailers, including big box stores such as Costco, Wal-Mart and Home Depot. Highway 9 daily traffic counts within the district hover around 20,000 vehicles a day, with the other north-south spines of Morris Road and Cogburn Road carrying between 11,000 - 13,000 vehicles daily.

When compared to pre-pandemic traffic counts, the residential and service retail areas on the west side of the Study Area have returned to what they were in 2019. The east side of the Study Area, however, has seen a drop-off in traffic counts since 2019, particularly in Single-use office districts along Windward Parkway that have been heavily impacted from work from home trends and rising vacancies. As more employees return to physical office spaces in 2023, its anticipated these traffic counts may return to near pre-pandemic levels.

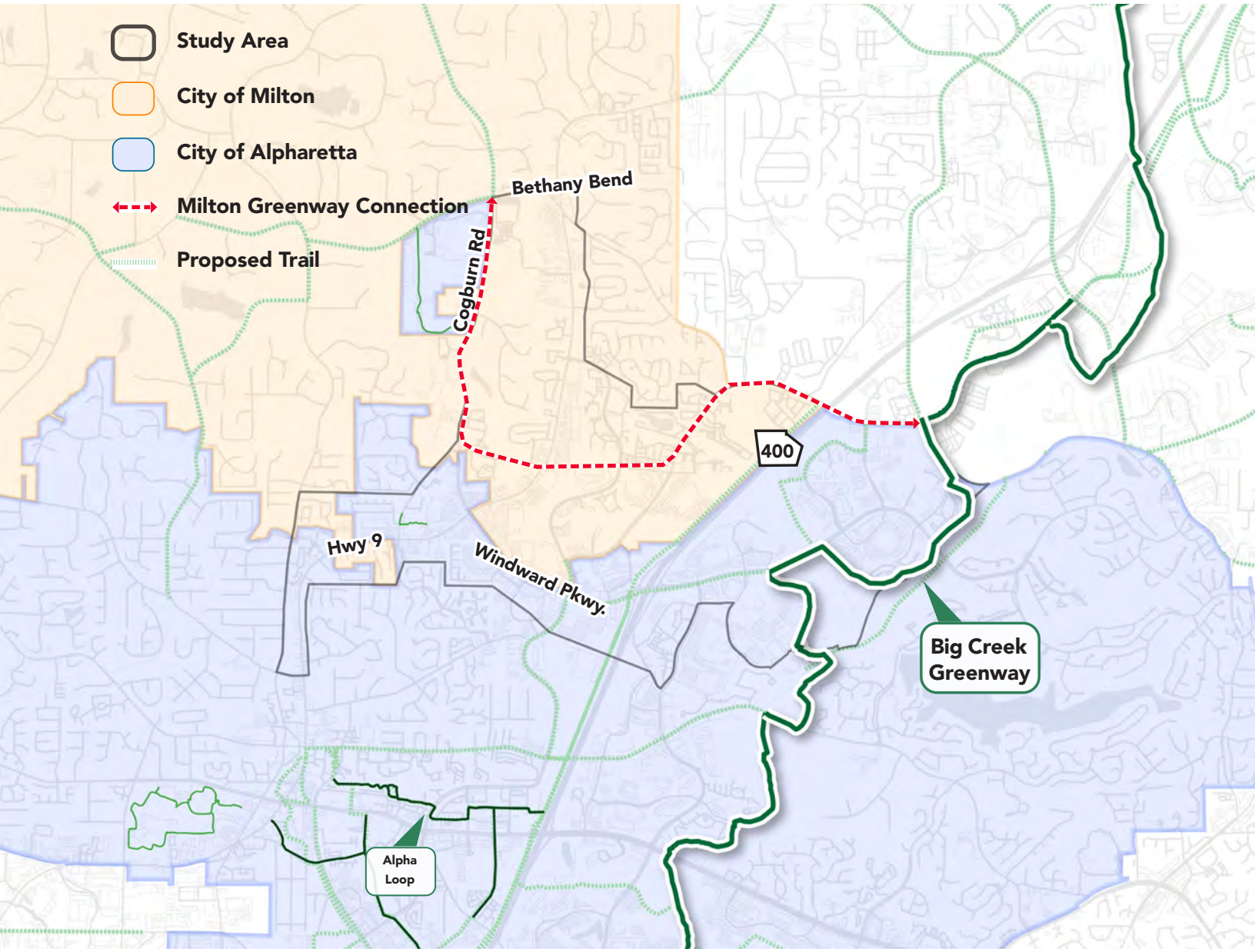
In general, due to the heavy traffic load on Windward Parkway and Highway 9 as well as the time in which the roadways were developed, the environment is hostile to pedestrians and bicyclists. While True North 400 and the city of Alpharetta have made improvements along the north side of Windward Parkway, particularly between GA 400 and Deerfield Parkway, much can be done to improve the multimodal environment within the area.



As is common for major roadways, both Highway 9 and Windward Parkway have alignments that run along the higher elevations within the Study Area. Highway 9 follows a ridge line running north to south, channeling water to its west into Cooper Sandy Creek. To the east of Highway 9, several tributaries make their way into Camp Creek before eventually feeding into Big Creek west of Marconi Road and south of Windward Parkway. Within the Study Area alone, there is over 200 acres of floodplain associated with Camp Creek, presenting a large swath of protected tree canopy, rich ecological systems, and wildlife habitat that includes various streams and wetlands.

There is a network of ponds and water retention areas, with one of the most significant being a 7-acre lake between Morris Road and Deerfield Road. Its visibility and frontage along Morris Road makes it one of the more noticeable water features within the entire district.

Existing Regional Trail Network



Within the Study Area, two significant trails exist or are undergoing design and construction. About 2.5 miles of the Big Creek Greenway is located within the eastern portion of the Study Area. There are two trailheads located within the Study Area – one along Marconi Drive and the other located in Union Hill Park. This portion of the Big Creek Greenway was completed in 2021 and is part of a regional trail spine that spans 26 miles from Roswell into central Forsyth County.

The City of Milton is actively pursuing a multi-use path connection to the Big Creek Greenway, beginning at Cambridge High School and following Cogburn Road south before heading east along Webb Road before using McGinnis Ferry Road to connect to the existing Big Creek Greenway alignment. This project, which is over 3.5 miles in total, runs by North Park and Freedom Park and will offer convenient connectivity for the thousands of Milton residents who live along Cogburn Road, Highway 9, Webb Road and McGinnis Ferry Road. Currently this project is under Design and Right of Way Acquisition.

These trails provide two significant linear alignments through the district, while being primarily peripheral to the major commercial centers that are central to the Study Area.

Market Summary

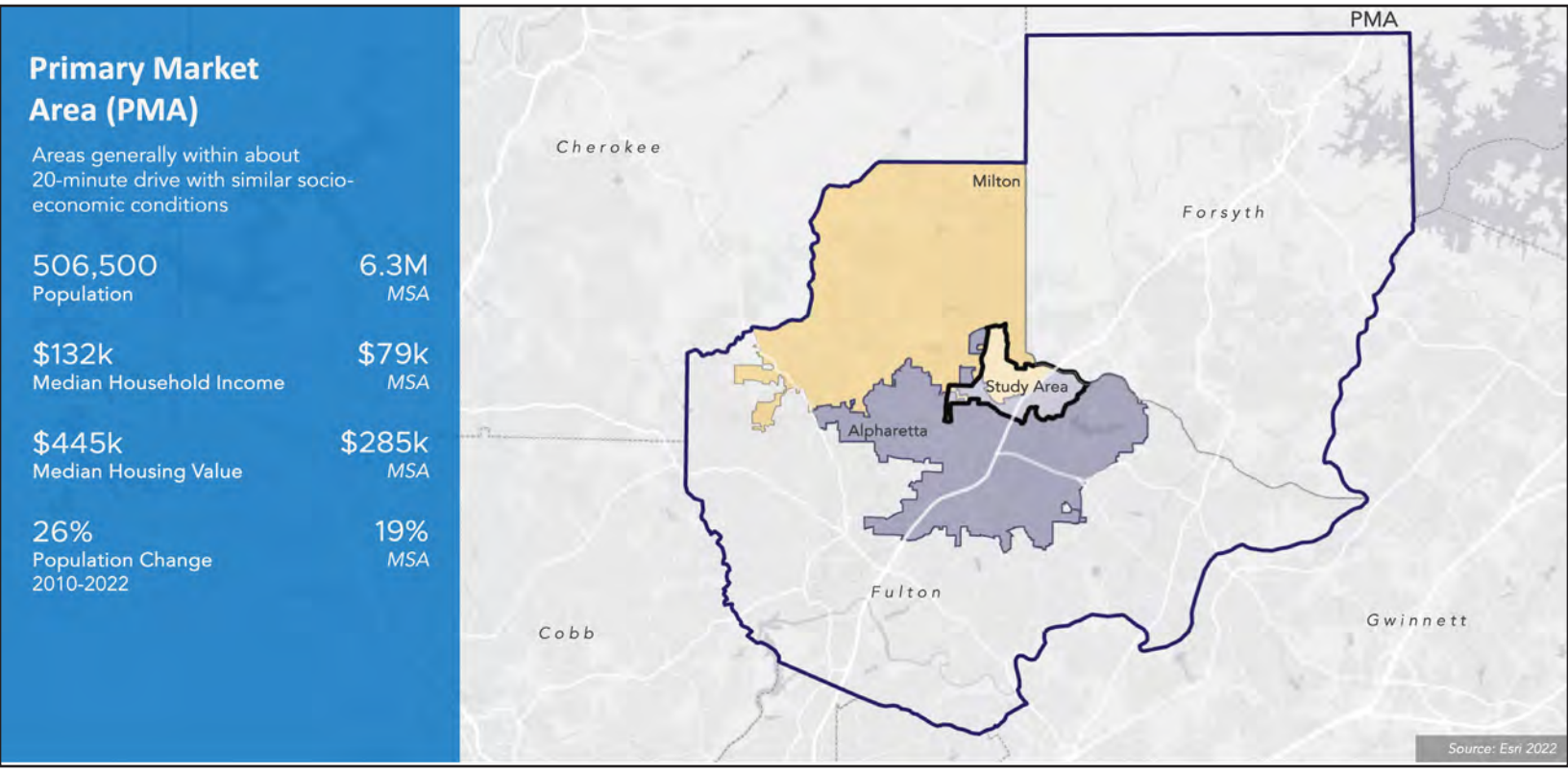
This section creates the foundation for strategies in this plan by estimating the type and pace of development that could be expected over the next decade.

The Study Area spans 4.6 square miles, with Highway 9 and Windward Parkway serving as the primary suburban arterials in an area that was originally designed as auto-centric. Broadly, the area includes most of Milton and Alpharetta's existing office and retail plazas, adjacent to residential communities. Therefore, the Study Area presents these two communities' best opportunity to remake their local economies through land use transformation.

As shown in the map on the facing page, the boundaries of the Primary Market Area (PMA) well-extend beyond those of the Study Area. In this case, the PMA consists of areas within a 20-minute drive of the Study Area, which have similar demographic and economic conditions. It includes all of Milton and Alpharetta, as well as portions of Cumming, Roswell, and Johns Creek, totaling 506,000 residents (up 26% since 2010) with a median household income of $132,000. The Study Area is essentially the commercial and economic core of a predominantly low-density suburban area that includes many of the Atlanta Region's most suburban zip codes.

Analysis of regional market conditions must first take into account the impacts of the Pandemic nationwide. The COVID-19 Pandemic significantly shifted risk levels for certain types of real estate development. Office development is particularly high risk, owing to more widespread adoption of remote work. Both hospitality and retail remain moderately risky, while the multi-family market offers expanding opportunity, particularly for high-end and affordable development.

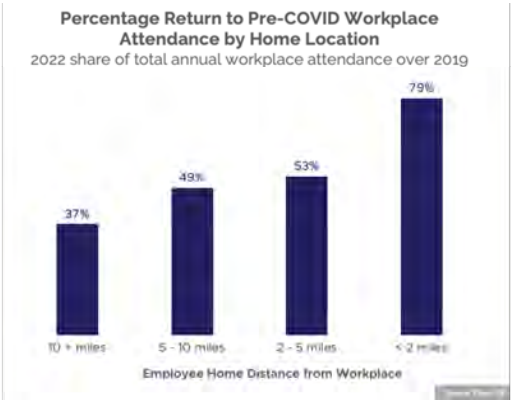
Primary Market Area (PMA)



In the context of these changing nationwide markets, the Study Area's large supply of suburban office buildings presents growing vulnerability. For example, office utilization in 2022 remained well below pre-pandemic rates in the Study Area. Depicted in the graph to the right, workers who did return to the office in 2022 tended to live within closer proximity. Stated otherwise, the pandemic escalated the risk of obsolescence already faced by auto-dependent aging suburban office parks—a trend that is increasingly evident in the Study Area.

Hence, to preserve and bolster economic viability, the Study Area should be redesigned in the vision of a new economic model. This emerging model holds that the creation of more dense, accessible, and integrated mixed-use spaces offers resiliency in the face of rapid economic and technological change, as summarized in the above graphic that depicts the three focal areas of this Plan's Market Strategy. By acclimating, the Study Area would offer a more livable, desirable, and economically-vibrant area that can thrive in the Atlanta Region's expanding knowledge sector economy.

Average Weekday Workforce



Demographic Context

The Study Area has recently emerged as a highly affluent community of choice and employment center for families and young professionals. With evolving demographics and changing attitudes toward work, life, and play, the Study Area's built environment, housing, and amenities must evolve accordingly. Hence, the Study Area can continue to attract both existing and new residents, workers, and visitors via the development of space, connectivity, and experiences that better meet those changing wants and needs.

The Atlanta MSA (Metropolitan Statistical Area) has grown substantially in recent years, having gained nearly one million new residents since 2010 (19%). The PMA is home to 506,500 residents, accounting for 8% of the MSA's population, and has grown by 26% since 2010. Relative to the rest of the region, population density in the PMA is high. Density is highest toward the southern edge of the PMA, which is comparable to that of inner-ring suburbs like Sandy Springs, though significantly declines towards the PMA's northern perimeter. Consistent with both regional and national trends, the PMA's population is aging—since 2010, the fastest growth was observed among residents over age 60, who accounted for approximately 40% of population growth. Coupled with an increase in non-family households and those without children, these trends indicate that PMA's population is diversifying with many household types beyond suburban families with children.

Households in the PMA are affluent when compared to those in the MSA. The median household income is $132,000, or well above the regional median ($79,000). The PMA's wealthiest households are generally located in secluded residential communities, whereas households with more moderate incomes are present along Highway 400. Home values depict a similar story; with a median value of $445,000, home values are by far the highest in Milton and other similar high-end suburban communities. The PMA is hence highly income segregated, with incomes and housing values generally inversely correlated with density.

Key Trends

Strong population growth – since 2010, the PMA has added 104,800 new residents, growing by 26% compared to 19% in the MSA

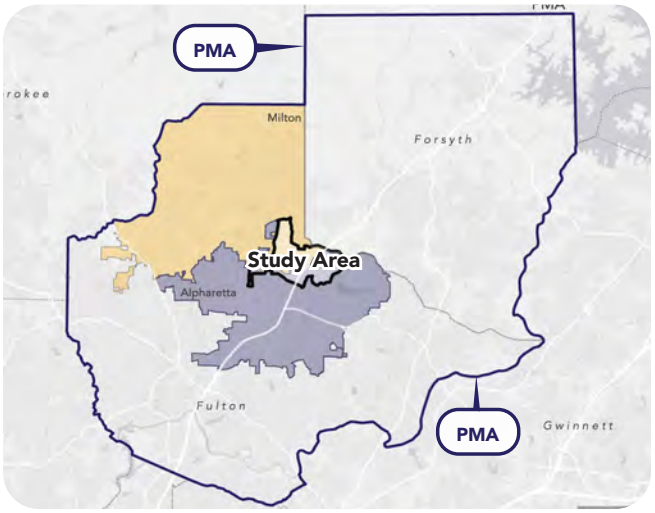
A very affluent community – the median household income in the PMA is $132,000 compared to a median of $79,000 in the MSA

A highly-educated community – 67% of PMA residents have a bachelor's degree compared to 42% of residents in the MSA

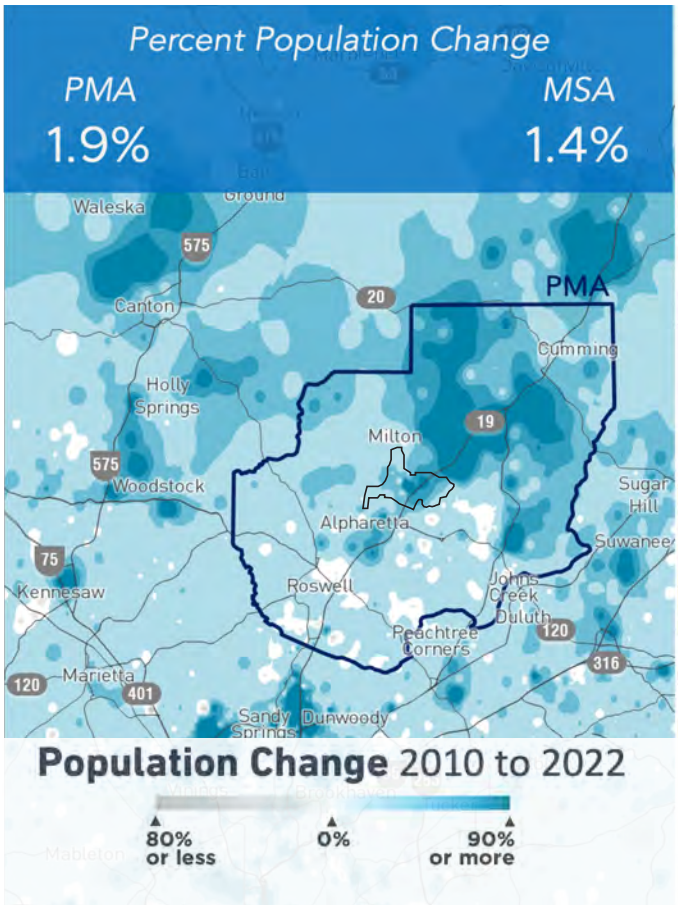
High automobile dependence – 99% of workers within the PMA commute via car, which is slightly higher than the 98% of workers who commute via car at the region-wide level

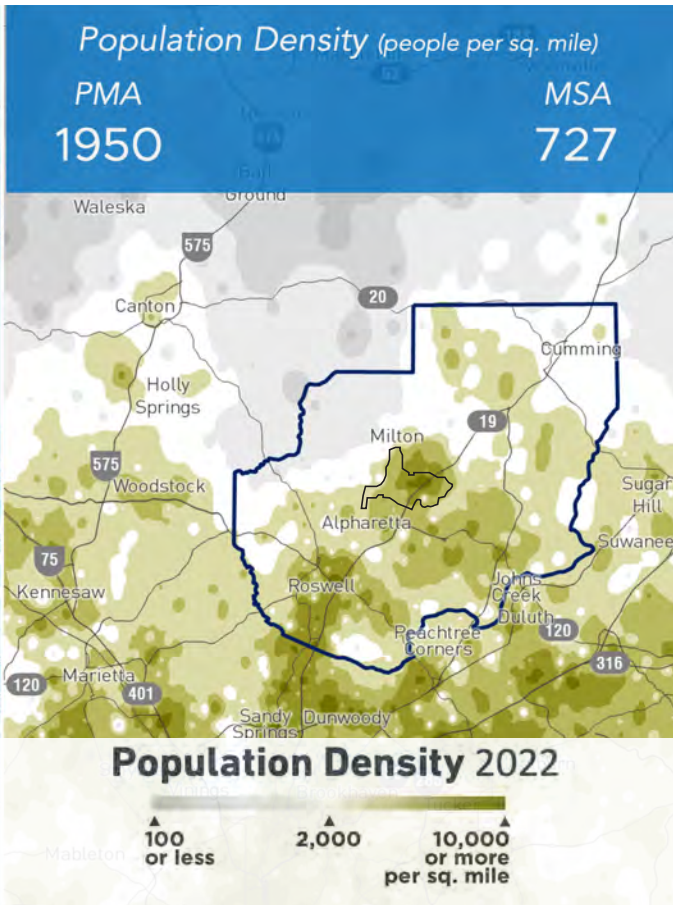
Residents of the PMA tend to have high levels of educational attainment, as the majority (67%) have at least a bachelor's degree compared to 42% of those in the MSA. The presence of such a highly-educated workforce has driven knowledge-sector job growth along the corridor, such that the PMA has gained around 30,000 of these jobs since 2010. While employment growth remains strong, transit usage is low – just 1% of households utilize public transit. Although this usage is consistent with the region (2%), when combined with high rates of working from home, it demonstrates the relative affluence of the PMA.

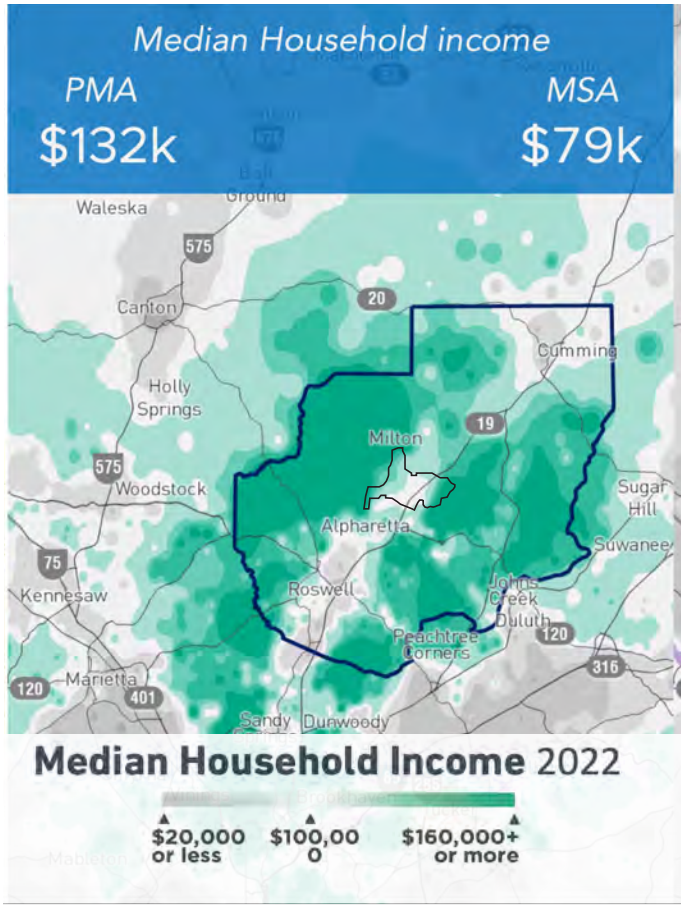
Context Map

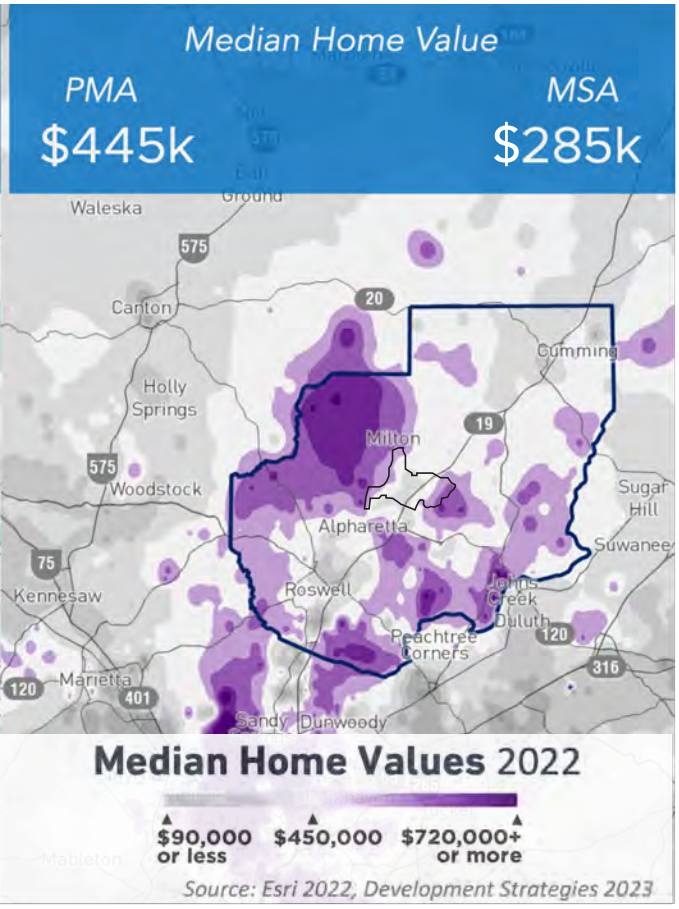


Demographic Trends









Source: Esri 2022, Development Strategies 2023

Economic Context

Having seen rapid growth of its knowledge sector economy, the PMA has emerged as a regional tech hub hosting upwards of 700 companies. The local tech hub has brought about a new and changing workforce, characterized by a desire for flexibility, accessibility, and proximity—all trends in progress prior to, yet expedited by, the COVID-19 Pandemic. As a result, the existing landscape of isolated, auto-dependent office, retail, and housing is increasingly prone to becoming obsolete. Therefore, to remain competitive in a growing region, the Study Area will need to contain a mix of uses at higher densities with linked activity centers throughout.

The PMA includes 8% of the MSA's population, yet captured 13% of regional job growth, having added 77,500 jobs since 2010. As shown in the map on the facing page, employment density is by far the highest along Highway 400. Of these newly-added jobs, 39% are within high-paying knowledge sector industries such as information and finance. The addition of such positions has contributed to the corridor's emergence as a regional technology corridor, home to roughly 700 tech companies within the PMA. Consequently, Alpharetta has one of the highest average number of tech jobs in any U.S. city and is well-positioned to grow its workforce and start-up scene.

Key Trends

Job growth in the PMA has been strong over the last decade – the PMA added 77,500 jobs from 2010 to 2019.

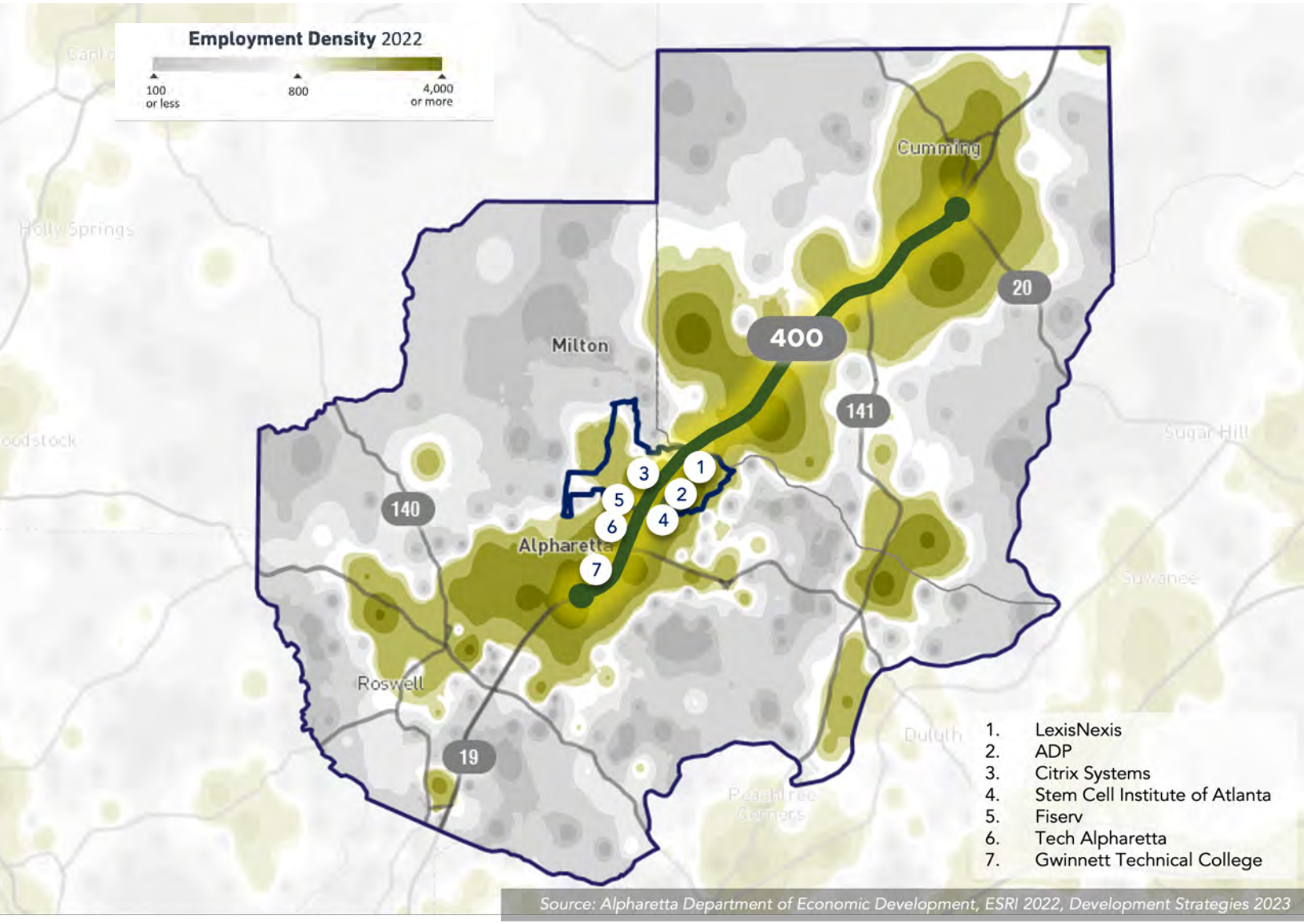
The PMA has attracted substantial knowledge sector growth – 39% of net new jobs in the PMA are in high-paying knowledge sectors, higher than the rate of regional growth in these sectors (37%).

The PMA's large share of Administrative and Support jobs poses some risk – 10% (29,800 jobs) of jobs are in administration & support, which is projected to decline by nearly 5% nationally over the next decade.

More than a third of the PMA's workforce live-work in the PMA – 36% of workers live in the PMA, meaning that 64% of workers commute from elsewhere.

Key Job Sectors in the Study Area

Source: US Census OnTheMap (2019)



Source: Alpharetta Department of Economic Development, ESRI 2022, Development Strategies 2023

Expansion of tech-oriented jobs offers a buffer to economic obsolescence; however, the growing number of jobs in administration and support could pose challenges, as these jobs are forecasted to decline 5% by 2030. Further, the PMA is not effectively capitalizing on its highly-educated population: just 36% of PMA workers live in the PMA, indicating a need to improve both regional transit access from outside of the region and connectivity within the PMA.

Tech Alpharetta, a technology incubator dedicated to growing innovation and technology in the City of Alpharetta, continues to generate technology-based employment momentum within both the city (and therefore Study Area) and the larger region. As of January 2024, Tech Alpharetta has helped with the creation of 1,452 new jobs in Alpharetta and a total of 2,064 jobs in the state of Georgia.

The Technology Corridor

700
Technology Companies

50
Tech Startups hosted by tech Alpharetta with over $200M in funding

Alpharetta has
3.3X
the average number of tech jobs in US cities

vs.

3.4X
in Silicon Valley

Study Area

122
Companies in prof/tech industry

3,100 (12%)
Jobs in prof/tech industry

1.9
miles out of the 7 mile corridor

Office Overview

The Study Area's office market is foremost characterized by suburban-style developments, located along major thoroughfares and overwhelmed by adjacent parking lots. As these buildings were primarily built in the 1980s and 90s, based on a suburban office park model developed in the 1950s, tey are representative of a dated conception of the workplace. While COVID significantly expedited their decline, these office spaces were already struggling to compete, as workers and employers alike sought more centrally-located sites that served as "destinations", offering easily accessible amenities, retail, and housing.

In the 1990s, the Study Area emerged as one of the premiere office destinations in the region, having seen a massive expansion of Class A development. As a result, the Area went from having essentially no office space in the mid-1980s to a present total supply of 7.1 million SF. In recent decades, however, these trends have slowed considerably: since 2010, the Study Area has added 225,000 SF, only a small fraction of PMA-wide deliveries (3.8 million SF). In the midst of an increasingly competitive environment, Class A vacancy rates have soared from 5% in 2016 to 20% in 2023, though this is somewhat consistent with post-pandemic regional trends. Simultaneously, rents have remained roughly equivalent to 2019 rates. Given relatively little new development, the Study Area maintains a low Class A market rent ($26/SF) when compared to the MSA ($32/SF), yet is consistent with the PMA ($27/SF). As of mid-2023, there is 4.9 million SF of office space proposed in the PMA—a figure that most certainly will decline, given low occupancy and high risk of speculative development.

Representative of the Study Area's office stock are all large-scale developments with upwards of 100,000

Key Trends

Competition is growing – the Study Area has a total supply of 7.1 million SF, yet only 225,000 SF has been added since 2010; simultaneously, the PMA gained 3.8 million SF

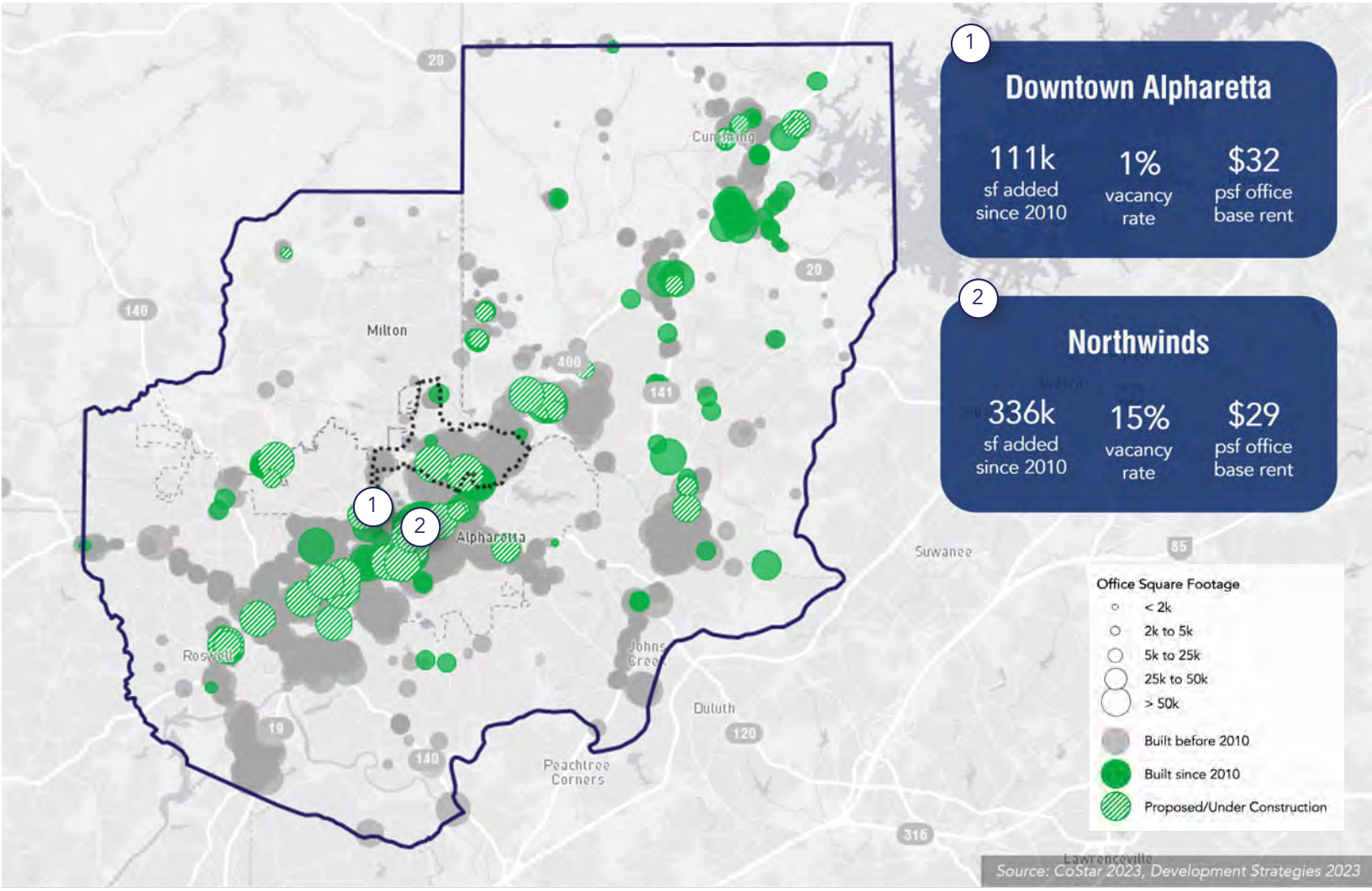
Vacancy is on the rise – the Study Area's average Class A vacancy has increased from 5% in 2016 to 20% in 2023, although the current average Class A vacancy in the MSA is comparable (21%)

Rent growth has been flat since 2019 – the average Class A rent in the Study Area of $26/SF is consistent with the PMA ($27/SF), yet lower than the regional average ($32/SF)

Substantial development pipeline, but uncertainty of timing – according to CoStar, there is 4.9 million SF of office space proposed in the PMA; how much and how long this development will take, however, is highly uncertain.

Projected 10-year Demand (Fulton County)

Office Overview



SF and maintain elevated vacancy rates, ranging from 11% to 100%. In comparison, more recent mixed-use developments, such Downtown Alpharetta and Northwinds Summit (which is a part of the larger Northwinds Master Plan), both located southwest of the Study Area, have sustained stronger performance. Both developments maintain low vacancy and high rent rates that significantly exceed those achieved in the Study Area, suggesting heightened demand for more integrated, mixed-use developments.

Ten-year projections for Class A, Class B, civic, and medical office demand in Fulton County are displayed on the facing page. The Study Area will capture only a small fraction of this demand: likely no more than 1% of Class A space (77,500 SF) and 7% of Class B space (88,200 SF). Expanding this capture rate would require implementing land use and development strategy, such as increasing transit access and housing density.

PMA	MSA
+3.7M sf added since 2010	+30.4M sf added since 2010
9.5% change since 2010	10% change since 2010
$38 psf rent on office built since 2010	$42 psf rent on office built since 2010

Residential Overview

As the Atlanta region has swelled, the PMA has captured significant growth of the recently added housing stock; yet, none of these new units are within the Study Area. Housing development is the key to the economic vibrancy needed to sustain and build out commercial centers, offices, and entertainment and recreational amenities in the Study Area. In other words, failure to build a range of housing options means that the Study Area will miss out on future economic prosperity—prosperity that is most readily afforded by increasing the density, diversity, and connectivity of the housing stock across the Area.

Since 2010, the PMA's multi-family housing market has expanded significantly, adding over 8,700 units, shown in the map on the facing page. Despite strong PMA-wide activity, the Study Area maintained its stock of 3,000 units, which is concentrated around the Area's northern edge, west of Highway 400. Following strong delivery activity, the 9% vacancy rate in the PMA is high (between 5% and 7% is considered an industry-standard healthy vacancy rate), though this is consistent with the similarly high-growth MSA. Further, rents have risen dramatically, with the PMA's average rent increasing by 28% since 2020 alone, well exceeding the MSA wide growth of 20%. With a per unit asking rent of $2,300 for units built since 2010, newly delivered units in the PMA cater to high-income renters.

The single-family market in both Milton and Alpharetta has grown, with each community adding 2,700 and 3,100 units since 2010, respectively. In recent years, for-sale housing has become highly cost-prohibitive: according to Zillow, the median housing value in Alpharetta is $680k—up 55% since 2018—while the median in Milton is even higher ($870k). Recently-delivered high-density for-sale developments reflect these trends, with asking prices for 2,000 to 4,000 SF townhomes ranging from $500k to over $1.7M. The expansion of the multi-family and high-density for-sale supplies in the PMA reflects strong (and growing) demand for high-quality housing from a diverse range of household types.

Demographic trends indicate increases among smaller, non-family households occupied by young professionals and empty nesters. As a result, the

Key Trends

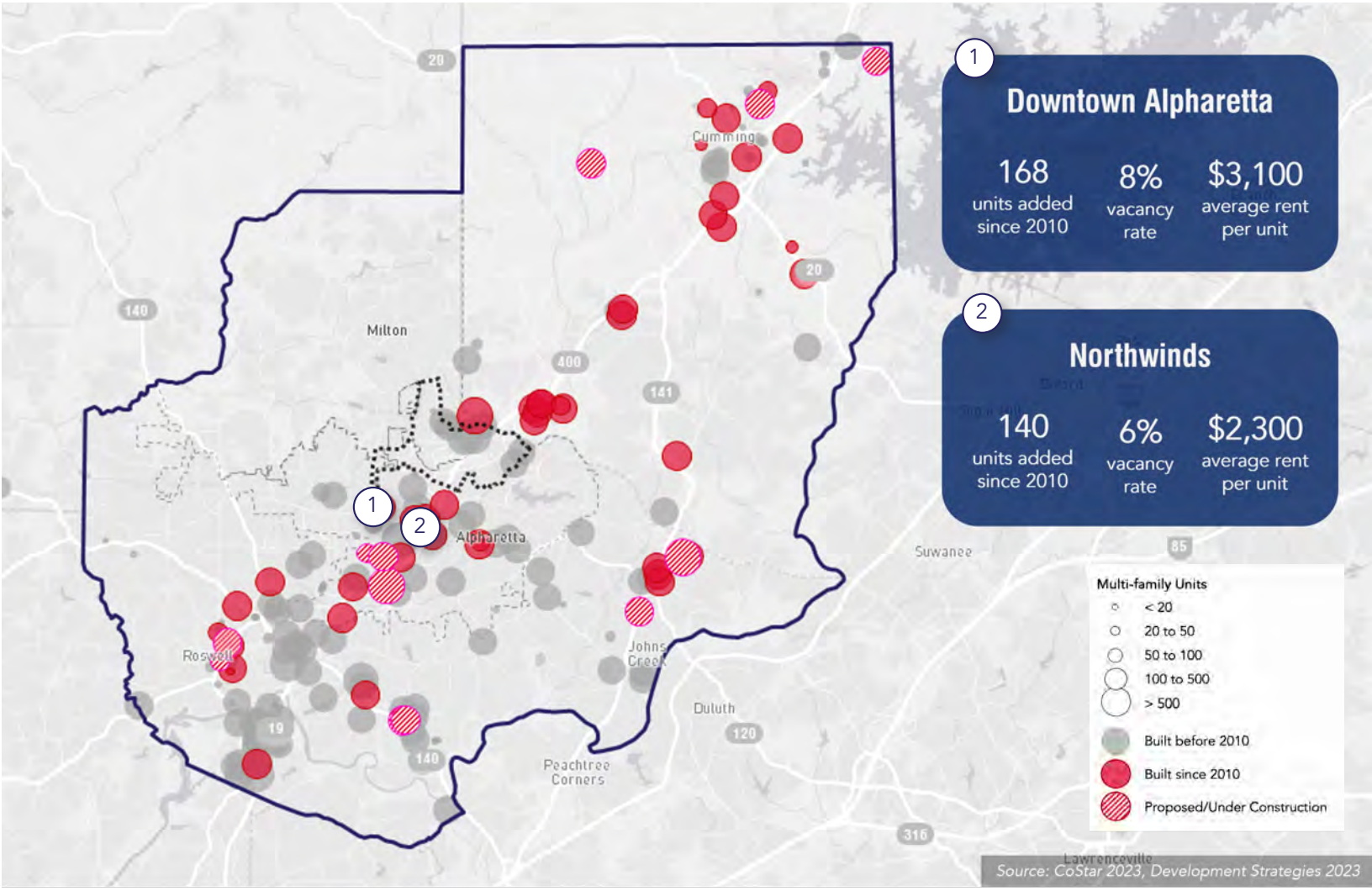
Strong multi-family housing market – since 2010, 8,700 units have been delivered in the PMA, expanding total inventory 30%; however, there has been no new development in the Study Area

Vacancy rates are increasing – the average residential vacancy in the PMA is 9%, though this is equivalent to the regional average

Average rents are increasing – since 2020, market rent in the PMA has increased 28%, exceeding the regionwide increase (20%)

Large share of smaller households – over half (52%) of PMA households contain one or two persons, which is only slightly lower than the regional average (59%)

Tapestry Segmentation: Key Groups in the PMA



housing supply must meet demand from a population characterized less by the typical suburban family household with children. Displayed on the facing page, Esri Tapestry data suggests rising demand from moderate- to high-income households including singles, couples, and families. Assuming a consistent share of renters and owners, by 2032, the PMA is expected to gain 21,700 net new households—18,300 owner-occupied and 3,400 renter-occupied.

Alpharetta and Milton are highly sought-after communities of choice in the region; therefore, the Study Area could readily capture a significant portion of the PMA's 21,700 newly-added households. The primary limit to growth is the will to develop new housing, particularly rental housing. Solely considering the availability of vacant land, the Study Area could accommodate up to 4,500 new units (900 townhomes and 3,600 apartments), capturing 20% of the PMA's residential demand. Increasing density would raise this number, while developing based on existing housing typologies, dominated by for-sale single-family, would lower capture and, therefore, the Study Area's potential economic activity.

PMA	MSA
+8,700 units added since 2010	+124,100 units added since 2010
30% change since 2010	28% change since 2010
$2,308 per unit rent on MF built since 2010	$1,995 per unit rent on MF built since 2010

Retail Overview

Shaped by ever-evolving consumer preferences, economic condition, supply chain logistics, and technology, retail needs to adapt with rapid succession to remain competitive. The Study Area's market is no exception, as it faces extensive regional competition to capture spending from a limited, though expanding, pool of customers. Since the Pandemic, a number of clear trends have emerged, including a growing preference for smaller, experientially-driven retail spaces, better integrated with other uses like housing, entertainment venues, and office space. With a central location and robust retail stock, the Study Area can readily reposition and reinvent its retail space to meet these new preferences.

Despite the disruptions brought about by the pandemic, retail markets have remained strong both regionally and locally. Vacancy rates are low in the Study Area (5%) and MSA (4%), despite all-time high regional delivery activity in 2022. That being said, the Study Area has captured only 5% of PMA-wide deliveries since 2010, with most new supply clustered at the southern end of the Study Area (see map on facing page). Nearby competition is extensive, as the Study Area is within a 20-minute drive of 36M SF of retail space. Consequently, rents in the Study Area are low ($22/SF) relative to the PMA ($30/SF). An added potential driver of this trend is net absorption—from 2018 to 2021, net absorption in the Study Area was negative, in contrast to in the PMA, where net absorption was negative solely in 2020. Given these trends, to maintain its competitive position in a saturated market, retail development in the Study Area will need to adapt to changing consumer preferences.

Key Trends

Vacancy rates at pre-pandemic levels – vacancy in the Plan Are is 5% compare to 4% in the MSA

A very competitive retail market – there is 36M SF of retail space within 20 minutes

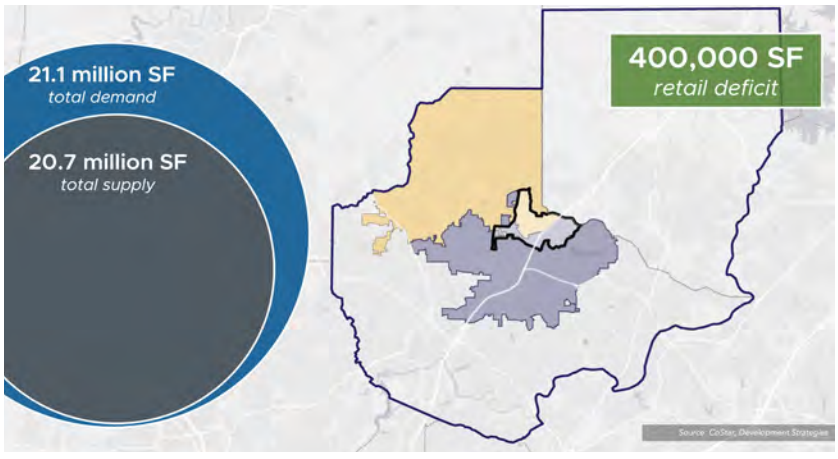
Local steep competition – since 2010, 175k SF of space was added to the Study Area, comprising 5% of PMA deliveries (3.5M SF)

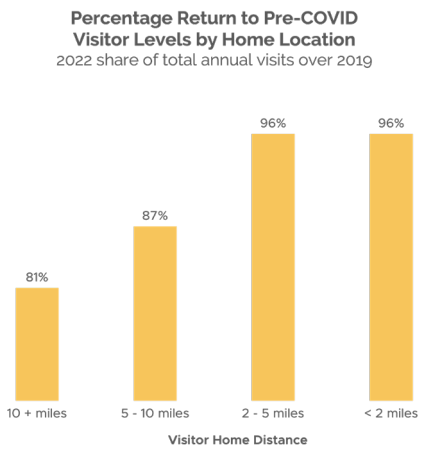
Average study area lease rates have remained flat since 2020 – with an average rent of $22/SF, the Study Area's new supply falls short of new supply in the PMA ($30/SF)

Retail centers in the PMA generally have low vacancy. Older, strip-center properties have somewhat weaker performance, whereas new mixed-use centers, such as Halcyon, sustain relatively high occupancy. This suggests that less auto-dependent retail models can prove stable in the regional market, even with intensive competition.

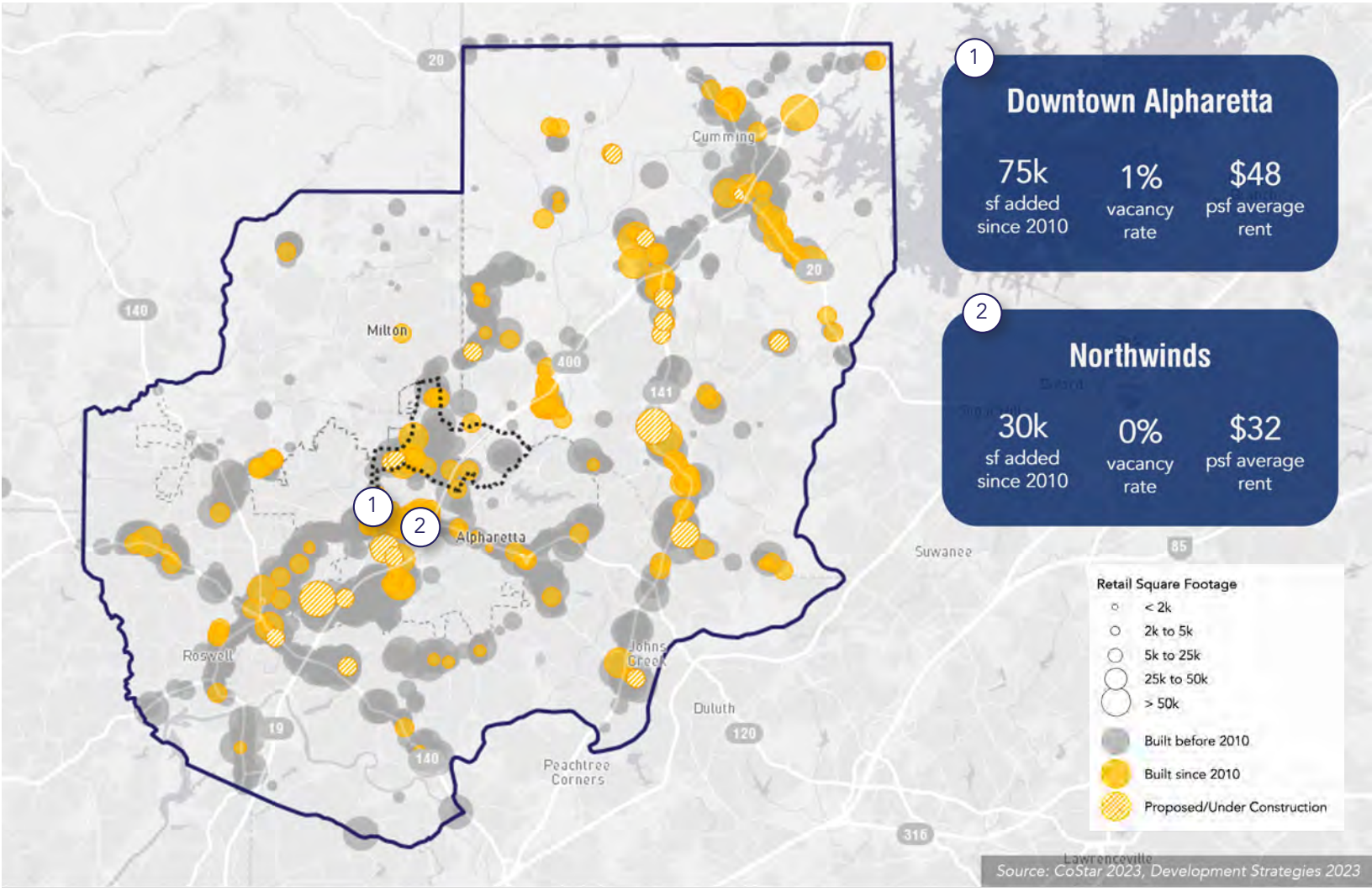
Demand for future retail development has (and will) evolve in accordance with broader trends. For instance, spending has largely kept pace with elevated inflation, yet consumers are increasingly looking to get more "bang for [their] buck" by patronizing retailers like discount stores and fast casual restaurants. Additionally, retailers are increasingly serving local, as opposed to regional, markets; shown on the facing page, Study Area visitation rates in 2022 from residents living within 5 miles largely returned to pre-pandemic levels, while visitation from farther distances

Retail Supply Gap





Retail Overview



has yet to recover. Retail will likely need to adapt to diminished visitor rates, as the volume of retail supply per capita regionally continues to decline.

Considering these factors, the PMA currently has a supply gap of 400k SF of retail and, based on projected 10-year population growth, could accommodate a further 1.2M SF. Applying the Study Area's historic capture rate, it can justify adding 84k SF, or roughly equivalent to a large grocery store. Elevating these capture rates will require the addition of population density, as new development is expected to be smaller in scale and primarily serve the local community.

PMA	MSA
+3.5M sf added since 2010	+26.4M sf added since 2010
11% change since 2010	8% change since 2010
$30 psf rent on retail built since 2010	$27 psf rent on retail built since 2010

Hospitality Overview

Although the hospitality sector was disrupted dramatically by the COVID-19 Pandemic, the Study Area's local market recovered quickly as risk of transmission declined. Further, the PMA's market has expanded significantly in recent years as the area has emerged as a major employment hub. To continue this momentum, and avoid obsolescence, future hotel development should occur alongside the creation of integrated spaces that provide good access to transit networks, entertainment venues, and industry centers.

Local and regional hospitality markets have largely recovered in recent years, as they continue to evolve in the wake of COVID-19. Since 2010, the PMA as added 1,900 rooms, a 40% increase in the total stock. Of these, 249 rooms were added in the Study Area. In accordance with this added stock, coupled with the pandemic, average occupancy in the PMA (65%) is under 2019 levels (71%). Demand in the PMA has yet to fully recover, with a 12-month demand of 1.34 million room-nights compared to 1.40 million in 2019. In contrast, the 12-month ADR for PMA hotels is $122, having recovered from its pandemic era low ($79) and resumed the level from 2019 ($121). That being said, this recovery does not take into account recent inflation, which significantly raised operating costs, and suggests that the hospitality market still remains vulnerable post-pandemic.

Displayed in the map on the facing page, hotel deliveries in the PMA were concentrated along Highway 400, which is emerging as a major technology-oriented corridor. Hotels along the highway in the PMA maintain relatively high 12-month ADR ($152) and occupancy (66%). These figures demonstrate that the integration of hotel properties with retail, office, and residential uses along a highly-trafficked corridor has proven successful, even with business travel still trailing pre-pandemic rates.

Key Trends

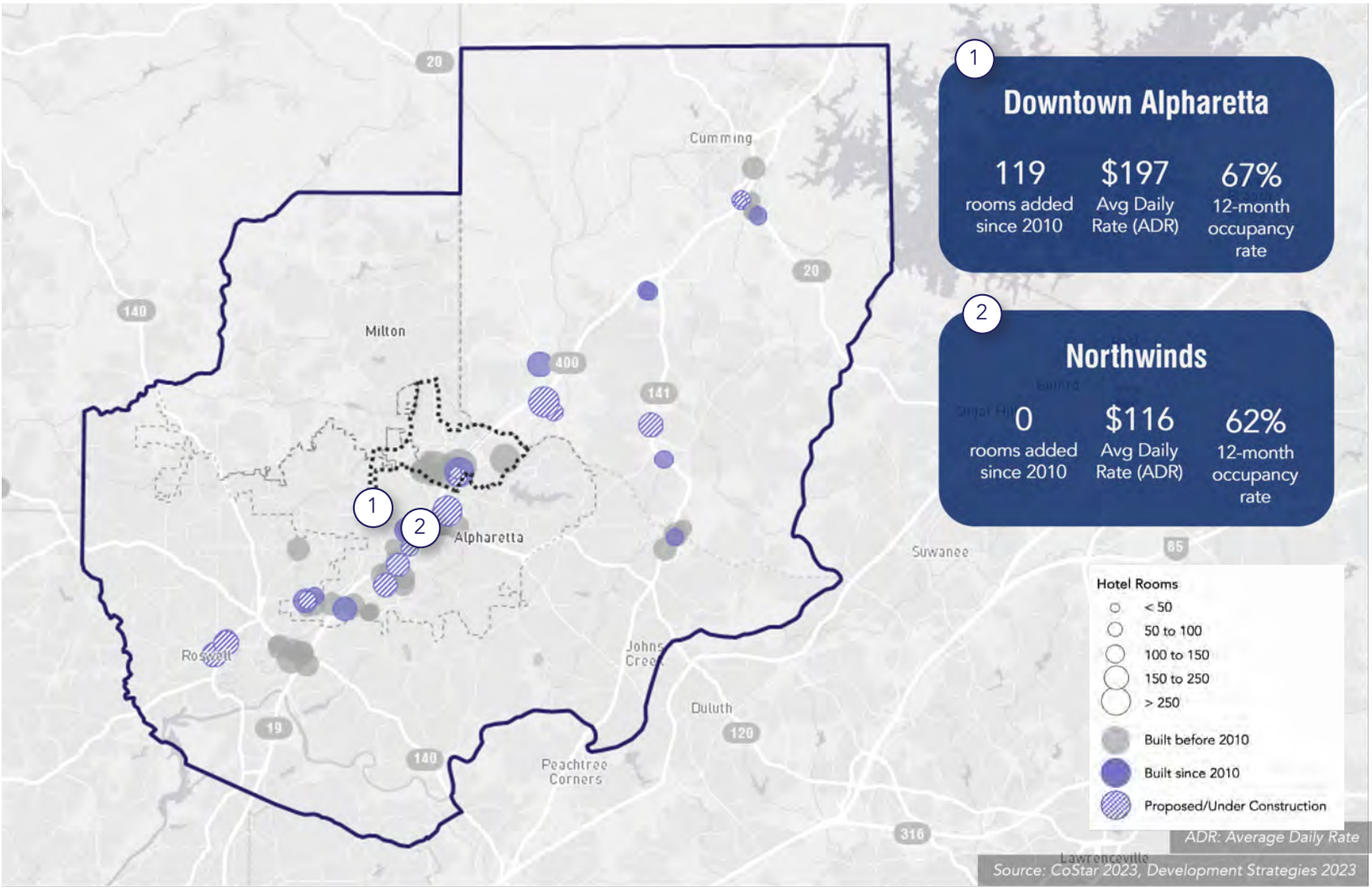
New supply is entering the market – nearly 1,500 rooms were added in the PMA since 2019, of which 249 were in the Study Area

Average occupancy in the PMA remains below pre-pandemic levels – the average 12-month occupancy is 65% as of late-2023 compared to 71% in 2019

Total room-nights in PMA is just below pre-pandemic levels given new supply – 12-month room-nights totaled 1.34 million by late 2023 compared 1.40 million in 2019

Average daily rates (ADR) are back to pre-pandemic rates in the PMA – with a current 12-month ADR of $122, ADR has recovered from a low of $79 in 2021 and is equivalent to 2019 levels ($121); however, this figure does not account for the inflation that occurred in the interim

Hotel Overview



The supply in the PMA is dominated by mid to upscale franchise hotels, a selection of which are displayed to the right. Most recent deliveries serve the upscale market, though only one property (Hilton Alpharetta) is within the Study Area. Otherwise, all hotels in the Area are over 20 years old and serve the upper-midscale to upscale tiers. This is true of the City of Milton's sole hotel, which is within the Study Area. Built in 1999, it has a 12-month occupancy rate of 60% (per January 2024) and an ADR of $124. It's 2019 ADR was $139, which hit a pandemic-era low of $77 between March 2020 and March 2021.

Per 10-year demand projections, the PMA can support an additional 770 rooms, of which 210 are expected in the Study Area. With a 50-unit midscale hotel in the final planning stages, a growing short-term rental (e.g., Airbnb) market, and existing low occupancy, a more conservative estimate is 120 rooms. Given the existing supply, the "mid-level" franchise market is oversaturated, leaving a gap for independent, boutique, and luxury hotels. Any future development should be co-located retail nodes, transit stations, and high-visibility interchanges, so as to ensure long-term marketability.

PMA	MSA
+1,920 rooms added since 2010	+17,600 rooms added since 2010
40% change since 2010	19% change since 2010
$144 ADR on hotel rooms built since 2010	$135 ADR on hotel rooms built since 2010

Community Engagement

Through two community meetings and an online survey, the Milton and Alpharetta communities helped guide this plan's recommendations.

Home to thousands of jobs and residents, the Study Area is both a significant source of municipal tax base as well as a residential community. With this in mind, this study aimed to engage with both Study Area employees and residents alike. As such, this process included two community meetings held in the Study Area, one at the onset of the project and a second meeting toward the end of the process to preview the plan's main ideas. Through both meetings, more than 90 people attended, the majority of which were residents of the neighborhoods within and near the Study Area.

While community meetings are an effective tool in engaging with residents and neighborhood leaders, they are less effective in reaching commuters and employees. The planning team thus devised an online survey directly targeting these employees. The survey was shared via email with key stakeholders, and attracted 808 responses, from which 87% were people who worked in the Study Area boundary.

The planning process was also guided by a Core Group of Milton and Alpharetta business owners, residents, and community leaders that met with the planning team on four occasions. This group acted as a sounding board for the planning team, reviewing engagement results and previewing recommendations. The group's feedback and input was instrumental in refining these materials prior to sharing with the community.

Other Meetings:

Workshop with Milton City Council

Presentation to Alpharetta Development Authority

Site Visits and City Staff Meetings

How We Engaged

2 Community Meetings

1 Online Survey

90

Total people in attendance at two community meetings directed to Study Area residents

808

Total Responses to an Online Survey directed at Study Area Employees

4 Meetings with a Core Group of community leaders

The Windward Parkway & Highway 9 Strategic Master Plan was guided by a Core Group of Milton and Alpharetta business owners, residents, and community leaders.

Adam Orkin
Orkin & Associates

Bernie Tokarz
Cloverhurst LLC,
NFCID Milton appointment

Brian Taylor
Taylor Morrison

David Fisher
Morgan Stanley

Dennis Carman
Bike Alpharetta

Elaine Harris
Vitality Living

Francis Kung'u
Chair of Alpharetta Planning Commission

Glenn Aspinwall
JLL Commercial Broker

Gloria Mattei
Milton Business Council Board Member

Isaiah Yancy
Regency at Windward Square Townhome Assos.

Jake Meek
Builder, Toll Brothers

Joe Bucher
Southwest Value Partners

Josh Barnes
Orkin & Associates

Kevin Landry
NELSON

Kimbrle Matherly
Deerfield Association

Laura Wysong
Milton Planning Commission, resident

Leslie Day Harrell
Jackson Healthcare, NFCID Alpharetta

Mindy Selig
Selig Enterprise

Nick Garzia
CIM Group

Community Meetings

Community Kickoff Meeting

The Windward Parkway & Highway 9 Strategic Master Plan held its first Community Meeting on Wednesday, May 24 at the True North 400 office space in Avalon, between 5:30 PM and 7:30 PM. This meeting included open-house style activities with interactive stations and informational displays, and was attended by more than 50 community residents during the two-hour event. Based on map results from this meeting, most attendees were residents of the Deerfield area, or of the residential communities around Highway 9.

The activities in the open house were designed to provide the planning team with a rich understanding of how residents perceive the Study Area, what improvements they would like to see happen, and how these are prioritized. As shown in the maps on the following page, meeting attendees were asked to share their favorite destinations within the Study Area (bottom map) and which areas need to be changed/ improved (top map). As seen on the maps, residents enjoy the shopping and retail of Windward Parkway, and access to the Big Creek Greenway. Nonetheless, they see opportunities for improvement along Highway 9, near where meeting attendees reported residing.

Second Community Meeting

The planning team hosted a second Community Meeting on Wednesday, November 15th at the Hilton Alpharetta on Windward Parkway, between 5:30 PM and 7:30 PM. This meeting included open-house style activities with interactive stations as well as a brief presentation sharing the Four Big Ideas for the Study Area detailed in the following chapter of this report. This second meeting was attended by more than 40 residents and business owners, a majority of which were residents of the area.

Those who attended the meeting shared insights on the four ideas, highlighting the value of a connected trail network in bringing residents near destinations. Many also expressed excitement in the vision for two community destinations sites, and helped share with the planning team how they would use and gather at these locations.

Community Kickoff Meeting

50
Total people in attendance throughout the 2-hour open house event

191
Total comments received on various boards, displays, and activities.

249
Total stickers placed on various maps and activities.

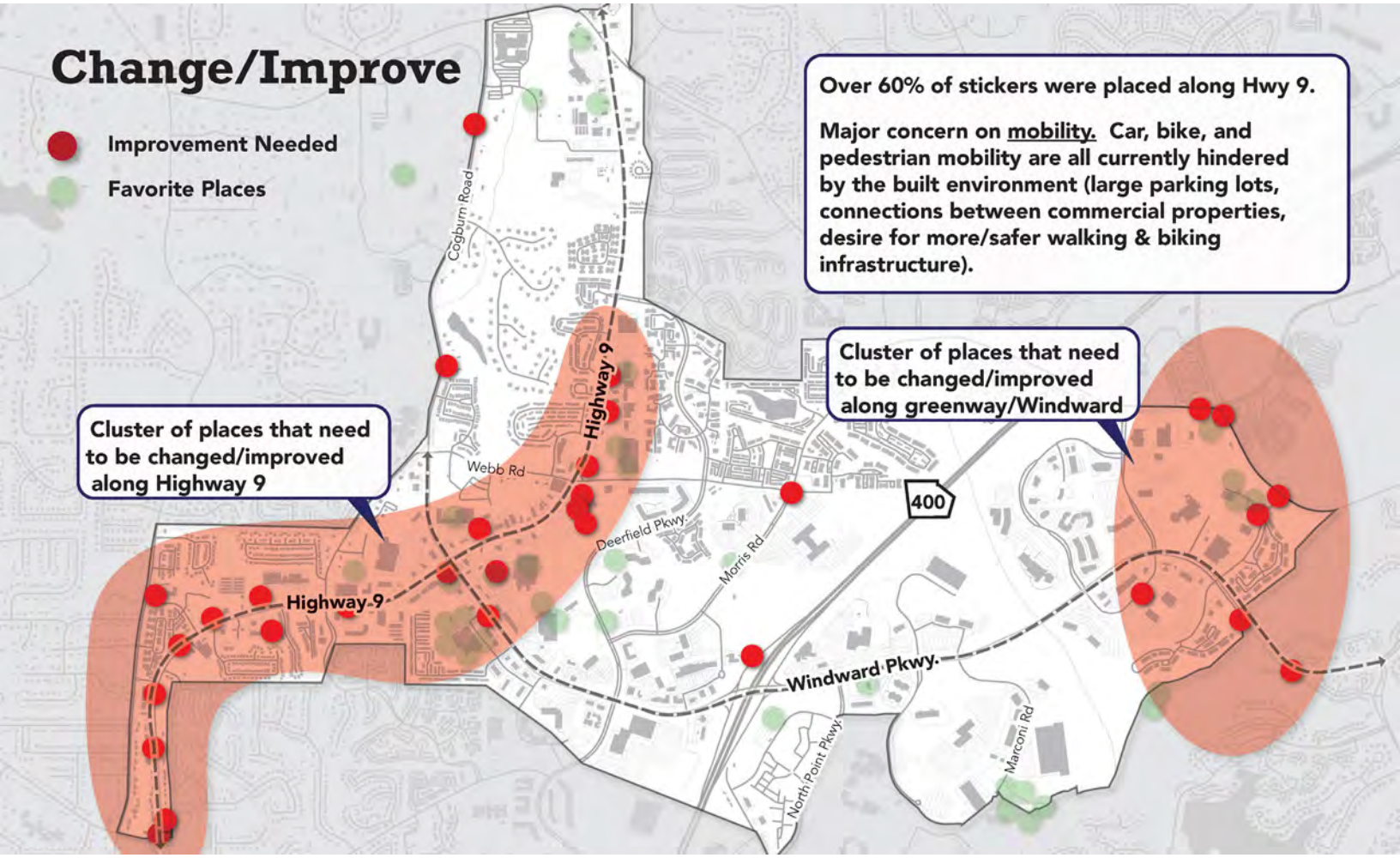
Second Community Meeting

40+
Total people in attendance throughout the 2-hour open house event (35 sign-ins)

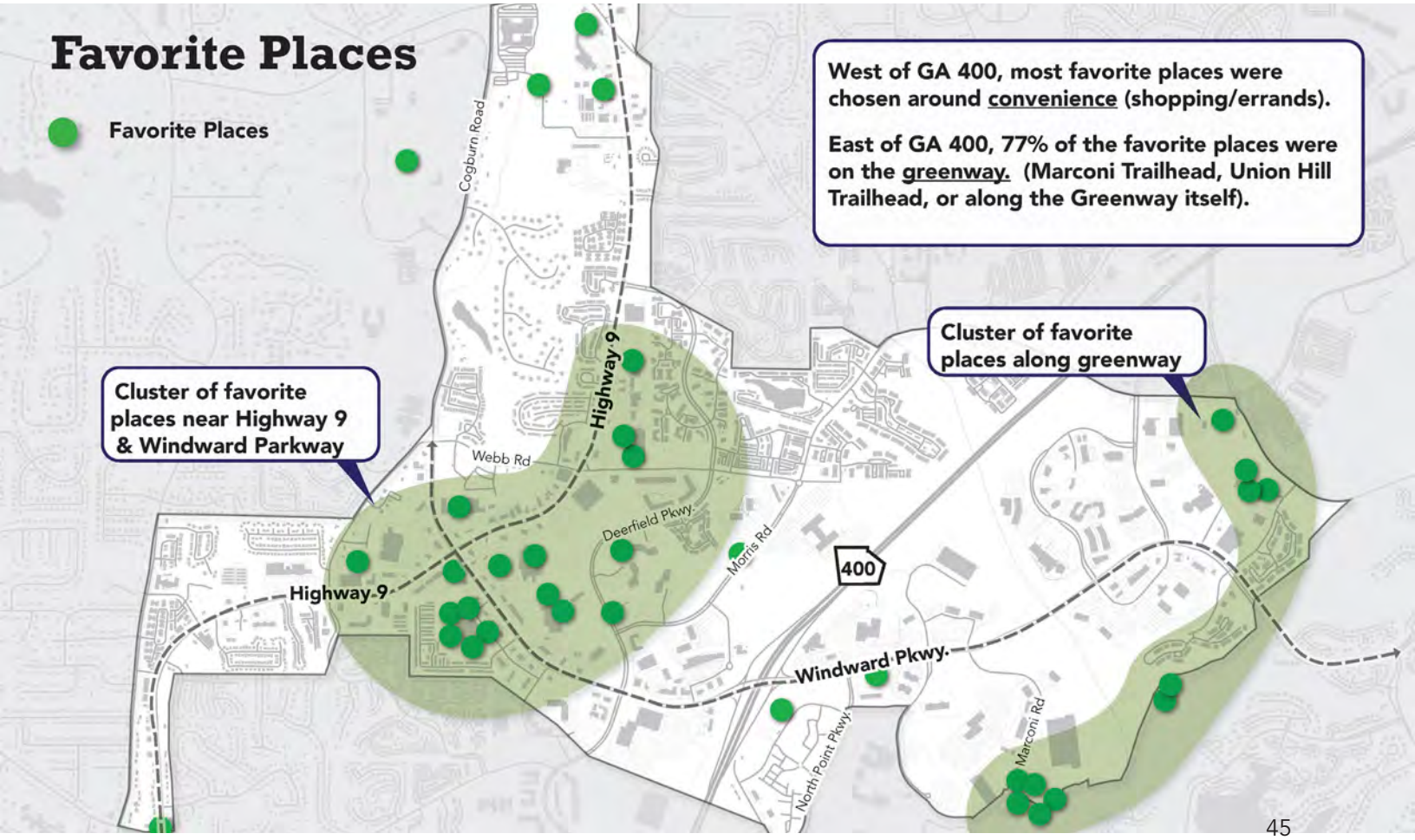
74
Total comments received on various boards, displays, and activities.

77
Total stickers placed on various maps and activities.

Change/Improve



Favorite Places



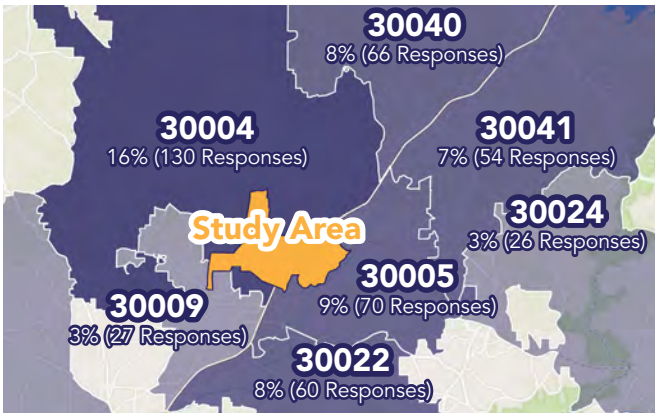
Online Employee Survey

The planning team released a survey directed at Study Area employees between May 22 and June 16 of 2023. Shared by the Cities of Milton and Alpharetta to key stakeholders and businesses via email, LinkedIN, and online newsletters, the survey attracted 808 responses over a month-long period. The responses, the full summary of which is available as an appendix to this report, has a subset of key findings detailed in the paragraphs below.

The online survey was largely taken by employees who work in the study area - about 86% of responses were from employees who identified as having an office within the Study Area boundary. Of these employees, 63% reported that they come into the area on a daily basis, either for work, errands, or entertainment. This is higher than the 39% of employees who reported working fully on site, as 57% of those responding noted that they follow a hybrid working arrangement that includes some work from home. This can be partly explained by the large amount of respondents (59%) who reported that they shop or dine in the area, with 13% living in the area.

Survey respondents were largely concerned with traffic and congestion. With commute times largely above the national average of 27 minutes (35% of commuters reported a commute of more than 30 minutes) - employees in the Study Area are highly influenced by congestion, 97% of which are driving a car. When asked what activities would motivate them to come into the Study Area more often, most written responses mentioned a desire for a shorter, easier, or more convenient commute. Despite these challenges, when asked if improvements to the built environment would encourage them to return to the office, at least half of employees were willing to do so.

Nonetheless, a critical mass of employees would spend more time in the Study Area if it offered more distinctive dining and retail options. Respondents noted that while 74% of them patronize restaurants in the Study Area during office days, they are far less likely at 24% to stay in the area for dinner or drinks after work. Walkable destinations with a strong sense of place, like Avalon or Downtown Alpharetta, were noted as more inviting placed for these types of social activities.



ZIP Codes with greater than 3% of responses

808
Total responses as of survey closing on Friday, June 16

57%
Are currently in a hybrid working arrangement, with 39% fully on-site, and 4% fully remote.

59%
Shop or dine within the Study Area (13% live within the Study Area)

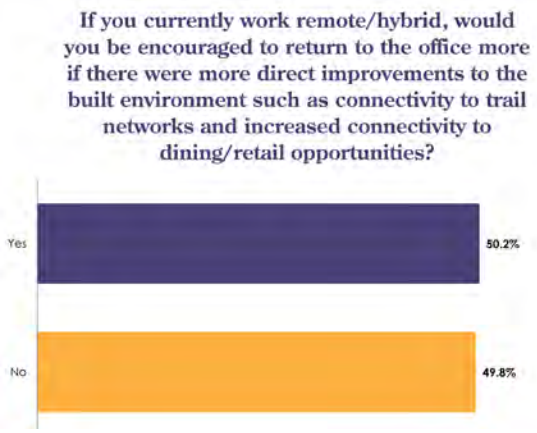
63%
of respondents are in the Study Area daily, with 24% spending time there 2-3 times per week.

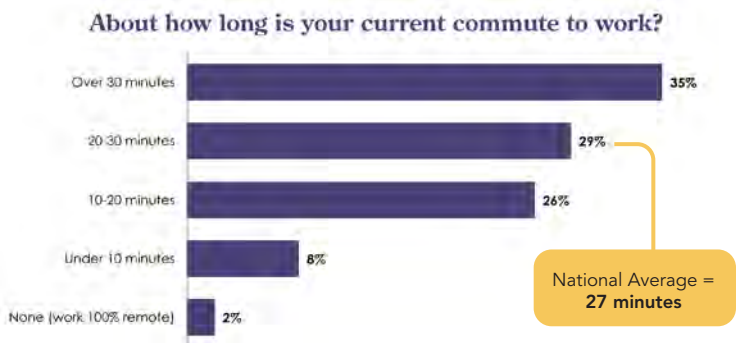
41
Metro Atlanta ZIP Codes represented in survey responses.

76%
of employees are willing to walk/bike under 20 minutes for lunch, errands, or drinks.

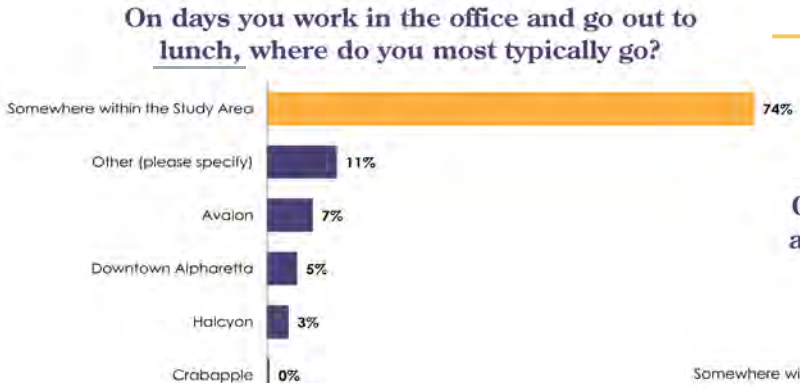
Lastly, despite being a car-centric area, there is pent up demand for walking and biking. Though a majority of errands and trips are accomplished with a car, 76% of those surveyed noted as being willing to walk or bike under 20 minutes to grab lunch, run errands, or have a drink with friends/colleagues. Those who did so clarified that the experience of walking or biking mattered in making that decision, with many noting that they would only walk or bike if it feels safe, convenient, and pleasant.

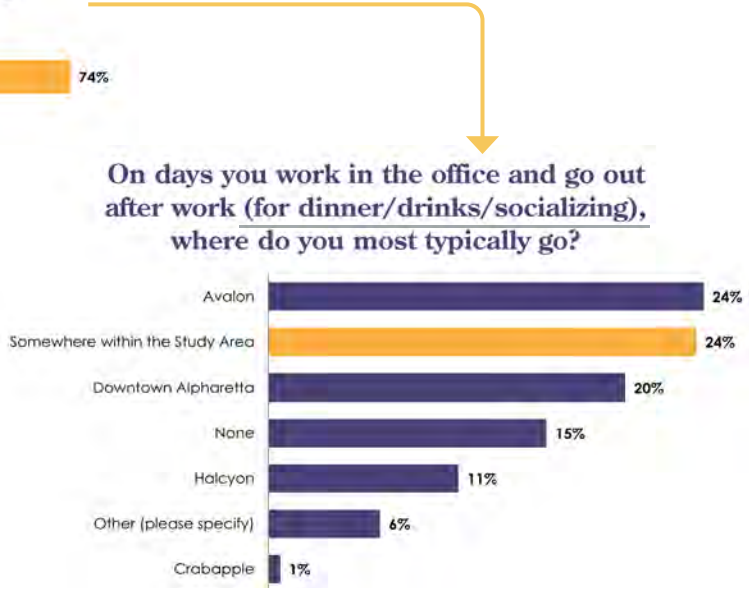
Commuting into the Office





Outside the Office





I Would Spend More Time in the Study Area If...

Major Themes

- It had less traffic/ congestion
- My commute/ traffic wasn't this bad
- There were more areas like Avalon/ Halcyon
- Restaurants were more varied & accessible
- It included more safe spaces for all ages
- Had mobility options other than driving

Five Key Takeaways from our Engagement

The recommendations in this plan have as a foundation the hundreds of voices engaged through the planning process. In analyzing the feedback received at community meetings, Core Group meetings, and in the online survey, a series of key themes were often repeated and augmented in the comments and ideas received. From these comments, the following five key themes emerged as representative of an overall community sentiment around the future of the Study Area. These five key themes, detailed below, include:

1. **Improving mobility is key to the success of the area:** It is hard to get around the district for both drivers and pedestrians, which causes stress and influences the perception/experience of the district. Employees noted that congestion and long commute times highly influence the decision of returning to the workplace, whereas residents noted that traffic and lack of connectivity makes reaching destinations challenging.

2. **The area lacks authentic and local experiences:** The study area lacks a "sense of place" and vibrant walkable destinations, making it challenging to compete with Avalon or Halcyon for dinner/drinks. This is especially true to Study Area employees, who noted in the online survey that they are less likely to patronize businesses in the area for these activities. Nonetheless, residents value the current retail offerings, and would like to see more walkable and distinctive places to visit, similar to Alpharetta's City Center or Milton's Crabapple.

3. **There is a need for additional parks and open spaces:** There is consensus among both residents and employees that green space with a variety of amenities and programming is lacking. Residents of the neighborhoods near Highway 9 expressed a desire for a community park, whereas employees noted an opportunity for additional green spaces near office buildings.

4. **Major roadways divide as well as connect the district:** The two corridors that define and connect much of the Study Area, Windward Parkway and Highway 9, also contribute to creating barriers for pedestrian and vehicular travel. Wide crossing distances, car-centric design, and a lack of alternate routes make these two corridors challenging to transverse. Additionally, GA 400 creates an east-west divide for retail and other amenities, and disconnects Milton and Alpharetta residents from the Big Creek Greenway system.

5. **The quality of the built environment and amenities will influence working arrangements for large employers:** Through the online survey, employees working in the Study Area were able to provide feedback on their working arrangements and commute decisions. Though fully remote working arrangements are on the decline since 2020, many continue to follow a hybrid work schedule. The Study Area's long commute times and congestion continue to highly influence whether employees choose to work from home, or commute into the office. Despite these challenges, about half of those surveyed noted that improvements to the quality of the surrounding district, the availability of green space, and a diversity of food/drink options and programmed amenities can help persuade them back into the office and Study Area.

Five Key Takeaways

Improving mobility is key to the success of the area.

The area lacks authentic and local experiences.

There is a need for additional parks and open spaces.

Major roadways divide as well as connect the district.

The quality of the built environment and amenities will influence working arrangements for large employers.

3

Four Ideas for the Study Area

1 | Connecting the Dots

2 | Serenity & Amenity

3 | Ales to Trail

4 | Lakefront Property

Idea 1
Connect the Dots

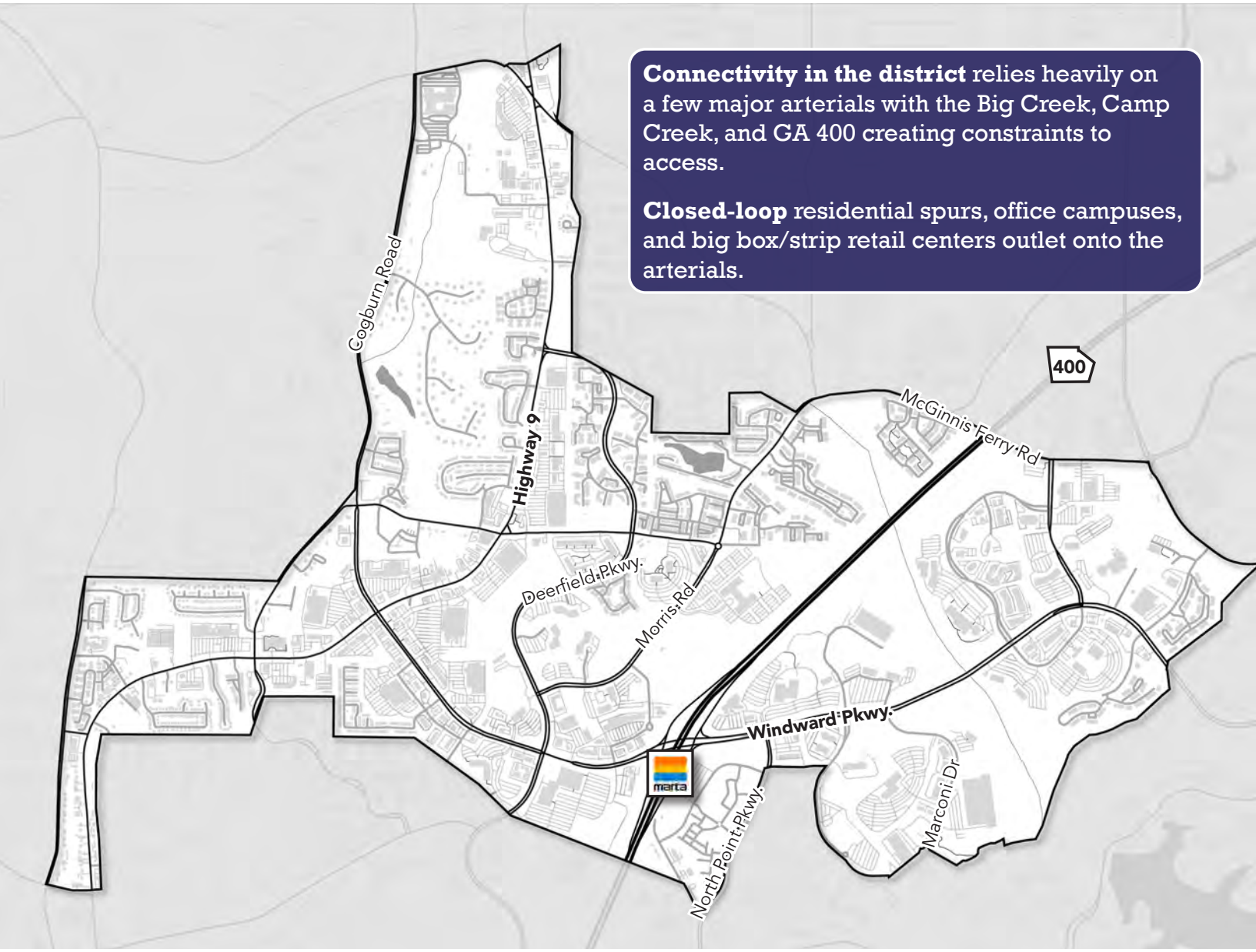
The vision for the Windward/ Highway 9 area starts with creating a framework for a more walkable and connected district.

Mobility to, and more importantly, through the Study Area is the most repeatedly emphasized priority by past planning efforts and public feedback from current employees. With an average one-way commute time of about 30 minutes, many of the district's employees spend significant amounts of time in route to and from the district on a daily basis. Many survey respondents expressed frustration that a large chunk of their time commuting to and from work was spent traveling very short distances within the district due to traffic congestion around peak workday travel times.

At a national level, A 2021 study by the Bureau of Transportation Statistics found that more than half of all daily trips in the United States were less than three miles in distance, with 28% of total trips being less than 1 mile. And since 1960, vehicle miles traveled (VMT) has increased sevenfold (per the Office of Energy Efficiency & Renewable Energy), while the population has only doubled. Together, these data points communicate that society is driving much more than we used to, and many of those driving trips are quite short. These insights are re-iterated in the public feedback that was received - while many have a willingness to walk or bike places, most do not within the Study Area because the conditions are not conducive or safe to do so.

"I work in a corporate office where individuals walk to their vehicles and drive to local food destinations that are EASILY within walking distance."

- Online Survey Response



Existing Street Network

The auto-dominance of the Study Area is most visible in the major pressure put on a few key arterial roadways that act as the collection points for most of the major employment centers and retail clusters within the district. Public feedback mentioned these roadways can get so busy that an informal network of access roads and parking lots end up being used as travel routes for patrons trying to move through the district and more efficiently navigate the rush-hour gridlock.

One key indicator for connectedness and mobility is that of block size. In general, areas within cities that are inherently very walkable or provide a grid of connected streets typically have perimeter block sizes of less than 2,000 feet or 1/3 of a mile (For reference, Downtown Savannah, GA, has block perimeters of less than 1,000 feet). Within the Windward/Hwy 9 Study Area, there are several blocks whose perimeters exceed a mile. The centrally located block that is bounded by Windward Parkway, Highway 9, Webb Road and Deerfield Parkway has a block perimeter of over 2.5 miles (13,200 feet). This kind of a block size greatly discourages connectivity on foot or bike and forces all vehicular traffic to queue up at major intersections, such as the Windward Parkway/ Deerfield (and Westside) Parkway intersection, which experiences close to 50,000 vehicles pass through it daily from all directions, per the Georgia Department of Transportation.

Potential Street Connections

A few new road connections that are designed to be user-friendly for both vehicles and pedestrians, at key locations within the Study Area, have great potential to positively influence general mobility within the District. A new roadway connection at Windward Parkway and the entrance to the Plaza at Windward ("A" on adjacent Map) would create a seamless access onto Morris Road and into the heart of the residential area of Deerfield, reducing the number of vehicles that travel west along Windward Parkway just to turn onto Deerfield Parkway. This connection can also activate the potential for a future secondary street network around the Plaza at Windward shopping center, repositioning the conveniently located commercial center for success through pedestrian scaled redevelopment. At the time of this plan, the eastern portion of the Plaza at Windward shopping center has high vacancy, influenced by its configuration and limited visibility (Its almost 600 feet removed from Windward Parkway and positioned behind other retail establishments). A new public roadway connection could not only ease surrounding traffic congestion, but also breathe increased access and visibility into this shopping center, which has great proximity to GA 400 and adjacency to the future Continuum development, but its potential is constrained by its current form and configuration. Roadway connectivity here would also unlock greater potential for sites in Milton along Morris Road. This connection could be truly catalytic and mutually beneficial for both municipalities.

Another potentially catalytic street connection is the connection from Highway 9 to Deerfield Road in between the former Fry's retailer and Wal-Mart ("B" on Map). This would in essence cut the 2.5-mile super-block in half, providing much easier and direct access to GA 400 for those coming south on Highway 9. If the new roadway includes a strong streetscape and redevelopment plans for surrounding parcels promote buildings that frame the roadway, a shift from auto-dominance to pedestrian friendliness can begin to occur within that portion of the Study Area.

On the eastern side of the Study Area, roadway connections at Dryden Road between North Point Parkway and Edison Drive ("D" on map) and between Marconi and Edison Drives ("E" on map) would create a network that could operate adjacent to and separate from Windward Parkway. If these connections were made, someone at the Big Creek Greenway Marconi Trailhead could traverse over to North Point Parkway and out of the district, without ever needing to get on Windward Parkway. This is significant as several of the top employers in the City of Alpharetta (and thus big contributors to commuter traffic in the Study Area) are located along Edison and Marconi Drive, or just north of them. The current lack of redundancy, or

Trail thresholds placed at trail crossing locations along Windward Parkway provide an opportunity to highlight the newly-minted Camp Creek Trail. Located at high visibility intersections, the trail threshold structures are a cue to motorists that walking and biking activity should be expected, helping reduce conflicts and accidents. Designed as overhead gateway elements that people can pass through, the thresholds capture the simplicity of rural outbuildings complemented by the use of contemporary materials and high craftsmanship. The structures provided a large-scale canvas for identifying the trail and providing maps and other trail-related information for public benefit.

Existing Street Network with **Potential Street Connections**

Potential Street Connections

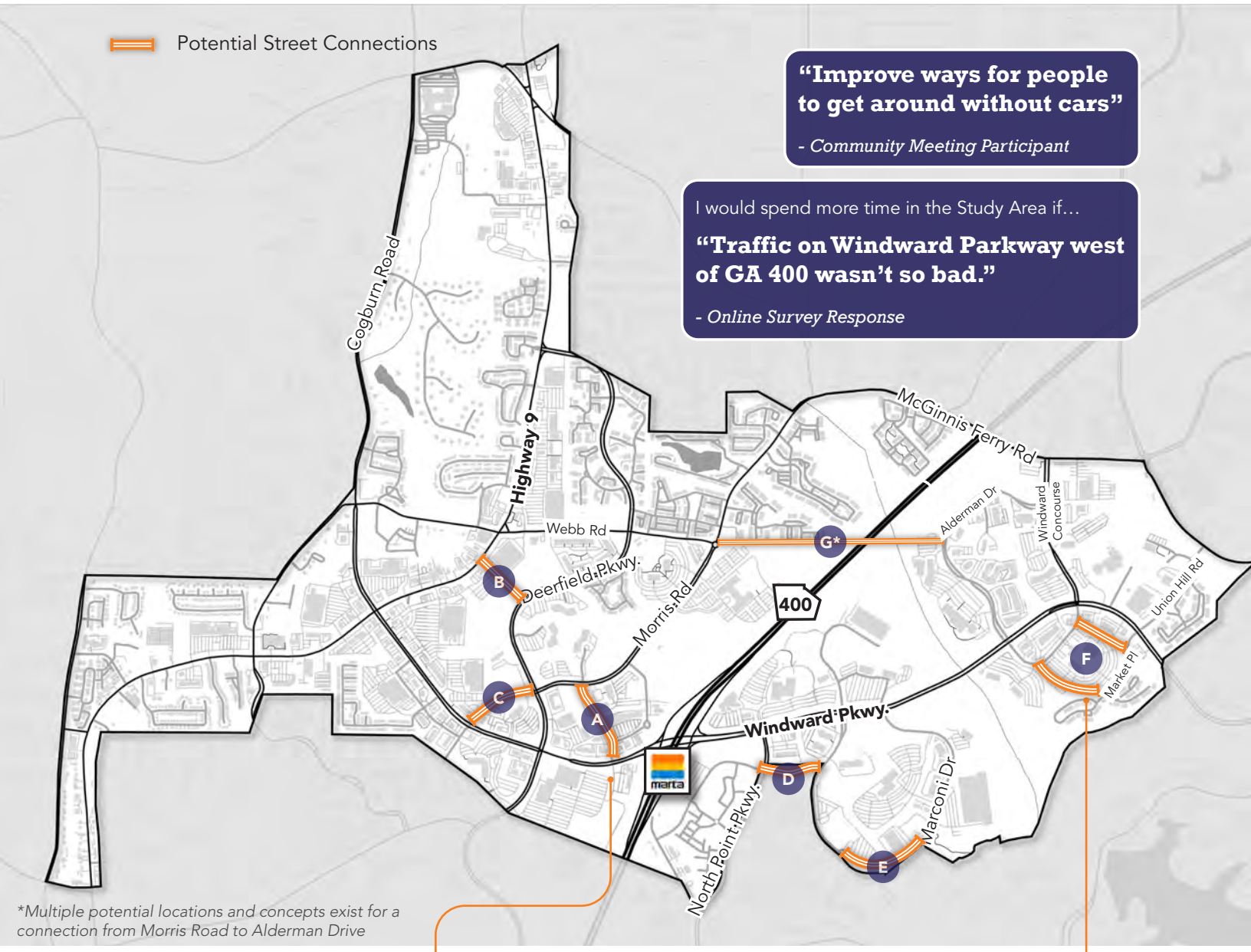
"Improve ways for people to get around without cars"

- Community Meeting Participant

I would spend more time in the Study Area if…

"Traffic on Windward Parkway west of GA 400 wasn't so bad."

- Online Survey Response



**Multiple potential locations and concepts exist for a connection from Morris Road to Alderman Drive*

multiple options for movement through the district, is one of the most frustrating aspects of the Study Area, brought up by residents and employees alike. These connections can add a layer of "roadway resilience" and a sense of choice to travel that does not exist today.

Another example of roadway resilience and redundancy are proposed connections between Market Place and Windward Plaza, which runs parallel to Windward Parkway ("F" on map). Recommended as part of the Urban Land Institute's 2023 Technical Assistance Panel for Windward Plaza, these connections could lead to other future roadway connections and the emergence of a pedestrian-oriented area, better serving the existing office users, retail establishments and adjacent apartments while also positioning the district to receive additional mixed-use investment within the setting of supportive and adequate roadway infrastructure. They also connect Market Place to Windward Concourse without the need to use Windward Parkway. It also offers a pedestrian scaled connection from the Big Creek Greenway to Windward Plaza's retail, without having to traverse surface parking lots, or take the sidewalk along the busy Windward Parkway.

Lastly, extending Webb Road across GA 400 ("G" on map) could connect the two sides of the Study Area using a local road that does not have a major highway interchange.

Potential Trail Connections

When considering the "dots" or destinations to connect to, workplaces, shopping/dining, and activity centers certainly fall under that classification. But green spaces and significant natural features also constitute desired destinations within the district. Two such significant natural features are the lake on Morris Road ("1" on the map on following page), and the Camp Creek floodplain just north of Windward

I would spend more time in the Study Area if…

"…I didn't have to drive to it – More pathways."

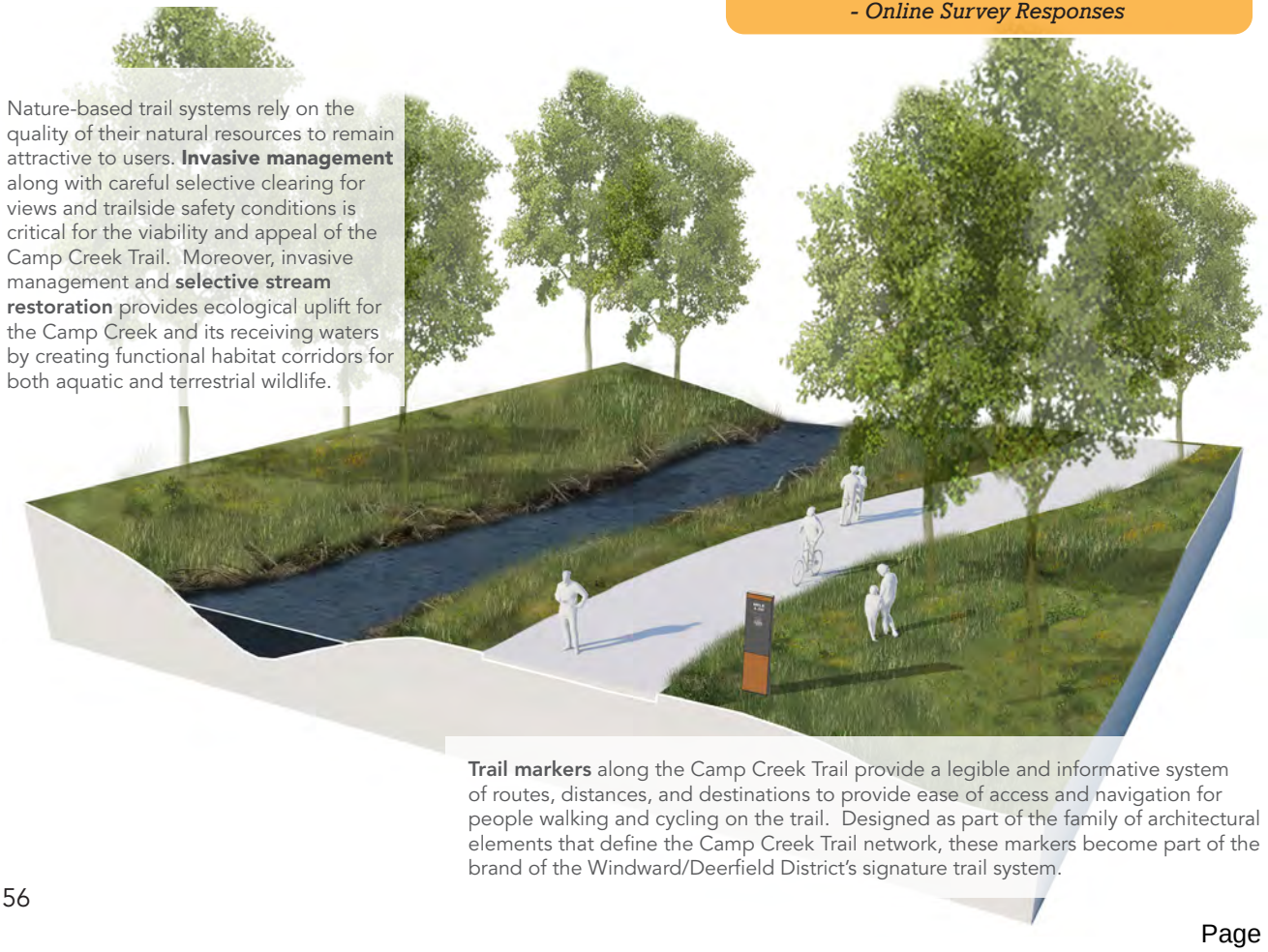
"…It was more pedestrian and or bike/scooter friendly."

"…It felt safe to walk between different shopping plazas."

"…I didn't have to depend on car for my usual needs"

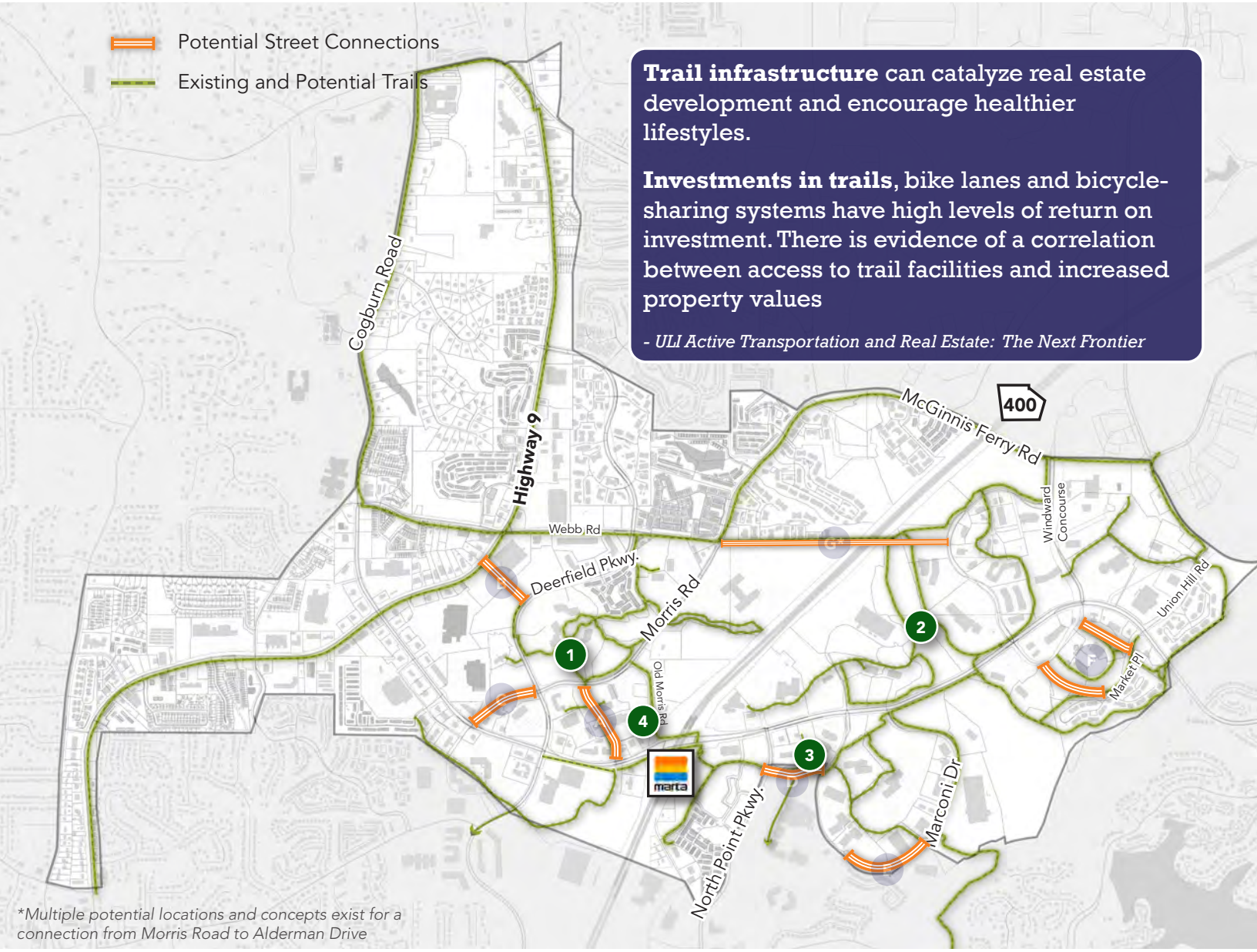
- Online Survey Responses

Nature-based trail systems rely on the quality of their natural resources to remain attractive to users. **Invasive management** along with careful selective clearing for views and trailside safety conditions is critical for the viability and appeal of the Camp Creek Trail. Moreover, invasive management and **selective stream restoration** provides ecological uplift for the Camp Creek and its receiving waters by creating functional habitat corridors for both aquatic and terrestrial wildlife.



Trail markers along the Camp Creek Trail provide a legible and informative system of routes, distances, and destinations to provide ease of access and navigation for people walking and cycling on the trail. Designed as part of the family of architectural elements that define the Camp Creek Trail network, these markers become part of the brand of the Windward/Deerfield District's signature trail system.

Existing/Potential Street Network with **Potential Trail Connections**



Parkway on the eastern side of GA 400 ("2" on map). A future network of trails that connects to and through these areas, provides seamless access to nature for both residents and employees alike, helping also to formalize public green spaces in a district that has very little for its overall size.

The importance of a robust and connected trail network cannot be overstated. Because of how auto-dependent much of our environment is, particularly in places like the Windward Parkway/ Hwy 9 Study Area, multi-use trails offer one of the only legitimate alternatives for mobility. Their effect is far beyond just convenience, as they offer a way to combat the psychological unsustainability of immersion in constant traffic by offering a healthy mode of travel that is also enjoyable and efficient (when part of a meaningful network). Economically, trail access has been proven to elevate property values and it has become a bigger piece of corporate location strategies and what employers promote as a competitive advantage for their workplaces.

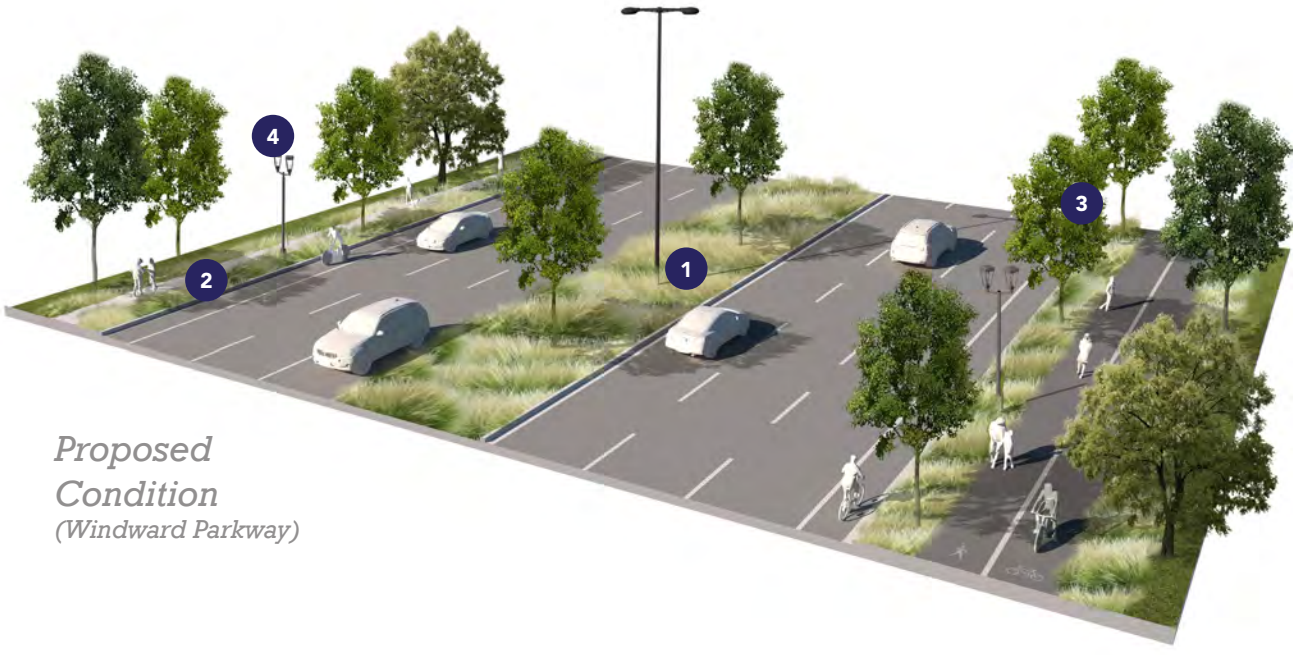
Trails that connect to the MARTA Park-and-Ride, like the ones shown along Dryden Road ("3" on map) and Old Morris Road ("4" on map), have the ability to safely connect residents and workers to regional transportation without the use of a vehicle.

Windward Parkway Streetscape Design

Windward Parkway is the Study Area's key artery, connecting the district from east to west, transporting more than 30,000 vehicles a day in some sections, and gathering travellers from the numerous smaller roads that terminate onto the Parkway. The look and feel of Windward Parkway greatly impacts the perception of the larger district. Over the last decade, efforts from both cities and True North 400 have been undertaken to enhance the experience along the Parkway (particularly close to its interchange with GA 400), but continued enhancement is necessary for the corridor to reach its full potential. Below are a few design recommendations:

1. **Native meadow grasses** provide a low-maintenance landscape treatment and an appearance more in keeping with agrarian heritage of Milton and Alpharetta than mowed turfgrass. Native grasses should extend through the setback in rural frontage areas.
2. A street **verge** provides a buffer between people walking or biking along the roadside and adjacent vehicular traffic. Combined with large street trees providing shade, native meadow grasses, and pedestrian-scaled light fixtures, the buffer that the verge provides can help reduce the stress of walking or biking near a high-volume of automobiles. A minimum width of 5 ft for the verge accommodates the root plate growth of most street trees and allows for an adequate soil volume to support the growth of large shade trees.
3. **Shade trees** planted in the verge provide critical shade for thermal comfort in the warm summer months, encouraging people to take walking or biking trips. The shadows cast by street trees on the roadway also creates a traffic calming effect.
4. **Street lights** at a height designed for sidewalks (14-18ft tall) can provide illumination for safety and evening ambience for people walking or biking along the roadside. The selection of a street light with a style that suggests (but does not replicate) historic fixtures can reinforce the character of a district that is rural in heritage but forward-looking in economic competitiveness and lifestyle.

Existing Condition
(Windward Parkway)



Proposed Condition
(Windward Parkway)

Windward Parkway Setbacks

Because of the form, function, length and auto-dominant nature of Windward Parkway, a two-tiered approach to building setbacks from the roadway may be effective in curating a sense of place and human-scaled design.

- **Village Setbacks at Regional Crossroads** provide closer building orientation to the road *(maximum 20 foot setback within 400 feet of intersection)* which presents a more pedestiran-friendly feel where edges are present and traffic is moving at a slower pace. These major intersections have marked crosswalks and pedestrian movement is likely to be higher than other areas along the parkway. Walkability and closer buildings that form natural edges can lend to a commercial village feel within these nodes.
- **Rural Setback Corridors** make up a majority of the more than 3.3 miles of Windward Parkway corridor that exists within the Study Area. The sheer length of this corridor, and the reality that large portions of it are used for through-traffic, make it so that these sections would be best suited with deeper building setbacks (40 foot minimum setback).

New Tool For **Connecting the Dots:**

Alpharetta Connect Forward Grant (Effective December 2023)

Goal: To promote and incentivize investment by the City's office park and retail property owners into projects that increase public access to green spaces through improved pedestrian-focused infrastructure and creative placemaking.

How it works: The Connect Forward Grant is funded by the Alpharetta Development Authority, through funds it receives from the City Council to carry out the Authority's statutory purpose of developing and promoting trade, commerce, industry, and employment opportunities for the public good.

The Authority has initially appropriated $50,000 from its general fund to fund Connect Forward Grants. Grants for eligible projects will be made available on a matching basis, with the Authority offering awards of up to ten percent (10%) of the total project cost, with a maximum award of $15,000. Applications will be accepted on a rolling basis.

Windward Parkway **Village and Rural Setbacks:**

Idea 2
Serenity & Amenity

The Windward/Highway 9 Area is home to thousands of employees - bringing them back into the office is crucial to the area's success.

With commercial land use comprising approximately 60% of the land area, the success of office properties influence and impact the overall success of the Study Area. Since the COVID 19 pandemic, employee working arrangements continue to be in flux, with the Study Area's office properties having 51% of their average weekday workforce in 2022 compared to 2019, according to Placer AI data. These data are consistent with the results of the online employee survey, which inform that 57% of employees continue to have a hybrid arrangement, with only 4% fully remote. Thus, despite more office workers returning to the office, a sizable amount continue to have the flexibility to work from home and avoid the traffic and congestion many expressed having as part of a daily commute. The online survey results also suggest that about half of employees could be persuaded to work from the office if there were direct improvements to the built environment, such as trail connections. This section builds on that opportunity.

57%
of employees are currently in a hybrid working arrangement.

Online Survey Responses

50%
of employees would return to the office more if there were improvements to the built environment, such as trail connections.

Online Survey Responses

51%
of employees in the Study Area are back in the office in 2022 on a daily basis compared to 2019.

Average Weekday Workforce (M-F):

Source: Placer AI

Existing/Potential Trail Network with **Recreational Loops**

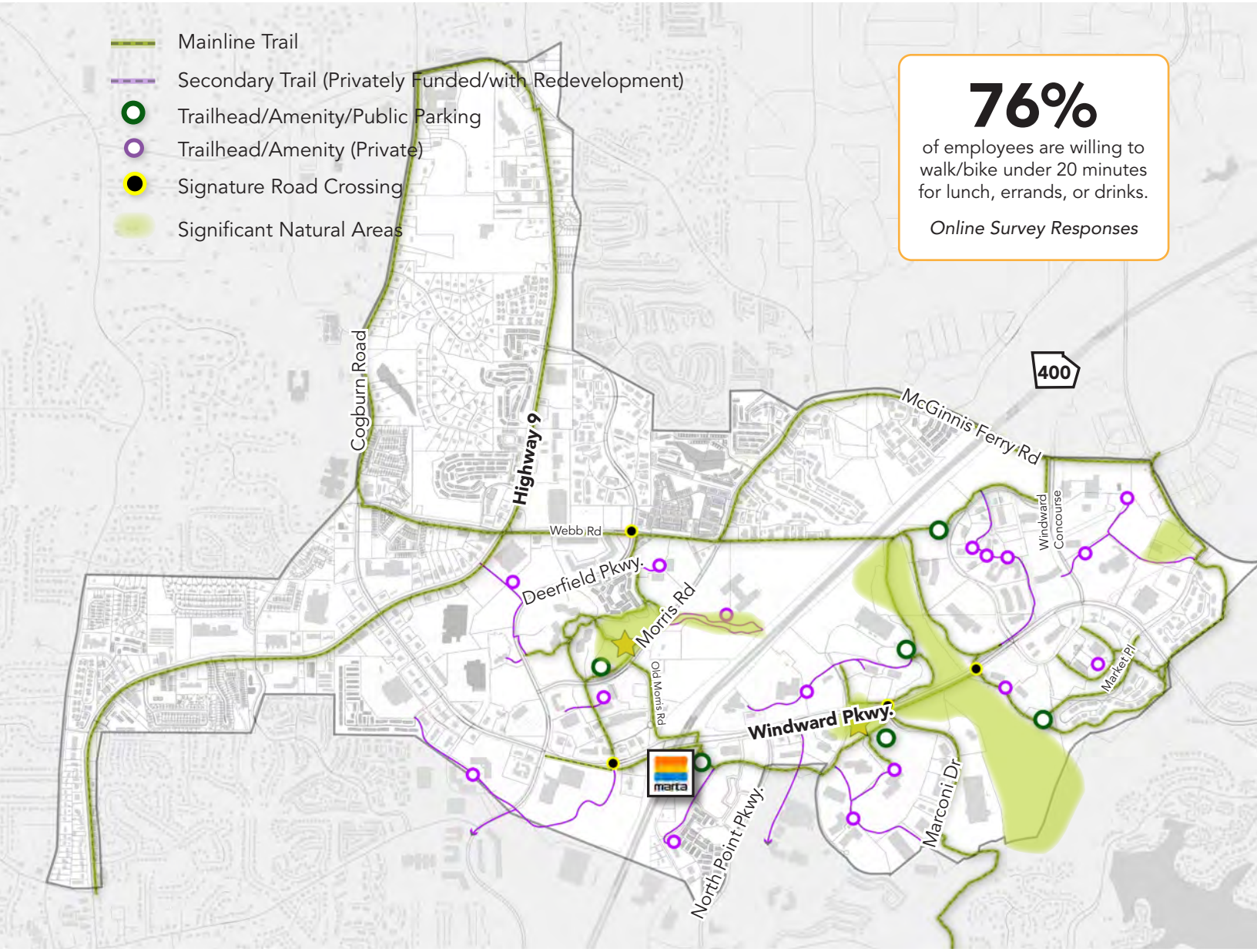
Amenitizing the Workplace with Nature

One of the key opportunities in the potential trail network introduced in Connecting the Dots is creating trail experiences within the larger system. While some users will have the time and ability to utilize a larger portion of the trail network, many may only have time for a lunchtime stroll during the workday, a quick dog walk, or a light jog to experience the outdoors. In fact, at the second community meeting, when asked how they would use a future trail system, most attendees voted that they would do so to "contemplate and enjoy nature" or "exercise and recreate."

With these users in mind, the trail system can include trail loops designed around a natural experience or feature, such as a creek or lake, that provide a high quality experience in a shorter distance with a convenient beginning and end. The map above shows three of these trail loops, each within walking distance to thousands of employees at the doorsteps of various office campuses. These loops can include consistent branding and signage, while even incorporating portions of existing trails like those within the Verizon Campus (Deerfield Parkway) and parts of the Big Creek Greenway. The three proposed trail loops are:

- Deerfield Lake Loop: A mile loop around a lake already popular with Milton residents and adjacent to the Verizon campus.
- Camp Creek Circulator: A mile loop along Camp Creek near Lexis Nexis and Windward Plaza.
- Big Creek Connector: A 2-mile loop following portions of the existing Big Creek Greenway with new alignment that follows an existing power easement and Caney Creek.

Existing/Potential Trail Network with **Trailheads & Amenities**



Enhancing Trail Access

The vision for a future trail system in the Study Area is a bold interconnected network with various redundancies and access points. Touching both the Milton and Alpharetta city boundaries, as well as properties within the True North 400 improvement district, implementing this vision in an expansive area will require coordination between both cities and various partners. Key segments of the trail network that provide overall connectivity and are near significant access points can be considered as belonging to a "Mainline Trail," or those that are most likely funded and implemented by a public entity.

Mainline trails are accesses through public trailheads with public parking and green space, noted in green in the map above.

Trail segments primarily serving office campuses and users, on the other hand, are noted as "Secondary Trails." These trails provide an additional level of connectivity to the network, and are accessed through trailheads on priavte property or along Right-of-Way near a redevelopment site. Their funding and implementation may vary and be paired with the redevelopment of catalytic sites, or as part of an office property improvement.

Together, both mainline and secondary trails converge to create a world class trail network serving both Milton and Alpharetta residents and employees, while also creating greater pedestrian/bicycle access to the future high-capacity transit station at Windward.

How a Trailhead Could Look in an **Office Campus Parking Lot**

Trailhead Parks at the perimeter of existing parking areas of Windward and Deerfield businesses can serve both employees and the general public. Sited at key locations near existing or planned trail segments, these Trailhead Parks may include outdoor lounge furniture, al fresco study pods, collaboration spaces, communal lunch tables, or other comforts to inspire and encourage office users to engage in recreation, nature immersion, digital detox, and healthy work day habits. These locations may also include dedicated parking for employees or public visitors that are using the trail network. Supporting features for the trailhead may include bike racks, trail system maps, bike service kiosks, and creative public seating such as lounge swings.

Creating Trailhead Parks

The vision for a future trail network has the opportunity to provide significant greenspace to the Study Area through the addition of Trailhead Parks. These pocket parks, which may include features like seating and lounging areas, dedicated parking, lighting, and trail access, can be scattered through the Study Area serving both mainline and secondary trails.

The addition of trailhead parks is especially critical for office properties looking to amenitize outdoor spaces. The Gensler Research Institute's U.S. Workplace Survey found that employees expect high quality experiences in the workplace as a trade-off in departing the comforts of working from home. One of these comforts, as noted in the online survey results, is access to high quality green space and trails. According to the online survey results, about 76% of Study Area employees are willing to walk/bike under 20 minutes for lunch, errands, or drinks. However, many cite a poor walking environment and lack of convenient access to trails as reasons preventing them from doing so, such as having to walk across large parking areas. Trailhead parks are thus an opportunity to create a high quality green space, suitable for outdoor meetings or recreation, and additionally provide walkable access to nearby amenities.

"…Many employees now expect top-of-the-line office space as a trade-off for departing the comforts of work-from-home. The difference between high- and low-quality assets perhaps has never been wider."

"Effective workplaces that provide great experiences are more likely to be in neighborhoods that have access to a range of amenities including coffee shops, outdoor spaces, and eateries."

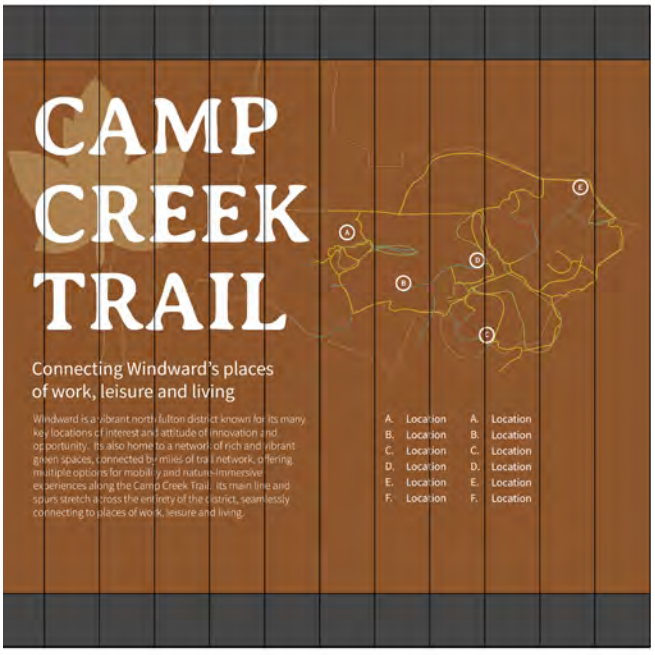
- Gensler Research Institute's U.S. Workplace Survey Dec 2022

Potential trail gateway feature

The Camp Creek Trail System

Similar to the Alpha Loop or the Big Creek Greenway, trail systems can become part of community fabric. Beyond a greenway, their presence in a neighborhood or district can help connect people to nature and each other, attract economic opportunities, and help define the area's identity. Trail systems that do this effectively tend to have an established brand and nomenclature that feels authentic with its context. Through consistent branding, signage, wayfinding, amenities, and fixtures, trail segments can feel part of a single system. This is the vision for the Camp Creek Trail - a future connector to help define the growth and identity of Milton and Alpharetta communities along GA 400 and Windward Parkway.

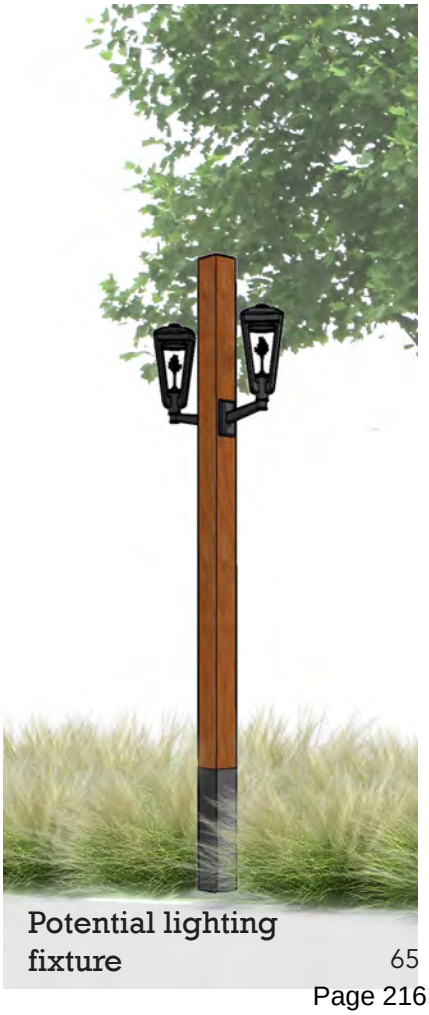
Taking inspiration from the area's agrarian past and rural heritage, the concepts in this spread show a potential trail identity package, ranging from gateway features at trailheads to mile markers. These concepts illustrate opportunities on how a future Camp Creek Trail can highlight Milton and Alpharetta's existing identities to establish a common graphic language.



Potential trail seating shed with swing

Potential Trail mile marker

Potential Trail seating bench



Potential lighting fixture

Idea 3

Ales to Trails

Our approach to placemaking centers around creating distinctive places for people to come together.

Traditionally, a placemaking strategy focuses on public realm improvements such as public art, banners, gateways, and a cohesive identity package. While these are indeed valuable and important to fostering a sense of place, and are well incorporated into Serenity and Amenity's Camp Creek Trail concept, the Windward and Highway 9 Study Area requires a strategy that goes beyond banners. This section takes a more holistic view at placemaking - one that proposes strategies to shape the perception of the Study Area in the eyes of the thousands of residents, employees, and visitors that move through it on a daily basis. This is especially critical for this area, since one of the key takeaways from the plan's engagement is that "the area lacks authentic and local experiences". This sentiment was repeated by both the residents and employees we engaged, who in the online survey noted that the Study Area lacked the vibrancy and sense of place of nearby places like Avalon, Downtown Alpharetta, or Crabapple.

Recognizing that the Study Area is composed of two different communities, this section finds opportunities for Milton and Alpharetta to find common ground and work together, while each maintaining their unique identities. This section does so through three overall strategies:

- **A Social Campaign** to tell the story of the Study Area, its happenings, and the people that call it home or create great things within its boundary.
- **An Experiential Campaign** built around high quality programming and events to bring the community together.
- **A Place Campaign** that reimagines two sites within the Study Area, each with beautiful nature, into concentrated clusters of rich and distinctive experiences.

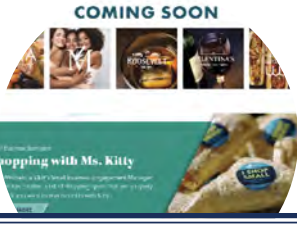
Economic Development
Fiscal Health
Community Pride

District Name
District Identity
City Identity
Marketing
Market Strategies
Business Mix
Development Form
Sense of Place

Daily Living & Working

Infrastructure Quality
Trail Connectivity
Green Space Priority
Legible Wayfinding
Low-Stress Mobility
Daily Needs & Convenience
Industry Clusters
News & Communications
Events and Activities
Stories and Profiles

Common Ground. Unique Identity.



Build around Evolving Assets

Social Campaign

Well-coordinated, **consistent sharing of notices, news, profiles and stories** that support local businesses, daily living and the daily economy of the district.

Build for People

Experiential Campaign

A diverse program of daily/ weekly programming - **public events and activities** - appealing to district employees as well as a wide range of local audiences and visitors

Build on Enduring Assets

Place Campaign

Small, concentrated **clusters of distinctive character and rich experience** - anchored by existing green assets - that shape the perception of the greater district.

Social Campaign

The Windward and Highway 9 Study Area is an expansive geography of 2,900 acres, similar in size to the entirety of the City of Decatur. Home to both Milton and Alpharetta's top employers and to thousands of residents, at any given time various events or community gatherings occur within this area. As a regional employment and commercial hub, it experiences significant growth and economic development news throughout the year.

Together with the opportunities in programming described in the Experiential Campaign, there is a distinct opportunity for Milton and Alpharetta to work together in creating a single external repository of news and events, information about the area, and destinations to see and experience. With a strong web and social media presence, this resource can serve an audience in the Study Area that is largely unaware of the minutia of jurisdictional boundaries between Milton and Alpharetta, and amplify existing social media and public relations strategies for both cities.

A Social Campaign of this scale, especially one crossing municipal lines, requires an organized and consistent strategy to disseminate information. As such, Milton and Alpharetta have an opportunity to collaborate on a content release calendar that assists with publishing information, promoting events, and increase community visibility of things happening within the Study Area.

In 2021, the City of Alpharetta initiated the development of a district-wide website to brand the Windward commercial district. Based on direction from a committee of key Windward stakeholders, the website offers a repository of news and events, and acts as a digital economic development tool that promotes all the area has to offer to both residents and employees. While the geographic extent of this effort differs slightly from that of the Study Area, it acts as an existing prototype from which to build from, with opportunities to work with True North 400 and the City of Milton to potentially expand its scope and delineate long-term maitenence responsibilities.

Existing Website, Branding and Social Intiative:

Windward Tech District

Experiential Campaign

Programming that brings people together is at the backbone of every successful district. Small concerts, movie nights, food trucks, outdoor group yoga sessions, and various other events and gatherings can transform a space from a lawn to a destination. These types of events bring people together, attract families and folks of all ages, and help build a sense of community. While most events will attract nearby residents, they may also become a useful tool in employee attraction and retention for the area's large employers.

Through the online survey, employees noted an opportunity for more "things to do" in the area after the workday as something that would help motive them to come into the office more often. Respondents praised the events and amenities of Avalon and Halcyon as conducive to after work dinner or socialization, and noted the lack of options near their workplace outside of lunchtime hours.

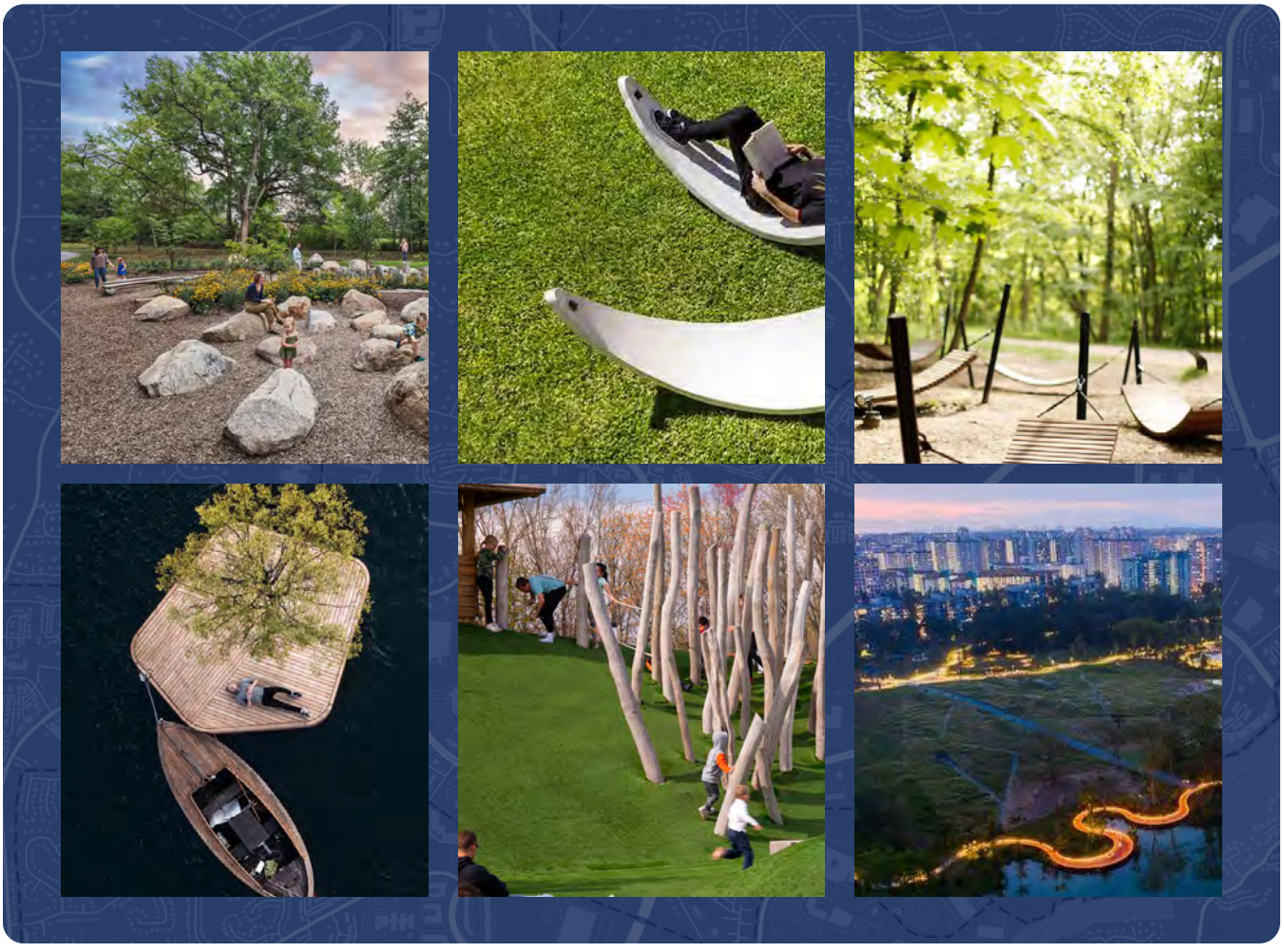
The previous two ideas, Connecting the Dots and Serenity and Amenity, envision a future Study Area where a system of trails connect people with parks and amenitized office campuses. The success of these investments is not just that of the capital improvement, but on the ability to activate and market them to the community. As noted in Gensler Research Institute's U.S. Workplace Survey, employees expect high quality amenities and experiences in the workplace. As such, programming and events is as much about economic development as it is community-building.

Place Campaign

When it comes to creating a district identity and attracting people, destinations are the driving force. Quality physical spaces where people can gather and cultivate experiences are a timeless element of vibrant neighborhoods and thriving cities. While much emphasis has been placed upon connectivity and developing a robust trail network, a trail system alone does not create a sense of place. A rich and resilient sense of place emerges when you have something to do/a place to go that's embedded into the trail network. Beyond that, the place itself needs to have some level of distinction, or uniqueness from other nearby places. In the Windward Parkway/Highway 9 district, which is saturated with strip retail centers and corporate office campuses, two distinctive sites have been proposed as district destinations. Strategically selected due to their proximity, accessibility and natural features, these sites have the potential to be hubs of civic vitality with economic ripple effects.

These potential community destinations, one of which is in Milton and one which is in Alpharetta, are both undeveloped properties along major roadways. They are positioned centrally among major employers, area residents and future transportation connections proposed as part of Connecting the Dots (prior section). They each possess natural amenities that offer serene escapes from the nearby hustle and bustle of traffic and activity.

The design, layout and programming of these community destinations produce quasi-public amenities, providing room for creativity in public-private partnerships to offer a high end experience that benefits the general public and the private property owner.



Proximity of **Community Destination Sites** to Major Employers

Potential Street Connections

Existing and Potential Trails

Community Destination Sites

Walk/Bike Route*

55%
of surveyed employees would **walk/bike up to 5-10 minutes** from their work to lunch, dinner or to run errands

21%
of surveyed employees would **walk/bike up to 10-20 minutes** from their work to lunch, dinner or to run errands

Cogburn Road

Highway 9

McGinnis Ferry Rd

400

Morris Rd

Windward Pkwy.

Marconi Dr

North Point Pkwy.

FRY'S SITE
11 min
3.5 min

VERIZON
1 min
0 min

ONE DEERFIELD CENTER
5 min
2 min

LEXIS NEXUS
13 min
4 min

ADP
4 min
1 min

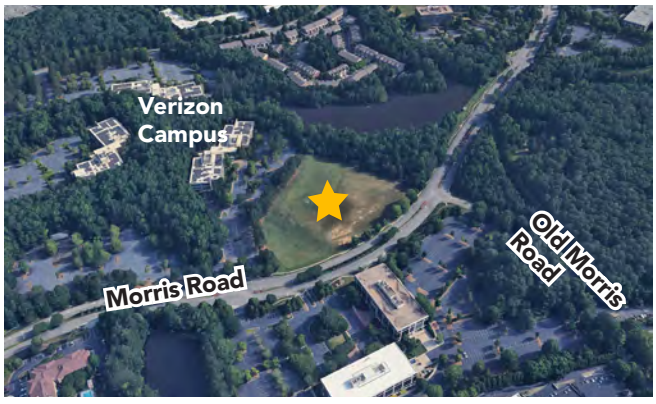
WINDWARD PLAZA OFFICES
8 min
3 min

CONTINUUM
11 min
4 min

THE EDISON
6 min
2 min

*Estimates based on walking speeds of 20 minutes per 1 mile, and biking speeds of 5 minutes per 1 mile.

Site 1: Morris Road & Old Morris Road (City of Milton)

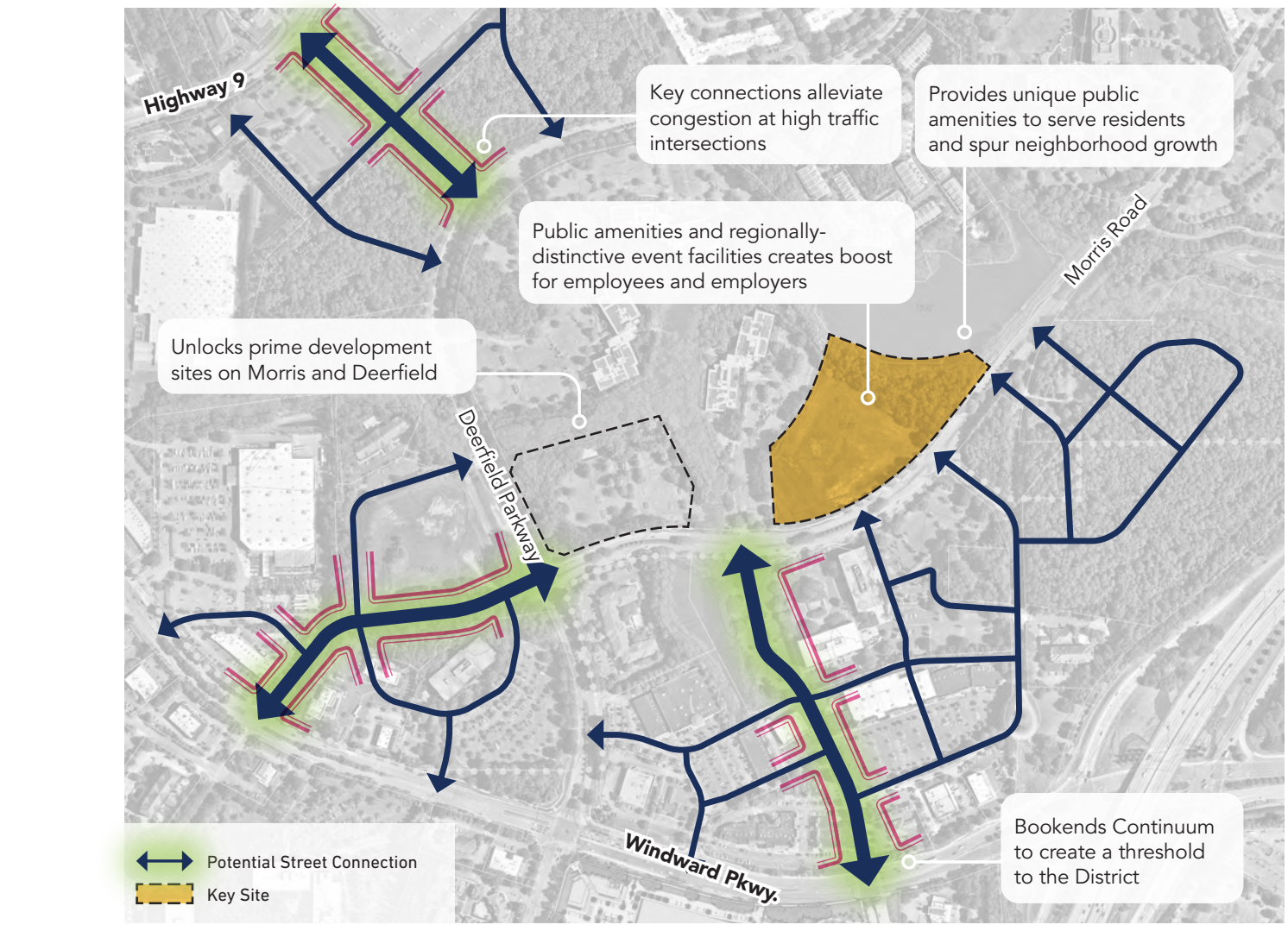


Site 2: Windward Parkway & Edison Dr. (City of Alpharetta)

Community Destination Site 1: Morris Road

The Morris Road site is a roughly 8-acre undeveloped property along Morris Road, between Deerfield Parkway and Webb Road. The property sits between the Verizon corporate campus and a 7-acre lake, with over 1,000 feet of frontage along Morris Road, which acts as a key roadway connection into the residential heart of Deerfield. Within just one mile of the site is a residential population of close to 10,000 people and over 700 businesses totaling over 20,000 employees. Within that same area, the only current publicly accessible greenspace is the 1.1-acre Freedom Park. This site offers immense opportunity to fill that gap and provide unique gathering spaces and access to natural amenities for countless thousands of nearby residents and workers.

Anchor with Green Assets: Waterfront Amenity



The site is positioned as a central spoke within Milton's Deerfield district, with great proximity to major roadways and potential for even greater connectivity in the future. Three of the plan's proposed roadway connections are in very close proximity to this site, with the proposed trail along Morris Road (continuing to the MARTA Park and Ride) taking users straight to and through the property as well.

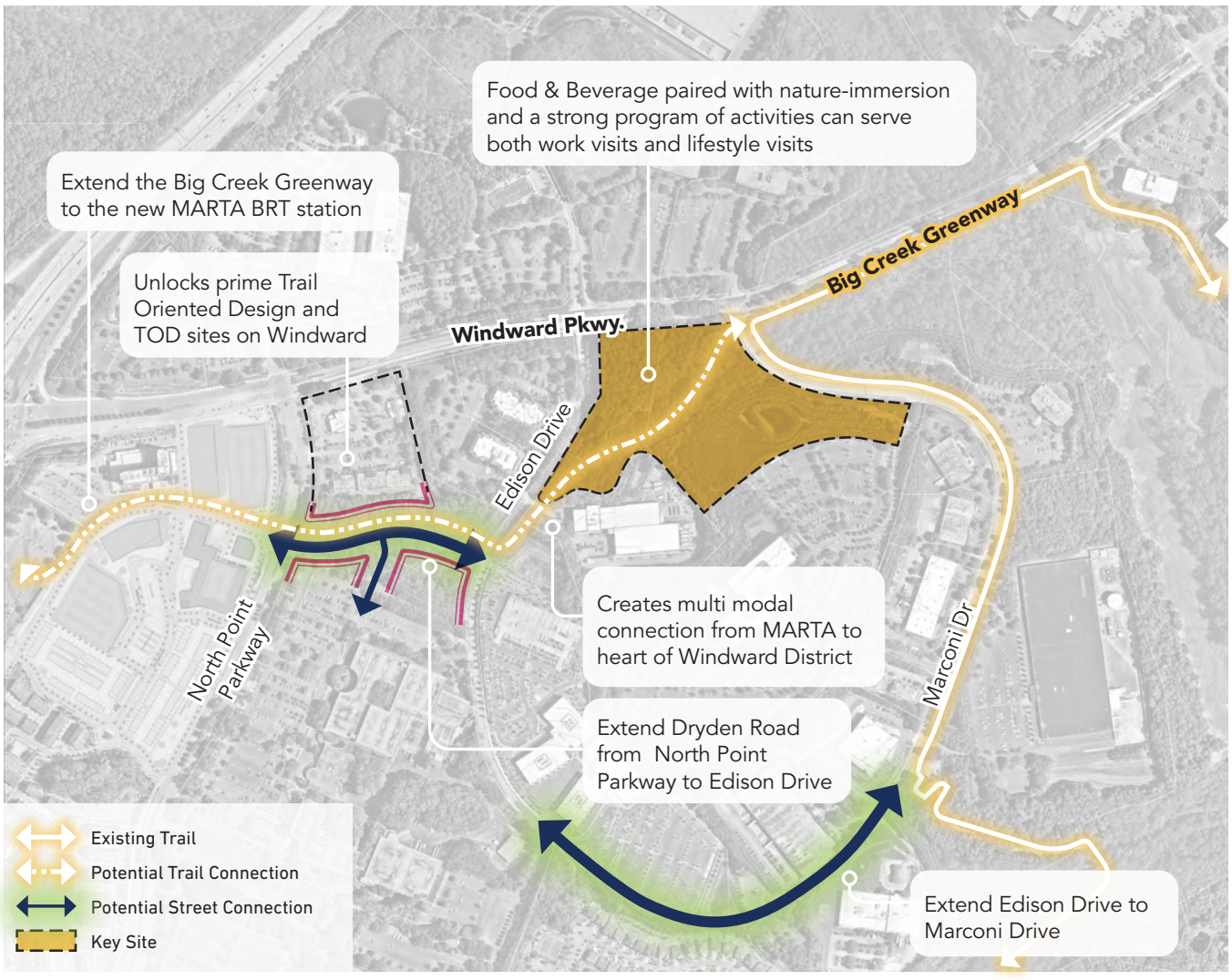
For being conveniently located, the property has a quaint and natural feel to it, as the lake and strong presence of tree canopy make it feel removed from the busyness of Windward Parkway and Highway 9, even though both corridors are quite close. These qualities naturally position the site to have potential for a waterfront natural amenity, offering residents and workers a chance to soak in the sun and enjoy toes in the sand and vistas of open water. A gathering hall, restaurant and pier house offer unique event venue and food options, capable of hosting corporate retreats, weddings and rehearsal dinners, local events and business expos, or simply accommodating the daily market demand of surrounding residents and workers through a distinct kind of commercial offering. Corporate bungalows are also envisioned, along with a rooftop garden, taking further advantage of lakeside charm and the desire for a sense of place.

With easily visible parking, the site can also naturally act as a trailhead, providing easy access to future trail connections around the lake, over to Highway 9, north along Morris Road, and south to Windward Parkway.

Community Destination Site 2: Windward & Edison

The Windward and Edison site is a roughly 12-acre multi-parcel site that sits along Windward Parkway, in between Edison Drive and Marconi Drive. It is one of only a few remaining greenfield development sites on the east side of the Study Area. A stream with associated floodplain flows through the property, posing some considerations and challenges regarding development, while also offering a natural amenity that can be a huge asset if embraced thoughtfully. This site concept is anchored by a food hall that accommodates social events, while also providing patrons with a rich outdoor experience that interacts with the site's stream and robust tree canopy. The

Anchor with Green Assets: Forest Restoration



Community Destination: **Edison Forest Restoration**

idea of an experiential "forest restoration" can be realized by creative seating elements that take advantage of the shade and natural beauty the site has to offer.

From a transportation perspective, the site gets great visibility with frontage along Windward Parkway where there are close to 30,000 cars driving by it daily (per GDOT). The Big Creek Greenway also runs along the site's eastern boundary (Marconi Drive), providing direct multi-modal access to the site from the already established regional greenway system. To the west, a planned road extension connecting North Point Parkway with Edison Drive will provide direct access to the future MARTA BRT station and the development occurring around the station. Naturally, this site provides a possible multi-use trail linkage between the future BRT station and the existing greenway, with an off-road alignment that many petitioned for when providing public feedback about trail preferences.

Five of Alpharetta's top 10 employers are within a half mile of this site, giving it incredible proximity and convenience for providing lunchtime or after work food and drink options. This in addition to being a venue for creative programming and events geared toward engaging the local workforce.

Almost 8,000 residents live within one mile of the site, making it a possible economic and cultural hub for employees and residents alike. A comment from the final public meeting mentioned the community-enhancing effect this concept could have, saying "the Food Hall along with the experience will create a 'stickier' community for Windward residents."

Idea 4
Lakefront Property

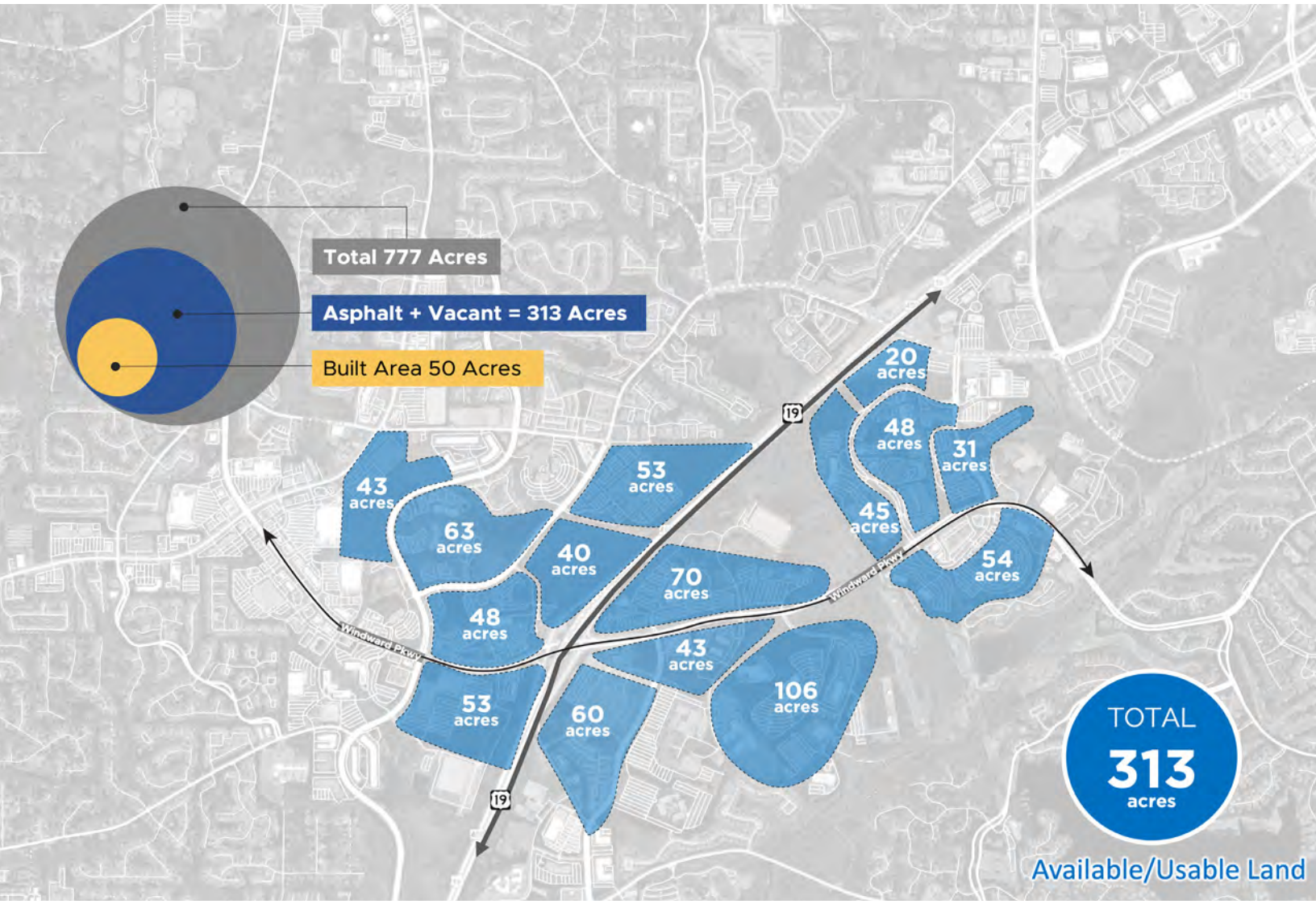
There is great uncertainly about the viability of conventional office space. The Study Area needs to re-think how it accommodates future growth.

This Economic Strategy builds upon the market analysis to identify key development and investment objectives for the Study Area in the near term. The intention of the strategy is to guide and prioritize real estate investment, in alignment with community goals and economic realities. Ultimately, the Economic Strategy seeks to capture the value created by new investments and apply that revenue toward community goals.

This section, entitled "lakefront property" refers to the value of assets located alongside an investment (e.g., a park) and/or public good (lake or beach). While a waterfront property has long been a value-adding real estate catalyst, greenways can also add value if—and only if--development is aligned properly to meet that investment. Understanding this idea and its central role in the Economic Strategy requires review of three distinct, yet interrelated concepts:

- **Value Creation** – that which brings people in from great distances to have a unique experience
- **Value Capture** – investments and entities that generate economic activity, typically through the sale of goods and services, or property value
- **Public benefit** – that which provides community services, experiences, and supports that often do not produce sufficient direct revenue to be privately financeable/self-sustaining

The community vision (this plan) encapsulates these three ideas.



To focus investment, key parcels along State Route 400 and Windward Parkway were identified and divided into 15 separate "pods", shown above, containing a range of office, hotel, and retail properties.

With both thoroughfares serving as key entry points to Alpharetta and Milton, development within the selected pods comprise the face of both communities and, therefore, present the best opportunities for catalytic (re)development. The pods vary heavily in size, between 20 to 106 acres, totaling 793 acres. The built environment is dominated principally by 20- to 30-year-old office buildings, tenanted by finance, tech, and professional service firms, though vacancy is persistently high. Given their suburban environs, all properties are overwhelmed by parking and under-utilized space: for every 1 acre occupied by buildings, there are approximately 6 acres of asphalt and/or vacant land. Hence, the pods' aging properties and abundant developable land provide extensive opportunities for re-envisioning the corridor. Utilizing these 15 pods, the Economic Strategy will be guided by three pillars, designed to develop the "lakefront property" that will create, capture, and make publicly-beneficial value in the Study Area:

1. **Reimagine Suburban Office Space**
2. **Adapt to change**
3. **Support connectivity and neighborhoods**

Economic Strategy Pillars

1 | Reimagine Suburban Office Space

At the time of this report, evidence suggests the suburban office park is at risk of becoming a product of a previous era: one where the separation of workers, land uses, and isolation of the workplace from the wider world was seen as key to productivity and desirable for quality of life. It is a product of an era when people drove great distances and spent many hours in the car each day to get to work. Today, as collaboration, coworking, and hybrid arrangements become more popular, these properties risk becoming obsolete, leaving communities across the country to seek out new and innovative ways of reimagining their respective office inventories. For the Study Area, the goal of this strategy is twofold: first, to allocate limited resources better, one must determine which properties are most at-risk of vacancy. Then, based on those rankings, one or more strategies are applied to each pod–either to maintain, reposition, repurpose, or rebuild.

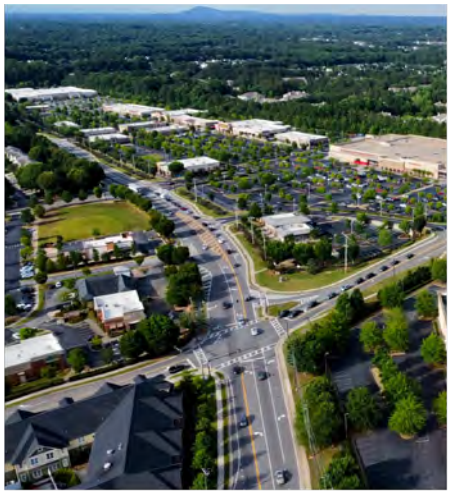
2 | Adapt to change

Central to this pillar is the recreation of main streets and mixed use districts: areas with unique community destinations that offers a range of amenities for residents and visitors alike. This model offers an opportunity to create value, or an asset that will draw visitors, that features a public benefit in the form of walkable streets and trails. Adoption of the main street approach requires an evolution of the Study Area's physical conditions via the integration of experience, shopping, hospitality, and housing within a denser environment.

3 | Support connectivity and neighborhoods

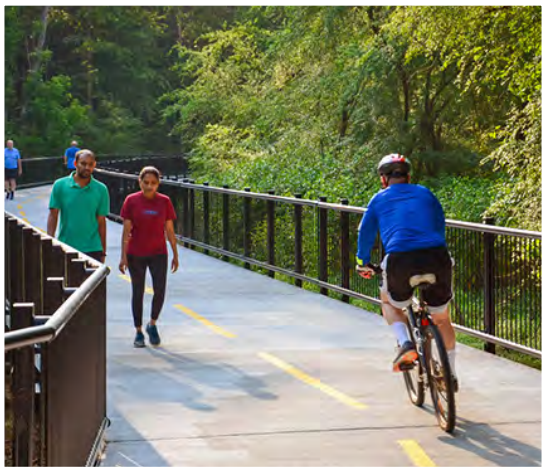
This final pillar seeks to ask: how can the Study Area's neighborhoods be made more navigable? How can investment be focused to support more vibrant neighborhoods along the corridor? Here, the connections between areas are redesigned such that they are more accessible to non-vehicular traffic, so as to overcome the segmentation that the Study Area's existing suburban, auto-oriented landscape creates. These re-envisioned areas can become their own unique neighborhoods, containing an integration of uses, and connected by walkable trails, new roadways, and transit. Lastly, this pillar evokes opportunity to capture the value created by greenspace access, public art, and other placemaking activities via the expansion of businesses and commercial strips both along and within pods.

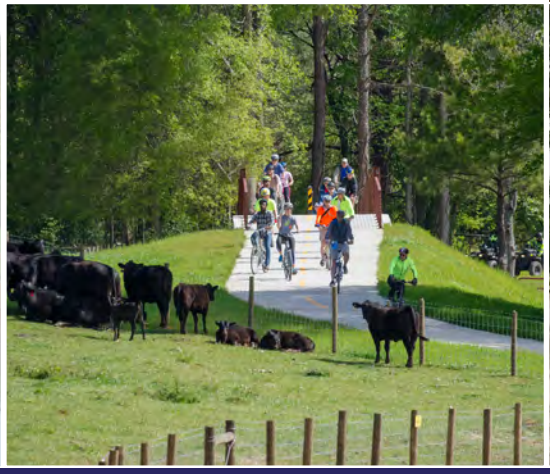
Reimagining Suburban Office



Adapting to Change

Supporting Walkability and Connectivity





Connectivity is Key:
Greenways as Part of the Lakefront Recipe

Within the Atlanta region, there are numerous successful greenway developments, connecting urban, suburban, and even rural communities. Locally, the Alpha Loop is a prime example of a greenway that links commercial and residential centers, while the Big Creek Greenway offers miles of densely-forested path for recreational opportunities. Its hard to accurately quantify the immense value these projects bring to the local community, as they have numerous health, well-being, and increasingly, economic benefits.

While many locals may be aware of the impact of the Atlanta Beltline, where office properties along the trail experienced a rent increase of 190% between 2013 and 2023 compared to a 70% increase citywide, there are several other notable greenway networks that shed light on the value they bring to local communities. This chapter includes a page that explores lessons and takeaways from the Silver Commet Trail, Carrolton Greenbelt and the Swamp Rabbit Trail in Greenville, South Carolina. Together, these provide a mosaic that resembles the character (and potential) of the Windward/Highway 9 Study Area.

Lastly, it is important to remember the interconnected nature of what makes for a successful district. Greenways by essence are facilitators of connectivity, acting as the lifeblood of human-scaled movement and recreation within a physical space. They have become a very active ingredient in attractive real estate and a key component of communities that value investing in a high quality of life.

Reimagine Suburban Office Space

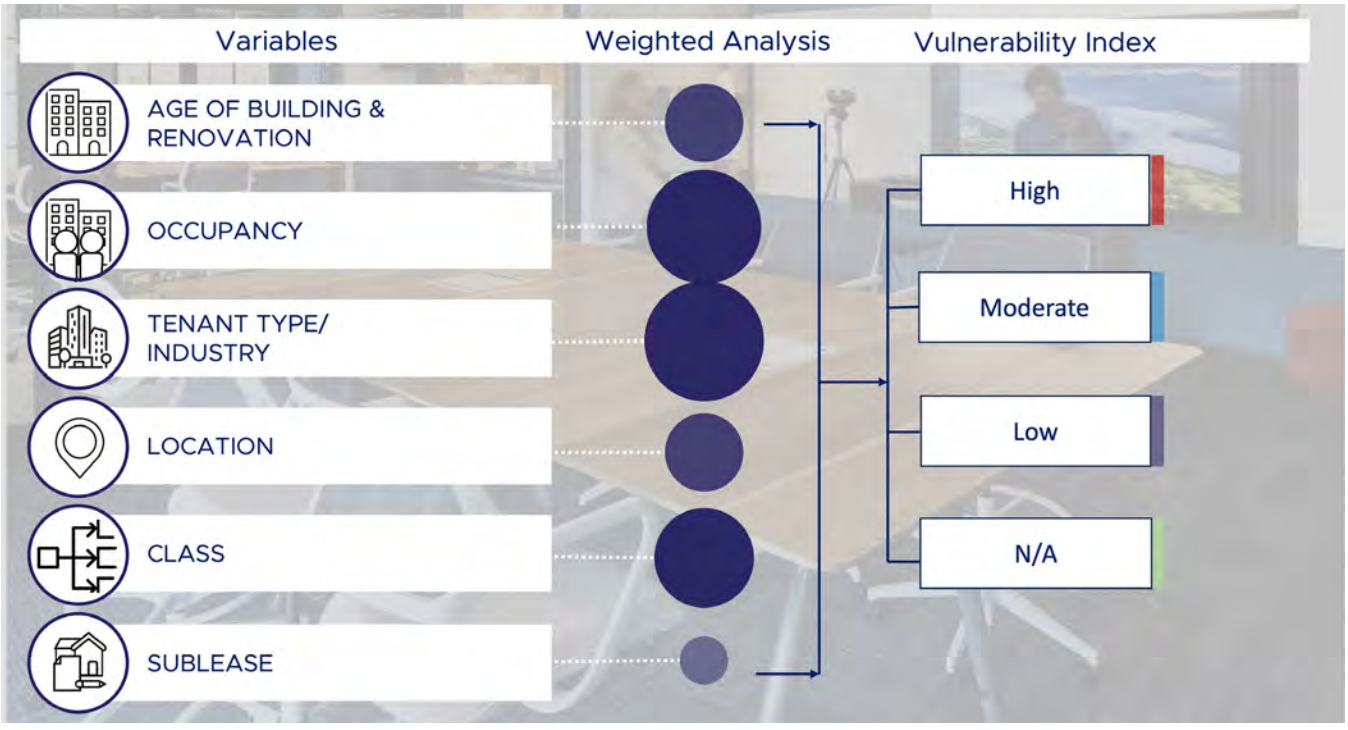
Throughout the 1990s to early-2000s, Alpharetta and Milton arose as destinations-of-choice for both nascent and established firms. The roughly two decade period saw a great number of well-known tech and finance companies leasing office space in the community, attracting thousands of new workers and residents. As a result, speculative office development came to overwhelm the landscape of the Study Area – a landscape that now, in the "post-COVID" era, is far more vulnerable than ever before. It is in this context that the "Reimagine Suburban Office Space" strategy seeks to recreate office space in the Study Area to attract and meet the needs of workers and employers in the 2020s and onward.

In recent years, developments throughout the country have been undertaken to position existing office communities for long term success. For example, in the Raleigh-Durham, NC area, HUB RTP is a proposed mixed-use development located at the center of the area's 7,000-acre Research Triangle Park (RTP). Constructed in the 1960s through 1990s, RTP is the country's largest office park, positioned between Duke University, University of North Carolina-Chapel Hill, and North Carolina State University. By the 2010s, RTP's design had become dated, spurring a planning effort that foresaw the design of mixed-use town center. With construction underway, HUB RTP is envisioned to contain one million square feet of office space in mid-rise and high-rise towers, integrated with a hotel, over 1,000 apartments, and 50,000 square feet of retail, all within short walking distance. Another contemporary example, HALL Park in Frisco, TX was developed as an office park in the early-2000s, containing nearly two million square feet of office space. In 2019, realizing growing demand for housing, retail, and hotels around the office park and its potential long-term vulnerability, the developer envisioned a new master plan for a mixed-use district. Now under construction, the completed project will feature three high-rise towers including office and residential uses, a luxury hotel, 10,000 square feet of retail, and a public park, all interconnected by a three-mile greenway and accompanied by numerous public art installations.

Hub RTP

To determine appropriate strategy for reimagining office space in the Study Area, office stock within each pod was assessed for its vulnerability to vacancy and obsolescence. The Office Vulnerability Index (OVI) was devised as a scoring matrix for office properties that identifies risk on the basis of recent performance, physical characteristics, and users, illustrated in the graphic below.

Office Vulnerability Criteria



Office Vulnerability Assessment

As shown in the map above, risk varies significantly across the area's small geography. Following are the conclusions of likely future vulnerability of the respective office parks that have been evaluated.

Low Vulnerability

Pods 1, 8, 9, 10, and 12 were labeled as low vulnerability: they contain a high density of multi-tenant, Class A and B properties, that were primarily built in the 90s, with a small number of buildings added within the last five years. Their provision of small spaces, leased by a range of tenant firms, confers security from becoming fully vacant and occupancy rates are on the higher end for the local market.

Medium Vulnerability

Pods 3, 13, and 14 were deemed as having mid-level risk; this is because the buildings in these pods are all older and contain tenants in industries like finance and information, which have high rates of working from home. Additionally, they have sustained relatively low vacancy, though across a variety of smaller spaces that could be readily leased by small-scale and start-up firms.

High Vulnerability

Pods 4, 6, and 11 were determined to have the highest risk, primarily due to their density of large-scale single-employer users, including Verizon (Pod 4), formerly HP, now slated for redevelopment (Pod 6), and Lexis Nexis (Pod 11). Each pod contains properties with upward of 100k SF (that is, larger spaces that tend to be more difficult to lease). A windshield survey also reveals very low utilization across each property, and visibility and accessibility from major roadways is generally poor. Hence, the office properties in these pods are seen as most in need of transformative development programs.

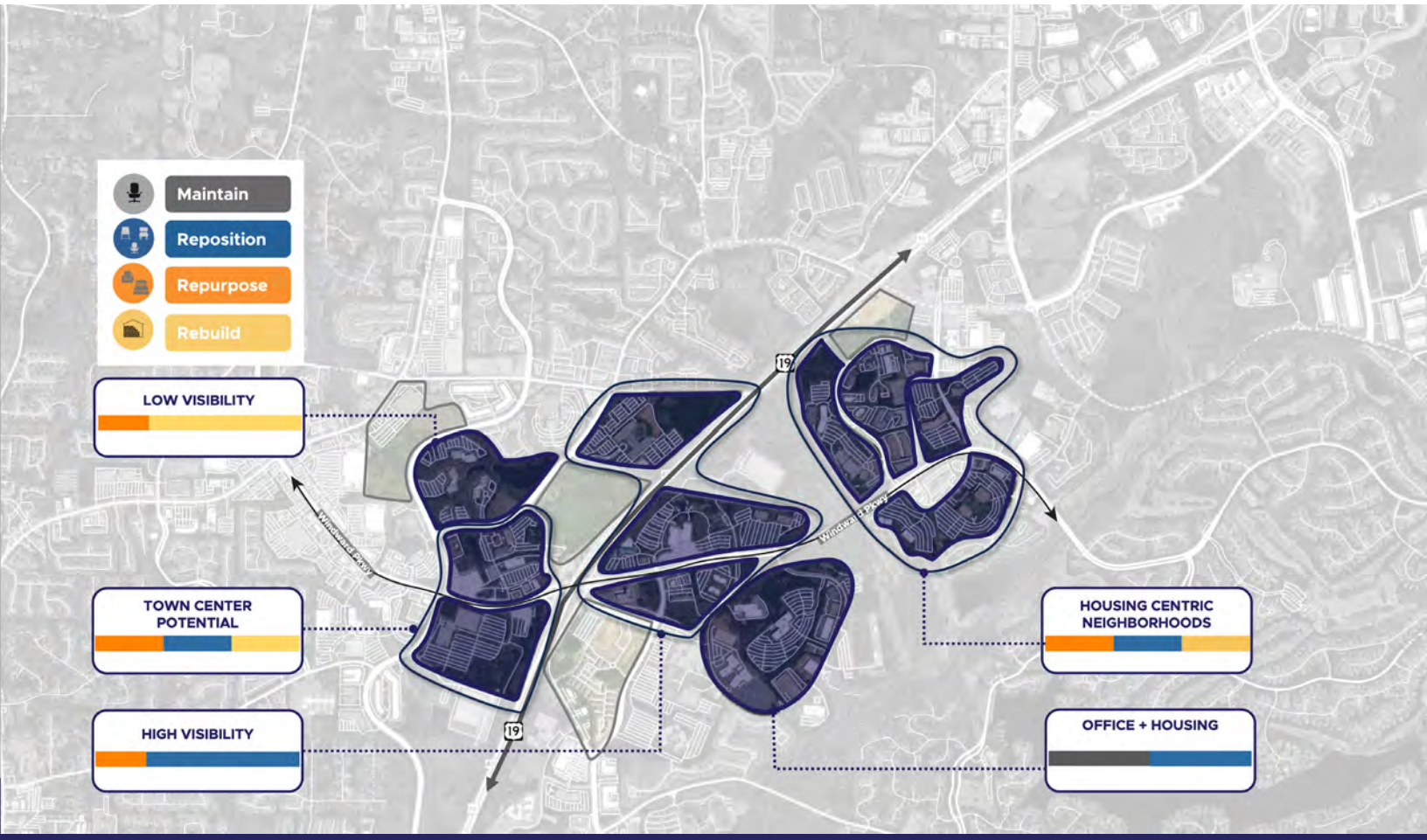
Pods 2, 5, 7, and 15 contain little to no office space and therefore were not assessed.

Redevelopment Strategy

Based on these results, each pod was assigned a redevelopment strategy of its office stock. Each redevelopment plan was built on the basis of one or more of four strategies (maintain, reposition, repurpose, and rebuild), discussed below.

- **Maintain:** Simply put, office properties in the Study Area that are performing and have low vulnerability should be maintained as they are. These properties include some of the newest developments in the market, such as The Edison—a Class A, highly-amenitized property built in 2020 that is fully leased. That being said, not all properties to be maintained are the newest; Windward 400, for instance, is a Class B property built 2000, though it is afforded additional stability by its proximity to the interstate, wide range of rentable spaces, and diverse tenant base.
- **Reposition:** This approach entails reconfiguring existing office space into that which can serve a different tenant mix or market, while preserving office use. In the wake of the Pandemic, demand for office space has declined, with firms' still needing office, but less of it. In the PMA, for instance, most leases since 2020 have been for less than 5,000 SF. Consequently, a common method of repositioning office properties is to convert a single-tenant building into multi-tenant. Other methods include adding amenities, cosmetic upgrades, and re-configuring spaces for specific uses, like lab space.
- **Repurpose:** As demand for office space declines, dated office properties across the country are being repurposed for a variety of uses. A primary challenge associated with office properties with similar vintages to those in the Study Area is their large footprints, which tends to make conversion to industrial and institutional uses easier. Though multi-family conversion has emerged as a popular route, given a nationwide undersupply of rental housing, these large floorplans are difficult to segment into units with their own window access and infrastructure. However, many properties built in the late 20th century have successfully been converted to housing in recent years.
- **Rebuild:** The final strategy is to rebuild existing properties and replace them with new construction. Rebuilding, as opposed to redeveloping, can be undertaken for a variety of reasons: for instance, rebuilding may be more cost effective than re-development, often due to the cost of addressing deferred maintenance and maintaining energy inefficient systems. The building may also be a poor candidate for reconversion due to its layout, prior use, location, or design, among other factors. Case studies of suburban office park re-development involving rebuilding are limited and primarily skew toward retail and mixed-use.

Office Strategy Definitions



Reimagine Suburban Office Space
Key Conclusions

Strategies for each pod are shown in the map above. As shown, each pod will require a blend of strategies, with the ultimate goal of forming unique identities for each. Strategy will be guided by the following key considerations:

- **There is great uncertainty about the viability of conventional office space, given that hybrid and remote work is likely to continue.**
- **Strong professional sector growth suggests sustained demand for certain types of office space, just less of it overall.**
- **Utilization data indicates that if commuting times are reasonable, workers would prefer to be at the office.**
- **Select office properties could be repositioned by adding amenities to surrounding areas with new housing, retail, and place-based investment.**

Case Studies

Reposition: Bell Works (Holmdel, NJ)

The redevelopment of the Bell Labs building in northern New Jersey presents a case study of a repositioned and repurposed obsolete office property into a mixed-use building. The two million SF-property was built in 1962 for use by AT&T and, at one point, featured over 6,000 workers. By 2006, however, the site had just 1,200 employees and was put on the market, with AT&T fully vacating the building in 2013. Redevelopment of the site began that year and was completed in 2016. Modeled as a "metroburb", the building contains office, retail, public use, entertainment, start-up, and coworking space, designed to mimic the feel of an urban streetscape and offering amenities like community programs and live music. With this model, Bell Works succeeds in making the office a "destination" that will draws workers and visitors. Today, the property contains 106 tenants, including numerous small retailers, companies, a pre-school, and the local public library, and is near fully leased.

Reposition: HALL Park (Frisco, TX)

A 20+ year old, 15-building, 162 acre office park that is home to 180 companies experienced a big shift in 2019, when HALL Park shifted its focus to becoming a dynamic mixed-use community. With a new master plan focused on wellness, walkability, and sustainibility, HALL Park's next wave of investment includes a boutique hotel, a luxury residential tower and a 6-acre community-centric park with a full lineup of dyanmic programming.

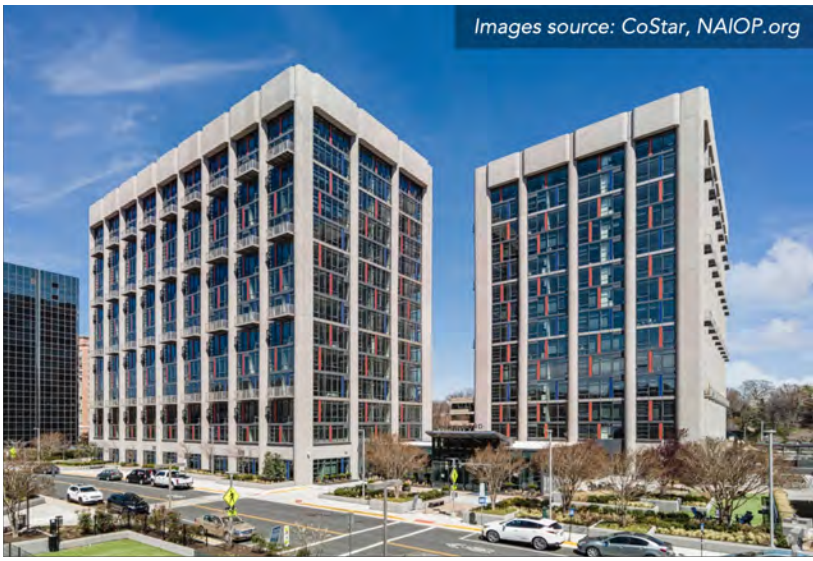
Repurpose: CityPlace (Woodbury, MN)

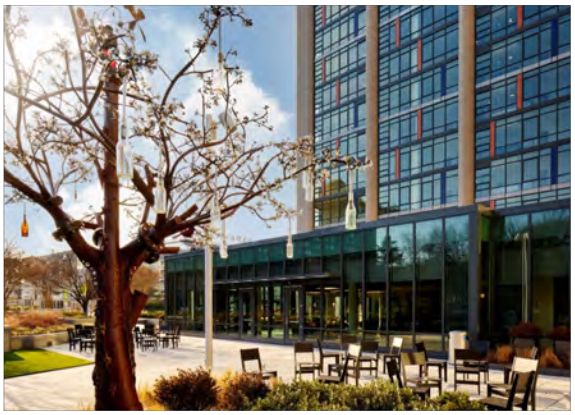
CityPlace is a mixed-use office and retail complex in the Minneapolis suburbs. The site had previously been occupied by the headquarters of State Farm, which built an office campus in 1996, yet closed it by 2006. Having sat empty for nearly a decade, the property was demolished in 2015 due to functional obsolescence and deferred maintenance. Beginning in the late-2010s, the site is in process of being developed as a mixed-use retail center, anchored by Whole Foods, and features a hotel, restaurants, and medical offices. Future phases of the project are expected to include over 250 multi-family units and additional medical office and retail space.

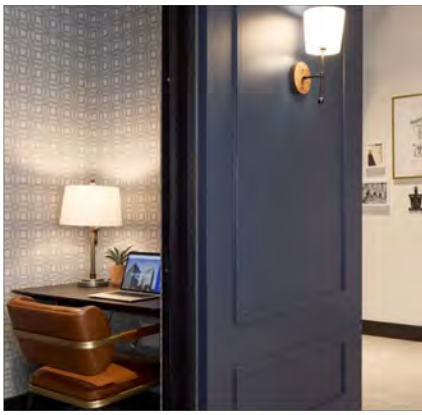
Bell Works

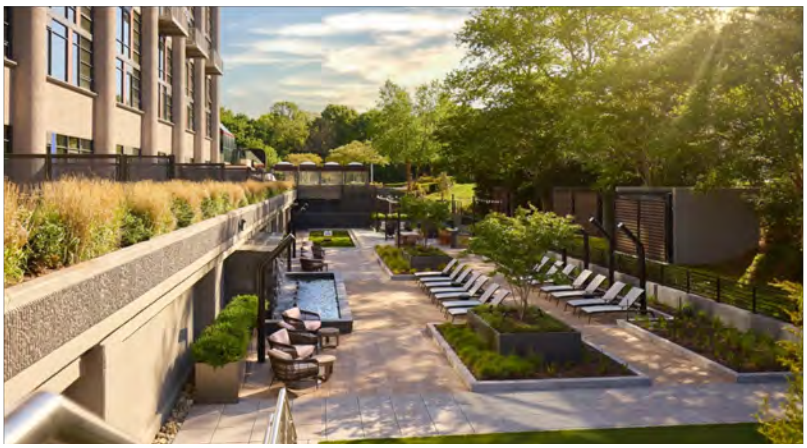
HALL Park

Park + Ford









Rebuild: Park + Ford (Alexandria, VA)

Shown above, Park + Ford is mixed-use property comprised of two 14-story towers and one four-story building that were built in the early- to mid-1980s as office buildings. Completed in 2021, the property was redeveloped as a 435-unit luxury housing complex. Conversion was facilitated by city policy, which sought to promote redevelopment of underutilized commercial structures. The buildings' 16,000-SF floorplates presented a challenge, which was resolved by designing units with large open floorplans and high ceilings that allowed the flow of natural light. The developer also added balconies and a range of community amenities, allowing the property to sustain rents upwards of $3.15/SF. The complex also features 10,000 SF of office space, an under-ground garage, a daycare, and ground floor retail.

Adapt to Change

This office strategy concerns the built environment occupied by workers and employers. "Adapt to Change" refers to the ways in which the Study Area's built environment can be reimagined to attract area residents and visitors at all times of the day and week. While workers provide strong support, attracting new residents and visitors to the Study Area is necessary to sustaining economic growth in the long term.

Main Street

Adapt to change begins with a return to a familiar concept: the Main Street. The Main Street is both the nexus of commerce and the center point for community gathering. It is an asset unique to its place, reflecting the shared identity of the community, while acting as its primary economic driver. In the Study Area, the success of creating a Main Street hinges on the integration of uses, combining office tenants in high-growth industries with the services, dining, and storefronts that are typical of the Main Street.

Retail

Investment in retail is key to developing a Main Street. With a retail supply gap of around 400k SF across the PMA, the Study Area is well-positioned for modest retail expansion. As is, the Study Area has a deep supply of conventional retail; further, the "town center" model—characterized by mixed-use, large-scale anchored centers with abundant public space—is heavily represented in the PMA by Halcyon and Avalon. Experience-driven retail has proved successful post-Pandemic and can attract visitation outside of work hours. Experiential retail represents a wide range of uses, including a mix of services, public benefits, and boutiques. They often are small scale, yet big in impact; locally-owned and homegrown; adjacent to greenways and/or place-making; and serve a community function by offering a "third place" to gather outside of work and home.

Adding a variety of experience-based retailers attracts foot traffic throughout the day and can create a more holistic Main Street experience that keeps visitors returning.

Hospitality

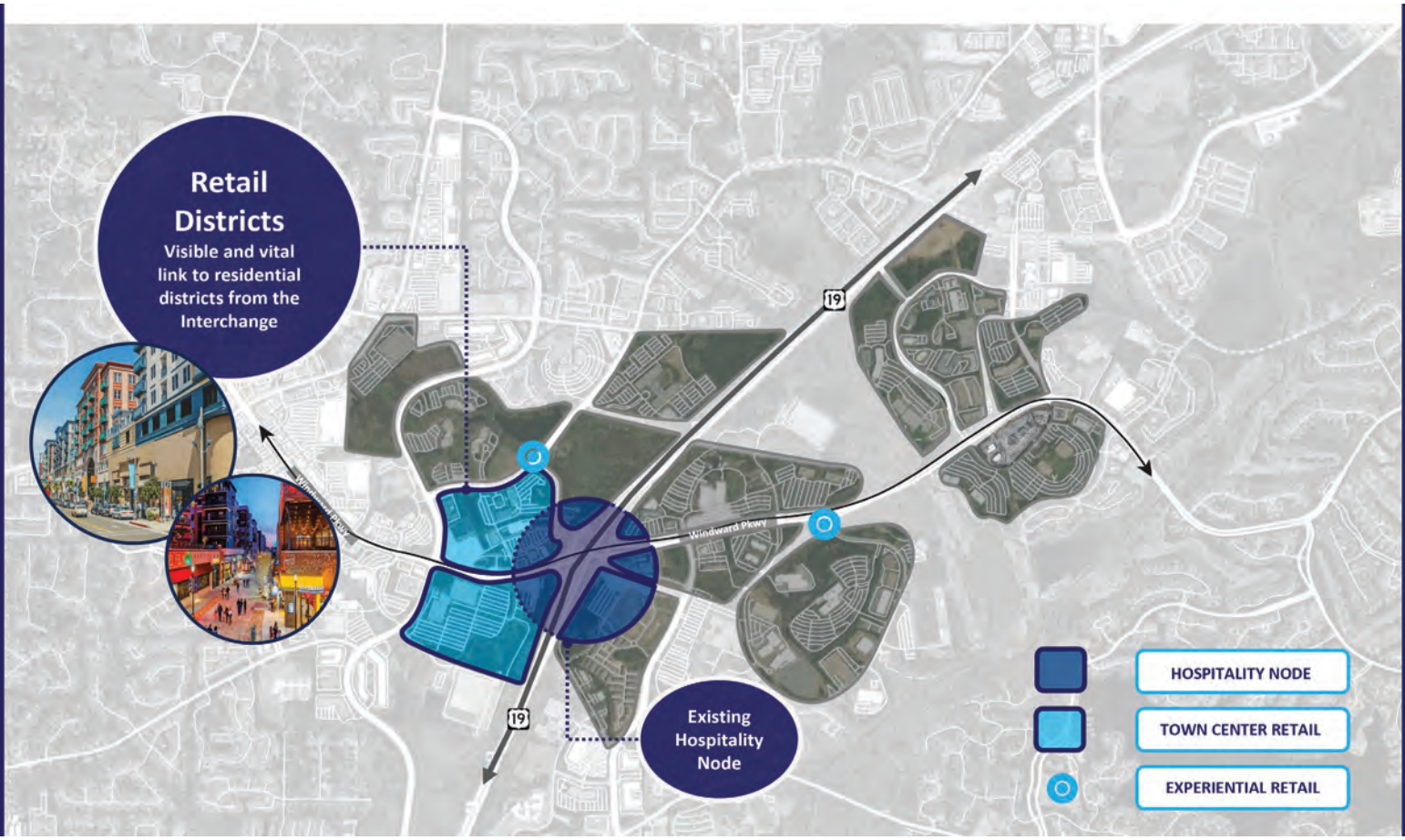
Along with retail, expansion of the hospitality market will be necessary to attract the visitation needed to sustain economic growth. While the hospitality market is still recovering from the pandemic, there is opportunity for the addition of 2 to 3 hotels in the Study Area over the next decade. In particular, diversification of the hotel supply is needed, with focus on higher-end and boutique lodging, which should be placed near highly visible interchanges and transit networks.

Depicted in the map on the facing page, smaller experience-driven retail nodes—Main Streets—are scattered along major thoroughfares. The pods at the Study Area's southwestern edge benefit from strong visibility, contain the area's proposed MARTA station, and serve as the entryway to the community. As they already contain conventional retail and hotels, they are well-suited to large-scale experiential retail development that can act as a center point of the Study Area and be integrated with reimagined office space. Success of this larger retail district will rely on improved walkability within and accessibility between each pod, particularly across busy thoroughfares. Proactive investment into public benefits, like placemaking, public art, and greenspace, and tenanting nodes with homegrown businesses will also create value and uniqueness in identity that will draw repeat visitation.

Retail growth and diversification require a strategy that builds upon multiple tiers of demand:

- **Workers**
- **Employment Strategy**
- **Office, Retail, Housing**
- **Residents**
- **Growth Strategy**
- **Housing, Retail, Green-ways, Neighborhoods**
- **Visitors**
- **Tourism Strategy**
- **Hospitality, Retail, Green-ways, Neighborhoods**

Experience Retail and Hospitality Districts



Housing

To complete the vision of a Main Street, housing will need to be integrated thoughtfully with retail, office, hotel, and public space. Construction will allow the area to grow, attracting not only new residents, but also the jobs, businesses, services, and amenities needed to tenant existing and reimagined office space. To prove successful, newly constructed housing will need to be right-sized for demand. Households in Milton and Alpharetta are becoming more diverse; for example, the share of households with children declined from 46% in 2010 to just 41% in 2021, indicating growing demand for housing outside of the typical suburban single-family home. According to Esri Tapestry Segmentation data, the PMA is expected to gain 21,700 net new households over the next decade. Alpharetta and Milton are both highly attractive communities that could readily capture a significant portion of this demand. With high home values and abundant (re)development opportunity, the Study Area's growth is therefore principally limited by the interest and capacity to build new housing.

Construction of higher-density housing, integrated among other uses, is the most effective means of attracting new residents. High-density housing types appropriate for the Study Area include for-sale townhomes and large-scale multi-family, depicted in the graphic below. These types of development have the capacity to capture the most value created by the Main Street concept, represented by the estimated

land value per acre. Additionally, these types of housing are better-suited to meet the needs of a changing demography and provide more significant built-in demand for surrounding retail. Housing density can also reinvigorate nearby office space; according to foot traffic data from Placer.ai, Study Area workers who live within close proximity to work were far more likely to return to the office in 2022, suggesting that, when workers live close by, they prefer to work onsite. Ultimately these factors provide evidence of the value of high-density housing districts as inter-woven with uses and experiences in the wider community.

Key Considerations

Retail

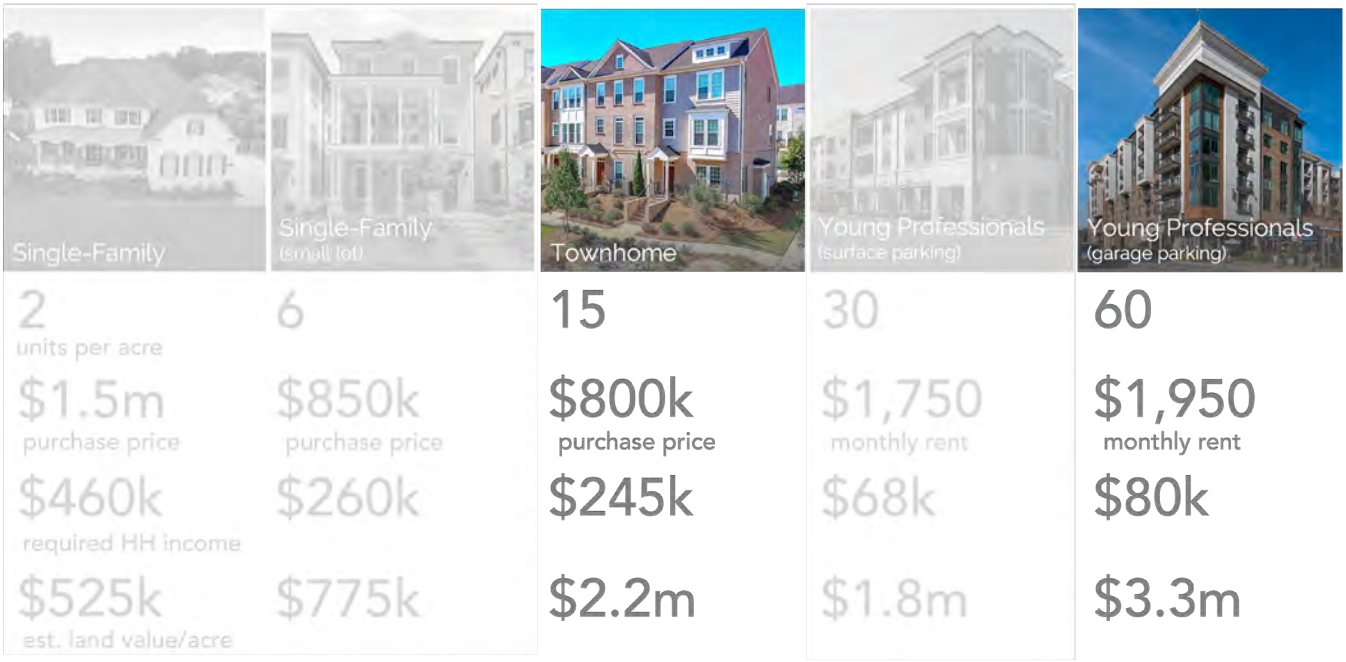
- The market can support more retail, but—with the exception of a small number of mixed use town center opportunities—it will need to be smaller in scale, differentiated, and primarily serve the local community,
- There is an opportunity to create retail nodes catalyzed by place-based investments, parks and trails, and redevelopment
- There is an opportunity to leverage retail development and strategic tenanting to improve the marketability of office space

Hotel

- Co-location of hotels with retail nodes and transit accessibility will improve marketability

Housing

- There is abundant demand to support new housing development, including apartments and townhomes
- Housing development can help improve marketability of office space
- Linking new housing development with trails, pedestrian infrastructure, and the future MARTA station can improve long-term transit readiness
- Depending on the scale of future development, civic uses, including schools, may need to be incorporated



Adapt to Change
Key Conclusions

- **Housing investment is needed** in all pods and is designed to complement adjacent uses.
- **Mixed-use districts are positioned at the southwestern and northeastern edges** of the area and will act as local destinations, comprised of experience-driven retail and hospitality, along with rental housing.
- **Rental and for-sale housing should be developed** in tandem with repurposed office space—which itself could become housing—within orange-shaded pods to create housing-centric neighborhoods, anchored by community-serving retail nodes.
- **The Study Area's largest pod will continue to contain a concentration of office space.** Adding housing will prove pivotal in creating life and activity both within the existing office stock and in community gathering spaces outside of typical work hours.

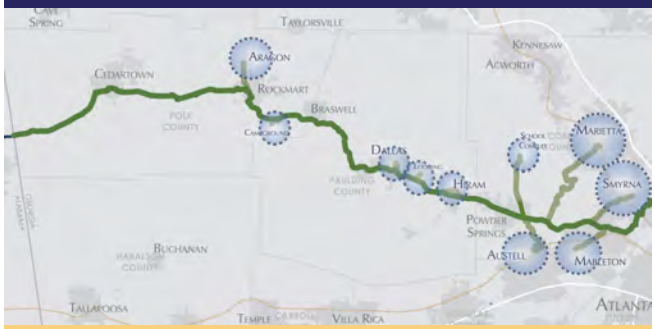
A Case For Connectivity

As North Fulton continues to grow and mature, so does the need for a multi-modal support system that can meet the desires of a competitive workforce and satisfied resident base. Quality trail networks offer leisure and exercise, but they also present increasingly strong economic arguments, while also facilitating means of alternative transporation. Quality of life, economic opportunity, and transportation are three key pillars that have made Metro Atlanta the focal point of the Southeast. The fact that strong trail networks can simultaneously elevate all three pillars should not be overlooked.

The following three trail systems are examples from the Southeast that offer important lessons in respect to the value a robust trail network can bring to a forward-thinking community willing to invest in it.

Silver Comet Trail (Smyrna, GA)

At 61.5 miles long the Silver Comet is the nation's longest and oldest rail-trail.



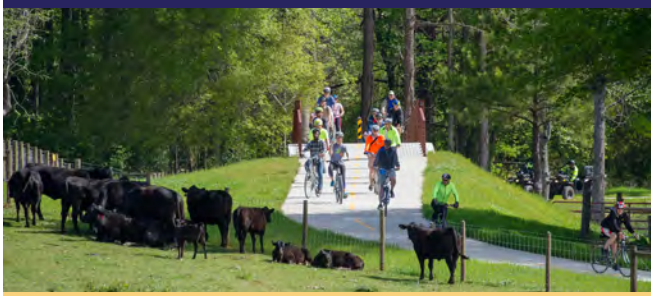
In 1992, The Georgia Department of Transportation (GDOT) purchased an inactive rail line through Cobb, Paulding, and Polk counties from CSX. GDOT intended to use the line as a high-speed transit route, but the corridor instead became a shared use, non-motorized trail in 1998.

The Silver Comet Trail has more than 1.9 million users each year, with the trail system accessed by nine different trailheads. 71% of trail users bicycle while 28% walk or run. Males account for 2/3 of the trail usership, with female users most likely found in densely populated, well-traffiked areas.

An Economic Impact Analysis found that **for every $1 spent on Silver Commet trail development there is a return of $4.64** in direct and indirect economic benefits (over 400% return).

Carrollton Greenbelt (Carollton, GA)

Like the Atlanta Beltline, but Rural. 18 miles of open pastures, forests and water features.



The **longest continuously paved loop trail in the state of Georgia** belongs to Carrollton, a city of about 28,000 people located 50 miles west of Atlanta.

The trail circles the city, connecting many of it's top employers, activity centers, educational institutions and parks - all while moving through a largely pristine natural landscape. One such example is the Ayers Dairy Farm, a **100-acre active farm that worked with the Friends of Carrollton Greenbelt to provide access to their property** while the farm remains operational.

Swamp Rabbit Trail (Greenville, SC)

Balancing City and Scenic the Swamp Rabbit Trail offers both leisure and commuting options.

The 20+ mile multiuse greenway traverses along the Reedy River between Greenville and Traverlers Rest, South Carolina.

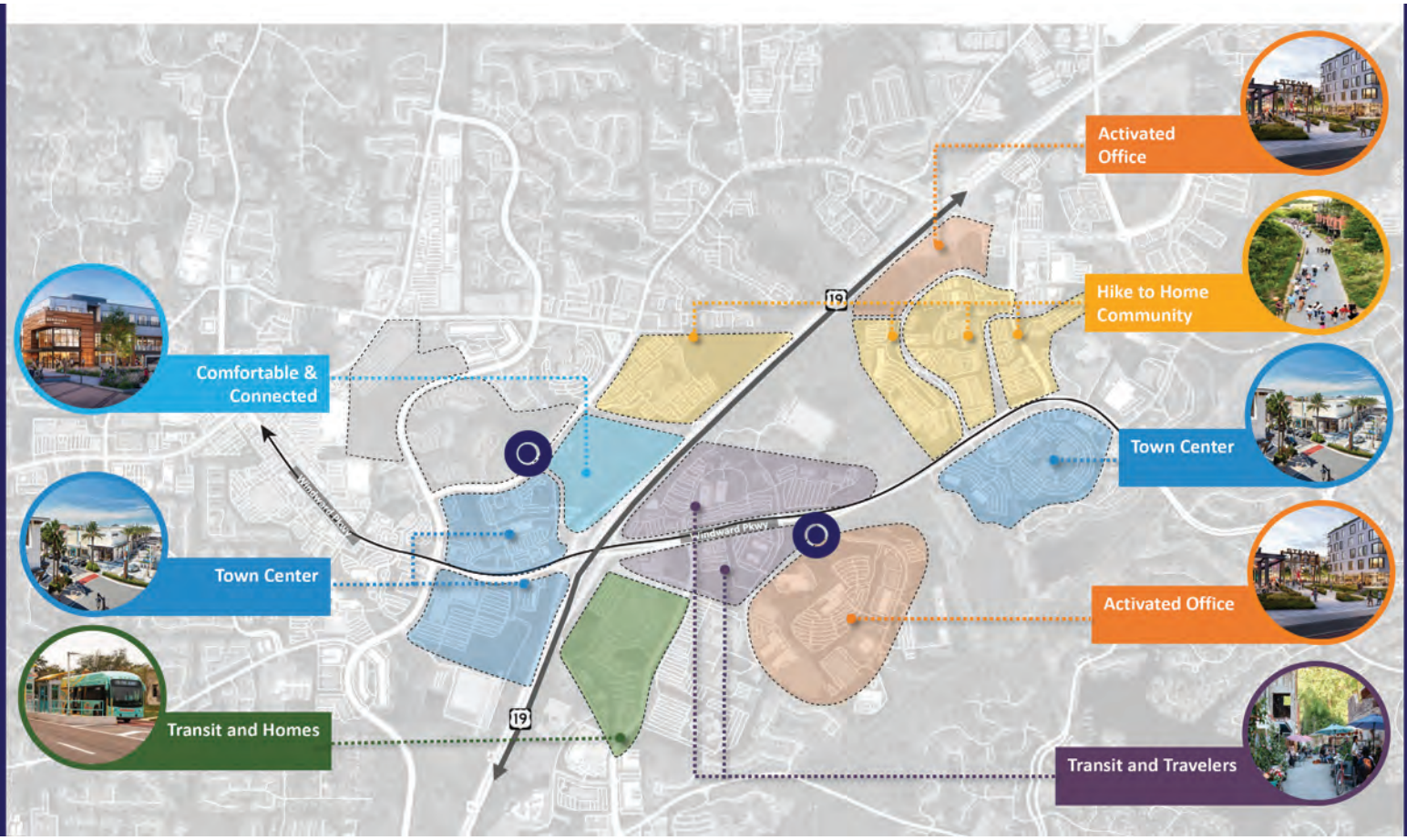
There were over 700,000 trail users in 2022. Trail counter data found that **over 15% of weekday bikers were using the trail to commute to work** (0.6% is the national average for bike commuting)**.**

A five-mile trail extension is planned, which is projected to generate $1.5 billion in new property value in the surrounding neighborhoods and an **85% sales boost toward trailside businesses**.

Greenbelt Routes

The Study Area has incredible green assets of its own, and a momentum of recent invesment in trail expansion. Continued investments in greenspace and trails should build off of the existing trail network, then extendng to within and between different pods within the Study Area. To attract users, these greenbelts should form a functional network, providing utility as an alternative form of transportation. This daily foot traffic provides built-in demand for adjacent retail, while the extension of the greenbelt from neighborhoods to commercial centers offers an asset that can draw employers and workers. Together, these factors will increase demand for and, therefore, the value of nearby property.

Beyond economic development, greenways can enhance neighborhood aesthetics and feel. They act as connecting points between areas—the "glue" that pulls individual neighborhoods together to form a single community. Further, greenways provide "third places" in which community can gather and conserve existing green and wooded spaces. In the Study Area, greenbelt development could reclaim land presently used for parking, the need for which would be diminished due to lessened reliance on vehicles. Depicted in the map above, the Study Area's trail network could readily be expanded to internal streets within and between pods, linking residential neighborhoods and open space with employment centers and regional transportation networks.



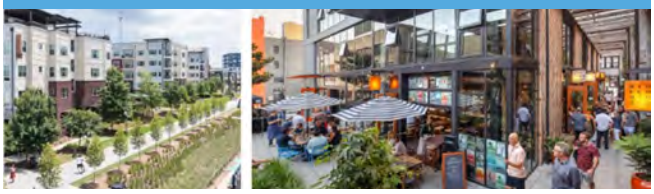
The final strategy for economic development, neighborhood formation brings together all of the concepts discussed, allowing the forging of individual identities for each pod and providing clear direction for future investment and urban design.

Each pod was assigned a neighborhood categorization (see map above), developed on the basis of existing stock, potential for redevelopment, and location.

Here, the intention was to carve out neighborhoods within the Study Area that can serve a diverse range of residents, including young professionals, families, and seniors. While each pod will require its own unique mix of uses and design, all seek to integrate recreational amenities with housing and commercial activity.

Ultimately the goal of classification is to augment the assets within and strengths of each pod, alongside providing direction for future development and the repositioning of the existing built environment.

Comfortable & Connected



This neighborhood sees the construction of multi-family housing integrated among locally-owned storefronts and small office spaces. Young professionals looking to rent housing near the office with plenty of things to do after hours are drawn to the area. Visitors and residents alike seek refuge among the area's unassuming coffee shops, neighborhood parks, and walkable streets, while just a short walk from a bustling commercial center.

Hike to Home Community

Each pod offers a collection of housing, office, and retail in a lush natural environment, interconnected by greenways. Contemporary for-sale and rental housing is positioned among ample greenspace and recreational opportunities. Older office buildings have gained new life as mixed-use developments. The neighborhood attracts families and empty nesters seeking an active lifestyle and a strong sense of community.

Town Center

Situated at entry points to the community, the Town Centers contain the Study Area's highest concentration of experiential retail and office space. Big chain retailers draw visitors from throughout the region, while luxury boutiques, yoga studios, and a central amphitheater keep them coming back. These pods heavily attract new residents, who seek the convenience of an upscale urban lifestyle in the comforts of the suburbs.

Activated Office

Modernized office space tenanted by both established tech businesses and start ups creates an intriguing contrast against older buildings. Infill housing offers a contemporary design, catering to young professionals. A beer garden, coworking space, and small event venue line storefronts of new mixed-use buildings. With many preferring to walk, the neighborhood is dense with greenways, public plazas, and untamed foliage.

Transit & Homes

High-density housing, retail, and hotels are located nearest to the MARTA station, while for-sale townhomes line quiet streets along the periphery. Homes are interspersed with pocket parks and playgrounds, with family-friendly retail, dining, and public space located at the core. This neighborhood is ideal for commuters and young families seeking a quiet community, easily navigable by walking or biking.

Transit & Travelers

The area's entertainment center, this pod always teems with life throughout the day and evening. It provides a range of activities for visitors and residents alike and includes premiere dining, hotels, and concert venues. Internal streets are limited to pedestrians and frequently host pop-up events. Newly-built housing is discretely tucked away in the neighborhood's quieter corners, while hotels, offices, and retail congregate at its center.

4

Action Plan

Implementation Framework

Funding Implementation Table

Implementation Framework

A strategy to translate the plan's four ideas into exciting realities.

The implementation of the Windward Parkway & Highway 9 Strategic Plan involves individual and collective responsibilities for the cities of Milton and Alpharetta, and for True North 400. Lead entities for each action item have been suggested below.

Many of the action items below are closely related, intertwined, and will be most successful when implemented in concert. For example, creating attractive amenities in the district without convenient, low-stress access by trail will limit the viability of these amenities. Conversely, a trail network without attractive destinations is unlikely to see its maximum potential use.

Accompanying each action item in this section is a bulleted list of benefits. This allows an at-a-glance understanding of why each action item is important and the benefits that it confers to various stakeholders and actors in the implementation process.

Four Ideas for the Study Area

1. **Connecting the Dots**
   Getting to and through the district
2. **Serenity & Amenity**
   Drawn to the office
3. **Ales to Trails**
   The local live/work/visit experience
4. **Lakefront Property**
   A competitive niche for success

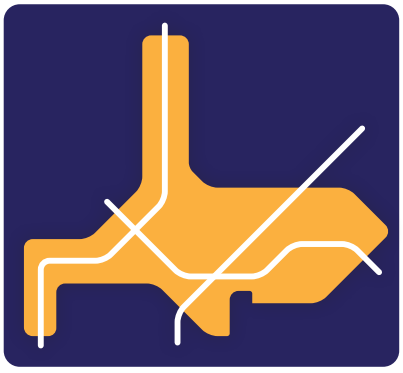
The plan's recommendations are categorized as one of four types of projects or studies:

Capital Projects

Infrastructure projects that align with community-based plans and public policy.

Enabling Studies

Design, engineering and/or technical feasibility studies.



Public-Private Partnership Projects (PPP Projects)

Public facilities constructed through a combination of public and private investment.

Public Policy

Public policies and programs adopted by local, county and/or state government.

Definitions

Definition of terms specific to the implementation recommendations of the Windward Parkway & Highway 9 Strategic Master Plan

- **Capital Projects:** Built improvement of transportation facilities, public space and supporting infrastructure that align with community-based plans and public policy.
- **Public-Private Partnership Projects (PPP Projects):** Public facilities constructed through a combination of public and private investment formalized through the entitlement process. Absent private investment in real estate improvements and development, PPP Projects would not be constructed as stand-alone public capital projects.
- **Enabling Studies:** Design, engineering and/or technical feasibility studies to establish the schedule, costs, and construction impacts of proposed capital projects. Enabling Studies allow for capital planning and the procurement of services for implementation. Enabling Studies may also refer to the technical analysis required to inform Public Policy.
- **Public Policy:** Public policies and programs adopted by local, county and/or state government that direct public resources and provide the statutory framework for aligning market mechanisms with the goals of public planning, economic development, community development and public works.

1 Connecting the Dots

The vision for the Windward/Highway 9 area starts with creating a framework for a more walkable and connected district.

Capital projects are the focus of the transportation- and mobility-related recommendations of this study and include: 1) public street segments to ease congestion, facilitate redevelopment, and provide convenient pedestrian routes, and 2) the implementation of a new, highly-connected trail system – the Camp Creek Trail – to provide a safe, low-stress route connecting residential areas and employment clusters to district businesses and destinations as well as providing a multi-modal connection to MARTA transit services. Each capital project listed below requires enabling work in the form of design and engineering feasibility studies which better define the routes, extents, and costs and design features of street and trail segments. These enabling studies must be scoped to include technical analysis, community engagement, and creative design.

Milton

Top Priority Capital Projects

A Old Morris Road-MARTA Station Trail Connection- Utilizing existing right-of-way, this roughly ½ mile multi-use pathway provides a pedestrian connection from the intersection of Morris Road and Old Morris Road to the MARTA Park and Ride, crossing GA 400 along Windward Parkway.

- Connects commuters with Deerfield employment cluster
- Provides low-stress route for commuting service workers to Windward/Hwy 9 businesses
- Creates first mile/last mile commute route for Deerfield residents by foot or bike to MARTA station

B Webb & Cogburn Shared Use Path (in engineering/ construction) - A 2.5 mile multi-use trail that runs adjacent to two major corridors within the Deerfield District, connecting Cambridge High School to the roundabout at Morris Road and Webb Road.

- Provides key link between Deerfield area residents and Big Creek Greenway
- Serves local residents with key east/west crossing of Highway 9 providing access to retailers and services

Capital Projects of Importance

C Morris Road Extension - a 1/4 mile complete streets roadway extension from Morris Road's current terminus (at Deerfeild Parkway) to Windward Parkway, lining up with the intersecation at Innovation Way.

D Morris Road Widening & Shared Use Path (under construction) - A roadway-adjacent shared-use path that connects from the roundabout at Webb Road and Morris Road to Bethany Bend, along the most populous residential corridor within the entire Study Area.

- Provides key link between Deerfield area residents and Big Creek Greenway

PPP Projects

E Hwy 9 to Deerfield Parkway Connector (through Fry's redevelopment site) - An approximately 1,000 foot roadway connection between Highway 9 and Deerfield Parkway between Webb Road and Windward Parkway.

- Relieves highly-congested intersection of Windward Pkwy/Hwy 9
- Unlocks redevelopment potential of vacant Fry's site at key location on Highway 9

F Morris Road Lake Loop and Connector - A roughly 1-mile primarily off-road multi-use trail that orients itself around the 7-acre lake along Morris Drive.

- Links residents to the most scenic natural resources in the Deerfield area and the planned signature park space for recreation and leisure
- Connects Deerfield employees to a signature amenity area for lunch and after work dining and social activity
- Supports redevelopment of key lakefront parcel for potential hospitality destination

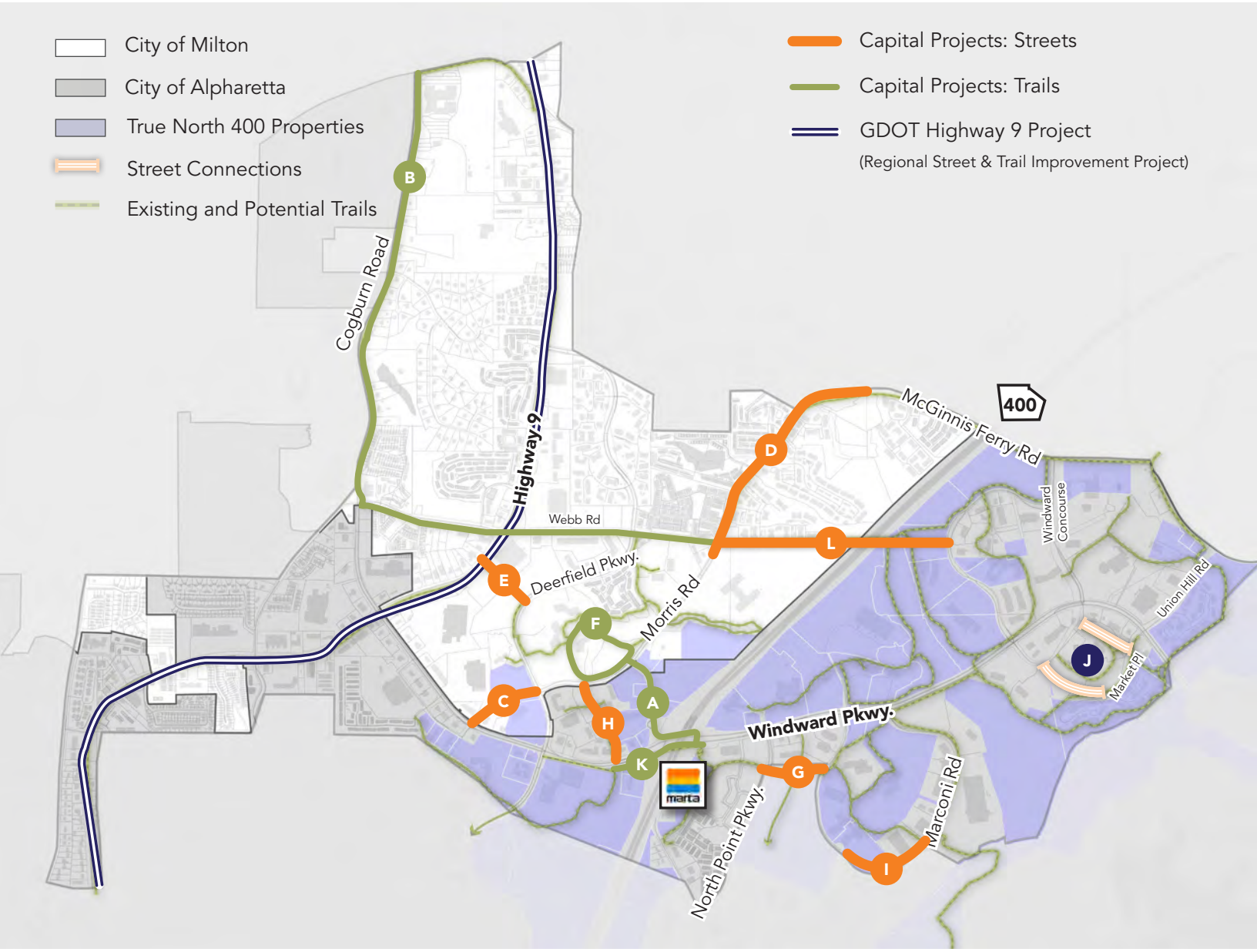
**May involve capital investment from the city via a public/ private partnership*

Alpharetta

Top Priority Capital Projects

G Dryden Road Extension – An approximately 1,000 foot roadway connection between North Point Parkway and Edison Drive, running parallel to Windward Parkway.

- Links existing and proposed housing west of North Point Parkway, including future TOD development, to the major employment clusters in the Windward District
- Provides a network alternative for employees of businesses on Edison Drive and emergency services providers who currently have only one point of access via Windward Parkway



- Designed as a Complete Street inclusive of a generous multi-use trail, the Dryden Rd extension provides a pedestrian/cyclist link for commuters between the future MARTA BRT station and major employers
- Inclusive of a multi-use trail, the Dryden Rd extension provides a low-stress trail link connecting users west of GA 400 to the east.

Capital Projects of Importance

H Windward-Morris Connector - Formalization of a ¼ mile public street using the existing alignment of the access drive into the Plaza at Windward, connecting Windward Parkway and Morris Road.

- Relieves Westside/Deerfield Parkway as the sole N/S connector crossing Windward Parkway over a nearly 3 mile span from Union Hill Rd to Highway 9
- Connects Deerfield residents by car, foot, or bike to retail and dining options along Windward Parkway (including future Continuum)
- Unlocks redevelopment potential of under-performing strip/outlot retail north of Windward Parkway
- Creates access to high value redevelopment parcels north of Morris Road

1 Connecting the Dots

I Marconi-Edison Connector - A roughly ¼ mile roadway connection between the current cul-de-sac terminus' of Edison Drive and Marconi Drive.

- Completes planned connection of commercial office loop
- Provides a network alternative for employees of businesses on Marconi Drive and emergency services providers who currently have only one point of access via Windward Parkway

PPP Projects

J Windward Terraces ULI TAP Study Area Primary Street Network - To breathe new life into the entirety of the area around the Windward Terraces, a street network of several new roadway connections is recommended as a precursor to attracting new development investment and activating new areas within existing surface parking lots. Extending Market Place to connect into Windward Parkway and creating a roadway connection between Windward Plaza and Market Place are two initial street connections that can act as bookends, setting the framework for subsequent connections and creating a new network of future development sites.

- Relieves Westside/Deerfield Parkway as the sole N/S connector crossing Windward Parkway over a nearly 3 mile span from Union Hill Rd to Highway 9.
- Provides a network alternative for employees of businesses on Marconi Drive and emergency services providers who currently have only one point of access via Windward Parkway

True North 400

Top Priority Capital Projects

G Dryden Rd Extension (see previous page)

A Old Morris Road-MARTA Station Trail Connection

K MARTA-Continuum Trail Segment - A trail segment of approximately ½ mile connecting from the MARTA Park and Ride Station, along the southern side of Windward Parkway under GA 400 to the northern entrance to the future Continuum development.

- Provides the only E-W pedestrian connectivity in a 2.5 mi stretch of 400 from Webb Bridge Rd to McGinnis Ferry Rd
- Connects the planned mixed-use development at Continuum to the Park & Ride and future BRT station, providing a first mile/last mile pedestrian route for future resident and employee commuters

Capital Projects of Importance

L Webb Road Extension - a 3/4 mile complete streets roadway extension from the roundabout on Webb Road to Alderman Drive, providing an east-west connection across GA 400 that does not pass through a major highway interchange. The only current east-west connections across GA 400 through the Study Area are along Windward Parkway and McGinnis Ferry Road, which are both highway interchanges. (**Note - there are multiple potential locations and concepts for this connection*)

Future Windward Parkway MARTA BRT Station (Proposed Scheme - Urban Land Institute)

2 Serenity & Amenity

Creating amenitized office campuses that are well connected to a regional trail system to encourage a return to office.

Recommendations that support the significant clusters of office workers and major employers in the District include the implementation of policies, programs and guidelines that create amenities. These amenities include access to scenic green space, trail networks, placemaking elements and recreational opportunities that support daily work and lifestyles.

Milton

Implementation Projects

- Codify Public Trail Connections - Amend the Deerfield Form Based Code (Sections 3.2 and 4.3) to require developments to provide pedestrian connections to adjacent portions of the public trail network (Camp Creek Trail, where applicable) and provide recommendations for trailhead amenities to encourage trail use
  - Help alleviate traffic congestion from new (re)development by providing pedestrian connections to the public trail network linked to district businesses and services, thereby encouraging walking and/or biking for short distance trips

A Conserve Green Space for Public Use - Protect natural resources and open space for public use and recreation along the Camp Creek and its tributaries. Via the Uniform Conservation Easement Act, Georgia Greenspace Program, and other conservation tools like Milton's Greenprint Plan, proactively work with property owners to put natural and scenic assets into perpetual trust for public benefit.

- Provides the only E-W pedestrian connectivity in a 2.5 mi stretch of 400 from Webb Bridge Rd to McGinnis Ferry Rd
- Protects ecologically-important riparian corridors and their adjacent floodplains for wildlife habitat
- Improves water quality in local streams and downstream water supplies
- Anchors the experience of trail users on the newly proposed Camp Creek Trail network by providing access to high quality natural and scenic areas
- Drives value for mixed-use redevelopment by providing public green space as an amenity for employees and residents
- Protects and enhances an authentic identity of the district as a green, pastoral landscape of rural and agrarian heritage

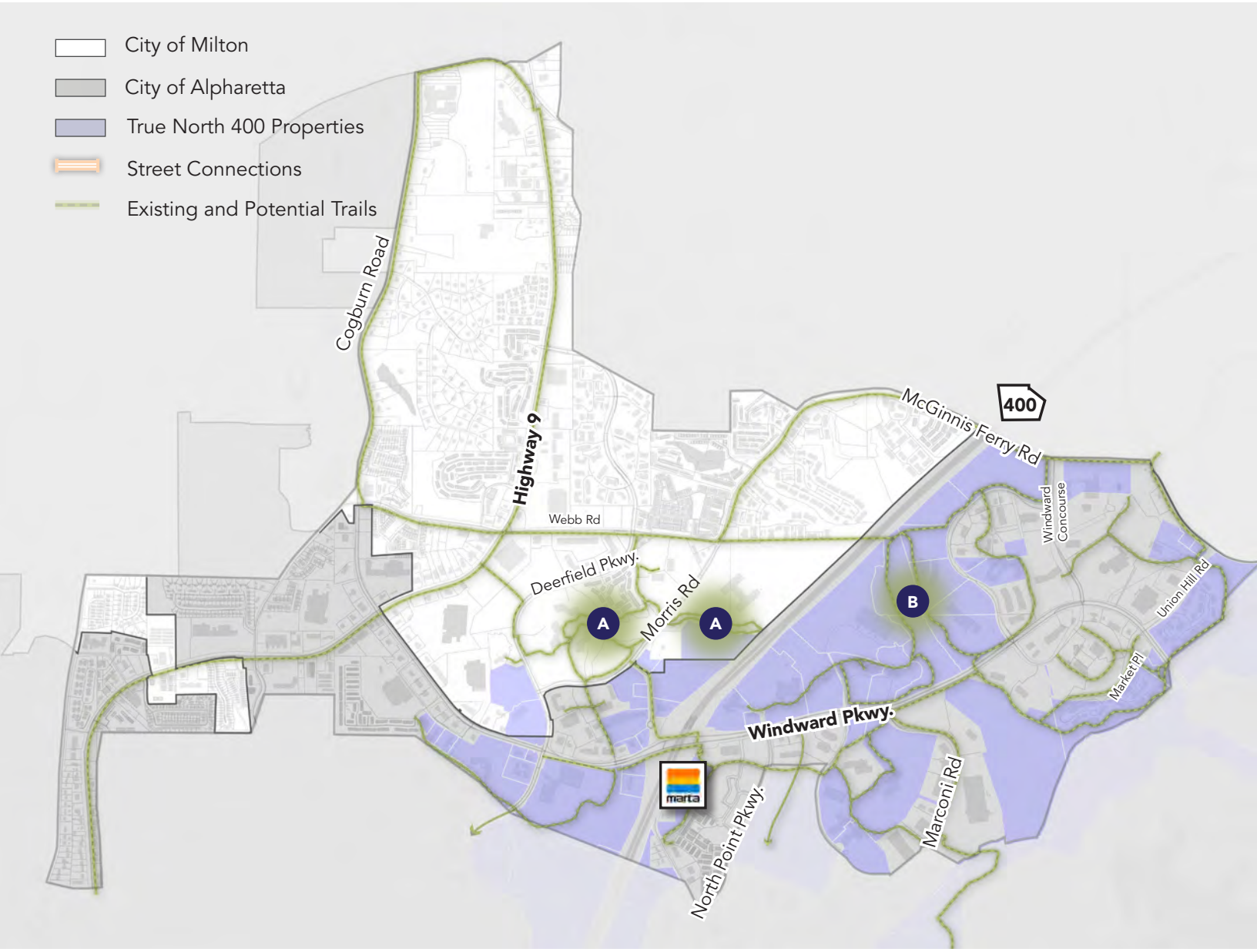
Alpharetta

Implementation Projects

- Expand the Alpharetta Connect Forward Grant - Through the Alpharetta Development Authority, expand the matching fund grant program for pedestrian connections from business campuses to the public trail network to include the provision of amenities at campus trailheads. These amenities may include outdoor lounge furniture, al fresco study pods, collaboration spaces, communal lunch tables, or other comforts to inspire and encourage office users to engage in recreation, nature immersion, digital detox, and healthy work day habits.
  - Improves water quality in local streams and downstream water supplies
  - Anchors the experience of trail users on the newly proposed Camp Creek Trail network by providing access to high quality natural and scenic areas

B Conserve Green Space for Public Use - Protect natural resources and open space for public use and recreation along the Camp Creek and its tributaries. Via the Uniform Conservation Easement Act, Georgia Greenspace Program, and other conservation tools, proactively work with property owners to put natural and scenic assets into perpetual trust for public benefit.

- Protects ecologically-important riparian corridors and their adjacent floodplains for wildlife habitat
- Improves water quality in local streams and downstream water supplies
- Anchors the experience of trail users on the newly proposed Camp Creek Trail network by providing access to high quality natural and scenic areas
- Drives value for mixed-use redevelopment by providing public green space as an amenity for employees and residents
- Protects and enhances an authentic identity of the district as a green, pastoral landscape of rural and agrarian heritage



True North 400

Implementation Projects

- Develop Windward area Design Guidelines - Solicit a design study to develop the signature branding elements, design guidelines, and messaging for the Windward district, with an emphasis on a cohesiveness of feel across the entirety of public and private spaces within the district
  - Supports employers, brokers and developers in marketing the public amenities of the district
  - Provides the foundation (identity) for effective district marketing, promotion, programming and activities
  - Gives aesthetic direction to private investment
- Develop Camp Creek Trail Branding & Design Guidelines - Solicit a design study to develop the signature branding elements, design guidelines, and programming opportunities for the newly-minted Camp Creek Trail. This study must be geared towards inspiring users to engage in trail use and attracting residents and employees to the nature-based assets of the district.
  - Promotes district-wide travel by foot or bike on a low-stress trail network
  - Attracts funding partners for the implementation of trail segments
  - Creates legibility, ease of access, safety and navigability for future trail users

3 Ales to Trails

Placemaking that goes beyond banners and logos, and instead focuses on strategies to shape the perception of the Study Area.

The primary driver for improving quality of life for both employees and residents in the District is the creation of authentic places for socializing, recreation and leisure activities. Destinations that are anchored by unique natural features and include both public green space and options for dining and entertainment in a unique built environment will generate a positive spillover effect that will elevate the perception and experience of the greater District.

Milton

Implementation Projects

A Develop Signature Placemaking Destination at Morris Lake Site - Anchor the experience of the Deerfield District with a combination of lakefront public park, trailhead, eateries and unique hospitality and event venues. Identify and engage qualified development partners and budget for public investment in green space, park features and trailhead infrastructure.

- Creates a destination for employees returning to the office – dining, drinking, scenic public park space, community events, recreation, programmed activities, socializing, and entertainment
- Provides an iconic architectural and site design that is authentic to the heritage of this geography of Milton and becomes a recognizable placemaking element that elevates the image of the entire Deerfield District
- Serves local residents with public park space, programmed activities, access no nature, and green space for leisure and recreation, as well as dining and entertainment options
- Creates a centrally-located public trailhead for access to the new Camp Creek Trail network
- Provides needed public park space in the Deerfield district that can support community events and programmed activities
- Attracts development interest and supports tenanting as a highly marketable amenity for potential businesses and employers
- Leverages portions of a site for public green space that complements commercial and retail development

• Develop Deerfield District Social Media Presence - Create a dedicated program of local communication and national marketing with consistent tone and identity. Using both Milton channels and shared content on City of Alpharetta and True North 400 channels, provide regular content including news, history, and stories to promote the businesses and activities in the Deerfield District. With content ranging from profiles of small business owners to economic development initiatives, the social campaign for Deerfield requires dedicated personnel committed to a rolling content calendar and real time information sharing across multiple digital platforms.

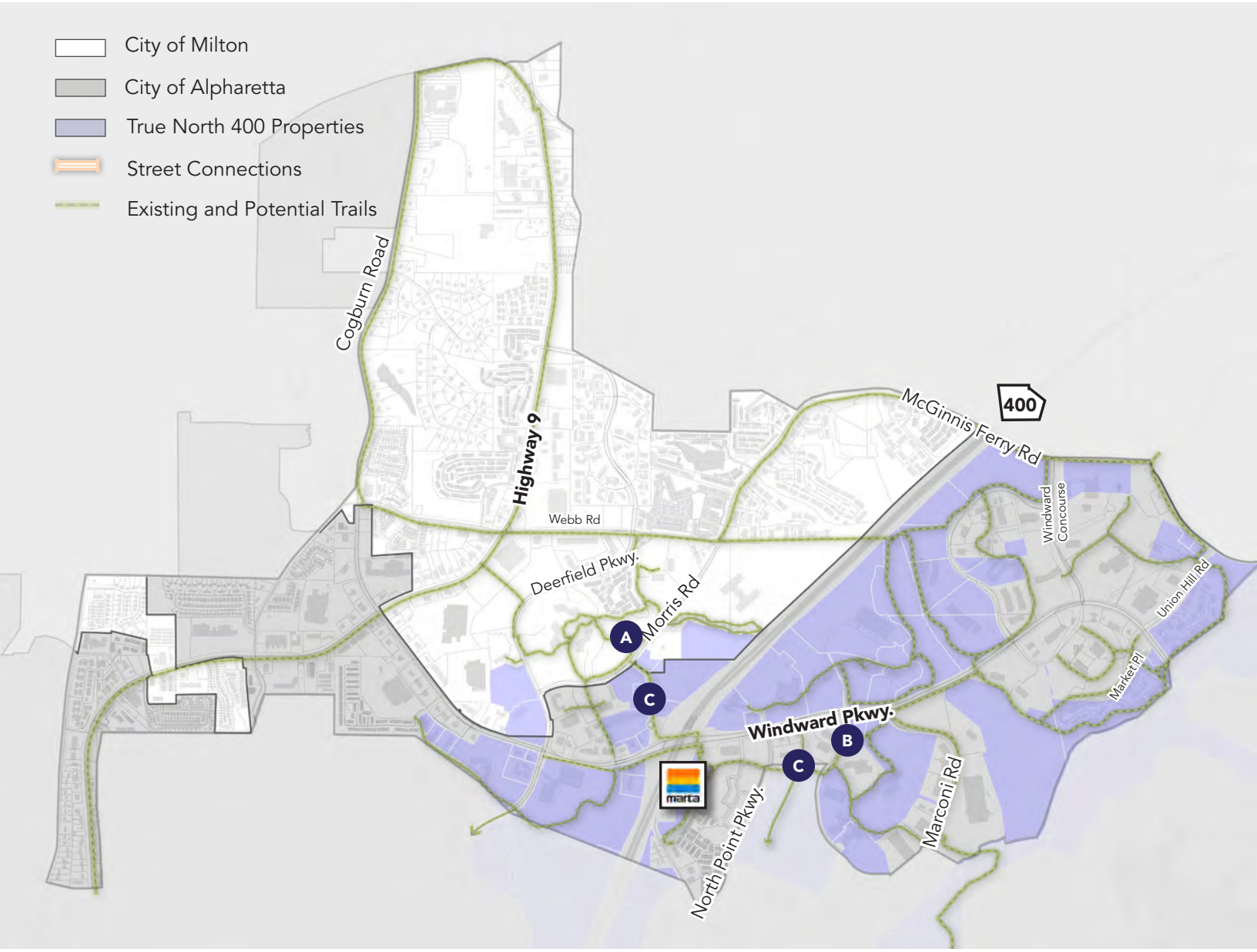
- Enhances economic competitiveness by communicating the successes and opportunities in the Deerfield District to a local, metro, and national audience
- Supports and highlights local businesses at the edge of the Milton municipal boundary that may lack the agglomeration benefits afforded to businesses located in more centralized clusters of activity
- Reinforces the identity and brand of the Deerfield District building visibility, recognition, and civic pride
- Shines a light on the industries, entrepreneurs, restaurateurs, retailers and local businesses that collectively create the competitive niche for Deerfield

Alpharetta

Implementation Projects

B Develop a Signature Placemaking Destination at Edison Drive Site - Anchor the experience of the Windward District with a combination of nature-based public park, trailhead and food hall along the new Camp Creek Trail. Identify and engage qualified development partners and budget for public investment in green space, park features and trailhead infrastructure.

- Creates a destination for employees returning to the office – dining, drinking, community events, recreation, programmed activities, socializing, and entertainment
- Provides an iconic architectural and site design that is authentic to the heritage of



this geography of Alpharetta and becomes a recognizable placemaking element that elevates the image of the entire Windward District

- Serves local residents with public park space, programmed activities, access to nature, and green space for leisure and recreation, as well as dining and entertainment options
- Creates a centrally-located public trailhead for access to the Big Creek Greenway and the new Camp Creek Trail network
- Provides needed public space in the district that can support community events and programmed activities
- Attracts development interest and supports tenanting as a highly marketable amenity for potential residents and employers
- Leverages undevelopable portions of a site for public green space that complements commercial and retail development

3 Ales to Trails

- Develop Windward District Social Media Presence
  Create a dedicated program of local communication and national marketing with consistent tone and identity. Using both Alpharetta channels and shared content on City of Milton and True North 400 channels, provide regular content including news, history, and stories to promote the businesses and activities in the Windward District. With content ranging from profiles of small business owners to economic development initiatives, the social campaign for Windward requires dedicated personnel committed to a rolling content calendar and real time information sharing across multiple digital platforms.
  - Enhances economic competitiveness by communicating the successes and opportunities in the Windward District to a local, metro, and national audience
  - Supports and highlights local businesses at the edge of the Alpharetta municipal boundary that may lack the agglomeration benefits afforded to businesses located in more centralized clusters of activity
  - Reinforces the identity and brand of the Windward District building visibility, recognition, and civic pride
  - Shines a light on the technologies, industries, entrepreneurs, innovators, and creatives that collectively create the competitive niche for Windward

True North 400

Implementation Projects

C Support Connections to Placemaking Destinations-
The CID can provide funding, project management and technical support for public street and public trail connections to Placemaking Destinations within the CID boundaries. The identification of these projects may be best timed with the site master plans that will emerge as the relationship between the cities and their development partners takes shape.

- Host and Coordinate Windward/Deerfield Communications-Building on the social media campaigns described above, True North 400 can serve as a central entity for communications that span municipal boundaries. By reciprocating with Alpharetta and Milton regarding social media posts and by hosting a shared content calendar, True North 400 is in the perfect position to supply dedicated resources to a district-wide social media presence.
  - Supports and informs businesses and residents who routinely cross municipal boundaries for daily activities
  - Reinforces the identity and brand of the CID and its territory building visibility, recognition, and credibility
  - Enhances economic competitiveness by communicating the successes and opportunities in the District to a local, metro, and national audience

4 Lakefront Property

The vision for the Windward/Highway 9 area starts with creating a framework for a more walkable and connected district.

An effective implementation strategy can help overcome barriers to development, resulting in a project that is viable, attracts private investment, and provides public benefits that are consistent with community goals. Such an implementation strategy will require the City to act in three key capacities: 1) as a regulator, 2) as a partner, and 3) as an economic developer. This implementation framework is intended to support investments in the public realm, real estate, small businesses, and people in order to generate net positive community outcomes.

City as Regulator:

- Implement zoning overlays: Zoning overlays designed to achieve the development goals and vision for each of the neighborhood pods will help regulate future development. These will ensure that any development happening in these pods is appropriately scaled, well linked, and best repositions the existing built environment. For example:
  - "Transit and Travelers" pods could feature zoning overlays that allow for relatively higher residential density with ground level retail, so as to augment transit usage and accessibility
  - "Hike to Home Community" pods could benefit from a zoning overlay that allows for active ground-level uses to activate the public realm and promotes consistent architectural/design treatments for properties adjacent to any trail or greenway.
- Selective use of development incentives/bonuses: These zoning overlays could also offer benefits in exchange for the provision of community and policy goals, such as public space, attainable housing, and provision of subsidies for small businesses. Incentives could include relaxation of height requirements in exchange for a minimum assembly acreage, density bonuses in exchange for provision of attainable housing set-asides, and relaxation on development fees in lieu of public infrastructure improvements.
- Future planning study: The neighborhood pods framework presented in this document is a concept designed to maximize the potential of the existing stock, redevelopment, and location such that it can serve a diverse range of residents. A more detailed effort is needed to study the real estate, land use, and design guidelines for each pod, beginning with those located near catalytic development, such as the MARTA station. The city should explore engaging in a future planning study that explores all these topics.

City as Partner

- Build capacity and partnerships: assess potential revenue sources, partnerships, and opportunities to finance and support future improvements to enhance the urban and suburban landscape.
  - Access the viability of public tools, such as tax allocation districts (TADs) and True North 400 to facilitate infrastructure improvements, transformation of commercial streets into pedestrian friendly corridors, and creation of new parks, trails and greenways.
  - Forge Pubic Private Partnerships (PPPs) with large-scale employers, businesses, and developers.
  - Collaborate with major landowners to create and launch RFPs for master developers as needed.
  - Utilize the neighborhood pod framework to identify key sites for policy-supported uses.
- Promote multi-modal transit through land use: continuously evaluate the relationship between trails, greenways, and land use, so as to ensure that placemaking, trail, and streetscape improvements promote non-motorized transportation.

City as Economic Developer

- Retain, attract, and diversify businesses: Support development of innovation and start-up hubs by working with established business incubators. Explore partnerships with land owners and/or developers to create a physical shared space that can serve as its own entrepreneurial ecosystem
  - Utilize space and knowledge network to attract start-ups and small businesses with growth potential in a diverse array of targeted, office-using industries.
  - Establish incentives to subsidize lease of currently underutilized office space by small businesses and start-ups.
  - Expand social media presence of existing economic development initiatives, such as Windward Tech District, to capture renewed focus on a more diversified innovation ecosystem.

Funding Implementation Table

The following matrix establishes guidance on potential timelines, partners, and order of magnitude cost (when applicable) for projects.

	Project	Timeline	Order of Magnitude Cost	Potential Partners
1	**Connecting the Dots**			
A	Old Morris Road - MARTA Station Trail Connection	Short	$1.9M - $2.6M	True North 400, Alpharetta, Milton
B	Webb & Cogburn Shared Use Path	Short (In Progress)	$8.1M	Milton
C	Morris Road Extension	Long	$3.8M - $5.1M	Milton, True North 400

	Project	Timeline	Order of Magnitude Cost	Potential Partners
D	Morris Road Widening & Shared Use Path	Short (Under Construction)	$8M	Milton
E	Highway 9 to Deerfield Connector (through Fry's)	Medium	$2.1M - $3.6M	Milton, Private Developer
F	Morris Road Lake Loop and Connector	Medium	$3.4M - $4.2M	Milton, Private Developer, True North 400
G	Dryden Road Extension	Short (in preliminary engineering)	$2M - $3.5M	Alpharetta, True North 400
H	Windward Morris Connector	Medium	$2.8M - $5.2M	Alpharetta, True North 400
I	Marconi-Edison Connector	Long	$3.1M - $5.4M	Alpharetta, True North 400
J	Windward Terraces ULI TAP Study Area Primary Road Network	Medium/Long	$9.2M - $16.3M	Alpharetta, Private Developer
K	MARTA-Continuum Trail Segment	Short	$1.3M - $1.7M	True North 400, Alpharetta
L	Webb Road Extension	Long	$74M - $89M	True North 400, Alpharetta, Milton

	Project	Timeline	Potential Partners
2	**Serenity & Amenity**		
A	Milton - Conserve Green Space for Public Use	**Short/Medium**	Milton, Private Developer
Other	Codify Public Trail Connections (Milton)	**Short**	Milton
B	Alpharetta - Conserve Green Space for Public Use	**Short/Medium**	Alpharetta, Private Developer
Other	Expand the Alpharetta Connect Forward Grant	**Short/Medium**	Alpharetta
Other	Develop Windward Area Design Guidelines	**Short**	True North 400
Other	Develop Camp Creek Trail Branding & Design Guidelines	**Short/Medium**	True North 400
3	**Ales to Trails**		
A	Develop Signature Placemaking Destination at Morris Lake Site	**Medium**	Milton, Private Developer
B	Develop Signature Placemaking Destination at Edison Dirve Site	**Medium**	Alpharetta, Private Developer
Other	Support Connections to the Placemaking Destinations	**Short**	True North 400
Other	Develop City-Specifc Social Media Presence (Milton - Deerfield, Alpharetta - Windward)	**Short**	Milton, Alpharetta
Other	Host and Coordinate Windward/Deerfield Communications Initiative	**Short/Medium**	True North 400

MKSK DEVELOPMENT STRATEGIES®

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

FOR OFFICE USE ONLY

Case DRB: _____

☐ Fee Paid Initial: _____

For your convenience, this form may be completed electronically and printed upon completion. If you choose to handwrite your responses, please print in a clear, easily legible fashion.

Please complete this form and the submittal package in its entirety. *See Page 2 "Instructions and Required Materials" for details.* Lastly, verify that all information is true and accurate.

Your completed submittal package should be delivered to:

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009

NOTE: All applicable fees must be included with the application. Please note that a 3% convenience fee will be added to all credit card transactions. Applications will be accepted only on the dates reflected on the page of this form titled "Filing Deadlines and Meeting Schedule" and only between the hours of 8:30 AM and 3:30 PM.

If you have questions regarding this application or the design review process, please contact Bret Schroeder by calling 678-297-6088.

Business Name: WB Holdings - Stonewood, LLC

Location Address: 670 North Main Street, Alpharetta GA

Mailing Address: 12650 Crabapple Road

City: Milton State: Ga Zip Code: _____ - 30004

Contact for All Notifications: Brian Orkin

Contact Telephone: 678 - 209 - 0385 Mobile Telephone: 404 - 375 - 1252

Fax: _____ - _____ - _____ Email: borkin@orkinandassociates.com

Contact's Relation to Business: Owner

This Application For (Check all that apply):

- ☐ Addition
- ☐ Auxiliary Structure
- ☑ Color Selection
- ☑ Material Selection
- ☐ Modification to Exterior
- ☑ New Construction
- ☐ Signage

This page will be the first page of your completed submittal packet.

Application Fees:

Reveiws $350.00

Signs Review Only $175.00

Legal Advertising Requirement $175.00

Reapplication Fee $100.00

Readvertising Fee $175.00

350.00

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

Property Owner Information:

Property Owner Name: WB Holdings - Stonewood, LLC

Physical Address: 12650 Crabapple Road, Suite 200

Mailing Address: Same

City: Milton State: GA Zip Code: 30004 -

Owner Telephone: 678 - 209 - 0385 Contact Fax: - - -

Property Owner Authorization *(Must be completed if the applicant is not the legal owner of the subject property)*:

I, the undersigned, do hereby swear and attest, under penalty of law for false swearing, that I am the legal owner, as shown in the records of Fulton County, Georgia, of the property described herein and that I authorize the person identified herein as "Applicant" to act on my behalf in pursuit of this request.

Owner Name (Printed): Brian Orkin Date: 1/28/2025

Owner Signature: Brian Orkin

Property Information:

Address (If Assigned) : 670 North Main Street, Alpharetta, GA 30004

Tax ID or Map Reference Number: 22-496011104498

Land Lot(s): 1110-1123 District: 2nd Section: 2nd

Existing Zoning of Property: C-1 Existing Uses of Property: Shopping Center

This form is to be executed under oath. I, the person identified herein as "Applicant," do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Design Review Board Application is true and correct and contains no misleading information. I also understand that Design Review Board review and/or approval does not include review or approval for code compliance and that City of Alpharetta site and building plan review staff should be contacted with respect to code compliance issues and permitting procedures.

Applicant Signature:_____ Date: _____ Print Form

DESIGN REVIEW BOARD REVIEW CRITERIA

How will this proposal be visually compatible with the character of the surrounding areas?

We have designed the outparcel building to blend with the existing shopping center while transition between the center, the look of the Dunkin' project as well as new buildings in the area. The materials selected including the brick and EIFS will closely match the same materials on the existing shopping center.

In your submittal package, have you included a site line study from the public right of way, which shows the location of rooftop structures? If not, please explain below.

- [x] Yes
- [ ] No

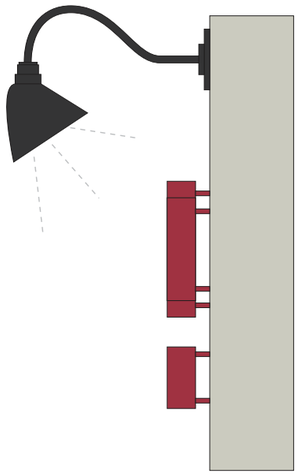
harbinger
sign of the future

MAPLE STREET
BISCUIT CO

EXTERIOR SIGNAGE

50 CANTON STREET, SUITE 113, ALPHARETTA, GA 3000

REVISED 05.09.24



P1 — **PAINT, SATIN**
PANTONE 7427 C

TYPICAL FASTENERS BY WALL TYPE

ALL FASTENERS @ 3/8" BY LENGTH AS REQUIRED

(1)	3/8" X 4" POWER WEDGE 3/8" X 4" TAPCON 3/8" X 6" EXPANSION ANCHOR	CONCRETE & BLOCK
(2)	3/8" ALL THREAD X LENGTH AS REQ. W/ ANGLE STRINGER	STUCCO/ FOAM / LATH & STUD
(3)	3/8" X 6" TOGGLE BOLT	STUCCO / FOAM / LATH & STUD WHEN STRINGER NOT REQ.
(4)	3/8" X 6" LAG BOLT	STUCCO / WOOD LATH & STUD

MAPLE STREET
BISCUIT CO

50 Canton Street, Suite 113,
Alpharetta, GA 3000

NIGHT VIEW

ONE (1): SET EXTERNALLY ILLUMINATED FABRICATED LETTER SET.

4" DEEP FABRICATED ALUM. LETTERS, .125 ALUM FACES & RETURNS TO BE PAINTED **PER P1 SPECS.**
LETTERS TO BE INSTALLED TO WALL AREA W/ 1 1/2" STAND-OFFS PAINTED TO MATCH **PER P1 SPECS**.
LETTERS TO BE EXTERNALLY ILLUMINATED W/ GOOSE-NECK STYLE DOWN LIGHTING TO MATCH WITH THEME OF THE TOWN AREA, PAINTED SATIN BLACK.
GOOSE-NECK LIGHT SPECS TO BE DETERMINED UPON FINAL DECISION WITHIN SITE PM.

NOTE: SIGN TO BE INSTALLED WITHIN THE RADIUS OF THE WALL AREA, ADDITIONAL HARDWARE MAY BE REQUIRE FOR ARCUATE FIT
NOTE: ACCESS BEHIND WALL TO BE CONFIRMED PRIOR TO FABRICATION.
NOTE: FINAL BUILD SPECS MAY CHANGE UPON ENGINEER REVIEW & FINAL SHOP DRAWINGS PRIOR TO PRODUCTION STAGES
NOTE: PULLING OF ELECTRICAL & GOOSENECK LAMPS TO BE PROVIDED BY OTHERS (MAPLE STREET)

① Fabricated Alum. Letters — QTY (1)
3/4" = 1'-0" — **SQ. FT.:** 16.0

MAPLE STREET
BISCUIT CO

50 Canton Street, Suite 113,
Alpharetta, GA 3000

40'-0”

+/- 14'-0”

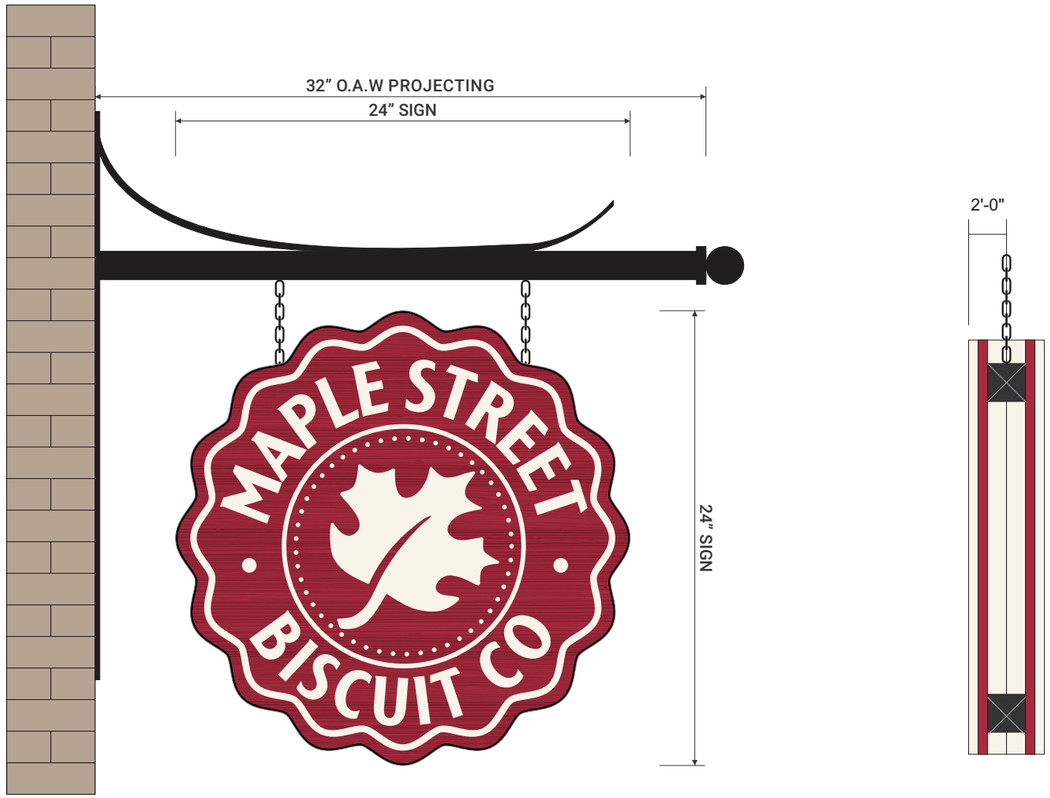
NOTE: PULLING OF ELECTRICAL & GOOSENECK LAMPS TO BE PROVIDED BY OTHERS (MAPLE STREET)

1 PROPOSED FRONT ELEVATION (SOUTH EAST)
1/8” = 1'-0”

Formula: 1SF per 1LF ; 2 sign max.

40' X 1 SF = 40 SQFT

40.0 SqFt
16.0 SqFt



ONE (1): 24" NON-ILLUMINATED DOUBLE-SIDED HDU BOTTLE LOGO PROJECTING SIGN.
2" THICK BACK TO BACK SANDBLASTED HORIZONTAL WOOD GRAIN HDU PANELS W/
INTERNAL ALUM. FRAME SUPPORT. (1/2" LOGO/BORDER/ELEMENTS EMBOSSMENT & 1 1/5" BACKGROUND),
PAINTED ACCORDING TO PMS COLORS WITH A SATIN FINISH.
SIGN TO BE EQUIPPED WITH NEW CHAIN LINKS TO ATTACHED TO EXISTING STEEL DECORATIVE
PROJECTING BRACKET. HOUSING AROUND THE MAIN HDU SIGN TO BE PAINTED SATIN, BLACK.

NOTE: FINAL BUILD SPECS MAY CHANGE UPON ENGINEER REVIEW & FINAL SHOP DRAWINGS PRIOR TO PRODUCTION STAGES
NOTE: LOCATION OF PROJECTING SIGN TO BE MOVE TO NEW AREA, NOT TO BE INSTALLED OF EXISTING BLADE SIGN AREA.
NOTE: INSTALLER TO USE EXISTING PROJECTING BRACKET & MOVE TO NEW PROPOSED AREA.

(2) Front & Side Views - Projecting Sign
1 1/2" = 1'-0"

Display Square Footage: 4.0

P1 PAINT, SATIN BLACK

P2 PAINT, SATIN PANTONE 7427 C

P3 PAINT, SATIN PANTONE (TBD)
(CMYK: 2, 2, 8, 0)

MAPLE STREET
BISCUIT CO

50 Canton Street, Suite 113,
Alpharetta, GA 3000

TYPICAL FASTENERS BY WALL TYPE

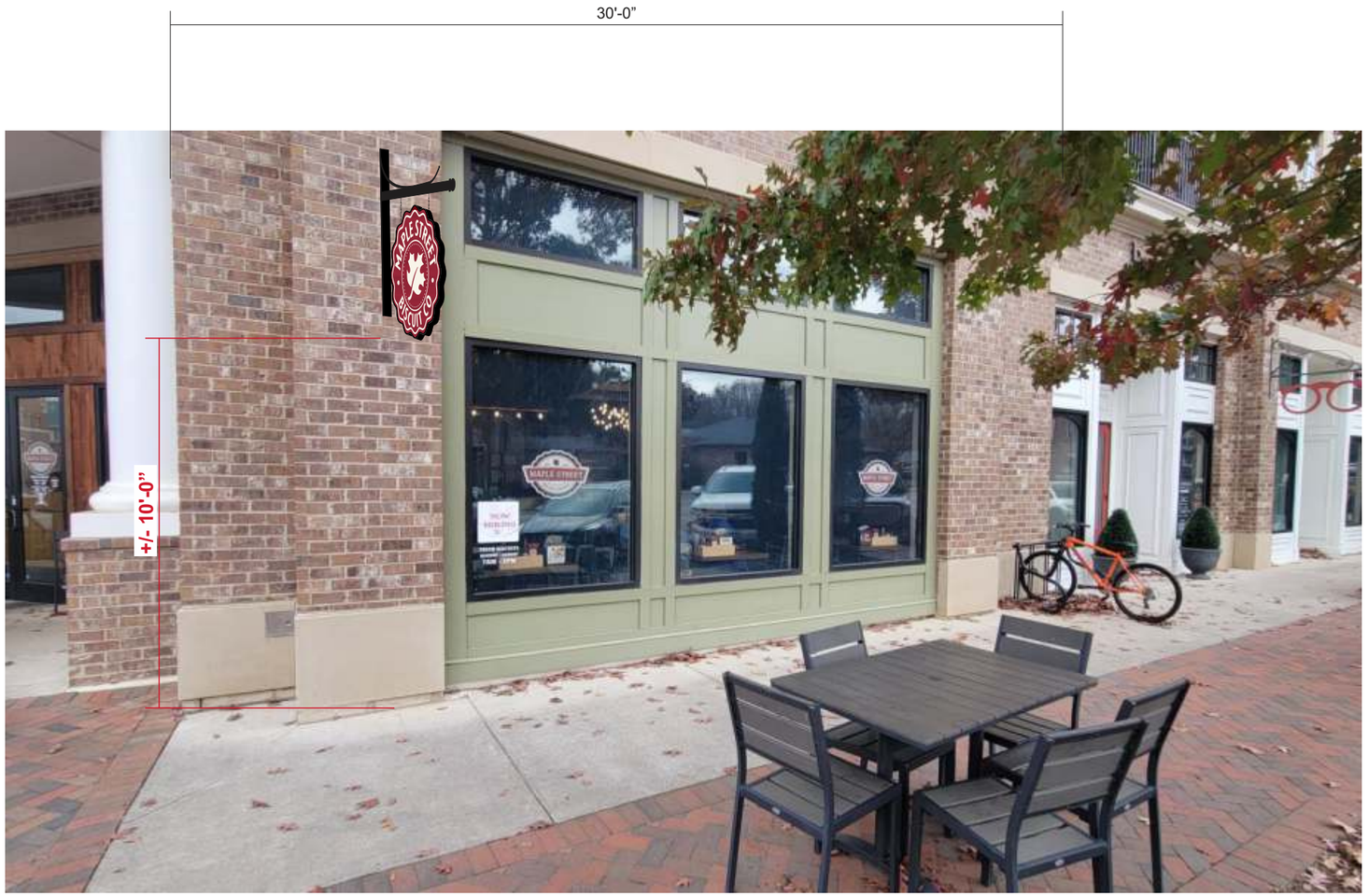
ALL FASTENERS @ 3/8" BY LENGTH AS REQUIRED

(1)	3/8" X 4" POWER WEDGE 3/8" X 4" TAPCON 3/8" X 6" EXPANSION ANCHOR	CONCRETE & BLOCK
(2)	3/8" ALL THREAD X LENGTH AS REQ. W/ ANGLE STRINGER	STUCCO/ FOAM / LATH & STUD
(3)	3/8" X 6" TOGGLE BOLT	STUCCO / FOAM / LATH & STUD WHEN STRINGER NOT REQ.
(4)	3/8" X 6" LAG BOLT	STUCCO / WOOD LATH & STUD

EXISTING PROJECTING SIGN
(SIGN TO BE REMOVED & DISPOSED OF)
KEEP EXISTING BRACKET FOR NEW SIGN

MAPLE STREET
BISCUIT CO

50 Canton Street, Suite 113,
Alpharetta, GA 3000



2 PROPOSED SIDE ELEVATION (EAST)
1/8” = 1’-0”

Formula: 1SF per 1LF ; 2 sign max.

30’ X 1 SF = 30 SQFT

30.0 SqFt
4.0 SqFt

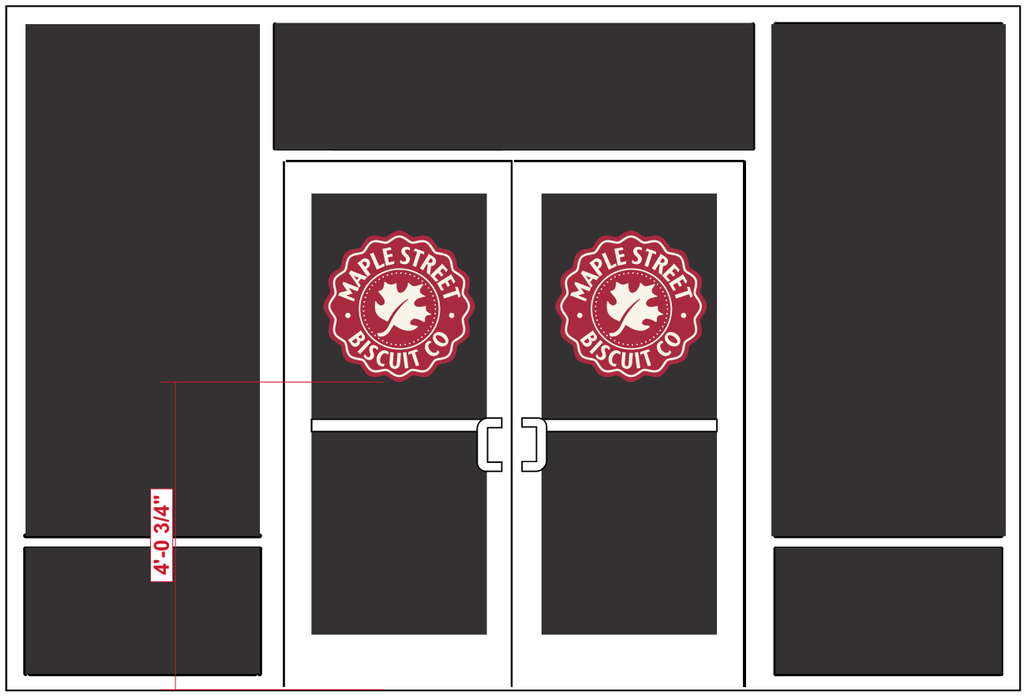
C1 — DIGITALLY PRINTED ON WHITE PERFORATED VINYL & GLOSS LAMINATED

C1 — CMYK: 0, 100, 68, 35

C2 — CMYK: 2, 2, 8, 0

MAPLE STREET BISCUIT CO

50 Canton Street, Suite 113,
Alpharetta, GA 3000



1/2” = 1’-0”

FOUR (4): SET OF 24” DIA. WINDOW GRAPHICS VINYL FOR EXISTING ENTRANCE DOORS.

GRAPHICS TO BE DIGITALLY PRINTED ON OPAQUE WHITE PERFORATED VINYL PER COLOR SPECS. PERFORATED VINYL TO HAVE GLOSS LAMINATED FOR UV PROTECTION. GRAPHICS TO APPLIED FIRST SURFACE TO EXISTING DOOR WINDOWS.

3 Graphics Vinyl

1 1/2” = 1’-0”

Display Square Footage: 4.0

Site Plan
1" = 20'-0"

MAPLE STREET BISCUIT CO

50 Canton Street, Suite 113,
Alpharetta, GA 3000

April 22, 2024

Maple Street Biscuit Company
Store 4030
50 Canton Street, suite 113
Alpharetta, GA 30009

RE: Signage Authorization

Teasley Place Retail, LLC authorizes Maple Street Biscuit Co. or its subcontractor, to install signage at the Teasley Place center located at 50 Canton Street in Alpharetta. Approval is pending permitting and approval from the city of Alpharetta.

Feel free to reach out to me directly with any questions or concerns. My contact info is listed below.

Thanks,

Ben Bucksbaum

Ben Bucksbaum, Property Manager
Skyline Seven Real Estate
As Agent for Owner
Teasley Place Retail, LLC

Bbucksbaum@skylineseven.com
(O) 404-812-8921
(C) 678-983-6188

Summary

Parcel Number 22 482312691490
Location Address 50 CANTON ST UNIT C4
ALPHARETTA
Legal Description
Property Class C3 - Commercial Lots
Neighborhood C103
Tax District 10
Zoning C2
Acres 0.0386
Homestead N
Exemptions

View Map

Owner

Teasley Place Retail LLC

Most Current Owner

Teasley Place Retail LLC
766 BLACKFOOT TRL
SUWANEE GA 30024

Owner Info Last Updated 5/16/2023

Land

Description	Land Type	Land Code	Square Feet	Acres
CONDO LAND	S	7	1,683	0.0386

Total Acres:
0.0386

Commercial Improvement Information

Card 1
Building No 1
Structure RETAIL CONDO

Units 0
Year Built 2018
Total Sq Footage 1683

Sales

Sale Date	Sale Price	Instrument	Deed Book	Deed Page	Qualification	Sales Validity	Grantee	Grantor	Recording
3/12/2019	$6,563,869		59794	0575	Unqualified	Sale Includes Multiple Parcels	TEASLEY PLACE RETAIL LLC	WEST CANTON LLC, A GEORGIA LIMITED LIABI	59794 0575

Valuation

		2024	2023	2022	2021	2020	2019
	LUC	373	373	373	373	373	373
	Class	C3	C3	C3	C3	C3	C3
+	Land Value	$90,900	$90,900	$90,900	$90,900	$90,900	$90,900
+	Building Value	$287,000	$287,000	$286,100	$286,100	$286,100	$286,900
=	**Total Value**	**$377,900**	**$377,900**	**$377,000**	**$377,000**	**$377,000**	**$377,800**
	Assessed Value	$151,160	$151,160	$150,800	$150,800	$150,800	$151,120

Photos

Appeal History

Tax Year	Hearing Type	Subkey	Notice Date	File Date	Appeal Status
2024	C.O.A. Notice	1	06/18/2024		Time Elapsed
2023	C.O.A. Notice	1	06/09/2023		Time Elapsed
2022	C.O.A. Notice	1	06/17/2022		Time Elapsed

No data available for the following modules: Comp Search (Residential), Comp Search (Vacant), Summary - Personal Property, Residential Improvement Information, Property Record Cards, Accessory Information, Appraised Values - Personal Property, Sketches, Notices.

The Fulton County Board of Assessors makes every effort to produce the most accurate information possible. No warranties, expressed or implied are provided for the data herein, its use or interpretation. The assessment information is from the last certified tax roll. All other data is subject to change.
| User Privacy Policy | GDPR Privacy Notice
Last Data Upload: 1/2/2025, 10:24:54 AM

Contact Us

Design Review Board Hearing Application And Filing Procedures

UPDATED: Dec 1, 2023

Department Of Community Development

2 Park Plaza
Alpharetta, GA 30009
www.alpharetta.ga.us

Tel: 678.297.6088
Fax: 678.297.6071

INSTRUCTIONS AND REQUIRED MATERIALS

The City of Alpharetta Design Review Board Hearing Application has been designed to allow you the ease of completing the form electronically and printing the completed form for submittal. Please note, however, that the form cannot be saved so as to include the information that you input.

Required Materials:

In order to allow the Design Review Board to adequately and effectively understand and consider the nature of your request it is required that certain materials be included with your submittal. These required items are described below along with the type(s) of review for which they would be needed. Submittals not including the appropriate materials, as indicated below, will not be accepted for review.

Site Plan Review

- ☐ Legal description of the property
- ☐ Site plan(s) showing locations of all site features, including but not limited to
  - Buildings
  - Roads
  - Parking Areas
  - Specimen trees
  - Detention / retention areas
  - Dumpster / refuse locations (screening and materials)
  - HVAC / electrical equipment locations
- ☐ Site lighting with photometric drawings and compatibility to neighboring buildings and property
- ☐ Retaining wall(s) location and materials

Landscape Review

- ☐ Landscape drawing(s) prepared by landscape architect showing locations of all landscape features, including but not limited to
  - Size and type of all plant material; including ground covers
  - Seasonal beds

Signage Review

- ☐ Overall site plan drawing indicating locations of ground signs and required setbacks
- ☐ Exterior elevations indicating locations of all wall signs
- ☐ Individual color drawings of each sign indicated
  - Dimensions
  - Materials
  - Lighting
  - Construction
  - Colors

Exterior Elevation Review

- ☐ Colored exterior elevations with materials notes of all facades of the building(s)
- ☐ All exterior material and color samples (Shall be brought to the scheduled meeting)
- ☐ Provide site line study from the public right of way showing locations of roof-top equipment
  - Vents
  - Satellite dishes
  - Exhaust pipes
  - Antennas
- ☐ Locations of building lighting
- ☐ Perspective drawings and renderings

Submittal Procedure:

One (1) original plus one (1) copy of a completed Hearing application and supporting documents are to be filed by the deadline dates reflected on the following page. Completed applications received after the deadline dates shall be placed on the next available agenda. All renderings attached to the application must be in color.

An electronic file in Adobe format, containing the entire application; including all documents, plans, and drawings; must be included with the application. Each component of your submittal must be saved as a separate file document (for example, all of your individual documents relating to the Exterior Elevation Review (site plan, site line study, and lighting and material cut sheet) should all be saved into one PDF document.

Any oversized materials may be attached to the original application. All collated sets shall be submitted on paper no greater than 11 inches by 17 inches in size and folded to 8.5 inches x 11 inches. Two (2) sets of all landscape plans shall be submitted full-size.

Drawings submitted must be accurate and labeled.

Technical drawings (i.e., signs, elevations, site plans) must be drawn to scale).

Photos shall be mounted on 8.5 inch by 11-inch paper and labeled.

Presentation materials (including actual materials, sample boards, or mounted drawings) should not be submitted, but brought by the Applicant.

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

FOR OFFICE USE ONLY

Case DRB: _____

☐ Fee Paid Initial: _____

For your convenience, this form may be completed electronically and printed upon completion. If you choose to handwrite your responses, please print in a clear, easily legible fashion.

Please complete this form and the submittal package in its entirety. *See Page 2 "Instructions and Required Materials" for details.* Lastly, verify that all information is true and accurate.

Your completed submittal package should be delivered to:

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009

NOTE: All applicable fees must be included with the application. Please note that a 3% convenience fee will be added to all credit card transactions. Applications will be accepted only on the dates reflected on the page of this form titled "Filing Deadlines and Meeting Schedule" and only between the hours of 8:30 AM and 3:30 PM.

If you have questions regarding this application or the design review process, please contact Bret Schroeder by calling 678-297-6088.

Business Name: MAPLE STREET BISCUIT CO.

Location Address: 50 CANTON ST STE 113 ALPHARETTA, GA 30009

Mailing Address: 50 CANTON ST STE 113

City: ALPHARETTA State: GA Zip Code: 30009 -

Contact for All Notifications:

Contact Telephone: 864 - 431 - 4354 Mobile Telephone: ___ - ___ - ___

Fax: ___ - ___ - ___ Email: tbullington@apollosign.com

Contact's Relation to Business: APPROVED APPLICANT

This Application For (Check all that apply):

- ☐ Addition
- ☐ Auxiliary Structure
- ☐ Color Selection
- ☐ Material Selection
- ☐ Modification to Exterior
- ☐ New Construction
- ☑ Signage

Application Fees:

Signs	$	175.00
All other reviews	$	350.00
Legal Advertising Requirement for every application	$	175.00
Total Due		

DESIGN REVIEW BOARD REVIEW CRITERIA

How will this proposal be visually compatible with the character of the surrounding areas?

Maple Street Biscuit is rebranding this existing property. The new signs adhere to the overlay restrictions in the following:

- The wall sign is composed of individually cut letters externally illuminated by gooseneck lighting.
- The hanging sign is composed of wood grain high density urethane that is contour-cut to the logo's shape

In your submittal package, have you included a site line study from the public right of way, which shows the location of rooftop structures? If not, please explain below.

☐ Yes

☒ No NOT APPLICABLE

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the North Point Overlay.

Explain how your application meets the site design and streetscape standards required for the North Point Overlay. *Site Design and Streetscape standards for the North Point Overlay can be found at this link:* Unified Development Code §2.10.3(B).

NA

Explain how your application meets the fenestration, pedestrian access, building materials, building facade, and building massing standards required for the North Point Overlay.

Building design standards for the North Point Overlay can be found at this link: Unified Development Code §2.10.8.

NA

Describe the type of Civic Spaces and/or Amenity Spaces that your application includes.

Open Space requirements for the North Point Overlay can be found at this link: Unified Development Code §2.10.10.

NA

Please list and describe the Eco District measures that your application includes.

Eco District Measures for the North Point Overlay can be found at this link: Unified Development Code §2.10.11.

NA

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the Downtown Overlay.

Which of the following architectural design styles does your application include?

- ☐ Georgian
- ☐ Federal / Adam
- ☐ Greek Revival
- ☐ Neoclassical
- ☐ Stick
- ☐ Queen Anne
- ☐ Shingle
- ☐ Folk Victorian
- ☐ Romanesque
- ☐ Italianate
- ☐ Tudor Eclectic
- ☐ Beaux Arts
- ☐ French Colonial
- ☐ French Eclectic
- ☐ French New Traditional

Please review the Downtown Overlay Architectural Style Requirements at this link: Unified Development Code § 2.8.7(D)-(R)

Describe how your application meets one (or more) of the above architectural design styles.

EXISTING BUSINESS PROPOSING REFRESH ON SIGNAGE ONLY

Please review the Alpharetta Downtown Design Guidelines at this link: Alpharetta Downtown Design Guidelines

List how your application aligns with or compliments the Alpharetta Downtown Design Guidelines.

PROPOSED SIGNAGE:

1 BUSINESS FRONT WALL SIGN WITH GOOSE NECK LIGHTING
1 BLADE/PROJECTION WITH DECORATIVE CHAIN TO BE HUNG FROM EXISTING BRACKET
2 FRONT WINDOW VINYLS TO MATCH PROJECTING SIGN

CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

Property Owner Information:

Property Owner Name: TEASLEY PLACE RETAIL LLC

Physical Address: 766 BLACKFOOT TRL

Mailing Address: 766 BLACKFOOT TRL

City: SUWANEE State: GA Zip Code: 30024 -

Owner Telephone: 404 - 812 - 8921 Contact Fax: - -

Property Owner Authorization *(Must be completed if the applicant is not the legal owner of the subject property)*:

I, the undersigned, do hereby swear and attest, under penalty of law for false swearing, that I am the legal owner, as shown in the records of Fulton County, Georgia, of the property described herein and that I authorize the person identified herein as "Applicant" to act on my behalf in pursuit of this request.

Owner Name (Printed): Clifton Shepherd (as agent for owner) Date: 01/28/2025

Owner Signature: Clifton Shepherd

Property Information:

Address (If Assigned) : 50 CANTON ST STE 113 ALPHARETTA, GA 30009

Tax ID or Map Reference Number: 22 482312691490

Land Lot(s): District: Section:

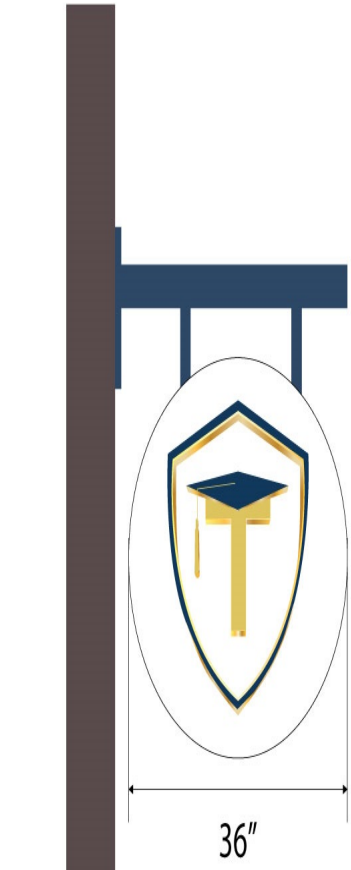
Existing Zoning of Property: Existing Uses of Property:

This form is to be executed under oath. I, the person identified herein as "Applicant," do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Design Review Board Application is true and correct and contains no misleading information. I also understand that Design Review Board review and/or approval does not include review or approval for code compliance and that City of Alpharetta site and building plan review staff should be contacted with respect to code compliance issues and permitting procedures.

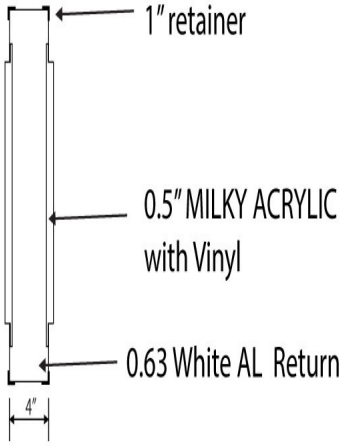
Applicant Signature: Tonya Bullington Date: 1/29/2025

Print Form

Type Non illuminated push thru Blade Sing



Side View



36″ Round
Both sides
4″ depth

unlimited imagination
GOM PRINTING & SIGNS
tel:678-205-0417 / fax:678-205-0420
e-mail:gomprinting@gmail.com
3700 Oakcliff Rd. Doraville, GA 30340

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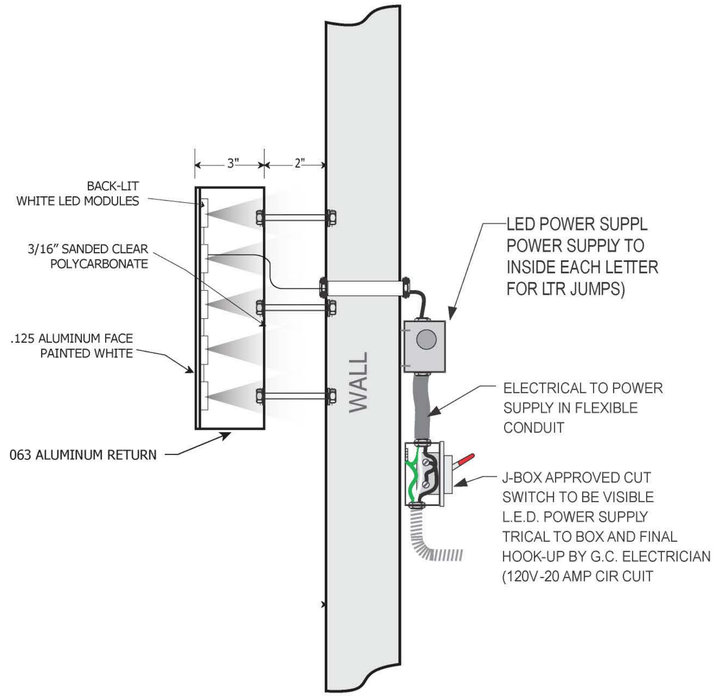
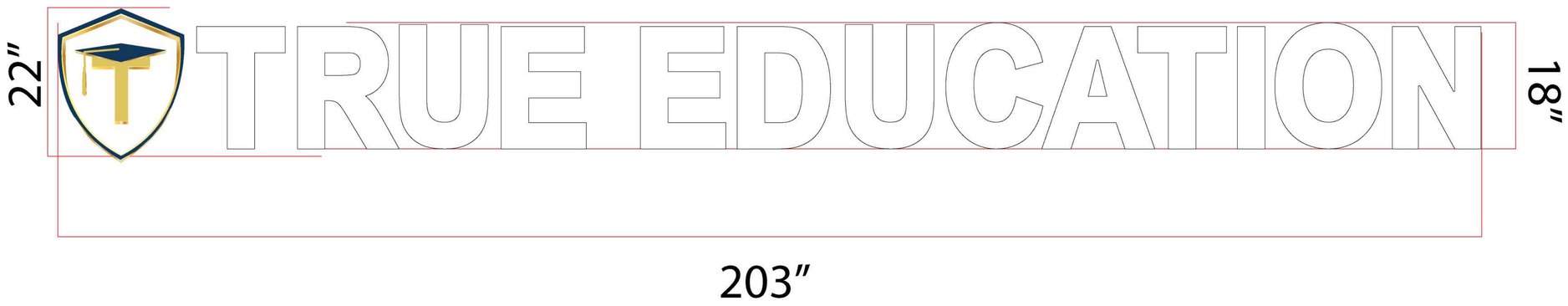
Type Back Lit Individual Aluminum Channel Letter Wall sign

Mounting Detail Drawing



Measurement details



Check lists

Condition of use: ☐ Dry Location ☐ Damp Location ☐ Wet Location		
Raceway	Painted To Match Building Fascia Color	SW#
Total sq.ft	**31.01**	
Channel Return	**3"**	
Trim Cap	**N/A**	
Face	**White Aluminum**	
Translucent Film	**N/A**	
Reg. Vinyl	**N/A**	
Digital Printing	**logo face**	
Back Board	**N/A**	

Customer : *Bobby Kim*	Company : *True education*	Customers Phone/Fax :	Landlord Phone/Fax :
Address : *363 S. Main St. Alpharetta, GA 30009*		Customers E-mail: *j.kim@trueeducation.com*	Landlord E-mail :

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THE CITY OF
ALPHARETTA
GEORGIA

SOUTH MAIN

LIVABLE CENTERS INITIATIVE STUDY

Final Recommendations Report

FEBRUARY 23, 2023

Kimley»Horn

In Collaboration with TSW and UKBA

Introduction

The City of Alpharetta in partnership with the Atlanta Regional Commission (ARC) conducted a Livable Centers Initiative "LCI" study focused on the South Main Street (Alpharetta Highway / State Route 9) area from Downtown Alpharetta to the city limits bordering the City of Roswell. The intent of this study was to evaluate challenges and opportunities related to future development, transportation improvements, and investments in greenspace and public space, and create a vision for a reimagined South Main area. The nine-month LCI kicked-off in March of 2022 and included interactive stakeholder and public engagement, including three public meetings held a various locations throughout the City. This report is a compilation of analysis and engagement, recommendations, and an action plan.

How To Use This Document

This report is organized into four chapters. Chapter 1: Project Foundations includes highlights of the Existing Conditions Assessment and Market Analysis. Chapter 2: Community Engagement details the public and stakeholder engagement strategies and activities completed during the study process. Chapter 3: Study Area Concepts explores the near-term initiatives, as well as mid-term priority redevelopment concepts. Finally, Chapter 4: Implementation Strategies outlines the action plan and specific short, mid, and longer-term steps needed to realize the community's vision for the future.

- Chapter 1: Project Foundations
- Chapter 2 Community Engagement
- Chapter 3: Study Area Concepts
- Chapter 4: Implementation Strategies

Project Schedule

The South Main LCI planning process included several phases of analysis and collaboration over a 9-month period. The first two phases included a review and assessment of the impact of previous planning efforts and an analysis of an existing conditions assessment. This work along with community and stakeholder input created the foundation for developing development concepts and the 5-Year Implementation Plan.

Project Foundations

Using data provided by the City as well as data gathered throughout the Study process, an analysis was completed to best understand existing conditions within the Study Area now, as well as other challenges and constraints the area may have in the future.

PREVIOUS PLANNING EFFORTS

A thorough review of previous planning efforts was conducted at the start of this Study to gather an understanding of area trends and refine project goals. Many plans were reviewed including the Downtown Master Plan, Walkability and Pedestrian Safety Study, Rental Housing Study, and the 2040 Comprehensive Plan. Regional plans were also reviewed, including the North Fulton Comprehensive Transportation Plan, Fulton County Transit Master Plan, and the Blueprint North Fulton III. A summary of the plans that were reviewed is provided in the Existing Conditions Report, available in the appendix and project website.

EXISTING CONDITIONS ASSESSMENT

An Existing Conditions Analysis was conducted as part of the South Main LCI Study, including a review of development activity, property ownership, existing and future land use, environmental features,street conditions and roadway classifications, transit service, as well as bike and pedestrian facilities. For more information regarding the key takeaways, please refer to Appendix A and the Existing Conditions Report for the Alpharetta South Main LCI Study, located on the project website.

MARKET POTENTIAL

A market analysis was conducted for the Study Area, including the 241 acres and 805 tax parcels. A few of the demographic highlights from the Study Area are listed below, and the full market analysis can be found in **Appendix B.**

- The estimated current Study Area population is just under 1,400 people and has increased by approximately 95% since 2000.
- In the long-term, the Study Area is expected to grow faster than the City overall through 2027.
- Nearly 1/3 of residents living in the Study Area are Millennials. Compared to the City of Alpharetta, the area experiences a smaller share of Baby Boomers and Gen Z residents as well as fewer children.
- Seniors over 65 comprise a significant share of the population with 9% aged 65 or older.
- The median age in the Study Area is approximately 40.8 years, while the median age in the City of Alpharetta is about 37.9.
- Just over 50% of residents in the Study Area are white, 18% are black, 19% are Asian, approximately 5% are another race alone, and 5% are two or more races, reflecting similar trends to that of Alpharetta and North Fulton.
- More than half of the residents in the Study Area hold a bachelor's degree or higher.
- 47% of households in the Study Area earn above $100,000 annually.
- The median household income is $35,000 lower in the Study Area, compared to the entire City of Alpharetta.
- Nearly 60% of households in the Study Area are smaller households (1 or 2 people)
- Approximately 22% of the households in the Study Area are without children
- The area has a smaller share of medium and large households (3-4/more than 5 people) compared to surrounding areas
- Approximately 25% of the Study Area is comprised of non-family households.
- Over 50% of the households in the Study Area are renters, representing a larger share of renters when compared to Alpharetta and North Fulton.
- The average housing stock age in the Study Area is 8.9 years (versus 20.1 years old in the City of Alpharetta)

VISION AND GOALS

Word clouds developed during the first round of stakeholder and public involvement were used to form the vision and goals for the Alpharetta South Main LCI Study. The vision and goals will help define future growth, identify desired placemaking elements for activation, and inform transportation investments to enhance mobility in the South Main area.

Which one word describes the study area today?

Which one word describes your vision for the study area?

Study Vision and Goals

Improve **walkability and pedestrian safety** through the identification of sidewalk segments and intersections that may enhance the pedestrian experience: connections to the AlphaLoop and Wills Park, side street lighting, pedestrian signals and crosswalks.

Develop a **well-connected area that is designed** for bicyclists, pedestrians, and motorists through the strategic use of lane markings, turn signals, driving signage, and wayfinding tools.

Identify **subareas** that may be designated to provide or preserve a scale of **attainable housing**.

Create a **unique and vibrant sense of place** in the area through the identification of community gathering spaces, public art, as well as a mix of destinations and quality establishments to create a reason to visit the area both day and night.

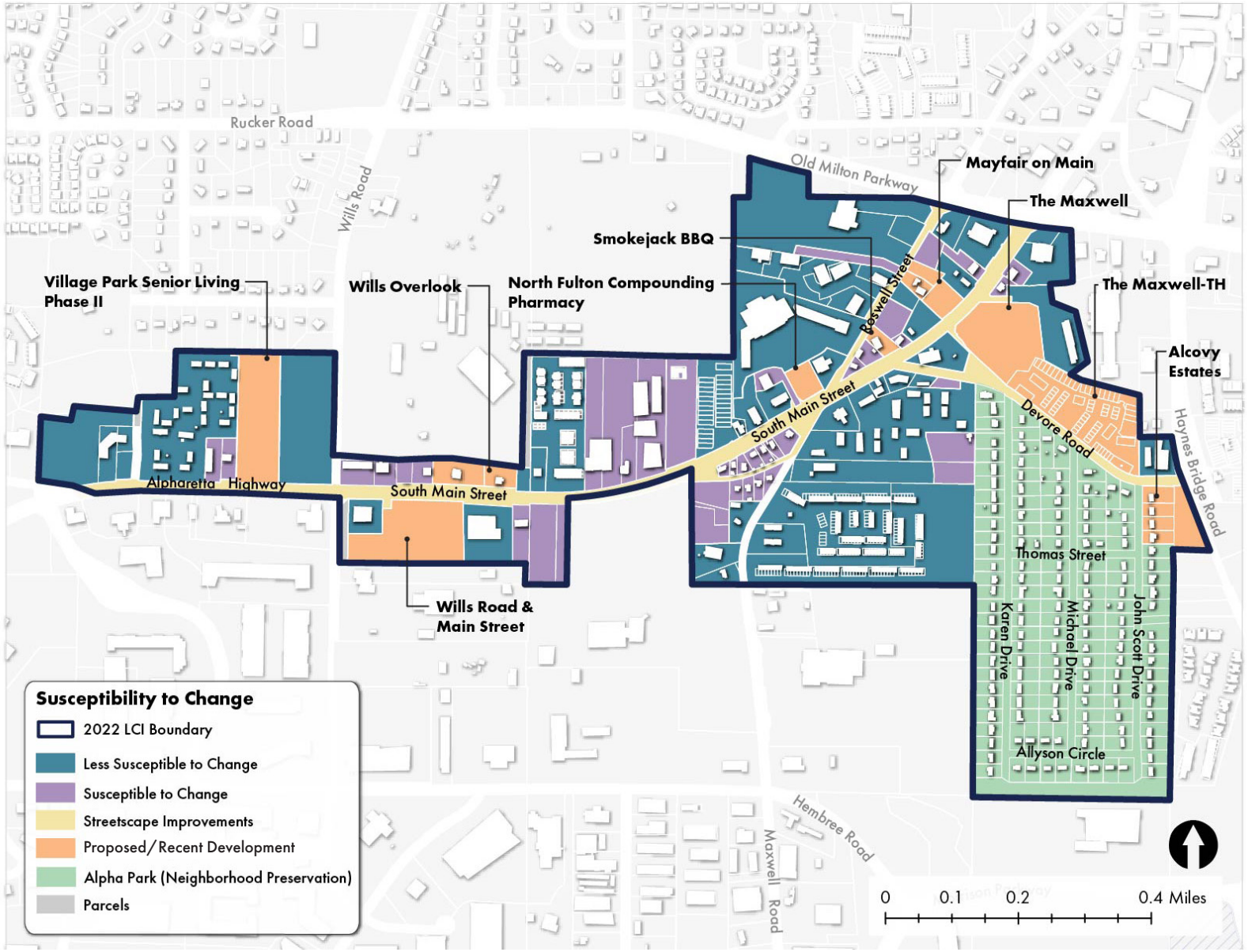
Continue to **preserve the lush greenery** of the area, including the mature tree canopy seen in many parts of the Study Area.

Encourage **redevelopment of lots** that have existing uses that do not contribute to a walkable environment.

SUSCEPTIBILITY TO CHANGE

Many opportunities exist to change the use of parcels and buildings within the study area as time passes. The map to the right shows the susceptibility to change parcel by parcel for the study area, based on in-person site visits and Geographic Information System (GIS) analysis. This map is divided into three categories, which include:

- **Land Less Susceptible to Change**: Includes newly constructed buildings, proposed development that the City has been notified of as of December 2022, occupied single-family housing, and civic uses such as parks and schools.
- **Land Susceptible to Change:** Includes vacant land, structures that are distressed, areas with excessive surface parking, and development that does not reflect the highest and best use OR is not likely to remain for the foreseeable future.
- **Streetscape Improvements:** Includes of portions of roadway that should be evaluated for pedestrian, landscape, or vehicular streetscape improvements.
- **Alpha Park:** While the Alpha Park neighborhood was analyzed for its susceptibility to change, the focus of this area will be a focus on the preservation of existing character and affordability, while still allowing for limited infill.


Rucker Road
Wills Road
Old Milton Parkway
Mayfair on Main
The Maxwell
Smokejack BBQ
Village Park Senior Living Phase II
Wills Overlook
North Fulton Compounding Pharmacy
Boswell Street
The Maxwell-TH
Alcovy Estates
South Main Street
Devore Road
Haynes Bridge Road
Alpharetta Highway
South Main Street
Thomas Street
Karen Drive
Michael Drive
John Scott Drive
Wills Road & Main Street
Allyson Circle
Hembree Road
Maxwell Road
Susceptibility to Change
2022 LCI Boundary
Less Susceptible to Change
Susceptible to Change
Streetscape Improvements
Proposed/Recent Development
Alpha Park (Neighborhood Preservation)
Parcels
0
0.1
0.2
0.4 Miles

Community Engagement

Consistent contact with key stakeholders and targeted efforts to involve South Main community members helped the planning team develop a strategic and relevant plan for the study area. Over the course of the planning process, three stakeholder committee meetings and three public engagement events were held. These stakeholder committee and public engagement meetings provided the opportunity for community members to offer input on the challenges facing the area as well as to express their goals and vision for future development enhancements. Within this input, several recurring themes and priorities emerged, including walkability, quality development, and creating a unique part of the city. These themes, in conjunction with other plan analysis, helped shape a cohesive strategy and framework for the future of the South Main area.

STAKEHOLDER COMMITTEE

The Stakeholder Committee was comprised of various residents, business owners, and engaged citizens from within the Study Area. The full Steering Committee contact list can be found in Appendix X. The stakeholder committee was asked to meet three times during the duration of the project. The following sections highlight each of these engagements.

Stakeholder Committee Meeting #1

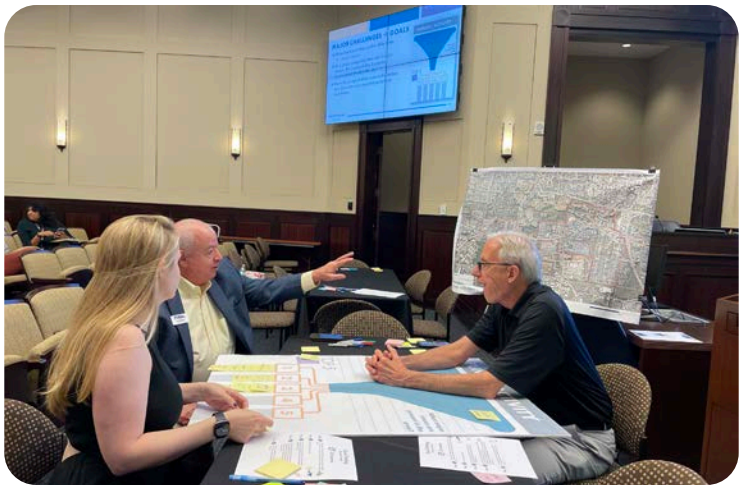
The first Stakeholder Committee meeting was held on May 11, 2022, at Alpharetta City Hall. This session was used to help set the vision and goals of the Study. Following this meeting, the remaining members of the Stakeholder Committee were engaged through an online survey so that they were able to help inform the vision and goals as well.

During the first Stakeholder Committee meeting, three planning activities were completed. The first activity included an interactive poll where members submitted one word to describe the Study Area now, as well as one word to describe their vision for the Study Area.

The second activity was an exercise to identify concepts for the future Study Area. These concepts were grouped by “Gotta Have”, “Nice to Have”, and “Never Gonna Have”. During this exercise, participants identified and noted ideas and concepts that fell into the respective category and posted the idea on the large poster board.

The final activity during the stakeholder committee meeting was used to identify the challenges within the Study Area and develop goals to address each challenge. The Study Area goals are listed below.

- Improve walkability and pedestrian safety through the identification of sidewalk segments and intersections that may enhance the pedestrian experience: connections to the AlphaLoop and Wills Park, side street lighting, pedestrian signals and crosswalks.
- Develop a well-connected area that is designed for bicyclists, pedestrians, and motorists through the strategic use of lane markings, turn signals, driving signage, and wayfinding tools.
- Identify subareas that may be designated to achieve or maintain a scale of attainable housing.
- Create a unique and vibrant sense of branding in the area through the identification of community gathering spaces, public art, as well as a mix of destinations and quality establishments to create a reason to visit the area both day and night.
- Continue to preserve the lush greenery of the area, including the mature tree canopy seen in many parts of the Study Area.
- Encourage redevelopment of lots that have existing land use patterns that do not contribute to a walkable environment.



Stakeholder Committee Meeting #2

The second Stakeholder Committee meeting was held on September 13, 2022, at Alpharetta City Hall. The focus of this meeting was to share the preliminary concepts with the stakeholders and gain feedback on what parts of the designs they liked and disliked. During this meeting, various preliminary streetscapes were presented as well as precedent imagery for the overall character and theme of the Study Area.

The information gathered during this meeting helped inform and prepare the project team for the second round of public engagement that took place two weeks later. During this meeting, one large roll plot map of the Study Area was also presented to the Stakeholder Committee with various sub-area designs highlighted for review and discussion.

Stakeholder Committee Meeting #3

The third and final Stakeholder Committee meeting was held on November 30, 2022, at Alpharetta City Hall. The focus of this meeting was to share the draft final concepts with the stakeholders and gain feedback. The meeting also included discussing near-term corridor-wide strategies, long-term recommendations, and the draft 100-Day Action Plan. The near-term strategies and long-term recommendations were shown on large roll plots for the members of the stakeholder committee to mark up and provide feedback.

When discussing the long-term recommendations, questions about each area were prompted, such as: Does this support the vision of the South Main Street area? Are the land uses appropriate? What should the plan include to support this vision? During this time, the members of the stakeholder committee were asked to identify what they believed to be the three most important 100-Day Action Plan items. This input directly informed the development of the Final Plan.

PUBLIC ENGAGEMENT

Three public meetings were held during the study process to engage and gain feedback from members of the public. Prior to each meeting, the City of Alpharetta advertised the event through the City's social media channels and website, and mailers were sent to residents and businesses in the Study Area boundaries. The specific locations of the public engagement events were selected in order to attract residents and business owners from within the Study Area.

Public Meeting #1

The first public engagement event was held on June 21, 2022, at the Fairway Social in the Maxwell District. Approximately 60 members of the public attended the open house. The meeting was set up with various board and easel stations for the public to walk through and learn about the study area before providing feedback in the form of dot exercises, mapping exercises, and one-word surveys. Additionally, there was a large roll plot map of the Study Area was provided so that attendees could identify areas of concern or ideas they had for the South Main area. Members of the public were also asked to use one word to describe the South Main area today as well as one word to describe their vision for the South Main Area.

Public Meeting #2

The second public engagement event was held on September 29, 2022, at the Alpharetta Community Center on the edge Wills Park in the Study Area. Approximately 15 members of the public attended the open house. The room was set up with various board stations for the public to engage with and provide feedback. Members of the public used green and red dots to provide their like or dislike for various character imagery and building materials as well as streetscape elements, such as bus stops, street furniture, lights, crosswalks, public art components, and trash cans. Attendees were also invited to leave general feedback on any of the images, elements, or concepts presented during the meeting.

Public Meeting #3

The third public engagement event was held on December 6, 2022, at the Alpharetta City Hall in the Multipurpose Room. During this event, approximately 20 members of the public attended and provided feedback to the project team. The open house was set up with various board and easel stations for the public to walk through and gain information before providing feedback in the forms of dot exercises and comment forms.

Attendees began by reorienting themselves with the overall Study Area before learning about the proposed near-term corridor-wide enhancements, followed by the mid- and long-term recommendations. This also included various area-specific boards for each of the four focus areas of the Study Area. The final boards included information regarding the market demand of the area, and exercises to vote and provide feedback on study area branding as well as what the City should prioritize for the first 100 days after the plan is complete.

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Study Area Concepts

NEAR-TERM CORRIDOR-WIDE INITIATIVES

Drawing on information from the stakeholder committee and public engagement events, four area-wide initiatives were identified to address study area goals. These four initiatives are focused on study area character, streetscape improvements, green space, activation, transit, and creative placemaking, all with the aim of enhancing the area as a more vibrant, unique, and walkable destination. These four initiatives are detailed on the following pages.

SR 9 Corridor Enhancements

Connectivity into Wills Park

SR 9 Public Art Program

Corridor branding and theme

SR 9 CORRIDOR DEVELOPMENT CHARACTER

The first area-wide initiative, enhancing the State Route 9 Corridor, will require developing a sense of character that is unique to the South Main Street area and that is well-defined as future developments take place. As part of this process, the Project Team considered various architectural styles that were presented to the public for feedback. The overall character of the Study Area that has naturally emerged is a traditional/mercantile architecture style, as shown in the pictures below. The style shown in these pictures pairs well with the Downtown Alpharetta aesthetic; however, there is an opportunity to guide this area to have a slightly different, more artistic and innovative style.

STREETSCAPE ELEMENTS

The second area-wide initiative, includes the introduction of streetscape elements that fit into the overall character of the Study Area and that encourages visitors and residents of the area to socialize, interact with their environment, and discover the creative district. Some potential elements may include outdoor lighting and furniture, unique bus shelters and creative crosswalks that activate the area to encourage and promote a balanced and interconnected network. The following pages create a guide for future streetscape improvements included in any future developments.

BUS SHELTERS

There are currently 12 MARTA bus stops within the Study Area. All 12 of these stops are along South Main Street. Currently, there is only one stop with a shelter. Bus shelters protect transit patrons from the elements and can also add to the character of the area. Bus shelters also offer an opportunity to create a transit stop that fits into the streetscape and adds to the character of the area. The following images show precedent imagery of bus shelters that could be used inform the design of future shelters in the Study Area. These bus shelters have heavy wood and steel components, aligning with the overall character of the area.

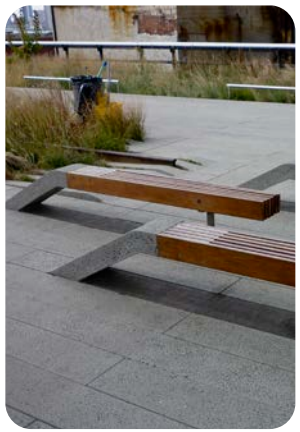
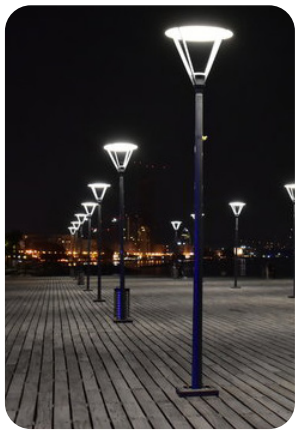
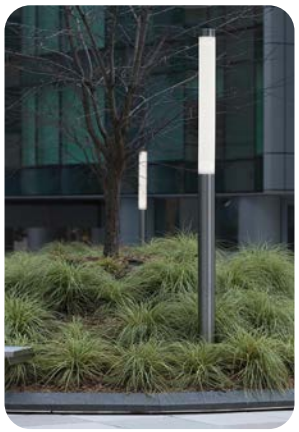
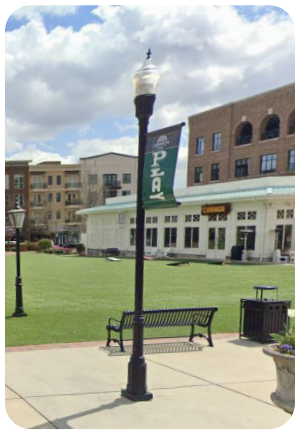
to

In 2019, the North Fulton CID (NFCID) began a MARTA Bus Shelter Program by creating a fund for CID members who are required, or choose to, improve existing or planned bus stops adjacent to their property and within the public right-of-way. Funded amounts are intended to be used to reimburse bus shelter upgrades consistent with the shelter design standards approved by the CID Board of Directors and the City of Alpharetta. The initial program, as approved, provided $40,000 in landscape and hardscape reimbursement funds per installation. To initiate the program, the NFCID also approved funding to construct three initial upgraded shelters. To date, a total of five new bus shelters have been constructed within the City of Alpharetta and the NFCID that are in accordance with the new district design standards.

*IMAGES FOR ILLUSTRATIVE PURPOSES ONLY**

FURNITURE, LIGHTING, AND WASTE RECEPTACLES

Street furniture that is properly integrated into the design of a public space can help create an identity and develop a sense of place. Selecting appropriate furniture and lighting should serve a function, fit into the character and layout of the area, and lastly have a durability that will last. Street furniture creates a setting for resting, sitting, and social encounters with others. Street furniture can give a comforting and appealing feeling to draw people to the area, supporting into the area-wide initiative of creating active street life. The two left pictures below highlight the types and styles of outdoor furniture that could be used as inspiration for future development, including wood and steel features, with the opportunity for brighter, colorful features.

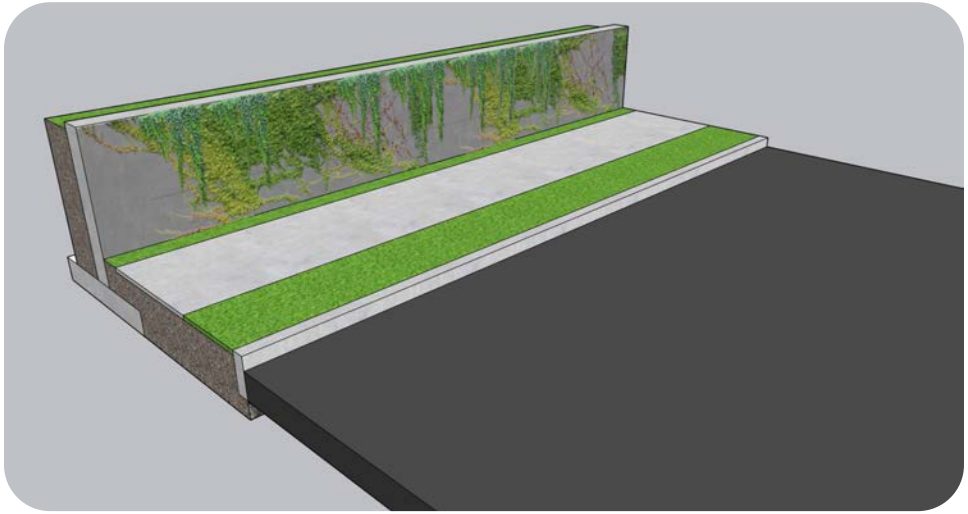
Street lighting can serve many functions. It can illuminate an area, provide wayfinding, create a social space, and also enhance safety or security. Lighting can illuminate important spaces, such as building entrances, intersections, or key public spaces or amenities. Street lighting should be designed carefully, considering placement, intensity, and color. Additionally, the style of street light should seamlessly fit into the overall character of the area. The two right pictures above highlight various types of street lamps and lighting that could fit into the overall character of the South Main Street area, highlighting important features and creating a sense of space that connects the South Main Street area to the rest of Alpharetta and Wills Park. Some lighting, seating, and other elements will be within public ROW or on public property while others will be on private property. Those on public property should mirror what has already been installed along Main Street. Elements on private property can be similar, but also present an opportunity to provide more unique and creative solutions.

An additional component of streetscape elements that are typically placed in the public right of way is trash receptacles. These receptacles should be highly visible and accessible in order to minimize litter. The following images show types of trash receptacles that fit into the overall character of the area that serve their core purpose. These receptacles are located in high-volume areas near other items of street furniture like benches and shelters. It is also important to locate trash receptacles near the entrances and exits to Wills Park and the AlphaLoop.

STREETSCAPE ACTIVATION - CREATIVE CROSSWALKS

Another unique streetscape element that can be used to develop a creative district identity is painted or artistically enhanced crosswalks. Pedestrian crosswalks serve an important safety function to keep pedestrians safe while crossing streets and are located at many high visibility intersections. However, crosswalks can also create a sense of community through the use of bright colors and unique designs. These "creative crosswalks" have historically received a positive reaction from the public, providing an opportunity to involve local artists or residents in their design and creation. Creative crosswalks can strongly enhance the overall aesthetic and character of the area, providing an accessible way to jump start the creative district around South Main Street.

The SR 9 / South Main Street corridor is currently undergoing a significant project led by the Georgia Department of Transportation (DOT). This project includes new sidewalks on both sides of the road, road and intersection realignments, and the addition of signalized intersections. While this work is being completed to meet GDOT standards, there are opportunities for small but impactful improvements along the corridor to enhance the look and feel, especially for pedestrians utilizing this area. The first near-term corridor-wide initiative includes coordinating with GDOT to implement street trees, lighting, median plantings and retaining wall enhancements where appropriate along the SR 9 corridor. The following two renderings show what the South Main Street corridor could look like in the future. Additionally, the following pages provide inspirational imagery for the overall character and streetscape elements.



A possible solution for the GDOT retaining walls and parapet walls along South Main include adding planters to the top or behind the wall with greenery growing above or cascading down the wall, as shown above.

STATE ROUTE 9 PUBLIC ILLUSTRATIVE RENDERING

STATE ROUTE 9 PUBLIC ILLUSTRATIVE RENDERING

CONNECTIVITY INTO WILLS PARK

The second corridor-wide near term initiative includes connectivity into Wills Park. During the public outreach phases, there was a significant amount of feedback regarding connecting South Main Street into the south part of Wills Park, including the addition of visible connections from SR 9 or other nearby road that will lead pedestrians and into the park.

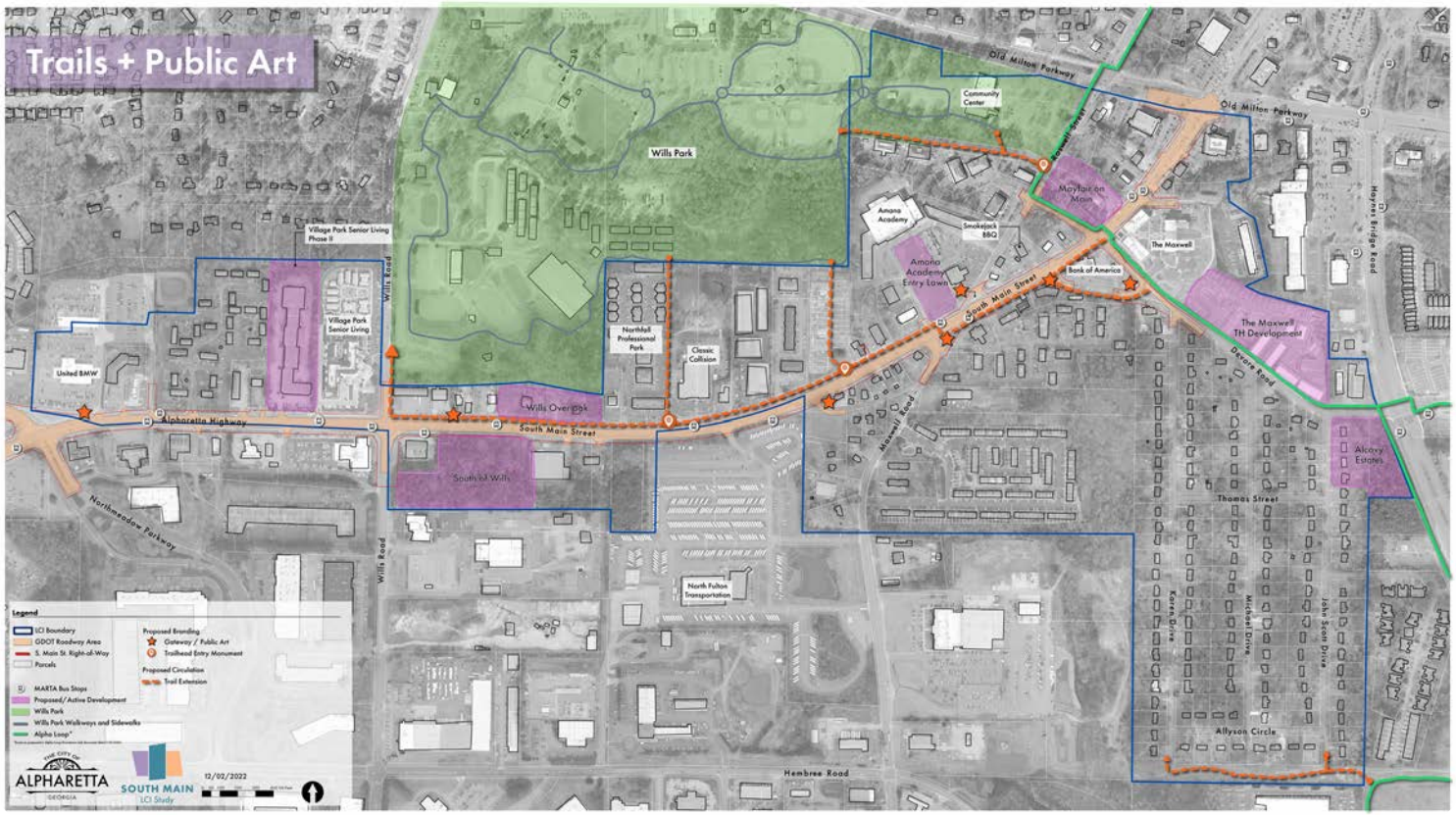
The City of Alpharetta can introduce major or minor gateways into Wills Park that fit in well with the overall style of the area as well as the Wills Park Master Plan. These major and minor gateways are recommended to be visible from South Main Street.

PREFERRED DESIGN

ALTERNATE DESIGN

SR 9 PUBLIC ART PROGRAM

Public art can refer to a variety of improvements and additions such as sculptures, murals, and other artworks that are located in publicly visible or accessible spaces, often but not always outdoors. Public art has the ability to enhance the environment and activate public spaces. Public art can recognize local art culture and may also highlight the functional aspects of areas, drawing people towards it, and contributing to the active street life of the South Main Street area. These features may be used to serve as focal points on streets and in public areas, especially at key locations or intersections. Public art may be permanent or temporary and creates an opportunity to engage local artists. It should also be noted that the City of Alpharetta provides a 50% funding match for approved public art including murals and sculptures. The preferred width for new trails is 8 feet and should include lighting and other amenities where appropriate.



SOUTH MAIN LCI Study

Once completed, the GDOT project along SR 9 will include several "leftover" small places that are in the GDOT right of way but that will not be used for roadway or sidewalk improvements. A near-term recommendation includes working with GDOT to leverage these small spaces within the right-of-way to add new small greenspaces and locations for public art. The map on the previous page identifies these small spaces that could be leveraged in the future. The following section identifies examples of public art that could help create character and support the branding of the area.

Examples include the realignment of the Maxwell Road intersection across from the Amana Academy as well as the Devore Road / Old Devore Road intersection. These areas are likely spaces for impactful public art that would solidify this area as unique district. The photos to the right provide examples of public art pieces that have an aesthetic type that could fit in well with the South Main Street area.

KEENHAI

CORRIDOR BRANDING AND THEME

The final corridor-wide near term initiative includes identifying and creating a corridor brand and theme for the South Main Street area. This may include the City of Alpharetta partnering with a branding company to create a name for the area as well as design and style pieces for the area that would help establish the area.

During the various stakeholder and public meetings, many attendees expressed the need for unique branding for the South Main area that is separate from Downtown Alpharetta. The project team used various activities to capture what the overall theme or source of the branding could be, and received a large amount of feedback. Many wanted the area to be branded based on Wills Park, as it is a large identifying feature for the area. Additionally, people wanted to create a new identity for the area, based on the potential for public art and spaces for artists in the area. Members of the stakeholder committee envisioned this area as a gateway to Downtown, and wanted to brand it something similar to the Gateway District, Village District, SoMa (South Main) District, South of Wills (SOW) District, or Parks and Arts District.

The project team created a few inspirational ideas based on elements of these potential brands such as the Gateway, Arts, Parks, and South Main. It is important to note that these are initial ideas based on feedback from various engagement efforts. Additional discussion on area branding is needed before finalizing any theme, design, or other elements.

Near Term Concept

MID-TERM RECOMMENDATIONS

Mid-term recommendations were developed that could be implemented over the next 3-5 years. These four recommendations are based on feedback from the stakeholder committee and public engagement and will be discussed on the following pages.

Facade grant and frontage improvement program

Redevelopment Guidelines

Maxwell Road extension

South Main Central North semi-permanent structures

FACADE GRANT AND FRONTAGE IMPROVEMENT PROGRAM

One of the mid-term recommendations that was voiced by members of the stakeholder committee was to establish a facade and frontage improvement grant program for the South Main Street Area.

The purpose of this program would be to assist property owners in the South Main street corridor enhance their existing property and buildings in alignment with the future vision of the area. The type of eligible projects could include a variety of ideas such as the addition of awnings, painting / repairing the outside of buildings, or refreshing building signage.

This program would be led by the City of Alpharetta in conjunction with a review board to oversee the grant program and ensure that improvements remain in alignment with the character of the area. The City has used this type of program in the past with much success and would be adequately prepared to execute such a recommendation.

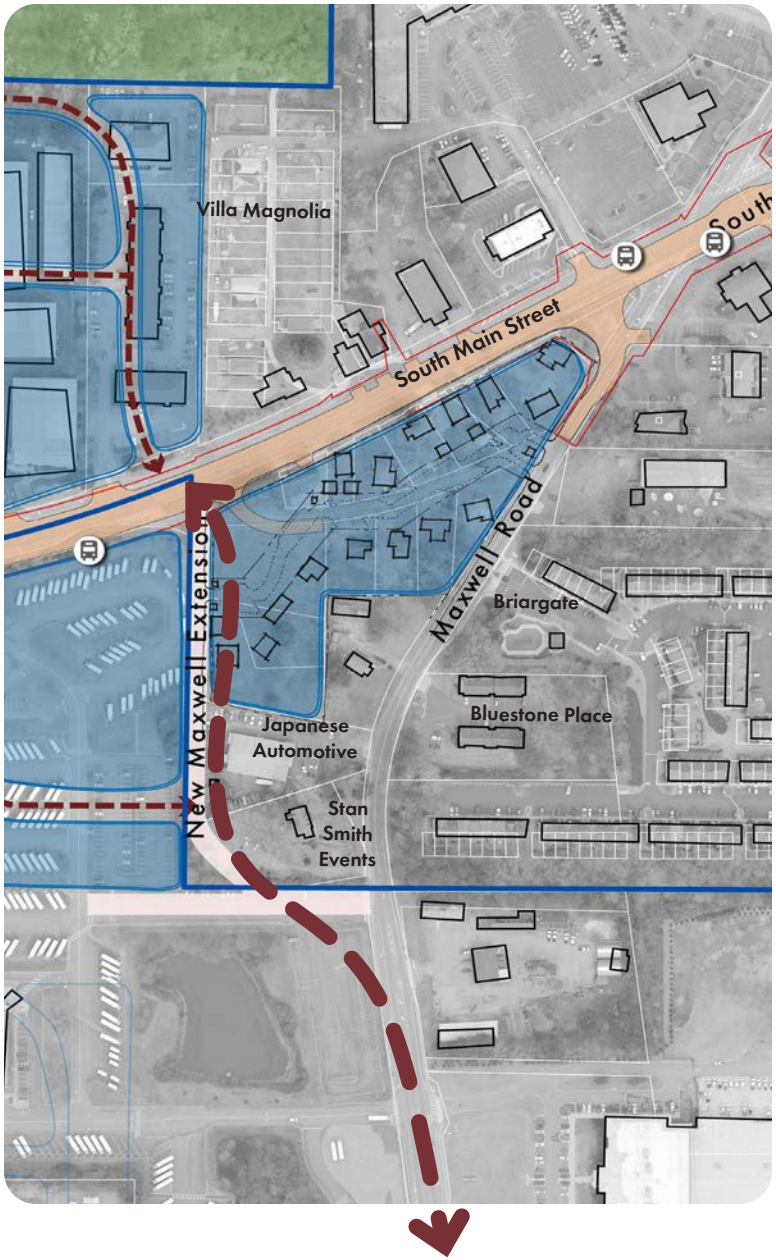
DOWNTOWN OVERLAY AND GUIDELINES AMENDMENT

Amend the Downtown Overlay designation and Alpharetta Downtown Design Guidelines to include standards and recommendations to reflect the desired character identified by this South Main Street LCI Study and community vision. The proposed amendments should apply to the South Main Street and Alpharetta Highway corridor within the Downtown Overlay. Specifically, this should include any property (public or private) with direct frontage onto the identified corridor. The intent of the amendments is to shape quality spaces by appropriately regulating elements viewed from the public realm to form a cohesive district within downtown Alpharetta

It is important that the amendments to Article 2 Downtown Overlay specifically address and appropriately expand on preferred Building Design (Sec.2.8) and Building Types (Sec. 2.7).

Amendments to the Alpharetta Downtown Design Guidelines should address and provide recommendations for preferred bus stop design and streetscape elements as identified in this study. In this case streetscape elements include furniture, lighting, crosswalk design, and waste receptacles within the public realm.

The Downtown Design Guidelines should also seek to allow flexibility for outdoor dining and retailing, including additional sidewalk widths or informal seating added to the back of sidewalks. The guidelines should also limit driveways and parking between the public street and primary buildings along South Main Street.



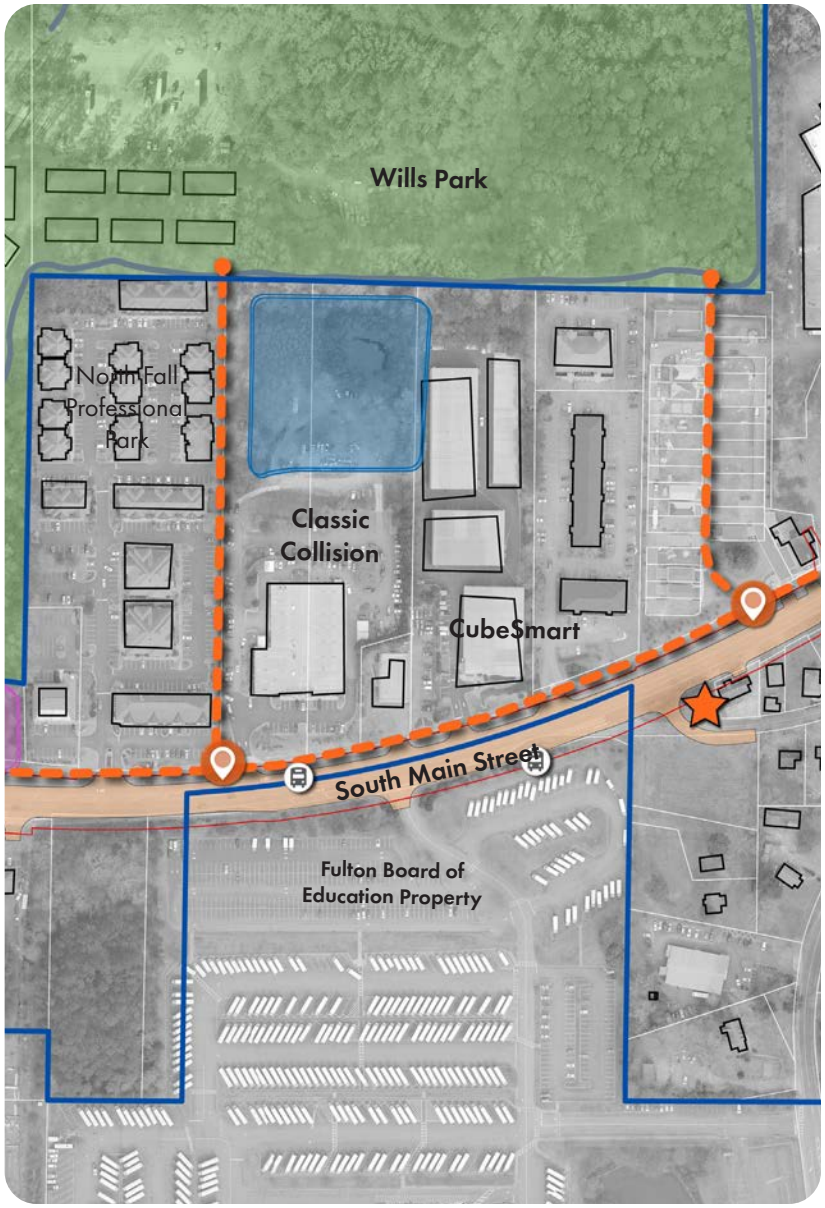
MAXWELL ROAD EXTENSION

One goal for the area includes increasing connectivity for cars, bicycles, and pedestrians, while also framing out new blocks where infill or redevelopment can occur. One example of this is the Maxwell Road extension.. This extension would provide additional circulation and street frontage. It would also require coordination with the Fulton County Board of Education as it could potentially impact the parcel that is currently owned by the Board of Education and would impact their entrance and exit of the current property.

SOUTH MAIN CENTRAL NORTH SEMI-PERMANENT STRUCTURES

The fourth mid-term recommendation encourages the activation of underutilized areas adjacent to Wills Park by promoting the implementation of semi-permanent and temporary structures for potential beer gardens, creative maker spaces, music venues, etc.

The underutilized 3.25 acre site at the rear of Classic Collision offers such opportunity. Necessary vehicular access may be accommodated with connections through the adjacent Northfall Professional Park to the west. Pedestrian connections from South Main to Wills Park should be coordinated with City of Alpharetta Recreation, Parks, Culture Department and adjacent property owners.



The following images illustrate examples of potential activation for the space identified behind Classic Collision. The image on the left shows a more permanent option with a stage, a food/drink vendor, and outdoor lighting that may be incorporated into a larger redevelopment opportunity in the future. The image on the right shows a more temporary installation for activation of the space through the addition of outdoor furniture, a greenspace, and a stage.

LONG-TERM RECOMMENDATIONS

The long-term vision for South Main Street is to be a more walkable and mixed-use oriented district than it is today. Building on the near and mid-term recommendations, and acknowledging the study area is within the Downtown Overlay District, five areas are identified to help further create the desired character of the district. The following pages review in more detail the visions and strategies for the key redevelopment areas including:

Areas 1-2: South Main Central

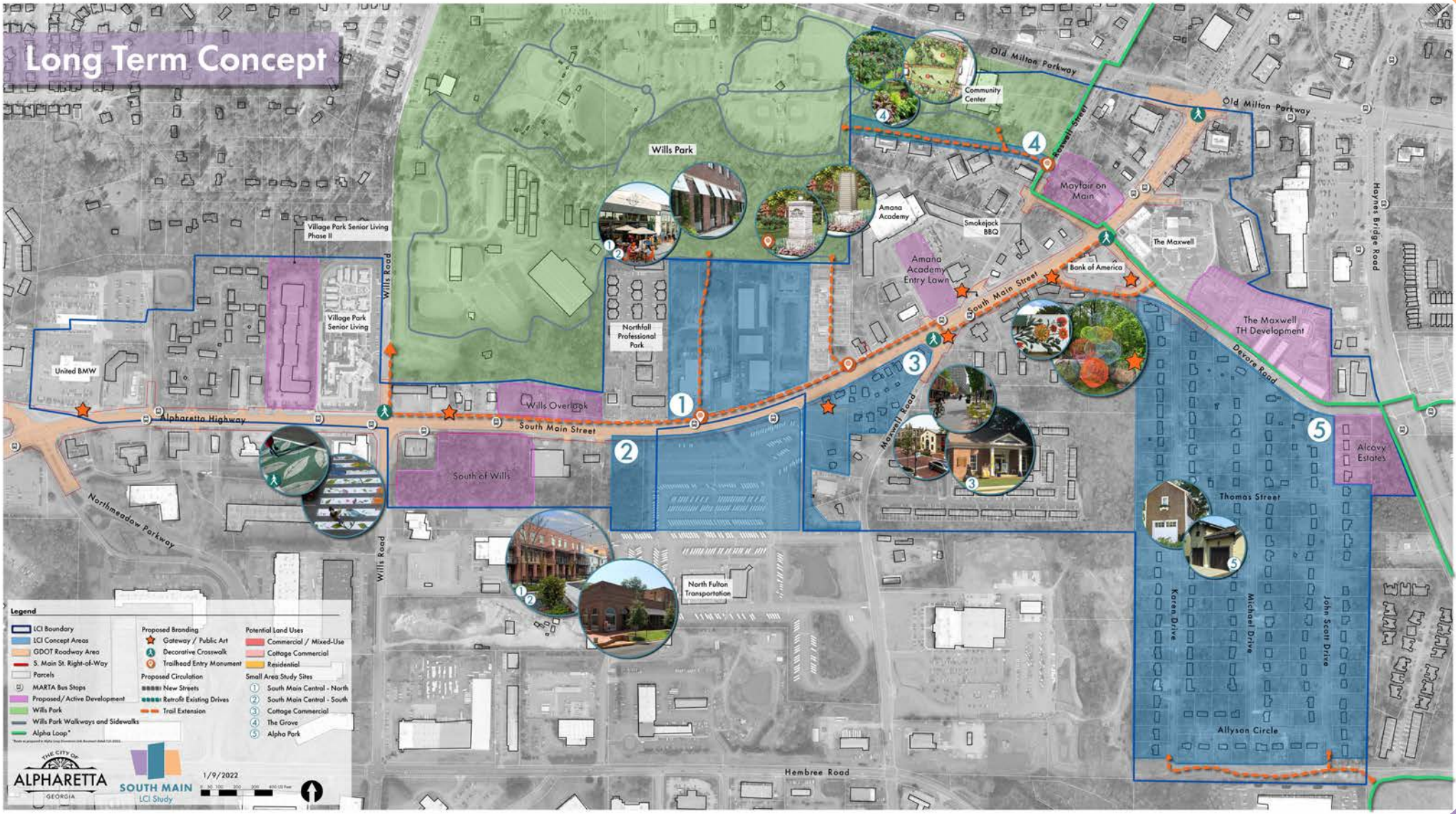
Area 3: Cottage Commercial

Area 4: The Grove

Area 5: Alpha Park

The illustrative plans shown for each redevelopment area provide a vision for what the South Main Street area can become. The following plans including building locations are for illustrative purposes only. They are intended to show one possible option for long-term redevelopment and assumes that any redevelopment will only occur when in coordination with property owners.

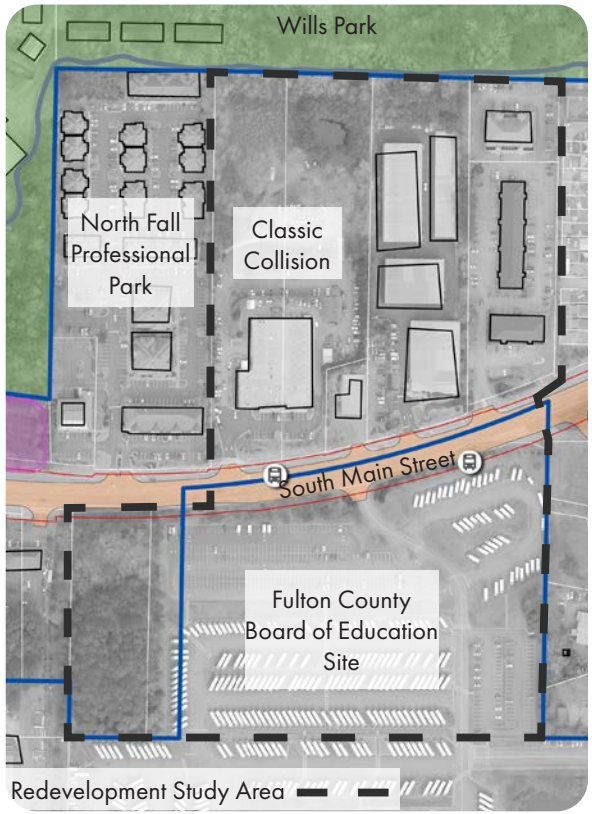
Long Term Concept



AREA 1-2: SOUTH MAIN CENTRAL

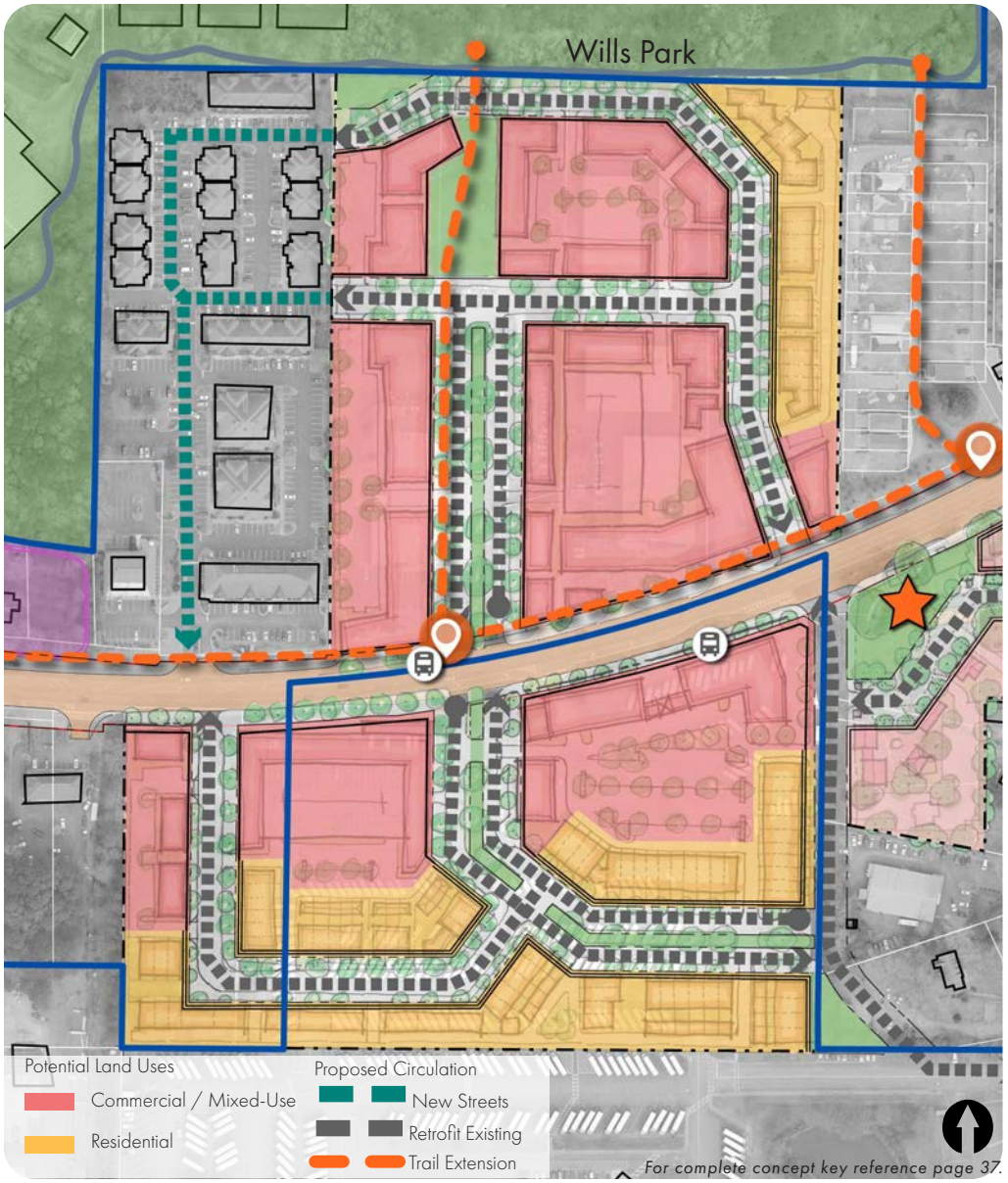
Location was the driving force behind this redevelopment study. Offering ~800' of Wills Park frontage, under a 6-minute walk from the Alpha Loop Trail crossing at Devore Road and South Main Street, and centrally located within the study, this site is a prime location for redevelopment. The illustrated concept is just one example of how the site may be redeveloped in the future. Some elements represented here should be included in all redevelopment proposals for this location.

- **Street Framework.** Provide a street framework that allows for continuous connections between developments and walkable blocks. If inner block connections are not feasible at the time of redevelopment, future connections should be identified and incorporated into the design as temporary stub-out streets.
- **Land Use**. Due to its proximity to WellsStar North Fulton medical campus, office or medical office may also be a viable use within this concept or areas further to the west along South Main. A mix of uses as allowed in the Downtown District Overlay (such as residential, commercial, and mixed-use buildings) should be incorporated into the design to promote a vibrant active district.
- **Park Frontage and Pedestrian Circulation.** Wills Park is the marquee park for the City of Alpharetta. Proposed redevelopments should highlight this amenity by providing active uses fronting onto the park. Pedestrian connections linking the park to South Main Street should be provided and appropriately incorporated into the design.



Area 2 of the redevelopment concept lies mostly outside of the study area within the City of Roswell. Currently owned by Fulton County Board of Education, the current use (school bus facilities and storage yard) does not reflect the highest and best use for a parcel with ~770' of frontage on South Main Street.

While not critical to the success of Area 1, allowing a portion of the Fulton County Board of Education land to be redeveloped (as shown in this study) allows for a more meaningful redevelopment opportunity.



For complete concept key reference page 37.

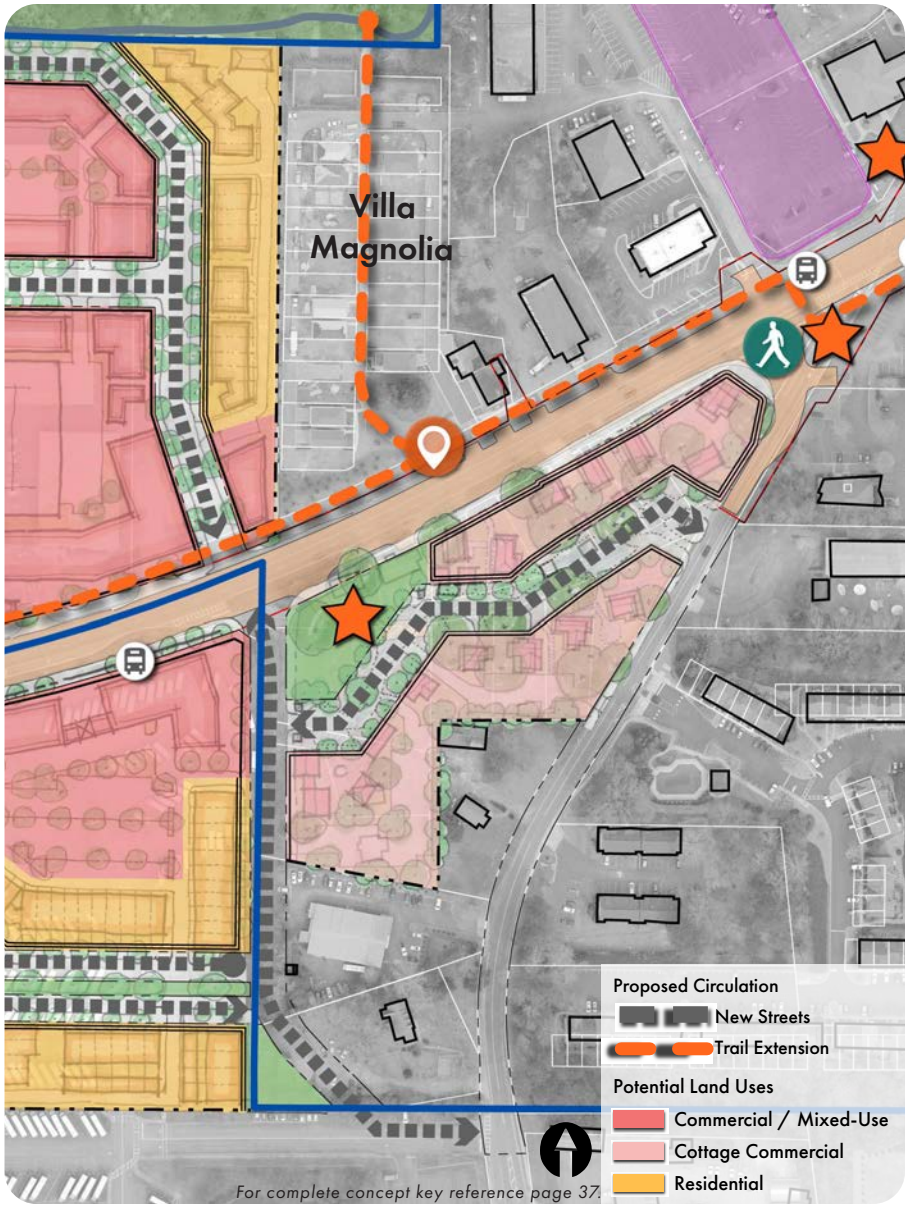
The images above were selected by the public based on their appropriateness for the future of South Main Street.

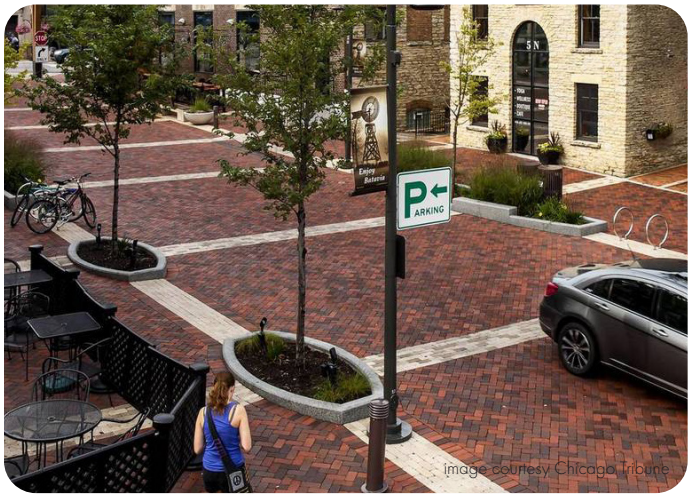
AREA 3: COTTAGE COMMERCIAL

Brady Place is a unique ~800' long street providing vehicular connection between Maxwell Road to the east and South Main Street to the west. The street character found here is not seen elsewhere in the study area. Primarily consisting of 1940s era residential housing that have been converted for commercial use, the site provides a unique opportunity to build on the market condition that has started to take hold naturally and define the area as a cottage commercial district.

The Downtown Overlay District defines this type of use as a Commercial House. This redevelopment concept recommends new infill structures that meet the Commercial House definition be considered as illustrated on the concept plan. Some existing structures may be saved, however structure modifications and replacements may also be appropriate. New Commercial House infill should compliment the existing structures in terms of mass, height, and architectural style.

Also key to this redevelopment study is the realignment and redesign of Brady Place to a Living Street. This street type complements the idea for establishing Brady Place as a node for design oriented businesses. Essentially creating a linear plaza for businesses to activate and complement the eclectic nature of Area 3.





The images above were selected by the public based on their appropriateness for the future of South Main Street.

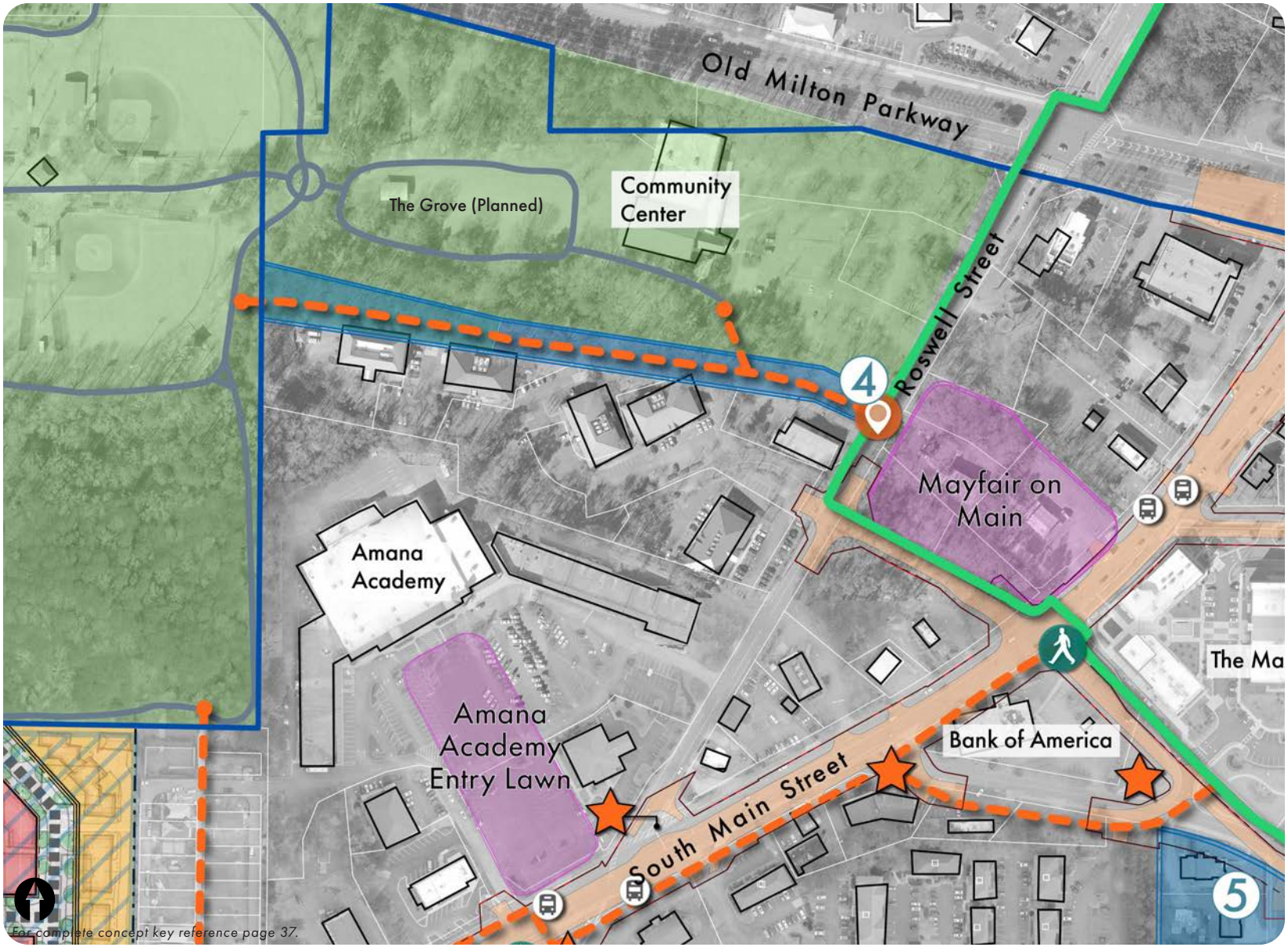
What is a Living Street?

A living street refers to a street that encourages the mixing of pedestrian and vehicle traffic. The idea of mixing modes may seem counter to the goal of pedestrian safety, but designating the street as a shared place for pedestrians, cyclist, and vehicles elevates the awareness of each user creating a safe environment. This concept is inspired by the Dutch "woonerf" street, which translates directly to "living street." Its key characteristics are:

- Intended for local traffic, including cyclists
- Vehicular and pedestrian zones are delineated by paving patterns, street furniture, and tree placement
- Traffic modes intermingle and negotiate between one another
- Visual and physical traffic calming treatments, such as a narrow passageway, trees, bollards, and pavers, maintain low speeds to protect those walking or biking in the street

AREA 4: THE GROVE

In the long and narrow area that runs parallel to Wills Park and the Alpharetta Community Center, and leveraging plans for "The Grove" from the Wills Park Master Plan an opportunity exists to create a linear greenspace and new connection to Wills Park. The Wills Park Master Plan is shown in the figure below on the left, highlighting the area that is planned to be The Grove a forested, passive space with hammocks, places to relax, and informal picnic spots. Building on the idea of The Grove, the narrow strip of land south of the Community Center could be used to support the City's Urban Agricultural Plan and existing community gardens in Wills Park through the implementation of a linear orchard with edible landscape elements, as shown in the figure on the right below. Additionally, connecting this area and therefore Wills Park to the Alpha Loop by creating a trail spur into the park that features innovative landscape design elements could be an innovative and practical activation strategy of this space.



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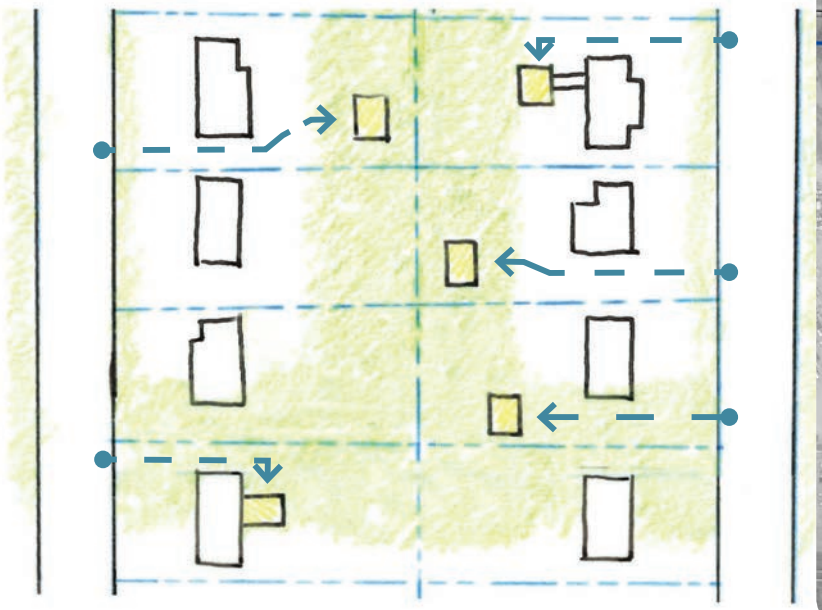
AREA 5: ALPHA PARK

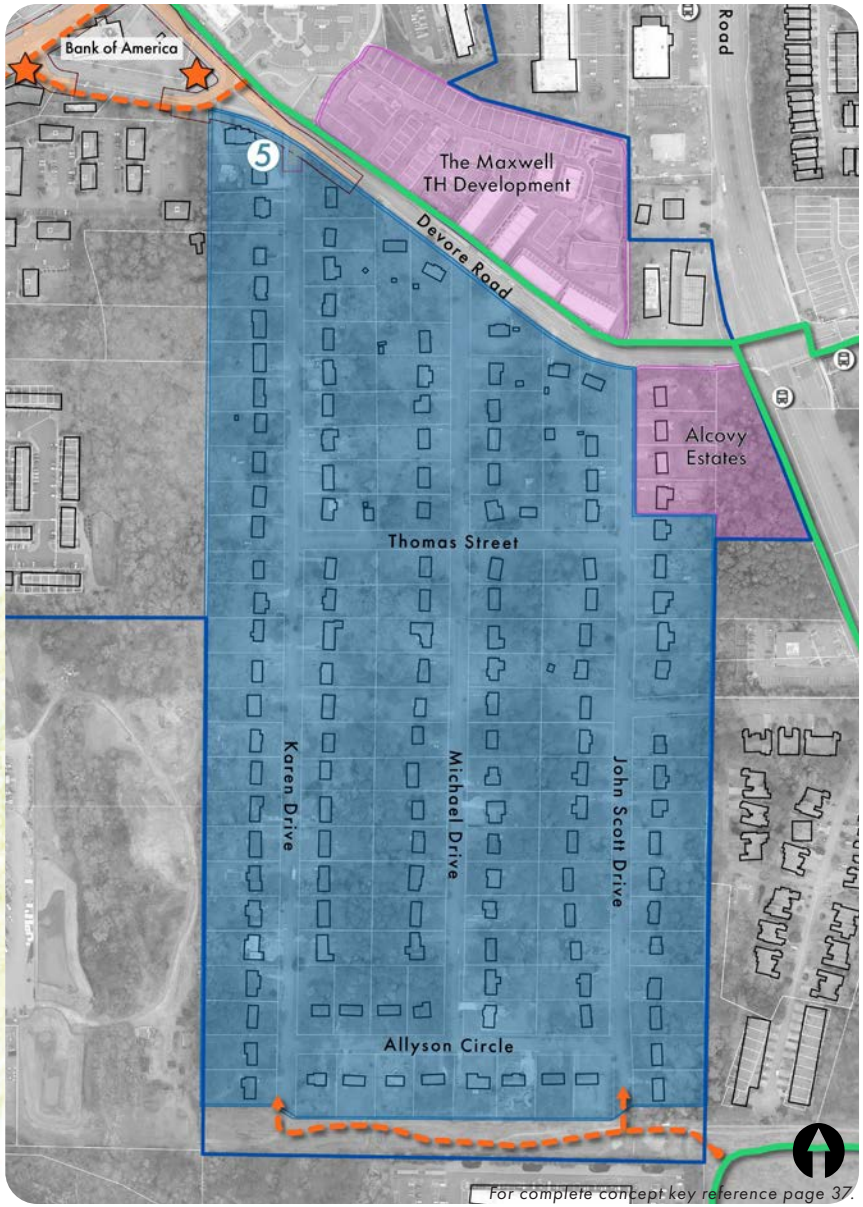
Located off Devore Road across from a recently built townhouse community, the established residential neighborhood of Alpha Park likely provides the most attainable for-sale product in downtown Alpharetta. Many developers have looked into consolidating the 141 single family parcels here for a much more intense development, however, no such development proposal has been successful to date.

The goal for this area is to foster community by evaluating the need for regulations to preserve the existing neighborhood character and affordability, while still allowing for some infill and incremental change. One such regulation may be to allow the introduction of an Accessory Dwelling Unit (ADU) program for Alpha Park. Unlike elsewhere in Alpharetta, this ADU program should allow for detached ADUs at the rear of the primary residence. A majority of lots in Alpha Park may accommodate a driveway to access ADUs placed in the rear yards. Such units would allow for additional living space and/or potential rental income for the property owner.

The City of Alpharetta should maintain the Future Land Use designation of Low-Density Residential and facilitate a listening session for property owners and residence to further evaluate potential needs. Additional possible implementation actions for Alpha Park include but are not limited to: explore possible regulations on house size or massing, streetscape improvements, and on-street parking regulations.

The images above depict typical ADUs that could be allowed in Alpha Park. Below is a diagram illustrating appropriate ADU placement and potential vehicular access routes.





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CASE STUDIES

To better understand possible outcomes for the South Main Street area, it can be helpful to review case studies of other redevelopment sites with similar characteristics and challenges. The following pages contain a collection of examples of developments that have experienced success by leveraging similar strategies proposed for the South Main Street area. These examples can act as a guide the South Main Street area's future and help shape a unique identity for the area.

PLANT RIVERSIDE DISTRICT SHOPS
SAVANNAH, GEORGIA

The Plant Riverside District Shops in Savannah, Georgia is an example of a pedestrian oriented area with a focus on cottage commercial vendors. These smaller-sized stores are located along the Riverfront area with food vendors, art shops and galleries, jewelry and clothing stores, and provide a contrast to the historic buildings surrounding them. This area is an inspiration for the Brady Place Woonerf area.

WIEHLE STATION
RESTON, VIRGINIA

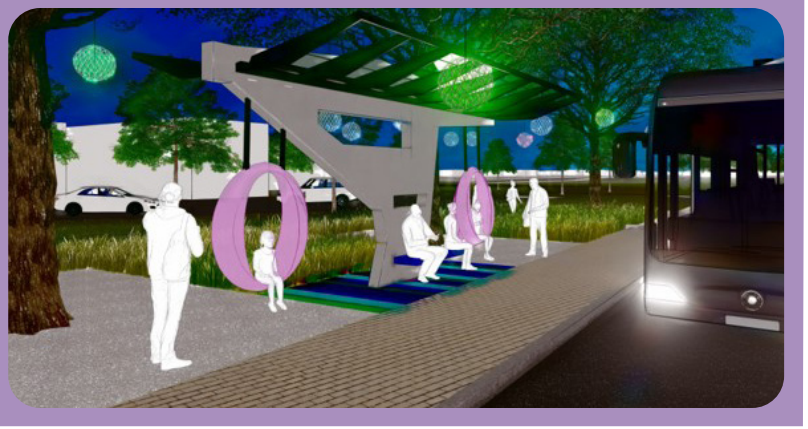
The Wiehle Station in Reston, Virginia is a transit-oriented development situated on over 80 acres of mixed-use development. It includes many shops, including bakeries, bookstores, and home ware vendors. There are also many adjacent amenities such as a parking garage, bike storage room, bus loop, and a kiss and ride.

SPARKMAN WHARF
TAMPA, FLORIDA

The Sparkman Wharf is a 56-acre development located on the downtown Tampa waterfront, providing various office and retail options. Amenities include a dining garden and biergarten as well as a recreational lawn. This outdoor space is an inspiration for the South Main Street area.

SUGARLOAF CID
GWINNETT COUNTY, GEORGIA

The Sugarloaf CID in Gwinnett County, Georgia recently completed an LCI Study for an improved bus shelter with lighting, pole signage with route information, interactive seating, and waste and recycling receptacles. This case study shows how bus shelters can provide art through the lighting elements as well as wayfinding and branding opportunities.



FOOD FOREST TRAIL
GWINNETT COUNTY, GEORGIA

The Food Forest Trail is a case study related to urban agriculture components in a developed area supporting the ecological betterment of the area. This Food Forest Trail includes design ideas and suggestions related to features within the planting area (picnic table, bench, storage shed) as well as types of plants and plots (vines, edible landscape plots, pollinator plantings). This is a case study for the Roswell Street area near the Alpharetta Community Center and the planned Grove in Wills Park.

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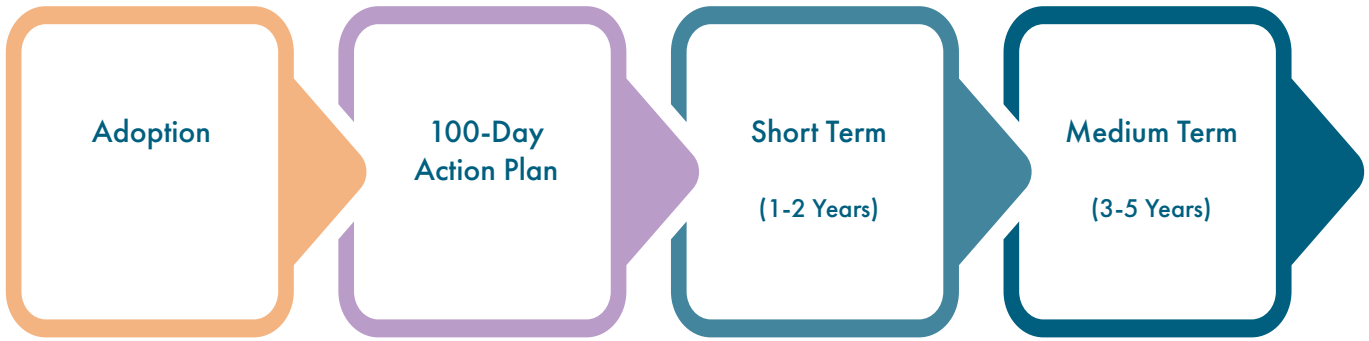
Implementation Plan

Based on stakeholder and community input, existing area and market conditions, and with the redevelopment concepts in mind, a 5-year implementation plan, including a 100-day action plan was developed. The implementation and action plan outline priority projects and initiatives for the South Main Street study area. The 100-day action plan includes projects and activities that can begin upon adoption of the plan, while the 5-Year Action Plan includes short- and medium-term projects and initiatives to be completed over the next five years. Projects are organized by timeframe and identify the concept area they pertain to with those that apply to multiple concept areas or the entire study area identified accordingly.

100-DAY ACTION PLAN

Items included in the 100-day action plan are recommendations that are easy to implement with no or very low cost to build momentum for plan implementation and should be pursued in the first 100 days after this plan is adopted. Some projects identified within the 100-day action plan are not anticipated to be completed within that timeframe, but rather work should begin immediately to capitalize on recent discussions, meetings, and positive inertia from the study process. As part of the 100- day action plan, the City of Alpharetta should work with implementation partners and organizations to identify who will take a leading or supporting role and to coordinate immediate next steps.



100-DAY ACTION PLAN

1	Area-Wide	Adopt South Main LCI Study and incorporate into the Comprehensive Plan.
2	Area-Wide	Continue South Main branding discussions, including identification of priority elements
3	Area-Wide	Begin discussions with GDOT regarding additional landscaping along SR 9
4	Area-Wide	Identify areas for public art and additional streetscape elements within ROW and begin discussions with stakeholders or property owners
5	Area-Wide	Begin discussion of area-wide facade grant / frontage improvement program
6	Area-Wide	Partner with Parks Department / Recreation Commission to plan park entry monuments
7	South Main Central	Evaluate and discuss Wills Park connections with property owners
8	Cottage Commercial	Update Commercial House regulations within the Downtown Overlay to encourage appropriate building type and address non-compatible uses.
9	The Grove	Meet with Parks Department to discuss how to best support the Grove

5-YEAR ACTION PLAN - TRANSPORTATION/INFRASTRUCTURE IMPROVE

Timeframe	Category	Applicable Area	Name	Description	Type of Improvement	Engineering / Design	
						Year	Cost
Short-Term	Infrastructure	Area-Wide	Corridor brand and theme	Create branding identity and install signage	Enhancements	2023	$ 20,000
Short-Term	Infrastructure	Area-Wide	SR 9 Corridor Enhancements	Create a plan for landscaping along SR 9 and begin GDOT discussion	Enhancements	2023	$ 500,000
Short-term	Infrastructure	Area-Wide	Bus Shelters	Bus shelter improvements at the MARTA bus stops along South Main Street	Infrastructure	2024	$ 80,000
Short-term	Infrastructure	Area-Wide	Reclaiming ROW remnants	Create pocket greenspace and public art	Enhancements	2024	$ 150,000
Short-Term	Sidewalks/ Paths	Area-Wide	Park Entrances	Work with Parks Department / Recreation Commission to finalize park entry monuments	Infrastructure	2025	$ 20,000
Medium-term	Street Framework	Cottage Commercial	New Maxwell Street Extension	Provide additional circulation and street frontage with New Maxwell Street Extension	Infrastructure	2025	$ 700,000
Medium-term	Green Spaces	The Grove	Trail Spur	Connect to the AlphaLoop by creating a trail spur into the park that features innovative landscape design elements	Walkability	2026	$ 150,000
Medium-term	Sidewalks	Alpha Park	Sidewalk Addition	Add sidewalks on one or both sides of the street in Alpha Park	Walkability	2026	$ 400,000
Medium-term	Streetscape	Area-Wide	South Main Streetscapes	Streetscape improvements along South Main St including: street lights, outdoor furniture, trash cans	Infrastructure	2027	$ 400,000

MENTS

Construction			Funding			
Year	Cost	Total Cost	Responsible Party	Primary Source	Local Source	Local Match
2025	$ 100,000	$ 120,000	City of Alpharetta/ Cultural Arts Commission	Local	City of Alpharetta	
2025	$ 2,500,000	$ 3,000,000	City of Alpharetta in coordination with GDOT	LCI	City of Alpharetta	$ 600,000
2026	$ 720,000	$ 800,000	City of Alpharetta	GDOT, ARC	City of Alpharetta	$ 160,000
2026	$ 700,000	$ 850,000	City of Alpharetta	Local	City of Alpharetta	
2027	$ 80,000	$ 100,000	City of Alpharetta	Local	City of Alpharetta Parks	
2027	$ 3,500,000	$ 4,200,000	City of Alpharetta	GDOT, ARC	City of Alpharetta	$ 840,000
2028	$ 600,000	$ 750,000	City of Alpharetta	GDOT, ARC	City of Alpharetta	$ 150,000
2028	$ 2,000,000	$ 2,400,000	City of Alpharetta	Local	City of Alpharetta	
2029	$ 2,000,000	$ 2,400,000	City of Alpharetta	GDOT, ARC	City of Alpharetta	$ 480,000

5-YEAR ACTION PLAN - DEVELOPMENT/LAND USE INITIATIVES

Timeframe	Category	Applicable Area	Name	Description	Type of Improvement
Short-term	Redevelopment	South Main Central	Catalytic Mixed-Use	Encourage catalytic mixed-use redevelopment to reinforce South Main's character	Infrastructure
Short-term	Other	Area-Wide	Corridor brand and theme	Create a brand and theme for the area and create signage	Enhancements
Short-term	Redevelopment	South Main Central	Market Spaces	Promote the implementation of semi-permanent and temporary structures for potential beer gardens, maker spaces, music venues, etc.	Other
Short-term	Infrastructure	Area-Wide	Façade / Frontage Improvements	Create an area-wide façade grant / frontage improvement program	Enhancements
Short-term	Redevelopment	Cottage Commercial	Unique Retail	Reinforce area as a Commercial House district with small-scale, unique retail and mini café offerings as well as activated public spaces. Regulate preferred building type to avoid non-compatible development	Infrastructure
Short-term	Green Spaces	Cottage Commercial	Woonerf Street	Create opportunity for infill Commercial Houses and gathering by retrofitting Brady Place to a Woonerf-style street	Infrastructure
Short-term	Green Spaces	The Grove	Urban Agricultural Plan	Support City's Urban Agriculture Plan as well as existing community gardens in Wills Park through implementation of a linear orchard with edible landscape elements	Other
Medium-term	Street Framework	South Main Central	Street Framework	Promote street framework to allow continuous connections between developments	Infrastructure
Medium-term	Redevelopment	South Main Central	Fulton Board of Education	Discuss development opportunity for property owned by Fulton Board of Education located within City of Roswell	Other
Medium-term	Infrastructure	Alpha Park	Parking Additions	Allow for on-street parking spaces	Policy
Medium-term	Infrastructure	Alpha Park	Carriage Houses	Allow Carriage Houses or Accessory Dwelling Units (ADUs) at rear of properties by way of side yard driveways	Policy

Engineering / Design		Construction			Funding
Year	Cost	Year	Cost	Total Cost	Responsible Party
2023		2027			
2023	$20,000	2025	$100,000	$120,000	City of Alpharetta/ Cultural Arts Commission
2023	$35,000	2025	$75,000	$110,000	City of Alpharetta/ Cultural Arts Commission
2024	Staff Time	2026	$ 500,000	$500,000	City of Alpharetta
2024	N/A	2028	N/A	N/A	City of Alpharetta/ Staff Time
2024	$50,000	2027	$350,000	$400,000	City of Alpharetta/Private Developer
2024	$25,000	2026	$150,000	$175,000	City of Alpharetta/ Cultural Arts Commission
2025	N/A	2027	N/A	N/A	City of Alpharetta/ Staff Time
2025	N/A	2027	N/A	N/A	City of Alpharetta/ Staff Time
2026	N/A	2028	N/A	N/A	City of Alpharetta/ Staff Time
2026	N/A	2028	N/A	N/A	City of Alpharetta/ Staff Time