



City Council Meeting & Public Hearing

NOVEMBER 7, 2022

OFFICIAL MINUTES

Office of the City Clerk

ALPHARETTA CITY HALL
COUNCIL CHAMBERS | 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 video recording of said meeting is a matter of public record and are available to be viewed online at <https://www.youtube.com/user/alpharettagov> or by visiting 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.
- Mayor Gilvin announced that V-22-16 / 133 Cumming Street has been deferred by the applicant to a future City Council meeting.

II. ROLL CALL

- Council Members
 - Mayor Jim Gilvin
 - Mayor Pro Tem Dan Merkel
 - Donald F. Mitchell
 - Douglas J. DeRito
 - Brian Will
 - John Hipes
 - Jason Binder
- Staff
 - Chris Lagerbloom, City Administrator
 - Molly Esswein, City Attorney with Jarrard & Davis
 - James Drinkard, Asst. City Administrator
 - Lauren Shapiro, City Clerk
 - Brooke Lappin, Director of Courts
 - Kathi Cook, Director of Community and Economic Development
 - Pete Sewczwicz, Director of Public Works
 - Michael Woodman, Planning & Development Services Manager

- Brian Borden, Zoning Administrator

III. PLEDGE TO THE FLAG

IV. APPOINTMENT OF MUNICIPAL COURT JUDGES

A. David C. Will Municipal Court Judge Employment Agreement

- ❖ Council Member Will offered a motion to approve an employment agreement between the City of Alpharetta, Georgia and David C. Will, as Municipal Court Judge.
 - Council Member Mitchell seconded the motion.
 - The motion was approved unanimously (7-0).

B. Jamie Bendall Substitute Municipal Court Judge Employment Agreement

- ❖ Council Member Will offered a motion to approve an employment agreement between the City of Alpharetta, Georgia and Jamie Bendall, as Substitute Municipal Court Judge.
 - Council Member Hipes seconded the motion.
 - The motion was approved unanimously (7-0).

C. Swearing in of David C. Will as Chief Judge of the Alpharetta Municipal Court

- Mayor Gilvin read the Oath of Office aloud and swore in David C. Will as Chief Judge of the Alpharetta Municipal Court.
- David C. Will executed his Oath of Office.

D. Swearing in of Jamie Bendall as Substitute Judge of the Alpharetta Municipal Court

- Mayor Gilvin read the Oath of Office aloud and swore in Jamie Bendall as Substitute Judge of the Alpharetta Municipal Court.
- Jamie Bendall executed his Oath of Office.

V. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 10/24/2022)

Approval of the City Council meeting minutes from the meeting of October 24, 2022.

B. Alcoholic Beverage License Applications

Approval of the following Alcoholic Beverage License Applications:

1. PH-22-AB-31 Ikigai Nikkei, LLC
d/b/a Little Tokyo Sushi & Grill
5815 Windward Parkway #209, Alpharetta, GA 30005

Restaurant
Consumption on Premises
Beer and Wine
Owner: Ikigai Nikkei, LLC
Registered Agent: Jesus Davila Martinez
2. PH-22-AB-32 Mr. Taco 2, Inc.
d/b/a Mr. Taco

4000 North Point Parkway, Alpharetta, GA 30022

Restaurant
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales
Owner: Mr. Taco 2, Inc.
Registered Agent: Diana Guevara

C. Memorandum of Understanding: Lionheart WORKS

Approval of a Memorandum of Understanding between The Lionhart LifeCenter, Inc., d/b/a Lionheart WORKS and the City of Alpharetta for the purposes of utilizing the Crabapple Government Center.

D. Recreation, Parks, and Cultural Services Instructor Agreements

1. Mary Beth Lemoine: Recreational Exercise Class: Yoga for Active Adults

Approval of an Instructor Contract for recreational programs between Mary Beth Lemoine and the City of Alpharetta, Georgia.

2. Halftime Sports: Recreational Sports Class: Youth Basketball Training Camps

Approval of an Instructor Contract for recreational programs between Halftime Sports and the City of Alpharetta, Georgia.

3. Diana Moll (d/b/a Alpharetta Barre Club, LLC): Recreational Exercise Classes: Barre

Approval of an Instructor Contract for recreational programs between Diana Moll (d/b/a Alpharetta Barre Club, LLC) and the City of Alpharetta, Georgia.

4. Deborah Snow: Recreational Art Classes: Watercolor Painting

Approval of an Instructor Contract for recreational programs between Deborah Snow and the City of Alpharetta, Georgia.

5. "Aussie Kids" of Atlanta Golf Training: Recreational Sports Classes: Youth Golf Academy

Approval of an Instructor Contract for recreational programs between Aussie Kids of Atlanta Golf Training and the City of Alpharetta, Georgia.

E. Quitclaim Deed: Haynes Bridge Slope and Drainage Easement Release at Lakeview Park

Approval of a Quitclaim Deed of Release between the City of Alpharetta, Georgia, and LWV TPA GA 400, LLC

F. Quitclaim Deed: Slope and Drainage Easement Release at The Gathering

Approval of a Quitclaim Deed of Release between the City of Alpharetta, Georgia and BB Morrison Park, LLC.

G. Intergovernmental Agreement: The Gathering Coordinated Water Utility Operation and Public Street Maintenance

Approval of an Intergovernmental Agreement between Fulton County, Georgia and the City of Alpharetta, Georgia for coordinated water utility operation and maintenance within public roadways and environs at The Gathering Alpharetta development.

H. Private Development Agreement: The Gathering

Approval of a Private Development Agreement between the City of Alpharetta, Georgia and BB Morrison Park LLC.

I. Freeman Mathis & Gary Engagement Letter and Retention Agreement: Thaxton v. City of Alpharetta

Approval of the Engagement Letter and Retention Agreement for Freeman Mathis & Gary, LLP to represent the City of Alpharetta in the matter of Anthony T. Thaxton v. City of Alpharetta (EEOC Charge No. 410-2022-08253) and authorize the Mayor to execute all necessary documents.

- ❖ Mayor Pro Tem Merkel offered a motion to approve the Consent Agenda.
 - Council Member Hipes seconded the motion.
 - The motion was approved unanimously (7-0).

VI. PUBLIC HEARING

A. V-22-16 / 133 Cumming Street

DEFERRED: This item has been deferred at the request of the applicant and will not be presented, heard, or discussed during this City Council meeting. This item will be placed on a future City Council agenda, and that meeting date has not yet been determined.

Consideration of variances to allow for the subdivision of a 1.76-acre residential property into 3 'For-Sale' single-family detached lots. Variances are requested to eliminate stream buffers in order to pipe a perennial stream, reduce front and rear building setbacks, reduce minimum separation between a driveway and an intersection, and increase maximum impervious area. The property is located at 133 Cumming Street and is legally described as being located in Land Lots 1253 & 1254, 2nd District, 2nd Section, Fulton County, Georgia.

B. Ordinance to Amend the Charter of the City of Alpharetta, Georgia

FIRST READING

Approval of an Ordinance to amend the Alpharetta City Charter; to clarify and amend provisions regarding the acquisition, disposal, and leasing of municipal property; to revise provisions pertaining to contracting; to provide for an effective date; to repeal conflicting ordinances; and for other purposes.

- City Attorney, Molly Esswein, came forward to present this item.
- City Attorney, Molly Esswein, read the Ordinance title aloud.
- If approved, this Ordinance will amend the following sections of the Alpharetta Charter:
 - Section 1.13(6) Municipal property ownership and control;
 - Section 6.28 Contracting procedures; and
 - Section 6.30 Sale and lease of property; contracts for use, operation, or management.

- The proposed language of the Alpharetta Charter amendments is incorporated within the attached Ordinance, and also attached are the current versions of Alpharetta Charter Sections, 1.13, 6.28, and 6.30.

Public Comments:

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve an Ordinance to amend the Alpharetta City Charter, as read by the City Attorney.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (7-0).

C. MP-22-03 / Z-22-05 / CU-22-02 / V-22-07 / North Point Mall Redevelopment

Consideration of a master plan amendment, rezoning, conditional use and variances to allow for the demolition of approximately 470,000 square feet of the existing mall including 2 anchor boxes and redevelopment with approximately 154,200 square feet of new retail and restaurants, 427,000 square feet of office including coworking, 150-room hotel, 875 'For-Rent' units, 103 'For-Sale' townhomes, and 19 acres of open space on 83.67 acres. A master plan amendment is requested to the North Point Mall Master Plan to modify development regulations. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow Dwelling, 'For-Rent', Dwelling, 'For-Sale' Attached, and to increase allowable density. Variances are requested to increase building height and to allow encroachments into the Georgia 400 buffer for the MARTA BRT and multi-use trail. The property is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road and is legally described as being located in Land Lots 688, 689, 700, 701, 702, 742 & 743, 1st District, 2nd Section, Fulton County, Georgia.

- Director of Community and Economic Development, Kathi Cook, came forward to present this item.
- This item was considered at the July 7, 2022 and August 4, 2022 Planning Commission meetings. At the July 7th meeting, Planning Commission deferred the request to the August 4th meeting and asked the applicant to address the following items prior to the next meeting: clarify open space calculations, condense phasing plan, provide an exhibit depicting North Point Drive entering the property, include a grocery in Phase 2, provide an exhibit depicting the design of the reversible bike lanes and pedestrian path on North Point Circle, provide an exhibit of the stormwater park, reduce the number of 'For-Rent' units and increase the number of 'For-Sale' units, and provide an exhibit depicting enhancements/branding at the entrances off Encore Parkway and North Point Parkway. Staff recommended approval subject to 35 conditions. There were several public comments all in favor of the request. After discussion, Planning Commission recommended approval subject to staff's recommended conditions (vote 7-0).
- The applicant revised the site plan after the 8/4/2022 Planning Commission meeting, which includes the following changes:
 - Increase 'For-Sale' residential units from 36 to 103;
 - Reduce 'For-Rent' residential units from 900 to 875 units in 2 phases instead of 3;

- Proposed density increase from 11.19 to 11.69 dwelling units/acre (addition of For-Sale)
- Accelerate construction timeline by 2 years;
- Remove 142,000 SF of commercial;
- Add 282,000 SF of office; and
- Identify land for future MARTA-shared garage in a public/private partnership.
- Staff is recommending that Mayor and Council approve MP-22-03 / Z-22-05 / CU-22-02 / V-22-07 North Point Mall Redevelopment/New York Life, subject to the following conditions:
 1. Approximately 83.67 acres shall be zoned to MU and developed substantially similar to the site plan prepared by Kimley-Horn, dated 7/20/2022, except as modified by these conditions. Applicant shall provide a legal description of the property, as depicted in Exhibit A, prior to issuance of the LDP.
 2. Exterior modifications to existing buildings and new buildings shall be substantially similar to the images depicted in Exhibit H, with non-residential buildings (including 'For-Rent' buildings) approved by DRB and residential buildings approved by Staff.
 3. Development regulations shall be as follows:
 - a. Commercial – Maximum 315,700 square feet of retail, restaurant use shall be permitted in freestanding buildings (not including existing outparcels along North Point Parkway), which shall include a minimum 6,000 square foot food hall developed in Phase 1. Non-residential uses (retail, restaurant, office, and 'For-Rent' amenities) on the ground-floor of the 'For-Rent' buildings shall not count against the maximum commercial entitlement or require additional parking. Freestanding buildings shall be no greater than 4 stories and 60'. Drive-through restaurant, other than a coffee shop shall be prohibited. Rooftop and outdoor dining areas are encouraged and shall not count against the maximum commercial entitlement or require additional parking.
 - b. Office – Maximum 145,000 square feet of office shall be permitted in freestanding buildings no greater than 6 stories or 85'. Additional office shall be permitted when exchanged for commercial, 'For-Rent' residential (800 SF per unit), or hotel entitlement (800 SF per hotel room).
 - c. Hotel – Maximum 150 rooms shall be permitted in one freestanding building no greater than 6 stories or 85'. Hotel shall be full-service with a separate entrance for patrons of a full-service, sit-down restaurant. Hotel shall include a minimum of 5,000 square feet of meeting/event space. Commercial or office square footage may be exchanged for up to an additional 150 hotel rooms at the ratio of 800 square feet per room, limited to one freestanding building.

- d. 'For-Rent' Residential – Up to 320 'For-Rent' units shall be immediately eligible for a Certificate of Occupancy (CO). After January 1, 2026, an additional 330 'For-Rent' units (Phase 2) shall be eligible for a CO. 'For-Rent' buildings shall be no greater than 5 stories or 75' and all units shall be 1, 2 and 3 bedrooms. A maximum of 60% of units shall be studios or 1-bedroom and no more than ten percent (10%) shall be 3-bedroom units. A CO shall not be issued for the Phase 1 'For-Rent' building until the retail plaza and pocket park, retail square, remaining interior mall renovations (as depicted in Exhibit H), primary north-south and east-west streets and associated infrastructure have been constructed and inspected by the City. A CO for Phase 2 rental shall not be issued until a market/grocery with a minimum square footage of 3,500 square feet has been constructed and inspected by the City. If a grocery/market is developed within 500' of the property, then this shall satisfy this condition. 'For-Rent' units shall have first class amenities, including a pool, fitness center, secured parking, resident's lounge, business center, on-site management office and secure elevator access. If construction does not commence by July 25, 2027, residential units shall revert to 'For-Sale' only.
 - e. (Phase 3)'For-Sale' Residential – 286 'Dwelling, 'For-Sale', Attached or Detached' units shall be permitted in buildings no greater than 4 stories or 60'. No more than 10% of 'For-Sale' units shall be permitted to be rented, as recorded in the HOA covenants and declarations.
 - f. Parking Decks – Maximum height shall not exceed the height of the building they serve. Parking decks visible from North Point Circle or Georgia 400 shall be treated with comparable materials and finishes as the building they serve or screened from view with evergreen landscaping, as approved by DRB. Suitability of parking deck elevation, visibility and landscape screening shall be approved by the DRB.
4. Active uses, including service retail, restaurant, office and 'For-Rent' amenities, shall be required in each 'For-Rent' building and located on the ground-floor space along the storefront street (the main east-west street through the development a.k.a. North Point Drive) and shall have a minimum first floor height of 14' and depth of 30'. Ground-floor residential units shall have walkouts similar to Exhibit B.
5. The Master Plan area shall be limited to the following uses and further restricted by conditions of zoning:
- a. Retail
 - b. Restaurant
 - c. Office (professional, medical and research and development)
 - d. Hotel
 - e. Residential ('For-Sale' and 'For-Rent')

6. Uses shall be customarily accessory to or amenities for residential and office uses, limited to the following:
- a. Amphitheater
 - b. Animal Hospital, Small Animal
 - c. Art Gallery
 - d. Athletic Facility
 - e. Auditorium
 - f. Bakery
 - g. Bank
 - h. Barber Shop
 - i. Beauty Shop
 - j. Book Store
 - k. Bowling Alley
 - l. Brewery or Distillery
 - m. Dance and Fitness Studio
 - n. Day Care Facility
 - o. Drug Store (Pharmacy)
 - p. Dry Cleaning, Pick-up Station
 - q. Florist, Retail without Greenhouse
 - r. Golf, Miniature and Driving Range
 - s. Grocery Store
 - t. Hardware and Garden Supply Store
 - u. Home Improvement Store
 - v. Liquor Store (conditional use)
 - w. Museum and Libraries
 - x. Nail Salon
 - y. Park and Playground
 - z. Pet Grooming and Pet Day Care
 - aa. Public Building
 - bb. Recreational Facilities, Indoor and Outdoor
 - cc. Restaurant (no drive-thru)
 - dd. Retail Establishment
 - ee. School, Academic and Commercial
 - ff. Shop or Studio, Craftsman/Artist
 - gg. Spa Services (conditional use)

hh. Special Event Facility

ii. Theater, Cinema

7. New internal streets shall be private and shall be consistent with the streetscape exhibits on Slides 26-36 of the submitted application, labeled Exhibit C, with final approval by Staff.
8. Minimum 19.11 acres of open space (11.91 acres of civic space and 7.20 acres of amenity space), consisting of squares and plazas (village lawn/event green), trails, stormwater park, yards, patios and balconies, outdoor dining, sports court, pocket parks, pool courtyards and amenity area, mall interior common areas, etc. shall be provided as depicted on the submitted renderings and site plan prepared by Kimley-Horn, dated 7/20/2022.
9. Pedestrian trail and bike lanes shall be improved as depicted on Exhibit D and shall be tied to Phase 2 CO, with final design approved by Staff. Bike lanes shall include a minimum 10' asphalt path and pedestrian trail shall include a minimum 4' crushed stone path, landscaping and lighting. Dedicated bike lane shall include striping and min. 2' wide protective buffer (striping with delineators every 25') between the vehicular travel lane and the bike lane and shared bike lane shall include striping.
10. Developer shall construct a City-approved MARTA bus shelter at the two existing bus stops and improve landscaping at the northeast corner of North Point Parkway and the eastern and middle access roads to the Mall, provided the Owner, at the property on which bus stops are located allows access for the work. This work shall be eligible for credit against Developer's transportation impact fees. Applicant shall apply for the NFCID bus shelter program. Expenditures not reimbursed by the CID shall be eligible for impact fee credits.

Design Conditions

11. Minimum 10' landscape strip shall be required along North Point Circle adjacent to the proposed development.
12. Site access driveway at the intersection of North Point Drive and North Point Circle shall require pedestrian and bicycle access. Geometry, lighting, and materials shall provide emphasis on the pedestrian environment and safety, as approved by Staff. Assuming right-of-way is available, streetscape improvements shall include a 10' sidewalk, minimum 2' planting strip and decorative pedestrian lighting spanning the distance to the stormwater park on the south side and to the hotel curb cut on the north side. Applicant shall be eligible to receive impact fee credits for off-site work within the City right-of-way.
13. Developer shall provide EcoDistrict measures as outlined in the submitted application, labeled Exhibit E. Detailed information shall be provided at LDP and building permit showing compliance with the requested EcoDistrict measures. Total EcoDistrict points to be confirmed by Staff.

14. Village lawn/event green shall include a permanent or temporary stage of sufficient size to accommodate events as identified on Slide 25 labeled 'Program Opportunities'.
15. Developer shall improve a stormwater park on its property, as depicted in Exhibit F, including trails, landscaping and overlook. The northern half of the stormwater pond shall be improved prior to a CO for the first 'For-Rent' building and remaining portion of the stormwater pond improved prior to a CO for the second 'For-Rent' building, as approved by Staff. Upon completion of each of the northern half and the remaining portion, the tract shall be dedicated to the City, other than the detention ponds themselves and waterways which feed it. The City shall be responsible for the structural repairs upon dedication and the developer shall be responsible for daily maintenance. Developer and other pond owner shall remain solely and exclusively responsible for maintenance of the detention ponds and waterways which feed it. The cost of the construction of such improvements shall be eligible for a credit against park impact fees.
16. At-grade pedestrian and bicycle connections shall be provided throughout the site, including between buildings and open space within the development and across North Point Circle. Pedestrian crossings throughout development shall be ramped and the surface materials shall be brick pavers, cobblestones or architecturally treated concrete products, as approved by DRB.
17. Minimum 2,500 square feet civic space shall be developed at the corner of North Point Circle and North Point Drive. Civic space shall include decorative hardscape, landscape, and EcoDistrict monument/sculpture or Creative Placemaking District Threshold, as approved by the Cultural Arts Commission (CAC). Hardscape, landscape and monument/sculpture or district threshold shall be maintained by the HOA. Minimum 6 monument/murals/sculptures or district thresholds (or water feature) shall be provided at prominent locations throughout the development, with unique monuments/murals/sculptures approved by CAC. Approval and construction of at least 1 monument/sculpture or district threshold shall be required concurrent with the first CO for the 'For-Rent' building. A minimum of 1 additional monument/sculpture or district threshold shall be required concurrent with the CO for the 'For-Rent' building in each subsequent phase of development. All sculptures shall be required prior to final CO issued for the last building constructed.
18. Retaining walls shall receive architectural façade treatment and be heavily landscaped. Retaining walls visible from developed areas exceeding 16' in height shall be terraced with landscaping to break up large expanse of retaining wall.
19. Developer shall provide bicycle racks, benches, trash receptacles, decorative crosswalks, planters, kiosks and other street furniture, where appropriate, throughout the development.
20. Prior to LDP, applicant shall submit for approval a document to be titled 'North Point Mall Redevelopment Design Standards'. This document shall include elevations or architectural themes, specifications for street furniture (benches, trash receptacles, lighting, bicycle racks, etc.), bus shelter, signage, storefronts, and landscaping and shall be substantially similar to the renderings filed with the 2022 application. Design standards will be presented to the DRB for review and

approval. This document also shall detail entrance treatment for the North Point Drive/North Point Circle and easternmost Access Drive/North Point Circle intersection with new private streets.

21. Awnings, or similar overhead structure, shall be provided at the ground level in commercial areas where reasonably appropriate in order to protect pedestrians from inclement weather.
22. Development shall include at least 1 rooftop amenity within the non-residential portion of the development.
23. Provide detailed street planting for North Point Circle and new private streets. Landscape plan shall be approved prior to issuance of a LDP and shall retain landscape trees, if possible, as approved by DRB.
24. Surface parking areas shall comply with UDC requirements for screening and tree islands.
25. Backside of buildings or 'back of house' functions (such as loading or dumpster area) shall be screened from new streets and North Point Circle, as approved by DRB.
26. Prior to the first LDP, applicant shall submit a revised master plan to the City, which shall incorporate the approved conditions, as well as the following:
 - a. Approved specifications and standards identified for each use within the total development.
 - b. Pedestrian network.
 - c. Overall planned open space areas.
 - d. Phasing plan demonstrating how construction will be staged and implemented in a manner that screens construction views from adjacent roadways.

Other Conditions

27. At such time as MARTA stipulates and funds its intention to move forward with a future Georgia 400 MARTA bus rapid transit and/or train station at North Point Mall, Developer, its successors and assigns; shall dedicate land to the City as depicted on Exhibit G or an equivalent reasonably substituted tract of like size within the Georgia 400 buffer agreed upon by owner and City. If at any time MARTA stipulates that the land is not needed, or if MARTA has not begun construction by December 31, 2028, then there shall be no obligation to dedicate the land or, if already conveyed to the City, it shall be conveyed back to the Developer, its successors or assigns. This reservation does not in any way entitle MARTA or the City to use any part of the balance of the Mall property, and Developer, its successors and assigns is/are under no obligation to allow such use. Nor does this reservation entitle MARTA customers to park on Mall property to access the station.
28. Developer shall be responsible for planting and maintenance of any medians within the development and for medians located on North Point Circle or the Access Roads.

29. Developer's financial responsibility for offsite improvements and stormwater park improvements shall not exceed its impact fees, nor shall credits be given for meeting minimum EcoDistrict and open space requirements.
30. It is acknowledged that the approved site plan may be subdivided into separately platted parcels with individual tax numbers, that the separate development parcels are to be developed by separate owners/developers, and that the public amenities are to be platted and owned by the Developer. Zoning compliance for conditions uniquely applicable to an individual owner's parcel will be the responsibility of that owner and that non-compliance by such an owner does not render, by itself, the remaining parcels "non-conforming" uses under the Zoning Code.

General Conditions of Approval to GRTA Development of Regional Impact Notice of Decision:

Bicycle, Pedestrian & Transit Facilities

31. Provide pedestrian connectivity between all buildings and uses.
 32. Install pedestrian and bicycle wayfinding signage on-site to direct pedestrian and bicycle traffic to and from Big Creek Greenway, bike lanes, and transit.
 33. Upgrade existing MARTA stops near the northern mall entrance drives to include transit shelter as approved by MARTA.
 34. Design site driveways to service pedestrians and cyclists.
 35. Address curbside activities including parking, deliveries, ride-hailing, bicycling and micromobility use, and pedestrian activity.
- The applicant, Trademark Management, Ltd., requests a master plan amendment, rezoning, conditional use and variances to allow for the demolition of approximately 464,000 square feet of the existing mall including two (2) anchor boxes and redevelopment with 315,700 square feet of new retail, restaurants and creative office, 120,000 square feet of office, 150-room hotel, 875 'For-Rent' units, 85 'For-Sale' townhomes, and approximately nineteen (19) acres of open space on 83.67 acres in the North Point Overlay. A master plan amendment is requested to the North Point Mall Master Plan to modify development regulations. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow Dwelling, 'For-Rent', Dwelling, 'For-Sale' Attached, and to increase the allowable density. Variances are requested to increase building height, encroach into the Georgia 400 buffer for the MARTA BRT and multi-use trail. The property is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road.
 - The submitted request, if approved, would allow for the demolition of approximately 464,000 square feet of the existing mall including two (2) anchors and redevelopment with 315,700 square feet of new retail, restaurants and creative office, 120,000 square feet of office, 150-room hotel, 875 'For-Rent' units, 85 'For-Sale' townhomes, and approximately nineteen (19) acres of open space on 83.67 acres in the North Point Overlay. The proposed residential density is 11.4 dwelling units per acre. A master plan amendment is requested to the North Point Mall Master Plan to modify development regulations. A rezoning is requested from PSC (Planned Shopping Center) to MU (Mixed Use) and a conditional use is requested to allow Dwelling, 'For-Rent', Dwelling, 'For-Sale' Attached, and to increase the allowable density. Variances are requested to increase building height, encroach into the Georgia 400 buffer for the MARTA BRT and multi-use trail. The property

is located at 1000 North Point Parkway, 4500 North Point Place, 0 & 5000 North Point Drive, 2000 & 6000 North Point Circle, and 0 Rock Mill Road.

- The property is zoned PSC and MU, subject to the North Point Mall Master Plan. Surrounding properties are zoned PSC, with properties to the south and west subject to the North Point Mall Master Plan and properties to the north and east subject to the North Point Business Center Master Plan. Surrounding properties include Residence Inn by Marriott to the northeast, a regional stormwater facility to the east, various commercial outparcels and Dillard's to the south, Von Maur and Encore Commons office buildings to the west and Georgia 400 to the north. The Comprehensive Land Use Plan designation of the property is 'Mixed Use', which allows the proposed development.
- The North Point Mall Master Plan (MP-90-04) was approved on March 19, 1990, allowing a 1,392,132 square foot regional shopping mall and commercial outparcels on 100 acres. The Master Plan has been amended several times including amendments to allow creative office space (SPACES) inside the Mall and redevelopment of the Sears anchor with a new mixed-use development. The later approval included a master plan amendment, rezoning, conditional use and variances to allow 300 'For-Rent' units, freestanding commercial and open space. Variances were approved to eliminate the neighborhood grocery in conjunction with 'For-Rent' use, allow interior common space in the Mall to count as amenity space, and allow ground-floor 'For-Rent' dwellings on a storefront street.
- The current master plan amendment, if approved, would significantly expand the redevelopment efforts at the Mall and would result in nearly half of the Mall being removed and replaced with a mixed-use development over three (3) phases and a 10-year development timeline.
- A rezoning is requested for 83.67 acres from PSC to MU and a conditional use is requested to allow 'Dwelling, 'For-Rent' Residential' use. The subject property is located within Priority Area 1 on the North Point LCI Density Priority Map, which is designated in the North Point Overlay as an appropriate area for higher densities. A conditional use is requested to increase the maximum allowable density in the MU district from eight (8) dwelling units per acre to 11.4 dwelling units per acre. The table below provides a comparison between the applicant's proposal and the original and current development approvals in the North Point Mall Master Plan.
- The submitted site plan depicts removal of approximately 464,000 square feet of existing space within the Mall (Sears, JC Penney and inline storefronts) and replacement with 875 'For-Rent' units in three (3), 5-story buildings, 315,700 square feet of new retail and restaurant uses in several freestanding buildings, a six (6) story, 120,000 square foot office building, a six (6) story, 150-room hotel, 85 'For-Sale' townhomes, a 40,000 square foot special events facility and approximately nineteen (19) acres of open space. Center Court, located in front of Macy's, will become the new front door to the Mall and significant interior renovations are proposed within the remaining portion of the Mall. Commercial buildings are proposed surrounding a plaza at the new entrance to the Mall, as well as in a retail square immediately adjacent to the plaza. 'For-Rent' buildings, including active uses along storefront streets, flank the retail area to the north and east and a hotel flanks the retail area to the south. An office building is proposed adjacent to the future MARTA BRT connection along Georgia 400 and 'For-Sale' townhomes are proposed adjacent to the regional stormwater park. Future development is depicted along North Point Circle in the parking lots outside of AMC, Von Maur and Dillard's; however, building size and proposed uses are not identified.
- A new storefront street is depicted extending west from the intersection at North Point Drive and North Point Circle to the new entrance of the Mall and two (2) new parallel streets are depicted

extending north-south through the development and connecting to North Point Circle. Several secondary streets are proposed throughout the development providing connections between the primary storefront streets and North Point Circle. Sidewalks are depicted throughout the development along both sides of new storefront streets and secondary streets. New internal streets created in existing parking lots are identified in the North Point Overlay as Type D Corridors and North Point Circle is identified as a Type C Corridor, of which both require a minimum zero-foot (0') setback and maximum ten-foot (10') setback. Building setbacks depicted on the site plan are consistent with the established setback regulations.

- A total of 5,739 parking spaces are provided for the development, which includes the remaining portion of the Mall. The UDC requires 5,074 parking spaces for the applicant's proposal and remaining areas of the Mall. Parking requirements include the 20% parking reduction in the North Point Overlay. In addition to the remaining Mall surface parking lots and parking deck, new parking decks are proposed for each of the For-Rent' buildings, a new office parking deck, new surface parking lots, on-street parking and townhome garage and driveway parking.
- The applicant's open space plan depicts 19.11 acres, or 23% open space, of which 11.91 acres is civic space and 7.20 acres is amenity space. The North Point Overlay requires 10% of the site be set aside as civic space and 5% be set aside as amenity space. Since a conditional use is requested to increase density above eight (8) dwelling units per acre, minimum civic space increases to 13.4%.
- Stormwater facilities are not depicted on the applicant's site plan; however, a regional stormwater facility exists to the east of the property and is proposed to be improved as a multi-use stormwater park. Bioretention is proposed throughout the development which helps satisfy EcoDistrict points.
- Renderings and design standards were submitted by the applicant reflecting an eclectic industrial vernacular. The applicant's intent is to create a sense that buildings have been organically built over time with a cohesive but varied mix of materials and styles. The proposed development is broken up into three (3) distinct zones: Station (remaining Mall area and surrounding parking lots), Village (new outdoor retail area on the east end of the Mall), and Neighborhood (primarily residential areas created in parking lots on the east side of the Mall).
- The Horizon 2040 Comprehensive Plan identifies the following policy as it relates to maintaining a balance of 'Owner-Occupied' versus 'Renter-Occupied' housing in the City: "Housing Policy 2: Maintain a balance between 'owner-occupied' and 'renter-occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'."
- There are several factors that should be considered with requests for apartments, such as mix of uses, design, long-term viability, impacts to City facilities and services, as well as traffic and school impacts.
- The 561,575 square feet of existing office (Encore Commons), 30,000 square feet of co-working office space (SPACES) inside the Mall, and 120,000 square feet of new office would generate approximately 3,000-3,500 employees (1 employee per 200-250 square feet) to support the proposed mixed-use development.
- The City's Rental Housing Study (updated June 2022) recommends an annual target entitlement of approximately 116 'For-Rent' units per year in order to achieve Housing Policy 2, as stated above. While the minimum 68% 'owner-occupied' housing policy is included in the Horizon 2040 Comprehensive Plan, the annual target recommendation is not an approved City policy. The current US Census American Community Survey 5-year estimates (2016 – 2020) show that the City is at 67.7% owner-occupied housing units, which is just below the minimum 68% owner-occupied in

Housing Policy 2. The City has approved 835 'For-Rent' units and 250 assisted living units since 2019.

- If it is decided to allow future 'For-Rent' approvals, a condition is recommended limiting a Certificate of Occupancy (CO) until 2025 in order to meet the housing policy. In addition, Staff adheres to a 5-year timeframe when making recommendations on public hearing requests for 'For-Rent' use. Housing policies are developed by the community as part of the City's Comprehensive Plan, which is updated every five (5) years.
- The applicant proposes 875 'For-Rent' units over two (2) phases of development, of which 300 units were previously approved with the North Point Mall Sears Redevelopment. 'For-Rent' units are anticipated to be delivered in 2025 (500 units) and 2027 (375 units). 'For-Rent' buildings are proposed to be up to five (5) stories or 85' in height with structured parking decks and on-site amenities.
- The North Point Overlay requires that EcoDistrict measures be incorporated into all new developments. The applicant's proposal represents a significant redevelopment with a conditional use to increase density. Therefore, the proposed mixed-use development must achieve at least ten (10) EcoDistrict points. According to the applicant's letter of intent, a total of 39 points are proposed for the development.
- The applicant submitted a trip generation report for the proposed mixed-use development. As shown in the table below, the proposed development would generate approximately 862 AM Peak Hour trips and 560 PM Peak Hour trips. The report notes that if the 277,000 square feet of vacant retail space in the Mall was occupied, it would generate approximately 10,456 net daily trips. With an estimated 9,960 net new trips, the site is expected to generate five percent (5%) less net traffic than the expected trip generation of a fully occupied mall.
- The applicant's proposal triggered a Development of Regional Impact (DRI) review, which requires a rigorous traffic impact assessment and allows input from neighboring jurisdictions and affected agencies. The traffic assessment also accounted for the City's current North Point Parkway Streetscape project and the current recommendation to right-size the North Point Parkway corridor by removing a travel lane in each direction and providing twelve-foot (12') multi-use sidewalks along each side of the street. When accounting for the lane reductions and the programmed uses from the applicant's proposal, projected 2030 traffic operations are accommodated with no physical improvements necessary to serve the anticipated traffic generated by the proposed development, as well as projected traffic growth within the study network.
- Based on 900 "For-Rent" Units and 36 "For Sale" Townhomes, it can be assumed that the proposed development could house approximately 69 – 290 school age children for all three school levels. All three schools are shown to be under capacity (Northwood Elementary, Haynes Bridge Middle, Centennial High).
- Staff has reviewed the applicant's proposal against the established review criteria for a master plan amendment, rezoning, conditional use and variances. The proposed mixed-use development is consistent with the vision for the North Point Overlay and specifically addresses objectives in the North Point LCI, such as 1) Create a "park once walk everywhere" walkable environment, 2) Induce redevelopment of large areas of surface parking, and 3) Improve the area's retail balance. The proposal also emphasizes sustainability, open space and connectivity between various modes of transportation, which are key components in the Overlay. Staff recommends that "for-rent" should be contingent on construction of concurrent office which serves to capture employee/resident internal trips and support the requested hotel.

- Staff believes that the proposal adds a customer base to patronize the Mall's existing establishments during non-typical hours. This is important as traditional regional shopping malls are going dark across the country. The proposed Mall redevelopment should not generate significant changes in demand on public facilities and services and the proposed use would produce fewer vehicular trips than the expected trip generation of a fully occupied mall. While the applicant proposes an increase to the residential density, they are adding substantial open space and recreational opportunities within the development to minimize impacts to existing City facilities and services. More importantly, the proposal is consistent with the comprehensive land use plan designation of the property, which is 'Mixed Use'. There are exceptional conditions pertaining to the property due to the size and shape. The variance to allow an encroachment into the Georgia 400 buffer is for the purpose of accommodating the future MARTA BRT stop at the Mall. The applicant's intent is to create a sense that buildings have been organically built over time. Without the building height variance, the development could have a contrived look and feel.
- The citizen participation report submitted by the applicant states that a variety of outreach measures were undertaken by the applicant including a tenant notice on 3/2/2022, stakeholder meeting with North Point property owners in 3/15/2022, tenant quarterly meeting on 3/31/2022, North Point stakeholder meeting on 4/12/2022, Greater North Fulton Strategic Leadership Visit on 6/9/2022, and mailed public notices to properties within 500'. Questions and comments received from the public included how merchandise will be different from other projects in the market, adequate space for bike lanes and parallel parking, projected multi-family rents, will the project address workforce housing, provide electric vehicle charging stations, status of JC Penney and when construction will begin. The City also received feedback from the public including the status of JC Penney, ensuring that parking is convenient, and providing pet-friendly areas and restaurants.
- The Community Zoning Information Meeting was held on May 11, 2022. There were public comments with questions regarding the status of JC Penney and if it has a place in the redevelopment plan, when demolition/ground breaking will begin, need workforce housing at this location, have Mall tenants been notified of this plan, what happened to the previous redevelopment plan, will the stormwater park be developed, and will there be a MARTA BRT stop at this location.
- Terry Montesi (Chairman - CEO of Trademark Properties) came forward to speak on behalf of the applicant.

City Council Discussion

- Council Member Binder asked for clarification on the amount of apartments requested, the type of grocery store to be added to this development and location on the site plan, public parking, the possibility of a "pending recession" and the impact to this development, and commented on the amount of money the city has agreed to contribute to the streetscape in North Point and how their plan will impact the streetscape.
- Council Member DeRito asked about tax abatements for this application and whether or not the applicant had met with the Development Authority, the rental ratios, and the average monthly price for the rentals.
- Council Member Will asked about the number of jobs that this project would create, the amount of tax revenue this project would generate, completion date, and asked if this application was approved with 650 units if the developer would build this project (Mr. Montesi said that they would not build this project if approved with only 650 apartments).
- Council Member Mitchell asked how many retailers in Avalon or other mixed-use development would they try to lure into their new development, whether the monument signs

is part of their plan, whether they would agree to using the city's Development Authority for tax abatement instead of the county's, and if the applicant will use federal subsidies for housing.

- Council Member Hipes asked the developer what they are trying to accomplish with this project, proposed tenant mix, Market by Macy's concept, and the amount of importance the current three anchors have on the viability of the mall.
- Mayor Gilvin shared the definition of transient, asked about the lease term of each apartment rental tenant, and the types of tenants that will occupy the mall.

Public Comments

In Favor

- Senator Brandon Beach (3100 Brierfield Road, Alpharetta, GA 30004)
- Nick Garzia (1300 Compass Pointe Crossing, Alpharetta, GA 30005)
- Valerie El-Jamile (2465 Clairview Street, Alpharetta, GA 30009)
- Will Baker, Jr. (10040 Peaks Parkway, Milton, GA 30004)
- Meghan Meeks (125 Providence Plantation Drive, Alpharetta, GA 30004)
- Lisa Amundsen (12160 Clairmeade Trail, Alpharetta, GA 30009)
- Shawn Laurence (7000 North Point Circle, Alpharetta, GA 30022)
- Meika Whitaker (8118 Woodland Lane, Alpharetta, GA 30009)
- Jim Koza (1720 Old Milton Parkway, Alpharetta, GA 30009)
- Philip Tague (2870 Wesley Heath, Atlanta, GA 30327)
- Trisha Quidley (31 Church Street, Alpharetta, GA 30009)
- Michael Rosenberg (310 Saddle Creek Lane, Roswell, GA 30076)
- Muko Jain (220 Renaissance Parkway, Atlanta, GA 30308)
- Kelly Chandler (1140 North Point Circle, Alpharetta, GA 30022)

In Opposition

- Grace Demit (6000 Summit Place, Apartment 6237, Alpharetta, GA 30009)
 - ❖ Council Member Will offered a motion to approve as it is written with the exception that the apartments be increased from 650 to 875 and allow staff to make the necessary adjustments to the square footage to make this change.
 - Council Member Mitchell seconded the motion.
 - Council Member Mitchell offered a friendly amendment to add a new condition that all signs within the North Point area be reconditioned and updated along the project (Condition #37).
 - City Clerk, Lauren Shapiro, asked for a clarification on the motion in terms of which conditions the Council Members are approving.
 - Council Member Will shared that he is referring to the Planning Commission conditions with Staff Changes (redlines) and the addition of Condition #36.

- The motion failed (2-6; with Mayor Gilvin, Mayor Pro Tem Merkel, Council Member Binder, Council Member DeRito, and Council Member Hipes in opposition).
- ❖ Mayor Pro Tem Merkel offered a motion to deny MP-22-03 / Z-22-05 / CU-22-02 / V-22-07 / North Point Mall Redevelopment.
 - Council Member DeRito seconded the motion.
 - Council Member Binder offered a friendly amendment to add the following language to the original motion “but allow submission after only six months per UDC section 4.2.1(c).”
 - Council Member Merkel accepted the friendly amendment.
 - Council Member DeRito accepted the friendly amendment.
 - The motion was approved unanimously (7-0).

VII. REPORTS

- Mayor Gilvin shared that the cities of Fulton County have reached an agreement over the Local Option Sales Tax Distribution. Special thank you to Commissioner Liz Hausmann for her assistance with this.
- City Clerk, Lauren Shapiro, shared that tomorrow is election day and encouraged residents to visit the City’s website, the My Voter Page Website offered by the Georgia Secretary of State’s Office, or by calling the Alpharetta City Hall for more information on their polling location.

VIII. EXECUTIVE SESSION

- There was not an Executive Session.

IX. ADJOURNMENT

- ❖ Council Member Binder offered a motion to adjourn.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (7-0).
- With there being no further items to consider or discuss, Mayor Gilvin adjourned the meeting at 11:30 p.m.

Respectfully submitted,



Lauren Shapiro, City Clerk

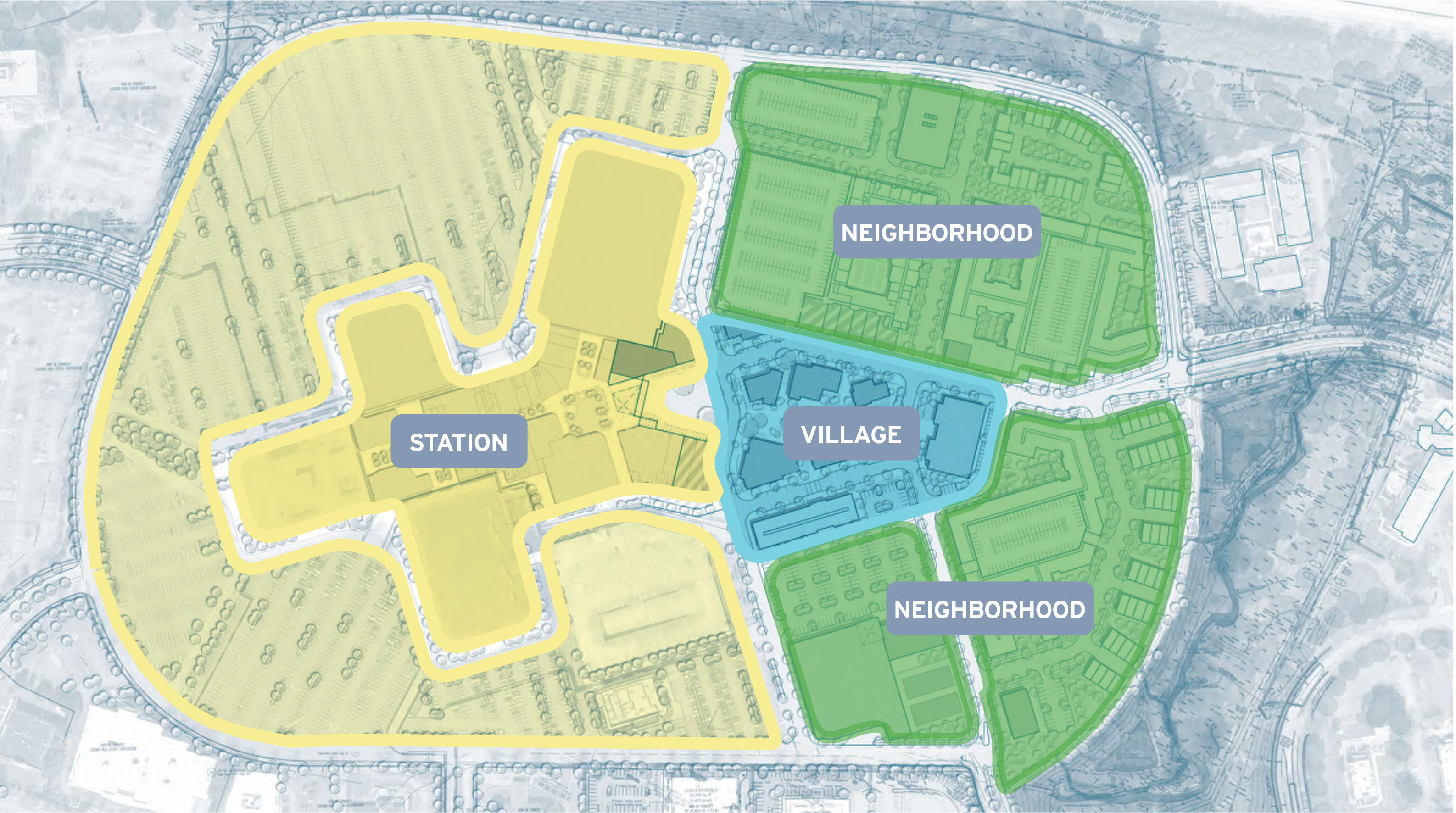


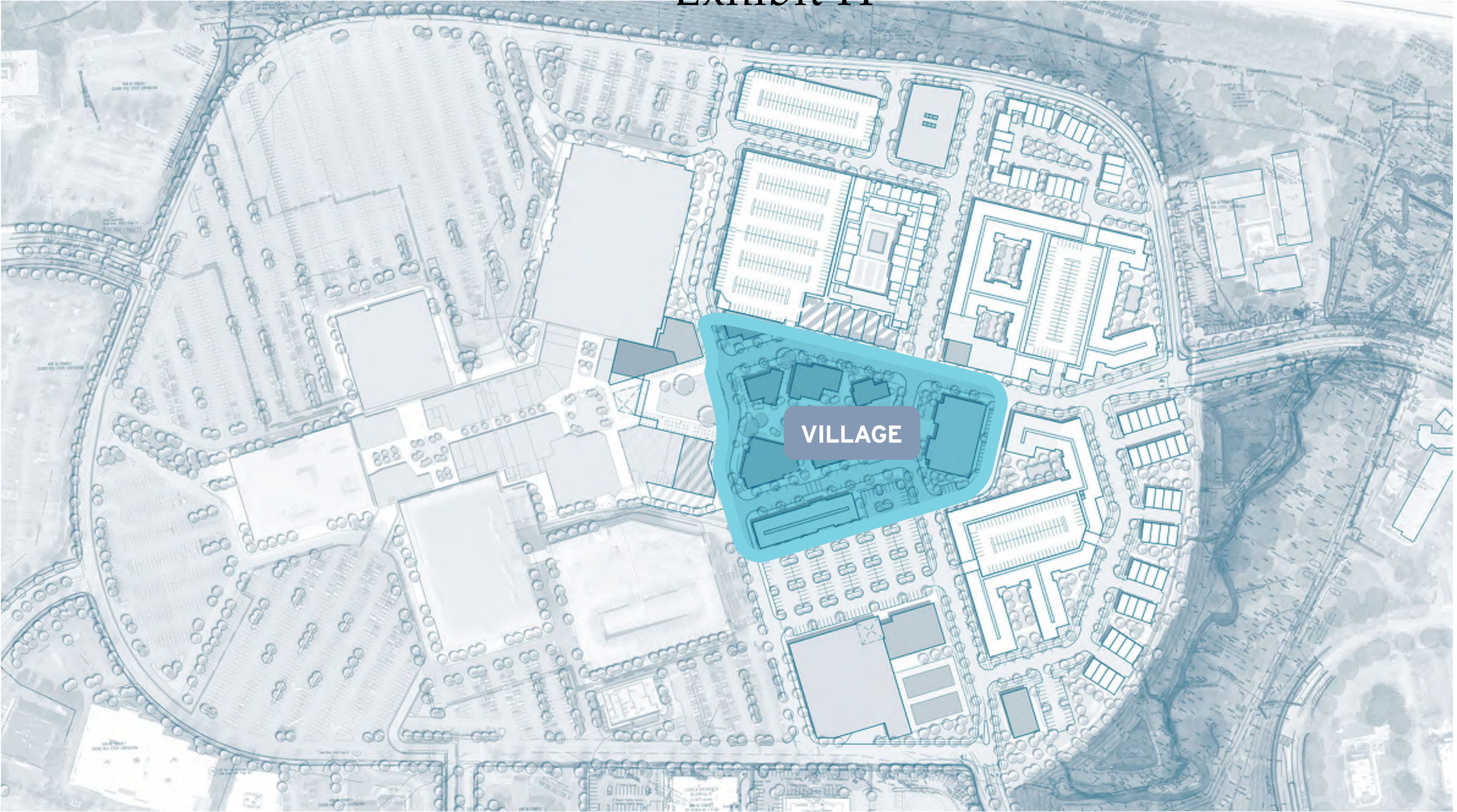
Exhibit H

4.1

DESIGN STANDARDS

URBAN DESIGN ZONES





0 100 200 400

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



VILLAGE Exhibit H

COMMON THREADS

ADAPTED HERITAGE BUILDINGS

Every Great Place has a Back-Story. This is especially true at the heart of great places, where a sense of the root from which the town sprung is often present. It is a wonderful design narrative to establish founding buildings or built remnants in the composition. The visual ambiance of old and new together, creates an accessible, funky, and romantic experience.



KETTLE BLACK - LOS ANGELES



ECCLESTON YARDS - LONDON



TKISTVILI COMPLEX - TBILISKI



DTLA ARTS DISTRICT - LOS ANGELES

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

VILLAGE COMMON THREADS

Exhibit H

MODERN FARM INDUSTRIAL

A Complementary element of a successful back-story is one that propels the environment towards present-day considerations of aesthetics, tenant flexibility, and timelessness adaptation to change. The use of Farm industrial detailing here connotes agriculture, and a hand-crafted “farm to table” ambiance, integrating well with Food and Beverage, Landscape and special moments rooted in the region. The North Point Overlay refers to this approach as Eclectic Industrial Vernacular.



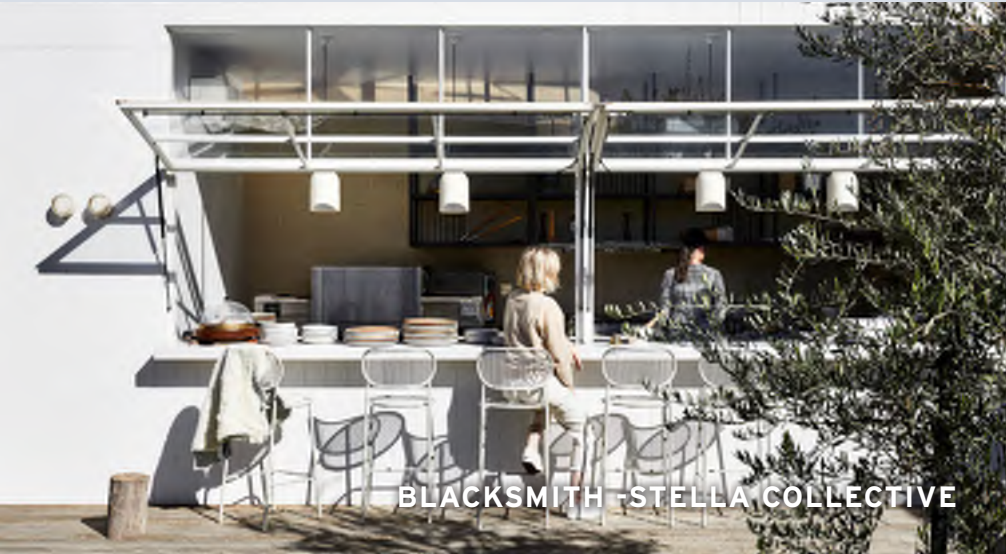
HEIGHTS MERCANTILE - HOUSTON



HEIGHTS MERCANTILE - HOUSTON



ONE PASEO - SAN DIEGO



BLACKSMITH - STELLA COLLECTIVE

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS **Exhibit H**

VILLAGE

BUILDING DESIGN

EACH VILLAGE RETAIL BUILDING WORKS TOWARDS ITS OWN DESIGN IDENTITY AS PART OF A COLLECTION.

What follows are some inspirations for our Conceptual Approach - understanding these will also be influenced by Retail Leasing to marry well with the various tenants who will occupy the spaces.

The intent within the Village architectural collection is a series of expressions that create a sense of having been organically built over time. Materials and massing will create a cohesive yet unique composition of buildings that hold together as one Village.

Village buildings should have variety in height and reinforce the Pedestrian experience by encouraging outdoor patios, creating covered outdoor space, and framing public space view corridors.



+ ENCOURAGED

Unique and well designed buildings with a cohesive yet varied mix of materials and style vernacular.

Curated building types with some shared material types and detailing, including generous covered porch expressions.

- DISCOURAGED

Random mix of aesthetics with no intention.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.

DESIGN STANDARDS

VILLAGE

Exhibit H

“HOMESTEAD” BUILDINGS

The spirit of the modern farmhouse is expressed using honest and simple materials. The intention is to evoke a sense of clean contrasted tones with subtle crisp detailing that hearkens back to southern homes of the region.



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

VILLAGE

Exhibit H

STABLES BUILDING

Approaching the Village Corner from the east, a smaller structure reminiscent of a stables building welcomes visitors. Gardens and covered porches extend this building's presence on all sides.



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

VILLAGE

Exhibit H

DISTILLERY BUILDING

The ambiance of an Agribusiness Operation is expressed in a Modern Barn Structure we conceptually refer to as the Distillery. Grand indoor/outdoor spaces, social energy, and Food, Beverage and Entertainment opportunities abound in this Village anchor structure (with its own central garden.)



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADEMARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

EYE LEVEL CONCEPTUAL VIEW - VILLAGE-DISTILLERY BUILDING

Exhibit H



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADEMARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS VILLAGE

Exhibit H

STOVE HOUSE BUILDING

While the Homestead Structure is inspired by an adapted residence, the Stovehouse stands across from it is a village element inspired by kitchen buildings, bakeries, mills and structures where food is produced. This building also lends itself to two-story massing with dining overlooking the village public spaces.



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

EYE LEVEL CONCEPTUAL VIEW - VILLAGE -STOVE HOUSE BUILDING

Exhibit H



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK

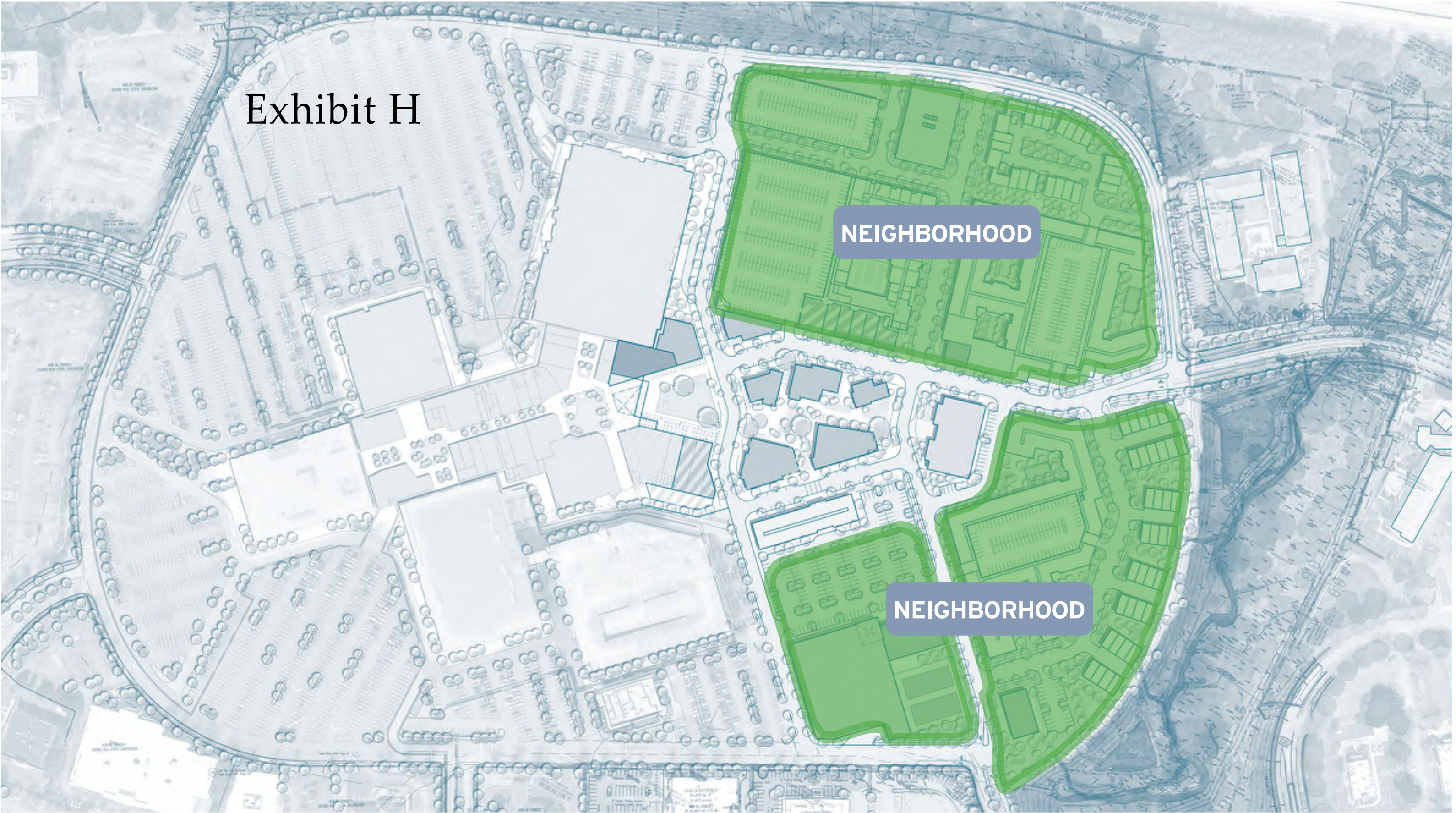


studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

MASTER PLAN - NEIGHBORHOOD ZONE

Exhibit H



0 100 200 400

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



NEIGHBORHOOD COMMON THREADS

Exhibit H

NEIGHBORHOOD RESIDENTIAL

The Residences of north point will express active living and style in a neighborhood where the greatest amenity is being connected to a social village environment with many things to do both day and night. Both Regional Inspiration and nuanced modern details will inspire the design of Buildings that make Great Streets, Courtyards, and Public Spaces.



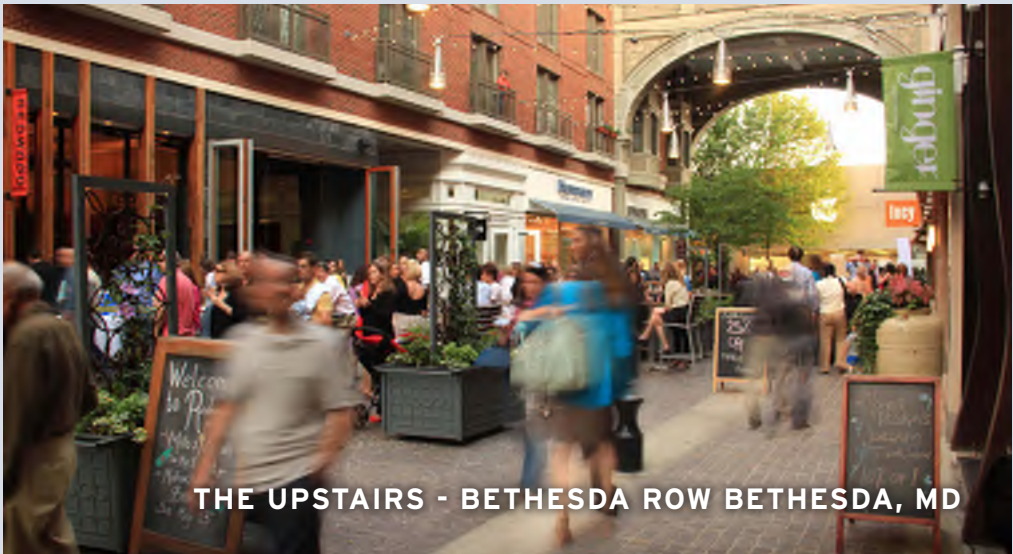
ARROWWOOD NORTH BETHESDA, MD



BANNER HILL - BALTIMORE, MD



360 H STREET - WASHINGTON DC



THE UPSTAIRS - BETHESDA ROW BETHESDA, MD

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

Exhibit H

COMMUNITY ACTIVATION

Great Neighborhoods are activated by the residents who utilize public spaces intuitively. Community stakeholders will be invited to sponsor events that are unique and relevant, while a series of creative elements will help people find their own space. Such ever-changing walkable places promote happiness and wellness.



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

Exhibit H

MULTI MODAL CONNECTIVITY

A central focus to redeveloping North Point Mall will be planning for Multi-modal Connections to the site. Route 400 is planned for a new Marta Station that will promote transit-based access. Meanwhile the “Alphaloop” is set to create regional connections, Eco-Districts, and a substantial Storm-Water Park on the south edge of the site.



4TH WARD PARK - ATLANTA



MARTA STATION - SANDY SPRINGS



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD COMMON THREADS

Exhibit H

STOREFRONTS AND SIDEWALKS

The Sidewalk environment is brought to life through artful expression of tenant identity in Storefronts, Signage, Outdoor Seating, Merchandising and more. Varied landscape and street furnishings will set off each block with a sense of uniqueness throughout the neighborhood.



PIKE AND ROSE - ROCKVILLE



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800

**TORTI
GALLAS +
PARTNERS** TRADE MARK

NEW
YORK
LIFE

studio**Outside** Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

NEIGHBORHOOD DESIGN STANDARDS

BUILDING DESIGN

NEIGHBORHOOD ARCHITECTURAL MASSING EXPRESSES AN AUTHENTIC AND VARIED URBAN FACADE INCREMENT, SO AS TO PROMOTE A TIMELESS MAIN STREET AMBIANCE OF MODERN AND TRADITIONAL DETAILING COMBINED WITHIN THE BLOCKS.

The intention behind scalable Urban Facade Increments is to create a balanced and articulated series of street walls that create organic and textured streets.

Buildings should be visually articulated with respect to pedestrian interest and site lines. Also, due to the storefront flexibility needed on Retail Streets, ground-floor portions of facades can utilize independent facade rhythms (when needed) to express the vibrant line up on businesses at their base.

Building massing on longer blocks should encourage a variety of facade setbacks and material approaches as practical (to be generally perceived as a series of buildings rather than one large “super block.”



Exhibit H

+ ENCOURAGED

High-quality articulated facades with a cohesive yet varied mix of materials and fenestration rhythms.

Curated building material palette with varied massing and bold features.

- DISCOURAGED

Random mix of facade approaches and materials with no sense of project curation.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.

Exhibit H



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADEMARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



AERIAL CONCEPTUAL VIEW - PHASE 1 MULTI-FAMILY MIXED-USE

Exhibit H



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

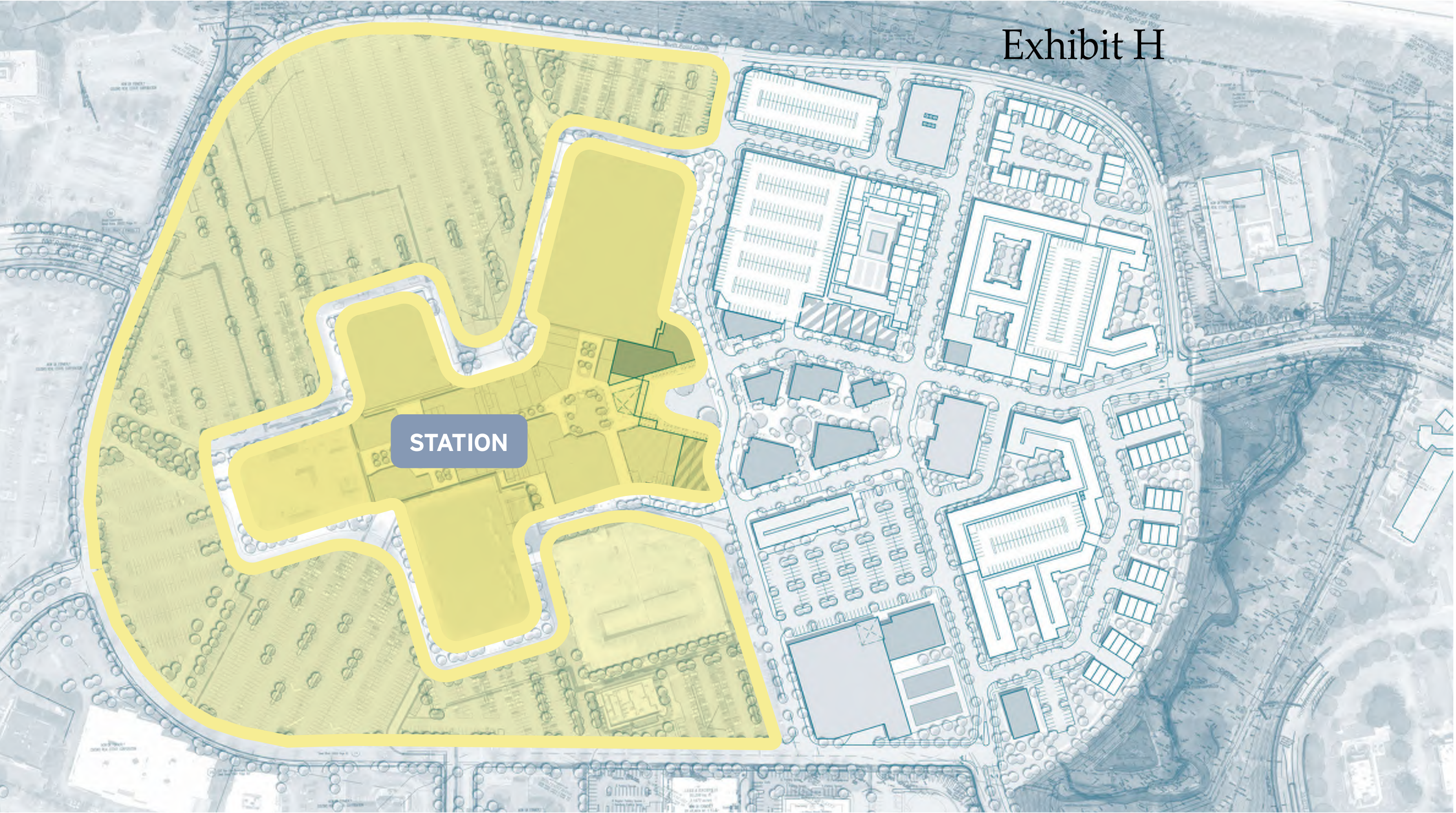
0 100 200 400



REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

MASTER PLAN -STATION ZONE

Exhibit H



0 100 200 400

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA



STATION DESIGN STANDARDS

Exhibit H

BUILDING DESIGN

OUR VISION FOR BRIDGING THE NEW MALL EAST ENTRY THRESHOLD AND EVENT PLAZA WITH THE VILLAGE AND NEIGHBORHOOD BLOCKS WILL BE ACHIEVED THROUGH SEAMLESS AND THOUGHTFUL ACTIVATION OF OPEN SPACE AND CONSISTENT INDOOR/OUTDOOR STOREFRONT EMPHASIS THROUGHOUT.

The Station is our Conceptual nomenclature for the new East Mall Entry Threshold - which reflects its scale and purpose in the Urban Design story for the Village. The Station embraces the main gathering lawn. Bringing a mix of well programmed tenants, flexible outdoor space and an iconic experience that not only announces the mall entry but hosts a series of potential activities that vary from concerts to seasonal festivals and farmers markets, art fairs, ice skating, and more.



+ ENCOURAGED

Unique and well designed facades with a cohesive yet varied mix of materials and styles.

Curated building types with varied massing and simple

- DISCOURAGED

Random mix of aesthetics with no intention.

Extreme variety in styles, colors or overly ornate designs that don't fit the context of the development at large.



DESIGN STANDARDS STATION

Exhibit H

PLATFORM

Shopping malls often share much in common with train stations in their structuring of space. Yet the new east face of north point is inspired by other grand elements of city stations like civic steps, platform canopies and gateway moments.



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

DESIGN STANDARDS

STATION

Exhibit H

GREAT PORCH

A seamless transition between mall conditioned space and the outdoor environment is made through a transition zone called the great porch. The objective is to diminish the importance (and barriers) of the front doors itself.



EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)

Exhibit H



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA

EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)

Exhibit H



EYE LEVEL CONCEPTUAL VIEW -STATION (NEW EAST MALL ENTRANCE)

Exhibit H



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800

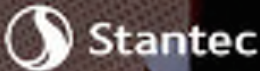


TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA



0 100 200 400

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA





0 100 200 400

©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL -ALPHARETTA,GA



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H

VON MAUR

VONMAUR

Renderings are conceptual and subject to change

VONMAUR

Exhibit H

PAUL TAILOR

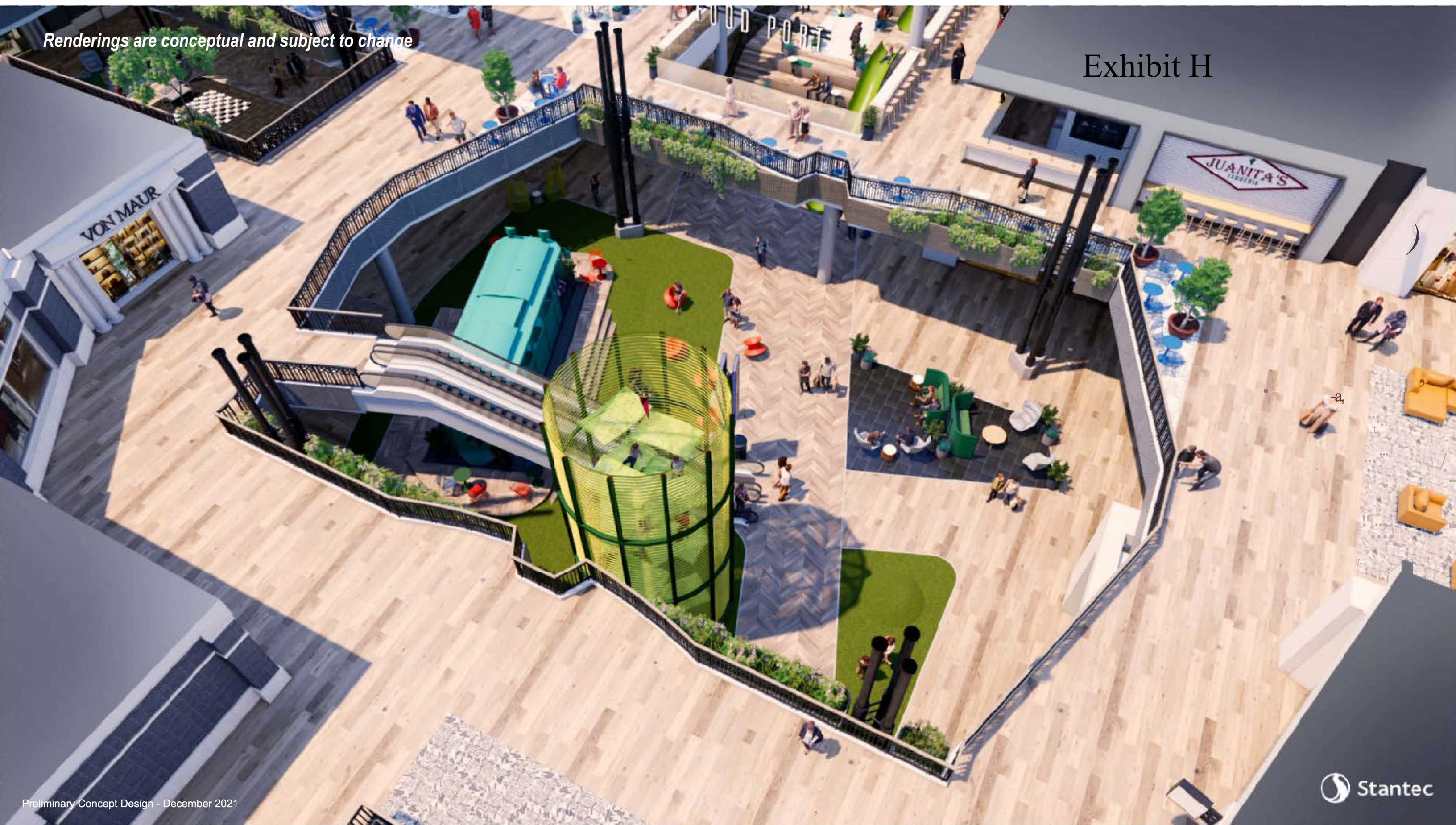
Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H

Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H

Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H



Renderings are conceptual and subject to change

Exhibit H

conciERGE

Exhibit H

4.2

DESIGN STANDARDS

FACADE + RETAIL + SIGNAGE GUIDELINES

FACADE + STOREFRONT MATERIALS

Exhibit H

FACADES & STOREFRONTS

Each building will be provided with the opportunity to uniquely display identity, while also establishing the building's character at street level. The choice of material is a key component of creating an inviting mixed use environment that reflects the character of North Point's brand. The architecture should achieve a high-quality design by using durable materials, while providing a high degree of care to create character, identity and uniqueness. Wood, metal, stone, cast stone, concrete, and high quality cementitious board products are recommended materials. Similarly, durable, smooth exterior grade hardwoods, and other fire resistive materials, are acceptable materials. Opaque, smoked, or reflective glass should only be used for accent / spandrel elements.

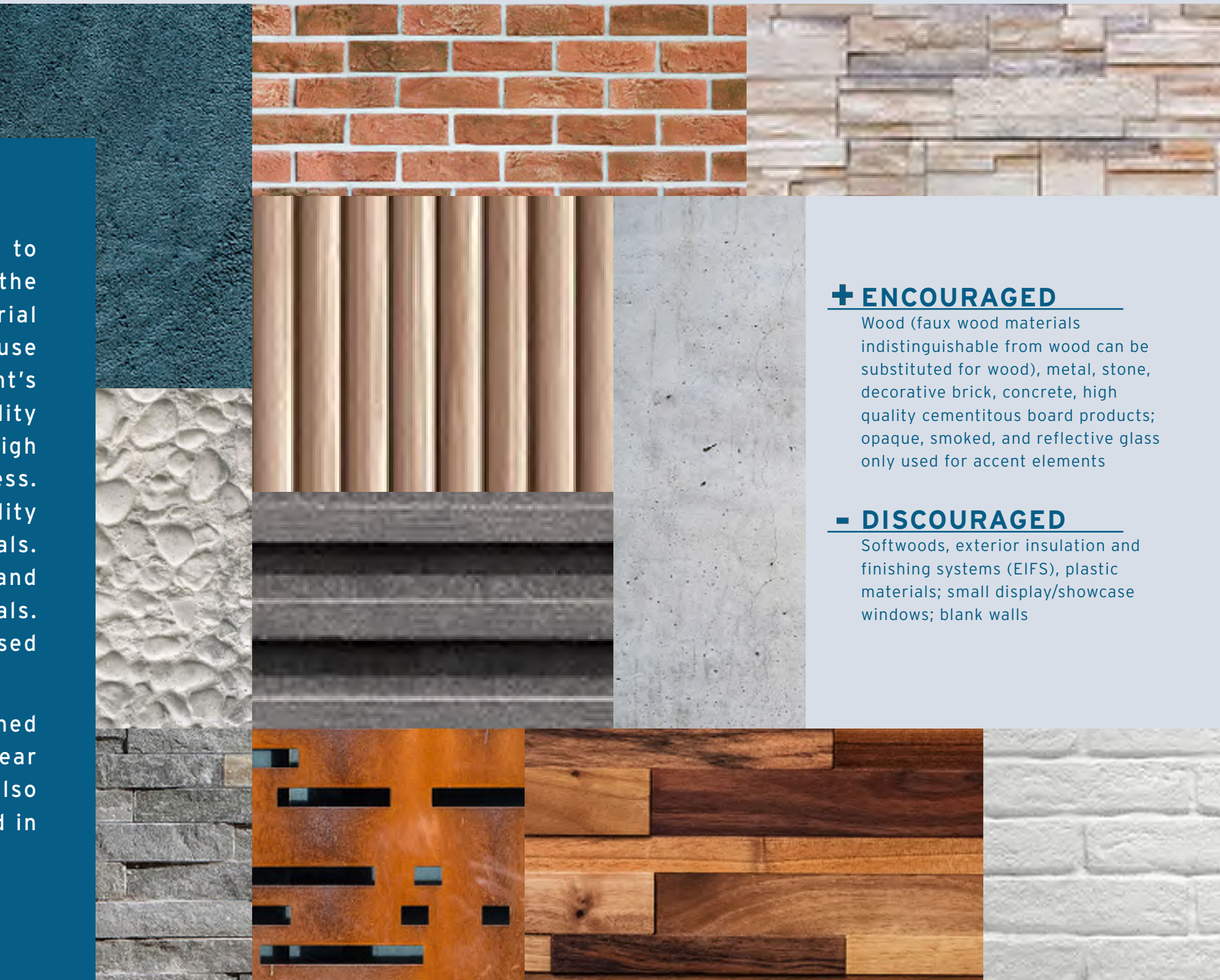
Regardless of the material, buildings should be designed with intentionality in massing and style to create clear distinctions of scale and detail. Buildings should also reflect a coherent Urban Design character as described in the design zones documented previously in Section 4.1.

+ ENCOURAGED

Wood (faux wood materials indistinguishable from wood can be substituted for wood), metal, stone, decorative brick, concrete, high quality cementitious board products; opaque, smoked, and reflective glass only used for accent elements

- DISCOURAGED

Softwoods, exterior insulation and finishing systems (EIFS), plastic materials; small display/showcase windows; blank walls



RETAIL FACADE COLOR

Exhibit H



Colors create variety that brings streetscapes to life. The choice of colorful materials or paint are very important in creating a thriving retail environment. Colors within a single facade should be complementary while celebrating the Tenant's unique brand and personality.

- Colors will be used to tie together all parts of the storefront architecture.
- The color scheme should take into consideration and complement adjacent storefronts
- The landlord will ultimately be responsible for approving all color palettes.

+ ENCOURAGED
Unique and cohesive color palettes

- DISCOURAGED
Use of too many colors on an individual storefront, conflicting color schemes on adjacent storefronts, same color on adjacent storefronts



RESIDENTIAL FACADE COLOR

Exhibit H



The choice of color is very important in crafting a fantastic mixed use environment. Colors should be considered in both materiality and paint. Colors should be coordinated and complement one another.

- Colors will be used to tie together all parts of the architecture.
- The color scheme should take into consideration and complement adjacent building designs.
- The Property Management team will ultimately be responsible for reviewing and approving all facade color palettes.

+ ENCOURAGED

Unique and cohesive color palettes

- DISCOURAGED

Use of too many colors on any one facade, conflicting color schemes



THE DISPLAY ZONE

Exhibit H



Vision Windows

The transparent portions of storefront are a Tenant's primary means of marketing to passing customers, either as pedestrians or in passing vehicles. The display of products and services adds visual variety, light, and color to the streetscape.

Creative solutions for restaurant windows are encouraged, such as ledges for seating both inside and out or garage doors rolling open to create more room. Floor to ceiling glass doors are also permitted, depending on Landlord's approval.

1. In any 50-foot increment of a Tenant facade exposed to a public way, a minimum of sixty percent (50%) of the frontage should be vision windows or doors. Opaque glazing elements do not contribute to vision window area Exception: Landlord may allow that businesses with significant security concerns (jewelry stores, banks, etc.) May reduce visible exposure, or with very creative store Brand-Expression.
2. UV protected glass or films should be used to minimize discoloration of merchandise.
3. Tenants may use window tinting, films, canopies, and UV-reflective coatings to protect from solar damage. Glass tinting, operable shades, or any other application that decreases visibility will require the Landlord's written approval.

Vitrines and Bay Windows

Where approved as part of a shopfront design, recessed and projecting storefront elements with glazed elements and display windows may contribute to the overall length of vision window.

STOREFRONT AND ENTRIES

Exhibit H



The **Storefront** is the system of glazing used between the structural elements of a complete shopfront. The systems may be classified as windows, bay windows, storefront, window wall, curtain wall, or assembled using custom framing solutions and glazing. As retail demising varies throughout, storefront glazing may be replaced with a solid infill to conceal Tenant demising walls.

Doors and entries may contrast with or complement the storefront framing systems.

1. Slopes in sidewalk zones may require recessed entries and curbs at the base of glazing systems to transition from exterior to interior. See Architectural drawings.
2. Curbs and other solid elements for glazing that contributes to the minimum 50% glazed storefront frontage must be no higher than 2.5 feet
3. All enclosure systems must provide a secure weather enclosure.
4. Vertical elements may be used to break up large areas of storefront glazing and may occur at the edges of a storefront to frame the windows or provide a complementary material within a group of windows.
5. Opaque, frosted, and milky panels within the primary storefront may not cover more than thirty percent 30% of storefront glazed area.
6. Vertical storefront panels may provide opportunities for the location of secondary storefront signage.
7. Amount of coverage by panels within the secondary storefront zone depends on Landlord approval.
8. Solid infill panels may match the storefront framing finishes or may introduce contrasting or complementary materials.
9. All storefront materials should be compatible with, and complementary to, the overall storefront design.

BAYS AND RECESSES

Exhibit H



Tenant enclosures may include projections no more than two feet (2'-0") from the Tenant's lease line unless otherwise approved by Owner. Recessed areas have no limits. With this, Tenants may be allowed to "push" or "extend" their storefronts beyond the designated sidewalk merchandising zone within the "Display Zone" not to extend into the Public Right-of-Way.

Recessed doors are encouraged because of their sheltering benefits and the variety they bring to the streetscape.

- The outer face of a shopfront may extend two feet (2'-0") into the sidewalk beyond the lease line. All shopfront projections must be within the building setback lines adjacent to vehicular rights of way.
- Shopfront projections may not inhibit a clear pedestrian pathway.
- Shopfront projections may not require alterations to base building architecture or landscape features unless approved by the Landlord.



AWNINGS AND CANOPIES

Exhibit H



An **awning or canopy** is any overhead structure on a frame attached to a building facade and projecting outward. They are used to protect shoppers, outdoor seating, and merchandise from the elements. They tell customers where shops are located, announce entrances, provide surfaces for marketing/branding, and provide shelter.

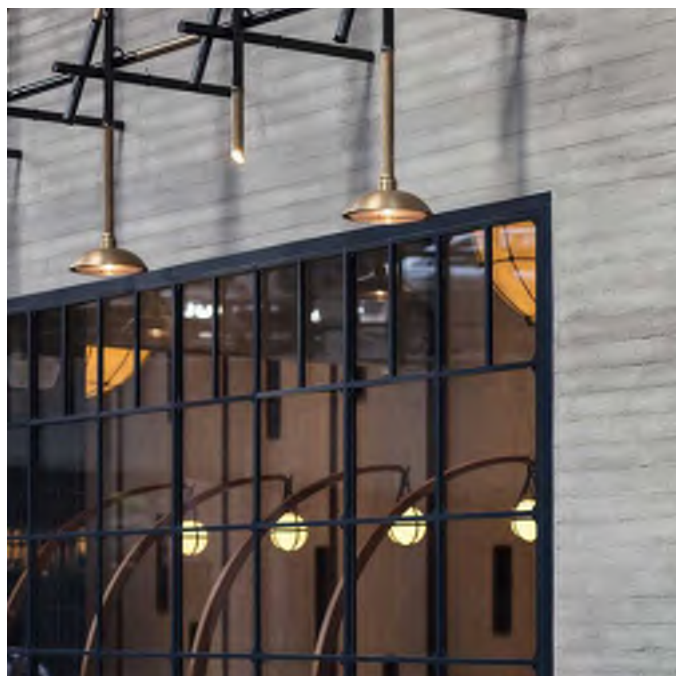
Where the Owner has not already built canopies or awnings above a tenant's storefront, Tenants may provide awnings and canopies above their storefront, with approval by the Owner. To ensure a variety of facade strategies, some Tenants may be denied the ability to add awnings and/or canopies, depending on neighboring conditions, adjacent landscape plantings, architectural form, structural attachments, and other physical constraints.

Materials must be durable and fire/fade resistant. Awnings should be on a metal structure with a suitably attractive finish. Fabric and plastic canopies are less preferred due to lack of durability. Canopies should be constructed using metal, glass, or treated wood. Creativity and variety is highly encouraged in designs.

- Retail uses are allowed a maximum projection of five feet (5'-0") from the outermost building face
- Restaurant uses are allowed a maximum projection of ten feet (10'-0") from the outermost building face
- All projections must remain four feet (4'-0") behind vertical plane at the face of the curb line below.
- All projections should be designed to enhance the architectural style of the associated storefront below.
- Projections may be retractable.
- Projections may extend beyond neutral piers to neighboring tenants, but all attachments must be structurally supported only within the Tenant's frontage length.
- Roofs shall be designed to accommodate water drainage away from the base-building. Coordinate required internal drainage with base building architecture.
- Projections may contain lighting features.

ILLUMINATION

Exhibit H



Building lighting is instrumental in the activation and success of a streetscape. Building lighting is used for the illumination of the building facade, architectural embellishments, storefronts, signs, landscaping associated with store, and building entrances. Used appropriately, lighting can articulate the streetscape in a unique and creative way while also providing for a sense of security after nightfall.

- Tenants are required to keep the front five feet (5'-0") of the interior of the store lit at all times (24/7).
- Light fixtures used for Storefront Lighting should be appropriately scaled to the building facade. They are to be concealed or shielded with diffusers or refractors to avoid glare towards pedestrians, vehicles, building interiors, or the sky.
- Fixtures used for illumination of architectural features should not project direct lighting beyond intended elements. Visible bulbs, colored bulbs, blinking or flashing lights (except as used for seasonal ornamentation), floodlighting, high intensity discharge lighting, or fluorescent lighting, are all prohibited. Neon lighting is not allowed in storefront window display.
- Gooseneck fixtures, sconces, pendants, lanterns, or low-wattage accent spotlights that are traditionally styled or contemporary styled fixtures in traditional form are encouraged. Storefront facades and recessed doorways must always be lit, or as directed by the Owner.

SIDEWALK RETAIL ZONE

Exhibit H



The Activity + Restaurant Zone is an area of the sidewalk directly in front of the storefront that Tenants can use for further marketing / merchandising beyond the envelope of the building. Tenants can use this area to “beautify” their shop with flower boxes and add benches to encourage pedestrians to pause in front of the store.

- Semi-permanent objects such as ground signs and seating are permitted in this area.
- Tenants are encouraged to utilize and maintain potted plantings along their storefront, particularly in front of building piers.
- Tenants design must be coordinated with any Owner to installed site amenities within the Storefront Activity + Restaurant Zone.

Exhibit H

TENANT SIGNAGE

TENANTS' SIGN DESIGNS ARE KEY TO CREATING SUCCESSFUL RETAIL ENVIRONMENTS.

UNLIKE TRADITIONAL SHOPPING CENTERS WITH UNIFORM SIGN DESIGNS, MIXED-USE CENTERS GENERATE A SENSE OF PLACE SIMILAR TO TOWNS THAT HAVE EVOLVED OVER DECADES.

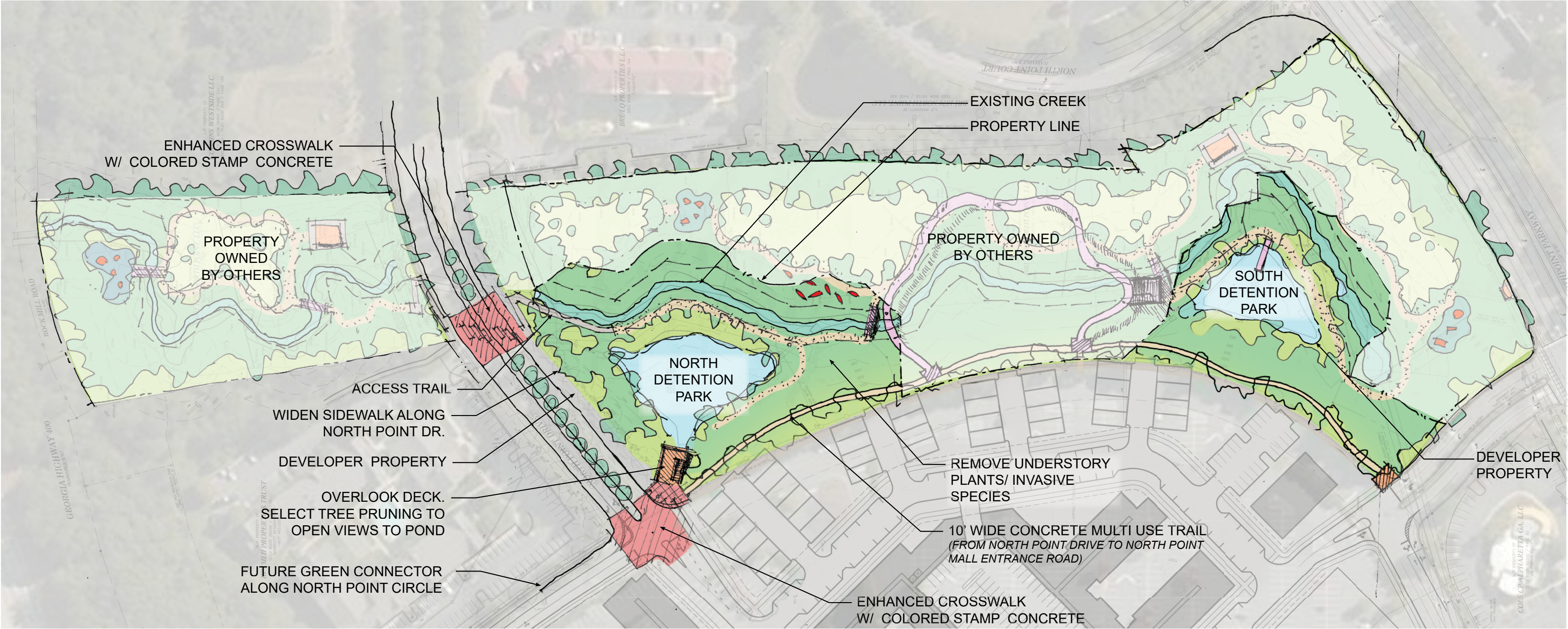
Successful places **encourage commercial tenants to promote their brand** through sign design. At the same time, some limitation and guideline for Tenants' design freedom helps hold a district together with a consistent identity and level of **quality that customers expect** from a modern public marketplace. This is more important in urban mixed-use setting than in traditional shopping centers.

To ensure the retail environment is engaging, unique and well detailed, these Tenant Sign Design Guidelines help the Tenants and the Property Landlord freedom to communicate through signs, but in a consistent language of form, color, and materials.

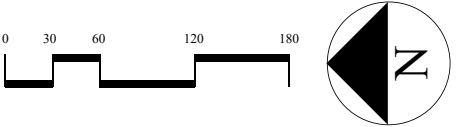
North Point will become the home of dozens of retailers and eateries, set within a new walkable semi-urban neighborhood unique to the City of Alpharetta. The commercial environment will **contribute to the vibrancy of the entire district** through an experiential blend of architectural expression and engaging streetscapes. The Tenant Sign Design Guidelines provide necessary standards to create a high-quality and diverse interface with the public realm.

Note: All diagrams in these guidelines are intended to show the extent and character of retail storefronts. They are not intended to be representative of any specific Tenants or retail categories. All images are for illustrative purposes only.





CONCEPT RENDERINGS SUBJECT TO CHANGE



NORTH POINT MALL PARK

ALPHARETTA, GEORGIA

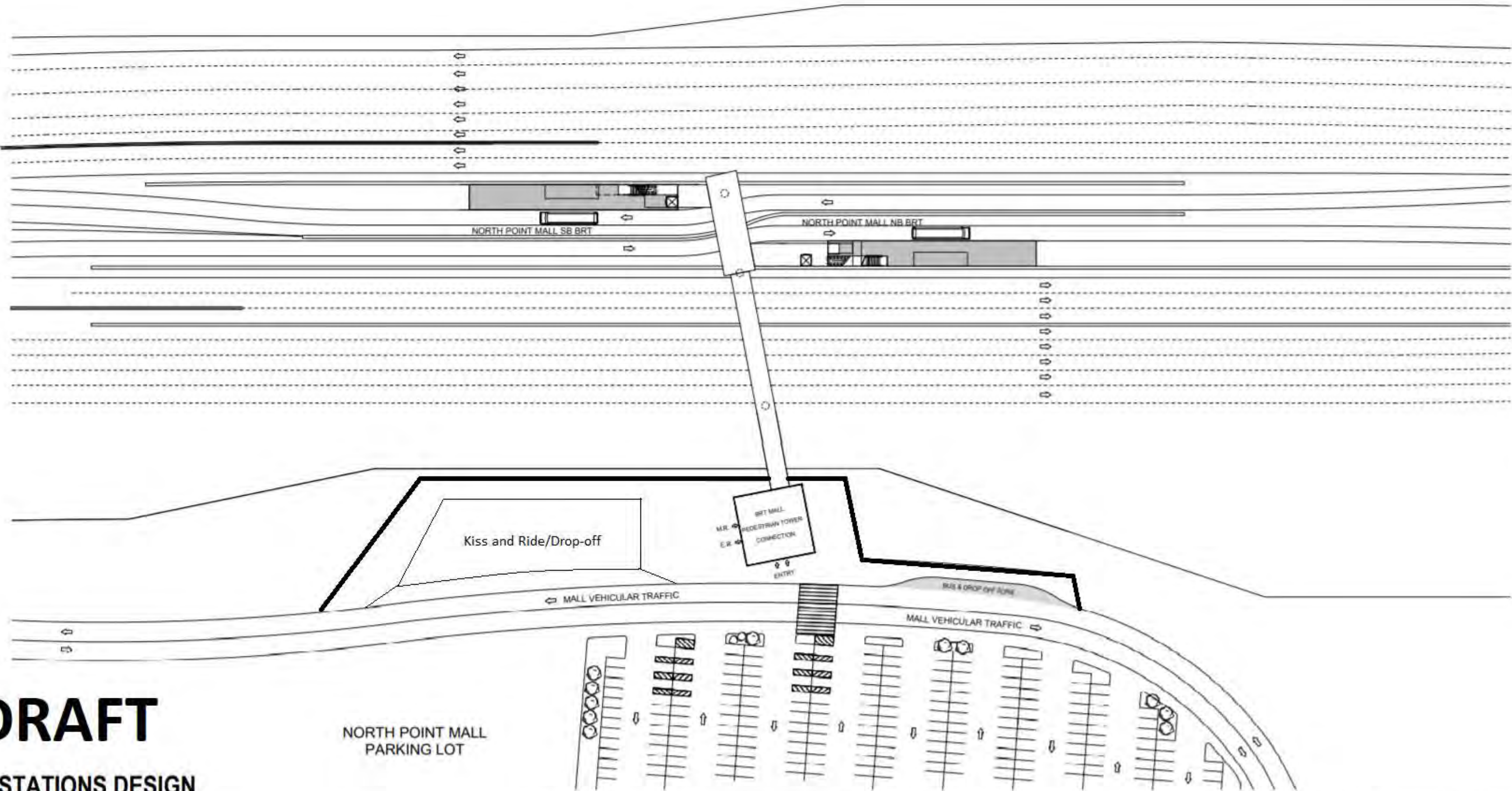
JULY 29, 2022



EXHIBIT G

NOTES

1. FOR GENERAL NOTES, ABBREVIATIONS, SYMBOLS, AND LEGENDS, SEE DRAWING A888



DRAFT

15% STATIONS DESIGN

								DESIGNED BY Designer	 GEORGIA 400 METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY		GEORGIA 400 BRT STATION ALTERNATIVE E1 NORTH POINT MALL SITE PLAN		CONTRACT NO.		
								DRAWN BY Author					DRAWING NO. A2 101	REV	
								CHECKED BY Checker	 425 Market Street 17th Floor San Francisco, CA 94105 TEL (415) 243-4800		SUBMITTED _____ APPROVED _____		SCALE 1" = 40' 0"		SHEET NO.
REV	DATE	BY	APP	REG. NO.	EXPRES	SEAL HOLDER	DESCRIPTION	DATE 01/24/2019							

EACH ZONE WILL MEET OR EXCEED THE POINT TOTAL REQUIRED BY THE UDC SECTION 2.10 - NORTH POINT OVERLAY. EXCESS POINTS IN ANY ZONE MAY BE APPLIED TO FUTURE ZONES.

ESTIMATE ECODISTRICT POINT ACHIEVEMENT

ZONE 1

- NATIONAL GREEN BUILDING STANDARD (MF BUILDING)
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 2

- NATIONAL GREEN BUILDING STANDARD (MF BUILDING)
- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 3

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

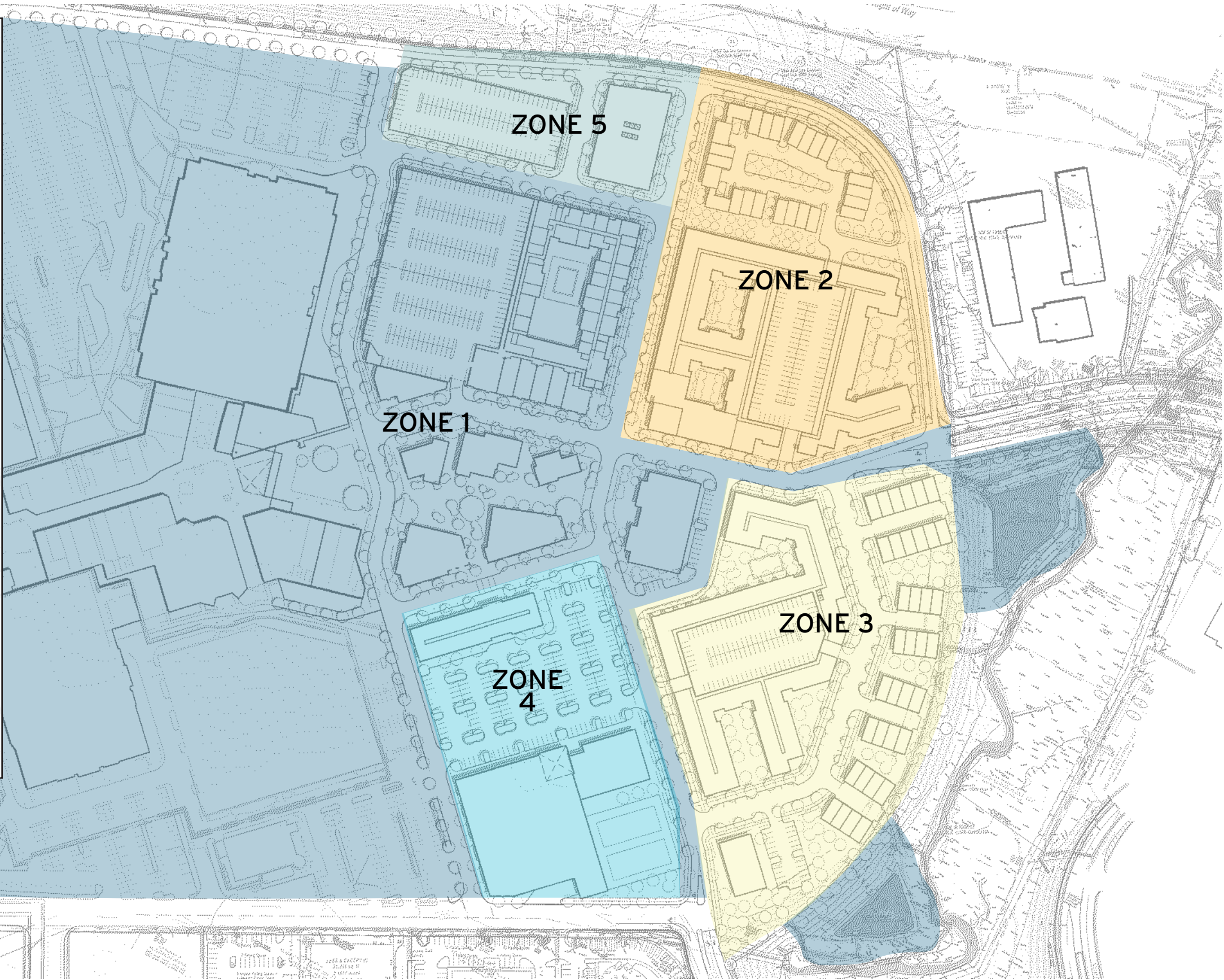
ZONE 4

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

ZONE 5

- WATER EFFICIENCY IN BUILDING DESIGN (NEW RETAIL BUILDINGS)
- BIO-RETENTION
- SUSTAINABLE LANDSCAPING
- ENHANCED BICYCLE AMENITIES

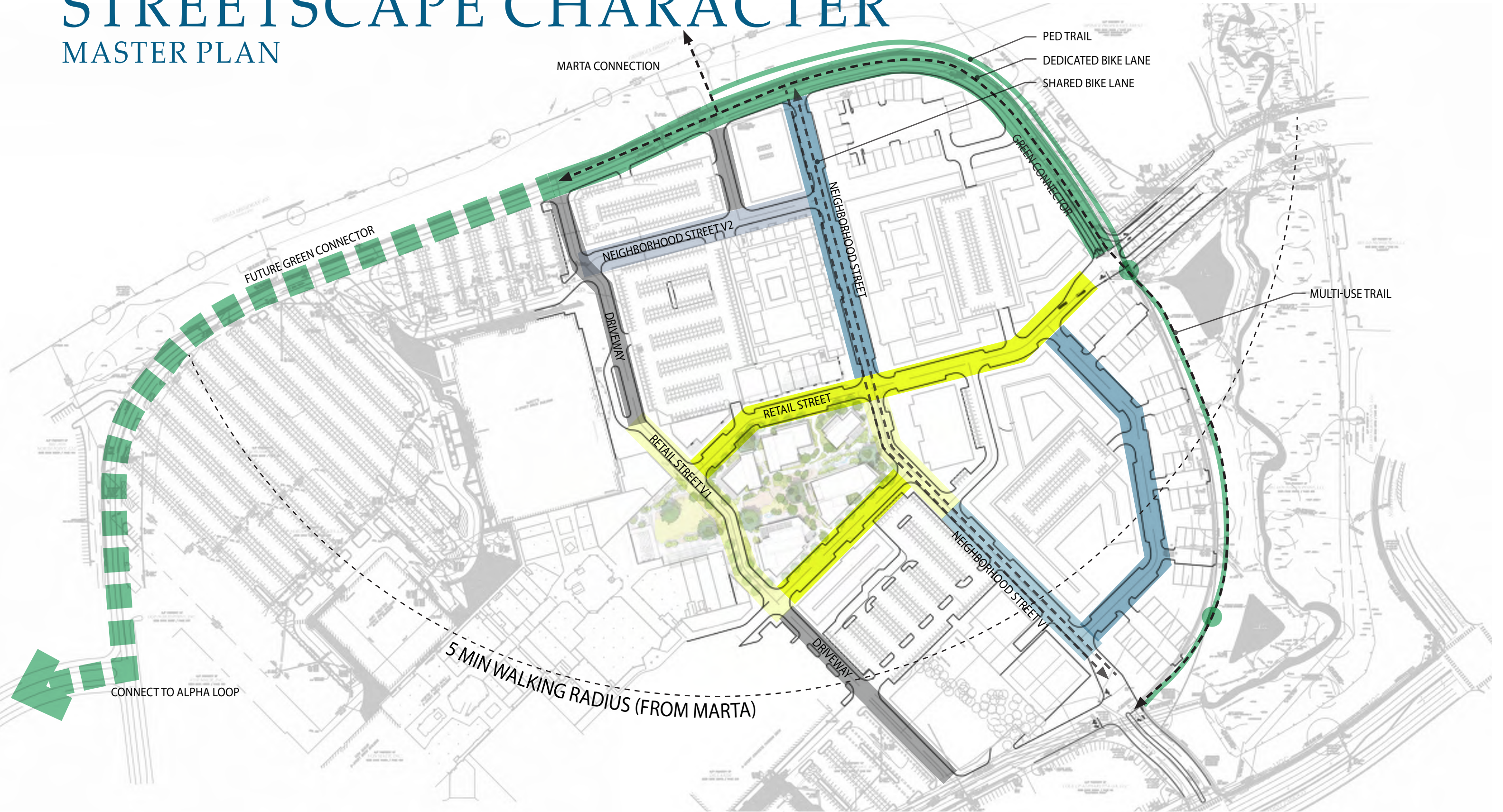
ESTIMATED 39 TOTAL ECODISTRICT POINTS



STREETSCAPE CHARACTER

MASTER PLAN

Exhibit D



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



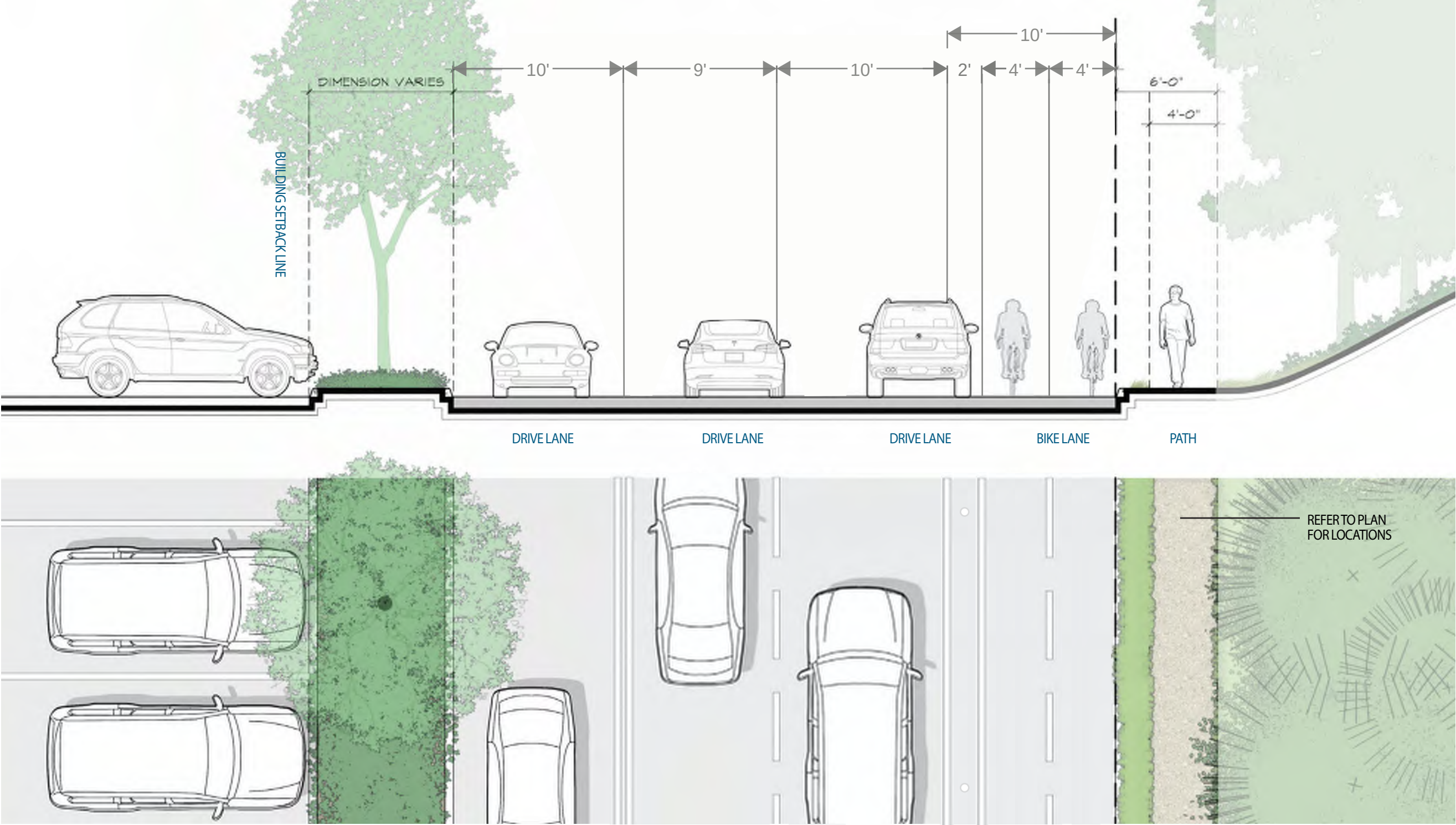
studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

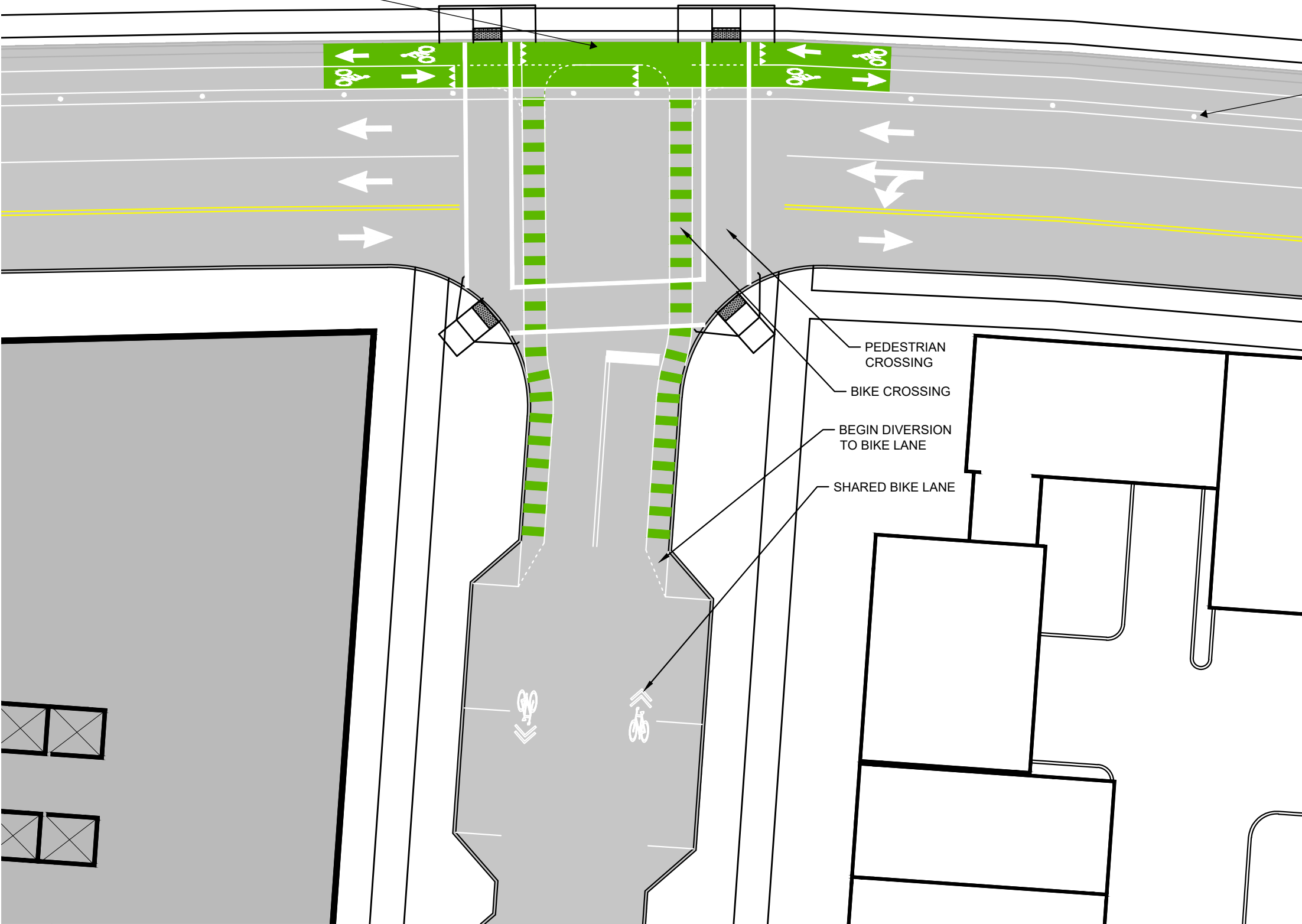
STREETSCAPE CHARACTER

STREET TYPES - GREEN CONNECTOR STREET

Exhibit D



MAJOR INTERSECTIONS AND CROSSINGS WILL BE PAINTED



STREETSCAPE CHARACTER

STREET TYPES

Exhibit D



GREEN CONNECTOR



NEIGHBORHOOD STREET



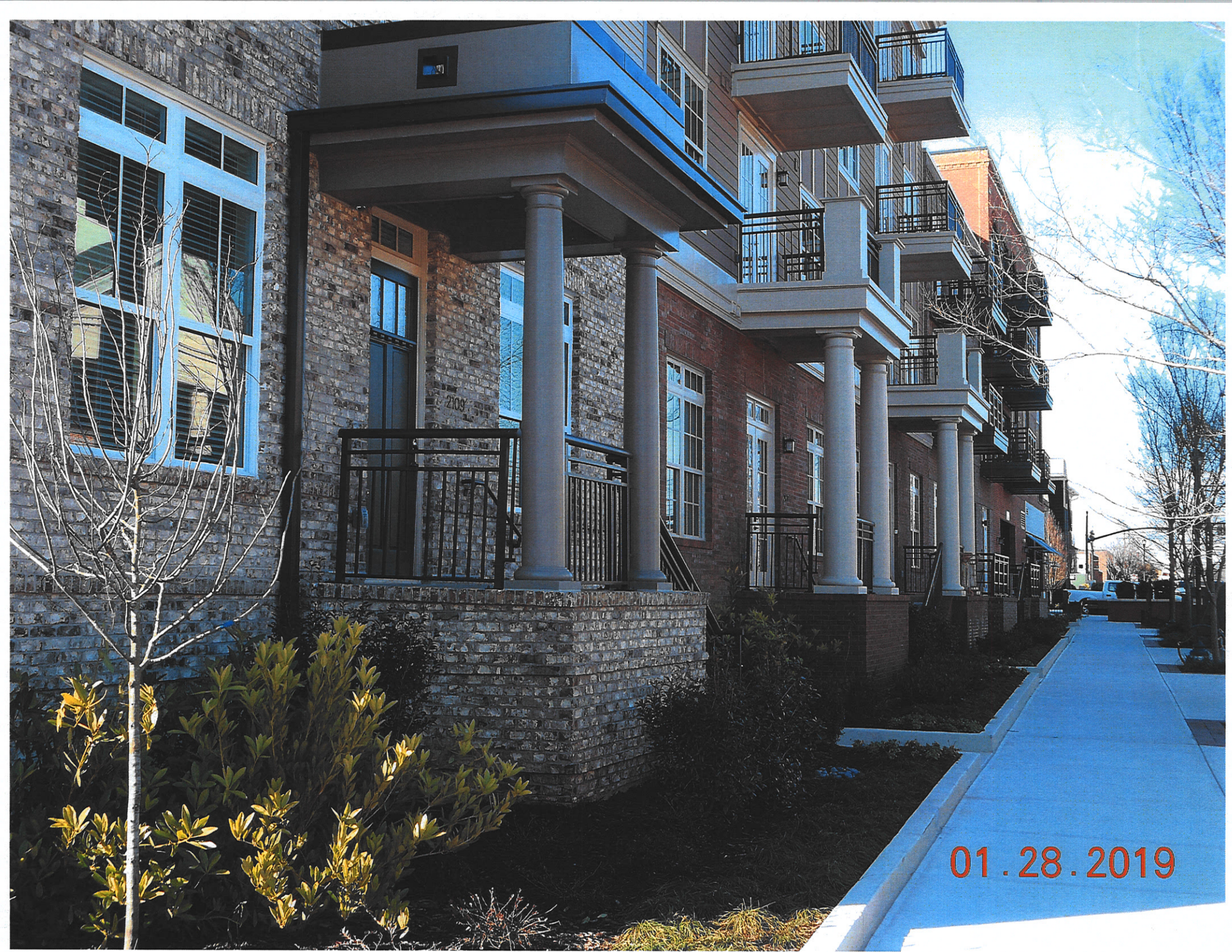
RETAIL CORE



EXHIBIT

B





01.28.2019





2107

2105

01.28.2019



01.28.2019



01.28.2019



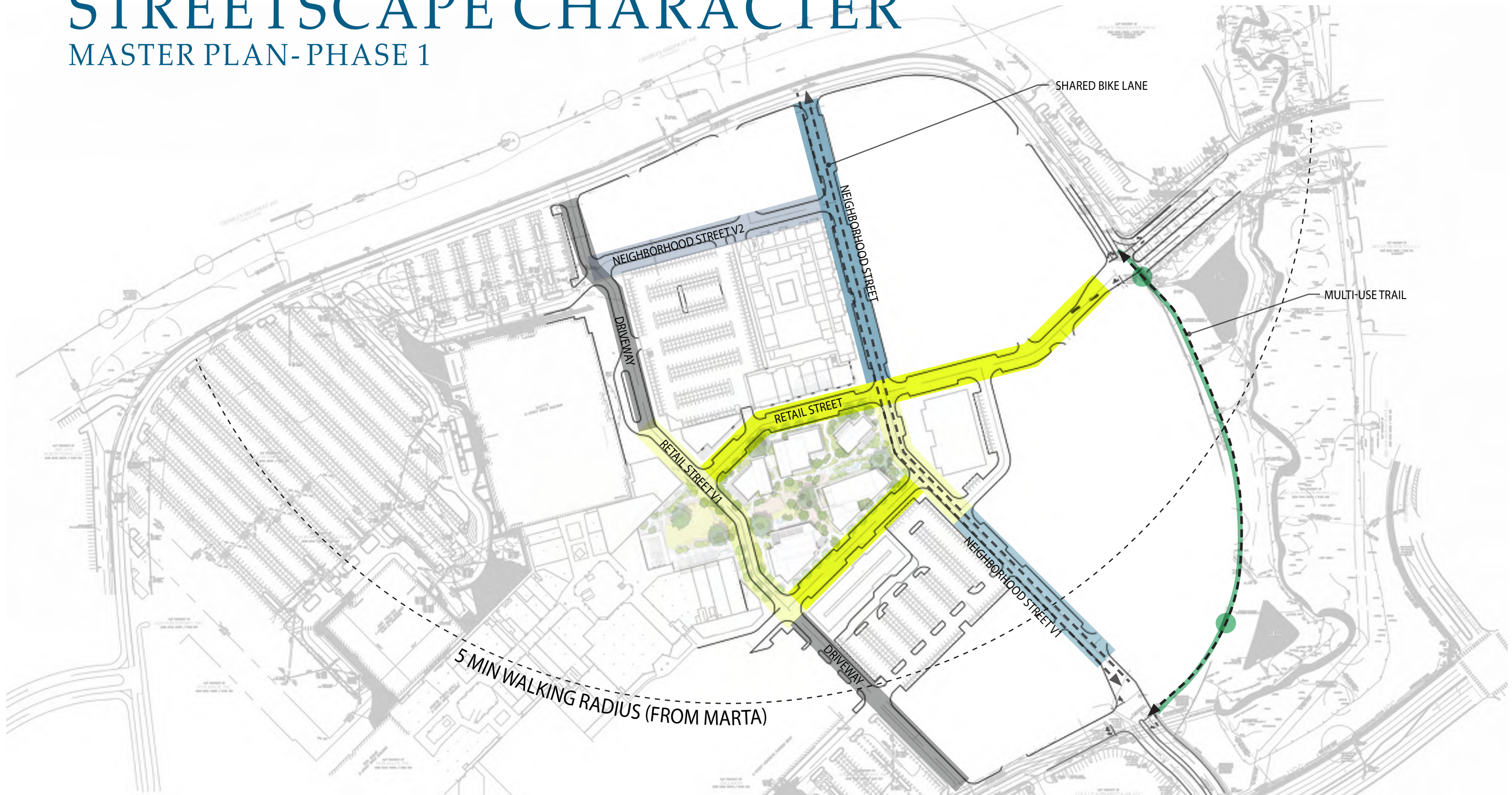
01.28.2019



01.28.2019

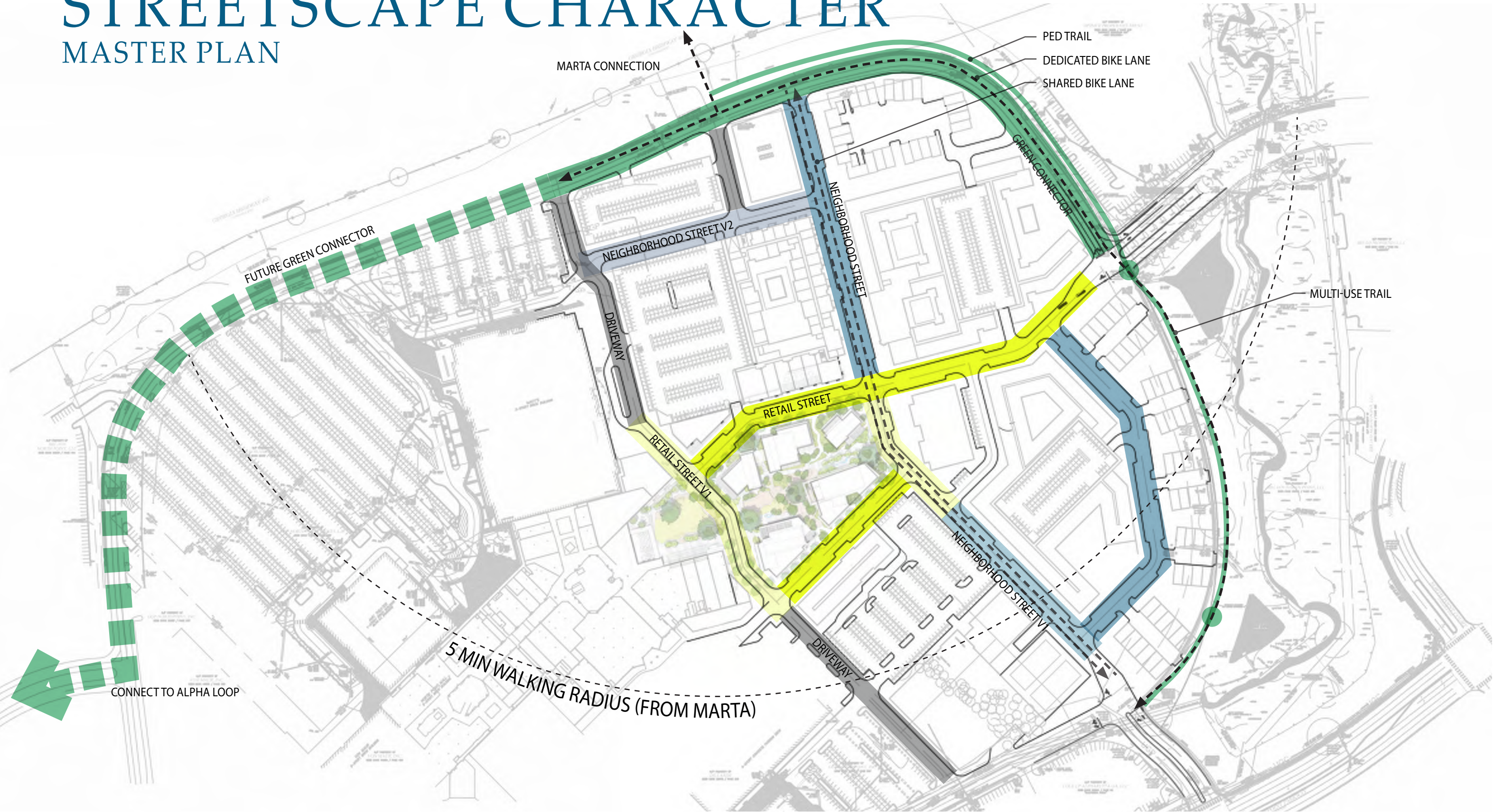
STREETSCAPE CHARACTER

MASTER PLAN-PHASE 1



STREETSCAPE CHARACTER

MASTER PLAN



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK



studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

STREETSCAPE CHARACTER

STREET TYPES



GREEN CONNECTOR



NEIGHBORHOOD STREET



RETAIL CORE





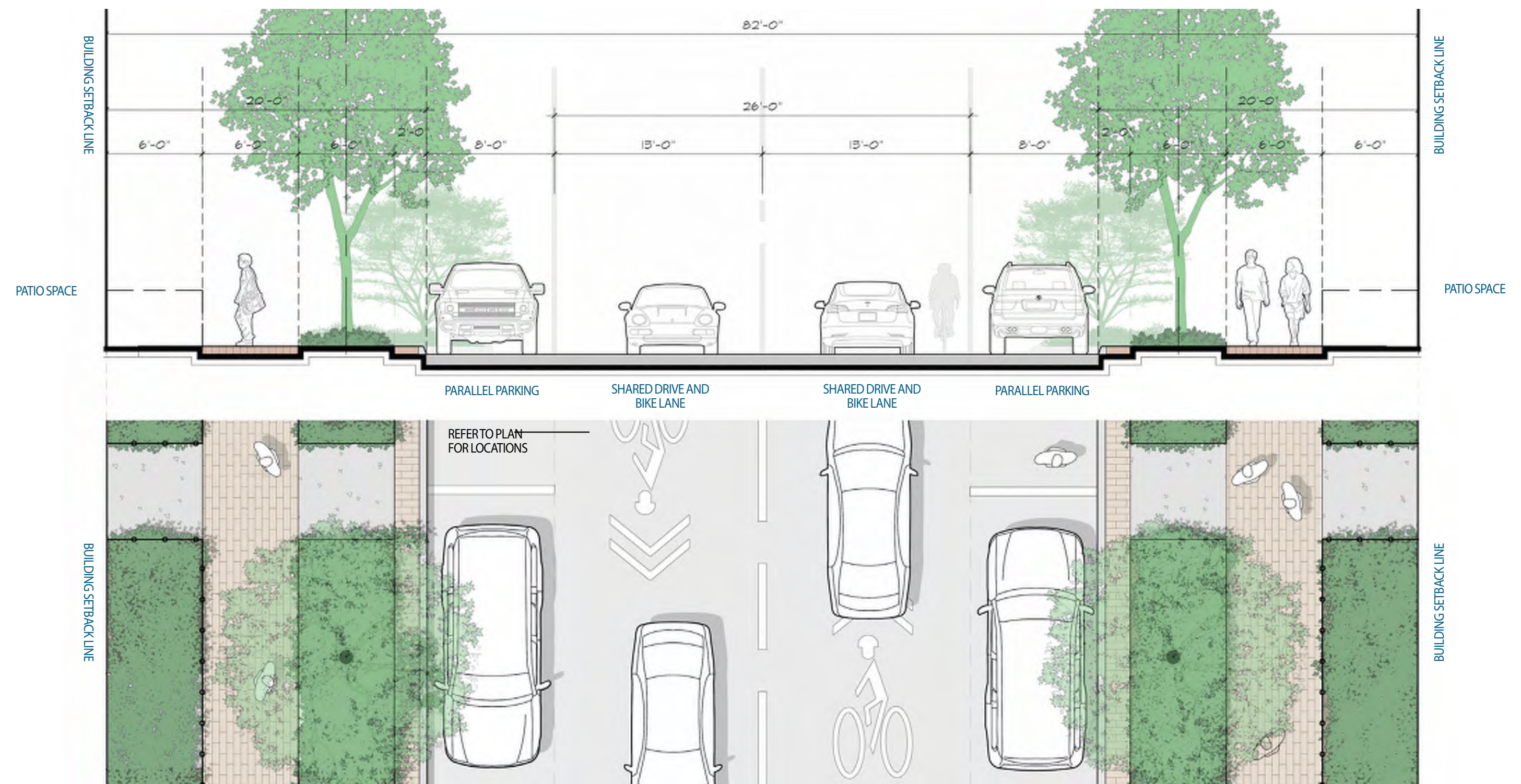
2.2

STREET SECTIONS

STREETSCAPE + OPEN SPACE

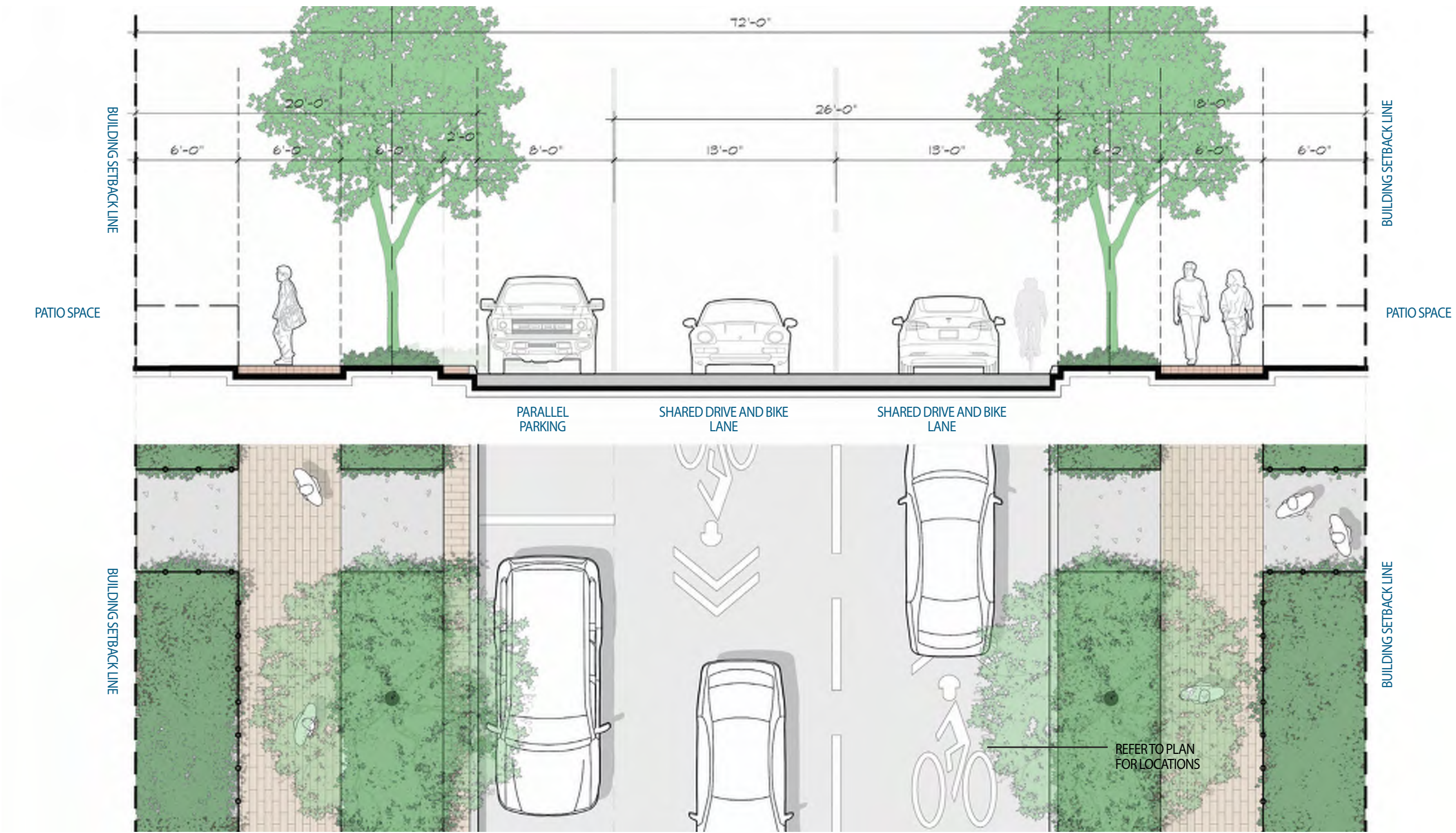
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET



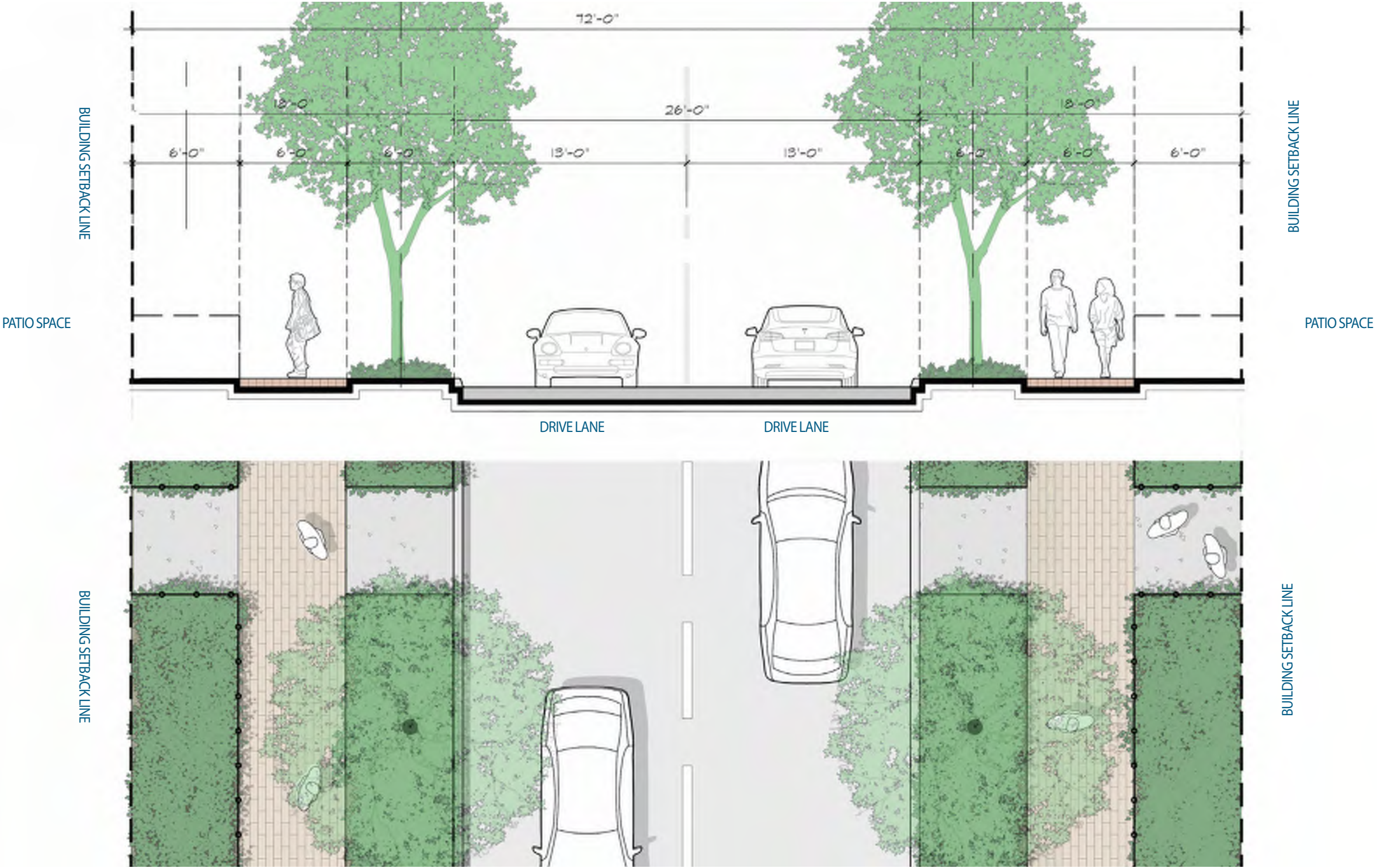
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET V1



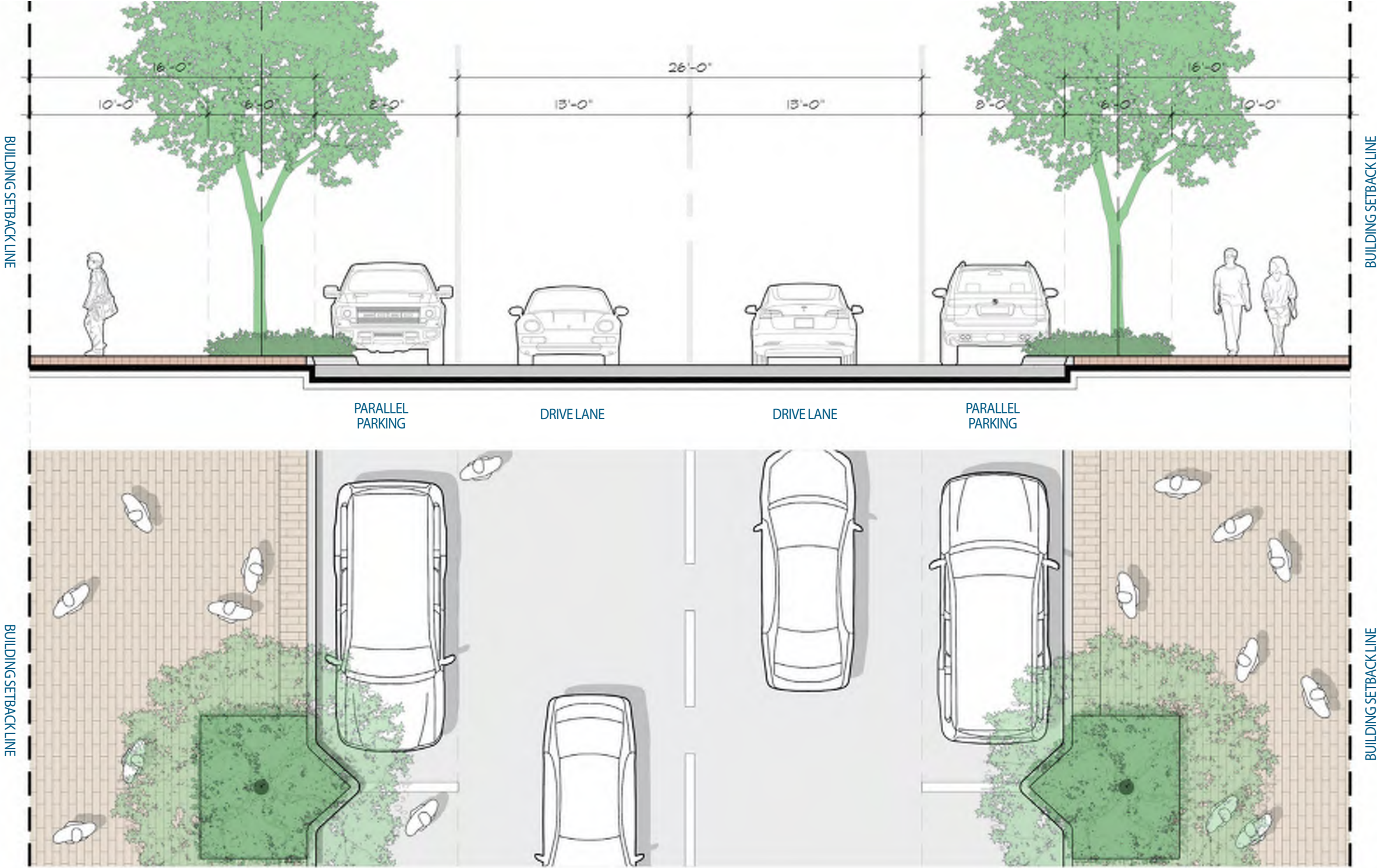
STREETSCAPE CHARACTER

STREET TYPES - NEIGHBORHOOD STREET V2



STREETSCAPE CHARACTER

STREET TYPES - RETAIL STREET



©2021 Torti Gallas + Partners | Grimke School, 1923 Vermont Ave NW
2nd Floor, Washington, DC 20001 | 301.588.4800



TRADE MARK

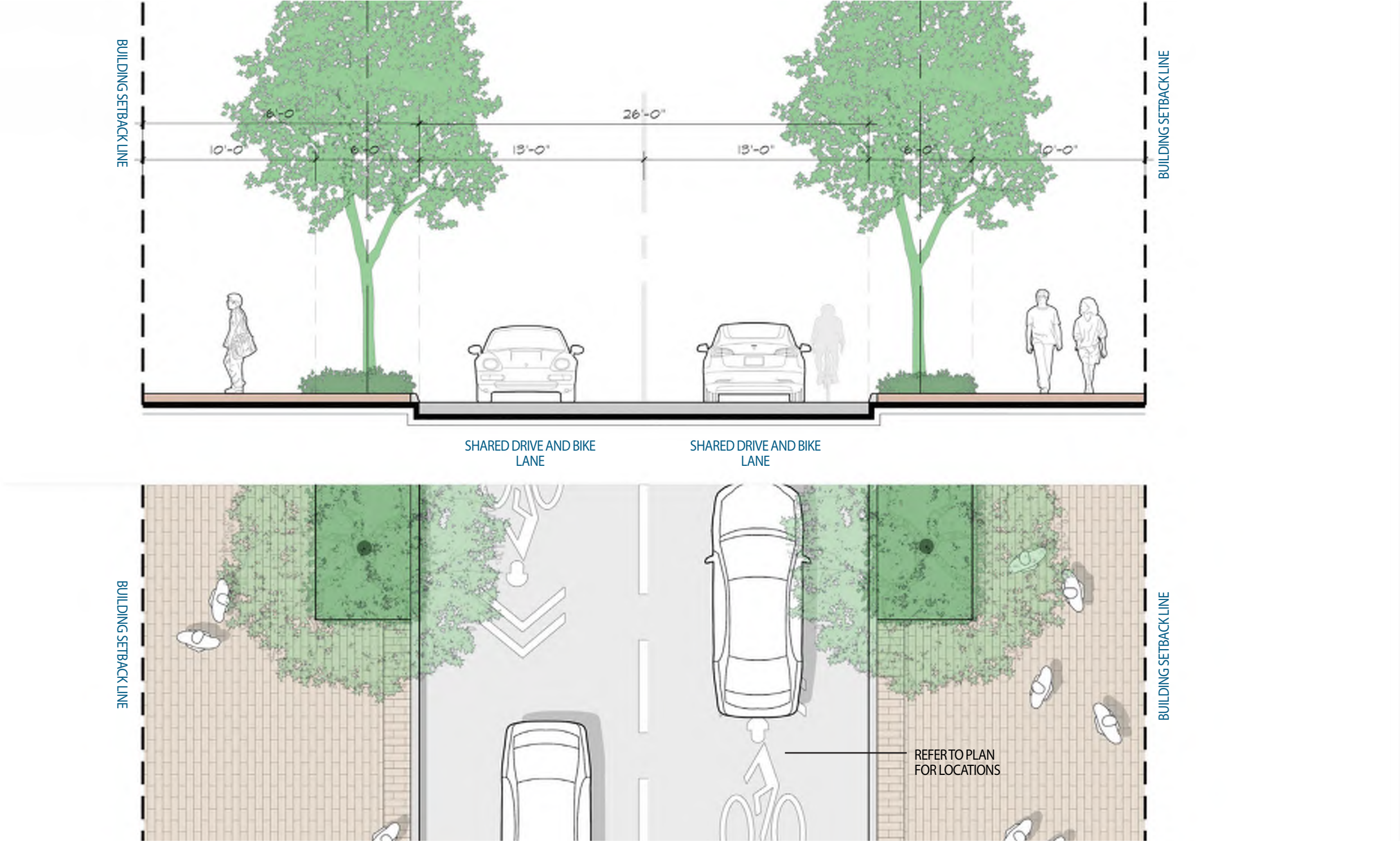


studioOutside Kimley»Horn

REZONING APPLICATION EXHIBITS
NORTH POINT MALL - ALPHARETTA, GA

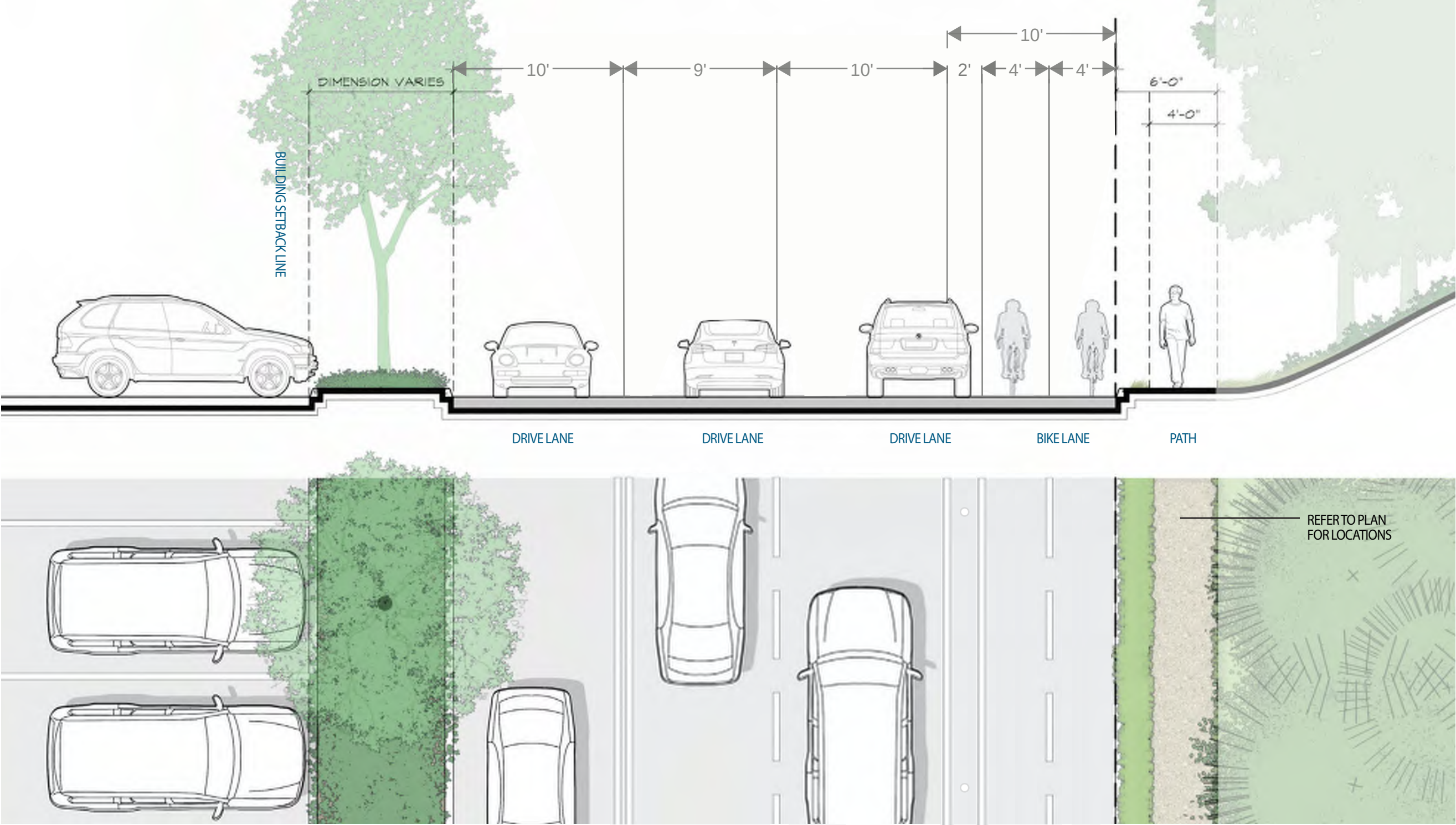
STREETSCAPE CHARACTER

STREET TYPES - RETAIL STREET V1



STREETSCAPE CHARACTER

STREET TYPES - GREEN CONNECTOR STREET



STREETSCAPE CHARACTER

STREET TYPES - DRIVEWAY

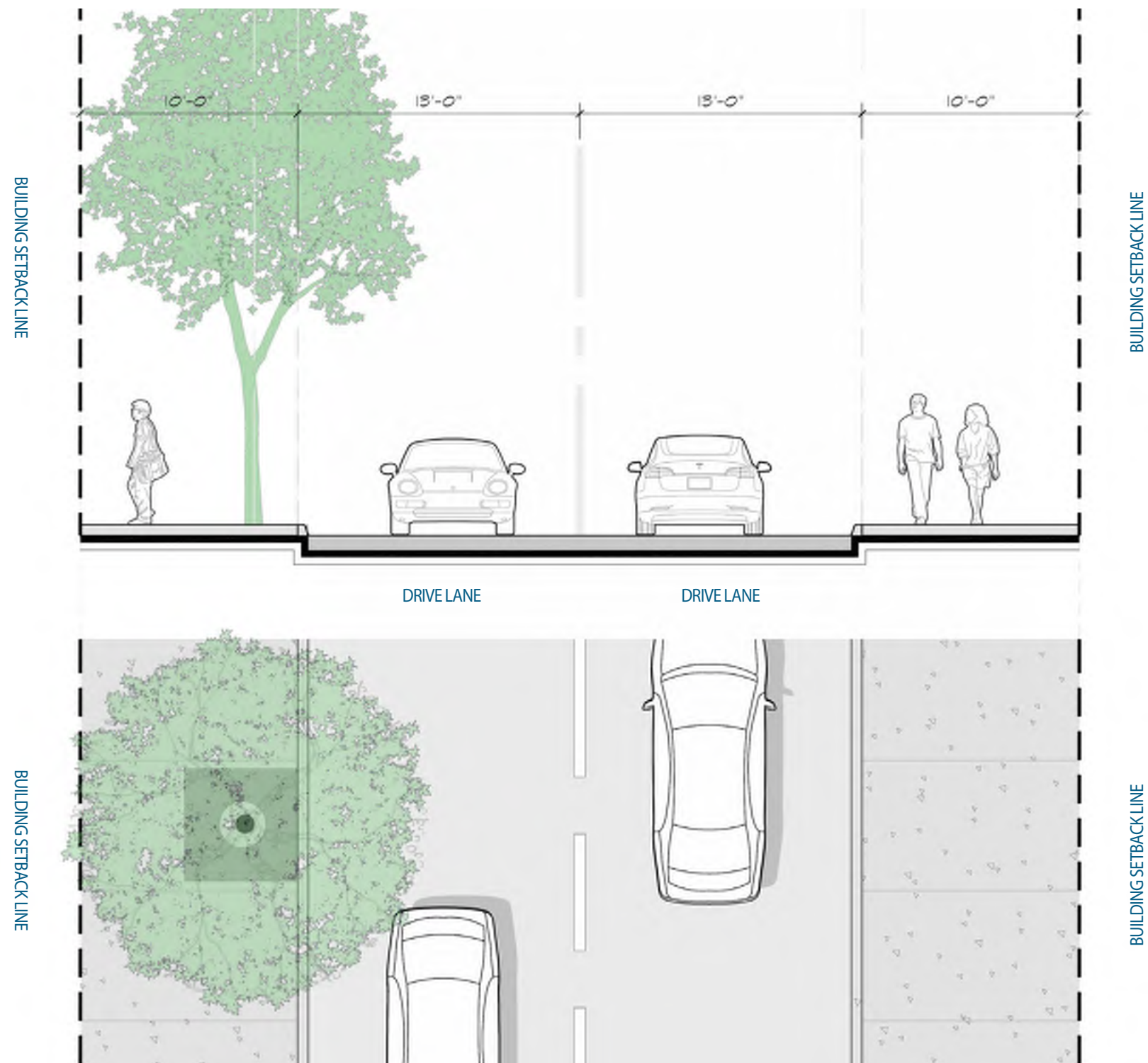


EXHIBIT A

