



DEVELOPMENT AUTHORITY MEETING
SPECIAL CALLED SESSION
DECEMBER 12, 2022

ALPHARETTA CITY HALL
THIRD FLOOR EXECUTIVE CONFERENCE ROOM #318
2 PARK PLAZA
12:45 PM

I. CALL TO ORDER

II. ROLL CALL

III. STATEMENT OF PURPOSE

The Development Authority of Alpharetta is granted powers and jurisdiction through the State of Georgia General Assembly and a resolution adopted by the Alpharetta City Council on September 3, 1996. The function of this Authority is to promote the public good and general welfare, trade, commerce, industry, general tax base and the employment opportunities available in the City of Alpharetta.

IV. CONSENT AGENDA

A. Approval of November 15, 2022 Development Authority Meeting Minutes

V. OLD BUSINESS

A. Alpha Loop Foundation Memorandum of Understanding

B. Windward Technical Assistance Panel Funding

VI. WORKSHOP

A. Development Authority Bus Tour

The Development Authority will embark on a tour of properties in the City of Alpharetta via bus. This tour is open to the public and will begin and conclude in front of City Hall. The bus will depart City Hall at 1:05 pm and return to City Hall at approximately 3:00 pm. Attached is a map of areas of interest that the Development Authority plans to see from the bus. After the tour has begun, the bus will not make any stops until the tour concludes and the bus returns to City Hall.

VII. ADJOURNMENT



DEVELOPMENT AUTHORITY MEETING

UNAPPROVED MEETING MINUTES

November 15, 2022

ALPHARETTA CITY HALL
EXECUTIVE CONFERENCE ROOM #318
2 PARK PLAZA
5:00 PM

This summary is provided as a convenience and service to the public, media, and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. This document includes limited presentation by Development Authority and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. CALL TO ORDER

- ❖ Chairman Jack Nugent called the meeting to order at 5:02 p.m.

II. ROLL CALL

- **Board Members Present:**
 - ❖ Jack Nugent (Chair)
 - ❖ Morgan Smith
 - ❖ Jill Bernard
 - ❖ John Goss
- **Board Members Absent:**
 - ❖ David Chatham
 - ❖ Shawn Allen
- **Staff present:**
 - ❖ Kathi Cook, Director of Community Development
 - ❖ Charlotte Christian, Economic Development Coordinator
 - ❖ Greg Mayfield, Development Authority Legal Counsel

III. STATEMENT OF PURPOSE

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- ❖ Chairman Jack Nugent read the statement of purpose.

IV. CONSENT AGENDA

A. Approval of Meeting Minutes

- ❖ Board Member John Goss offered a motion to approve the Development Authority Meeting Minutes from October 18, 2022.
 - Board Members Morgan Smith and Jill Bernard seconded the motion.
 - The motion was approved 4-0.

V. OLD BUSINESS

A. Alpha Loop Foundation Memorandum of Understanding

- ❖ **DEFERRED:** *Given that Members John Goss and Morgan Smith were also members of the Alpha Loop Foundation board, they had made it known that they planned to recuse themselves from the vote on this item. Before calling the meeting to order, Chairman Jack Nugent noted that the Authority would not have quorum to vote on this item and made the determination to defer this item to a future meeting.*

VI. PARTNER UPDATE

A. Karen Cashion, CEO and President of Tech Alpharetta

- Ms. Cashion presented updates on Tech Alpharetta's most recent events and programing. Tech Alpharetta is currently housing 44 start-ups, 2 of which joined within the last 2 weeks, and several startups have received introductions to board enterprise companies. They have a women's forum mentorship program that currently connects female tech executives with female students at Innovation Academy High School and Morgan Stanley is currently working on an app that would allow them to expand that program.
- ❖ No action was taken on this item. This presentation was for information purposes only.

B. Deborah Lanham, CEO and President of the Alpharetta Chamber of Commerce

- Ms. Lanham presented updates on the Alpharetta Chamber's Downtown initiative including recent marketing promotions, planned events, membership, and the projected 2023 budget. A copy of that presentation is included as an attachment to these minutes.
- ❖ No action was taken on this item. This presentation was for information purposes only.

C. Charlotte Christian, City of Alpharetta Economic Development Coordinator

- Ms. Christian provided updates on the City's Economic Development division including upcoming corporate tours, recent involvement with industry conferences, and recent marketing initiatives.
- Ms. Christian also provided updates on research and planning initiatives including the Economic Strategic Plan, the ongoing LCI focusing on South Main, an active Request for Proposal for an LCI focusing on the Windward area, and the status of the Technical Assistance Panel application to the Urban Land Institute.
- ❖ No action was taken on this item. This presentation was for information purposes only.

D. Kathi Cook, City of Alpharetta Director of Community Development

- Director Cook provided a brief synopsis of the proposed development plan for the North Point Mall presented before City Council at their meeting on November 7, 2022. Director Cook explained that the applicant may reapply in 6 months.

❖ No action was taken on this item. This presentation was for information purposes only.

- Economic Development Coordinator Charlotte Christian discussed a preliminary plan for a bus tour for Development Authority members. Having requested availability from the Development Authority members, the tour has been tentatively scheduled for Monday, December 12th.
- Counselor Greg Mayfield explained that the logistics needed to adhere to the Open Meetings Act.

❖ Chairman Jack Nugent proposed the Authority at 12:45 p.m. on December 12, 2022, as a special session to vote on the Alpha Loop Foundation Memorandum of Understanding before departing on the tour.

- Ms. Christian noted that the public would be properly notified and invited to attend. She indicated that she and Economic Development Manager Lance Morsell would work with Mr. Mayfield to plan the meeting in accordance with the law.

VII. ADJOURNMENT

❖ With there being no further business to hear or discuss, Chairman Nugent adjourned the meeting at 6:12 p.m.

Respectfully submitted,
Charlotte Christian, Economic Development Coordinator



Alpharetta Development Authority Meeting

Tuesday, November 15, 2022



Progress Report Highlights – November 15, 2022

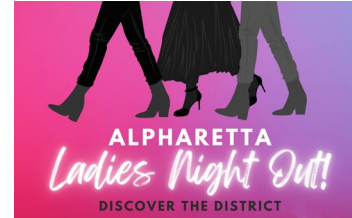
- DTA Website Gains Top Spot - #1 on Google Search results (#4 this past May 2022)
 - SEO goals reached
 - Added badges to DTA member businesses
 - Added Alpharetta Development Authority Board Members
- Digital Marketing Assets
 - Website – www.downtownalpharetta.com
 - DTA Logos
 - Social Media Profiles on FB, IG
- Downtown Business Leaders Meetings
 - Meet at City Hall first Wednesday of each month @ 2:00 – 3:00 PM
 - Engaging with business owners/managers and providing updates from city and other community partners like CVB
 - Listening to business share updates, concerns, ideas, questions, open dialogue and direct access to answers
- Advisory Council Recruitment
 - Time to recruit new members to ACR due to those who have dropped off. Seeing strong support from a few but need better representation from other pockets in the district.
- DTA Membership Growth – 52 Chamber Members



Highlights continued...

- Print Advertising Activity

- Appen Media ads for DTA/Ladies Night Out, Shop Local campaign
- Alpharetta Guidebook 2023
- James Magazine September/October issue pg. 45-49 feature on Alpharetta including DTA initiative



- Branded Collateral

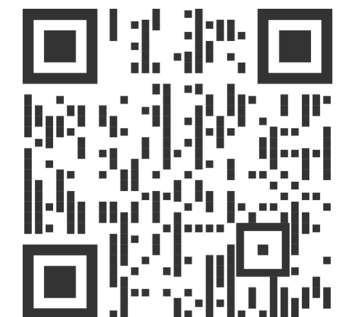
- DTA Stickers
- Window Clings for DTA Members
- Hats, T-shirts, other merchandise
- Banners, flags, floor banners
- Coasters for restaurants
- Signage for Sandwich boards



Highlights continued...

- Events
 - Food Truck Night Sponsor – August 2022
 - Ladies Night Out – September 2022
 - The Maxwell/Liberty Park Village Campaign – October 2022
 - Shop Local Shop Small – November 2022
 - Gift Wrap Shack – December 9, 2022
 - Sips of the Season – December 9, 2022

Alpharetta's
**SEASON of
CELEBRATION**



Selling the DTA



DISCOVER

The power of the Downtown Alpharetta District

Give your business the SUPPORT it needs and GROWTH you want!

JOIN
The Alpharetta Chamber

ACTIVATE
Member benefits

IGNITE
Marketing featuring YOUR business

ENGAGE
With small business owner network

HELP
Cultivate a strong DTA community

Become a part of the District, join online NOW! www.AlpharettaChamber.com

DISCOVER
The power of Membership



The Alpharetta Chamber believes strongly in creating a culture of friendship and collaboration. We are focused on serving the business community professionally, generously, and passionately. Our mission is to promote a vibrant business climate and economy while enhancing the quality of life within our surrounding community. We are a member-driven organization and activate a variety of benefits and business resources as a part of membership. When you join the Alpharetta Chamber you will receive:

- New member welcome gift
- Marketing features to promote your business
- Access to exclusive networking events
- Staples discount program
- Group health plan
- Notary and Certificate of Origin services
- Web advertising
- Business to business connections
- Board of Directors service opportunities
- Ambassador program



SCAN ME!

To learn more about the Alpharetta Chamber visit
www.AlpharettaChamber.com

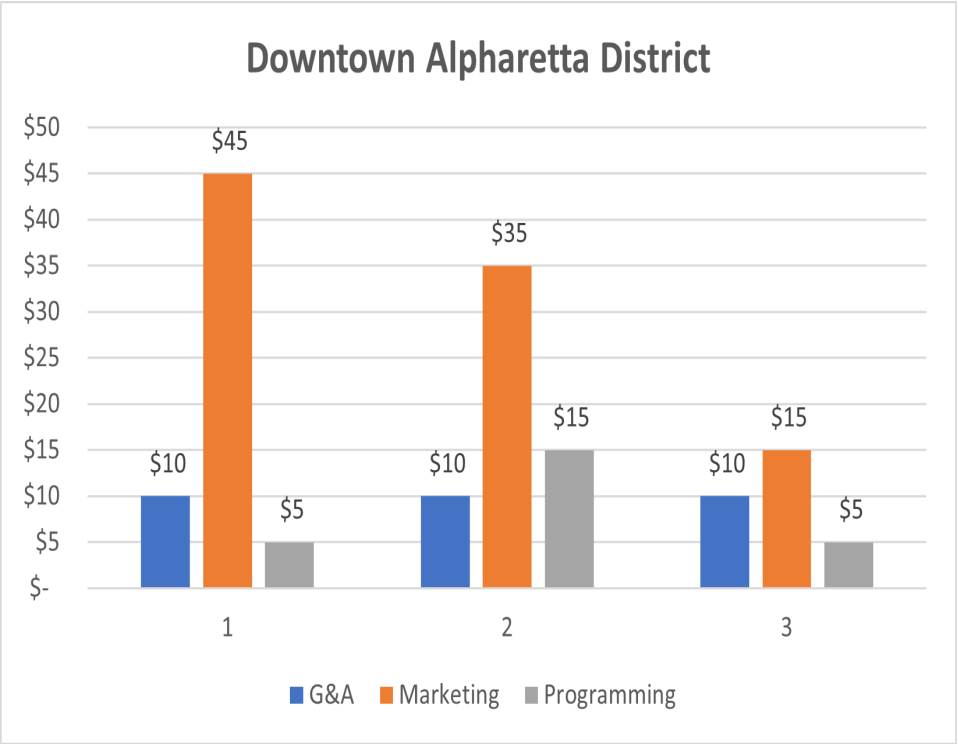


Downtown Alpharetta District is an economic development initiative formed between the Alpharetta Chamber of Commerce and Alpharetta Development Authority for the purpose of creating a cohesive marketing and event strategy that promotes business, drives traffic, attracts new visitors, and strengthens the vibrancy of the District.

To learn more about the Downtown Alpharetta District visit
www.DowntownAlpharetta.com

CONTACT:
Deborah Lanham
Alpharetta Chamber of Commerce
Deborah@alpharettachamber.com
404.545.0212

Funding Projections – Year 2



Contractual Investment Y2	\$60,000
Balance Forward	\$ 5,000
Annual website management/updates	\$21,000
Map & monthly maintenance	\$ 9,500
Digital Advertising/Print	\$ 7,500
Marketing/Branding	\$10,000
General and Administrative	\$12,000
Total	\$65,000

Thank you!





DEVELOPMENT AUTHORITY STAFF REPORT

SUBMITTING DEPARTMENT: ECONOMIC DEVELOPMENT

SUBMITTED BY: LANCE MORSELL

DRAFTED BY: LANCE MORSELL

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- I. AGENDA ITEM TITLE: ALPHA LOOP FOUNDATION WEBSITE MOU
 - II. RECOMMENDATION: APPROVAL OF THE ALPHA LOOP FOUNDATION
 - III. REPORT IN BRIEF: THE ALPHA LOOP FOUNDATION IS ASKING FOR A **\$20,000** DIRECT PAYMENT FOR THE CREATION OF A CENTRALIZED WEBSITE FOR THE GROUP. THE GOAL OF THIS WEBSITE IS TO FURTHER PROMOTE AND LEGITIMIZE THE FOUNDATION'S WORK. THIS INCLUDES INFORMATION ON THE LOOP ITSELF, EVENTS, AND A DIRECT DONATION PAGE.
 - IV. FISCAL IMPACT: **\$20,000** OF THE DEVELOPMENT AUTHORITY FUNDS
 - V. DISCUSSION:
 - VI. ATTACHMENTS:
 - Alpha Loop MOU

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (this “**MOU**”) is effective as of November 15, 2022, by and between the Alpha Loop Foundation, Inc., a Georgia nonprofit corporation (the “**Foundation**”), and the Development Authority of Alpharetta, Georgia, a public body corporate and politic of the State of Georgia (the “**Authority**”).

WITNESSETH:

WHEREAS, the Authority has legal authority to provide funding to facilitate projects or programs within the authorized purposes of the Authority; and

WHEREAS, one of the authorized purposes of the Authority is to promote economic development opportunities in and for the City of Alpharetta, Georgia (the “**City**”); and

WHEREAS, the Foundation is an Alpharetta-based, Georgia nonprofit corporation that promotes the experiential, multi-use trail network that is the Alpha Loop. The Alpha Loop is a major economic development driver for the City of Alpharetta; and

WHEREAS, the Authority deems it beneficial and appropriate to enter into this MOU with the Foundation for the purposes set forth herein.

NOW, THEREFORE, in consideration of the premises and undertakings as herein set forth, it is agreed by and between the Foundation and the Authority as follows:

1. **Funding.** The Authority shall make funding available to the Foundation in an amount not to exceed TWENTY THOUSAND DOLLARS (\$20,000.00), payable by the Authority to the Foundation after execution of this MOU (the “**Authority Funds**”). The Authority Funds shall be used solely for the professional design, creation, and development of high-quality website for the Foundation dedicated to promotion of the Alpha Loop and the Foundation’s work (the “**Website**”).

2. **Core Purposes.** The Foundation shall use the Authority Funds to build and implement the Website. The Website shall be designed, constructed, and operated in a manner that supports and promotes the Foundation’s mission and the activities, benefits, economic development, and growth of the Alpha Loop. The Foundation is positioned to be the organization that leads the success of the Alpha Loop forward. A thriving multi-use trail requires unity in purpose and mission, implementation of a competitive marketing strategy, and a consistent event and program calendar, all of which the Foundation shall work to promote. The Website shall deliver up-to-date information about the Alpha Loop and the various activities, meetings, and events involving the Alpha Loop community and provide visitors to the Website an opportunity to make direct donations to the Foundation in support of the Alpha Loop. The Foundation’s ability to receive direct donations for the Alpha Loop is critical in having a well-established and successful Website.

3. Expanded Activities and Strategies. The Foundation shall develop and execute the following activities and strategies:

- a) Engage a qualified professional website developer to design, create, and develop the Website;
- b) Pursue ongoing development of “Quality of Place” and “Quality of Life” recreation and culture via the Alpha Loop;
- c) Create and provide an accessible and convenient donation mechanism or portal through the Website that allows for direct investment in the Alpha Loop;
- d) Sponsor one to two annual events a year that promote the Alpha Loop and its broader economic development benefit to the community, and actively advertise and promote such events through the Website;
- e) Explore additional economic development opportunities; and
- f) Actively engage in long range master planning through regularly scheduled board meetings of Foundation Board of Directors.

4. Implementation. In performing the services and activities under this MOU, the Foundation will:

- a) Provide regular written monthly updates to the Authority on the creation, implementation, execution, and operation of the Website;
- b) Work with the City of Alpharetta’s Economic Development staff to ensure compliance with this MOU and serve as a liaison to the Website design contractor;
- c) Plan and execute one to two annual events that promote the Alpha Loop and its economic vitality to the Alpharetta community;
- d) Coordinate with relevant City of Alpharetta Departments on any events planned that impact the community at large.

5. Funding/Sustainability. This one-time payment of Authority Funds is intended to fund the Foundation’s creation of the Website where information on the Alpha Loop trail, the Foundation, and access to donation platforms will be housed. This payment is not intended to serve as a Foundation-wide funding mechanism.

6. Additional Deliverables. The Foundation will perform the following additional services for the benefit of the Authority and to promote economic development within the City:

- a) Maintain the active engagement of the Foundation’s Board of Directors and staff in a strategic manner to promote the Alpha Loop;
- b) Further build the brand and digital marketing infrastructure of the Foundation and the Alpha Loop beyond the Website;
- c) Execute events and plan signature events that are specific to the Alpha Loop; and

- d) Increase engagement of proximate residents and visitors alike in the activities of the Alpha Loop.

7. Term. The term of this MOU shall be one (1) year. Upon termination, any unspent or uncommitted funds shall be returned to the Authority.

8. No Third-Party Beneficiaries. Nothing contained in this MOU is intended to or shall create a contractual relationship with, cause of action in favor of, or claim for relief for, any third party, or otherwise be deemed to create rights in any third party, including any agent, contractor, subcontractor, consultant, or subconsultant of the Foundation. Absolutely no third-party beneficiaries are intended by this MOU. Any third party receiving a benefit from this MOU is an incidental and unintended beneficiary only.

9. Counterparts. This MOU may be executed in several counterparts, each of which shall be an original, but all of which shall constitute one and the same instrument.

10. Applicable Law. This MOU is being entered into with the intent that the laws of the State of Georgia shall govern its construction and enforcement.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto, acting through their duly authorized representatives, have caused this MOU to be executed, sealed, and delivered, all as of the day and year first written above.

ALPHA LOOP FOUNDATION, INC.

By: _____
John Goss, President

(SEAL)

**DEVELOPMENT AUTHORITY OF ALPHARETTA,
GEORGIA**

By: _____
Jack Nugent, Chairman

(SEAL)



DEVELOPMENT AUTHORITY STAFF REPORT

SUBMITTING DEPARTMENT: ECONOMIC DEVELOPMENT

SUBMITTED BY: LANCE MORSELL

DRAFTED BY: LANCE MORSELL

-
- I. AGENDA ITEM TITLE: WINDWARD TECHNICAL ASSISTANCE PANEL APPLICATION FUNDING
 - II. RECOMMENDATION: APPROVAL OF FUNDING FOR THE WINDWARD TAP
 - III. REPORT IN BRIEF: THE URBAN LAND INSTITUTE OF ATLANTA CONDUCTS TECHNICAL ASSISTANCE PANELS WHICH BRING IN A SPECTRUM OF EXPERTS AND PROFESSIONALS TO MAKE EDUCATED SUGGESTIONS IN TERMS OF LONG-TERM PLANNING. GIVEN THE DEVELOPMENT AUTHORITY'S INTEREST IN ACTIVATING OFFICE NODES, THE WINDWARD AREA HAS BEEN IDENTIFIED AS A HIGH PRIORITY AREA. THE TAP WILL HELP GUIDE ALPHARETTA IN ITS EFFORTS TO REACTIVE THESE SUBURBAN OFFICE AREAS ACROSS THE CITY. THE FINDINGS IN THIS REPORT WOULD LIKELY BE TRANSFERABLE TO OTHER AREAS IN THE CITY.
 - IV. FISCAL IMPACT: \$20,000 OF THE DEVELOPMENT AUTHORITY FUNDS
 - V. DISCUSSION:
 - VI. ATTACHMENTS:
 - Windward Technical Assistance Panel Application



Atlanta

TECHNICAL ASSISTANCE PANELS (TAPS)



WHAT IS A TAP?

Technical Assistance Panels (TAPs) provide expert, multidisciplinary advice to local governments, public agencies and nonprofit organizations facing complex land use and real estate issues within ULI Atlanta's geography, including the entire state of Georgia and Eastern Tennessee. TAPs are one- to two-day, intensive working sessions where our expert panelists address a set of questions proposed by the sponsoring organization about a specific development issue or policy barrier within a defined geographic area.

TAPs can enhance community leadership, clarify community needs and assets, and advance responsible land use policies that expand economic and housing opportunity, maximize market potential, and conserve natural environments.

A three- to four-month lead-time is necessary to provide sufficient time to assemble the best available panel members, compile briefing materials and plan for the logistics of the TAP program. ULI Atlanta charges a fee for each of its panels to cover associated costs and staff time. The typical TAP project will cost between \$15,000 – 20,000 depending on the length of the project and the scope.

“ ULI Atlanta's Technical Assistance Programs (TAPs) are our ‘mission in action’ – they offer strategic advice on complicated real estate or land use related issues and draw on the benefit of our local member expertise, research and case studies to help formulate recommendations. ”



Atlanta

TECHNICAL ASSISTANCE PANELS (TAPS) CALL FOR PROJECTS 2022

How is the program executed?

ULI Atlanta assembles an interdisciplinary, unpaid volunteer panel that explores the project, interviews stakeholders, and makes recommendations. Panelists approach the assignment from all perspectives, including market potential, land use and design, financing and development strategies, governance, and implementation. This objective and diverse team of real estate and planning professionals are unique to ULI Atlanta. The strength of ULI Atlanta's Technical Assistance Panels lies in the cross-section of experts examining the issue from multiple angles and producing an implementation strategy that is based on sound information, community realities, and best practices.

What is the application process?

Applications from local governments, public agencies, or non-profits are accepted on an ongoing basis throughout the year. After receiving an application, members of the TAPs committee will discuss the project and arrange an initial meeting to understand and refine the assignment and objectives as well as identify key issues. Decisions on whether the committee can accept the panel assignment will be determined shortly after the initial meeting.

What is the participation criteria?

- The project is consistent with ULI's mission and priorities, found here: <https://americas.uli.org/about/uli/mission-priorities/>
- The organization/public entity has the ability to act on the recommendations
- There is a clearly defined scope of work and geographic boundary
- The problem(s) can be addressed with expertise that either exists within the team or can be found by the TAP team within ULI Atlanta's members and/or other local or national experts

Application requirements

- Strong local leadership capacity that commits to the program's terms and conditions, respects the TAP findings by galvanizing community support, and demonstrates a sincere attempt to implement recommendations.
- A clearly defined scope of work, and three to four well-articulated questions to be addressed during a one- or two-day session.
- A defined geographic boundary (a neighborhood, district, building, parcel, etc.) or policy question.
- An explanation of where the funding for the project will come from.

City of Alpharetta

2022 Technical Assistance Panel (TAP)

Application

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Introduction

The City of Alpharetta is composed of several distinct districts, and today the City is requesting that a section of its northern most district, Windward, be considered for the focus of a Technical Assistance Panel.

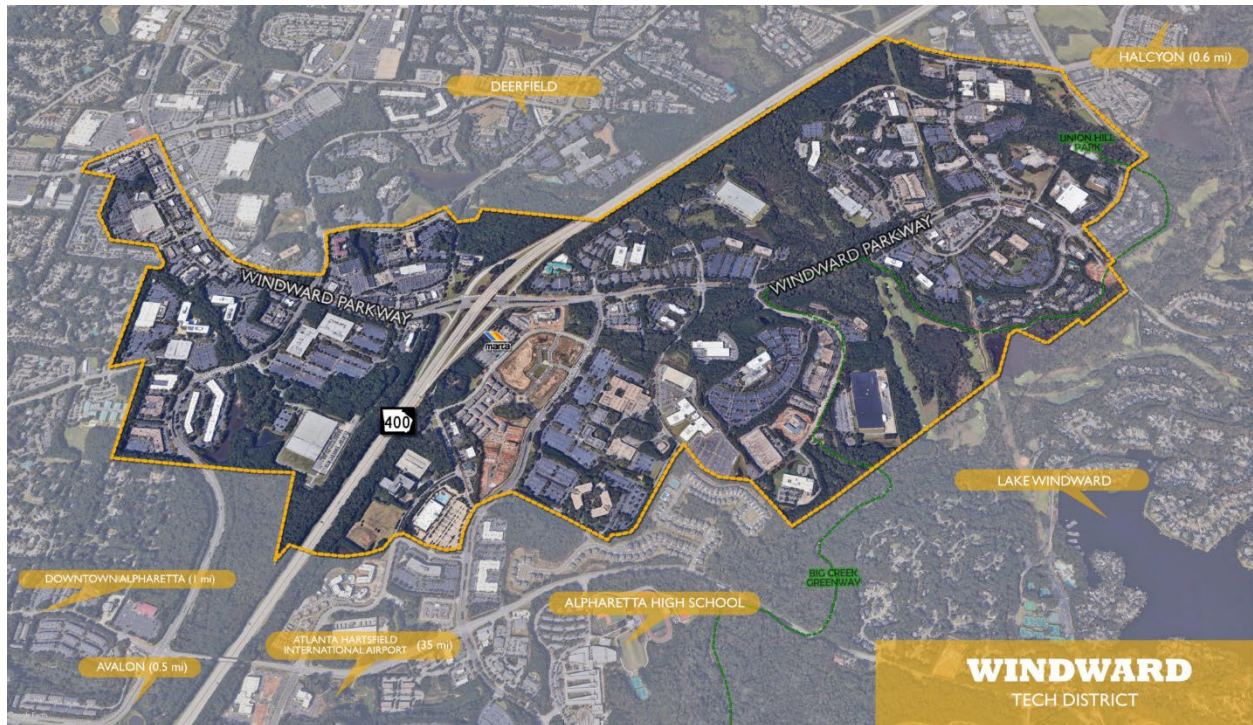


Figure 1. The 2.25 square mile Windward District

History of Alpharetta's Windward "Tech" District

In 1960, Alpharetta was an agrarian community of just over 1,300 residents, but that began to change with construction of the 53-mile GA 400 freeway in the late 1960s. By 1971 a completed portion ran from Atlanta up to the Old Milton Parkway exit in Alpharetta, and by 1975 it had made its way up to Cumming, eventually terminating just south of Dahlonega, GA. With this major roadway connection in place, city leaders crafted future land use plans that set up zoning in the highway corridor for corporate office.

Much of today's Windward Tech District grew out of the ambitious 1980 proposal by Mobil Land Development for a 3400-acre planned development- including a 1300-acre man-made lake on the site. This development was one of the largest Planned Unit Developments at that time, with a size and scope not seen in the Southeast.

The technology infrastructure soon followed as the age of the internet took off and launched a need for higher speed connections for growing technology companies. The City of Alpharetta decided to

focus on delivering a strong fiber optic network as a competitive draw to technology companies. Windward was the perfect location to provide that technological infrastructure to businesses.

Mobil Land's Windward project offered a connected lifestyle to residents wanting to live close to this thriving new job center, and soon Windward became home to several major fortune 500 companies and players in the FinTech community including ADP, Fiserv, Global Payments, and many more. In the City of Alpharetta, Windward has the largest concentration of office space. Once Windward was the northernmost of the 5 largest clusters of office space in the Atlanta Metro, and Alpharetta made up over 10% of the metro's large office space while making up less than 2% of the metro's total population.

The Covid-19 pandemic threw the global economy into turmoil and has altered the way businesses operate for years to come. The rise of remote and hybrid modalities of work have had far reaching implications on the suburban office market for which Windward is well known. Today the Windward area has a 16% vacancy rate which is well north of its 10-year average of 9%. Within the past year, the Windward area has suffered the loss of major employers such as Synchrony. Synchrony and other major employers have cited the flight to a remote/hybrid workforce as reasons to shutter their Alpharetta physical locations.

Due to these global economic shifts, the Windward area looks forward to evolving into the next phase of its successful history. The City of Alpharetta is requesting the advice of a Technical Assistance Panel to identify specific steps in three proposed locations to reinvigorate long term planning efforts for the Windward corridor.

Study Area

The City of Alpharetta is requesting that the Technical Assistance Panel examine three areas within the Windward district for this study. Figure 2 depicts the three locations proposed by the City-coded for reference as Red, Blue, and Green.



Figure 2. Map of the 3 Proposed Study area within Windward

1. RED

- a. Approximately 63-acres
- b. Currently occupied by Windward Plaza and The Terraces at Windward parking lots

2. GREEN

- a. Approximately 22-acres
- b. Currently occupied by ADP, Ryder, and Windward Office Center parking lots

3. BLUE

- a. Approximately 22.5-acres
- b. Currently occupied by AT&T and Radiant parking lots

The City has a stated interest in understanding the redevelopment potential of underutilized properties, particularly those covered by surface parking facilities, and that sentiment has been reiterated throughout the creation of the North Point Overlay District and the Horizon 2040 Comprehensive Plan. All three of the identified sites are occupied by surface parking lots serving multi-story buildings. In the case of the Blue and Green sites, the multi-story buildings are to the rear of the property and contain only an office use. In many cases the office user is the sole occupant of the building. The trend of many

companies consolidating office space in a shift to remote and hybrid work adds further complexity to any potential redevelopment.

The Red designated area contains the largest area, but it also contains a wider variety of uses. This “Pod” within the Windward Master Plan (Planned Unit Development) was intended to serve as a retail and restaurant amenity to the surrounding office development. It contains a 2-story retail/restaurant complex, multiple office buildings, a hotel, and commercial outparcels. Any study of this area should focus on how to redevelop the target area while both opening the door to further redevelopment and maintaining or improving connectivity to the users of neighboring properties.

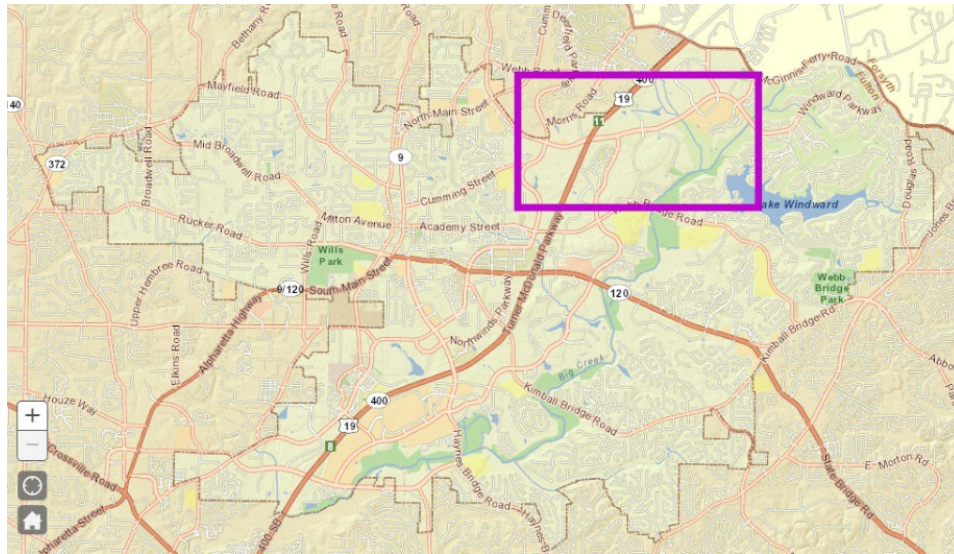


Figure 3. The purple rectangle shows the boundaries of the map in Figure 2 in the context of these locations within Alpharetta's city limits.

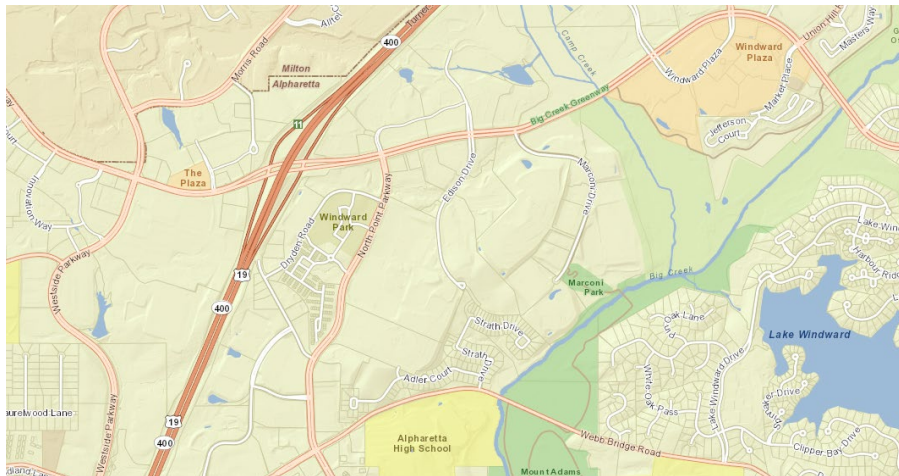


Figure 4. Another view of the area highlighted in Figure 2.

Scope of Work Questions

1. How does the City of Alpharetta activate office nodes in the Windward corridor following high vacancy rates after the Covid-19 pandemic?
2. What land-use decisions can be made to facilitate long-term economic sustainability for the Windward corridor? Specifically, how can the City of Alpharetta activate unused parking lots to encourage an experiential location.
3. How to leverage existing infrastructure such as the Big Creek Greenway to offer office-users a walkable, green environment.
4. Given a more hybrid working environment in the post pandemic world, what industries could flourish in the Windward corridor in this new reality?
5. How does the City of Alpharetta use branding and placemaking strategies to encourage a more vibrant place where employees and residents alike would want to be after business hours?

Funding Mechanism

The City of Alpharetta's Development Authority would be the primary funding entity for the project. The Development Authority has legal authority to provide funding to facilitate projects or programs within the authorized purposes of the Authority; and to promote Economic Development initiatives within the City of Alpharetta. The Alpharetta Development Authority has been successful in recent years in promoting economic development activity via distributing authority funds to varying agencies and initiatives.

One example of the Development Authority funding past initiatives for economic development is the Alpharetta Chamber's Downtown Initiative (DTA). The DTA's focus is to promote businesses, events, and economic activity in the city's core Downtown district. Another example of Development Authority commitment to economic development is the funding it provides to Tech Alpharetta, the city's tech incubator, to help cover part of the incubator's operating costs. The success of these different projects and the Development Authority's continued funding are proof of the commitment the City and Development Authority have to their initiatives.

Leadership Response/Code Changes

Downtown Alpharetta Master Plan

The vision crafted by residents and business owners during the original Downtown Planning Process in 2003 made a considerable mark on Downtown Alpharetta. Their ideas gave rise to the Alpharetta City Center, streetscape changes to Main Street and Haynes Bridge Road, new parking opportunities, and the expansion of special events that are enjoyed by residents and visitors every week.

The City's vision for the community has been revisited on multiple occasions since and most recently in February 2015 with the Downtown Master Plan.

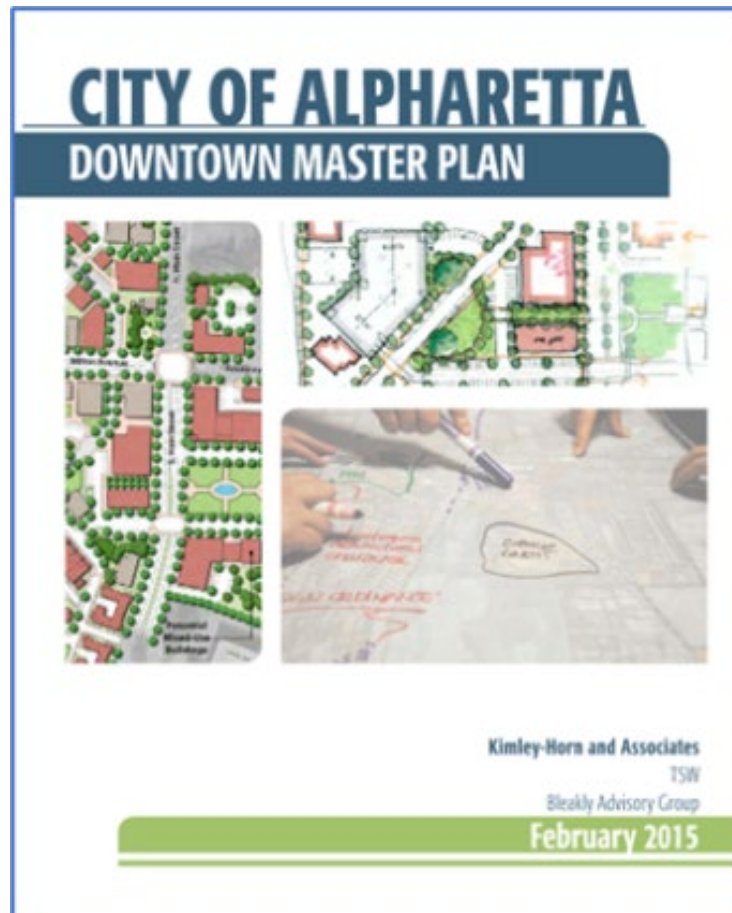


Figure 5. [Downtown Master Plan](#)

The city has since adopted and implemented several of the implementation measures identified in the 2015 plan. These include but are not limited to:

1. **Public Parking Deck**- The City has previously constructed a parking deck at the City Center site, which serves the general public and city employees. The Parking Deck plan included the construction of potentially 3 additional structures. At present, the City has constructed one additional structure. The 2 other identified structures have been discussed, but the need for them does not appear to be immediate.



Figure 6. Milton Avenue Parking Deck (275 spaces), police substation, and retail condominium spaces fronting onto Milton Ave.

2. **Alpharetta Downtown Code-** The adopted plan looked at the City's current zoning categories, and it became clear that to get the desired streetscapes, walkability, and a traditional downtown development pattern, significant changes would be necessary to the existing zoning categories. As a result, it recommended developing [a downtown specific zoning code](#).
 - a. **Architecture:** One item of note in the Downtown Code is the adoption of specific historic architectural requirements for new construction, excluding properties within previously existing subdivisions. This had been a recommendation of the plan, and it was incorporated into the code directly. Over time, the number of approved architectural styles has grown from around 9 to 14 currently.
 - b. **Open Space:** The plan recommended the incorporation of outdoor spaces and green spaces into projects. As a result, new developments must provide a certain percentage of their land as civic or amenity space.



Figure 7. Photo of East of Main S/D. This is a corner pocket park created for the community. It includes seating, a swing and the community's mail kiosk. The park also is covered by a general access easement which grants the public access to the park.

3. **Highway 9-** North & South Main Street, also known as Highway 9, was identified as an impediment to encouraging pedestrian and bicycle traffic within downtown. A recommendation was made to enhance east-west travel with high visibility crossings. This has resulted in the installation of two signalized mid-block crossings. One of which is directly in front of the City's Town Green.
4. **Groundwork for Trails Expansion-** While the City's new trail system was not specifically discussed in the 2015 plan, its beginnings were laid in the document. One recommendation was to improve the pedestrian and bicycle environment in the Thompson Street corridor, which connects Downtown to the Avalon development. This segment became the first 1-mile completed trail section of the Alpha Loop.



Figure 8. Photo of Thompson Street Park. The park sits in the center of the 1-mile trail connection from Downtown to Avalon and was constructed by a private developer in exchange for development impact fee credits. The pond serves as a detention pond.

The 2015 plan has been a resounding success for the City and has greatly exceeded the expectations of the economic analysis prepared for the study. The plan determined the City “could” achieve near-term growth resulting in up to 81,000 SF of commercial space, 226,750 SF of office space and 895 residential units. In reality, over the 7 years since the plan’s implementation, the City has seen over 250,000 SF of commercial space, 193,000 SF of office space, 1,139 residential units, over 300,000 SF of school/church/institutional space, a 119 room hotel, and creation of over 22-acres of park and civic space available to residents. The only area the city has not exceeded the 2015 plan’s potential was in office space, where there is currently greater than 200,000 SF of additional space approved.

North Point Overlay

In 1993, with the opening of North Point Mall, the area of Alpharetta centered on North Point Parkway from Mansell Road to Haynes Bridge Road became a regional destination; drawing thousands of people each week to work, shop, play and of late to live. Until recently, what would be called the North Point Activity Center served as the community's primary shopping and dining destination. While the district continues to be a destination, new competitors are drawing more attention, and it's auto-focused design with oceans of parking lots has become less appealing to consumers seeking pedestrian-friendly experience centers.

In 2008, the City embarked on a LCI planning study designed to create a future vision for the North Point Activity Center. The focus of that effort was on improving pedestrian connectivity and making better use of land that was currently occupied by large parking lots that were designed for peak Holiday shopping season. The City's hope was to get ahead of the coming tide of competition from mixed-use developments that were not yet on the horizon, such as the experiential lifestyle center Avalon.

At the time, the mall was attracting new tenants and regional attraction Verizon Wireless Amphitheater was opening, few residents and property owners saw a need for a new vision. Still, the planning effort forged ahead, and the first North Point Livable Center Initiative was born and later [codified](#) into the City's Unified Development Code.

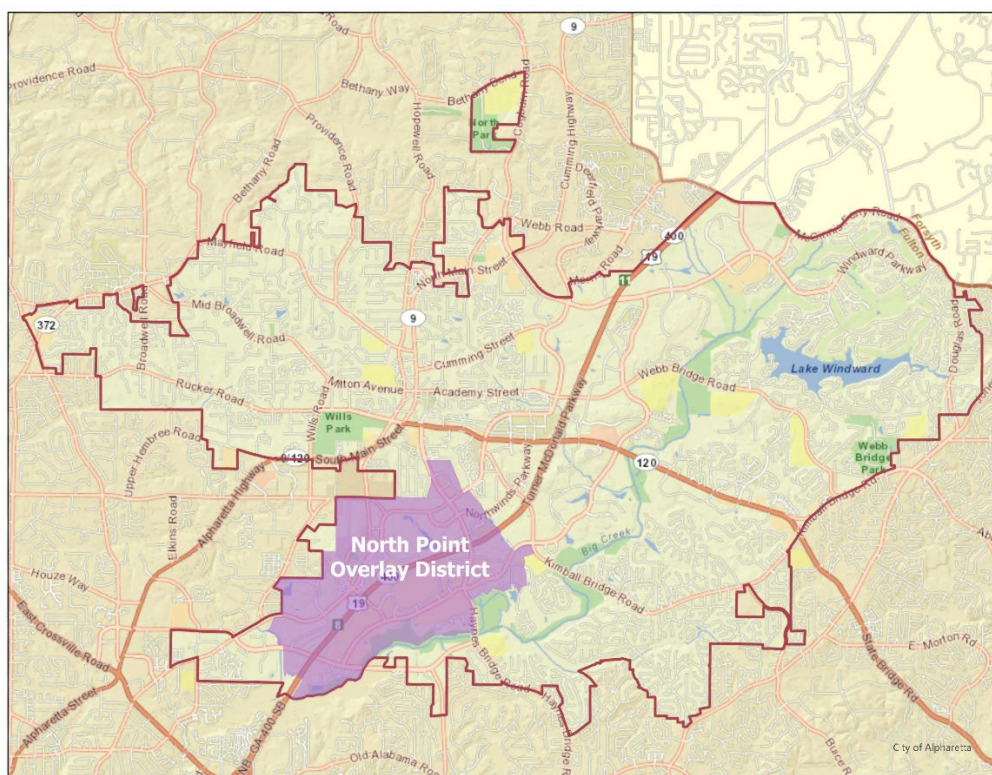


Figure 9. Map of North Point Overlay

The North Point Overlay was designed to implement the vision of the LCI Planning Study. It has since been updated and most recently amended to brand the area as an Eco District- a far cry from the sea of asphalt much of the area is today. This 2019 update contains key additions: eco-friendly point system requirement for new and redeveloped properties- including the introduction of new technologies, green and smart infrastructure components, and adding amenities to greenspaces that are present in the area to contribute to new green corridors.

North Point Parkway

Today the City is working beyond the most recent updates to the LCI Study and now plans to redesign North Point Parkway to be more environmentally conscious and more pedestrian friendly. During the initial planning phase, the question was raised as to whether the existing 6 lanes (with additional median turn lanes and acceleration/deceleration lanes) of capacity were necessary. That question resulted in a traffic needs analysis that looked 30 years into the future and found – to the surprise of many- that the parkway could function efficiently with only 4 travel lanes. Further analysis showed that this was because North Point Parkway was constructed at a time when GA 400 was a 4-lane road and Westside Parkway, which runs parallel to North Point Parkway on the west of GA 400, had not been constructed. The construction of Westside Parkway and the widening of GA 400 have now provided more than enough capacity to offset the loss of a lane in each direction of North Point Parkway. Future plans for the installation of managed lanes on GA 400 and a Bus Rapid Transit station at the North Point Mall would also mitigate future congestion- even with Alpharetta's growing population.

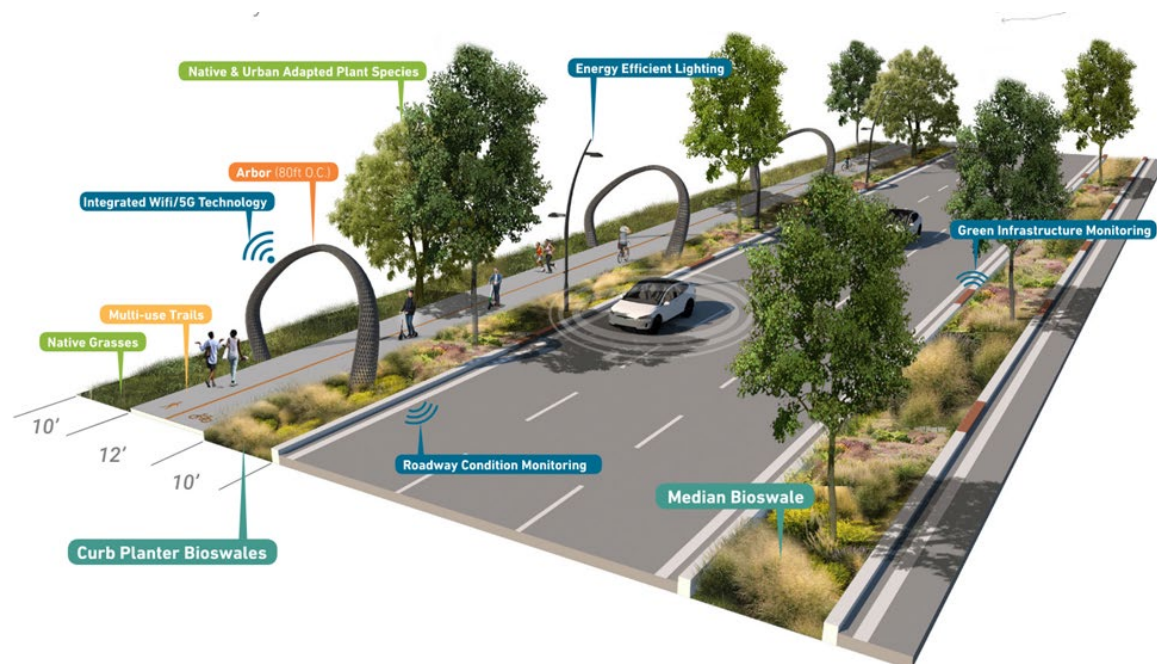


Figure 10. Figure taken from the North Point Creative Placemaking Plan. [This plan](#) shows a truly transformative road project for North Point Parkway that is designed to bring balance of nature back into the heart of what has become a regional shopping destination. The sidewalk/trail section will be 12' wide to easily accommodate pedestrian/cyclist needs, and it will connect directly to both the Alpha Loop and the City's Big Creek Greenway which traverses from Roswell into Forsyth County.

City Council has since adopted a planned design to reduce North Point Parkway to a 4-lane median-divided facility. To date, the city has received approximately \$12 million in federal funding for the project. The City believes this will be a transformative project for this area by enhancing walkability and redevelopment potential of properties. This road diet project may be one of the first in the metropolitan Atlanta area- if not one of the first in the nation- to reduce from 6 to 4 lanes.

Additional Aspects of the North Point Overlay

The Northpoint Overlay plan pushes for a return to nature with the Big Creek Greenway serving as the core of the new initiative to make the area more livable. Before development exploded around the mall, there were three tributaries that fed into Big Creek that have long since been piped and covered over with asphalt. The recommendation now is to reintroduce a “River of Trees” while re-opening these channels and making existing green spaces accessible to the public.

Making areas livable has been the core tenet of future plans, and the City believes increasing residential households will be the key to bigger changes. To promote those residential developments, the focus has been largely on creating new greenspaces and improving access to existing ones. In pursuit of this goal of livability, there are three additional projects to highlight:

1. [Encore Parkway Bridge](#) connects the mall area to the opposite side of the GA 400. The connection over GA 400 existed for years, but it was narrow and didn’t provide sufficient pedestrian facilities.



Figure 11. Encore Parkway Bridge before renovation provided a narrow sidewalk abutting the travel lanes



Figure 12. The Encore Parkway Bridge now has a single travel lane in each direction, provides an in-street bicycle lane and added a landscaped planter separating the travel lane from the widened sidewalk.

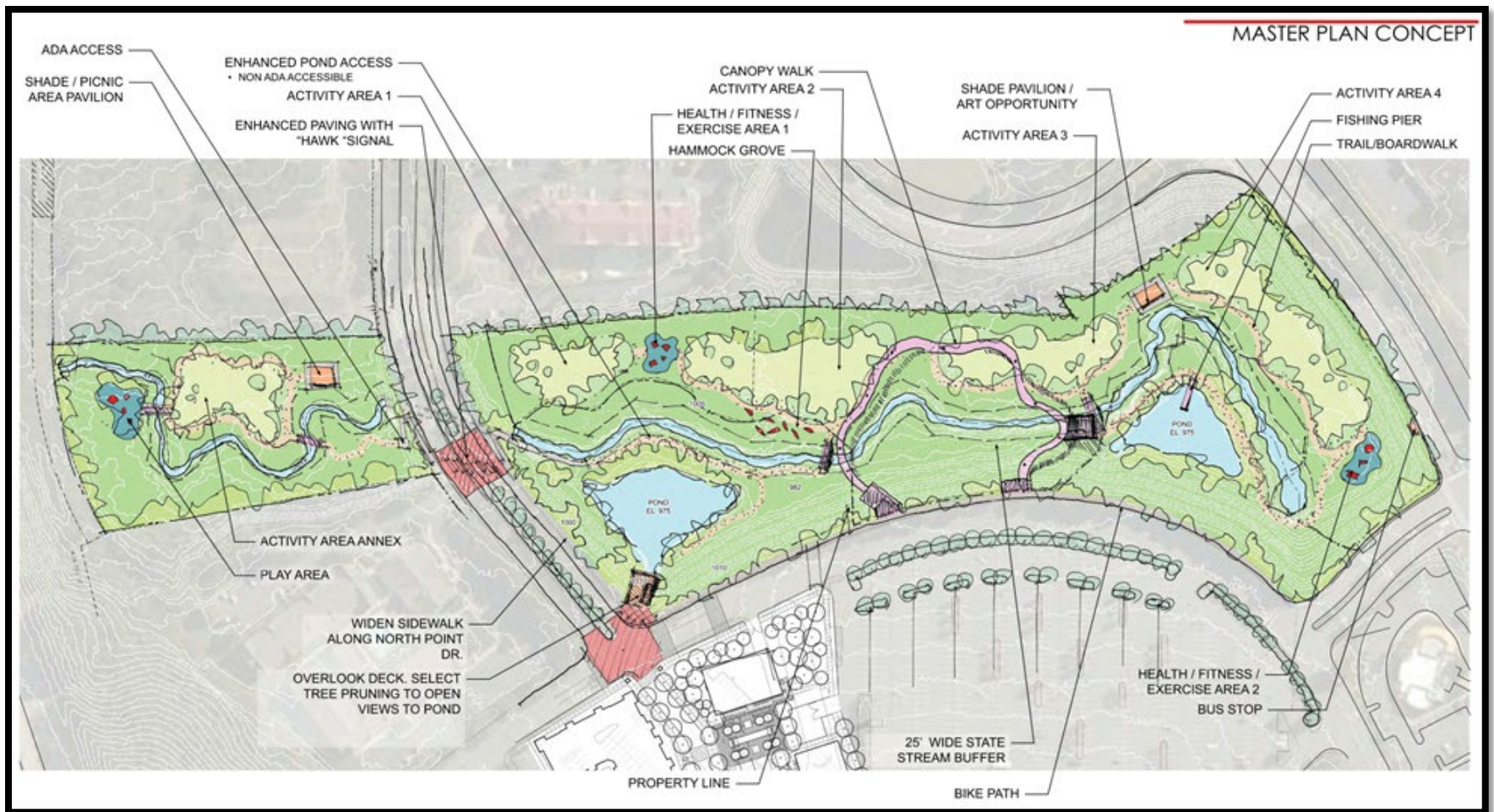


Figure 13. Figure 9 above shows a concept plan for an area adjacent to the east of the mall (left side of image is due North). Most of this area is a regional detention pond for the mall and was designed as an in-stream pond. This concept would make this area accessible and serve as an amenity to residents and visitors alike. It likely will be paid for primarily through a mix of development impact fee credits, like the Thompson Street Park shown earlier, as well as City funds. Of importance to note, the northernmost parcel currently is in active development by The Providence Group as part of their Ecco Park development. It will serve as their detention facility while providing a trail, multiple overlooks, seating, and a natural wetlands area. The development will also include an "Instagram-worthy" 8' tall praying mantis sculpture in the middle of the wet pond area.

2. The Alpha "Link"- An offshoot trail from the circular path of the Alpha Loop, the Alpha Link connects the Haynes Bridge Road/Westside Parkway area to the improved Encore Parkway bridge. This link will connect into North Point Mall and eventually extend into the Big Creek Greenway. The Alpha Link has received federal funds and is currently in the design phase of planning.

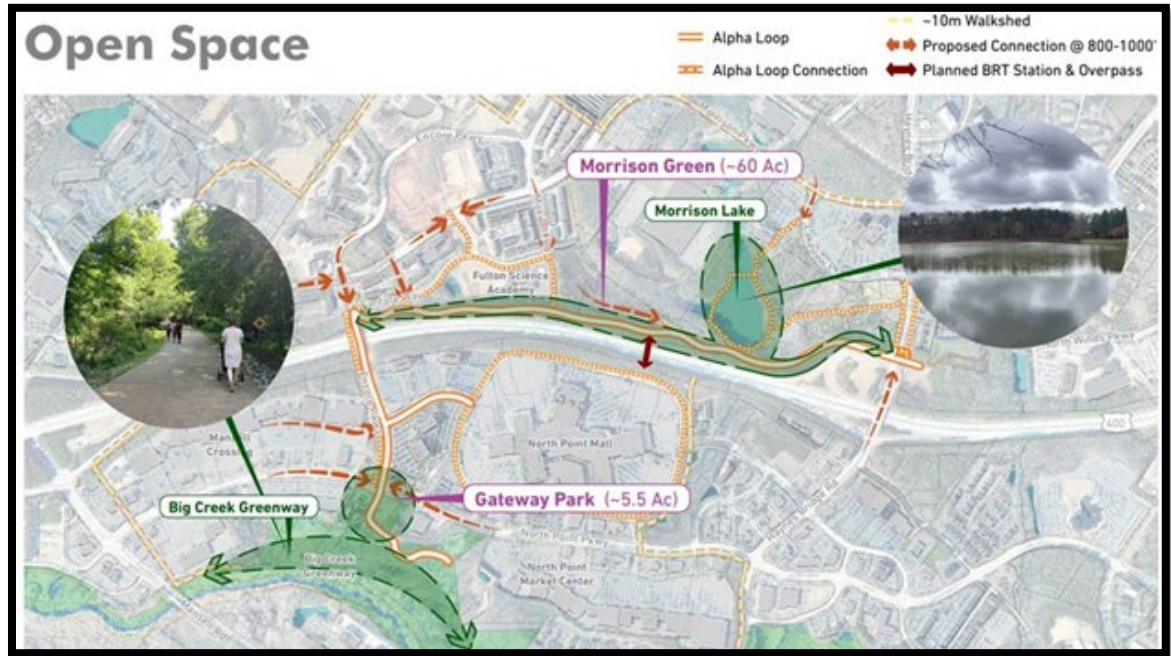


Figure 14. Graphic showing the planned Alpha Link connection to the North Point Mall via Encore Parkway and to the Big Creek Greenway.

3. Gateway to the Big Creek Greenway- The connection of the Alpha Link mentioned above to the Big Creek Greenway trail is the 3rd project to highlight. This project is funded through the City and North Fulton CID. It will open the greenway trail to North Point Parkway and serve as a gateway entrance drawing visitors in. This property is presently owned by a private corporation, and the City is working with the owners to gain a permanent easement to construct the gateway.

Appendix

Map of the City of Alpharetta

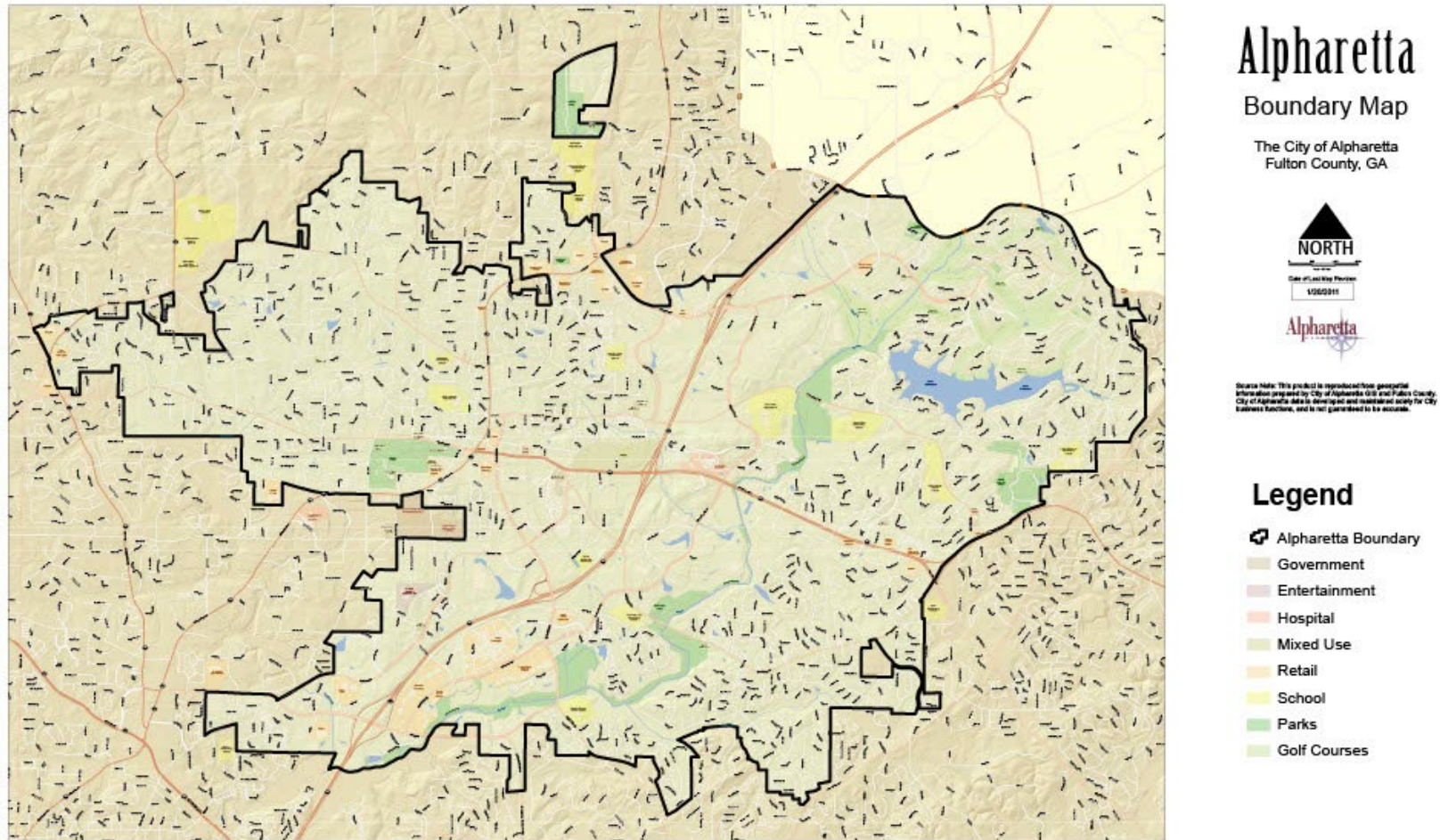


Figure 15. Map of City of Alpharetta

Windward Demographic Profile

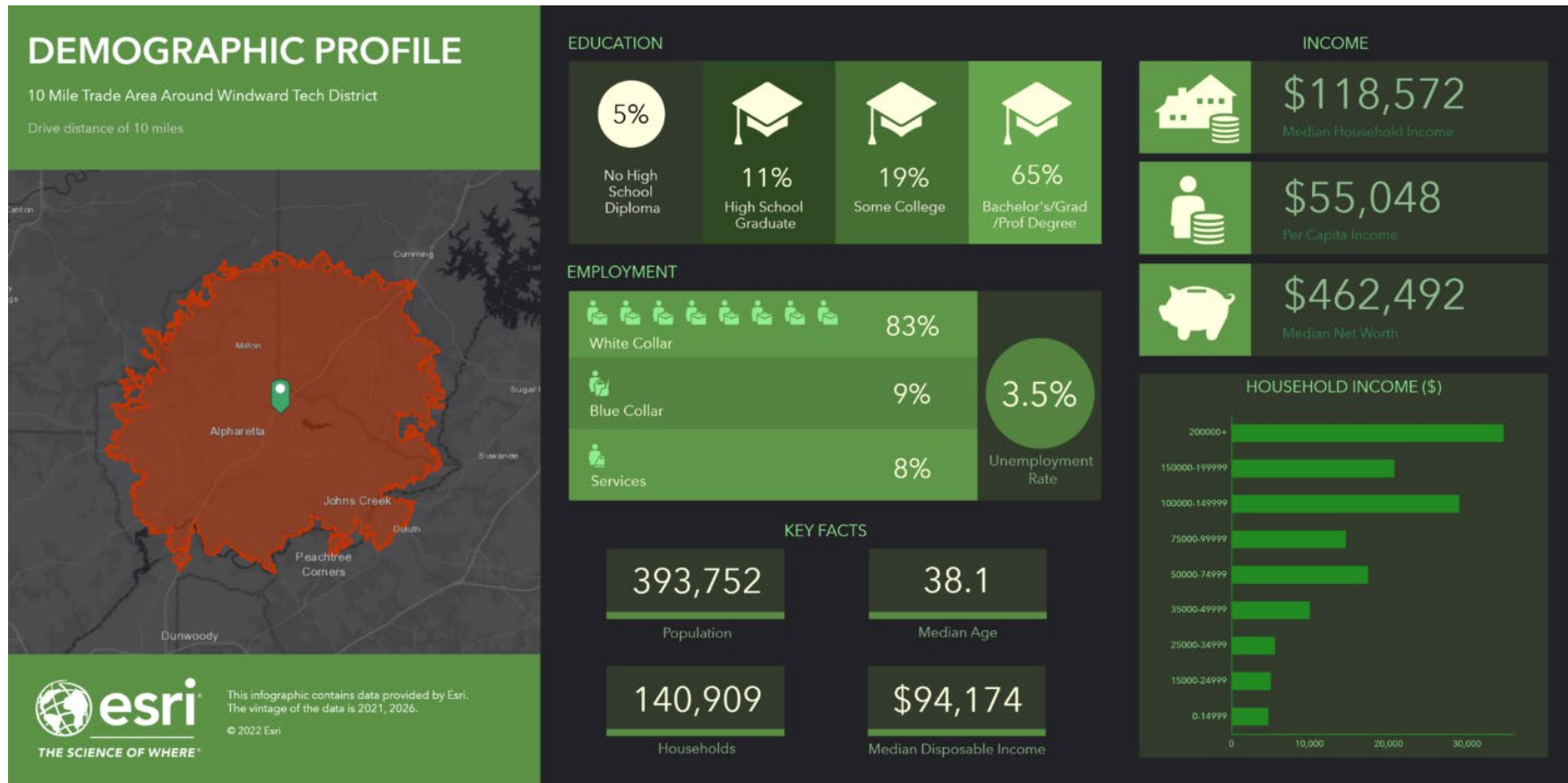


Figure 16. Windward area demographics by ESRI using 2021 data



STAFF REPORT

Submitting Department: Community & Economic Development

Submitted By: Charlotte Christian

Sponsored By:

Meeting Date: December 12, 2022

I. AGENDA ITEM TITLE: DEVELOPMENT AUTHORITY BUS TOUR

II. RECOMMENDATION:

No action needs to be taken on this item. This item is for information purposes only.

III. REPORT IN BRIEF:

The Development Authority will embark on a tour of properties in the City of Alpharetta via bus. This tour is open to the public and will begin and conclude in front of City Hall. The bus will depart City Hall at 1:05 pm and return to City Hall at approximately 3:00 pm. Attached is a map of areas of interest that the Development Authority plans to see from the bus. After the tour has begun, the bus will not make any stops until the tour concludes and the bus returns to City Hall.

IV. ALTERNATIVES:

V. ATTACHMENTS:

Development Authority Bus tour Map

Development Authority Tour



ADP | Ryder
Windward Office Center

Continuum

**Windward Plaza &
The Terraces**

AT&T | Radiant

City Hall



Westside Parkway

Windward Parkway

North Point Parkway

Old Milton Parkway

Turner McDonald Parkway

Haynes Bridge Road

North Point Drive

Lakeview TPA

Brookside

North Point Mall