DEVELOPMENT AUTHORITY MEETING
SEPTEMBER 19, 2023

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
5:00 PM

1. CALL TO ORDER

2. ROLL CALL

3. 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.

4. CONSENT AGENDA

A. Approval of Minutes from the Meeting of August 20, 2023

5. PRESENTATION

A. Windward Parkway & Highway 9 Livable Centers Initiative Strategic (LCI) Study Update

6. OLD BUSINESS

A. Connect Forward Grant
DEFERRED: Item is deferred to the October meeting.

7. NEW BUSINESS

A. Development Authority Meeting Time and Day Discussion

8. PARTNER UPDATE

A. Economic Development

B. Tech Alpharetta

9. DISCUSSION

10. ADJOURNMENT

DEVELOPMENT AUTHORITY MEETING
AUGUST 15, 2023
UNAPPROVED MEETING MINUTES

ALPHARETTA CITY HALL
CITY COUNCIL CHAMBERS
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 5:01p.m.

II. ROLL CALL

Board Members Present: (6-1)
Jack Nugent (Chair)
Jill Bernard (Vice Chair)
Shawn Allen (Secretary-Treasurer)
David Chatham
Morgan Smith
John Goss

Board Members Absent:
D.C. Aiken

Staff present:
James Drinkard, Assistant City Administrator
Lance Morsell, Economic Development Manager
Charlotte Christian, Economic Development Coordinator
Melissa Tracy, Development Authority Legal Counsel

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.

- Chairman Jack Nugent read the statement of purpose.

IV. CONSENT AGENDA

a. Approval of Minutes from the meeting of May 16, 2023

- Secretary-Treasurer Shawn Allen motioned a motion to approve the Development Authority Meeting Minutes from June 20, 2023.
  - Vice Chair Jill Bernard seconded the motion.
    - The motion was approved (6-0).

V. NEW BUSINESS

a. Memorandum of Understanding: Alpharetta Chamber of Commerce, Downtown District Initiative

- Economic Development Manager Lance Morsell introduced the Memorandum of Understanding (MOU) and reviewed the changes made to the new version of the MOU.
  - The purpose of these funds has been to create branding, marketing, and events to promote the businesses in downtown Alpharetta, and that effort has been successful thus.
  - Whereas the MOU passed in 2021 and 2022 provided $60,000 of payments annually to the Alpharetta Chamber for the facilitation of the Downtown Alpharetta (DTA) Initiative, the 2023 MOU would reduce that amount down to $40,000 in accordance with the initial plan outlined in 2021.
  - The 2023 MOU had also been revised to include more specific reporting requirements to evaluate the success of activities facilitated under the initiative.
- CEO and President of the Alpharetta Chamber presented an update on the Alpharetta Chamber's DTA initiative. *Slides from that presentation are attached.*
- Development Authority members then asked questions and discussed topics including ongoing marketing campaigns, advertising metrics, and future ambitions of the chamber for the initiative.

❖ Vice Chair Jill Bernard offered a motion to approve the Memorandum of Understanding: Alpharetta Chamber of Commerce, Downtown District Initiative
- Secretary- Treasurer Shawn Allen and Member David Chatham seconded the motion.
  - The motion was approved (6-0).

VI. PARTNER UPDATES

a. Karen Cashion, Tech Alpharetta

❖ Karen Cashion provided an update on Tech Alpharetta's ongoing efforts with their 51 incubated startups and events various.

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

b. Lance Morsell, Economic Development Manager

❖ Lance provided an update on the City of Alpharetta's ongoing studies, recent business retention visits, and marketing efforts.

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

VII. DISCUSSION

❖ No action was taken on this item.

VIII. ADJOURNMENT

❖ With there being no further business to hear or discuss, Chairman Nugent adjourned the meeting at 5:43 p.m.

Respectfully submitted,
Charlotte Christian, Economic Development Coordinator

Downtown Alpharetta DISTRICT

Alpharetta Development Authority Meeting

Tuesday, August 15, 2023

ALPHARETTA CHAMBER

DTA Highlights

- **Economic Development Drivers**
  - Businesses want to be in Downtown Alpharetta
    - Invest in real estate/office space
    - Hire local talent/Recruit talent
  - People want to be in Downtown Alpharetta
    - Live, work, play
    - Spend money support local economy
- **Sense of Community**
  - Businesses large and small are engaging
  - Employees/professionals are building relationships

DTA Highlights

- **Infrastructure: Website Development**
  - Remains #1 for google searches “Downtown Alpharetta”
  - Added pop-up feature on home page of website making it easy to register for special DTA events ex: Ladies Night Out
  - Adding News/Articles Category to Navigation
    - DTA Business Leaders Meeting Recap
    - DTA Advisory Board Meeting Recap
    - Press Releases
  - Updated calendar feature so uploading is easier and more space for event information and click-thru buttons
  - Made changes and corrections to content
    - Plan to add Alpharetta Development Authority Pictures
    - Add new DTA Advisory Board Pictures

DTA Business Leaders Meeting

1st Wednesday of the month

2:00 PM – 3:00 PM

City Hall – Community Room

- Returned to City Hall for monthly meetings
- Changed time back to 2:00 PM and saw improved attendance
- Chamber provides updates on business news in the DTA, events, marketing, website, resources
- Business leaders share events at their restaurants, retail shops, etc.
- Networking and collaboration with each other has improved
- Feedback has been very positive

Downtown Alpharetta DISTRICT

DTA Advisory Board 2023

Meets 2nd Wednesday of each month @ noon

Amber Edwards – Hamilton Hotel

Karen Brown – All Inspired Boutique

Charleen Thompson – Clotheshorse

Kent Liberto – Solomon Brothers Jewelers

Angela Avery – The Ginger Room

Chris Smith – Thrive

Brian Harper – The Fairway Social

Colby Rodgers – Urban Hardware

Tina Carder – DutchCrafters

Tosha Holbrook – Holbrook Properties

Rochelle Lankford – City Center/Colliers

Melanie Levy – Grey Star/Amorance

Charlotte Christian – City of Alpharetta

Downtown Alpharetta DISTRICT

Website Metrics
June 2023

- Visitors – 3,795 + 8.4%
- Page Views – 6,777 + 5.0%
- Organic Searches – 2.3k + 3.9%
- Organic Search – 73.021%
- Direct Search - 20.61%
- Google Searches – 66.96%
- Engaging Homepage – 2,059
- Exit page – Eat & Drink – 1193
- Calendar page - 566
- Average pages visited – 1.8
- Impressions – 92,889

www.DowntownAlpharetta.com

Downtown Alpharetta DISTRICT

Budget
As of August 2023

- Initiative Funds:
  - Payment of $20k received June 6, 2023
  - **Current Balance $18,250.00**
- Expenses:
  - Website hosting @ $1,750 per month
  - Braves Magazine 2023 @ $1500
  - Summer Coaster Campaign 7500 coasters @ $1511
  - Bentley Media – Discover the District @ $1,000

Downtown Alpharetta DISTRICT

DTA Coaster Campaign

Thank you!

STAFF REPORT

Department: Community & Economic Development
Submitted By: Charlotte Christian
Meeting Date: September 19, 2023

AGENDA ITEM:

Windward Parkway & Highway 9 Livable Centers Initiative Strategic (LCI) Study Update

STAFF RECOMMENDATION:

No action is needed on this item; it is for information and feedback purposes only.

ITEM DESCRIPTION:

Presentation by consultants MKSK on the findings and status of the Windward and Highway 9 Living Centers Initiative that is currently in progress in collaboration with the City of Milton and North Fulton Community Improvement District.

ATTACHMENTS:

1. 23 0919 - Alpharetta Development Authority HR

Windward Parkway & Highway 9

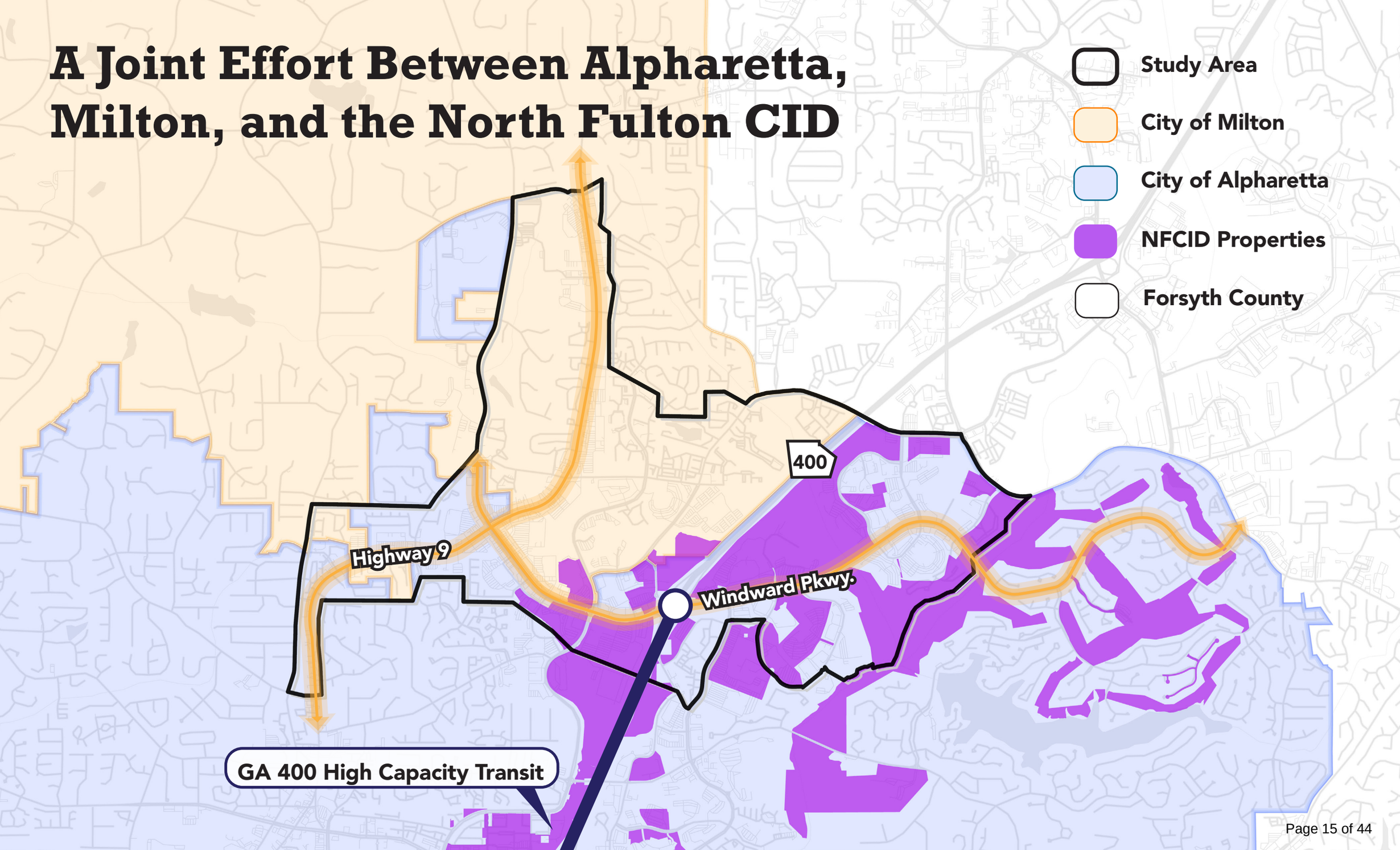
Strategic Master Plan

Alpharetta Development Authority Update

Tuesday, September 19, 2023

MKSK DEVELOPMENTSTRATEGIES®

A Joint Effort Between Alpharetta, Milton, and the North Fulton CID



Today's Update

Introduction 1

Engagement Overview and Key Takeaways 2

Study Area Observations 3

Market Analysis 4

Opportunities 5

Questions / Comments 6

Consultant Team

Darren Meyer
PLA, ASLA, AICP
Principal-in-Charge
Planning & Urban Design

Luis Calvo
AICP, Senior Associate
Project Manager
Urban Planner

Benjamin Kern
Project Planner

Matthew Wetli
AICP, Principal
Development Strategy,
Market Analysis

Jenny Connelly-Bowen
Senior Planner
Economic Development

MKSK

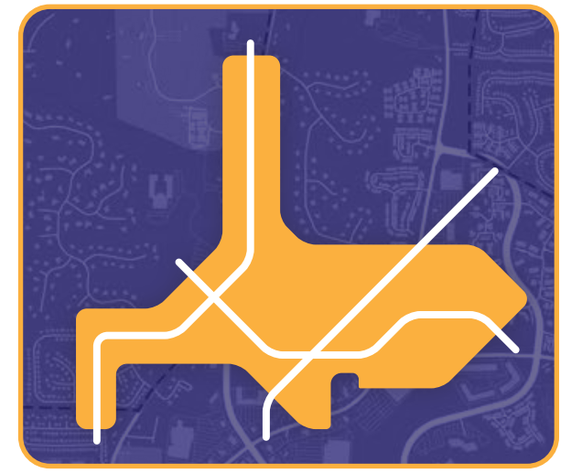
DEVELOPMENT STRATEGIES®

Schedule

Task 1 **Existing Plan Assessment**	Task 2 **Market Analysis**	Task 3 **Plan Development**	Task 4 **Action Plan/ Implementation**
1.1 Project Kickoff Meeting	2.1 Market Analysis	3.1 Opportunities Assessment	4.1 Implementation Action Plan
1.2 Plan Alignment and Development Context	2.2 Real Estate Analysis	**3.2 Core Group Meeting 2**	**4.2 Public Workshop 2**
1.3 Existing Conditions Analysis	2.3 Economic Development Strategy	3.3 Connectivity, Walkability and Mobility Improvements	**4.3 Core Group Meeting 4**
1.4 Core Group Meeting 1	2.4 PMT and NFCID Board Review	3.4 Placemaking and Branding Strategy	4.4 NFCID and City Work Sessions
1.5 Community Kickoff Meeting		3.5 Land Use Strategy and Redevelopment Sites	4.5 Report Documentation
		3.6 Core Group Meeting 3	4.6 Final Plan Review
		3.7 Stakeholder Focus Group Session	4.7 Plan Review and Adoption
March - May	April - June	June - October	October - December

We Are Here

Key Milestones to Date



Community Engagement Meeting 1 (of 2 Total)

We hosted the first Community Engagement Meeting on May 24, at the North Fulton CID office space at Avalon.

50 total attendees throughout the 2-hour open house event.

Employer Survey:

A survey directed at employees of the Windward/Hwy 9 Study Area was conducted between May 22-June 16.

The cities helped get the word out to local employers and a total of 808 survey responses were collected.

Site Visits / City Meetings

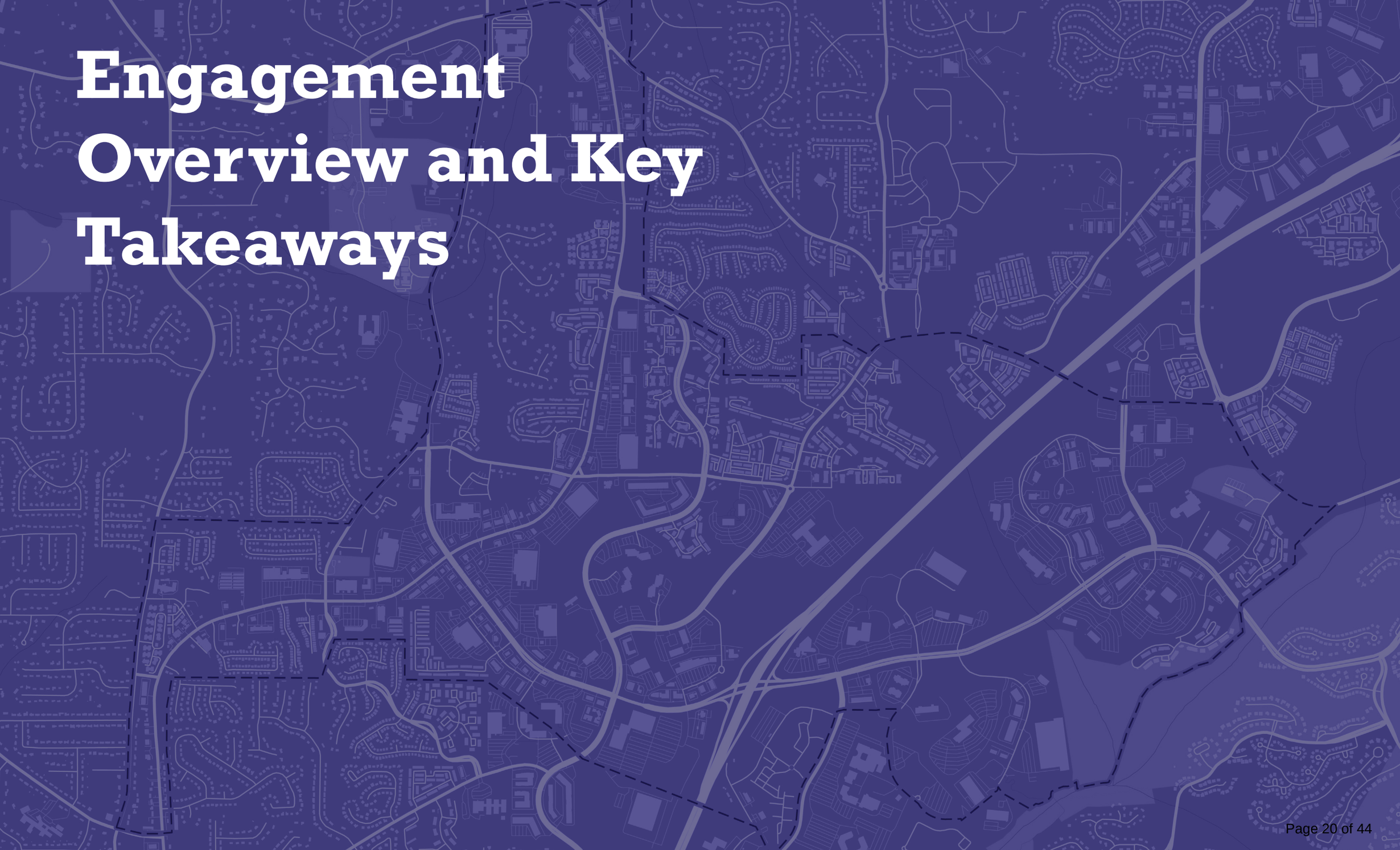
Across a two day period members of the consultant team conducted driving tours and site visits of the Study Area.

Individual meetings were held with Alpharetta and Milton to discuss city-specific project objectives.

2 Core Group Meetings (of 4 Total)

The planning team has met with the Core Group twice within the planning process so far, to both understand the Study Area and share insights from the engagement thus far and Market Analysis.

Engagement Overview and Key Takeaways



Community Meeting 1: Overview & Results

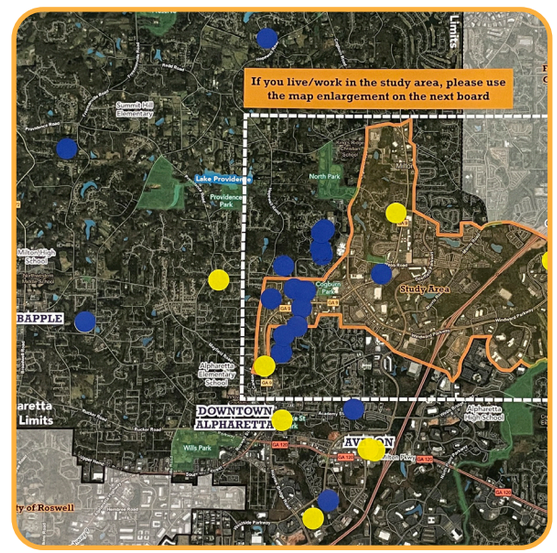
The Windward Parkway & Highway 9 Strategic Master Plan held its first Community Meeting on Wednesday, May 24 at the CID's office space in Avalon, between 5:30 PM and 7:30 PM. This meeting included open-house style activities with interactive stations and informational displays, the results of which are summarized in the following slides.

50

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

440

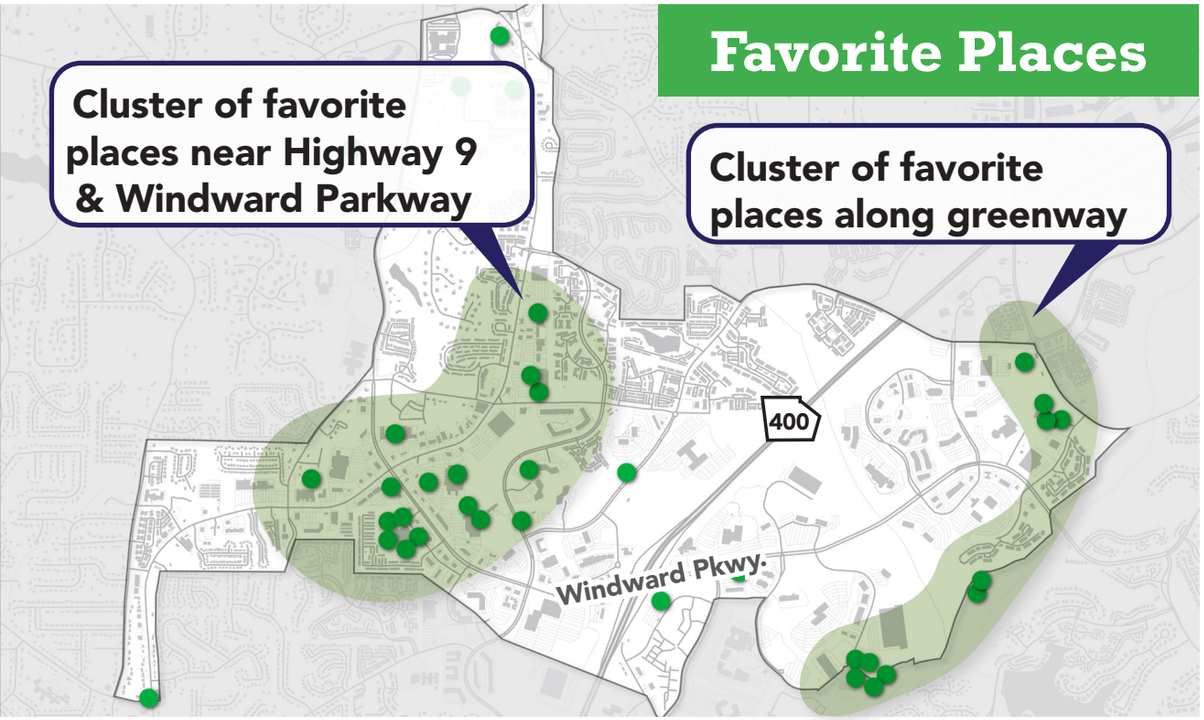
Total comments and stickers received on various boards, displays, and activities.

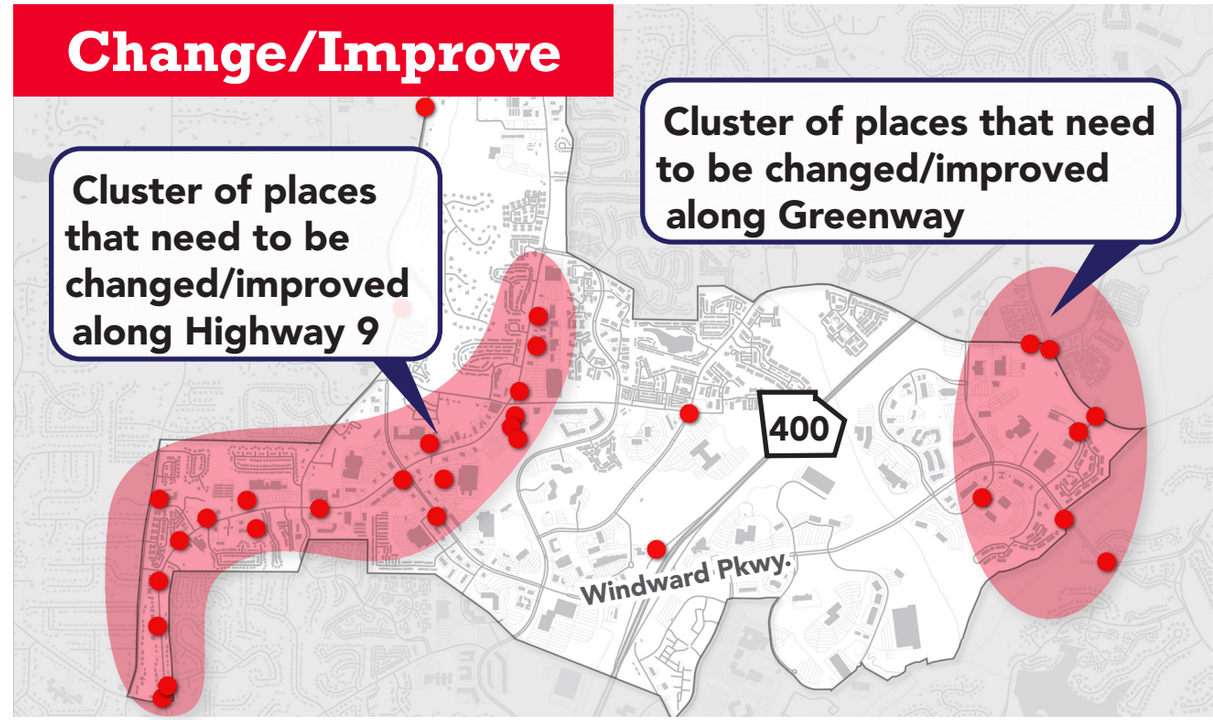


70%

of meeting attendees were residents living nearby, most of which live near Highway 9.

What do you think of the Study Area?





West of GA 400, most favorite places were chosen around convenience (shopping/errands).

East of GA 400, 77% of the favorite places were on the greenway. (Marconi Trailhead, Union Hill Trailhead, or along the Greenway itself).

Over 60% of stickers were placed along Hwy 9.

Major concern on mobility. Car, bike, and pedestrian mobility are all currently hindered by the built environment (large parking lots, connections between commercial properties, desire for more/safer walking & biking infrastructure).

Employer Survey: Overview & Results

The Windward Parkway & Highway 9 Strategic Master Plan released a survey directed at Study Area employees between May 22 and June 16 of 2023. The survey was shared by the Cities of Milton and Alpharetta to key stakeholders and businesses.

808

Total responses as of survey closing on Friday, June 16

59%

Shop or dine within the Study Area (13% live within the Study Area)

"**Better walking connections** to recreation areas, dining, and entertainment."

57%

Are currently in a hybrid working arrangement, with 39% fully on-site, and 4% fully remote.

"**More gyms, dining options**, gas stations, on the business/ neighborhood side of Windward Parkway - most shopping and dining is only on the Hyw 9 side."

63%

of respondents are in the Study Area daily, with 24% spending time there 2-3 times per week.

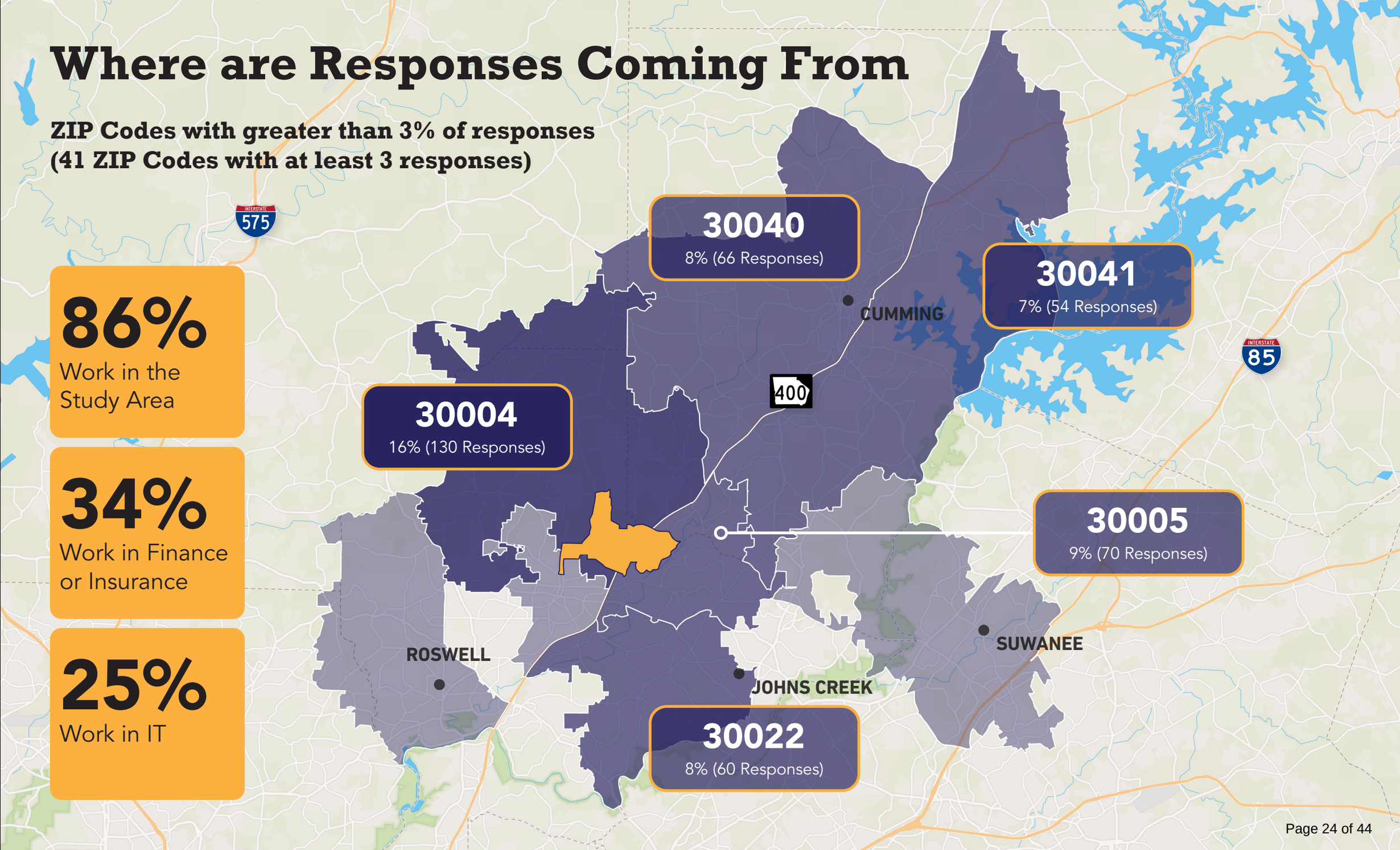
Where are Responses Coming From

ZIP Codes with greater than 3% of responses
(41 ZIP Codes with at least 3 responses)

86%
Work in the Study Area

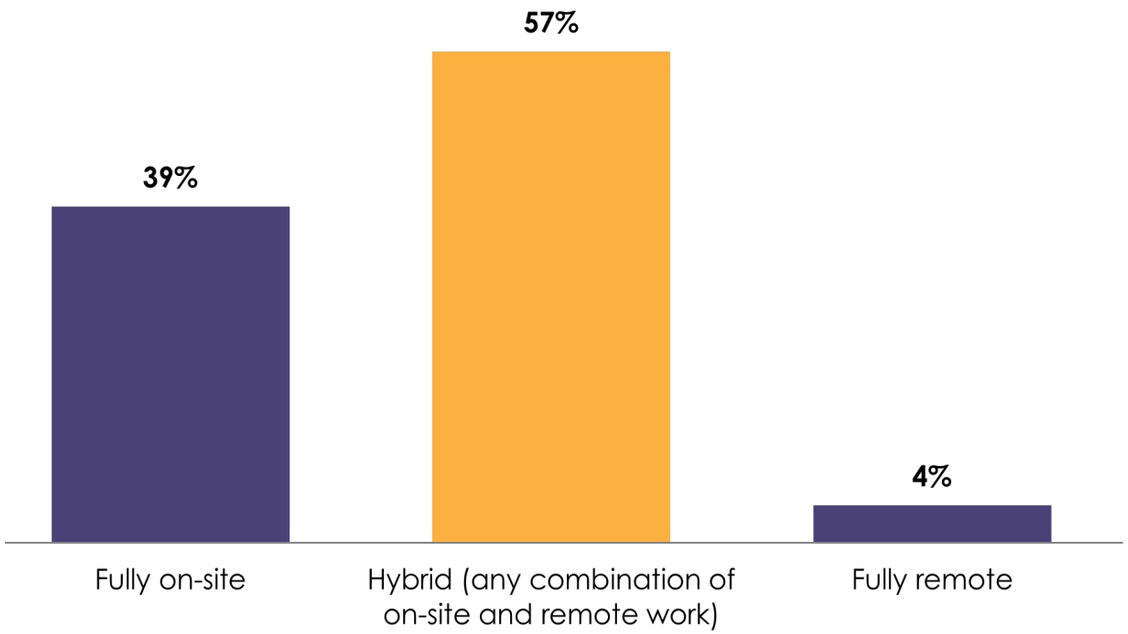
34%
Work in Finance or Insurance

25%
Work in IT



Working Arrangements

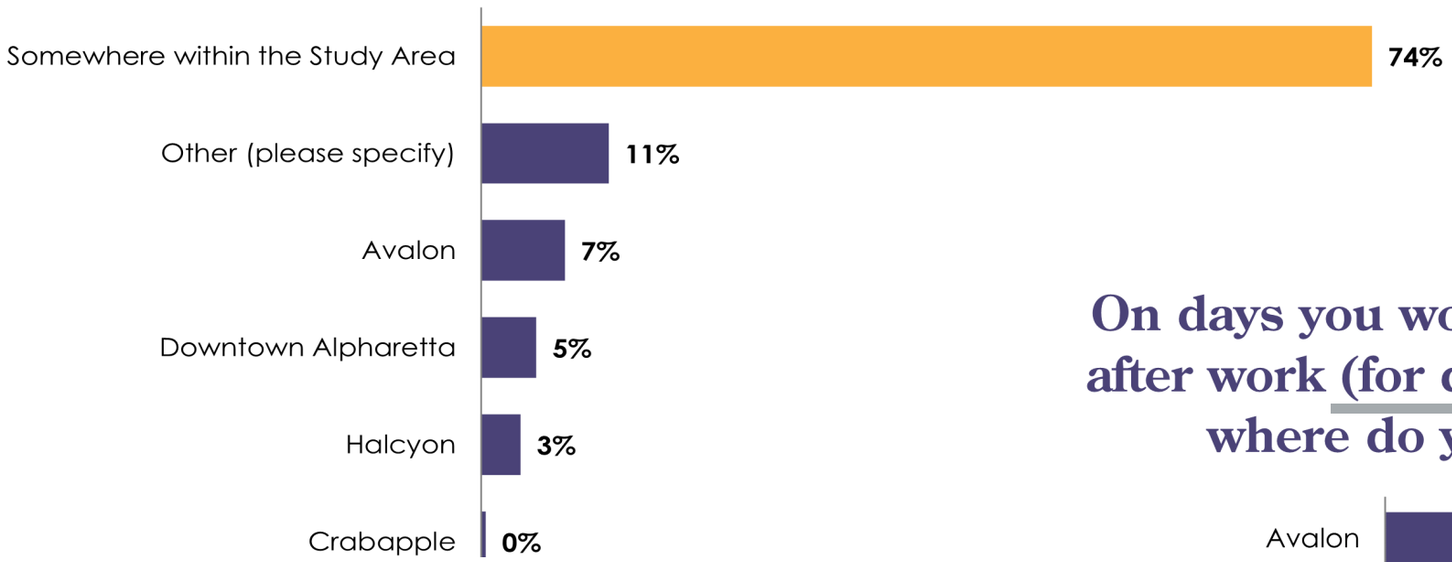
What is your current working arrangement?



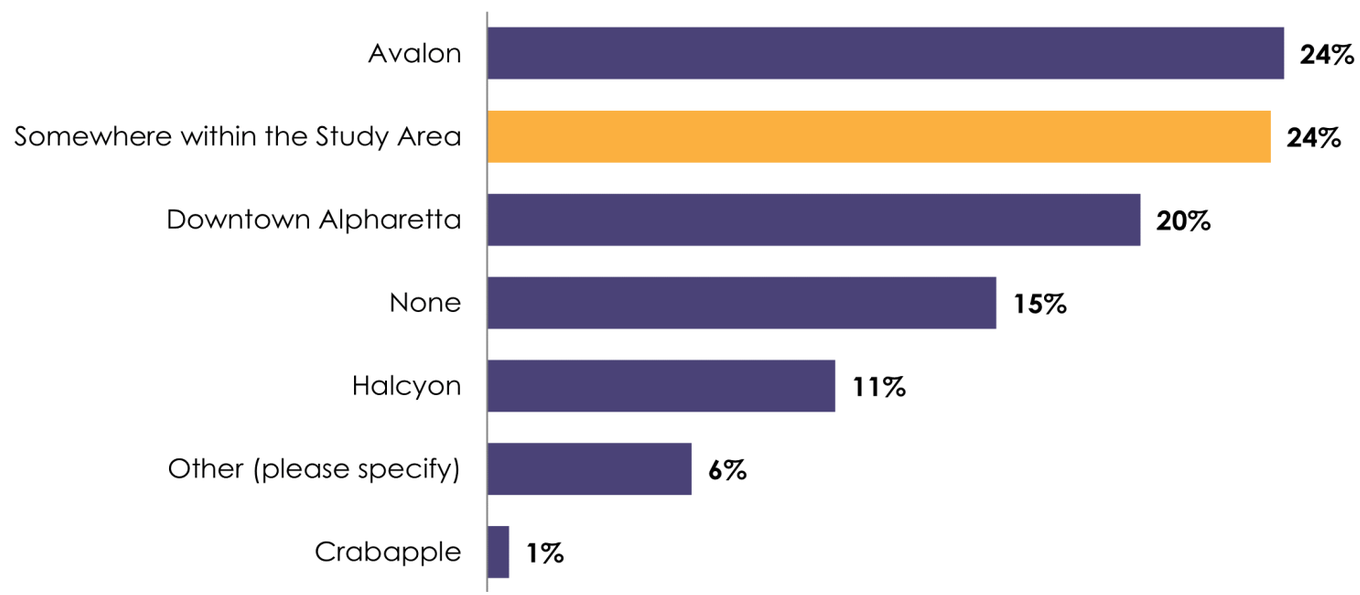
If you currently work remote/hybrid, would you be encouraged to return to the office more if there were more direct improvements to the built environment such as connectivity to trail networks and increased connectivity to dining/retail opportunities?

Outside the Office

On days you work in the office and go out to lunch, where do you most typically go?

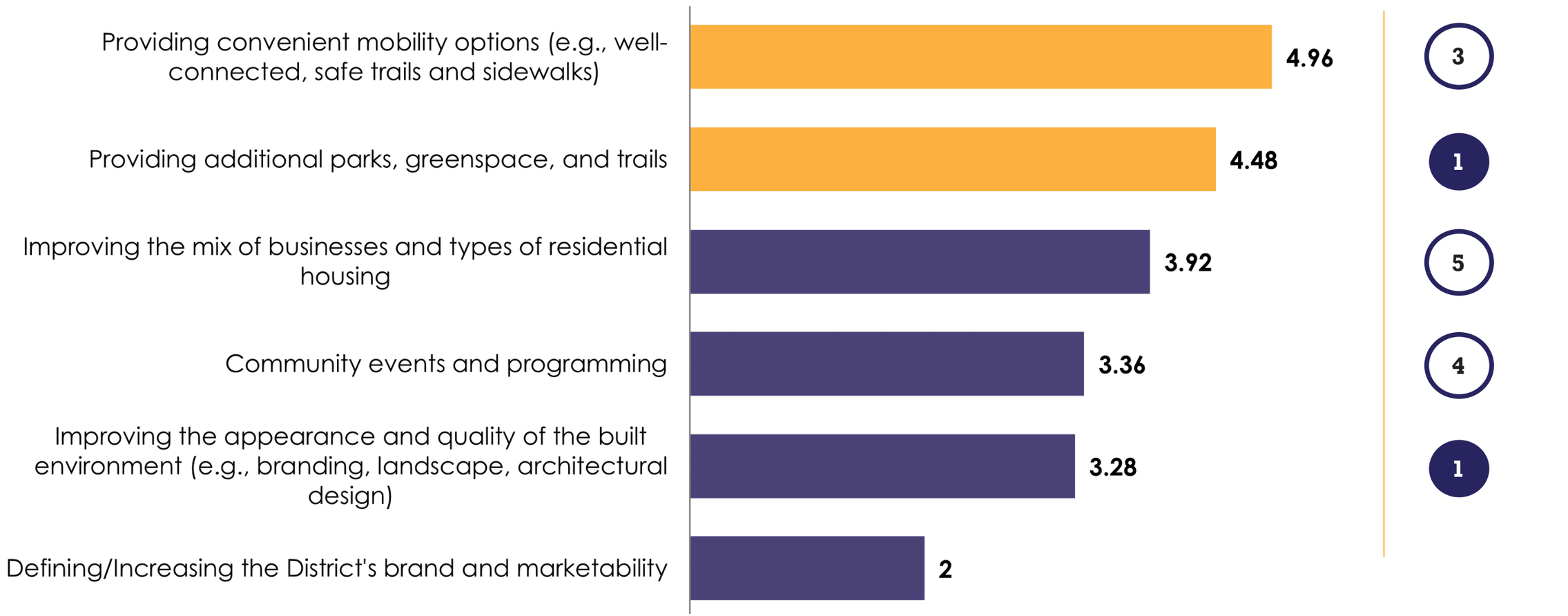


On days you work in the office and go out after work (for dinner/drinks/socializing), where do you most typically go?

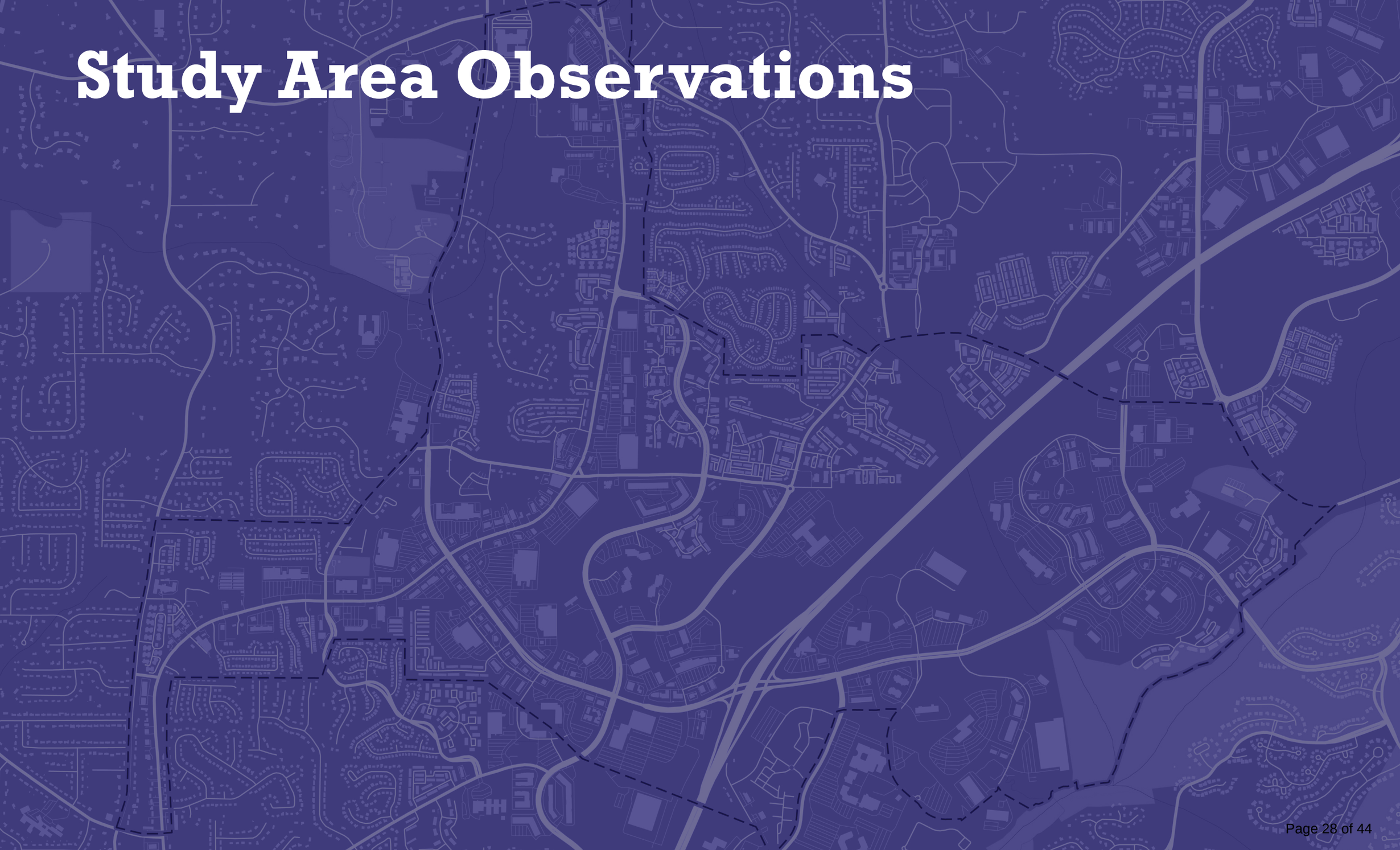


Our Focus

Rank where you feel the most attention should go within the District (average score)



Study Area Observations

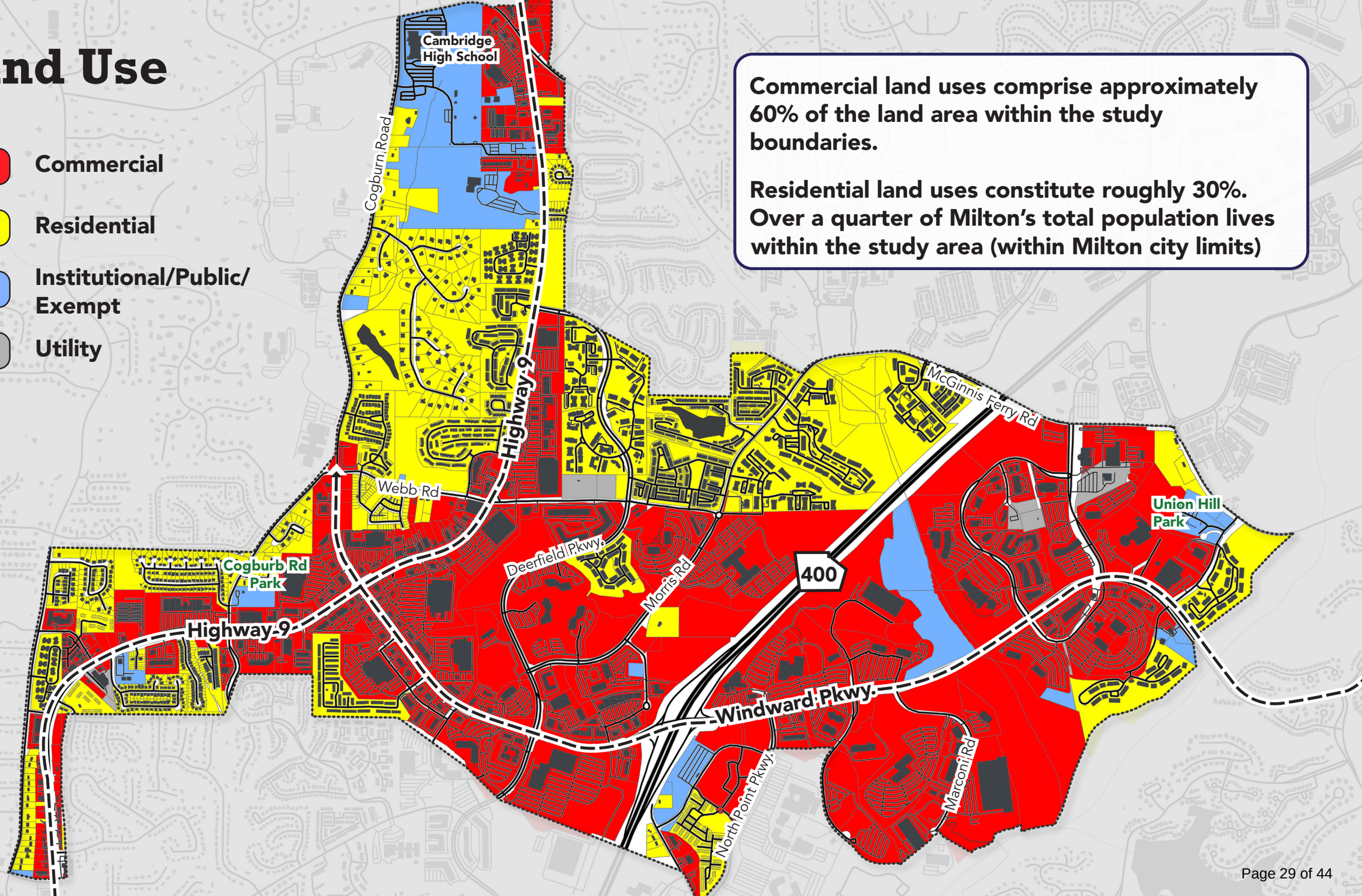


Land Use

- Commercial
- Residential
- Institutional/Public/ Exempt
- Utility

Commercial land uses comprise approximately 60% of the land area within the study boundaries.

Residential land uses constitute roughly 30%. Over a quarter of Milton's total population lives within the study area (within Milton city limits)

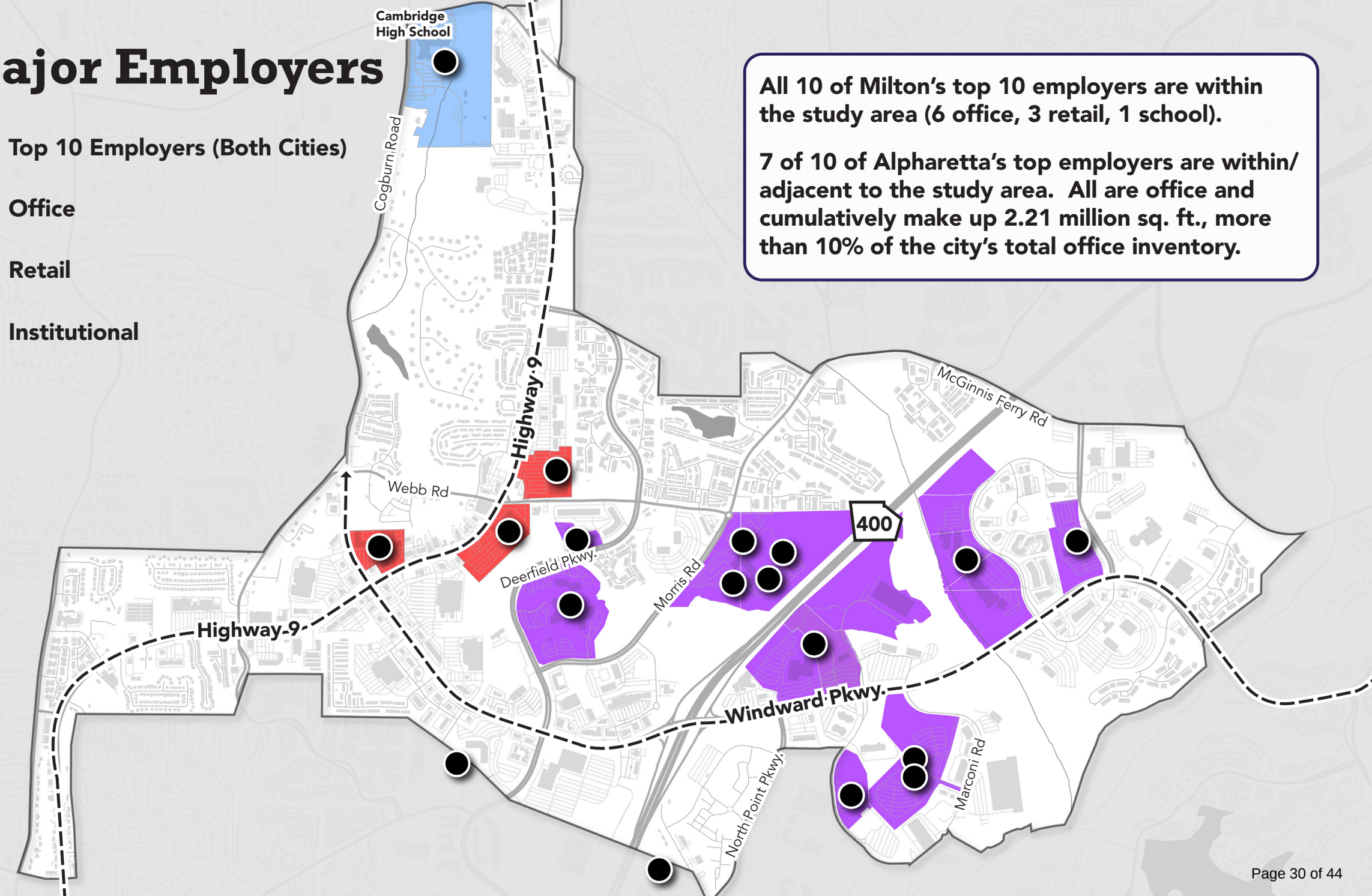


Major Employers

- Top 10 Employers (Both Cities)
- Office
- Retail
- Institutional

All 10 of Milton's top 10 employers are within the study area (6 office, 3 retail, 1 school).

7 of 10 of Alpharetta's top employers are within/ adjacent to the study area. All are office and cumulatively make up 2.21 million sq. ft., more than 10% of the city's total office inventory.

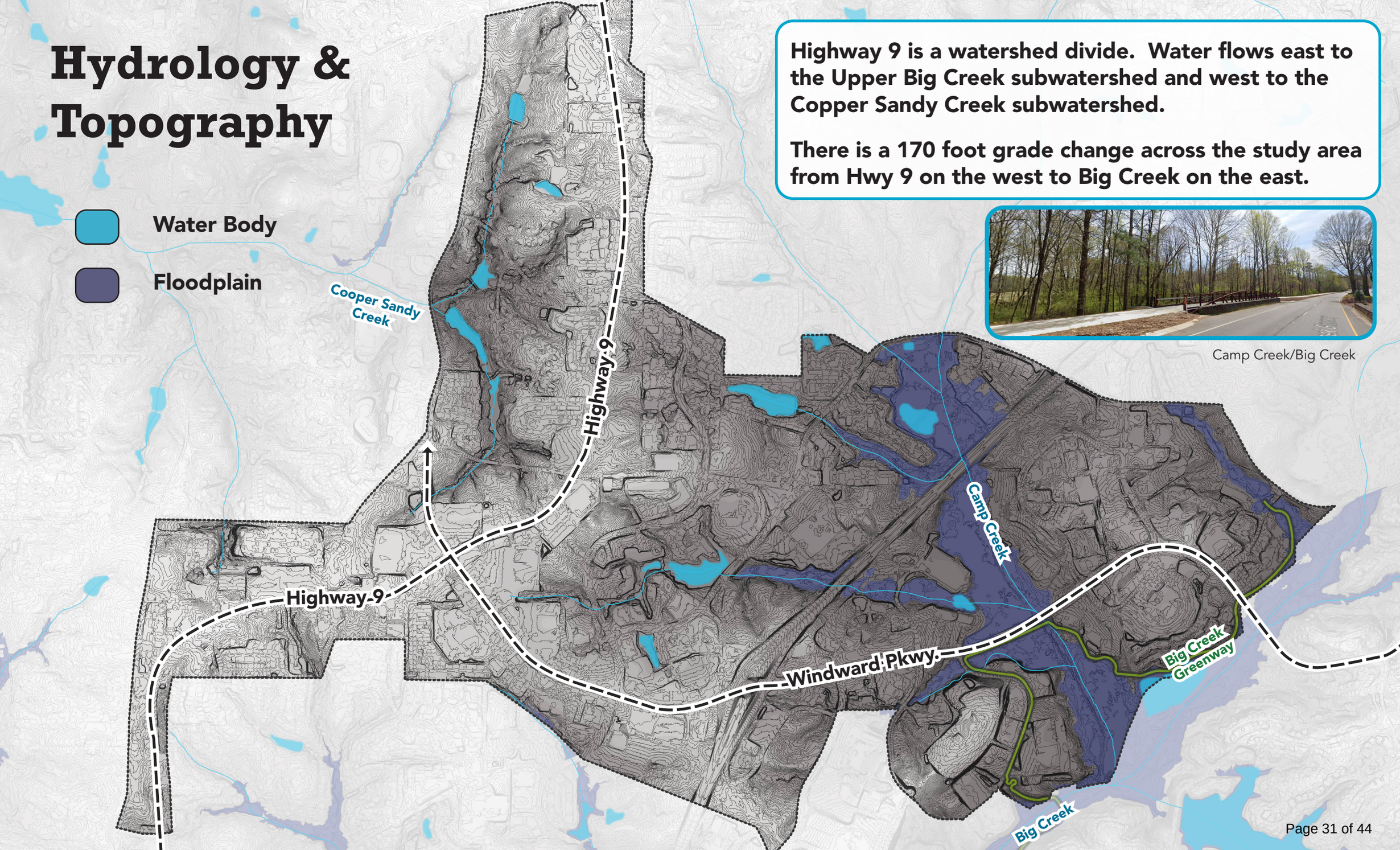


Hydrology & Topography

Highway 9 is a watershed divide. Water flows east to the Upper Big Creek subwatershed and west to the Copper Sandy Creek subwatershed.

There is a 170 foot grade change across the study area from Hwy 9 on the west to Big Creek on the east.

Camp Creek/Big Creek

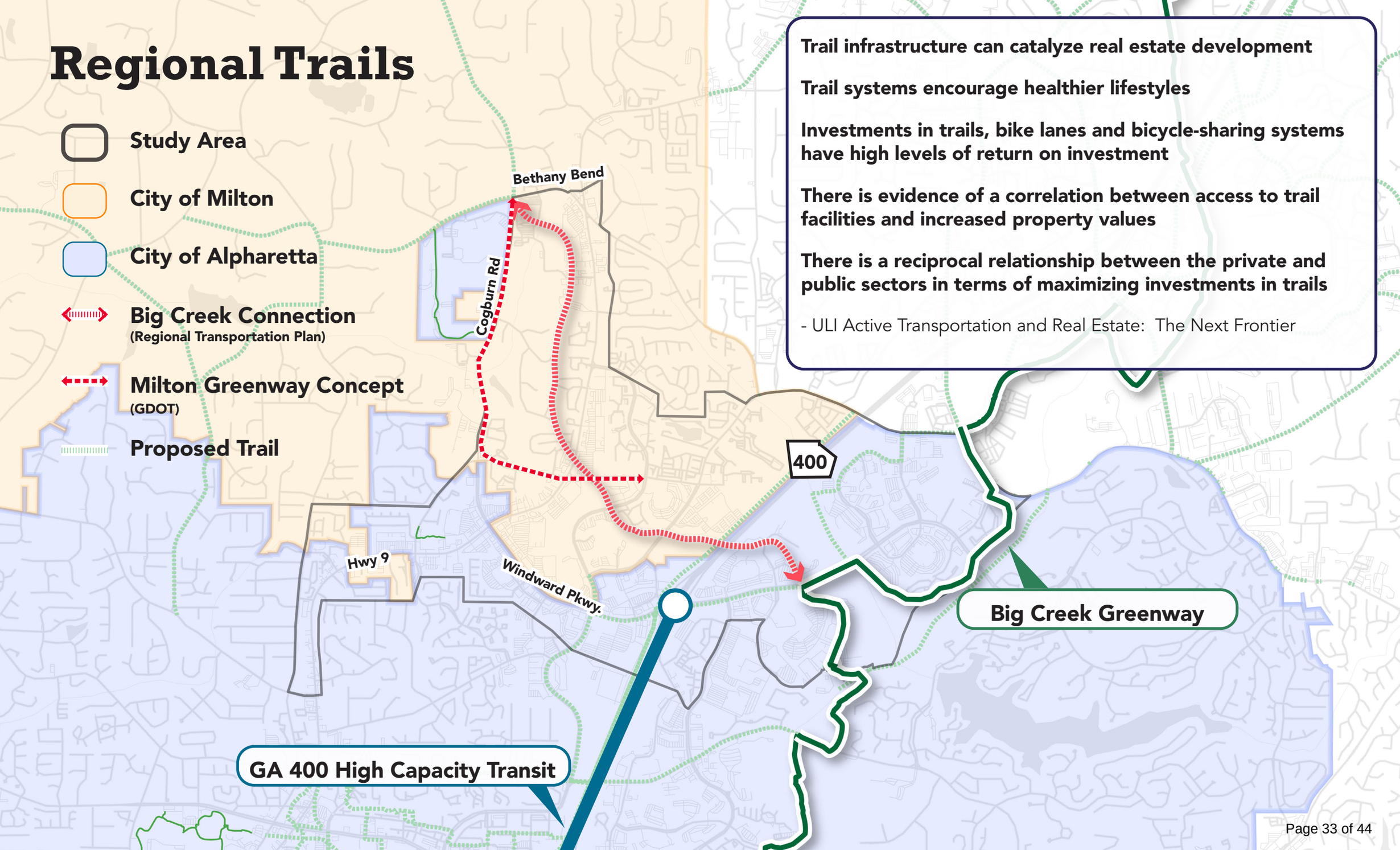


Park Access

(Does not include pocket parks)

The vast majority of the residents and employees within the study area have limited access to public park space

Regional Trails



Trail infrastructure can catalyze real estate development

Trail systems encourage healthier lifestyles

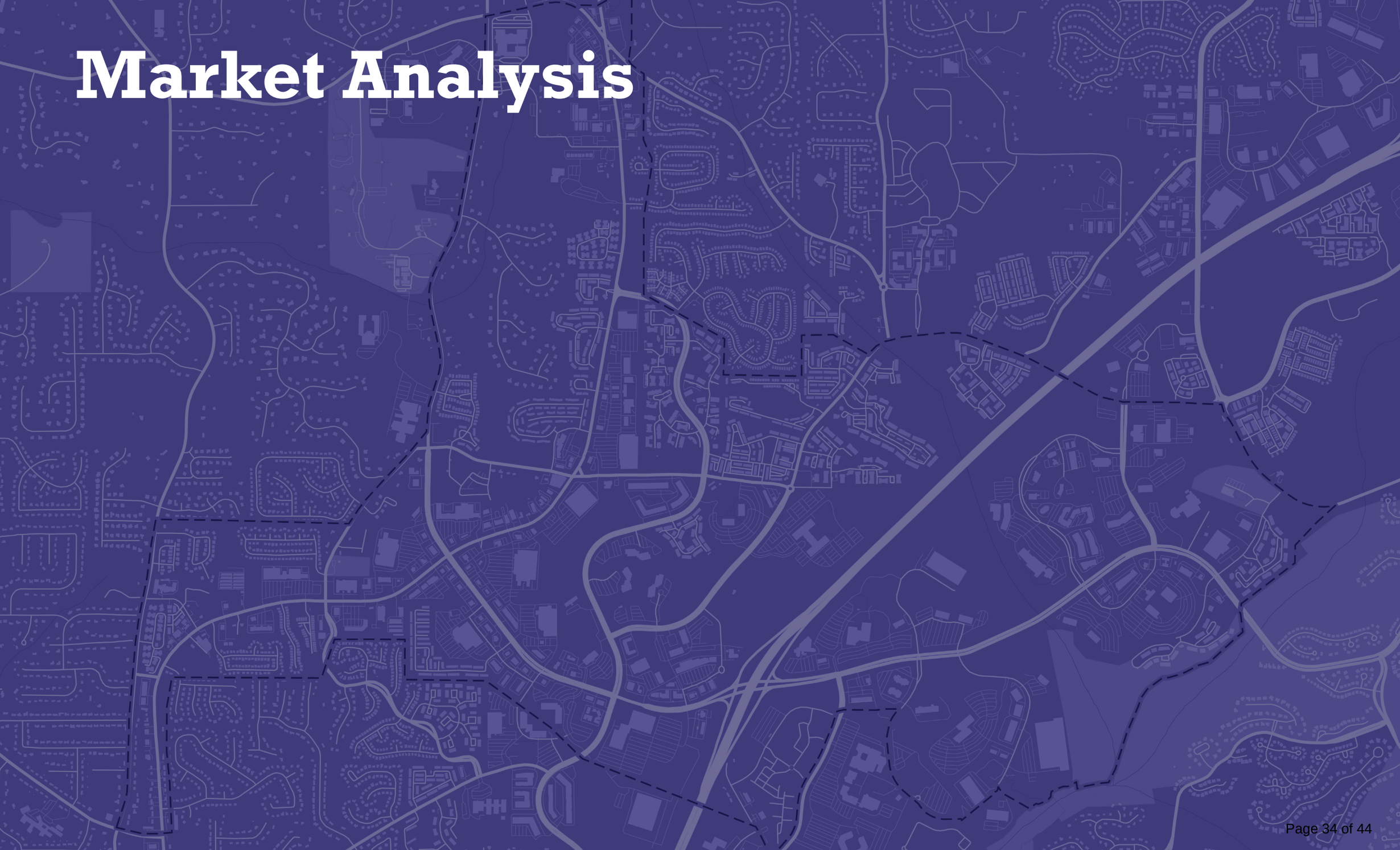
Investments in trails, bike lanes and bicycle-sharing systems have high levels of return on investment

There is evidence of a correlation between access to trail facilities and increased property values

There is a reciprocal relationship between the private and public sectors in terms of maximizing investments in trails

- ULI Active Transportation and Real Estate: The Next Frontier

Market Analysis



Market Analysis

KEY FOCUS AREAS

Adapting to Change

Repositioning Suburban Office

Supporting Walkability and Connectivity

Reposition

Suburban Office

OFFICE

- There is **great uncertainly about the viability of conventional office space** given that work from home trends are likely to continue.
- At the same time, strong professional sector growth suggests **sustained demand for certain types of office space** and **many establishments will likely lease space, just less of it**.
- Return to office has nearly returned to pre-pandemic levels for those living within two miles, suggesting that **if commuting times are reasonable, workers would prefer to be at the office**.
- **Select office properties could be repositioned by amenitizing surrounding areas** with new housing, retail, and place-based investments.
- The recent success of **smaller-scaled office development along the Beltline** suggests a strategy forward

Adapt

To changing market, culture, and economy

RETAIL

- The market is supportive of more retail space, but it will need to be **smaller in scale**, **differentiated**, and primarily **serve the local community**.
- The is an opportunity to create **retail nodes** catalyzed by **place-based investments**, **parks and trails**, and **redevelopment**.
- There is an opportunity to leverage retail development and strategic tenanting to **improve the marketability of existing office space**.

HOTEL

- **Co-location of future hotels with retail/experiential nodes** and **transit accessibility** will improve marketability

Adapt

To changing market, culture, and economy

HOUSING

- There is **abundant demand to support new housing development**, including apartments and higher-density for-sale products (townhomes).
- Housing development can help **improve marketability of existing office space**.
- Linking new housing development with trails, pedestrian infrastructure, and future Marta station can **improve long-term transit-readiness**.
- Depending on scale of future housing development, **civic uses, including schools, may need to be incorporated**.

Opportunities

Cycle of Natural Obsolescence

Public authorities can be effective as the **first mover** to mitigate locational (economic) obsolescence

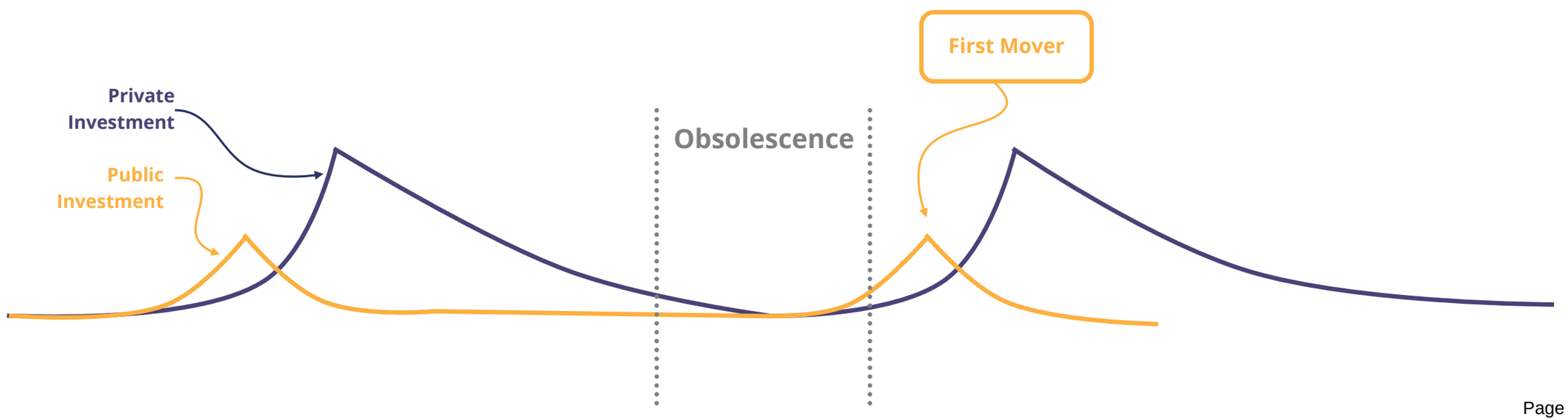
Absolute

Infrastructure Improvements
Public Space Improvements
Maintenance
Beautification
Pooled Private Investment
Management Tools (e.g., CID)

Relative

Amenity Creation
New Infrastructure & Public Space
Marketing & Promotion
Programming & Events
Incentives
Planning & Land Use Policy

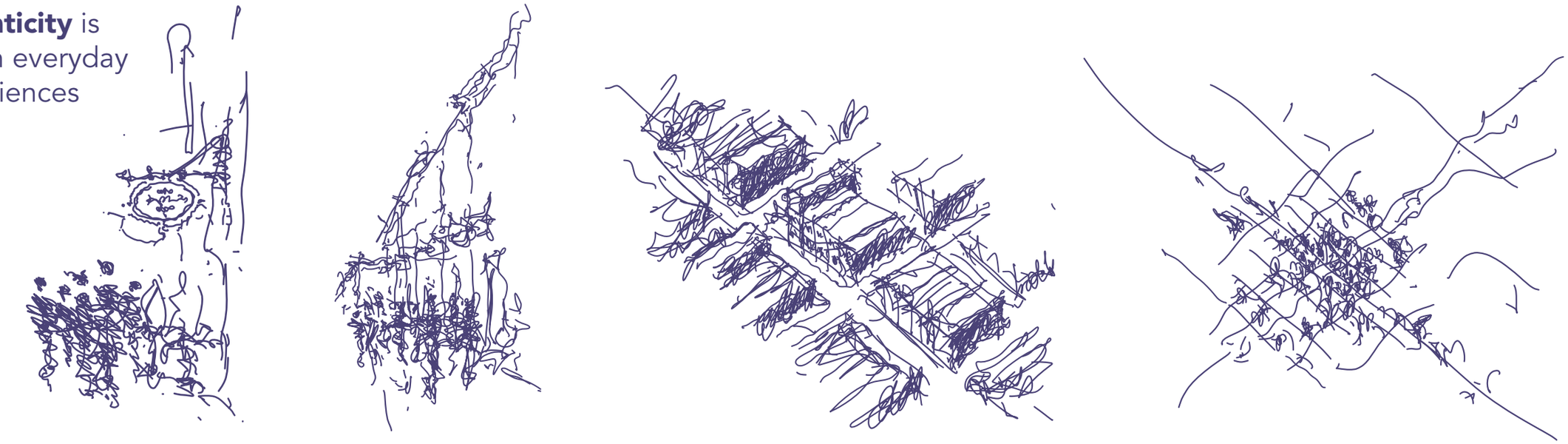
Building stock and locations that naturally obsolesce provide the fertile ground for serving the future needs of the community.



Our Approach to Placemaking

A sense of place in any locality is made up of an agglomeration of smaller, distinct places and experiences

Authenticity is born from everyday experiences



Small, concentrated clusters of distinctive character and rich experience - anchored by existing green assets - can provide destinations that shape the perception of the greater Windward/Hwy 9 district.

Distinctive → Local Green Assets + Signature Design

Co-created → Programmed for Community

Social → Third Places for Comfort and Routine

Five Key Takeaways

Improving mobility is key to the success of the area.

It is hard to get around the district for both drivers and pedestrians, which causes stress and influences the perception/experience of the district.

The area lacks authentic and local experiences.

The study area lacks a “sense of place” and vibrant walkable destinations, making it challenging to compete with Avalon or Halcyon for dinner/drinks.

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

The quality of the surrounding district, the availability of green space, and a diversity of food/drink options and programmed amenities can help attract employees.

There is a need for additional parks and open spaces.

There is consensus among both residents and employees that green space with a variety of amenities and programming is lacking.

Major roadways divide as well as connect the district.

Windward Parkway is an unsafe pedestrian and vehicular barrier. GA 400 creates an east-west divide for retail and other amenities.

Next Steps

Following this meeting, our team will work on the following:

1. Refine opportunities and develop into a set of recommendations for improvements.

2. Share draft recommendations and potential improvements with the Core Group at a third meeting on October 24, and at a Community Meeting on November 15.

STAFF REPORT

Department: Community & Economic Development
Submitted By: Charlotte Christian
Meeting Date: September 19, 2023

AGENDA ITEM:

Development Authority Meeting Time and Day Discussion

STAFF RECOMMENDATION:

Propose and approve a new meeting time or table the motion and continue to meet on the current schedule at 5 pm each third Tuesday of the month.

ITEM DESCRIPTION:

Discussion as to whether to change the time and day of the month for regularly scheduled Development Authority meetings. **Presently, the Development Authority meet at 5 pm each 3rd Tuesday of the month. The Development Authority may choose to continue meeting at this time or choose one of the following alternative days and times:**

1st Tuesday, 3-5 pm
1st Tuesday, 6-8 pm
1st Wednesday, 6-8 pm
2nd Wednesday, 3-5 pm
2nd Wednesday, 6-8 pm
2nd Thursday, 3-5 pm
2nd Thursday, 6-8 pm
4th Wednesday, 6-8 pm

ATTACHMENTS:

None