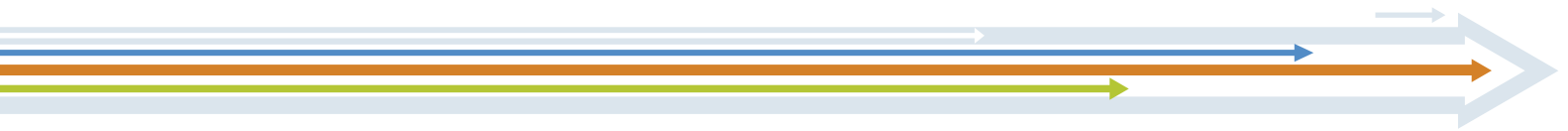


# BLUEPRINT NORTH FULTON



MOVING THE CID FORWARD

# WHAT IS BLUEPRINT NORTH FULTON?

Blueprint North Fulton is a strategic land use and transportation plan. Designed to create a cohesive vision for future growth and development along the Georgia 400 corridor, the Blueprint plan is focused on the commercial district from Mansell to McGinnis Ferry roads.

Sponsored by the North Fulton Community Improvement District (CID), the plan was developed in cooperation with the cities of Alpharetta, Milton and Roswell. Its primary goal is to maintain and enhance the area's quality of life by helping plan, fund and accelerate infrastructure improvements.

The Blueprint North Fulton plan fosters a collective vision for more sustainable development patterns in North Fulton. Careful studies of residential growth, traffic flow, pedestrian access and area attitudes have created a common direction for future development.

With its success along Westside Parkway, the CID has gained valuable insights into how development needs to be more connected, allowing the CID to implement Blueprint North Fulton's shared vision for the future.



Traditional suburban growth over the last two decades – including separation of uses, expansive surface parking and retail strip centers – has reinforced the area's dependence on the automobile.

WHAT IS BLUEPRINT NORTH FULTON?



# C H A L L E N G E S

In a recent CID survey, 70 percent of employees working in and around the District had a favorable impression of the North Fulton area. Those same respondents also noted areas for improvement. First and foremost: transportation.

Area employees also see automobile-focused development and the resulting traffic congestion threatening North Fulton's high quality of life and its competitive position as a desired business center. Survey findings point to North Fulton needing land-use patterns that integrate a wider range of housing options within the business center, foster more walkable development patterns, and reduce vehicular trips in and out of the area.

These ideas were confirmed through preliminary research and an open, public-input process. By gaining a solid understanding of community sentiment, the North Fulton CID built consensus toward the desired development characteristics in this master-planning process.

After determining the challenges, the next step was to envision possible solutions.

Welcome to



The CID is diligently working to solve congestion problems, allowing the District to stay competitive in the regional marketplace and keep a strong “sense-of-place.”



# ONE VISION, STRONG DIRECTION

The Blueprint vision incorporates ideas like transportation improvements, mixed-use development and greater pedestrian access to create a cohesive, vibrant District.

This vision for more integrated development is not just a dream of city planners, but instead, part of an overarching conclusion based on a series of public input meetings and a community-based survey conducted as part of the planning process.

With a collaborative framework in place, the District was divided into three conceptual areas called nodes. These nodes are:

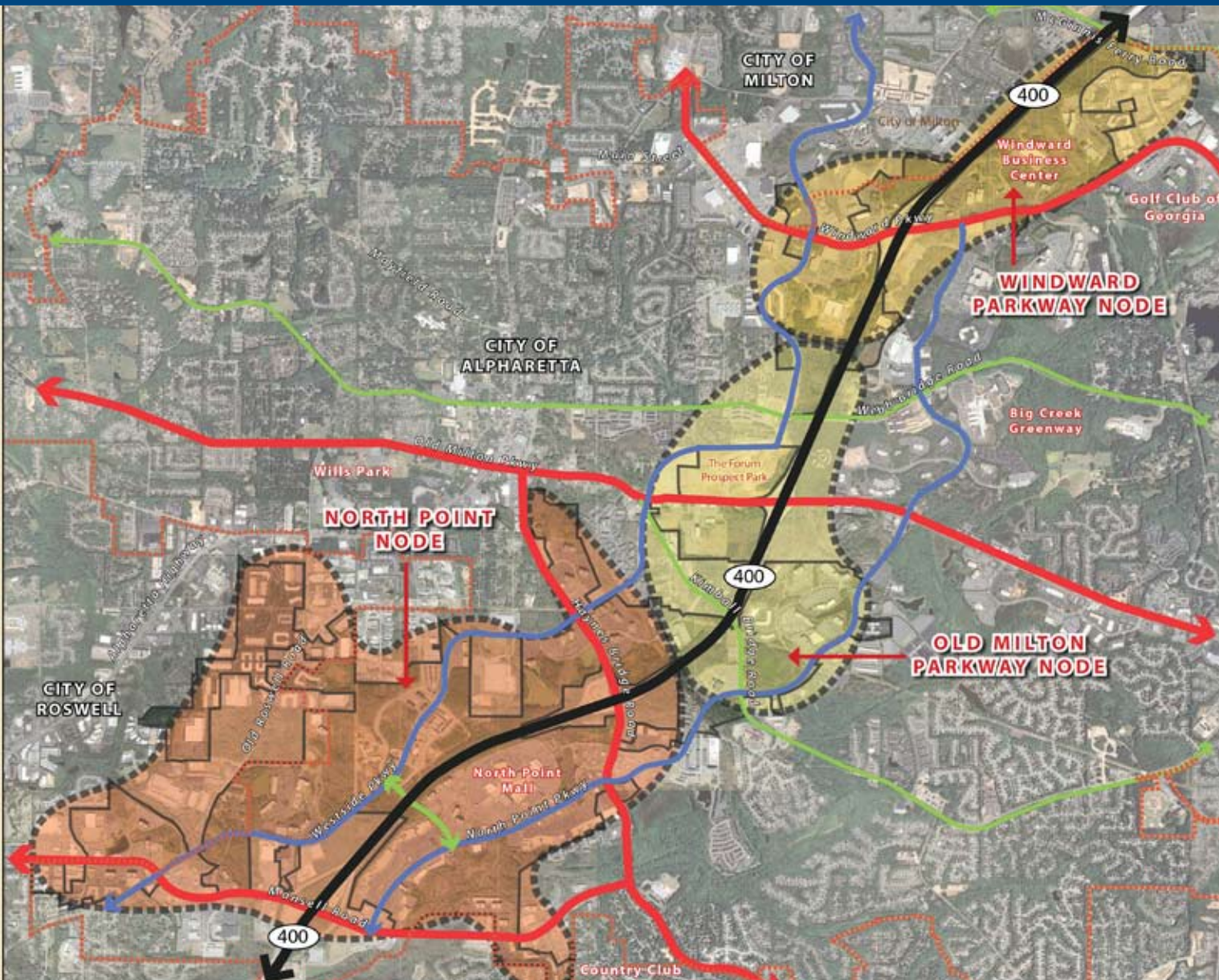
- North Point Activity Center
- Old Milton Parkway
- Windward Parkway

Within each node, a series of smaller “character areas” was devised in cooperation with community stakeholders and leaders.

The resulting concepts for each of the three nodes outline the general, desired character of future development within each area.

The Blueprint does not mandate specific uses for each parcel. Rather, general characteristics are given that should guide future development to complement the surrounding housing, geography and infrastructure. This pattern will form a more sustainable North Fulton.

The characteristics recommended for each “character area” are purposefully general as they encourage developers to explore more walkable, integrated communities appropriate to each node. The recommendations do not specify the mix of uses or the preferred density, leaving implementation open to future market conditions, development opportunities, city codes and public input.



The vision of Blueprint North Fulton includes transportation improvements, as well as mixed-use development strategies, allowing people to walk, bike or ride public transportation.

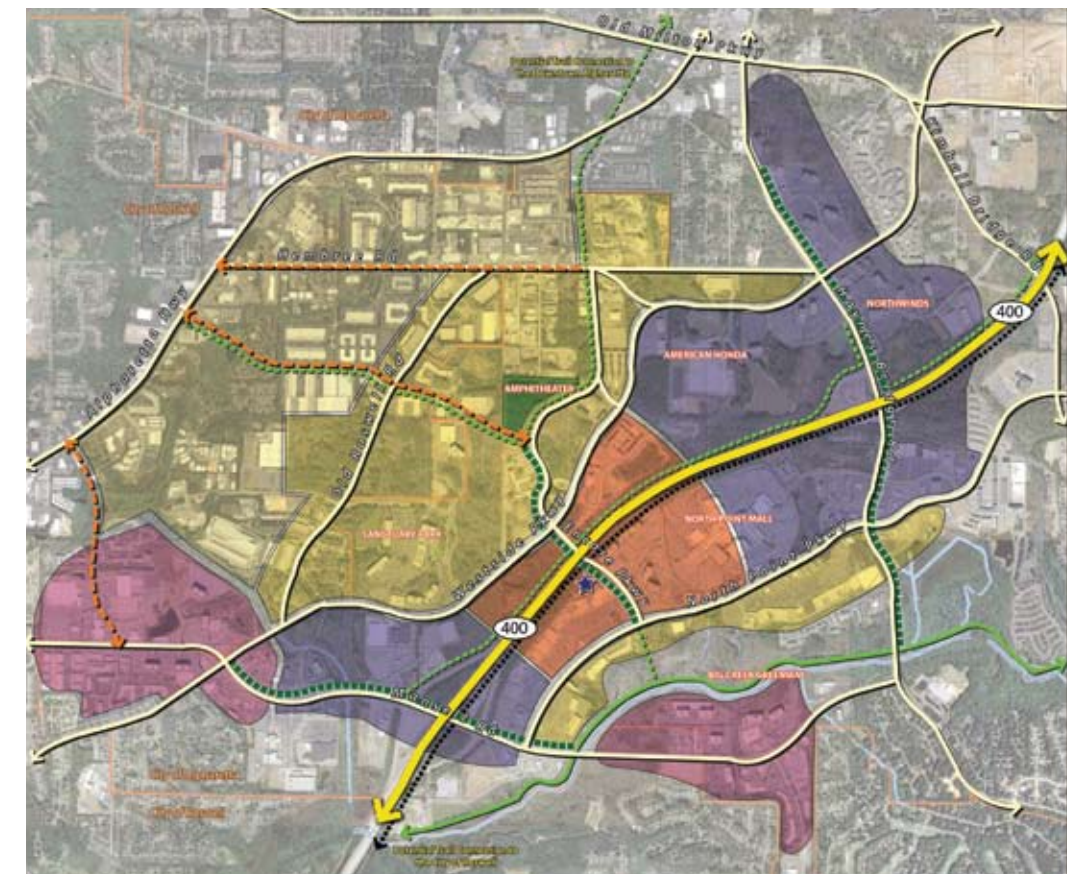




**1** NORTH POINT ACTIVITY CENTER

With North Point Mall and the Verizon Wireless Amphitheatre at Encore Park setting the tone for the southern-most node of the CID, Blueprint North Fulton suggests that new development complement these features. A “mixed-use village center” is recommended to give the area a central focus. This village center would be the primary walking destination and would include enough residential and retail alternatives to support an extension of transit from the North Springs MARTA station. This idea would improve pedestrian access to major entertainment and retail options available, while the transit extension would provide another means of transportation for those living outside the area to reach shows, shopping and dining.

Regional office with integrated residential development is proposed for the areas closer to Georgia 400, where office buildings and retail currently dominate the landscape. Smaller retail/residential centers will form a transition as one moves further from the highway and toward existing residential areas. These will promote walkability and prevent the demise of existing retail centers.



Mixed-Use Village Center	Mixed-Use Neighborhood Center
Mixed-Use Commercial Center	Transition Area(s)

Within a half-mile of the Verizon Wireless Amphitheatre, a proposed Mixed-Use Village Center creates a regional destination with a dynamic mix of residential, retail and office uses.

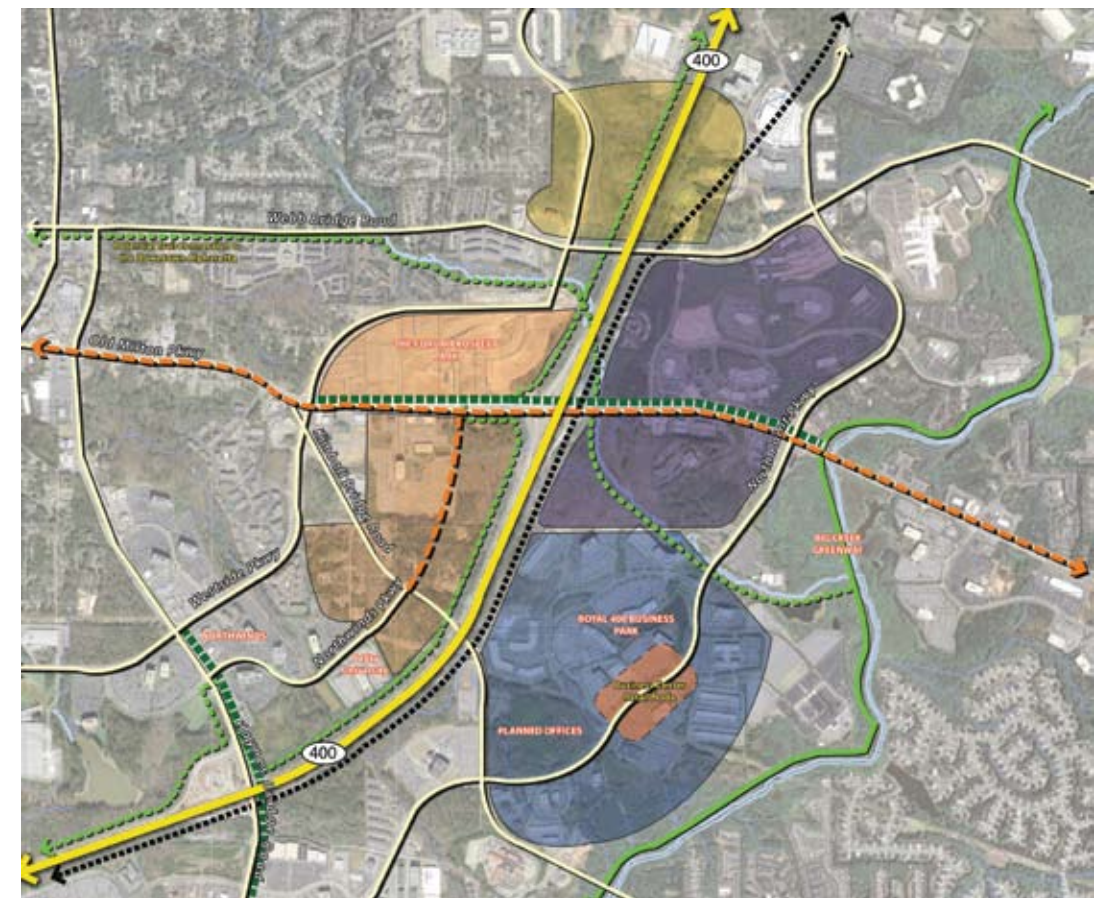




**2** OLD MILTON PARKWAY

The plan for the Old Milton node is defined by two significant features – rapid access to Georgia 400 and a new mixed-use development, Prospect Park, which was under construction at the time of the planning effort. Prior to Prospect Park, Old Milton Parkway was a major roadway connecting downtown Alpharetta to a growing office and residential area east of Georgia 400. With the addition of Prospect Park, the District is likely to change from a local commercial market to a regional shopping and office destination.

With those changes in mind, Blueprint North Fulton suggests the development of communities featuring a mix of retail, office and residential uses. These could be extensions of Prospect Park or complementary developments. The plan also calls for new development and redevelopment in the area to create a more walkable environment through infill development.



Old Milton Mixed-Use Center	Mixed-Use Commercial Center
Mixed-Use Commercial Center	Transition Area(s)

East and west of Georgia 400, Old Milton Parkway can become a regional marketplace destination, with a healthy mix of retail services for area homes.





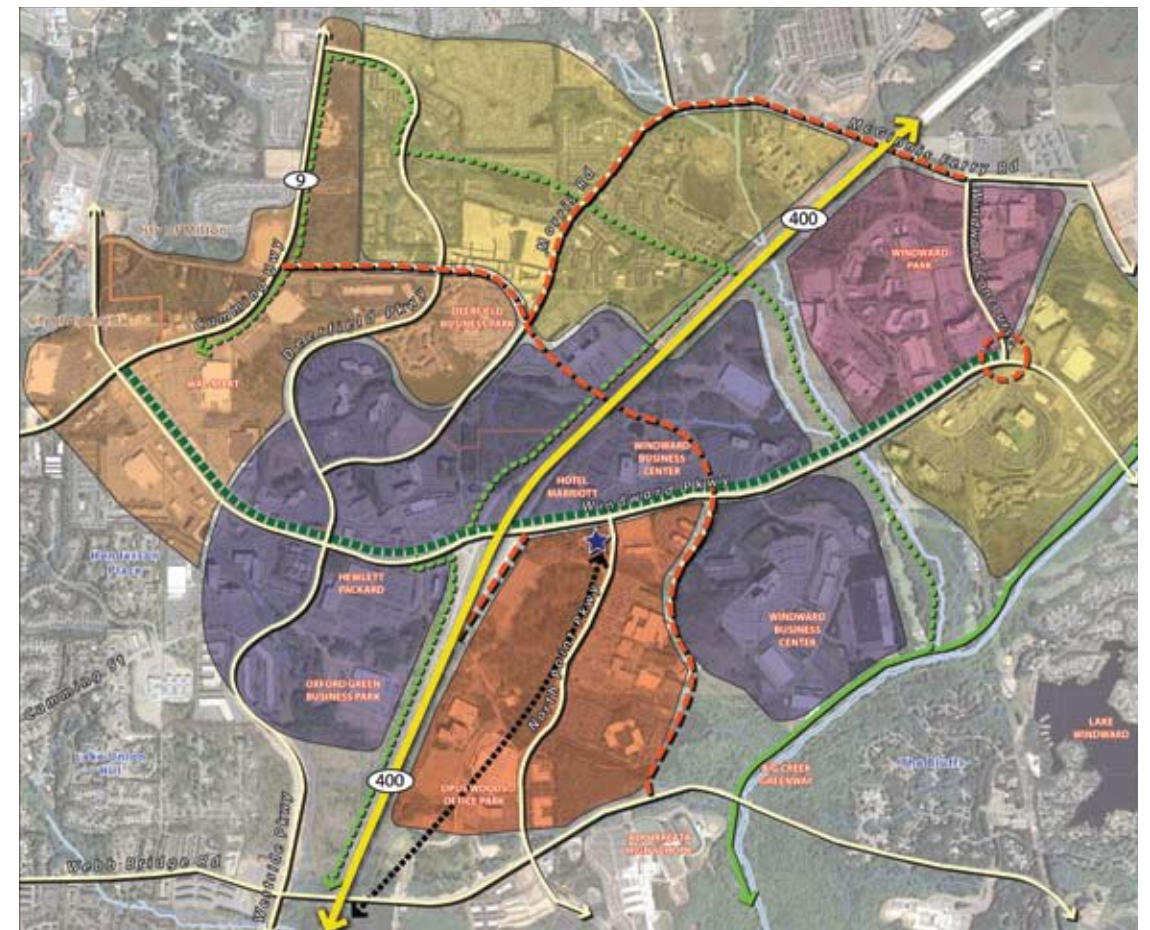
The Windward Parkway concept plan suggests concentrating regional office parks, hotel and transit near Georgia 400, between the Big Creek Greenway and Deerfield Parkway.

### 3 WINDWARD PARKWAY

Known for its quality office and residential areas, Windward Parkway is seen by the Blueprint North Fulton planning team as closest to realizing its vision. The Blueprint suggests a mixed-use village center with enough residential and retail development to support future transit. The village center would be surrounded by a mix of office and residential areas.

All new development should include pedestrian access, as well as a network of shared open spaces to anchor the community.

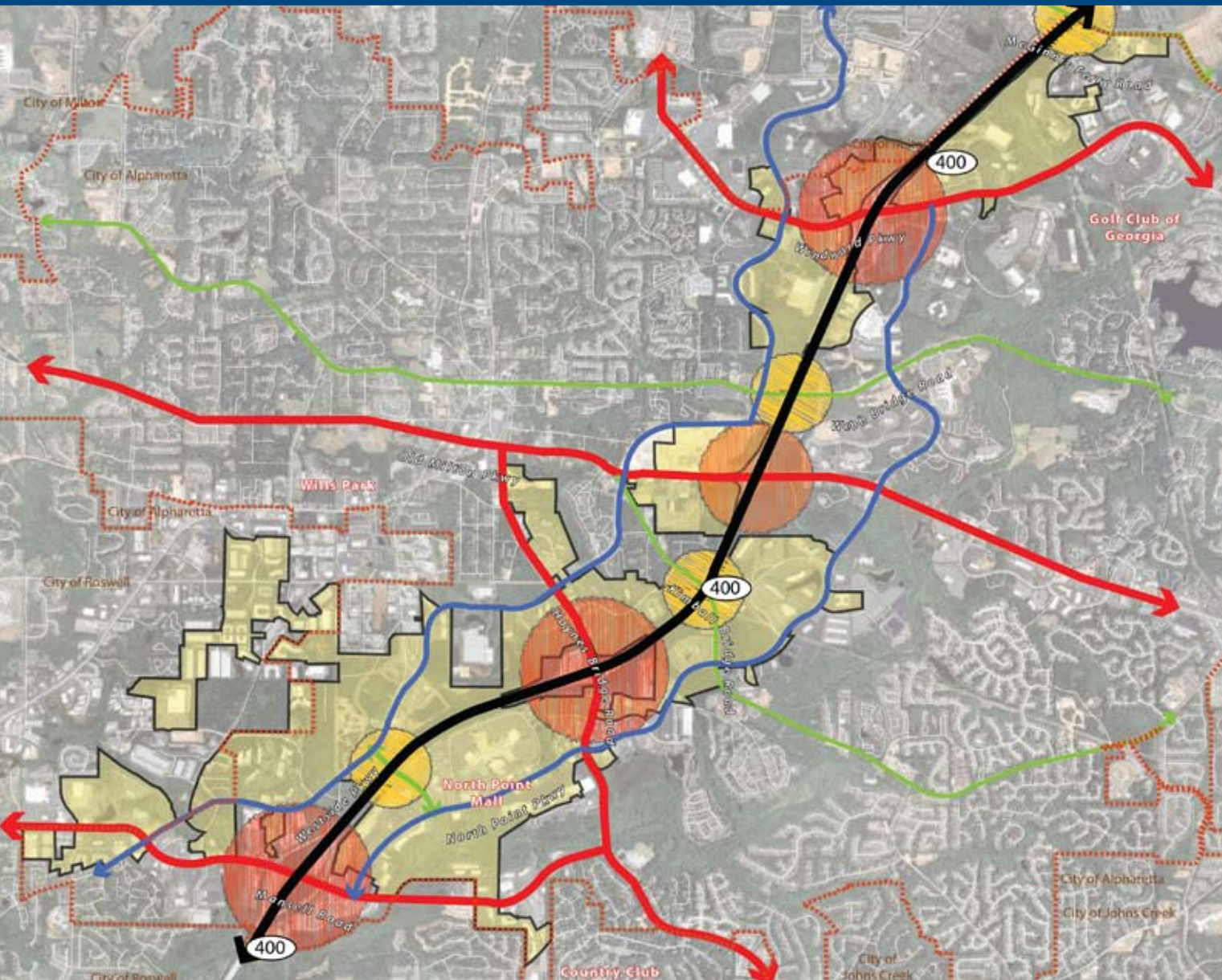
As one moves further away from Georgia 400 and closer to existing residential areas, smaller developments featuring retail, residential and small office uses will serve as a buffer from larger mixed-use areas.



Mixed-Use Village Center	“Downtown Cumming” Mixed-Use Center
Mixed-Use Commercial Center	Transition Area(s)
Mixed-Use Neighborhood Center	



# PEOPLE IN THE PROCESS

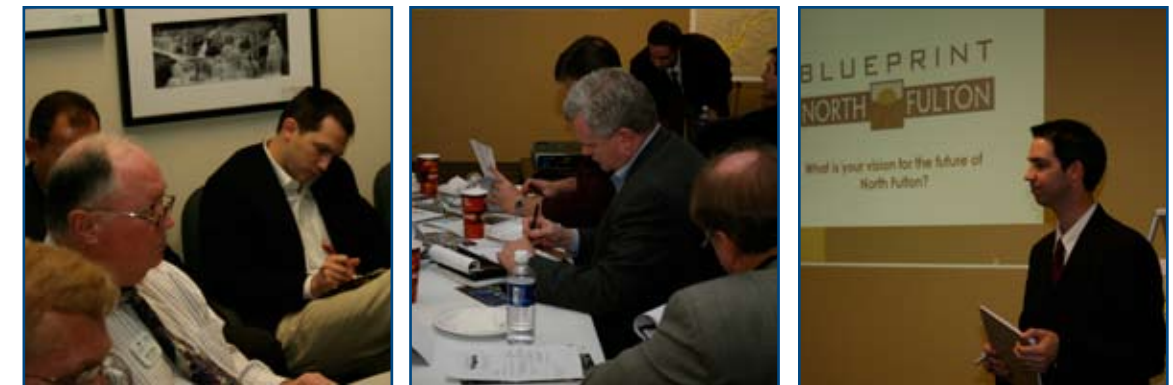


Blueprint North Fulton may be about improvements to infrastructure, but people are the driving force behind this plan. People who live, work and enjoy all North Fulton has to offer are the real beneficiaries of this work.

The CID and Blueprint North Fulton teams held several public meetings, inviting the area business community and local residents to participate in the Blueprint process. A Compass Survey conducted in January 2008 garnered a baseline understanding of people's visual preferences. A detailed, scientific consumer research survey further augmented the Blueprint team's understanding of community trends and desires.

At a second public workshop, people scoured maps, quizzed the transportation planners and, ultimately, helped create a clear definition of common elements to unify the three nodes.

CID board members have long realized that their greatest effect on people's lives comes from creating their surroundings. By putting a comprehensive plan in place, the CID board has developed a plan to prioritize improvement projects throughout the Georgia 400 corridor in North Fulton and ensure that all the projects work together for the common good.



North Fulton CID Boundary

Medium Density Nodes

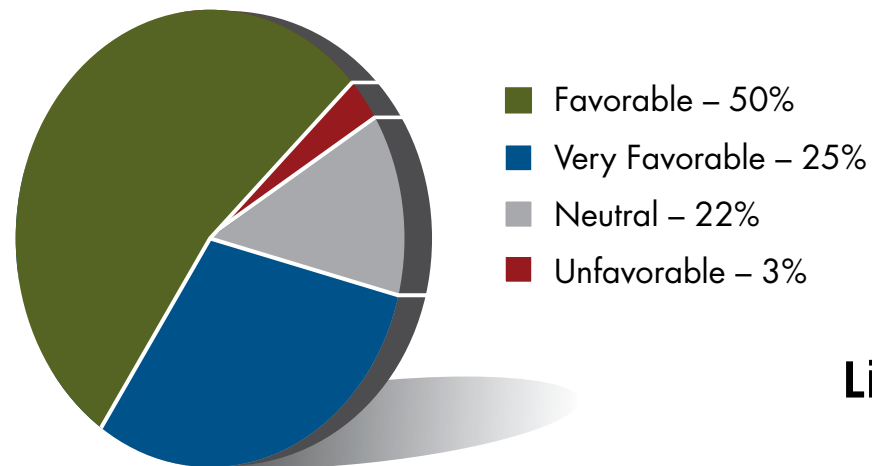
High Density Nodes

Low Density Nodes

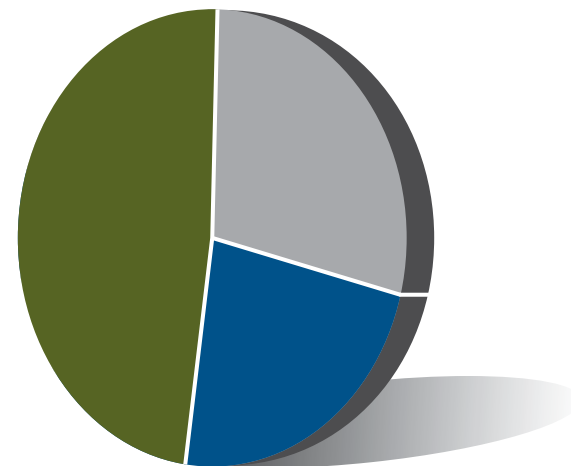
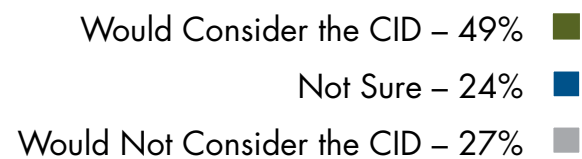
This vision for more integrated development is not just a dream of the master planning team. The Blueprint North Fulton master plan was confirmed through a series of public input meetings.



## Overall Employee Impression of North Fulton County



## Living in the CID



Respondents were asked, if on their next move would they consider moving to the CID.

*Survey conducted by RCLCO*

With public input being crucial to the Blueprint plan's success, the master-planning team conducted extensive research to gauge the thoughts of the local audience. Two surveys were conducted to help the Blueprint team develop the plan.

The first was a "Compass Survey" of attendees at a public meeting in January 2008. The Compass Survey told planners that residents and stakeholders wanted to maintain the area's high quality of life while encouraging more mid-rise, sustainable development. Local citizens liked the idea of crafting a vision for the area and wanted to see traditional architectural styling in a more urban environment with more housing types and options.

Another was a survey of people employed in North Fulton conducted by the CID in the summer of 2008. When asked what improvements they would most like to see, employees in the North Fulton area listed:

1. More walkable areas
2. More sidewalks/trails
3. Transit and upgraded bus service
4. More/better parks and open space
5. Street appearance

Information from these two surveys, and data from an earlier survey conducted by the Transit Planning Board, was instrumental in the development of Blueprint North Fulton.



# P R I O R I T Y P R O J E C T S

Now that Blueprint North Fulton is in place, it's time to implement its suggestions.

After a year of research, community meetings and planning, the North Fulton Community Improvement District has developed a list of priority transportation projects and land-use initiatives. These priority activities will positively impact quality of life throughout the District and North Fulton. City councils and staff in Alpharetta, Roswell and Milton weighted in on these projects, selecting initiatives that are ready to go, affordable and provide the greatest economic impact.

An initial CID investment of \$12.4 million to move these projects forward could garner upwards of \$150 million in new projects for the region. This is based on a compact, 5- to 10-year time-frame.

## Proposed Projects:

### Transportation

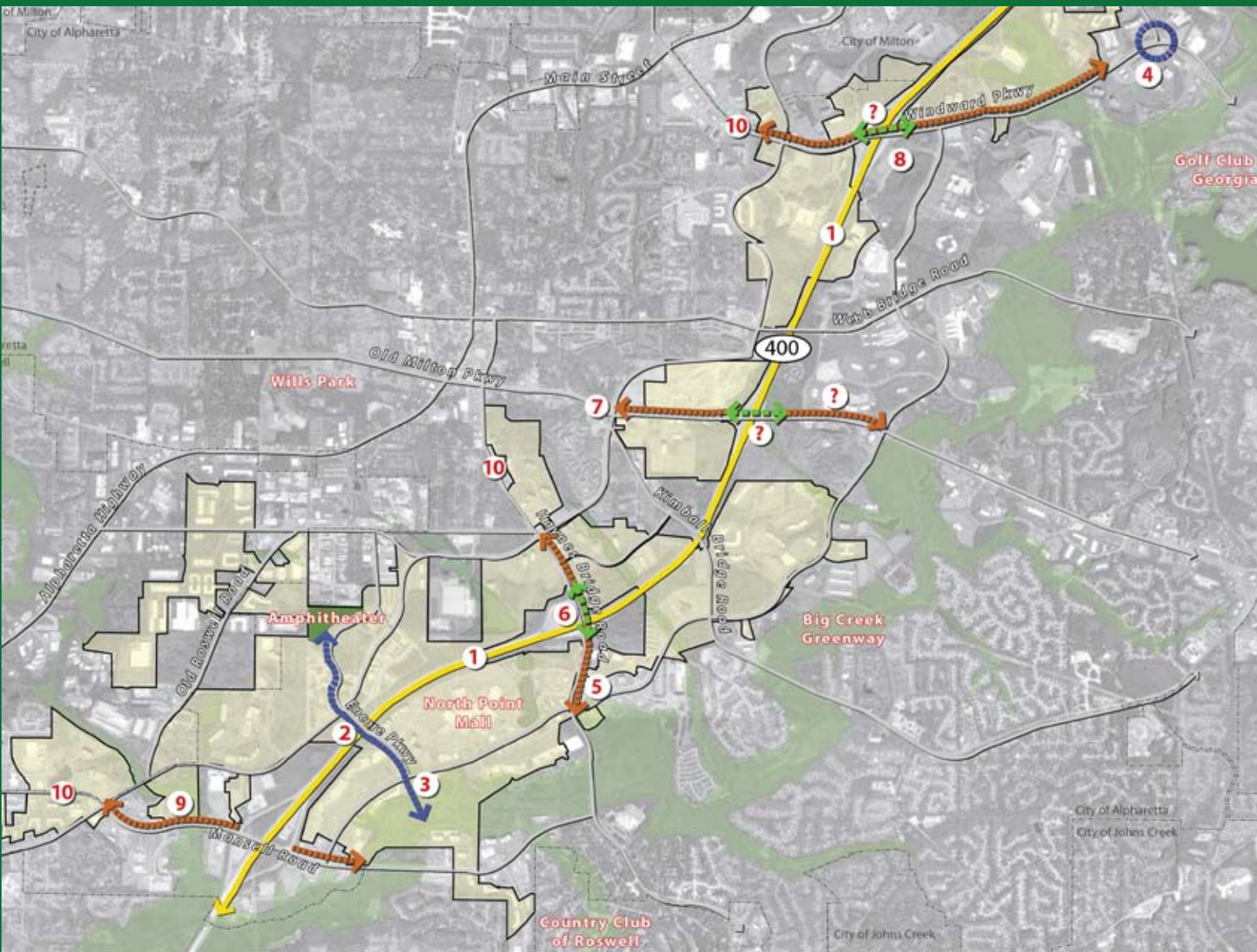
1. Advocate for GA 400 improvements
2. Add sidewalks and bike lanes to Encore Park Bridge
3. Construct Big Creek to Encore Park bikeway/sidewalk
4. Reconstruct Windward Parkway/Windward Concourse intersection

### Landscape/Streetscape

5. Reconstruct Haynes Bridge streetscaping
6. Install landscaped entryways at Haynes Bridge
7. Install landscaped entryways at SR 120
8. Install landscaped entryways at Windward Parkway
9. Extend Mansell Road streetscaping to Westside Parkway and Big Creek Greenway
10. Install wayfinding signs for the District/ Coordinate traffic signals in the District

### Land Use

- Incorporate Blueprint plan into municipal land-use plans
- Develop graphic standards for land-use in the District
- Create model zoning regulations for the District



Blueprint's solutions address more than transportation problems – they bring the right kind of development to achieve desired land use goals.



“Thanks to the outstanding work of the CID board and its planning team, the Blueprint North Fulton master plan is now ready to move forward,” said Ann Hanlon, Chief Operating Officer of the North Fulton CID. “Our Blueprint for the future includes greater access to regional and local transit, enhanced vehicular connectivity through an expanded grid of roadways, enhanced walkability and enhanced trail networks and connectivity.”