

ALPHARETTA COMPREHENSIVE PLAN UPDATE

About This Project

The 2045 Comprehensive Plan is Alpharetta’s community-driven blueprint for managing growth, preserving quality of life, and investing wisely for the next two decades. It is being updated in 2026 to measure progress, respond to emerging opportunities and challenges, and re-engage residents and businesses in shaping what comes next.

Guide growth through 2045



Integrate recent initiatives



Meet state requirements

Set a clear framework for land use, housing choices, mobility, economic vitality, and everyday quality of life.

Align recommendations from the North Point Framework Plan, Windward/Hwy 9 Strategic Plan, South Main LCI, Brookside Small Area Plan into one coherent roadmap.

Complete the Georgia DCA five-year update to maintain *Qualified Local Government (QLG)* status—and keep Alpharetta eligible for key state and federal funding.

Vist the Website to stay informed about the process and share additional feedback through an online survey



Visit the website for more details

Timelines and Milestones

We Are Here!



Project Launch

- + Establish a Project Steering Committee
- + Explore the Community
- + Outline Key Research Goals
- + Review Prior Planning Efforts
- + Open Public Survey



Foundation and Alignment

- + Public meeting #1
- + Interview Community Stakeholder
- + Community Work Program Evaluation
- + Close Public Survey
- + Existing Conditions Trends and Analysis



Plan Development

- + Develop a Draft Plan Recommendations
- + Develop Updated Future Land Use Map
- + Public meeting #2
- + Draft Implementation Strategy



Plan Adoption

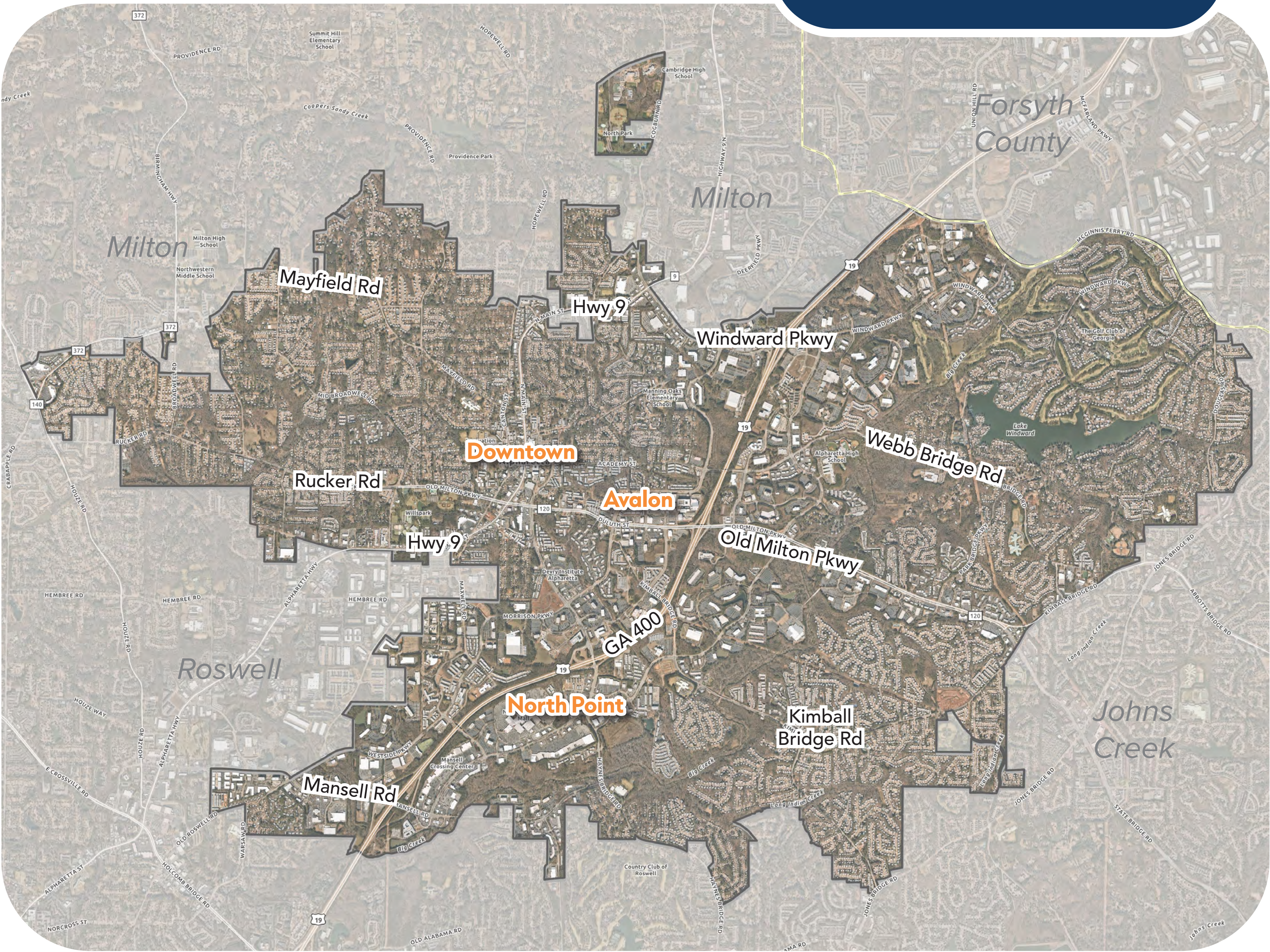
- + Presentation to City Council
- + Final Plan Refinement
- + Adoption

Sept 2025 - Oct 2025

Nov 2025 - Jan 2026

Feb 2026 - May 2026

June 2026

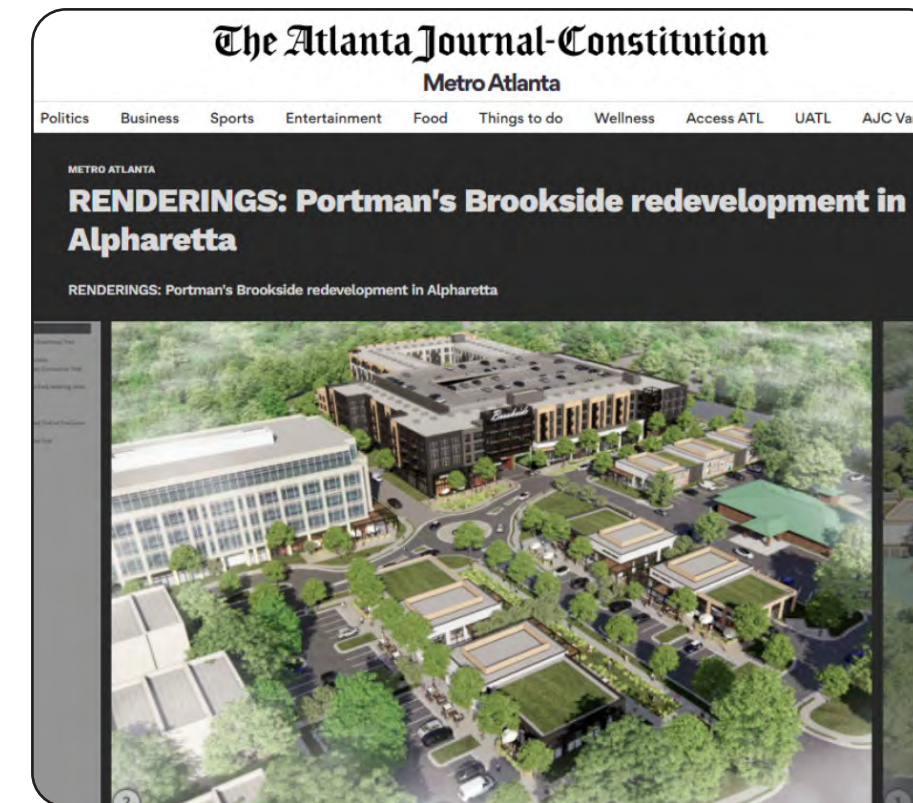
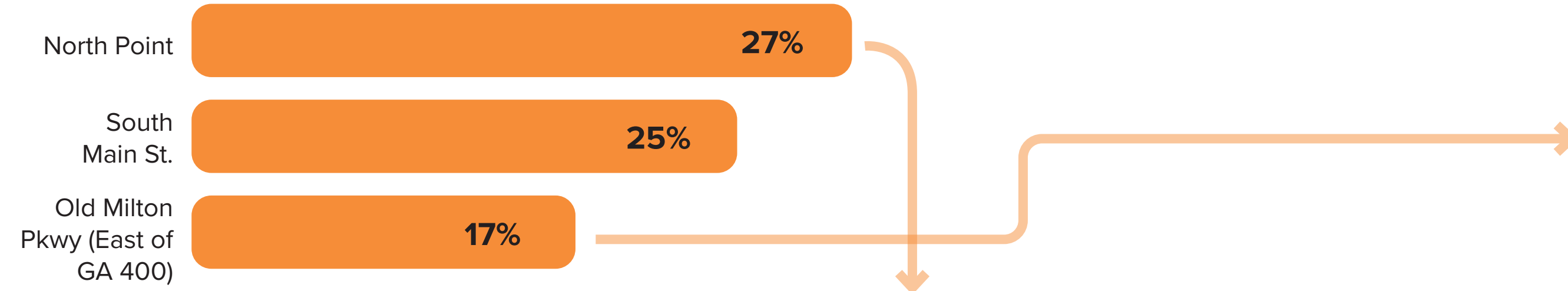


What We Learned from Previous Plans

Previous Comprehensive Plan Outcomes

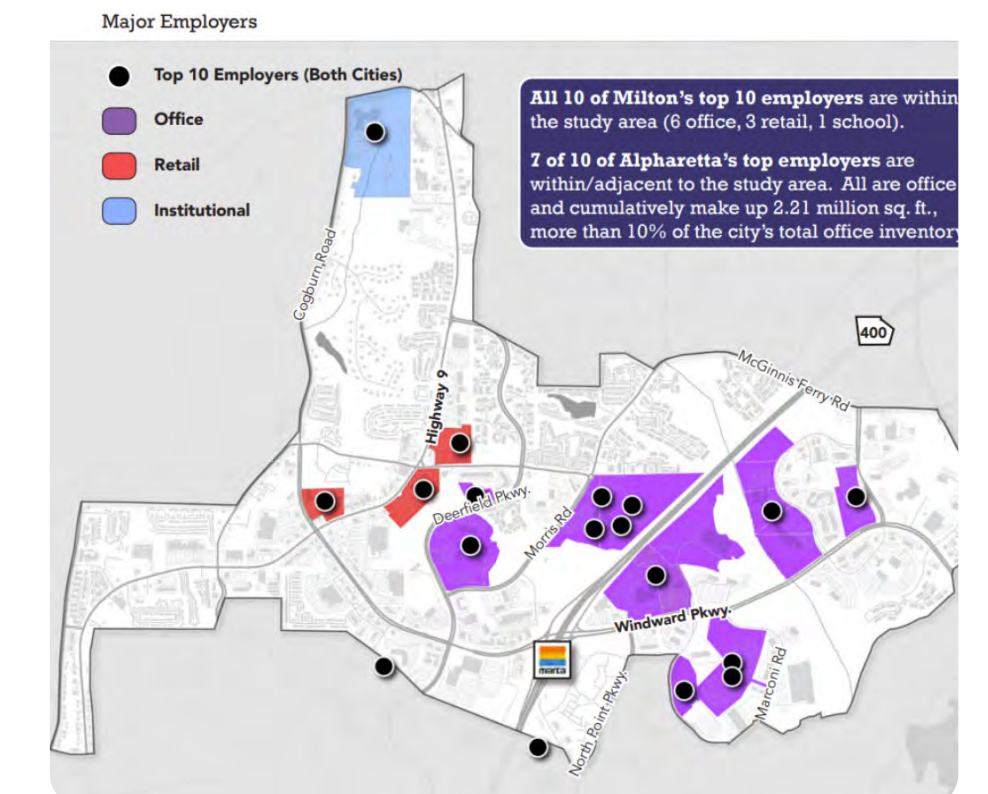
*The Previous Comprehensive Plan (2021) Highlighted the Importance of **North Point** and **Old Milton Parkway** as areas in need of re-investment/improvements*

What area of Alpharetta is most in need of redevelopment or improvement?



Brookside
(Old Milton Pkwy east of GA 400)

Highlighted the Importance of **Windward** as a Major Employment Area with a Large Inventory of Office



North Point Development Framework



Encore Greenway Connection (North Point)

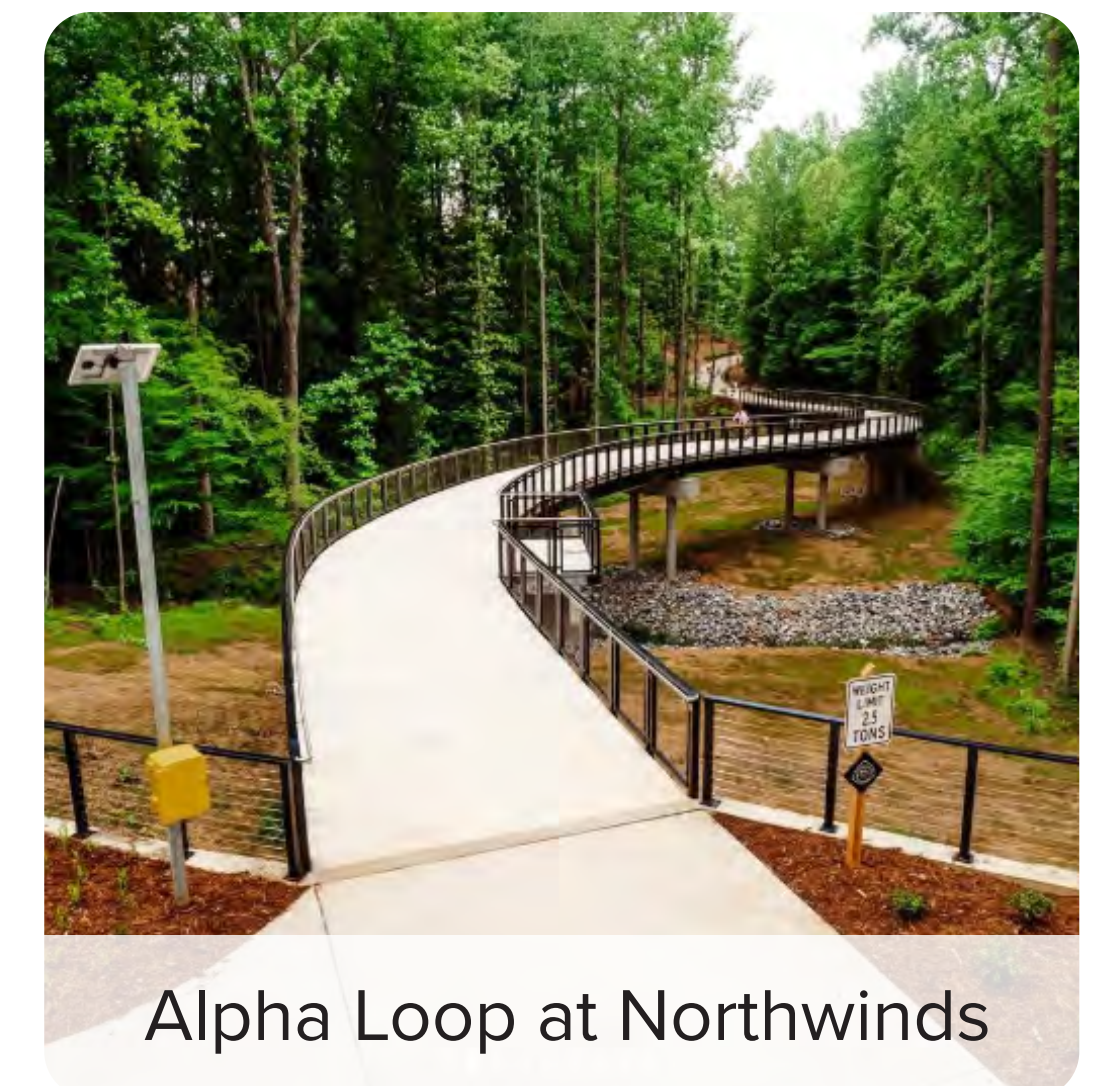
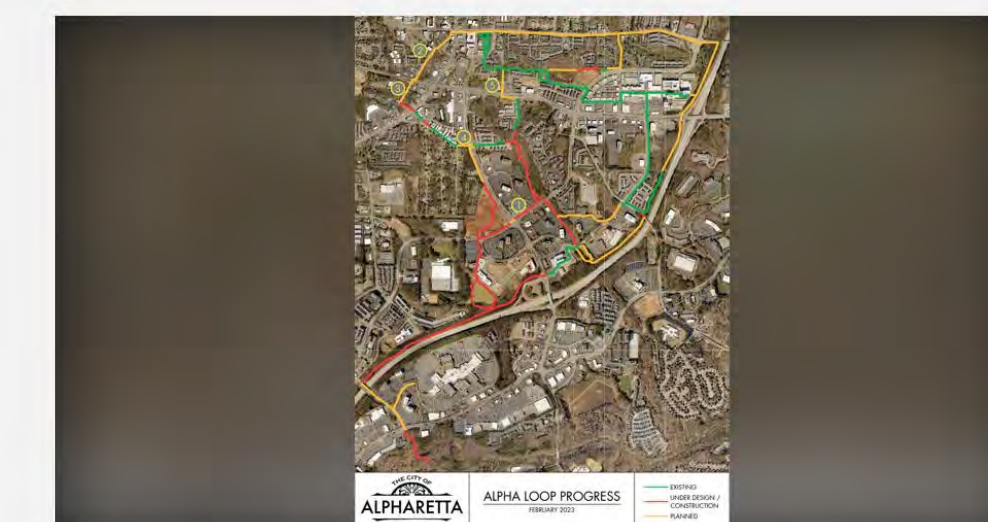


Since then....

The City of Alpharetta has:

- Built multiple sections of Alpha Loop.
- Passed a TSPLOST referendum that dedicated millions of dollars to the building of trail connections.
- Secured grant funding for trail construction through the State of Georgia (GOSP).
- Partnered with NFCID to design and construct Gateway Park which is a greenway connection at Encore Pkwy and North Point Pkwy.

Alpharetta City Council ponders \$7.5 million for Alpha Loop connections



Alpha Loop at Northwinds

... so whats NEXT?

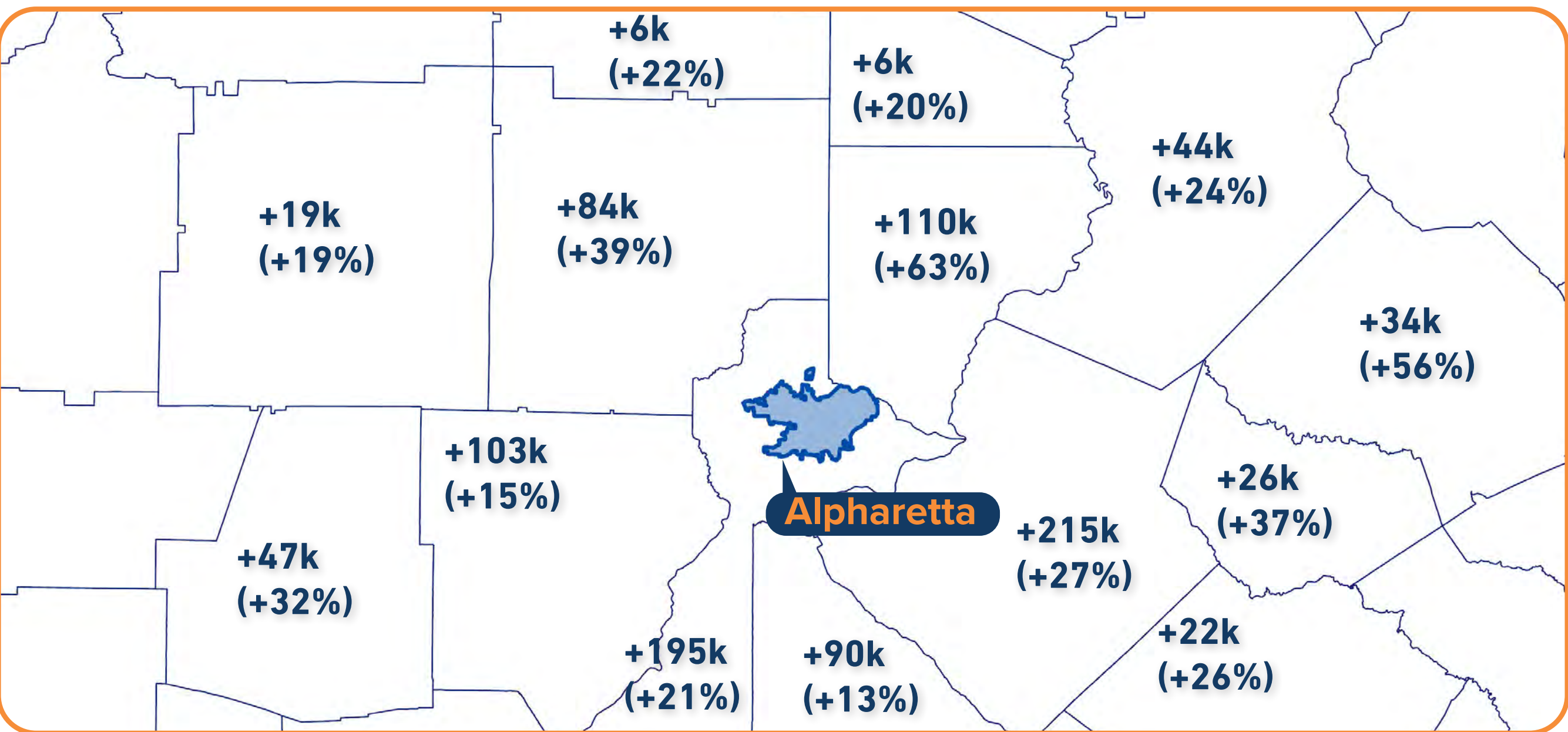
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Housing & Growth - Existing Conditions

Growth in the region

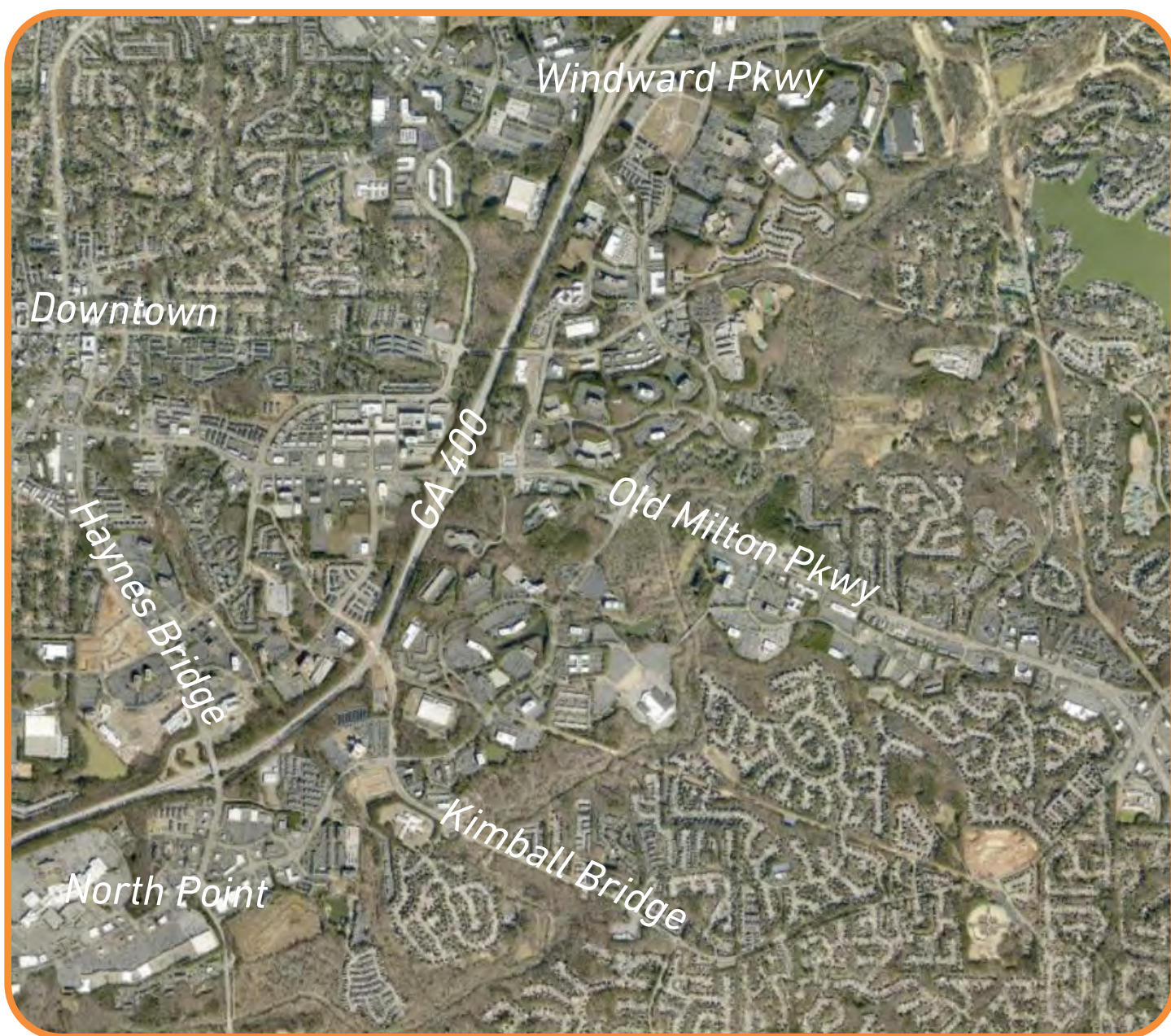
Population Change 2010-2025 (by County)



1993 Aerial View

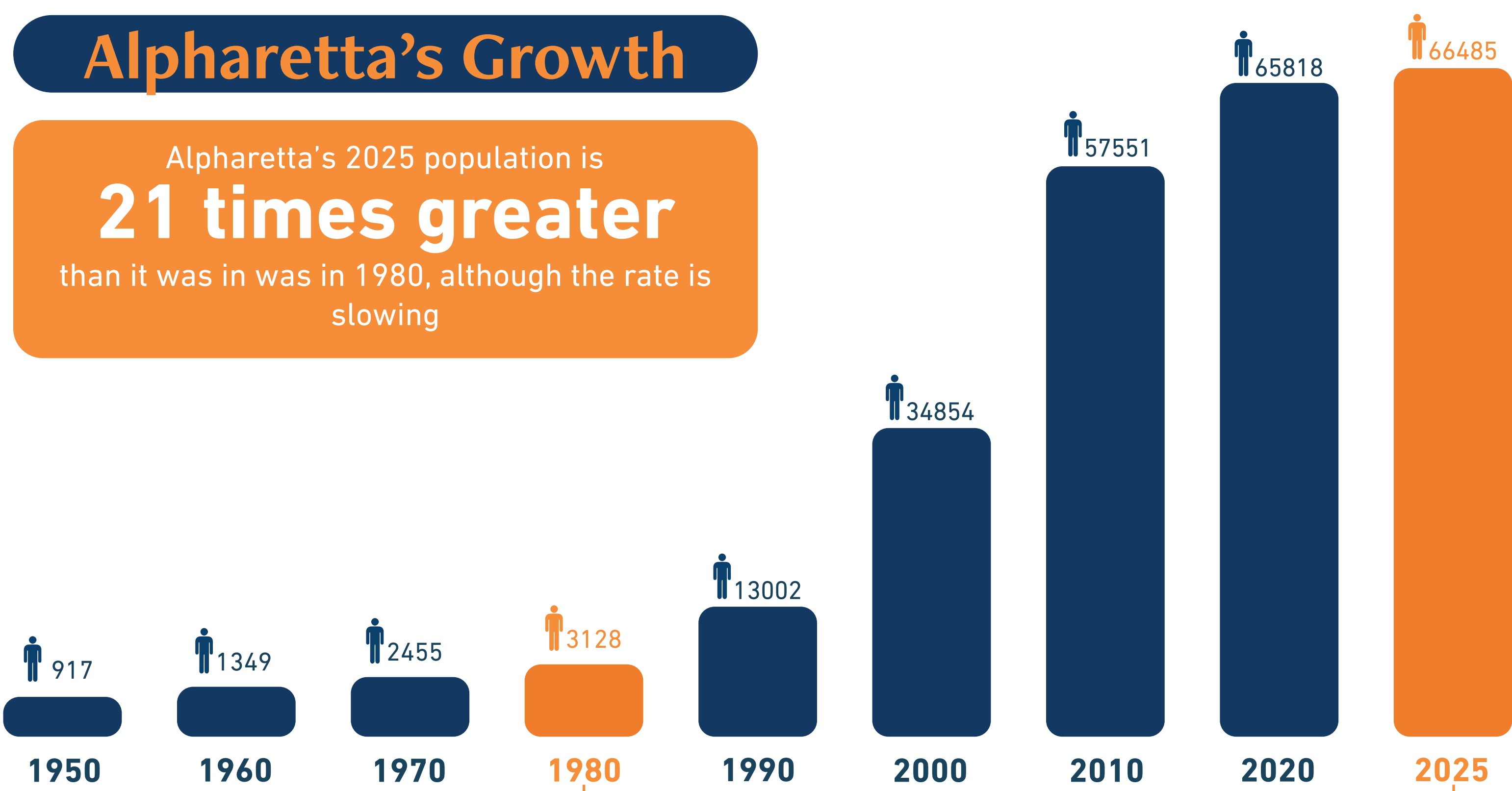


2025 Aerial View



Alpharetta's Growth

Alpharetta's 2025 population is **21 times greater** than it was in 1980, although the rate is slowing



Alpharetta Homes in 1980



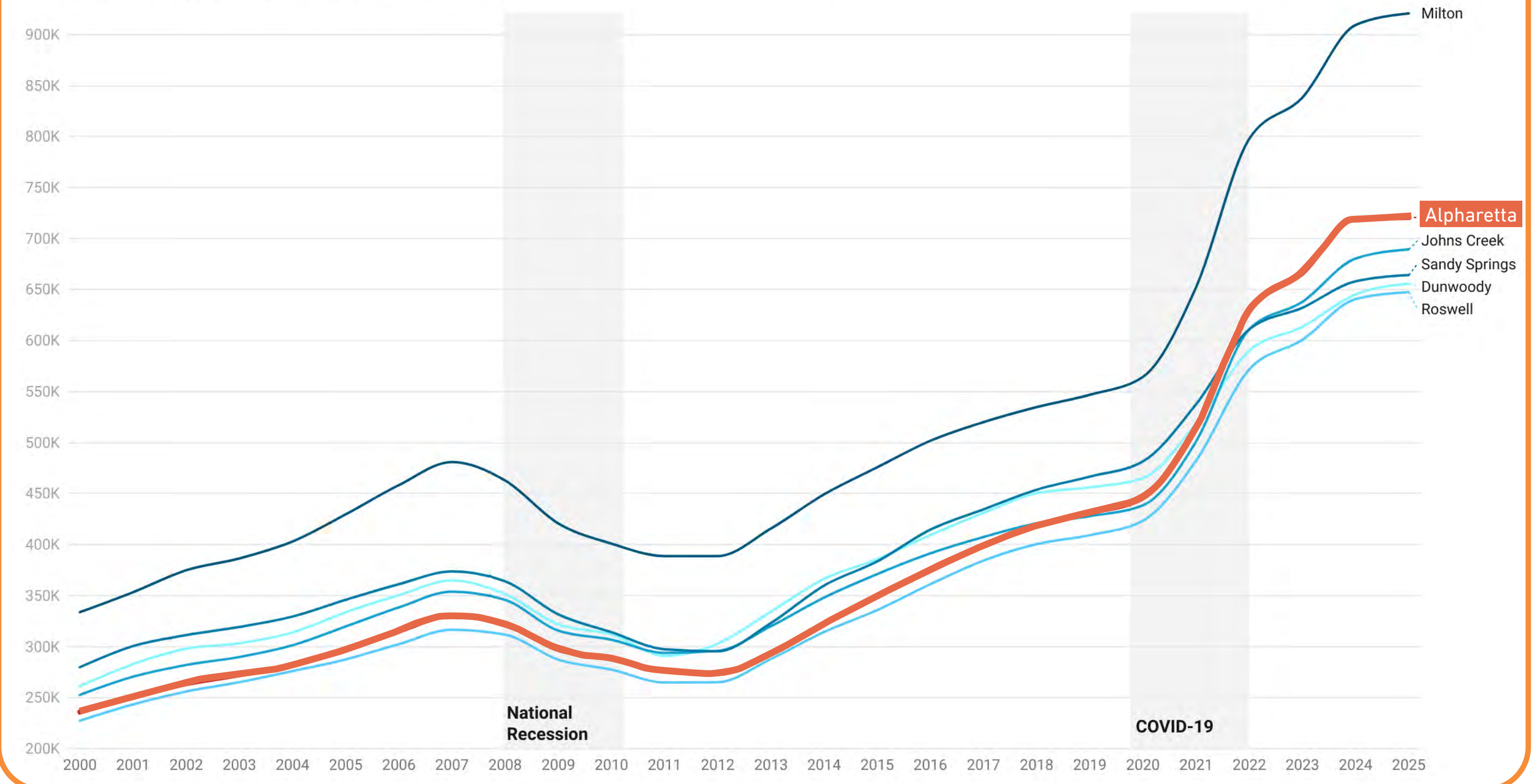
Alpharetta Homes in 2025



Home Values are Soaring, but Stabilizing

Home Value Average

A measure of the typical home value and market changes across a given region and housing type. It reflects the typical value for homes in the 35th to 65th percentile range. Available as a smoothed, seasonally adjusted measure and as a raw measure.



ALPHARETTA COMPREHENSIVE PLAN UPDATE

Housing & Growth - ACTIVITY

What type of housing do you think is appropriate for Alpharetta? Pick your top three (3).



A grid of 45 circles arranged in 3 rows and 15 columns, intended for a dot plot.

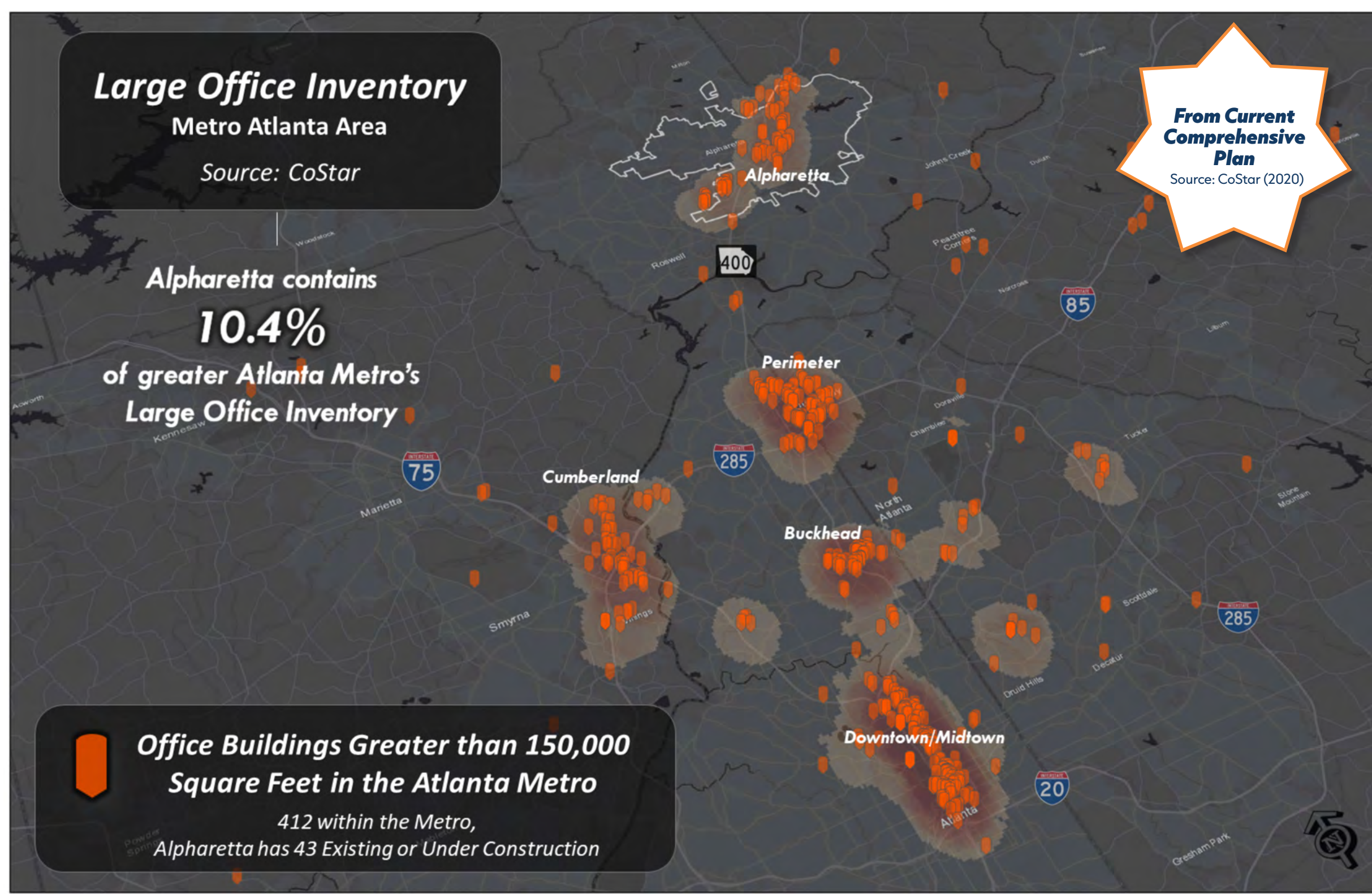


Tell us why here! Place your sticky notes with comments below.

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A Regional Economy

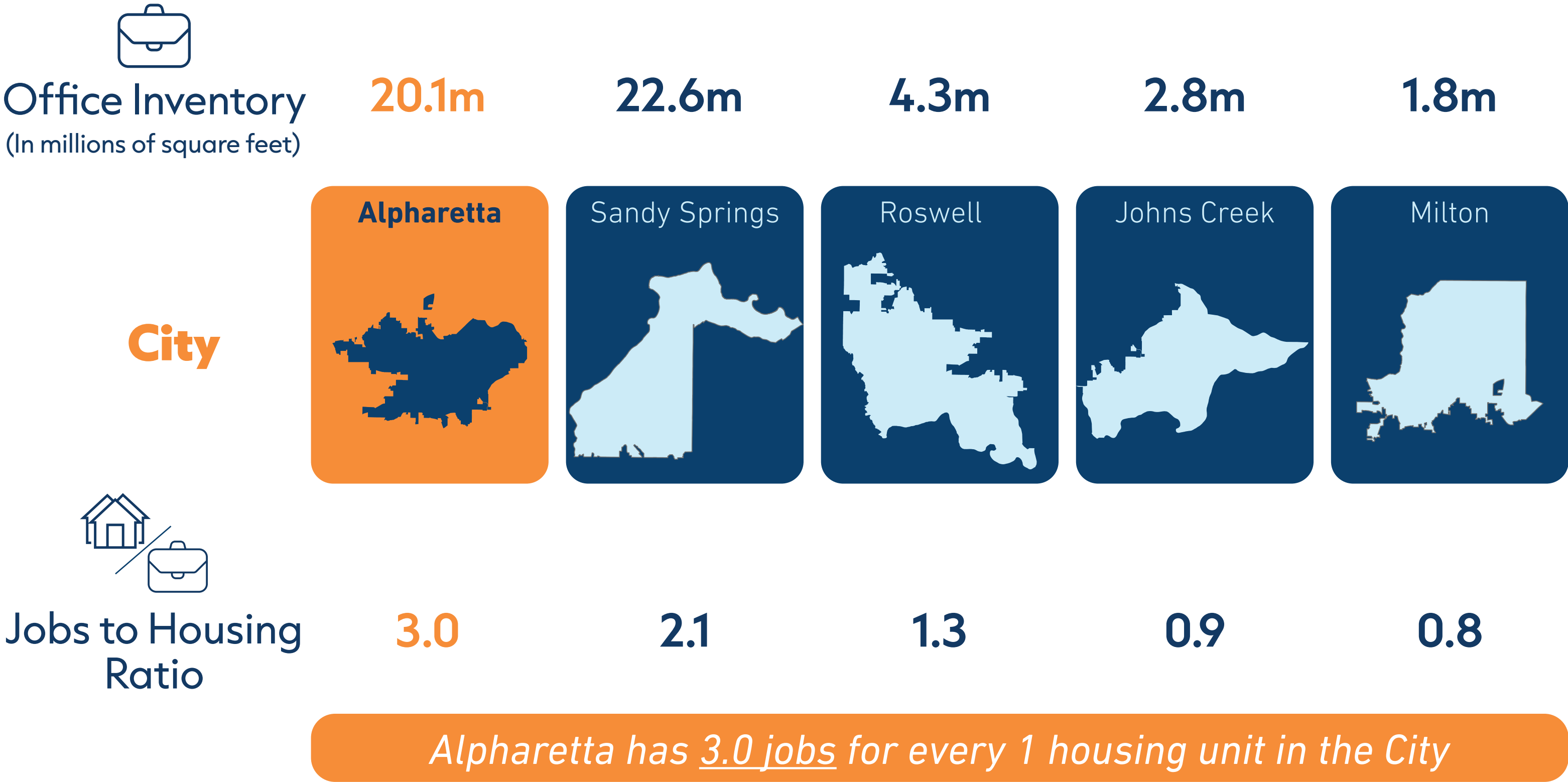
Alpharetta has a dynamic regional economy supporting major employment nodes and innovation driven businesses. It also supports a robust commercial environment with a mix of restaurants and services.



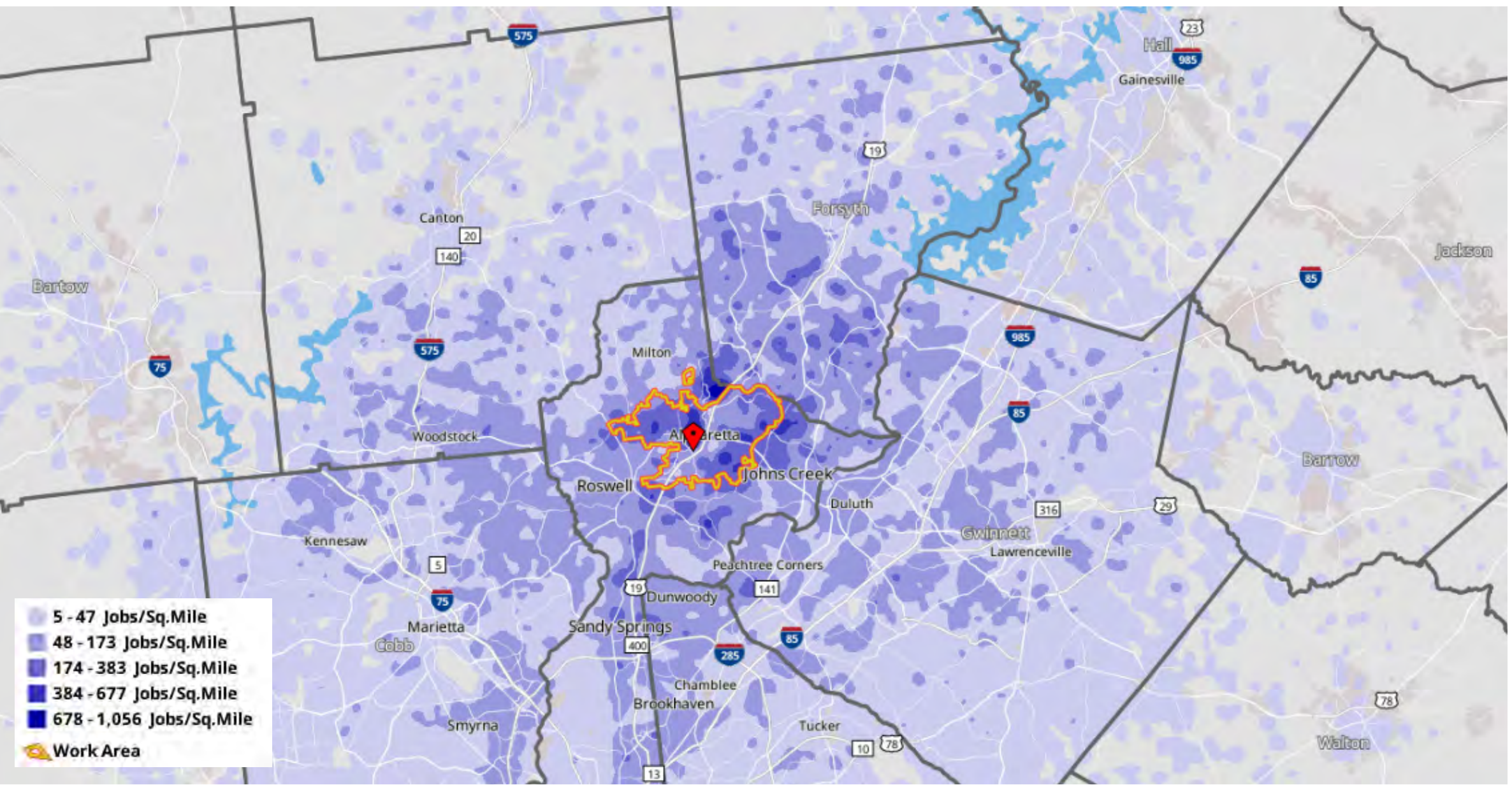
Alpharetta is a **Regional Employment Hub** with a particularly high stock of office space

Jobs to Housing Ratio

This ratio measures the balance between the number of jobs and the number of occupied housing units in a community.



Where do Alpharetta's Workers Live?



Source: Census OnTheMap

- 26,000 Workers Commuting OUT
- 101,500 Workers Commuting IN
- 6,200 Workers Live/Work in Alpharetta

Did you Know?

Pre Covid-19 Alpharetta was one of only 3 cities in the U.S. (with more than 50,000 residents) whose daytime population doubled from its nighttime population

Why does Jobs to Housing Ratio Matter?

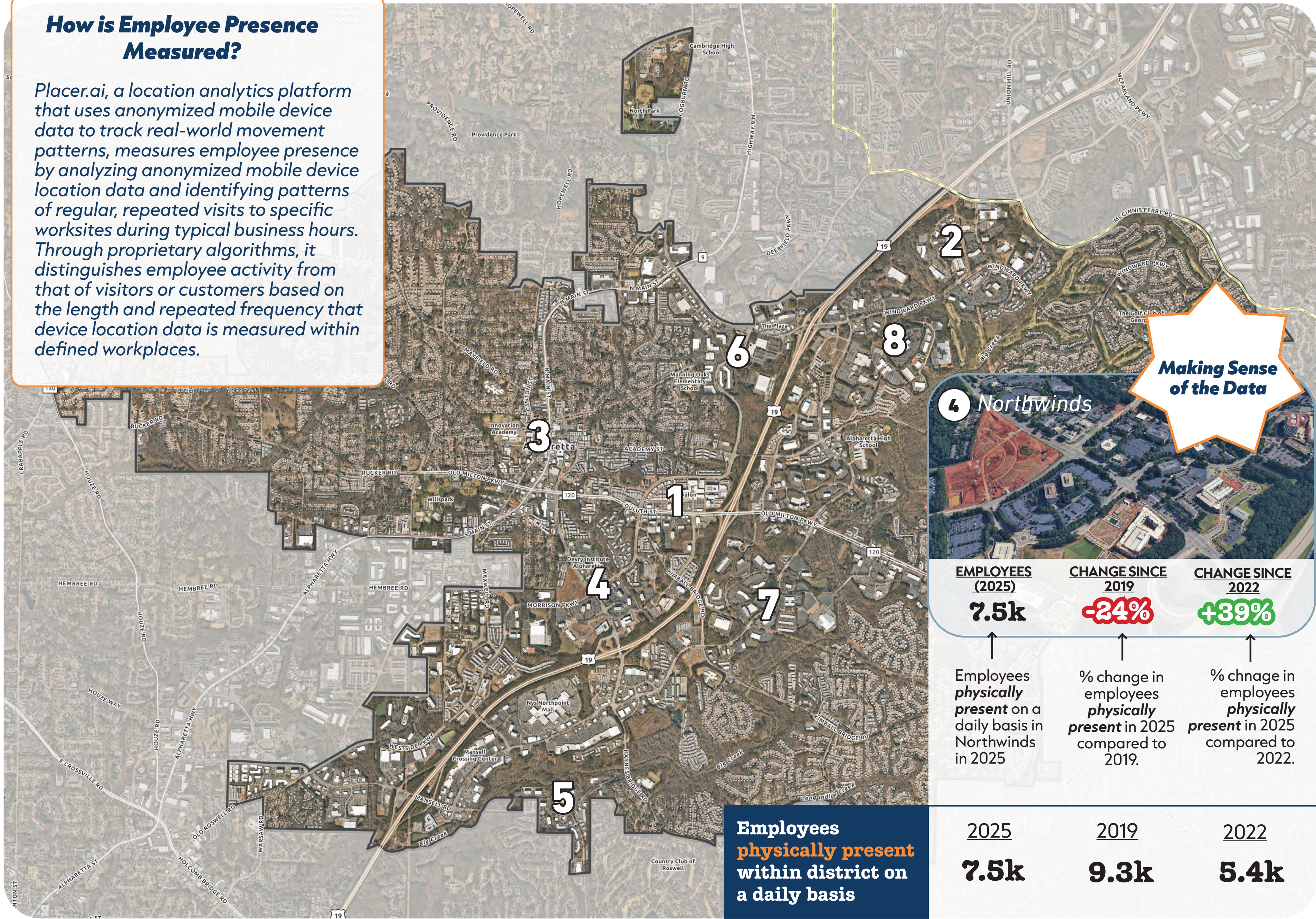
A 3:1 jobs-to-housing ratio reflects a strong local economy and concentration of employment, but also signals that housing job growth has outpaced housing availability. This imbalance forces many workers to commute from outside the city, contributing to higher housing costs, congestion, and workforce sustainability challenges.

Workforce Activity by Employment Area

Advances in mobile device data and location-based analytics have made it possible to measure foot-traffic patterns with far greater precision, capturing how people spend time in specific areas and how those dynamics shift over time. By applying these tools to Alpharetta’s major employment centers, we can observe how daily visitation and pedestrian activity fluctuate. Comparing current data to both pre-COVID (2019) and three years ago (2022) reveals how workforce presence, commuting behavior, and on-site activity have evolved in response to hybrid work and broader economic changes.

How is Employee Presence Measured?

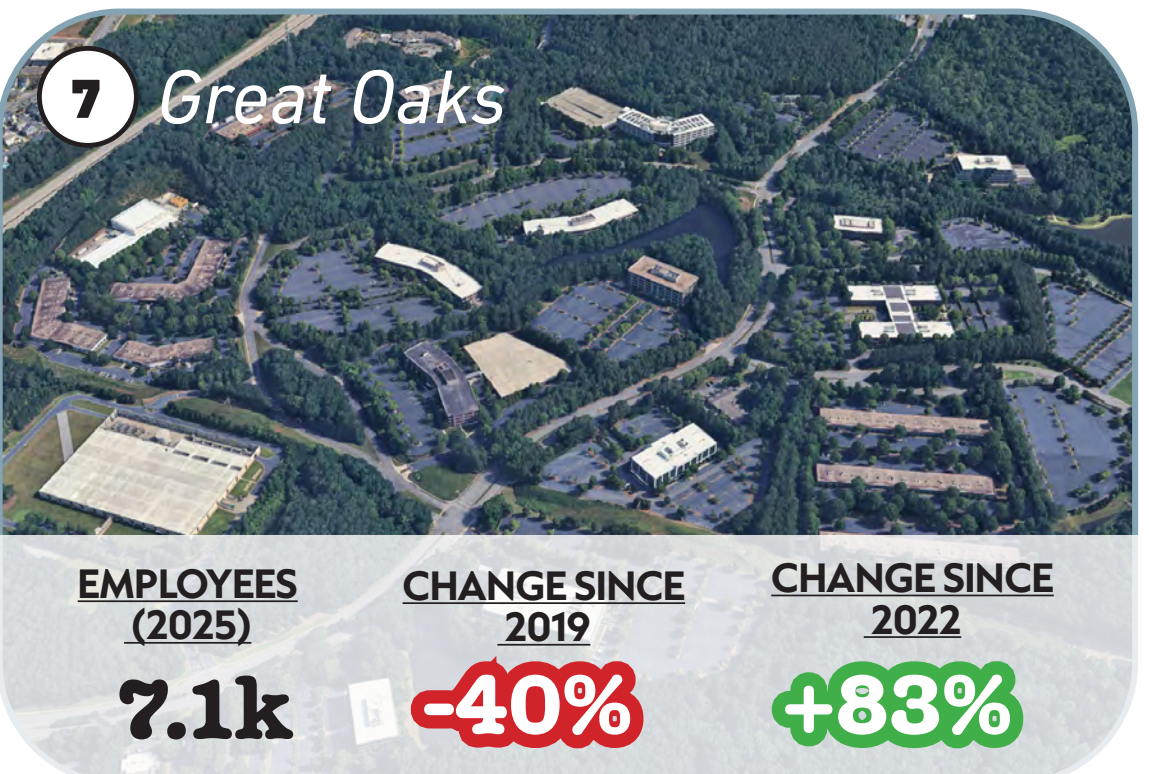
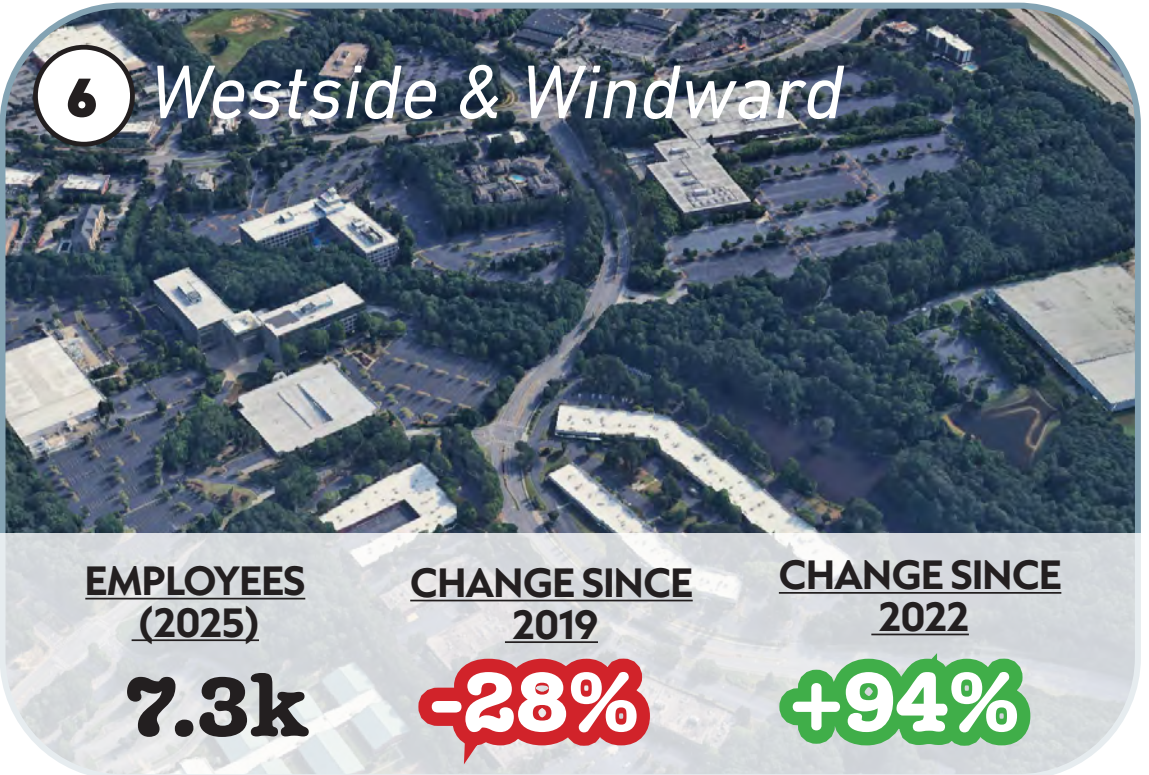
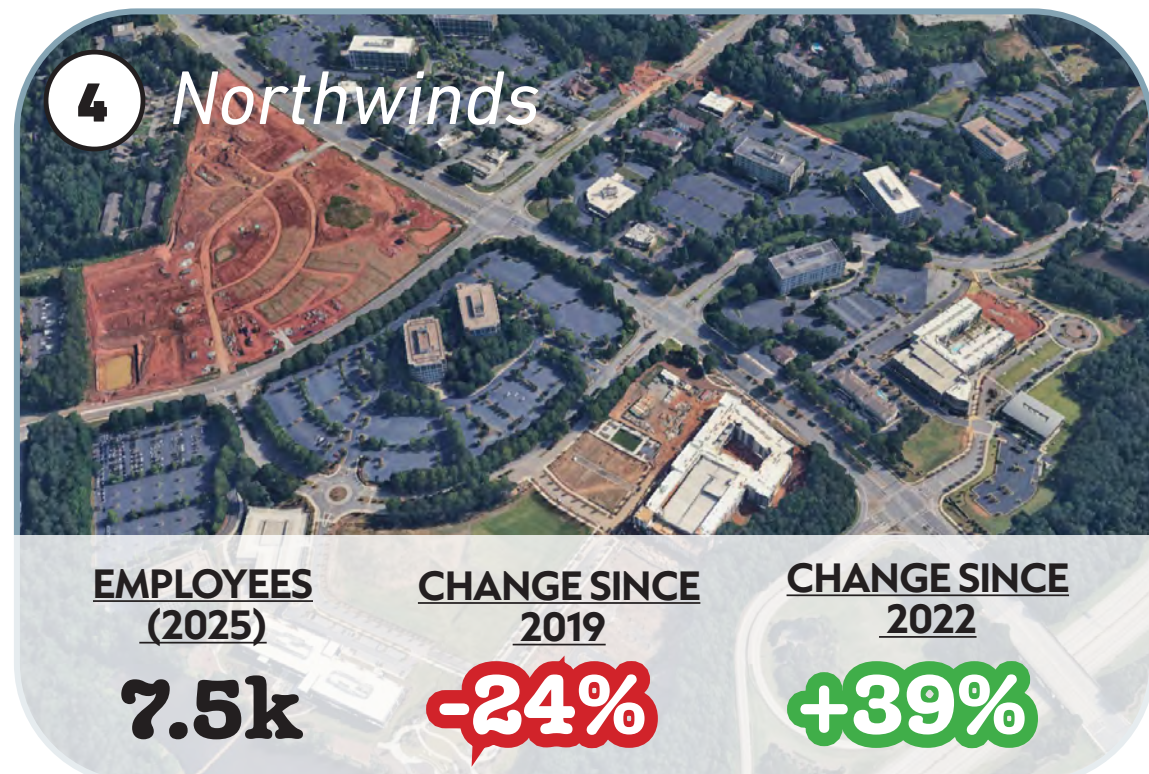
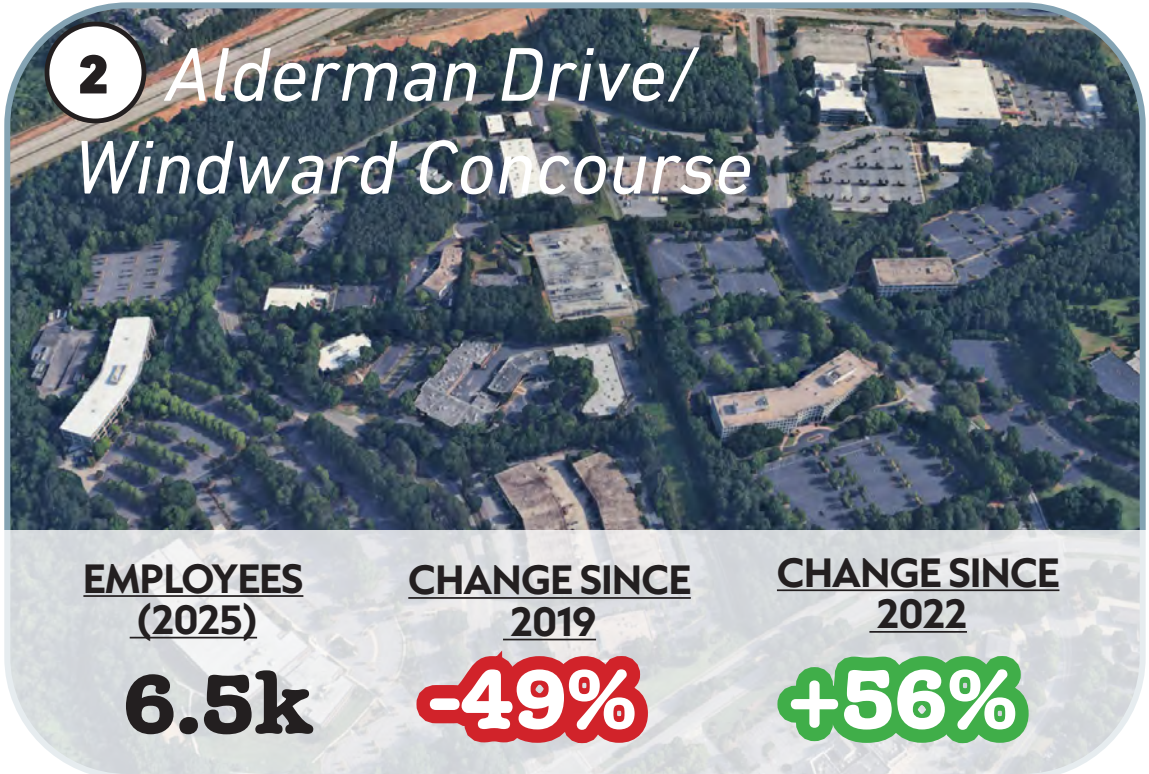
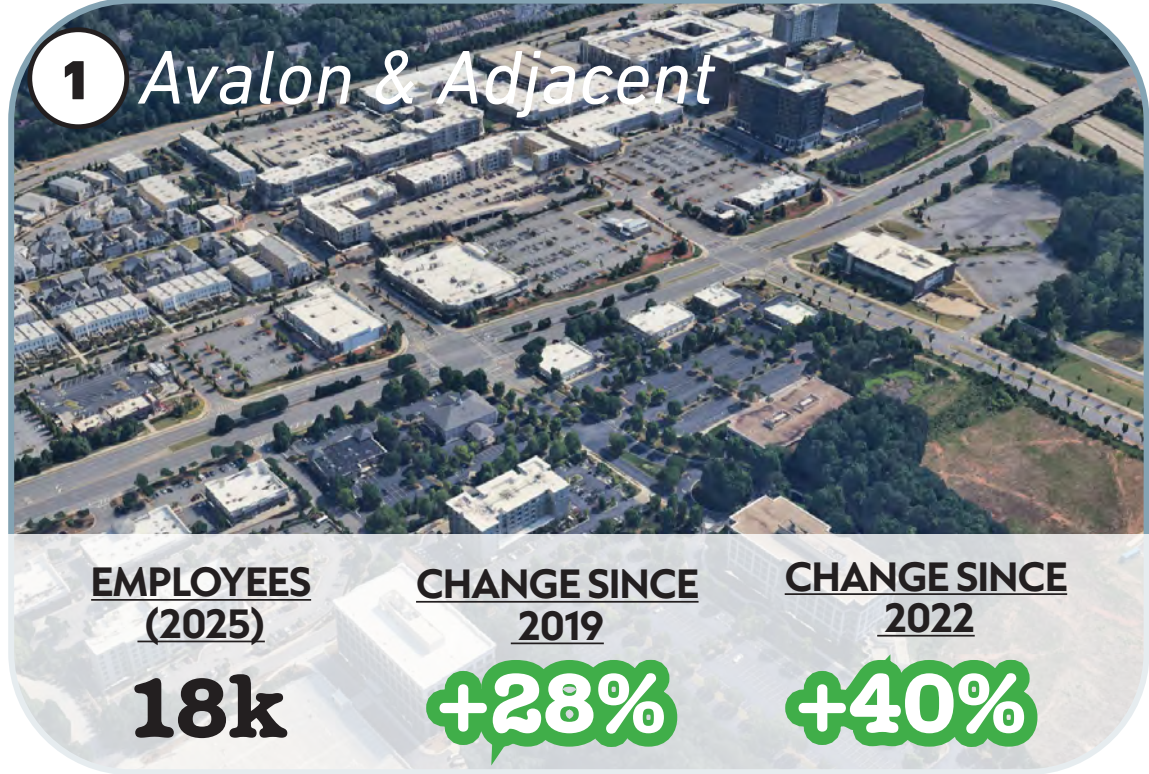
Placer.ai, a location analytics platform that uses anonymized mobile device data to track real-world movement patterns, measures employee presence by analyzing anonymized mobile device location data and identifying patterns of regular, repeated visits to specific worksites during typical business hours. Through proprietary algorithms, it distinguishes employee activity from that of visitors or customers based on the length and repeated frequency that device location data is measured within defined workplaces.



Takeaway - Northwinds is not back to pre-covid employment levels, but is trending up in recent years

Changes in Employee Presence

(2025 Compared to 2019 & 2022)



*The data correlates to the extents of the geographic areas shown in the images above
Source: Placer AI

Office, Retail & Employment - ACTIVITY

What type of office and retail would you like to see **MORE** of in Alpharetta?

Pick your top two (2).

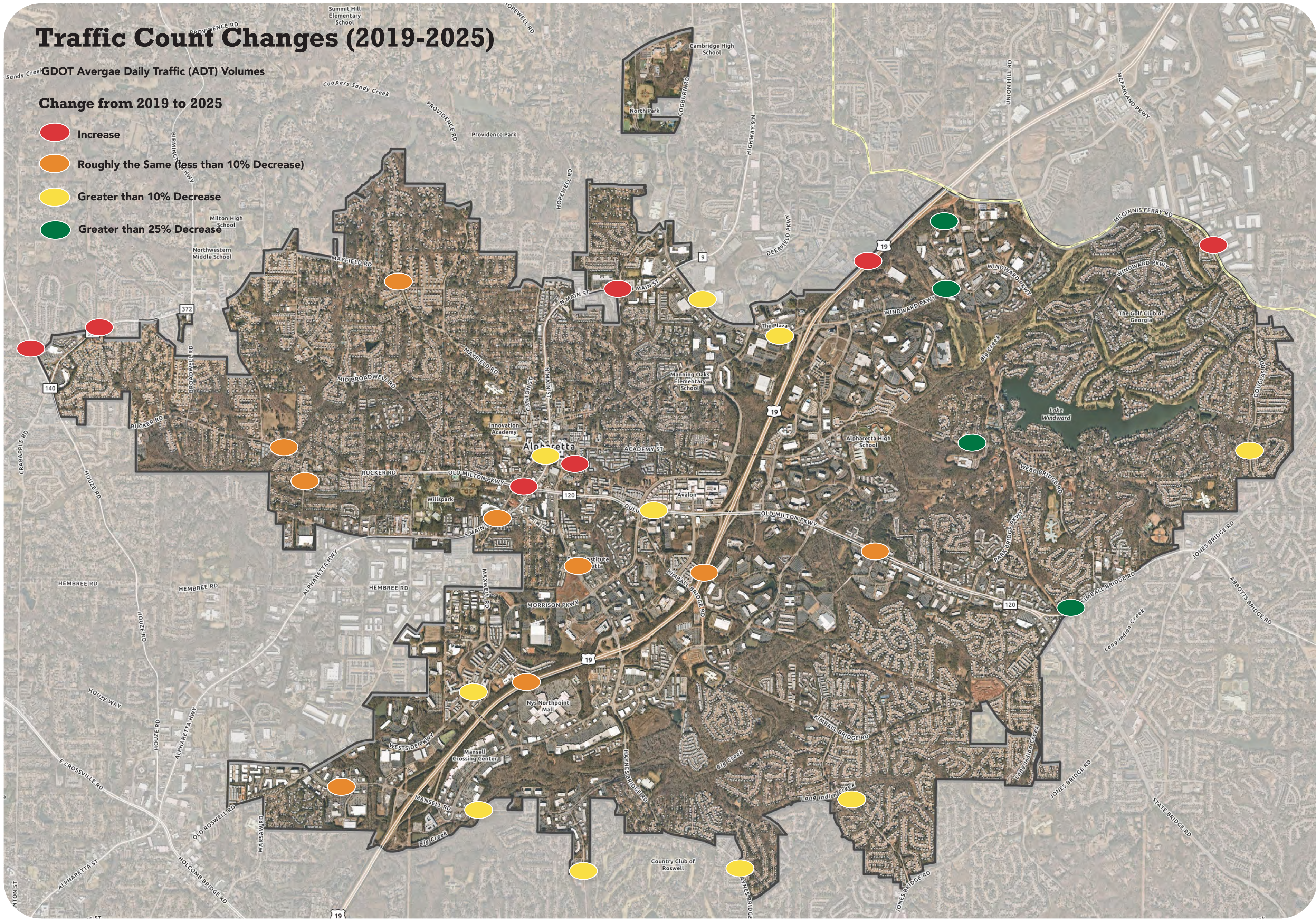


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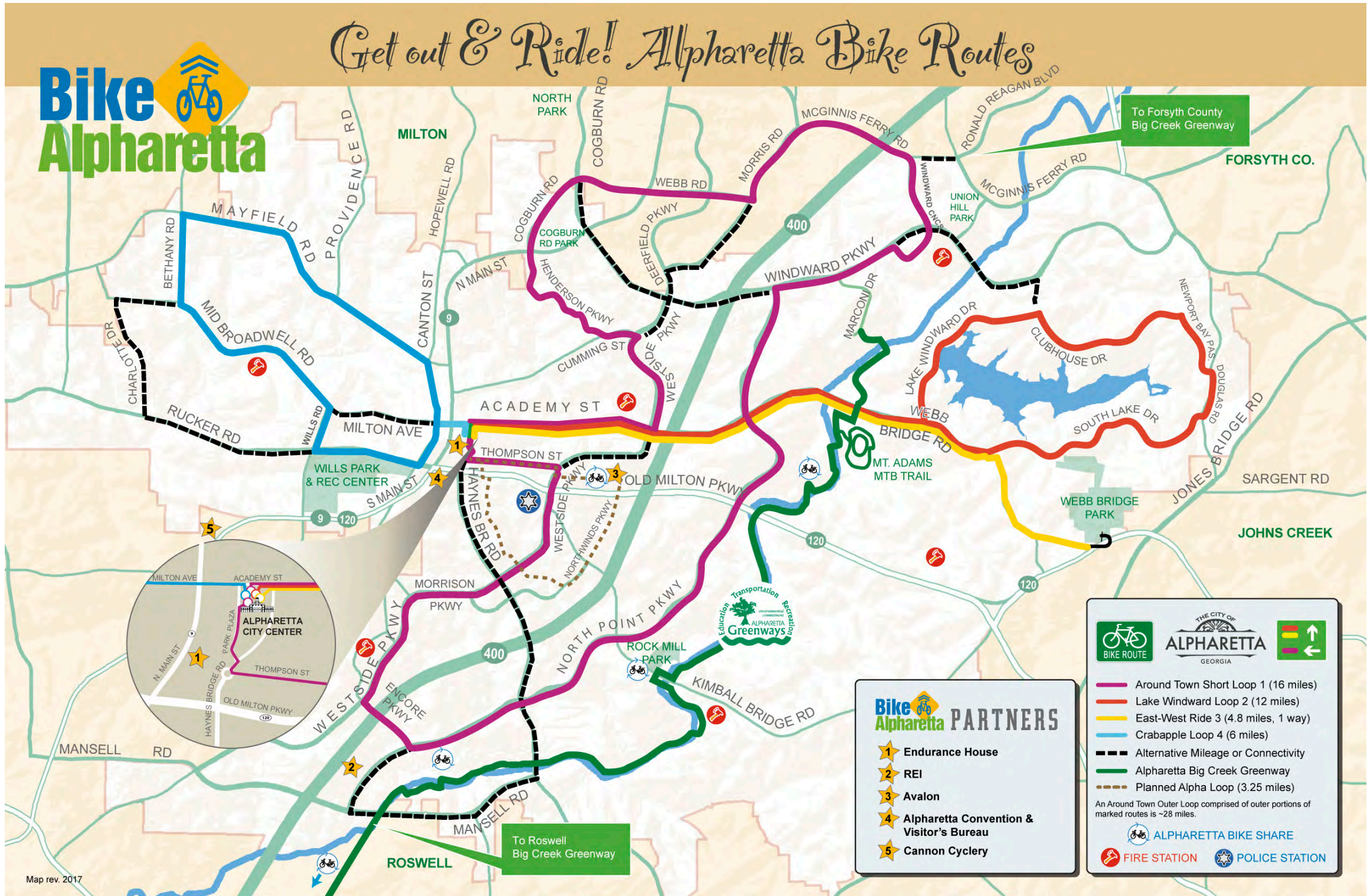
Vehicular Traffic

A Vehicular traffic in Alpharetta has shifted notably since the pandemic, with many major city roadways (and particularly those serving the Windward area) still operating well below pre-pandemic traffic volumes. This reflects lasting changes in commuting patterns, remote work trends, and localized trip behavior. In contrast, several state routes and regional corridors have fully rebounded or even slightly surpassed pre-pandemic levels, underscoring continued regional growth and through-travel demand.



Bicycle Mobility

Alpharetta's bike network combines on-street bike lanes, shared-use paths, greenway trails, and marked bike routes to create safe, connected links between neighborhoods, parks, and major activity centers.



Recent Mobility Investments



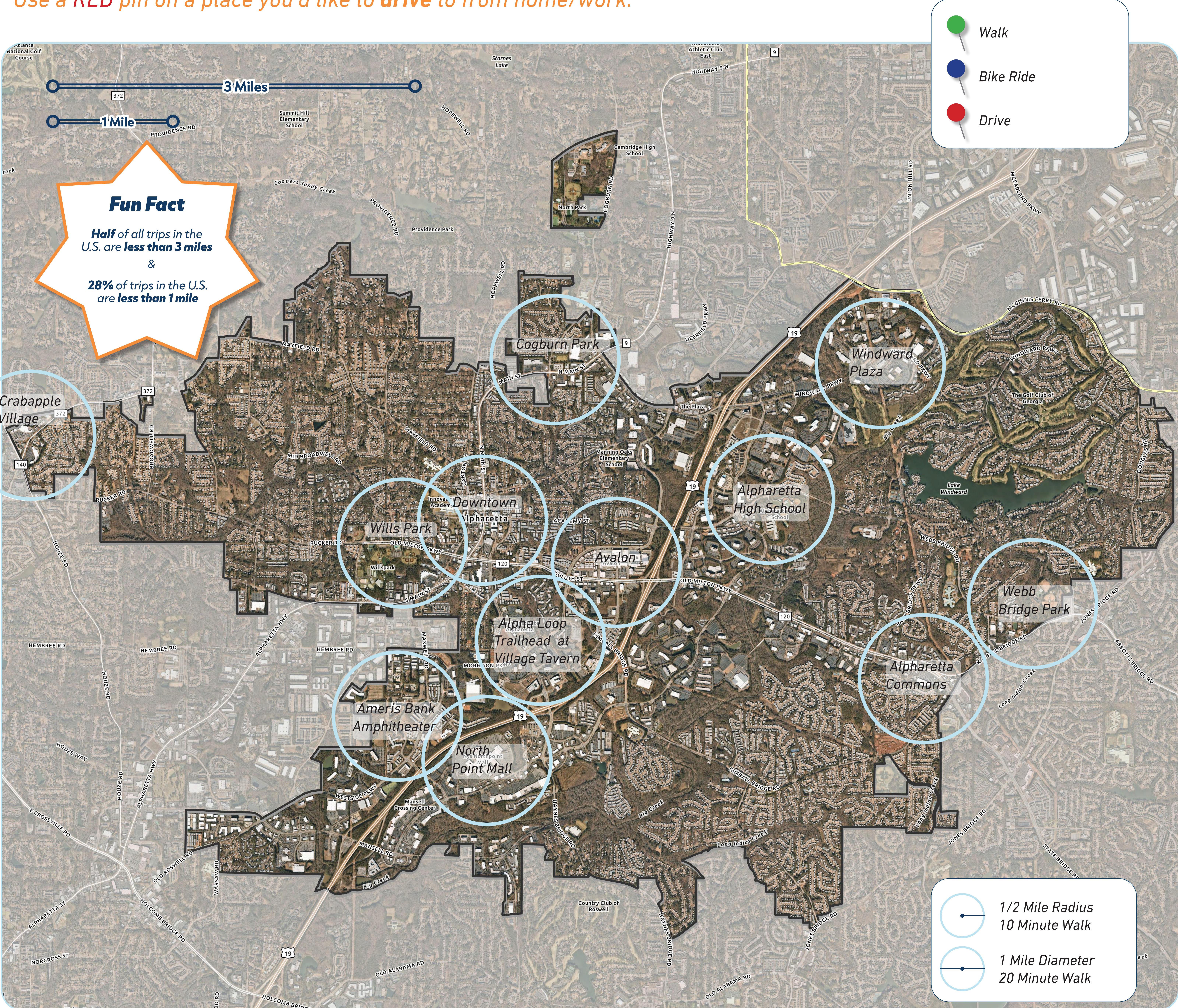
Mobility & Transportation - ACTIVITY

What places would you like to walk, bike or drive to from your home or work?

Use a **GREEN** pin on a place you'd like to **walk** to from home/work.

Use a **BLUE** pin on a place you'd like to **bike** to from home/work.

Use a **RED** pin on a place you'd like to **drive** to from home/work.

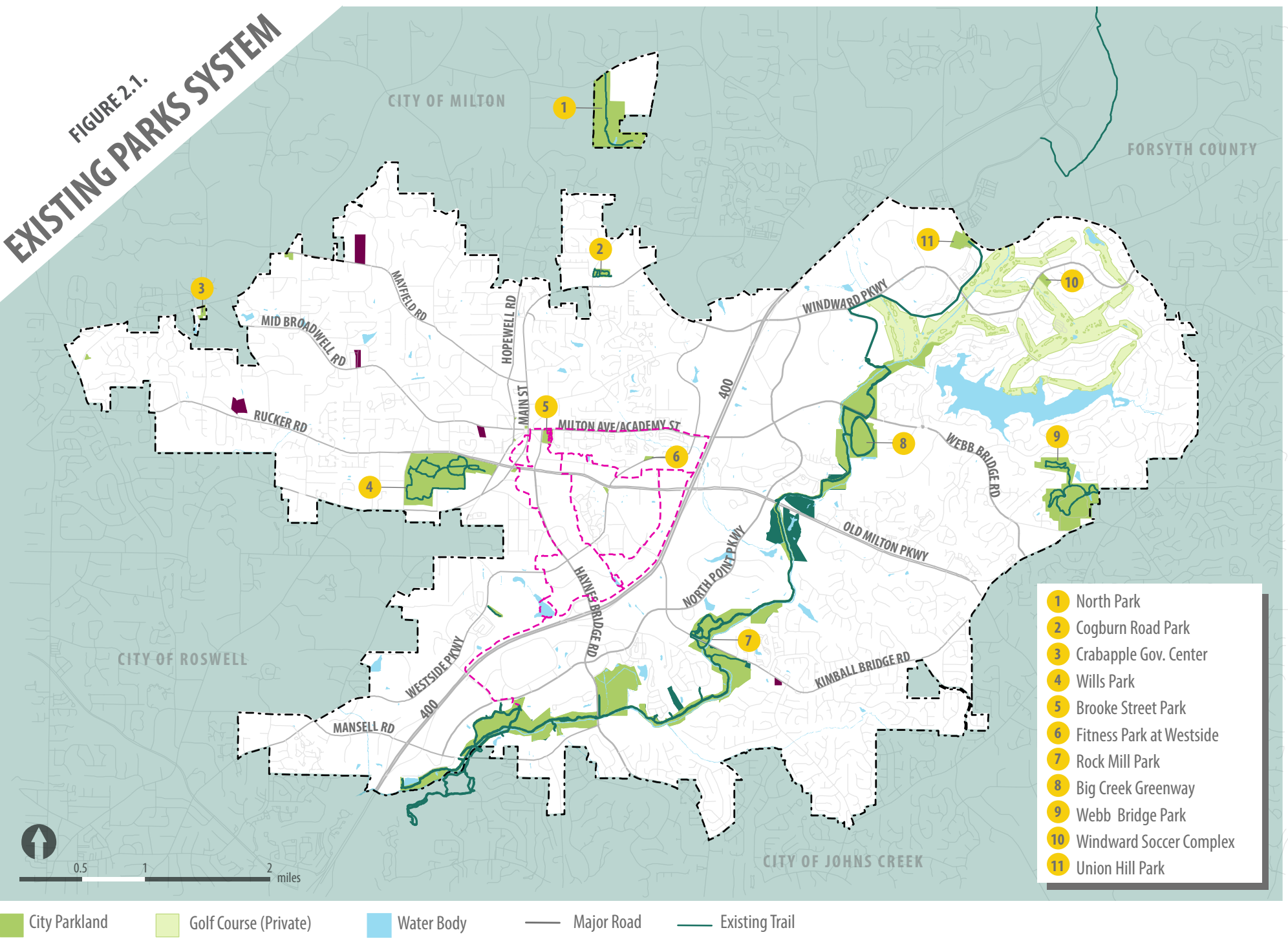


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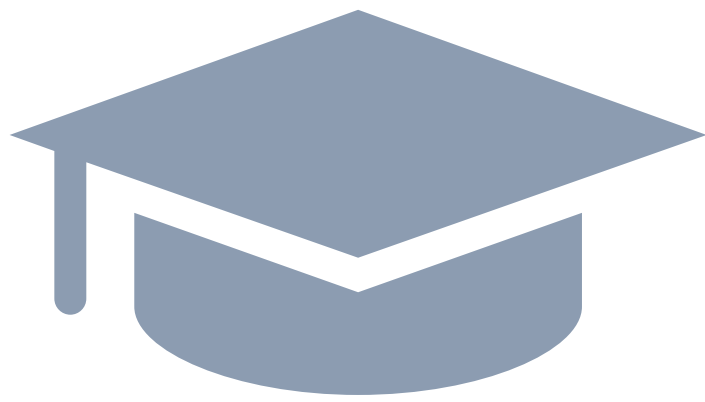
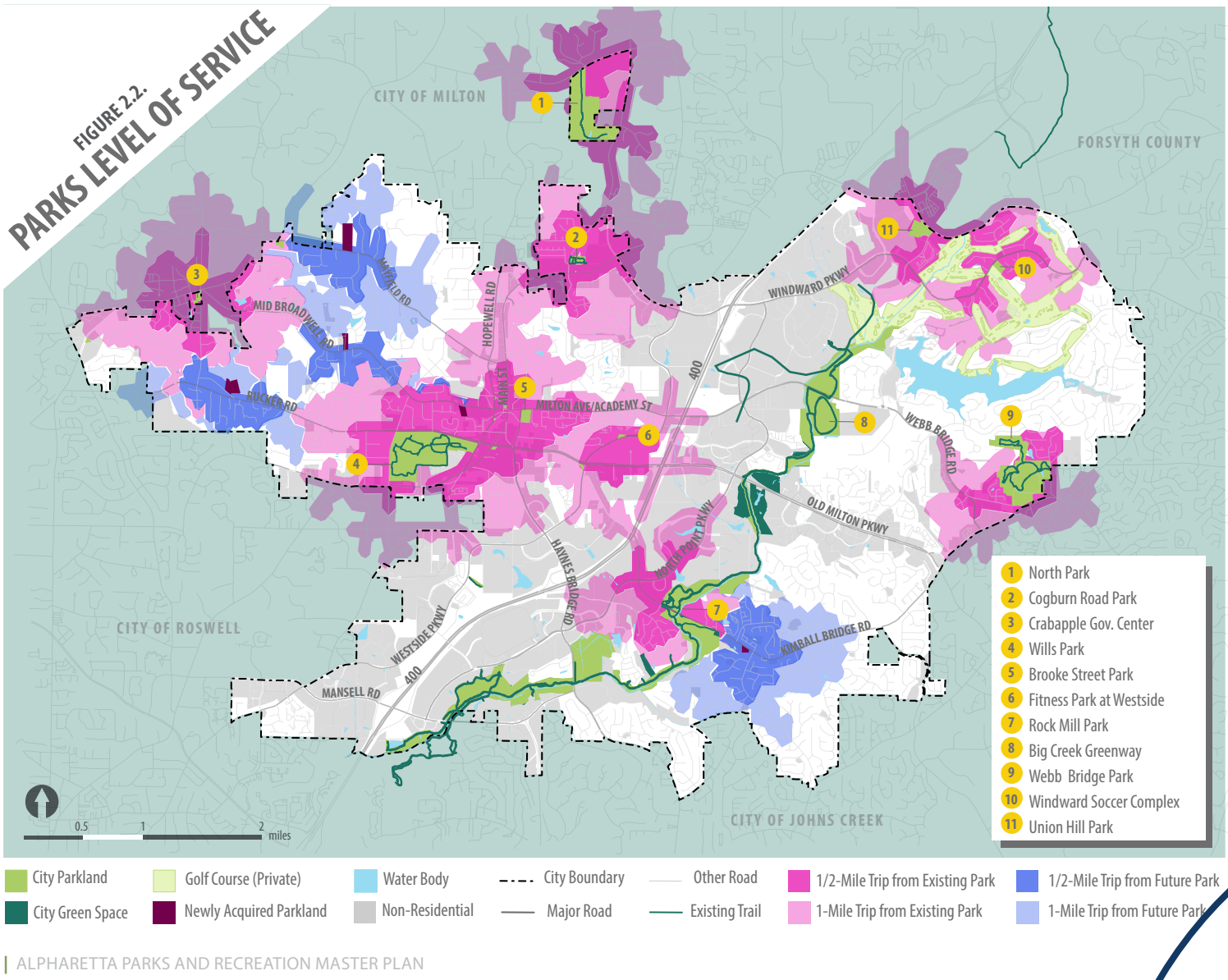
Where Opportunity Meets Livability

Alpharetta’s unique blend of economic opportunity, exceptional schools, abundant parks and trails, and high-quality city services creates a well-rounded environment that attracts both families and professionals. This balance of career access, recreation, and community investment fosters a high quality of life that continues to make Alpharetta one of the most sought-after places to live in Georgia.



Alpharetta’s goal is to have a park or trail within a **10-minute walk (1/2 mile)** of every resident

Source: City of Alpharetta Parks & Recreation Master Plan



EDUCATION

- Alpharetta High School ranks among the **top 2%** of public high schools nationwide
- Approximately **70%** of adult residents in Alpharetta have at least a bachelors degree

PUBLIC SAFETY



- Alpharetta’s overall crime rate is **32%** lower than the national average
- Alpharetta holds one of the state’s lowest ISO Public Protection ratings, which **keep residents safe and insurance costs lower.**

#1 Best Place to Live in GA

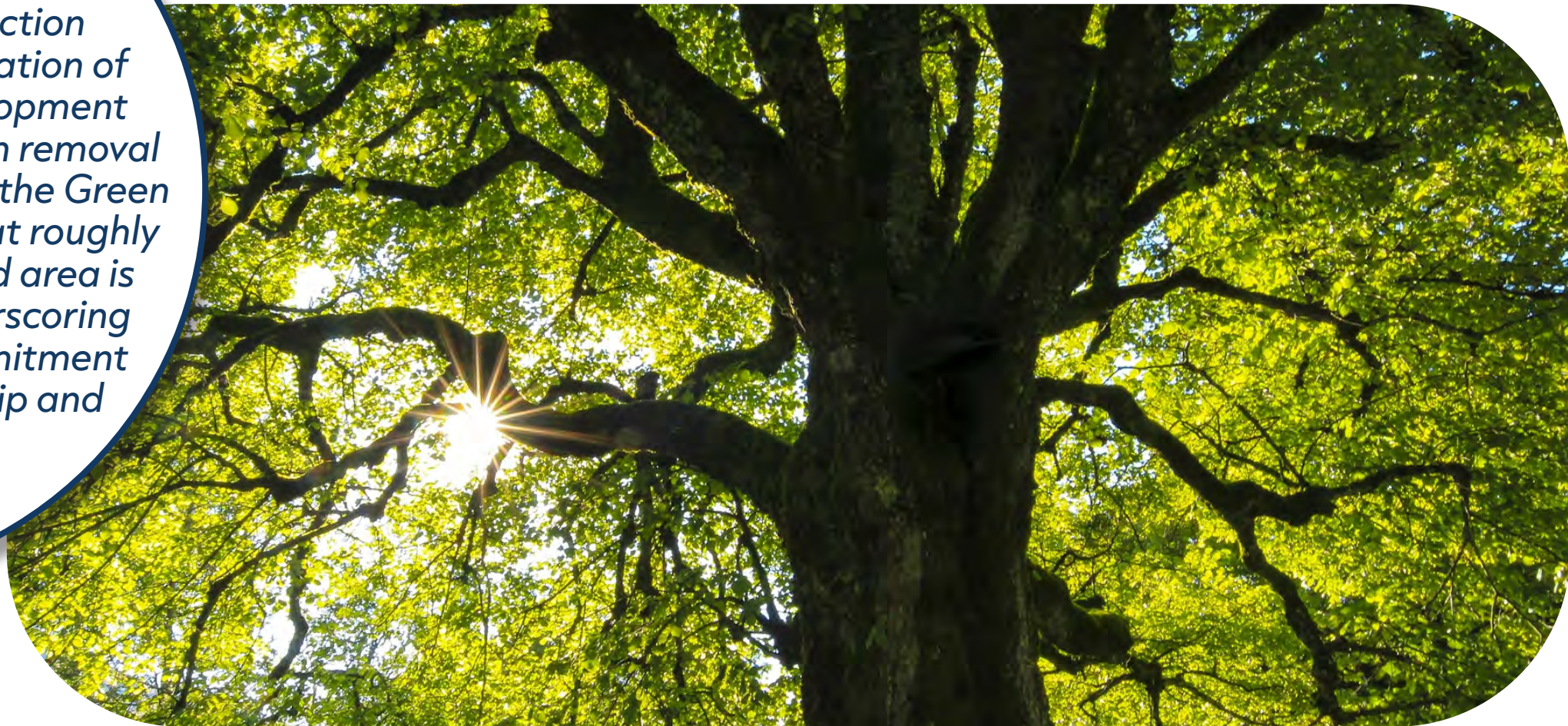
-SimpleShowing.com

20 Best U.S. Suburbs to Live in 2025

-Business Insider

Did you Know?

Alpharetta enforces one of the region’s strictest tree protection ordinances, requiring preservation of significant trees during development and replacement planting when removal is unavoidable. A 2018 study by the Green Infrastructure Center found that roughly 50% of Alpharetta’s total land area is covered by tree canopy, underscoring the city’s long-standing commitment to environmental stewardship and green infrastructure.



Quality of Life - Prompt

What would MOST improve your quality of life in Alpharetta? Pick one (1).



Better Connected Trails & Access to Parks & Open

A grid of 54 circles arranged in 3 rows and 18 columns, intended for a dot plot.



Increasing Housing Options



Family Friendly Destinations

A grid of 45 circles arranged in 3 rows and 15 columns, intended for plotting data points.



Access to Retail

A grid of 45 circles arranged in 3 rows and 15 columns, intended for a dot plot.



Safety in Public Spaces

A grid of 45 circles arranged in 3 rows and 15 columns, intended for a dot plot.



Living near Work

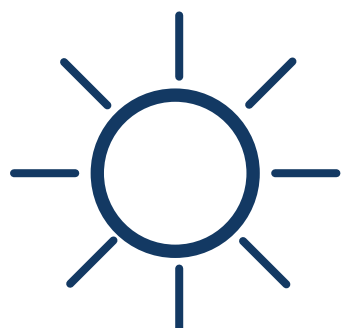
Anything other than what is mentioned above? Place your sticky notes with comments below.

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*What does an ideal Saturday in Alpharetta look like? Would you walk, drive, or bike to your destination?
Are you enjoying the public spaces, shopping, dining, or attending community events?*



Morning



Afternoon



Evening