



HORIZON 2045

ALPHARETTA

COMPREHENSIVE PLAN

Welcome to the second
Community Meeting for the
Alpharetta Comprehensive Plan
Update!

Please sign in and participate in the themed activities throughout the room

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.

Timelines and Milestones



ALPHARETTA COMPREHENSIVE PLAN UPDATE

About This Project



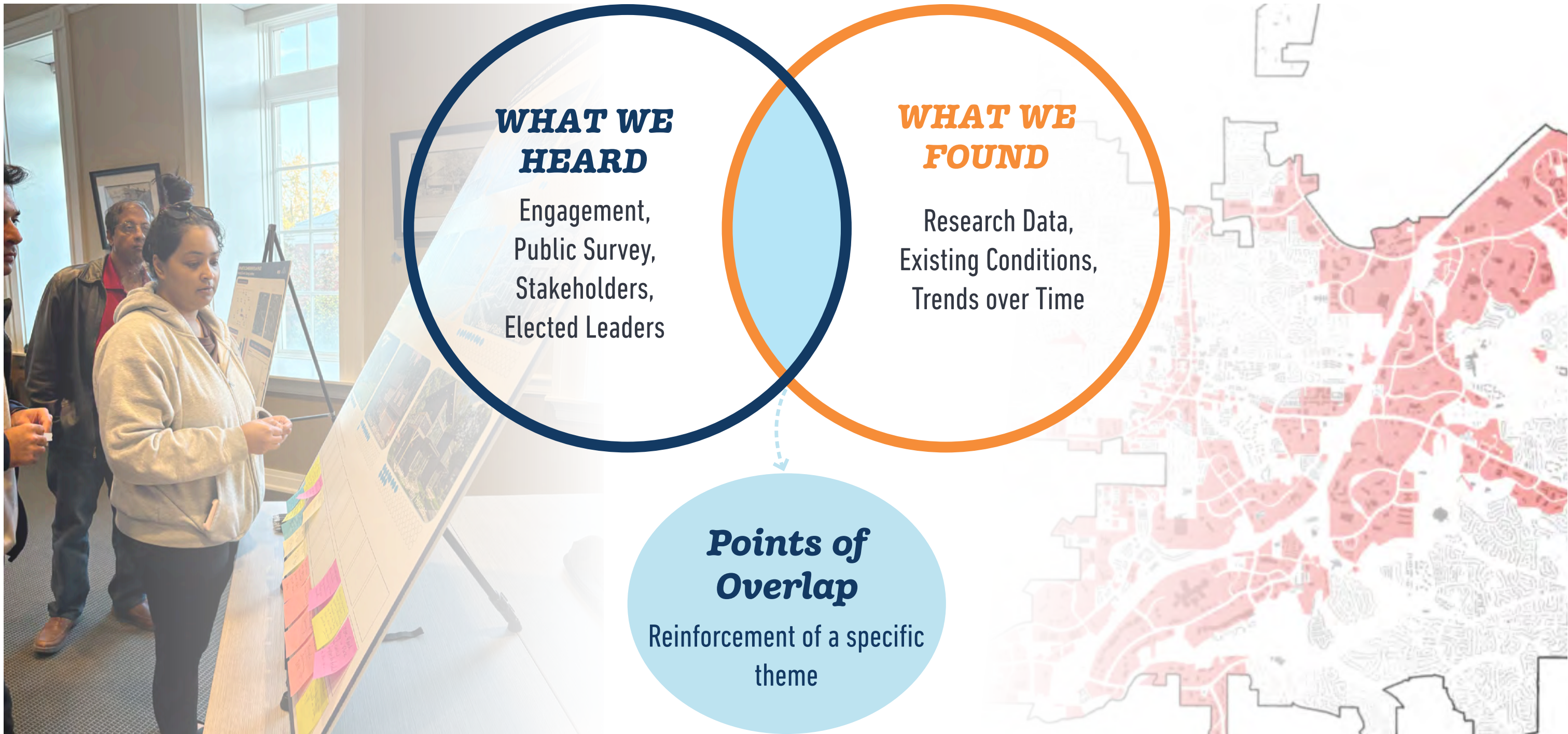
WHAT WE HEARD

- Alpharetta is feeling the effects of growth and accessibility
- Ample office is what sets Alpharetta apart... Whats needed is selective pruning
- North Point is priority #1 for attention & redevelopment
- Geographically focused planning is very effective
- Green matters - protect & enhance parks, trails, & tree canopy



WHAT WE FOUND

- Alpharetta is growing, but so is the region at large
- Office in Alpharetta powers its economy & is a regional anchor
- Many North Point properties are reaching a prime moment for reinvestment
- Residents and employees gravitate to areas with recent focused planning and investment.
- A distinct network of parks, trails, and tree canopy make Alpharetta unique



Translation into 4 major themes

Growth Management

North Point

Economic Resilience and Office

Parks, Trails, Open Spaces and Trees

Community Priorities We Have Heard Clearly Through This Process



Traffic & Congestion

Residents want to maintain mobility as the city grows



Housing Affordability

Many are concerned about rising housing costs



Growth Pressures

People want Alpharetta to grow thoughtfully while maintaining quality of life

What This Plan Aims to Do:

While it cannot control every outcome, the comprehensive plan shapes policies and investments that influence how Alpharetta grows -- supporting mobility, housing choice, economic vitality, and the community's high quality of life.

What a Comprehensive Plan Can Do



Guide Where Growth Happens

Identify areas best suited for housing, jobs, and redevelopment.



Improve Transportation Options

Support walkability, trails, and connections that reduce reliance on driving.



Encourage Diverse Housing Types

Promote housing options for different life stages and income levels.

What a Comprehensive Plan Cannot Do



Control Land Values or Market Prices

The City cannot set housing prices or dictate land values.



Dictate Regional Traffic Patterns

Many traffic conditions are influenced by regional growth and commuting patterns.



Make Private Development Decisions

Property owners make development decisions, while the City helps guide outcomes.

The City welcomes considering new ideas and approaches -- if you've seen creative ways other communities are addressing growth pressures, traffic congestion, or housing affordability, please share them with us on a comment card or using the QR code.



Share Comments or Ideas Here

ALPHARETTA COMPREHENSIVE PLAN UPDATE

Growth Management

Understanding the Forces Shaping Growth

As part of the fast-growing North Atlanta region, Alpharetta has experienced the opportunities and pressures that naturally accompany sustained growth -- including new development and redevelopment, infrastructure demands, shifting housing needs, changing market dynamics, and evolving community expectations. Thoughtful growth management is about proactively guiding these changes to maintain quality of life, support economic vitality, and ensure that infrastructure, land use, and community character remain aligned as the city continues to mature.

In the last 25 years, Alpharetta has:

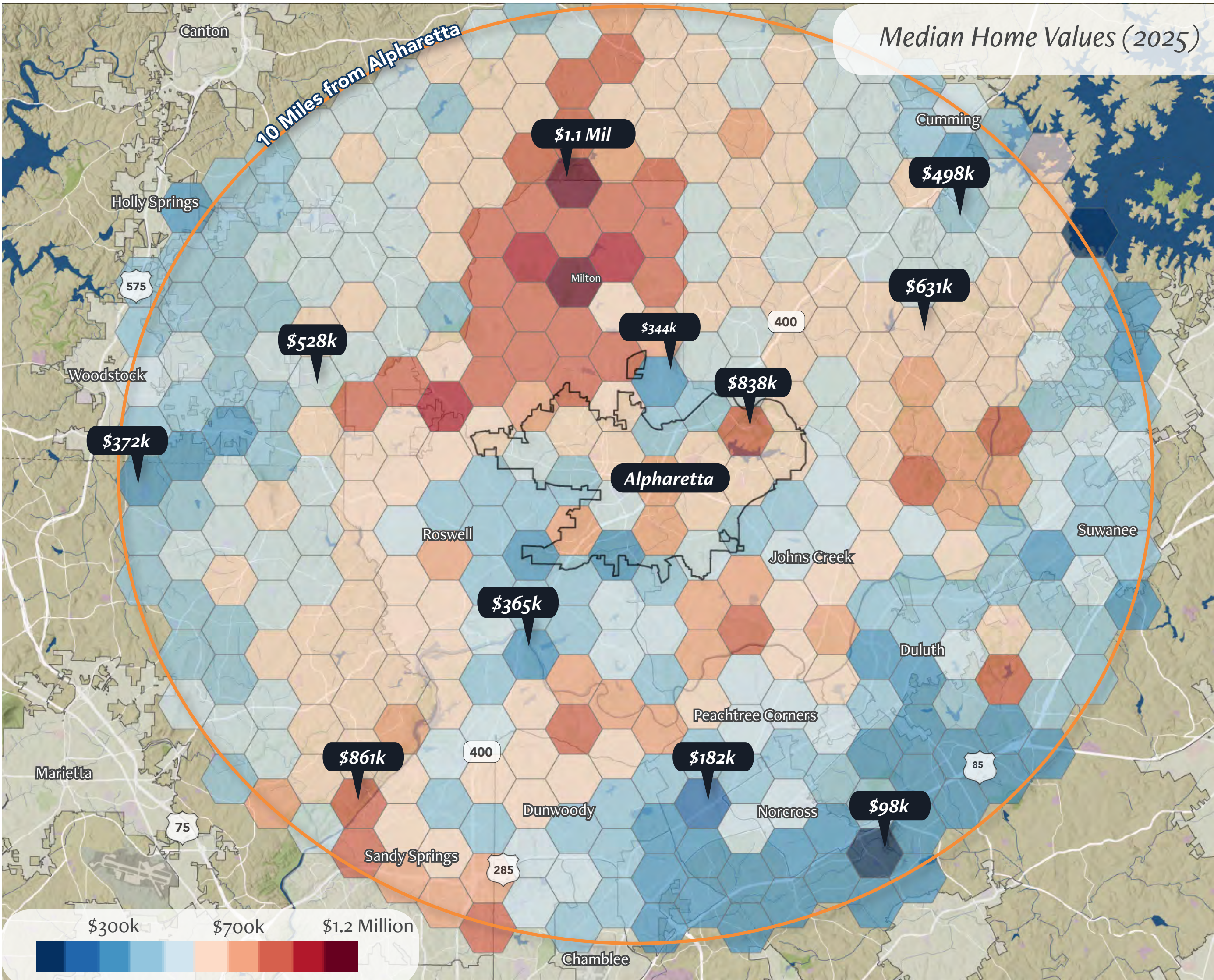
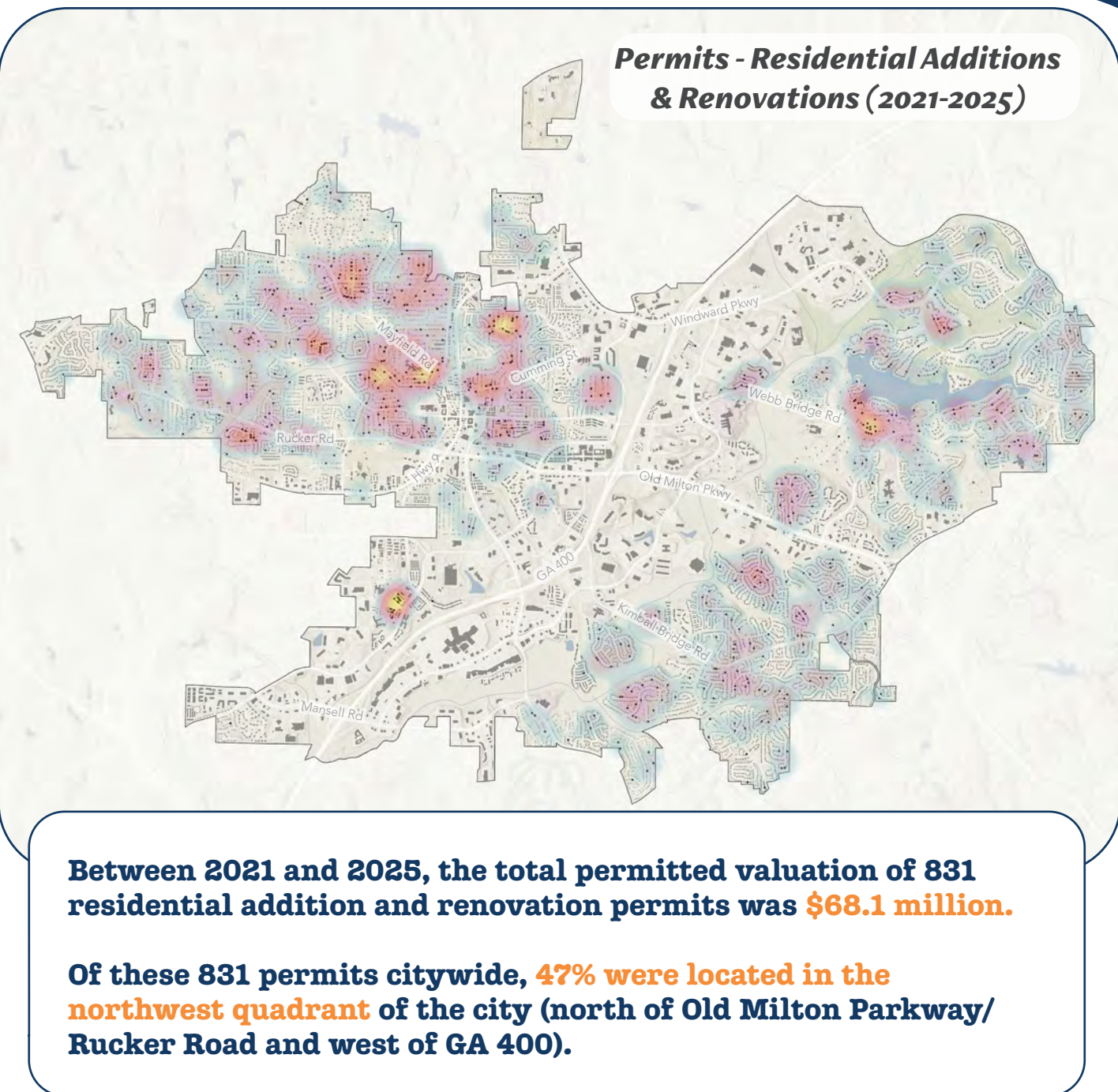
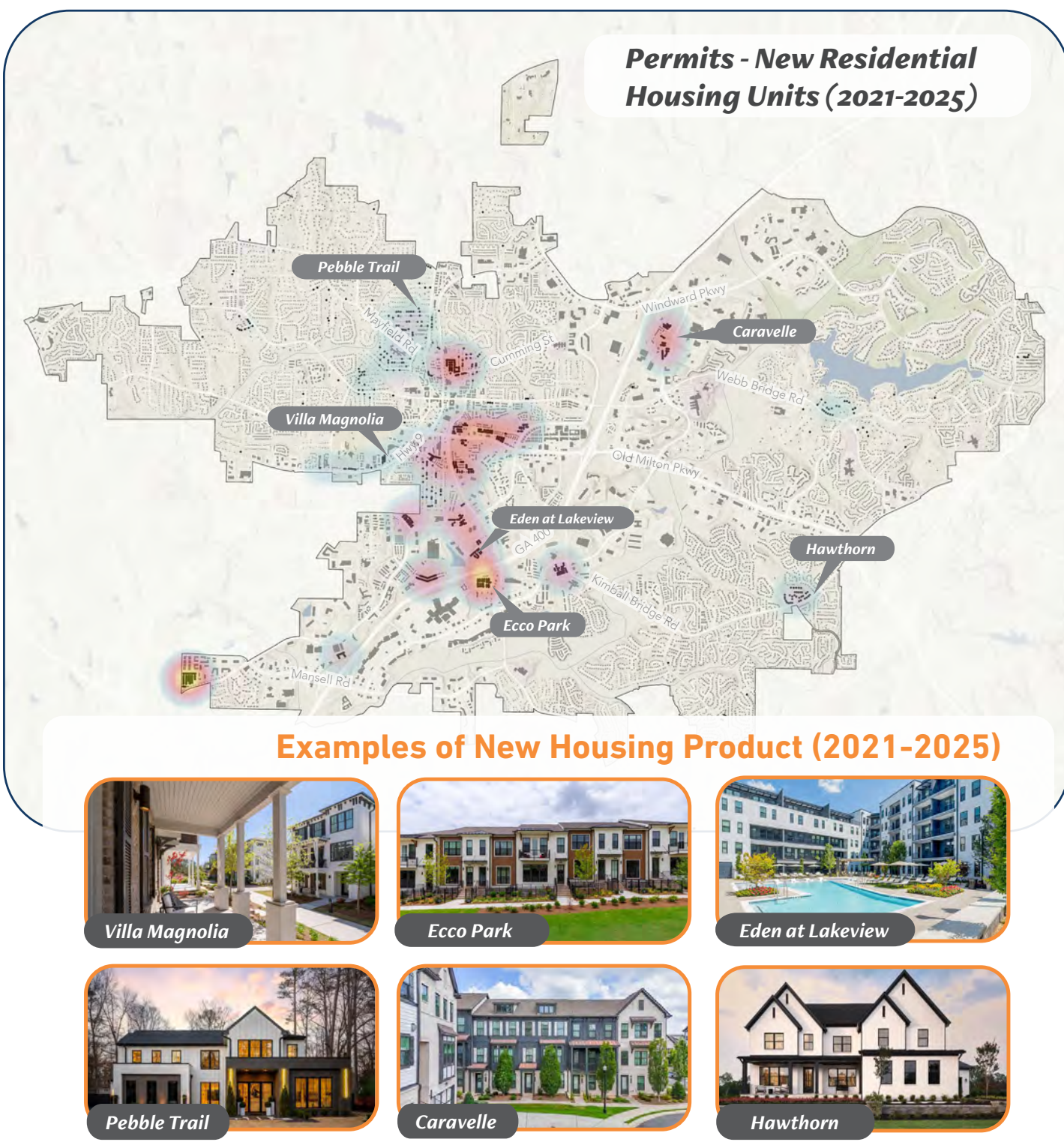
- Doubled its population
- Added over 50,000 jobs
- Increased its median age by nearly 8 years
- Seen average household sizes decrease

"OUR SUCCESSES HAVE GONE BEYOND WHAT WE HAD HOPED/SPURRED MORE GROWTH THAN WE EVEN IMAGINED"

Public Feedback

Alpharetta Community Statistics

2020	Population 34,611	Households 13,705	Average Household Size 2.95	Median Household Income 71,207	% Labor in Force 77 %
	Median Age 33.4	% Foreign Born 11.7%	Median Home Value 226,300	Number of Jobs 59,378	% Bachelors degree or higher 25%
2025	Population 67,264	Households 27,878	Average Household Size 2.58	Median Household Income 160,154	% Labor in Force 72%
	Median Age 41.0	% Foreign Born 25%	Median Home Value 628,317	Number of Jobs 111,877	% Bachelors degree or higher 71%



What are your thoughts on growth?

In the last 25 years, Alpharetta has doubled its population and added over 50,000 jobs. As part of a rapidly growing region, change will continue. While growth may look different in the future, some level of it is likely in a vibrant city like Alpharetta. Please use sticky notes to share your thoughts and help guide where and how growth should happen moving forward.

What do we mean by “Growth”?

We are defining growth as changes to the built environment through private development, redevelopment, and public capital improvement projects that shape how the city functions and evolves.

I LIKE how growth is happening in _____

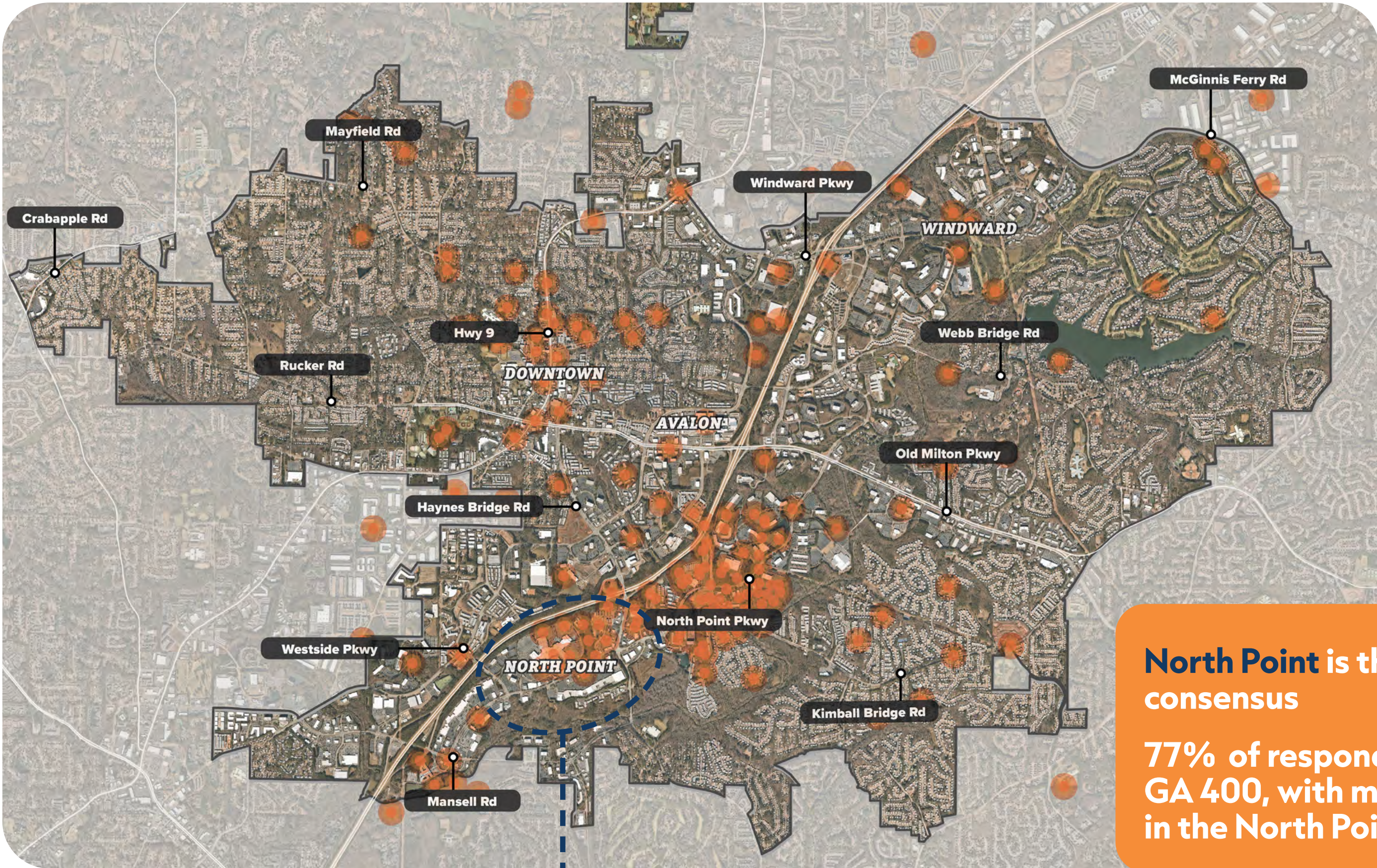
I WISH growth was better in _____

I WANT more growth in or around _____

I FEEL growth should be limited/slowed in _____



Online Survey Question - Where in the city should the future growth and development be focused?

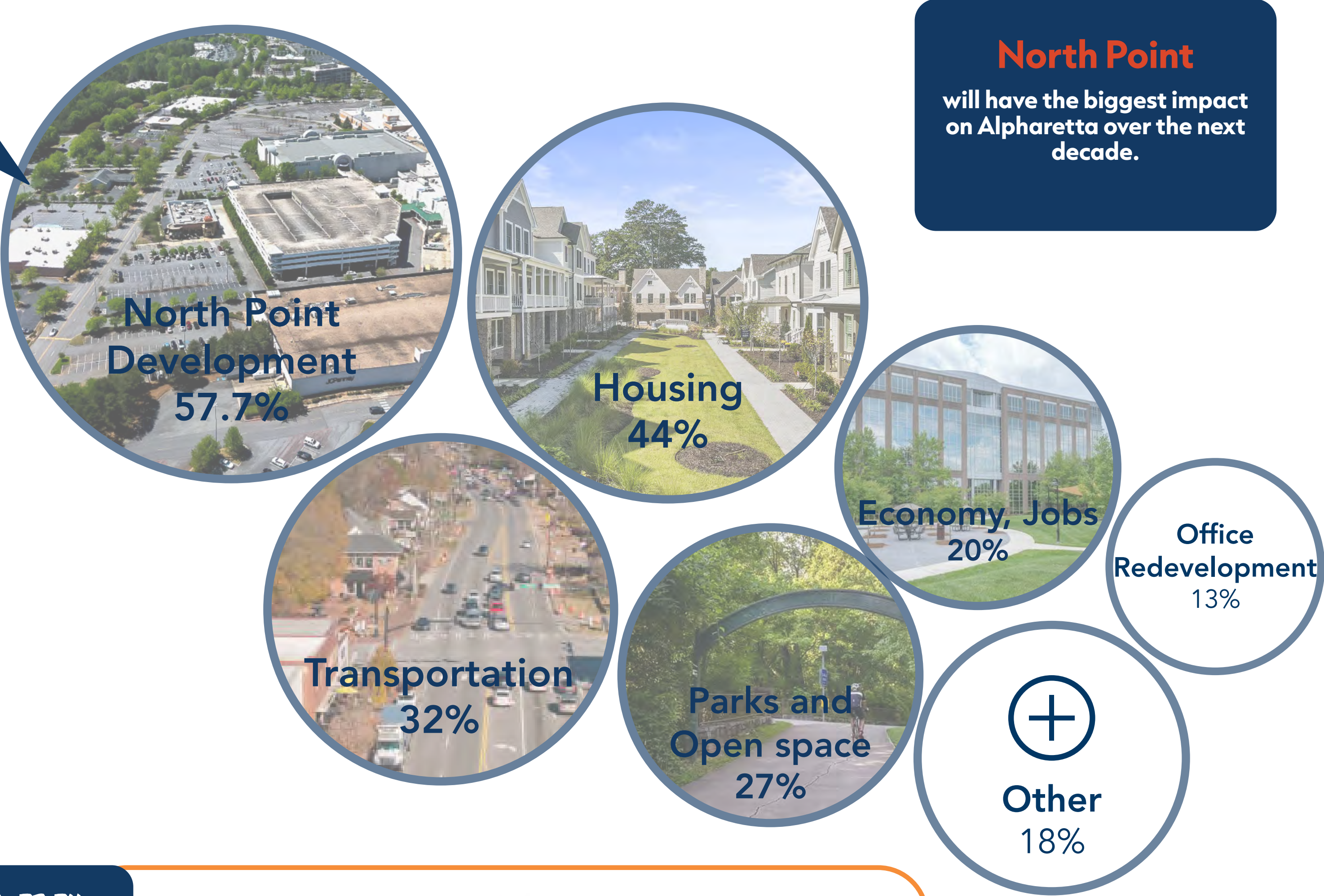


"FUTURE OPPORTUNITY IS AT NORTH POINT"

*Note - Many comments were placed directly on the North Point Parkway label (hence the cluster directly surrounding the label itself)

North Point is the overwhelming consensus
77% of respondents chose east of GA 400, with most responses being in the North Point Area

Online Survey Question - What area of change will have the biggest impact on Alpharetta over the next decade?



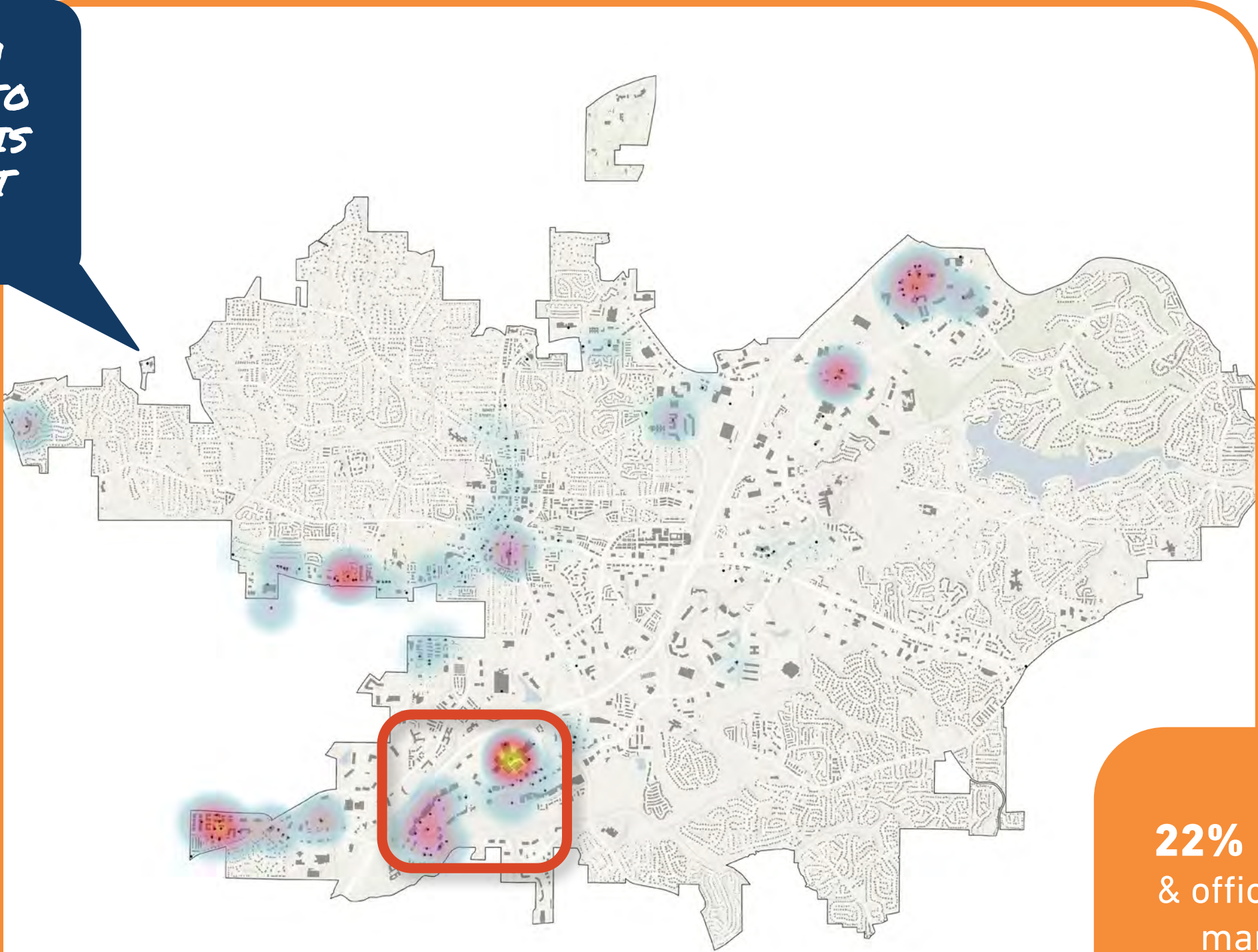
Visits to North Point Area have dropped by 38% since 2019



"NORTH POINT MALL IS IN DESPERATE NEED! I MOVED TO THIS AREA IN HOPES OF THIS AREA TO BECOME THE NEXT AVALON."

"NORTH POINT MALL IS THE PRIORITY, SHOULD BE THE PRIORITY"

Many North Point properties are reaching a prime moment for reinvestment



Building Age & Life Cycle
Commercial & Office Properties

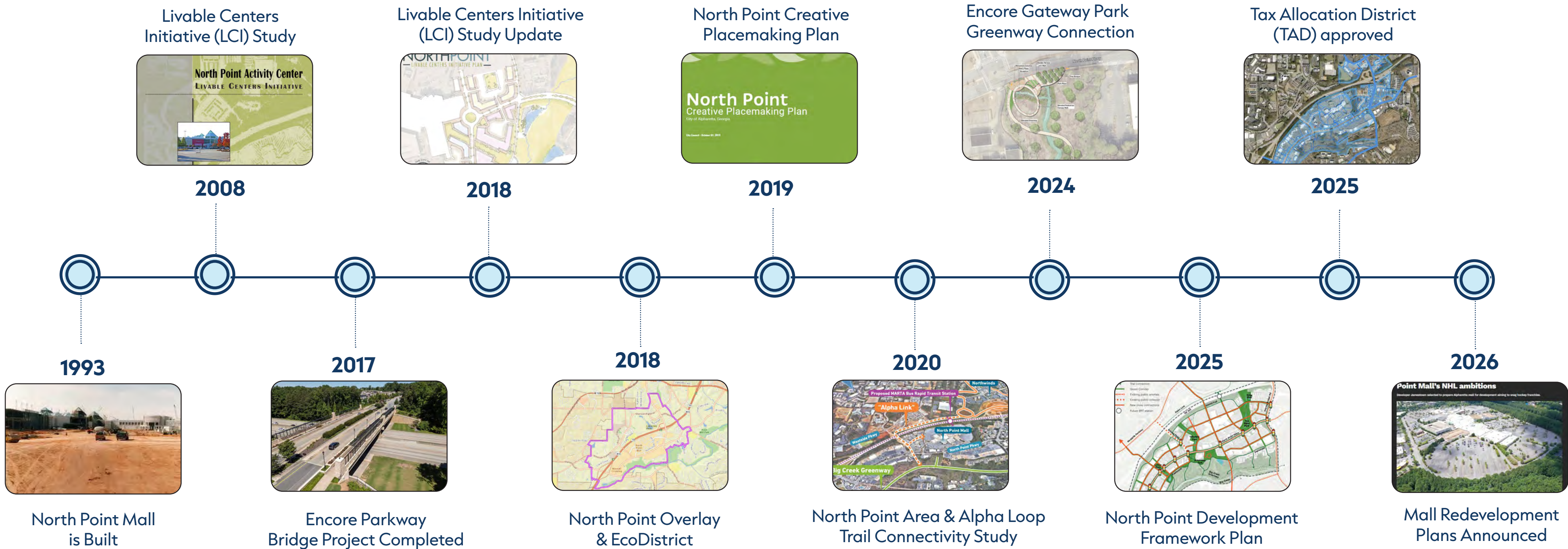
30-50 Years

Built between 1975 - 1994

22% of Alpharetta's total commercial & office buildings are 30-50 years old, many of which are in North Point

Recent activity at North Point builds on more than a decade of planning, implementation, and community visioning

Over the past decade and a half, Alpharetta has undertaken a series of planning efforts to guide the evolution of the North Point area. The 2008 North Point Livable Centers Initiative (LCI) Plan established a vision for a more connected, mixed-use district, with the Encore Parkway bridge emerging as a major early implementation project. The 2018 LCI Update refined that vision and was followed by initiatives such as the North Point EcoDistrict and Overlay, District Design Standards, and a Creative Placemaking Plan, along with studies including the Alpha Loop Greenway Connection Study, the Encore Gateway Park Greenway connection, and the North Point Development Framework Plan. In 2025, the City established a Tax Allocation District (TAD) to help fund infrastructure and public realm improvements that support redevelopment. A proposal is anticipated in March 2026 for the redevelopment of the 100-acre North Point Mall site, which could serve as a catalyst for the district’s next phase of transformation.



How the North Point EcoDistrict Works

To support the EcoDistrict vision for a more sustainable, walkable, and connected North Point, new development projects must include environmentally friendly features, with larger projects incorporating more sustainability measures.

Requirements for New Development

Small Building Expansions/Site Changes
At least 2 sustainability points

Large Building Expansions (60%+ increase)
At least 5 sustainability points

New Construction/Complete Redevelopment
At least 7 sustainability points

Projects Adding Additional Residential Density
At least 10 sustainability points

EcoDistrict Measures and Values Table

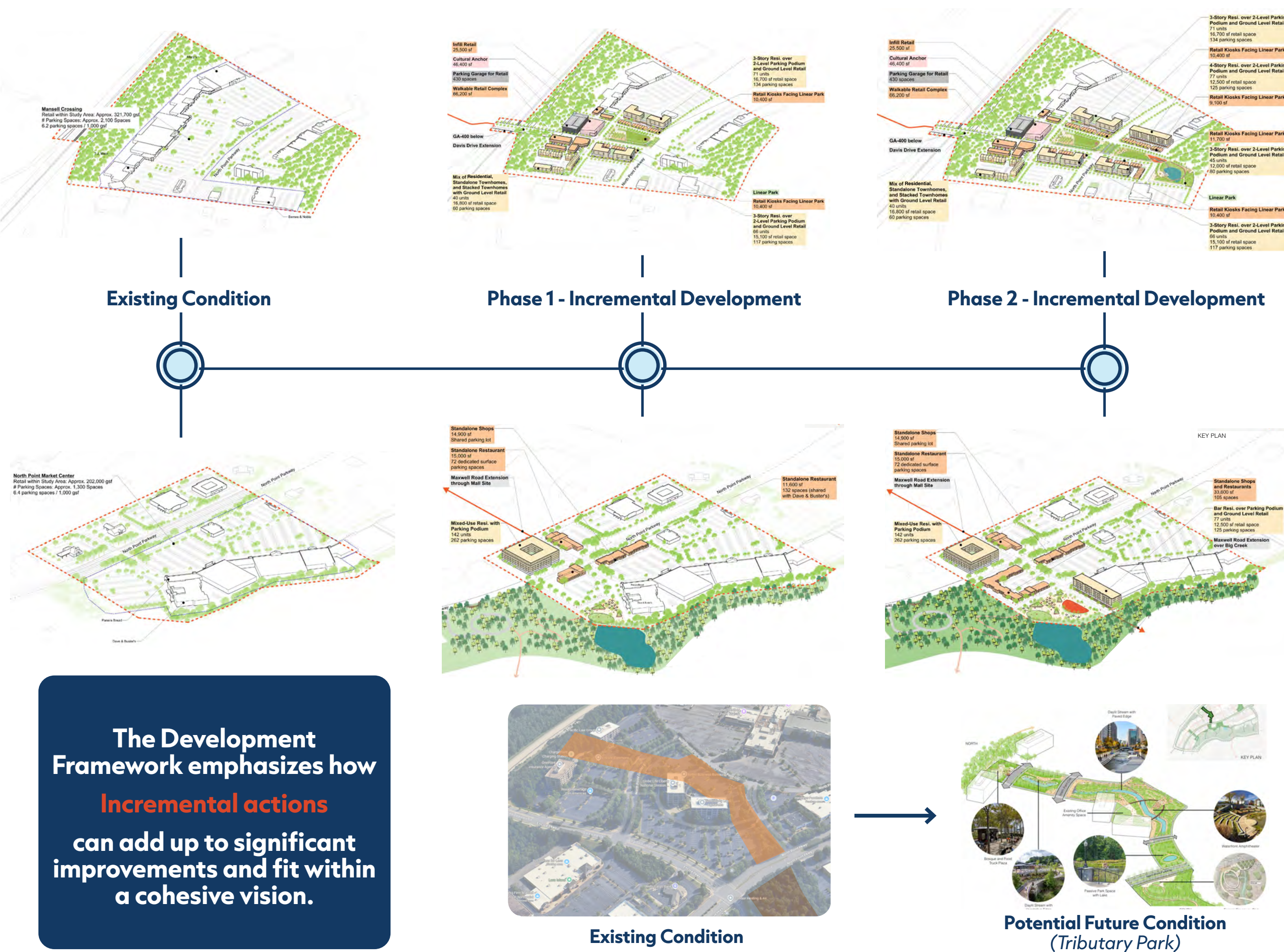
Measure	Value
Certified Green Building	3 to 5 points
Renewable Energy Sources	3 points
Greenroof	3 points
Building Energy Efficiency	2 points
Bio-retention	2 points
Building Water Efficiency	2 points
Transportation Demand	2 to 3 points
Heat Island Reduction	2 points
Pervious Paving	2 points
Connected Open Space	2 points
Consolidated Open Space	2 points
Sustainable Landscaping	1 point
Enhanced Bicycle Amenities	1 to 2 points
Alternative Transportation	1 to 2 points
Additional Landscaped Civic Space	1 to 5 points
Alternative Measures	1 to 3 points



The Chick-fil-a on North Point is a development that was built under EcoDistrict design standards. As a complete redevelopment it required 7 EcoDistrict Measure points, which it achieved through landscaping, heat island reduction (solar reflective paving and roofing), Enhanced bicycle amenities, and building water efficiency.

North Point Development Framework Plan

The North Point Development Framework Plan, adopted in 2025, illustrates how the district could evolve through coordinated redevelopment, new streets, parks, and trail connections. As an overarching and implementation-focused vision for an area with nearly 50 different property owners, the plan provides a cohesive framework to help align future projects and investments. By showing how individual developments and public improvements can work together, it helps guide both public investment and private development toward a more walkable, connected, and vibrant North Point.

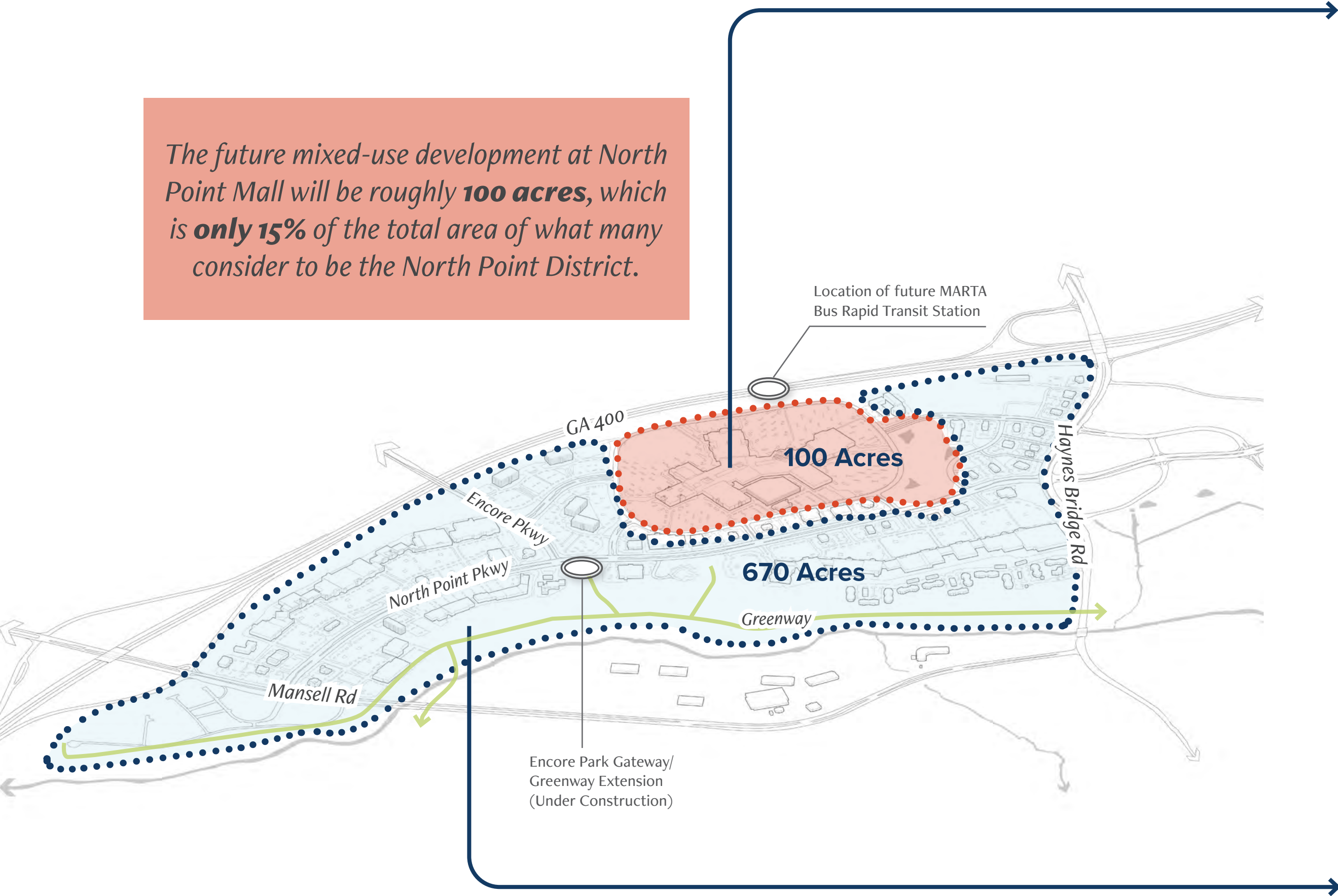


What would you like to see at North Point in the future?

Local Size Comparisons:

Avalon - 85 acres
North Point Mall Mixed-Use - 100 acres
North Point District - 670 acres
The 'North Point District' is the area bounded by GA 400, Haynes Bridge Road and the Big Creek Greenway

The future mixed-use development at North Point Mall will be roughly **100 acres**, which is **only 15%** of the total area of what many consider to be the North Point District.



Outside of the mall redevelopment property, North Point still includes about **570 acres**, or nearly **7x the size of Avalon**.

With this much space, there is **room for many different ideas** to take shape. We'd like to hear yours!

What architectural style is your preference for the North Point Redevelopment? (Choose your favorite)



What components of mixed-use developments are most important to you? (Choose your top 2)



North Point District - Idea Wall

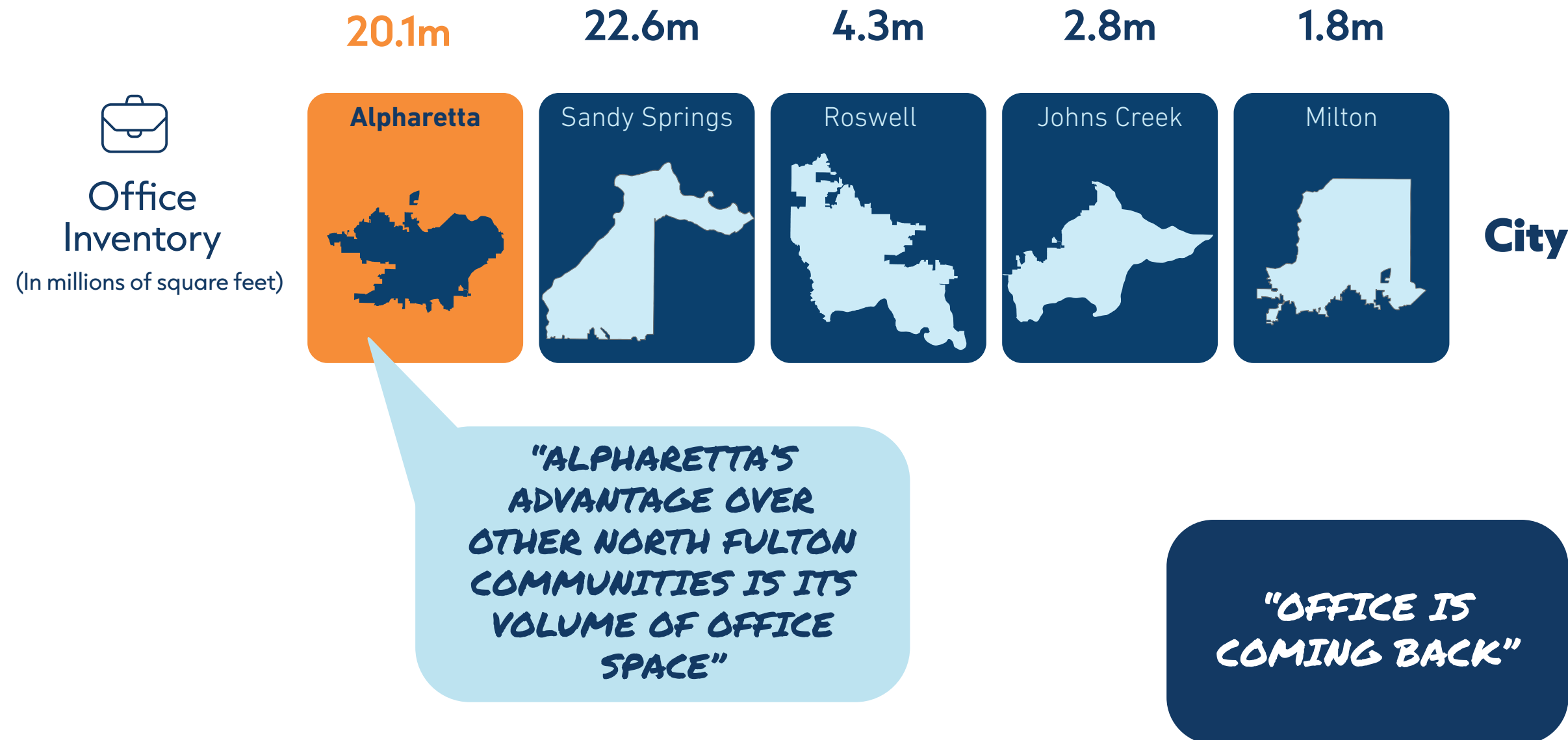
- STEP 1: Share one idea for the district's future
- STEP 2: Find an existing idea that resonates with you, and expand on it/refine it (Attach/place your sticky note below).



ALPHARETTA COMPREHENSIVE PLAN UPDATE

Economic Resilience & Office

Office in Alpharetta powers its economy & is a regional anchor

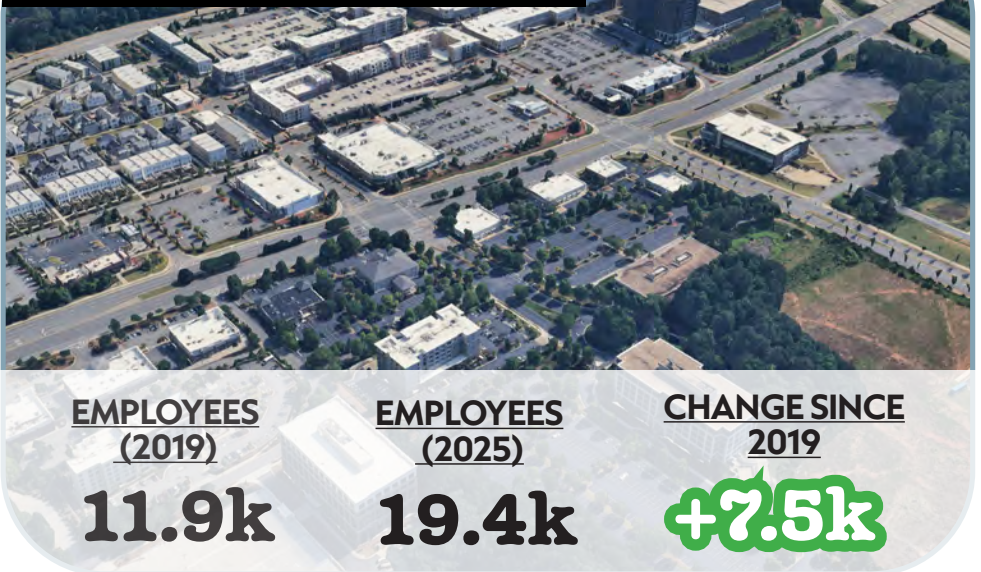


Workplaces Are Evolving: Growth is Concentrating in Mixed-Use Districts

Since the COVID-19 pandemic, workplaces that offer walkability, amenities, and access to restaurants, housing, and public spaces have seen the strongest growth in employee presence. At the same time, some larger-format traditional office campuses have experienced declines as companies adapt to hybrid work and evolving workplace preferences.

Source: Placer AI

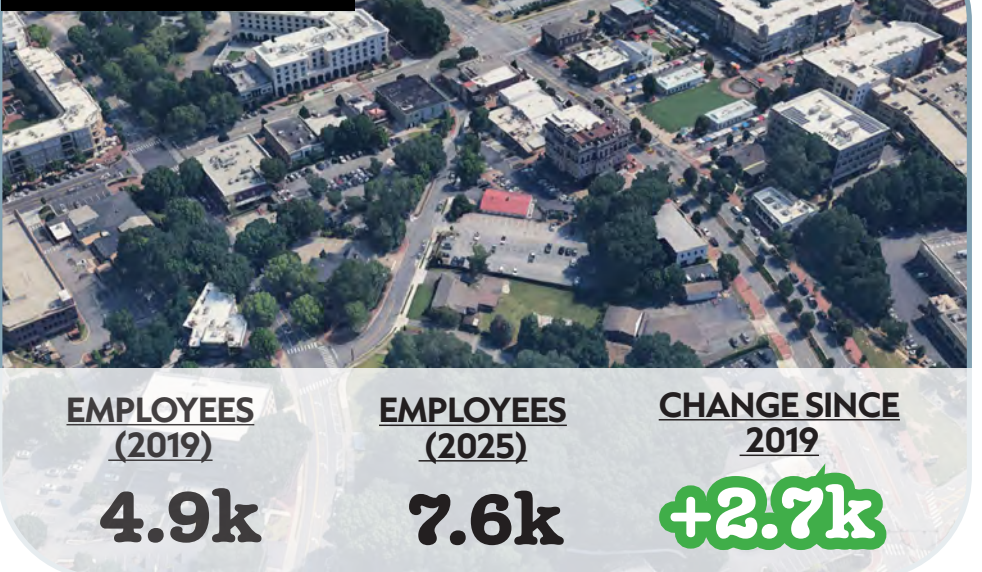
Avalon & Adjacent



Great Oaks



Downtown



Windward Plaza



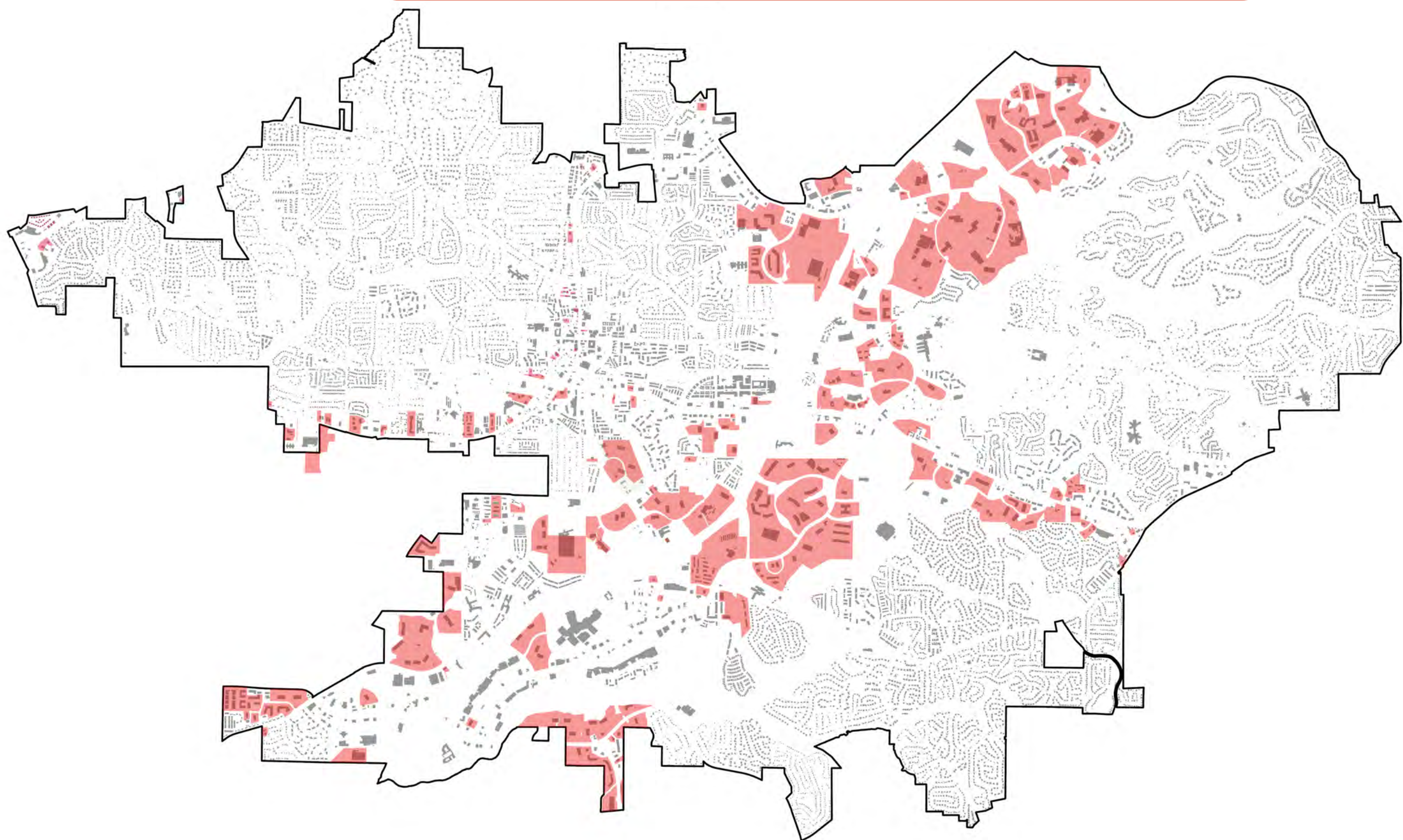
Northwinds



Alderman Dr/Windward Concourse



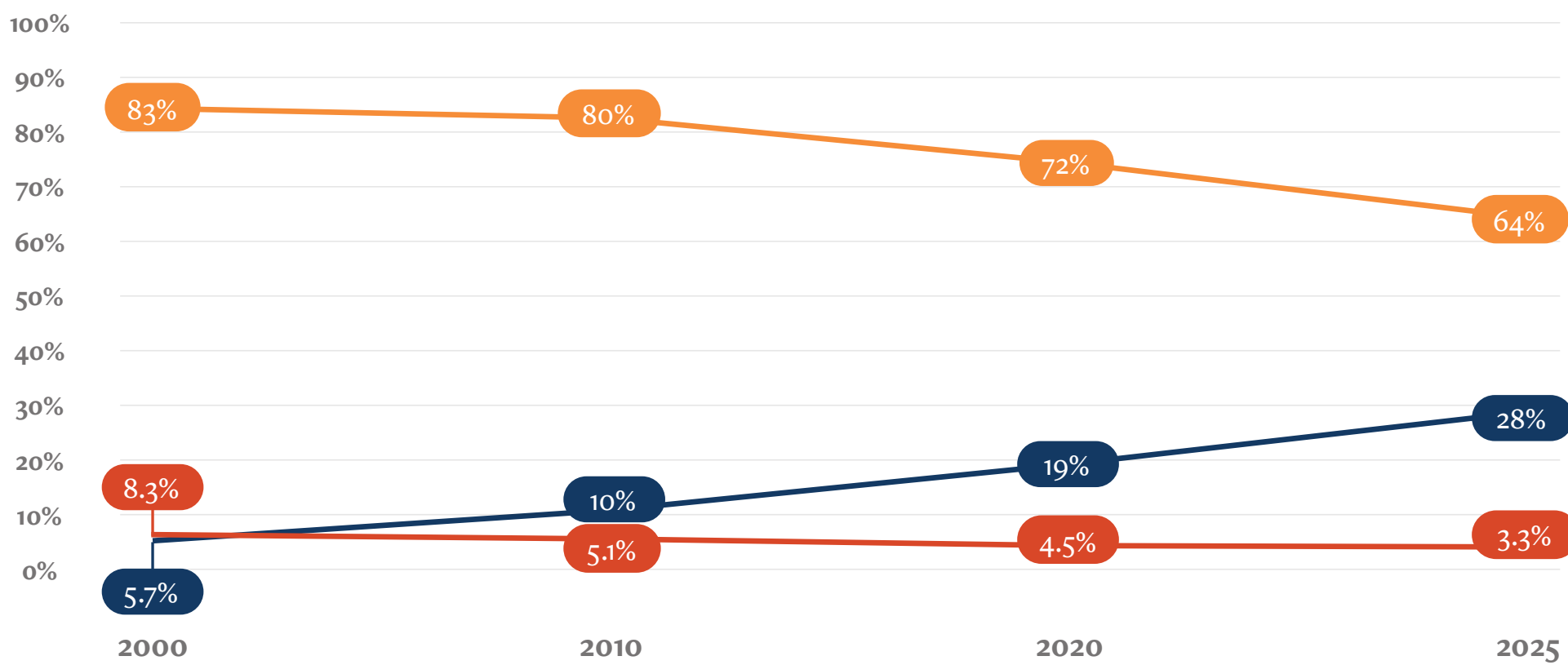
Alpharetta's office properties amount to 1,852 acres.
That's the size of 22 Avalons



Alpharetta has established itself as a major employment hub, with commercial and office properties contributing over half of the city's tax base -- an unusually high share for North Fulton communities. At the same time, workplace trends have evolved, with hybrid and work-from-home arrangements becoming more common for many residents, with implications for how employment areas may function in the future.

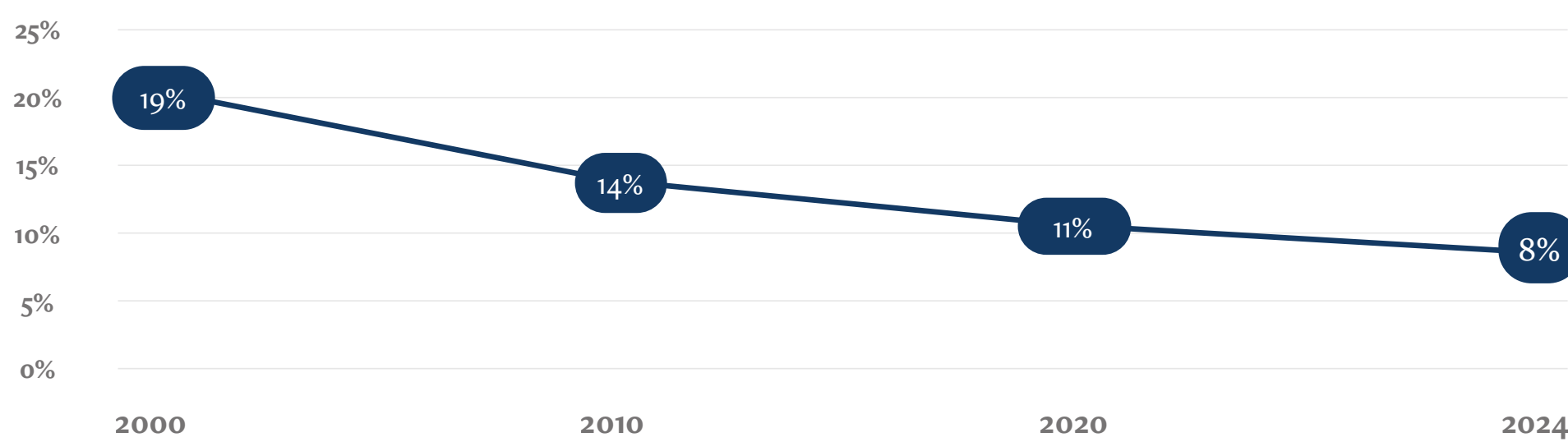
Commute to work

(Residents of Alpharetta) Source: ACS



Alpharetta Residents Ages 25-34

% share of the City's Total Population



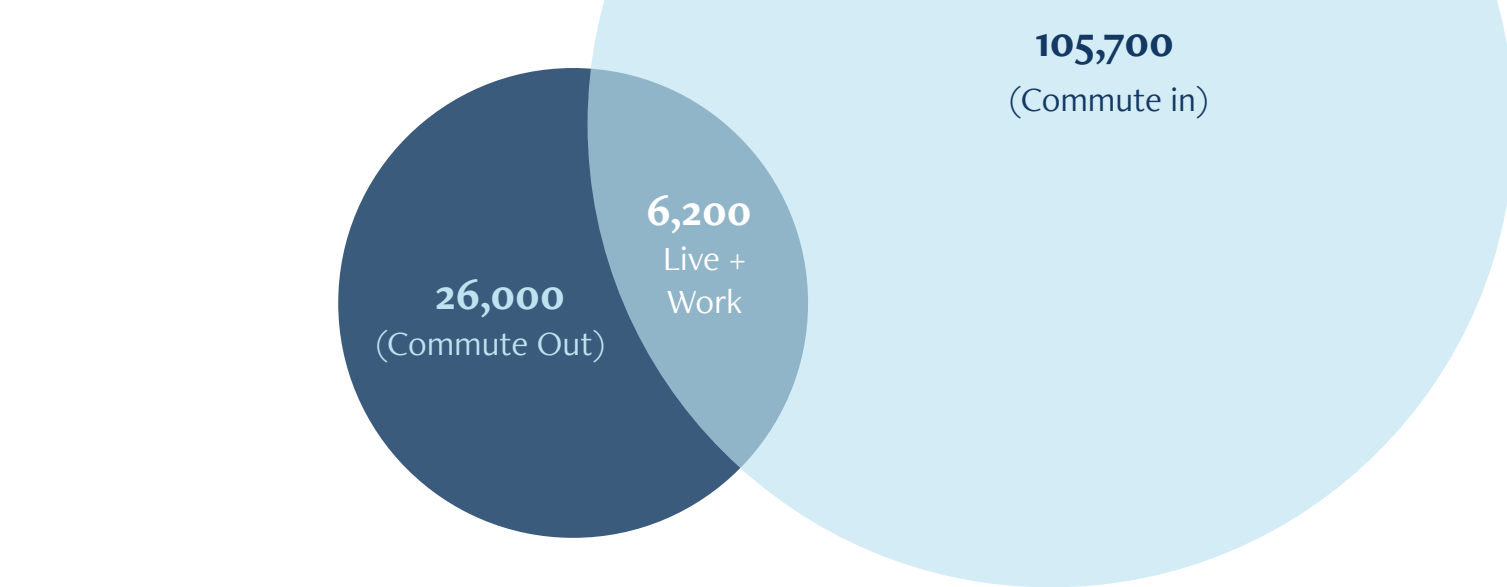
Residents ages 25-34 play a key role in a community's economic health, representing a highly mobile workforce that supports employers, entrepreneurship, and long-term growth. Alpharetta has seen this age group decline by more than half as a share of the population over the past 25 years.

Inflow/Outflow Job Counts

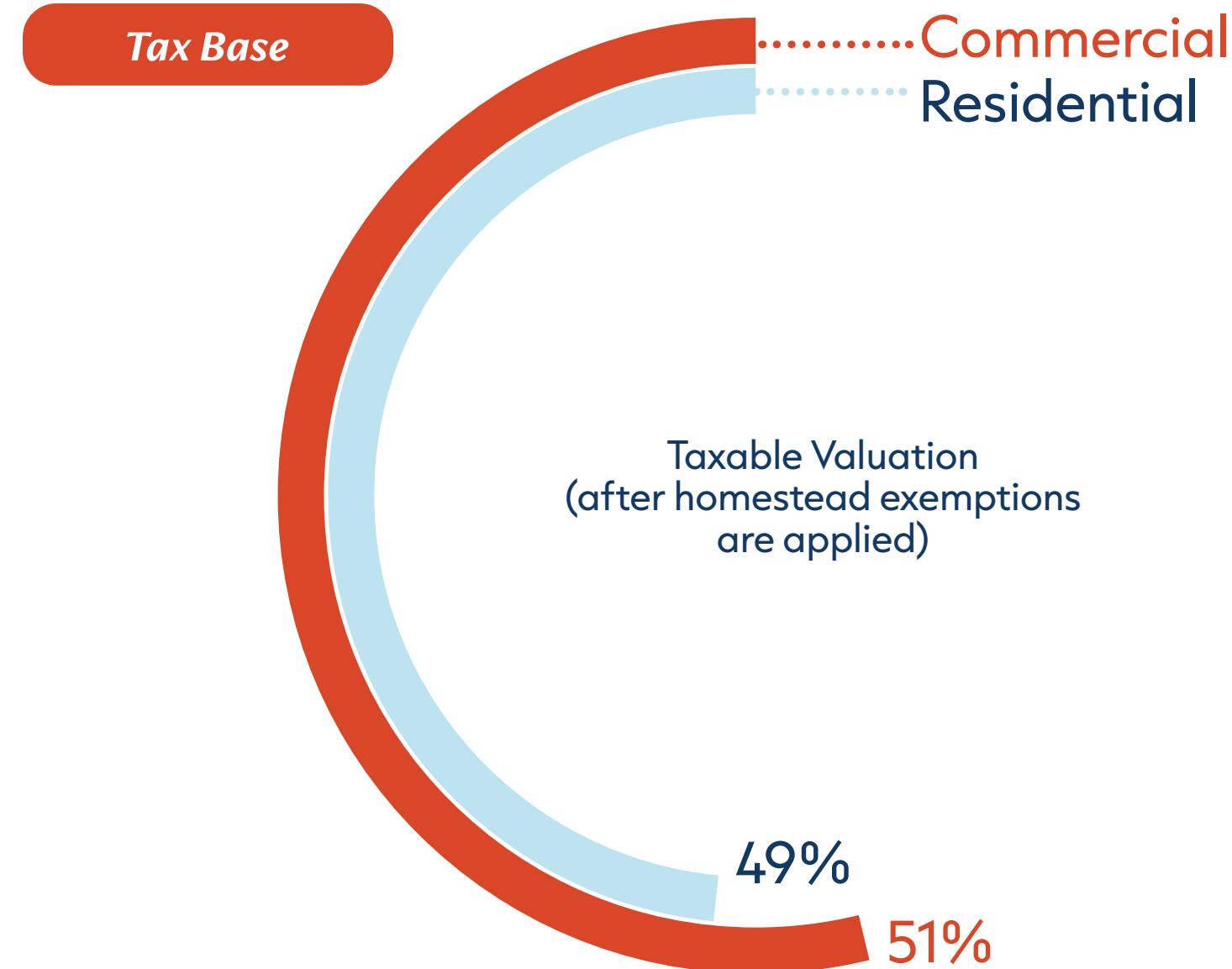
Legend: Employed in Alpharetta, living elsewhere (Light Blue), Living in Alpharetta, employed elsewhere (Dark Blue), Employed and living in Alpharetta (Medium Blue)

(2025)

Source: Census

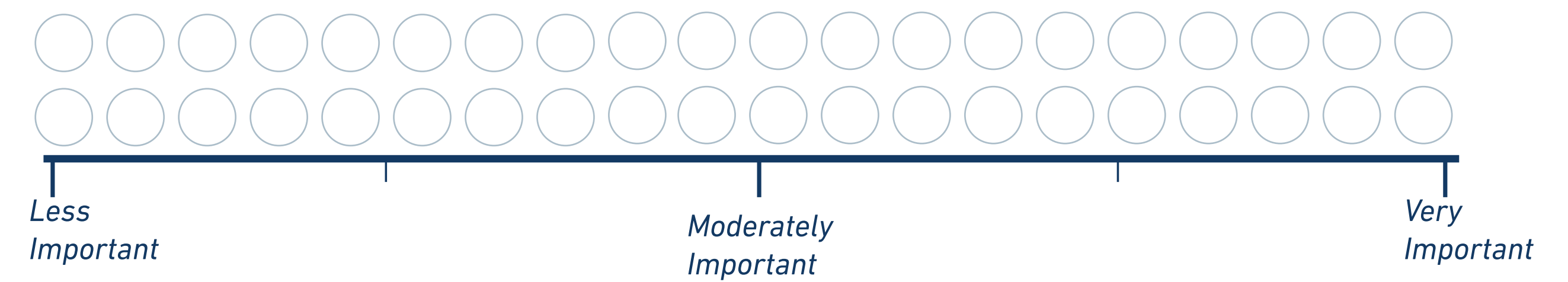
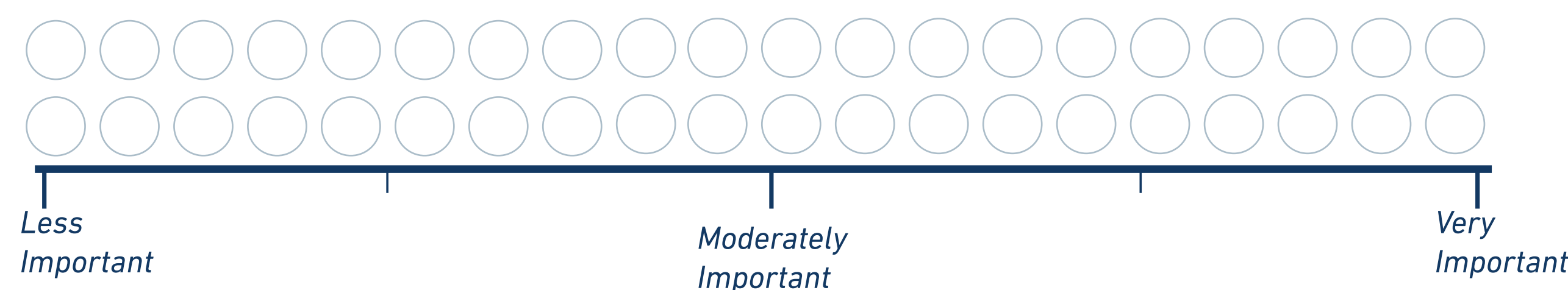
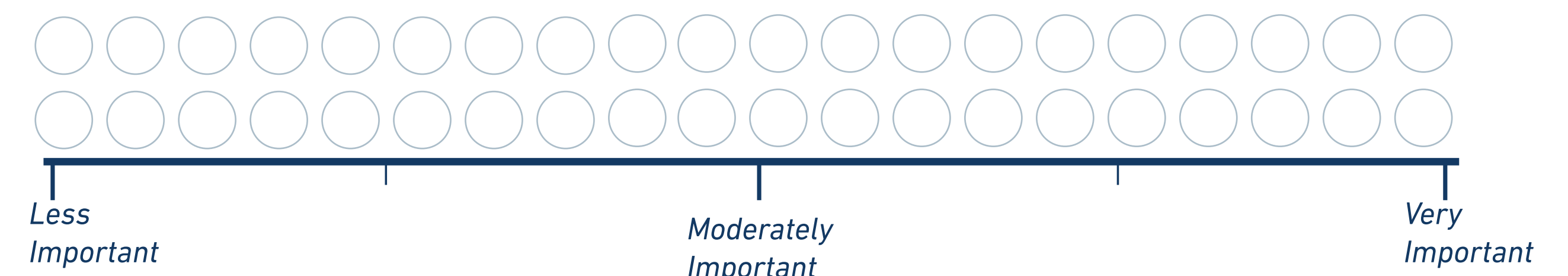
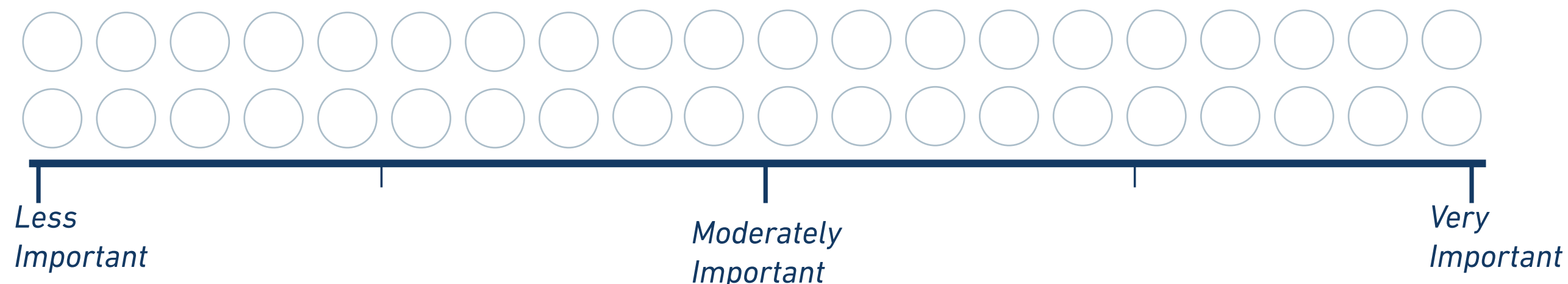


Tax Base



Economic Resilience & Office

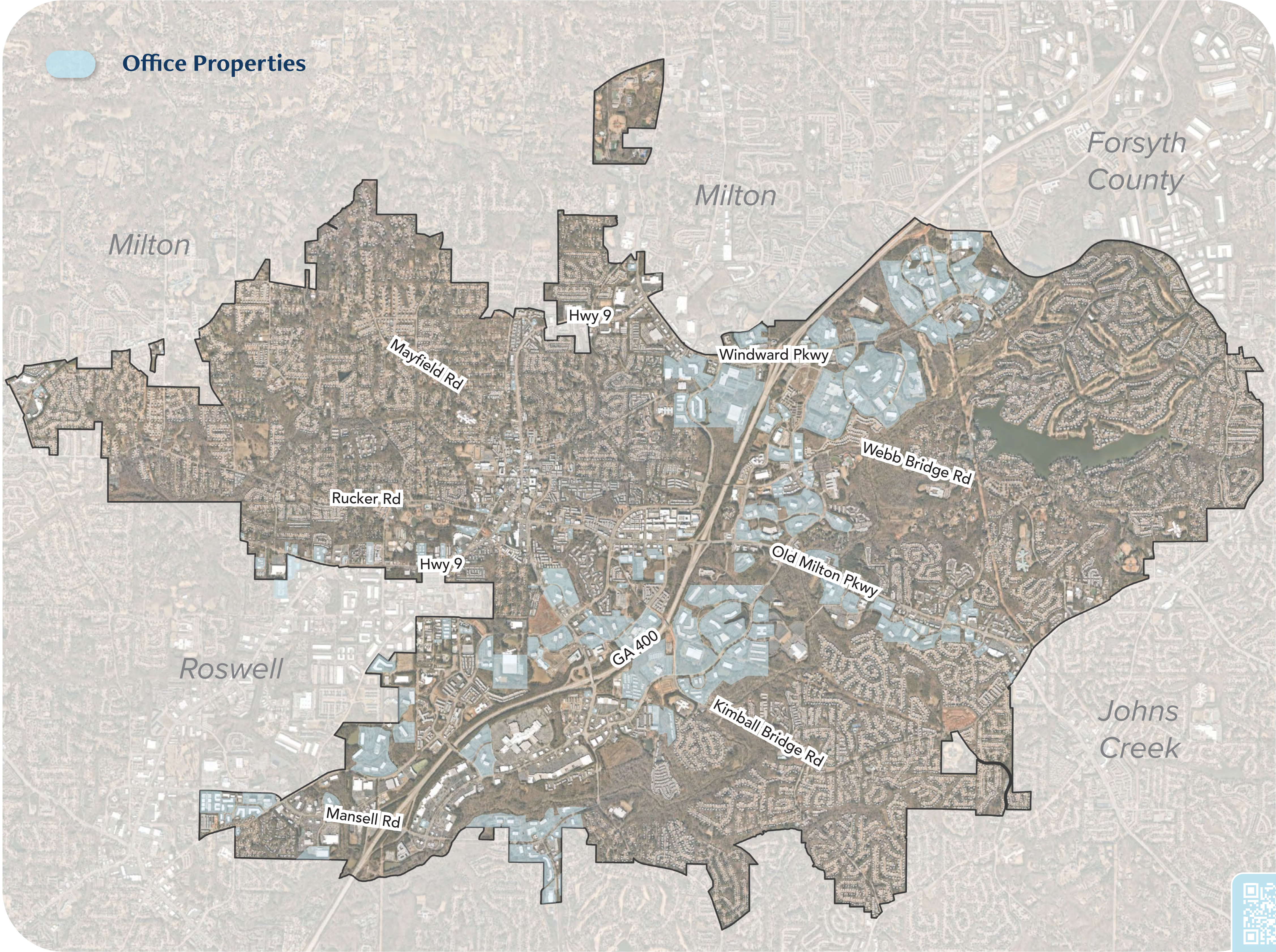
Place one sticker on each row to show how important each strategy is for Alpharetta's future.



Office is a major part of Alpharetta's economy -- but the workplace is changing.
How should Alpharetta's office and employment areas evolve by 2045?
Place the colored pins on the map to show where different types of workplaces should evolve.

- Maintain Traditional Office Parks
- Redevelop into Mixed-Use Employment or Activity Hubs
- Amenitize Office Campuses
- Mix it up! Innovative Workplace Models

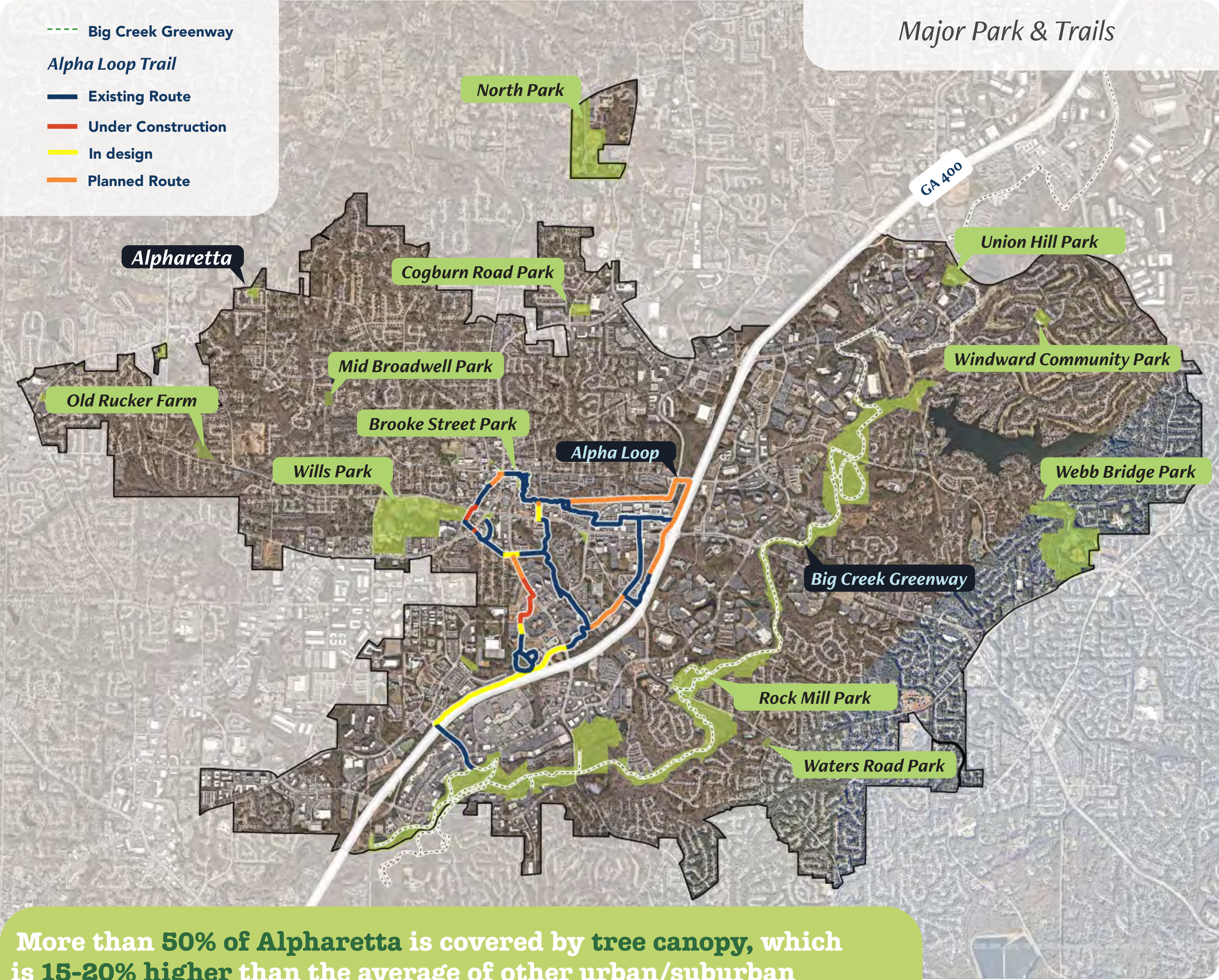
COMMENTS



ALPHARETTA COMPREHENSIVE PLAN UPDATE

Parks, Trails, Open Space & Trees

A distinct network of parks, trails, and tree canopy make Alpharetta unique



More than **50% of Alpharetta** is covered by **tree canopy**, which is **15-20% higher** than the average of other urban/suburban communities across the country



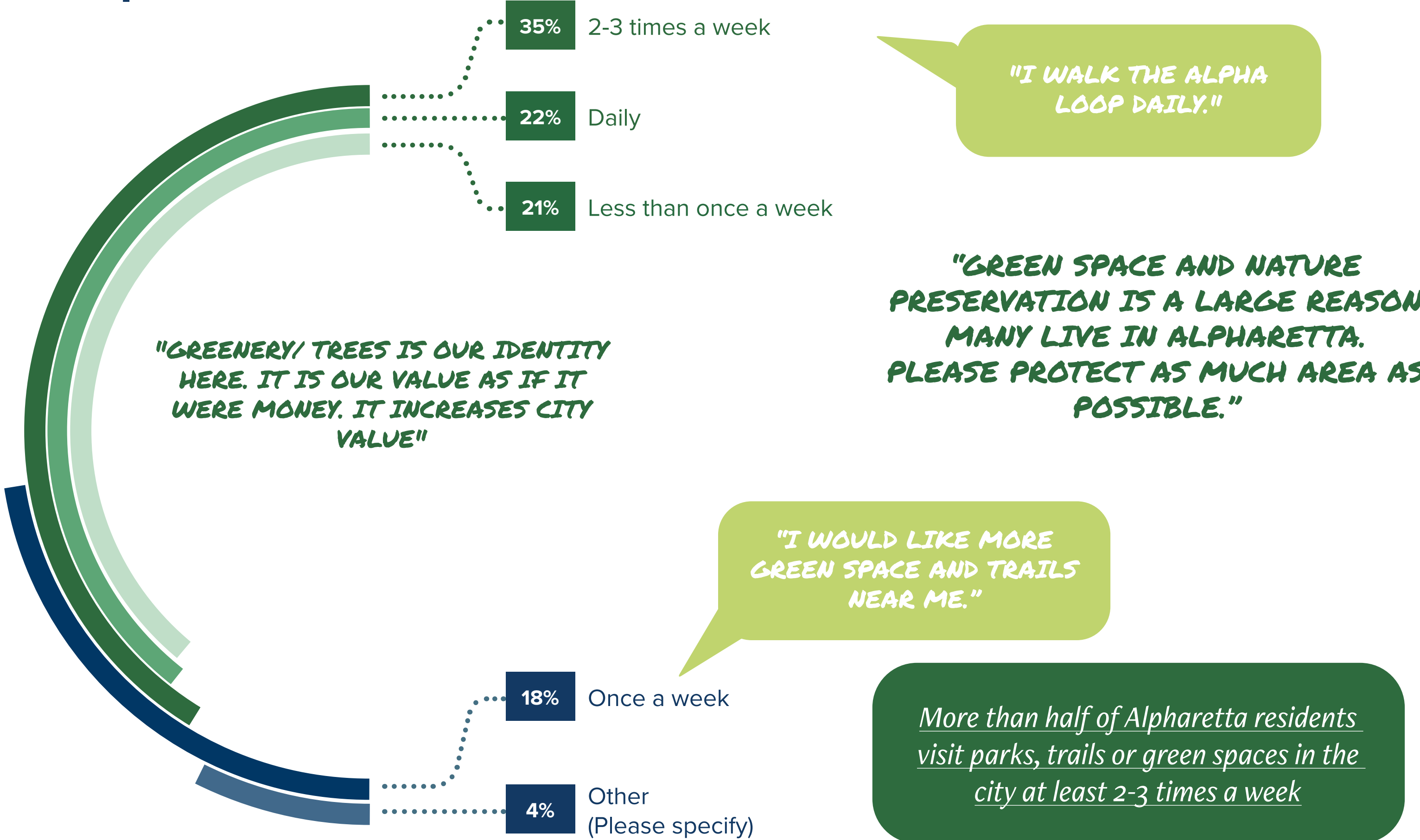
Big Creek Greenway



Alpha Loop

Alpharetta is uniquely positioned to offer two trail systems of regional significance: the heavily wooded/natural Big Creek Greenway and the emerging, more urban Alpha Loop.

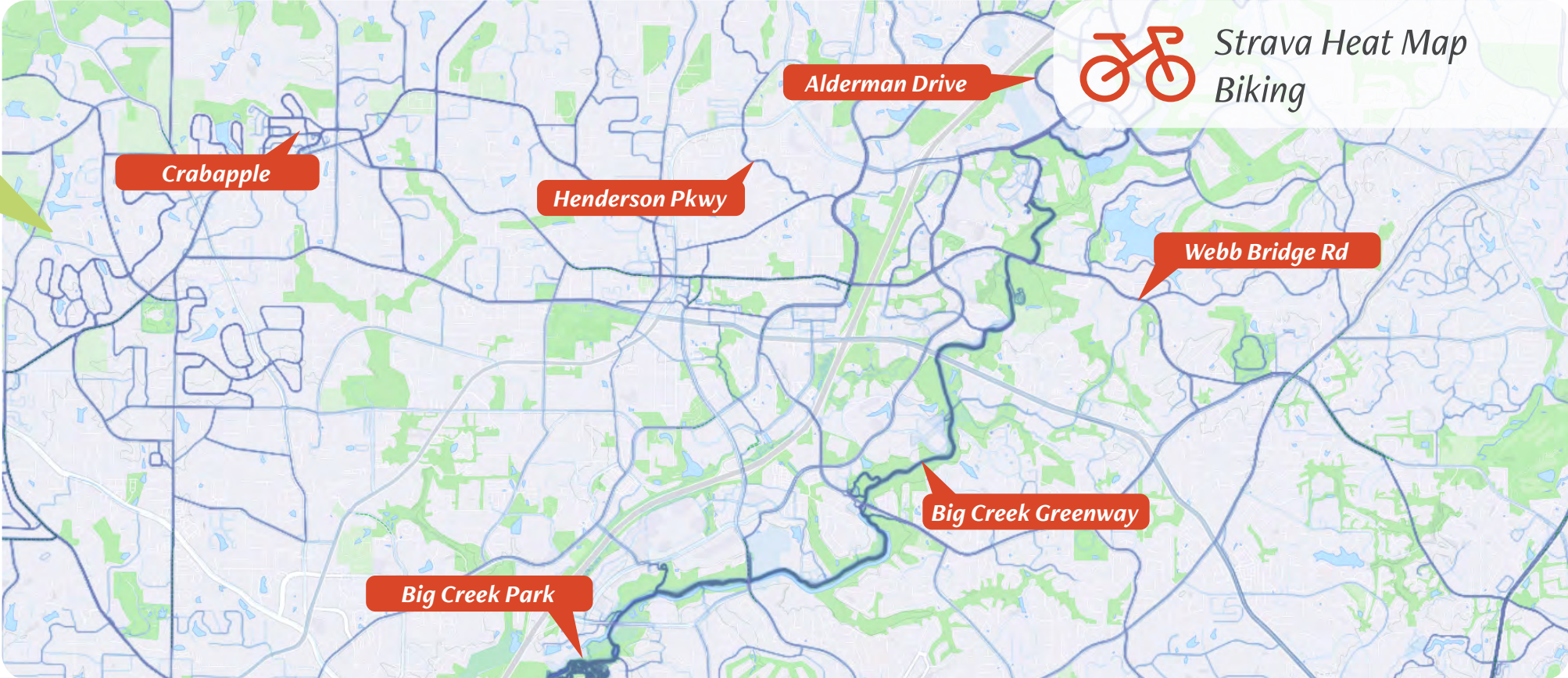
We asked people if they visit parks, trails or natural areas in Alpharetta.



An extremely high number of open ended public survey responses dealt with **protection of tree canopy**



"WE ARE VERY ATTRACTED TO TRAIL SYSTEMS....ACTIVATED, CONNECTED GREENWAYS ARE LIKE GOLD TO US"



"KEEP THE LANDSCAPING (AND LIGHTING) BUDGET HIGH. THIS IS A BIG DIFFERENCE BETWEEN ALPHARETTA AND CUMMING/ROSWELL"

ALPHARETTA COMPREHENSIVE PLAN UPDATE

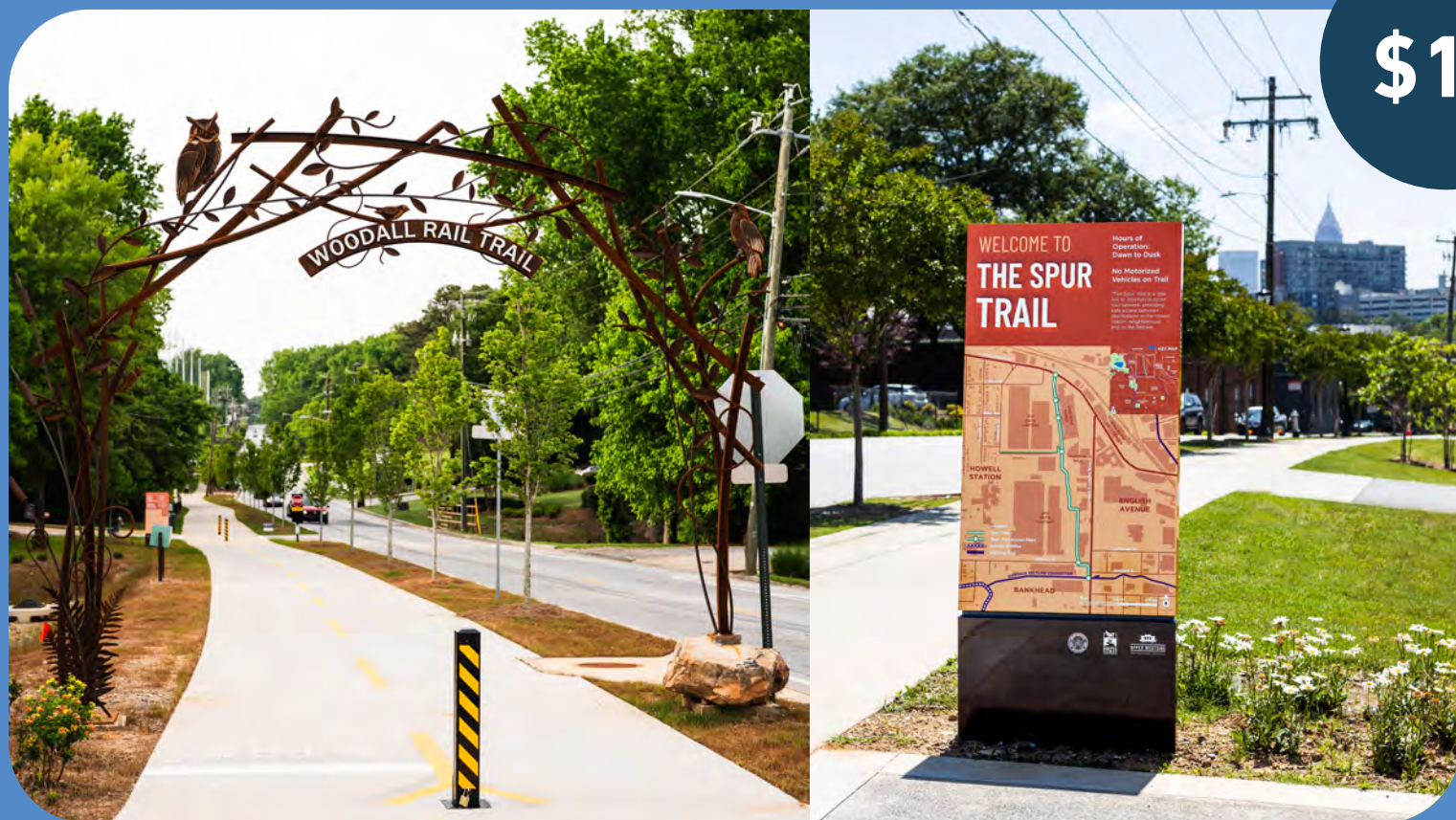
Parks, Trails, Open Space & Trees

If you had \$100, what trail, parks, and open space projects would you fund?
You have a total of \$100 to spend toward trail, park, and open space improvements in Alpharetta. With these limited funds, we ask you to prioritize how YOU would spend these funds. Select from the items below to tell us how you would spend your \$100.



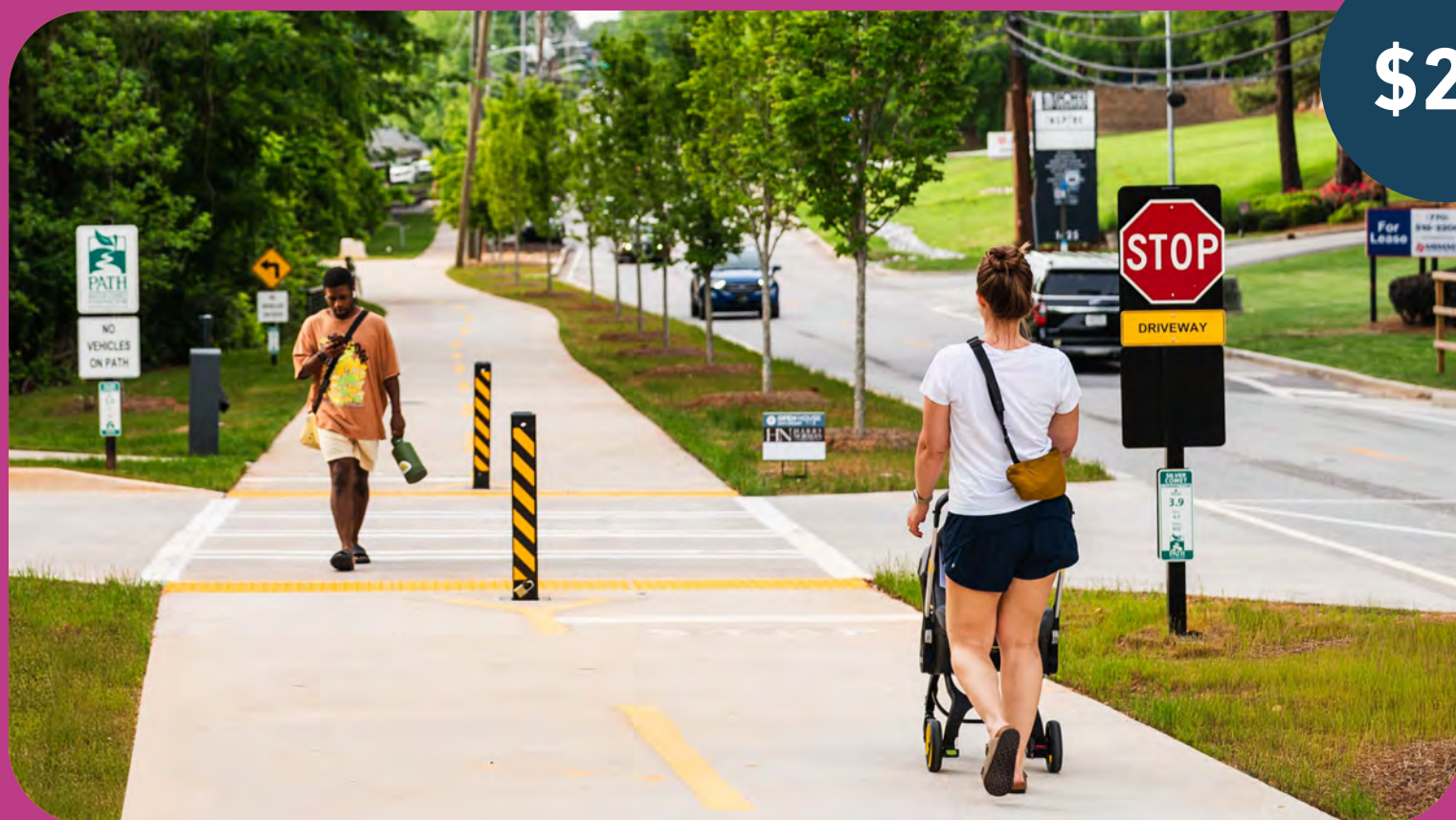
\$40

Half Mile of Signature Trail Expansion



\$10

New Trail Signage/Amenities



\$20

Half Mile of a new off-street path



\$30

Refresh an Existing Park



\$40

New Community Park



\$60

New Specialty Park or Plaza

Parks, Trails, Open Space & Trees

You have a total of \$100 to spend toward trail, park, and open space improvements in Alpharetta. With these limited funds, we ask you to prioritize how YOU would spend these funds. Select from the items below to tell us how you would spend your \$100.



New Sprayground



New Playground



New Street Trees



New Gateway Element



Improved Signage or Wayfinding (at one location)

Improvement

[illegible]

Cost

[illegible]

How would you prioritize the big ideas and topics in today's open house?
Follow the three steps on this sheet to help come up with big ideas for this plan, and to tell us how we should prioritize them.

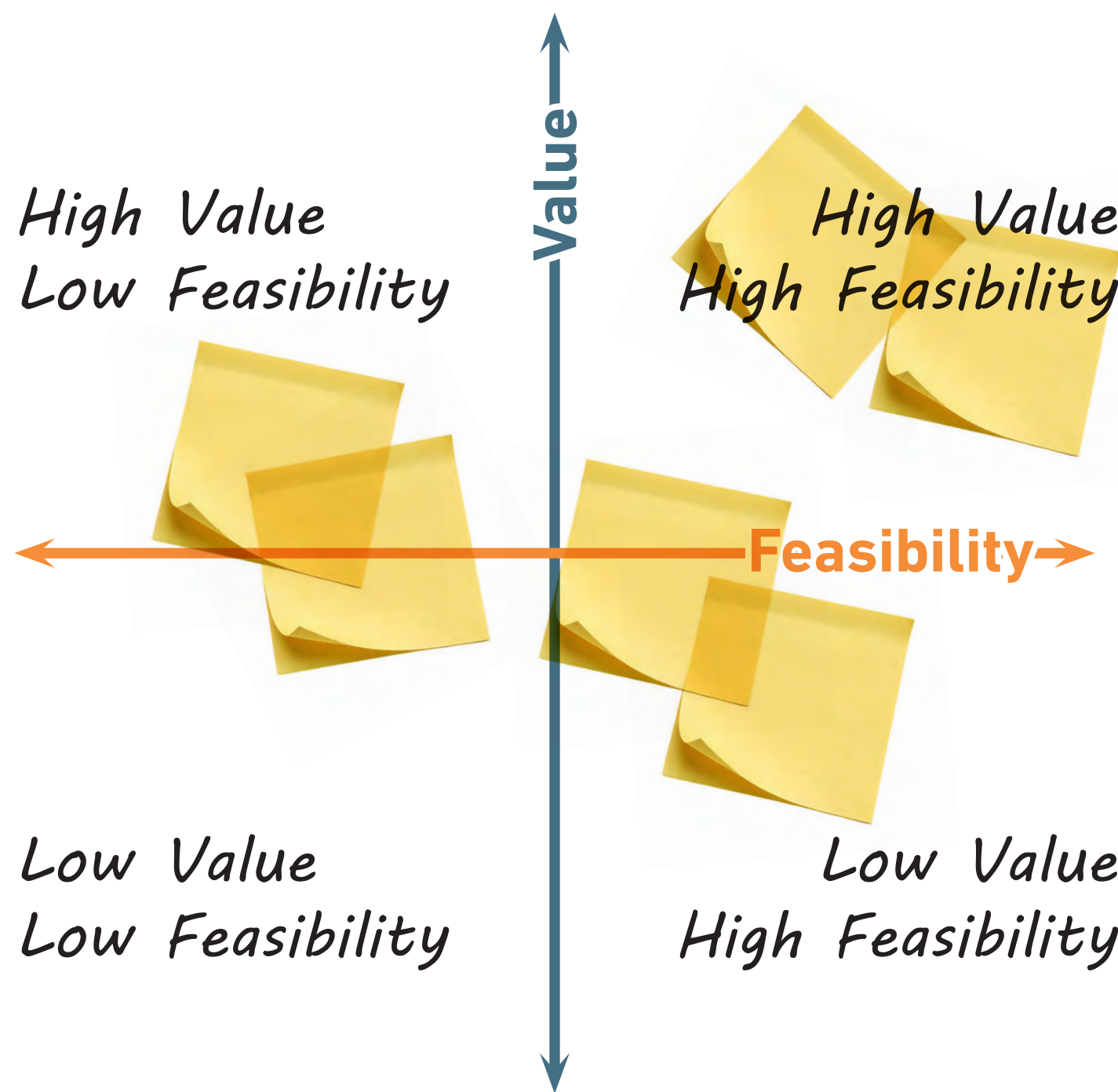
STEP 1:

Grab a sticky note and come up with a "Big Idea" related to any of the topics we have discussed in today's open house



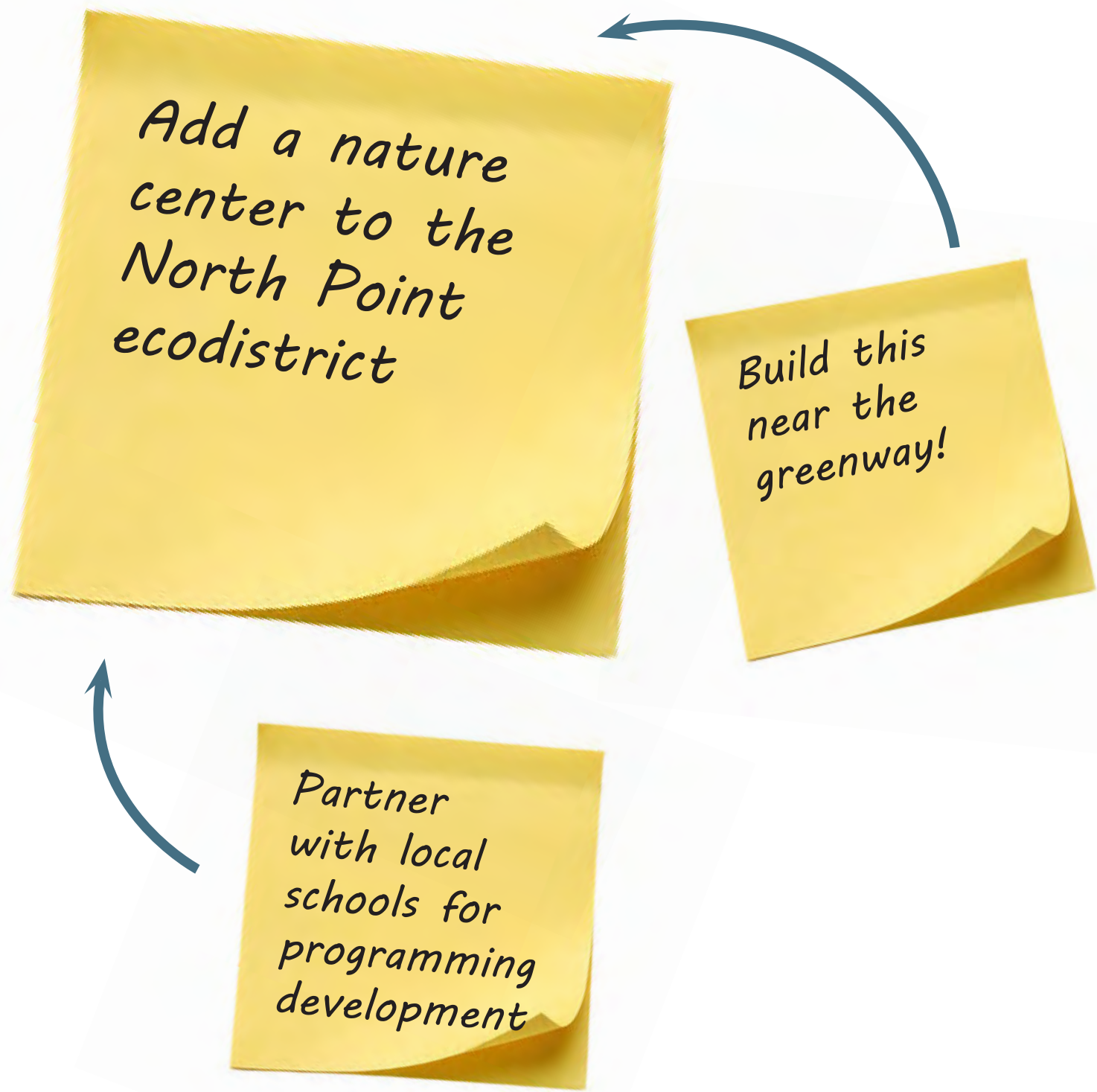
STEP 2:

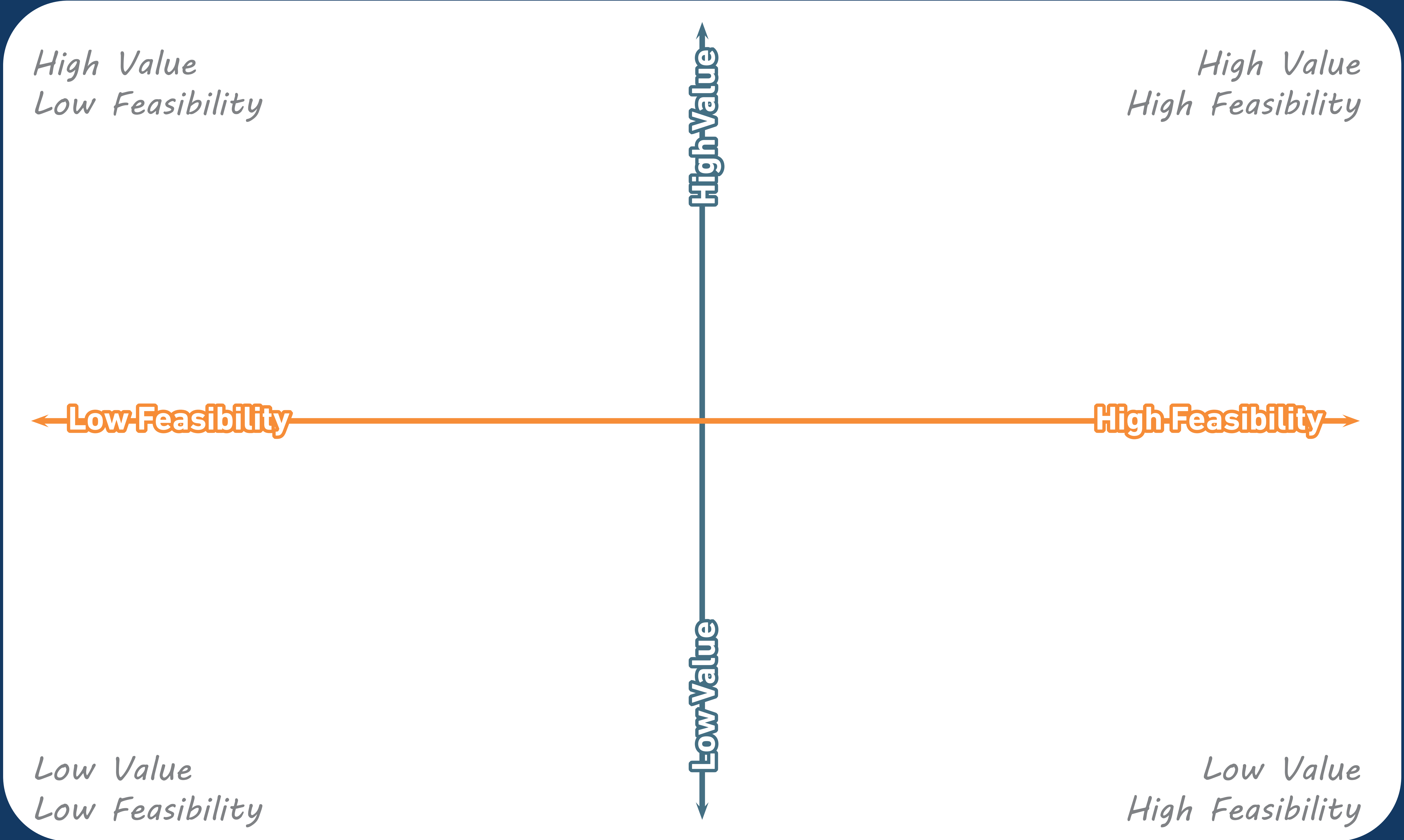
Take your idea sticky note and place it on the "Decision Matrix" on the next board according to where you think it will fall in terms of value and feasibility.



STEP 3:

If you see an idea that has already been placed on the matrix and you wish to improve it, place a sticky note next to it to suggest how it can be made more desirable or feasible.





Preliminary Ideas – Help Us Prioritize



Use 3 stickers to vote for the ideas you think should be top priorities for Alpharetta.

PARKS, TRAILS, OPEN SPACES AND TREES

Create a fund within the City's capital program to provide matching grants for neighborhood, HOA, and business-led connections to the Big Creek Greenway and Alpha Loop.

A grid of 36 circles arranged in 3 rows and 12 columns, intended for a dot plot.

PARKS, TRAILS, OPEN SPACES AND TREES

A City Sustainability Plan outlines a practical roadmap for how the community can use resources more efficiently, protect natural assets, and support long-term environmental and economic health.

A grid of 36 circles arranged in 3 rows and 12 columns, intended for a dot marker activity.

PARKS, TRAILS, OPEN SPACES AND TREES

Adopt a citywide tree canopy goal and strengthen tree preservation standards to ensure redevelopment maintains or expands Alpharetta's tree coverage.

NORTH POINT

Explore nature-focused programming and educational opportunities that highlight the district's environmental features and support the EcoDistrict vision.

NORTH POINT

Encourage smaller, efficient homes that provide more housing options for individuals, young professionals, and empty nesters.

A grid of 36 circles arranged in 3 rows and 12 columns, intended for a dot plot.

NORTH POINT

Position Alpharetta as a leader in new building technologies by supporting partnerships, pilot projects, and research collaborations, with North Point serving as a hub for testing innovative building approaches.

A grid of 36 circles arranged in 3 rows and 12 columns, intended for a dot plot.

ECONOMIC RESILIENCE & OFFICE

Tracks building conditions, vacancy trends, ownership patterns, and reinvestment activity to support economic resilience and anticipate redevelopment opportunities.

ECONOMIC RESILIENCE & OFFICE

Build on Alpharetta's strengths in technology and professional services by supporting innovation spaces like maker spaces, labs, co-working hubs, and small-scale production that help entrepreneurs grow locally.

ECONOMIC RESILIENCE & OFFICE

Establish a task force to explore strategies that attract and retain young adults and families in Alpharetta in light of declining elementary enrollment and a shrinking 25–34 population.

A grid of 30 circles arranged in 3 rows and 10 columns.

GROWTH MANAGEMENT

Evaluate a flexible shuttle or microtransit service connecting Downtown, Avalon, and North Point to improve mobility between Alpharetta's major activity centers.

GROWTH MANAGEMENT

Consider density on a district-by-district basis, allowing different areas of the city to evolve at levels appropriate to their character, infrastructure, and accessibility.

A 3x12 grid of circles, arranged in three rows and twelve columns, intended for a dot marker activity.

GROWTH MANAGEMENT

Protect key employment areas from conversion to residential uses to maintain Alpharetta's strong job base and long-term economic vitality.

A grid of 36 circles arranged in 3 rows and 12 columns, intended for a dot plot.



Share More
Comments or
Ideas Here