Why Placemaking?

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Why Placemaking?

- Retail environment has changed
  - Engagement, Experience, Expectations, E-commerce
- Sense of Place
- Public Health
- Safety
- Economic Development
- Arts and Culture
- Branding/Identity
- Social Equity
Why Placemaking?

• Create interesting spaces that will attract people to gather and stay
  • Streetscapes
  • Public Art
  • Open Space
  • Wayfinding Signage
  • Historic Preservation
  • Design Guidelines – Massing, Scale, Design, Architecture, Materials, etc.

• Alpharetta City Center
  • Finalist for ULI Atlanta’s People’s Choice for Public Realm
  • 2018 ARC Developments of Excellence – Exceptional Merit for Context-Sensitive Town Center Development
Historical Marker Celebrates Restored Jones House

The home, which was revived by Alpharetta City Center developer Morris & Fellows, is now home to Restaurant Holmes.

By Kristal Dixon, Patch Staff
Aug 6, 2018 3:48 pm ET

97-year-old George Jones, who grew up in the Jones House was honored on opening day. The Historical Society placed a marker in honor of the developer's efforts to preserve the city's history. At right Mr Jones looks out the window of the dining room where he ate his childhood meals, and where he became Holmes' first diner.
Why Placemaking?

- North Point LCI
  - EcoDistrict
  - Walkability
  - Green Connections
  - Mix of Land Uses
  - Alternative Modes of Transportation
PLAN RECOMMENDATIONS

"ECO-DISTRICT"
Concept
NORTH POINT
ALPHARETTA, GA

VIBRANT. GREEN. WALKABLE. LIVABLE.
Drivers of Value
North Point PARKway and River of Trees
North Point PARKway

- Native & Urban Adapted Plant Species
- Energy Efficient Lighting
- Arbor (80ft O.C.)
- Integrated WiFi/5G Technology
- Multi-use Trails
- Native Grasses
- Curb Planter Bioswales
- Roadway Condition Monitoring
- Median Bioswale
- Green Infrastructure Monitoring
The Lattice
The Lattice features an inlaid leaf pattern, raised lettering and is designed to accommodate plant material.

The Alpha
The Alpha features a dynamic shape reminiscent of the letter “A” and is designed to accommodate plant material.
District Thresholds

The District Thresholds are inspired by the natural environment of the Big Creek Greenway and the larger Piedmont ecoregion.
The Arbor Promenade winds its way down both sides of North Point Parkway, creating a whimsical environment that invites exploration. The structures are a marrying of beauty and function. They are designed to accommodate plant material and provide lighting effects for safety and atmosphere.
Threshold Concept - Big Creek Arbors

The Big Creek Arbors are conceived as vertical gardens and serve as a monumental greenway entry experience.
Threshold Concept - Big Creek Strands

The Big Creek Strands are conceived as an abstract field of meadow grasses and provide an immersive greenway entry experience.
Greenway Moments

Creative Use of Industrial Materials

Creative Reuse of Demo’d Materials

Places to Stop, Rest, Relax, Learn, and Socialize

The Moments would be anchored by creative architectural elements constructed from organic materials (i.e. salvaged logs or boulders) that provide visual interest and interpretive learning opportunities.
Creative Placemaking Event

Come out and join us for a night of fun as the future of the North Point District will be on full display to see and experience for yourself!

- Tethered Hot Air Balloon Rides
- Rock Climbing Wall
- Food Trucks
- Music

Thursday, October 17th
5-8 PM