Planning and the Arts

Land Use Coordinating Committee Meeting

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The Role of Arts in Shaping Communities

• Level 1: Arts as an enhancer

• Level 2: Arts as a partner

• Level 3: Arts as a leader
LEVEL 1

ARTS AS AN ENHANCER
A typical planning process consists of three phases:

- Discovery
- Diagnosis
- Deduction
Through Creative Placemaking, support the transformation of North Point from an automobile-oriented environment to a vibrant mixed-use district.
Placemaking Approach
A Creative Approach to Community & Economic Development

Build Value
How do we create long-term economic competitiveness and high quality of life?

Build on Assets
How do we create a place that is uniquely Alpharetta and uniquely North Point?

Build for People
How do we create an environment that is safe, accessible, walkable and connected?
People want to live in Alpharetta.

**Study Area**
- Existing Residential: 1,100 Multifamily Units
- Residential Market Demand Potential: 300-400 New Rental Units
- 175-200 New Condos/Townhomes
- *97.1% of area workers live outside of the study area

**Existing Conditions:**
- Retail: 3.5M sq ft
- Office: 1.1M sq ft
- Market Demand Potential:
  - Retail: 50-70K sq ft
  - Office: 300-375 sq ft

**Total Population Change by Census Track, 2010-2015:**
- 3,191 - 3,274
- 2,971 - 3,058
- 2,615 - 2,697
- 2,604 - 2,683
- 2,497 - 2,575

**is Vibrant**
- as Locations for High-Growth Firms (The Professional Geographer)
Community Engagement
Stakeholder, Elected Official, & Property Owner Interviews; Mobile Interactive Workshops; Public Open Houses
The PARKway
North Point PARKway Crossing

- Native & Urban Adapted Plant Species
- Greenway Thresholds
- Transit Stops
- Green Infrastructure
- Multi-use Trails
- Enhanced Pedestrian Crossings
- Pedestrian Amenities
LEVEL 2
ARTS AS A PARTNER
Metro Atlanta’s first City Agriculture Planning Process

We all need room to grow, and our growers are running out of space. As metro Atlanta’s cities become more dense and developed, the long-term viability of community farms and gardens is threatened. We believe these farms and gardens strengthen the heart of our cities; they have a chance to thrive if local farmers and gardeners living and growing in metro Atlanta have a seat at the city planning table.
CITY-SUPPORTED AGRICULTURE COMMUNITY-DRIVEN PLANNING

We believe successful City Agriculture Plans are possible when cities and communities are equally engaged in the process. When municipal leaders and diverse community leaders plan together, everyone stands to benefit.

HERE'S HOW IT WORKS:

1. Community Food Forums are hosted in cities to engage and inform communities and residents.
2. Community Asset Mapping is conducted to help identify leaders and determine needs.
3. Community members are selected to join City Planning Steering Committee.
4. City Agriculture Planning begins with the Atlanta Regional Commission.
5. City Agriculture Plan is funded and launched!

BUILD RESILIENT AND EQUITABLE COMMUNITIES

- Food Access
- Cultural Foodways
- Inclusive Economic Growth

CULTIVATE THE HEALTH OF RESIDENTS

- Better Nutrition
- Social Interaction
- Stronger Kids

PROMOTE THE VITALITY OF CITIES

- Safe Spaces
- Greater Value
- Sustainability
LEVEL 3
ARTS AS A LEADER
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