

GA-400 STATION AREA PLANS



Adopted By True North 400 - 09/03/2024



TRUENORTH400

marta 



2424 Piedmont Rd. N.E.
Atlanta, GA 30324-3330
404-848-5000

February 25, 2025

Brandon Beach
Executive Director
True North 400
10000 Avalon Boulevard, Suite 100
Alpharetta, GA 30009

Re: GA 400 Station Area Plans Letter of Support

Dear Executive Director Beach:

As the General Manager and CEO of the Metropolitan Atlanta Rapid Transit Authority (MARTA), I would like to strongly support the GA 400 Station Area Plan adopted by the True North 400 Board of Directors. The plan, developed in partnership with MARTA and the Cities of Alpharetta, Milton, and Roswell, lays the groundwork for future economic development and last-mile connectivity to bus rapid transit (BRT) stations along the GA 400 corridor. It was a pleasure to financially support, participate in, and partner with True North 400 in developing this plan on behalf of MARTA.

The GA 400 Station Area Plan provides strategies catalyzing the benefits of proposed express lanes and high-capacity transit along GA 400 near potential stations at Holcomb Bridge Road, North Point Mall, Old Milton Parkway, and Windward Parkway. Developed with key stakeholders along the route, the plan identifies opportunities for transit-oriented development (TOD) and potential infrastructure upgrades to provide last-mile connectivity to future and current economic development centers.

Critically, this plan is a crucial step for streamlining communications with the Georgia Department of Transportation (GDOT), True North 400, and the respective municipalities along GA 400 to advance MARTA's transit plan along one of metro Atlanta's most trafficked arteries.

MARTA is pleased to support this plan's recommendations and offer our ongoing partnership as it is implemented. Please do not hesitate to contact us for further information about this plan.

Sincerely,

A handwritten signature in blue ink, appearing to read "Collie Greenwood".

Collie Greenwood
General Manager & CEO

ACKNOWLEDGMENTS

True North 400 Board

Tim Perry, *Chairman - North American Properties*
Leslie Day-Harrell, *Vice-Chairwoman - Jackson Healthcare*
Al Nash, *Treasurer - Parallax Advisory Group*
Chris Bearden, *Board Member - UPS Corporate Real Estate*
Greg Chapin, *Board Member - Equus Capital Partners LTD*
Bob Cheeley, *Board Member - Cheeley Law Group*
Tina Renee McCall, *Board Member - Bridge Investment Group*
Nick Nicolosi, *Board Member - Trademark Property Company*
Steve Stroud, *Board Member - Roswell Inc*
Bernie Tokarz, *Board Member - Cloverhurst LLC*

True North 400 Staff

Brandon Beach, *Executive Director*
Kristin Rome Winzeler, *Deputy Executive Director*
Alex Battle, *Program Coordinator*

MARTA Team

Jacob Vallo
Marcus Arnold
Andrew Pofahl
Emily Ritzler - *WSP*
Kaycee Mertz - *WSP*

Kimley-Horn

Eric Bosman, *AICP*
Allison Galloway, *AICP*
Jonathan Demirci
Makaela Edmonds

TABLE OF CONTENTS

Executive Summary	6
Process Overview	10
Existing Conditions	12
Stakeholder Engagement	44
Station Area Concepts	46
Development Opportunities	62
Project List	66
Next Steps	68



EXECUTIVE SUMMARY

Overview

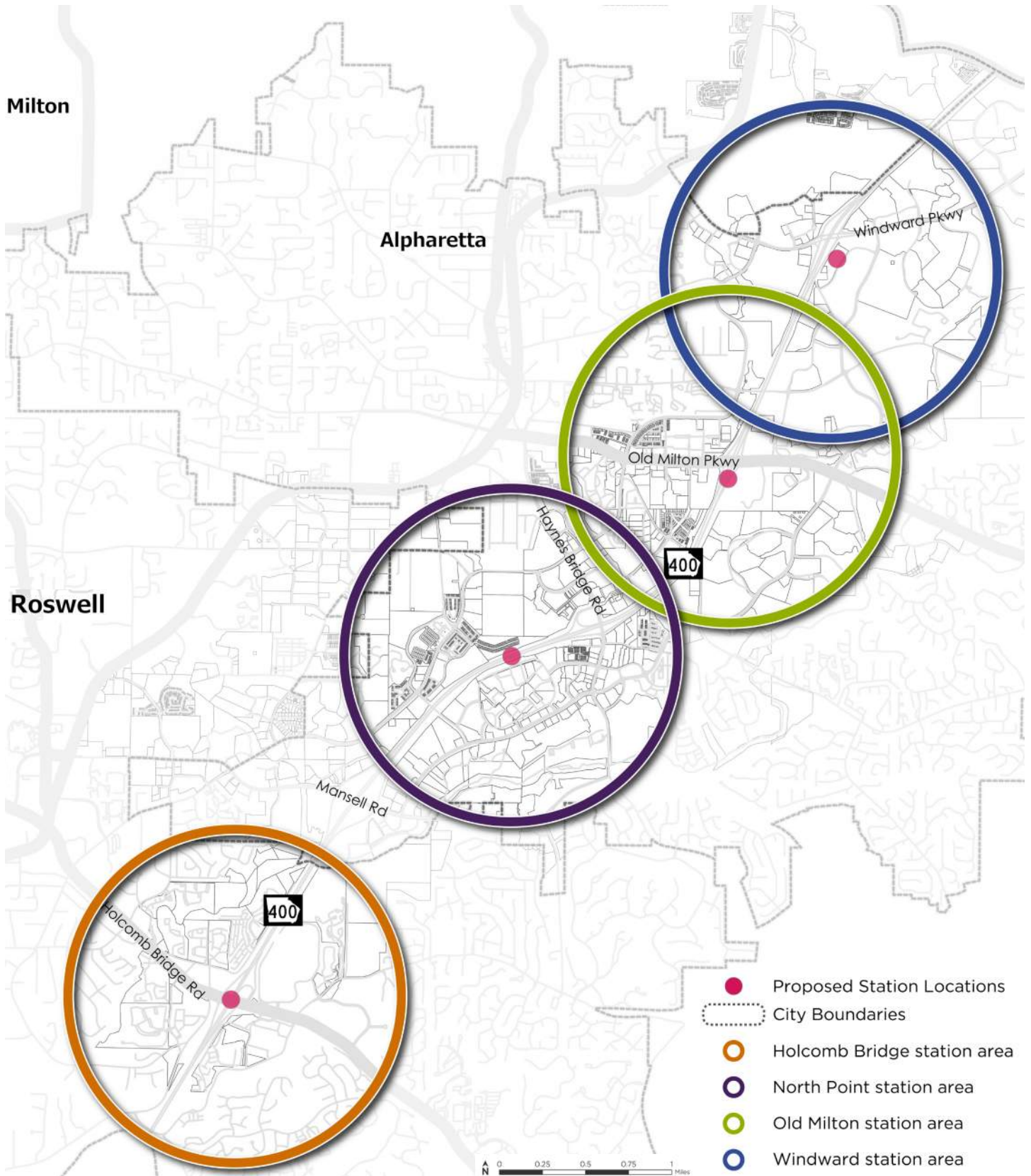
The Georgia Department of Transportation (GDOT) is preparing to build dedicated express lanes along Georgia 400 (GA-400), enhancing regional mobility for everyone that lives along or utilizes the corridor. The Metropolitan Atlanta Rapid Transit Authority (MARTA) has proposed to run Bus Rapid Transit (BRT) services via these designated express lanes, with stations at Holcomb Bridge Road, North Point Mall, Old Milton Parkway, and Windward Parkway/Windward Park and Ride. Easy access to stations can improve ridership for this new service by providing multimodal connections that work within the community context. Strategies to provide seamless access include seeking opportunities for transit-oriented development (TOD) and identifying last-mile connectivity enhancements to allow nearby current and future developments adequate access to the station. True North 400 as the area's community improvement district (CID) has partnered with MARTA and the Cities of Alpharetta, Milton, and Roswell to bring the appropriate stakeholders to the table and begin to identify necessary coordination and transit supportive implementation actions.

This study assesses development potential within a 1-mile buffer of each transit station, identifies last-mile connectivity opportunities and projects, conducted engagement with area stakeholders to ensure their connectivity needs will be met when the BRT arrives, and equips True North 400 with an updated project list.

At the time of this study, GDOT has not selected a developer/contractor to build the express lanes and the BRT infrastructure. Once the developer is selected (anticipated Summer 2024), they will be responsible for finalizing the express lanes design. Therefore, one goal of this effort is to prepare True North 400 and the Cities to collaborate with GDOT and MARTA, having already assessed station infrastructure needs to coordinate potential modifications as early as possible in the design process.

While one of the primary outcomes of this study is a list of key infrastructure projects for True North 400, the Cities, and other partners to organize their resources in partnership with MARTA, other important findings include:

- The region benefits from strong market demand, but can leverage the investment in BRT through investments in **last-mile connectivity** at each station area.
- **Stakeholders should continue to be engaged** as the express lanes and BRT come to fruition, as some were taking a reactionary approach to their development and connectivity needs, waiting for projects to be completed.
- It will be important to coordinate with GDOT, MARTA, and the selected developer/contractor on **final station configurations and access points**, particularly at the North Point and Old Milton station areas.

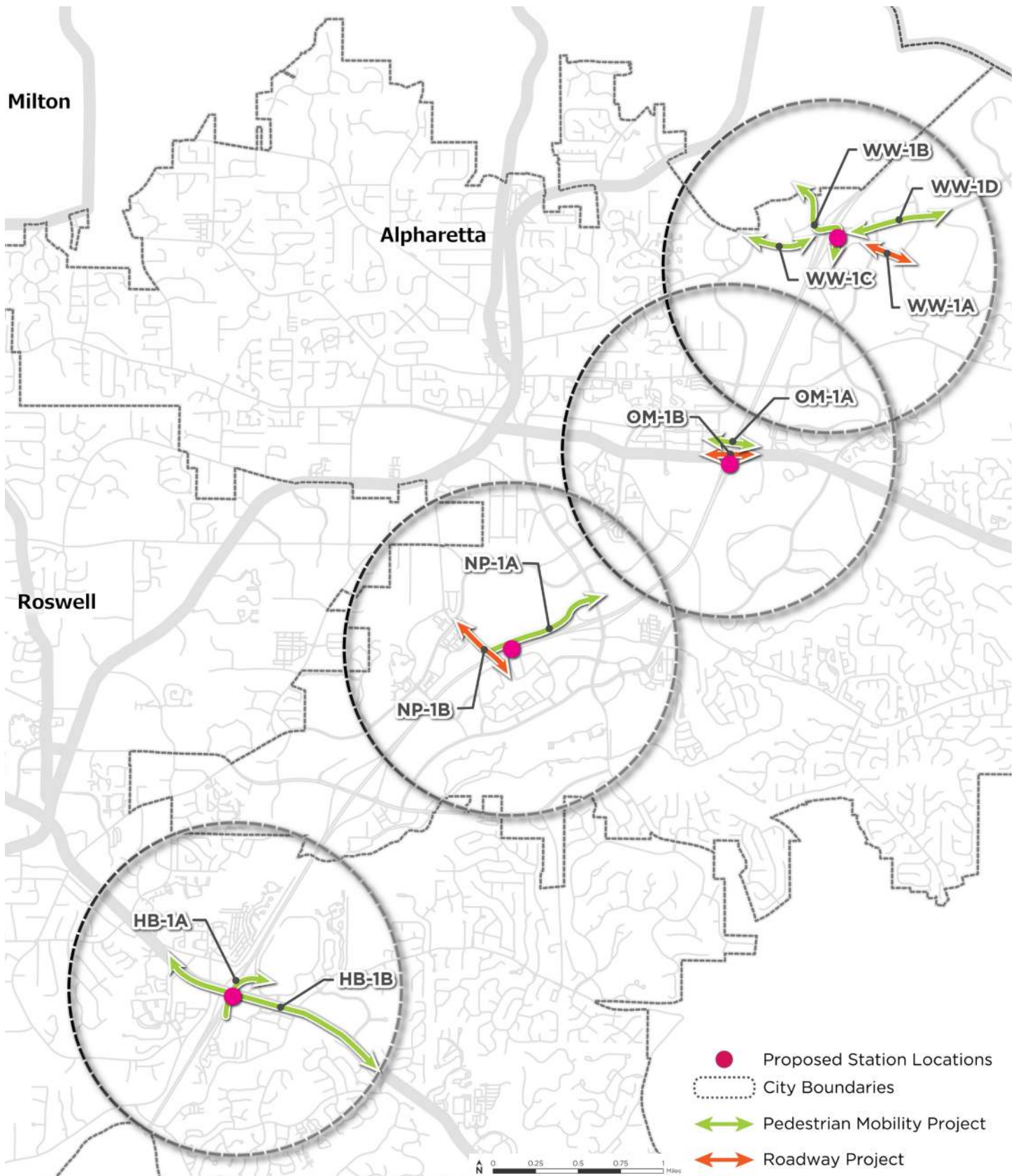


EXECUTIVE SUMMARY

Tier 1 Projects

The Tier 1 projects that emerged from this study are listed in the table below by station area. This table lists the type of project, a brief description, and an order of magnitude cost estimate for each. Cost estimates reflect future construction costs and do not include right-of-way acquisition, engineering, design, or utility work/re-location. Due to the preliminary nature of these budgets, estimated cost ranges are provided and include a 20% contingency.

#	Project	Type	Description	Estimated Cost
Holcomb Bridge Station				
HB-1A	Holcomb Bridge Connecting Pedestrian Bridge	Pedestrian Bridge	Pedestrian bridge connecting development sites to the southeast and Kimberly-Clark campus to the station.	\$10M - \$12M
HB-1B	Holcomb Bridge Streetscape	Streetscape	Streetscape/pedestrian enhancements along Holcomb Bridge Road	\$9M - \$19M
North Point Station				
NP-1A	Alpha Loop Extension (North of GA-400)	Trail	Alpha Loop extension to Haynes Bridge Road	\$5.5M - \$9.5M
NP-1B	Maxwell Road Extension and Mall Bridge	Roadway	Roadway extension and bridge from Maxwell Road across GA-400 to North Point Mall property	\$18M - \$21M
Old Milton Station				
OM-1A	Old Milton Station Pedestrian Bridge	Pedestrian Bridge	Pedestrian bridge from potential station location to east and west side of GA-400	\$5M - \$6M
OM-1B	Old Milton Parkway Bridge Enhancements	Streetscape	Bridge enhancements at Old Milton Parkway bridge over GA-400	\$2.5M - \$4M
Windward Station				
WW-1A	Dryden Road Extension	Roadway	Extend Dryden Road from North Point Parkway to Edison Drive	\$2M - \$3.5M
WW-1B	Deerfield Pedestrian Connection	Trail	Enhanced pedestrian connection from potential station area to Deerfield Parkway	\$3M - \$5.5M
WW-1C	Windward Streetscape Enhancements (Continuum)	Streetscape	Streetscape/pedestrian enhancements to the south side of Windward Parkway west of GA-400	\$2M - \$3.5M
WW-1D	Windward Streetscape Enhancements (East)	Streetscape	Streetscape/pedestrian enhancements along Windward Parkway east of GA-400	\$8.5 - \$19M



PROCESS OVERVIEW

Background and History

Studies to extend high-capacity transit north along GA-400 from the North Springs MARTA rail station go back to 2011 when MARTA conducted the Connect 400 transit study. In early 2018, Fulton County completed its first county-wide transit master plan identifying bus rapid transit (BRT) as its preferred transit investment scenario for GA-400, and in June 2018, MARTA adopted BRT as the preferred alternative to extend transit along the corridor from North Springs to Windward Parkway.

As of late 2023, the Georgia Department of Transportation (GDOT) is procuring a development team to add two, buffer-separated express lanes in each direction along GA-400 from the North Springs MARTA Rail Station to McGinnis Ferry Road in Forsyth County. As a component of the express lane construction and as a product of a \$100 Million investment by the State of Georgia, the construction team will build the first phase transit stations at Holcomb Bridge Road and near North Point Mall, while preserving the opportunity for a future station near Old Milton Parkway, and tie into the current Windward Park and Ride as the terminal transit station.

In the spring and summer of 2022, MARTA provided briefings to the Cities of Roswell, Alpharetta, and Milton to discuss the future transit stations and the potential for transit supportive development near each station. As a catalyst for positive change, value creation and community experience in the North GA-400 corridor, the North Fulton Community Improvement District- True North 400- identified the need for coordinated planning of the transit station areas as a priority in its Blueprint III Master Plan and initiated a partnership with MARTA to conduct this effort.

The GA-400 Station Area Plans study began in February 2023, with the first objective being to assess the existing conditions of the corridor and each station area, which include Holcomb Bridge, North Point, Old Milton, and Windward. This included economic and demographic analyses, as well as a review of the existing bicycle/pedestrian and transit infrastructure. Additionally, existing development patterns were analyzed based on property value change, improvement-to-land value ratio, prevalence of surface parking lots, and vacant parcels.

Once there was a clear understanding of the corridor's existing conditions, True North 400 and the Consultant Team held meetings with community and economic development staff from Alpharetta, Milton, and Roswell. Consultants prepared maps of which parcels might be susceptible to change based on quantitative parcel data (value change, improvement-to-land value ratio, vacancy), and city staff provided their input to develop a clearer picture of where development opportunities may exist, and to identify key stakeholders at each station area.

The Consultant Team held meetings with area stakeholders, from which draft concepts were developed. Additionally, the conversations provided an opportunity to understand

the future plans that each stakeholder had for their property and how True North 400 or others could help foster connectivity to the planned rapid transit service.

Draft concepts were reviewed by MARTA and True North 400 before meetings were held again with city staff from each jurisdiction. City staff were asked to review the draft projects in their respective station areas to ensure that the goals of the projects developed by the Consultant Team and True North 400 were aligned with the goals and priorities of the cities. Once this was complete, the Consultant Team developed rough order-of-magnitude cost estimates for each of the Tier 1 projects to inform project planning and prioritization.

A diagram of the planning process is pictured below, highlighting key points where project stakeholders were engaged to inform next steps. These participants included MARTA, True North 400 staff, city staff from Alpharetta, Milton, and Roswell, and public and private stakeholders throughout the corridor.

Process Diagram



EXISTING CONDITIONS

Introduction

While the GA-400 corridor has been studied a number of times, the focus of those have never communicated a vision for bicycle and pedestrian connectivity or transit oriented development along the corridor. To better understand the potential for transit supportive development and connectivity near each planned station, the planning team conducted a series of analyses that reviewed demographics for the area within 1 mile of each planned transit station, and sought to understand the presence of likely transit users (young adults, seniors, minority populations, no vehicle households, persons living below the poverty line), and reviewed current zoning and development characteristics. The following sections highlight significant findings along the corridor and within each of the four station areas.

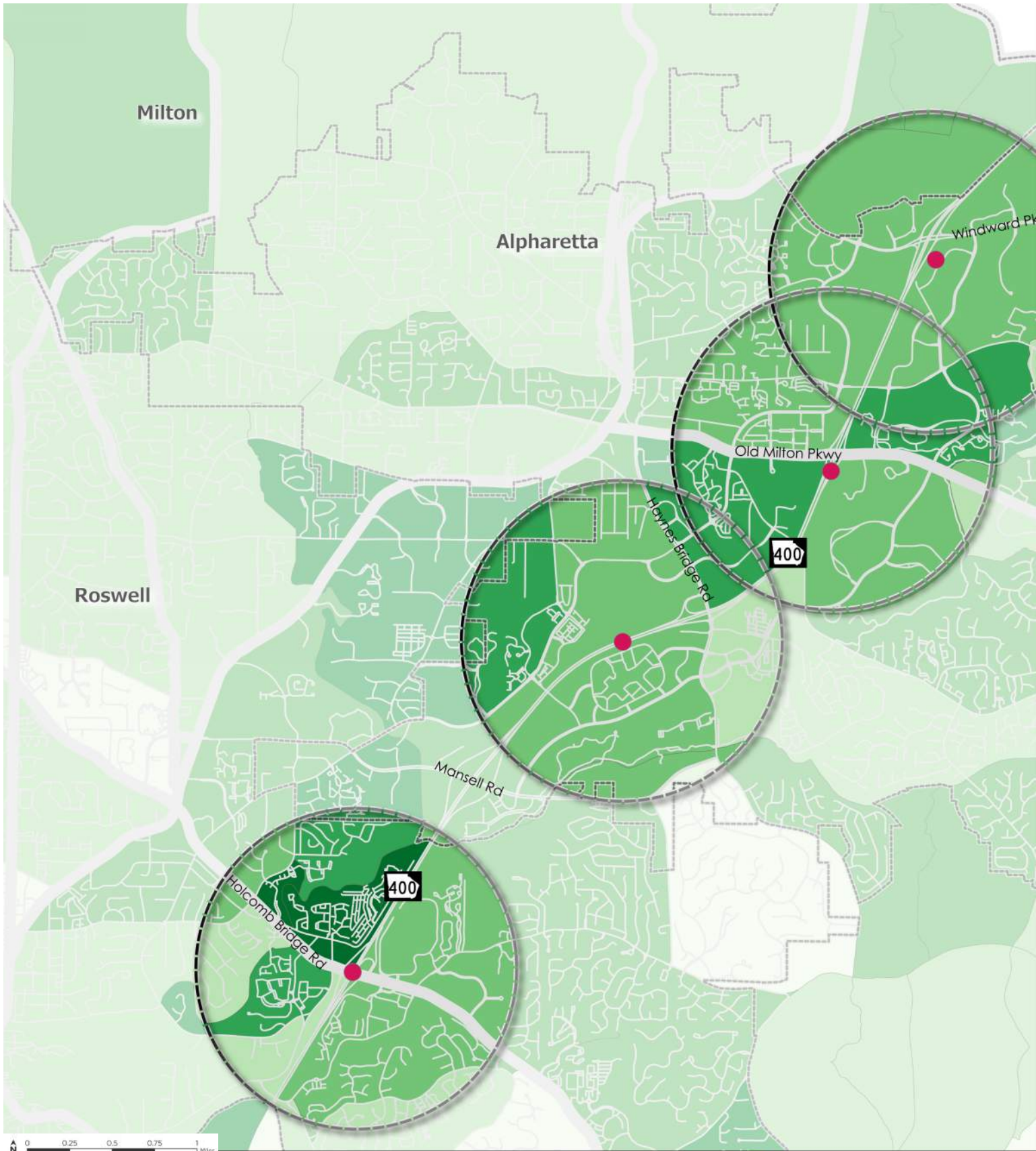


Station Areas Market Snapshot

The table below compares the total population, number of households, median household income, number of employees, and the top industries across each of the station areas. A general trend is that while the Holcomb Bridge node has more residents than the other three areas combined, the other three nodes have a higher concentration of employees. This area also has the lowest median household income by a significant margin. This pattern is expected when looking at the development of each area. North Point is largely occupied by the mall and surrounding commercial development, Old Milton is centered around Avalon and other retail, and Windward has several office campuses and retail centers.

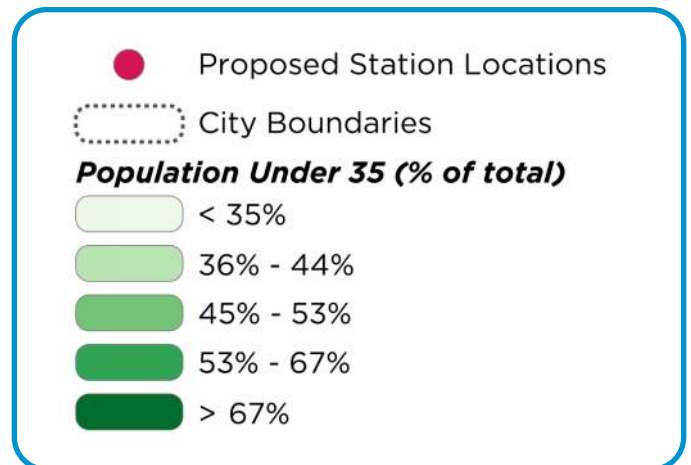
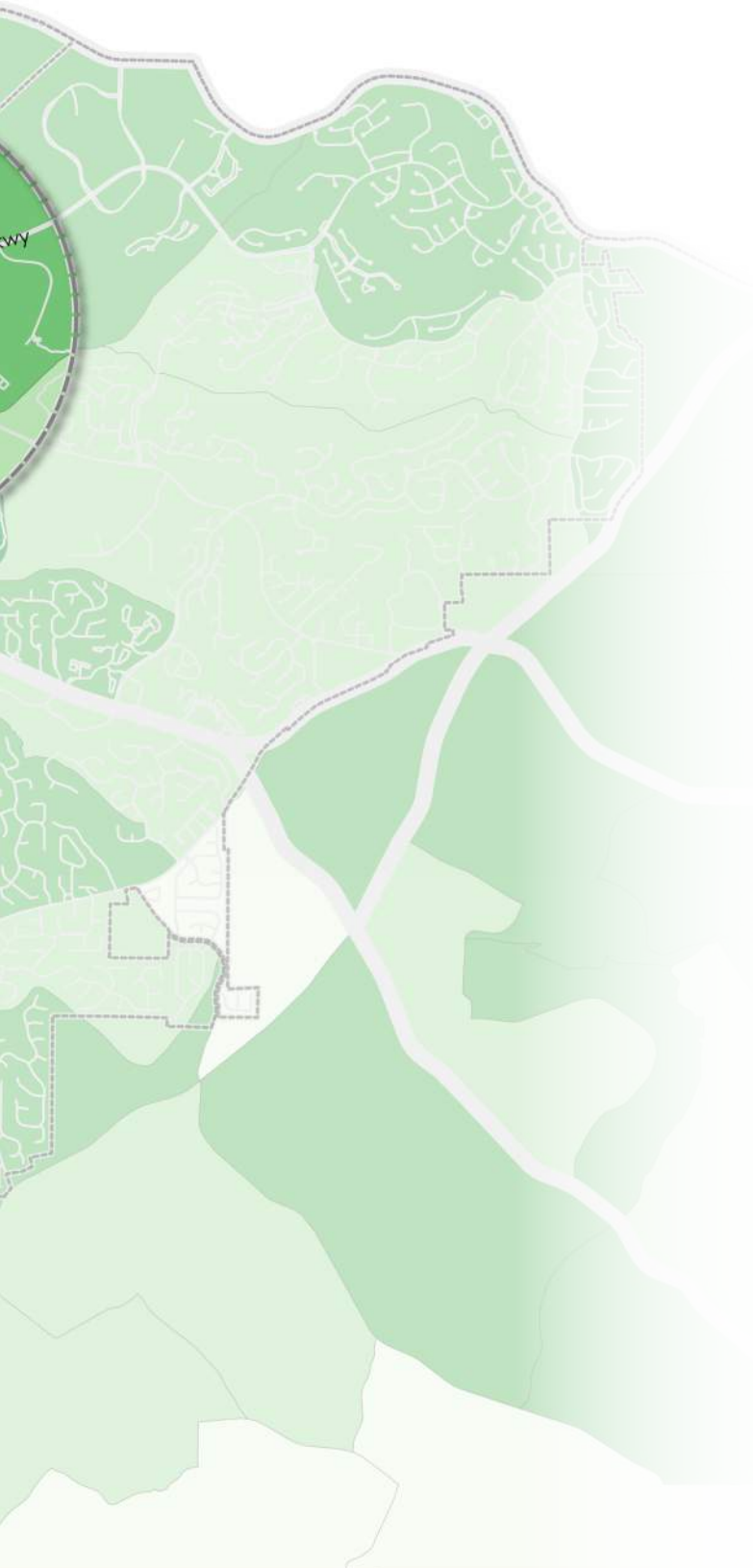
	Holcomb Bridge	North Point	Old Milton	Windward
Total Population	14,212	4,094	7,387	4,981
Households	5,683	2,095	3,623	1,924
Median HH Income	\$71,754	\$105,856	\$114,192	\$94,401
Total Employees	5,570	18,170	17,242	19,573
Top Industries (employees)	Accommodation & Food Services (969) <hr/> Retail Trade (920) <hr/> Professional, Scientific, & Technical Services (554)	Retail Trade (4,034) <hr/> Professional, Scientific & Technical Services (2,879) <hr/> Accommodation & Food Services (2,315)	Finance & Insurance (4,034) <hr/> Manufacturing (2,469) <hr/> Professional, Scientific, & Technical Services (2,143)	Information (3,632) <hr/> Administrative & Waste Services (3,344) <hr/> Retail Trade (2,518)

EXISTING CONDITIONS

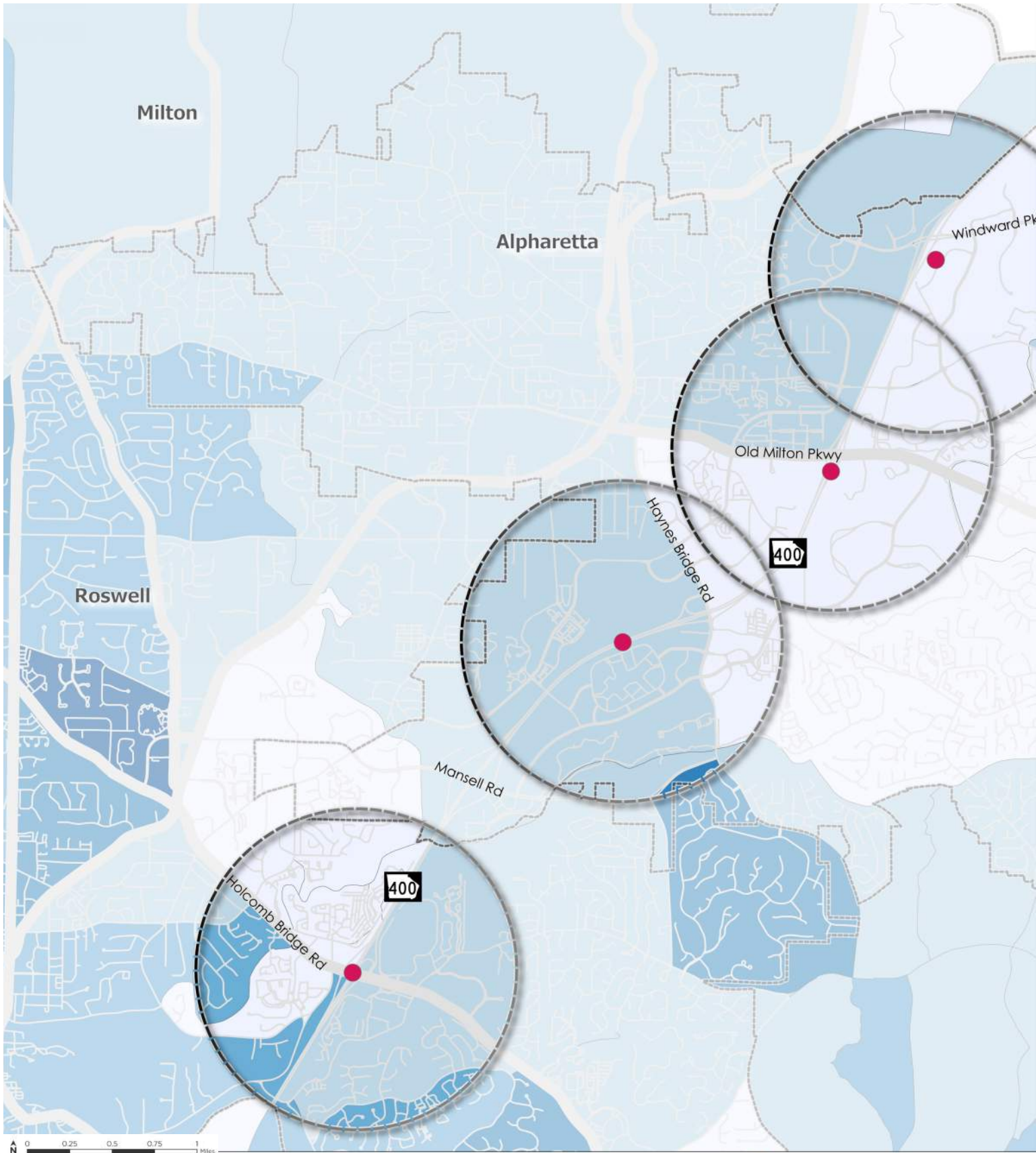


Population Under 35

To better understand the demographics at each station area, population under the age of 35 as a percent of the total population in each US Census Block Group is shown in the map. The highest concentration of residents under the age of 35 is at the Holcomb Bridge node, and particularly to the northwest of the interchange with GA-400. Other higher percentages of younger populations are to the far west side of the North Point node, and the southwest and northeast of the Old Milton station area. While these are the highest concentrations, it should be noted that all station areas have several block groups with over 35% younger residents.

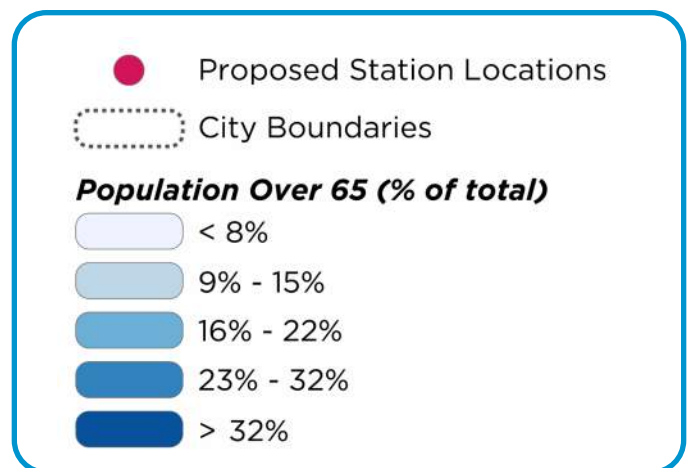
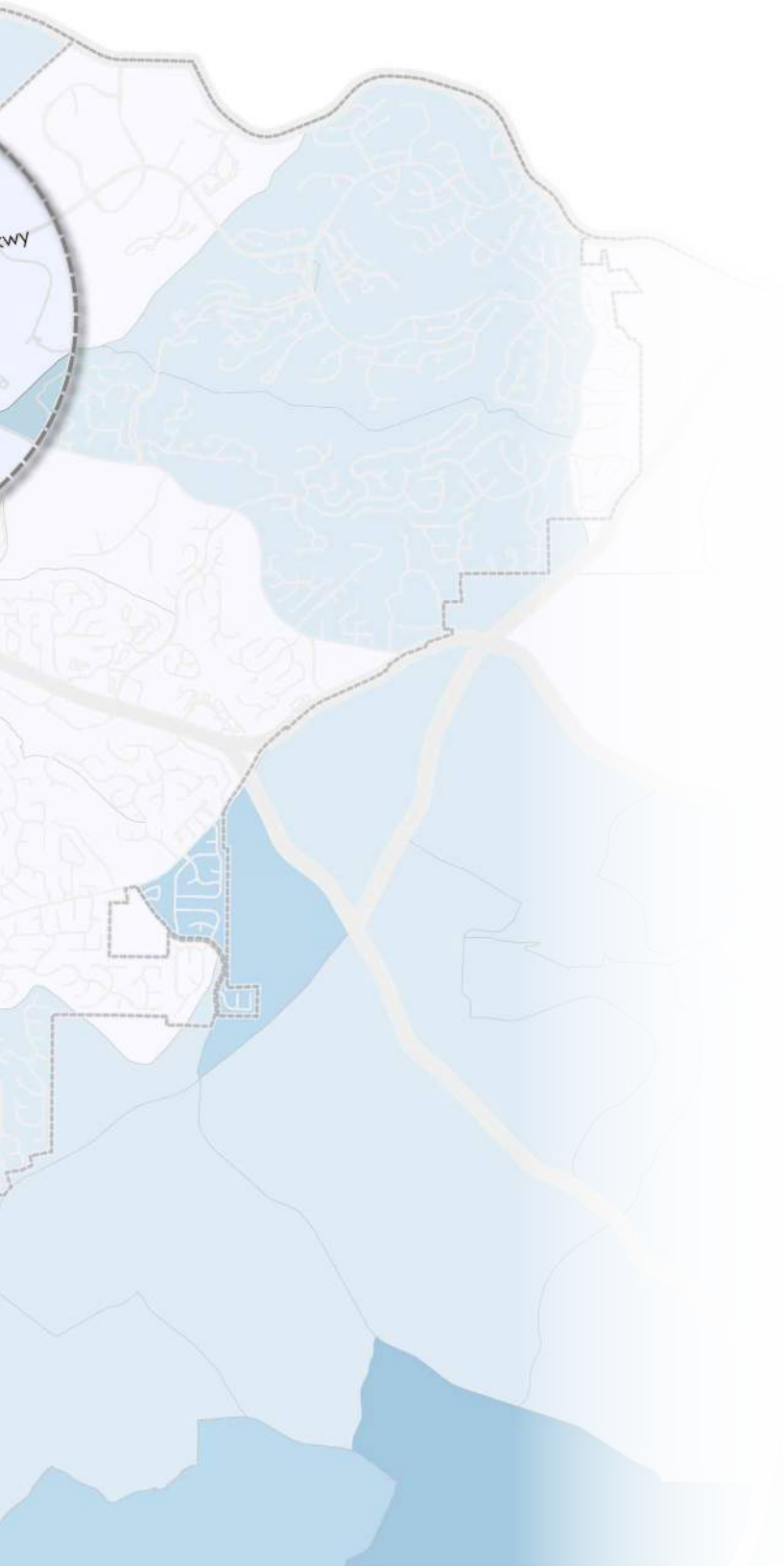


EXISTING CONDITIONS

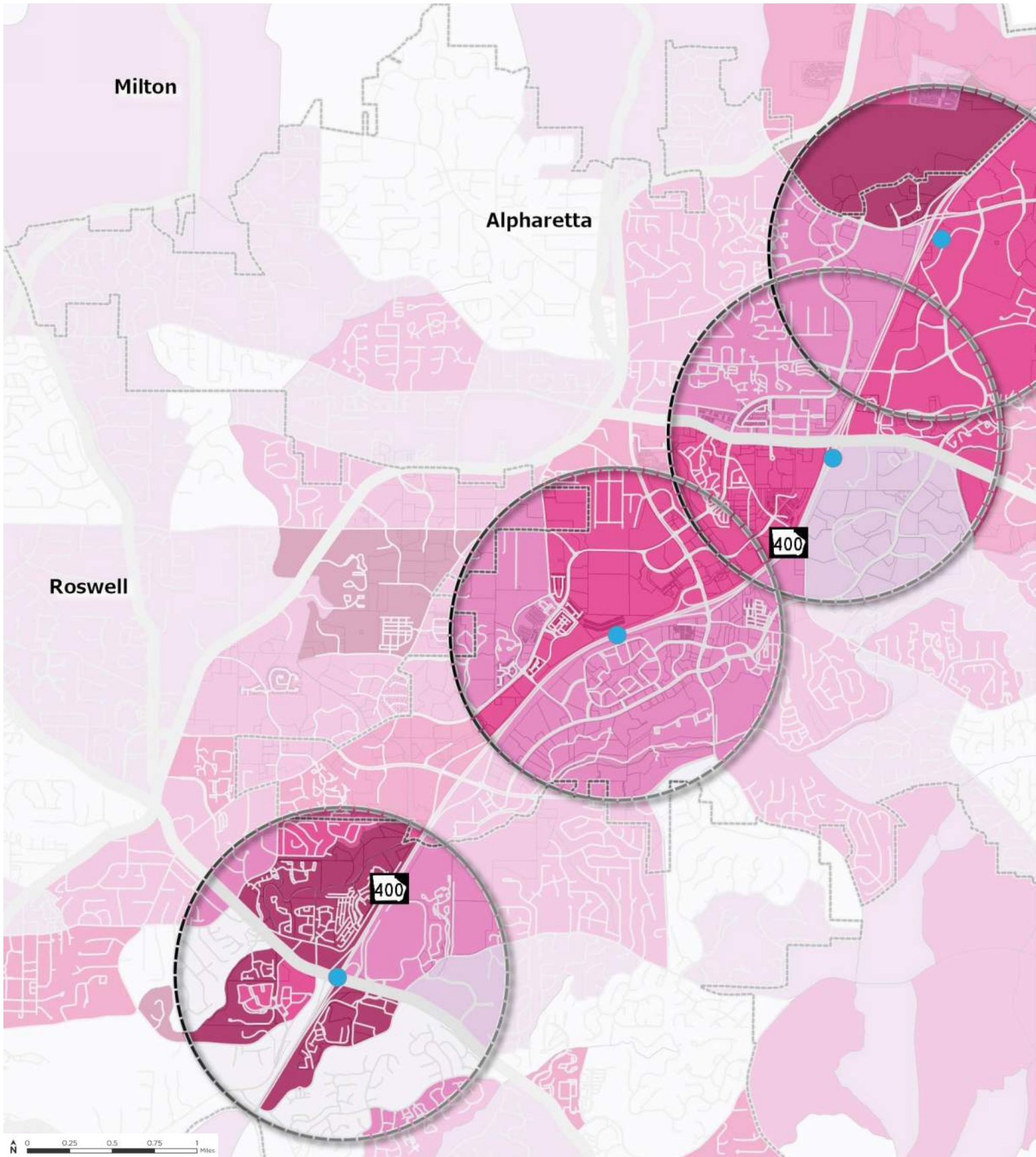


Senior Population

Senior population as a percentage of the total population in each US Census Block Group was assessed, and the highest concentration of senior residents across the four station areas is on the southwest side of the Holcomb Bridge station area, and adjacent to the south side of the North Point area. Aside from these two pockets, the majority of the station areas contain between 9 and 15% senior citizens, with some areas below 8%.

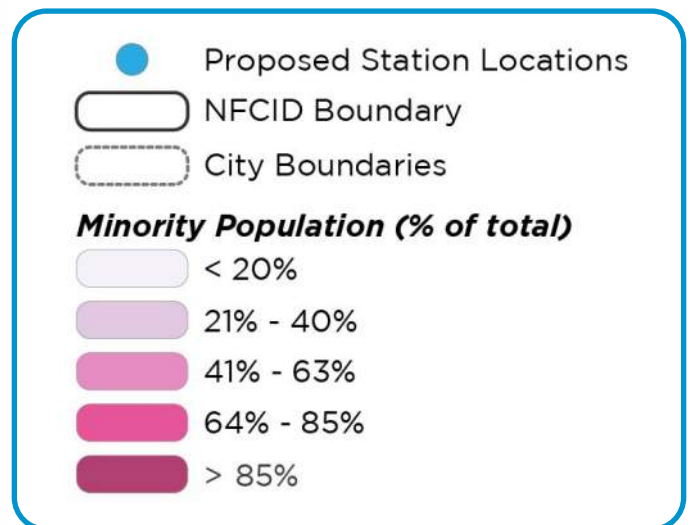
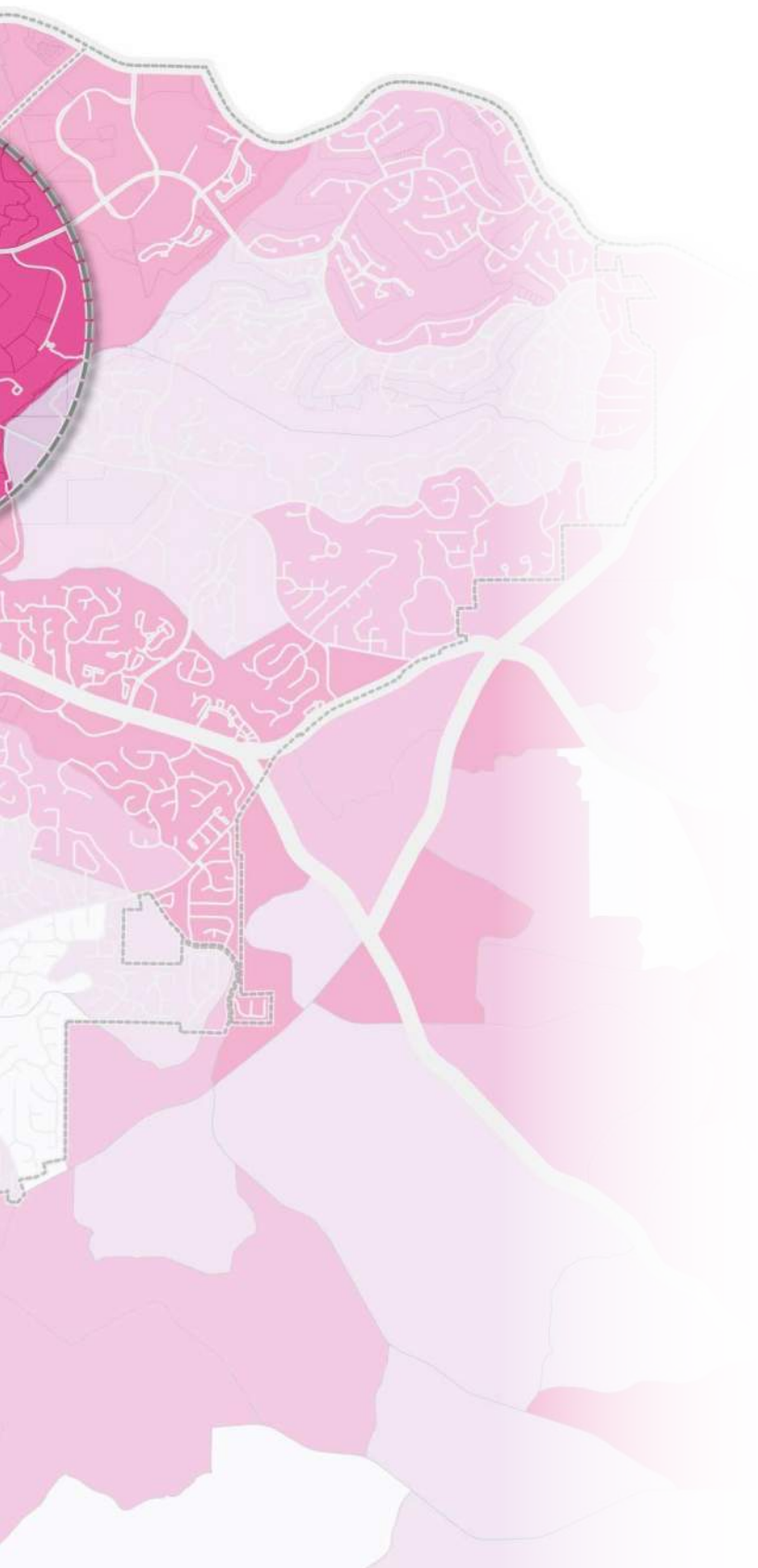


EXISTING CONDITIONS

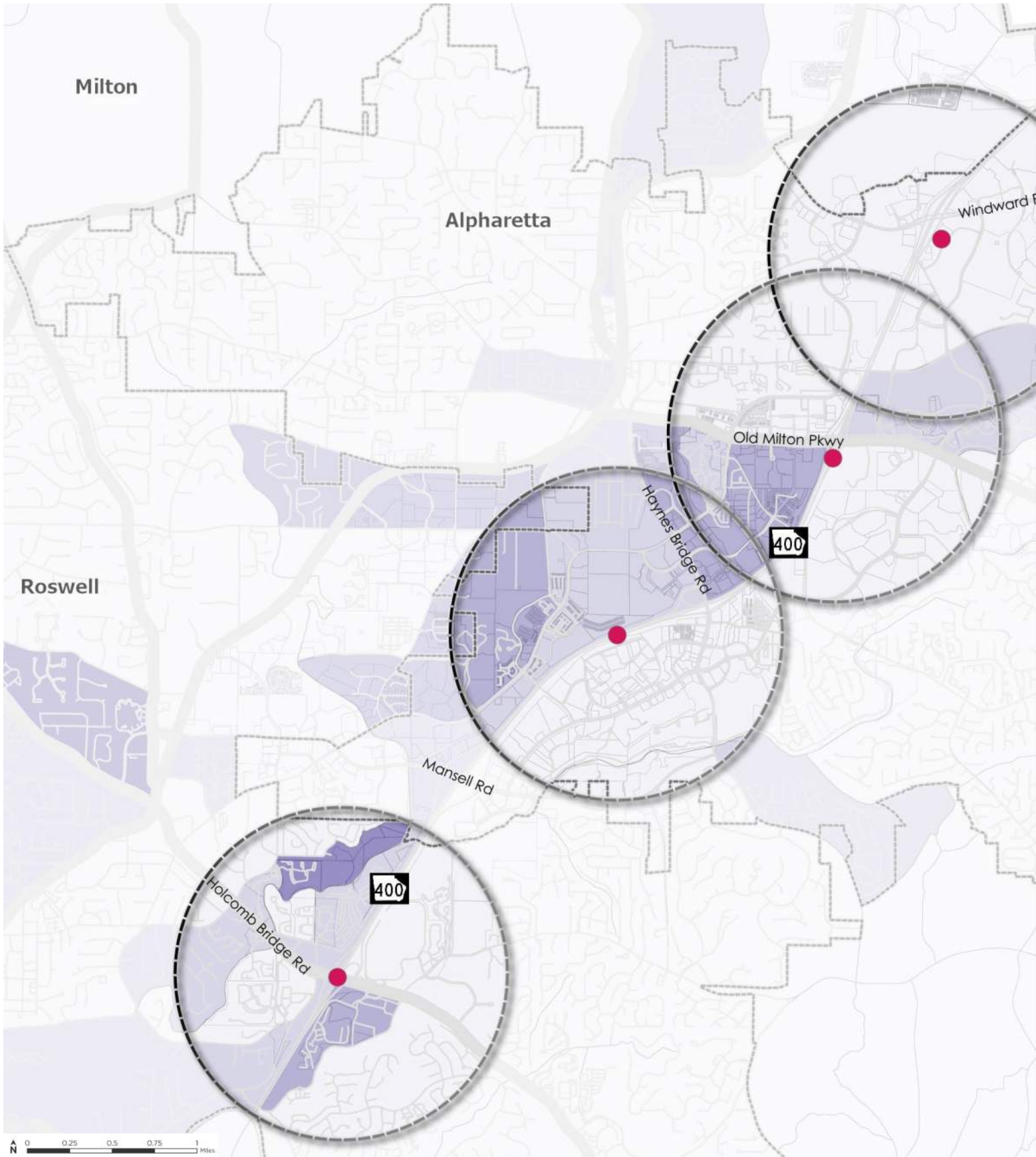


Minority Population

Minority population as a percent of the total population in each US Census Block Group was mapped to determine where concentrations of minority populations may be. Throughout the corridor, the highest concentrations of minority populations are found at the Holcomb Bridge and Windward station areas, where some block group populations are over 85% minority. Generally, these block groups with a high percentage of minorities are adjacent to the GA-400 corridor, presenting some of the highest opportunities for direct connectivity to the BRT stations.

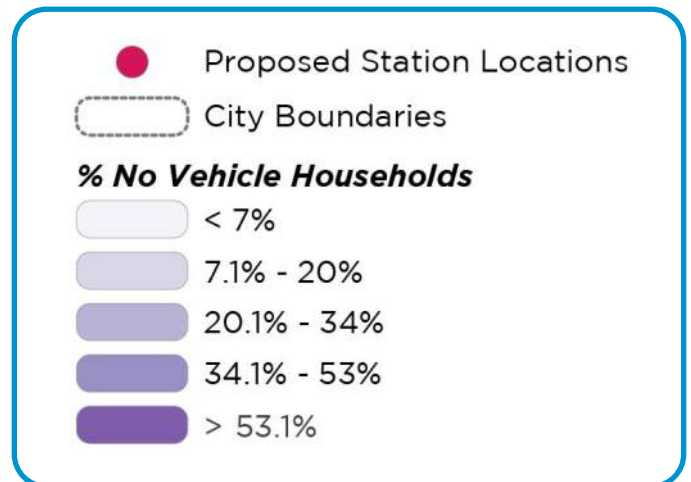
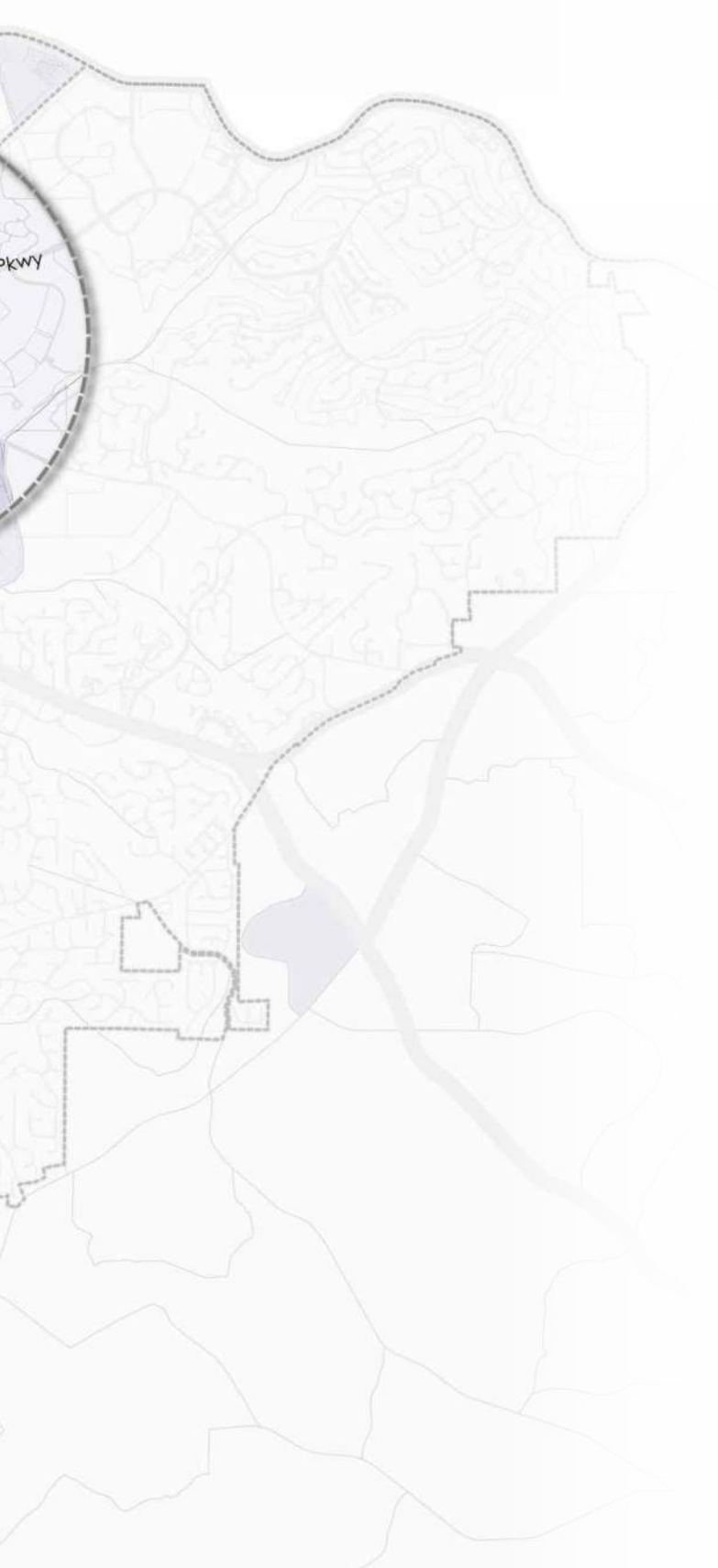


EXISTING CONDITIONS

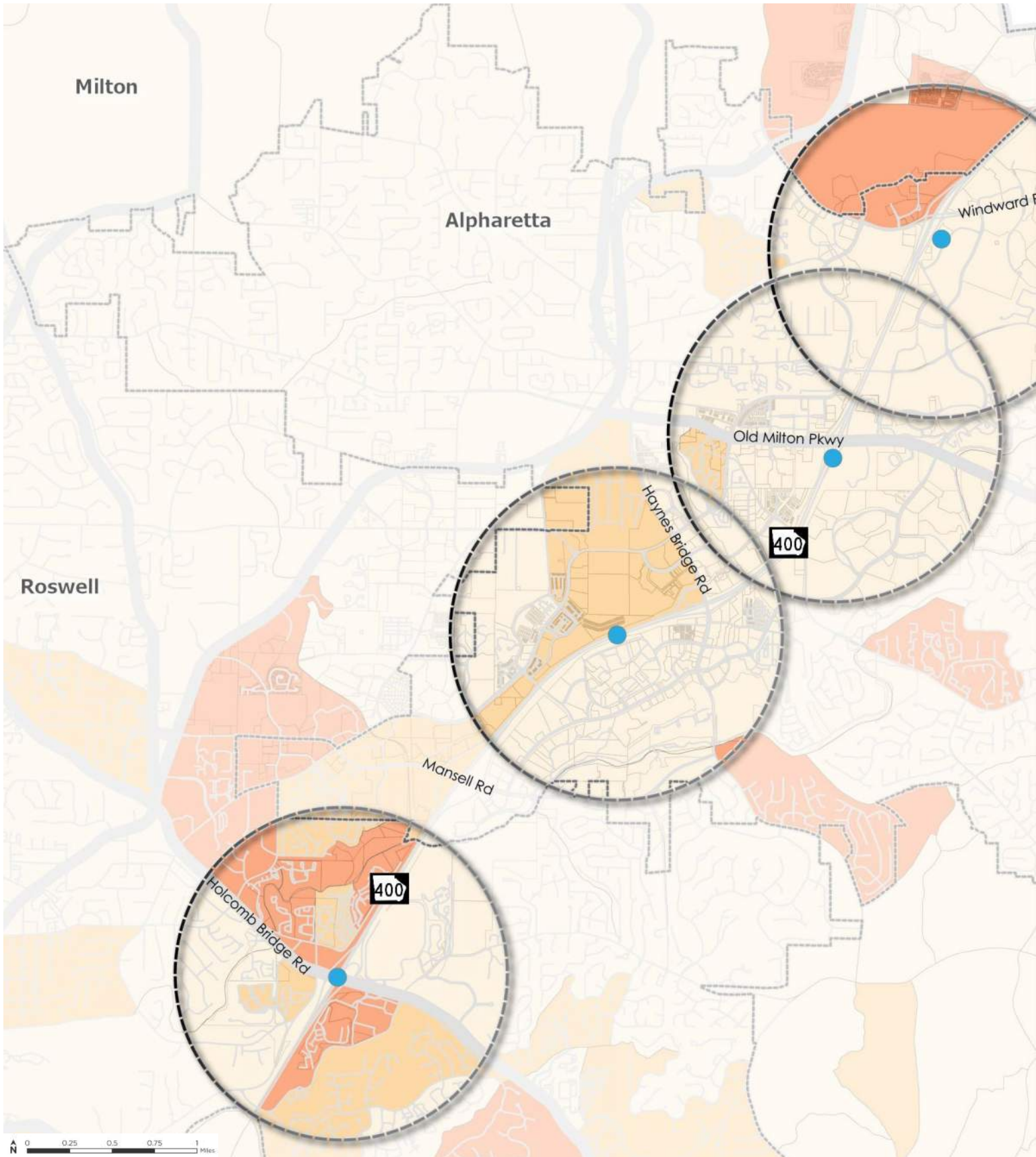


No Vehicle Households

To assess the need for transit access at each station area, block groups with the highest percentage of households without access to a vehicle were identified. These generally overlap with the highest percent of minority populations with the exception of the Windward station area. Block groups in the Holcomb Bridge station area contain the highest percentage of no vehicle households, with some areas exceeding 50%. These are the areas that may be the highest priority for first and last-mile bicycle/pedestrian connectivity to the stations.

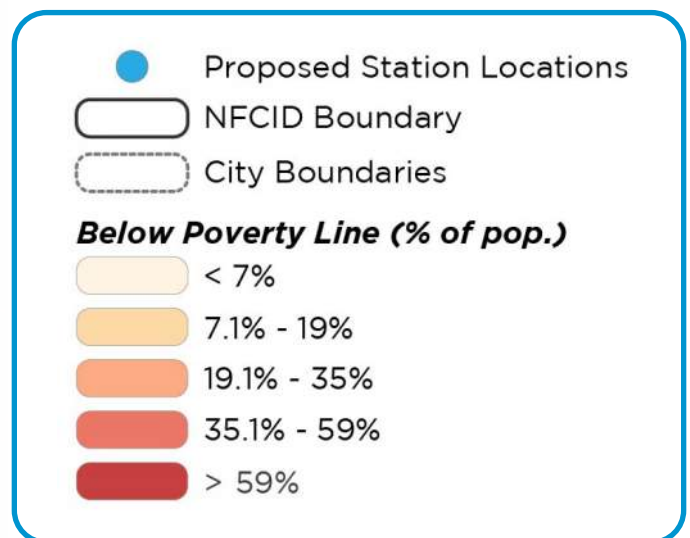
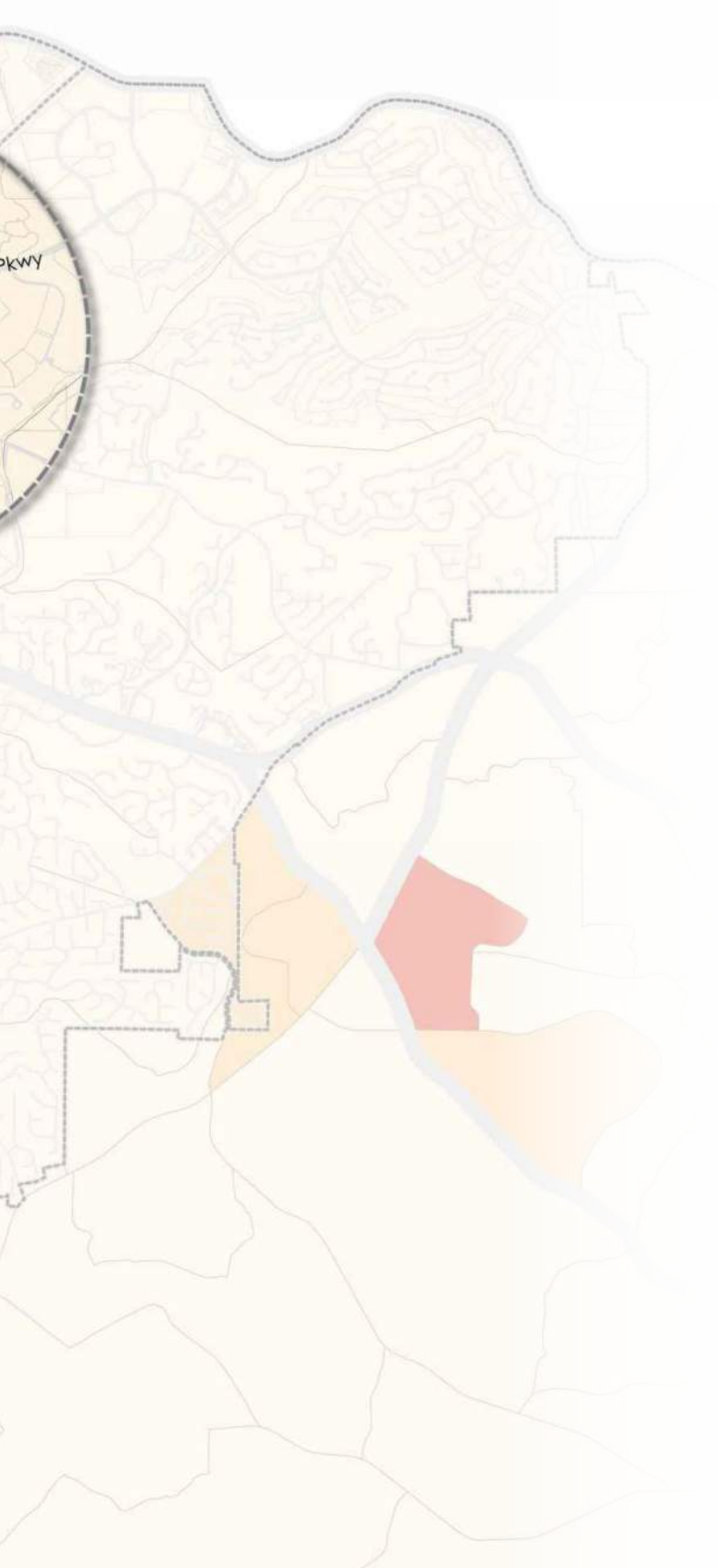


EXISTING CONDITIONS

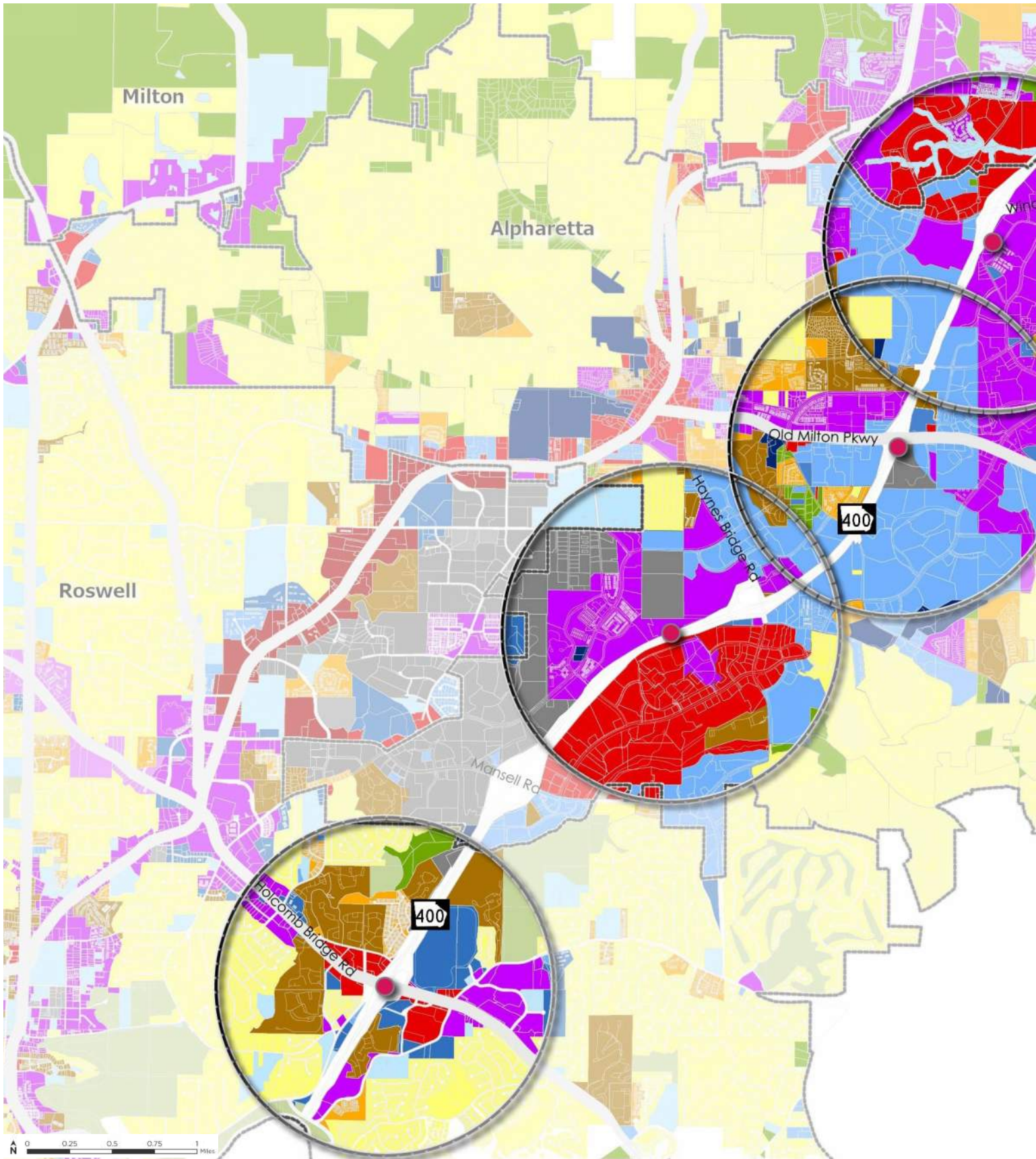


Poverty Population

Block groups with the highest concentration of persons living below the poverty line are consistent with both the highest minority populations and no vehicle households. These represent the most disadvantaged areas of the corridor.



EXISTING CONDITIONS

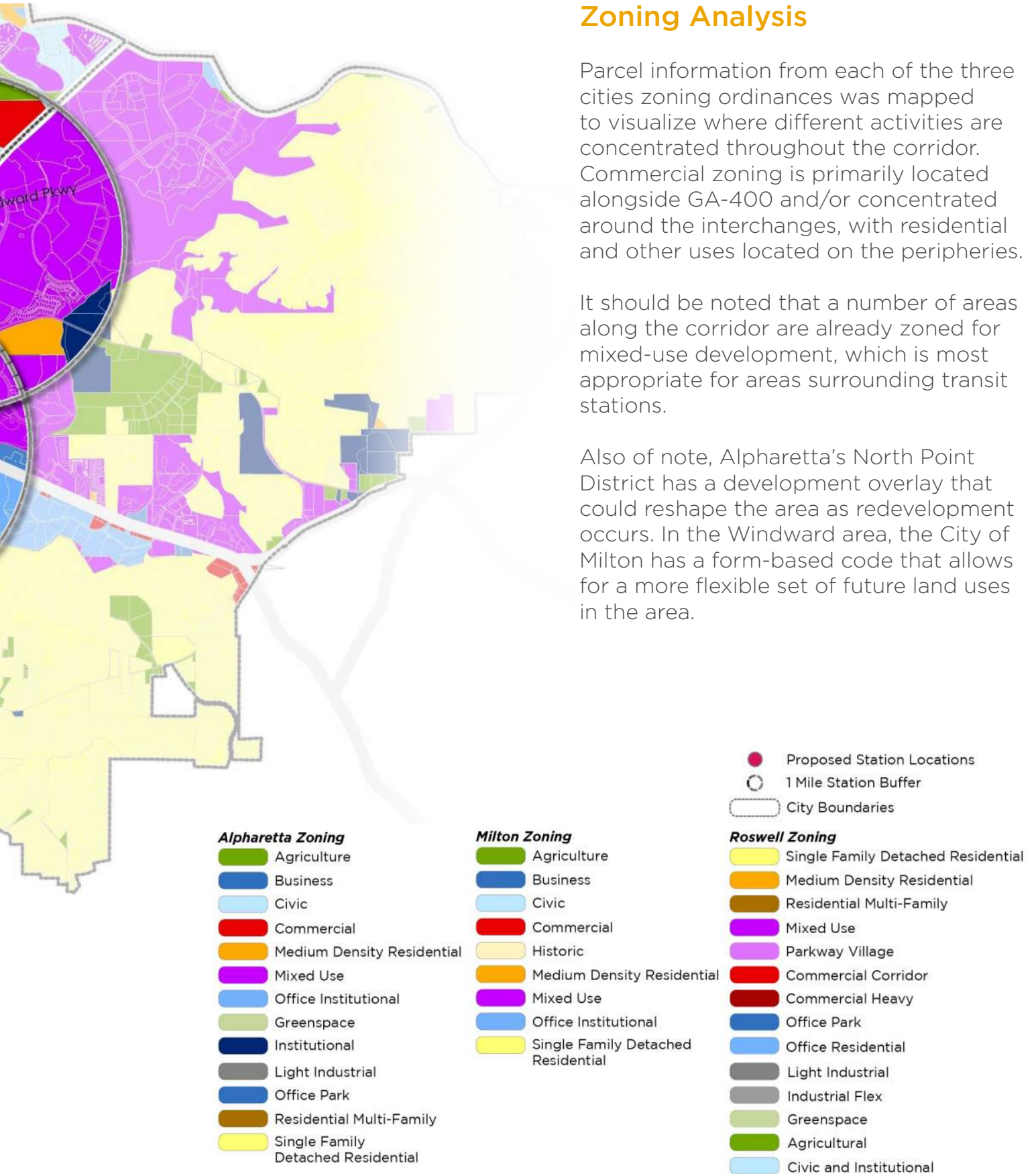


Zoning Analysis

Parcel information from each of the three cities zoning ordinances was mapped to visualize where different activities are concentrated throughout the corridor. Commercial zoning is primarily located alongside GA-400 and/or concentrated around the interchanges, with residential and other uses located on the peripheries.

It should be noted that a number of areas along the corridor are already zoned for mixed-use development, which is most appropriate for areas surrounding transit stations.

Also of note, Alpharetta's North Point District has a development overlay that could reshape the area as redevelopment occurs. In the Windward area, the City of Milton has a form-based code that allows for a more flexible set of future land uses in the area.



**THIS PAGE IS
INTENTIONALLY
BLANK**

EXISTING CONDITIONS

Station Areas Analyses

In the following section, additional existing conditions analyses are presented for each of the station areas. These analyses include a walkshed analysis, property value change, improvement-to-land value ratio, and cumulative susceptibility to change map.

The walkshed analysis was conducted utilizing the existing sidewalk network to determine the average walk time from the potential station locations to surrounding destinations. Because the station areas are a 1-mile buffer, assuming a typical walk speed of 3 miles per hour, under ideal conditions one should be able to walk from anywhere in the station area to the potential station location in 20 minutes or less. However, this is rarely the case, due to the area's automobile oriented development pattern and lack of pedestrian infrastructure in some locations.

The assessed commercial property value change from 2011-2021 within each station area helps visualize areas that are either appreciating or depreciating in value. The darker red colors, representing the greatest declines in assessed property value, highlight where the most significant opportunities for redevelopment may be located.

Improvement-to-land value ratio is another metric that can help illustrate areas that may be susceptible to redevelopment. This ratio takes the value of any physical improvements on the parcel and compares these to the value of the bare land itself, normalized by land acreage. An improvement-to-land value ratio of less than 1 represents a parcel in which the value of the land exceeds the value of the improvements, indicating there may be a more advantageous future land use or greater development potential for the parcel.

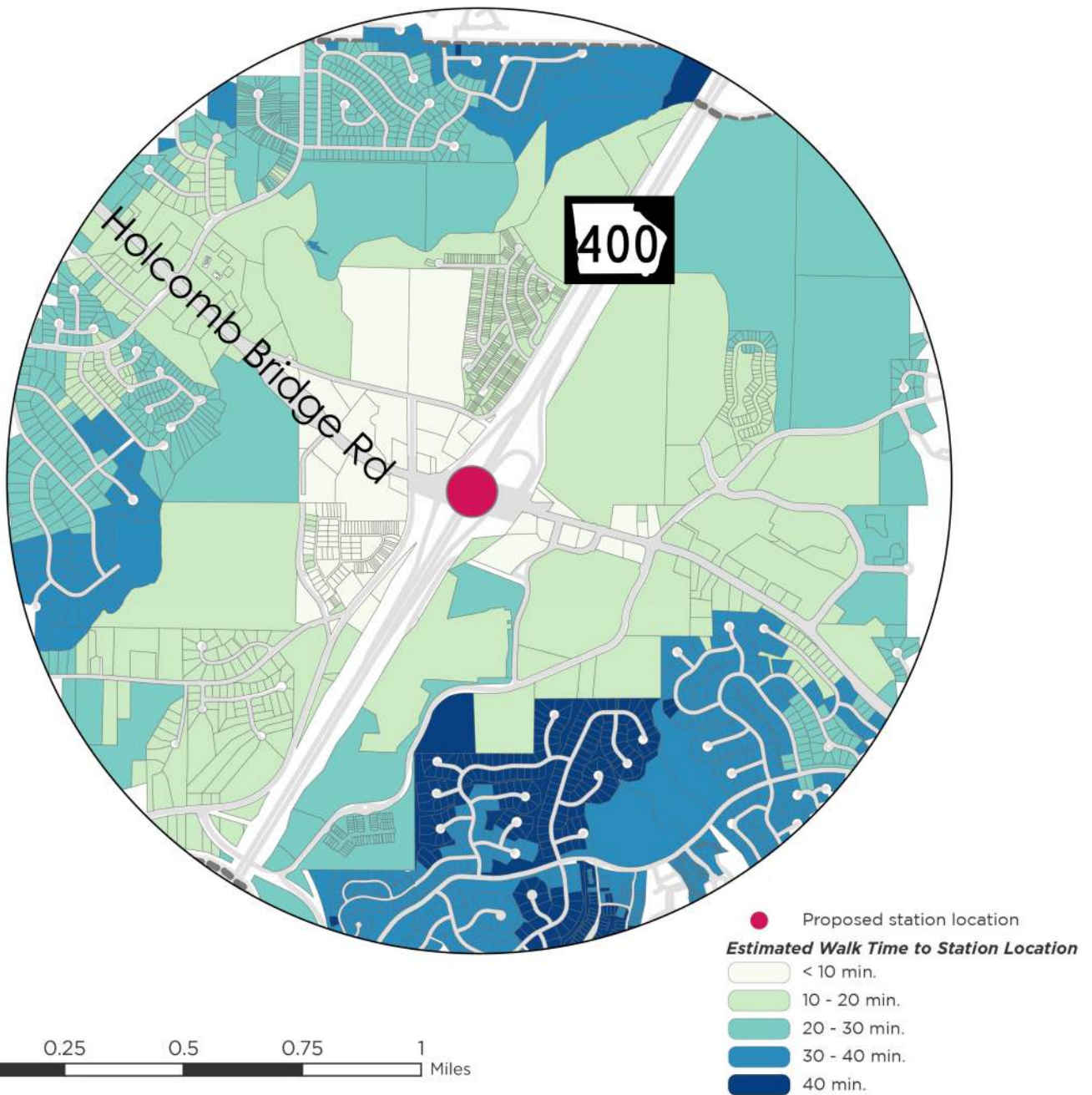
The susceptibility to change map combines the improvement-to-land value ratio map with the locations of surface parking lots and vacant parcels to paint a clearer picture, both visually and quantitatively, of where the greatest redevelopment opportunities in each station area may be concentrated.

EXISTING CONDITIONS

Holcomb Bridge

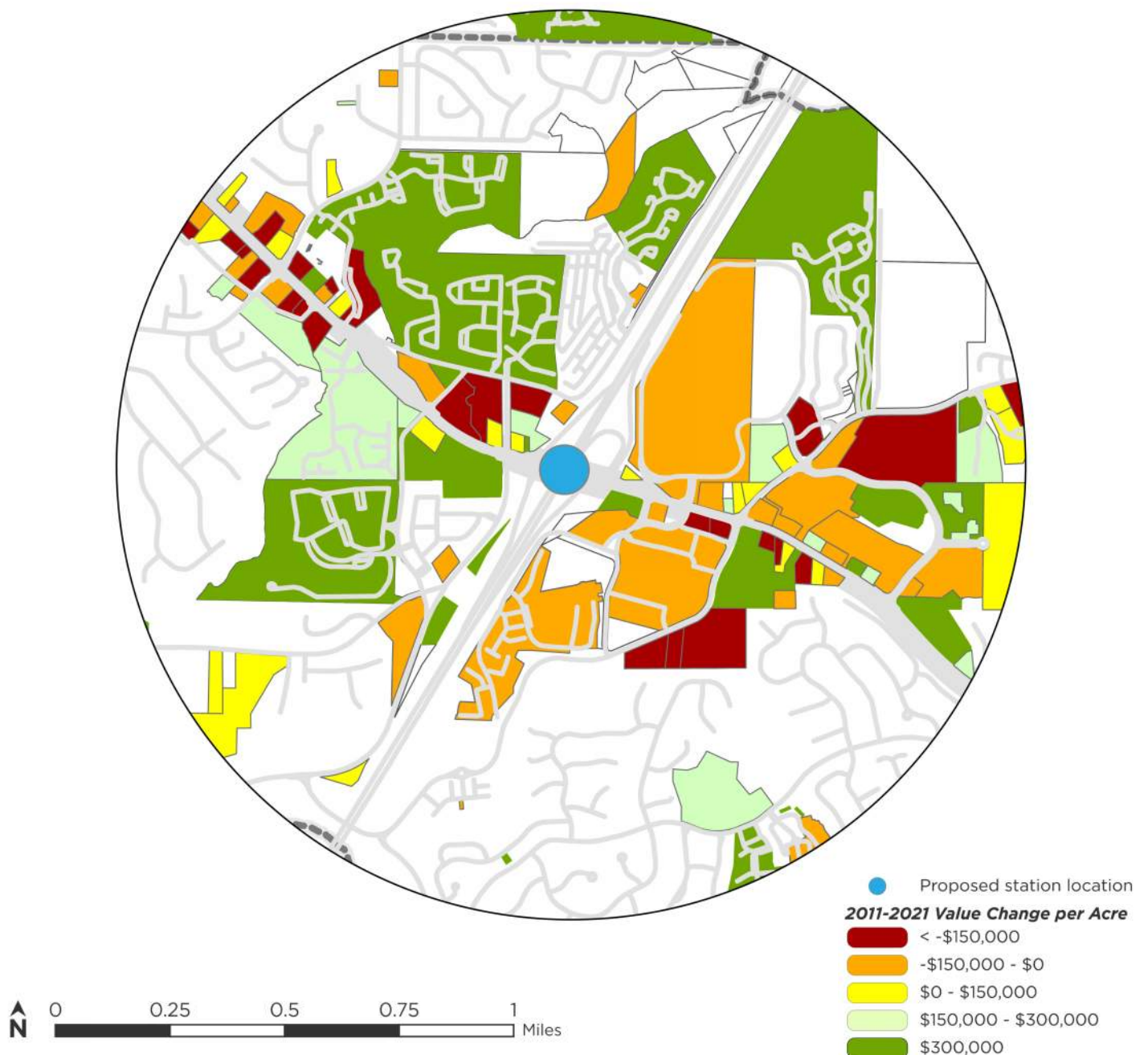
Walkshed

While not being the most hospitable pedestrian environment, a number of areas along Holcomb Bridge Road are accessible within a 5 to 15 minutes walk. However, the east side of Holcomb Bridge and the neighborhoods to the southeast have walk times of over 30 to 40 minutes. From a walkability perspective, pedestrian improvements east/west along Holcomb Bridge Road and north/south parallel to GA-400 could improve access to the potential station location.



Value Change

Generally, larger commercial properties to the west of GA-400 have seen positive changes in assessed property value over this 10 year period, while many of the properties on the east side have experienced decline. Smaller parcels along Holcomb Bridge Road have also experienced decreasing property values, particularly those toward the westernmost boundary of the station area.



EXISTING CONDITIONS

Holcomb Bridge

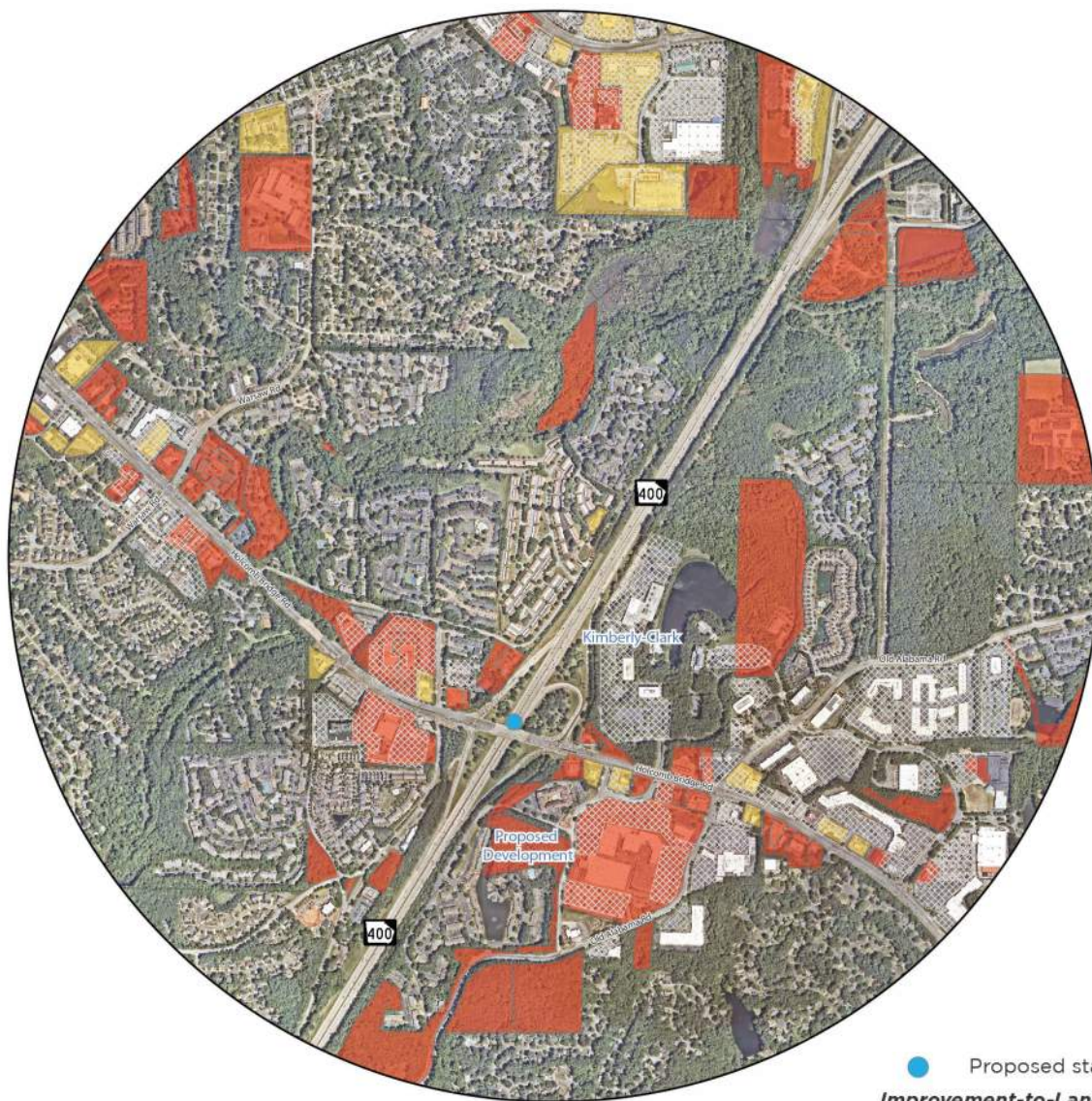
Improvement-to-Land Value Ratio

Improvement-to-land value ratio in this station area has generally been strong, with most of the larger commercial properties experiencing a positive ratio, indicating that the existing improvements are more valuable than the land itself. Smaller parcels along Holcomb Bridge Road to the east and west indicate improvement-to-land value ratios around and below 1, meaning they could be susceptible to change.



Susceptibility to Change

Quantitatively, areas susceptible to change in the Holcomb Bridge station area are along Holcomb Bridge Road to the east and west, and particularly the shopping center directly southeast of the GA-400 interchange. These areas contain properties that have improvement-to-land value ratios of less than 1 and have higher concentrations of surface parking lots.

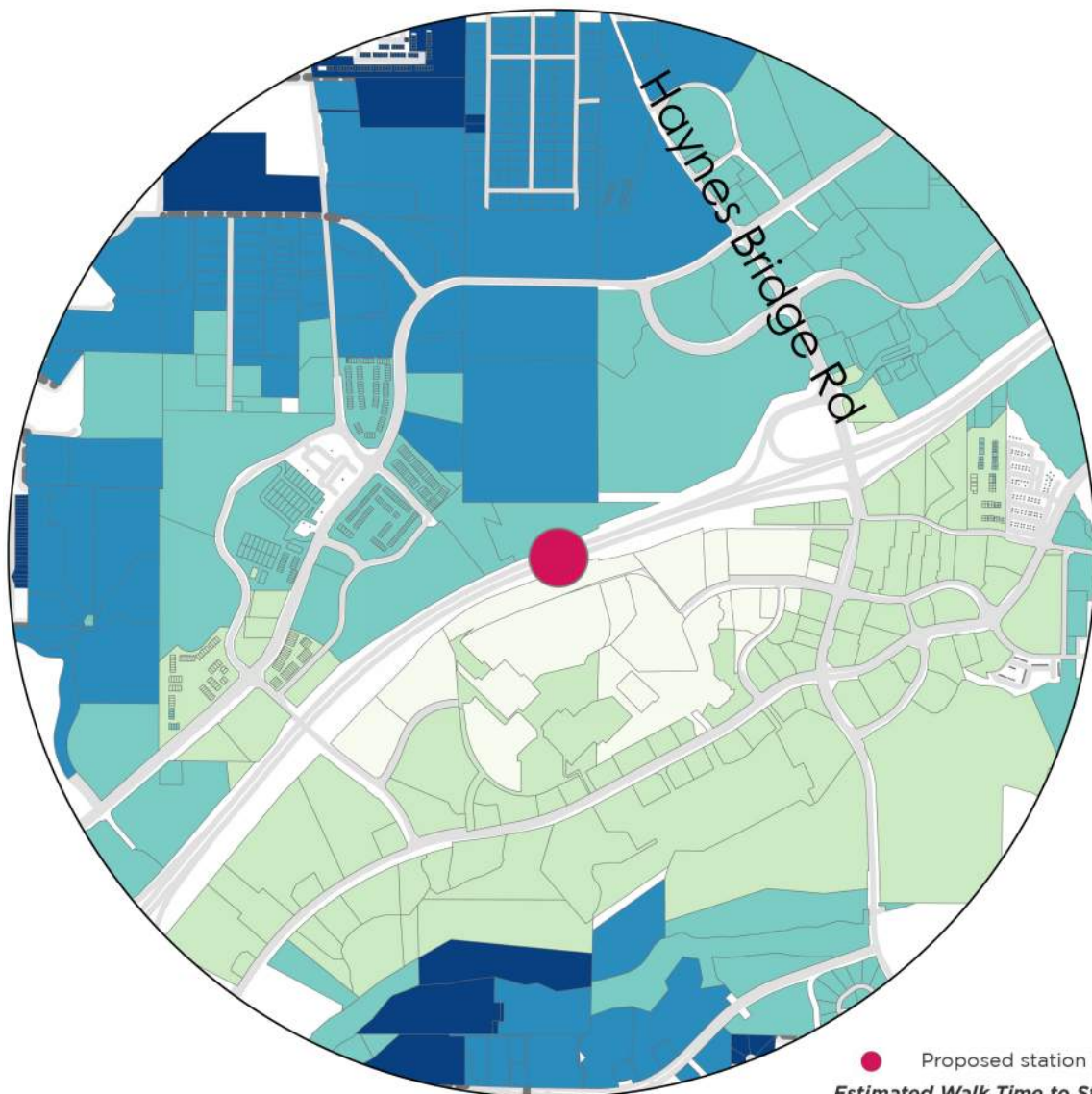


EXISTING CONDITIONS

North Point

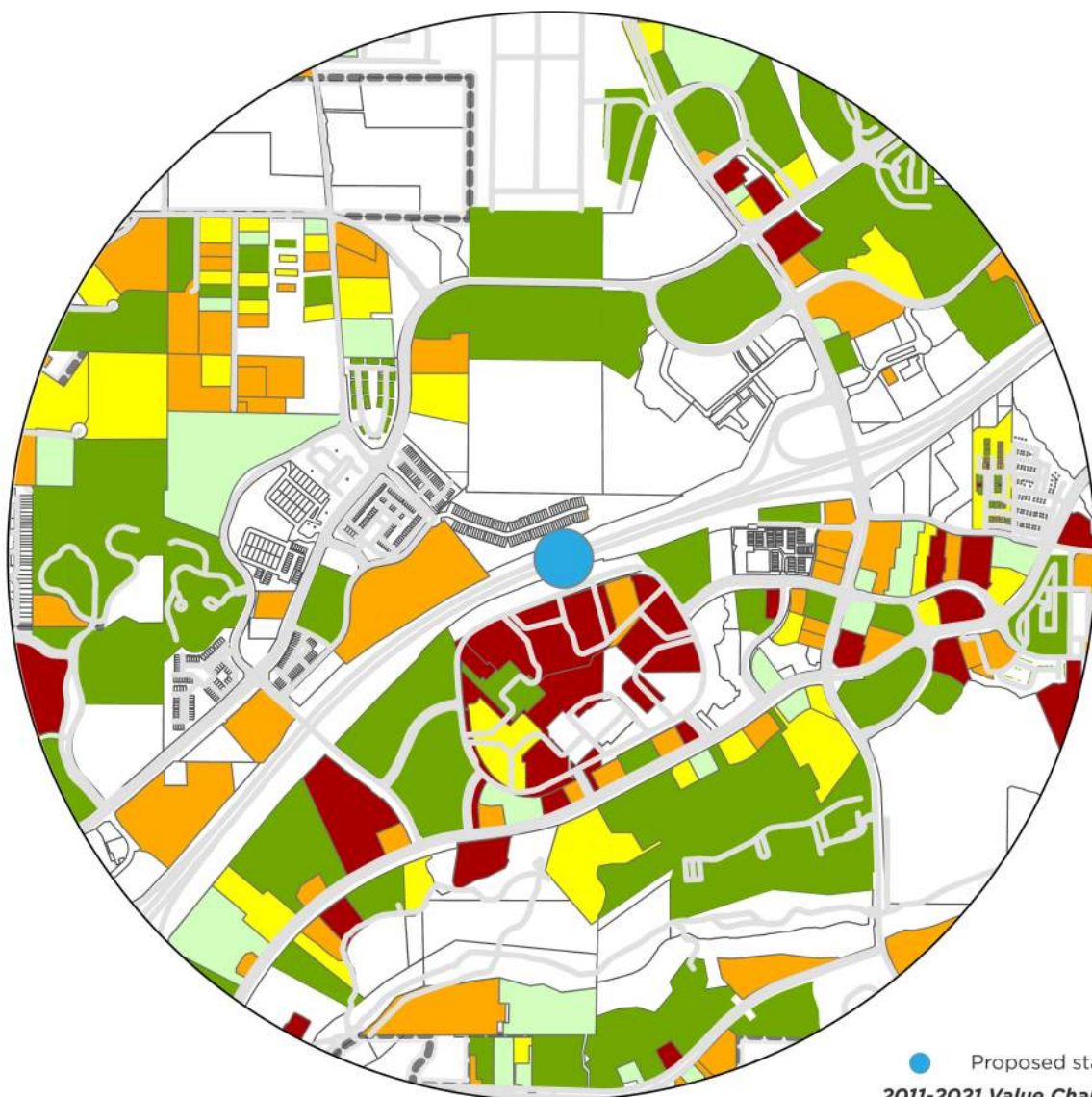
Walkshed

Walkability at the North Point station area is greatest to the southeast in areas surrounding North Point Mall, but the pedestrian experience on the northwest side of the station area is characterized by walk times in excess of 30 to 40 minutes. Connectivity across GA-400 at the potential station area will be key to unlocking the potential of this north region.



Value Change

Properties in this station area are mixed in terms of assessed property value change. The highest rates of value decline are located at North Point Mall itself and parcels along the north side of North Point Parkway. Retail along the south side of North Point Parkway has remained strong with recent reinvestment, and many of the properties to the north of GA-400 have experienced value gains.

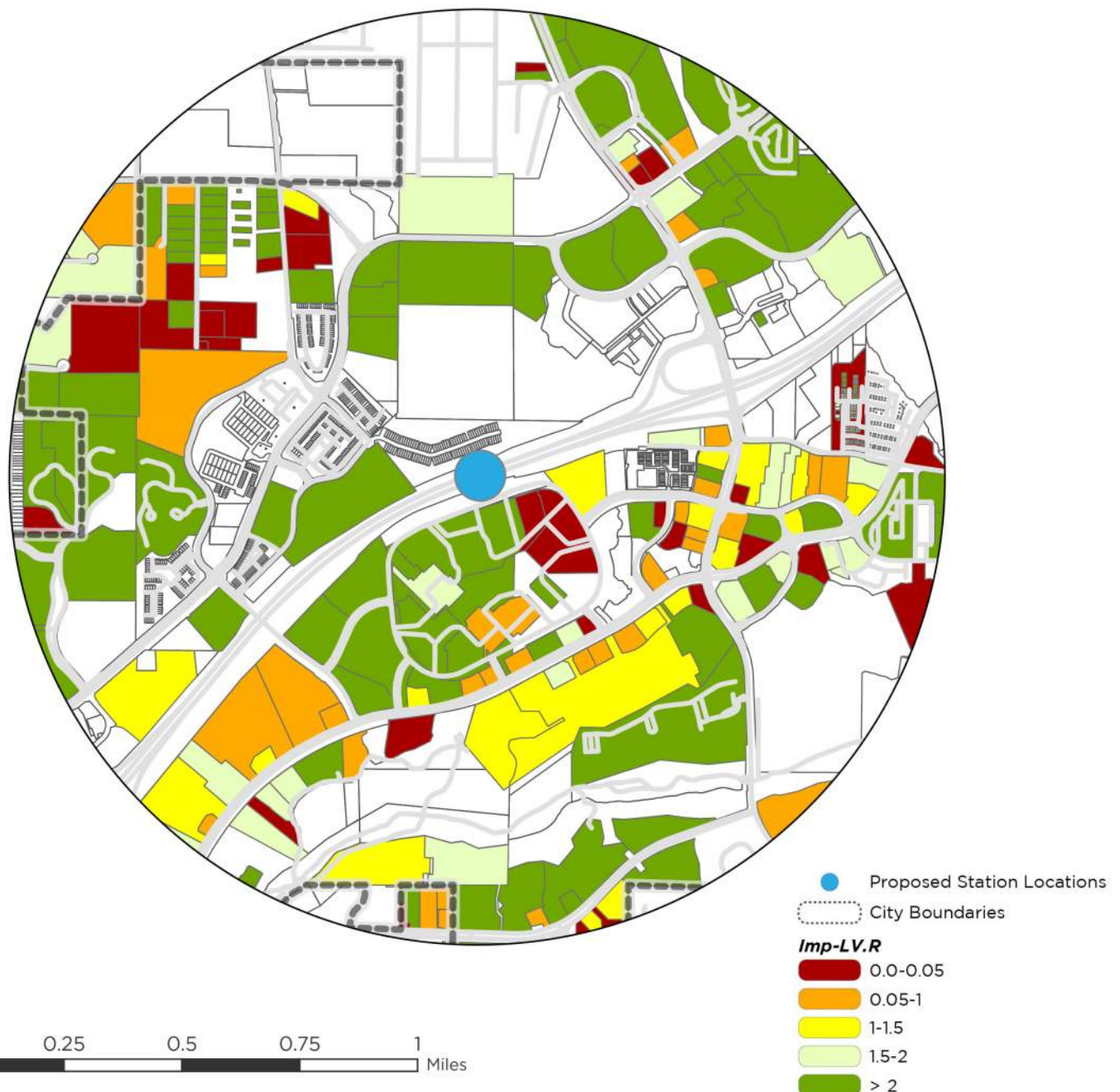


EXISTING CONDITIONS

North Point

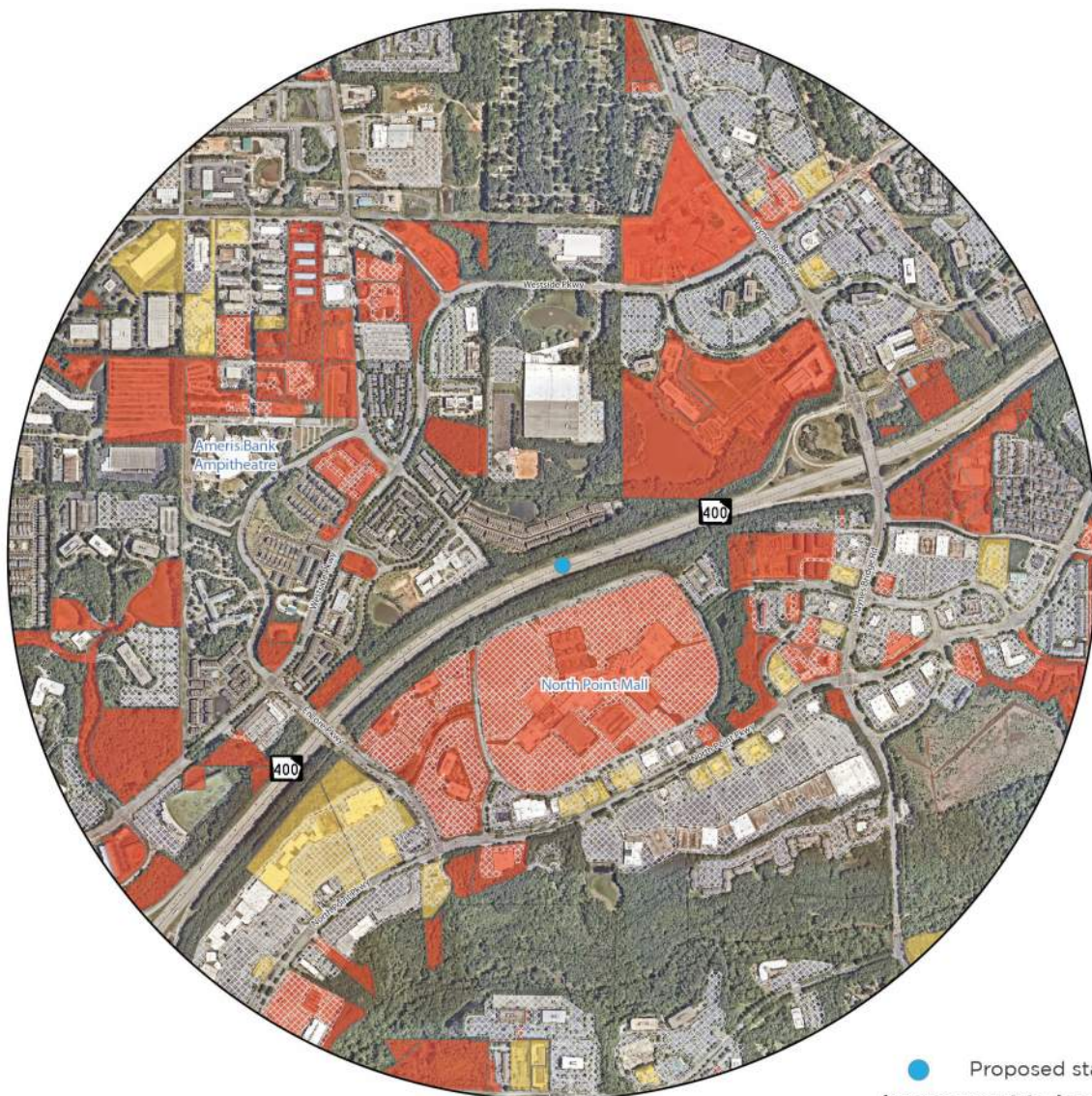
Improvement-to-Land Value Ratio

Improvement-to-land value ratio in the North Point station area is relatively strong, especially in close proximity to the GA-400 corridor. The east side of North Point Mall indicates an improvement-to-land value ratio of less than 1, and some parcels to the northwest of the station area are less than 1 as well.



Susceptibility to Change

The initial quantitative analysis on areas susceptible to change reveals that there is property to the north of GA-400 adjacent to Haynes Bridge Road which is under development currently. Additionally, North Point Mall could see redevelopment as it has several acres of surface parking lots, and some portions where the value of the land has outpaced that of the buildings. Generally, redevelopment opportunities in this station area surround the mall, North Point Parkway, and extend east and west parallel to GA-400.

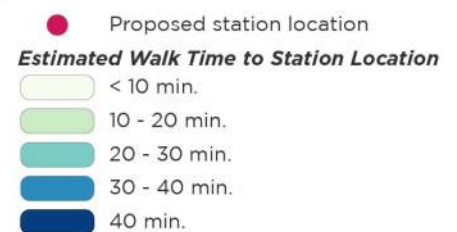


EXISTING CONDITIONS

Old Milton

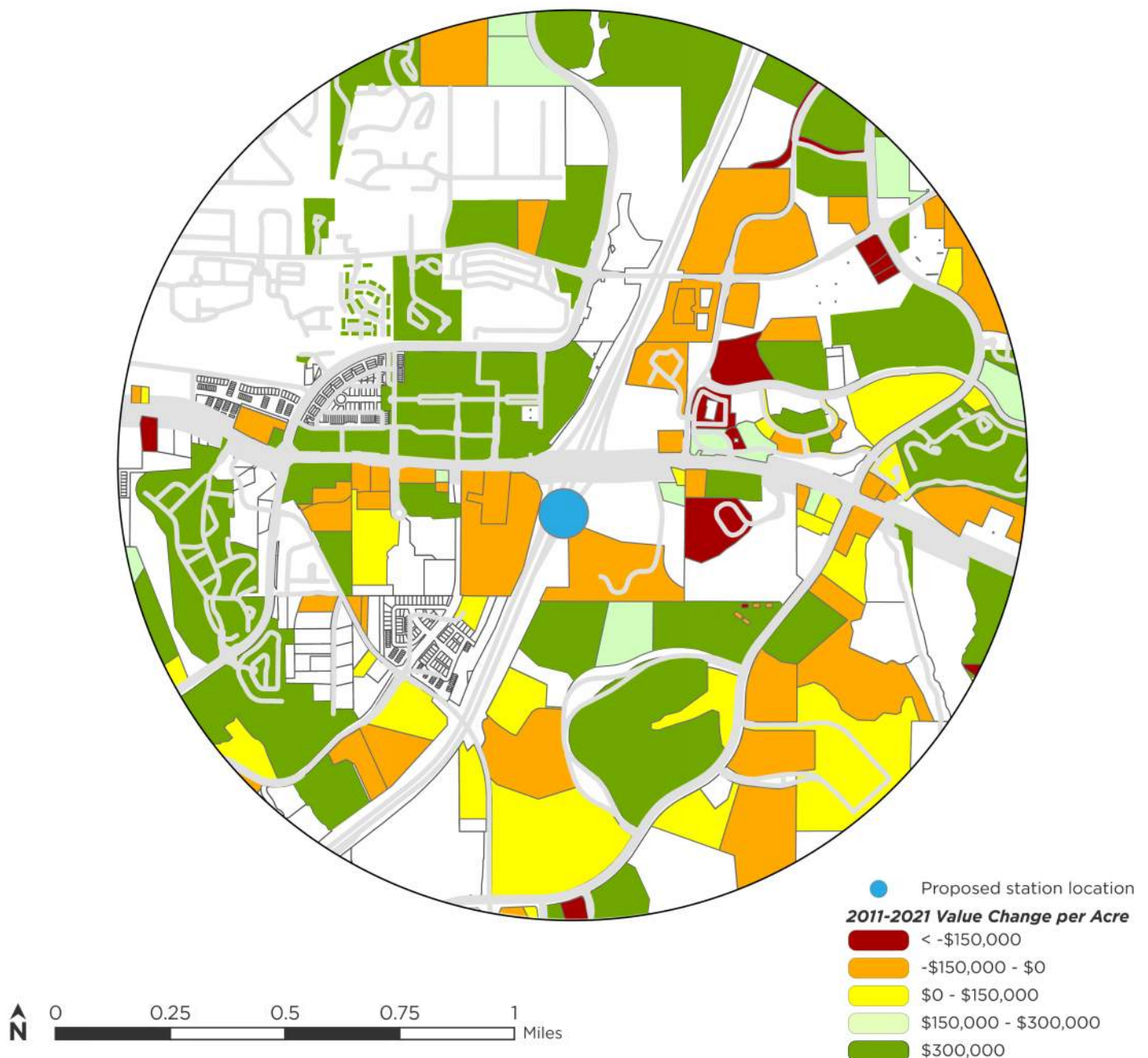
Walkshed

The west side of Old Milton Parkway, and especially the northwest quadrant, has the greatest walkability due to significant investments in the pedestrian environment on this side. The east side of Old Milton Parkway is adequate surrounding the interchange, but falls to 30 and 40+ minute walk times further east. Pedestrian enhancements to the east and southeast would improve the overall walkability of this station area.



Value Change

Properties west of GA-400 have experienced the highest positive value change, with some parcels experiencing moderate decline. The east side of the corridor has experienced a greater range of value change over the 10-year period, with smaller parcels ranging from significant increase to significant decline. With the opening of Avalon and other destinations to the west, this is not a surprise, and pushes future development opportunities to the east.

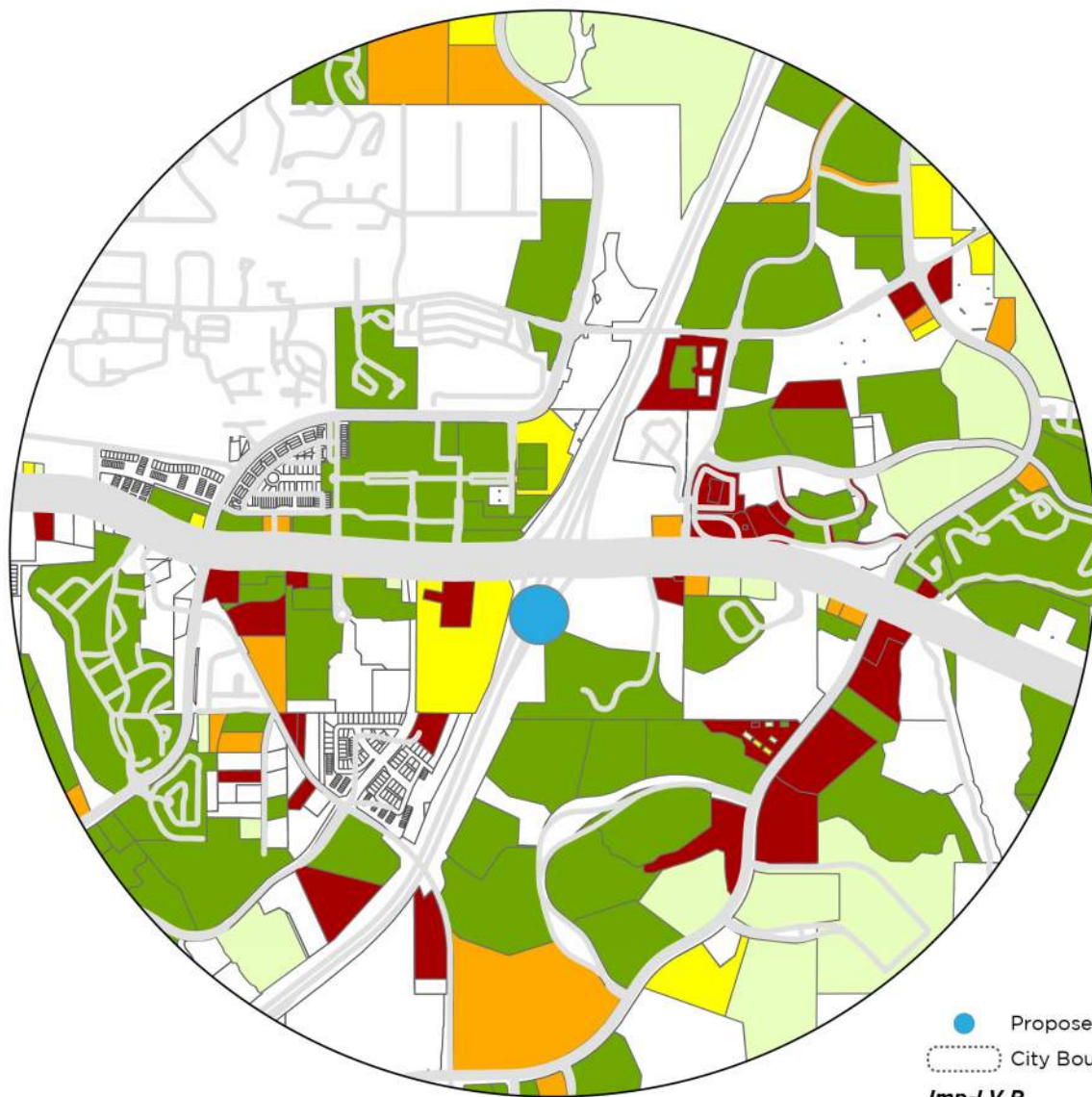


EXISTING CONDITIONS

Old Milton

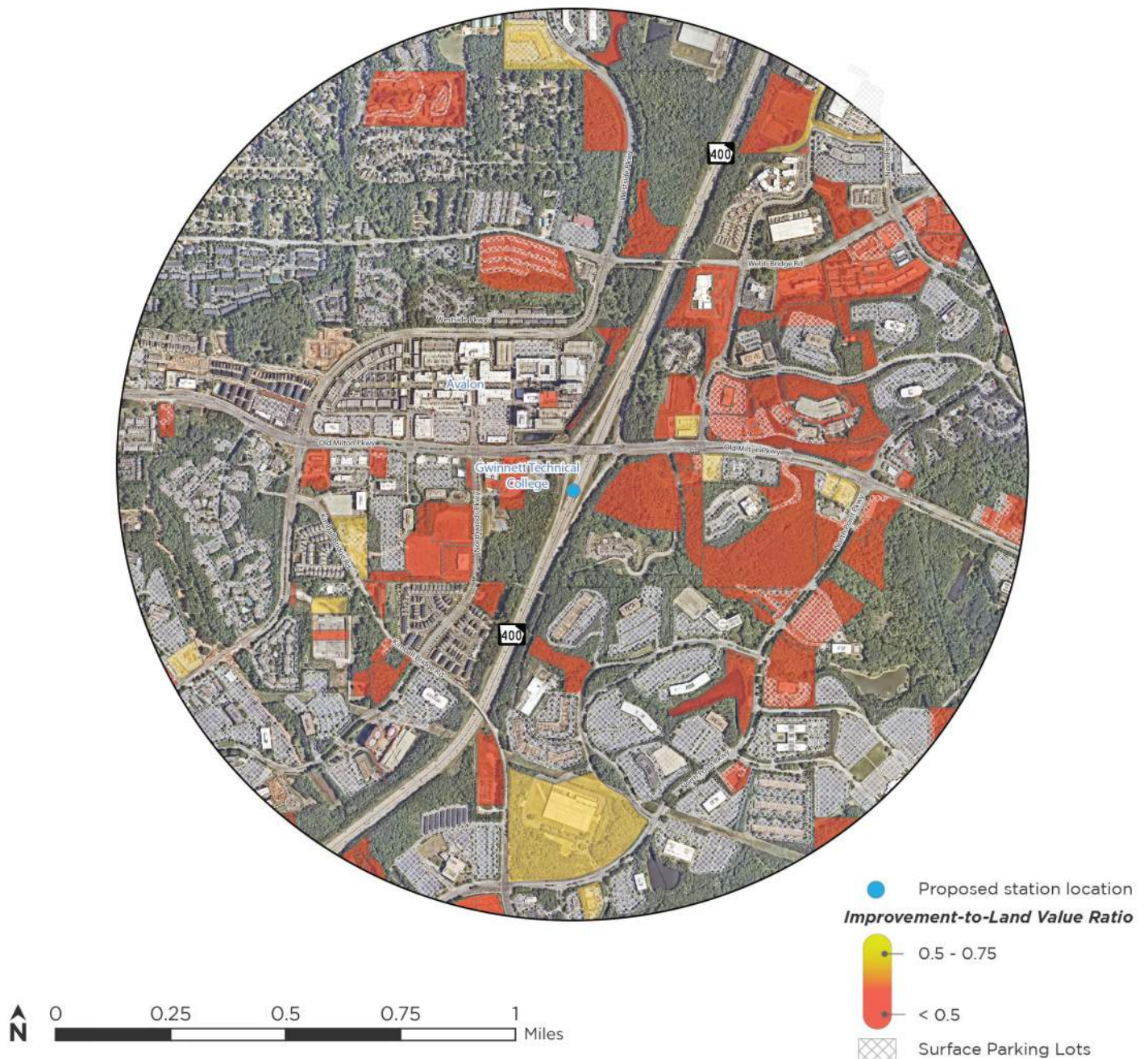
Improvement-to-Land Value Ratio

As for improvement-to-land value ratio in this station area, there are scattered parcels to the southwest with ratios below 1, indicating potential for redevelopment, but most of the opportunity appears to be to the east, particularly along Old Milton Parkway. In general, much of the lower improvement-to-land value ratio parcels in this station area are along Old Milton Parkway, for which redevelopment would yield a greater impact due to their visibility.



Susceptibility to Change

Susceptibility to change in this station area is primarily located on the east side of GA-400. While there are less surface parking lots in this area, there are a number of parcels that are undeveloped or have a low improvement-to-land value ratio.

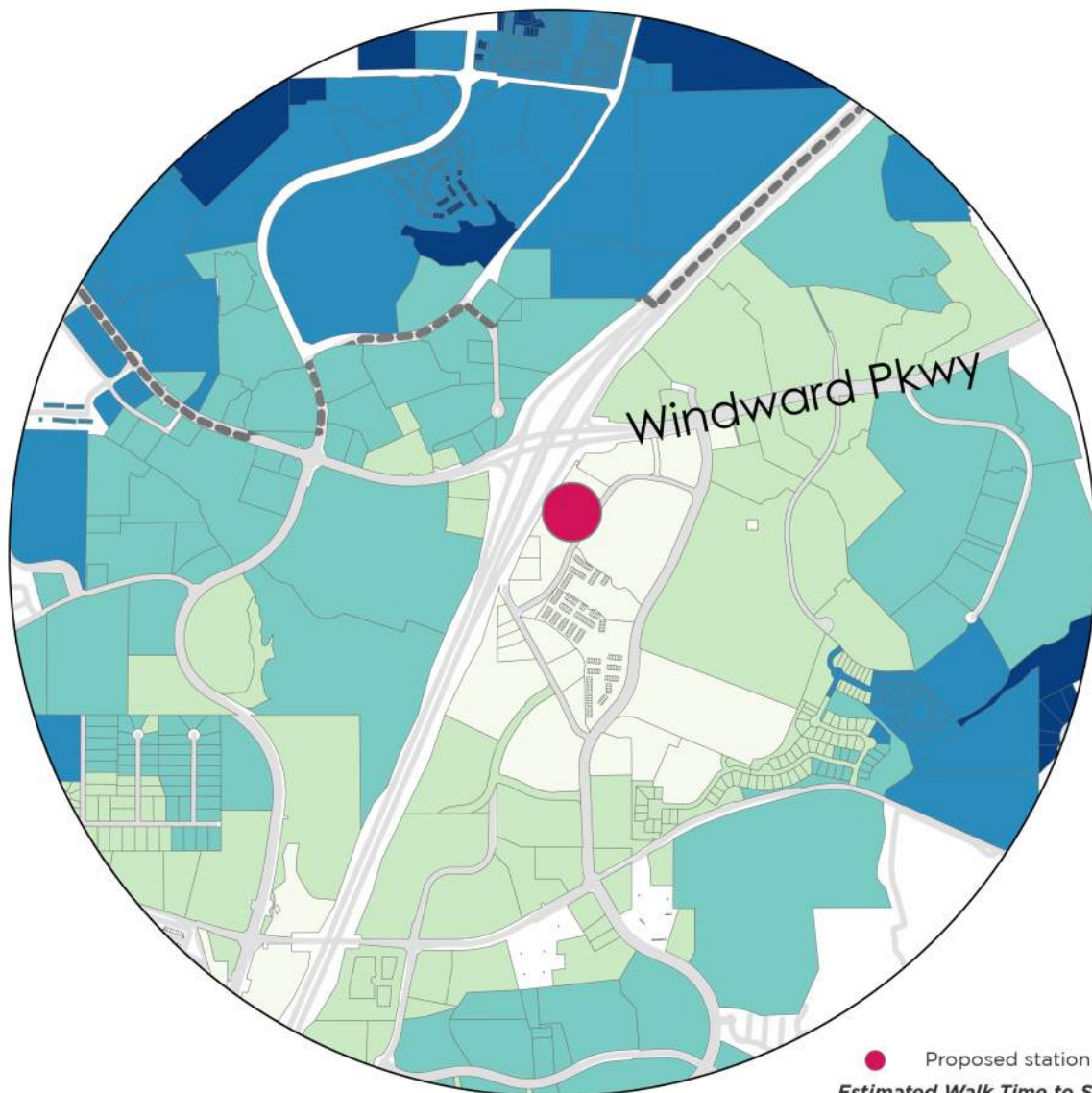


EXISTING CONDITIONS

Windward

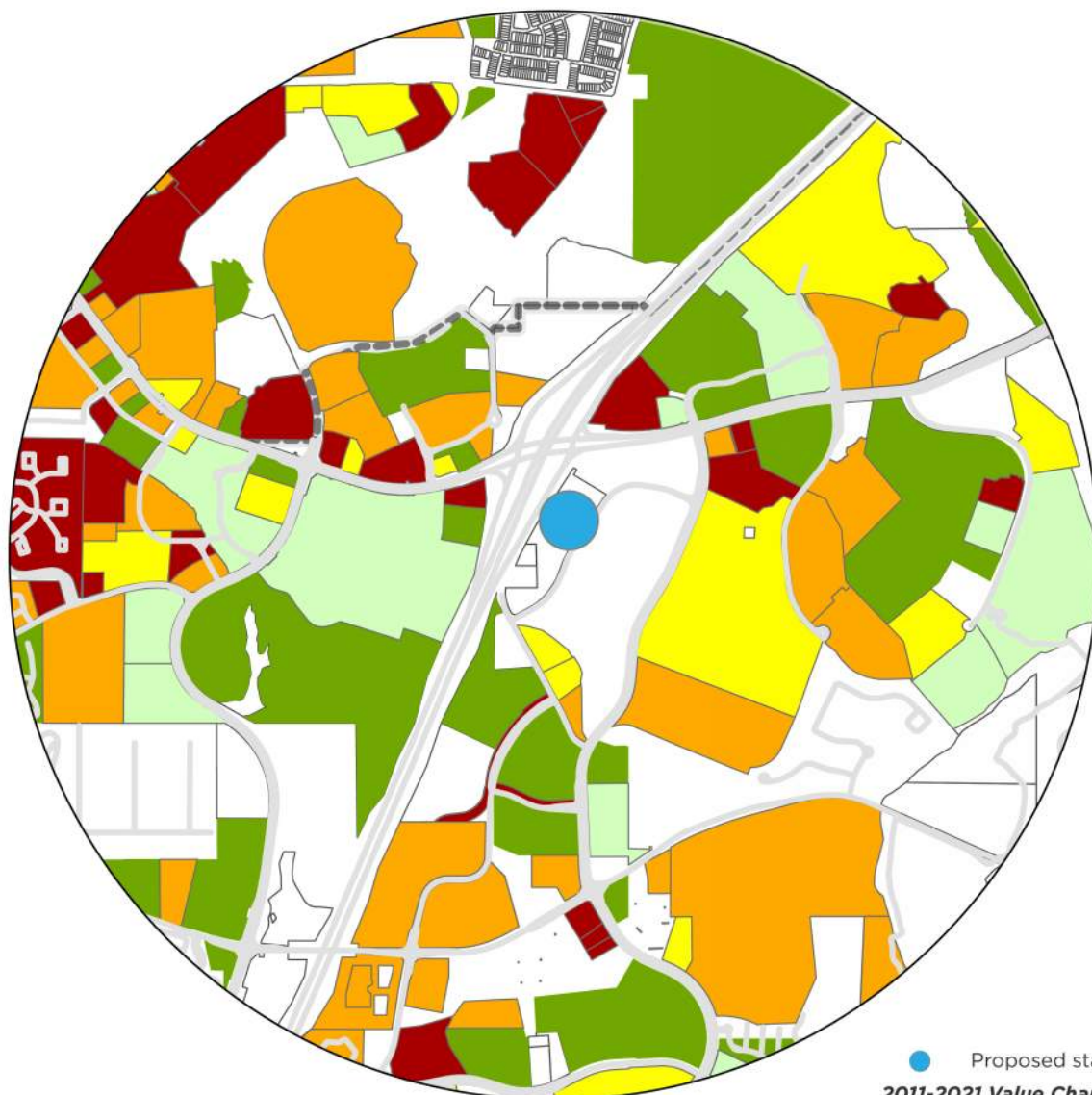
Walkshed

Walkability surrounding the potential station location at the Windward Park and Ride is greatest, with a significant area accessible within a 10-20 minute walk. However, pedestrian connectivity to the west side of Windward Parkway is lacking, and crossing GA-400 is a major barrier to walkability in this station area. Furthermore, once on the west side, a connection to the new development to the west and offices in the northwest will be crucial to unlocking the potential of this area.



Value Change

Properties on the southwest side of Windward Parkway have seen gains in value, but many of the remaining major parcels in this area have seen decline, some more significant than others. Frontage along Windward Parkway to the west especially has experienced decline in property values, which may present prime opportunities for redevelopment.

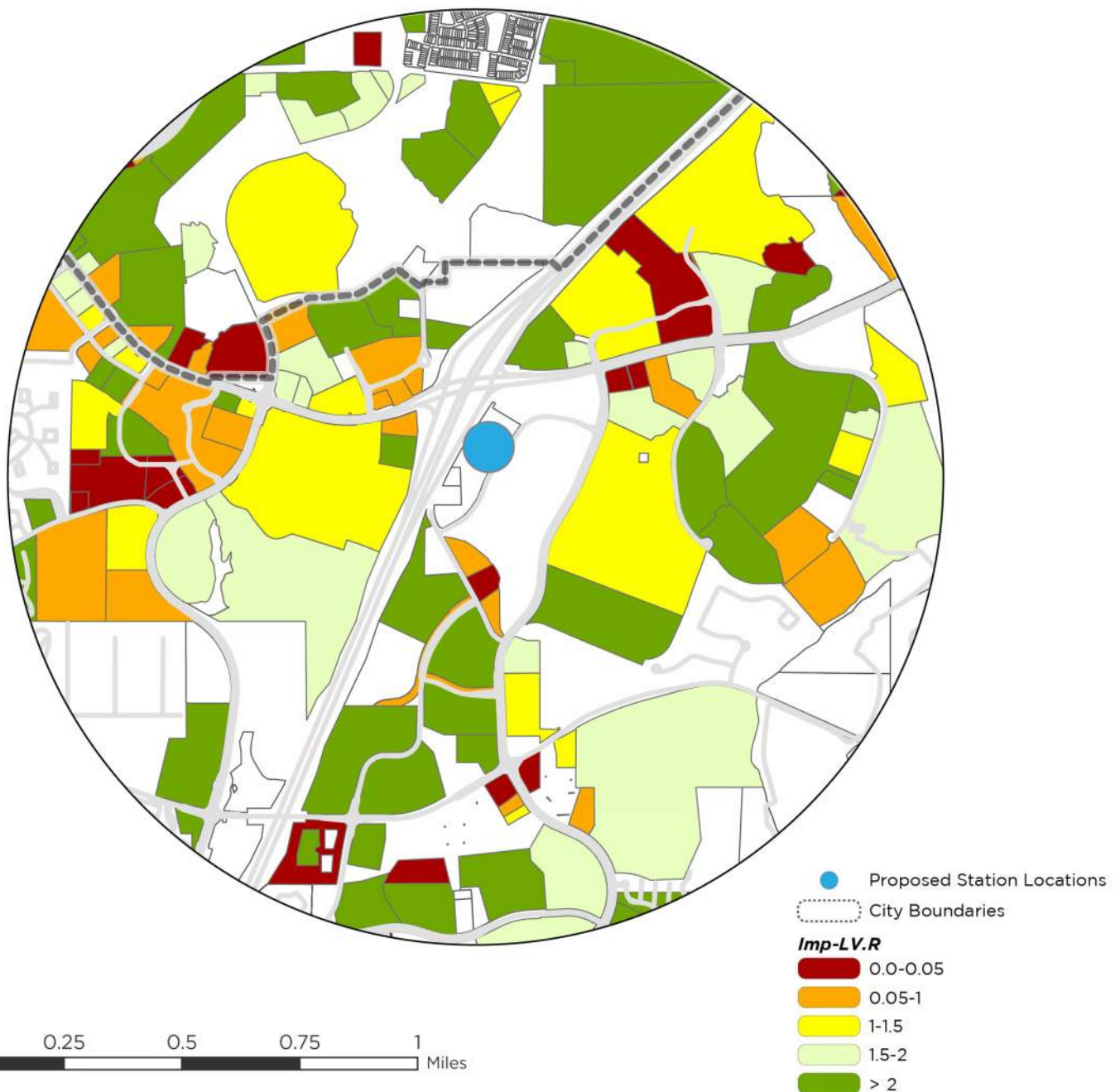


EXISTING CONDITIONS

Windward

Improvement-to-Land Value Ratio

Improvement-to-land value ratio in this area generally follows a similar pattern to the value change. Lower improvement-to-land value ratios appear to be along Windward Parkway, especially to the west, with the office parks to the northwest close to even as far as improvement value to land value. The far east side is generally stronger in retaining value, and some opportunities exist adjacent to the interchange to the east.



Susceptibility to Change

Many of the parcels indicating potential for redevelopment in this station area are previously undeveloped parcels. Undeveloped parcels are prevalent northwest of the GA-400 interchange, as well as east along Windward Parkway. On the east side, a few parcels susceptible to change surrounding the Windward Park and Ride are surface parking lots and present a good opportunity for TOD with optimal access to the station.



STAKEHOLDER ENGAGEMENT

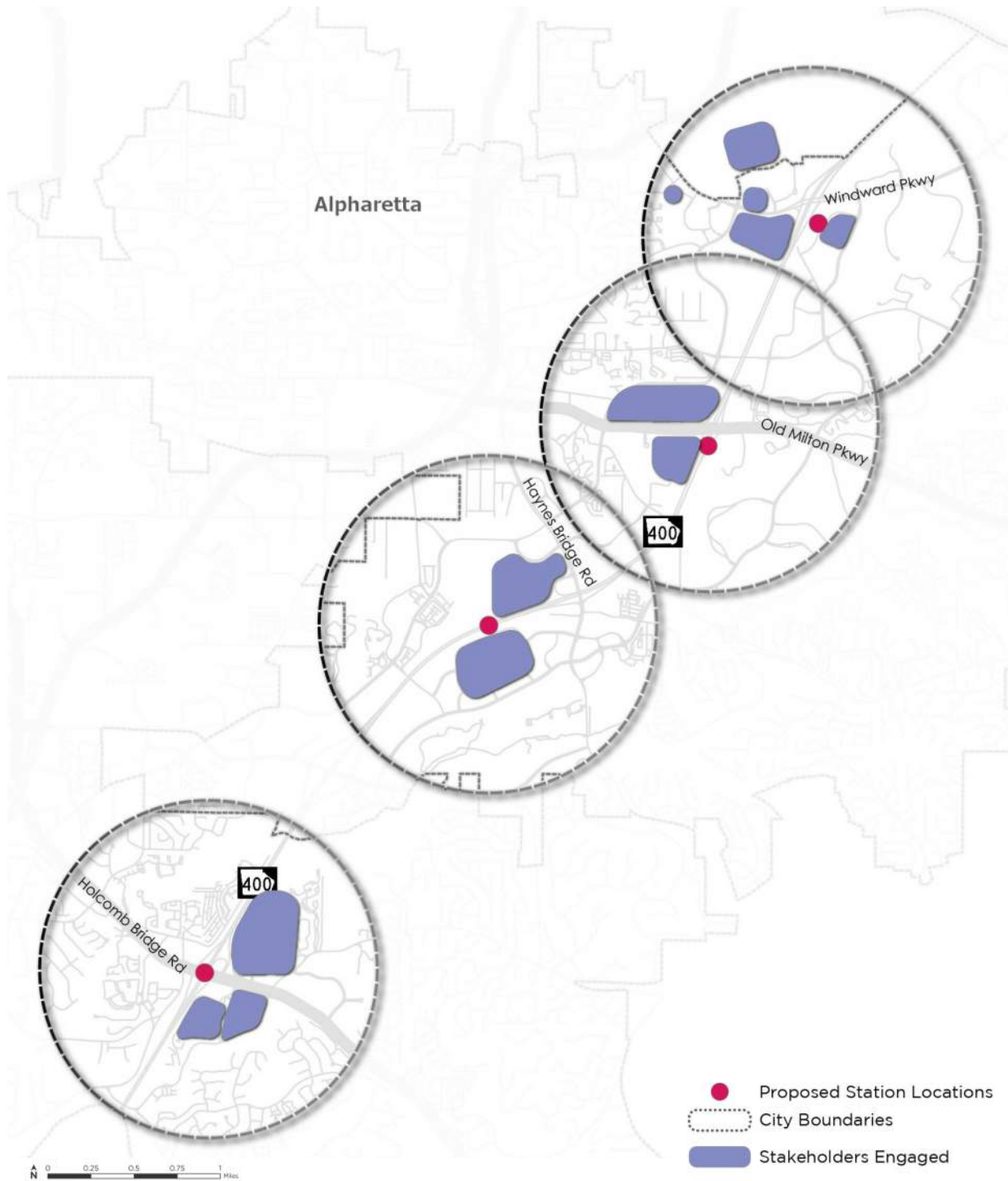
Outreach Framework

Individual worksessions with stakeholders representing station area properties were held in Fall 2023 to better understand their potential investment plans and priorities as they relate to mobility and transit. In each worksession, existing conditions for the respective station area were shared, followed by the susceptibility to change analysis. Maps were plotted and rolled onto the table, and both parties worked together to modify or add connectivity improvements that would enhance access to the potential station area, given all relevant constraints.

Overall, support for the express lanes and the BRT component was unanimous, with some property owners desiring to take a proactive approach and establish connections to the potential station locations ahead of time, and others taking more measured approach and preferring to strategically time additional transit-supportive investments on their property in coordination with other initiatives.

Stakeholders that were engaged across all four station areas included:

- Kimberly-Clark Corporation
- Development Solutions
- Brixmor Property Group, Inc.
- Trademark Property Company, North Point Mall
- TPA Group
- Gwinnett Technical College
- North American Properties, Avalon
- Verizon
- Southwest Value Partners
- Orkin and Associates
- META Real Estate Partners



STATION AREA CONCEPTS

Holcomb Bridge

Summary

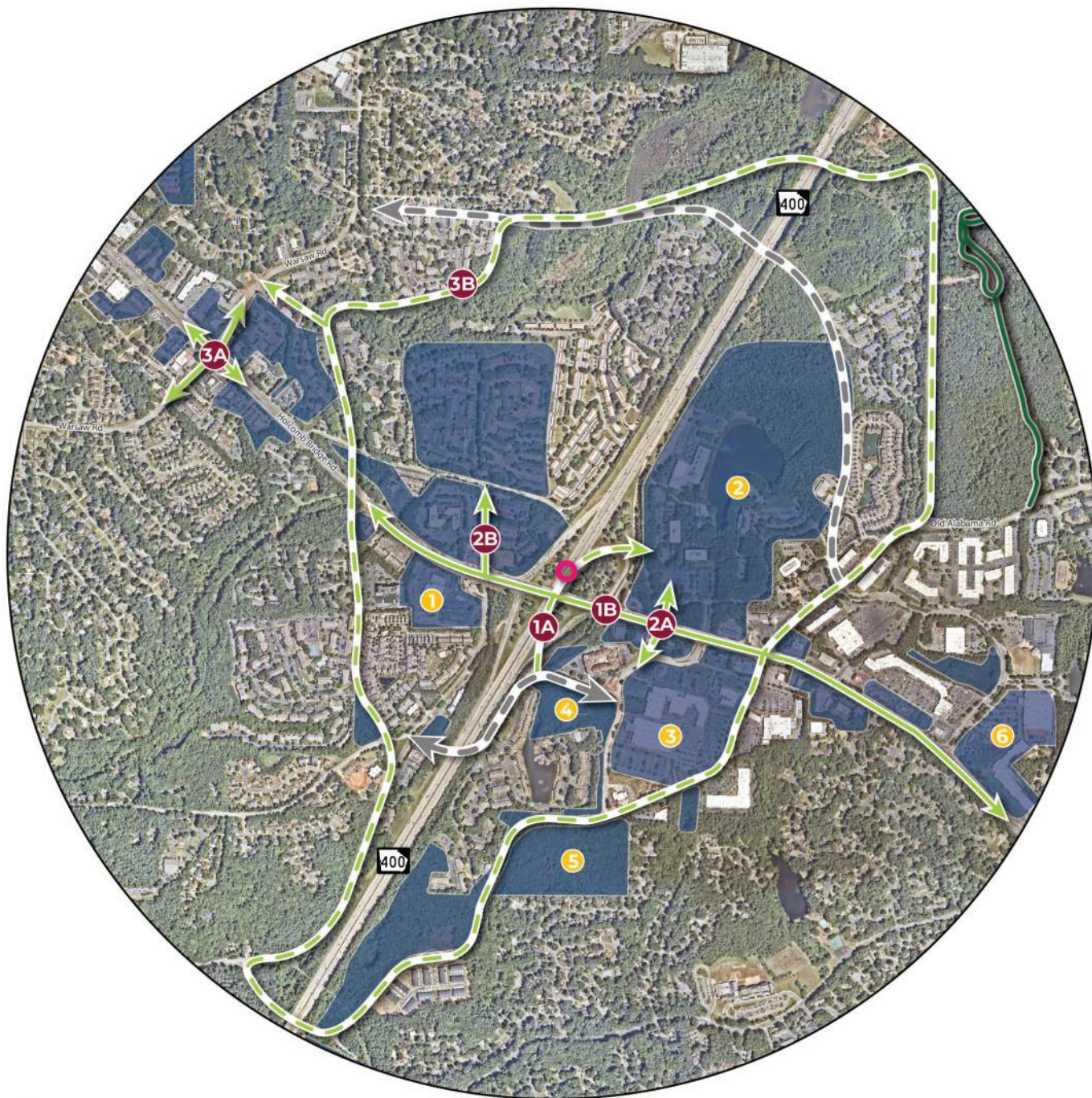
The Holcomb Bridge station area is characterized by larger development opportunities surrounding the GA-400 interchange, on both sides of Holcomb Bridge Road, as well as smaller development opportunities extending east and west along Holcomb Bridge Road. These properties present significant challenges from a walkability standpoint to access the potential station location.

Key reinvestment sites identified include the dealership west of GA-400 along Holcomb Bridge Road, Kimberly-Clark Corporation's campus east of GA-400 on the north side of Holcomb Bridge Road, the retail center south of Holcomb Bridge Road across from Kimberly-Clark, proposed medical development adjacent to the west to Brixmor's property, a vacant parcel south along Old Alabama Road, and retail centers further east along Holcomb Bridge Road. These sites present the primary redevelopment opportunities identified through the existing conditions analysis and conversations with stakeholders.

Additional areas that could redevelop are located northwest of the interchange, and include a parcel identified as a potential park and ride location for the BRT, as well as the surrounding properties.

Concerning projects in the Holcomb Bridge station area, east/west enhancements along Holcomb Bridge Road are needed to address walkability challenges, and an enhanced crossing across Holcomb Bridge Road between Brixmor and Kimberly-Clark's properties will be critical. Additionally, proposed projects include a pedestrian bridge from Development Solutions property to access the potential station and another pedestrian bridge from the potential station to Kimberly-Clark's property. These will provide enhanced connectivity between three of the largest activity centers in the station area and the proposed station, allowing far greater walkability to/from the station.

Additional projects in this station area include enhanced pedestrian crossings at Holcomb Bridge Road and Warsaw Road, and a bicycle/pedestrian loop trail around the core station area to provide trail connectivity to the Chattahoochee River. These projects and the development opportunities identified represent the 15-20 year vision for the Holcomb Bridge station area.



- New pedestrian connections
- Pedestrian connection enhancements
- Existing trails
- New roadway connections
- Roadway connection enhancements
- Properties susceptible to change
- Properties under construction
- Proposed station location

- 1 Regal Nissan
- 2 Kimberly-Clark
- 3 Brixmor
- 4 Development Solutions
- 5 Edible Arrangements
- 6 Sterling



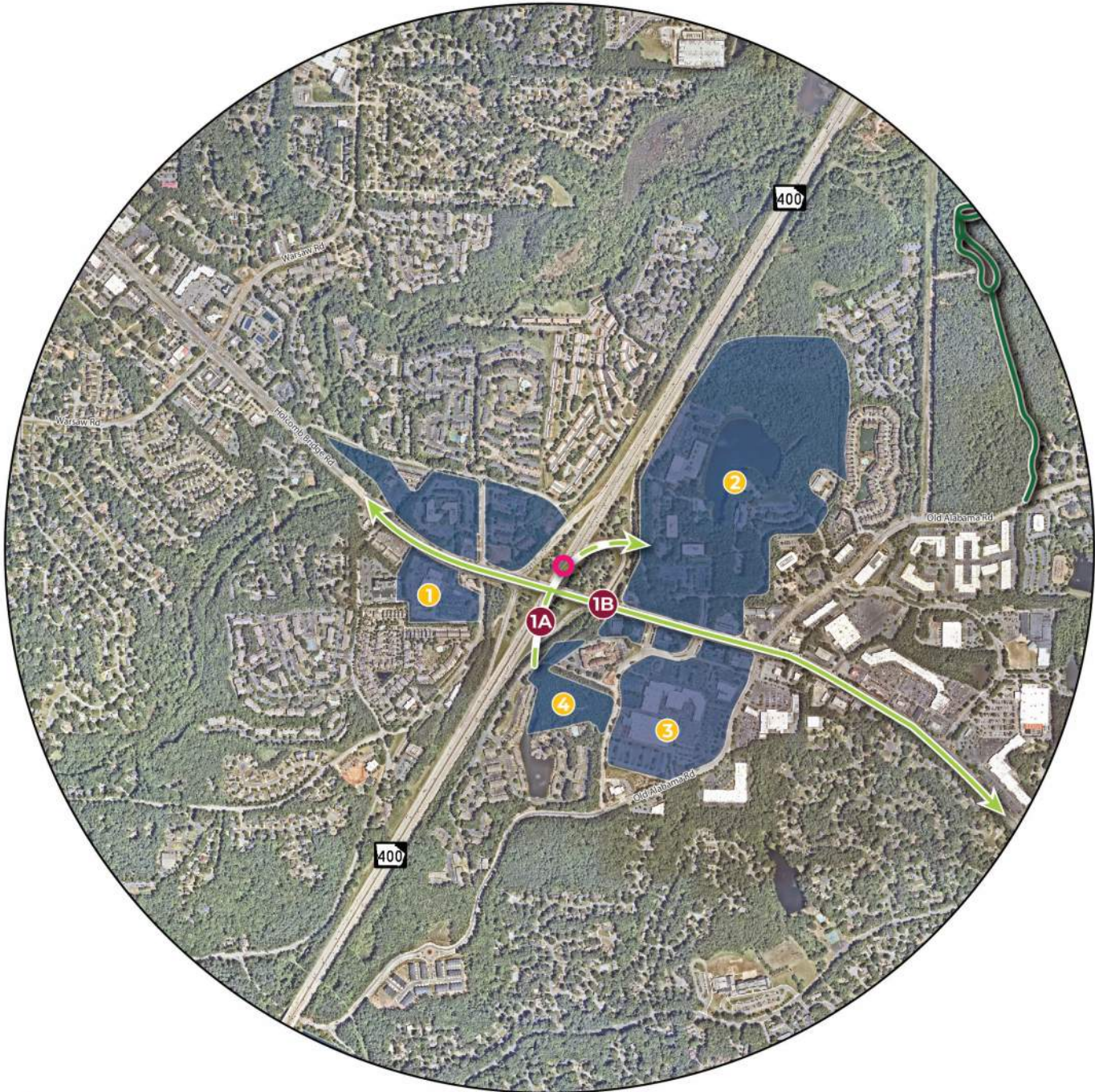
STATION AREA CONCEPTS

Holcomb Bridge

Tier 1 Projects

The tier 1 projects and investments that could be needed or anticipated within 5-7 years in the Holcomb Bridge station area include pedestrian mobility enhancements along Holcomb Bridge Road and a proposed bridge connection from Development Solutions property south of Holcomb Bridge to the station and Kimberly-Clark’s property north of Holcomb Bridge Road. These are the highest priority projects in the station area as they will provide the greatest impact to mobility around the station when complete. These enable pedestrians to access the station and have east/west and north/south mobility along and across Holcomb Bridge Road safely and efficiently.

#	Project	Type	Description	Estimated Cost
Holcomb Bridge Station				
HB-1A	Holcomb Bridge Connecting Pedestrian Bridge	Pedestrian Bridge	Pedestrian bridge connecting development sites to the southeast and Kimberly-Clark campus to the station.	\$10M - \$12M
HB-1B	Holcomb Bridge Streetscape	Streetscape	Streetscape enhancements along Holcomb Bridge Road from Dogwood Road to Holcomb Woods Parkway	\$9M - \$19M



- New pedestrian connections
- Pedestrian connection enhancements
- Existing trails
- New roadway connections
- Roadway connection enhancements
- Properties susceptible to change
- Properties under construction
- Proposed station location

- 1 Regal Nissan
- 2 Kimberly-Clark
- 3 Brixmor
- 4 Development Solutions
- 5 Edible Arrangements
- 6 Sterling



STATION AREA CONCEPTS

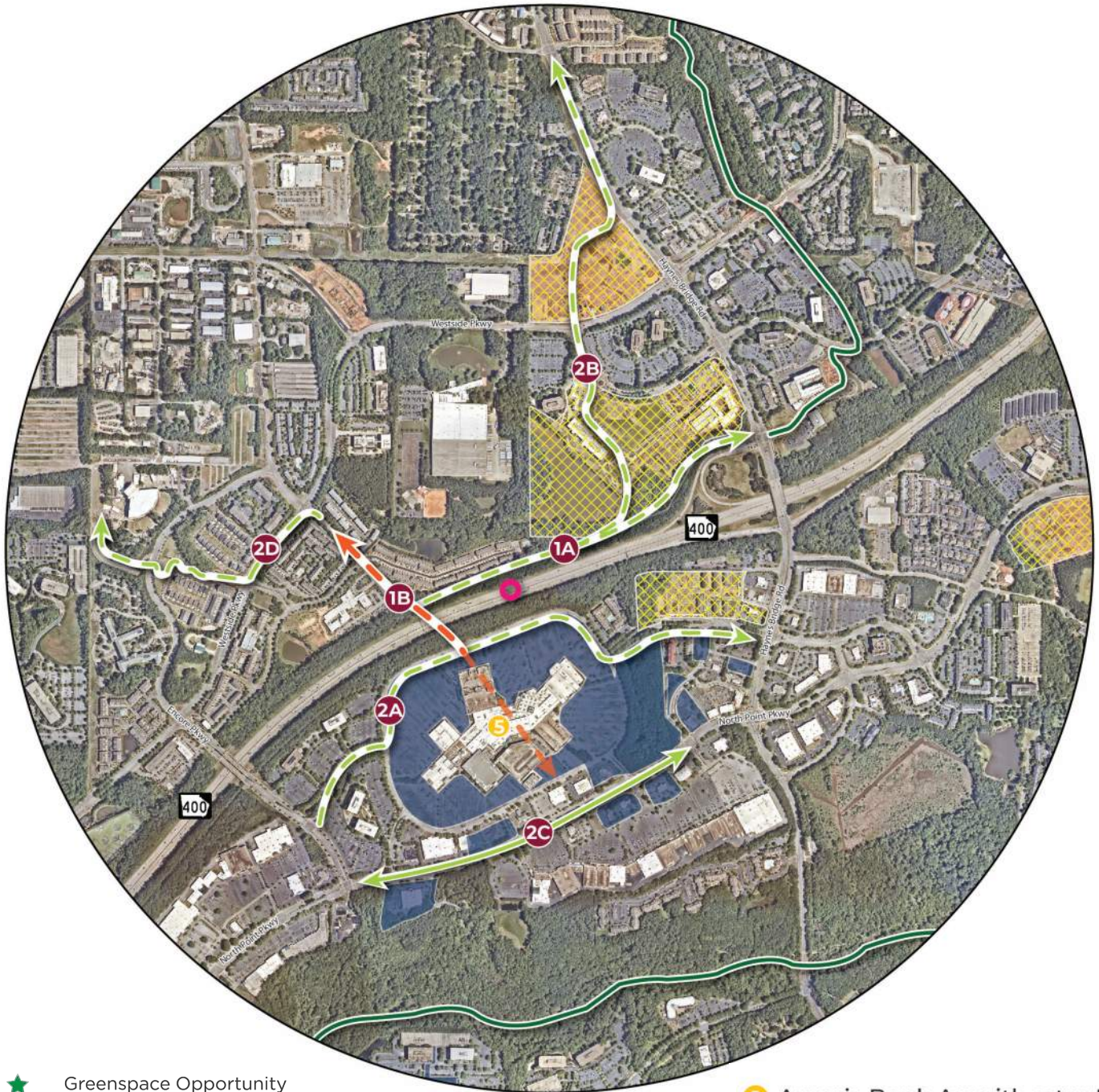
North Point










Summary

The North Point station area is centered around North Point Mall and the Lakeview redevelopment north of GA-400 by TPA Group. The key redevelopment sites in this node are North Point Mall, Hembree Center industrial/commercial properties, North Point Village retail center, and North Point Park offices. Other development opportunities include a few vacant sites and small retail along North Point Parkway adjacent to the mall.

Mobility projects in the North Point station area are focused on establishing an east/west vehicular connection across GA-400 to North Point Mall, which would create a direct link between Ameris Bank Ampitheatre and the mall. Additionally, there is an opportunity to extend the Alpha Loop along GA-400 east to connect with the rest of the trail network. Other projects include pedestrian mobility enhancements along North Point Parkway, around North Point Circle at the mall, and bolstering the pedestrian connection to Ameris Bank Ampitheatre. These improvements could be anticipated as part of the 15-20 year vision for the North Point station area.

Additional recommendations for this station area outside of the proposed projects include a potential greenspace opportunity at North Point Mall and coordination with GDOT, MARTA, and the selected developer/contractor regarding the final station configuration and pedestrian/bicycle access points, including opportunities to tie into a proposed roadway crossing of GA-400.



-  Greenspace Opportunity
-  New pedestrian connections
-  Pedestrian connection enhancements
-  Existing trails
-  New roadway connections
-  Roadway connection enhancements
-  Properties susceptible to change
-  Properties under construction
-  Proposed station location

-  1 Ameris Bank Ampitheatre Parking
-  2 Hembree Center
-  3 Ameris-Bank Ampitheatre
-  4 North Point Village
-  5 North Point Mall
-  6 North Point Park



STATION AREA CONCEPTS










North Point







Tier 1 Projects

Tier 1 projects that could be needed and anticipated within 5-7 years in the North Point station area include the Alpha Loop extension to Haynes Bridge Road and a roadway extension and bridge across GA-400 to North Point Mall. The Alpha Loop extension would provide value to the transit station as riders could exit the station and access Alpharetta’s extensive trail network to reach other destinations throughout the city. The proposed roadway extension would provide a vital north/south connection across GA-400 from Ameris Bank Ampitheatre to North Point Mall, and potentially tying into the transit station for rideshare and pedestrian access. This roadway extension and bridge is proposed to include facilities for bicycle/pedestrian mobility as well as a shuttle and “Kiss and Ride” drop off/pick up area. Access to the North Point station from the proposed roadway connection would allow riders to exit the station and have pedestrian access to the north and south sides of GA-400, linking these two previously isolated areas.

#	Project	Type	Description	Estimated Cost
North Point Station				
NP-1A	Alpha Loop Extension (North of Ga-400)	Trail	Alpha Loop Extension to Haynes Bridge Road	\$5.5M - \$9.5M
NP-1B	Maxwell Road Extension and Mall Bridge	Roadway	Roadway extension, and bridge from Maxwell Road across GA-400 to North Point Mall property	\$18M - \$21M



-  Greenspace Opportunity
-  New pedestrian connections
-  Pedestrian connection enhancements
-  Existing trails
-  New roadway connections
-  Roadway connection enhancements
-  Properties susceptible to change
-  Properties under construction
-  Proposed station location

-  1 Ameris Bank Ampitheatre
-  2 Hembree Center
-  3 Ameris-Bank Ampitheatre
-  4 North Point Village
-  5 North Point Mall
-  6 North Point Park



STATION AREA CONCEPTS

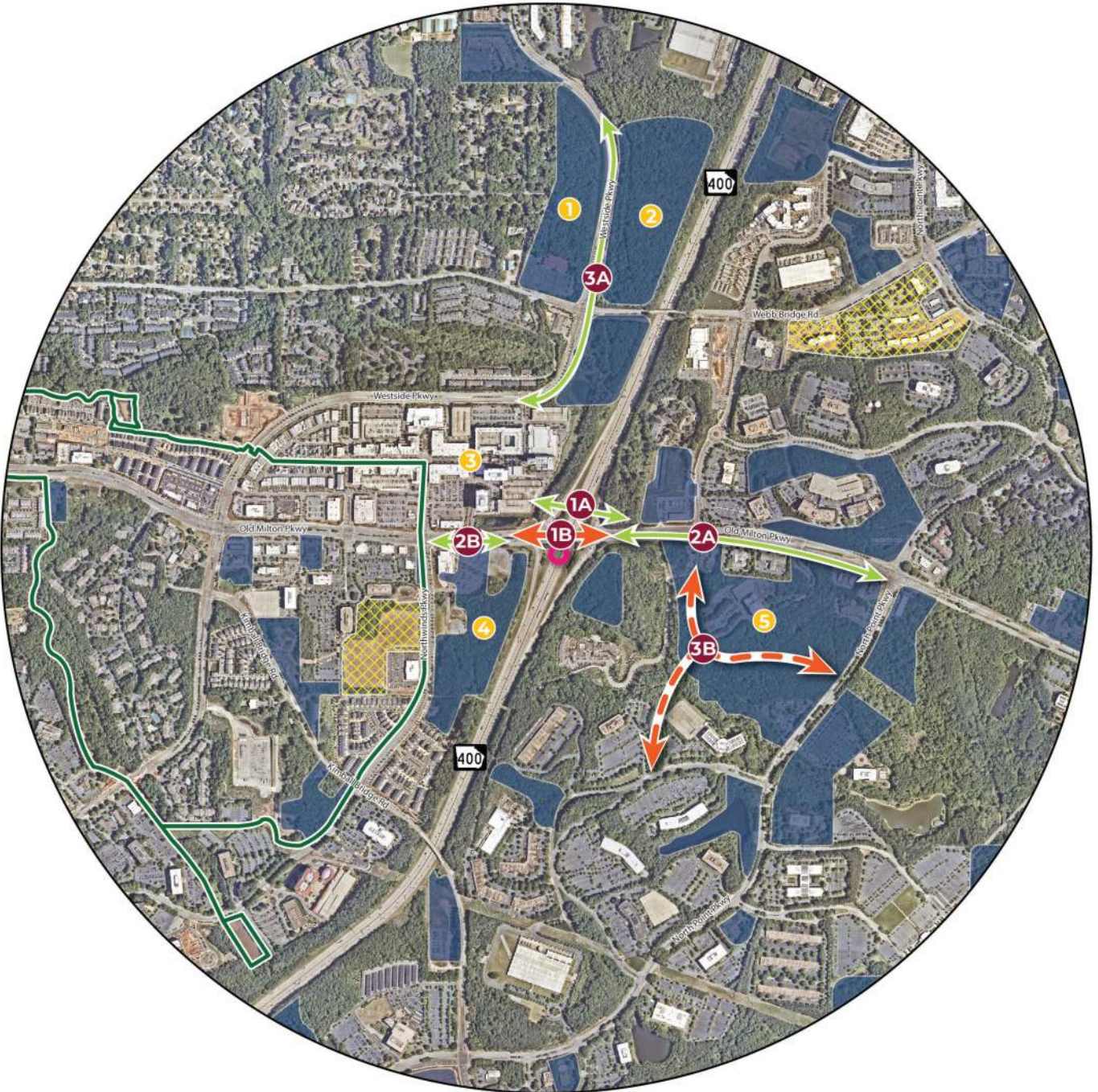
Old Milton

Summary

The Old Milton station area is centered around Avalon and the momentum it has created, with the primary development opportunities being the expansion of Gwinnett Technical College, areas to the north just above Avalon and to the east along Old Milton Parkway. Other development opportunities in this station area include various undeveloped pieces of land situated between existing properties. These opportunities together represent the 15-20 year vision of redevelopment in this area.

One action item for this station area is to coordinate with GDOT, MARTA, and the selected developer/contractor on consideration of a more direct link to the Hotel at Avalon and Alpharetta Conference Center. Through stakeholder discussions with Gwinnett Technical College and review of their future development plans, tying in the pedestrian access bridge to the station is most feasible on the far south end of their property, further pushing the station access point away from Old Milton Parkway and the primary activity center. Because of this, it is recommended that discussions be held with GDOT, MARTA, and the selected developer/contractor on how the final station configuration could provide a more direct link from the station to the Hotel at Avalon and Alpharetta Conference Center.

Given the current station location, the plan includes that a pedestrian bridge would need to be constructed south of Old Milton Parkway to connect east/west across GA-400. Other projects for this station area include pedestrian enhancements along Westside Parkway north of Avalon, Old Milton Parkway east of GA-400, and a new roadway connection through the LifeHope campus connecting Great Oaks Way, North Point Parkway, and Old Milton Parkway.



- New pedestrian connections
- Pedestrian connection enhancements
- Existing trails
- New roadway connections
- Roadway connection enhancements
- Properties susceptible to change
- Properties under construction
- Proposed station location

- 1 St James UMC
- 2 Undeveloped
- 3 Avalon
- 4 Gwinnett Tech
- 5 LifeHope



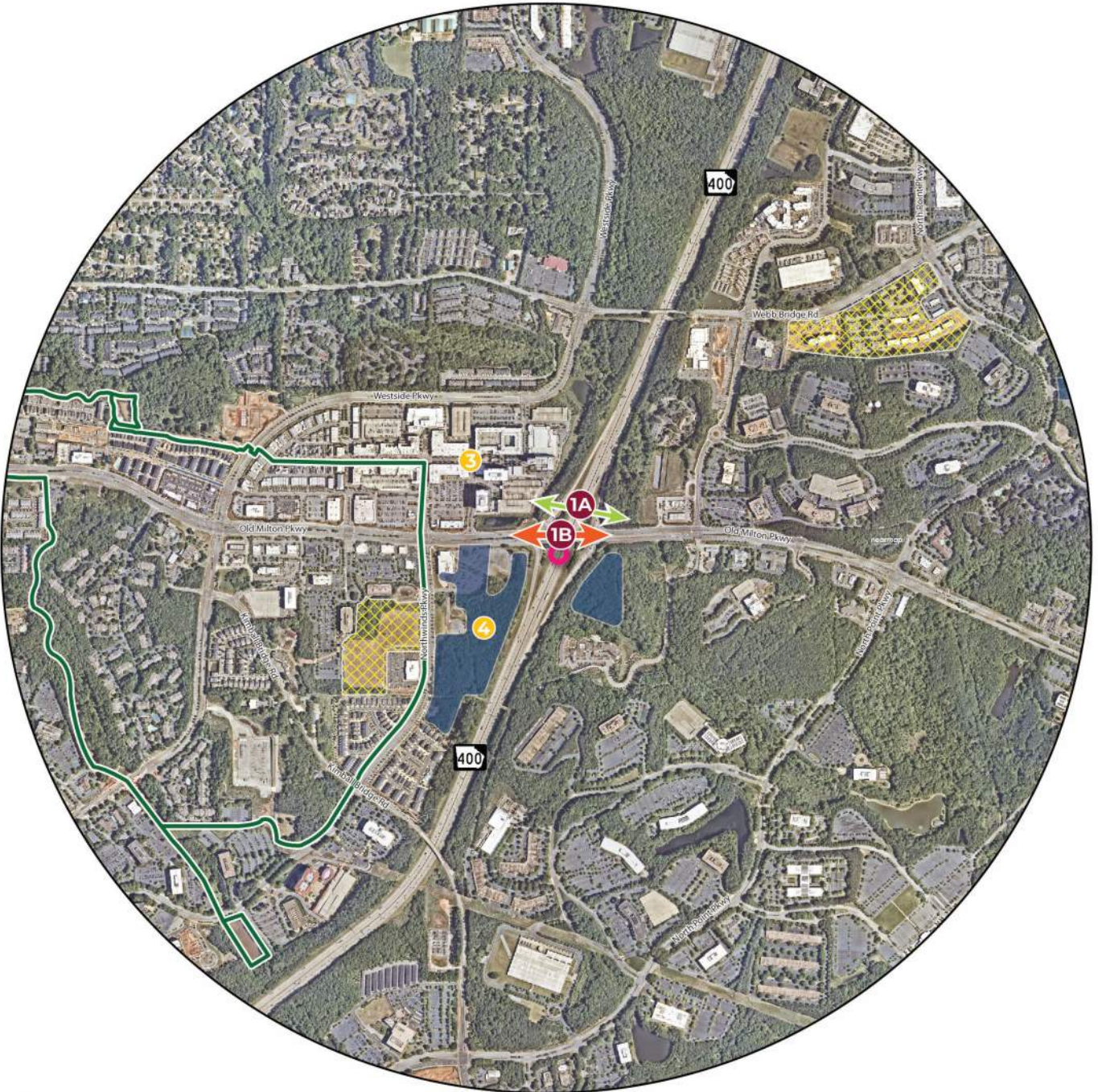
STATION AREA CONCEPTS

Old Milton

Tier 1 Projects

Tier 1 projects included in the 5-7 year vision of the Old Milton station area are centered around providing a more direct link from the currently proposed station location to the Hotel at Avalon and the Alpharetta Conference Center. The primary tier 1 project is establishing east/west connectivity across GA-400, linking the transit station to development on either side. Additionally, improvements to Old Milton Parkway are necessary to better facilitate pedestrian movement across GA-400.

#	Project	Type	Description	Estimated Cost
Old Milton Station				
OM-1A	Old Milton Station Pedestrian Bridge	Pedestrian Bridge	Pedestrian bridge from potential station location to east and west side of GA-400	\$5M - \$6M
OM-1B	Old Milton Parkway Bridge Enhancements	Streetscape	Bridge enhancements at Old Milton Parkway bridge over GA-400	\$2.5M - \$4M



- New pedestrian connections
- Pedestrian connection enhancements
- Existing trails
- New roadway connections
- Roadway connection enhancements
- Properties susceptible to change
- Properties under construction
- Proposed station location

- 1 St James UMC
- 2 Undeveloped
- 3 Avalon
- 4 Gwinnett Tech
- 5 LifeHope



STATION AREA CONCEPTS

Windward

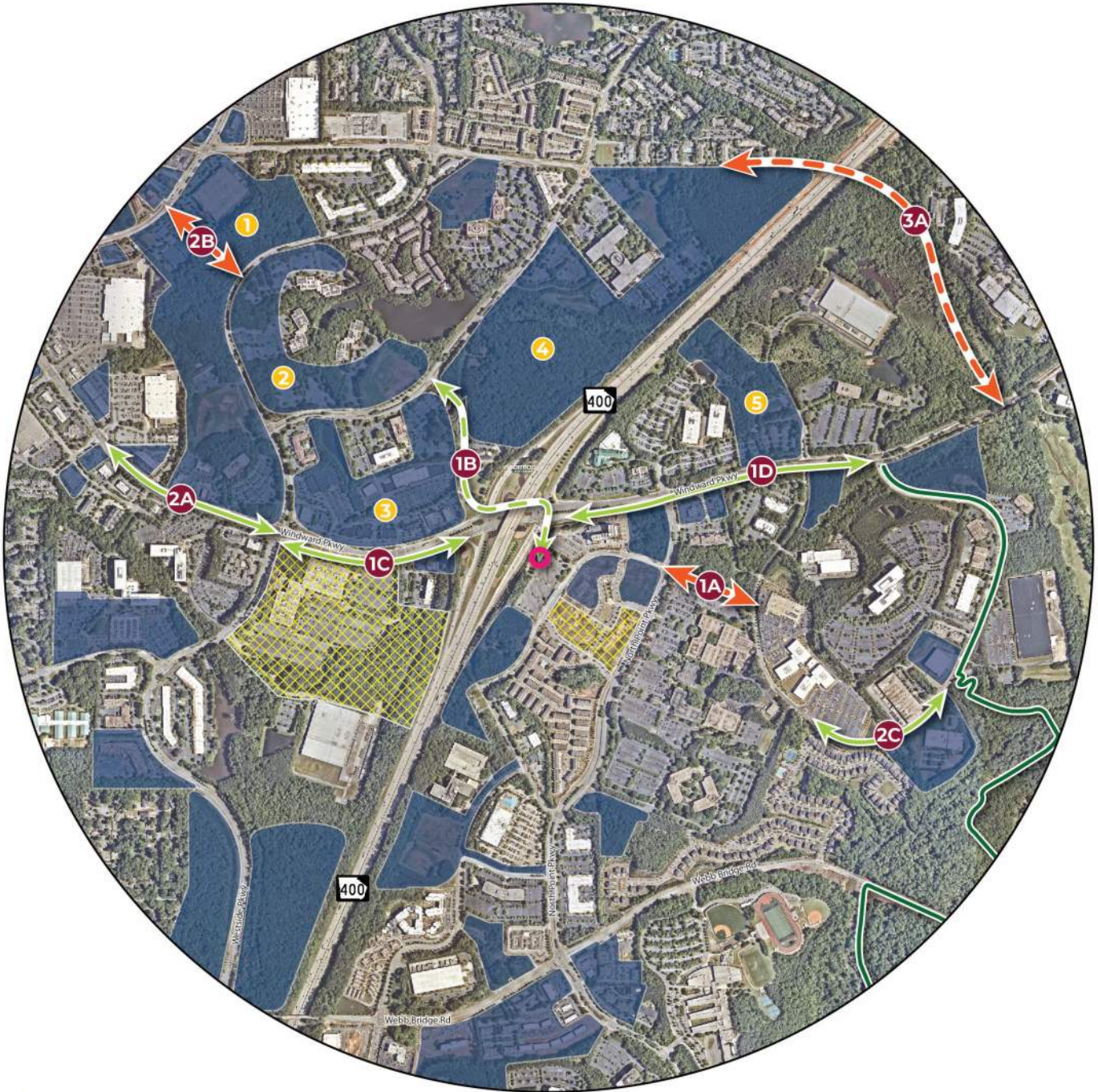
Summary

The Windward station area would serve as the end-of-the line for the proposed BRT system, with the existing MARTA Windward Park and Ride housing the transit station. The Windward Park and Ride is on the east side of GA-400 south of Windward Parkway and is bordered by a few undeveloped parcels. These parcels present the highest opportunity for TOD in this node, as they would be directly adjacent to the transit stop.

Other key development opportunities in this area are north of Windward Parkway, with the majority west of GA-400. These include the shopping center west of Deerfield Parkway, Verizon's campus east of Deerfield Parkway, retail along Windward Parkway and adjacent undeveloped land. Additionally, on the east side of GA-400 there is underutilized land.

This node has two areas currently in development. The first is the proposed Continuum development by Southwest Value Partners directly west of GA-400 on the south side of Windward Parkway, and the second is part of META Real Estate Partners' property adjacent to the Windward Park and Ride. Once completed, the Continuum development will serve as an activity center for this area, so connectivity to this property from the transit stop is essential.

Because the Windward Park and Ride is located on the east side of GA-400, and much of the existing, planned, and potential development potential is located across the interchange, connectivity projects must address the physical barrier the highway interchange creates. Proposed projects include pedestrian enhancements to navigate the crossing of GA-400 via Windward Parkway, as well as east and west of GA-400 along Windward Parkway. Additionally, the Dryden Road extension is included, which True North 400 is currently working to create. Other proposed improvements include extending Webb Road across GA-400 and connecting it to Windward Parkway and a connection from Deerfield Parkway to Alpharetta Highway.



- New pedestrian connections
- Pedestrian connection enhancements
- Existing trails
- New roadway connections
- Roadway connection enhancements
- Properties susceptible to change
- Properties under construction
- Proposed station location

- 1 West Deerfield Pkwy
- 2 East Deerfield Pkwy
- 3 Windward-400 Retail
- 4 Citrix Vacant Land
- 5 ADP



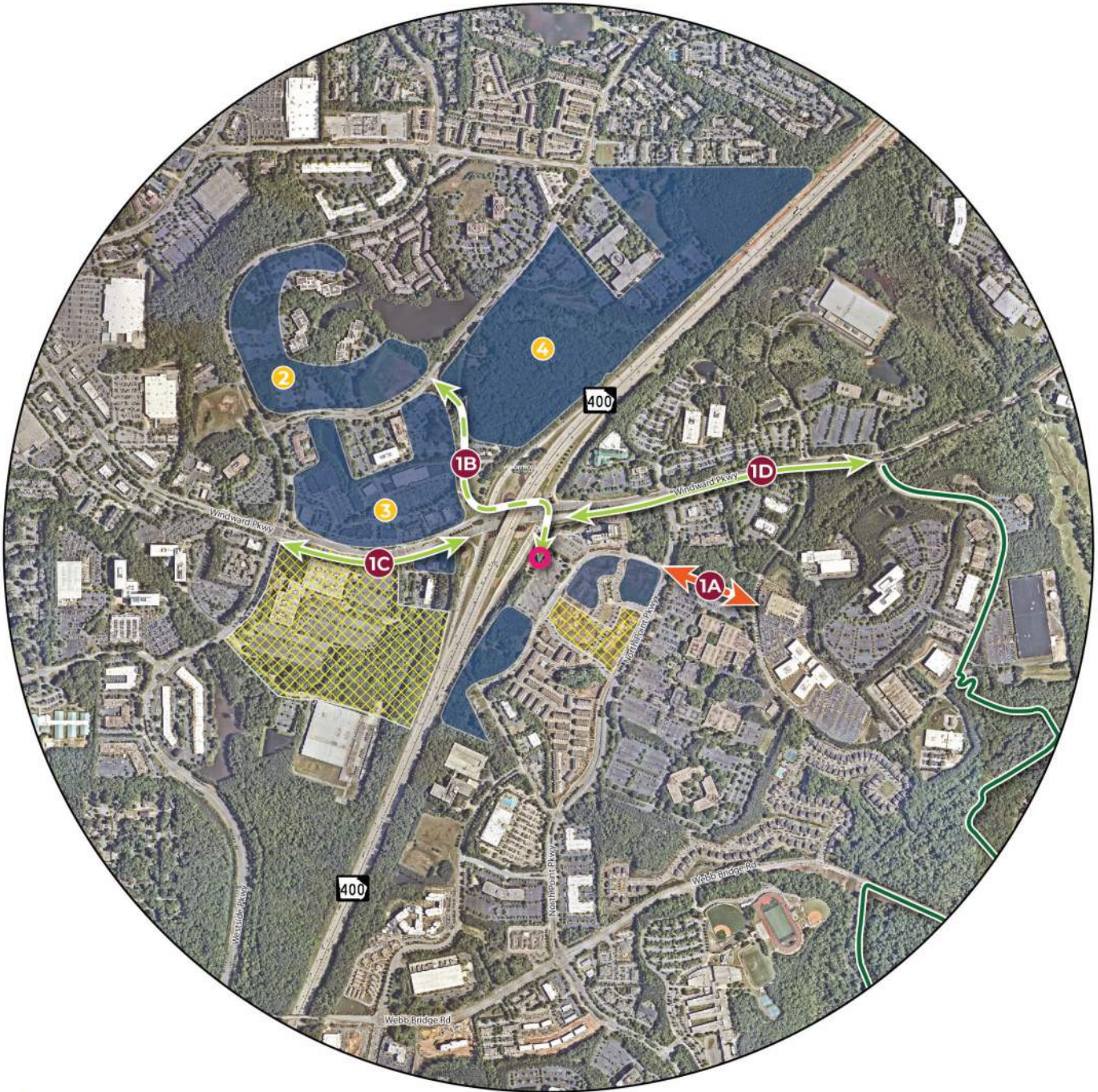
STATION AREA CONCEPTS

Windward

Tier 1 Projects

Tier 1 projects, illustrating the 5-7 year vision of the Windward station area, include the Dryden Road connection currently under study, pedestrian enhancements to improve the crossing of GA-400 via Windward Parkway to Morris Road, along the north and south side of Windward Parkway east of GA-400, and along the south side of Windward Parkway west of GA-400, bordering the Continuum development. The current plans for Continuum indicate upgraded pedestrian conditions fronting the property, and a worksession with the civil engineers was held to discuss and propose extending these improvements to the interchange of GA-400 and Windward Parkway.

#	Project	Type	Description	Estimated Cost
Windward Station				
WW-1A	Dryden Road Extension	Roadway	Extend Dryden Road from North Point Parkway to Edison Drive including streetscape/ pedestrian facilities	\$2M - \$3.5M
WW-1B	Deerfield Pedestrian Connection	Trail	Enhanced pedestrian connection from potential station area to Deerfield Area	\$3M - \$5.5M
WW-1C	Windward Streetscape Enhancements (West)	Streetscape	Streetscape/ pedestrian enhancements along Windward Parkway west of GA-400 to Westside Parkway	\$2M - \$3.5M
WW-1D	Windward Streetscape Enhancements (East)	Streetscape	Streetscape/ pedestrian enhancements along Windward Parkway east of GA-400 to Marconi Drive	\$8.5 - \$19M

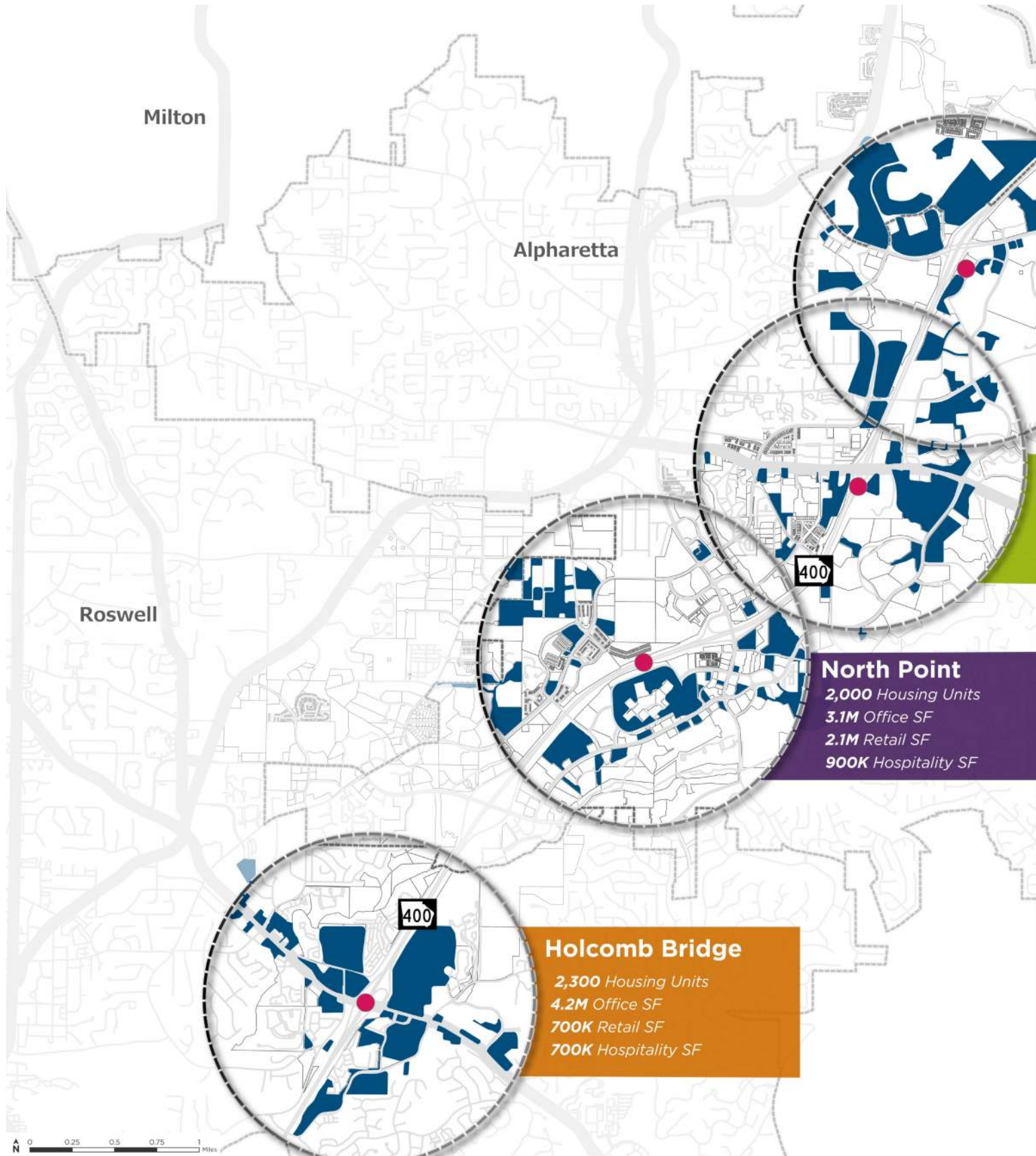


- New pedestrian connections
- Pedestrian connection enhancements
- Existing trails
- New roadway connections
- Roadway connection enhancements
- Properties susceptible to change
- Properties under construction
- Proposed station location

- 1 West Deerfield Pkwy
- 2 East Deerfield Pkwy
- 3 Windward-400 Retail
- 4 Citrix Vacant Land
- 5 ADP



DEVELOPMENT OPPORTUNITIES

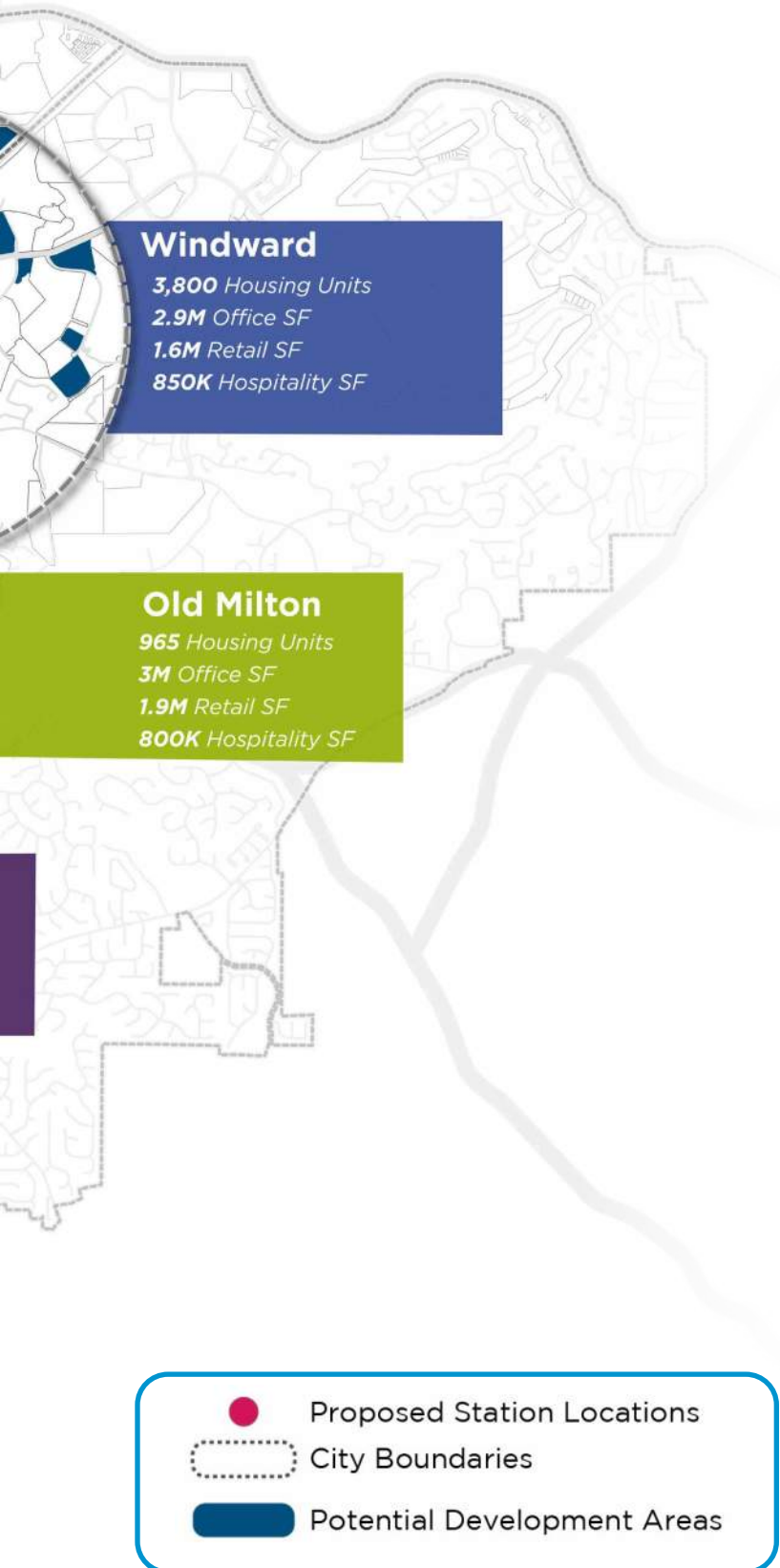


Development Opportunities

While some greenfield development opportunities remain in North Fulton, the area has transitioned to a new generation with potential redevelopment of underutilized parking lots and aging retail centers. The total acreage of potential development and redevelopment opportunities across all four station areas (blue parcels) is estimated to be roughly 1,400 acres.

Development potential under current zoning conditions was assessed to illustrate the magnitude of development within 1-mile of each planned station area. These findings are presented in the map to the left, and estimate the number of housing units, hospitality square footage (which could include entertainment or hotel, conference/convention center), square feet of office, and square feet of retail which could be developed under current zoning.

The City of Milton utilizes form-based code zoning to regulate its development. This code allocates “building units” to each parcel, by acreage, based on its zoning classification, and the code allows a specified number of each land use (retail, housing, office, etc.) per each building unit. To calculate development potential under these conditions, a mix of uses in a ratio consistent with other recent development in the city was applied, and then building units were calculated based on the size of the parcel.



DEVELOPMENT OPPORTUNITIES

Development Opportunities *(cont.)*

Within the City of Alpharetta, development potential was calculated in two ways. The first analysis utilized the existing zoning code, as well as a projected land use mix for mixed-use zones based on recent development trends within the City. Hospitality was allocated into both hotel and entertainment uses. Within the North Point station area, mixed use percentages were adjusted to reflect anticipated new development that is specific to the North Point area.

A second methodology calculated development potential based on the mix and intensity of recent mixed-use developments within the city. This represents if all parcels were zoned for mixed use. The modified development potential under these conditions is as follows:

North Point

- 2,500 housing units
- 2.8M office SF
- 1.9M retail SF
- 430K hospitality/entertainment SF

Old Milton

- 2,200 housing units
- 2.5M office SF
- 1.7M retail SF
- 400K hospitality/entertainment SF

Windward

- 3,700 housing units
- 2.9M office SF
- 1.9M retail SF
- 660K hospitality/entertainment SF

Development potential of parcels in the City of Roswell were also calculated in two ways. For Office Park (OP) zoned parcels, the density of existing large-scale office development adjacent to Holcomb Bridge Road was utilized as the model for all remaining areas within the OP zoned parcels. Calculations for all other parcels utilized one-half the densities and mix of uses from a recent multi-use development within Roswell.

**THIS PAGE IS
INTENTIONALLY
BLANK**

PROJECT LIST

#	Tier	Project	Type	Description	Estimated Cost
Holcomb Bridge Station					
HB-1A	1	Holcomb Bridge Connecting Pedestrian Bridge	Pedestrian Bridge	Pedestrian bridge connecting development sites to the southeast and Kimberly-Clark campus to the station.	\$10M - \$12M
HB-1B	1	Holcomb Bridge Streetscape	Streetscape	Streetscape enhancements along Holcomb Bridge Road from Dogwood Road to Holcomb Woods Parkway	\$9M - \$19M
HB-2A	2	Holcomb Bridge Pedestrian Crossing (Kimberly-Clark)	Pedestrian Crossing	Enhanced crossing/pedestrian connectivity across Holcomb Bridge at Kimberly-Clark main entrance	-
HB-3A	3	Holcomb Bridge Pedestrian Crossing (Warsaw)	Pedestrian Crossing	Enhanced pedestrian connectivity at crossing of Holcomb Bridge and Warsaw Road	-
HB-3B	3	Holcomb Bridge Loop Trail	Trail	Pedestrian loop trail around Holcomb Bridge node	-
North Point Station					
NP-1A	1	Alpha Link Connection	Trail	Alpha Loop extension to Haynes Bridge Road	\$5.5M - \$9.5M
NP-1B	1	Maxwell Road Extension and Mall Bridge	Roadway	Roadway extension and bridge from Maxwell Road across GA-400 to North Point Mall property	\$18M - \$21M
NP-2A	2	North Point Circle Pedestrian Connection	Pedestrian	Enhanced pedestrian connectivity around NP Mall via North Point Circle	-
NP-2B	2	Alpha Loop Segments from Alpha Link to Haynes Bridge	Pedestrian	Pedestrian connectivity from Alpha Loop through TPA Group property to Haynes Bridge Road	-
NP-2C	2	North Point Parkway Pedestrian Enhancements	Streetscape	Enhanced pedestrian connectivity on North Point Parkway in front of NP Mall	-
NP-2D	2	Ameris Bank Pedestrian Connection	Pedestrian	Pedestrian connectivity from 1B to Ameris Bank Amphitheater	-

#	Tier	Project	Type	Description	Estimated Cost
Old Milton Station					
OM-1A	1	Old Milton Station Pedestrian Bridge	Pedestrian Bridge	Pedestrian bridge from potential station location to east and west side of GA-400	\$5M - \$6M
OM-1B	1	Old Milton Parkway Bridge Enhancements	Streetscape	Bridge enhancements at Old Milton Parkway bridge over GA-400	\$2.5M - \$4M
OM-2A	2	Old Milton Parkway Pedestrian Enhancements (East)	Streetscape	Enhanced pedestrian connectivity along east side of Old Milton Parkway	-
OM-2B	2	Old Milton Parkway Pedestrian Enhancements (West)	Streetscape	Enhanced pedestrian connectivity along west side of Old Milton Parkway fronting Gwinnett Technical College	-
OM-3A	3	Westside Parkway Pedestrian Enhancements (North)	Streetscape	Pedestrian enhancements along Westside Parkway north of Avalon	-
OM-3B	3	North Point Parkway/Morris Road Roadway Connection	Roadway	Roadway connectivity through LifeHope between Great Oaks Way, North Point Parkway, and Old Milton Parkway	-
Windward Station					
WW-1A	1	Dryden Road Extension	Roadway	Extend Dryden Road from North Point Parkway to Edison Drive	\$2M - \$3.5M
WW-1B	1	Deerfield Pedestrian Connection	Trail	Enhanced pedestrian connection from potential station area to Deerfield Area	\$3M - \$5.5M
WW-1C	1	Windward Streetscape Enhancements (Continuum)	Streetscape	Streetscape/pedestrian enhancements along Windward Parkway west of GA-400 to Westside Parkway	\$2M - \$3.5M
WW-1D	1	Windward Streetscape Enhancements (East)	Streetscape	Streetscape/pedestrian enhancements along Windward Parkway east of GA-400 to Marconi Drive	\$8.5 - \$19M
WW-2A	2	Windward Parkway Pedestrian Enhancements	Streetscape	Increased pedestrian connectivity on west side of Windward Parkway	-
WW-2B	2	Highway 9/Deerfield Connection	Roadway	Roadway/pedestrian connectivity to Highway 9	-
WW-2C	2	Marconi-Edison Connector	Roadway	Roadway/pedestrian connection from Edison Drive to Marconi Drive	-
WW-3A	3	Webb Road/Windward Parkway Connection	Roadway	Webb Road extension over GA-400 to Windward Parkway	-

NEXT STEPS

While the implementation timeline for completing the transit stations along GA-400 and opening the high capacity transit service are not certain at this time, it is vital to begin coordination and funding of improvements that will enhance connectivity to the future transit stations to support more connected development and enhance use of the future system.

1. Coordinate with GDOT/MARTA and the GA-400 Express Lanes Development Team -

Upon adoption of this plan, the first, most vital action item is to coordinate priority improvements with GDOT and their development team to be selected in 2024. A number of the connectivity improvements identified in this plan may be able to be started or implemented in partnership with the DOT with the construction of the GA-400 Express Lanes and transit stations over the next several years. It is also paramount that the design and implementation of the express lane system does not preclude the connectivity needs identified in this document.

Projects like HB-1A, OM-1A, and OM-1C, connecting pedestrian bridges to the Holcomb Bridge Road and Old Milton Stations will require coordination with the express lane and station construction effort to maintain space for bridge footings and circulation. Project NP-1B suggests that the bridge connecting the east and west sides of GA-400 to the North Point Station be located south of the previously assumed location by MARTA and GDOT to enhance connectivity and access to the station. These efforts could be facilitated by or restricted by the express lane implementation plans that will be finalized in 2024.

2. Partner with MARTA and state/regional agencies to identify funding for the BRT

As of Spring 2024, a substantial funding gap remains to complete and operate the GA-400 high capacity transit service. Platforms for the Holcomb Bridge Station and North Point Station are expected to be constructed as part of GDOT's GA-400 Express Lane effort. However, an estimated \$250-350M is needed to complete construction of the stations and begin service. True North 400 should continue to identify partners and opportunities to assist MARTA and appropriate agencies to identify funding to complete the system and start operations.

3. Design and fund first and last mile connectivity enhancements to the transit station locations -

In addition to coordination with GDOT and its team, True North 400 should continue its collaboration with MARTA and the Cities of Roswell, Alpharetta, and Milton to prioritize and fund the design, engineering, and potential implementation of priority pedestrian and bicycle connections to the planned transit stations. As a community improvement district, True North 400 is in a unique position to advance priority improvements, complete conceptual design, catalyze design and engineering efforts, and prepare key pedestrian and bicycle connections for funding and implementation to coincide with the potential opening of the transit stations and start of service. These efforts will greatly enhance the potential of the future transit service to meet the needs of the corridor including improved mobility to jobs in and near the station areas, enhanced access to local goods and attractions, and improved connectivity for local residents to more easily access other activity centers and Hartsfield-Jackson International Airport via transit.

4. Encourage local partners to adapt station area development regulations to encourage more walkable, transit supportive development patterns -

The Cities of Roswell, Alpharetta, and Milton may review the proposed connectivity enhancements and development potential outlined in this document to consider modifications to their development codes within the station areas. While station areas like the North Point Mall activity center and Milton's Deerfield area have updated development codes that limit building setbacks, reduce parking requirements, and encourage more connected walkable development patterns, other areas like Holcomb Bridge and Windward east of GA-400 will require more walkable development patterns to fully realize the economic and connectivity potential that the transit service will offer.



www.truenorth400.com

For further information, contact:
Kristin Rome Winzeler, Program Director
(678) 397-0570
kwinzeler@truenorth400.com

Kimley»Horn